

### FREE GUIDE

### 5 Key Parks and Recreation Trends for 2025



## About Us

Xplor Recreation offers a frictionless, all-in-one <u>parks and recreation</u> <u>management software</u>.

With a modern, easy-to-use interface that scales to any size, our platform lets your community members easily self-serve their needs, and makes your staff's lives simpler. It's a complete solution we've engineered for growth, so you can focus on delivering the service your customers deserve.



Activity + Program Management



Membership Management



Point-of-Sale (POS) + Payments



Modern Online Experience



Self-Serve Kiosk Solution



Workflow + Automation Engine



24/7, 365 Customer Support



99.9% Uptime Guaranteed



Facility Management



Cloud-Based CRM



Custom-Branded Mobile App



Data, Analytics + Reporting



Configurable Platform + Open API



Dedicated Account Management

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## INTRO Welcome to Our Annual Trends Guide



#### Introduction

We're thrilled to share our annual parks and recreation trends guide with you for 2025!

This year's guide is one of our most insightful ever, with our own proprietary data collected from parks and rec professionals just like yourself from across North America. We had responses from all levels of leadership in different agency departments and in roles from Recreation Directors to Park Rangers and Athletic Supervisors.

We then used this data and cross-referenced it with publicly available data from major industry sources, such as the National Park and Recreation Association (NPRA).

The result is this guide. A robust collection of information that we've analyzed and defined as the most important trends to watch out for in 2025!

#### **Overview of Our Survey Respondents**



#### A Look Back at Our Key Trends from 2024

Downloaded by thousands of parks and rec pros, last year's guide identified the following key trends for 2024:

- → Market Growth: After the significant impact of COVID-19, the parks and rec industry truly began to bounce back last year.
- → Diversity, Equity, Inclusion (DEI): DEI was one of the top priorities for parks and recreation agencies across North America in 2024.
- → Growing 65+ Population: As one of the fastest-growing segments in the country, senior communities were a major focus for parks and rec offerings.
- → Importance of Millennials: Now the largest population group in the U.S., Millennials were a demographic that agencies needed to account for last year.
- → Popular Programming: Parks and recreation agencies in 2024 emphasized expanding programs to meet evolving community needs and embraced the growing popularity of pickleball and childcare services.

Last year, <u>our annual trends guide</u> relied on publicly available data. This year, we conducted a proprietary survey with over 600 parks and recreation professionals, uncovering deeper insights for our 2025 guide.

Read on to discover the five key trends shaping the year ahead!



#### **TREND 1**

## Resiliency and Results

Parks and Rec Pros Continue Delivering While Stretched Thin



#### TREND 1: Overview

If there's one thing to be said about parks and recreation professionals, it's that unwavering passion for your community lies at the heart of everything you do.

Despite widespread reports of understaffing across agencies, many respondents shared that staff morale and performance have improved, with leadership also reporting notable revenue growth in 2024.

Your dedication to community doesn't stop at the workday either. So many of you go even further—volunteering your time with parks and recreation associations, amplifying your impact and strengthening the industry as a whole.

#### In short, y'all are true community heroes.

In our survey, we also asked respondents to describe what they love most about working in parks and rec. Unsurprisingly, the vast majority of people shared how much they love making a positive impact on their communities. See below for a word cloud created from the most popular terms respondents provided



#### **From All Respondents**



#### **From Leadership Respondents**



#### From Non-Leadership Respondents



#### Resilience, Dedication and Passion Amid Strain

Despite widespread challenges, including persistent understaffing and resource limitations, parks and recreation professionals are—in a word—remarkable.

The results from our survey showcase your resiliency in the face of limited bandwidth, your dedication to serving your community to the best of your ability, and your overall love for what you do.



51%	of leadership respondents felt their agencies were understaffed in 2024.
39%	of leadership respondents with understaffed teams believe their staff performed better in 2024, compared to 2023!
51%	of leadership staff who felt understaffed did not report any change in performance year-over-year.
7%	of leadership respondents with understaffed teams believe their staff performed worse in 2024, compared to 2023.

