AGENDA ITEM
Idaho Park and Recreation Quarterly Meeting
August 9-11, 2022
Best Western Plus Ponderay Mountain Lodge
477326 Highway 95
Ponderay, ID 83852

AGENDA ITEM: Aspira Presentation

ACTION REQUIRED: None

PRESENTER: Fraser Cameron - CEO, Susan Grant - VP Client Services, Graham Ballbach - President, Parks & Wildlife

PRESENTATION

BACKGROUND INFORMATION:
Aspira is the reservation and registration vendor for IDPR. Several changes to the program have occurred in the last three years. Aspira representatives will provide a presentation showing the future features of their service, some new features and data.

STAFF RECOMMENDATIONS:
Information Only

Idaho State Parks
Board Meeting
August 9, 2022

Aspira Attendees

- Fraser Cameron – CEO
- Graham Ballbach – President, Parks & Wildlife
- Susan Grant – VP, Client Services

Agenda

- ▲ Aspira Overview
- ▲ The Consumer Journey - Looking Ahead
- ▲ Data Insights

Aspira Overview

State & Provincial Parks Clients

Originally founded in 1984
30+YEARS
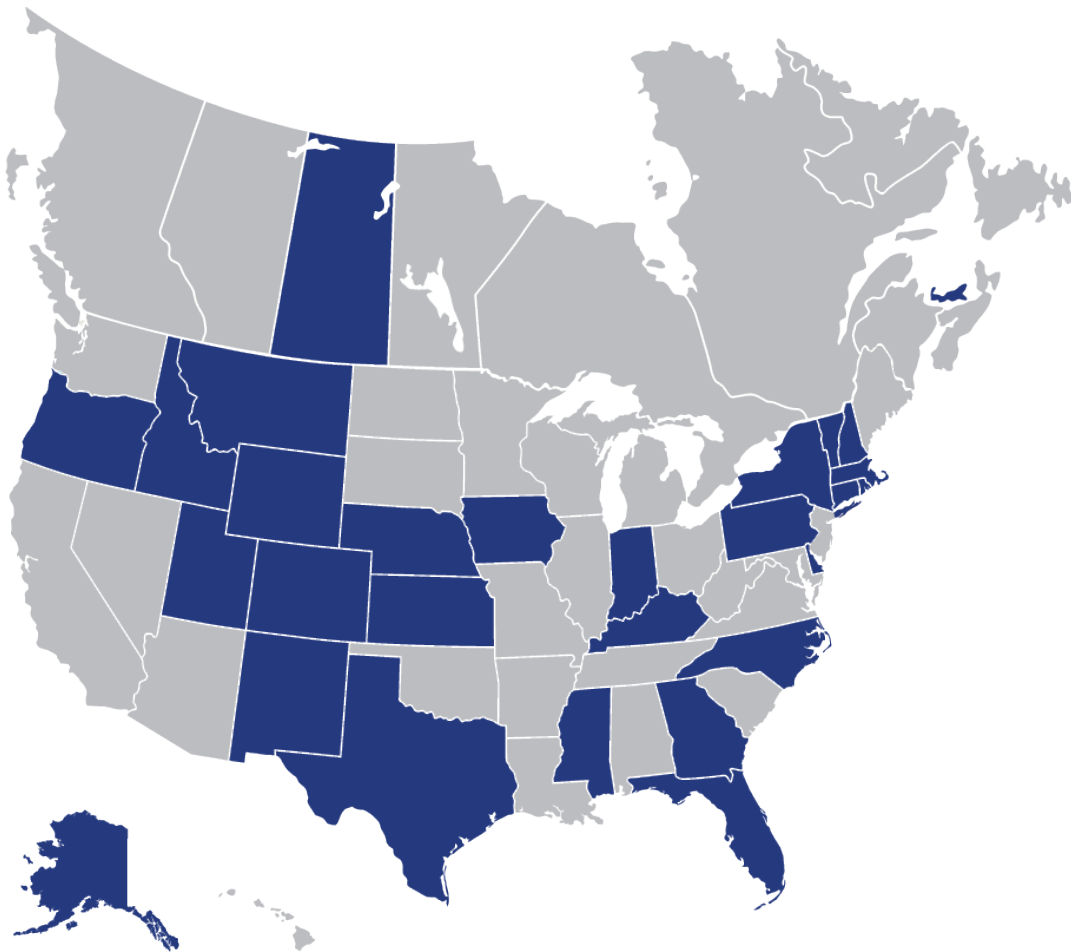experience driving growth for the outdoor recreation industry

Securely facilitating nearly
40+ MILLION
annual transactions connecting people from around the world with outdoor experiences in North America

Proudly partnering with
28 STATES & PROVINCES

ASPIRA

ONE Solution: Powering Your Potential

Modern & Comprehensive Enterprise Solution

- Multi-tenant enterprise solution
- Single real-time database
- Accessed securely through any standard web browser
- Unifies outdoor recreation lines of business
- Highly configurable workflows and custom branding

ASPIRA ONE™

Marketing Services

Lodges & Cabins

Reservations

Tours & Ticketing

Mobile Solutions

Daily Entrance

Call Center

Online & Onsite Retail

Camping Lotteries

Events

Consumer Website

Parking Solutions

Gate Code Management

Equipment Rental

Passes & Permits

Business Intelligence

ASPIRA

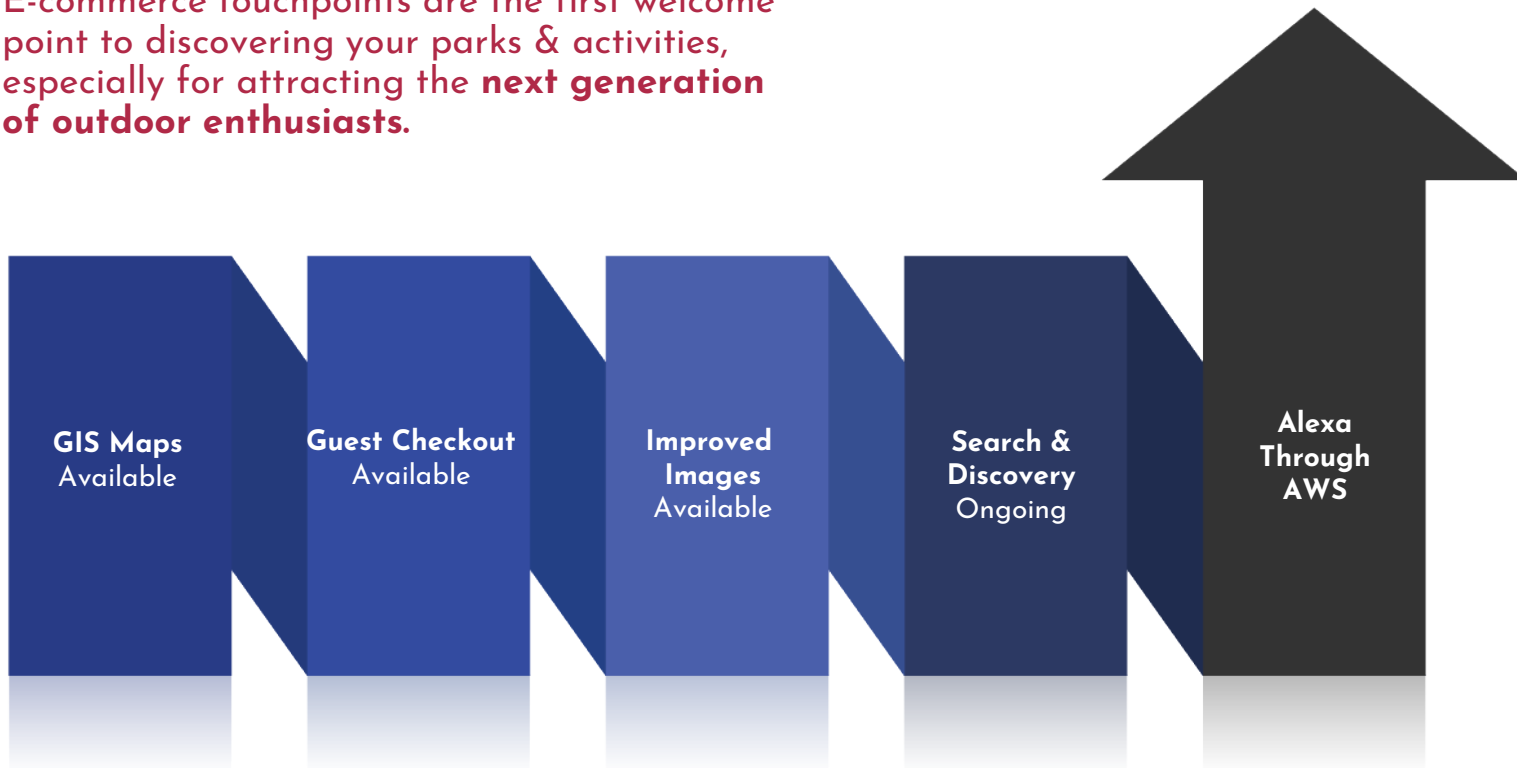# The Consumer Journey - Looking Ahead

Putting Customers First

Agencies have touchpoints across all parts of the consumer journey, allowing you to stay connected with your customers and make more informed, data led decisions. Aspira continually creates and innovates products and services that:

- **maximize convenience**
- **drive more revenue**
- **increase customer retention**
- **increase efficiencies for agency staff**

NextGen E-Commerce

E-commerce touchpoints are the first welcome point to discovering your parks & activities, especially for attracting the **next generation of outdoor enthusiasts.**

GIS Maps
Available

Guest Checkout
Available

Improved Images
Available

Search & Discovery
Ongoing

Alexa Through AWS

DISCOVER
ENGAGE
ANTICIPATE
EXPERIENCE
REFLECT

GIS Maps

Feature Benefits

▲ Modernize, simplify, and de-clutter to improve user experience

▲ Enjoy consistent, and responsive experience across web and mobile

▲ Enable data accuracy & layers by providing markers with exact coordinates

▲ Provide an immersive user experience with full-screen support

▲ Empower field staff to interact and print maps
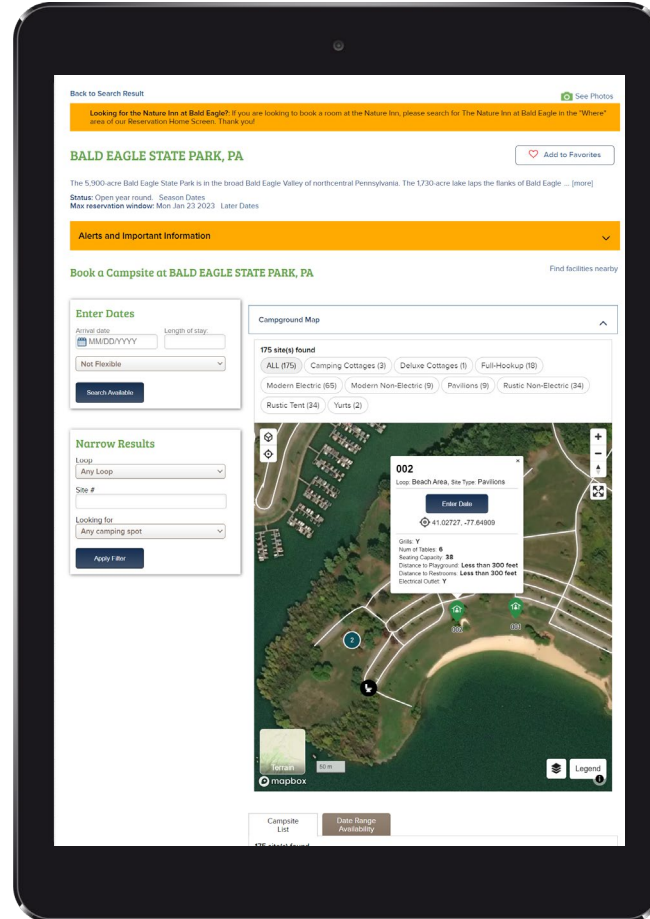
Improved Website/Park Images

