



BENEFITS, CHALLENGES AND TRENDS OF NATURE TRAVEL AGENCIES

CASE OF HOLBROOK

26 October 2016



Birding

BENEFITS, CHALLENGES & TRENDS

TOPICS

1. Top Trends & Growth of Special Interest
2. About Holbrook: Case Study
3. The Growth of Birding
4. Challenges & How to Succeed

A low-angle shot of a person's legs and feet as they walk across a series of wooden planks. The person is wearing khaki-colored trousers and brown leather hiking boots with orange laces. The background is a dense, green forest with sunlight filtering through the trees. A semi-transparent dark grey box is overlaid at the bottom of the image, containing the title text in white.

1. Top Trends & Growth of Special Interest

THE TOP 5 TRAVEL TRENDS

ACCORDING TO  2016

based on 44,000
responses Globally

#1 – Travelers are seeking NEW experiences

- 69% will try something new for the 1st time; 15% adventure

#2 – Spending MORE because it's "worth it".

- 33% are planning to spend more "it's important for my well-being."

#3 – Choosing destinations based on CULTURE

- 47% of travelers visited a destination because of culture + people

#4 – Want AC and WIFI

- 63% must-have air conditioning; 46% must-have WiFi

#5 – Online reputations drive business

- 93% of hoteliers said reviews are important for the future of business.

OTHER TRENDS

- Conde Nast Top 5 Trends in 2016

- South America Travel top-5 trend + Colombia to be a hotspot (assuming peace agreement)

- Travel Market Report

3 hottest trends they identified for 2016:

1. More Millennials are traveling
2. Wellness travel
3. Adventure and experience travel

Travelers are seeking an authentic experience, whether it's at a local off-the-beaten path destination or one that offers a unique cultural experience - "They want to be travelers and not tourists."

GROWTH OF SPECIAL INTEREST

- Baby Boomers are driving change
- Death of the “Standard Tour”
- Adventure Travel largest growing segment last 5 years
- Large companies with 10,000+ travelers/year
 - G-Adventures
 - Overseas Adventure Travel
 - Intrepid Travel
 - Road Scholar
 - Major Tour operators offering adventure

