



# Deep dive: Customer data

April 16, 2025



# Today's Focus

- What data do we collect?
- State lands usage & economic impact data
- How is the data being used?
- How can the data be used?
- Case study: Busy season in lean times
- What's next?



# Data collection overview

- Overnight Customer Survey
- Discover Pass Customer Survey
- In-Park Survey Reporting
- Camis Data: Camping reservations/cancellations, occupancy, discount passes, etc.
- State Lands Usage Tool: Anonymized cell phone ping data & economic impact
- Customer Comment Form (coming soon): To track comments, questions, feedback etc. that comes from the public.





# State lands usage & economic impact



# Lands usage data & tool

- Allows us to see activity in a park, filtering by dates and zoom in
- Economic impact data
- Community demographic data





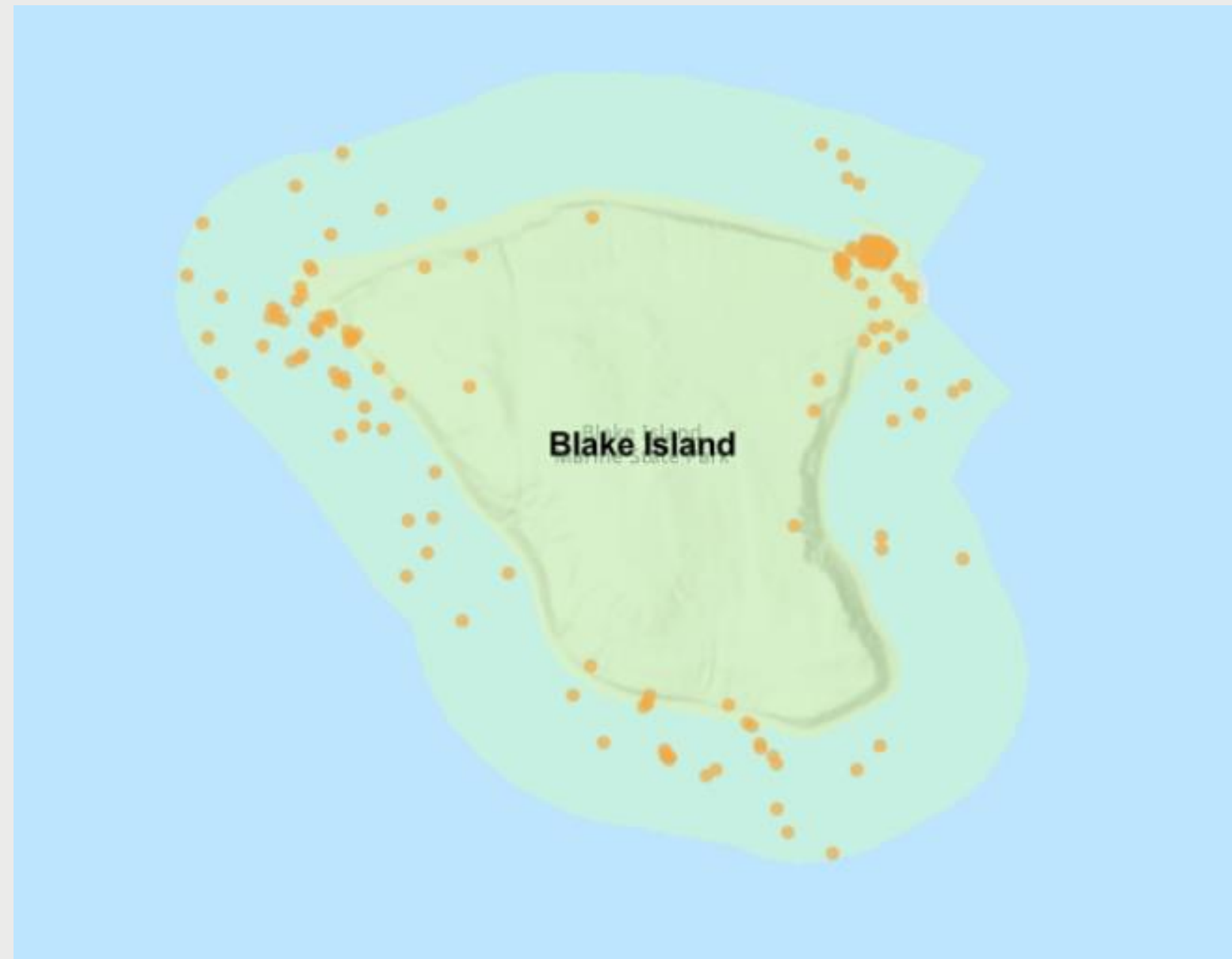
# Lands usage data & tool

Zoomed out view of visitor activity on a trail/park system, in orange.