Feature Benefits

- Give consumers more ways to interact with your product and reservation offerings
  - larger facility/ site images
  - multiple store images
  - support 360-degree images
- Enhanced imagery options improves site discovery, location selection process while elevating the overall user experience
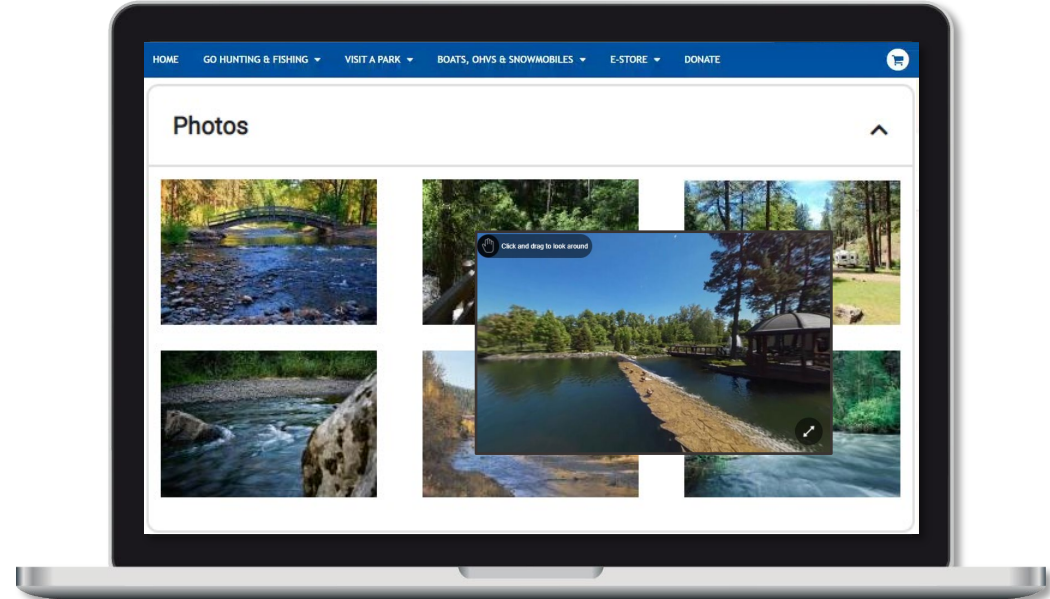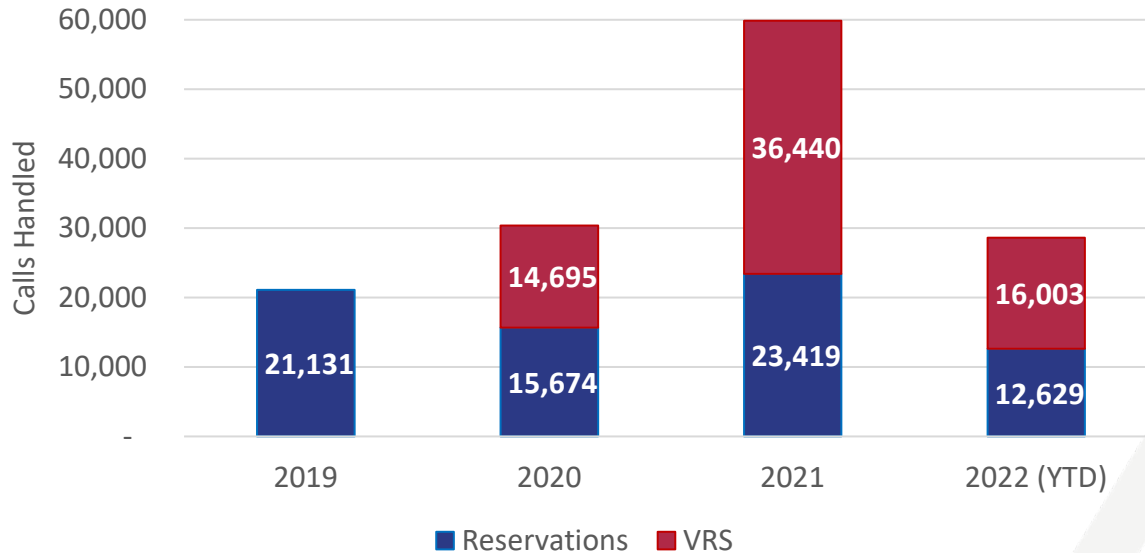
Streamlined Customer Service

As consumer demands shift and agencies have more touchpoints with consumers than ever, Aspira is committed to providing and optimizing our customer service experience to **improve satisfaction and create lifelong customers.**

Increased Staffing

Expanded Omnichannel Experiences

Insightful Data & Metrics

Enhanced Support Tools

Predictive AI Staffing & Service Trends

Call Center YoY

YoY Calls Handled

2022 YTD Call Center Metrics

- ▲ Total Calls Handled: 28,632
- ▲ Average Wait Time: 0:36
- ▲ Average Talk Time: 7:04

- ▲ Reservations: 3,286
  - ▲ Calls per Reservation: 8.7

- ▲ Permit Sales: 5,968
- ▲ Vehicle Registrations: 17,360

Optimized On-Site Experiences

Put your best foot forward to maximize customer satisfaction and revenue opportunities through optimized visits by reducing wait times, streamlining check ins/outs and providing reliable contactless solutions.

Streamlined Entrance & Contactless Solutions

Customer Self-Registration Self-Check In Available

Self Service Kiosks 2022

Smart Watch Check-In & Payment Capabilities

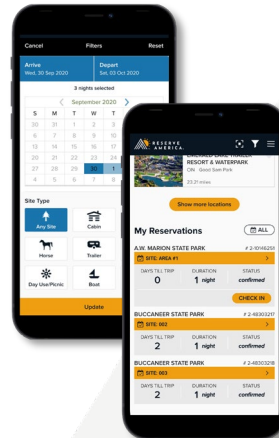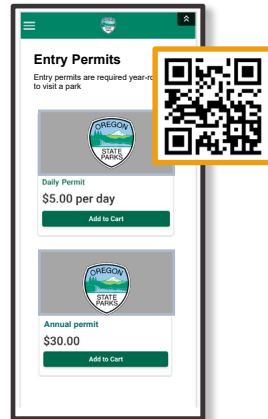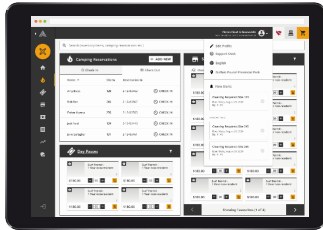# Entrance Solutions

Staffed Entry Point

Quick Scan Entry

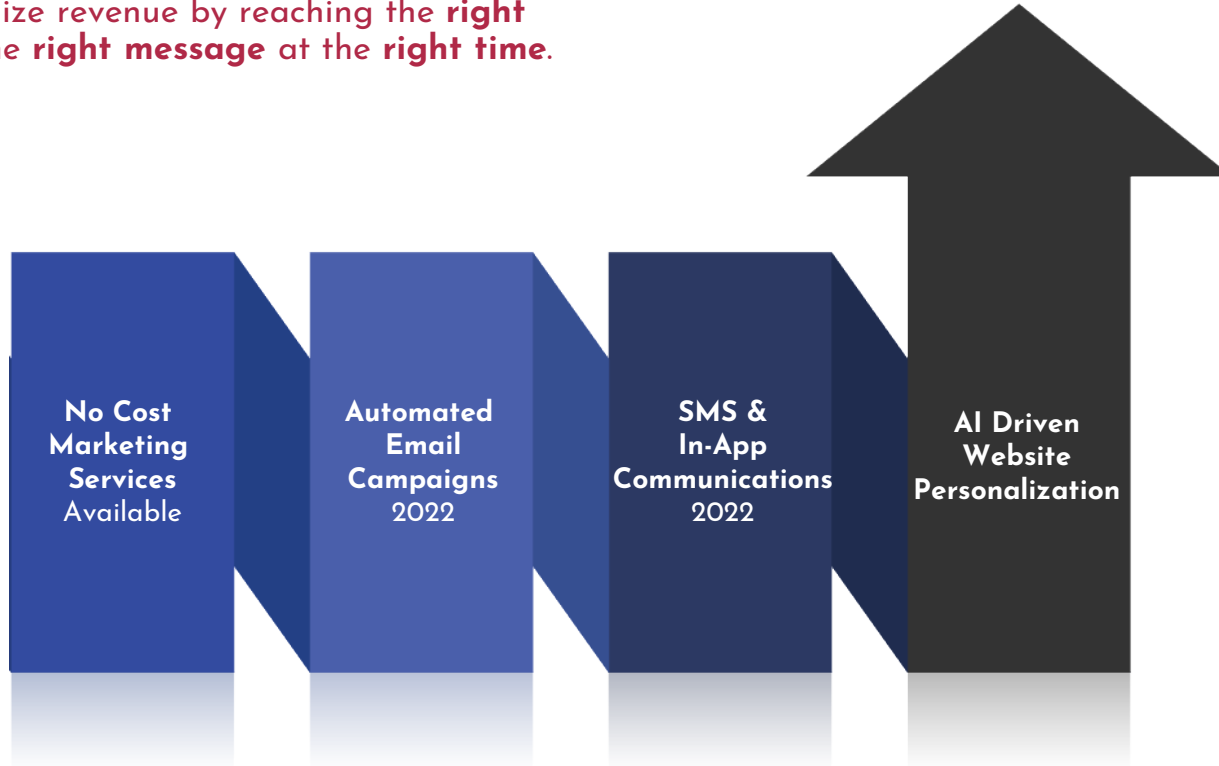**Self Registration/ Self Check-In**

Aspira Kiosk

Engaging Customer Communications

Advanced segmentation capabilities allow your agency to maximize revenue by reaching the **right customer** with the **right message** at the **right time**.

No Cost Marketing Services Available

Automated Email Campaigns 2022

SMS & In-App Communications 2022

AI Driven Website Personalization

Engagement Manager

Feature Benefits

▲ Best-in-Class **consumer engagement platform**

▲ Integration built to meet the specific needs of Park agencies

▲ Enhanced segmentation capabilities and ability to anticipate customer needs based on actions

▲ Faster multi-channel communication designed to reach the **right** audience, with the **right** message at the **right** time

Mobile Push

Email

Web Push

Content Cards

SMS

Webhooks

In-App Messages

In-Browser Messages

Building Outdoor Communities

Today, consumers have increasing options when it comes to where to spend their time and money. Aspira is committed to keeping outdoor recreation at the top of that list, with exclusive offers to grow participation and capture customer data.

RESERVE AMERICA — Available

APEX CLUB — Available

FISHBRAIN — 2022

RV Parky — Private Parks Available / State Parks Q4 2022

Additional Outdoor Consumer Partnerships

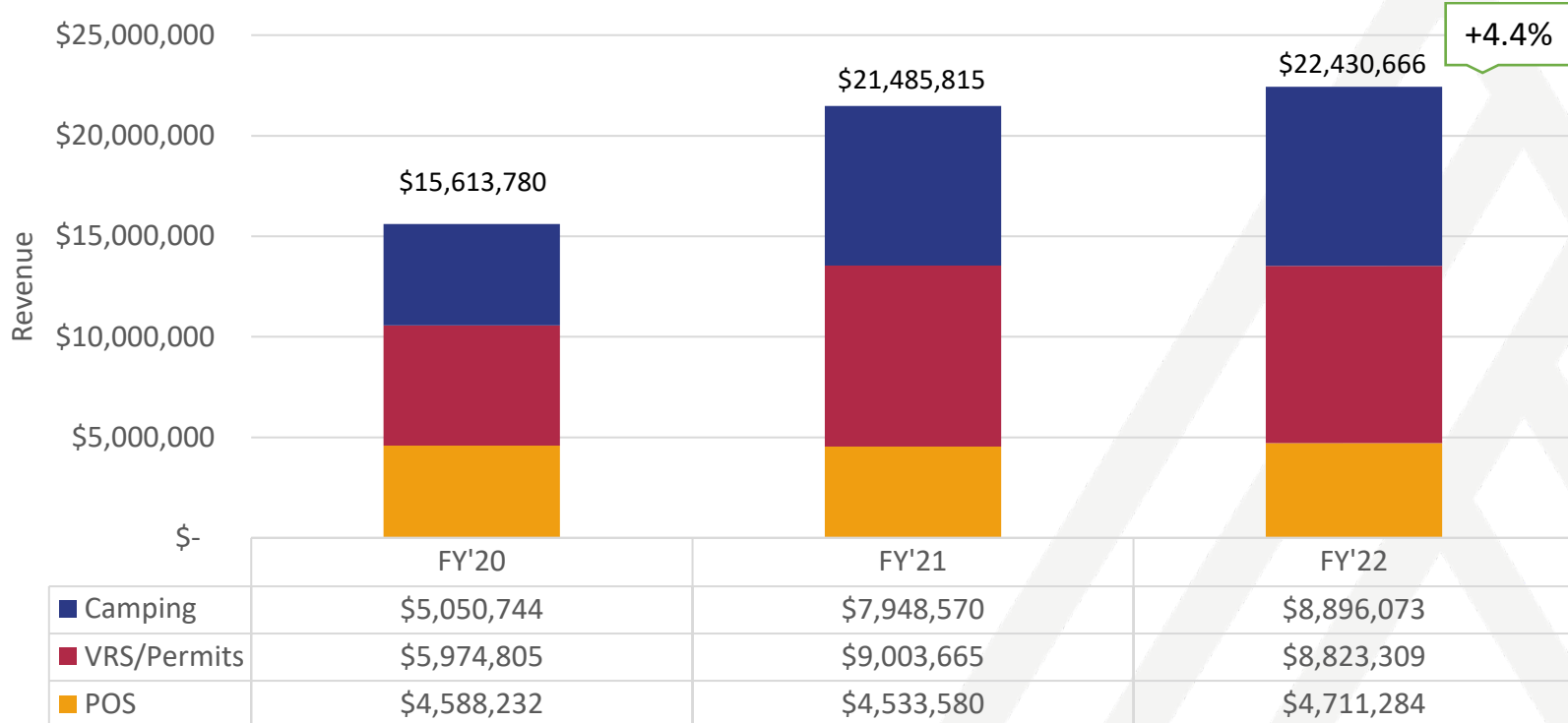DISCOVER — ENGAGE — ANTICIPATE — EXPERIENCE — REFLECT

