

EcoTourism Spotlight on..

## Parks Canada is still exploring!

Why you travel is probably more important to tourism researchers than where you travel. If a tourism organization can determine what benefits you hope to gain from travel, their product development and marketing will be more successful.

Parks Canada has revolutionized their approach to visitor management through the use of the Explorer Quotient (EQ). This tool takes psychographic research to a new level. By matching traveler values with Park activities, they stand a better chance of attracting visitors and ensuring they have a good time there.

Visitors to the Parks Canada website are asked to complete a survey that will identify their explorer personality i.e. their travel style. Like guided trips with all the details handled by someone else? Chances are you're a Gentle Explorer. Want activities that the whole family can easily participate in? Chances are you're a no-hassle traveller.

Parks Canada has been testing the EQ system at a handful of

parks. They have developed activities that satisfy the needs of each of the 16 explorer types. Sometimes the activities are a step from Parks Canada traditional offerings. Instead of a interpreter-led hike into the outdoors, you may find yourself dancing into the wee hours at a fund-raising gala in a National Historic Site.

Parks Managers have been challenged to dream big when envisioning the experiences these explorers seek. For years, Grosse Isle National Park has suffered from low visitation. Perhaps that is because the island was used as a experimental station for germ warfare using anthrax.

Even today, people are afraid they can catch the disease from

### 'With' not 'for'

*"Parks Canada is shifting from doing things for Canadians to doing things with Canadians and letting Canadians define what that will be."*

- Brenda Jones  
Parks Canada



visiting the site. Marketing that focuses on this history is likely to fail.

Now they are thinking about appealing to the Authentic Explorer who values nature over cultural attractions and may delight in the abundance of flora and fauna; unique because the island was off-limits for several decades while other habitats suffered from rampant development.

To learn more about EQ or find out what your explorer type is visit:  
<http://www.eq.canada.travel>.



ECOTOURISM Management, Lion logo © 1993-2011 Kalahari Management Inc.  
Contents ©2011; may be reproduced with credit. Produced by Don Morberg (donmorberg@gmail.com)

# TOURISM Management

Winter 2011

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](http://www.kalahari-online.com)

## Accountants and Other Daredevils..

### Carol Patterson launches new book

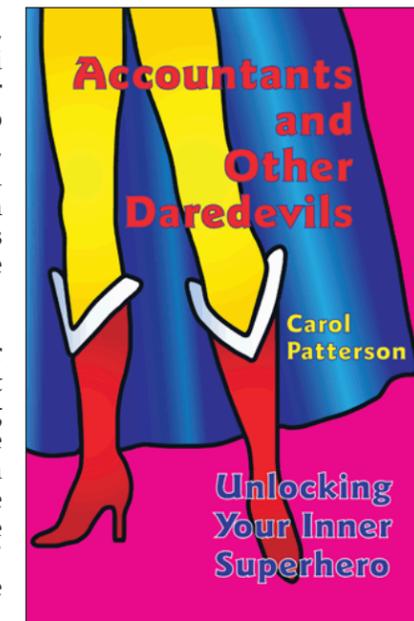
Coming soon to a Metropolis near you... *Accountants and Other Daredevils: unlocking your inner superhero* by Carol Patterson

Carol walked away from a successful accounting career so she could be chased by elephants in Africa, wade through cockroaches in Borneo, hobble across Bhutan on a broken ankle, nearly freeze to death on a llama safari, and do all the other things she loves.

Today you'll find Carol, President of Kalahari Management Inc. (and author of this newsletter,) flying to emerging tourism destinations, helping people, companies and regions identify what they can offer visitors and the steps needed before they welcome the world.

In her work and in her adventures, Carol has met dozens of people unlocking their inner superhero; people who took the leap from ordinary and are living the kinds of lives that have people saying, "I wish I could do that!" And the best news? You can be a daredevil too!

Carol shares lessons from everyday superheroes so you can break from the crowd and create unique opportunities for yourself and your organization while living your best life.



*Accountants and Other Daredevils: unlocking your inner superhero* is available from Carol directly at [Carol@kalahari-online.com](mailto:Carol@kalahari-online.com) or from the publisher at <http://tinyurl.com/23tm6x9>.

## 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](mailto:carol@kalahari-online.com)

## They said it couldn't be done...

And at times we thought they might be right, but 2011 marks 20 years in business for Kalahari Management Inc. Fortunately, company founder Carol Patterson started the company as a fifth-grader so she anticipates another 20 years or more at the helm.

