

National Park Service
U.S. Department of the Interior
Commercial Services Program



The Business of National Parks

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NPS Marketing Expenses



	NPS	Industry
All Concessioners	1.4 %	N/A
Lodging * (39 contracts)	.9 %	6% - 7.2%
Food and Beverage (10)	1.5 %	1.6% - 2.2%
Marinas * (15)	2.3 %	1.2%
Retail (6)	1.2 %	N/A

2010 Statistics

* Contains other services