

Presentations by Carol Patterson for Your Group!

Learn more about the fast growing field of nature-based tourism and the opportunities it presents for you and your community. The following presentations can be delivered to your organization by Carol Patterson of Kalahari Management in a variety of formats and lengths. Every presentation includes lots of real life examples and where time permits, hands-on practical skill building.

The Road Less Traveled: Finding Unconventional Work/Life Solutions

Do you wonder if 'making it' isn't what it is cracked up to be? If you've ever felt you left some of your dreams behind in your quest to manage work and family obligations, this seminar is for you. We'll explore ways to bring some of your wildest dreams or secret longings back into your life. You may be thinking of a career change or you may just want more fun in your life. Regardless, this one day exploration will have you thinking about your career choices and your lifestyle in ways you haven't before. And you will leave with strategies to bring your dreams alive in ways you never dreamed possible.

You will learn how to:

- Rediscover your lost goals and dreams
- Identify opportunities for making money doing the things you love
- Overcome resistance and fear in pursuing unconventional goals
- Minimize your risks while seeing positive changes almost immediately
- Find support for your steps off the 'straight and narrow'
- Bring passion and fun back into your life

Creating a Wildlife Watching Destination

Wildlife watching is a tremendously popular activity among North Americans. Indeed the U.S. 2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation shows that 71 million Americans observe, or feed wildlife and that 23 million Americans have taken a trip for the **primary** purpose of observing, feeding or photographing wildlife. It sounds like an exciting marketing opportunity, but capturing this tourism market requires careful planning by tourism destinations. While many North Americans associate eastern Africa or south and Central America with premier wildlife or bird watching opportunities, the same cannot be said of their own backyard. With the exception of a few activities such as whale watching, or bird watching at hot spots like Point Pelee, many Canadian and U.S. communities are not seen as wildlife watching destinations, and struggle to attract wildlife watchers.

One successful strategy being employed by several U.S. states and some Canadian communities is the creation of birding and wildlife trails that link several wildlife watching sites into a driving route. The critical mass created by marketing many sites as a single attraction can successfully attract regional, national and international travelers. Using examples from Nevada's emerging nature tourism industry and the Susquehanna

River Birding and Wildlife Trail in Pennsylvania, Carol Patterson will discuss the steps involved in creating a successful nature tourism attraction and the challenges you may encounter in developing your own resources. Methods for positioning a nature tourism destination along with ways to develop value-added products and services will be presented. Kalahari Management's recent work in Nevada on developing marketing strategies for bird and wildlife watchers won a 2005 Excellence in Tourism Award from the Nevada Commission on Tourism. Examples from this award-winning project will also be shared.
owner should know.

Marketing To the Female Traveler

Want to double your market share? Make sure you are doing everything you can to attract female travelers. Women make or influence over 80% of purchasing decisions and the way that they go about making a vacation decision may surprise you. Learn how this savvy consumer thinks and why your tourism marketing plan must reflect the gender difference if you are to reach your full profit potential.

Tourism Trends

Understanding what your customers are looking for in a holiday can be an important part of a managing a tourism business. Staying in front of market trends will help you identify the new products or marketing messages that will keep your existing customers happy and bring in new business. While predicting the future in tourism is never easy, this session will explain in an easy and humorous way, what changes you are likely to see in the nature tourism field in the next year and how you can get ready to seize the opportunities they present.

Developing A Nature Tourism Product

While not a panacea for ailing extractive industries and environmental concerns, nature tourism if developed properly, can provide an economic value for wild spaces thus giving communities and tourism businesses new opportunities for development while preserving the local quality of life. This session explores the forms a nature-based tourism or ecotourism venture can take, from tour packages to wildlife festivals, and the steps needed to develop them properly. The presentation will describe the use of a resource inventory tool that can help resource managers, tourism planners and entrepreneurs identify the types of ecotourism best suited for their area. Key findings from tourism market research will be presented to gain an understanding of the unique requirements of the nature tourist. Tools to create value-added products, such as tour packaging or expeditions, will be discussed. The steps needed to create new nature tourism products will be presented in the context of a regional planning model that highlights the role of community partnerships.

