



SPIN-OFF PRODUCTS & MARKETS

- ▶ National Park Service **“Virtual Visitor”**
Embedded in ISGE; Can be Sold Apart
- ▶ **266 Million** Visitors to Nat’l Parks Each Year
- ▶ **53 Million** Families; If **1 in 20** Buy = **\$80 Million/Yr.**; Kiosks in Visitor Ctr.’s
- ▶ NPS Partnership with **“Target”** Stores
- ▶ **752** Target Outlets Nationwide; Kiosks