



## Navigating the Future

Welcome to Baltimore 2009

"The skill, the will and the till"  
Gary Lilien, Penn State

"The most important single central fact about a free market is that no exchange takes place unless both parties benefit." Milton Friedman

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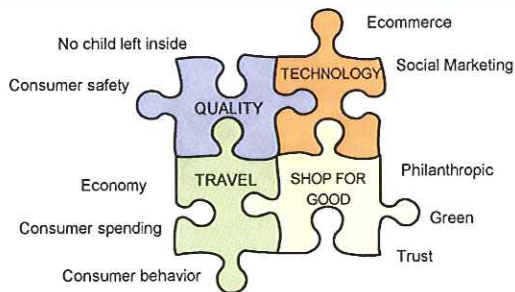
## Navigating the Future

- Non-profits with missions, boards
- Goals within the scope of the partnering agency
- Formal agreements
  - Cooperating Association, Friends Group
  - Guiding documents ~ DO32 and DO21
  - Scope of Sales
- Current statistics

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### Travel

2008	2009
• Travel price index 7.8%	• Travel price index 1.8%
• Travel expenditures 6.5%	• Travel expenditures -3%



Shopping still #1 activity

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### Consumer Behavior & Spending

- What we say and do
- Comfort
- Necessity
- Philanthropic



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### Quality

- Consumer Product Safety Commission Act
- Peanuts
- No Child Left Inside



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Technology

- Website
- Ecommerce
- Enewsletters
- Social Marketing



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Shop for Good

- Green practices
- Philanthropic



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Strategies

- Visit if possible
- Business strategy conversations w/customers
- Talk to their customers
- Talk to agencies (here)
- Use Association tools
- Sign up for customer enewsletters
- Marketing exchange
- Product idea exchange

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Thank You!

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Industry Resources

- APPL <http://www.appl.org>
- U.S. Travel Association (Travel Industry Association) <http://www.tia.org/index.html>
- [http://www.nps.gov/pub\\_aff/lincoln200/index.html](http://www.nps.gov/pub_aff/lincoln200/index.html)
- <http://www.nps.gov/2016/>
- <http://cwar.nps.gov/civilwar/abcivwarSesqInit.htm>