



## The National Park Hospitality Association 2020 Annual Meeting: Understanding Park Visitors of the 2020s

**Date:** March 15-18, 2020  
**Location:** Intercontinental Washington at the Wharf, 801 Wharf St. SW Washington, D.C. 20024, 202-800-0844, <https://wharfintercontinentaldc.com/>  
**Theme:** **Understanding Park Visitors of the 2020s** will facilitate discussions among national park concessioners, the NPS, Congress and others regarding new and better ways to enhance the experiences of national park visitors while better balancing visitation to national park units, seasonally and across the country.

### AGENDA

#### Sunday, March 15

**5:30 PM** Registration and Reception Pearl

#### Monday, March 16

**9:30 AM** Coffee

**10:00 AM** **Special Session – Effective Media and Allies Communications** Algonquian

**Noon** Lunch -- Buffet Oyster Hall

**12:30 PM** **Annual Meeting** Algonquian  
 2019 Recap  
 NPS Concessions Program Improvements  
 Review of Regulation and Policy Proposals  
 Media Strategy  
 Outreach Report  
 The FY 2020, 2021 Budgets – implications for NPS  
 2020 NPHAGoals, Objectives and Priorities  
 Key Legal Issues Roundtable

**4:00 PM** **Special Guests -- Panel** Algonquian  
 Jonathan Wolfson, Deputy Assistant Secretary  
 U.S. Department of Labor

**4:30 PM** Adjourn

**5:00 PM** Reception featuring NPHA's 580 Water Street, SW  
 Associate Members, Guests,  
 Entertainment – Kenny Ray Horton

**7:30 PM** Dinner Seaport I and II

**Tuesday, March 17**

<b>7:30 AM</b>	<b>NPHA Executive Committee Meeting</b>	<b>Pearl</b>
<b>8:00 AM</b>	<b>Continental Breakfast</b>	<b>Oyster Hall</b>
	<b>Topic Tables:</b>	
	<b>Campgrounds for the 21<sup>st</sup> Century</b>	
	<b>Strengthening Visitor Services Planning via Concessions</b>	
	<b>Measurement of Performance</b>	
	<b>WiFi/Broadband in Parks</b>	
	<b>Sharing Information About Park Visitors</b>	
	<b>Outreach to America's Youth: Park Camps and Conservation Corps and More</b>	
<b>8:30 AM</b>	<b>General Session</b>	<b>Algonquian</b>
	Update from the Commercial Services Team, led by Kurt Rausch, Chief, WASO Commercial Services	
<b>9:15 AM</b>	Update from Capt. Sara Newman, Chief, NPS Office of Public Health	
<b>10:15 AM</b>	<b>Topic table reports</b>	
<b>10:45 AM</b>	<b>Special Presentation: The Future of Park Visitation</b>	
	Greg Oates, Senior Vice President, Innovation, MMGY/NextFactor	
<b>11:45 AM</b>	<b>Special Presentation: Parks and International Visitors</b>	
	Will Shafroth, President, National Park Foundation	
<b>Noon</b>	<b>Lunch – Buffet Service and Return to Seat</b>	<b>Oyster Hall</b>
<b>12:30 PM</b>	<b>Looking Ahead at the NPS' Second Century: Opportunities for Collaboration</b>	<b>Algonquian</b>
	<b>Lena McDowall, Deputy Director, NPS</b>	
<b>2:30 PM</b>	<b>General Session: The Future of Park Visitation</b>	<b>Algonquian</b>
	Remarks: Ryan Hambleton, Principal Deputy Assistant Secretary for Fish and Wildlife and Parks	
	Panel of NPHA members, NPS leaders and Friends	
<b>4:00 PM</b>	<b>Adjourn</b>	<b>Algonquian</b>
<b>5:30 PM</b>	<b>Reception</b>	<b>Algonquian</b>

**Wednesday, March 18**

<b>8:00 AM</b>	<b>Action Session (Optional)</b>	<b>Algonquian</b>
9:00 to noon	Hill and Administration Visits (Optional)	
<b>10 AM</b>	<b>Field Trip to key National Capital Region Sites</b>	<b>TBD</b>
	(proposed)	

3/5/2020

CANCELLED