



NATIONAL PARK HOSPITALITY ASSOCIATION

# NEWS

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## **NPHA Submits Testimony on National Park Service's *A Call to Action***

Washington, D.C. - The National Park Hospitality Association (NPHA) submitted testimony this week to the United States Senate's Subcommittee on National Parks, which held a hearing to review the National Park Service's recently released ***A Call to Action: Preparing for a Second Century of Stewardship and Engagement***.

Witnesses at the hearing were National Park Service Director Jon Jarvis, National Park Foundation President and CEO Neil Mulholland and Jason Morris, Executive Vice President of NatureBridge. Presiding at the hearing was U.S. Senator Mark Udall (D-CO), who chairs the Subcommittee.

***A Call to Action*** was released on August 25 and contains 36 action steps that the National Park Service (NPS) has committed to taking in advance of the agency's Centennial in 2016. The report focuses on four key themes: 1) Connecting People to Parks; 2) Advancing the Education Mission; 3) Preserving America's Special Places; and 4) Enhancing Professional and Organizational Excellence. The agency – and its partners – will use the report to prepare for its second century by committing to action that will attract more visitors to parks, educate our nation's youth through parks, increase donors to national parks and improve the operation of the agency overall.

NPHA used the testimony to praise ***A Call to Action*** and the NPS' commitment to partnerships, creativity and flexibility. NPHA also emphasized important issues related to concessioners, including National Park campground enhancements, improvements in partnership-based actions between concessioners and NPS, and expansion and reenergizing of guest donation programs. NPHA shared recommendations made to NPS as ***A Call to Action*** was being developed, noting that the recommendations would add revenues or reduce NPS costs estimated at half a billion dollars between now and the agency's 100<sup>th</sup> anniversary in 2016.

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## **NPHA Submits Testimony on National Park Service's *A Call to Action* Add One**

NPHA noted that ***A Call to Action*** makes specific reference to several issues which are already high priorities for park concessioners. Concessioners have supported increased physical activity during park visits for many years, and helped to make this issue a focus of the America's Great Outdoors Initiative. Action Step #6 of ***A Call to Action*** pledges additional efforts on this issue. In addition, the new NPS plan puts a priority on providing park visitors with healthy food options – a goal concessioners are already pursuing, and where closer partnership with NPS can overcome challenges facing concessioners.

NPHA's testimony is available [here](#). The testimony of witnesses at the hearing is available [here](#).

**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. For more information, please visit [www.parkpartners.org](http://www.parkpartners.org).*