Thanks for your interest in being partners for the Great Outdoors!
TEN REASONS WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER OUTDOORS PLACES

Derrick Crandall
American Recreation Coalition
National Park Hospitality Association
» REASON #10:

► Parks and other federal recreation sites are big business
1) FICOR: 2012 visitors spent $51 billion in nearby communities during trips to public lands and waters.
2) one billion recreation visits annually –many of the top 25 US travel destinations
3) prime lure for international visitors
4) 60% of all skiing, huge percentage of top fishing, wildlife-viewing opportunities
5) 1/3 of the surface of the USA

WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES
» REASON #9:

► They are already a key asset for you, but passive

1) nearly one-third of visitor expenditures are for lodging – most covered by an existing hospitality tax. Do the math – 1/3 of $51 billion is $17 B ...2% of that is $340 million

2) involves many of your members including ski areas and park concessioners. Concessioners alone do $1.2 B in sales annually, paying $100+ million annually to the NPS in fees

WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES
» REASON #8:

► The public loves the outdoors for leisure time

1) look at how even Disney emulates the outdoors with its Wilderness Lodge and Animal Kingdom ...

2) our research show bipartisan, all region, all sociographic interest in the outdoors

WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES
REASON #7:

► As if we didn’t already have a great product, we now see the outdoors touted as a major health tool to combat obesity, costs
   1) First Lady’s Let’s Move Outside
   2) Park Prescriptions movement
   3) Healthcare industry as a partner in programs like National Get Outdoors Day

WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES
» REASON #6:

- Your dollars can be leveraged like never before
  1) major recreation industry initiatives promoting lifestyles and places now total some $100 million annually: **Go RVing, Discover Boating, Take Me Fishing**, and more
  2) new promotion efforts coming: **Find Your Park** by NPS, Brand USA IMAX effort, more
  3) corporate partners: Coleman RentMyTent, SC Johnson’s OFF! “The Outdoors Misses You,” Walmart embrace of Great Outdoors Month

**WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES**
Leveraging the message of a major corporate partner ...
» REASON #5:

1) Federal land agencies were once active in promotion – esp. NPS. US Travel Bureau was once an office in NPS. Most park lodges were built by railroads as lures to travel.

2) Federal agencies were active in Discover America

3) Now reengaged in many ways, including National Strategy on Travel and Tourism

WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES
REASON #4:

- Parks and other federal assets are unrecognized assets that can be activated cheaply and quickly
  1) Apps like Yonder
  2) Better signs and links via QR codes
  3) Support for programs like range talks
  4) Special events

WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES
REASON #3:

If we don’t help, the agencies are likely to dim the lure of the Great Outdoors. They now depend heavily on general appropriations and need channels to help their brands and assets capitalize on market interest. We need to help sell passes and otherwise fund needed programs and facilities.

WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES
» REASON #2:

► Promotion of the Great Outdoors is an easy way to partner with major public officials who influence your budgets – people like governors. Proclamations, PSAs – governors are clearly interested and bring assets like state park and tourism agencies and their own communications shops.

**WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES**
PROCLAMATIONS BY THE PRESIDENT AND ALL 50 GOVERNORS
GOVERNORS TAP STATE PARKS AND TOURISM AGENCIES TO DELIVER INVITATIONS
» REASON #1:

> Recreation is FUN and helps not only visitors but local residents, too! Promoting outdoor recreation is a win for all.

**WHY GATEWAY DMOS SHOULD BE ACTIVE ON PARKS, OTHER PLACES**
GREAT OUTDOORS MONTH 2014
A GREAT SUCCESS!!

PROCLAMATIONS  ○  NATIONAL TRAILS DAY
KIDS TO PARKS DAY  ○  NATIONAL FISHING AND BOATING WEEK  ○  NATIONAL MARINA DAY
NATIONAL GET OUTDOORS DAY  ○  PARTNERS OUTDOORS 2014  ○  GOVERNORS’ PSAs
CAPITAL CAMPOUTS  ○  GREAT AMERICAN BACKYARD CAMPOUT  ○  SHELDON COLEMAN
GREAT OUTDOORS AWARD  ○  BEACON AWARDS  ○  LEGEND AWARDS  ○  GREAT OUTDOORS MONTH DAY OF SERVICE  ○  GOM WEBSITE  ○  MOSAIC  ○  RTP AWARDS
» AT THE NATIONAL LEVEL:
► EXPAND SOCIAL MEDIA CROSS-PROMOTION
► BOOST CORPORATE SUPPORT
► PRESIDENTIAL PROCLAMATION EVENT
► ROLE FOR MEMBERS OF CONGRESS
► EXPAND FICOR AND CABINET ROLE
► FOUNDATIONS’ ROLE

» AT THE STATE LEVEL:
► EXPAND ROLE OF GOVERNORS, INCLUDING CAMPOUTS, PSAs AND TOWN HALLS
► ADD NASPD AND STATE TOURISM LEADERS TO LEADERSHIP ROLES
► GET SCOUTS AND OTHER YOUTH GROUPS ACTIVELY INVOLVED

A FOCUS ON 2015
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