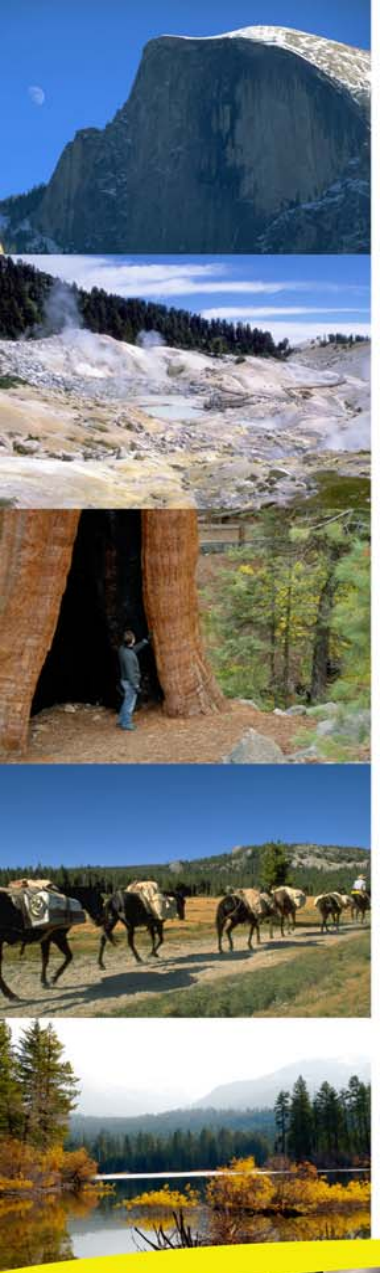
Better Outreach and Promotion for "America's Best Idea"

Proposal for the Creation of a

National Parks Promotion Council



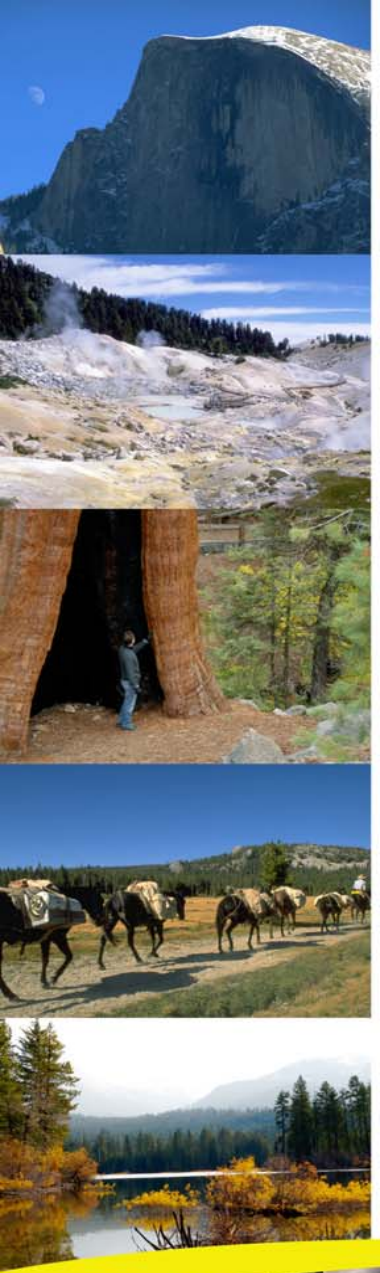
Presented by the

National Park Hospitality Association

Terry MacRae, Marketing Committee Chair

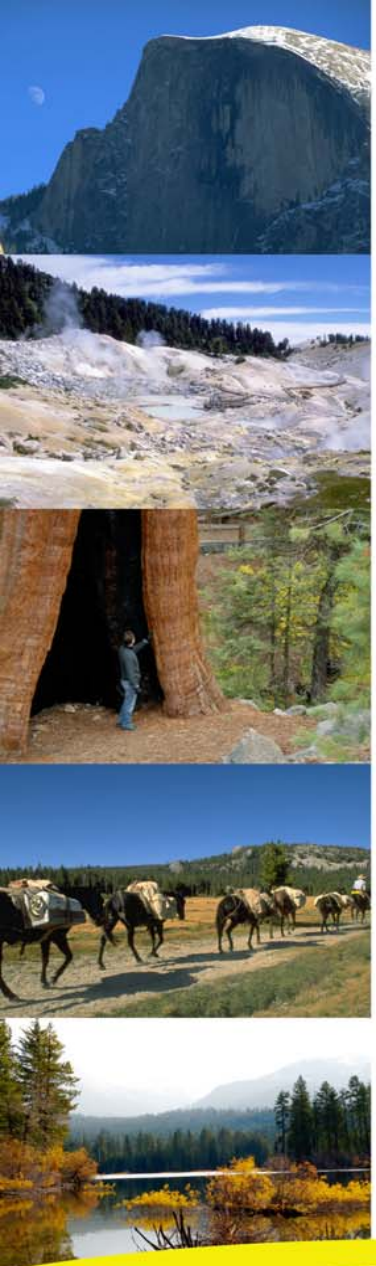
John Poimiroo, Consultant and Interim Director, NPPC

Derrick Crandall, Counselor



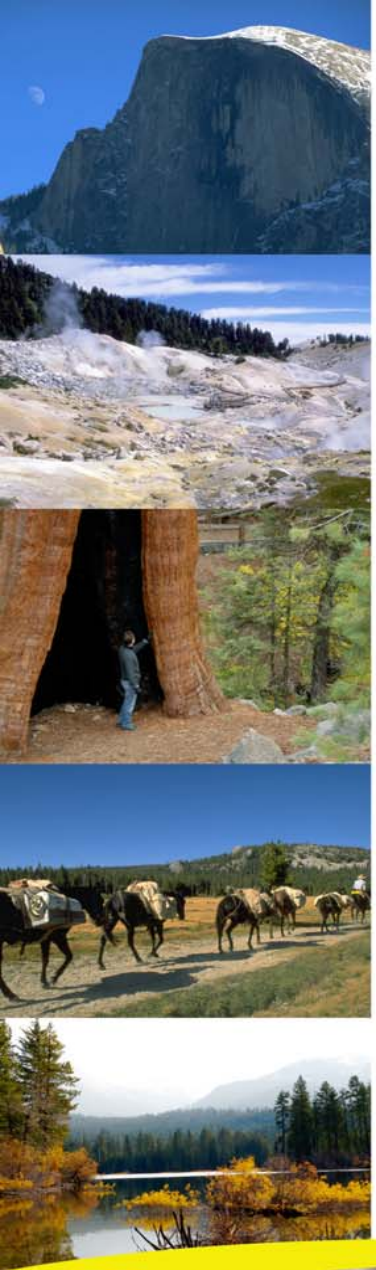
Agenda

- Introductions
- Background on Park Visitations and Promotion Efforts
- Overview of Current Efforts
- Achieving New Synergies: The NPPC Goal
- Development of NPPC Strategic Plan
- Special Focus: New Markets, New Communications Channels
- Next Steps and Proposed NPPC Structure
- Adjourn



