

From Page 2..

Creating new memories for lodge guests

when they just refuse to bite. Today, I have learned how to say "beaver" (as well as several other animals, birds and plants) in six or eight foreign languages for photographers visiting Canada for the first time."

By focusing on photography, Adams found one special area caught his interest. "I have taken a keen interest in native wild orchid photography." The lodge's website shows 17 different local orchid species that he has photographed. They are also of considerable interest to his clients. "I have learned the Latin names of most of the orchids that I show people so that they can positively identify them in their Peterson Field Guides," he said.

Adams has also become knowledgeable on the functions and capabilities of all the latest camera models so he can assist people with composition and technique when they are setting up for that one special picture. "One huge difference that stands out between hunters and photographers is this: hunters don't care if my rifle is older or newer, or higher/lower-powered than theirs is; but photographers really appreciate a

guide that has a better camera, and associated equipment such as tripods or special effect filters, than they do. Nobody ever mentions it in either group but it certainly shows," he said.

Far from fearing other lodges taking up photo tours in the region, Adams encourages it. "I am a firm believer in the fact that having competition in any industry does not stifle that business, but adds immensely to that area's overall attraction as a tourism destination," he said. "For example, if one lodge offers photo tours; yeah, okay. If two or three are doing it, hmmm. But if there are a dozen offering the same plan, wow! Maybe this town has something worth looking into! I would love to see any community take this common sense approach to tourism enhancement and provide both short- and long-term employment to local people of both high school age and adults alike."

Adams knows his business has changed considerably over the years and he wonders where it will lead to in the future. "I will always be a hunting and fishing lodge offering the associated benefits of consumptive tour-



ism, and I like to consider this business as an equal blend of both facets of that lifestyle mixed with the eco-tourism opportunities of photography and other non-consumptive income generation. If, in the future, it swings entirely towards the latter, so be it."

In the end, he says, "to say we're always creating new memories for our guests could be an understatement. There's never an end to some of the things that happen around here such as critters that seem to come into the yards just to watch the tourists, mother chipmunk showing off her kids to our guest's kids, snapping turtles wandering through or bears eating berries along the driveways. Hand-feeding worms to the resident garter snake is always a big hit with the kids too."

All make for good pictures.

For more information on Northland Paradise Lodge and to see Doug Adams' orchid photos visit www.northland-paradise.com.



ECOTOURISM Management, Lion logo © 1993-2007 Kalahari Management Inc.
Contents ©2007; may be reproduced with credit. Produced by Don Morberg (donmorberg@gmail.com)

ECO TOURISM Management

Autumn 2007

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

Northern Paradise Lodge..

Changing your visitor focus

Just as photography has changed radically in the past 100 years, so has catering to the visitor industry. Photography went from stiff poses on glass plates, to film, to colour, to digital. Photographic companies that didn't adapt, disappeared. Likewise, tour operators face an uncertain future if they don't meet the changing wants and needs of their clients.

One area where this is having a particularly-heavy impact is in

traditional hunting and fishing lodges, like Doug Adams' Northland Paradise Lodge in Northern Ontario.

Facing lost income from tighter government hunting regulations, climate change and changing client demographics and demands, Adams 'clicked' on a way to attract new and return visitors to his lodge. Northland Paradise Lodge is now finding new life as the base for year-round photo safaris in the vast evergreen forests teeming with wildlife and interesting and exotic plants.



A wary lynx keeps and eye on things from cover or forest underbrush. - all photos courtesy Doug Adams.

and white pines up to 1.5 metre in diameter.

"The White Bear Old Growth Forest has been the focus of most (but not all) of our photo tours, either as a self-guided excursion or a guided interpretive tour," Adams said. "Three years ago, since I bought my eight-meg digital camera with the profits from a very successful year of trapping, the photo tours have exploded,"

Government regulations have restricted hunting in the area, making traditional lodge-style hunting a thing of the past. Additionally, climate change has brought shorter winters and

To Page 2.

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

Located in Temagami, Ontario, on the shores of picturesque Cassels-Rabbit Lakes, Northland Paradise Lodge sits in front of the White Bear Old Growth Forest, an 800 hectare ancient ecosystem of giant red

In My Opinion..

Shutterbugs make good 'cents'

By Carol Patterson
President, Kalahari
Management Inc.

I've always enjoyed taking pictures while I travel, but I'm realizing how important photography can be when it is turned into a revenue generator for nature tourism operators.

As Doug Adams the subject of our feature article has discovered, there are many people who travel in pursuit of a great picture and they spend money on guides, equipment rental and specialty accommodation.

Miles Philips of Texas Cooperative Extension recognized this potential early and developed a Digital Photo Safari Scavenger Hunt Program to add income to tourism businesses.

Miles has surveyed members of the North American Nature Photography Association on their willingness to pay for photo tours on private land and he will be sharing the results at <http://naturetourism.tamu.edu>.

Maybe one day soon, your viewfinder will show you clicking away to new profits.

Carol

Online Q&A session with Carol Patterson

You can get your ecotourism questions answered in an interactive online forum with Kalahari Management's Carol Patterson.

Ron Mader from Planeta.com is hosting the interactive question-and-answer session with Carol to discuss ecotourism issues and the release of the third edition of her book, *The Business of Ecotourism*.

