

IDAPA RULE                       IDAPA FEE                       BOARD ACTION REQUIRED  
 BOARD POLICY                       INFO ONLY, NO ACTION REQUIRED

**AGENDA ITEM**  
**Idaho Park and Recreation Special Meeting**  
**September 23, 2024**  
**Harriman State Park**  
**Island Park, ID**

**AGENDA ITEM:**                      **Reservation and Use Fees**  
**ACTION REQUIRED:**                      **None, Information/Discussion Only**  
**PRESENTER:**                      **Seth Hobbs, Reservation & Registration Program Manager**

**PRESENTATION**

**BACKGROUND INFORMATION:**

When IDPR started its journey to solicit a vendor to support IDPR’s Recreational Management System, the board directed staff to give weight to companies that offer a dynamic pricing solution. In April of this year, the State of Idaho signed a contract with Brandt to build and service the Recreational Management System.

One of the most powerful tools in the revenue management toolkit is dynamic pricing. Already widely adopted in industries like hospitality, airlines, and car rentals, dynamic pricing adjusts fees based on real-time demand, allowing park systems to capitalize on peak periods while maintaining accessibility during off-peak times. This approach is particularly relevant for park reservations, where factors such as seasonality, weather, and even special events can dramatically impact visitor demand. (Dynamis Pricing: A Strategic Tool for State Park Reservations Revenue Management; Matt Mitchell, Brandt Chief Revenue Officer, 2024).

Below is the draft fee model which shows how IDPR plans on leverage the dynamic pricing for the state park reservations.

Prices will be set by Tier, Site Amenities, Booking Window, Holiday/Events, Occupancy, and Residency.

Discounts for Senior Citizens, Veterans, and Low Income still apply.

Reservation High Points:

- 3,800 reservations are book 9 months prior to stay.
- 6,900 reservations are booked within 1 week prior to stay.

Prices will be at the maximum amount 9 - 8 1/2 months prior to arrival, 10 - 3 days prior to arrival, and around holidays and events. (With the exclusion of Basic sites in Tier C parks where at the 10 - 3 day window, prices will be set at \$26.00). Prices will fluctuate based on occupancy 2 days before arrival and at all other times.

At any point three fee rates could exist: Occupancy, Booking Window, Prescheduled Holiday Rate. We will prioritize the system to take the highest fee available. Staff need to have the ability to adjust fees within the minimum and maximum approved by the board and offer discounts of no more than

50% of the minimum fee as an incentive to increase occupancy at any state park. This will be managed through promotional rates after review of historical occupancy rates for that given time.

Below is an example of what occupancy based dynamic fees look like:

**Tier A – Basic/Equestrian Site:**

Farragut, Ponderosa, Priest Lake, Henrys Lake, Round Lake

Minimum Fee – \$27.00  
 Maximum Fee - \$34.00  
 Variation - \$7.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$27.00	\$28.00	\$30.00	\$31.00	\$32.00	\$34.00

**The above chart represents fees for residents. Nonresident customers will be charged double the resident charge.**

**Tier A - Electric Site:**

Farragut, Ponderosa, Priest Lake, Henrys Lake, Round Lake

Minimum Fee – \$35.00  
 Maximum Fee - \$42.00  
 Variation - \$7.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$35.00	\$36.00	\$37.00	\$38.00	\$40.00	\$42.00

**The above chart represents fees for residents. Nonresident customers will be charged double the resident charge.**

**Tier A - Full Hook-Up Site:**

Farragut, Ponderosa, Priest Lake, Henrys Lake, Round Lake

Minimum Fee – \$43.00  
 Maximum Fee - \$46.00  
 Variation - \$3.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$43.00	\$44.00	\$45.00	\$46.00	\$46.00	\$46.00

