Revenue Development through “Nature Tourism”: ie Cabins, Hunting, Trails, etc.

Miles Phillips: 979-845-1023
– College Station, TX
• http://naturetourism.tamu.edu
Growing Demand...Nature Tourism

The human population around Balcones NWR (NW of Austin) ...increased by 40%!!!

In 10 years, 1995-2005

Texas grew 22%!

US grew 11%

World has more than doubled since 1950!
What is the economic impact of the WILDLIFE (not all Nature) part of nature tourism in Texas?

$15.8 Billion

Source: Southwick Assoc & 2006 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation
Nature Tourism: Changing with the Times

Use an existing product for a new purpose! (Like the ranch, farm, the community etc)
Kangaroo Corner is a beautiful spacious Lake House sitting on Deer Lake. Kangaroo Corner has a large deck overlooking the lake, two fishing piers, an outdoor fire pit, a BBQ grill, a hammock, and a small sandy beach. This Lake House will sleep eleven people. There are four bedrooms, three bathrooms, two eating areas, a large kitchen, a game room with air hockey, and a washer/dryer. Beautiful views abound in this comfortable house with many amenities.

Rates:
$675* per weekend  Friday and Saturday
$270* per night  Sunday through Thursday
New Rates - Stay 6 nights, get one WEEKNIGHT Free
$ 40 per pet per stay  Pet Fee

* Check-in time is 4:00 p.m. / Check-out time is 11:00 a.m.
* Prices do not include 7% occupancy tax and 6% Texas.

Non-Holidays 2 Night Minimum
**Holidays 3 Night Minimum. For Holiday and Weekly Rates Call 903 860-3898.
### 2013-2014 Trophy Deer Hunts

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<th>Up to</th>
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<td>200+</td>
<td>$25,000.00</td>
<td>$19,300.00</td>
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</table>

Up to a 150 Boone & Crockett Gross Score $5,700 flat fee

151 - 170 B & C Gross Score $5,700 plus $250 per B & C point from the 151 Gross Score
171 - 179 B & C Gross Score $5,700 plus $300 per B & C point from the 151 Gross Score
180 - 184 B & C Gross Score $17,500
Open Daily (Closed on Thanksgiving day, Christmas day, and New Year’s day).

All prices subject to change without notice.

**Buy Tickets Online - And Save!**

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<th>ADULT</th>
<th>CHILD</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>(ages 12 and up)</td>
<td>(ages 3-11)</td>
<td>Enjoy both tours for one low price! Takes 3 to 4 hours INCLUDES STAIRS.</td>
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<tr>
<td><strong>COMBO TOUR</strong></td>
<td>$29.99</td>
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<td></td>
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<td>(ages 3-11)</td>
<td>Departs every 40 minutes, or sooner throughout the day</td>
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<td><strong>DISCOVERY TOUR</strong></td>
<td>$19.99</td>
<td>$11.99</td>
<td>Tour duration: 75 minutes Walking distance: 3/4 mile (.120 km) INCLUDES STAIRS.</td>
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<th>CHILD</th>
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<td>(ages 12 and up)</td>
<td>(ages 3-11)</td>
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<tr>
<td><strong>HIDDEN PASSAGES TOUR</strong></td>
<td>$19.99</td>
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<td>Departs every 40 minutes</td>
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<td>Tour duration: 70 minutes Walking distance: 1/3 mile (.53 km) INCLUDES STAIRS.</td>
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<th>CHILD</th>
<th>Comments</th>
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<td>(ages 12 and up)</td>
<td>(ages 3-11)</td>
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<tr>
<td><strong>LANTERN TOUR</strong></td>
<td>$24.99</td>
<td>$14.99</td>
<td>Tour duration: 75 minutes</td>
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</table>
Escape to Tenroc Ranch...

nestled in the Hill Country, with breathtaking natural beauty where easy and relaxed is the perfect setting from formal to country chic.

♦ Weddings
♦ Receptions
♦ Banquets
♦ Reunions
♦ Corporate Meetings
♦ Proms

Three Facilities...