The Journey Continues

Aspira is committed to **strategic innovation** designed to expand the reach of your agency with both existing and future customers as you continue to evolve your outdoor experiences.
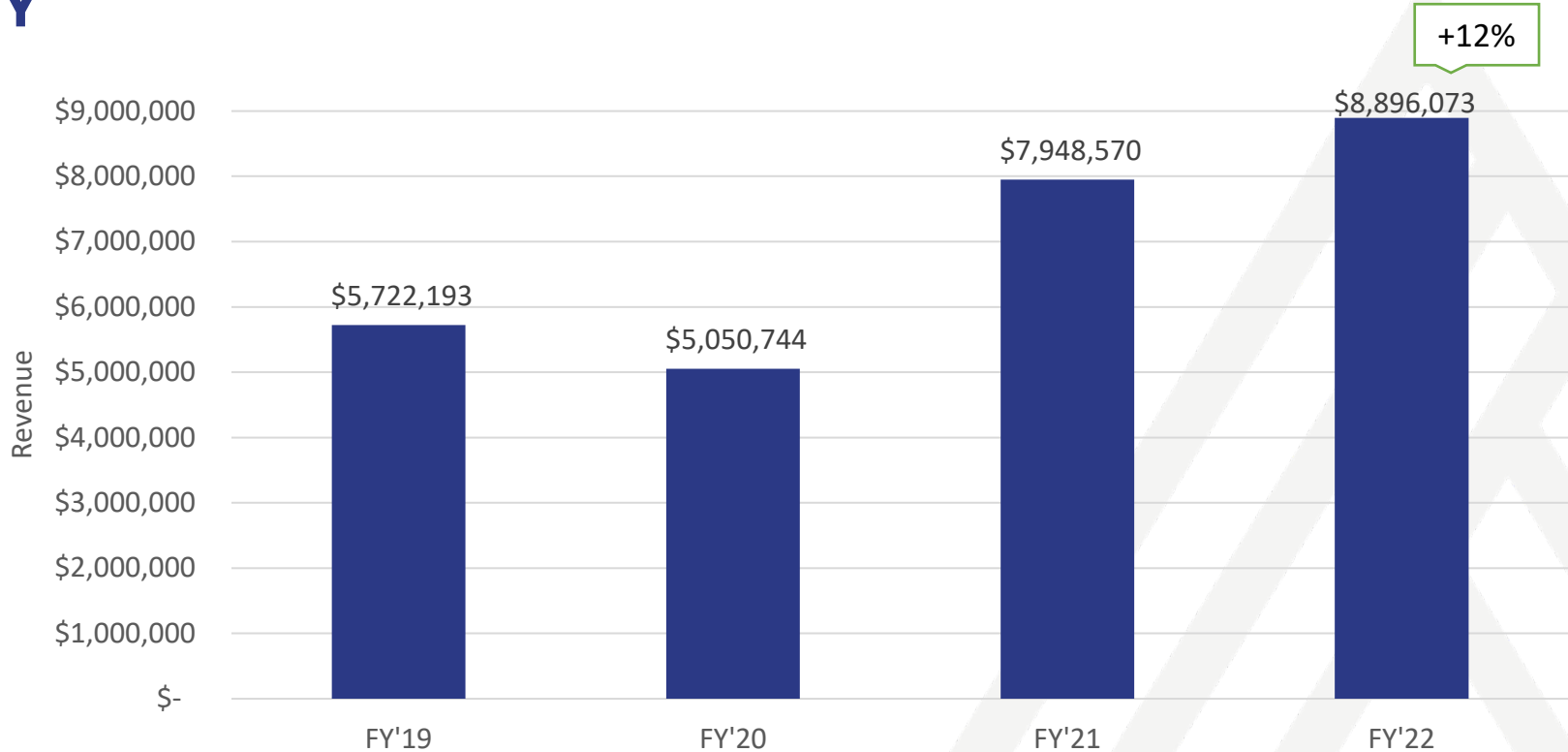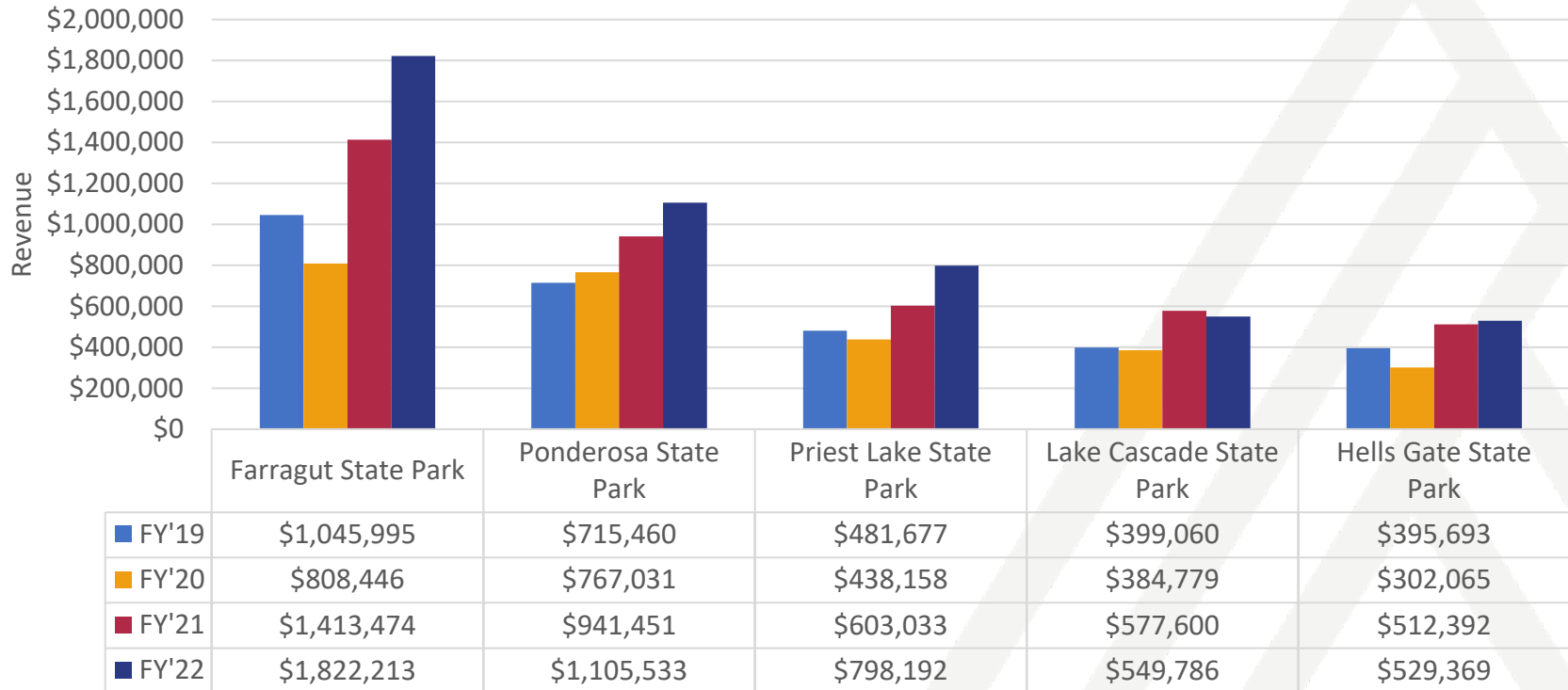
Data Insights
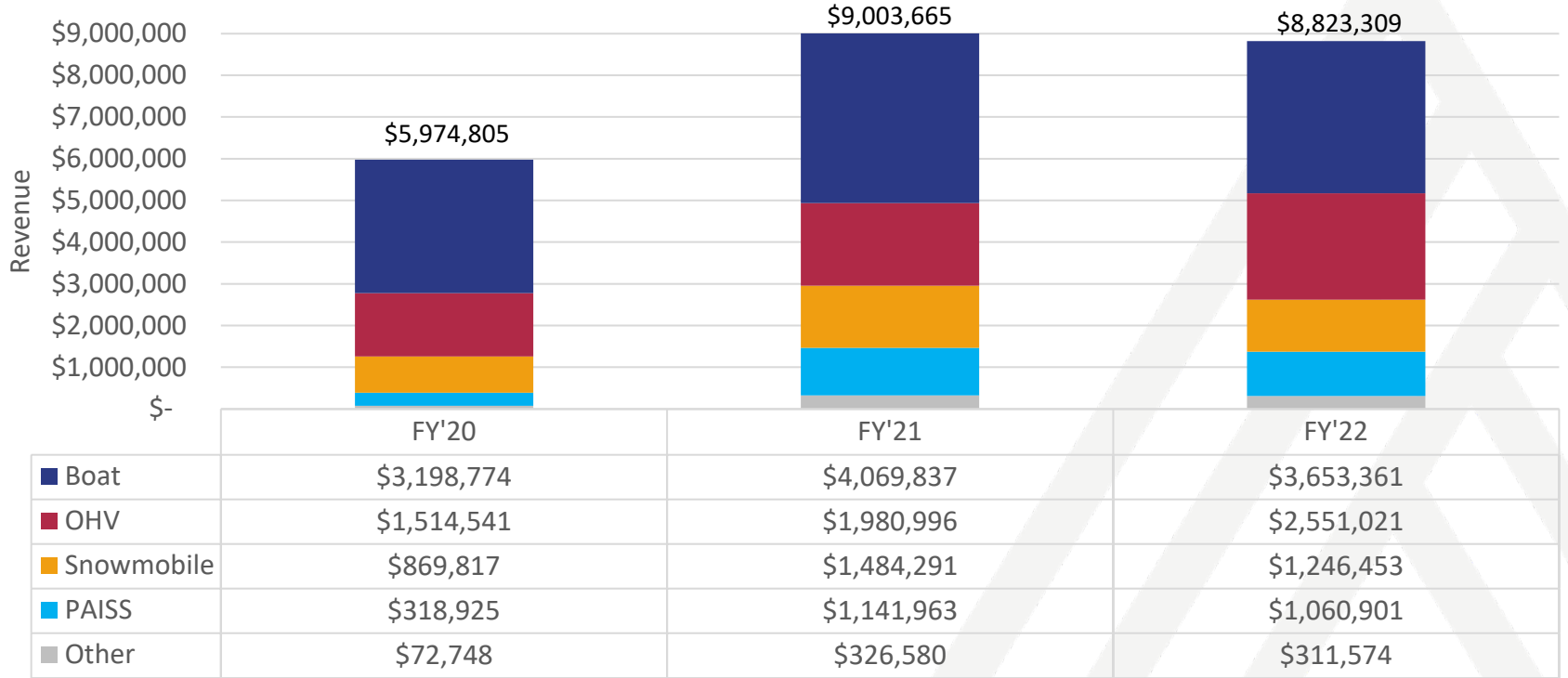
Revenue Summary Combined Total

	FY'20	FY'21	FY'22
■ Camping	$5,050,744	$7,948,570	$8,896,073
■ VRS/Permits	$5,974,805	$9,003,665	$8,823,309
■ POS	$4,588,232	$4,533,580	$4,711,284

Chart totals: FY'20 $15,613,780 · FY'21 $21,485,815 · FY'22 $22,430,666 (+4.4%)

Reservations Revenue YoY

Reservations Revenue
Top 5 Parks

	Farragut State Park	Ponderosa State Park	Priest Lake State Park	Lake Cascade State Park	Hells Gate State Park
FY'19	$1,045,995	$715,460	$481,677	$399,060	$395,693
FY'20	$808,446	$767,031	$438,158	$384,779	$302,065
FY'21	$1,413,474	$941,451	$603,033	$577,600	$512,392
FY'22	$1,822,213	$1,105,533	$798,192	$549,786	$529,369

Vehicle Registrations/Permits Revenue

	FY'20	FY'21	FY'22
■ Boat	$3,198,774	$4,069,837	$3,653,361
■ OHV	$1,514,541	$1,980,996	$2,551,021
■ Snowmobile	$869,817	$1,484,291	$1,246,453
■ PAISS	$318,925	$1,141,963	$1,060,901
■ Other	$72,748	$326,580	$311,574