GROWTH OF SPECIAL INTEREST



Art & Culture



Culinary



Harvest



Nature



UNESCO &
Historical



Military



Biking



Health &
Wellness



Hiking



Watersports



Family Travel



Music



Safari



Beer



Birdwatching



Golf



Wine



Active
Walking



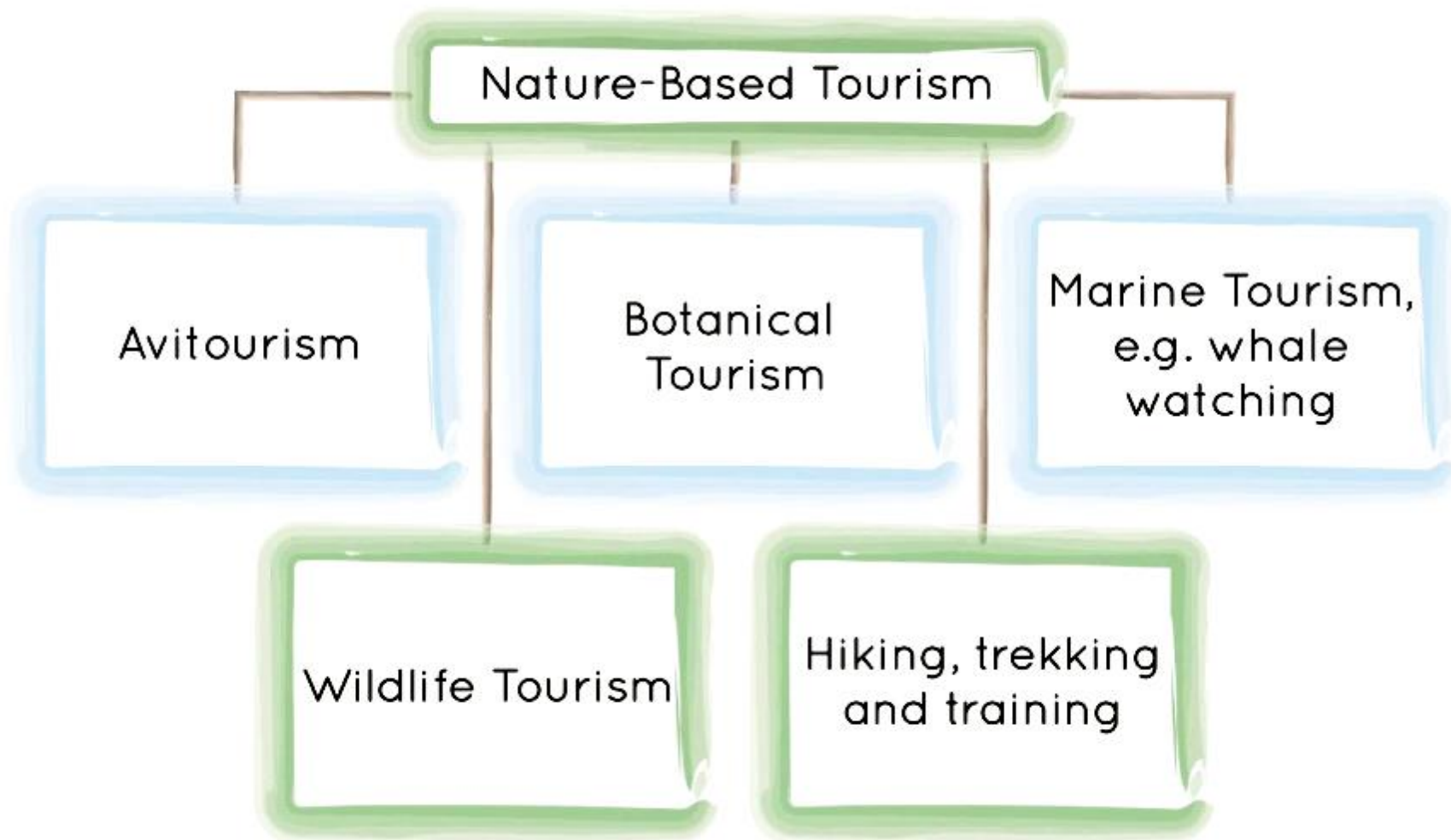
BENEFITS TO SPECIALTY TRAVEL...

- There is DEMAND
- You develop EXPERTISE
- Loyal REPEAT customers
- Higher PROFIT and STABILITY

KEY: Knowing your clients interests

A man wearing a blue rain jacket, a camouflage bucket hat, and a necklace is walking across a suspension bridge in a lush green jungle. He is looking off to the side. Behind him, another person is partially visible. The bridge has a metal railing and is surrounded by dense foliage.

2. About Holbrook: Case Study





ABOUT HOLBROOK TRAVEL

- Founded in 1974 by Giovanna Holbrook
- Commitment to Conservation and Sustainability
- In 1984 built Selva Verde Lodge and Rainforest Reserve on 500 acres of Costa Rican primary and secondary rainforest.
- Specialty travel – over 4500 per year
- Committed to protecting precious habitats + rich biodiversity
- Partner with in-country providers and local guides for best practices in sustainable travel.



WHERE WE TRAVEL

FOLLOW YOUR INTEREST

JOIN A TRIP

PLAN A TRIP

EDUCATIONAL TRAVEL

ABOUT US



Follow your interest

Rincon de la Vieja, Costa Rica
Hans Velorian

EXPLORE YOUR INTEREST

Your itinerary can be as specialized or diverse as you'd like. Choose a topic below to browse trips suited to your interests.

Can't find what you're looking for? Build your perfect adventure from scratch.



Natural History



Birding



Photography



Gardens

PD

Professional
Development



Independent
Journeys



Cultural Travel



Educational
Travel



HOLBROOK BIRDING TOURS...

- A wide variety of birding tours for everyone from beginning birders to experienced ornithologists.
- Offer sponsored tours year round, or build your own privately organized group expedition.
- Experts at combining birding with a multitude of cultural, environmental, or adventure-based activities.
- Work with expert in-country birding guides and naturalists, and with experienced drivers, lodges, and other local providers worldwide.