# Lands usage data & tool

Marine park visitor activity,  
in orange.



# Lands usage data & tool

Land and marine park  
visitor activity, in orange.





# Economic impact of State Parks

**Parks' statewide economic contribution:  
\$1.7 billion per year (2023)**

- **Jobs supported:** 19,819
- **State and local tax contributions:**  
\$310,688,226
- **Top 5 industries supported:**
  1. Full-service restaurants: 22.57%
  2. Gas stations: 21.26%
  3. Accommodations – Other: 18.62%
  4. Grocery stores: 13.97%
  5. Accommodation – Motel/Hotel: 12.24%

## **Top 10 counties by spending allocation**

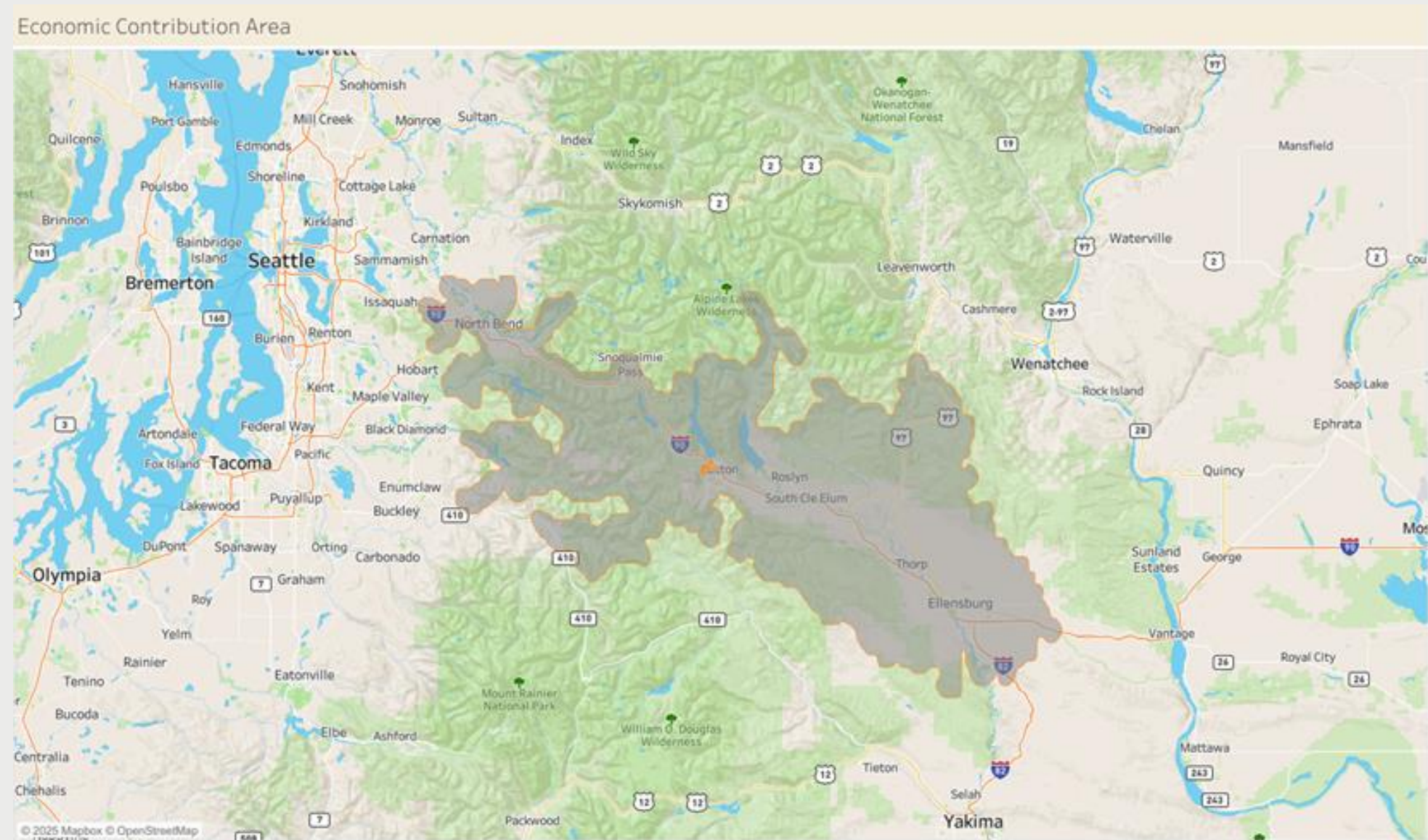
1. Grays Harbor
2. King
3. Snohomish
4. Pacific
5. Spokane
6. Skagit
7. Whatcom
8. Clark
9. Pierce
10. Wahkiakum



