



Wetland Link International Americas Webinar, 24th May 2017



Successfully attracting local people into wetland sites



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Wetland Link International & WWT



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



CONVENTION ON WETLANDS

(Ramsar, Iran, 1971)





What is WLI for?



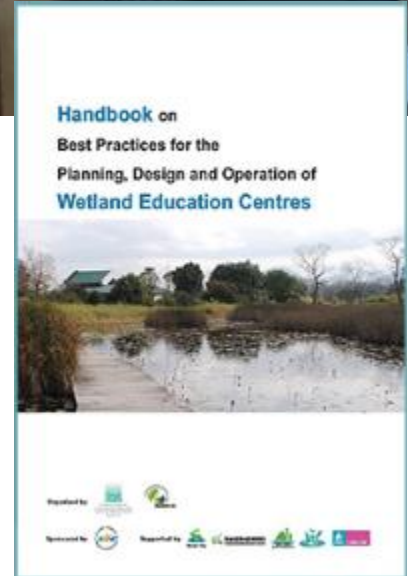
Sharing good practice between wetland centres

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