♦ Indoor Facilities Totaling 4,000 to 5,000 sq.ft.
♦ Tables & Chairs Provided
♦ Outdoor Ceremony Sites
♦ Caterers of Your Choice
♦ Catering Kitchen with Bar Area
♦ Bridal Dressing Area
♦ Grooms Dressing Area
♦ Ample Parking
Some Observations and Conclusions Concerning Ag-Diversification

By Dr. Larry Butler, NRCS
Operational paradigm shift!

- From “wholesale marketing” to “direct marketing”
- From “price-takers” to “price makers”
- From more efficient production to a greater concern for “return on investment”
We farmers have been told for decades to specialize. Specialize, specialize, specialize. And what do the big companies do? They diversify.

And folks, they are wiping us out.

Bill Heffernan
University of Missouri
What does it take to provide people a quality experience?, ie one they will pay for?
Guest Operations:
To be successful, you need to know & manage people & wildlife!

What people want?  What wildlife wants?
Success is not an accident
“Early to bed, early to rise, Work like hell & Advertise”

(Attributed to Ted Turner)
The 3 I’s for Product Development

**Inventory**: Natural Features, Tourism Services, Evaluate capacity, value & potential of wildlife restoration.

**Interpretation**: Reveal the *story* that is your sites natural history… which includes the people…

**Integrate**: Make it easy and *enjoyable to blend* “natural” site experiences with “unnatural” experiences
Why don’t Polar Bears Eat Penguins?

What is obvious and common locally is often the very thing that is special about a place and can attract paying visitors.
Just the **Wildlife Part**

USFW Survey on Hunting, Fishing and Wildlife-Associated Recreation-2006
Persons 16 and older

- **National =** $106.8 Billion
- $42.2 Billion - Fishing
- $22.9 Billion - Hunting
- $45.7 Billion - Wildlife Viewing

Does not include the NATURE part...$
Santa Anna National Wildlife Refuge

257,500 visits in 2006

Non Residents = 88% of visits

Economic Impact for Hidalgo & Cameron Counties

Total Visitor Expenditure = $5,200,000
Non Residents = $5,000,000 or 96% of total

USFWS
Study of 80 TX State Parks showed they generated $793 million in sales for local community businesses.

Source: The Economic Contribution of Texas State Parks, 2005
Nature Tourism Clients… Example Target Markets

- Not Everyone!...A key is to be able to reach them with you marketing

  - Trophy whitetail deer hunters from Dallas?
  - Women who grew up in Texas now in Michigan?
  - New York Birders looking for life list species?
  - Houston Couples looking for retreat?
  - Associations (Oil & Gas Accountants from San Antonio)?
The 4 P’s of Marketing

- Product
- Place – of the sale
- Promotion
- PRICE – not a commodity, go for value pricing
Unique Selling Position (USP)

Identify and Communicate how your product is unique!
Original
Closer
Cheaper? - More Expensive?
Highest Quality
Etc...
Great Online Planning Tool

ONLINE at
http://campus.extension.org

Handbook: B-6147
Nature Tourism: A Guidebook for Evaluating Enterprise Opportunities
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<th>Activity Name</th>
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<td>Turkey Hunt</td>
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<td>Deer Hunt Package 1</td>
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<tr>
<td>Quail Hunt</td>
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<td>6 Room Lodge</td>
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<td>Retail</td>
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<tr>
<td>Lease</td>
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Price Setting Exercise – 12 Steps

- Define Product
- Define Target Market
- Define Unique Selling Position
- Define Amenity Options
• Calculate Cost of Production
• Research Comparable Prices
• Evaluate Comparable Amenities
• Select Pricing Method
• Set Base Price
• Define Discount Pricing
• Calculate Profit for Projected Sales
• Adjust and repeat until target goals are met
Welcome to InFlight Outfitters, a hunter's paradise of 3,000 bountiful acres of rich South Texas wildlife and habitat.

There's no more perfect setting for those who love wing shooting. And we complement that setting with the new state of the art accommodations waiting there for you!

The excitement of the hunt is matched by the southern hospitality of our lodge with all the trimmings. Settle in as our gourmet chefs prepare the feast. And you're simply not going to believe...
Welcome to Coastal Bend Kayak
~ Authorized Hobie Outfitter ~
Tours, Rentals, Instruction & Fishing
Professional Kayak Tour Guides & Instructors for the
Texas Coastal Bend's Gulf Coast Since 1990!

