



# Camping Occupancy Update

October 2025



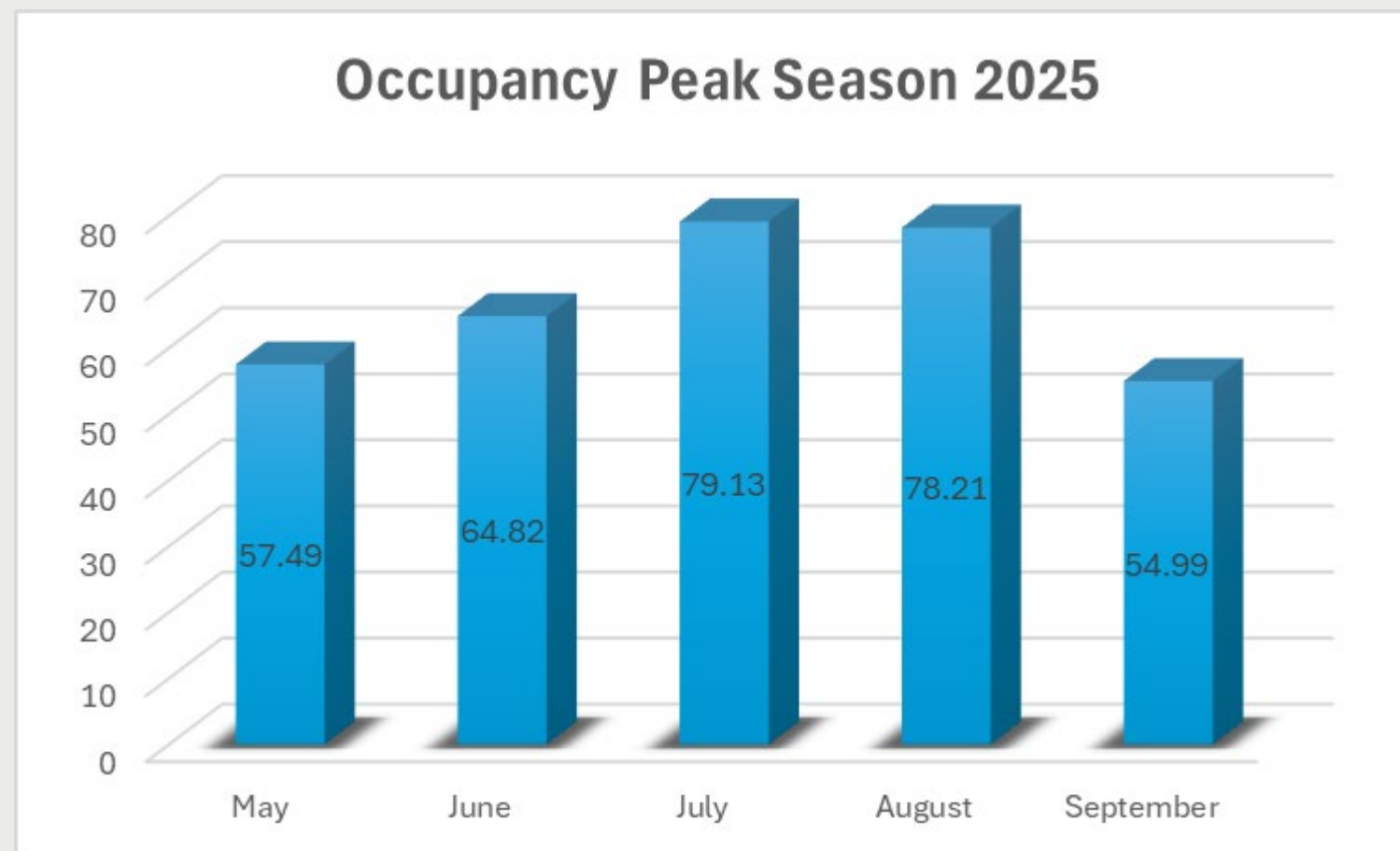
WASHINGTON STATE PARKS



# Today's focus

- **Occupancy data update and 2025 trends**
- **Expanding programs same-day and flexible booking programs**
- **Leveraging new tools to fill vacancies**
- **What's next?**