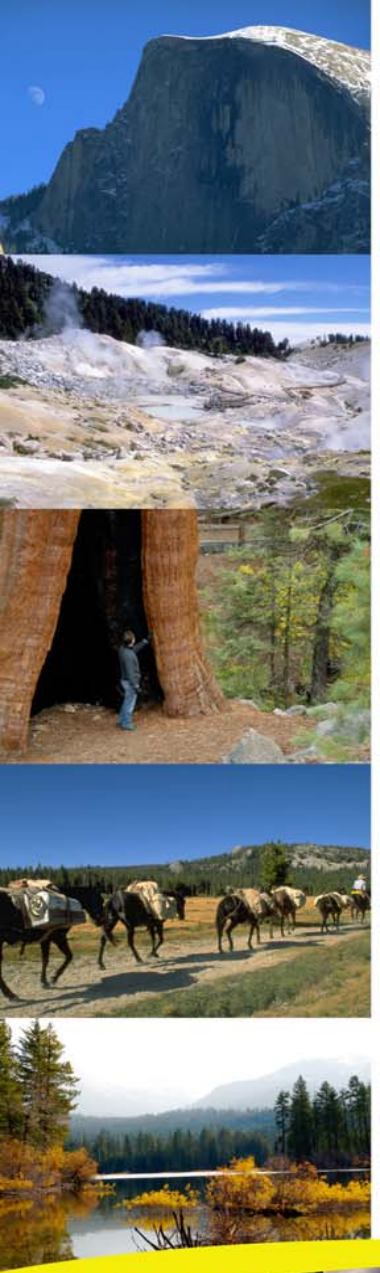
National Park Service Mission Statement

- *"…to promote National Parks as one of the world's premier travel destinations in order to increase visitor appreciation and use of these treasured landscapes and educational resources."*



Key Stakeholders, Partners

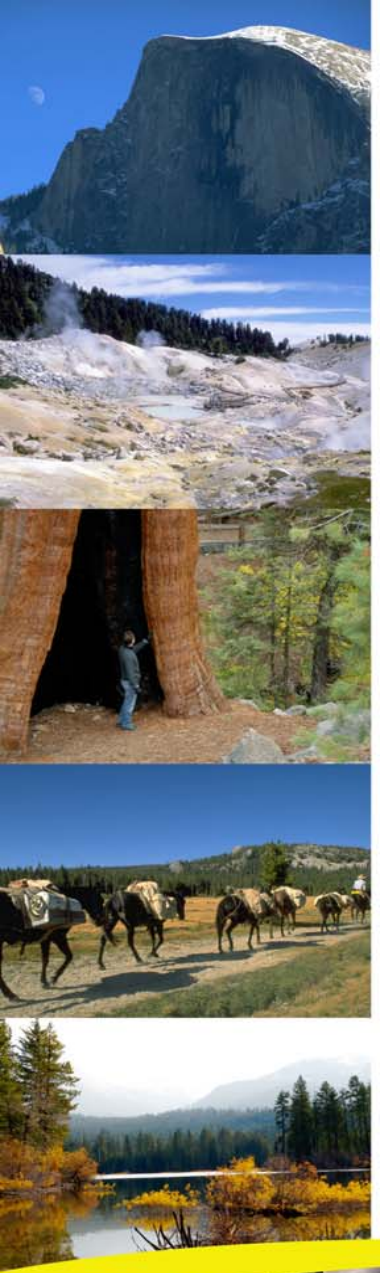
- National Park Service
- National Park Conservation Association
- National Park Foundation
- National Park Hospitality Association
- Gateway Communities and DMOs
- State & Local Tourism Agencies
- Tourism and Recreation Industry Busines and Organizations



Park Visitations and Promotion Efforts

- National Parks are loved and visited
- National Parks are relevant to the nation's economic, health and educational needs
- Park promotion efforts started in the 1870's, thrived long into the 20th Century but nearly ended
- But we are losing ground: a smaller portion of Americans are visiting parks for shorter periods
- How did National Parks become so loved? What can be done to sustain this as the National Park Service approaches its 100th anniversary?

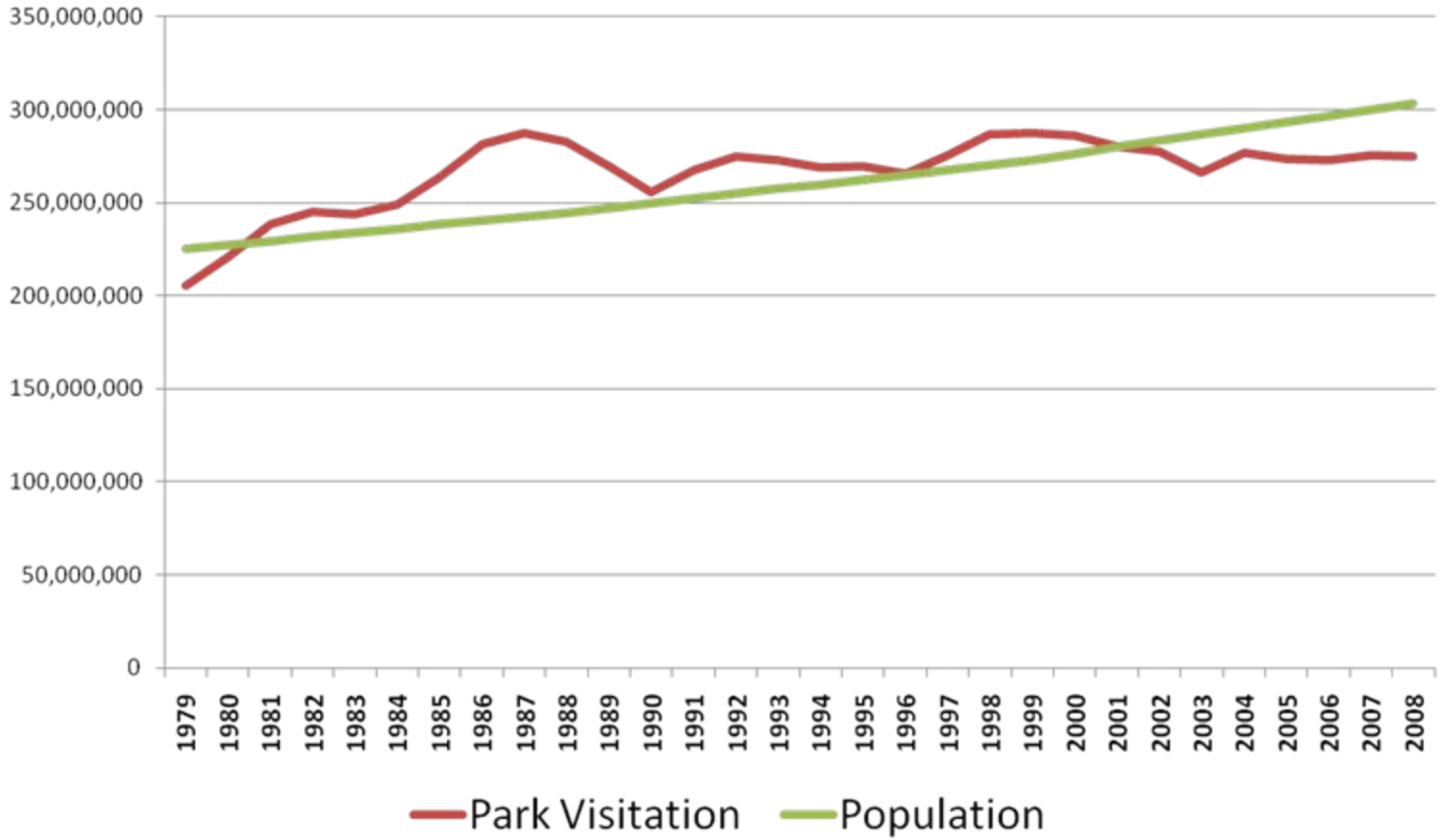
Why Promote National Parks? Don’t Visitors Come Anyway?