**The above chart represents fees for residents. Nonresident customers will be charged double the resident charge.**

**Tiers A - Companion Electric Site:**

Farragut, Ponderosa, Priest Lake, Henrys Lake, Round Lake

Minimum Fee – \$70.00  
 Maximum Fee - \$84.00  
 Variation - \$14.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$70.00	\$72.00	\$74.00	\$76.00	\$80.00	\$84.00

**The above chart represents fees for residents. Nonresident customers will be charged double the resident charge.**

**Tier A - Companion Full Hook-up Site:**

Farragut, Ponderosa, Priest Lake, Henrys Lake, Round Lake

Minimum Fee – \$84.00  
 Maximum Fee - \$84.00  
 Variation - \$0.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00

**The above chart represents fees for residents. Nonresident customers will be charged double the resident charge.**

**Tier B – Basic Site:**

Hells Gate, Challis Hot Springs, Bear Lake, Castle Rocks, Heyburn, Lake Cascade

Minimum Fee – \$26.00  
 Maximum Fee - \$34.00  
 Variation - \$8.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$26.00	\$27.00	\$28.00	\$30.00	\$32.00	\$34.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$5.00 per night.**

**Tier B – Electric Site:**

Hells Gate, Challis Hot Springs, Bear Lake, Castle Rocks, Heyburn, Lake Cascade

Minimum Fee – \$33.00  
 Maximum Fee - \$42.00  
 Variation - \$9.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$33.00	\$34.00	\$35.00	\$37.00	\$39.00	\$42.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$5.00 per night.**

**Tier B – Full Hook-Up:**

Hells Gate, Challis Hot Springs, Bear Lake, Castle Rocks, Heyburn, Lake Cascade

Minimum Fee – \$38.00  
 Maximum Fee - \$46.00  
 Variation - \$8.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$38.00	\$39.00	\$40.00	\$42.00	\$44.00	\$46.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$5.00 per night.**

**Tier B – Companion Basic:**

Hells Gate, Challis Hot Springs, Bear Lake, Castle Rocks, Heyburn, Lake Cascade

Minimum Fee – \$52.00

Maximum Fee - \$84.00

Variation - \$32.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$52.00	\$54.00	\$56.00	\$60.00	\$64.00	\$84.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$5.00 per night.**

**Tier B – Companion Electric:**

Hells Gate, Challis Hot Springs, Bear Lake, Castle Rocks, Heyburn, Lake Cascade

Minimum Fee – \$63.00

Maximum Fee - \$84.00

Variation - \$21.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$66.00	\$68.00	\$70.00	\$74.00	\$78.00	\$84.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$5.00 per night.**

**Tier C - Basic:**

Three Island, Massacre Rocks, Bruneau Dunes, Dworshak, Lake Walcott, Winchester Lake, City of Rocks

Minimum Fee – \$17.00

Maximum Fee - \$34.00

Variation - \$17.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$17.00	\$18.00	\$20.00	\$22.00	\$26.00	\$34.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$5.00 per night. Except City of Rocks where the price will be the same for resident and nonresident as per our MOA.**

**Tier C - Electric:**

Three Island, Massacre Rocks, Bruneau Dunes, Dworshak, Lake Walcott, Winchester Lake

Minimum Fee – \$29.00

Maximum Fee - \$42.00

Variation - \$13.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$29.00	\$31.00	\$33.00	\$35.00	\$38.00	\$42.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$5.00 per night.**

**Tier C – Full Hook-Up:**

Three Island, Massacre Rocks, Bruneau Dunes, Dworshak, Lake Walcott, Winchester Lake

Minimum Fee – \$31.00  
 Maximum Fee - \$46.00  
 Variation - \$15.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$31.00	\$33.00	\$36.00	\$39.00	\$42.00	\$46.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$5.00 per night.**

**Tier C – Companion Electric:**

Three Island, Massacre Rocks, Bruneau Dunes, Dworshak, Lake Walcott, Winchester Lake