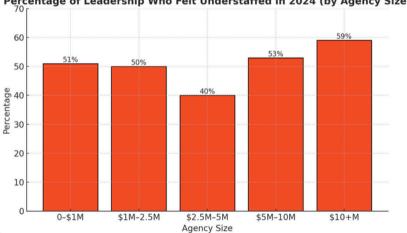
#### **Staffing Challenges Are Universal**

Understaffing appears to be a pervasive issue for agencies across North America, regardless of size or revenue generation. According to our respondents, this challenge was also felt by all levels of parks and rec professionals-from front-desk staff to leadership teams.

35%

of leadership respondents with increased staffing levels in 2024 still felt understaffed.

Surprisingly, larger agencies felt the most strain, with 59% of those who reported \$10 million or more in revenue saying that they felt understaffed.



Percentage of Leadership Who Felt Understaffed in 2024 (by Agency Size)

#### Volunteering Is a Pillar of Parks and Rec

Despite nearly half of respondents feeling understaffed in 2024, many still volunteered their time to support their communities. This remarkable level of dedication highlights that volunteering is a core part of parks and recreation, fostering community initiatives, leadership development, and professional growth.

Notably, over half of leadership respondents (56%) reported volunteering, surpassing the 40% of non-leadership staff who do the same.

> of respondents volunteer for local/state associations and nearly a third contribute at the national level.

## **56%**

73%

of leadership volunteer at some level, compared to 40% of non-leadership.

Volunteer engagement from all respondents spans multiple levels —from local to regional, to national, and specialized groups.

#### **TREND 1:** Takeaways

#### Giving Back, a Major Theme in Our **Parks and Recognize Interviews**

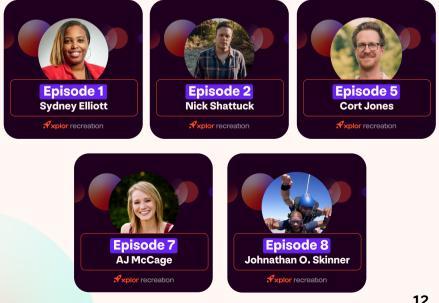
In 2024, our team kicked-off Parks and Recognize, a podcast dedicated to sharing the stories and accomplishments of hard-working parks and rec professionals across North America.

One of the common threads we found through almost every conversation we had was the importance of volunteering. This further shows just how much giving back is a part of the industry.

Listen in to the below episodes to learn how the following Parks and Recognize guests recommend giving back or getting involved!



The Parks and **Recognize** Podcast



#### Audit Your Operations, Invest Strategically in Employee Well-Being

As <u>reported last year</u>, the industry as a whole has been in a state of constant recovery, after several years of downturn due to COVID-19. In fact, many leaders (49%) shared that they should have more budget in 2025, compared to 2024.

While it's clear that parks and rec pros are incredibly resilient, their ability to perform under pressure is likely unsustainable without any change. Hopefully, these additional funds in 2025 can be translated into streamlining operations and adding resources for the industry's hardworking staff.



#### Lean on Technology and Innovation

As discussed further down in this guide, the parks and rec industry is at long last beginning to make great strides in adopting new technologies and innovations. From <u>recreation management</u> <u>software</u> to artificial intelligence (AI), there are many tech solutions available that can help alleviate unnecessary stress on your staff.

By offering your customers self-serve purchasing alternatives, you can reduce bottlenecks at your front desk and help free up bandwidth for your hardworking staff. This can include:

- ightarrow Offering online registration for your parks and rec programming
- $\rightarrow$  Providing your community with a <u>custom branded mobile app</u>
- → Setting up self-serve kiosks within your centers

#### Leverage Your Community Volunteer Networks

As we've covered, volunteering and giving back is a huge part of being in parks and recreation.

While it's amazing that so many professionals in the industry are willing to get involved, don't forget that you can also tap into your community to help support...you!

By creating your own volunteer programs or formalizing partnerships with local or state associations, your agency can support your operations and hard-working employees during peak demand. Not to mention having these initiatives in place can help establish even stronger ties with your community members.