Chart totals: FY'20 $5,974,805; FY'21 $9,003,665; FY'22 $8,823,309

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POS Revenue YoY
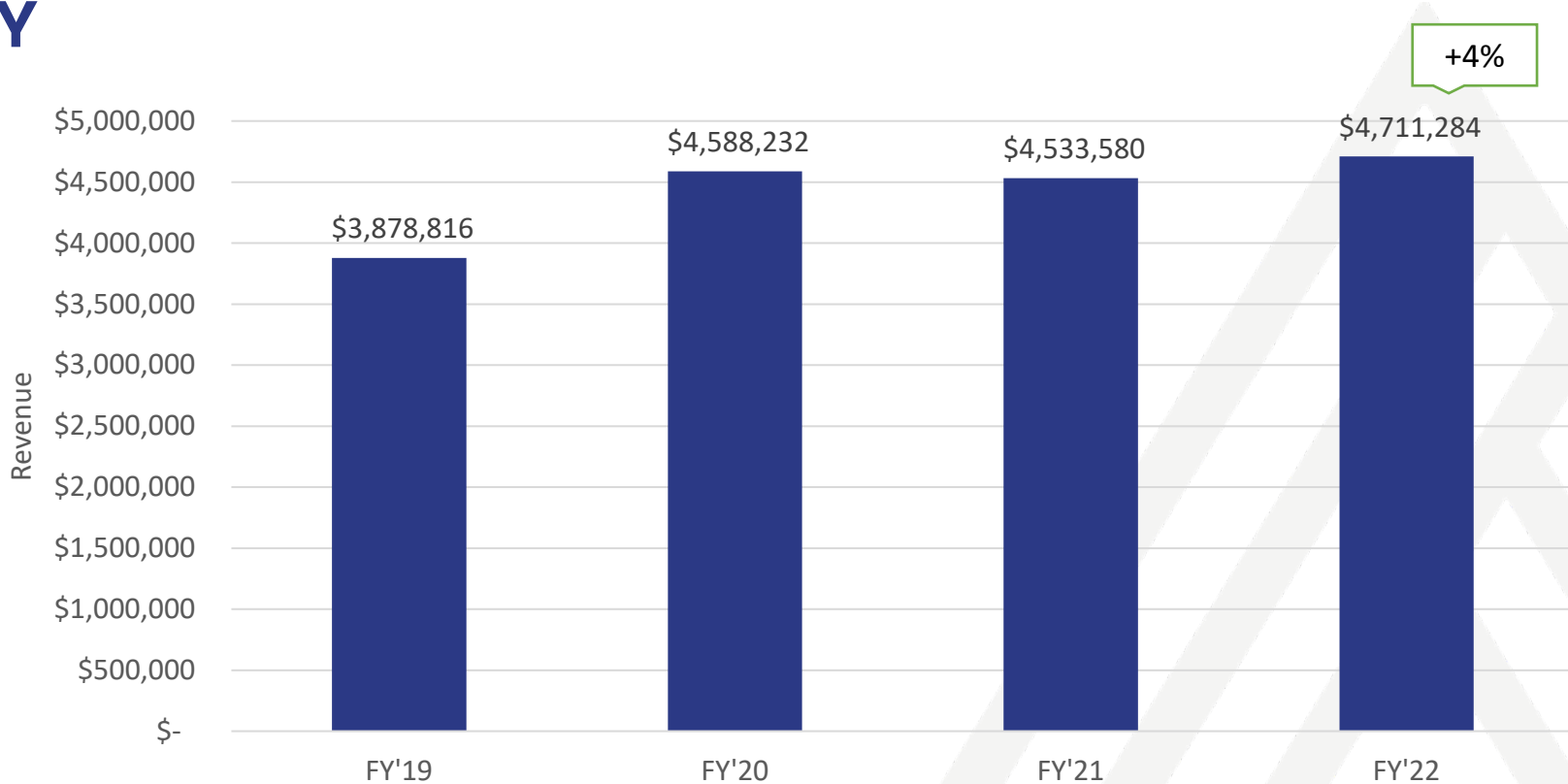
Reservations By Sales Channel

	Web	Call Center	Field Reservations	Field Walk-ins	Total
FY'19	45,616	6,280	4,067	23,700	79,663
FY'20	44,310	4,732	2,881	17,563	69,486
FY'21	66,693	5,660	3,683	20,411	96,447
FY'22	70,570	5,986	3,079	15,367	95,002
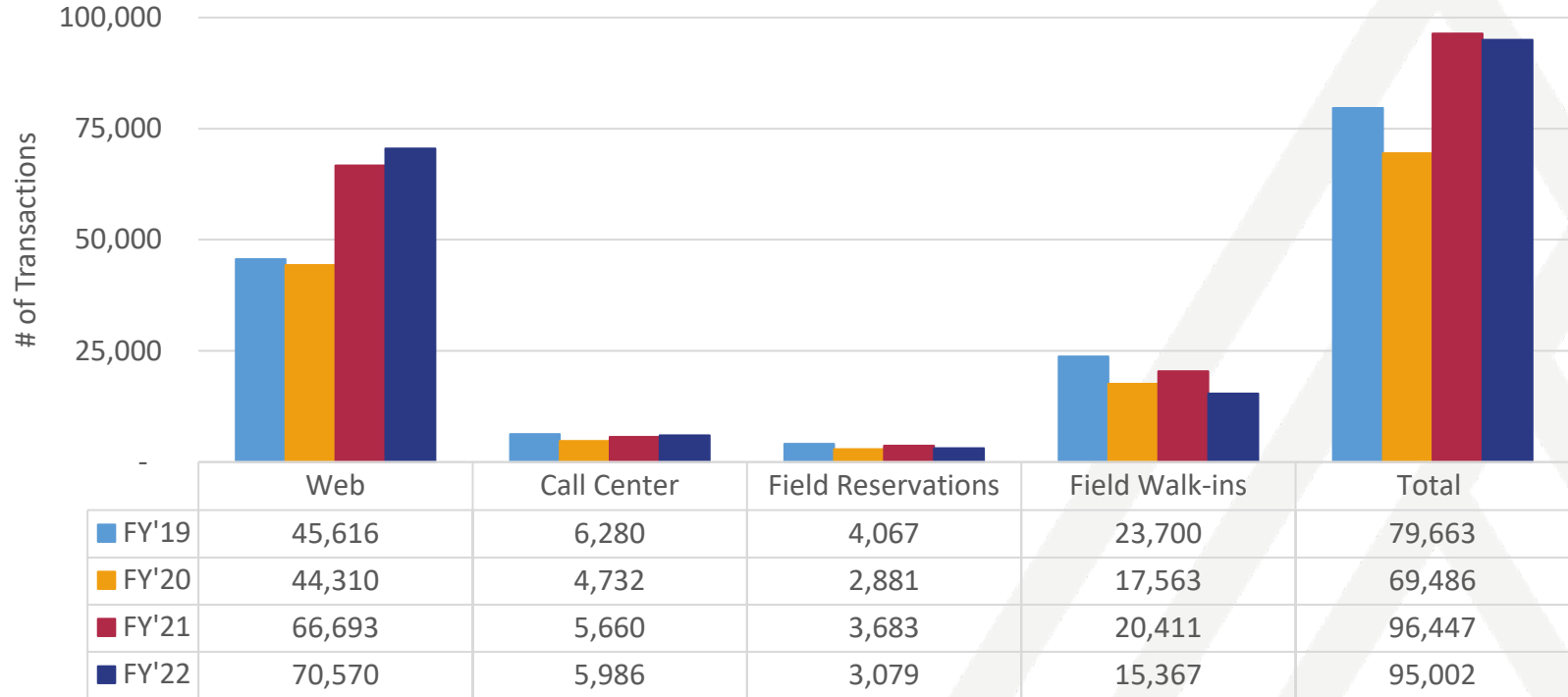
Parking Day Pass Orders
Bear Lake – Pilot Project

	May	Jun	Jul
Field	17	9	5
Call Center	734	202	204
Web	6,879	6,089	8,563
Revenue	$127,777	$106,756	$147,723

