



Revenue & Business Development

October 2025



WASHINGTON STATE PARKS

Current situation

- State Parks is heavily reliant on earned revenue to operate – 71% of our budget.
- Business Development and marketing functions have been limited since the pandemic. We're rebuilding within existing resources to boost and streamline these efforts.
- There is a need to create more consistent policies and tools to optimize revenue in ways that balance our mission and customer needs.



Top revenue priorities

- Targeted fees
- Discover Pass marketing and sales
- Piloting ways to increase camping occupancy

Why

- Dispersed impact + high yield
- Effort-to-payoff is highest



Fees updates

Index to Discover Pass increase

- Natural Investment Permit – from \$80 to 120 (last increased in 2011)
- Additional \$120,000 annually
- Effective Oct. 1, 2025



Fees updates

Establish fees for new or newly-managed facilities

- Schafer cabins
- Fort Worden day-use and lodging
- Kopachuck day-use facility

Upcoming: Fort Flagler renovated theater building



Fees updates under review

Adjust for inflation, alignment and revenue – 2026

- Cabins and yurts – updated pricing structure for increased revenue and greater consistency
- Vacation homes – increased revenue and rate alignment
- Out-of-state reservation fee: from \$5 to \$10 per stay
- Off Season Pass: from \$75 to \$100 with additional utility fee aligned to current difference between winter basic and partial site utility rates - for sales starting in Sept. 2026



Fees – legislative changes

Implementing legislatively mandated changes (went into effect Oct. 1)

- Price of the annual Discover Pass increased from \$30 to \$45
- Changes to Lifetime Disabled Veterans Pass

Preparation leading up to the change was focused on three key areas:

- Partners
- Staff
- Public



Discover Pass marketing

Pre-Increase Campaign Goals

1. Drive pre-increase purchases of the Discover Pass.
2. Raise awareness of the fee change and what the pass revenue supports in an approachable, positive way.



Discover Pass marketing

Tactics

- Social Media
 - Organic Reels and Stories
- Google Ads (search and display)
- SEO optimization
 - Strategic keywords
 - Landing page on Discover Pass website
- Email marketing
 - In conjunction with comms plan
- Podcast Advertising
- Earned Media (media kit, story pitching)

All tactics drove traffic to the Discover Pass website and, if able, to the landing page specifically.



Marketing Funnel

Awareness: People first *hear about us*.

Example: They see an ad, hear our name in a podcast, or notice a social media post.

Goal: Just to get noticed.

Engagement: Now people are *checking us out*.

Example: They click our ad or comment on our social posts.

Goal: To build trust and get in their brains.

Consideration: They're *thinking about buying* but not committed.