# Climate Challenges

The Increasing Importance of Adapting to Our Environment



#### TREND 2: Overview

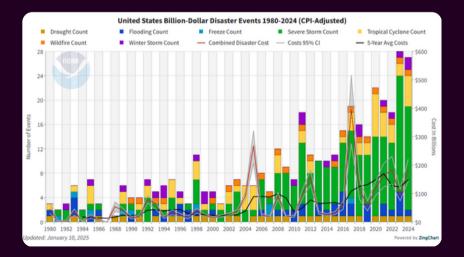
As climate change continues to impact communities, parks and recreation agencies are navigating the challenges of sustainability and extreme weather.

Balancing operational demands with the need for environmental stewardship is becoming increasingly important.

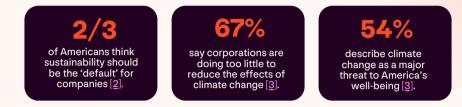
While some progress has been made, community expectations for sustainable practices are growing, emphasizing the need for continued focus on climate resilience and proactive planning in the year ahead

#### U.S. Billion Dollar Disaster Events 1989-2024 by NCEI

The graph below, sourced from NCEI [1], highlights the alarming upward trend in billion-dollar disaster events in the United States from 1980 to 2024.



#### Community Members' High Corporate Sustainability Expectations



#### Parks and Rec Respondents' Sustainability and Environmental Initiatives



of leadership respondents felt their initiatives were somewhat or very successful last year, compared to 39% of non-leadership.



of leadership respondents do not plan to change their resource allocation for sustainability and environmental initiatives in 2025, compared to 2024.

## 36%

of leadership respondents plan to allocate slightly more or significantly more resources to these initiatives in 2025, compared to 2024.

## 17%

of those leadership respondents plan to allocate significantly more resources to sustainability and environmental initiatives in 2025, compared to 2024.

#### Extreme Weather Events Are Prevalent, Impacting Everything from Community Members to Operations

If 2024 and the beginning of 2025 are any indication, the year to come will continue to bring climate-related challenges to parks and rec organizations and their community members across the country.

Severe weather and climate disasters have a profound impact on the lives and safety of your community members, often leaving them to face significant challenges during recovery. From storms and floods to fires and high winds, these events disrupt daily life and create lasting effects.

For parks and recreation agencies, this means preparing for potential service interruptions, revenue losses, and ensuring resources are in place to support both safety and recovery efforts in the year ahead.

all named, with 5 major hurricanes, occurred in the Atlantic in 2024, marking the 9th consecutive season of above-average activity [4].
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#### **Community Members Demand Greater Action** on Sustainability

Then there's the opinions of your community members. Anecdotally, over the last decade, you may have heard that more and more consumers care about "clean" products and "sustainable" organizations.

However, there is now a lot of substantiated data out there to support that your community members do indeed care about the environment—and your agency's role in protecting it.

Most Americans believe that businesses, including—and maybe even especially—government agencies, have a responsibility to operate sustainably.





#### TREND 2: Actions

#### Prioritize Disaster Recovery Planning

With above-average extreme weather activity becoming the norm, agencies should prioritize funding for infrastructure resilience and disaster recovery planning in the coming year. By doing so, you can help protect your community, staff, and operations, as well as mitigate economic losses in the face of a severe climate event.

More specifically, if your agency is located in a region known for inclement weather, make sure you have plans and procedures in place in the event of a disaster. Prioritizing disaster recovery planning will also require proper resource allocations to be made for the year ahead.



#### **Invest in Your Sustainability Initiatives**

In the face of a climbing number of extreme weather events, more resources are needed to help reduce the country's carbon footprint. Below are a few ideas on how you can make your operations more environmentally friendly:

- → Offer digital membership cards to reduce plastic waste
- → Automate systems like lighting, heating and sprinklers
- → Avoid printing when possible and opt for electronic versions

#### Gather Community Feedback, Align Your Sustainability Efforts

Survey your community members and identify what's important to them when it comes to environmental initiatives.

Using the data that you collect, you can then ensure that you're prioritizing efforts that are important to the people who live and work in your region.

