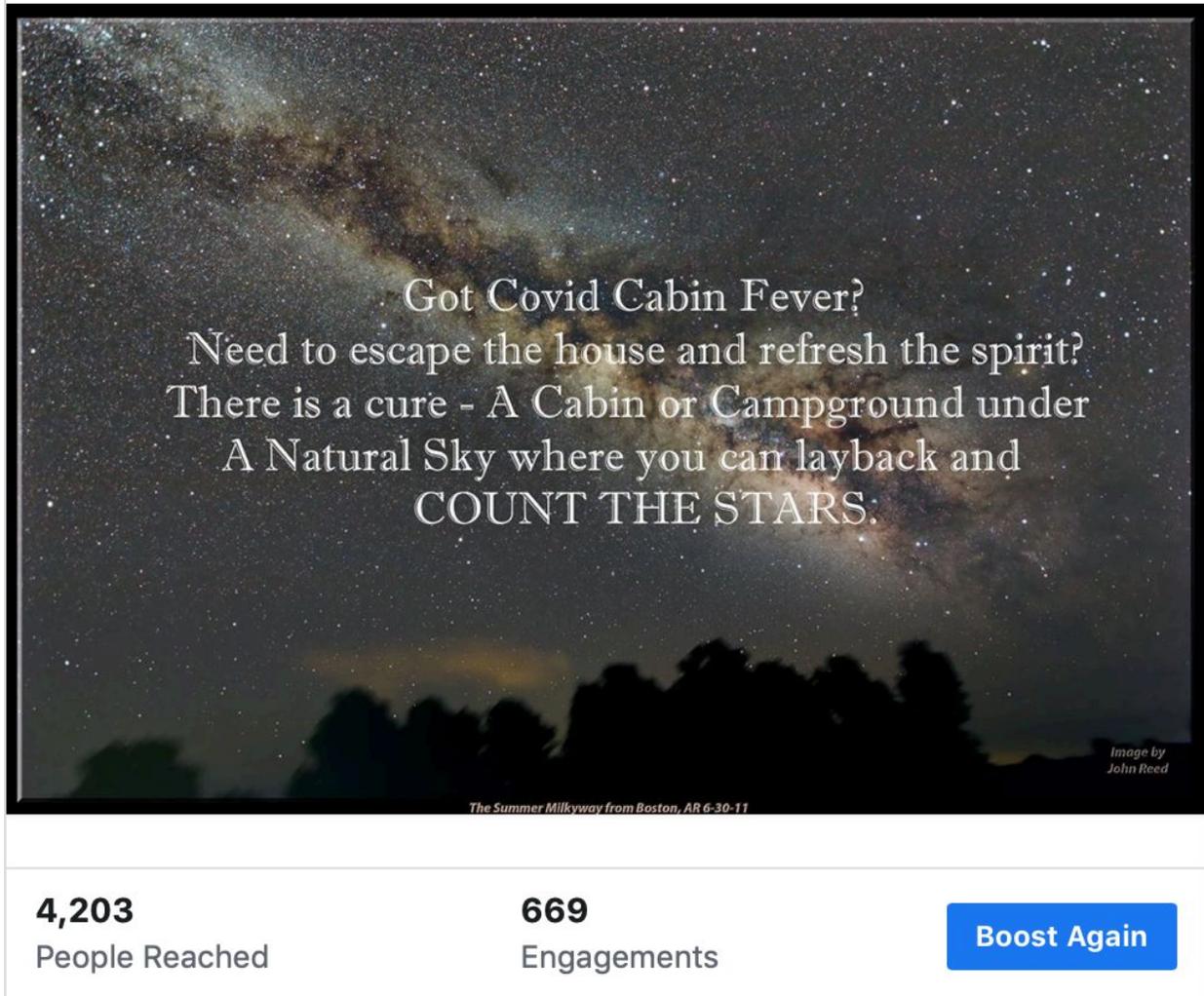


Marketing the Dark-Sky Asset



Got Covid Cabin Fever?
Need to escape the house and refresh the spirit?
There is a cure - A Cabin or Campground under
A Natural Sky where you can layback and
COUNT THE STARS.

The Summer Milkyway from Boston, AR 6-30-11

Image by John Reed

4,203
People Reached

669
Engagements

Boost Again

Natural night skies are disappearing. As we often only appreciate something when we have lost it, increasingly the night sky starved outdoor recreational tourist/enthusiast is looking for nature at night as well as in the day. For those who have not experienced a natural night sky, the experience can be as moving as any nature has to offer.

In this document we share ideas about how host businesses can market a dark-sky asset. Starting, of course, with being listed on our [Natural Sky Host Map](#).

Marketing our Host Map

We highlight our Host Map on our [Facebook page](#) and reference it in the “about this group” post pinned to the top of our ever growing [group page](#). In addition, we publicize our map by sharing posts about it from time to time on other pages and boosting it on Facebook. Visits to our Natural Sky Host Map have jumped noticeably as a result. As people learn about ANSA and our programs, and the threat of light pollution, the traffic to our maps grows. So our Hosts Map

Marketing the Dark-Sky Asset

subscribers help themselves when they help bring public attention to ANSA and our remaining Dark-skies.



The Arkansas Natural Sky Association
Published by James Bruce McMath [?] · 1d · 🌐

Please meet one of our newest Stella-approved Natural Sky Host Map accommodations and ANSA member: [Cooper's Ozark Cabin](#)! Located in Ozone, AR, Cooper's Ozark Cabin is situated on 40 acres and is bordered by the Ozark National Forest. A copy of ANSA's, Learn the Constellations sky guide, and binoculars are provided for guests to observe the wonders of some of Arkansas's darkest Bortle scale 2 skies. There are also many nearby day time activities. Check it out!
<http://www.coopersozarkcabin.com/>



COOPERSOZARKCABIN.COM
Arkansas | Cooper's Ozark Cabin | United States
Cooper's Ozark Cabin vacation rental is the perfect retreat to slow dow...