ASPIRA
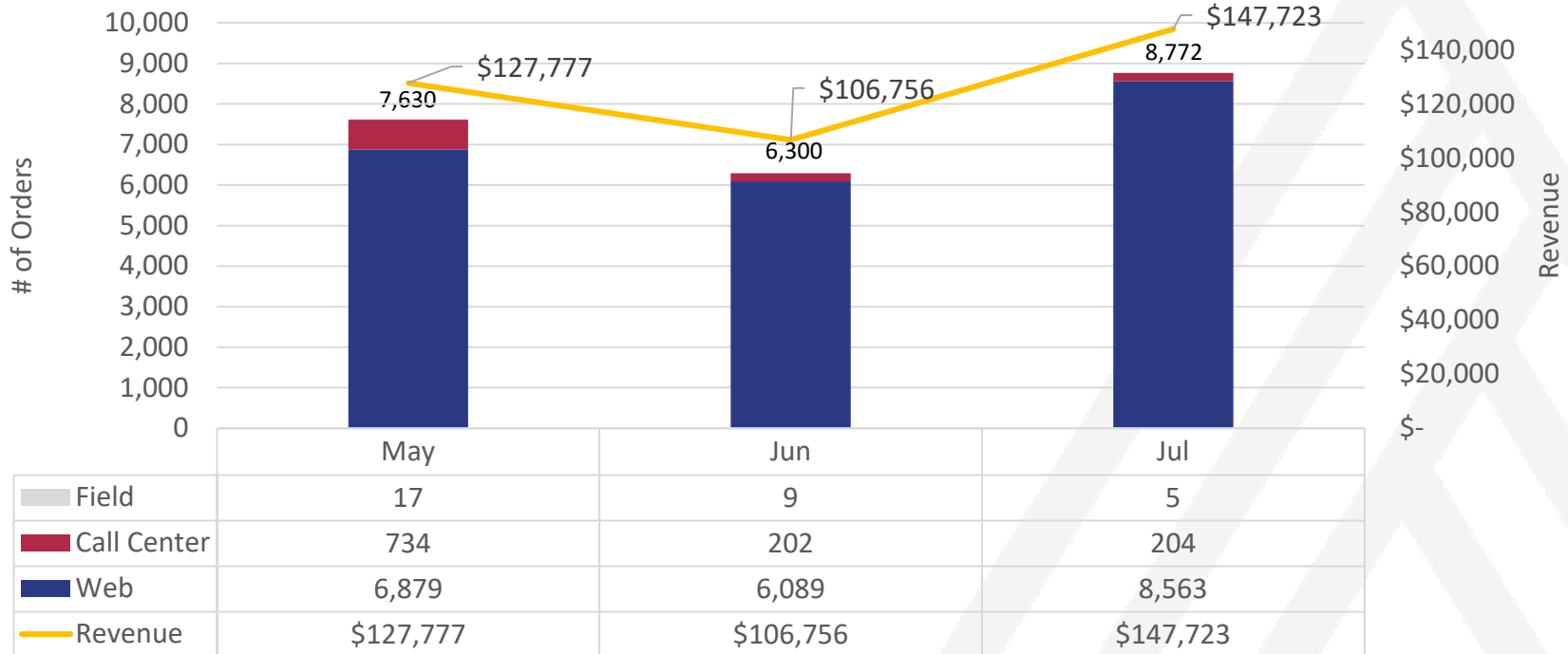
Thank You & Questions

Appendix Slides

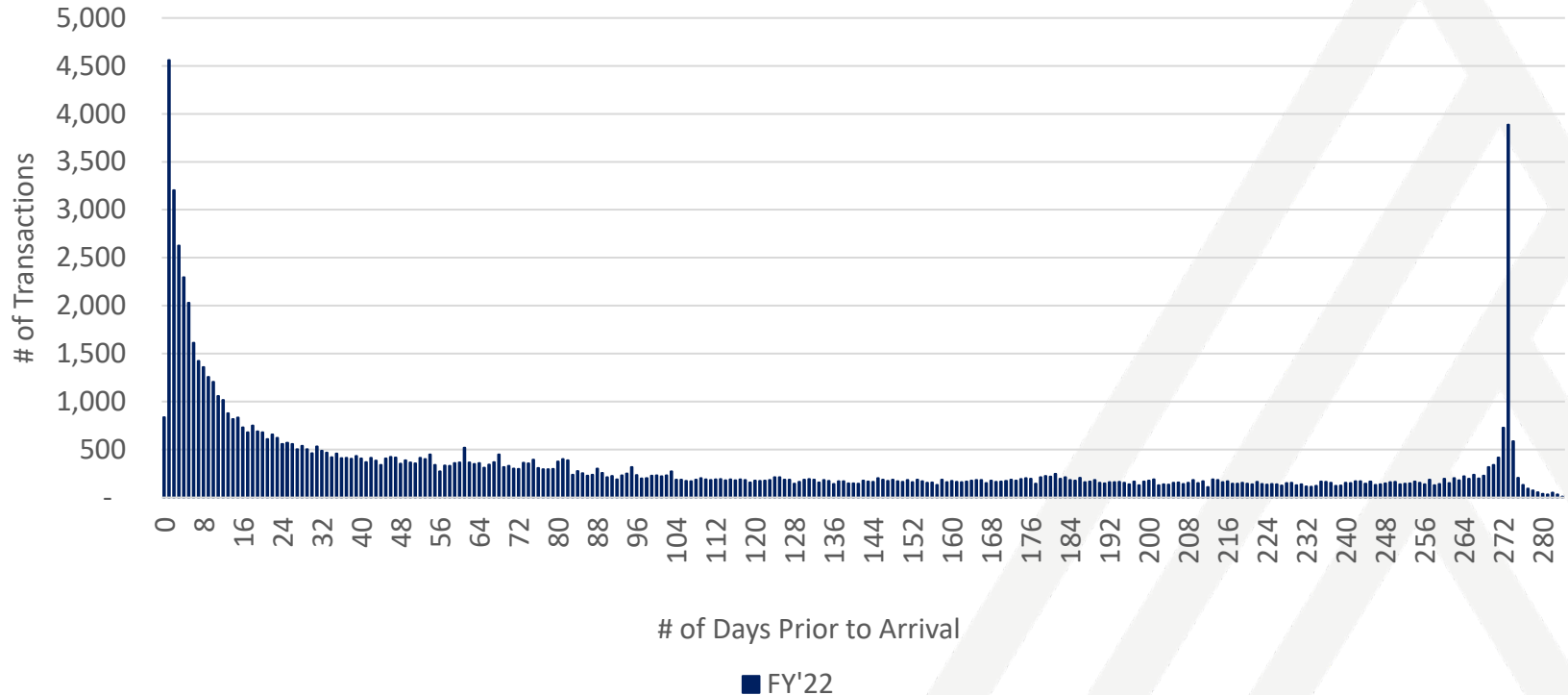# Appendix: Data Insights

Reservations Revenue Monthly
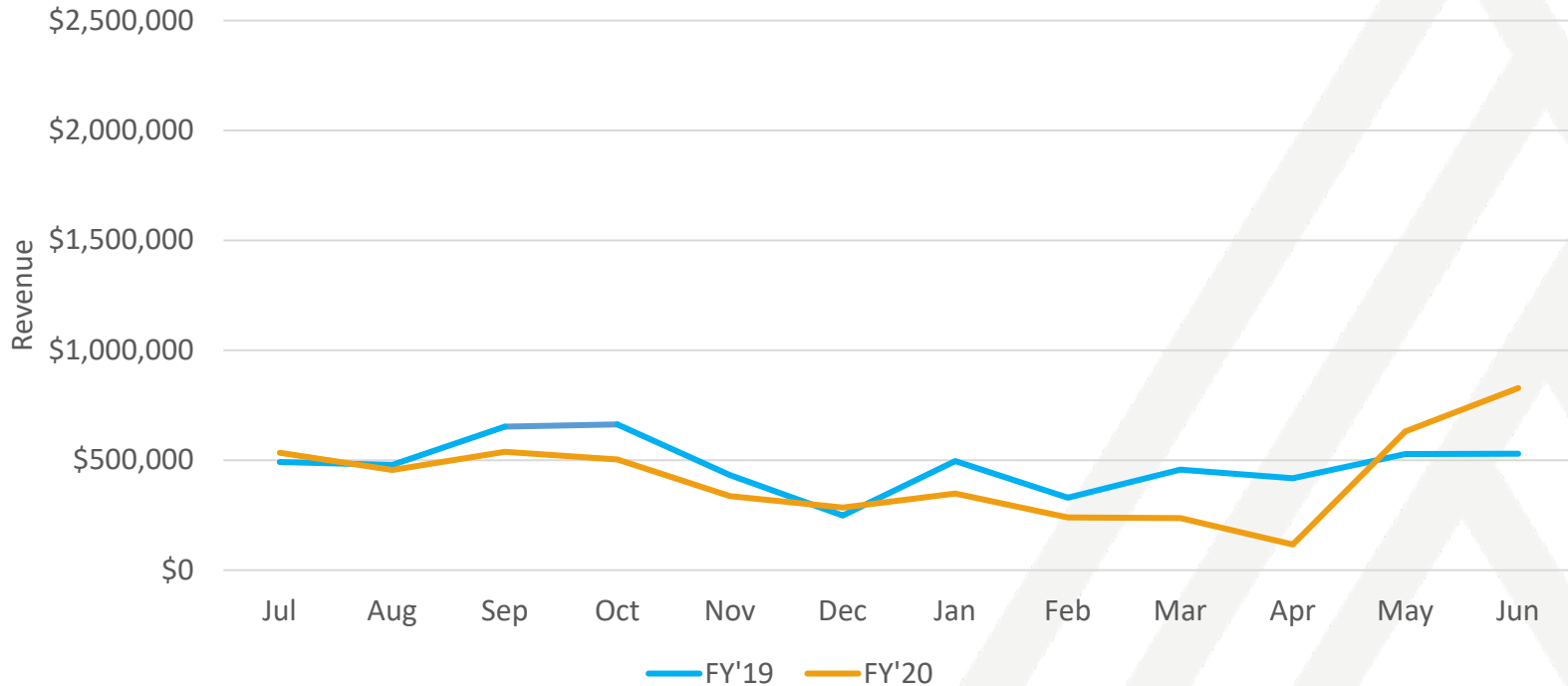
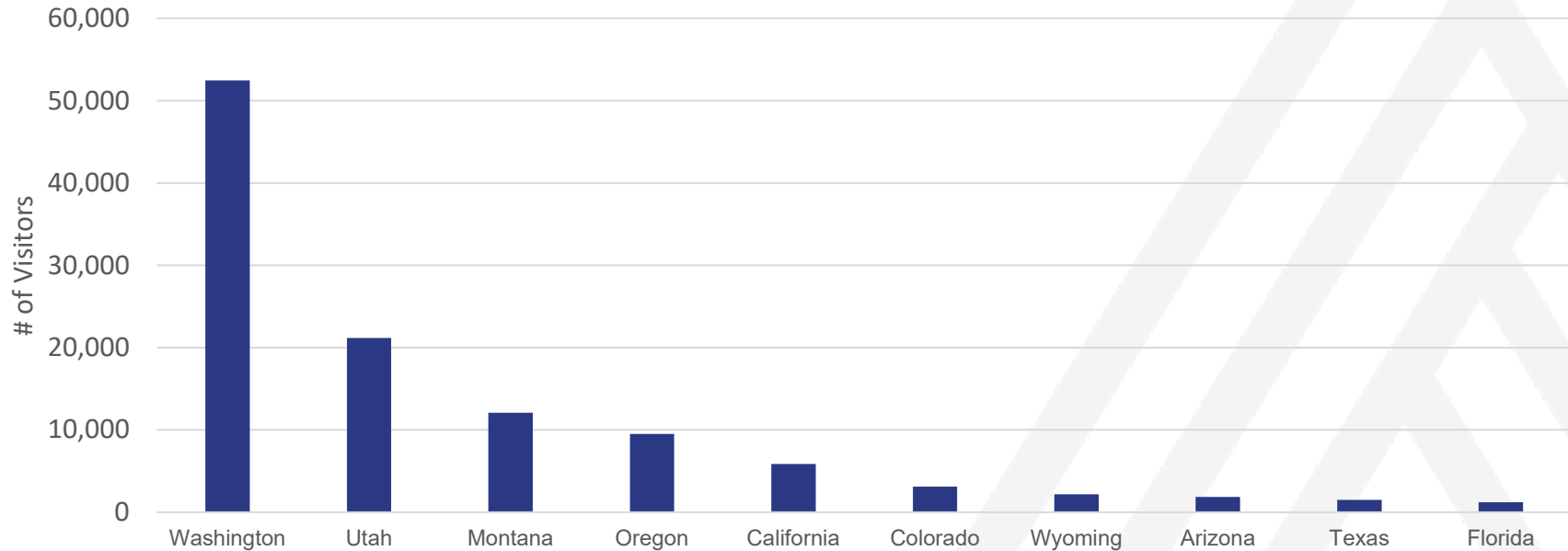# Reservations Revenue Monthly
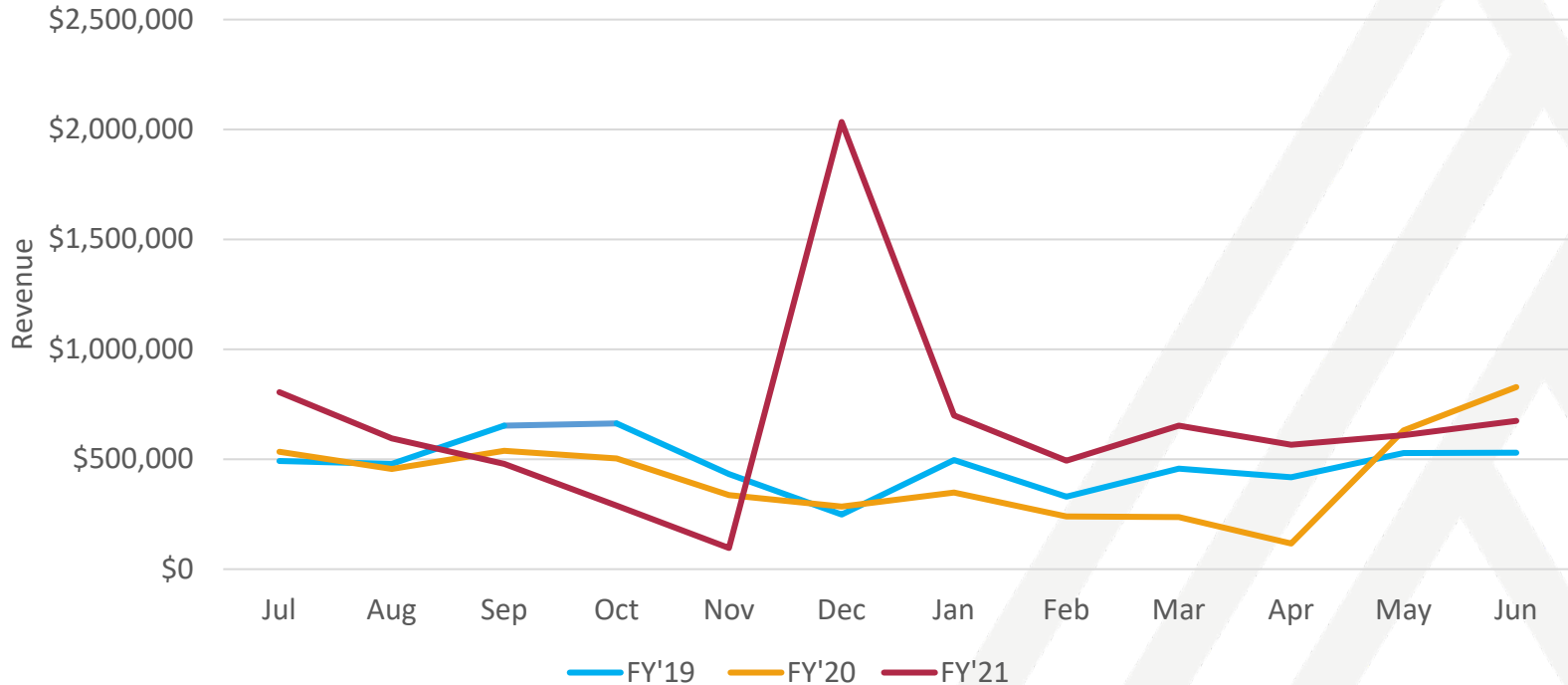
Reservations Revenue Monthly
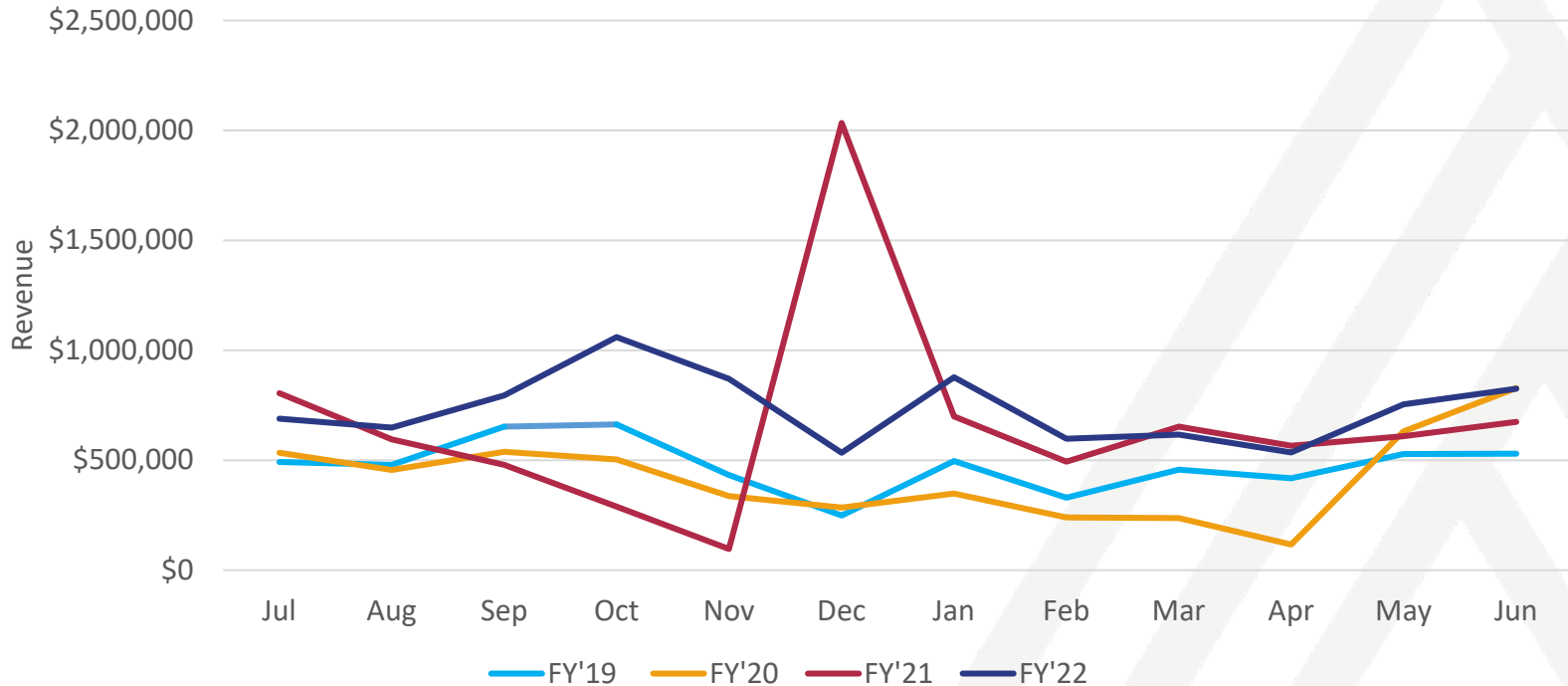
Reservations Leadtime 2022

