



National Park Service
U.S. Department of the Interior

NATIONAL PARKS OUTLOOK

A Paper Prepared for the 2009 Marketing Outlook Forum
by
NPS National Tourism Office

Overview Summary

Despite static visitation over the past two decades, US National Parks remain the icons of outdoor and heritage recreation within America and abroad. Offering a wide variety of natural, cultural, and historical experiences, National Parks are at the center of a growing trend toward sustainable tourism.

The National Park system is expecting 277,710,000 visitors in 2008. Non-resident visitors to the nation's parks spend over \$10 billion per year. In 2008, declines in long distance trips to the major icon parks were offset by shorter stay trips to nearby park destinations as well as increased international visitation. National Park statisticians project a 0.3% increase in overall visitation for 2008.

Interior Secretary Dirk Kempthorne has proposed a major funding initiative that is being well received on Capitol Hill. His proposal calls for an eight year spending boost of \$4 billion to get the nation's parks ready for their centennial celebration in 2016. Reaction from members of Congress, led by oversight committee leadership in both houses, has been favorable although the 09 budget is not expected to be complete until May. One of the key objectives of the Centennial Initiative is to re-engage the American people with their parks. Meeting this objective bodes well for parks and their tourism partners who may jointly craft re-engagement invitations.

NPS National Tourism Office (NTO)

Having reorganized the tourism function in the Washington, D.C. headquarters, the most critical task for NPS has been the development of a **National Tourism Strategic Plan**. Working with the National Tourism Council (NTC), the NTO has authored a strategic vision stating, "The mission of the National Park Service has, from its origin, been inextricably linked to the tourism community." It is interesting to note the mandate given by the agency's enabling legislation, the Organic Act of 1916. "The service, thus established, **SHALL PROMOTE** and regulate the use of federal areas known as national parks, monuments, and reservations..."

The NPS National Tourism Strategic Plan has been approved by the agency's top policy body, the National Leadership Council (NLC). The NTO and the tourism council are pleased to move aggressively toward implementation actions and tasks. Plan highlights:

- Proactive community engagement at all organizational levels.
- Better understanding of consumer awareness, expectations and motivations for travel through research and analysis.
- Use of marketing tools to strategically address brand awareness and visitor distribution.
- Cultivate a culture of visitor centricity embedded in the training of a new generation of park leaders.

With the approval of the National Tourism Strategic Plan, NPS has retired the myth that park managers are not allowed to conduct marketing exercises. The plan envisions proactive challenges to our tourism partners to engage in long term, sustainable cooperative marketing exercises. Together we hope to craft intriguing messages to our joint customers inviting them to experience our unique and authentic destinations. These series of joint projects are expected to utilize new technologies and communications channels, sort markets by demographic, activity preferences, time of travel, and other characteristics.

On a national scale, the tourism plan proposes to drive demand through effective positioning of the NPS brand. Again, with national partners, awareness gaps can be filled through memorable communications campaigns. As a first step toward this objective, the agency will be developing a communications plan using centennial properties as the initial platform.

A common denominator of all strategic actions in the plan is partnership with marketing practitioners in the tourism community. Effective implementation of the plan will require innovative, sustainable partnership with gateway communities and regional and state destination marketing organizations.

Other 2008 NPS tourism highlights:

- Comprehensive Survey of the American Public in the field
- National Train Day partnership with Amtrak
- MOU renewal with Western States Tourism Policy Council
- Geotourism MOU with federal land management agencies and National Geographic Society
- Presidential Sites presentation on heritage travel itineraries web series
 - www.nps.gov/history/nr/travel

2009 Outlook for National Parks

The expectation for the 391 unit National Park system, in the aggregate, is more of the same—little or no growth in visitation. Continued global economic turmoil is expected to have a negative effect on leisure travel. Airline consolidation and capacity reductions are likely to constrict demand for long haul routes and longer term trips. Offsetting this for some units will be a pick-up of shorter trips in both distance and time; taken by automobile as consumers seek temporary relief from family cost-cutting. In tough economic times, many families will turn to more authentic activities; fulfilling strongly held need/values for discovery and recovery.

National Park Service statisticians are projecting a slight visitation increase, adjusted to **278,000,000 visitors for 2009**. This represents a **projected increase of 0.4% in visitation**. Visitation numbers may be somewhat higher, particularly in the case of the National Mall, due to a change in counting methodology.