 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

76 People Reached **315** Engagements [Boost Post](#)

Performance for Your Post

76 People Reached

114 Reactions, Comments & Shares ⓘ

60 Like	11 On Post	49 On Shares
24 Love	1 On Post	23 On Shares
1 Wow	0 On Post	1 On Shares
19 Comments	1 On Post	18 On Shares
10 Shares	10 On Post	0 On Shares

201 Post Clicks

0 Photo Views	86 Link Clicks	115 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

New Listing Posts

In addition to being on the map, new host subscribers who ask, and provide a short three or four sentence description of their properties, will be posted to our Facebook page. We then share these, one a week, to our group page. These often generate bookings. We ask that subscribers poll inquiries following these posts for a week so we can monitor the effectiveness of the program.

Cross posting

Some subscribers join our group page, where they can post and recommend their facilities and they “follow” our [Facebook page](#), and post a link to the Host map on their own Facebook page. Occasionally sharing posts from the [group page](#) to your own Facebook page can call attention to your dark-sky asset and interest. All these actions help bring attention to your facility's

Marketing the Dark-Sky Asset

natural-sky asset, your support of dark-skies, and impacts who sees your Facebook page. As they say, if you have it flaunt it.

In-Room Sky Guides

Augment your in-room ANSA literature by providing one or more sky guides. An “Room Copy” version of ANSA’s [Learn the Constellations booklets](https://darkskyarkansas.org/store), can be purchased online by host facilities for only \$10.

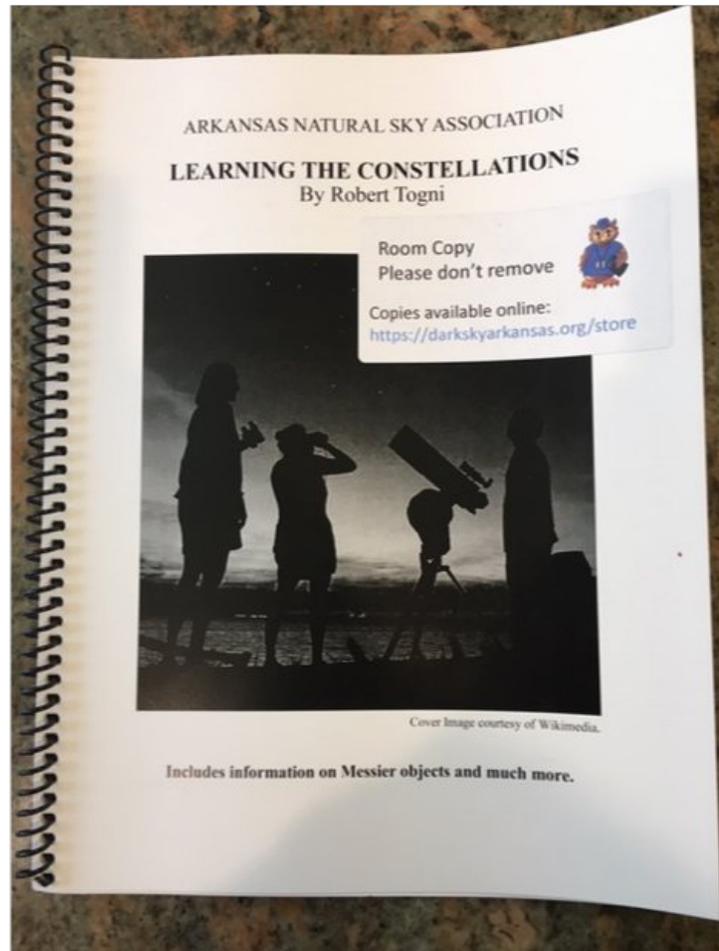
Some of your guest will have booked for reason’s other than your skies, but imagine how much you have potentially added to the experience if you inspire them to step outside. Our required in-room material is intended to encourage just that, but having a sky guide on the coffee table or on loan at the campground office, will increase the interest and the experience. There is no better advertising than memories made and getting people outside, enjoying a dark-sky, is calculated to make a memorable experience. Noting the presence of such material in posts and ads about your property can bring attention to your dark-sky.

Binoculars

Providing binoculars in your cabin(s), or having them available at the office for campgrounds and lodges, further underlines the natural-sky asset and is also a feature to include in posts or other marketing materials. We can update our map listings to note facilities that provide constellation guides and/or binoculars.

With this in mind, we have created Stella’s in-room guide to Binoculars for Night Sky Observing to provide novice guests a reference guide. (This is in addition to, not instead of the basic in-room document that we ask all subscribers to keep in their units or posted on campgrounds.)

If you are going to purchase binoculars, you should read the guide, but we offer the following recommendations to simplify your adoption of this program.



Marketing the Dark-Sky Asset

	8x42 Bino	Coatings	Waterproof	FOV@ 1000 Yds	Close Focus	Eye Relief	Weight	Price
Good	Nikon Acculine	Multicoated	Resistant	420'	16.4'	12 mm	26.8 oz	\$89.95
Better	Bushnell H2O	Multicoated	Waterproof	410'	15'	17 mm	27.2 oz	\$75.99
Best	Levenhuk Plus	Multicoated	Waterproof	426'	9.8'	21 mm	27.5 oz	\$94.95

We hope you will consider implementing some of these recommendations and would love to hear other ideas for marketing the natural-sky resource that we can share or implement. Thanks for your participation in our Natural Sky Host Map, and your support of our state's remaining natural-skies. Please call or email with questions or comments.

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