

Stephen Lee with Intercoastal Safaris

February's Industry Partner Creating Experiences

Stephen Lee of Intercoastal Safaris, comes from a strong marketing background with several years of corporate sales experience under his belt. When traveling to Louisiana and Texas for corporate outings, Stephen realized that hunting and fishing opportunities were underutilized on the Alabama Gulf Coast. This inspired him to start Intercoastal Safaris in 2014. Like many in the tourism industry, his bread and butter clients are already in the destination or in the planning stages of their next family vacation when they speak with his company.

Lee says, "Our goal at Intercoastal Safaris has never been to be the afterthought for those on vacations but, rather the reason they come."

Intercoastal Safaris specializes in providing unique coastal hunting and fishing experiences to its clients. While their half day fishing trips start at \$400, their more luxurious packages can generate thousands of dollars. These packages benefit both Intercoastal Safaris and the local businesses with whom he partners. These are full service experiences that include everything from lodging, food, drink, and ground transportation. With Stephen Lee and Jeff Sanders (hospitality manager) personally overseeing these logistics, it is no wonder that when his clients leave, they leave as friends.

Lee partners with multiple fishing captains and hunting guides from Port St. Joe, Fla. to Fort Morgan, Ala. who have agreed to a written set of service standards. Their boats range in size from 21 to 55 feet and each captain specializes in unique fishing experiences that range from bowfishing, offshore, and inshore fishing. During the winter months Lee offers duck and quail hunting, and hog hunts will be available during the 2018/19 season. He also partners with several restaurants on the Gulf Coast including SALT and the Flora-Bama Yacht Club. These restaurants serve an important role in his business as they offer his clients opportunities to dine and eat their harvest for the day. Stephen's business also works very closely with several lodging experts to make his clients' stay comfortable and memorable. Stephen says that he is always looking for additional vendors to partner with to help his business grow and provide a memorable vacation experience.

When Lee noticed another need on the Alabama Gulf Coast, his next business venture was born: Gulf Coast Saltwater Fishing School. This unique, two-day class offers one to three anglers hands-on instruction with experienced fishing captains. Captains draw from their experience and passion for the sports of inshore and offshore fishing. In addition to 10 hours of instruction, students receive a wide range of online educational fishing resources. Upon sign up, Intercoastal Safaris sends students educational resources to help prepare for the class. During the class the captains cover how to choose proper fishing equipment as well as where and what time to fish. Other subjects students can expect to learn are how to tie fishing knots, bait acquisition, casting presentation and most importantly how to drive and handle a fishing boat. This Gulf Coast Saltwater Fishing School can also be customized to fit each student's needs based on their prior experience in fishing.

For more information on the variety of all inclusive packages available and to plan your trip, visit Intercoastal Safaris informative website at www.intercoastalsafaris.com