



A Proposal for World Heritage Day, April 18, 2017 **A Partnership between the National Park Service and US/ICOMOS**

Background: Every year since 1983, ICOMOS and its National Committees have celebrated the “International Day for Monuments and Sites”—or, World Heritage Day-- on April 18. The aim of World Heritage Day is to encourage local communities and individuals throughout the world to consider the importance of cultural heritage to their lives, and to promote awareness of its diversity, vulnerability and the efforts required to protect and conserve it.

In 2017, the World Heritage Day theme is “Cultural Heritage and Sustainable Tourism”, chosen in relation to the United Nations [International Year of Sustainable Tourism for Development](#). US/ICOMOS proposes to undertake the following activities with NPS and other partners:

- **Microsite Launch-** On April 18, 2017, US/ICOMOS will go live with a new microsite, designed by the award-winning web development firm [Alex+Tom](#) that will highlight sites in the US on the World Heritage List. Distinguished by its own URL, the site will link to the many sites that have enriched content on US World Heritage resources (e.g. NPS, State, UNESCO etc.). The new site will focus on messaging concerning the role of the US in the creation of the list, the advantages of listing, and the best ways to plan visits to and connect with US sites.
- **Coordinated Social Media-** There are 23 listed US sites, and 10 sites on the US Tentative List. For the 33 days after, or surrounding, the April 18 website launch, one site per day will post under #USAWorldHeritage, leading up to the Memorial Day start of the summer travel season. The management and sequencing of the social media posts will be coordinated by the NPS Travel Office for NPS sites and by US/ICOMOS for non-NPS sites.
- **Media-** US/ICOMOS will lead coordination of earned print, broadcast and social media to: 1) report on World Heritage Day and the US listed properties; 2) drive traffic to the microsite; and 3) encourage support of the US World Heritage program by becoming a member of or making a financial contribution to US/ICOMOS.

Success will be measured by web and social media traffic, media placements, and memberships and contributions generated.