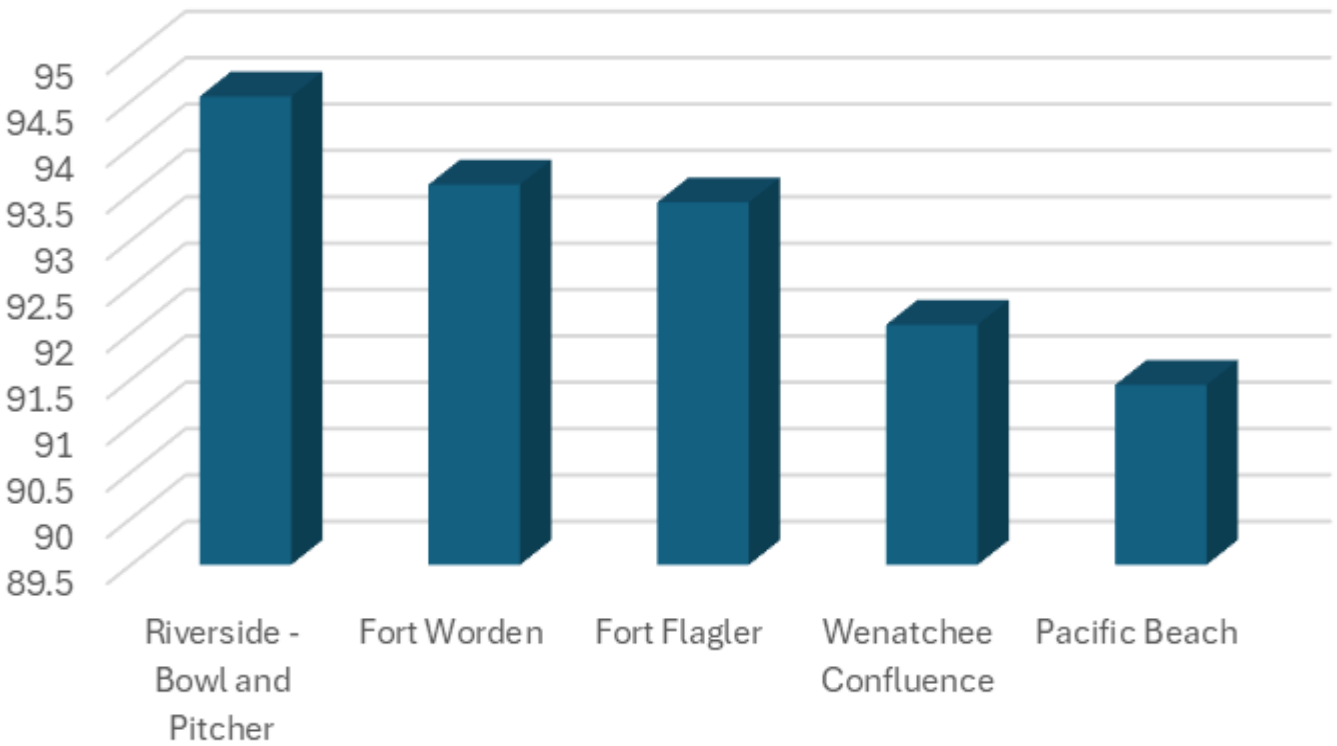
# Peak season 2025 occupancy overview



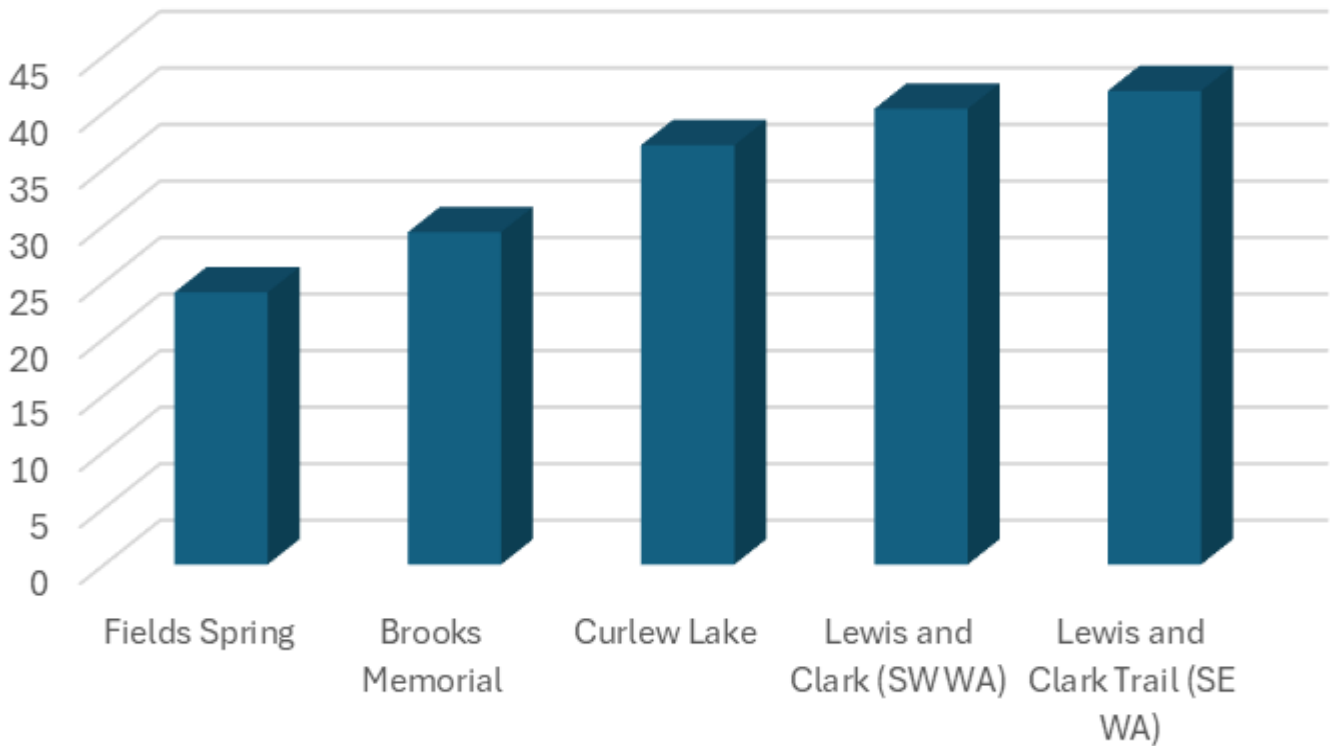
- Peak Season Occupancy
  - All sites: 69.71%
  - Utility sites: 85.75%
  - 1% decrease YOY
- Weekend Occupancy
  - All sites: 77.79%
  - Utility sites: 89.19%
- Weekday Occupancy
  - All sites: 66.25%
  - Utility sites: 85.47%