2009 Projected NPS Tourism Highlights

- National Geotourism Website and Mapguide
 - Produced by MOU partners
- Civil War Sesquicentennial (CW150)
 - Rolling series of events running from 2009 through 2015
 - Cooperative marketing partnership opportunities for gateway communities, state and regional DMOs
- Ken Burns Film on National Parks
 - 12 Hour series to air on PBS during fall 09
 - NTO plans branding co-ops to extend and expand coverage in both domestic and overseas audiences
- NPS National Communications Plan
- NPS Centennial Initiative
 - Proposed amendments to Centennial Challenge would allow tourism partnerships to qualify for federal match

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Table 9: 2008 and 2009 Forecast of Recreation Visits

PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Abraham Lincoln Birthplace NHS	202,950	177,541	-12.5%	165,585	-6.7%
Acadia NP	2,202,228	1,993,875	-9.5%	1,891,193	-5.1%
Adams NHP	224,880	245,270	9.1%	255,669	4.2%
Agate Fossil Beds NM	12,997	11,875	-8.6%	10,756	-9.4%
Alibates Flint Quarries NM	4,028	4,028	0.0%	4,028	0.0%
Allegheny Portage Railroad NHS	123,215	109,639	-11.0%	102,992	-6.1%
Amistad NRA	1,734,200	1,882,999	8.6%	2,069,047	9.9%
Andersonville NHS	153,686	134,068	-12.8%	125,823	-6.2%
Andrew Johnson NHS	43,456	45,291	4.2%	44,179	-2.5%
Aniakchak NM & PRES	26	255	880.8%	255	0.0%
Antietam NB	337,569	308,754	-8.5%	314,154	1.7%
Apostle Islands NL	182,396	174,293	-4.4%	176,069	1.0%
Appomattox Court House NHP	149,255	132,615	-11.1%	124,606	-6.0%
Arches NP	860,181	843,802	-1.9%	865,157	2.5%
Arkansas Post NMEM	37,230	31,261	-16.0%	28,088	-10.1%
Arlington House The R.E. Lee MEM	466,690	513,521	10.0%	536,216	4.4%
Assateague Island NS	2,110,918	2,061,933	-2.3%	2,063,869	0.1%
Aztec Ruins NM	39,538	38,941	-1.5%	37,249	-4.3%
Badlands NP	886,654	905,807	2.2%	906,903	0.1%
Bandelier NM	224,134	208,489	-7.0%	189,487	-9.1%
Bent's Old Fort NHS	23,952	24,557	2.5%	23,163	-5.7%
Bering Land Bridge NPRES	796	796	0.0%	796	0.0%
Big Bend NP	364,856	413,195	13.2%	433,719	5.0%
Big Cypress NPRES	822,864	822,864	0.0%	822,864	0.0%
Big Hole NB	55,415	54,170	-2.2%	53,011	-2.1%
Big South Fork NRA	626,751	561,965	-10.3%	504,852	-10.2%
Big Thicket NPRES	95,285	95,128	-0.2%	93,245	-2.0%
Bighorn Canyon NRA	213,063	200,371	-6.0%	203,141	1.4%
Biscayne NP	517,442	513,655	-0.7%	514,096	0.1%
Black Canyon of the Gunnison NP	219,576	216,659	-1.3%	227,712	5.1%
Blue Ridge PKWY	17,352,286	18,450,000	6.3%	18,450,000	0.0%
Bluestone NSR	48,061	41,622	-13.4%	39,638	-4.8%
Booker T. Washington NM	19,410	18,163	-6.4%	18,111	-0.3%
Boston African American NHS	265,459	274,249	3.3%	276,015	0.6%

Table 9: 2008 and 2009 Forecast of Recreation Visits (cont.)

PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Boston NHP	2,184,889	2,258,166	3.4%	2,383,489	5.5%
Brown V. Board of Education NHS	17,536	17,536	0.0%	17,536	0.0%
Bryce Canyon NP	1,012,563	1,066,319	5.3%	1,101,267	3.3%
Buck Island Reef NM	46,303	46,303	0.0%	46,303	0.0%
Buffalo NR	1,194,043	1,309,689	9.7%	1,427,453	9.0%
Cabrillo NM	739,534	683,911	-7.5%	610,530	-10.7%
Canaveral NS	1,038,449	1,038,108	0.0%	1,039,020	0.1%
Cane River Creole NHP	30,584	30,584	0.0%	30,584	0.0%
Canyon de Chelly NM	825,320	879,180	6.5%	890,344	1.3%
Canyonlands NP	417,560	420,968	0.8%	432,451	2.7%
Cape Cod NS	4,351,609	3,995,786	-8.2%	3,946,320	-1.2%
Cape Hatteras NS	2,237,378	1,957,294	-12.5%	1,789,616	-8.6%
Cape Krusenstern NM	745	745	0.0%	745	0.0%
Cape Lookout NS	860,602	857,763	-0.3%	906,582	5.7%
Capitol Reef NP	554,907	568,627	2.5%	577,747	1.6%
Capulin Volcano NM	49,182	49,281	0.2%	46,855	-4.9%
Carl Sandburg Home NHS	28,820	23,734	-17.6%	21,263	-10.4%
Carlsbad Caverns NP	409,560	385,177	-6.0%	368,187	-4.4%
Casa Grande Ruins NM	76,854	81,873	6.5%	78,999	-3.5%
Castillo de San Marcos NM	632,048	605,064	-4.3%	591,793	-2.2%
Castle Clinton NM	3,509,468	3,861,383	10.0%	4,150,297	7.5%
Catoctin Mountain Park	591,191	623,291	5.4%	640,614	2.8%
Cedar Breaks NM	514,871	495,157	-3.8%	476,637	-3.7%
Chaco Culture NHP	68,211	55,473	-18.7%	58,503	5.5%
Chamizal NM	218,195	215,860	-1.1%	210,045	-2.7%
Channel Islands NP	360,806	360,806	0.0%	360,806	0.0%
Charles Pinckney NHS	41,393	41,393	0.0%	41,393	0.0%
Chattahoochee River NRA	2,836,077	2,709,085	-4.5%	2,709,828	0.0%
Chesapeake & Ohio Canal NHP	2,809,968	2,708,720	-3.6%	2,614,332	-3.5%
Chickamauga & Chattanooga NMP	991,645	1,006,167	1.5%	1,038,626	3.2%
Chickasaw NRA	1,368,806	1,275,653	-6.8%	1,245,331	-2.4%
Chiricahua NM	58,434	58,434	0.0%	58,434	0.0%
Christiansted NHS	101,522	101,058	-0.5%	98,948	-2.1%
City of Rocks NRES	79,533	74,773	-6.0%	74,171	-0.8%

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PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Clara Barton NHS	10,106	8,537	-15.5%	6,699	-21.5%
Colonial NHP	3,343,910	3,346,659	0.1%	3,351,571	0.1%
Colorado NM	395,260	413,314	4.6%	438,136	6.0%
Congaree NP	115,524	111,715	-3.3%	112,733	0.9%
Coronado NMEM	71,702	74,517	3.9%	71,069	-4.6%
Cowpens NB	197,255	200,626	1.7%	197,012	-1.8%
Crater Lake NP	468,958	455,930	-2.8%	456,589	0.1%
Craters of the Moon NM	221,672	226,648	2.2%	237,382	4.7%
Cumberland Gap NHP	994,985	1,038,533	4.4%	1,062,491	2.3%
Cumberland Island NS	72,449	72,449	0.0%	72,449	0.0%
Curecanti NRA	964,640	1,010,383	4.7%	1,037,882	2.7%
Cuyahoga Valley NP	2,486,656	2,456,102	-1.2%	2,291,711	-6.7%
Dayton Aviation Heritage NHP	54,827	54,827	0.0%	54,827	0.0%
De Soto NMEM	260,843	272,725	4.6%	283,729	4.0%
Death Valley NP	704,122	658,928	-6.4%	608,702	-7.6%
Delaware Water Gap NRA	4,836,229	4,844,350	0.2%	4,805,397	-0.8%
Denali NP & PRES	458,308	487,212	6.3%	522,705	7.3%
Devils Postpile NM	120,758	120,758	0.0%	120,758	0.0%
Devils Tower NM	322,272	318,439	-1.2%	298,987	-6.1%
Dinosaur NM	230,914	272,786	18.1%	264,307	-3.1%
Dry Tortugas NP	60,895	57,535	-5.5%	53,321	-7.3%
Edgar Allan Poe NHS	14,258	13,354	-6.3%	13,745	2.9%
Edison NHS	9,342	9,342	0.0%	9,342	0.0%
Effigy Mounds NM	88,268	92,780	5.1%	95,312	2.7%
Eisenhower NHS	69,747	67,556	-3.1%	66,332	-1.8%
El Malpais NM	110,639	114,744	3.7%	110,168	-4.0%
El Morro NM	51,492	49,487	-3.9%	46,501	-6.0%
Eleanor Roosevelt NHS	59,846	50,596	-15.5%	46,985	-7.1%
Eugene O'Neill NHS	2,339	2,339	0.0%	2,339	0.0%
Everglades NP	1,074,764	1,229,686	14.4%	1,275,433	3.7%
Federal Hall NMEM	127,432	127,432	0.0%	127,432	0.0%
Fire Island NS	616,233	651,227	5.7%	630,945	-3.1%
First Ladies NHS	10,881	10,881	0.0%	10,881	0.0%
Flight 93 NMEM	143,725	143,725	0.0%	143,725	0.0%
Florissant Fossil Beds NM	55,992	55,020	-1.7%	52,802	-4.0%

