

CASE STUDY:

Red Rock Canyon
NATIONAL CONSERVATION AREA

Increased compliance drives increased revenue!

Streamlined on-line processes save Camp Hosts hours of administrative work.



Red Rock Canyon National Conservation Area is located approximately 20 miles from downtown Las Vegas. Visitors to the area enjoy a variety of activities including hiking, rock climbing, bike riding and scenic drives through the unique Mojave Desert.

In 2019, Red Rock Canyon National Conservation Area transitioned campground reservations, passes and day use to Recreation.gov.

The results were:

- Decreased administrative office hours
- Increased revenue
- Greater visitor satisfaction
- Increased compliance

CAMPING

Red Rock Canyon Campground was on a first-come, first-served (FF) paper reservation system. Barb Lambert, a Camp Host at the campground describes the process this way:

“It took a lot of time and work to keep organized. Once inventory went to Recreation.gov it went from chaotic to super organized. That’s the best way to put it.”

Camp Hosts are unable to collect money and therefore would encourage visitors to make cash payments through an “iron ranger.” This system did not provide a true compliance process. Since implementing Recreation.gov visitors have been quick to transition to an online payment solution.

“How we collect money and gain compliance has changed everything!”
said KC Craven, Outdoor Recreation Planner, eCommerce.



Our capacity remained the same, however our revenue increased as we changed the way we collected funds and monitored compliance.

– KC Craven, Outdoor Recreation Planner, eCommerce

Within a few months of making inventory fully reservable on Recreation.gov the facility saw a quarterly increase of 31.24% in revenue year-over-year, while also reducing cash handling.

November - January	2018-2019	2019-2020	TOTAL CHANGE	% INCREASE
	\$91,790.00	\$120,469.30	\$28,679.30	31.24%



We love the back-end system “The Hub.” It took a lot of time and work to keep organized. Once inventory went to Recreation.gov it went from chaotic to super organized.

– Barb Lambert, Camp Host

Visitors can now secure advanced reservations and hosts can use an iPad for on-site reservations and revenue collection. The park converted a shipping container into a new office, providing a nice place to interact with campers during the check-in and reservation process. Camp Hosts can also carry the iPad as they walk the campground to check in campers. The elimination of paperwork with the FF system and iron ranger deposits has allowed the Camp Host to spend more time in the park with visitors, which is what they enjoy most.



New office with antenna for Wifi

In addition, the campground is welcoming more RV campers and families who were less inclined to use a FF system that didn't guarantee availability upon arrival.

DIGITAL PASSES

A large number of visitors to Red Rock Canyon enjoy wilderness hiking and backcountry camping. Hikers who wanted to secure a late exit or overnight camping permit to the park would call a voicemail box. After leaving a lengthy message with their information, a BLM staff member would spend two hours a day going through the voicemails and typing them into an excel spreadsheet for law enforcement.



Visitor making a reservation with the iPad station in the new office

Recreation.gov streamlines the pass process. Hikers can secure their pass online at anytime. The system captures important visitor data which adds a level of safety for the hikers. In addition, a handheld scanning device makes it easier for law enforcement to ensure compliance. Staff can remain out on the grounds longer and perform compliance checks, whereas before they had to return to the office to listen to, transcribe, and share hiker information with law enforcement.

The switch to Recreation.gov translated to a SAVINGS OF \$24,418 ANNUALLY without a staff person having to perform this work.

DAY USE

Red Spring Picnic Area is located approximately a mile away from the campground. This large pavilion is in high demand with various groups from schools to senior centers. Prior to implementing Recreation.gov visitors had to call an administration desk, speak to someone who could help them with availability, and then wait for a manually generated bill.

Recreation.gov eliminates lengthy phone conversations and provides visitors with real time availability at their finger tips. Visitors can now check availability, learn important need-to-know information, secure their reservation and make their payment in one streamlined transaction.

★★★★★
Ed M *Submitted on 2/6/2020*
 Loop: Standard Site, Site: 4
 Reservation Dates: 12/13/2019 - 12/17/2019
 Excellent website. Easy to make and pay for reservations. Clean and organized campsites. Located so close to Red Rocks.....

★★★★☆
Dustin K *Submitted on 2/24/2020*
 Loop: Standard Site, Site: 40
 Reservation Dates: 2/13/2020 - 2/16/2020
 Love being able to reserve sites. Very positive change

Customer reviews posted on the Recreation.gov facility page

Learn how Recreation.gov can streamline your operations. Email NewImplementation@recreation.gov and a member of the New Implementation team will get back to you within two business days.