

## DRAFT

### Key Strategy #2: Nahʔą Dehé, a Gift to be Shared

*For many, dreams of dipping a paddle in the waters of the South Nahanni River, listening to the roar of Nájlįcho (Virginia Falls) or feeling the rough granite of Lotus Flower Tower in the Cirque of the Unclimbables may remain just a dream. Few people get the chance to visit the park due to its remoteness and ruggedness, the harshness of travel conditions and costs to get to the park, in addition to the skill level required for most activities. Ensuring that Nahʔą Dehé is in the hearts and minds of Canadians and people around the world is key for continued support.*

For many visitors the cultural connections are the highlight of their trip. With park expansion, there are many new opportunities which will be developed in conjunction with partners, allowing whole new experiences to be had in Nahanni (further discussed in the Expansion Area AMA). All current and future visitor experience opportunities will be developed so as to protect the wilderness qualities of the park and have no detrimental impacts on the ecological integrity or cultural resources. In addition, to ensure a safe and enjoyable experience in the backcountry visitors require comprehensive and reliable information to enable them to plan a safe, low-impact trip.

<b>Objective 1:</b>	
	Authentic learning opportunities provided by Parks Canada and its partners, creating meaningful connections with Nahʔą Dehé.
<b>Target:</b>	
1.1	Guidance provided by NDCT will ensure that 100% of visitor programs and products incorporate First Nations and Métis cultural heritage messages.
<b>Actions:</b>	
1.1.1	Develop guidelines and reference materials to ensure incorporation of traditional Dene place names in all public materials and programs.
1.1.2	Enhance support for culture camps and school programs for local youth in NNPR.

1.1.3	Work with Dehcho First Nations and other partners to develop a Cultural Heritage Tourism Strategy.
1.1.4	Review and determine best future approach for Community Cultural Demonstrators program.
<b>Objective 2:</b>	
Extend the reach of visitor experience opportunities and outreach education touching the hearts and minds of more Canadians.	
<b>Target:</b>	
2.1	Create a new suite of visitor opportunities by 2012
<b>Actions:</b>	
2.1.1	Develop a Visitor Experience Plan. <ul style="list-style-type: none"> <li>Expand and augment the visitor offer.</li> <li>Develop an Interpretation Strategy.</li> </ul>
<b>Target:</b>	
2.2	All new visitor experience opportunities are assessed in regards to public safety, and minimizing potential impacts to ecological integrity and cultural resources.
<b>Actions:</b>	
2.2.1	A thorough assessment of potential impacts of a new visitor opportunity is conducted prior to product development.
2.2.2	Visitor plans, programs and products incorporate ecological integrity, cultural resource management and public safety messages.
<b>Target:</b>	
2.3	NNPR will increase visitation by 6% to 860 visitors by 2012.
<b>Actions:</b>	
2.3.1	Develop a Marketing and Promotions Strategy.
<b>Target:</b>	
2.4	Parks Canada national targets for personal connection, visitor satisfaction, learning and

	enjoyment will be exceeded.
<b>Actions:</b>	
2.4.1	Develop a Social Science Strategy and refine tools for measuring achievement of visitor experience performance expectations.
<b>Target:</b>	
2.5	Visitor demographic information, motivations, interests and needs are understood and used to enhance the visitor offer.
<b>Actions:</b>	
2.5.1	Complete a visitor market analysis, including application of Explorer Quotient and market segmentation.
<b>Target:</b>	
2.6	National targets for public appreciation and understanding will be met by 2014.
2.6.1	Develop a Public Outreach Education Plan. <ul style="list-style-type: none"> <li>• Focus on community-based interpretation and outreach opportunities.</li> </ul>
<b>Objective 3:</b>	
Take a strategic leadership and partnering approach to delivering visitor experience and external relations.	
<b>Target:</b>	
3.1	100% of partners will indicate that they support the protection and presentation of NNPR and indicate that they have opportunities to influence and contribute to park activities.
<b>Actions:</b>	
3.1.1	Develop a Partnering Strategy with commercial operators, community organizations, non-profit organizations and other government agencies to achieve efficient, effective and mutually beneficial visitor services.