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PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Ford's Theatre NHS	732,521	732,521	0.0%	732,521	0.0%
Fort Bowie NHS	10,027	10,422	3.9%	10,870	4.3%
Fort Caroline NMEM	250,616	250,616	0.0%	250,616	0.0%
Fort Davis NHS	51,435	50,570	-1.7%	49,360	-2.4%
Fort Donelson NB	233,205	222,630	-4.5%	220,830	-0.8%
Fort Frederica NM	264,586	307,983	16.4%	319,997	3.9%
Fort Laramie NHS	40,263	43,118	7.1%	41,552	-3.6%
Fort Larned NHS	30,471	30,062	-1.3%	28,258	-6.0%
Fort Matanzas NM	830,672	982,312	18.3%	1,018,428	3.7%
Fort McHenry NM & HS	574,924	564,203	-1.9%	545,775	-3.3%
Fort Necessity NB	353,296	353,296	0.0%	353,296	0.0%
Fort Point NHS	1,552,141	1,633,259	5.2%	1,639,470	0.4%
Fort Pulaski NM	317,349	290,440	-8.5%	278,594	-4.1%
Fort Raleigh NHS	321,717	321,717	0.0%	321,717	0.0%
Fort Scott NHS	22,314	17,240	-22.7%	13,159	-23.7%
Fort Smith NHS	83,850	80,028	-4.6%	81,025	1.2%
Fort Stanwix NM	59,643	59,643	0.0%	59,643	0.0%
Fort Sumter NM	788,838	724,684	-8.1%	691,284	-4.6%
Fort Union NM	10,534	10,328	-2.0%	9,658	-6.5%
Fort Union Trading Post NHS	12,405	12,061	-2.8%	9,664	-19.9%
Fort Vancouver NHS	682,645	882,685	29.3%	976,459	10.6%
Fort Washington Park	324,660	317,388	-2.2%	323,597	2.0%
Fossil Butte NM	19,853	18,722	-5.7%	18,630	-0.5%
Franklin Delano Roosevelt MEM	2,751,725	3,104,534	12.8%	3,263,681	5.1%
Frederick Douglass NHS	37,468	37,468	0.0%	37,468	0.0%
Frederick Law Olmsted NHS	2,010	2,118	5.4%	2,118	0.0%
Fredericksburg & Spotsylvania NMP	469,920	499,184	6.2%	508,629	1.9%
Friendship Hill NHS	32,576	29,985	-8.0%	29,159	-2.8%
Gates of the Arctic NP & PRES	10,942	10,942	0.0%	10,942	0.0%
Gateway NRA	8,813,204	8,417,933	-4.5%	8,376,623	-0.5%
Gauley River NRA	118,169	93,944	-20.5%	73,910	-21.3%
General Grant NMEM	84,171	84,432	0.3%	86,602	2.6%
George Rogers Clark NHP	114,560	118,470	3.4%	115,820	-2.2%
George Washington Birthplace NM	101,844	101,844	0.0%	101,844	0.0%

Table 9: 2008 and 2009 Forecast of Recreation Visits (cont.)

PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
George Washington Carver NM	36,480	37,942	4.0%	36,710	-3.2%
George Washington MEM PKWY	6,837,139	6,839,011	0.0%	6,829,251	-0.1%
Gettysburg NMP	1,647,745	1,620,461	-1.7%	1,580,357	-2.5%
Gila Cliff Dwellings NM	41,690	39,851	-4.4%	38,424	-3.6%
Glacier Bay NP & PRES	438,211	401,618	-8.4%	407,054	1.4%
Glacier NP	2,083,329	2,114,851	1.5%	2,160,384	2.2%
Glen Canyon NRA	1,894,114	1,806,225	-4.6%	1,764,629	-2.3%
Golden Gate NRA	14,397,313	13,923,778	-3.3%	13,959,073	0.3%
Golden Spike NHS	45,088	42,698	-5.3%	42,020	-1.6%
Governors Island NM	69,014	69,014	0.0%	69,014	0.0%
Grand Canyon NP	4,413,668	4,596,838	4.2%	4,718,745	2.7%
Grand Portage NM	68,856	64,662	-6.1%	64,367	-0.5%
Grand Teton NP	2,588,574	2,468,893	-4.6%	2,464,604	-0.2%
Grant-Kohrs Ranch NHS	17,494	17,532	0.2%	17,065	-2.7%
Great Basin NP	81,364	76,446	-6.0%	74,446	-2.6%
Great Sand Dunes NP & PRES	285,121	302,310	6.0%	315,187	4.3%
Great Smoky Mountains NP	9,372,253	9,338,357	-0.4%	9,370,909	0.3%
Greenbelt Park	198,237	198,237	0.0%	198,237	0.0%
Guadalupe Mountains NP	165,110	151,358	-8.3%	140,571	-7.1%
Guilford Courthouse NMP	445,752	445,752	0.0%	445,752	0.0%
Gulf Islands NS	2,034,294	2,034,294	0.0%	2,034,294	0.0%
Hagerman Fossil Beds NM	24,779	29,223	17.9%	32,404	10.9%
Haleakala NP	1,322,817	1,349,594	2.0%	1,321,201	-2.1%
Hamilton Grange NMEM	0	0	0.0%	0	0.0%
Hampton NHS	30,062	28,881	-3.9%	29,244	1.3%
Harpers Ferry NHP	249,908	224,558	-10.1%	210,912	-6.1%
Harry S Truman NHS	31,092	28,482	-8.4%	25,046	-12.1%
Hawaii Volcanoes NP	1,467,779	1,563,023	6.5%	1,661,605	6.3%
Herbert Hoover NHS	118,298	118,049	-0.2%	101,085	-14.4%
Home of Franklin D. Roosevelt NHS	114,195	103,286	-9.6%	100,112	-3.1%
Homestead NM of America	70,216	65,496	-6.7%	68,777	5.0%
Hopewell Culture NHP	30,321	30,321	0.0%	30,321	0.0%
Hopewell Furnace NHS	56,013	50,920	-9.1%	49,563	-2.7%
Horseshoe Bend NMP	73,669	60,907	-17.3%	60,769	-0.2%