Business Planning To Make Your Tourism Idea a Success

Nature tourism is a billion dollar industry worldwide and has unlimited potential to advance conservation if individuals, organizations or companies have the business tools. Whether it is a mom and pop bed and breakfast or a guided tour of Antarctica, the

principles are the same- individuals and companies are anxious to provide active and affluent tourists with the kinds of experiences, activities and amenities they desire. Many great opportunities fall by the wayside because tour operators lack even a basic knowledge of business, advertising, promotion, legal requirements, service or even client identification to make their operation viable. This workshop will focus on the basic elements of business planning, and will assist the participant in understanding the nature based tourism industry and the action that is required to turn a adventure or wildlife watching concept into a successful tourism venture.

Cash flow Management (Or How to Survive the Off season)

Many people are drawn to ecotourism and adventure travel by their love of nature and outdoor recreation. Those that start businesses bring many abilities when it comes to product development and operations. Unfortunately, there are usually skill gaps in areas such as marketing, business planning and financial management. An experienced operator summed it up by saying, “Many people are just in it as a hobby, but might not know this yet”. This presentation will provide business owners and managers with practical information on an often ignored, but critical subject for their ongoing and successful development.

Pricing Your Nature Tourism Product For Survival

For people entering the nature based tourism industry, one of the biggest challenges is developing the right product and pricing it to sell while making enough money to ensure the organization's sustainability. A presentation of the different ways to price a product as well as the common problems people encounter is helpful to new as well as experienced business owners.

Balancing Profitability and Sustainability

Drawn by their love of nature and the chance to ski, canoe or hike for a living, many would-be entrepreneurs gamble their savings on a nature-based tourism enterprise, hoping to provide wilderness experiences to travelers from around the world. After all, ecotourism is touted as a chance to combine economic activity with conservation and community development. It is an opportunity to educate people about the wild world with which they have lost touch. Or is it? Many people and communities have waded into the ecotourism foray only to lament the lack of customers while others have found success threatening their resource base. This session will cover the issues around regulatory compliance, risk management, financing and marketing that are faced by nature-based tourism ventures and resource managers. Strategies that can be used to build worthwhile ventures and partnerships between resource managers, communities and tourism organizations will be offered. Real-life tourism stories will be used to demonstrate how to successfully balance conservation and economics.

Interpretation - The Missing Tourism Link

Ecotourism and its close cousin, adventure travel are the fastest growing segments of the tourism industry. Opportunities to experience the best of the outdoors and learn more about the world are attracting new tour operators and tourists with mixed results.

Operators struggle with the complexities of the tourism industry, consumers wade into a morass of "green" travel experiences some of them authentic, others not. Learn what nature and culture-seeking travelers are looking for, how organizations can deliver quality tourism experiences, and ways interpretation can be used to add value to your tourism product.

We can also build a customized program to suit the needs of your organization. Please call us at 403-290-0805 to find out more.

“Carol is skilled at tailoring a presentation to meet people’s needs. She uses up-to-date, relevant information plus a variety of public speaking techniques to really involve her audience. I was impressed by Carol’s depth of knowledge about ecotourism and business issues. Her presentation helped make a well balanced workshop.”

Paul Langevin, Parks Canada

“You really lit up the room with your humor and relaxed sense of speaking”

Colin Weir, Alberta Birds of Prey Centre

Carol Patterson, author of [Reinventure: How Travel Can Change Your Life](#), [The Business of Ecotourism](#) and [Saving Paradise: The Story of Sukau Rainforest Lodge](#)

P.S. For valuable tips on surviving and thriving in the nature tourism industry – **at no charge** – read [Ecotourism Management](#) – <http://www.kalahari-online.com>.

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