



NATIONAL PARK HOSPITALITY ASSOCIATION

NEWS

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A Buck A Stay Raises \$1 Million+ for National Parks

Washington, DC (September 22, 2010) - Hotel guest donations of just one dollar a stay at America's iconic national park lodges, hotels and attractions have generated \$1.1 million for the parks since 2006. The program demonstrates broad public support for the National Park System.

Through the Guest Donation Program, members of the National Park Hospitality Association invite guests to donate one dollar to fund national park projects, applied to bills at check-out. Contributions benefit the national park in which the lodge or hotel is located. The funds are used for restoration projects, trail maintenance, and enhanced visitor services. And the contributions are voluntary: guests can ask that the contribution be removed from their bill.

"On behalf of the National Park Service and park concessioners, we want to thank park visitors for their donations and support. A little help from hundreds of thousands of visitors goes a long way," said Joe Fassler, Chairman of Glacier Park, Inc., one of the participating concessioners, and Chairman of The National Park Hospitality Association (NPHA).

Contributions are deposited with the National Park Foundation (NPF). According to Neil Mulholland, NPF President and CEO, "This is a great cooperative effort. It's a very good thing for everyone, and especially visitors staying in park hotels and lodges. Their small donation becomes a significant resource helping our National Parks." NPF tracks the donations and distributes the funds for the National Park Service-authorized projects, either directly or through local park friends organizations. In Yosemite, for example, collected funds are transferred to the Yosemite Conservancy. According to Conservancy President Mike Tollefson, "This is a wonderful opportunity for guests to give back, especially to support the Youth in Yosemite program."

Concessioners in 13 national parks in 10 states participate in the program: Crater Lake, Oregon; Grand Canyon, Arizona; Hawaii Volcanoes, Hawaii; Mesa Verde, Colorado; Olympic, Washington; Shenandoah, Virginia; Yosemite and Death Valley, California; Glacier Bay, Alaska; Everglades, Florida; Mt. Rainier, Washington; Bryce Canyon and Zion, Utah.

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The program includes six concessioners: Glacier Park, Inc., Xanterra Parks and Resorts, ARAMARK Parks and Destinations, DNC Parks & Resorts, Guest Services, Inc., and Volcano House.

“This program is sustainable, expandable, and the funds will help make each national park better for new generations of park visitors,” said Derrick Crandall, Counselor for the National Park Hospitality Association.

The National Park Hospitality Association (NPHA) is the national trade association of the businesses that provide lodging, food services, gifts and souvenirs, equipment rentals, transportation and other visitor services in the National Park System. Concessioners have played an important role in creating lasting national park memories for more than 125 years. Concessioners operate in more than 100 national park units with combined sales exceeding \$1 billion annually and \$70 million+ in franchise fees paid to the National Park Service. The in-park concessioner workforce of some 25,000 persons assists visitors an estimated 100 million times annually.

Information on national park concessioners is at www.parkpartners.org.

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