Reservations Revenue By Park

Reservations Revenue By Park (FY'21 vs FY'22)

Park	Value
Castle Rocks State Park	$282,059
Harriman State Park	$340,109
Heyburn State Park	$376,509
Henrys Lake State Park	$436,926
Bear Lake State Park	$464,913
Three Island Crossing State Park	$510,098
Hells Gate State Park	$529,369
Lake Cascade State Park	$549,786
Priest Lake State Park	$798,192
Ponderosa State Park	$1,105,533
Farragut State Park	$1,822,213

Revenue

■ FY'21 ■ FY'22

Reservations Revenue By Park con't

Park	Revenue
Dworshak Marina State Park	$-
Lucky Peak State Park	$2,275
Eagle Island State Park	$15,830
Hells Gate Marina State Park	$19,972
Thousand Springs State Park	$43,779
Lake Walcott State Park	$116,295
Massacre Rocks State Park	$123,746
Heyburn Marina State Park	$137,257
Round Lake State Park	$156,155
City of Rocks National Reserve	$160,155
Idaho City Yurts	$163,580
Winchester Lake State Park	$194,323
Dworshak State Park	$265,333
Bruneau Dunes State Park	$281,668

Revenue

■ FY'21 ■ FY'22

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Vehicle Registrations/Permits

	FY'20	FY'21	FY'22
■ Boat	79,683	102,365	89,696
■ OHV	139,282	165,068	165,889
■ Snowmobile	27,741	44,916	43,304
■ PAISS	37,153	132,012	120,300
□ Other	1,812	10,545	7,662

Vehicle Registrations

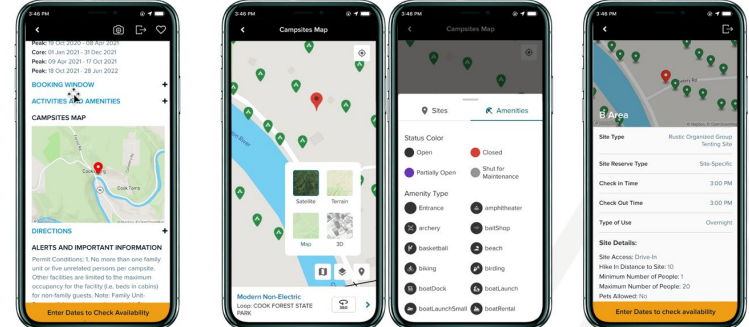1 Year vs 2 Year

Snowmobile Resident vs Non-resident
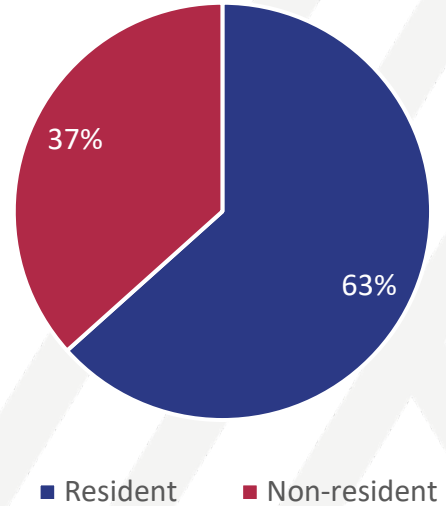
Appendix: Additional Features & Services

GIS Maps – Consumer Experience

Feature Benefits

- ▲ Search for sites to book across web and mobile
- ▲ Single click on a site to view detailed camp site information
- ▲ Get detailed information on site, trail, or amenity
- ▲ Upon selection, a card will provide detailed attribute about the marker
- ▲ 3D Share locations with family and friends

Same map viewer functions to Field map

Same booking workflow to current consumer map

Embeded new GIS map on RA apps

Same map viewer functions to Field map

Same booking workflow to current RA apps
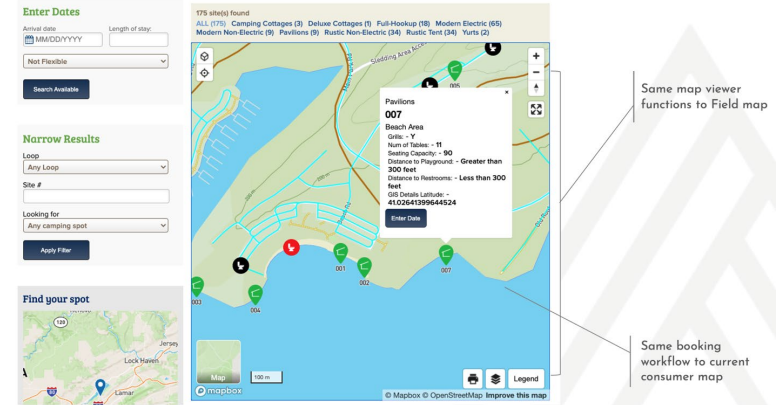
GIS Maps - Field Staff Experience

Feature Benefits

▲ Search for reservations

▲ Search and refine searches for sites

▲ Quickly print map-view with content

▲ All existing functionalities available
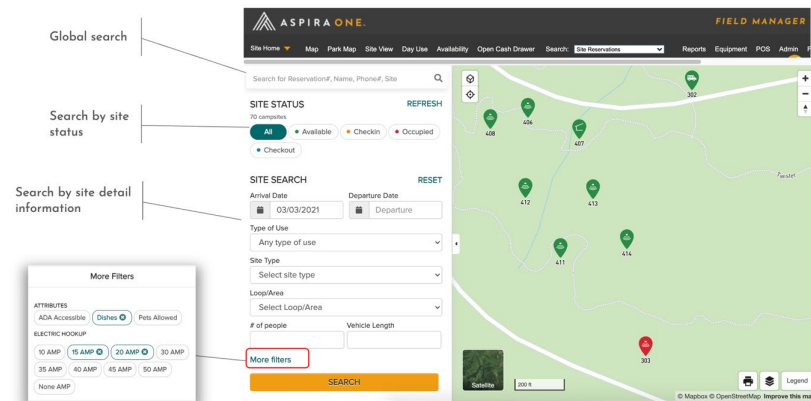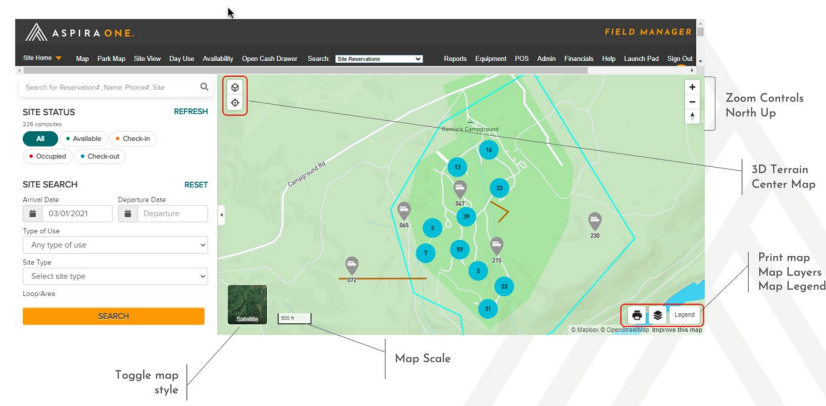
Guest Checkout for Passes, Donations & POS (ltd.)

Feature Benefits

▸ Provides faster purchase workflow, and friction-less customer purchase experience

▸ Allows for faster customer conversions

▸ Enable customers to do guest checkout for passes, donations and limited POS items

▸ Easily send out SMS or email confirmations

▸ Address card abandonment scenario by fast-tracking checkout process

Guest check-out page
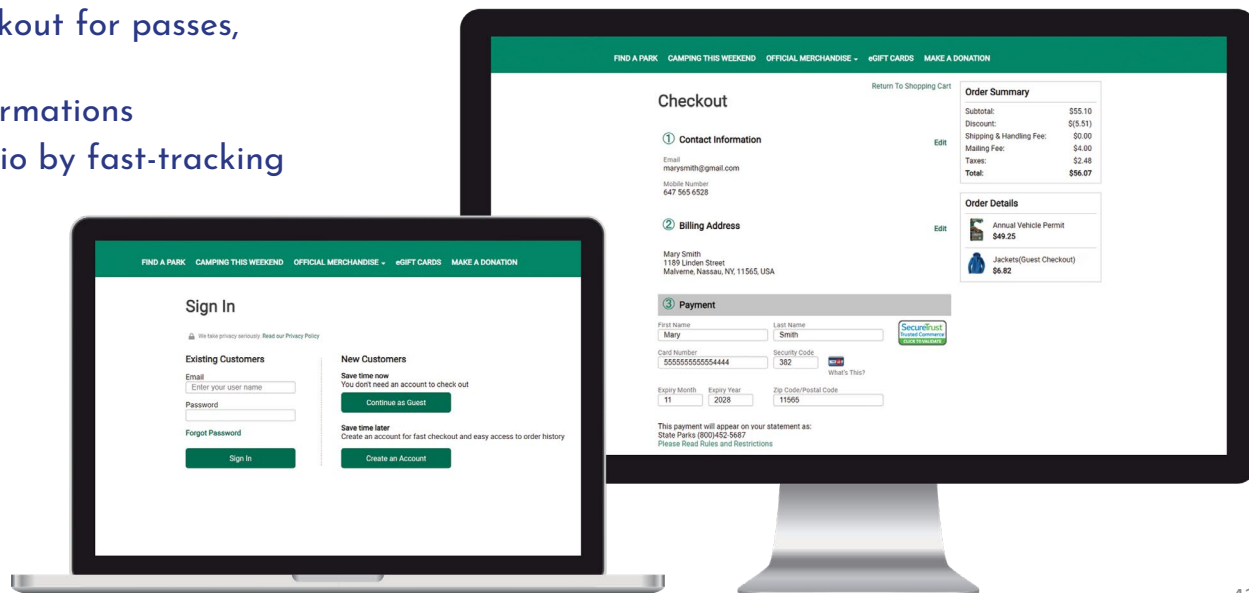
Sign-in page with Guest option

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Search & Discovery Enhancements

Feature Benefits

- Intuitive website search capabilities to help users discover their next favorite site or activity and complete bookings faster

- Improved discovery tools lead to higher online conversions and engagement

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Quick Scan Entry

Feature Benefits

▲ Customers can easily purchase or exchange digital passes & permits without direct contact with park staff

▲ Convenient self-service options help expedite pass validation and ease park entry

Next Steps

▲ Gather requirements and deploy to UAT for testing

Customer Self Registration/ Self Check-in

Feature Benefits

▲ Enhanced, self service mobile solution that promotes contactless options for check-in and payment collection

▲ Create efficiencies from the field level all the way through your accounting and reporting processes

