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women process information differently than men. They want more detail," she remarks.

Her attention to customer needs has contributed to Kathie's success. In business for a dozen years, her company takes over 5,000 people paddling every year. She is President of the South Carolina Nature Based Tourism Association and has earned the respect of her peers. No doubt she is leading the way again with her wooing of the female traveler.

For more information visit www.kayakcharlestonsc.com

Gift Ideas for Mother's Day

Make your mother's day by sharing with her an inspiring story of an 80 year-old woman's trip down the Alaska Highway with a wheelchair and an RV. I'm biased since it's my mom, but your mom will appreciate the fact that adventure knows no age limits. The Red Deer Advocate ran the story in February but if you send an email to carol@kalahari-online.com, I'll send you the PDF version.

And if you are looking for a gift idea, pick up a copy of *Accountants and Other Daredevils: Unlocking Your Inner Superhero* on Amazon. One satisfied reader (my mom) calls it "Very interesting. I learned a lot" and she's known me all my life. Just think how it can entertain a stranger!

Tourism conference takes Carol off the beaten path in Carolina

Carol Patterson of Kalahari Management spoke at the bi-annual National Extension Tourism Conference in Charleston South Carolina.

The conference in early March gave her the chance to talk to tourism researchers and extension officers (similar to economic development officers in Canada) about the issues facing rural communities as they develop sustainable tourism activities. The focus this year was on ag-tourism and the practices that are helping family farms survive.

Visiting South Carolina also gave her the chance to go kayaking with Kathie Livingstone's Nature Adventure Outfitters along with other conference delegates.



Carol prepares to go blackwater kayaking with Miles Phillips of Texas A&M Extension and Tom Tabor, Nebraska tourism.



TOURISM Management

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Nature Adventures Outfitters..

Sometimes women just want to enjoy

Swamp Girls

"They (the men) wanted to burp and tell bad jokes and I think I made them uncomfortable," remarked Kathie Livingstone, founder of Nature Adventures Outfitters, on her reasons for starting a women's-only paddling group.

"Sometimes women want to get away from their responsibilities and just enjoy themselves," she observes, "I started the meet-up a month ago and I've had over forty women sign up already."



The women who join have partners, friends and family so it's not for lack of a regular paddling partner that many find

themselves on the women's outing.

They want the chance to try an adventure without drawing criticism for paddling too slow or too crooked or too (fill in the blank). They want a break from worrying about whether little Johnny is too close to a gator or whether Sonya is warm enough.

Kathie is just starting to think about gender differences in her marketing materials but acknowledges there might be a need to modify her website. "There is no doubt

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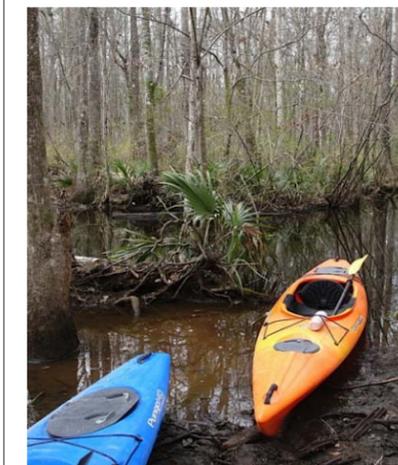
WELCOME



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



Kalahari Management Scholarship winner

Quinn Hawk of Nanton, Alberta, is this year's winner of Kalahari Management's ecotourism scholarship for a first year student at Lakeland

College's Adventure Tourism and Outdoor Recreation program.

Congratulations Quinn!

In My Opinion..

Old Spice or Spice Girls?

by Carol Patterson
President,
Kalahari Management Inc.

It's not just the Spice Girls who recognized Girl Power; marketers everywhere are realizing females have serious buying power.

Women make or influence more than 80 per cent of consumer decisions. In the next 10 years, they will control two-thirds of consumer wealth. Some of that will come from gains in the workplace but they are also expected to inherit from their parents and their spouses.

So, do you recognize the influence women have in making travel decisions? While some businesses offer women-only trips, we need to think in broader terms (excuse the pun).

Women are often the person making trip arrangements for the whole family and friends.

This she-xplorer makes purchasing decisions differently from men. For starters, they want more detail. Often they are juggling the needs of several

people. Is the rafting trip safe for six year olds? Can mom navigate the stairs? Is there a romantic restaurant for date night? Some companies have found that women take more time and make more calls before a major purchase to ensure everyone's needs are met.

Women's priorities can be different. They often value achievement over competition so promising to give them the biggest adrenaline rush might not be as appealing as the chance to master kayak skills.

Women are also plugged in. The heaviest users of social media are women in their thirties so it makes sense to be on Twitter and Facebook.

They often rely on other women for advice; something about men's reluctance to admit failure makes women less likely to trust their referrals.

So the gender differences aren't skin deep and you should consider them in your product development and marketing.



Offer more detail on your website. Build flexibility into your itineraries or offer products that make a woman's life easier. You don't have to worry about becoming too 'girly'; often what benefits women, benefits men. Hotels discovered this when they added magnifying mirrors for make-up application. It turns out they are also good for farsighted guys trying to shave or insert contact lenses.

