



December 2010 Newsletter

National Park Hospitality Association

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Register Now for NPHA's March 2011 Annual Meeting

The National Park Hospitality Association will meet in Washington, D.C., March 14th to 17th, for its 2011 Annual Meeting. The meeting promises to be exciting and highly participatory! The Holiday Inn Capitol located on Capitol Hill will be our headquarters hotel. The primary focus of the meeting will be new Congressional Members and leaders of the 112th Congress. For the NPHA registration form, [click here](#).

The opening reception will take place Monday, March 14th, at 6:00 pm. On Tuesday, March 15th, the NPHA annual meeting will precede our travel to the U.S. Department of Interior (via NPHA member Old Town Trolley Tours) for our meeting with National Park Service and the Interior leaders. NPHA members will then travel to Capitol Hill for meetings with key Congressional leaders and staff. Tuesday evening will feature a CONPAC reception for special U.S. House of Representatives Friends of Parks.

The Wednesday, March 16th, breakfast will include a briefing by the 2016 National Parks Centennial Steering Committee. We will depart mid-morning for the U.S. Capitol Visitors Center for briefings, Senate visits and lunch. That afternoon we will meet at the Smithsonian's [National Museum of the American Indian](#) for a joint session with the

American Indian Alaska Native Tourism Association ([AIANTA](#)) and the [Indian Arts and Crafts Board](#) of the U.S. Department of the Interior to discuss mutually beneficial programs and greater involvement with the Native American community. We hope to hold our Wednesday evening event at the museum. For the full schedule, [click here](#).

The AAA 3-Diamond [Holiday Inn Capitol](#) offers a \$259 rate per room, per night, for NPHA attendees. The newly renovated hotel features two restaurants, a Starbucks, a fitness center and pool, garage parking, complimentary high-speed Internet access throughout the hotel, 32" flat screen HDTVs and a 24-hour business center. It is located within easy walking distance of the U.S. Capitol, one block from the Metro Orange Line and a short taxi ride from Ronald Reagan Washington National Airport. Reserve your guest by calling (202) 479-4000 and ask for the NPHA group code **N3M**. Make your plans now to attend this spring as space is limited! Sponsorship opportunities are offered to be highly visible at the conference. Please contact tsimmons@funoutdoors.com with questions or (202) 682-9530 x 204.

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NPHA Ends 2010 with Large Pacific West Regional Summit

The Pacific West Regional Summit organized by NPHA for concessioners in the region and National Park Service regional leaders is today, December 15th, in Oakland, California. For many concessioners, this is an introduction to Pacific West Regional Director Chris Lehnertz. It is the final of six regional summits organized by NPHA in 2010. The agenda includes: discussion of outreach and promotion efforts to build a more robust connection between Americans and their parks; planning for the 2016 Centennial of the National Park Service; regional issues and opportunities; and operational issues such as near-term improvements in concessions management, Standards, Evaluations, and Rate Approval (SERA), Director's Orders 35B, franchise fee accounts and the guest donation program, among many other topics. A summary of the meeting will be in the next NPHA newsletter. The summits have proven to be an effective way to build understanding and explore closer cooperation in serving visitors to parks. A new round of regional summits will occur in 2011.

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White House Invites Private-Sector Support for Let's Move!

NPHA Counselor Derrick Crandall attended a White House briefing December 1st on the Let's Move! physical activity initiative by the Office of the First Lady. It was a high-level meeting of approximately 125 private-sector organizations representing the parks, recreation and tourism industries. Executive Director of Let's Move Robin Schepper focused on how the private sector can come together to help young people be more physically active. According to Mr. Crandall, "Let's Move is a high priority for the White House. The program has more than \$20 million in campaign funding from the U.S. Department of Health and Human Services. It plans several very ambitious events with youth throughout the country. It will focus on parents, too, to encourage them to take their kids outdoors." National Park Service Director Jon Jarvis attended the meeting with his special assistant Ali Kelley, who will move to the White House temporarily for a

key role with the program. Concessioners will have the chance to tie in with NPS Junior Ranger activities, National Get Outdoors Day and more. If you have ideas, please contact Dcrandall@funoutdoors.com