▲ Successfully piloted at Massacre Rock

Next Steps

▲ Expand use
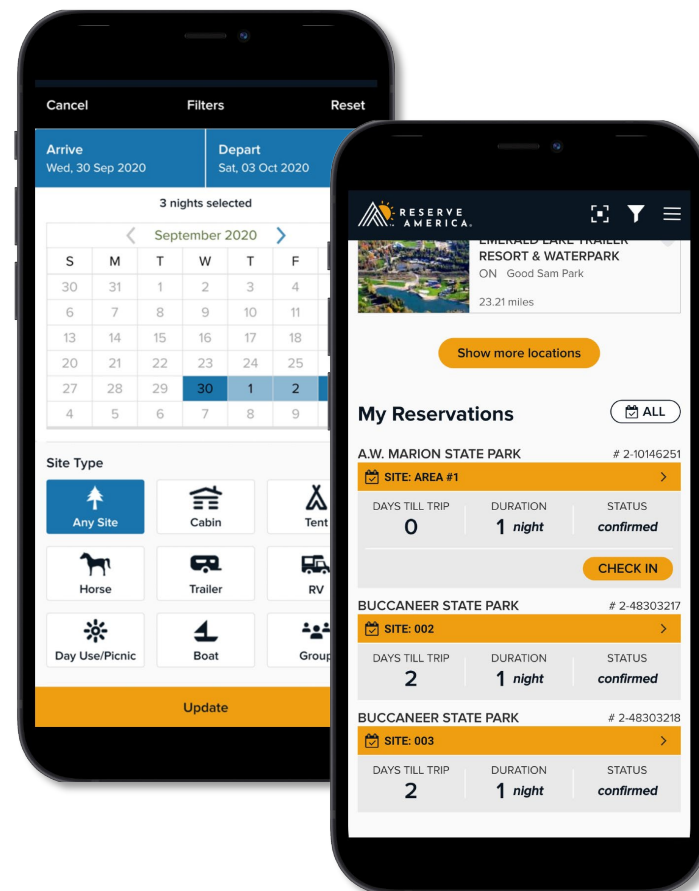
Self Service Kiosks

Feature Benefits

- Customers can view campsite reservations, access reservation management and self check-in via all in one, easy to use device
- Native integration with Aspira One supports financial reporting and reconciliations and facilitates field staff activities

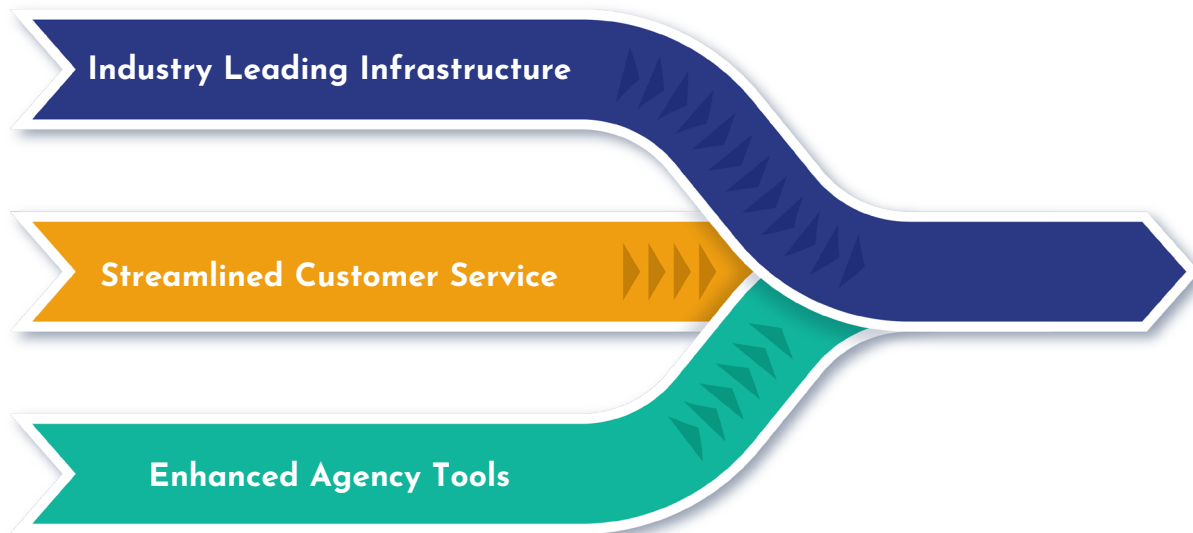## Next Steps

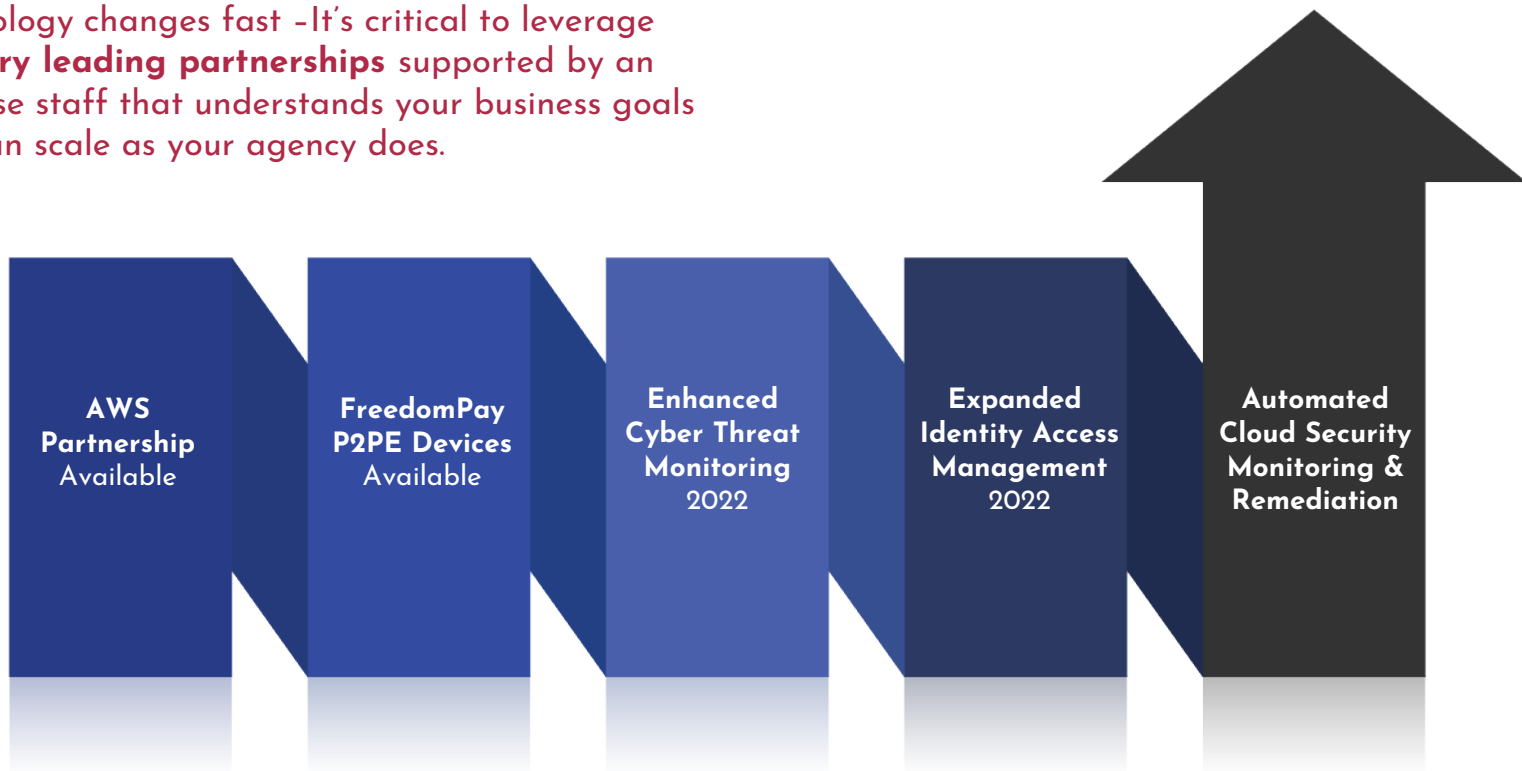- Gather requirements and deploy to UAT for testing

Supporting the Journey

In addition to consumer journey innovations, Aspira is dedicated to the continually improving our product and service that directly impact the day to day for your staff.

Industry Leading Infrastructure

Streamlined Customer Service

Enhanced Agency Tools

DISCOVER

ENGAGE

Consumer Journey

REFLECT

ANTICIPATE

EXPERIENCE

Industry Leading Infrastructure

Technology changes fast –It's critical to leverage **industry leading partnerships** supported by an in-house staff that understands your business goals and can scale as your agency does.
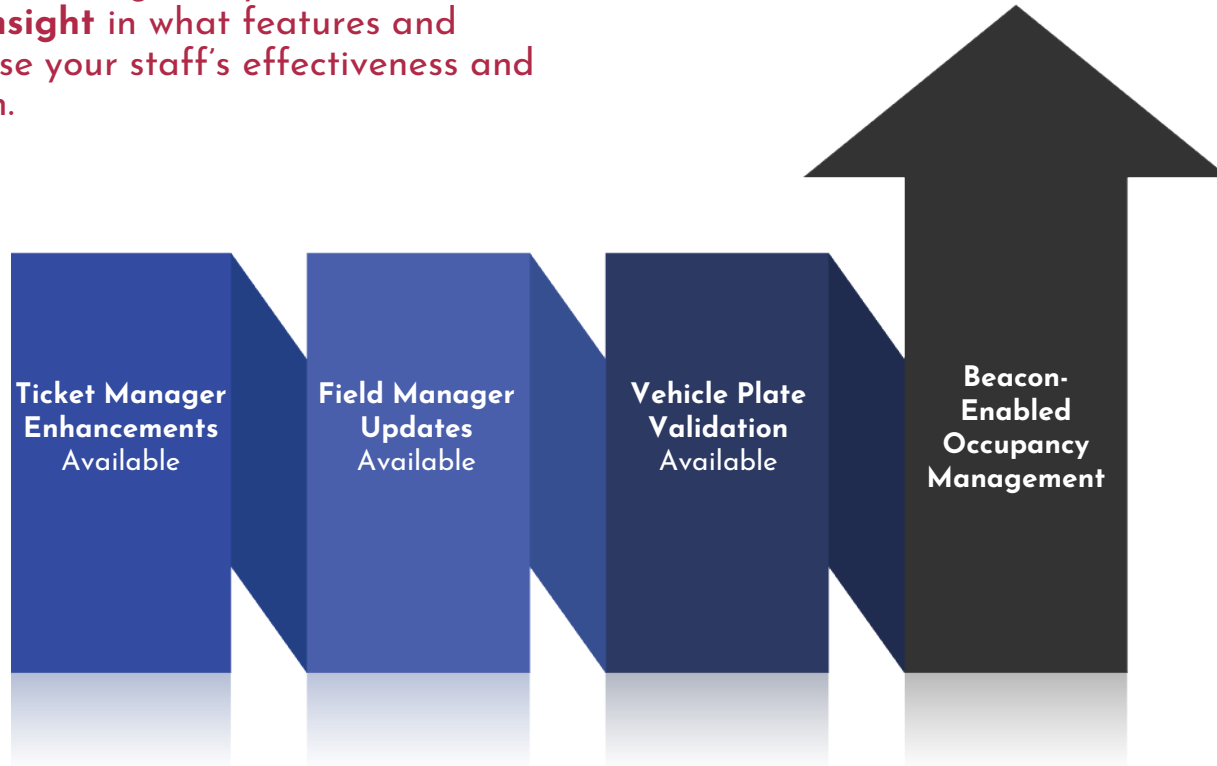
AWS Partnership
Available

FreedomPay P2PE Devices
Available

Enhanced Cyber Threat Monitoring
2022

Expanded Identity Access Management
2022

Automated Cloud Security Monitoring & Remediation

ServiceNow Ticketing Tool

Feature Benefits

- ServiceNow has been named a Leader in Gartner® 2021 ITSM Magic Quadrant™
- Aspira is migrating to ServiceNow and replacing Salesforce for case management
- Increased efficiency as information on client facing forms is collected when submitting a case, so no back and forth
- Automated and streamlined workflows to deliver friction-free customer experience
- Enhanced case tracking support from Aspira's teams to ensure greater visibility from submission to closure
- Knowledge management databases (Self Service)