HOLBROOK BIRDING: 100+ BIRDING TOURS

TRIPS TO JOIN



[BIRDING](#)

From \$2,925

Cuba | Christmas Bird Count

December 14, 2016 - December 21, 2016



[BIRDING](#)

From \$3,125

Ecuador | Birds and Wildlife with Friends of the Bosque

February 24, 2017 - March 5, 2017



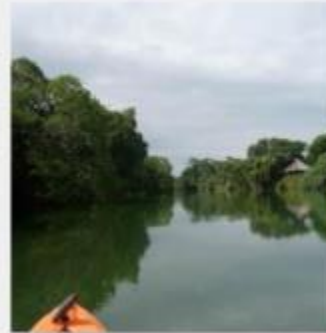
[BIRDING](#)

From \$5,550

Tanzania | Birding and Photography with Reinier Munguia

May 10, 2017 - May 23, 2017

TRIPS TO PLAN



[BIRDING](#)

From \$3,300

Belize | Birding and Nature in the Tropics of Belize

10 Days | Choose your dates



[BIRDING](#)

From \$5,300

Colombia 2017: Northern Colombia Birding Trail

12 Days | Choose your dates



[BIRDING](#)

From \$5,050

Iceland | Birding in the Land of Fire and Ice

9 Days | Choose your dates



3. The Growth of Birding

A Bird's Eye View

\$41 billion

spent annually
on birding in US

287%

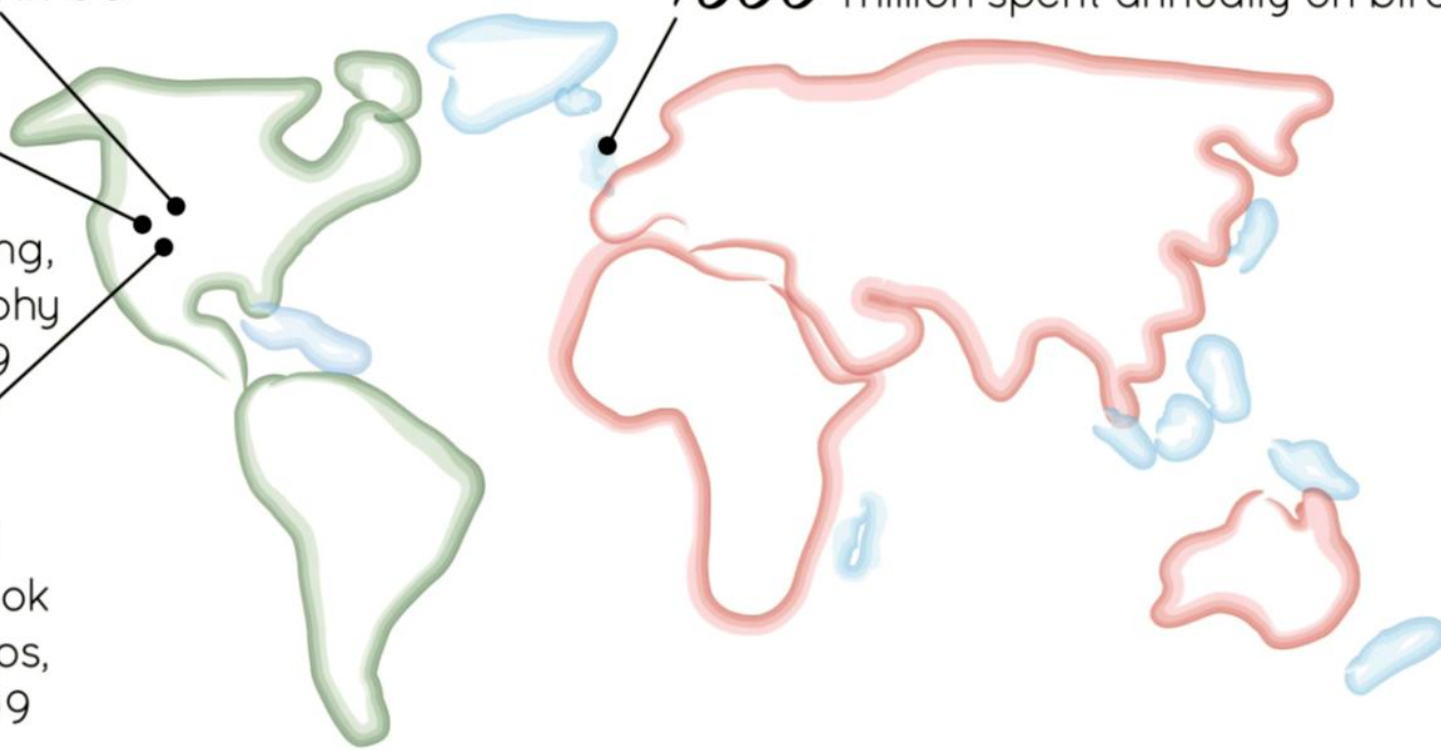
growth in
bird viewing,
photography
1982-2009

