



National Park Service
Office of Tourism

Partners in Promotion

Innovation in Reaching New
Audiences through Strategic
Visitation



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to health and happiness through recreation.*



NPS Strategic Visitation

The Organic Act- “The service thus established **shall promote** and regulate the use of the Federal areas known as national parks, monuments, and reservations... which purpose is to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.”

The NPS National Tourism Council (NTC) has developed a strategic plan designed to complement the goals of the Centennial Initiative and the Interpretation and Education Action Plan.



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NPS Tourism Strategic Plan

1. Engage Community Partners
2. Improve Communications and Marketing Capacity
3. Create Innovative Visitor Enhancement Strategies
4. Ensure Quality Visitor Experiences
5. Ensure Professional Excellence
6. Finance Implementation and Execution of the Plan



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Ensuring Professional Excellence

- Cultivate, nourish, support, recognize, and celebrate a visitor centric ethic that supports quality visitor experiences throughout the Service. Anticipate, relate, and adjust to changes in visitor needs and preferences.
 - Develop and distribute case studies which offer examples of best practices, creativity, innovation, and partnership successes.



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Survey Project Goals

- NPS Initiative
- Tourism Partnerships
- Targeted Audiences
 - Youth
 - Minorities
 - Gateway Community Partnerships
- Innovative Technologies
- Sustainability
- Maximizing visitor experiences



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Case Studies



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Saguaro National Park

American Indian
Cultural Heritage
Fair & Fiesta Day Saguaro

- Worked with local tribes, tribal school, neighboring NPS units and cooperating association
- Outreach to local ethnic communities and gateway economic communities
- Food, crafts, music, dance and storytelling



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Charles Pinckney National Historic Site Sweetgrass Cultural Arts Festival

- Partnered with local cultural arts community, City of Mt. Pleasant, South Carolina State Parks, South Carolina State Tourism Bureau
- Developed into a permanent cultural arts visitor center, two documentary films, and a cultural corridor along highway



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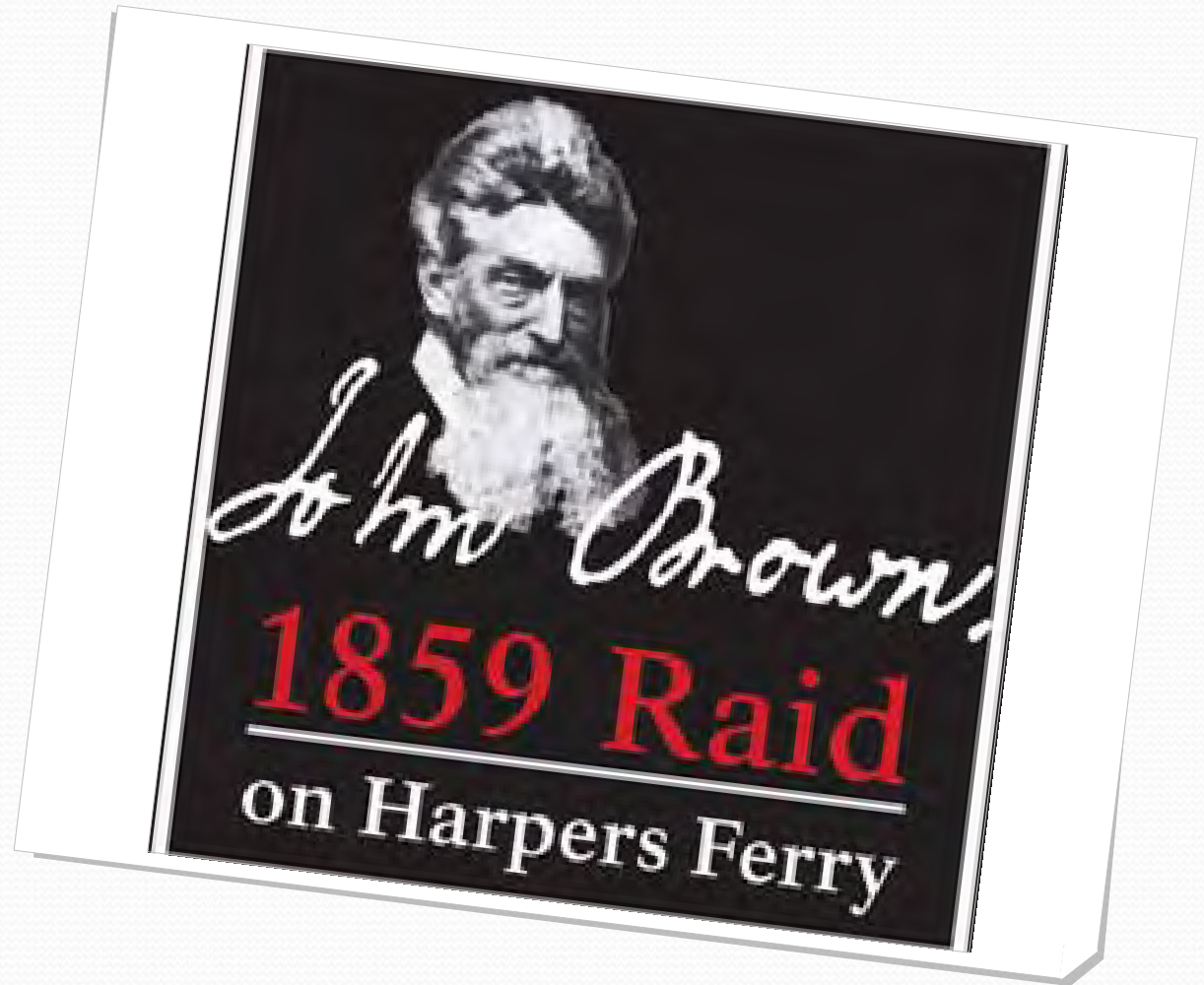
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Harper's Ferry National Historical Park

