

HIGH PERFORMANCE RESERVATIONS



NIC's OneOutdoor platform offers a best-of-breed solution to meet the essential needs of outdoor agency decision-makers by combining:


PROVEN TECHNOLOGY




TOUCHLESS SERVICES




GOVERNMENT KNOW-HOW

The Industry's Most Powerful Outdoor Reservations Platform

- Configured to solve agency problems
- Flexible and scalable to deliver consistent results
- User-friendly interface
- Partnerships with 8 states and 80+ federal properties, including:



Contact-Free Solutions for a Touchless World

- Proven crowd management approaches that increase employee & visitor safety
- Self-service digital passes and timed entry permits
- Secure digital payments

Strategic & Broad View of Government

- Outdoor agencies are impacted by actions across state government
- NIC understands the implications of policy, rule, and legislative activity
- We translate broader government dynamics to benefit outdoor agencies
- Trend monitoring to drive growth

Meeting the Needs of Modern Outdoor Agencies



CORE TECHNOLOGY

CAMPGROUNDS

- » Create & modify reservations from any device
- » Manage reservation inventory (add/delete/edit)
- » Search, view, cancel, and refund permits
- » Customized reports

PARK PASSES

- » Digital passes for any device
- » Specialized permits
- » Parking reservations
- » Mobile-enabled
- » No user fees

VEHICLE REGISTRATIONS

- » Watercraft, snowobile, ATV, UTV & trailers
- » New registrations, renewals, and transfers

COMMERCIAL LICENSING

- » Purchase new licenses & renewals
- » Personal and business account support
- » Manage concessionaires to ensure contractual compliance

MANAGEMENT & ADMINISTRATION

- » Role-based access
- » Customer profiles
- » Product catalog configuration
- » Pricing, forms & business rule management

SECURE PAYMENTS

- » Built-for-government payment platform
- » PCI-compliant payment engine
- » Secure online, mobile, text, and email payments



REVENUE GROWTH

MARKETING

- » Create unique, state-specific brands
- » User-focused market research
- » Enhanced how-to educational content
- » Expanded campsite- and park-specific images, videos & descriptions
- » Customized engagement programs
 - Email automation
 - Combo sales
 - Discount codes
 - Family purchases



STRATEGY & INSIGHTS

GOVERNMENT INSIGHTS

- » Enterprise awareness & advocacy
- » Industry & trend monitoring
- » Policy, rule, and legislative tracking
- » Identifying interagency growth opportunities

ANALYTICS

- » Real-time analytics
- » Data dashboards
- » Customized reporting



**A MODERN, FLEXIBLE
& CUSTOMIZABLE
APPROACH FOR
OUTDOOR AGENCIES**



**20+ years managing
outdoor solutions**



**+13 million outdoor recreation
transactions in 2020**



**Trusted outdoor provider for
8 states, including Illinois, New
Jersey & Wisconsin**