20

million US
citizens took
birding trips,
2005-2009

\$500

million spent annually on birding in UK



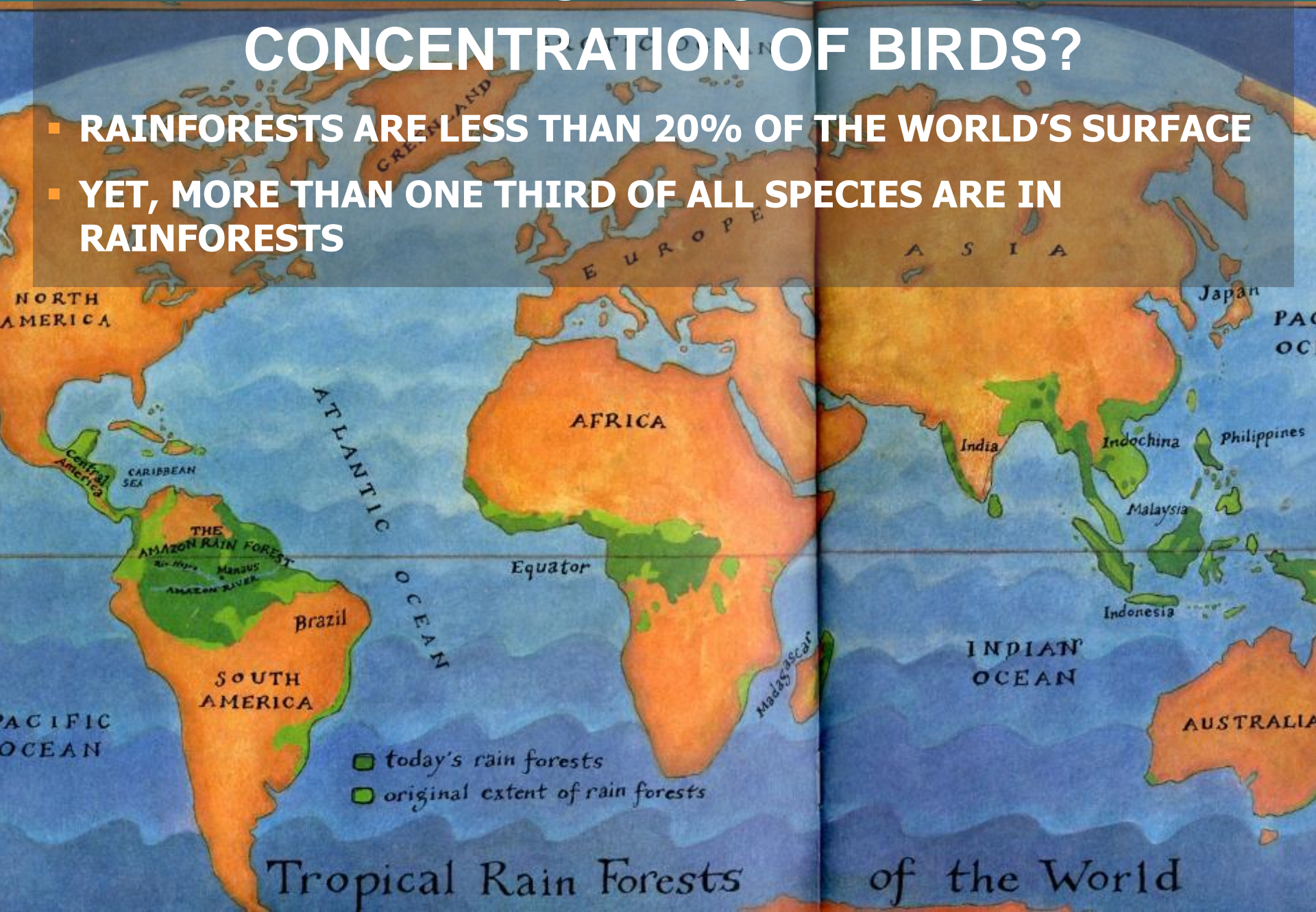
3 million

international trips per year for the main purpose of birding

Source: Audubon Bird Study Report 2014

WHERE IS THE GREATEST CONCENTRATION OF BIRDS?

- RAINFORESTS ARE LESS THAN 20% OF THE WORLD'S SURFACE
- YET, MORE THAN ONE THIRD OF ALL SPECIES ARE IN RAINFORESTS





“Bird watching is reported as being the fastest growing outdoor activity in America”

Source: Audubon Bird Study Report 2014



“An increasing number of birdwatchers are traveling to long haul destinations to spot new birds that cannot be seen in their own country or region.”



Profile of a U.S. Birder

- Highly educated
- Higher annual income
- Middle-aged and elderly
- Slightly more women and men
- Usually travel solo or with a partner, rather than in large groups
- Many are members of local bird clubs
- Usually spend 13-14 days birding away from home

Source: Audubon Bird Study Report 2014

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Audubon

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International Alliances Program

PARTNERSHIP WITH NATIONAL AUDUBON
New program for conservation & sustainability



CONSERVATION BIRDING EXPEDITIONS

HOLBROOK TRAVEL

COLOMBIA

NORTHERN COLOMBIA BIRDING TRAIL: A BIRDER'S PARADISE

12 days | Choose your dates

PROGRAM HIGHLIGHTS

- Be one of the few outsiders to explore birding-rich, remote regions of Northern Colombia led by expert local guides
- Discover The Perijá Mountains, the Holy Grail for birders, one of the least explored areas in Colombia that will rival Santa Marta (once taxonomy is updated for an array of

Audubon

Supporting Audubon and its partners in advancing sustainable development in bird hot-spots