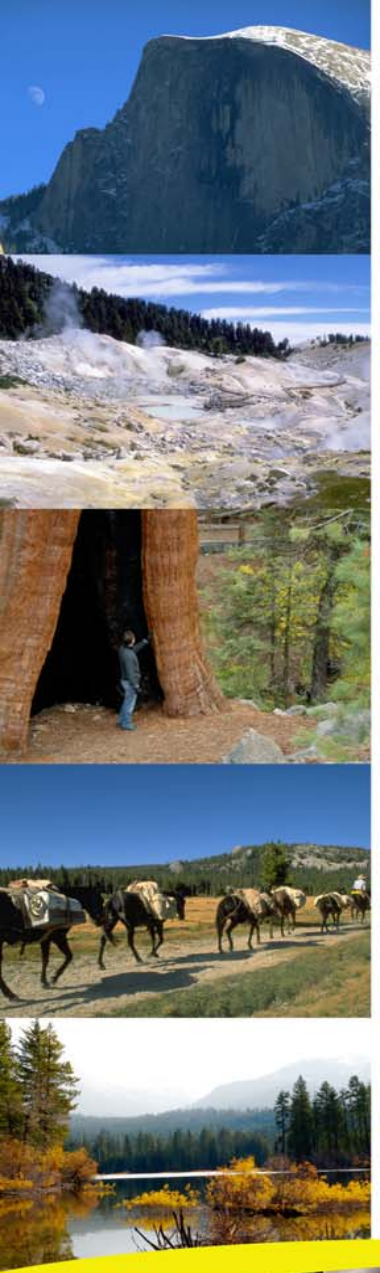
Challenges

- National Park visitation is stable or declining
- New generations are less connected to parks – leisure alternatives are powerful
- Neither NPS nor any other entity actively markets the national parks as a system
- Most stakeholders now agree that increased park visitation is beneficial, offering the nation more health and educational benefits and park boosters
- No one entity has sole responsibility/capacity
- Promotion plus operational changes = more visits
- Models for solving these challenges exist and involve synergistic public/private cooperation

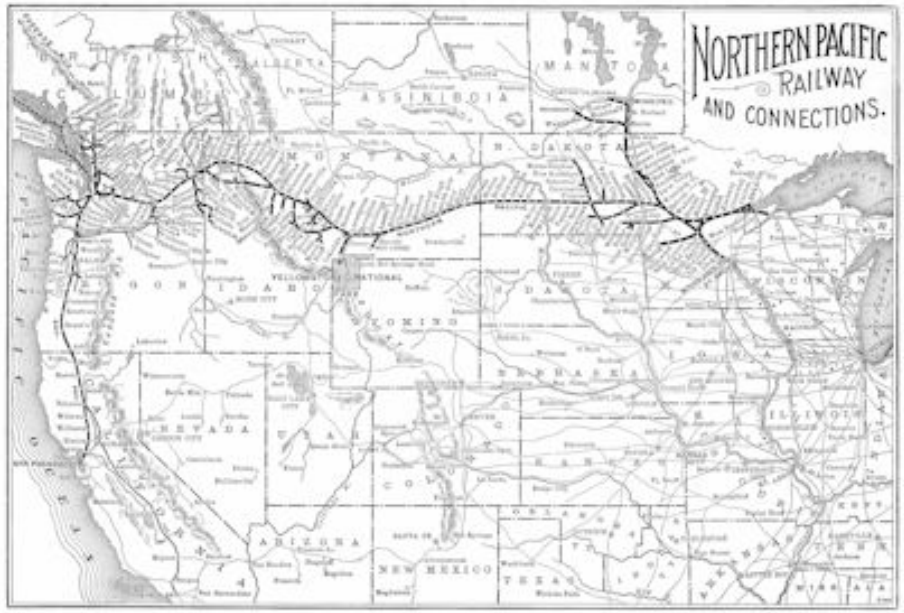
Park Visitors to National Parks vs Population (1979-2008)



Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

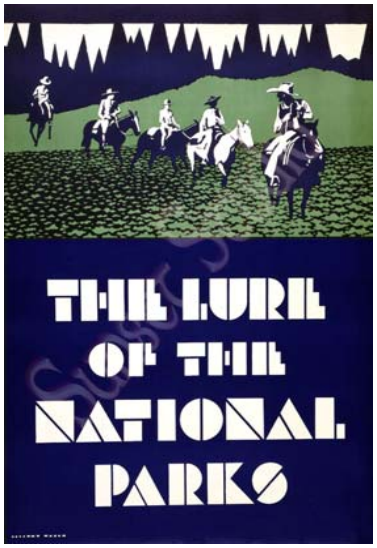


National Parks Marketing History



Early Western railway advertisements marketed National Parks– encouraging visitors to use train travel to come West and explore new parks

National Parks Marketing History



- NPS marketed parks in 30's
- WPA projects included marketing the Parks
- 1950's – National Parks showcased on television by Walt Disney and others, at heart of federal tourism efforts
- Current NPS research shows marketing is single biggest driver to increase visitation

NPS Tourism Strategies

In 2009 the NPS adopted five strategies for tourism:

1. Engage Community Partners
2. Improve Communications and Marketing Capacity
3. Create Innovative Visitor Enhancement Strategies
4. Ensure Quality Visitor Experiences
5. Ensure Professional Excellence

The underlying belief is that the NPS can work with the community to spread the word about National Parks; the community will communicate within, creating a more diverse park audience; and the better informed public will visit more and a quality visitor experience will keep visitors coming back.