Table 9: 2008 and 2009 Forecast of Recreation Visits (cont.)

PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Hot Springs NP	1,300,152	1,270,921	-2.2%	1,222,030	-3.8%
Hovenweep NM	26,263	23,593	-10.2%	21,946	-7.0%
Hubbell Trading Post NHS	69,211	68,897	-0.5%	68,897	0.0%
Independence NHP	3,705,538	4,333,178	16.9%	4,629,818	6.8%
Indiana Dunes NL	1,972,344	1,964,581	-0.4%	1,983,724	1.0%
Isle Royale NP	15,973	15,445	-3.3%	14,730	-4.6%
James A. Garfield NHS	19,196	16,098	-16.1%	15,809	-1.8%
Jean Lafitte NHP & PRES	303,373	311,458	2.7%	311,458	0.0%
Jefferson NEM	2,385,387	2,319,515	-2.8%	2,151,014	-7.3%
Jewel Cave NM	105,321	92,238	-12.4%	84,666	-8.2%
Jimmy Carter NHS	84,501	96,960	14.7%	105,429	8.7%
John D. Rockefeller, Jr. MEM PKWY	1,172,125	1,124,450	-4.1%	1,125,024	0.1%
John Day Fossil Beds NM	124,704	130,546	4.7%	135,012	3.4%
John F. Kennedy NHS	8,896	8,935	0.4%	8,721	-2.4%
John Muir NHS	30,875	30,538	-1.1%	31,327	2.6%
Johnstown Flood NMEM	126,066	119,026	-5.6%	118,810	-0.2%
Joshua Tree NP	1,298,979	1,377,583	6.1%	1,410,218	2.4%
Kalaupapa NHP	60,992	61,631	1.0%	63,028	2.3%
Kaloko Honokohau NHP	119,237	125,011	4.8%	137,336	9.9%
Katmai NP & PRES	82,634	82,634	0.0%	82,634	0.0%
Kenai Fjords NP	284,604	280,842	-1.3%	288,969	2.9%
Kennesaw Mountain NBP	1,329,441	1,195,632	-10.1%	1,161,139	-2.9%
Kings Canyon NP	580,129	581,198	0.2%	589,658	1.5%
Kings Mountain NMP	262,283	258,411	-1.5%	256,421	-0.8%
Klondike Gold Rush NHP Alaska	975,043	1,006,633	3.2%	1,055,110	4.8%
Klondike Gold Rush NHP Seattle	54,971	59,234	7.8%	57,390	-3.1%
Knife River Indian Villages NHS	22,558	26,375	16.9%	24,276	-8.0%
Kobuk Valley NP	847	847	0.0%	847	0.0%
Korean War Memorial	3,433,663	3,809,203	10.9%	4,065,562	6.7%
Lake Chelan NRA	34,665	31,969	-7.8%	30,755	-3.8%
Lake Clark NP & PRES	5,549	5,994	8.0%	6,343	5.8%
Lake Mead NRA	7,622,139	7,696,655	1.0%	7,684,890	-0.2%
Lake Meredith NRA	984,108	960,605	-2.4%	959,185	-0.1%
Lake Roosevelt NRA	1,450,438	1,342,547	-7.4%	1,337,041	-0.4%

Table 9: 2008 and 2009 Forecast of Recreation Visits (cont.)

PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Lassen Volcanic NP	395,057	380,421	-3.7%	377,897	-0.7%
Lava Beds NM	102,629	99,571	-3.0%	95,682	-3.9%
LBJ Memorial Grove on the Potomac	453,297	467,765	3.2%	471,538	0.8%
Lewis & Clark National Historical Park	234,380	224,656	-4.1%	222,160	-1.1%
Lincoln Boyhood NMEM	128,596	134,509	4.6%	135,983	1.1%
Lincoln Home NHS	358,809	370,532	3.3%	367,118	-0.9%
Lincoln Memorial	4,214,167	4,273,433	1.4%	4,465,213	4.5%
Little Bighorn Battlefield NM	290,744	259,776	-10.7%	225,046	-13.4%
Little River Canyon NPRES	264,189	264,189	0.0%	264,189	0.0%
Little Rock Central High School NHS	56,938	56,938	0.0%	56,938	0.0%
Longfellow NHS	49,246	52,374	6.4%	58,291	11.3%
Lowell NHP	519,706	555,499	6.9%	516,693	-7.0%
Lyndon B. Johnson NHP	85,818	74,996	-12.6%	71,685	-4.4%
Maggie L. Walker NHS	8,026	7,185	-10.5%	6,174	-14.1%
Mammoth Cave NP	487,305	487,305	0.0%	487,305	0.0%
Manassas NBP	584,926	578,976	-1.0%	534,233	-7.7%
Manzanar NHS	81,344	94,058	15.6%	102,332	8.8%
Marsh-Billings-Rockefeller NHP	32,179	31,355	-2.6%	31,455	0.3%
Martin Luther King, Jr. NHS	652,867	625,383	-4.2%	623,846	-0.2%
Martin Van Buren NHS	19,678	19,678	0.0%	19,678	0.0%
Mary McLeod Bethune Council House NHS	17,324	17,324	0.0%	17,324	0.0%
Mesa Verde NP	541,102	563,663	4.2%	595,840	5.7%
Minute Man NHP	1,107,254	1,040,896	-6.0%	1,017,190	-2.3%
Minuteman Missile NHS	24,566	24,566	0.0%	24,566	0.0%
Missouri National Recreational River	145,767	145,767	0.0%	145,767	0.0%
Mojave NPRES	582,675	620,937	6.6%	640,894	3.2%
Monocacy NB	22,125	22,244	0.5%	23,784	6.9%
Montezuma Castle NM	597,611	599,629	0.3%	589,189	-1.7%
Moores Creek NB	55,039	56,787	3.2%	56,787	0.0%
Morristown NHP	296,651	246,916	-16.8%	223,702	-9.4%
Mount Rainier NP	1,047,685	1,048,636	0.1%	994,047	-5.2%
Mount Rushmore NMEM	1,856,118	1,835,434	-1.1%	1,758,793	-4.2%
Muir Woods NM	811,033	842,352	3.9%	871,544	3.5%
Natchez NHP	207,441	194,349	-6.3%	175,012	-9.9%

Table 9: 2008 and 2009 Forecast of Recreation Visits (cont.)

PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Natchez Trace PKWY	5,777,666	5,625,513	-2.6%	5,634,099	0.2%
National Capital Parks Central	2,513,639	2,513,639	0.0%	2,513,639	0.0%
National Capital Parks East ³	1,311,087	1,627,970	24.2%	1,684,635	3.5%
National Park of American Samoa	6,774	6,774	0.0%	6,774	0.0%
Natural Bridges NM	88,316	102,254	15.8%	102,730	0.5%
Navajo NM	69,445	66,606	-4.1%	66,934	0.5%
New Bedford Whaling NHP	327,047	332,389	1.6%	332,460	0.0%
New Orleans Jazz NHP	49,053	48,416	-1.3%	48,448	0.1%
New River Gorge NR	1,178,012	1,121,141	-4.8%	1,115,128	-0.5%
Nez Perce NHP	225,568	198,818	-11.9%	200,808	1.0%
Nicodemus NHS	2,507	2,507	0.0%	2,507	0.0%
Ninety Six NHS	33,595	35,113	4.5%	36,318	3.4%
Niobrara NSR	79,942	79,942	0.0%	79,942	0.0%
Noatak NPRES	1,384	1,384	0.0%	1,384	0.0%
North Cascades NP	19,534	18,431	-5.6%	18,372	-0.3%
Obed W&SR	182,504	174,137	-4.6%	162,035	-6.9%
Ocmulgee NM	114,379	120,058	5.0%	116,339	-3.1%
Olympic NP	2,988,686	2,784,004	-6.8%	2,650,422	-4.8%
Oregon Caves NM	76,966	76,169	-1.0%	73,455	-3.6%
Organ Pipe Cactus NM	341,594	307,846	-9.9%	315,529	2.5%
Ozark NSR	1,789,783	1,714,691	-4.2%	1,784,869	4.1%
Padre Island NS	658,317	711,068	8.0%	744,357	4.7%
Palo Alto Battlefield NHS	21,676	21,676	0.0%	21,676	0.0%
Pea Ridge NMP	68,840	57,940	-15.8%	53,933	-6.9%
Pecos NHP	34,307	33,471	-2.4%	32,750	-2.2%
Pennsylvania Avenue NHS	226,908	251,565	10.9%	270,947	7.7%
Perry's Victory Intl. Peace MEM	110,879	97,674	-11.9%	77,473	-20.7%
Petersburg NB	154,619	145,416	-6.0%	140,399	-3.4%
Petrified Forest NP	563,590	577,525	2.5%	577,055	-0.1%
Petroglyph NM	112,868	127,494	13.0%	142,043	11.4%
Pictured Rocks NL	441,521	453,157	2.6%	464,472	2.5%
Pinnacles NM	161,019	163,228	1.4%	163,508	0.2%
Pipe Spring NM	46,574	48,823	4.8%	47,115	-3.5%

