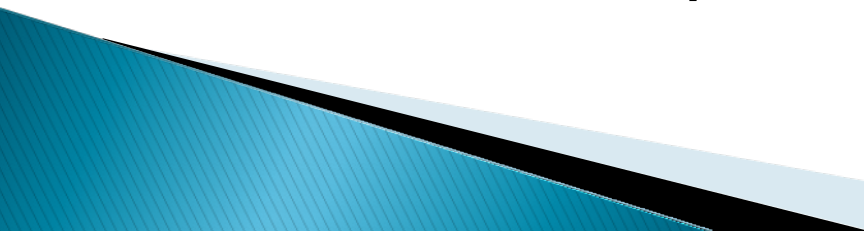


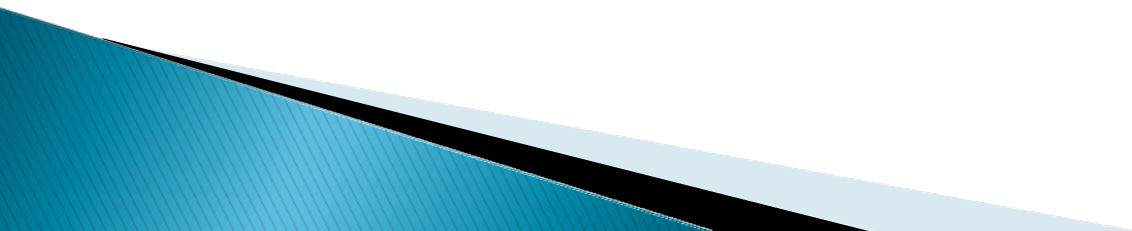
National Park Hospitality Association

2011 Annual Meeting
March 15, 2011

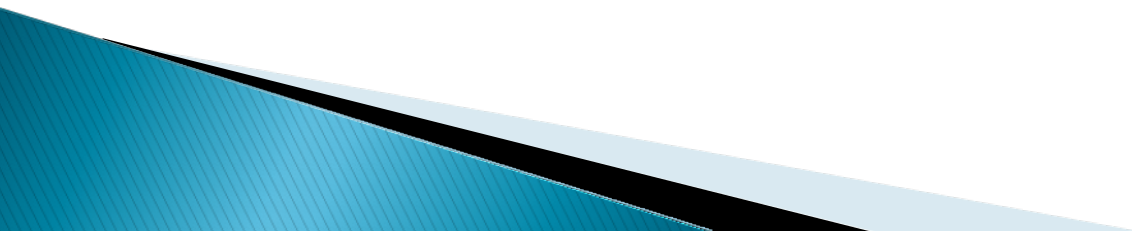
Concessioners Play a Vital Role in National Parks

- ▶ Serving some 100 million of the annual system visitors with transportation, food, lodging and more.
 - ▶ Our 25,000 “on-the-ground” employees are on the front line of park visitor contacts.
 - ▶ Our \$70+ million in franchise fees are vital to park operations and maintenance.
 - ▶ Our investments in buildings, equipment and more are vital.
 - ▶ Our marketing and promotion make parks visible in today’s complex communications.
- 

New Industry Unity

- ▶ Allowing us to address challenges together
 - ▶ Allowing us to focus on growing and improving visitor services
 - ▶ Giving us deserved access in Washington: invitations to White House events and programs; requests for witnesses by Congressional committees; media coordination with NPS on fee free periods
- 

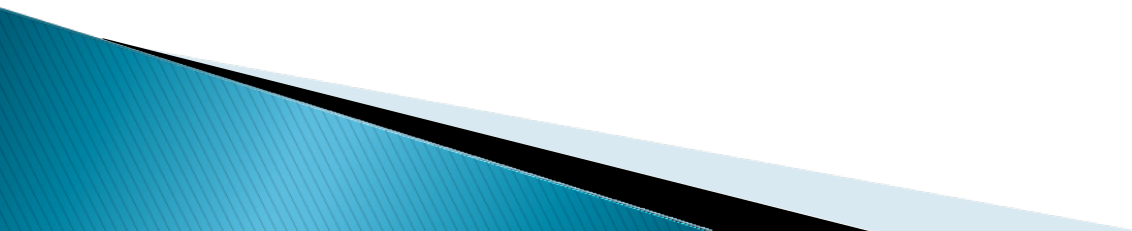
Building Bridges

- ▶ NPHA regional summits with NPS Regional Directors and management teams.
 - ▶ Unified industry meetings with agency and Department of the Interior officials during March meeting.
 - ▶ Participation of NPS officials in NPHA meetings, including Park Partners Forum.
 - ▶ Outreach to Congress: testimony before House Committees on Natural Resources, Appropriations, CONPAC events
- 