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NPHA and Indian Arts and Crafts Board Explore Expanded Cooperation

NPHA and the U.S. Department of the Interior's Indian Arts and Crafts Board (IACB) are exploring new partnerships. The IACB oversees the implementation of the Indian Arts and Crafts Act by promoting the economic development of American Indians and Alaska Natives of federally recognized Tribes through the expansion of the Indian arts and crafts market. IACB's activities are now directed by Interior's Special Advisor to the Secretary – and former NPS Director – Bob Stanton. According to NPHA Counselor Derrick Crandall, "We can find real benefits from cooperation – and help assure improved compliance with the law – to advancing the well-being of Indian artists and craftsmen and their communities. Concessioners are a great channel for Indian artisans to reach the public. We can add value to legitimate Indian arts and crafts *and* add authenticity of the visitor experience to parks." Our goal is to develop an exciting joint initiative for review during the NPHA annual meeting's joint session with IACB and the American Indian Alaska Native Tourism Association (AIANTA) at the Smithsonian's National Museum of the American Indian on the National Mall. The National Parks Omnibus Management Act of 1998 codified the Authentic Native Handicrafts Policy into law and encourages National Park concessioners to sell native artwork to park visitors. The Act exempts the revenue concessioners derive from the sales of these items from franchise fees. To learn more about the IACB, [click here](#). NPHA plans to establish a Coordinating Council for this topic. To read about the plans for expanded cooperation, [click here](#). If you are interested in serving on the council, contact tsimmons@funoutdoors.com

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International Visitation to U.S. Up 11%

The U.S. Department of Commerce announced December 1st that, for the first nine months of 2010, 45.3 million international visitors traveled to the United States, an 11 percent increase over the same period in 2009. September 2010 registered the 12th straight month of increases in U.S. arrivals. International visitors spent \$100 billion during the first nine months of 2010, 11 percent more than the same period in 2009. In September 2010, international visitors spent \$11.7 billion, 17 percent more than in September 2009. September 2010 marks the ninth consecutive month of growth in U.S. travel and tourism-related exports. For more highlights, [click here](#).

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President Obama Will Promote Travel to the U.S.

The Corporation for Travel Promotion (CTP) is moving quickly to create a TV public service announcement campaign featuring President Obama. He will promote international travel to the U.S. The video is planned to premiere at the U.S. Travel Association's 2011 International Pow Wow May 21st to 25th in San Francisco. Industry resources helping to create the PSA include Disney, the California Travel and Tourism Commission and New York City & Company, among others. The CTP was created in March by the Travel Promotion Act, putting into place a new public-private partnership between the U.S. government and the nation's travel and tourism industry. The private sector will be responsible for raising 50 percent of the CTP's budget. Up to \$100 million in federal funding will be available each year from fees on visitors to the U.S. Inbound travelers to the U.S. from visa waiver countries will be charged a \$14 fee when accessing the Electronic System for Travel Authorization. National parks are expected to be a major focus of CTP promotion efforts. Overseas visitors to the U.S. spend an average of \$4,500 per person per trip. Travel resulting from the Travel Promotion Act is projected to generate \$4 billion in new visitor spending and 40,000 new jobs.