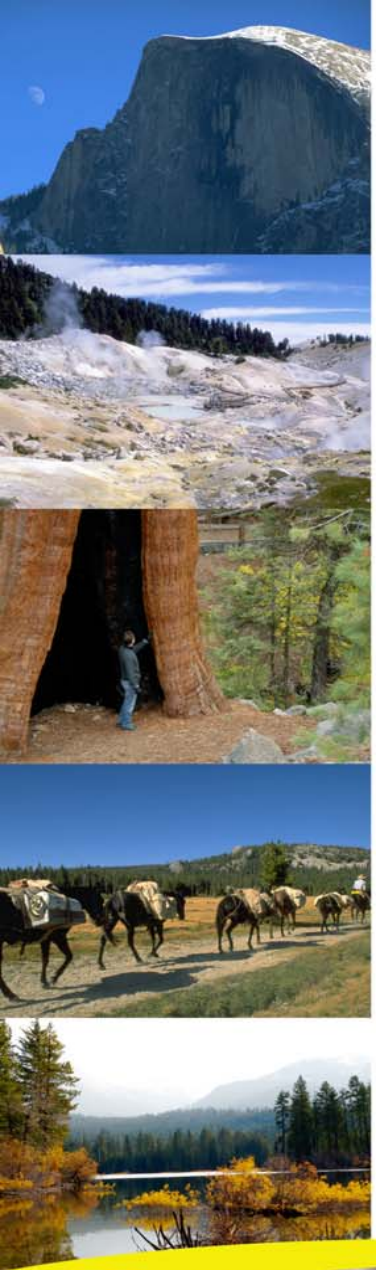
Depending on others to produce word of mouth alone will not likely increase visitation to parks.

EXPERIENCE
YOUR
AMERICA

MAINTAIN INTEGRITY of the PARKS

Without Promotion, Stakeholders will Lose…

- Visitors
- Jobs
- Funding
- Stewardship support
- Protection
- Park friends (conservancy organizations)
- Public support
- Each has a multiplier effect



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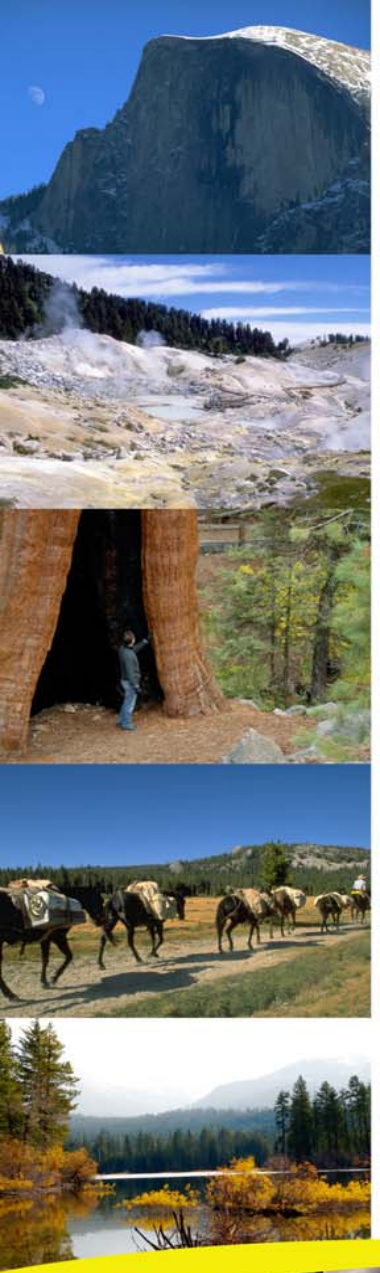
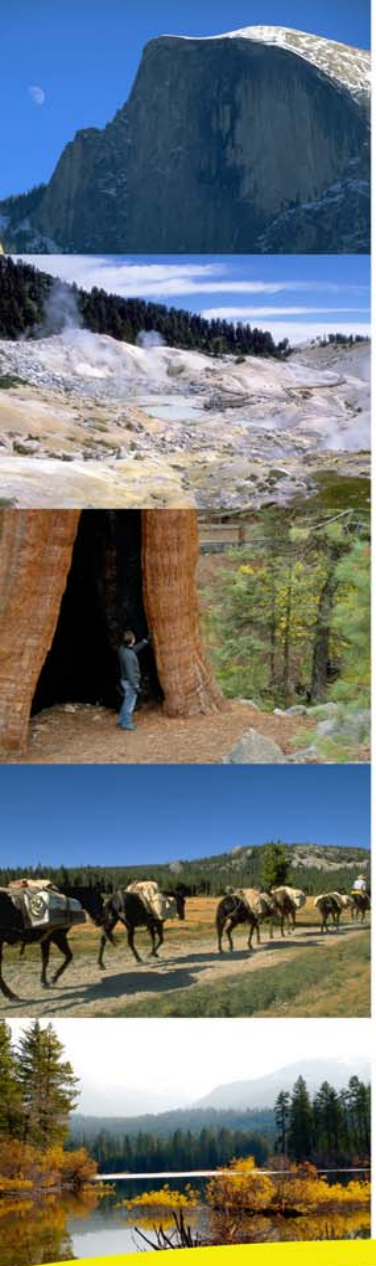


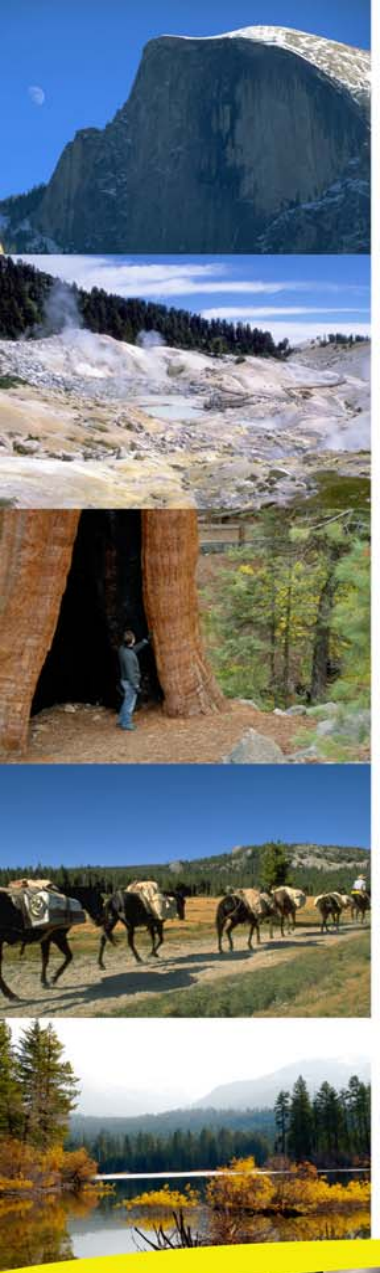
Current Efforts and Resources

- NPF
- NPCA
- Concessioners
- NPS and Interior
- State and regional tourism organizations
- Go RVing/RBFF and other industry efforts
- Key corporations, including Unilever, Igloo and many more
- US Travel Association/Travel Promotion Act
- Health and education allies