Minimum Fee – \$58.00  
 Maximum Fee - \$84.00  
 Variation - \$26.00

Occupancy Pricing –

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$58.00	\$62.00	\$66.00	\$70.00	\$76.00	\$84.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$5.00 per night.**

**Tier A – Deluxe Cabins:**

Ponderosa

Minimum Fee – \$115.00  
 Maximum Fee - \$300.00  
 Variation - \$185.00

Winter Fees, Occupancy Driven, October 01<sup>st</sup> - April 30<sup>th</sup>, excluding holidays and events.  
 Summer Fees, \$300 May 01<sup>st</sup> - September 30<sup>th</sup> and all holidays and events throughout the year.

Occupancy Pricing,  
 Winter–

0% - 19%	20% - 39%	40% - 59%	60% - 79%	80% - 89%	90% - 100%
\$115.00	\$140.00	\$170.00	\$210.00	\$250.00	\$300.00

**The above chart represents fees for residents. Nonresident customers will be charged an additional \$30.00 per night.**

**Back Country Yurts:**

Idaho City

Minimum Fee – \$80.00  
 Maximum Fee - \$150.00  
 Variation - \$70.00

Summer Fee, \$80.00, May 01<sup>st</sup> - November 14<sup>th</sup>.  
 Winter Fee, \$120.00, November 15<sup>th</sup> - April 30<sup>th</sup>.

**The above fees represent fees for residents. Nonresident customers will be charged an additional \$30.00 per night.**

**Lottery - Group Camps:**

There will be a lottery system for our most popular group sites, Lionhead at Priest Lake and Bear Lake Group Camp 100 and 101. The lottery will be open for any stay between May 01st and September 30th.

Customers will pay \$25 nonrefundable application fee which will allow them to pick a primary and alternate date for the lottery. The lottery will be open from January 01<sup>st</sup> to January 31<sup>st</sup> every year. Customers will be notified of the lottery results by February 15<sup>th</sup>. Lottery can be entered one time per customer.

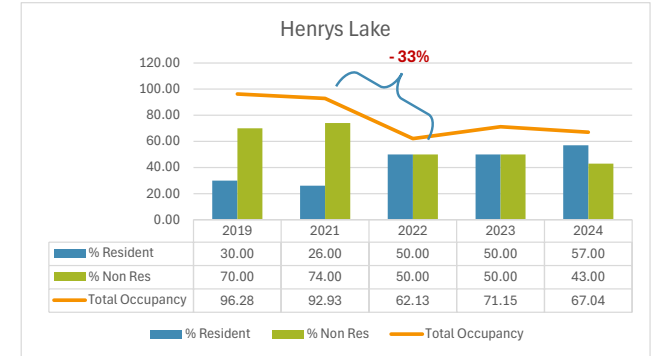
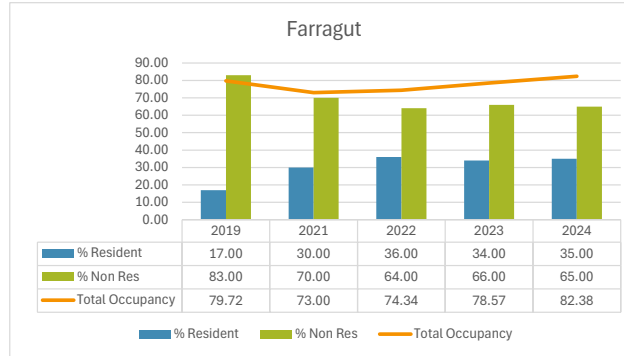
**RV Dump Station:**

As the utility costs for sewage continues to increase, IDPR would like to pursue adding an RV Dump Station fee to our fee tables in IDAPA 26.01.20, Rules Governing the Administration of Park and Recreation Areas and Facilities. \$10 fee for dump stations is recommended to absorb some of these utility costs.

