

Expanding Touchless Outdoor Recreation

Self service is the new normal.

Nature as a safe space

Aligns with growing demand


Increases safety for employees & visitors

Helps steward ecosystems

Supports a more diverse visitor audience

The new outdoor recreation mantra...

Arrive Ready

 Self service digital entrance and day use passes & permits

 Timed entry permits

 Digital Payments



211,000+
Digital passes sold
2020 YTD

70+
Federal & State
Partners

Research Findings

53% plan outings in advance

40% of excursions are 25+ miles from home

24% make spur-of-the-moment decisions

Arrive Ready - What's Next?

-  -Nearly any transaction or reservable activity can be offered for advance booking
- Day use activity reservations and permits
 - Creates low-risk, high-confidence experiences
 - Eliminates waiting in line
 - Reduces exposure between visitors and park employees

Sandi Miller | Vice President, NIC Outdoors
sandi@egov.com

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Key Strategies

Engage new visitors who are eager to learn outdoor recreation

Ensure loyal visitors are not squeezed out

Industry to build tools, channels and networks

Government to provide expanded content & resources

Future Concepts

- Digital pass codes to open park gates
- Parking space sensors
- License plate readers to connect pass/reservation data to plates
- Geo-fenced alerts for crowd & parking updates
- Rental expansion to make more activities & equipment reservable
- Enhanced online content - campsite descriptions, photos, virtual tours
- Educational tools for self serve family activities

Cash Management

- Increased safety
- Healthier option
- Eliminate fee tubes

Resource Allocation

- Reduced entry staff
- Greater focus on high quality visitor interactions

Better Visitor Management

- Alleviate crowds and congestion
- Support conservation & preservation efforts

In-Park Technology

- Expand & manage WiFi
- Geo-fence near trailheads & campgrounds
- Deliver offline content

Higher Compliance

- Reduce barriers
- Increase revenue generation

Increase Reservable Assets

- What assets are available?
- Who owns/manages them?
- Inventory & yield management

Expand Diversity & Inclusion

- Arrive Ready eliminates fear of unknown
- Enables planning & budgeting
- Supports better experiences

Build Awareness

- Syndicate content & data
- Use partnerships to expand content quality & reach new users