

Ranch Enterprise  
Development through  
Nature Tourism



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– College Station, TX  
• <http://naturetourism.tamu.edu>

## Ranch Nature Tourism–

Adventure, Agritourism, Fishing & Hunting

Lets talk about...

1. Changes
2. Economics
3. Products and Markets
4. Example Operations
5. Agrilife Extension Programs

<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!

Google

### The internet is the change agent

Then and now eXtension Conf Oct 18 2010

2000

46% of adults use internet  
5% with broadband at home  
<20% watch video online  
53% own a cell phone  
0% connect to internet wirelessly  
<10% use "cloud"  
0% tech social network users  
= slow, stationary connections built around my computer

2010

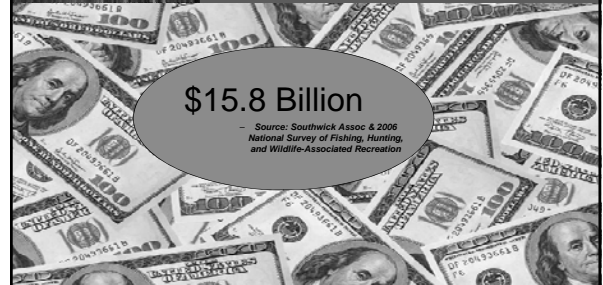
74% of adults use internet  
65% with broadband at home  
>55% watch video online  
85% own a cell phone  
57% connect to internet wirelessly  
>two-thirds use "cloud"  
46% tech social network users  
= fast, mobile connections on outside servers and storage



What is the economic  
impact of the WILDLIFE  
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)



**Nature Tourism** naturetourism.tamu.edu

**Texas Travel Fact**  
 Travel spending from the reported 4.2 million people with earnings of \$16.8 billion. Find more Texas travel facts at [www.texaslife.com](http://www.texaslife.com).

**THE REPRESENTATIVE ECONOMY** According to a study from the Outdoor Industry Association, nature-based tourism has a large national economic footprint (please note that the numbers below reflect national totals). For more statistics and trends, click [here](#).

- Contributes \$26 billion annually to the U.S. economy
- Supports over 1.6 million jobs across the U.S.
- Generates \$10 billion in annual state and national tax revenue
- Provides sustainable growth in rural communities
- Contributes \$26 billion annually in retail sales and services across the U.S.
- Translates over 8 percent of America's personal consumption expenditures—more than a dollar for every 12 dollars circulating in the economy

**Texas Agrilife Extension Service** Information for Tourism Resources

**Deer Lake Cabins**  
 Sit Back And Let Nature In

**Cabin Information**

Located on a beautiful, secluded private lake within minutes from Lake Cypress Springs and Lake Bob Sandlin. All cabins are beautifully furnished and include full kitchens, televisions, VCR's, central heat and air, and most have mowers and bicycles. Cabins are furnished with grills for the benefit of our guests. Not every cabin available for a seasonal price.

To view the cabin of your choice, click on the link below.

**The Blue House**  
[Click here for pictures and more info](#)

This is a three bedroom, two bath, single story, beautifully furnished house with a full view of Deer Lake, two level deck, single gym for children, and dock for fishing. The Blue House sleeps up to 10 people. A \$10.00 fee will be charged for each additional person.

Rates	Price per week	Price per cabin
10/01 - 03/31	\$1200	\$1200
04/01 - 06/30	\$1500	\$1500
07/01 - 09/30	\$1800	\$1800
10/01 - 11/30	\$2000	\$2000
12/01 - 01/31	\$2500	\$2500