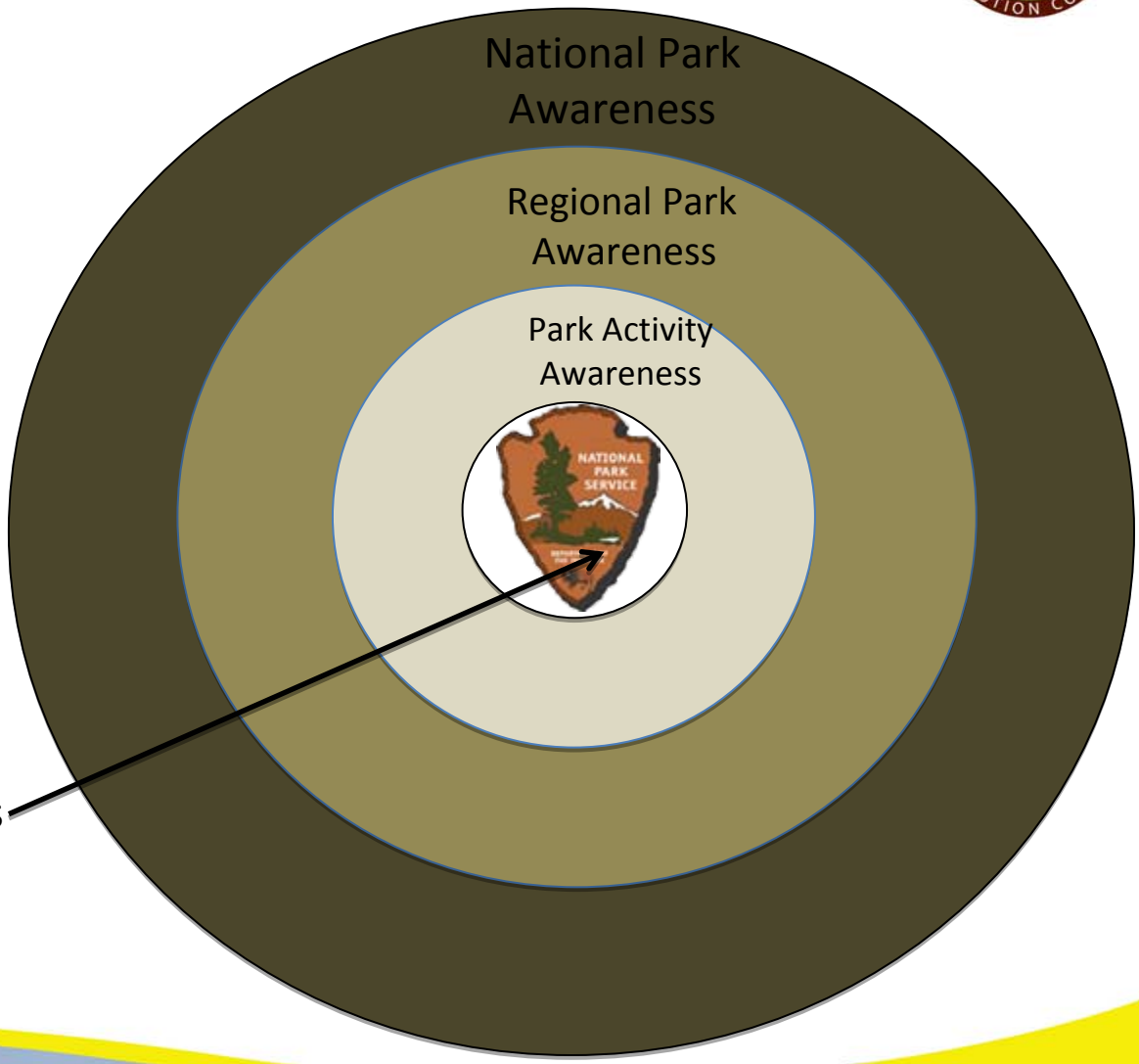


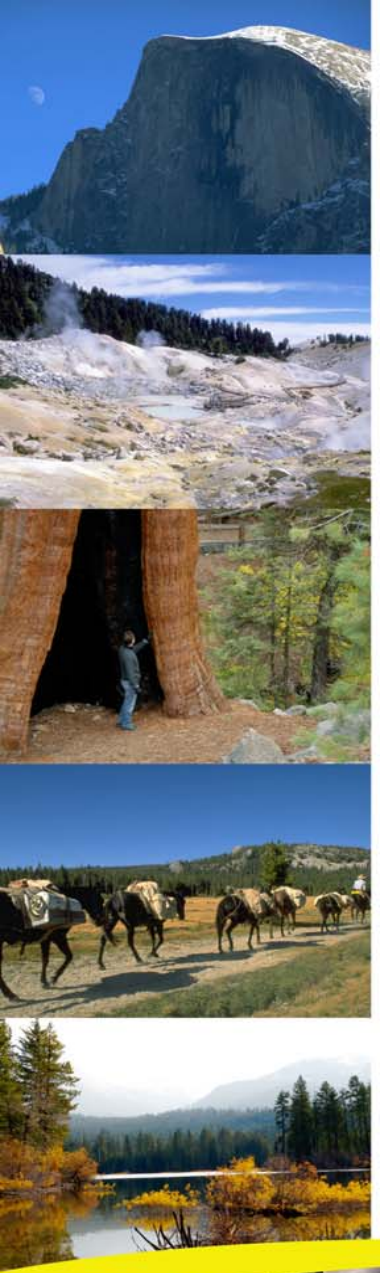
What the stakeholders can accomplish working together

- Promote all parks
- Direct message to target audiences
- Leverage cooperative opportunities
- Measure success and test effectiveness



Destination Promotion Strategy





Research & Analysis Before Recommendation

- Internet review - See Links
- Prepared & Distributed “White Paper”
- Reviewed Visitation Trend Lines
- Reviewed Marketing Position Papers
- Reviewed 2009 NPS Tourism Strategy
- Meetings with NPS Senior Staff
- NPHA Marketing Committee Meetings
- Reviewed NPS Messaging & Promotion Decks
- Consult with State and Local Tourism leaders