Your team can also audit your initiatives and align your operational efforts with the environmental priorities of your community.

#### Mastering Parks & Rec Surveys

Need help putting together a survey for your agency? Check out our <u>in-</u> <u>depth guide</u> for step-by-step instructions on how your agency can better leverage surveys to enhance your parks and rec operations.



## TREND 3 Inclusivity in Parks and Rec The Demand Is Still Growing



#### TREND 3: Overview

Parks and recreation agencies are increasingly focused on making their offerings more inclusive, meeting the needs of diverse community members.

From adaptive programs like walking soccer for seniors to therapeutic recreation and specialized activities for people with disabilities, agencies are finding innovative ways to ensure everyone feels included.

Inclusivity also extends to facility upgrades and DEI-focused initiatives, with many agencies planning enhancements that improve accessibility and equity.

As the aging population grows and demand for inclusive programming rises, parks and recreation agencies are embracing these themes to foster stronger, more connected communities.



## Ratings and Resources for DEI Initiatives in 2024 (YOY)

97%	of non-leadership reported no decline in staff DEI initiatives in 2024, compared to 96% of leadership who reported no decline.
99%	of non-leadership reported no decline in customer DEI initiatives in 2024, compared to 98% of leadership who reported no decline.
32%	of leadership respondents said that they allocated more resources towards inclusive and adaptive programming in 2024.
December	Allocation for DEL Initiatives in 2025

#### Resource Allocation for DEI Initiatives in 2025 (YOY)

## 96%

of leaders reported no decline in planned resource allocation for staff DEI initiatives, and 97% of leaders said the same for customer DEI initiatives.

## **32%**

of leadership respondents plan to allocate more resources towards inclusive and adaptive programming in 2025, compared to 2024.

#### Active Aging: The Impact of Baby Boomers on Parks and Rec Programs

Unlike many past generations, the Baby Boomers are aging actively.

With survey respondents sharing that well over half of customers 60 and older are very engaged with their parks and recreation offerings, it's clear that this demographic will continue to take part in rec activities in 2025. In a big way.

In fact, just 3% of respondents shared that their customers 60 and older are not engaged in their offerings at all. This shows that even the Baby Boomers who aren't very engaged, are still interested in rec programming—even if only a little.





#### Agency DEI Efforts Are Steadily Improving, Year-Over-Year

Many respondents report that they will be tackling multiple facets of diversity, equity and inclusion in 2025. Very few (4% or less) of both leadership and non-leadership respondents noted a decline in staff and customer DEI initiatives in 2024, compared to 2023.

This aligns with community and employee values and expectations, as reported by Pew Research Center [6]: "For a majority of employed U.S. adults (56%), focusing on increasing DEI at work is a good thing, according to a new Pew Research Center survey."

27%	of non-leadership respondents said staff DEI initiatives were better in 2024, YOY, similar to the 26% of leaders who said the same thing.
31%	of non-leadership respondents said customer DEI initiatives were better in 2024, YOY, similar to the 26% of leaders who said the same thing.
32%	of leaders plan to increase resources for inclusive and adaptive programming in 2025, compared to 2024.
31%	of leadership respondents shared that they intend to enhance DEI strategic planning efforts in 2025, compared to 2024.

**Explor** recreation

#### Facility and Park Upgrades Offer Inclusivity Opportunities

As mentioned earlier, almost half of leadership respondents shared that they should have more budget this year than last. As agencies look towards building new facilities and parks, or upgrading existing infrastructures, there is ample opportunity to leverage any increased monetary resources to implement more inclusive and accessible designs.

According to our survey results, almost half of respondents say their agency plans to update their parks, facilities, and/or playgrounds in 2025 or 2026. This means that there's ample opportunity for more inclusive developments within these upgrades.

49%	of leadership respondents said they anticipate having more budget in 2025, compared to 2024.
46%	of respondents say their agency has plans to update
	their parks in 2025.
45%	of respondents say their agency has plans to update their facilities in 2025.
42%	of respondents say their agency has plans to enhance their playgrounds.
	70

#### TREND 3: Actions

#### Prioritize Your Senior Programming

<u>Similarly to last year</u>, it's important to ensure that your agency continues to put effort into developing high-quality and engaging programming for the Baby Boomer generation.

