|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 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 STAFFEXPECTATIONS 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 | SATISFACTIONour 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 PROGRAMMedia type |  |  |  |  |  |  |  |  |  |
| PRETRIPRegistration and Planning information i.e. recommended supplies |  |  |  |  |  |  |  |  |  |
| EN-ROUTE INFORMATIONRadio, internet, street signs etc. |  |  |  |  |  |  |  |  |  |
| ACTIVITY THEME |  |  |  |  |  |  |  |  |  |
| MESSAGESi.e. Parks, Polk’s Perfect Place To Play |  |  |  |  |  |  |  |  |  |
| RECREATION OPPORTUNITY SPECTRUM |  |  |  |  |  |  |  |  |  |
| ACCESSADA, Bike Racks, Parking |  |  |  |  |  |  |  |  |  |
| ACCOMODATIONS/SUSTAINANCETents, food, beverage |  |  |  |  |  |  |  |  |  |
| SANITATIONBathrooms/ garbage cans |  |  |  |  |  |  |  |  |  |
| REINFORCEMENTHow is message reinforced throughout the program |  |  |  |  |  |  |  |  |  |
| RESOURCE PROTECTIONProtection of the environmentGreen products |  |  |  |  |  |  |  |  |  |
| PUBLIC SAFETYFire/police/first aid |  |  |  |  |  |  |  |  |  |
| REGIONAL INTEGRATION OF SERVICESPartnerships, ad in regional publications |  |  |  |  |  |  |  |  |  |
| DEPARTURET-Shirts, brochures etc. |  |  |  |  |  |  |  |  |  |
| OBJECTIVESWhy do we do this |  |  |  |  |  |  |  |  |  |
| Cost Structure/BudgetBudgets, grants, sponsorships |  |  |  |  |  |  |  |  |  |
| Revenues |  |  |  |  |  |  |  |  |  |