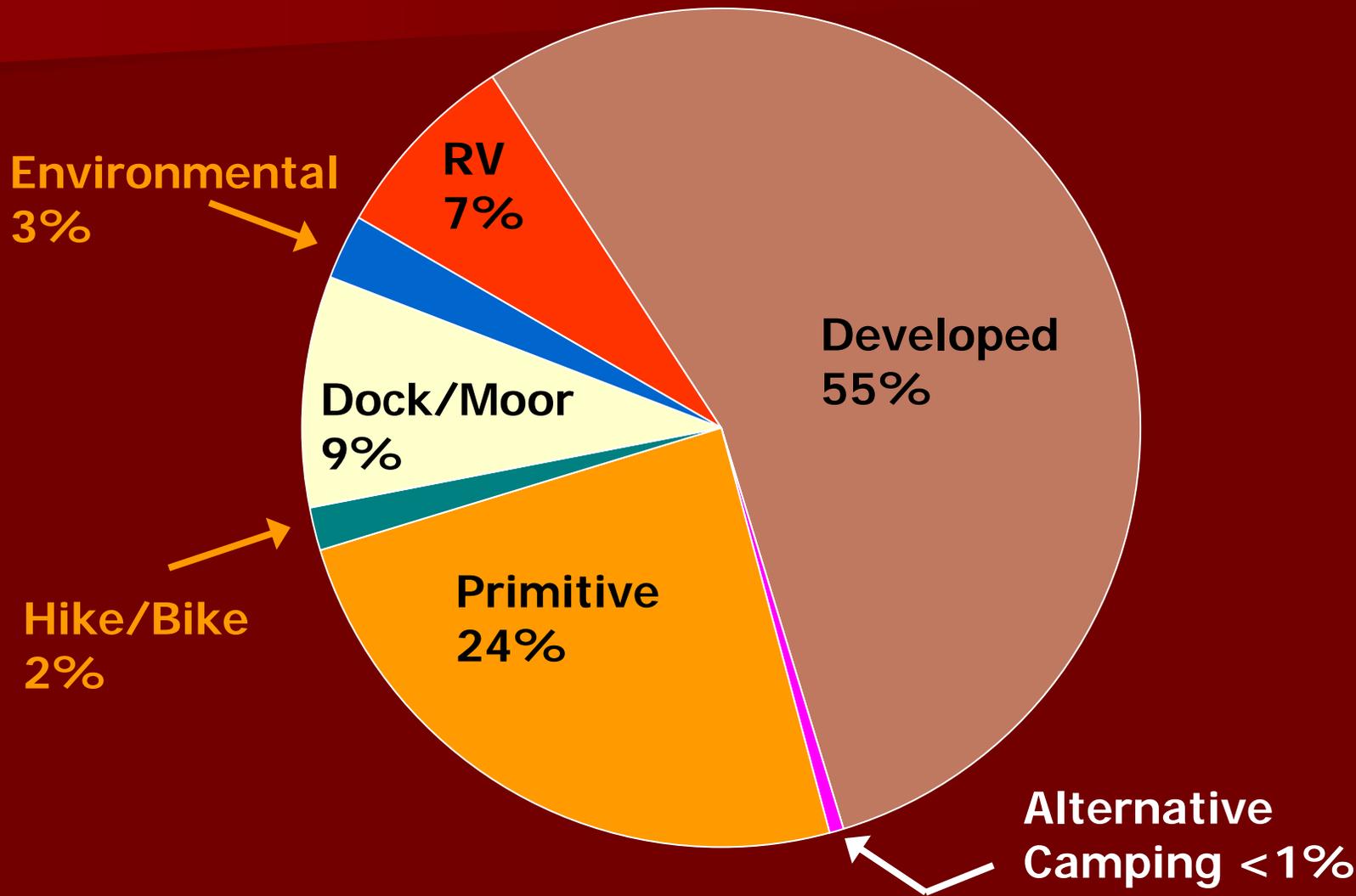


# **AN ALTERNATIVE CAMPING PROGRAM FOR CALIFORNIA STATE PARKS**



**2005 CALIFORNIA PARKS CONFERENCE**  
**California State Park Ranger Association**  
**Rohnert Park, CA**  
**March 8, 2004**  
**Presented by DPR Planning Division**