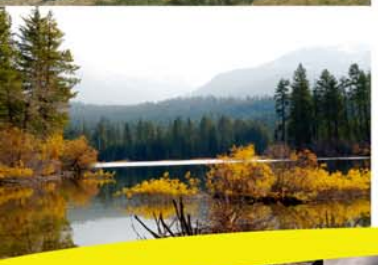
Internet Links Reviewed

Marketing DirectorySECRETARY SALAZAR ANNOUNCES RISE IN VISITATION TO NATIONAL PARKS IN 2009 | North America > United States from AllBusiness.comhttp://www.convio.com/files/ypf_casestudy.pdfStephen Mather, First Director of the National Park Servicehttp://www.alaskatia.org/convention/2005/presentations/2006%20Marketing%20Plan%20FINAL.pdfProgram | National Park Foundation Leadership Summithttp://www.ellisisland.org/Elinfo/moa-2006.pdfCultural Heritage TourismNational Park Service History: The National Park Service Looks Toward The 21st CenturyAlan Hogenauer, Ph.D.Feel Free - A cause for our National Parks.RPP 2005-2006 Parks Canada - Part 3 of 6Parks Canada - Rideau canal national historic site management plan - Rideau Canal National Historic Site of Canada - Management PlanParks Canada launches new

Decline | New West NetworkNational Park visits continue downward trendWild Wilderness - National Park Visitation Problem SolvedWild Wilderness - Promoting Diversity or Marketing the Parks?http://travel.utah.gov/research_and_planning/documents/OurFederalandStatePartners5-12-05-SteveBurr.pdfSTATEMENT OF _____, NATIONAL PARK SERVICE, DEPARTMENT OF THE INTERIOR, BEFORE THE SUBCOMMITTEE ON NATIONAL PARKS, HOUSE COMMITTEE ON RESOURCES, REGARDING TRENDS IN VISITATION TO THE NATIONAL PARK SYSTEM"national park visitation" - Google Search"national park visitation" - Google Searchhttp://www.nature.nps.gov/socialscience/pdf/NatSurvTechRep.pdfhttp://www.nature.nps.gov/socialscience/pdf/SSRR_4.pdfhttp://www.nature.nps.gov/socialscience/pdf/SSRR_4.pdf"national parks visitation" - Google Search"national

SummitWho are the National Park Travelers? | National Parks TravelerHome Page | National Parks TravelerEditorials & Opinion | Sigh of relief for national parks | Seattle Times NewspaperSearch Results - Local SearchCandida Kutz: ResumeNPCA | Who We Are | The National Parks Conservation AssociationiNationalPark.com | Fine-Art US National Park Photography Gallery | Glacier, Redwoods, Yosemite, Death Valley, Olympic, Joshua TreeProPhoto Blogs » Customizable Blogs for Pro PhotographersNational Park Trust - Mark Your Calendars!National Park Foundation | The National Charitable Partner of America's National ParksFind Research - California Tourism Industry WebsiteNational Parks: The Place to be for Family Fun - 2008NPS DO#17 TourismTravel and Tourism Sites for the 50 States and U.S. Territories: USA.gov/CTC/United States | Department of Agriculture

HERITAGE | TOURISM | HISTORIC PRESERVATION | RESOURCES & TOOLS | DATATECH | RITA ROBINETTECHTA :: Cultural Heritage Tourism AllianceTourism ROI | Cultural Heritage Tourism | Americas | North America | United States | Management Contacts | Tourism Investment Management Researchhttp://www.visitfauquier.com/Assets/downloads/articles/article_heritage%20tourism.pdfNational Recreation and Park Association - Google SearchNational Recreation and Park AssociationWild Wilderness - Promoting Diversity or Marketing the Parks?Is Relevance Irrelevant?Wild Wilderness - Promoting Diversity or Marketing the Parks?http://www.nps.gov/aboutus/upload/tourism_strategic_plan_briefing_statement.pdfhttp://www.adcouncil.org/files/seminar_series/JoiningForces06/NPS.pdfCorporate Partners | National Park FoundationAmerica's Best Idea Grants | National



Internet Links

| Sigh of relief for national parks | Seattle Times NewspaperSearch Results - Local SearchCandida Kutz: ResumeNPCA | Who We Are | The National Parks Conservation AssociationiNationalPark.com | Fine-Art US National Park Photography Gallery | Glacier, Redwoods, Yosemite, Death Valley, Olympic, Joshua TreeProPhoto Blogs » Customizable Blogs for Pro PhotographersNational Park Trust - Mark Your Calendars!National Park Foundation | The National Charitable Partner of America's National ParksFind Research - California Tourism Industry WebsiteNational Parks: The Place to be for Family Fun - 2008NPS DO#17 TourismTravel and Tourism Sites for the 50 States and U.S. Territories: USA.govCTTCUnited States Department of Agriculture - Travel and RecreationSD GreenPlease Log Inhttp://www.outdoorindustry.org/pdf/SheffieldTrends.pdfEmilyn Sheffield - PiplNPHA Marketing Committee | Google GroupsVisitors win with the National Park Service and its concessioner partnersNPS Marketing: The Marketing ConceptSteve Hutchens' Home Pagehttp://www.pcah.gov/pdf/05WhitePaperCultHeritTourism.pdfCultural Heritage TourismCultural Heritage TourismHeritage Tourismhttp://www.blm.gov/heritage/adventures/HT_Resources/National%20Trust%20for%20Historic%20Preservation/Nat_Trust_Info.pdf http://bywaysresourcecenter.org/resources/uploads/TW_2002_June.pdfNational Trust for Historic Preservation Heritage ProgramsInteragency AgreementHistoric Destinations Rated - The Panelists- National Geographic TravelerCenter for Sustainable Destinations, Geotourism, Places, Tips, Articles -- National GeographicHeritage Tourism Director | Colonial Williamsburg Foundation | National Trust For Historic Preservation | High-energy Attractions 1 :: American Way MagazineKen Burns | The National Parks :: American Way MagazineCHTA :: Cultural Heritage Tourism Alliancehttp://www.sjbas.org/Saving%20Places%202009.pdfhttp://repository.upenn.edu/cgi/viewcontent.cgi?article=1027&context=hp_theses"National Heritage Areas" - Google SearchCultural and Heritage Tourismhttp://www.city.langley.bc.ca/_pdf/CulturalTourism.pdfWashington State - Industry - Cultural and Heritage Tourismhttp://tourism.visitcalifornia.com/media/uploads/files/editor/Sheila%20Armstrong%20-%20US%20CHTMC.pdfhttp://www.nasaa-arts.org/artworks/resource_manual.pdfChronology: Cultural Heritage Tourism Movement in the U.S. | Fresno Coalition for Arts, Science & HistoryChronology: Cultural Heritage Tourism Movement in the U.S. | Fresno Coalition for Arts, Science & HistoryCultural And Heritage Tourism Management Program In USA - Cultural And Heritage Tourism Study In USA | Study Discussions - Study Abroad, Career GuidanceHERITAGE AREA RESOURCES & TOOLS | CONSULTANTS | CULTURAL HERITAGE | TOURISM | HISTORIC PRESERVATION | RESOURCES & TOOLS | DATATECH | RITA ROBINETTECHTA :: Cultural Heritage Tourism AllianceTourism ROI | Cultural Heritage Tourism |