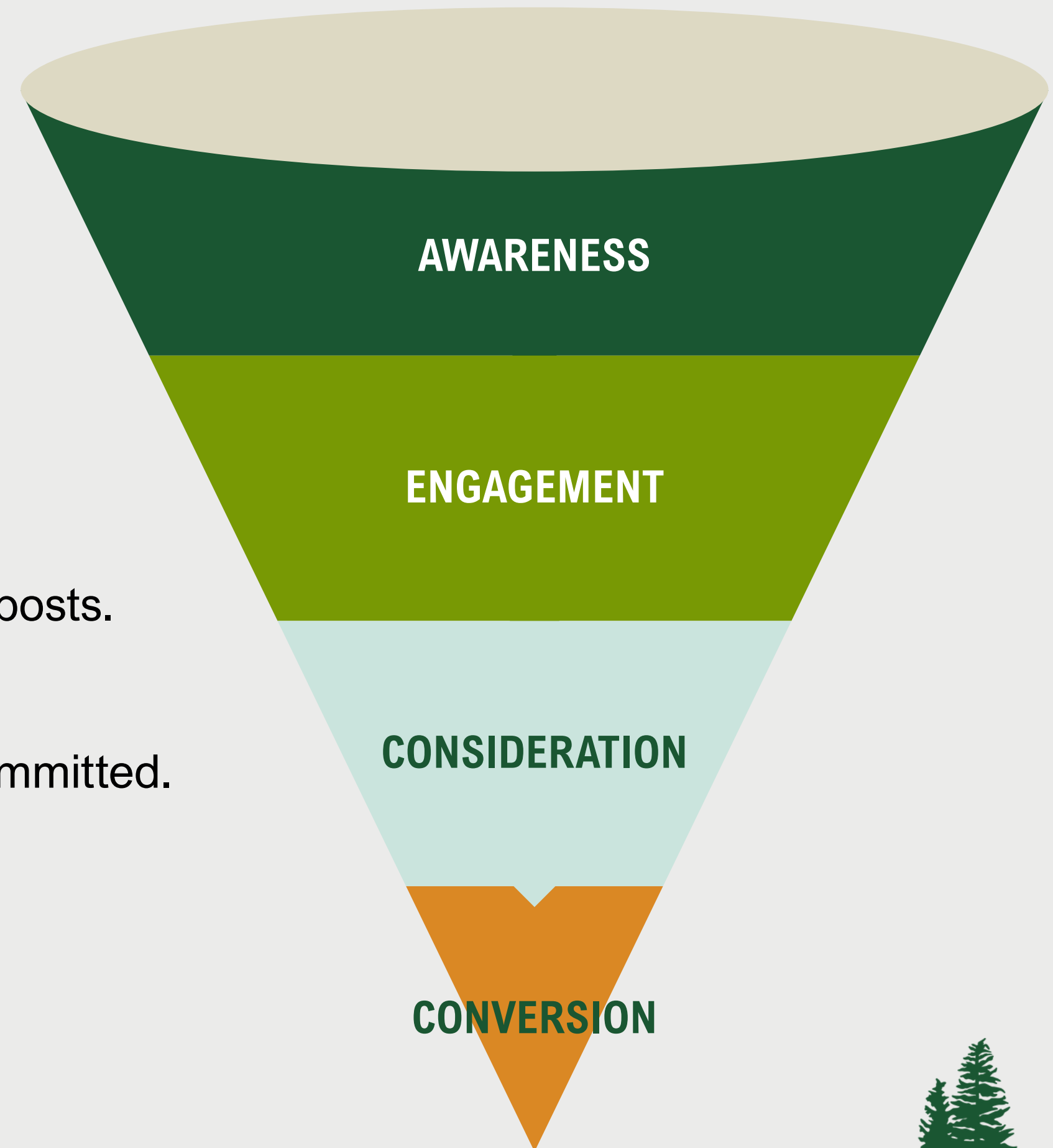
Example: They research and compare us to others.

Goal: Answer their questions and remove doubts.

Conversion: They *take action* and make a purchase.

Example: They buy a Discover Pass.

Goal: Make it easy and compelling.



Goal #1

Drive pre-increase purchases of the Discover Pass.

Outcome:

Sales to the website showed a steady increase over the summer with a significant bump in September.

Goal #2

Raise awareness of the fee change and what the pass revenue supports in an approachable, positive way.

Outcomes:

Engagement increased overall, noticed more positive engagement and success with impact messaging.

- Social media: 90% increase in impressions, 116% increase in engagement
- Earned media: Cross-state coverage
- Email newsletter: Curator of conversation – 800,000+ strong