Quad-State John Brown Commemoration Committee

- Partnership with six county Convention and Visitors Bureaus in four states, National Heritage Area, cooperating association, local historical association, NAACP chapter, State Heritage Area, WV Division of Tourism, VA & WV Civil War Sesquicentennial Commissions, local middle school, and others!



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Cuyahoga Valley National Park

Polar Express &
Underground Railroad train
tours

- Partnered with Cuyahoga Valley Scenic Railway, cooperating associations, community theater groups, local scouting councils
- Outreach to regional tourism and African American community
- Boost to gateway community shops and restaurants



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Tonto National Monument

Cliff Dwelling Photography Tours

- Partnered with local camera shops, community college, artists' guild, and retirement communities
- Opened extended tour times on days when regular ranger-guided tours not available to small groups learning photography
- Photo skills taught by VIP pro photographers



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Mammoth Cave Caveland Marketing Association

- Partnership with dozens of area tourism industry interests in surrounding three counties
- Maximized marketing capacity by cooperation rather than competition with other tourist attractions in the region



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Golden Gate National Recreation Area

Alcatraz Island Tourism Marketing

- Partnership with San Francisco CVB, Hornblower Yachts and Cruises, California State Parks, Golden Gate Conservancy
- Improved visitor access and quality of experiences
- Increased visitation from 450,000 to 1.4 million over past 25 years



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Shiloh National Military Park

Grand Illumination Heritage Festival

- Partnership with Mississippi State Department of Tourism, Corinth/Alcorn County Visitor's Bureau, Corinth Main Street Business Partners
- Remote area of park working with local business community to reach out to new audiences



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Lake Mead National Recreation Area Electric Light Parade Gateway Community Outreach

- Partnership with City of Boulder City, Boulder City Chamber of Commerce, and Great Basin Institute
- Outreach to gateway community through extended weekend hours during community parade event
- Spanish-speaking interpreters, children's activities, and S'MOREs!!!



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North Dakota National Parks

Explore North Dakota NPS Backpack Kit

- Cooperative marketing partnership between ND NPS sites, ND State Dept of Tourism, two local convention and visitors bureaus designed to generate media attention
- ND parks worked together to staff an exhibit booth at a travel writer's conference to distribute the kits



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Civil War Sesquicentennial



Civil War Sesquicentennial

- Demonstration project of the NPS Strategic Tourism Plan through promoting travel, creating national branding platform, and highlighting lesser-known parks
- Creating and strengthening partnerships with gateway communities
- Extending the story “beyond the battlefield” to include Civil Rights and home front stories



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