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.

Past and future visitation to NC
- Mountains: 81.3%
- Central NC: 66.2%
- Coast: 82.6%
- Mountains: 81.0%
- Central NC: 56.3%
- Coast: 85.4%

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

How often do you go birding when you travel?
- 83.6% "often" OR "all the time"

Are you familiar with the NCBT website?
- Yes: 38.1%
- No: 58.2%
- Unsure: 3.7%

Have you ever visited the website?
- Yes: 33.1%
- No: 61.9%
- Unsure: 5%

- 91.6% answer: "Birding is a part of me."
- 66.9% answer: "A lot of my life is organized around birding."
- 74.2% answer: "I get greater satisfaction from birding than other vacation activities."
- 75.7% are "somewhat likely" or "very likely" to use the NCBT website to plan their next birding trip in NC

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Average per person expenditures on last birding trip in the USA

- **Lodging/Camping**: $228
- **Meals/Food**: $104
- **Other Recreation/Entertainment**: $25
- **Birding-Related Supplies**: $22
- **Transportation**: $169
- **Souvenirs/Shopping**: $28
- **Access Fees**: $13
- **Other**: $56

*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?

**Willingness to Pay**

- 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

% respondents vs. willing to pay % more