So think pink! Are you ready to attract this influential traveler?

Carol

Some opportunities to hear Carol speak...

If you're wondering how you can influence the people who are influencing 80 per cent of your revenues, come to the Carol Patterson's workshop *Lipstick and Wanderlust: Marketing to the Female Traveler* at the Wings Over The Rockies Festival May 6. This week-long birding festival includes plenty of outdoor adventures and learning opportunities. To register visit: www.wingsovertherockies.org.

The Road Less Travelled: Finding Unconventional Work/Life Solutions workshop will be held at the University of Calgary March 24 and December 12. To learn more visit Continuing Education at <http://tinyurl.com/lh85wo>

Join Carol and other tourism professionals at the **Tourism Media Association of Canada** in Edmonton June 4. Carol will share her story on her unusual path to tourism consultant and

the unconventional tourism champions she has met along the way. To learn more visit http://www.travelmedia.ca/at_chapters.shtml

Carol will be speaking on *The Good, The Bad and The Ugly of Rural Tourism Development* at the **Fifth International Conference on Responsible Tourism in Destinations** June 27 in Edmonton. To register go to <http://rtd5.icrtcanada.ca/>.

Upcoming Ecotourism Events

The **International Centre for Responsible Tourism** will be holding its fifth annual conference in Edmonton, Alberta, June 27 to 27. **Carol Patterson** of Kalahari Management Inc. will be speaking on *The Good, The Bad and The Ugly of Rural Tourism Development*. To learn more visit: <http://rtd5.icrtcanada.ca/>

The **International Ecotourism Society's North American Conference** will be held September 19 to 21 in Hilton Head, South Carolina. For more details visit: www.ecotourism.org

The **Adventure Travel and Tourism Association** is holding its summit in Chiapas, Mexico, October 17 to 20. To register go to: www.adventuretravel.biz/connect/summit/

Recent books from Carol Patterson

Need a Reinvention? (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.

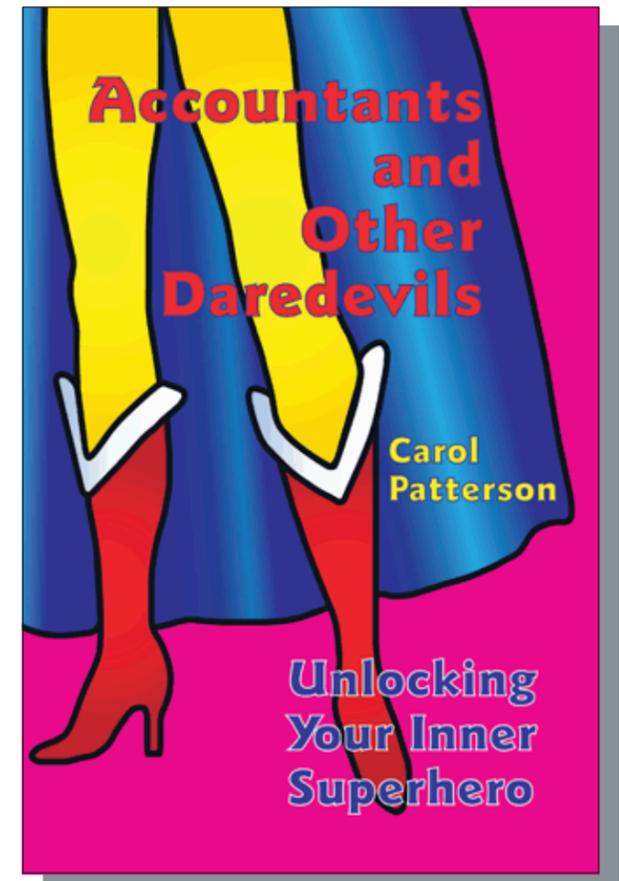
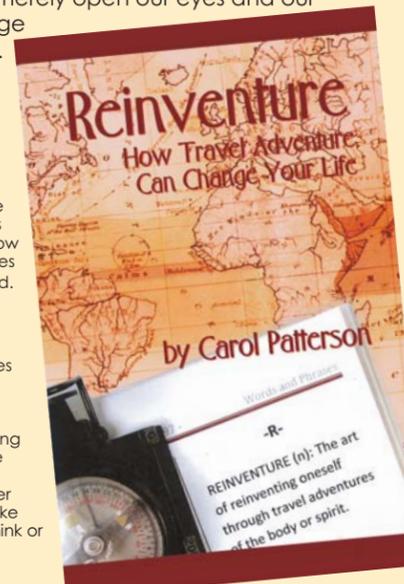
In *Reinvention: How Travel Can Change Your Life* author, lecturer, traveller Carol Patterson has gathered favorite travel stories, hers and others, to show that no one comes home unchanged.

Some of the wonderfully entertaining stories in *Reinvention: 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 *Reinvention* means becoming part of the experience.

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

Order your copy of *Reinvention: 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



Looking for a great gift for the travel lover in your life?

Order **Reinvention** from Amazon
<http://tinyurl.com/reinvention>

Accountants and Other Daredevils: Unlocking Your Inner Superhero

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