

# Birder Travel Decisions Survey Results

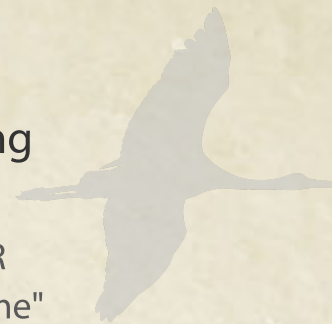
## Highlights of the NCBT Birder Travel Decisions Survey

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.

How often do you go birding when you travel?

83.6% "often" OR "all the time"

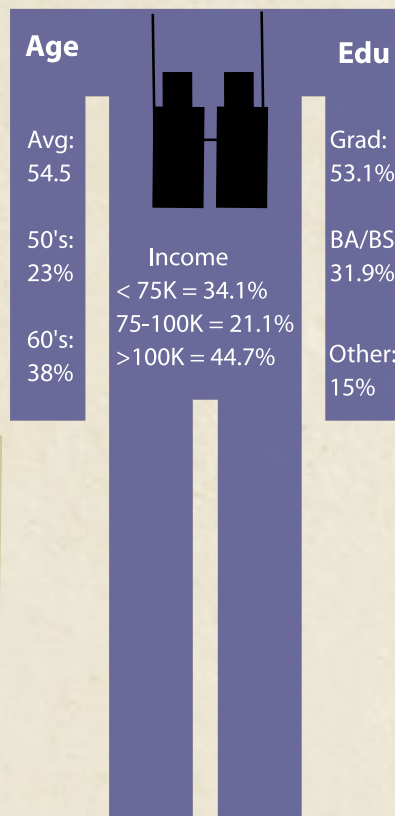


## Past and future visitation to NC

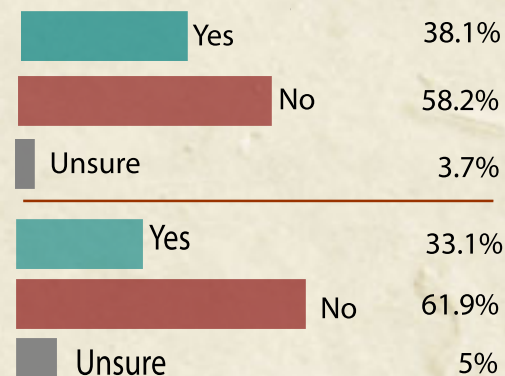
Past	Mountains	81.3%
	Central NC	66.2%
	Coast	82.6%
Future*	Mountains	81.0%
	Central NC	56.3%
	Coast	85.4%

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

M: 52.9%  
F: 47.1%



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

91.6%

"Birding is a part of me."

66.9%

"A lot of my life is organized around birding."

"I get greater satisfaction from birding than other vacation activities."

74.2%

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

# Average per person expenditures on last birding trip in the USA

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**\$228**

Lodging/Camping



**\$104**

Meals/Food



**\$25**

Other Recreation/Entertainment



**\$22**

Birding-Related Supplies



**\$169**

Transportation



**\$28**

Souvenirs/Shopping



**\$13**

Access Fees



**\$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?



## Willingness to Pay