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Travel Itinerary Series Opportunity from the National Park Service

The National Park Service's Heritage Education Services office created a travel itinerary program 15 years ago called "[Discover our Shared Heritage.](#)" Today, the program is online and the 74 itineraries in six regions of the U.S. highlight thousands of sites that are listed in the National Register of Historic Places – bringing them to the attention of anyone interested in learning more about American history, architecture, archeology, engineering, and culture and encouraging people to visit and enjoy these important and inspiring places. Approximately 110 national parks are featured. Concessioners are encouraged to provide information if not currently listed in an existing itinerary, and suggest new itineraries. It is a complimentary listing. The contact for more information is Carol D. Shull, Interim Keeper of the National Register of Historic Places and Chief, Heritage Education Services with the National Park Service. Contact her at 202-354-2234 or Carol_Shull@nps.gov

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National Parks Promotion Council Report

- **National Parks at 2011 International Pow Wow in San Francisco**
America's National Parks will enjoy heightened visibility at the U.S. Travel Association's International Pow Wow, May 21st to 25th, 2011 in San Francisco. Travel and Tourism buyers and suppliers who will be attending Pow Wow will be entertained on Pier 39 and then transported by Hornblower Cruises' ferry to Alcatraz Island for the opening night reception on Sunday, May 22nd. The following day, the trade show's well attended opening day "Monument Monday

Luncheon" will feature an experiential film and presentation about the national parks and related destinations. Throughout Pow Wow, a National Parks Visitor Center will be located in the convention center lobby and, following Pow Wow, a post-show invitation-only familiarization tour will visit Yosemite National Park. Opportunities for highly visible co-branding during these Pow Wow happenings are available to national park concessioners and their gateway communities by contacting Sue Cronin at 203-256-8402 or secronin@optonline.com. More details are at www.nationalparksmarketing.com. For more information on the International Pow Wow, [click here](#).

- **Invitation to Join Fee-Free Days Teleconference Call December 16th**
The National Parks Promotion Council is hosting a brainstorming session to gather ideas on how to improve Fee Free Days in 2011. To participate, go online **tomorrow, December 16th** at 1:00 p.m. (Eastern) to: <https://www1.gotomeeting.com/join/407761608>. The conference call line is 1-805-309-0010, code 407-761-608. An additional teleconference is planned for January.

2011 Fee-Free Days announced thus far by the National Park Service are:
April 16th to 24th - National Park Week
September 24th - Public Lands Day
November 11th - Veterans Day

In the meantime, plan ahead to submit your special offers for Fee Free Days to the public via the NPHA website soon. The Fee-Free Days program has now been offered for two years. It was launched by Secretary of the U.S. Department of the Interior Ken Salazar to help mitigate the concerns and duress of the economic downturn, and to make sure all Americans know they are welcome to visit and benefit from America's national parks and public lands. More dates and outreach initiatives may be added, depending in part upon ideas from concessioners and others. For more information about the call, email: jpoimiroo@nationalparksonline.org. Need ideas? To see examples of NPHA's 2010 deals, [click here](#).

- **National Park Market Research Summit at Capacity for January**
Presentations on the state of national park market research and discussion of what studies could help national parks, their communities in order to better understand park visitors will occur at the first National Park Market Research Summit, January 3rd to 8th in Yosemite National Park, being sponsored by the National Parks Promotion Council. The event is at capacity with more than 60 participants, including a mix of researchers, academics and marketers including authorities from a broad cross-section of national park and outdoor recreation backgrounds. A key goal of the summit is to identify consensus on park visitor research priorities and opportunities. Derrick Crandall and Terry MacRae will represent NPHA at the conference. For questions, contact jpoimiroo@nationalparksonline.org

- **National Park Adventures Online Tops 200,000 Viewers**

Views of the first 50 videos posted as part of the NPPC's National Park Adventure series have now exceeded 210,000. The videos show the adventures of a crew of young videographers who visited 24 national parks this past summer and early fall. Over 100 videos will be posted. The videos encourage youth to visit all types of national parks and the response has been encouraging. Ninety percent of the viewers are younger than 20 years old and they post very encouraging comments. To view the NP Adventure series and public feedback, [click here](#).

