Get Tourists Flocking to Your Community

Bird Watching
Existing wildlife, communities and resources
Overview of Part I

I. Birds & Birding in Nevada
   I. Regional overview

II. Birders as a target audience
   I. Birders are not a homogenous group
   II. Targeting a diverse community
What’s special about Nevada’s birds?
Bird Diversity Reflects Habitat Diversity
Nevada Birds: Statewide Overview
North East: Elko
North East: Elko
Southern Nevada Deserts
North West Nevada: Reno
How is all of this diversity valued by birders?
Who watches birds?

Hikers, Hunters, Retirees... Many different people!

- One of the fastest growing hobbies in the U.S.
- Estimates as high as 1 in 5 Americans watch birds.
- Birders are NOT a homogeneous group:
  - Photographers, hunters, backyard birders,
  - twitchers/chasers, professional guides, ...
Categorizing Birders
Birders Have Differing Interests

Out of State – Common
White-headed Woodpecker**
Sagebrush Sparrow**
Sooty Grouse**
Cinnamon Teal
Black-billed Magpie, California Gull
Western Tanager, Bullock’s Oriole
Western Scrub Jay
California Quail
Western & Clark’s Grebes
Common Poorwill
Golden-crowned Sparrow

NV Resident – Common
White-headed Woodpecker
American White Pelican
Wood Duck
Canvasback
American Wigeon
American Bittern
Sora and Virginia Rail
Clark’s Nutcracker
Western Tanager
California Quail
Owls, Warblers, Terns, ...
# Birders Have Differing Interests

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<tr>
<th>Out of State – <strong>Uncommon</strong></th>
<th>NV Resident – <strong>Uncommon</strong></th>
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<tr>
<td>White-headed Woodpecker**</td>
<td>Tricolored Blackbird</td>
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<td>Sagebrush Sparrow**</td>
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<td>Greater Sage Grouse</td>
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<td>Ferruginous Hawk</td>
<td>Blue-winged Teal</td>
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<td>Pine Grosbeak, Northern Goshawk</td>
<td>Green Heron</td>
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<td>Black-backed Woodpecker</td>
<td>Coastal, “eastern” &amp; boreal birds...</td>
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Categorizing Birders
Birders are a Heterogenous Community

- Signs, websites, etc. must resonate with a complex audience!

- **Local** versus **out of state** birders have **different priorities**.
  - Local audience: many beginners, a few local experts.
  - Out of state: wide range of beginners, more mid-level birders

- Conflicts with other users?
  - Hunters vs. Birders vs. Photographers
  - Serious vs. Casual Birders
Birders as a Target Audience

• Many Beginners, Few Experts:
  Beginner → Hobbyist → Expert

• Target resources at multiple levels:
  Facilitate learning, growth!

• Expert birders enrich birding for beginners!

• Remember: Birders like the outdoors, nature, exploring new places. Add value with “watchable wildlife,” native plants, geology, regional history, etc.

• Iterative process – collect good feedback and use it wisely!

• Cater to out of state birders, AND regional experts, AND local public.
Supporting local expertise

• **Local experts a huge asset!** Foster, grow that community.
  – **Barter services**, e.g., special access to resources, discounts.
  – **Special Events**: Local experts benefit from out-of-town experts.
  – **Education & Mentoring**: Local beginners = future local experts

• Coordinate regionally to draw out-of-state birders.

• Do not reinvent the wheel: TX, CO, OH, etc. have great annual events!
  – Biggest Week in American Birding, Rio Grande, etc.
  – Birding Trails in CO and OH

😊 Go birding! 😊