Solidifying Relations with Other Park Partners

- ▶ National Park Foundation
 - ▶ National Park Conservation Association
 - ▶ National Park Friends Alliance
 - ▶ NatureBridge
 - ▶ Southeast Tourism Policy Council and Western States Tourism Policy Council
 - ▶ National Association of Gateway Communities
 - ▶ Institute at the Golden Gate
 - ▶ Student Conservation Association
- 

Strong Member Services

- ▶ Information-packed monthly newsletter
 - ▶ Free member access to outstanding Federal Parks and Recreation newsletter
 - ▶ Website with key links to key NPS, Congressional information
 - ▶ Regular updates on key Washington efforts
 - ▶ Member assistance and advocacy
- 

Getting deserved credit

America's Great Outdoors IdeaJam - Concessioners and guests team up to raise more than \$1 milli - Windows Internet Explorer

http://ideas.usda.gov/ago/ideas.nsf/0/56AD28997DF5DB8D862577A100040ECE?OpenDocument

motortrend radio

Favorites | America's Great Outdoors | United Airlines - Airline Ti... | The Lehman Family | AppRiver's Portal - SpamL... | Sweepstakes, Rewards & ...

iGoogle | America's Great ... | The Early Lead - Rut... | Motor Trend Radio ...

☆ Concessioners and guests team up to raise more than \$1 million for parks

President Obama has launched a national dialogue about conservation in America to learn about some of the smart, creative ways communities are conserving outdoor spaces.

The voting tool is available to encourage interaction among those interested in America's Great Outdoors. All comments submitted will be considered.

What are your ideas on the following topics:

- **Challenges** - What obstacles exist to achieving your goals for conservation, recreation, or reconnecting people to the outdoors?
- **What Works** - Please share your thoughts and ideas on effective strategies for conservation, recreation and reconnecting people to the outdoors.
- **Federal Government Role** - How can the federal government be a more effective partner in helping to achieve conservation, recreation or reconnecting people to the outdoors?
- **Tools** - What additional tools and resources would help your efforts be even more successful?

Your ideas and comments from the previous three topics have been archived and will be delivered to the America's Great Outdoors team for inclusion in the report to the President. The four new topics now match those on comment cards provided at AGO Listening Sessions, in order to optimize the organization of ideas and comments.

Read more about the [America's Great Outdoors conversation](#)

Promote

Total: 46

Promotes: 53

Demotes: 7

Demote

IdeaSpace: [What Works](#)

Tags: [funding](#), [National Park Foundation](#), [contributions](#)

Idea Author: [Derrick Crandall](#) on 16 Sep 2010

Status: Open

Linkage: [Permalink](#) / [Email](#)

Concessioners in about ten national parks offer guests a chance to make a \$1 per night contribution to help fund projects in those parks. The money is deposited with the National Park

Username:

Password:

Login

[Reset Account Password](#)

[Register New Account](#)

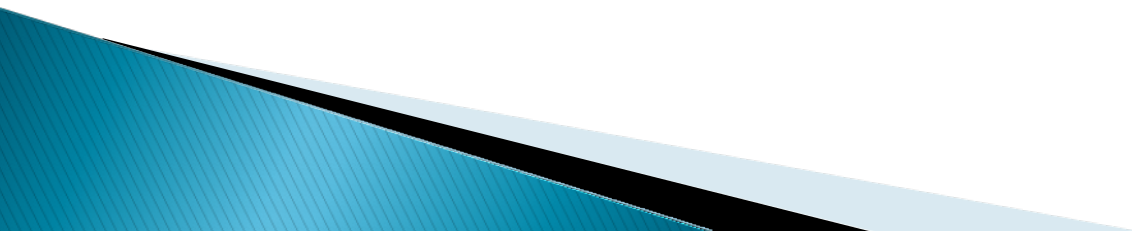
America's Great Outdoors

Americans have a proud tradition of working together - from the ground-up - to protect rivers from pollution, set aside open spaces for hiking and biking, preserve wildlife habitat for fishing and hunting, and restore the cultural and historic sites that tell America's story. That's why President Obama has launched a national dialogue about conservation in America.