Call to Reserve: 361-557-7003  Contact Us Here
Coastal Bend Kayak Guides are Licensed by Texas Parks and Wildlife
Certified by the American Canoe Association.

Meet Hector Rios - Professional Tour Guide & Kayaking Instructor:
Hector Rios has been successfully guiding and instructing novice to experience kayakers for over twenty-five years. Equipped with a wealth of ability and skill, Hector gladly shares his knowledge and experience with people of all ages. Tours cater to individuals from all walks of life and all skill levels. Kayaking is a great team-building experience for corporate groups. Hector loves working with children and welcomes those kids with disabilities. (Learn more about Coastal Bend Kayak Youth Camps below.) A pleasant demeanor, good sense of humor and genuine care of his clientele ensures that all will have a safe, educational and fun day on the water! Your professional guide is familiar with most of the resident birds as well as the many migratory birds that call the Coastal Bend home each winter. Tours by boat to see the endangered Whooping Cranes are offered from mid-November thru early-April. If fast fishing action is what you're seeking, your guides will take you those shallow flats and reefs - fishing hotspots - where the trophy-size Redfish, Speckled Trout and seasonal Flounder. You'll be fishing where no boat has gone before and the peace and solitude offers a healthy break from sometimes hectic lifestyles.
Certified by the American Canoe Association. Hector Rios is Texas Parks & Wildlife Licensed.

Details About Our Kayak Tours & Classes:
Coastal Bend Kayak takes the time to give proper instruction before anyone hits the water. Kayakers will be given an introduction as to what to expect and what to do should an emergency or possibly inclement weather or other situation comes into play. A thorough instruction of all safety precautions is presented as well as an "equipment check." This is followed by an "on the water" demonstration by one of our licensed and certified guides. And there's plenty more to learn once "you" are on the water. Swimming isn't essential, but it could come in mighty handy if a sudden squall blows through or if your kayak is damaged. As in any outdoor activity - be smart, careful and always be prepared for the unexpected.
Barnhart Ranch & Nature Retreat

Looking for a Quiet Retreat to get away from it all?
You have found the Perfect Escape!

Relax, explore, hike, bike, horseback ride, birdwatch, hunt (exclusive use only), or let us help you design a special program for you, your friends and family at our 706 acre working ranch while staying in the rustic restored Maetze-von Dahlen located in Berclair between Goliad and Beeville, Texas.

The Historic Maetze-von Dahlen home was built in 1877 in Goliad Texas and was recently moved to its new home at the Barnhart Q5 Ranch, just north of Berclair, TX. Lovingly restored, the pine walls, chandeliers, 12 foot ceilings, fireplaces and 6 foot windows with panoramic views make this an ideal setting for a romantic getaway or family vacation.

Barnhart Ranch & Nature Retreat now offers Three Separate Houses for Your Next Getaway!

MAETZE HOUSE  GREEN JAY COTTAGE  HUMMINGBIRD HOUSE

Rock on the Porch  Make Friends with the Mediterranean Miniature Donkeys
Messina Hof Winery & Resort, a Texas vineyard established in 1977 by Paul and Merrill Bonamigo, is rooted in the union of two family heritages. Winemaker Paul Bonamigo's family dates back seven generations to Messina, Sicily. Merrill's family is from Hof, Germany.

Stroll through the vineyard. Smell the roses. Sit by the waterfall. Relax with a glass of crisp Riesling or rich Shiraz. Indulge in fresh vineyard cuisine. Linger over candid conversation. Enjoy a quiet evening among friends or with the one you love. Spend a romantic night at the Winery in The Villa, awarded four diamonds by AAA.

We invite you on this journey and hope that we may share with you the romance and tradition of Messina Hof here in the heart of Texas and agricultural center of the Brazos Valley.

Join The Family
Selah, Bamberger Ranch Preserve is on Facebook.
To connect with Selah, Bamberger Ranch Preserve, sign up for Facebook today.

Selah, Bamberger Ranch Preserve
1,338 likes - 3 talking about this

Non-Profit Organization
"It's practical, common sense, and you don't have to be a millionaire," J. David Bamberger says. "To be a conservationist, love the natural world and do right by

About

Photos

Likes

Videos

Pinvolve

Three-quarter's of an inch of rain & a new species on our bird count (sage thrasher) – makes for a nice October Sunday!