By the Numbers: Goal #1

YOY Discover Pass Sales via Website

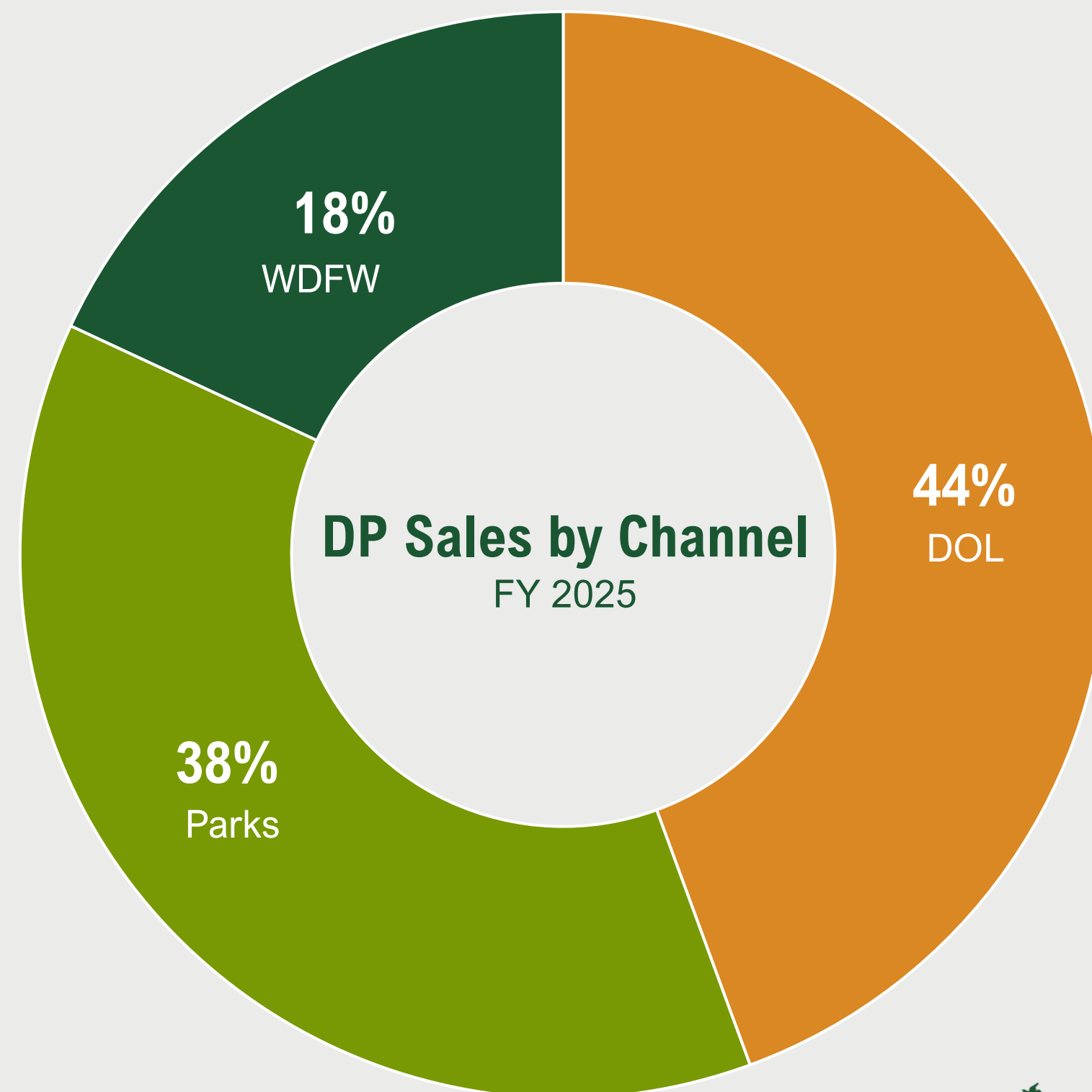
- July: 20,362  (22,670 in 2024)
–10% decrease
- August: 17,642  (14,299 in 2024)
–23% increase
- September: 14,925  (9,829 in 2024)
–52% increase