As mentioned, surveys are a great way to identify where to focus your time, energy and budget.

Here are a few ideas to help you get started:

- → Offer some free classes for seniors
- Consider trending activities like walking soccer
- Double down on programs that are already popular like pickleball



#### **Be Strategic About Your Overall DEI Initiatives**

By conducting annual reviews of your DEI initiatives, you can use your data to adjust your existing strategies and ensure you are offering things that truly benefit your community. You can then leverage community feedback, as outlined on the next page, to refine and scale your efforts.

Collecting data in this way and cross-referencing it with available public health data can also help your agency justify resource allocation, helping you potentially secure more funding.

#### Align Facility and Park Upgrades with Community Needs

Identify accessibility gaps in your facilities and parks by surveying your community or conducting community input sessions.

The results can help you prioritize your upgrades to align with your community members' needs. For example:

- → An older demographic will have greater need for accessible entry ways/ramps.
- → A younger population will likely have more need for playgrounds and facility spaces for camps and preschools.

#### Mastering Parks & Rec Surveys

Need help putting together a survey for your agency? Check out our <u>in-</u> <u>depth guide</u> for step-by-step instructions on how your agency can better leverage surveys to enhance your parks and rec operations.



#### **TREND 4**

## Parks and Rec E-Commerce

Empowering Communities Through Self-Serve Technology



#### TREND 4: Overview

Changing consumer habits and the widespread adoption of technology are driving the rise of e-commerce and self-serve solutions in parks and recreation.

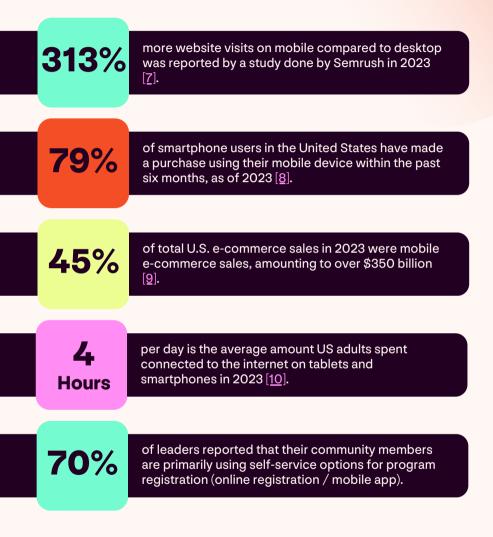
As mobile usage and online purchasing become the norm, agencies are prioritizing the shift to more <u>modern recreation</u> <u>registration management software</u> and <u>native mobile app solutions</u> to meet community expectations for convenience and accessibility.

These technologies not only empower customers to engage with programs on their own terms but also help staff streamline operations, improving morale and efficiency.

While many agencies have embraced these trends, the growing demand for seamless self-service solutions presents significant opportunities for further innovation and adoption.



#### **E-Commerce and Mobile Device Usage**





#### Broader Consumer Trends Continue Driving Adoption of Self-Service in Parks and Rec

General consumer behavior highlights the growing importance of online and self-service technologies, shaping expectations across all industries, including parks and recreation.

Enabling your customers to connect with you through the digital world is a great way to allow your community members to buy from you on their own time—from just about anywhere.

We're also seeing more adoption of self-service technology in parks and rec according to our survey results.



70%	of leaders reported that their community members are primarily using self-service options for program registration (online registration / mobile app).
63%	of leadership respondents saw higher or significantly higher online registration volumes in 2024, compared to 2023.
65%	of leadership respondents said their agencies either have a mobile app for registration or plan to offer one in the future.

#### Self-Serve Tech May Be Helping Improve Overall Agency Performance & Morale

E-commerce and self-serve technology in parks and rec are gaining traction for more than just consumer convenience. By reducing manual workloads and offering self-serve options like online portals and mobile apps, these tools are improving staff performance, morale, and operations. They also help ease front desk congestion by empowering community members to manage registrations on their own time.