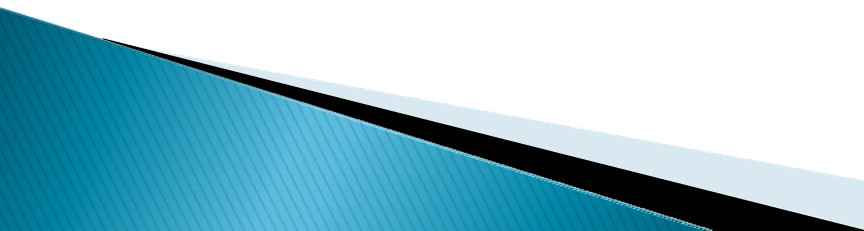
We Want to Hear from You

We want to hear about the places you love, your community's efforts to protect them, and how we can better support modern-day land conservation efforts happening in

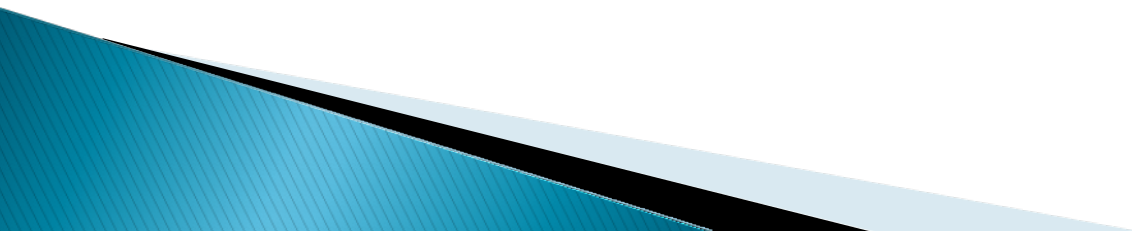
National Parks Promotion Council

- ▶ NPHA provided the initial funding and staff support
 - ▶ Research and Outreach Committees
 - ▶ Reacting to opportunities – including the planned Oprah segments on camping in Yosemite
 - ▶ Adding new promotion partners
- 

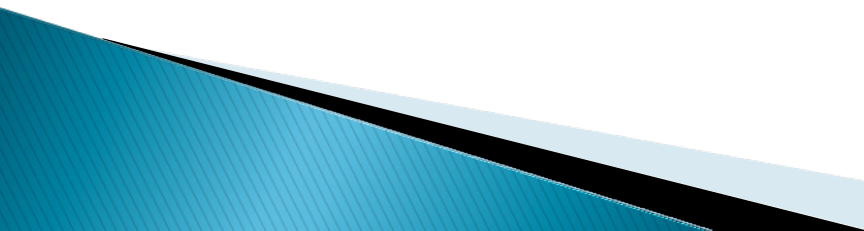
Pursuing a positive agenda ...

- ▶ Key role in America's Great Outdoors and in the Healthy Parks, Healthy People initiative
 - ▶ Have achieved universal agreement that park visitation is in decline – and that this decline is a problem
 - ▶ Fee Free Days – commitment to work with NPS on dates, offers, strategy
 - ▶ NPS communications and outreach efforts
 - ▶ New Opportunities: America's military and American Indians
- 

Pursuing Operational Improvements

- ▶ List of challenges and suggestions offered at Yosemite meeting and submitted to the agency in November 2009.
 - ▶ Agency response included promises of action on many items, and consideration in SERA process for others.
 - ▶ We look forward to continuing to pursue these and other improvements.
- 

Making SERA useful ...

- ▶ Key issues are using the SERA process to define goals and reduce burdens on both NPS and concessioners
 - ▶ SERA needs to encourage and reward, not just penalize
 - ▶ If concessioners are seen as part of the park “team,” then concessions management should be managed as NPS personnel are managed – with leadership and encouragement
 - ▶ Key issue: is the goal to satisfy NPS or visitors to the parks?
- 

**Bottom line is we are
making progress ... and will
see real results in 2011**