# CALIFORNIA STATE PARK CAMPGROUNDS



# WE CAN DO BETTER

**RESPOND TO  
TRENDS**

**IMPROVE  
CUSTOMER  
SERVICE**

**INCREASE PARK  
USE IN SHOULDER  
SEASON**



# TRENDS

- **POPULATION GROWTH**
- **DEMOGRAPHIC SHIFTS**
- **STRESS IN DAILY LIFE**
- **DEMAND FOR CAMPING**

# CUSTOMERS

**AGING BABY  
BOOMERS**

**PARENTS WITH  
YOUNG CHILDREN**

**FORMER RV  
OWNERS**

**CAMPERS WITH  
DISABILITIES**

**CHILDLESS  
MIDDLE AGERS**

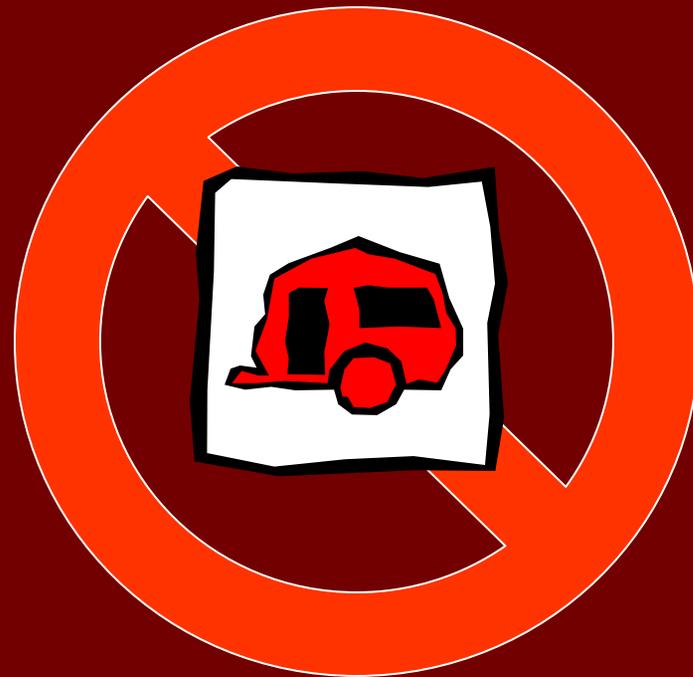
**NEW OFF-SEASON  
CAMPERS**

**YOUNG ADULTS  
( 'TWIXTERS)**

# A DIFFERENT WAY TO GO CAMPING



**NO TENT**



**NO RV**

# ALTERNATIVE CAMPING FACILITIES



RUSTIC  
CABINS

YURTS



FLOATING  
CAMPS



TENT  
CABINS

# A COMMON PRACTICE IN OTHER STATES

- WIDESPREAD
- SUCCESSFUL
- POPULAR
- EASILY MAINTAINED
- REVENUE PRODUCER

# OREGON STATE PARKS

**“A dream program  
from a marketing  
standpoint...”**

**“Off-season  
camping up 5%...”**



# WASHINGTON STATE PARKS



**“The program has been incredibly successful.”**

**“Rented 200 nights a year...  
Only need 145 nights to  
break even...”**

# OHIO STATE PARKS

**“Results have  
been excellent.”**

**“The program  
makes money.”**



# RESULTS ELSEWHERE



**HAPPY CAMPERS**

**REVENUE**

# CURRENT SITUATION IN CALIFORNIA STATE PARKS

## UNITS IN PLACE

- 25 rustic cabins
- 1 yurt
- 10 floating campsites
- 36 tent cabins  
(Big Basin concession)

## ISSUES

Inconsistent marketing and standards:

- Not all available to the public
- Not all on central reservations system

# PROGRAM PROPOSAL

- TEST MARKET ALTERNATIVE CAMPING AT REPRESENTATIVE, GEOGRAPHICALLY-SPREAD PARKS (2 years)
- ESTABLISH ALTERNATIVE CAMPING BRAND TO RAISE USE OF UNDERUTILIZED SITES
- EVALUATE OPERATIONS AND RESULTS
  - IN-HOUSE + HOST-ASSISTED + CONCESSION-RUN**
- DETERMINE CUSTOMER PREFERENCES
- LONG-RANGE PLAN BASED ON RESULTS

# **PROPOSED FACILITIES**

## ***22 NEW ALTERNATIVE CAMPING FACILITIES***

- 2 rustic cabins
- 18 yurts
- 2 modern tent cabins



## ***72 EXISTING ALTERNATIVE CAMPING FACILITIES***

- 94 total facilities
- and possible new concessions

# DISTRIBUTION

north

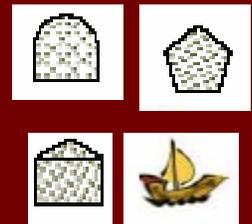


south

POTENTIAL CONCESSIONS  
PROPOSED NEW SITES



EXISTING YURT, TENT CABINS,  
CABINS, FLOAT SITES



# MARKETING

- **Marketing plan  
(consultant contract)**
- **Full use of central  
reservations system**
- **Outreach to target user groups**
- **Consistent delivery throughout State Park System**
- **Customer satisfaction survey and analysis**



# IMPLEMENTATION

## LOW-COST MAINTENANCE

- BASIC INTERIORS
- CUSTOMERS BRING OWN BEDDING
- MINIMAL UTILITIES
- LOCKABLE DOORS



(Ohio State Park volunteer)

## HOUSEKEEPING

- SIMPLE UPKEEP
- PARK STAFF AND CAMP HOSTS
- JANITORIAL CONTRACT IF 11+ UNITS

# SITE DESIGN



(Oregon State Park yurt village)

- ADA ACCESSIBILITY
- ROOFED ENTRY
- FRONT DECK
- INTEGRATED WITH CAMPGROUND  
AMONG OTHER SITES or  
SEPARATE LOOP

# RETURN ON INVESTMENT

1ST YR ONE-TIME COSTS	O&M PER YEAR	RESERVE PER YEAR	GROSS REVENUE PER YEAR	NET
\$18K (existing units) + \$230K (new additions) + \$10K (marketing) = \$258K	\$90K	\$58K	\$530K	\$124K (1 <sup>st</sup> yr) to \$372K (beyond)

# NEXT STEPS FOR PROPOSAL

	<u>HQ</u>	<u>FIELD</u>
<b>FUNDING</b>	<b>X</b>	
<b>PROCEDURES</b>		
<b>REVENUES / COSTS</b>	<b>X</b>	<b>X</b>
<b>OPERATIONS / MAINT</b>	<b>X</b>	<b>X</b>
<b>RESERVATION SYSTEM</b>	<b>X</b>	
<b>INSTALL NEW FACILITIES</b>		<b>X</b>
<b>UPGRADE EXISTING FACILITIES</b>	<b>X</b>	<b>X</b>
<b>TRAIN STAFF</b>	<b>X</b>	<b>X</b>
<b>MARKET, ANNOUNCE PROGRAM</b>	<b>X</b>	
<b>MONITOR/EVALUATE</b>	<b>X</b>	<b>X</b>

# **FOR MORE** **INFORMATION**

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