Birder Travel Decisions Survey Results

Highlights of the NCBT Birder Travel Decisions Survey

Total number of surveys used: 678 (not all respondents answered every question). Respondents are subscribed to birding-related listserves in VA, TN, NC, SC, GA, and & KY.

66.9%

birding."

satisfaction

than other

vacation

activities."

Past and future visitation to NC

Past	Mountains	81.3%
	Central NC	66.2%
	Coast	82.6%
Future*	Mountains	81.0%
	Central NC	56.3%
	Coast	85.4%

*% "somewhat" to "very likely" to visit in the future

"Birding is a part of me."

91.6%

** % respondents who answered "agree" or "strongly agree" to these questions



How often do you go birding when you travel?

83.6% "often" OR "all the time"

Are you familiar with the NCBT website?



Have you ever visited the website?

75.7%

are "somewhat likely" or "very likely" to use the NCBT website to plan their next birding trip in NC

TourismExtension

NCSU • PARKS, RECREATION & TOURISM MGMT

This infographic was developed by Ginger Deason and Erin Seekamp, Ph. D. Tourism Extension, PRTM NC State University tourismextension@ncsu.edu

Average per person expenditures on last birding trip in the USA



\$104 Meals/Food

\$25

Other Recreation/Entertainment

\$169 **Transportation**



\$28 Souvenirs/Shopping



\$13 **Access Fees**



\$22 **Birding-Related Supplies** \$56 Other*



*Six respondents had large quantities listed under "Other" and stated that the amount was for a tour that covered all expenses. Those amounts were not included in this average.

Are **birders**

willing to pay more for certain bird-friendly products and/or services?



A cup of shade-grown coffee

---A night's lodging...where feeders are visible

> A night's lodging with early breakfast

- A meal of locally-sourced food
 - A meal at an environmentally friendly restaurant
- A product/service from a business that sponsors birding events
- A product/service from a certified Birder-Friendly Business
 - A product/service from a business that is an Audubon member