Holbrook Travel is a supporting partner in Audubon and its partners' conservation work in Latin America and in the Caribbean. One key aspect of that work is the strengthening of **bird-based tourism** as a conservation and sustainable development tool. The tours developed from this initiative are designed to help protect key target areas along the flyways for migratory and local species. Initial sites are located in **Belize, Colombia, Guatemala, Paraguay and the Bahamas.**

These areas were selected by interesting bird hot-spots with key Important Bird and Biodiversity

Illustration Credit by Robert and Pat Rogers

WHAT MAKES CONSERVATION BIRDING EXPEDITIONS DIFFERENT?

CONSERVATION BIRDING EXPEDITIONS

UNIQUE ITINERARIES

These birding itineraries are unique in that they are designed to help strengthen and support tourism in bird hot-spots and support conservation and local economic development. The initial program is focusing on nine sites in Belize, Guatemala, Paraguay and the Bahamas. The project is helping communities, local tour operators, and tourism boards attract bird watching tourists to the selected destinations and associated businesses. Participants will see the conservation activities first-hand and engage with the local community during their tours.

EXTENSIVE GUIDE TRAINING

Birding guides selected for the tours have taken part in comprehensive guide training in alliance with expert guides, local tourism authorities, and Audubon's local conservation partners. Guides are provided advanced levels of training which include bird identification, biology, ecology, and conservation alongside guiding ethics, group management, marketing, and business, plus basic English language where needed. Tours connect advanced regional guides with local guides to increase knowledge and capacity.

SUPPORTING LOCAL BUSINESSES

The National Audubon Society project provides local guiding businesses with access to equipment, including binoculars, scopes, and guidebooks; improves trails and associated infrastructure; and offers basic business support such as marketing, and customer service training. Participants on the tours will benefit from these improvements and help support the important economic incentive to promote conservation.

