On a Mission to Cultivate a Connected World Through Shared Experiences

Originally founded as ReserveAmerica® in 1984, Aspira™ was born with a goal of simplifying access to the great outdoors. Today, our comprehensive suite of technologies and services conveniently connect people from around the world with natural, recreational, and historically relevant experiences across North America. With a solution set that supports the needs of federal, state, provincial, and local government park and conservation agencies, as well as private campground owners, we proudly innovate on behalf of the industry.

More than 30 YEARS driving growth for the outdoor recreation industry

Securely facilitating nearly 50 MILLION transactions between people and outdoor experiences each year

Proudly partnering with government agencies across 35 STATES & 4 PROVINCES as well as the U.S. federal government

Fueled by nearly 1,000 EMPLOYEES across 8 global offices
Bringing the Industry Together

Our core reservation and licensing technologies are used by a versatile community of publicly-owned and privately held organizations. We continually drive our solutions forward in step with market needs and technical advancements. Our roadmap is guided by key partnerships across the outdoors industry and deep, ongoing analysis of consumer needs in an ever-changing recreational landscape.

- 32 state park agencies
- 18 conservation agencies
- 70 county & private campgrounds
- 30 federal partners

Reaching the Outdoor Recreation Consumer

Our technologies and services go beyond the industry-standard transaction model, enabling our partners to expand touchpoints with their customers, and create meaningful, intuitive, and memorable experiences.

- Enabling 52M annual users to explore outdoor recreation through our consumer-facing websites across 153M site sessions
- Supporting 76% of the State-Governed, Recreational, Natural, and Historic Sites in the U.S.
- Facilitating 1/3 of the Hunting & Fishing Licenses, Tags, Permits, and Stamps in the U.S.
- Driving 4M app sessions and adding 29K new devices to our mobile apps for outdoor enthusiasts each year

Developing Flexible Technologies

Our outdoor recreation management technologies, Aspira One™ and Aspira Focus™, are built on a secure, stable infrastructure and backed by a roadmap of innovation. In addition, we offer website development, dedicated call-center services, database management tools, local campground and RV park management, and marketing services.

Aspira Leadership

- Mark Trivette CEO
- Gary Evans COO
- Steve Wade CTO
- Frank Helwig SVP Product
- Jeff Dalton SVP General Counsel

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