Like · Comment

Elenore Goode, Julie Parker Roach, Elizabeth Hiles-Fisher and 22 others like this.
Welcome to Selah

Selah, Bamberger Ranch Preserve is a 5,500 acre ranch that has been described as the largest habitat restoration project on private land in Texas. You can learn about the environment, while pausing to reflect on the beauty and serenity of Hill Country nature.

Happy Bamberger Birthday!

Our informal fundraising campaign to raise money to honor David Bamberger’s 85th birthday culminated with opening its contents with 20 nature campers on June 11. $8,860 will be deposited into our endowment account that will ensure Selah’s longterm future.

See photos of the party

Water From Stone — Learn about the book

J. David Bamberger's story is featured on NPR/All Things Considered!


Bamberger Ranch Preserve receives Leopold Conservation Award for Texas
Our education mission is sharing stewardship ethics. During the winter, we take a break from education for hunting season (Nov-mid Jan). During the high heat of August, we let Mother Nature and staff rest.

No Paypal Account or just prefer old school checks and snail mail? Feel free to download a Registration Form (PDF) to print out and send in.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Fee</th>
<th>Register</th>
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<tr>
<td>September 28, 2013</td>
<td><strong>Stewardship Workshop</strong></td>
<td>8:30am - 4:30pm</td>
<td>$115.00/person</td>
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<td>October 19, 2013</td>
<td><strong>Grass Workshop</strong></td>
<td>8:30am - 4:30pm</td>
<td>$115.00/person</td>
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<tr>
<td>October 20, 2013</td>
<td><strong>Tree and Shrub Workshop</strong></td>
<td>8:30am - 4:30pm</td>
<td>$115.00/person</td>
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<tr>
<td>November 16, 2013</td>
<td><strong>Fall Colors Hike</strong></td>
<td>9:00am-12:30pm</td>
<td>$19.00/person</td>
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Showing 1 to 4 of 4 entries

**We are a private ranch and visitation is strictly by reservation. We cannot accommodate drop-in traffic. We do appreciate your desire to see us, but please make arrangements before coming to the ranch.**
"The future ain't what it used to be"

Yogi Berra
Business Assistance

Getting Started or Considering Operation Expansion? Creating a written business plan is highly recommended. To help you with this task we provide an self paced online program.

To learn more about the course and to register follow this link: Business Plan Development

Outdoor Recreation & Nature Tourism are terms for many outdoor activities that can be a component of your business. For this course nature tourism activities have been categorized into Adventure, Agritourism, Fishing and Hunting. This course is appropriate for individuals and organizations looking to start, expand or diversify an operation, or students interested in learning about enterprise planning.

This includes ranch, farm, parks and nature centers, outfitters & tour operators that utilize public or private land and waters. It should also be noted that the terminology of the term ‘nature tourism’ has changed over the past 20 years.
Join us & benefit from an unforgettable experience!

This learning tour will provide training for those in the tourism industry, community officials, ranchers & farmers, and all people interested in the opportunity to experience successful operations and learn from business managers in a country that has become a world leader in ecotourism and agritourism.

Bring a multitude of successful ideas and best practices back to your operation!

We will talk with many professionals during this trip, including business representatives from visited sites and:

Dr. Eugénio González
Director of the Texas A&M Sibis Center in Costa Rica

Paul Leff
Texas Travel Industry Association
Chairman, President, and CEO of the Texas Travel Industry Association

Lloyd Mertens
Owner of Paradise Tours and Certified Professional Tour Guide in Costa Rica

Stephen Stougerhoff
A&M AgriLife Extension specialist in ecotourism, agritourism, and sustainable tourism

Miles Phillips
Course Instructor and Assistant Professor and Extension Specialist in Texas A&M AgriLife Extension—College Station, Dept. of Recreation, Park and Tourism Sciences, Texas A&M University

Best Practices in Ecotourism and Agritourism Field Training

Feb 18-26, 2014

Topics:

- Marketing
- Wildlife Conservation
- Ecotourism
- Agritourism
- Certifications
- Guide Profession
- Customer Service

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