Successfully attracting local people into wetland sites

Chris Rostron, Head of WLI
Hosted at the Wildfowl & Wetlands Trust, created in 1946, 10 wetland centres
WLI – support network consisting of over 300 wetland centres
Part of Ramsar CEPA programme
Regional approach working with Americas partners – WLI Americas
What is WLI for?

Sharing good practice between wetland centres
Developing new resources
Promoting the wetland centre approach
Developing joint projects between members
Delivering Ramsar’s CEPA programme
Wetland sites and centres

Important role to deliver CEPA
Range of activities on site
Managing balance between visitation and wildlife
Reaching out to local people can be a challenge
This webinar will focus on how centres best do this
Getting local people onto your site

Barriers to local visitation (knowledge, relevance, mobility, updated activities and content)

Attracting repeat visitation
Identifying who is not coming
Case studies from across the region

Canada – Maintaining a diverse and up-to-date range of activities
Colombia – Making social media work for you
US – Using webcams and ‘distance tools’ to engage people
Puerto Rico – Celebrating international and regional themed days to attract visitors