COMMUNITY ENGAGEMENT

Travelers will learn about Audubon and its partner's targeted environmental education and outreach programs. These include programs at local schools, using local birdlife as a hook to engage youth, and courses for adult, community, and women's groups, and alternative livelihood programs. Tours may include a talk with community members or a school visit where participants can exchange their passion for birding.

BIRD CONSERVATION

With greater local awareness and appreciation for ecosystems, the program supports priority endemic bird species including the critically endangered Scarlet Macaw, Resplendent Quetzal and Bahama Oriole, plus

Flyway Expeditions

AUDUBON

Unique Itineraries, Extensive guide training,
Supporting local businesses, Community
engagement, Bird conservation



National Audubon Society: Flyway Expeditions

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Current Flyway Expeditions

- BELIZE | Birding and Nature in the Tropics of Belize
- **COLOMBIA | Northern Colombia Birding Trail: A Birder's Paradise**
- GUATEMALA | Birding Guatemala's Highlands and Lake Atitlán
- GUATEMALA | Exploring Maya Biosphere Reserve through Birding



4. Challenges & How to Succeed



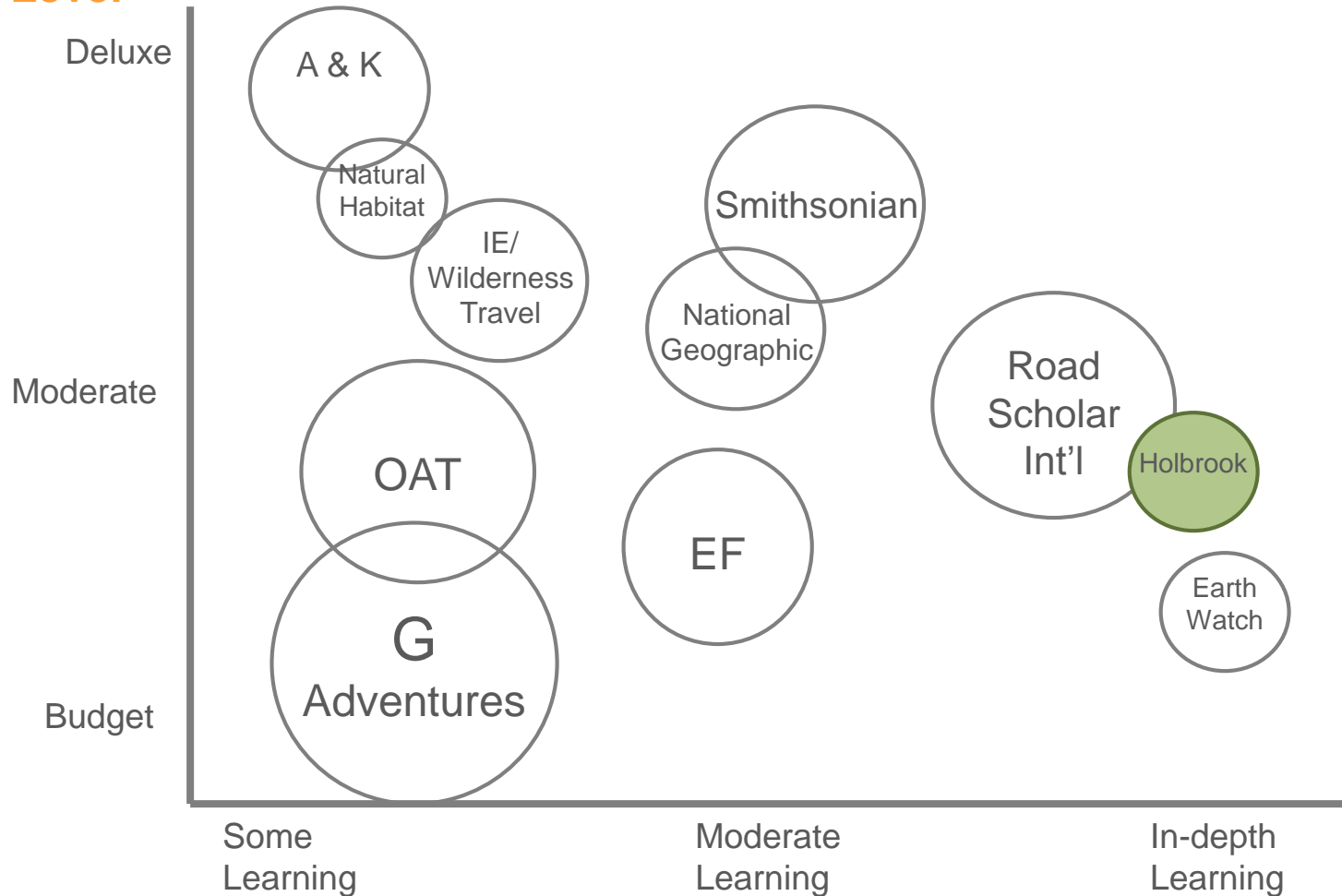
CHALLENGES – HOW TO SUCCEED

5 Tips for Travel Companies

1. Choose your expertise – FOCUS
2. Know your competitive advantages
3. Study your competition
4. Build your database
5. Use multiple channels

Special Interest Tour Operators

Accommodation
Level



Education
Components



2. Know your competitive advantages

	Holbrook Travel
Price	\$250/day-\$350/day
Accommodations Style	Authentic, boutique, <u>locally-owned</u>
Accommodations Level	Superior Tourist Class : 3-star to 4-star; [note Tom Carr " <u>Hard/Soft</u> "; limited in certain ; lodgings reflect and support the local culture
Group Size	10-16
Leaders	Local Guide (throughout), Study Leader or "Host"
Meals	Most meals; [add definition]
	Welcome/Farewell Dinners
Tips	Not Head Guide, but porters, day-guides covered
Water	bottle water (2 per day??)
Itinerary	Avoid high-tourist stops in our selection and timing of activities, routes, and areas within national parks



2. Know your competitive...

	Holbrook Travel
