

Great Guides...

Inside Out stays right side up

Andrew Pratt, founder of Inside Out Experience, is a tourism pioneer.

He has built one of the largest white-water rafting companies in Western Canada, started an Aboriginal guide program, wrote a book on wilderness first aid and actively implemented green tourism practices. Inside Out Experiences received an ALTO award for sustainable tourism from Travel Alberta in 2006.

We caught up with Andrew recently to get his thoughts on the uncertain economy and how Inside Out is keeping their business strong in these challenging times.

C. The media is talking constantly about the recession and it appears people and businesses are watching their pennies more than ever. What would you tell people to convince them to travel now?

A. People still need to de-stress. I would get them into the outdoors. I still think it is important to follow our company's mission statement of energize, inspire, reconnect.

C. What are you doing to be more successful during these trying economic times?



A. It's a really interesting market these days. I'm changing my advertising to be more web-based than in the past. I'm also networking with a lot more groups. We are also packaging and networking with some unusual groups that we haven't done before.

C. What would someone find on a trip with Inside Out that they wouldn't get on a trip with another adventure operator?

A. We have a very high level of customer service. This includes great interpretation of local features and attractions. We have happy staff. We have different incentive programs.

We continue to challenge the staff, for example, this year, I'll make someone responsible for the blog as part of their job. It used to be that the staff wanted big parties as an incentive, now they want to gain knowledge. I try to teach them something.

C. Do you have any final words

for people wondering if taking an outdoor adventure now is a good use of time or money?

A. Travel in western Canada still has a "wow" factor. If they get outside, they will be amazed by the scenery and the things they can do.

To hear more of our conversation with Andrew, listen to our podcast at: www.kalahari-online.com

To learn more about Inside Out visit: www.insideoutexperience.com

Kalahari Management Scholarship Winner

Adam Ebernal of Saskatoon is this year's winner of the Kalahari Management EcoTourism Scholarship.

Adam is completing his first year in Lakeland College's Adventure Tourism and Outdoor Recreation Program.



ALTO

ALBERTA TOURISM AWARDS

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TOURISM Management

Spring 2009

A newsletter of information and advice for the Visitor Industry

Published by Kalahari Management Inc., Box 46056, Inglewood P.O.,
Calgary, Alberta, Canada, T2G 5H7. Telephone 403/290-0805 Fax 403/398-1503, www.kalahari-online.com

10 Reasons ..

Why Tilley is good for the planet

Reasons why shopping at Tilley Endurables is good for the planet:

1. All products are made in Canada or the United States
2. Their AdventureCloth fabric comes with a lifetime guarantee against normal wear so you know Tilley is serious about reducing waste
3. You can wash your clothes (even their suit jackets) in the



Carol Patterson at Tilley's flagship store in Toronto. A book signing at the store was part of the recent media tour to promote *Reinventure: How Travel Adventure Can Change Your Life*.

WELCOME



Ecotourism Management is published quarterly by Kalahari Management to provide you with helpful information on the ecotourism industry.

Each issue includes practical advice on running a business, all of it designed to help your business succeed. As well, an ecotourism organization will be featured in each issue to inform you about other businesses in the industry.

Kalahari Management offers research services, business planning, training and accounting. If you have information you would like to share in *Ecotourism Management* or would like more information about our services, please call Carol Patterson at 403/290-0805, fax us at 403/398-1503 or email: carol@kalahari-online.com

sink and avoid dry cleaning chemicals

4. You can travel with fewer clothes meaning less fuel is needed to carry your bags.

5. Their clothes last forever so you do not need to keep replacing your wardrobe

6. They support local authors (they recently hosted a signing for *Reinventure* and you can find the book at their flagship store)

7. When people ask where you got your gear you can quickly make new friends when you tell them about Tilley

8. Secret pockets in their clothing make you less vulnerable to crime and unplanned contributions to the underground economy

9. Wearing their earth tone clothing means blending into the background on wildlife safaris and seeing more animals

10. Since you don't have to worry about your wardrobe or losing your bags (you can fit everything you need into a carry-on) you can relax and focus on what is important i.e. eating well, seeing the sights and trying new experiences

To get your own Tilley Endurables visit: www.tilley.com.

In My Opinion..

Borrowing U2's driver

By Carol Patterson
President,
Kalahari Management Inc.

"Who's the most interesting person you've chauffeured?" I asked John.

He was the person ferrying me around Toronto on my recent book tour to promote **Reinventure: How Travel Adventure Can Change Your Life**.

"They are all interesting," he replied, without missing a beat. Either he's the world's greatest diplomat or he genuinely likes people, I thought. "I've been driving U2 since 1996 every time they visit Toronto. I've driven David Bowie, Marisa Tomei, Iman and Britney Spears," he continued.

