

Communicating The Benefits And Values Of Protected Areas

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EUROPARC CONFERENCE 2009
Strömstad / Sweden
100 Years of National Parks in Europe
A Shared Inheritance, a Common Future



A person with dark hair, wearing a blue shirt, is seen from the back, looking out over a river. The river is surrounded by lush green trees and a sandy bank with driftwood. The sky is blue with some clouds. The text is overlaid on the top half of the image.

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.**

What's in a name?

Defining your brand

Your mission in life

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.



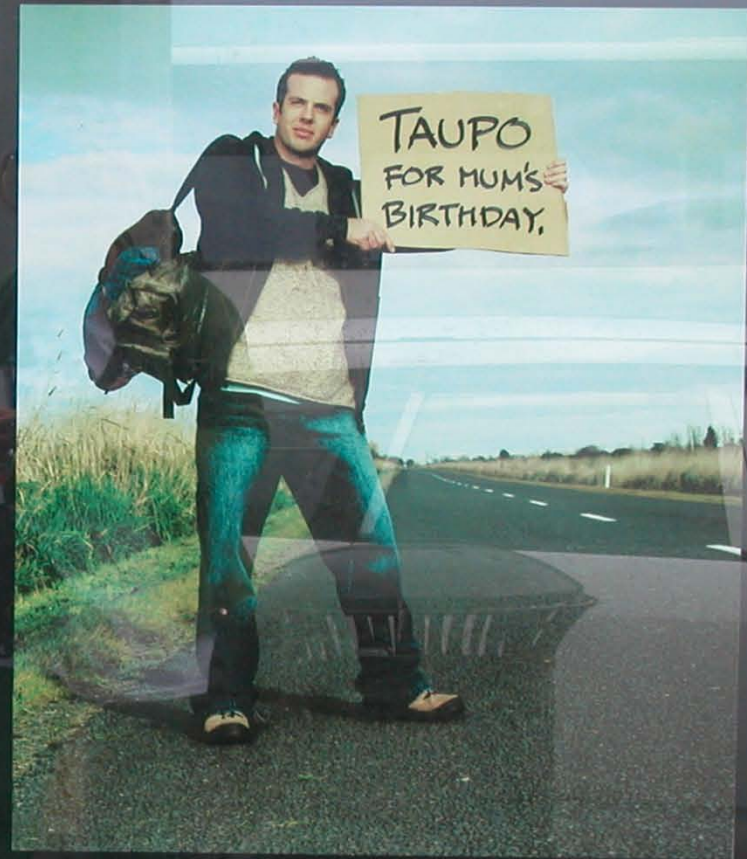
**Powerful
Symbols**

A blue sky with large white clouds. In the foreground, a grassy hill slopes upwards from left to right. Four people are walking along the ridge of the hill, moving away from the viewer. The overall scene is bright and open.

Providing people with new perspectives

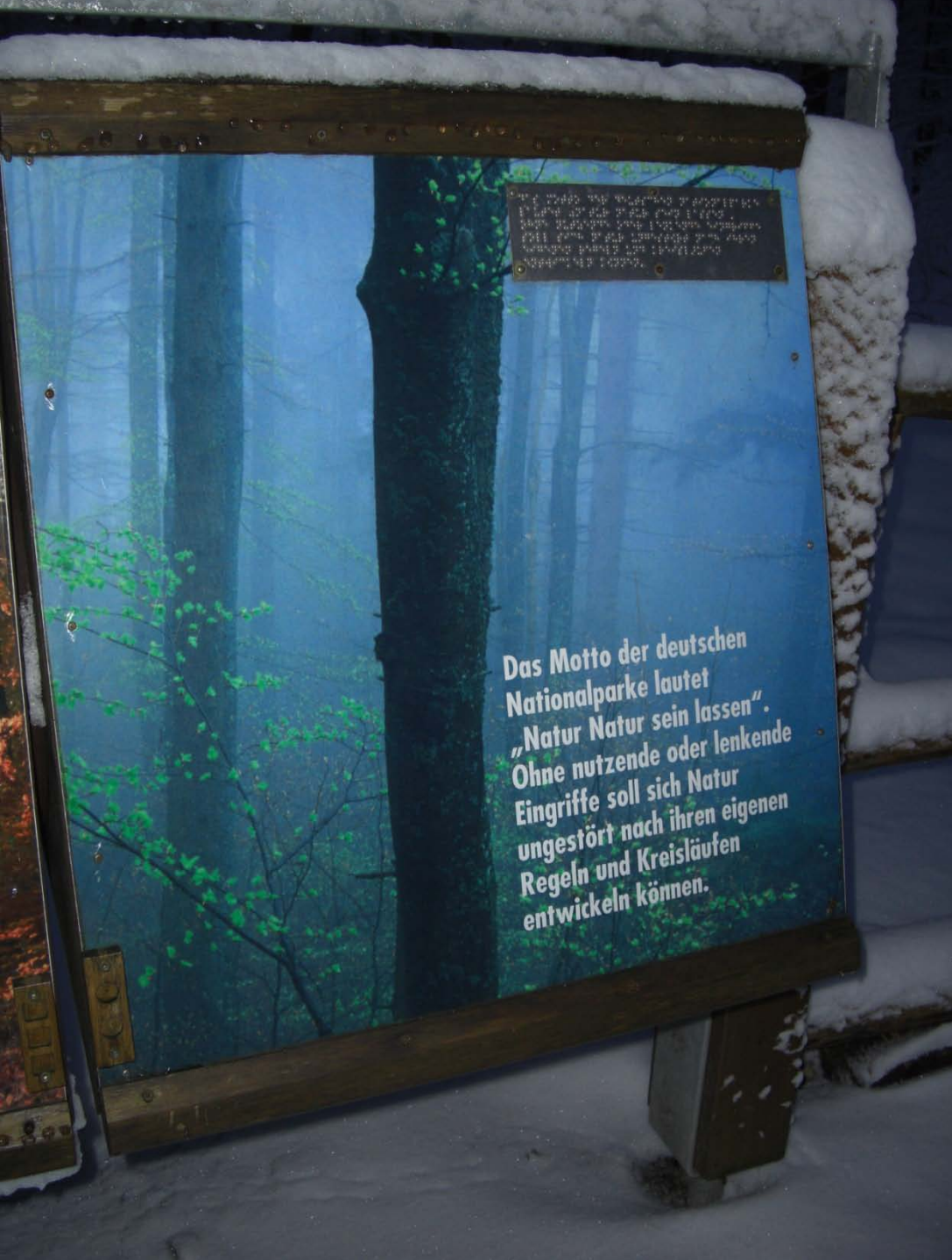
Landscapes have histories and these are contained not only in the soils and fauna, and in the traces of human life, but also in the history of the ways of seeing the Land.