# Economic impact of State Parks

## Economic impact example: Lake Easton State Park

- The economic contribution area is in grey.
- It stretches across the I-90 corridor from Snoqualmie to Kittitas counties.



**Parks' statewide economic contribution: \$1.7 billion per year (2023)**



# How is it currently being used?

**We recently conducted a survey of about 100 staff to learn more about awareness of this data and how it is being used.**

**More than 70% said they used the data for**

- Identifying customer issues and pain points
- Making decisions about work that impacts customers
- Identifying customer needs

**Interesting findings**

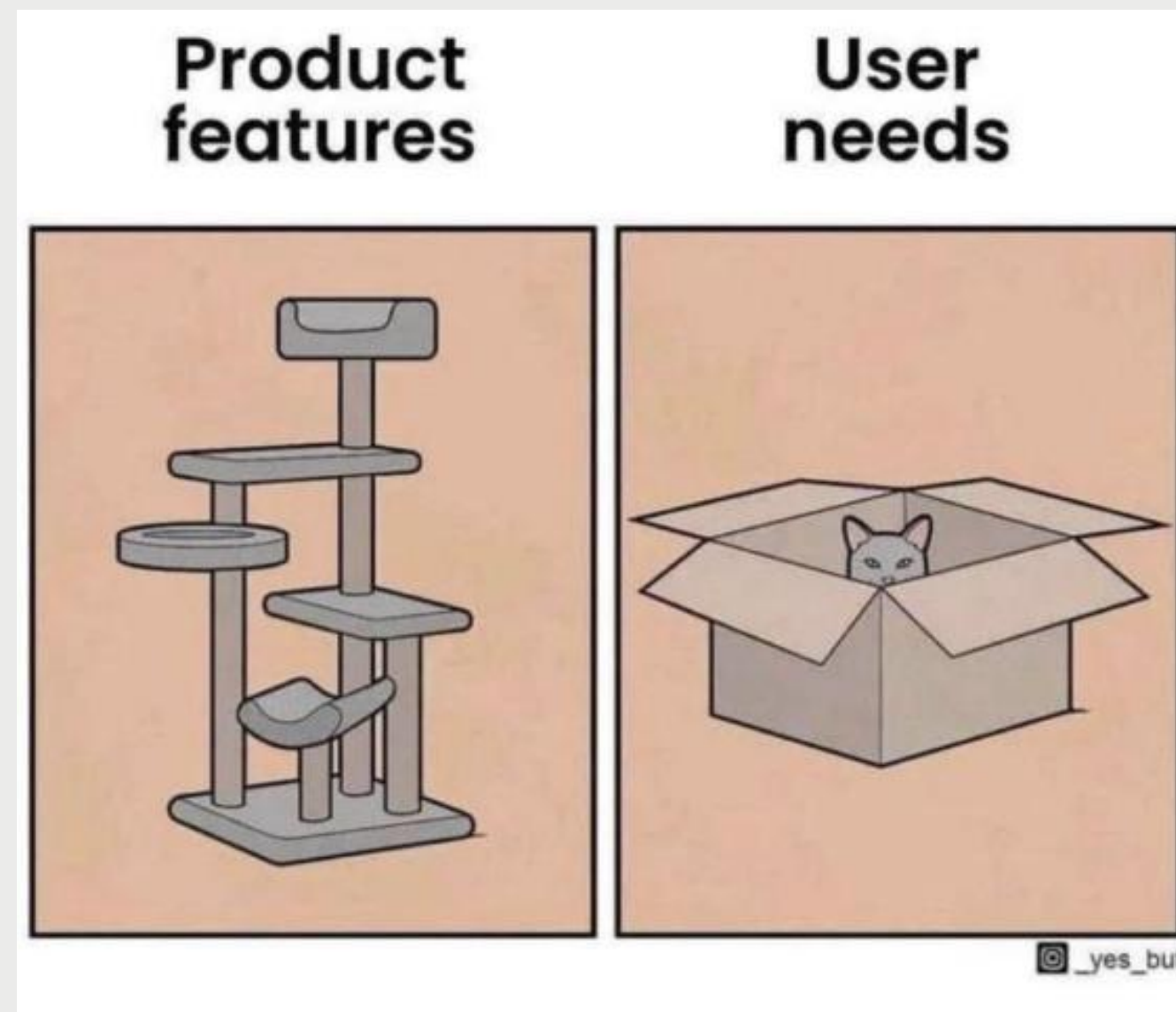
- Sharing customer feedback can boost staff morale – lots of positive feedback.
- It is being used to inform programming.
- Interpretation utilizes lands usage data to help inform interpretive plans.