**Resident vs Nonresident Occupancy  
Tier A Parks**

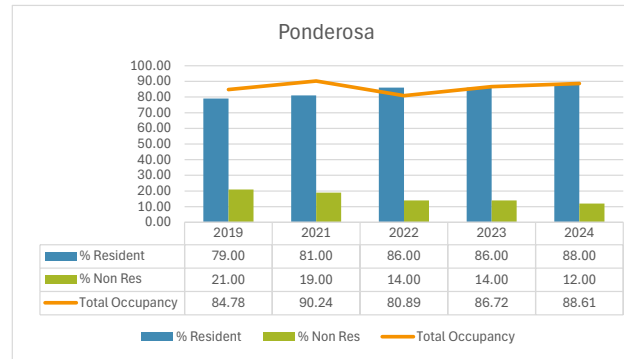
The following graphs represent overall park occupancy for June, July & August (the majority of our “peak season”) and the percentage of residents & non-residents.

Farragut	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	17.00	30.00	36.00	34.00	35.00
% Non Res	83.00	70.00	64.00	66.00	65.00
Total Occupancy	79.72	73.00	74.34	78.57	82.38
			1.8%		

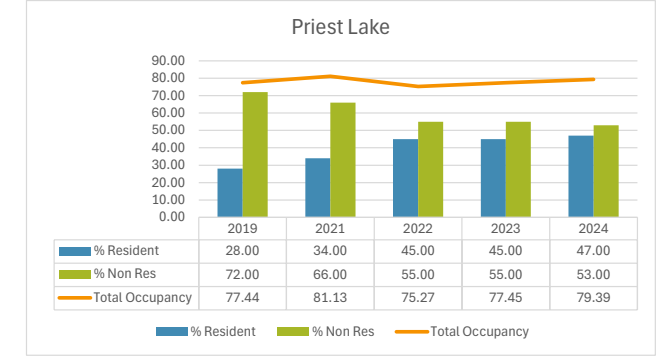


Henrys Lake	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	30.00	26.00	50.00	50.00	57.00
% Non Res	70.00	74.00	50.00	50.00	43.00
Total Occupancy	96.28	92.93	62.13	71.15	67.04
			-33.1%		

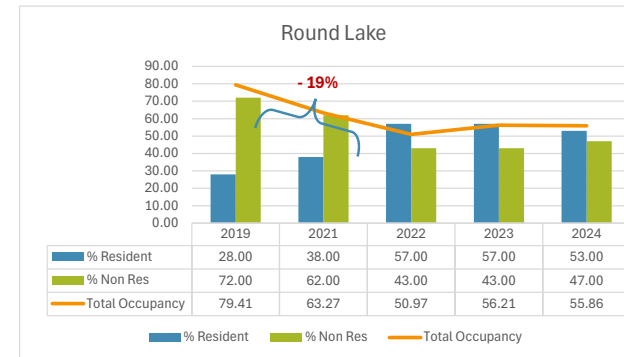
Ponderosa	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	79.00	81.00	86.00	86.00	88.00
% Non Res	21.00	19.00	14.00	14.00	12.00
Total Occupancy	84.78	90.24	80.89	86.72	88.61
			-10.4%		



Priest Lake	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	28.00	34.00	45.00	45.00	47.00
% Non Res	72.00	66.00	55.00	55.00	53.00
Total Occupancy	77.44	81.13	75.27	77.45	79.39
			-7.2%		



