|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Analysis of Park or Program Visitor Need | | | Visitor Group (I.E. Day Campers, Bird Watchers, Tennis players, Senior’s yoga) | | | |  |  |
| VISITOR ACTIVITY GROUP | VISITORS EXPECTATIONS OF PARK OR PROGRAM VISIT | P & R STAFF  EXPECTATIONS OF VISITORS | CURRENT OFFERS our park or program and that of specific competitors | USE OF OFFER our Park or Program and that of specific competitors | SATISFACTION  our park or program and that of specific others | Strengths of this Park or Program | Weakness of this park or program | Opportunities to this Park or Program | Trends affecting or threats to this Park or Program |
| AWARENESS OF PROGRAM  Media type |  |  |  |  |  |  |  |  |  |
| PRETRIP  Registration and Planning information i.e. recommended supplies |  |  |  |  |  |  |  |  |  |
| EN-ROUTE INFORMATION  Radio, internet, street signs etc. |  |  |  |  |  |  |  |  |  |
| ACTIVITY THEME |  |  |  |  |  |  |  |  |  |
| MESSAGES  i.e. Parks, Polk’s Perfect Place To Play |  |  |  |  |  |  |  |  |  |
| RECREATION OPPORTUNITY SPECTRUM |  |  |  |  |  |  |  |  |  |
| ACCESS  ADA, Bike Racks, Parking |  |  |  |  |  |  |  |  |  |
| ACCOMODATIONS/SUSTAINANCE  Tents, food, beverage |  |  |  |  |  |  |  |  |  |
| SANITATION  Bathrooms/ garbage cans |  |  |  |  |  |  |  |  |  |
| REINFORCEMENT  How is message reinforced throughout the program |  |  |  |  |  |  |  |  |  |
| RESOURCE PROTECTION  Protection of the environment  Green products |  |  |  |  |  |  |  |  |  |
| PUBLIC SAFETY  Fire/police/first aid |  |  |  |  |  |  |  |  |  |
| REGIONAL INTEGRATION OF SERVICES  Partnerships, ad in regional publications |  |  |  |  |  |  |  |  |  |
| DEPARTURE  T-Shirts, brochures etc. |  |  |  |  |  |  |  |  |  |
| OBJECTIVES  Why do we do this |  |  |  |  |  |  |  |  |  |
| Cost Structure/Budget  Budgets, grants, sponsorships |  |  |  |  |  |  |  |  |  |
| Revenues |  |  |  |  |  |  |  |  |  |