I was curious to know more and John was happy to chat. It turns out most celebrities shun stretch limos in favor of high-end SUVs, often hybrids. Apparently it gives them more anonymity and reduces their carbon footprint.

And one of the biggest 'no nos' in the celebrity-squirring business? Talking unless spoken to first by the passenger. John explained, "For most of these people, the only time they are alone with their thoughts is in transit, so we don't add to their stress by starting a conversation."

I realized that I had something in common with U2. I had the same driver (at least in TO) and enjoyed the quiet time between media appearances. Of course, my bank account isn't on par with the legendary band, but as we like to say in the tourism industry, "It's a lifestyle!"

Oh, and Britney Spears? She's forgotten her Disney manners. "She just reached across the seat and grabbed my gum without asking," John said. "She was kind of rude."

Carol



The Faroe Islands seeks ambassadors

If you are lucky enough to have visited the Faroe Islands, you've seen National Geographic's No. 1 Island Ecotourism destination, as voted on by tourism experts in 2007.

Located between Iceland and Denmark, the islands can be hard to reach but worth the effort. Now the Islands want you. With a small population and an even smaller tourism budget, the Trade and Travel Council is turning to grassroots marketing strategies. They want people who have been to the Faroe Islands to talk about their experience and encourage others to visit. To support this objective, the Faroe Island Trade and Tourism Council has created a Facebook group called Faroe Enthusiasts and Ambassadors which swelled to 100 members within 48 hours of its launch.

Let's help the Faroese keep their tourism destination healthy in these challenging times. Check them out on Facebook.

Enter Your Travel Story and Win

Readers are invited to share their travel stories on our forum at www.reinventuretravel.com/forum.

They can be funny, heart-warming, quirky or thought-provoking.

Our illustrious panel of judges (bribed by free beer and pizza)



will pick the best story posted during April and May.

The winner will receive complementary copies of **Reinventure: How Travel Adventure Can Change Your Life** by Carol Patterson and **Saving Paradise: The Story of Sukau Rainforest Lodge** by Albert Teo and Carol Patterson.

Upcoming Ecotourism events

Manitoba will launch its Agricultural Tourism strategy **April 23 - 24** in Brandon, Manitoba, at the **Capturing Opportunities** rural business conference. To learn more visit the website:

capturingopportunities.com
Carol Patterson will be leading a workshop on greening agritourism.

The **Calgary Zoo's Window on the World Series** will feature Carol Patterson on **April 30**. Carol will use stories from several of her travel adventures to explain how *Reinventure Travel Can Change Your Life*. For tickets call the Calgary Zoo at 403.232.9380.

British Columbia's **Tourism Educators Conference** will be held at sea this year.

With a theme of Cruise Tourism, attendees will set sail to Alaska **May 5 to 9** with Princess Cruises. Carol Patterson will speak on Coastal Tourism Development. For details visit <http://tiny.cc/2oKi0>

The **National Extension Tourism** conference will be held **June 14-17** in Park City, Utah. Carol Patterson will speak on **The Reinvention Mindset: Creating Opportunities From Adversity**. For more details, go to <http://tiny.cc/yQ2Zp>

The **Travel Tourism and Research Association** Canadian Chapter will hold their conference **October 14 -16** in

Guelph, Ontario. Details are available at www.ttracanada.ca/en/index.html

The **Watchable Wildlife Conference** will be held October in the legendary bird watching destination of Cape May, New Jersey.

For more information go to: www.watchablewildlife.org.

The **International Ecotourism Society's 2009 North American** conference will be held **November 2 to 4** in Portland, Oregon. To learn more go to: www.ecotourism.org.

The Road Less Traveled: Finding Unconventional Work/Life Solutions
University of Calgary Workplace Strategies – **April 29**
8:30 to 4:30

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.

For registration information:
<http://tiny.cc/Iw2mD>

Need a Reinventure? (or know someone who does?)

Travel allows us to reinvent ourselves over and over again. If we merely open our eyes and our hearts, change can happen.

In **Reinventure: How Travel Can Change Your Life** author, lecturer, traveller Carol Patterson has gathered favorite travel stories, hers and others, to show that no one comes home unchanged.

Some of the wonderfully entertaining stories in **Reinventure: How Travel Can Change Your Life** are earth-shattering epiphanies, some are just gentle adjustments. Either way, they will make you laugh, cry, think or just shake your head in wonder.

Reading **Reinventure** means becoming part of the experience.

Learn more, follow the stories, get Reinventure tips, or add your own stories at: www.reinventuretravel.com

Order your copy of **Reinventure: How Travel Can Change Your Life** at www.trafford.com/08-0116 or email orders@trafford.com. It's also available at major online book retailers. isbn: 978-1-4251-6979-4