Nearly half of leadership respondents using self-serve tech as their primary registration method reported better staff performance and morale, with 61% noting successful revenue in 2024.

### While not definitive causation, these findings suggest self-serve technology significantly enhances agency outcomes.

Among the leaders who identified self-serve tech as their community's primary method of recreation program registration:

47%	reported better staff performance year-over-year in 2024, while only 6% observed declines.
52%	described staff morale as somewhat or very successful in 2024.
61%	reported somewhat or very successful revenue performance, with only 12% facing challenges.

#### Agencies Still Aim to Close Gaps in Online Registration Experience

Despite the success of online registration systems for many agencies, there's still room to grow. In fact, half of leadership respondents shared that their registration process as a whole needs improvement. What's more, a third of leaders plan to put more resources towards bettering online registration adoption in 2025.

There's also 65% of leadership respondents who said they either have or plan to offer a mobile app in the future, demonstrating the growing role of mobile as part of broader selfservice strategies in the industry.

#### **Important Note!**

Not all apps are created equal. The <u>Xplor Recreation</u> <u>Mobile App</u> is the first and only fully native mobile app for parks and recreation agencies. Learn more about the <u>benefits of a</u> <u>native app over a</u> <u>hybrid one</u>.

## **50%**

of leadership respondents stated that their current registration processes require improvement or significant improvement.

### 33%

of leaders plan to allocate more resources in 2025 toward improving online registration adoption.

## **65%**

of leadership respondents said their agencies either have a mobile app for registration or plan to offer one in the future.

#### Use Self-Serve Tech to Better Engage with Your Community

With such strong statistics supporting people's use of mobile devices, offering self-serve tech seems like an obvious way to better engage with your customers.

For example:

- → Online registration portals
- → Custom branded mobile apps
- $\rightarrow$  On-site kiosks for each facility

Regardless of which innovation you offer, self-service options provide your community with the ability to sign up for the activities and programs they're interested in—when they want to, from wherever they are.



#### Support Your Staff, Streamline Your Operations with E-Commerce

Help reduce bottlenecks at your front desk and free up your staff's valuable time by leveraging self-service—like those mentioned above—to reduce the number of people who need human support.

For the self-serve technologies that you already have, make sure that your community knows about them. For example, if a customer calls in to register for a program and you have an online registration portal, make sure your staff knows to make them aware of the selfserve option.

#### **TREND 5**

## Marketing Evolutions

The Impact of Consumer Behavior on Promoting Parks and Rec



#### TREND 5: Overview

The parks and recreation industry has traditionally relied on methods like neighborhood mail-outs and printed brochures for marketing. While this approach worked well for decades, shifts in consumer behavior—such as the rise of social media and mobile online shopping—are prompting agencies to adapt.

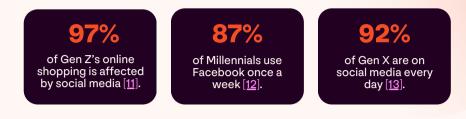
Modern consumers are increasingly turning to social platforms for buying decisions, influencing how agencies are marketing their parks and rec programs.

In 2024, 91% of agencies reported having dedicated marketing staff, highlighting the level of focus on these efforts. Notably, 65% plan to prioritize social media marketing in 2025, compared to just 39% who plan to focus on print.

This shift underscores a significant change for an industry long accustomed to seasonal print catalogs and traditional strategies.



#### **E-Behavior by Generation**



#### **Marketing Efforts by Parks and Rec Agencies**

91%	of our survey respondents shared that they had at least one employee managing their marketing in 2024.
65%	of total respondents will put a lot of effort into social media marketing in 2025, compared to just 16% who said they'll put a lot of effort into direct mail.
39%	of total respondents say that they're excited about artificial intelligence but don't use it too much.



#### Agencies Are Embracing the Digital Marketing Age with Social Media

For many industries, traditional print marketing has been primarily replaced by digital campaigns and initiatives. Could 2025 be the year that parks and recreation finally catches up in this department?

Many shared that social media marketing was very effective for their agency in 2025, and the majority now plan to put a lot of effort into this form of advertising in 2025.

