

**Wisconsin Department of Natural Resources  
Natural Resources Board Agenda Item**

**SUBJECT:** 2018 Camping and Daily Admission Fee structure for the Wisconsin State Park System.

**FOR:** January 2018 Board meeting

**TO BE PRESENTED BY:** Ben Bergey, Director State Parks and Recreation Management

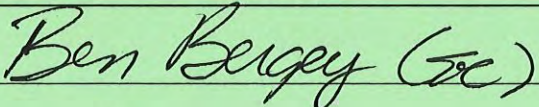
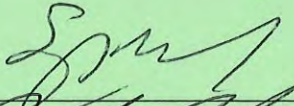

**SUMMARY:**

The 2017-2019 State Budget granted the Department the ability to set camping and daily admission prices within a certain range with DNR Secretary approval. The Bureau of Parks and Recreation Management has developed a demand based pricing model for camping and daily admission. Demand based pricing is a tool that can help manage capacity issues at some of the busiest state properties, improve the user experience, increase public health and safety, while promoting use at other properties. The Bureau did an extensive study of occupancy rates and visitation rates at all properties to develop the camping and daily fee structure. Camping within the system was broken down into three (3) seasons; Summer, Spring/Fall, and Winter. In addition, the occupancy rates were broken out between electric and non-electric sites, and also weekend and weekday reservations. In summary, camping fees are being lowered at 36 properties at designated times, and fees are being raised at 38 properties during designated times. Any increases or decreases in rates was determined by occupancy rates during the specified time frame. Fees were increased at any property with an 80% or higher occupancy rate during any of the designated seasons, weekdays, or weekends. Conversely, rates were decreased at any properties with occupancy rates 30% or lower during any of the designated seasons, weekdays, or weekends. Daily admission rates were increased at only three (3) properties.

**RECOMMENDATION:** Information Only

**LIST OF ATTACHED MATERIALS (check all that are applicable):**

- |                                                                     |                                                                |
|---------------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Background memo                            | <input type="checkbox"/> Type name of attachment if applicable |
| <input checked="" type="checkbox"/> Demand Based Pricing Flow Chart | <input type="checkbox"/> Type name of attachment if applicable |

Approved by	Signature	Date
Ben Bergey, Director Bureau of Parks and Recreation		1/3/18
Sanjay Olson, Division Administrator Division of Fish, Wildlife and Parks		1/5/18
Daniel L. Meyer, Secretary		1/8/18

cc: Board Liaison – AD/8

# DEMAND-BASED PRICING

## 2018



### CAMPING RATES

RATES VARY WITH SEASON

38

PROPERTIES

RAISED RATES

36

PROPERTIES

LOWERED RATES

OCCUPANCY RATE  
OVER  
**80%**  
=  
RATE INCREASE

OCCUPANCY RATE  
UNDER  
**30%**  
=  
RATE DECREASE

\$7

GREATEST INCREASE

\$5

GREATEST DECREASE

DEVIL'S LAKE & PENINSULA  
\$7 INCREASE (SUM WKND, ELEC)  
\$2 INCREASE (SUM WKND, N.ELEC)

WILLOW, HIGH CLIFF, KOHLER-ANDRAE  
\$5 INCREASE (ELEC)

TOTAL INCREASE  
**\$500,000+**  
PROJECTED ANNUAL REVENUE



### DAILY ENTRANCE FEES

YEAR-ROUND 2018

#### DEVIL'S LAKE

**\$5 INCREASE**

RESIDENT = \$8 → \$13  
NON-RESIDENT = \$11 → \$16

#### PENINSULA & WILLOW RIVER

**\$2 INCREASE**

RESIDENT = \$8 → \$10  
NON-RESIDENT = \$11 → \$13

No changes made to hourly fees at more than 70 properties, annual or senior citizen admission fees

TOTAL INCREASE  
**\$600,000+**  
PROJECTED ANNUAL REVENUE



\*Revenue projections are based on historical reservations and attendance, since resident and non-resident are increasing uniformly, revenue projections are accurate regardless of whether the reservation is made by a resident or non-resident.