

Cluster Analysis: State Park Systems

“Traditional Resource”

AK, AZ, **AR**, CT, DE
HI, KS, LA, ME, MA,
MN, MS, NE, NV, NJ,
NM, **NC**, PA, RI, SC,
UT, VT, VA, WI, WY

- Cluster 1 = 25 members
 - <75 properties, half designated as state parks
 - 250,000 acres
 - Average 1 trail per property, averaging < 5 miles in length
 - Some cabins, but few other developed amenities
 - < 7.5 million visits, dominated by day use
 - < \$20 million budget
 - < 20 entry fee properties
 - < \$50,000 in concessionaire revenue
 - Central office staff – 1 per 5 properties
 - Field staff – 2 per property

“Developed and Staffed for Tourism”
AL, **GA**, **IN**, KY,
OH, **OK**, SD, TN,
WV

- Cluster 2 = 9 members
 - 50 properties, totaling <120,000 acres
 - Primarily designated as state parks
 - 2 trails per property, averaging 12 miles in length
 - 205 developed cabins, 10 lodges with restaurants and 7 golf courses
 - 20 million visits, three-quarters as day visitors
 - < \$50 million operating budget
 - Few properties have entry fees
 - \$1.5 million in concessionaire revenue
 - Central office staff – 1 per 2 properties
 - Field staff – 7+ per property

“California”
CA

- Cluster 3 = 1 member
 - 250 properties of great variety
 - 1.5 million acres
 - 2000 trails averaging 1.5 miles each
 - 60 cabins, 5 lodges, 14 restaurants, 3 golf courses
 - >80 million visits, 97% day use
 - \$290 million operating budget
 - Half of properties have entry fees
 - \$12 million in concessionaire revenue
 - Numerous dedicated revenue sources
 - Central office staff – 1 per property
 - Field staff – 4+ per property

“New York”
NY

- Cluster 4 = 1 member
 - > 850 properties of great variety of designations
 - > 1.5 million acres
 - 125 trails averaging 10 miles in length
 - 750 cabins, 4 lodges, 28 restaurants and 19 golf courses
 - 56 million visits, 90% day use
 - \$160 million operating budget

- \$7.5 million in concessionaire revenue
- One fourth of properties have entry fees
- Numerous dedicated revenue sources
- Central office staff – 1 per 60 properties
- Field staff – 1 per 5 properties

“Populous Resource”
FL, IL, MI, **MO**, OR,
TX, WA

- Cluster 5 = 7 members
 - 150 properties, one-third designated as state parks
 - < 350,000 acres total
 - 4 trails total, averaging 50 miles in length
 - 175 developed cabins, 4 lodges with restaurants, and 2 golf courses
 - <30 million visits, 80% day visitors
 - \$50 million operating budget
 - 40 properties with entry fees
 - \$1.5 million in concessionaire revenue
 - Central office staff – 1 per 3 properties
 - Field staff – 2+ per property

“Rural Western”
CO, ID, MT,
NH, ND

- Cluster 6 = 5 members
 - Numerous properties (>120) with varying designations
 - < 120,000 acres total
 - 100 trails, averaging 30 miles
 - 30 cabins, no lodges, restaurants or golf
 - 8 million visits, split evenly day and overnight
 - < \$13 million operating budget
 - \$2.5 million in dedicated revenue stream
 - <20 entry-fee properties
 - Utilize vehicle taxes (fuel, snowmobile, ORV, ATV)
 - Central office staff – 1 per 5 properties
 - Field staff – 0.5 per property

“Decentralized Day
Parks”
IA, MD

- Cluster 7 = 2 members
 - 100 properties, one third designated as parks
 - 1.6 million acres in various designations
 - 2 trails averaging 10 miles in length
 - 100 cabins, 1 restaurant (no lodges or golf courses)
 - >12 million visits, 90% day use
 - \$27 million operating budget
 - No entry fees
 - Numerous dedicated revenue sources
 - < \$1 million in concessionaire revenue
 - Central office staff – 1 per 8 properties
 - Field staff – 2 per property