

# NEWS



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## **NPHA 2015 ANNUAL MEETING IN WASHINGTON MARCH 23-25**

Washington, D.C. – National Park Hospitality Association (NPHA) Chairman Terry MacRae invites all association members and those interested in park visitor services to take part in several days of discussion and action during the NPHA 2015 Annual Meeting. The sessions will be held in Washington on March 23-25, 2015. The theme of the meeting is “**Concessioners and National Parks in 2016 and Beyond.**”

The meeting will include in-depth conversations with National Park Service (NPS) officials, key Members of Congress and their staffs, a U.S. General Accountability Office study team examining financial practices of the NPS, and others on such key issues as the 1998 Concessions Improvement Act, the challenge of meeting contemporary visitor services and understanding NPS Centennial opportunities and challenges.

The meeting will also include a discussion of concessioner efforts to promote park visitation, including a review of the October 2014 session entitled “**Marketing Parks and the Great Outdoors to All Americans**”, cooperation with Brand USA on a new IMAX film on exciting activities in national parks and support of Federal Row at IPW 2015. The October session, moderated by NPS Director Jon Jarvis and featuring top experts in tourism marketing, can be seen at <http://new.livestream.com/usinterior/events/3466566>.

Information on the meeting and registration materials are attached and are available at: <http://parkpartners.org>.

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About 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 \$1.2 billion annually and \$100 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](http://www.parkpartners.org).

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