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**National Park Visitor Data Initiative Launches  
Featuring New National Survey Results and Aggregated Data Library**

Washington, D.C. (January 11, 2023) – Today, the National Park Hospitality Association (NPHA) launched two new important initiatives to expand its efforts to support the National Park Service and national park visitors. Working with Morning Consult, a global intelligence company relied on by more than half of all Fortune 500 companies, NPHA commissioned a series of national surveys of the American public on key national park issues. NPHA unveiled the findings of the first survey in a new website today (<https://npha.morningconsultintelligence.com/>). Additionally, NPHA has launched the Park Visitor Data Collaborative, a new virtual public library of current national park visitor data from a variety of reliable resources, including the National Park Service, U.S. Bureau of Economic Analysis, National Travel and Tourism Office, and more.

The data from the recent survey offers key insight into Americans’ preferences and priorities for visiting national parks. Highlights from the survey findings include:

- National parks remain among the most popular destinations for Americans, and the parks are top of mind for Americans considering future travel. Sixty-three percent of respondents indicated that they are likely to choose a national park as a vacation destination in the next 12 months.
- There is strong bipartisan support for continued funding of improvements in national parks, with 79% of adults strongly supporting. This support extends across racial and ethnic groups as well as across ages and income levels.
- Overall, a majority of adults view sustainability and accessibility as important aspects of the park experience on which to continue improving.

To further aid in the sharing of key national park visitor data, NPHA’s new Park Visitor Data Collaborative website provides easy and centralized access to a wide variety of existing data and research related to national park visitation. NPHA will continue to integrate new data sources into this link library in the future.

As NPHA Chairman Scott Socha explained, “As we look to the future of visitation to our parks, it is vital to have a deeper understanding of who park visitors are and who they are not, as well as insights on visitor decision-making, preferences, and expectations. While there is currently a plethora of existing data and research, it is spread across disparate sources that can be challenging to find. Furthermore, there is currently no source to aggregate this data, nor a framework to share insights. In response, NPHA members and partners have come together to fund this solution.”

To view more of the recent survey findings or to access the data library, visit <https://npha.morningconsultintelligence.com>.

**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 a key role in creating lasting national park memories for more than 130 years. Concessioners operate in more than 100 national park units with combined sales exceeding \$1.5 billion annually and \$125+ million in franchise and related fees paid to the National Park Service each year. The in-park concessioner workforce of more than 20,000 persons assists visitors an estimated 100 million times annually. More information on NPHA and on national park concessioners can be found at [www.parkpartners.org](http://www.parkpartners.org).

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