



2011 Ecotour Provider Series

Listen, Learn and Do!



Trends and Tricks in Today's Ecotourism Industry

Lee County Parks and Recreation Support Services Facility at Rutenberg Park
6490 South Point Blvd, Ft. Myers, FL

June 14, 2011

Agenda

- 5:45 p.m. Arrival & Networking**
- 6:05 Welcome, Introductions & Series Overview**
- 6:15 The Value of Ecotourism in Lee County**
Nancy Macphee, New Product Development Program Manager,
Lee County Visitor and Convention Bureau
- 6:35 Ecotourism Trends**
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**