Goal #1 Takeaways

Factors outside of our control

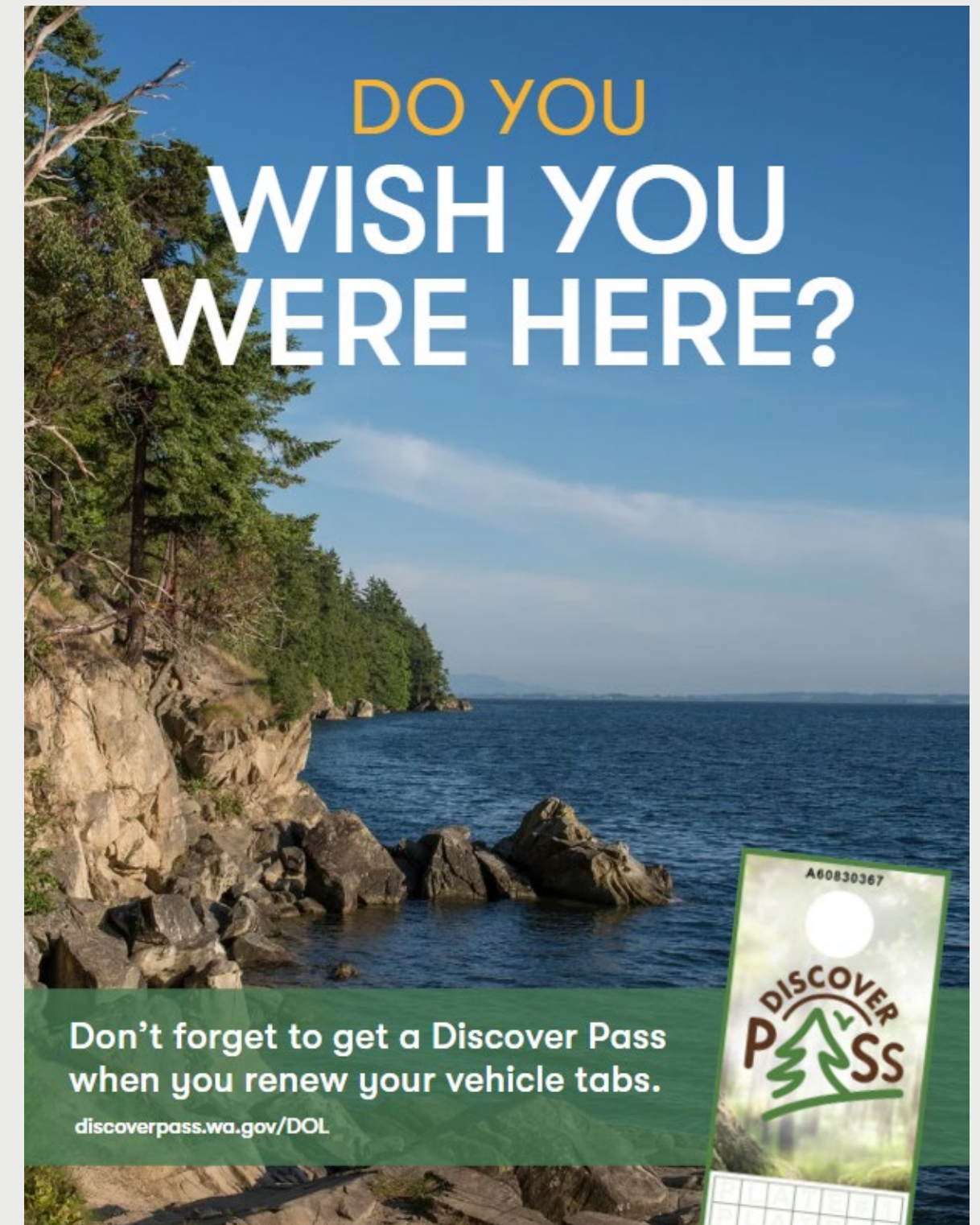
- Patience is a virtue, work the funnel.
 - Current tactics working for one sales channel.
- DP Marketing is multi-faceted.
- We're working through what marketing looks like in the current climate (budget shortfall impacts + market instability).



Goal #1: Takeaways

Why data matters

- We discovered a new direction for our marketing: Partnering with the Department of Licensing.
- Data shows that DOL is our biggest sales point. Within that channel, online sales of passes when people renew their tags are the bulk of purchases.
- We're treating this as a sales channel and exploring marketing tactics.
 - Flyers in offices, connecting with program staff to discuss ways to solidify our DP messaging, adding copy to their new mailing postcard, partnering on social media, exploring Google ads, etc.
- Because we had the data and further explored, we can work to improve sales via this channel. These are customers not reached by traditional marketing, so we pivot.



By the Numbers: Goal #2

Outcomes

- Earned media
 - Tracking 25 positive stories, June-September
 - Increase in concession attention, Kitsap Sun and King 5 coverage
 - Picked up in major outlets during peak season
- Social media
 - 27 posts
 - 18,095 engagements
 - 351,260 impressions
 - 264 post link clicks
- Email marketing
 - Above industry standard open rate
 - Fifth-highest driver of traffic to parks.wa.gov



By the Numbers: Goal #2

- Google Ads captured more than 162K impressions and 35.9 clicks.
 - Clickthrough rate of 22% (eclipses industry standard 7.83%)
- A/B testing to see which messaging worked better:
 - Value-add: Stressed everything you get with a single Discover Pass.
 - Impact of purchase: Stressed what your purchase does, how it impacts public lands.
- Drove traffic to single landing page
 - Grew to be #2 most visited page on discoverpass.wa.gov
- Podcast Ads
 - Dirtbag Diaries: Over 80K impressions

