



WHAT CAN DATA DO?



TDeitche
Analytics



NATIONAL PARKS

Plan for Park Visitors?



EPISODE #1



DATA IN ACTION

Visitors | Trails | Parking

Theresa Deitche | Senior Data Analyst

NATIONAL
PARK
WELCOME



02

HERE'S HOW



Park teams analyze:



Visitor traffic

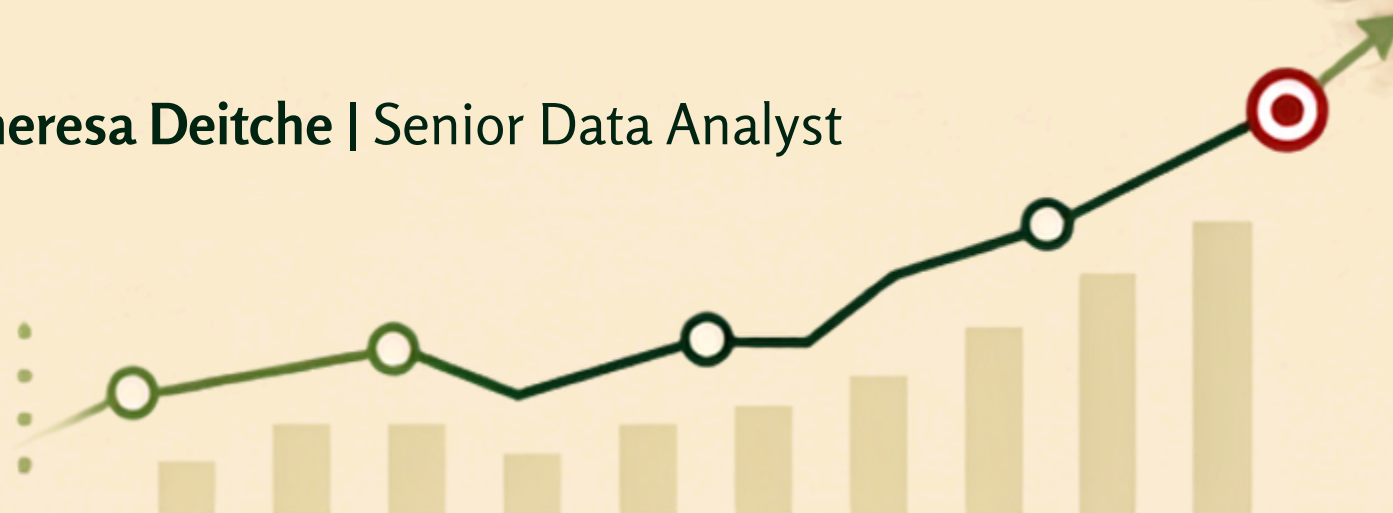


Trail usage



Parking demand

Theresa Deitche | Senior Data Analyst



The data can reveal:



Peak visitation



Congestion hotspots



Staffing needs

Theresa Deitche | Senior Data Analyst





Park teams can:



Adjust staffing



Improve traffic flow



Prioritize maintenance

Theresa Deitche | Senior Data Analyst



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THE TAKEAWAY

Good data helps
park teams
balance visitor
needs with
conservation.



Better insights. Better decisions.



PROTECT
PRESERVE
INSPIRE



National, state, or local?

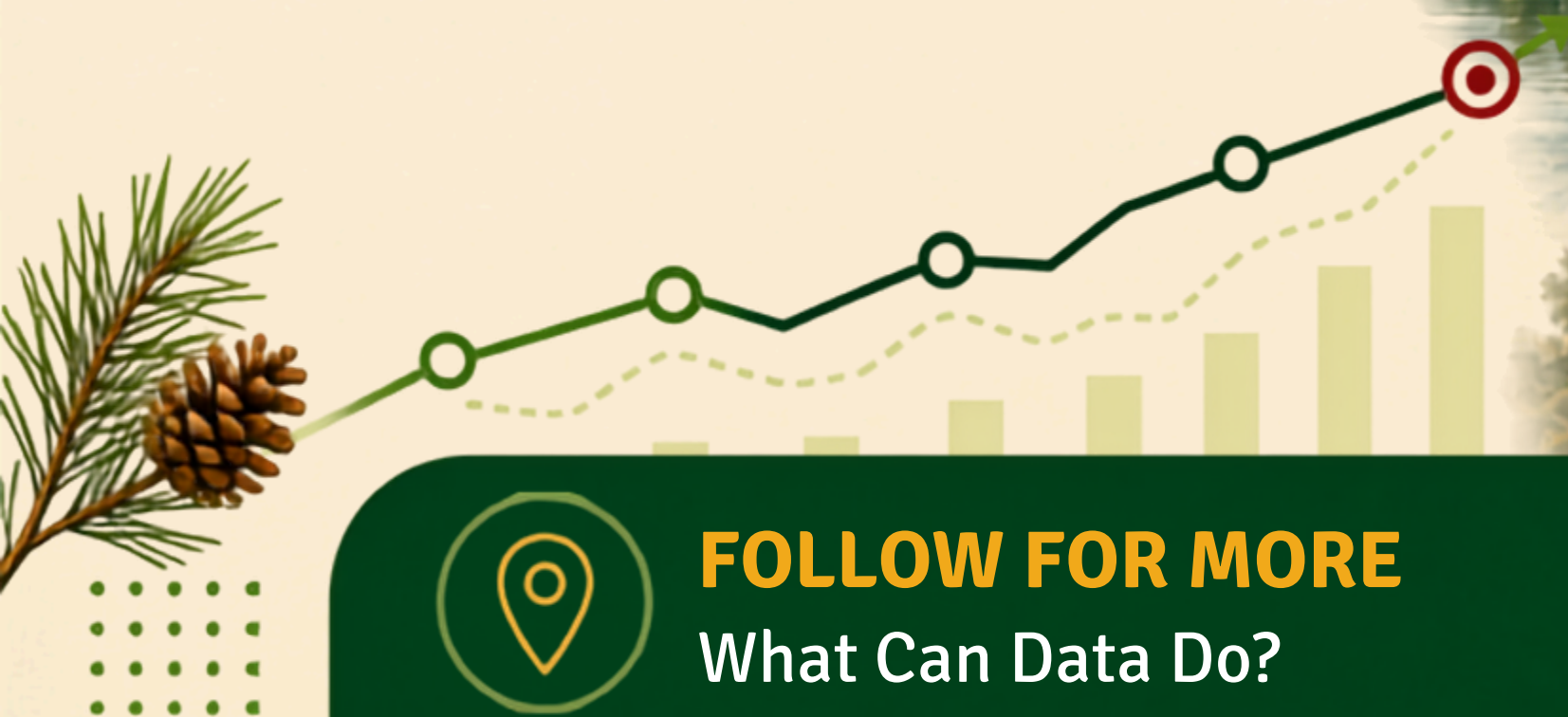


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YOUR TURN

What park do you enjoy visiting most?

🌲🌲 National, State, or local?



FOLLOW FOR MORE

What Can Data Do?