Table 9: 2008 and 2009 Forecast of Recreation Visits (cont.)

PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Pipestone NM	72,422	67,206	-7.2%	63,425	-5.6%
Piscataway Park	184,636	152,329	-17.5%	135,987	-10.7%
Point Reyes NS	2,206,294	1,976,216	-10.4%	1,917,361	-3.0%
President's Park	1,058,774	1,058,774	0.0%	1,058,774	0.0%
Prince William Forest Park	295,853	277,963	-6.0%	289,607	4.2%
Pu'uhonua o Honaunau NHP	489,785	489,785	0.0%	489,785	0.0%
Pu'ukohola Heiau NHS	104,907	123,751	18.0%	133,620	8.0%
Rainbow Bridge NM	81,607	81,607	0.0%	81,607	0.0%
Redwood NP	385,171	392,860	2.0%	391,301	-0.4%
Richmond NBP	132,578	132,578	0.0%	132,578	0.0%
Rio Grande W&SR	1,660	1,660	0.0%	1,660	0.0%
Rock Creek Park	2,061,366	2,077,533	0.8%	2,077,342	0.0%
Rocky Mountain NP	2,895,383	2,777,747	-4.1%	2,735,650	-1.5%
Roger Williams NMEM	49,348	46,521	-5.7%	44,356	-4.7%
Ross Lake NRA	290,701	264,629	-9.0%	247,101	-6.6%
Russell Cave NM	49,164	49,164	0.0%	49,164	0.0%
Sagamore Hill NHS	43,698	41,715	-4.5%	41,664	-0.1%
Saguaro NP	658,477	690,292	4.8%	701,229	1.6%
Saint Croix NSR	519,330	593,810	14.3%	664,585	11.9%
Saint Paul's Church NHS	14,909	15,188	1.9%	15,683	3.3%
Saint-Gaudens NHS	29,091	25,956	-10.8%	23,652	-8.9%
Salem Maritime NHS	843,520	826,950	-2.0%	855,516	3.5%
Salinas Pueblo Missions NM	33,060	32,667	-1.2%	32,212	-1.4%
Salt River Bay NHP	1,455	1,455	0.0%	1,455	0.0%
San Antonio Missions NHP	1,208,498	1,032,169	-14.6%	957,155	-7.3%
San Francisco Maritime NHP	4,042,022	4,316,835	6.8%	4,466,273	3.5%
San Juan Island NHP	273,289	260,947	-4.5%	260,842	0.0%
San Juan NHS	1,025,407	920,335	-10.2%	849,676	-7.7%
Santa Monica Mountains NRA	577,686	575,633	-0.4%	601,301	4.5%
Saratoga NHP	106,708	90,717	-15.0%	71,968	-20.7%
Saugus Iron Works NHS	4,377	4,377	0.0%	4,377	0.0%
Scotts Bluff NM	111,890	104,227	-6.8%	103,133	-1.0%
Sequoia NP	979,537	1,028,565	5.0%	1,048,763	2.0%
Shenandoah NP	1,107,227	997,291	-9.9%	917,847	-8.0%

Table 9: 2008 and 2009 Forecast of Recreation Visits (cont.)

PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Shiloh NMP	368,742	317,766	-13.8%	307,673	-3.2%
Sitka NHP	304,799	306,058	0.4%	312,624	2.1%
Sleeping Bear Dunes NL	1,134,314	1,147,662	1.2%	1,143,042	-0.4%
Springfield Armory NHS	13,548	13,548	0.0%	13,548	0.0%
Statue of Liberty NM	3,380,296	4,107,285	21.5%	4,336,620	5.6%
Steamtown NHS	70,726	61,276	-13.4%	57,372	-6.4%
Stones River NB	196,061	202,906	3.5%	204,600	0.8%
Sunset Crater Volcano NM	231,855	231,855	0.0%	231,855	0.0%
Tallgrass Prairie NPRES	23,000	21,221	-7.7%	22,360	5.4%
Thaddeus Kosciuszko NMEM	4,633	3,637	-21.5%	3,166	-13.0%
Theodore Roosevelt Birthplace NHS	13,098	13,415	2.4%	14,325	6.8%
Theodore Roosevelt Inaugural NHS	14,147	12,537	-11.4%	11,779	-6.1%
Theodore Roosevelt Island	109,894	110,269	0.3%	110,269	0.0%
Theodore Roosevelt NP	456,588	472,209	3.4%	471,397	-0.2%
Thomas Jefferson MEM	2,327,254	2,516,725	8.1%	2,659,759	5.7%
Thomas Stone NHS	4,886	4,925	0.8%	4,902	-0.5%
Timpanogos Cave NM	114,737	109,415	-4.6%	108,889	-0.5%
Timucuan EHP	999,833	1,048,672	4.9%	1,128,684	7.6%
Tonto NM	56,174	64,742	15.3%	65,779	1.6%
Tumacacori NHP	45,484	46,613	2.5%	45,986	-1.3%
Tuskegee Airmen NHS	14,685	14,685	0.0%	14,685	0.0%
Tuskegee Institute NHS	75,450	81,380	7.9%	88,293	8.5%
Tuzigoot NM	107,796	107,471	-0.3%	106,039	-1.3%
Ulysses S. Grant NHS	46,398	46,398	0.0%	46,398	0.0%
Upper Delaware S&RR	248,284	225,656	-9.1%	216,023	-4.3%
USS Arizona MEM	1,557,336	1,606,207	3.1%	1,636,628	1.9%
Valley Forge NHP	1,298,161	1,310,645	1.0%	1,351,857	3.1%
Vanderbilt Mansion NHS	398,125	398,250	0.0%	404,611	1.6%
Vicksburg NMP	699,314	621,909	-11.1%	536,512	-13.7%
Vietnam Veterans MEM	3,633,793	4,021,918	10.7%	4,221,118	5.0%
Virgin Islands NP	571,382	675,512	18.2%	660,001	-2.3%
Voyageurs NP	220,650	226,534	2.7%	223,568	-1.3%
Walnut Canyon NM	126,187	137,359	8.9%	143,661	4.6%
War In the Pacific NHP	209,661	209,661	0.0%	209,661	0.0%

Table 9: 2008 and 2009 Forecast of Recreation Visits (cont.)

PARK NAME	2007 Visits	2008 Forecast	Percent Difference	2009 Forecast	Percent Difference
Washington Monument	591,081	591,081	0.0%	591,081	0.0%
Washita Battlefield NHS	13,928	15,755	13.1%	16,203	2.8%
Weir Farm NHS	12,536	12,823	2.3%	12,982	1.2%
Whiskeytown NRA	782,014	793,025	1.4%	809,007	2.0%
White House	491,229	500,419	1.9%	500,419	0.0%
White Sands NM	437,042	411,221	-5.9%	392,868	-4.5%
Whitman Mission NHS	49,337	47,088	-4.6%	44,225	-6.1%
William Howard Taft NHS	17,365	17,838	2.7%	18,638	4.5%
Wilson's Creek NB	121,878	124,475	2.1%	106,232	-14.7%
Wind Cave NP	603,158	511,448	-15.2%	511,000	-0.1%
Wolf Trap NP for the Performing Arts	503,016	507,400	0.9%	494,643	-2.5%
Women's Rights NHP	18,657	17,387	-6.8%	16,697	-4.0%
World War II Memorial	4,079,606	4,079,606	0.0%	4,079,606	0.0%
Wrangell-St. Elias NP & PRES	61,085	67,952	11.2%	73,390	8.0%
Wright Brothers NMEM	494,331	502,852	1.7%	500,686	-0.4%
Wupatki NM	239,603	233,256	-2.6%	230,442	-1.2%
Yellowstone NP	3,151,343	3,028,022	-3.9%	3,047,605	0.6%
Yosemite NP	3,503,428	3,419,840	-2.4%	3,442,625	0.7%
Yukon-Charley Rivers NPRES	11,567	11,567	0.0%	11,567	0.0%
Zion NP	2,657,281	2,707,263	1.9%	2,750,174	1.6%
NPS Total	275,581,547	276,709,637	0.4%	277,904,845	0.4%

Notes: Forecasts are trend line extensions based on actual visitation data from the previous 5 years.