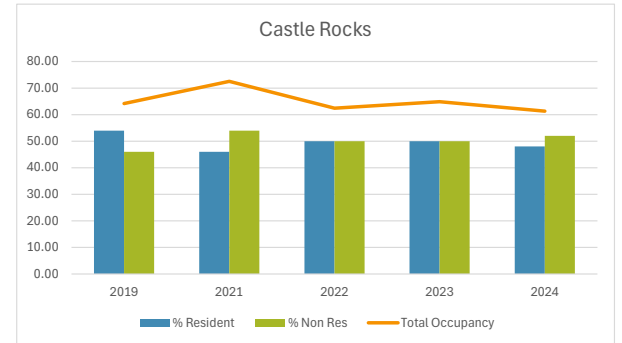
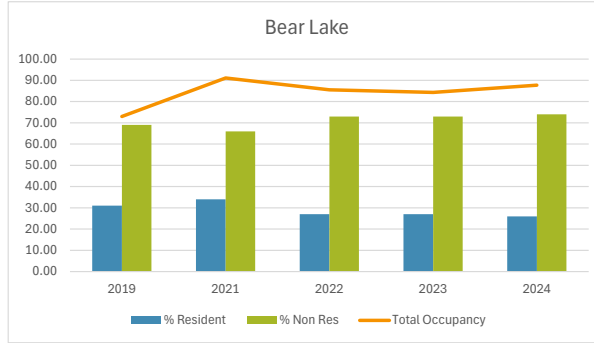
Round Lake	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	28.00	38.00	57.00	57.00	53.00
% Non Res	72.00	62.00	43.00	43.00	47.00
Total Occupancy	79.41	63.27	50.97	56.21	55.86
			-19.4%		



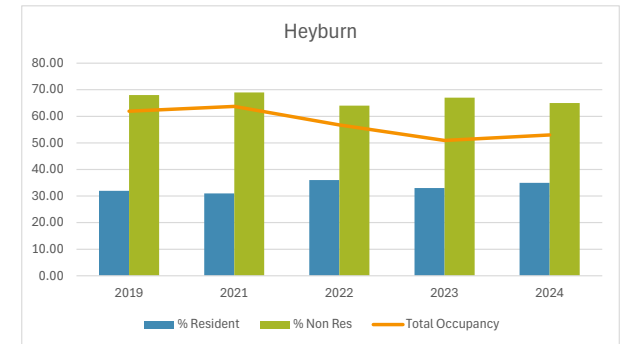
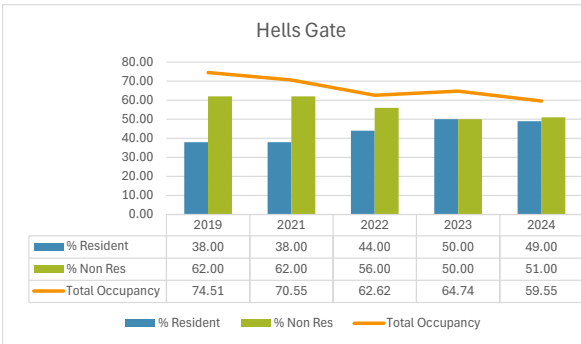
**Resident vs Nonresident Occupancy  
Tier B Parks**

The following graphs represent overall park occupancy for June, July & August (the majority of our "peak season") and the percentage of residents & non-residents.

Bear Lake	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	31.00	34.00	27.00	27.00	26.00
% Non Res	69.00	66.00	73.00	73.00	74.00
Total Occupancy	72.99	91.11	85.56	84.31	87.71
			-6.1%		



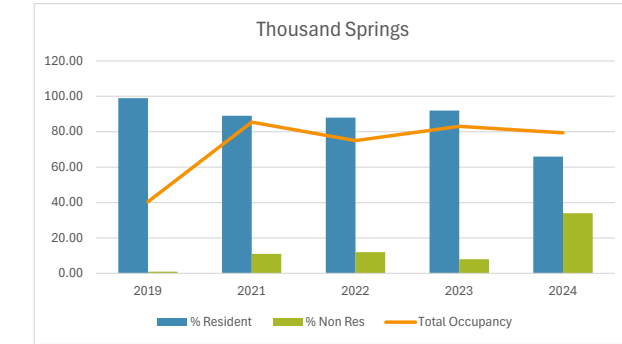
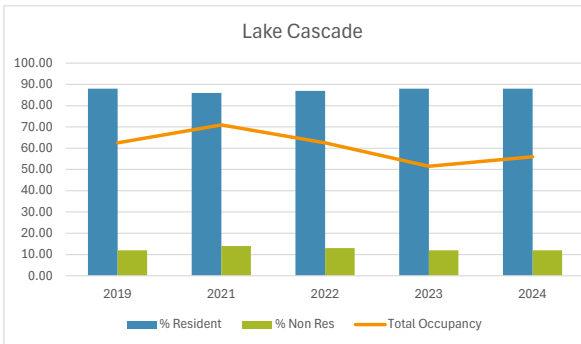
Castle Rocks	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	54.00	46.00	50.00	50.00	48.00
% Non Res	46.00	54.00	50.00	50.00	52.00
Total Occupancy	64.16	72.53	62.41	64.85	61.31
			-14.0%		