Unique Modes of Transport (TBD)	Often unique modes (TBD): raft, kayak, elephants, dugout canoe, bicycles
Community Programs	Yes - visit schools, community centers, home-hosted meal(s), table talk with local professionals (peer to peer) community service projects, and more.
Activities	Small group walks, nature exploration, hands-on learning, opportunity for physical
Optional Active (choice) [yes, include this feature]	Rafting, walking, hiking, kayaking, caving, horseback riding, biking
Sustainability Conservation	Support local operators, [talks] carbon offset since 2008
Authentic engaging	home hosted meal [dine with locals and "eat with locals" intl org)



nature travel companies



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Adventure Travel Ratings - National Geographic Adventure Magazine

adventure.nationalgeographic.com/.../outfitterhome ▾ National Geographic Adventure ▾

Logo: Best Adventure **Travel Companies** {On Earth} ... Adventure Cruises; Hiking/Trekking; **Nature** and Wildlife; African Safari; Paddling; Mountaineering; Biking/ ...

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Natural Habitat Adventures: Adventure Travel & Adventure Tours

www.nathab.com ▾ Natural Habitat Adventures is the leader in responsible adventure travel. As the world's first 100-percent carbon neutral **travel company**, we offer ...

3. Study Your Competition

Top 30 Adventure Travel Companies - About.com

adventuretravel.about.com ▾ ... ▾ Find Top Adventure Travel Companies ▾

Aug 23, 2016 - Your choice of an adventure **travel company** could ensure a ... **Natural Habitat** Adventures trips focus on **nature** scenes around the globe.

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Birding & Nature Tour Company Directory - Nature Travel Network

naturetravelnetwork.com/birding-nature-tours/tour-company-classifieds/ ▾

1, Scope, Tour **Company**, Speciality, Meet the Guides ... Worldwide, Wildlife **Travel**, Worldwide **natural** history holidays at a relaxed pace, Meet the Guides.



4. Build Your Database



5. USE MULTIPLE MARKETING CHANNELS

- Web
- Flyers
- Email
- Social media
- Direct mail
- Webinars
- Events & meetings
- Referral/Word of mouth



THANK YOU!
¡Y GRACIAS...



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