Staying Relevant in a changing world!

A presentation for the Southern Leisure Management & Trends Institute, Columbia S.C.
Things change...
Things Change ...
Trends change...

- Pickleball
- Soccer
- Mountain Bikes
- Hiking
- Walking
- And...
What have you noticed?
Where did all this people come from!
Roads and traffic
South Carolina: A look back...

- Population, 1975- 2.90 million
- Population 2020- 5.21 million
Trends... what we should be watching...

- Capacity issues
- Changing demographics
- Staying relevant
Beyond the gates...
Parking, yeah that’s the solution!

“So what about restrooms? And... water, and sewer, and traffic, and....
More than parking spaces...
Physical vs Social
Now What?
Changing demographics

Hispanics are projected to be the largest racial or ethnic minority group in the U.S. by the end of 2020.

The American family continues to change.

Millennials are the largest adult generation in the United States, but they are starting to share the spotlight with Generation Z.
A true melting pot...
And then came the millennials!

• Millennials love self-service.
• Millennials want it fast.
• Millennials prefer text messaging over phone calls.
• Millennials are the hyper-connected generation, with all kinds of devices.
• Millennials value brand engagement on social media.
• Millennials demand personalization.

Mmm...Maybe I (you) do too!
Staying relevant

- Staying focused and engaged
- Listening to our visitors and customers
- Programs
Stay Social

Social media is a great way to stay in touch with visitors, advocates and customers. It allows users to express concerns, ask questions, and even praise you for great work. With that in mind, make sure that you have a visible and professionally active presence on social media and keep your social profiles updated.
Read a book.
Attend a conference visit a trade show.

In the wise words of Dr. Seuss, "The more that you read, the more things you will know. The more that you learn, the more places you'll go."
And your point is...
Identifying your why.
The mission...bring photography to the masses!
What killed Kodak?
They *lost* their WHY!
“Kodak moment”.

That “moment” when you realize that customer behaviors and preferences changed so dramatically from your assumptions that it’s too late to change.
One stop Shopping!
Staying Relevant!
Overthinking it?
Then focus on the simple things...

• Write things down.
• Take pictures
• Listen
• People matter
• Time matters
• Small Stuff
It’s the journey!
Phil Gaines,
Professor of Practice,
Clemson University
spgaine@clemson.edu

@rangerphil