



2011 Ecotour Provider Series

Listen, Learn and Do!



Trends and Tricks in Today's Ecotourism Industry

Rookery Bay National Estuarine Research Reserve
Environmental Learning Center
300 Tower Road, Naples, FL

June 16, 2011

Agenda

- 5:45 p.m. Arrival & Networking**
- 6:05 Welcome, Introductions & Series Overview**
- 6:15 The Value of Ecotourism in Collier County**
Jack Wert, Executive Director,
Naples, Marco Island, Everglades Convention and Visitors Bureau
- 6:35 Trends in Ecotourism**
Alberto Chavez, Coastal Training Specialist,
Rookery Bay National Estuarine Research Reserve
- 7:20 Break**
- 7:35 Nature in My Pocket**
Don Parsons, Retired Photojournalist and Guide for Tarpon Bay
Explorers
- 8:20 Wrap Up & Evaluation**
- 8:30 p.m. Departure**