# Why is this data valuable?

When asking, “what is the best use of our time and energy?” this data can help.





# How can it be used?

- **Enterprise strategy**
  - Revenue and funding opportunities, asks and allocation.
  - Achieving agency strategic goals
  - Telling our story by using the voice of the customer.
- **Address specific, complex problems**
  - Reducing rec impacts.
  - Where to focus resources, especially in lean times (what our customers most care about).
  - Project/staffing prioritization based on usage.
  - Targeting outreach and marketing.
- **Build trust and demonstrate our value**
  - Parks' economic impact.
  - High customer satisfaction ratings.
  - Demonstrate our value with authorizing environment, media and the general public.



# Case study



# Busy season planning

## Busy season 2025

- Peak dates (visitation & camping data): April X – October X
- Reservations compared to last year: Trending down by #X
- External influences to consider:
  - National Park overflow from federal changes
  - Reduced visitors from Canada – some parks may see lower attendance than usual
  - State budget and legislative impacts
- Other factors
  - Fee increases (camping and possible Discover Pass)

## Top 3 things customers care about (pulled from 3 different customer surveys)

- Availability of staff
- Clean bathrooms
- Signage and maps

## Key data points for prioritization and planning

- What activities are most popular in each park
  - **Why?** This can help direct staff time to focus on highest demand activities
- Demographic information about visitors by park
  - **Why?** Are we missing signage in key languages? Should we prioritize certain programming?
- Most popular areas for visitors within each park
  - **Why?** Focus staff time and presence in most populated sites
- Law enforcement information by park (Operations data)
  - **Why?** Focus LE Ranger time in high-need areas.



# Busy season planning

## Goals

- Don't burn out staff by setting realistic expectations for what they can do with the resources they have.
- Maintain a high-level of customer satisfaction and customer service by focusing on what customers care about most.
- Maintain a high-level of public trust in State Parks as an institution.

## Rallying cry

For 2025 busy season, Operations is focusing resources on:

- Welcome booths, and presence in high-traffic areas.
- Cleaning the bathrooms.
- Identifying opportunities for better signage/maps to feed back to HQ staff.

## Scale, based on needs

- Use customer survey, land usage and visitation data to scale based on actual demand in the park.
  - Example: Using data, identify parks with lower-traffic where bathrooms can be cleaned less frequently.
- Factor in revenue-generating parks and activities.





# Busy season planning

## Action plan

**Ensure staff are clear on the priorities, the “why” & how to apply to their day-to-day**

### **Pre-busy season**

- Document priorities & why – get feedback from leaders and staff.
- Scale action-plans based on the budget realities when budget is final.
- Support leaders to shift day-to-day priorities after launch, including prep on things that may be de-prioritized.