Internet Links

| Americas | North America | United States | Management Contacts | Tourism Investment Management Researchhttp://www.visitfauquier.com/Assets/downloads/articles/article_heritage%20tourism.pdfNational Recreation and Park Association - Google SearchNational Recreation and Park AssociationWild Wilderness - Promoting Diversity or Marketing the Parks?Is Relevance Irrelevant?Wild Wilderness - Promoting Diversity or Marketing the Parks?http://www.nps.gov/aboutus/upload/tourism_strategic_plan_briefing_statement.pdfhttp://www.adcouncil.org/files/seminar_series/JoiningForces06/NPS.pdfCorporate Partners | National Park FoundationAmerica's Best Idea Grants | National Park FoundationAdvertising Campaign, Rosie the Riveter/World War II Home Front National Historical Park, Richmond, CaliforniaAdvertising Campaign, Rosie the Riveter/World War II Home Front National Historical Park, Richmond, CaliforniaNational Park Service MissionMission and Guiding Principles | The Coalition of National Park Service RetireesNational Park Service History: History of the National Park Service, A Brief HistoryMaritime Heritage Program Home PageNational Parks - A Brief HistoryMission 66 - Modern Architecture in the National ParksMarketing campaigns & activity :: Tourism NTNPCA | NPCA's Public Service AdsAdvisory Council on Historic Preservation: Preserving America's Heritagehttp://www.recreation.gov/marketing.do?goto=/welcomeToNewRecreationGov.htmlRecreation.govGettysburg Revamp VisitationMediaPost - news and directories for media, marketing and online advertising professionalsLevel Mhttp://www.nrs.fs.fed.us/pubs/gtr/gtr_ne289/gtr_ne289_053.pdfhttp://travelmontana.mt.gov/2008strategicplan/MTRI-NPSFY2009Q4.pdfhttp://www.concessions.nps.gov/document/AdvisoryBoard/Oct08/Tourism%20Strategic%20Plan_Oct08%20as%20approved.pdfThe National Park Foundation (NPF) Web Site Wins Second Award for Outstanding Achievement | Matrix Group International, Inc.Santa Monica Marketing BanWild Wilderness - The Message Project for the National Park Servicehttp://www.peer.org/docs/nps/06_3_5_briefing_statement.pdfhttp://www.schoodicbyway.org/grant2003/sb1market03.pdfCoca-Cola - Press Center - Press ReleaseEditorials & Opinion | Revising Yellowstone Campfire Lore -- Marketing The Wilderness -- Railroads Promoted Parks More Than Explorers | Seattle Times Newspaperhttp://www.gao.gov/new.items/d09386.pdf http://www.gao.gov/new.items/d09386.pdfMt St Helens MarketingNASA ADS: Integrating Social Marketing into Sustainable Resource Management at Padre Island National Seashore: An Attitude-Based Segmentation ApproachPadre Island Demographic StudyTom Iurino: Case Studies (National Park Service)

Why the NPPC?

- Need to promote *ALL* National Parks in all states and territories
- Need for an organization that unifies all park stakeholders for success in the second century of the National Park Service

NATIONAL PARKS PROMOTION COUNCIL –

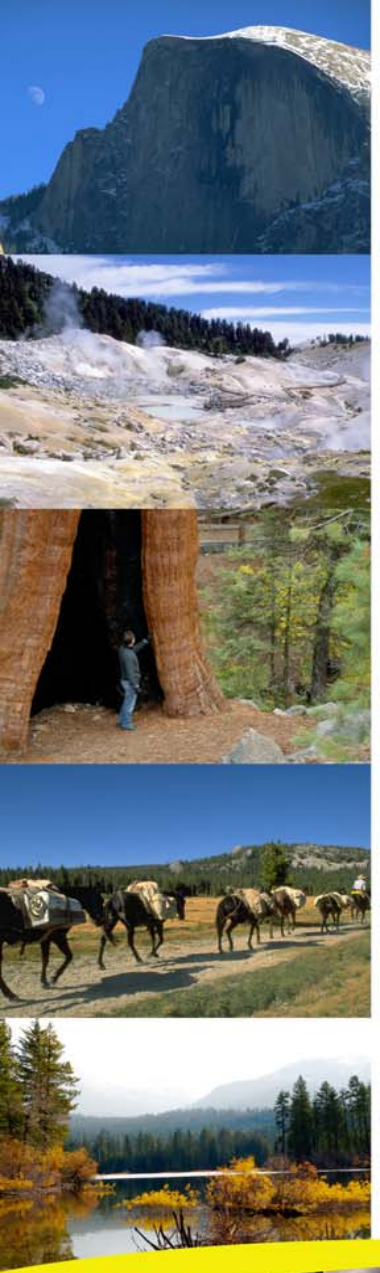
Why?

- **Promote National Parks domestically and worldwide**
- **Increase visitation and direct that increase to appropriate sites, supporting *great experiences* while also *supporting protection of park natural, historic and cultural resources* through:**

Unified Promotion & Messaging
Visitor Publications
Cooperative Programs
National Park Welcome Centers
International Travel and Trade Programs
Coordinated Media Outreach

NPPC Governance and Operation

- Use existing, proven, public/private partnership & business models
  - Go RVing, “Take Me Fishing” and DMOs
  - CTTC-California Travel & Tourism Commission
  - US Travel Association
- Board of Leading Stakeholders
- Industry Expert & Stakeholder Marketing Committee