**KING RANCH**  
 EST. 1853

**WHITE-TAILED DEER HUNTING**

2010-2011 THOROPEY DEER HUNTS

Up to	Amount Due	Amount Due	Amount Due
150	\$5,700.00	171	\$12,000.00 \$6,300.00
151	\$2,550.00 \$250.00	172	\$12,500.00 \$6,600.00
152	\$6,200.00 \$200.00	173	\$12,600.00 \$6,900.00
153	\$8,450.00 \$750.00	174	\$12,900.00 \$7,200.00
154	\$8,700.00 \$1,000.00	175	\$13,200.00 \$7,500.00
155	\$9,150.00 \$1,250.00	176	\$13,500.00 \$7,800.00
156	\$1,000.00 \$4,000.00	177	\$13,800.00 \$8,100.00
157	\$1,150.00 \$1,750.00	178	\$14,100.00 \$8,400.00
158	\$1,700.00 \$2,000.00	179	\$14,400.00 \$8,700.00
159	\$1,250.00 \$6,000.00	180	\$14,700.00 \$9,000.00
160	\$8,200.00 \$2,500.00	181	\$15,000.00 \$9,300.00
161	\$8,450.00 \$2,750.00	182	\$15,300.00 \$9,600.00
162	\$8,700.00 \$3,000.00	183	\$15,600.00 \$9,900.00
163	\$9,150.00 \$3,250.00	184	\$15,900.00 \$10,200.00
164	\$9,400.00 \$3,500.00	185	\$16,200.00 \$10,500.00

**NATURAL BRIDGE CAVERNS**  
 AWWWWWSOME SIGHT TO SEE.

**Open Daily** (Closed on Thanksgiving day, Christmas day, and New Year's day).

All prices subject to change without notice.

**DISCOVERY TOUR / ILLUMINATI TOUR COMBO**

ADULT (ages 12 and up)	CHILD (ages 3-11)	Comments
\$27.99	\$15.99	Enjoy both tours for one low price! Takes 2 to 4 hours

**DISCOVERY TOUR**

ADULT (ages 12 and up)	CHILD (ages 3-11)	Comments
\$18.00	\$10.00	Depart: every 40 minutes, or on hour throughout the day Tour duration: 75 minutes Walking distance: 3/4 mile (1.20 km) Tour depth: 100 ft. (54.10 m.)

**Tenroc Ranch**  
 The Majestic Hill Country's Best Kept Secret

Private, available beauty with two wedding facilities - The Blue Room and Terra. A country setting, scenic views, and pecan trees complete with special brides and groom private room facilities.

512.947.9218 - 3471 Thomas Arnold Road - Salado, Texas 76771 - www.tenroc.com - info@tenroc.com

Tenroc offers an exceptional venue for your wedding reception. It is a truly magical setting with world class indoor/outdoor venues. Over 100 tables in available for the reception making this a truly special venue for your wedding. Regular meals and bar service and other special events are also available. For wedding information call 512.947.9218 for hours and more information call 512.947.9218.

Tenroc Ranch offers one of the most beautiful wedding venues in the heart of Hill Country. The venue is located on a beautiful 1700 acre ranch with a beautiful view of the Texas Hill Country. The venue is located on a beautiful 1700 acre ranch with a beautiful view of the Texas Hill Country. The venue is located on a beautiful 1700 acre ranch with a beautiful view of the Texas Hill Country.

## 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 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

TEXAS  
PARKS &  
WILDLIFE

TEXAS STATE PARKS PASS

The Value of Parks & Public Land:  
Nature as an Economic Engine

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



- The Active Outdoor Recreation Economy contributes...

\$730 Billion Annually to the US Economy

(OutdoorIndustryFoundation.org Fall 2006)

## Nature Tourism Clients... Example Target Markets

- ❖ Your Definition should be specific Not "Everyone"!?...ie
- Houston Couples looking for retreat
- Men, Dallas, 40-60, Trophy Deer Hunters
- Female Lawyers, 40-60, Living in Houston, Interested in Wildlife
- New York Birders looking for life list species
- Associations (Oil & Gas Accountants from DFW)

## The 4 P's of Marketing

- Product
- Place
- Promotion
- PRICE

## Unique Selling Position

Identify and Communicate how your product is unique!

- Original
- Closer
- Cheaper
- Highest Quality
- Etc...

## Great Online Planning Tool

ONLINE at <http://campus.extension.org>

Handbook: B-6147  
*Nature Tourism: A Guidebook for Evaluating Enterprise Opportunities*



B-6147

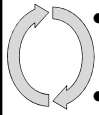
**AgriLIFE EXTENSION**  
Texas A&M System  
*Improving Lives. Improving Texas.*

**Gross Income Report for demo (as of 5/20/2009 12:45:58 PM)**

Activity Name	Yearly Gross Income
Total	\$310,907.00
Corporate Retreat	\$76,800.00
Guided Walk	\$21,504.00
Photo Blind Rental	\$32,000.00
Turkey Hunt	\$19,200.00
Deer Hunt Package 1	\$52,000.00
Quail Hunt	\$48,000.00
6 Room Lodge	\$43,200.00
Retail	\$12,443.00
Lease	\$5,760.00