Hells Gate	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	38.00	38.00	44.00	50.00	49.00
% Non Res	62.00	62.00	56.00	50.00	51.00
Total Occupancy	74.51	70.55	62.62	64.74	59.55
			-11.2%		

Heyburn	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	32.00	31.00	36.00	33.00	35.00
% Non Res	68.00	69.00	64.00	67.00	65.00
Total Occupancy	61.94	63.73	56.77	50.92	53.02
			-10.9%		

Lake Cascade	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	88.00	86.00	87.00	88.00	88.00
% Non Res	12.00	14.00	13.00	12.00	12.00
Total Occupancy	62.50	70.95	62.49	51.51	55.97
			-11.9%		



Thousand Springs	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
% Resident	99.00	89.00	88.00	92.00	66.00
% Non Res	1.00	11.00	12.00	8.00	34.00
Total Occupancy	40.40	85.43	74.99	83.02	79.43
			-12.2%		



**Resident vs Nonresident Occupancy  
Tier C Parks**

The following graphs represent overall park occupancy for June, July & August (the majority of our "peak season") and the percentage of residents & non-residents.

Bruneaus Dunes	2019	2021	2022	2023	2024
% Resident	62.00	53.00	49.00	73.00	65.00
% Non Res	38.00	47.00	51.00	27.00	35.00
Total Occupancy	35.43	34.40	29.25	33.48	26.24
			-15.0%		

City of Rocks	2019	2021	2022	2023	2024
% Resident	29.00	27.00	26.00	29.00	25.00
% Non Res	71.00	73.00	74.00	71.00	75.00
Total Occupancy	75.51	78.52	69.27	74.42	73.50
			-11.8%		

Dworshak	2019	2021	2022	2023	2024
% Resident	54.00	58.00	68.00	61.00	59.00
% Non Res	46.00	42.00	32.00	39.00	41.00
Total Occupancy	41.73	43.73	37.67	42.33	40.29
			-13.9%		

Lake Walcott	2019	2021	2022	2023	2024
% Resident	68.00	65.00	67.00	76.00	74.00
% Non Res	32.00	35.00	33.00	24.00	26.00
Total Occupancy	50.94	68.71	63.41	74.21	79.30
			-7.7%		

Massacre Rocks	2019	2021	2022	2023	2024
% Resident	50.00	45.00	52.00	51.00	53.00
% Non Res	50.00	55.00	48.00	49.00	47.00
Total Occupancy	46.02	56.62	47.43	53.91	49.53
			-16.2%		

Three Island Crossing	2019	2021	2022	2023	2024
% Resident	71.00	68.00	74.00	72.00	70.00
% Non Res	29.00	32.00	26.00	28.00	30.00
Total Occupancy	67.87	76.09	68.27	71.18	62.53
			-10.3%		

Winchester	2019	2021	2022	2023	2024
% Resident	64.00	62.00	65.00	68.00	65.00
% Non Res	36.00	38.00	35.00	32.00	35.00
Total Occupancy	64.53	67.83	61.30	68.94	64.49
			-9.6%		