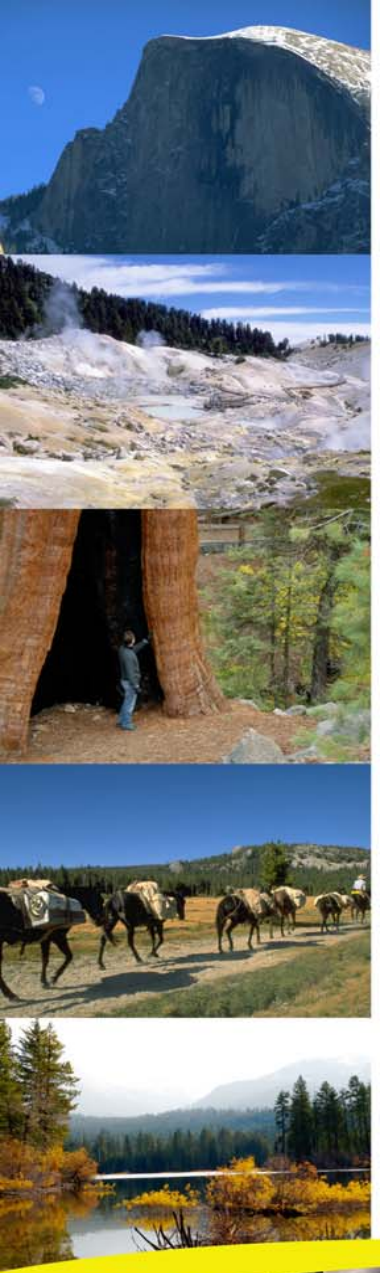


Proposed NPPC Governance

- Board of Directors for new 501(c)6
  - NPS ex officio
  - 4 Tourism/Hospitality representatives
  - 1 State Tourism representative
  - National Park Conservation Association
  - National Park Foundation
  - 1 Friends Association Representative
  - 1 Gateway Community representative
- Executive Director
  - Staff and “loaned talent”
  - Agencies and other support as needed
- Marketing/Operating Committee
  - All stakeholders invited to send best talent
  - Strategy & promotion plan approved by Board of Directors

NPPC Benefits and Activities

- mynationalpark.com
- Cooperative Promotions
- Audience Targeting
- National Campaigns
- Relevant Research
- International Reach
- Critical Mass



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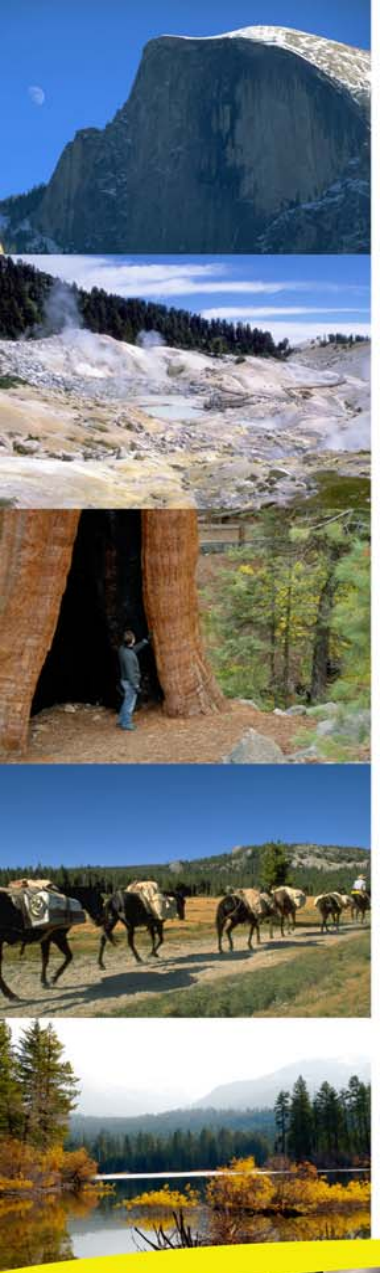
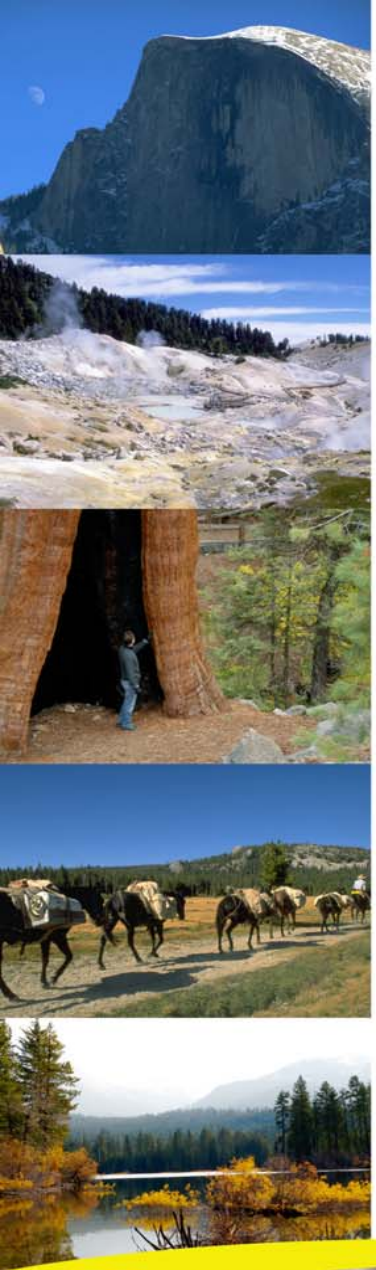


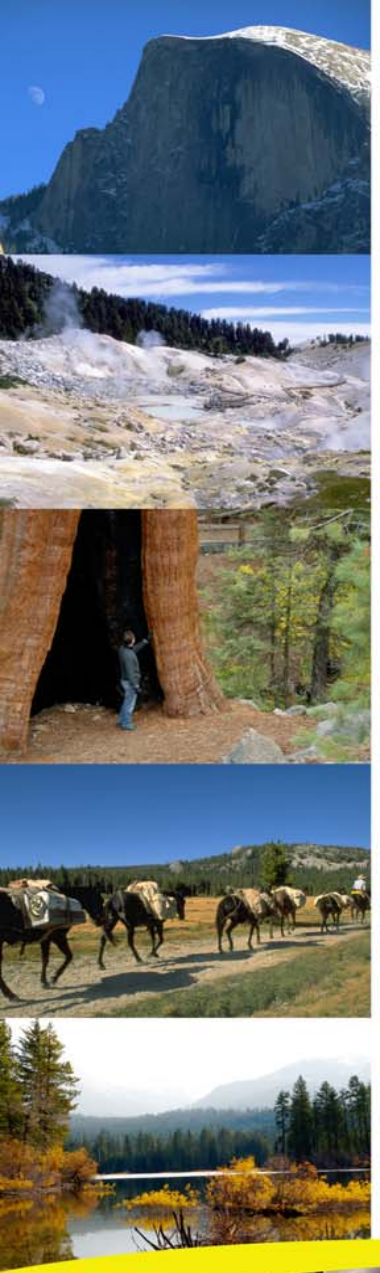
Next Steps

- Incorporation of NPPC and securing involvement of key stakeholders
- Secure initial funding
- Retain initial Executive Director
- Hold organizing meeting – 1/13/10
- Inventory current promotion efforts
- Develop and circulate strategic plan



Potential Actions

- Seek matching funds from Congress
- Utilize existing communications channels and efforts of NPPC members and supporters
- Secure corporate support
- Fully engage in mobile and social media
- After research and target definition, unify outreach and promotion efforts
- Allocate resources to initiatives which show results



Questions & Discussion