This overshadows the more traditional parks and recreation marketing formats of publication and print and direct mail.

65%	of respondents plan to focus heavily on social media marketing in 2025.
46%	of total respondents will prioritize email marketing in 2025.
39%	of respondents shared that they will focus on publication and print marketing and only 16% will utilize direct mail.



#### Al Usage Is Growing but Could Be Leveraged Better for Marketing

Our customers have shared that they'll be looking into artificial intelligence (AI) chat bots, automated lighting solutions and virtual tours in 2025. But what about AI for marketing?

While there is definite interest from agencies in leveraging AI in the year to come, there is still room for agencies to grow this area throughout 2025 especially when it comes to their marketing efforts.



of respondents say that they're excited about AI but don't use it too much overall.

37%

39%

of respondents do not use artificial intelligence at all for automation—marketing or otherwise.

## 30%

of respondents do not use artificial intelligence at all for graphic design—marketing or otherwise.



#### Printed Brochures, Are They (Finally) on Their Way Out?

As most traditional parks and rec programming brochures are created for print distribution—and then adapted for digital use later—they are not mobile friendly by design. This is problematic as most users are visiting websites on their handheld devices. So, even if you publish a digital version of your brochure online, your customers will have a very hard time reading it.

In 2025, agencies will likely get a lot more bang for their buck by spreading the word about their programs if they embrace digital marketing over print. From social media to e-newsletters, there are far more effective—not to mention, less expensive—ways to let your community members know what you'll be offering each season.

In fact, even NRPA is predicting that "the printed recreation class program distributed to residents will be going the way of the dodo sooner than you think" [14].

Basically, it's time to ditch the brochure—at least, for marketing.

"...the printed recreation class program distributed to residents will be going the way of the dodo sooner than you think."

- National Recreation and Park Association [14]

## Expand Your Digital Marketing Efforts to Align with Your Community

Adding more modern initiatives to your marketing strategy in 2025 is a great way to engage with your customers.

Before you dive in, however, ensure that you understand the demographics of your area so that you can offer the most relevant communications to your community.



#### Lean on AI for Staff Support and Efficiency

Artificial intelligence offers employees ample opportunities to make certain marketing processes more efficient and less laborintensive. Free AI software platforms like ChatGPT can help staff leverage generative AI to complete more repetitive tasks in mere seconds.

For example, your marketing team could use AI for assistance with things like:

- → Email list management
- → Analytics and data analysis
- → Content structure or creation

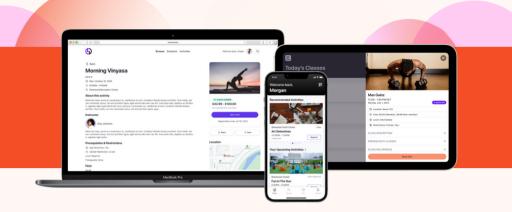
#### Audit Your Tech Stack, Identify Underutilized Functions

The software and technology that your agency uses can be a big help when it comes to your digital marketing. However, you may not even be aware of some of the ways that these platforms can assist you and your team!

For example, <u>Xplor Recreation's software</u> includes email modules that can help you easily communicate with your community members.

Take stock of your tech stack and identify what software, integrations and automations your agency has access to. From there, you can determine ways to leverage the technology you have.





### Book a demo call today!



#### **STEP 1**

Schedule your demo call with our team.



#### STEP 2

Transform your parks and rec operations.



#### **STEP 3**

Start serving your community even better.

#### **Book Your Demo**



"It's like going from an old Nokia brick phone to a smartphone. The Nokia still does the basic things you need it to do, but the quality and user experience just isn't there. We decided it was time to ditch the 90s Nokia phone and get ourselves onto something more modern, fluid, and innovative."

John N. Spencer - City of Ocala (Full Case Study)





- 1. Billion-Dollar Weather and Climate Disasters United States Summary from National Centers for Environmental Information, <u>NCEI</u>
- 2. Sustainability should be 'default' for companies, most Americans believe, <u>New York</u>
  <u>Post</u>
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