Enhanced Agency Tools

By listening and partnering with your teams, we gain **invaluable insight** in what features and services will increase your staff's effectiveness and overall satisfaction.
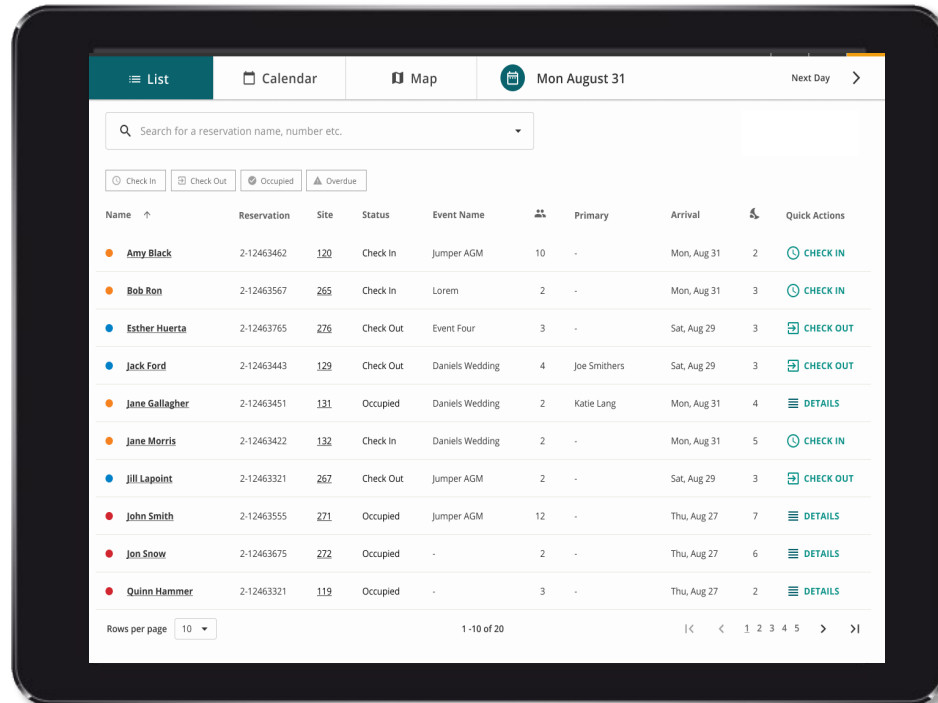
Ticket Manager Enhancements
Available

Field Manager Updates
Available

Vehicle Plate Validation
Available

Beacon-Enabled Occupancy Management

Ticket Manager Enhancements

Feature Benefits

- Improved user interface and overall functionality including:
  - supports tour & activity tickets/POS sales workflow
  - search for ticket number or scan barcode to validate and check in the ticket
  - supports PDF ticket printing on a standard printer/digital as well as print/email/SMS receipts
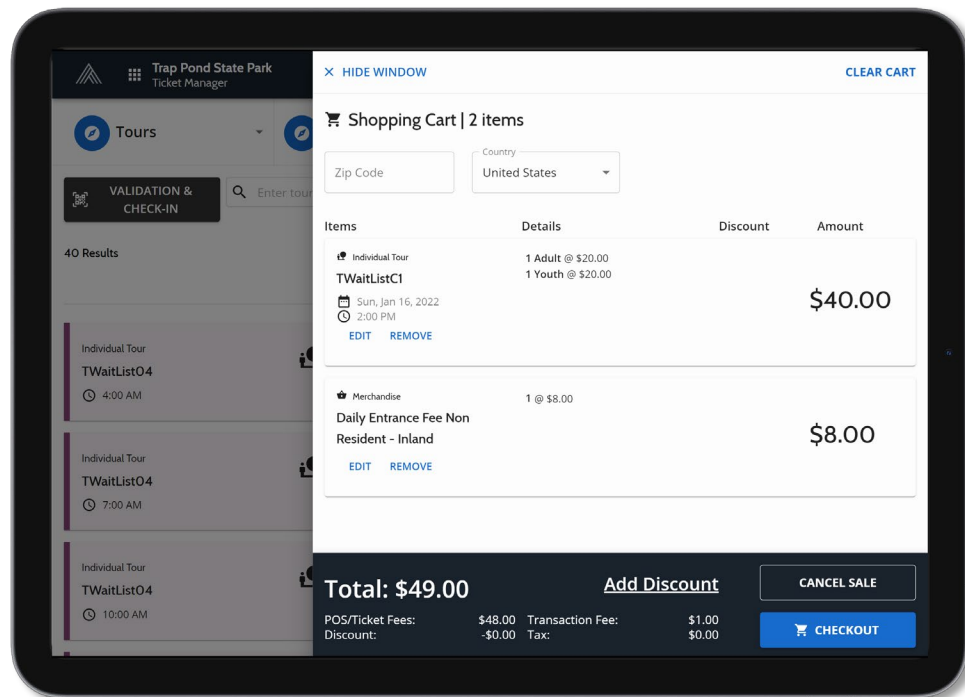
Field Manager Updates

Feature Benefits

▲ Improved, touch screen enabled reservation management and POS offline capabilities for parks with intermittent or no connectivity

  ▲ search reservations

  ▲ check-in/out or shorten length of stay

  ▲ process cancellations

  ▲ cash and check payments support

  ▲ daily arrival report and end of day financials

Field Manager Mobile - Vehicle Plate Validation

Feature Benefits

- Enable customers to purchase digital passes
- Empower law enforcement officials to identify any vehicle parked in the park without a valid parking pass
- Allows for manual entry and validation of vehicle passes
- Access to day's scan history for accurate records
- Ability to scan offline and validate later

Appendix: Marketing Review

No Cost Marketing Services

An Extension of Your Team

- In-house marketing professionals with over 60 years combined experience
- Campaign development and management
  - Email Campaigns
  - Social Campaign Ideas
  - Customer Sat and Post-Stay Surveys
  - Promo Codes

Visitor Metrics

July 1, 2021 - June 30, 2022

▲ Over 513,350 users (-21% YoY)
    ▲ 37% are from ID
    ▲ 53% are male
    ▲ The largest age group is 35-44 (23%)
    ▲ 63% of traffic is referrals

▲ Over 9874,300 sessions (-21% YoY)
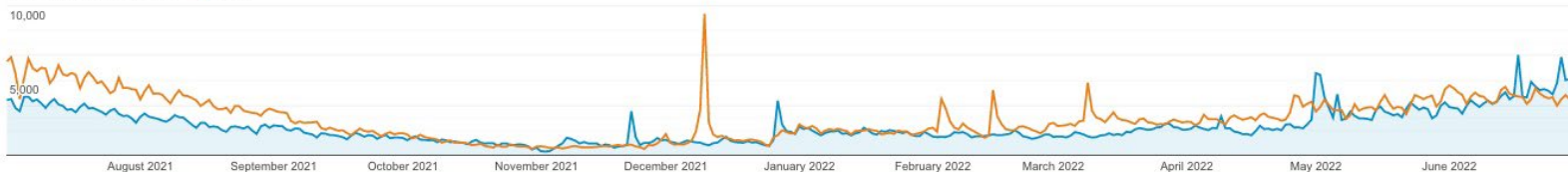   ▲ 55% of traffic is from mobile
▲ # of total online transactions decreased 11% YoY
▲ Avg. order value increased 20% YoY
▲ Online revenue grew 6.67% YoY

Top Referrals

July 1, 2021 - June 30, 2022

▲ 63% of all online traffic is from referrals

▲ Referrals generate 72% of online revenue

Rank	Referrals	Users	Conversion Rate
1	Parksandrecreation.Idaho.gov	308,567	11.07%
2	Idfg.Idaho.gov	19,067	38.09%
3	Kutv.com	3,947	4.00%
4	Takemefishing.1clickoutdoors.com	3,645	11.18%
5	Riderplanet-usa.com	2,010	16.76%

Top Keywords

July 1, 2021 - June 30, 2022

▲ Organic search is 2% of the total online traffic

▲ Organic search contributes 2% of total revenue

| Rank	Keywords
1	Idaho State Parks Campgrounds
2	Idahostateparks.reserveamerica.com/homepage
3	Idaho State Parks Reservations
4	Idaho Camping Reservations
5	Campground Reservations ID

Regional Visitation

Top U.S. Visits

▲ The most online growth is from Arizona (+111%) and Nevada (+23%) compared to the previous year

▲ Idaho and Montana have the highest conversion rates.

Region	Users	# of Transactions	Ecommerce Conversion Rate
Idaho	202,207	50,457	14.91%
Washington	112,339	16,884	9.05%
Utah	73,659	11,528	10.21%
California	38,805	4,436	7.77%
Oregon	17,723	2,585	9.49%
Arizona	16,030	1,905	7.59%
Colorado	14,525	2,088	9.99%
Montana	7,705	1,255	11.09%
Texas	7,341	732	7.32%
Nevada	6,874	934	9.53%

Post Stay Survey Emails

July 1, 2021 - June 30, 2022

Metric	Totals
Delivered	59,688
Unique Opens	42%
Unique Clicks	12%
Click to Open Rate	28%
Transactions	3
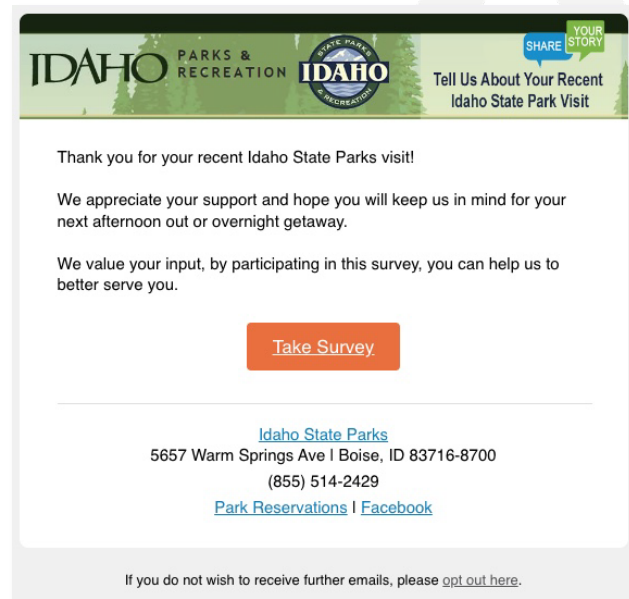
ReserveAmerica Articles

July 1, 2021 - June 30, 2022

▲ Goal
  ▲ Reach new audiences

▲ Reach
  ▲ 30 total Idaho article mentions to over 12M website users and 1.8M newsletter opt ins

▲ Additional Opportunities
  ▲ Continue to include Idaho in the ReserveAmerica content calendar and monthly newsletter

11 Great Summer Camping Getaways in the W
ReserveAmerica, Wed Jun 8 2022

Summer camping season is here! Celebrate the season by rounding up your friends and family and heading out for a weekend in the great Western outdoors. From the dunes of Texas to the tumbling waterfalls of Oregon, there's no shortage of amazing camping getaways in the West. Read on for some great summer camping destinations.

Recommended: Great Summer RV Trips for Families

1. Castle Rocks State Park, Idaho
Known for its varied climbing, hiking, and mountain biking opportunities, Castle Rocks State Park is set among a stunning backdrop of rugged mountains. The park's unique campsites are located in Idaho's largest pinyon pine forest in the shadow of 7,500-foot Smoky Mountain. The campground offers 37 sites for RV and tent campers, six equestrian sites, and two rental yurts. On-site campground amenities include showers, flush toilets, electricity, and a dump station.

Book Now
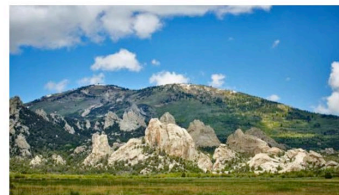
2. Silver Falls State Park, Oregon
Known as the crown jewel of the Oregon State Park System, Silver Falls State Park is tucked into the foothills of the Cascade Mountains and offers visitors endless recreational opportunities. Hikers absolutely must set out on the Trail of Ten Falls, which winds through stunning forest and past jaw-dropping waterfalls in a 7.2-mile loop. Mountain biking and horseback riding are also fun options. The campground offers 52 electrical campsites, 45 tent sites, horse camps, group camping areas, and 14 cabins available to rent. Showers, flush toilets, and drinking water are available.

Reserve Today

The Best Places to Snowshoe
ReserveAmerica, Thu Dec 2 2021

Snowshoeing is growing in popularity for being an accessible winter sport that is easy to learn. All you need are a few inches of snow, snowshoes, and a relatively flat trail. Essentially, if you can hike, you can snowshoe! Below are destinations that we rate as among the best places to snowshoe and camp, followed by snowshoeing tips for beginners.

Recommended: Crampons vs. Microspikes vs. Snowshoes - What to Use

1. Ponderosa State Park, Idaho
Why We Love It:

- Miles of relatively flat trails including a designated snowshoe trail
- Nestled amongst beautiful, 150-foot tall ponderosa pine
- Great wildlife spotting opportunities

Named for the famed 150-foot-tall ponderosa pine in the area, Ponderosa State Park is a biologically diverse area, replete with forests of grand fir, douglas fir, lodgepole pine, and western larch along Payette Lake. Over 12 miles of groomed trails bisect the park, in addition to a designated snowshoe trail. While snowshoeing, you might spy wildlife like deer, moose, beaver, Canadian geese, bald eagles, osprey, wood ducks, and mallards. The campground has over 100 campsites, 23 of which are companion sites that accommodate two trailers or camping rigs, as well as camper cabins.

Book a Site