

From: Sue Thompson <thompson@pabiodiversity.org>  
To: pabiodiv@webmail.upb.pitt.edu  
Subject: PABIODIV: Nature Tourism Workshop  
Date: Thu, 10 Mar 2005 20:07:40 -0500 (EST)

Forwarded from Audubon Pennsylvania

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Nature Tourism Workshop, Juniata College, Lake Raystown Field Station, 4-14-05, 9:00 AM-3:30 PM

Made possible by funding from the Wild Resources Conservation Program and DCNR Community Conservation Partnerships Program.

Did you know that 18 million Americans bird watch each year while on vacation? Did you know that birdwatchers can bring new business to tourism destinations through word of mouth referrals? Did you know that bird watchers have a higher disposable income than the average American does? Is your business ready to capture the spending by these tourists? Come to this workshop sponsored by Audubon Pennsylvania to learn how you can benefit from nature tourism in your community.

Who should attend?

- \* Visitor information staff (travel centers)
- \* Visitor center staff (county, local or state park, private)
- \* Attractions-customer service liaison
- \* Tourism businesses and potential guides

Workshop Objectives:

- \* To provide front line staff in visitor centers, travel centers and at bird and wildlife watching destinations with information on nature tourists, their requirements and expectations.
- \* To create better experiences for nature tourists through an understanding of their needs
- \* To enhance ways to capture spending by nature tourists
- \* To provide people interested in becoming nature guides with an introduction to guiding skills, business requirements, and legal concerns and risk management.
- \* To develop skills in creating nature tourism related packages
- \* To give participants a voice in the development of nature tourism in Pennsylvania

Cost: A \$15 registration fee will cover lunch, morning coffee and afternoon breaks. Workshop content, materials, presenters and facility are paid for through a grant funded by the Department of Conservation and Natural Resources and administered by Audubon Pennsylvania.

Agenda

Morning Session : Defining Nature Tourism

- Growth of nature tourism
- Demographics of nature tourism
- Nature tourists needs
- Role of bird and wildlife watching in enhancing Pennsylvania's tourism industry
- Creating birder-friendly communities and locations

Afternoon Breakout Session : Marketing to nature enthusiasts

- Creating unique experiences
- Branding a wildlife watching destination
- How-to create packages for the independent traveler
- Needs of tourism industry to embrace nature tourism

Afternoon Breakout Session : Guiding wildlife watchers

- Business/legal requirements for guides

- Market for guide services
- Customer service considerations for guides
- Risk management

Presenters: Jeremy Garrett is the president and founder of NaTour Communications, an U.S.-based consulting firm that specializes in promotion and marketing of sustainable tourism products and destinations, especially to the North American audience. Prior to starting NaTour, Jeremy was the membership director for The International Ecotourism Society. He has authored numerous articles and books and has spoken at conferences and workshops internationally about marketing. Web: [www.natour.us](http://www.natour.us)

Marci Mowery is the former director of education for Audubon Pennsylvania. In this capacity, she developed and co-wrote the Susquehanna River Birding and Wildlife Trail Guide as well as Pennsylvania Songbirds (a teaching module.) Marci is founder of the Women's Expedition for the Environment and has 17 years of education, tourism, and trip leading experience.

Directions: To travel to the Raystown Field station from Huntingdon, PA, take Rt. 26 South out of Huntingdon approximately 14 miles to the village of Markelsburg. Turn left onto Fousses Crossing Road. Follow Fousses Crossing Road 1.5 miles until it ends at James Creek road. Turn right on James Creek and our gate is 100 yds down the road on the left.

From south of Huntingdon: Travel North on 26 to the intersection of RT 994. Turn Right on 994 and travel east 1.4 miles to the James Creek Road. Turn Left onto James Creek Road and travel two miles. The station entrance is the first and only right turn on that road. If you encounter problems - the station phone number is 814- 658-3060.

Workshop Questions? Contact Marci Mowery at [marci.mowery@paonline.com](mailto:marci.mowery@paonline.com) or 717-371-2155.

Registration due by April 1. Complete registration and enclose with a \$15 check made payable to: Audubon Pennsylvania. Mail to: Nature Tourism Workshop, Audubon Pennsylvania, 100 Wildwood Way, Harrisburg, PA 17110.

Name:  
Title:  
Organization:  
Email:  
Street Address:  
City, State, Zip:  
Phone:  
FAX:  
Special Dietary Needs:  
Specific Nature Tourism Questions That You Would Like to Have Addressed:

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