In 2001, to celebrate ten years in business, we created the Kalahari Management

Ecotourism Scholarship for second year students at Lakeland College. Since then, we've helped ten students further their studies, or at least keep them in beer money; perhaps the two are intertwined! We're hoping to come up with an even better celebration for the second decade festivities. Watch for details in the next newsletter.

In My Opinion..

## We all need more stories

by Carol Patterson  
President,  
Kalahari Management Inc.

We all need more stories, inspiring stories. There is nothing that conveys a point faster than a well-told story of someone's struggle to live a good life or follow a dream.

Tourism is a tough industry in which to make a living; I love when someone follows an impossible (as labelled by someone else) dream and succeeds. Perhaps the KPI (key performance indicators) are not conventional, but there is something to be said

for the ROI (return on investment) of putting a smile on a child's face when they hold their first owl.

I have been telling these stories for years and I have found another way to share – through video. By capturing these inspiring stories and putting them on social media, I can reach people while I'm busy doing other things or eating or sleeping. Video is a powerful tool for communication and semi-professional quality is now available to anyone with the interest and a modest budget (that would describe most of us in tourism).

If you haven't already added some video stories to your marketing mix, now is a good time to start. Ask your customers to send in their video efforts, set up a contest with your staff (or your customers) or swap services with a filmmaker. We are in an increasingly ADHD world and



a variety of communication strategies will help you be heard by your customers, your funders or your regulators.

See the following links for some examples of great tourism stories. If you have some ideas for other stories let me know and perhaps a video crew will be headed your way soon!

Carol



## Some of Carol's recent videos:

### Ellis Bird Farm

Can you imagine buying two tons of bird seed each year for your bird feeders? Winnie and Charlie Ellis did and they ended up with the highest concentration of nesting Mountain Bluebirds in North America.

<http://www.youtube.com/user/Reinventure?feature=mhum#p/a/u/2/ZxELCoR04IE>

### Blackfoot Crossing Historical Park

I had the privilege of working with the Blackfoot this year; the sincerity with which they tell their stories makes you appreciate the challenges they have faced and the hope they have for this generation.

<http://www.youtube.com/user/Reinventure?feature=mhum#p/a/u/0/AIyBiFIsbDU>

### Alberta Birds of Prey Centre

I met Colin Weir, the co-founder of this Centre, at my very first tourism conference. I'm impressed at what he has done in the last 20 years and it isn't just about rescuing birds. He's coming up with solutions for the chronic flooding in southern Alberta.

<http://www.youtube.com/user/Reinventure?feature=mhum#p/a/u/0/xjqeTOEuHi4>



## Food for thought from TTRA conference

The following are some thought-provoking ideas from this year's TTRA (Travel Tourism and Research Association) conference.

"It is the mind that knows it is traveling. Your body doesn't know that it isn't at home."  
-Kim Whytock, Kim Whytock & Associates, Inc.

"You wouldn't travel if places weren't different."

-Tom Hinch, University of Alberta

"Used clothing stores are becoming travel destinations."  
- Lee Joliffe, University of West Indies

"In Bangkok there is a Market of The Formerly Rich where people are selling their worldly goods to survive."

- Brian White, Royal Roads University

"If you don't keep 60 per cent of your customers every year, you can't make it in business."  
- Benoit Duguay, ESG UQAM School of Business

"Businesses overestimated the increase in sales that the (Olympic) Games would bring."

- Libbie Sorensen-Lawrence, NRG Research Group

## Upcoming Ecotourism Events

The **Travel Learning Conference** will be held February 16-19 in Providence, RI. For more information go to: [www.travelearning.com](http://www.travelearning.com)

The **International Ecotourism Society** will be hosting their North American conference at Hilton Head Island, South Carolina October 19-21. To learn more visit: [www.ecotourism.org](http://www.ecotourism.org)

The **National Extension** conference will be held March 9-11 in South Carolina. For more info visit <http://www.rpts.tamu.edu/tce/NET/Conference.html>

The **Adventure Tourism and Travel Association** will be holding their conference in Chiapas, Mexico, October 17-20. For more info, head to: [www.adventuretravel.biz](http://www.adventuretravel.biz)

The **Travel Trade and Research Association** will be holding their International Conference in London, Ontario, June 19-21. To register go to: [www.ttracanada.ca](http://www.ttracanada.ca)

## 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](http://www.reinventuretravel.com)

Order your copy of **Reinventure: How Travel Can Change Your Life** at [www.trafford.com/08-0116](http://www.trafford.com/08-0116) or email [orders@trafford.com](mailto: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 Reinventure from Amazon  
<http://tinyurl.com/reinventure>