From Page 1

Changing your client's focus

less snow, limiting snowmobile tours. "Summer family vacations mixed with fishing packages directed towards mostly groups of men are still the 'bread and butter' that we have to pay the taxes," Adams said. "Winter trapline are almost as profitable as the few remaining snowmobile packages that we offer."

Adams finds photographers are much more profitable than either hunters or fishermen. "By the nature of the sport, moose hunters are good for two or three weeks in October. If they aren't successful this year, they look elsewhere next year and this means more advertising dollars to secure another group of hunters," he said, "Bird hunters are good for maybe six weeks in the fall. Very few open-water fishermen will be repeat customers in the spring, summer and again in the fall and then again as ice fishermen." Photographers, he said, are an entirely different bunch. They know there is a real good chance that when I call them to see a chosen (flower) species in full bloom, they will see it. Most of them are willing to make the trip to Temagami several times a summer to see different species in bloom. And all they ever carry with them is a camera, a suitcase and a credit card."



Additionally, photographers are non-consumptive. Adams has customers who return annually. "They are fanatics about their hobbies," he said. As for value added products, he offers guiding which is used in at least 50 per cent of the bookings. "Most photographers want a meal plan, as compared to most hunters and fishermen wanting to cook their own meals to save a buck," he said.

Adams has found one strong trait which connects both groups, though. "They all want the same 'bang for their buck.' They all want to be treated fair, have a reasonable effort made by their hosts to give them what they are looking for and each group is more than willing to lay out big money to achieve those ends," he said. He added that both groups expect to have a guide that is knowledgeable in that particular field and are willing to pay well for that service.

"I had to learn how to identify the difference between bull and cow moose tracks. I had to learn how to call them out for the hunters," he said. "I had to learn all the tricks to catching fish

To Page 4..

Photo caption contest winners

We had a great response to our caption contest in the last issue.

People were able to channel their inner caribou and give us some witty and thoughtful captions for the contest.

Here are some of the best:

"Cloven hoof segment turns away from binocs designed by opposable thumbs" - Francis X. Farrell, National Geographic Adventure

"Look this way to view people" - Larry Halverson, Parks Canada

"Where did that guy with the binoculars go?" - Harry Stelfox, Stelfox Wildlands Consulting



"Pardon me, but...I'm over here!" - Ron Lawrance

"Hey guys, bring your binoculars and look over here at all the tourists that are looking for us." - Doug Adams, Northland Paradise

Upcoming Ecotourism Events

The second **World Tourism Marketing Summit** is being held in **Beijing October 28 - 30**. Carol Patterson has been invited to speak at this prestigious event which will be attended by 400 highly-select senior travel and tourism executives from 50 countries. For more information on the summit, visit: www.worldtourismsummit.com.

Travel Alberta will hold its annual conference **October 28 to 30** in **Banff, Alberta**. For more information, visit: www.travelalberta.com.

The **Educational Travel Conference** will be held **February 3 - 7, 2008** in **Baltimore, MD**. If you'd like to find out more about this fast growing field,

visit www.travelearning.com.

Business of Ecotourism Interview Available Online
You can hear Carol Patterson's interview with Tim Warren of Travel Business Success online at: www.TravelBusinessSuccess.com (it is show #29.)

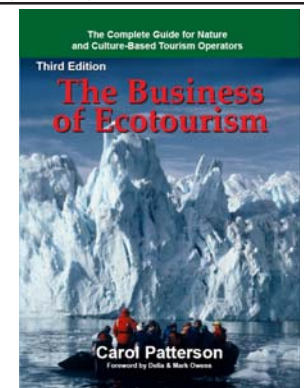
Online Course Outline Available
Work is proceeding with our Tourism Development Success Strategies online courses. If you would like to view the module outlines, please visit www.kalahari-online.com/courses.pdf. If you'd like to receive more information on the courses, please contact us at Kalahari@kalahari-online.com or by calling 403/290.0805.

Carol Patterson joins Conservation Fellows

Carol Patterson of Kalahari Management received a tremendous honour this summer when she was invited to join the distinguished Panel of Conservation Fellows of Kinabatangan. The Panel recognizes the contributions of those people who have played a significant role in the conservation of the Kinabatangan region of Malaysian Borneo.

As the co-author with Albert Teo of *Saving Paradise: The Story of Saving Paradise*, Carol has a deep and abiding affection for the people and wildlife of the Kinabatangan watershed. She was thrilled to receive the invitation and the honour of having a room at Sukau Rainforest Lodge named after her. "Promoting sustainable tourism in the region has been some of the most satisfying work I have done. I am honoured to join this distinguished group," Carol says.

To learn more visit www.sukau.com/public/con_per.asp.



Business of Ecotourism Third Edition now out
Available from www.trafford.com/07-0096.

See all Borneo has to offer - the easy way.



BORNEO ECO TOURS SDN BHD

- Best of Borneo
- Value Special Packages
- Customized Tour Packages
- Holiday Specials

KKKP2277

Borneo Eco Tours Sdn Bhd
Lot 1, Pusat Perindustrian Kolombong Jaya,
Mile 5.5 Jalan Kolombong, 88450 Kota Kinabalu
Sabah Malaysia
Tel : 60 88 438 300 Fax : 60 88 438 307
info@borneoecotours.com www.borneoecotours.com
www.sukau.com www.borneobackpackers.com

A multi-international award winning accommodation and tourism supplier, with a tour to suit every taste.

