

Timed Entry Reservation System Pilot Extension Request

Welcome to
**ELDORADO CANYON
STATE PARK**



Lisa Gill, Park Ranger

Why Timed Entry?

- Between 2016-2021, annual visitation rose to 530,000 people, an increase of 90% from previous years.
- Increased visitation caused negative impacts on the local community, visitor experience, natural resources, park facilities, and contributed to staff burnout.
- Two strategies identified through planning process – shuttle program and timed entry.
- “Eldo shuttle” unsuccessful as sole management strategy.

Timed Entry Pilot

Mitigate negative impacts of vehicle congestion by:

- 1) Providing guaranteed access
- 2) Dispersing arrival times
- 3) Providing a predictable arrival experience



Eldorado Canyon State Park

Timed Entry Reservation System

To enter the park on Saturdays, Sundays and holidays, you will need:

Timed entry vehicle reservation



or

Ride the Eldo Shuttle



+

Colorado State Parks annual or daily pass

PARK PASS

Reservations are limited. Plan ahead and recreate responsibly. For more information, visit <https://cpw.info/eldorado-reserve>

Timed entry reservation are required July 23 - Sept. 15, 2022 and May 15 - Sept. 15, 2023

2022 - Overview

- CPW Commission approval to begin – July 1, 2022
- Reservations were required July 23 – Sept 11
- Eldorado Canyon: 205 total parking spaces
- Traffic and visitation study: average visitor stays 3.5 hours
- Total # of reservable spaces per day: 734 + 18 disabled

2022 – Reservation Data & Observations

- First 3 weekends, visitors w/o an advanced reservation were educated and given an exemption pass since same day reservations were not initially available
- “Eldo” shuttle another option for access
- Average number of reservations per day: 205
- Average no show rate: 16%

2022 – Visitor and Community Feedback

- Feedback was generally very positive.
- Summary of positive feedback: enjoyed guaranteed access, parking available near destination, much less congestion.
- Summary of negative feedback: difficulty navigating and using cpwshop.com, insufficient marketing, visitors parking in town while trying to make reservations.

2023 – Overview

- Reservation season began Saturday May 20
- Feedback from 2022 was used to improve cpwshop.com customer interface and marketing efforts
- Average number of reservations per day: 275
- Average no show rate: 17%

2023 – Marketing

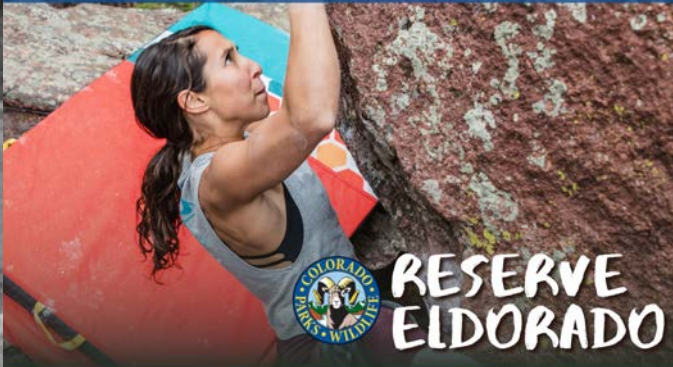
family time like a pro ... plan ahead!



 **RESERVE
ELDORADO**

Reservations required: weekends & summer holidays
May 15-Sept 15
VISIT: CPW.INFO/ELDORADO-RESERVE

boulder like a pro ... plan ahead!



 **RESERVE
ELDORADO**

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2023 – Visitor and Community Feedback

- Feedback was again generally very positive and similar to 2022.
- Summary of positive feedback: enjoyed guaranteed access, parking available near destination, much less congestion.
- Summary of negative feedback: difficulty navigating and using cpwshop.com, insufficient marketing, unable to make more than one reservation per profile, no spaces available for desired timeslot, visitors parking in town while trying to make reservations.

2023 – Visitor Intercept Survey Snapshot

- 230 responses recorded thus far.
- 28% stated they learned about the timed entry system when entering the park.
- 51% stated the process of making a reservation was easy, while remaining 49% stated it was easy but they had issues or that it was difficult.
- 83% stated they had no wait to enter the park.
- 93% stated they did not feel the park was congested.
- 96% stated they are likely to visit the park again on a day that a reservation is required.

2023 – Moving Forward

- Eldorado Canyon seeks to be a leader in the successful rollout of timed entry to other state parks.
- Directors Innovation Fund Grant – product testing timed entry with the LatinX via a listening session. Developing inclusive branding and marketing.
- Use feedback gathered through DIF grant and Visitor Intercept Surveys to improve marketing and streamline reservation making process.

Summary

- Eldorado Canyon appreciates your consideration of extending the timed entry pilot by one year.
- Overall, our timed entry reservation system appears to be well-received and is serving as a useful visitation management strategy.

Questions?

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