# Highest/lowest occupancy – peak season 2025

Highest Occupancy Rate



Lowest Occupancy Rate



# Where are our campers from?

| Top 5 Countries | 2025    | 2024    |
|-----------------|---------|---------|
| United States   | 126,659 | 111,888 |
| Canada          | 3,301   | 7,635   |
| Germany         | 308     | 341     |
| Netherlands     | 114     | 133     |
| Switzerland     | 84      | 122     |

| Top 5 States | 2025   | 2024   |
|--------------|--------|--------|
| Washington   | 99,345 | 94,179 |
| Oregon       | 7,098  | 6,798  |
| California   | 3,173  | 2,767  |
| Idaho        | 1,173  | 1,052  |
| Colorado     | 926    | 758    |





# Same-day and flexible booking expansion

# Same-day reservations – expansion to all parks

- Since the first pilot launched in September of 2023
  - Total reservations made: 18,107
  - Reservations made since expansion: 10,519
- Same-day reservations by rate type
  - Full rate reservations: 16,025
  - Discount pass reservations: 2,082
- Beneficial to staff and customers





# Flexible booking dates

- Bookings resulting from flex date search: 4,893
- Number of times flex date search was utilized: 66,300
- 5.8% of all searches were flex date searches

The screenshot displays the Washington State Parks booking interface. At the top, there are two tabs: "Select dates" and "Flexible dates". Below these, a section titled "How many nights would you stay?" features a minus button, a box with the number "1", and a plus button. The next section, "When do you want to go?", shows four calendar icons for May, Jun, Jul, and Aug 2024. Below this is a "Looking for a weekend?" section with "No" and "Yes" buttons. The "Choose a park" section has a dropdown menu currently showing "Cape Disappointment". On the left side of the interface, there are tabs for "Camping" and "Roofed", with "Camping" selected. Below these tabs, there is a description: "Set up your tent, camper, trailer, or motorhome. More Details for utility hook-ups and other amenities. Same Day Reservations Carousel. For a reservation until 11:59pm the day before." At the bottom left, there is a "Park" dropdown menu also showing "Cape Disappointment". On the right side, there are tabs for "Group" and "Day", with "Group" selected. Below these, there is a "Party Size" section with a minus button, a box with the number "1", and a plus button. Finally, there is an "Equipment" section with a tent icon and a box showing "1 Tent".





# Leveraging new tools to fill vacancies

# Piloting low occupancy park promotion on social media



Let's go camping  
**AT WASHINGTON  
STATE PARKS**

See which parks have open campsites this Tues. (Aug. 12), Wed. (Aug. 13) and Thurs. (Aug. 14)!

>



**Near the Pacific Coast**

**OCEAN CITY STATE PARK**  
Hoquiam, WA

**TWIN HARBORS STATE PARK**  
Westport, WA

*Book by 2 p.m. for same-day arrival reservations*



**In SE Washington**

**FIELDS SPRING STATE PARK**  
Anatone, WA

**YAKIMA SPORTSMAN STATE PARK**  
Yakima, WA

**LEWIS & CLARK TRAIL STATE PARK (SE WA)**  
Dayton, WA

*Book by 2 p.m. for same-day arrival reservations*



**Near Seattle**  
*(within an hour drive)*

**CAMANO ISLAND STATE PARK**  
Camano Island, WA

**DASH POINT STATE PARK**  
Federal Way, WA

**LAKE EASTON STATE PARK**  
Easton, WA

*Book by 2 p.m. for same-day arrival reservations*

# Low occupancy park promotion

## Outcomes

- Occupancy
  - Percentage increase in parks promoted: 8%
- Revenue
  - Increase in parks promoted: ~19%
- Social media
  - 138 story slides
  - 114,732 impressions
  - 4,153 "tap backs"



# Next steps and recommendations

## Visitor Services:

- Expand the low occupancy park pilot
- Promos codes
- Audit additional parks in 2026 to better understand trends in vacant but reserved sites.
- No-show button development

## Communications:

- Social media opportunities
  - Expand low occupancy park pilot over the next year and establish baseline metrics
- Establish special edition newsletters as standard practice and focus on expanding subscriber list.
- Develop earned media strategy beyond Discover Pass marketing campaign.





# Questions?