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.



Das Motto der deutschen Nationalparke lautet „Natur Natur sein lassen“. Ohne nutzende oder lenkende Eingriffe soll sich Natur ungestört nach ihren eigenen Regeln und Kreisläufen entwickeln können.

Language
which is
intelligible
to all

Choosing a track?
 Choose a track to match your skills, fitness, and the experience you want. You must be well prepared with suitable clothing and equipment for all weather and conditions. Safety is your responsibility!

Easy access short walk

- Easy walking for up to an hour
- Even surface, well formed with no steps or steep sections
- Suitable for people of all abilities, wheelchairs, buggies and strollers
- Streams and rivers are bridged
- Walking shoes required

Short walk

- Easy walking for up to an hour
- Track is well formed, with an even, well drained surface. There may be steps
- Suitable for people of most ages and fitness levels
- Streams and rivers are bridged
- Walking shoes required

Walking track

- Gentle walking from a few minutes to a day
- Mostly well formed, some sections may be steep, rough or muddy
- Suitable for people with low to moderate fitness and abilities.
- Some tracks suitable for mountain biking
- Clearly sign posted. Water crossings bridged
- Walking shoes or light tramping / hiking boots required

Great Walk / Easy tramping track

- Comfortable multi-day tramping / hiking
- Generally well formed, some sections may be rough, muddy or steep
- Suitable for people with limited backcountry (remote area) experience
- Some tracks suitable for mountain biking
- Track has signs, poles or markers. Major water crossings bridged
- Light tramping / hiking boots required

Tramping track

- Challenging day or multi-day tramping / hiking
- Mostly unformed, may be rough and steep
- Suitable for people with moderate to high level backcountry skills and experience, including navigation and survival
- Some tracks suitable for mountain biking
- Track has markers, poles or rock cairns. Expect river crossings
- Tramping / hiking boots required

Route

- Challenging overnight tramping / hiking
- Track unformed and natural, may be rough and very steep
- Suitable for people with high level backcountry skills and experience, including navigation and survival skills
- Be completely self sufficient
- Track has markers, poles or rock cairns. Expect river crossings
- Sturdy tramping / hiking boots required





On this exact spot,
on the 5th of April, 1803,
absolutely nothing of any historical note took place.





Hawai'i Volcanoes National Park




Mount Bruce
NATIONAL WILDLIFE CENTRE
Nga Mokopuna a Tane

*For the protection
of New Zealand's
wildlife & habitats*


WINNER 1998

Admission: Adults \$8.00
Children Free under 17yrs

← Toilets Recycle Bins →

 Department of Conservation
Te Papa Atawhai





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.



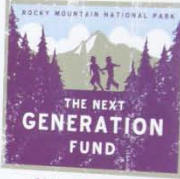
Rocky Mountain National Park

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.



Nature. Pass It On.

Rocky Mountain Nature Association

Friends of the Park Since 1912

Thanks to Rocky Mountain National Park and its many friends, the park has seen many improvements, had successful and successful programs, had successful and successful programs, had successful and successful programs.

Rocky Mountain Nature Association

Rocky Mountain National Park

THE NEXT GENERATION FUND

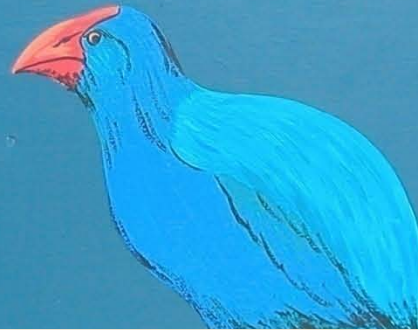
Nature. Pass It On.



YOUR DONATION TO THE NONPROFIT ROCKY MOUNTAIN NATIONAL PARK ASSOCIATES WILL ASSIST WITH THE RENOVATION OF THE TIMBER CREEK AMPHITHEATER IN ROCKY MOUNTAIN NATIONAL PARK. THANK YOU FOR YOUR SUPPORT!



QUALITY KNITWEAR AND FOR ADVENTURE CLOTHING FOR



**“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 practise example: The wetland banquet

a dinnershow



The Cornerstones are:

DINNER

+

SHOW

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

