

Tourism Tips and Tidbits

- 1) Get to know the park and its varied resources – natural, cultural, and people.
- 2) Get to know the staff and Rangers – they are an excellent source of information on not only the park, but also about the community as well.
- 3) Look for ways to collaborate on park programs and projects – these can benefit everyone involved.
- 4) Include the park on communications such as press releases and site information – this should be a two-way street, with the park sending communications to the tourism offices.
- 5) Perform cross training of all employees to sites – this way the Rangers know who is in town and the tourism office employees understand what is available at the park.
- 6) Assist with advertising – remember visitation benefits everyone, if people visit the park, they will stay, shop and eat in town.
- 7) Do your homework! If you want to bring in a group for a formal event, do professional filming or photographs, often these activities require a special use permit. When in doubt, ask the Rangers!
- 8) Maintain a “group log” with your local National Park sites. Often if a group visits one site, they will visit others. Make sure that you call the park if you are not sure a group has called them so everyone is ready for the group when they arrive.
- 9) Visit the park’s website and visit often! Many parks update their sites with press releases or information on upcoming events. Familiarize yourself with the park’s site and make sure your site link is on the park webpage.
- 10) Most of all: make sure your visitors are enjoying themselves, having fun and getting information about your sites and the park in a welcoming way.