Communicating The Benefits And Values Of Protected Areas

Barbara Mertin

EUROPARC CONFERENCE 2009
Strömstad / Sweden
100 Years of National Parks in Europe
A Shared Inheritance, a Common Future
Each visitor experience has 2 dimensions:

INSIDE: The experience happens in your visitors’ perceptions, seen by their point of view, created by a combination of their feelings, sensations and prior experiences. You can’t control this!

OUTSIDE: An experience is made up of many separate pieces outside the visitor. You can control nearly every aspect of this!
We all bring our pasts to the present.

Meanings are in people, not words. We all carry our own mental „image dictionaries“ of words. Any given word means different things to different people.

A picture can be worth a thousand words.
To understand the parts, we must first see the whole.

Unless helped, we often fail to find, see, or comprehend.
Branding – burning a symbol into skin – has been used for thousands of years to show ownership. In the past hundred years the word has evolved from meaning „I own this“ to „You want to own this“.

By creating a mission statement your core purpose is clarified and this helps you to create your brand story.
Providing people with new perspectives

Landscapes have histories and these are contained not only in the soils and fauna, and in the traces of human life, but also in the history of the ways of seeing the Land.

Bernard Cohen 1997
MARKETING IS EVERYTHING.

A little vision or a little smart thinking can totally change the possibilities. And that's what we do with property – look for a smarter, more compelling way to present the opportunity. Once we've found it, all our other marketing skills come into play. These get the right message to the right people, creating and concentrating demand as quickly as possible. We can achieve the best price for a property time after time.

Language which is intelligible to all
On this exact spot, on the 5th of April, 1803, absolutely nothing of any historical note took place.
The Artist-in-Residence Program was established in 1984 to foster awareness of the beauty and grandeur of Rocky Mountain National Park through artistic creations. The work displayed here is a product of that program.
Rocky Mountain National Park

This park's for YOU!

Here's how you can help!

Rocky Mountain Nature Association Projects to help the Park

- Educational programs for youth.
- Creating an endowment.
- Your donation today helps protect the Park for years to come.

The Next Generation Fund


Your donation to the nonprofit Rocky Mountain Nature Association helps protect nature for the next generation and beyond.

Thank you for your support.
“70,000,000 OPOSSUMS EATING 21,000 TONNE OF VEGETATION EACH NIGHT IN NEW ZEALAND”.

Dear Customer,

Thank you for buying our quality fur product. In doing so you are helping to save New Zealand forests.

Yours faithfully

Alex & Merle Gregory

Opossum World
Another best practice example: The wetland banquet a dinnershow
The Cornerstones are:

- exclusive dinner
- compelling story
- hands-on activities
- decoration
- background music

DINNER + SHOW