Close Window

*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

## FREE! Texas MarketMaker

- <http://tx.marketmaker.uiuc.edu/>
- List your operation for free, any food, fiber or agritourism operation,
- Use it to find buyers
- Use it to find sellers



## Evaluation 1

- Did you increase your knowledge of nature tourism, ie wildlife enterprises, agritourism etc?
- 1=YES
- 2=NO
- 3=NA

## Evaluation 2

Do you plan to utilize information you learned in this program?

- 1=YES
- 2=NO

### Evaluation 3

How much do you anticipate you will save, and/or earn in the next year due to information learned from this program?

1. \$0
2. \$1-\$100
3. \$101-\$250
4. \$251-\$500
5. \$501-\$2,500
6. \$2,501-\$10,000
7. >\$10,000



### Evaluation 4

Are you open to the possibility of operating some form of guest operation? *ie nature tourism: agritourism, hunting or non hunting etc?*

- 1=YES
- 2=NO
- 3=Already Operating
- 4=NA



### Evaluation 5

Would you be willing to use the internet for reading materials, videos, etc

- 1=YES
- 2=NO
- 3=Not Applicable



### Evaluation 6

Do you plan on visiting our web site <http://naturetourism.tamu.edu>

- 1=YES
- 2=NO
- 3=NA



Enterprise Development  
through Nature Tourism



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## You Have the Land—Use it to make more money!

IDEAS HOW TO USE YOUR WATER RESOURCES FOR PROFIT

BY BOB LUSK  
EDITOR, POND BOSS MAGAZINE  
FISHERIES BIOLOGIST

### Set Goals....

If you know what you want, the mission will be easier to accomplish



### Keys to success

Know your Resources!

Cross-market in your existing network.

Build your knowledge to create the best product



### Lease your lake for fishing?

First, it must be a good...no, GREAT... fishing lake to command great prices.

Several ways to go:

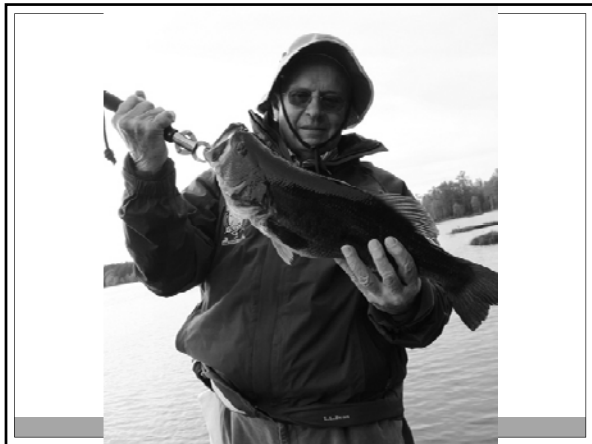
- 1) Do it yourself
- 2) Form a club
- 3) Go through a third party such as Private Waters Fishing



### Lease Fishing Rights....








Grow something you can sell...but, there are caveats.

If you don't have a market, look at the prospects of developing one...it may be tough.

Work with existing producers and compare notes (fish farmers, sportfish hatcheries, etc)



**Grow a crop!**

Freshwater shrimp are fun and could be profitable, but you must be able to drain your pond to retrieve them.



**Freshwater shrimp!**

Fingerlings are easy to get.

Readily eat fish food.

Command good prices from local markets for pond stocking.


But, handling them can be an issue...



**Hybrid striped bass**

**Other crops**

There are a variety of options...



## Aquaponics



## Contact!



Steve Alexander--Private Water Fishing  
1701 N. Greenville Suite 608  
Richardson Tx 75081  
office 214 871 0044  
[www.privatewaterfishing.com](http://www.privatewaterfishing.com)

Dave Pennington--Synergy Aquaponics  
203 Pauline Drive  
Richardson, Texas  
214-235-5839

Craig Upstrom--Aquaculture of Texas  
4141 E. IH 20 Service Road  
Weatherford, Texas, 76087  
(817)594-4872  
[www.aquacultureoftexas.com](http://www.aquacultureoftexas.com)