### **During busy season**

- Meet at regular intervals with leaders: what is working, what isn't & what needs to be adjusted.
- Evaluate key data regularly: Visitation, camping reservations & customer comment feedback.

**Reduce unnecessary burden on staff through self-serve information**

- Update signage & maps where we know customers most struggle:
  - Pay stations (eliminate “Where do I pay?”)
  - Discover Pass signage (eliminate “I forgot my Discover Pass, now what?” or “How do I buy one?”)
  - Wayfinding to most popular activities, (eliminate “Where is X trail?” or “How do I get to the beach?”)
  - Maps in key locations (eliminate, “Where am I?”)

**Mitigate burden on staff regarding customer complaints and questions**

- Ensure field & customer service staff have talking points and training on any new fee increases.
  - Include the “Why” and what fees pay for.
- Launch customer comment form with automation. Develop a QR code to post in all parks.

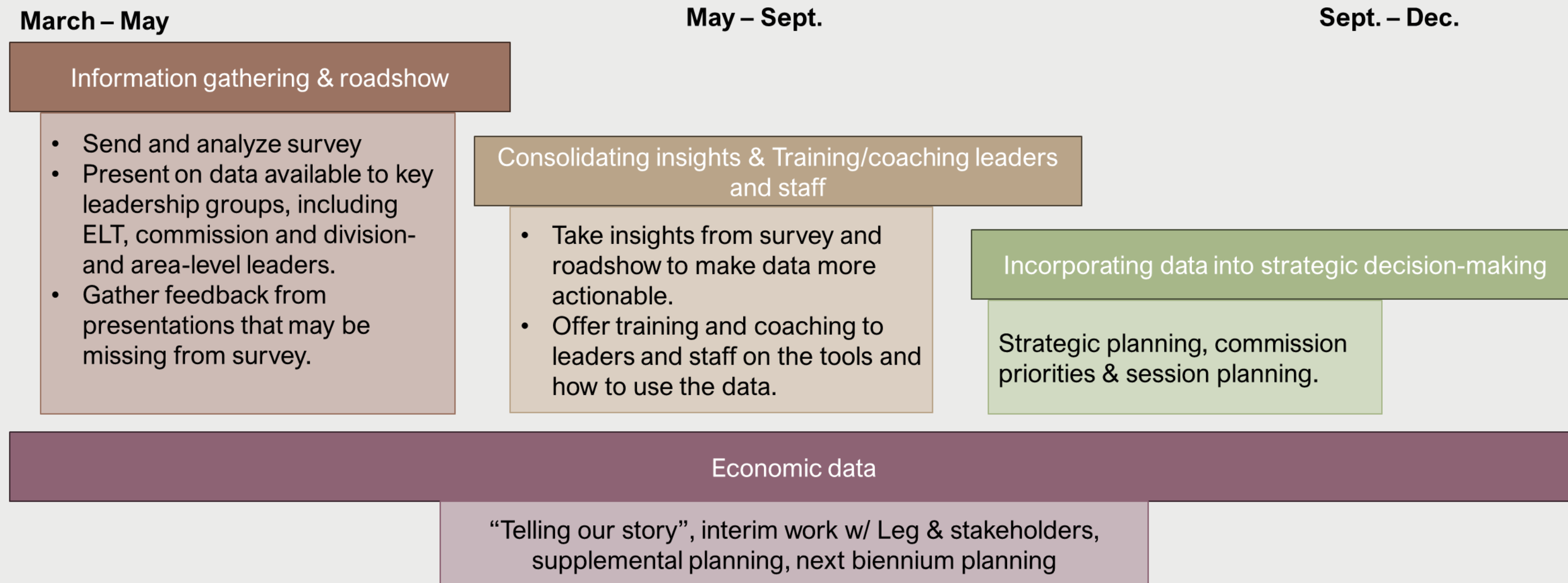




# What's next?



# Customer data project timeline: 2025



**Project goal: Customer data is incorporated into decision making from enterprise strategy to park- and program-level.**







**Thank you!**