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NPHA Joins Twitter, Re-Energizing NPHA Marketing Committee Google Group

NPHA launched its Twitter page [@NPHA](#) on December 6th to instantly communicate about and promote NPHA, share news on events and newsworthy items at NPHA member companies, follow member news, and reach more youth. Twitter will also be used to follow and promote NPHA to the news media. Many government agencies and Congressional offices use Twitter now as well, and NPHA is following their timely news. NPHA looks forward to broadening awareness of the organization through Twitter, with 106 million accounts worldwide, and other social media tools. In addition, NPHA Director of Communications Tracey Simmons is re-energizing the Marketing Committee and its Google Group. The committee is charged with developing and managing programs designed to increase park visitation and the resulting physical and mental benefits to Americans from time in national parks in partnership with the National Park Service and other park partners. [Click here](#) to join our online marketing discussion group. For questions, please contact tsimmons@funoutdoors.com

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Hornblower Brings Hydrogen-Powered Hybrid Ferry to New York City

NPHA-member Statue Cruises and parent company Hornblower Cruises and Events will introduce a pioneering new sightseeing ferry design to New York Harbor next spring. It will operate using a combination of hydrogen, ultra-low sulfur diesel, solar and wind power. The 1,400-horsepower Hornblower Hybrid will be capable of shuttling 600 passengers and will incorporate recycled glass counter tops, LEED-certified carpeting and low VOC paints throughout. Michael Burke, Chief Operating Officer of Statue Cruises, said, "Hornblower has reached a turning point in modernizing marine technology and plans to lead the way with this breakthrough project, not only for the National Park Service, but for the entire maritime industry. This boat will help make New York Harbor a cleaner and more pleasant place." To read more, [click here](#).

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Health Reporter for NY Times Offers Advice: Head Out for Daily Dose of Green Space

New York Times columnist Jane E. Brody's November 30th *Personal Health* article urged her readers to get outdoors and get active. It champions NPHA's message: getting active outdoors cuts costs and boosts health and happiness. Ms. Brody said, "A consortium of physicians, health insurers, naturalists and government agencies have banded together to help more people of all ages and economic strata engage in health-enhancing physical activity in parks and other natural environments. This grass-roots movement has already reached the White House. This year President Obama started the America's Great Outdoors Initiative, proclaiming June 'Great Outdoors Month.' The initiative aims not just to counter sedentary lifestyles but also to reacquaint Americans with the farms, ranches, rivers, forests, national and local parks, fishing holes and beaches that provide opportunities for people to stay active and healthy." To read the column, [click here](#).

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Yosemite Nears Record Attendance, But Avoids Jams

The Fresno Bee on December 8th reported that Yosemite National Park is forecast to exceed four million visitors in 2010, the largest attendance since 4.19 million visited in 1996. The *Bee* article stated, "In the 1990s that number meant summer gridlock, gate closures and bad publicity. Yet last summer – the park's busiest since 1996 – there were no gate closures or three-hour waits to get into paradise. The National Park Service has gotten serious about managing crowds at one of America's favorite parks." According to *The Fresno Bee*, the National Park Service is seeking to "cure a legal problem that has slowed Yosemite planning and \$100 million in projects for a decade, the legal definition of "carrying capacity." In June, *Bee* reported, "541,000 people visited, and there were few crowding problems because of better traffic management, officials said. The park now has a staff of 22 – mostly young people employed only for summer – who guide motorists to parking and help them find less congested areas of the park to visit. It makes a big difference, officials said. 'I remember those big crowds in the 1990s and all the complaints we got, said park spokesman Scott Gediman, who worked in Yosemite since the mid-1990s. 'This year, we didn't hear much at all.'"

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[Advocacy Groups Call for New Source of Revenue to Revitalize New York's Parks and Historic Sites](#)

[RecreatingWithKids.com Launched to Connect Kids, Parents with the Great Outdoors](#)

[New Yogi Bear Movie Features Voices of Justin Timberlake, Dan Aykroyd Dec 17 in 3D](#)

[CT State Parks to Get 100 New Rental Cabins](#)

[Heritage Tourism Survival Kit, New Mexico](#)

[United States Mint Releases Designs for 2011 America the Beautiful Quarters®](#)

[Federal Parks and Recreation Bi-Weekly Newsletters Online](#)

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