

Top 6 Ideas to Attract National Park Visitors to Your Town



More than [300 million](#) people visit national parks in the United States each year, and the number continues to climb steadily. Proximity to one of the country's national parks and monuments can offer a unique opportunity to attract visitors to your town with a little strategic planning and creative content marketing.

1. Get Connected

In today's constantly connected world, more than half of all travelers indicated that they're uncomfortable being disconnected to the Internet for extended periods of time according

to [Destination Analysts](#)'s biannual The State of the American Traveler study. While this discomfort is naturally highest among millennials, a third of baby boomers also noted connectivity as highly important. With many national parks in cellular dead zones, publishing a list of WiFi hotspots and Internet cafes or highlighting areas where travelers can relax and upload their scenic pics and selfies is a natural way to get them into town.

Be a Go-To Information Source

Contact the head ranger at nearby national parks to get on the email list for upcoming special events. While most national parks have their own Facebook and web pages, providing content that details the event through a local's eyes can offer the visitor a richer experience they won't find from a press release or flyer. Engaging online content will have potential visitors coming back for more and looking to your DMO as an authoritative source of information on the area.

Offer Complementary Activities

Festivals and other complementary activities are a natural for bringing the national park visitor into the city limits. Montezuma Castle National Monument lies just off the interstate outside of Camp Verde, Arizona, making it easy for visitors to miss the town altogether. The [town's website](#) attracts the monument's visitors by listing eight self-guided archaeological hikes near the town that visitors interested in ancient civilizations won't want to miss. Visitors also get directed to the Verde Valley Archaeology Center's museum of local artifacts, tucked in the heart of the historic town.

Promote Lodging

While some national parks offer lodging to help enjoy the area for days on end, facilities at popular parks such as Yosemite and Joshua Tree can fill up quickly during the busy summer season. Accommodations in your town can attract outdoor enthusiasts who don't want to fight the crowds or who missed out on making reservations far enough in advance. Charming cabins, B&Bs and campgrounds make an attractive alternative, often with more comforts of home than facilities at the national park. Let visitors know about the great

views, amenities and services they'll experience by overnighing in town and planning to drive to the national park.

Highlight Complementary Services

Services offered in your town can make life easier for the national park visitor and bring tourist dollars into your community. While most national parks allow pets, they're often restricted to areas along the roadways and picnic areas, with the animals relegated to the car during their owner's visit to the resource. This can place the pet in lethal danger as the heat index climbs inside the vehicle. Profile doggie daycare and pet sitters to solve the problem for owners and benefit your community. Other complementary services could include shuttles or tours to the park for visitors wanting to relax and enjoy the scenery without fighting traffic.

Get Professional Help

Using a professional content marketing service when marketing the outdoors will not only generate more clicks on your website; it makes sure you're communicating to your reader authentically in a voice geared toward the outdoor enthusiast. While there's an abundance of writers who can create an engaging paragraph, a professional finds the intriguing angle and communicates it in a way that's both creative and captivating. Most of all, he or she will create a call to action to visit your town that the national park visitor won't be able to resist.