

**GOALS:** *The Willamette Valley Birding Trail* will promote a broad array of social, economic and environmental goals:

- Enhance the public's enjoyment of birds and their habitats in the Willamette Valley
- Increase public understanding and appreciation of wildlife habitat conservation and stewardship
- Enhance year-round low-impact recreational opportunities in the Willamette Valley
- Attract overnight visitors and boost the economic vitality of communities and businesses along the Trail
- Link directly with the Oregon Cascades and Oregon Coast Birding Trails as part of the Oregon Birding Trail network

**PARTNERS:** *The Willamette Valley Birding Trail* project is driven by a strong coalition of partners with assistance from the National Park Service Rivers & Trails Program and Travel Oregon. The fiscal sponsor is Cascade Pacific Resource Conservation and Development, Inc. The planning group also includes:

Albany Visitors Association  
 Audubon Society of Corvallis  
 Audubon Society of Portland, Oregon  
 Cascade Pacific RC&D  
 City of Eugene  
 Convention and Visitors Association of Lane County Oregon  
 Corvallis Tourism  
 Lane Council of Governments  
 Lane County Audubon Society  
 Oregon Department of Fish and Wildlife

National Park Service  
 Oregon Field Ornithologists  
 Oregon Parks and Recreation Department  
 Portland Metro  
 Salem Audubon Society  
 Travel Oregon  
 U.S. Army Corps of Engineers  
 USDI Bureau of Land Management, Eugene District  
 Willamette Valley Visitors Association



## WILLAMETTE VALLEY BIRDING TRAIL

### Join the Flock!

To learn how the Willamette Valley Birding Trail can help bring the benefits of birding tourism to your community or business, please contact:

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# WILLAMETTE VALLEY BIRDING TRAIL



## Help Build Oregon's Newest Birding Trail

# Bringing Sustainable Tourism to the Willamette Valley

The *Willamette Valley Birding Trail* is a self-guided driving tour highlighting more than 100 prime birding destinations throughout the Willamette Valley. The trail showcases the region's spectacular scenery and wildlife. It follows a growing trend of birding trail development across the United States where local partnerships result in sustainable economic development for sponsoring communities. The Willamette Valley Trail is one of nine planned birding trails in Oregon that highlight the state's unique ecoregions and their habitat diversity.

The *Willamette Valley Birding Trail* will encompass the geographic area generally bounded by the Columbia River on the north; the foothills of the Oregon Cascades on the east; Cottage Grove on the south; and the Coast Range summit on the west.



*Fox Sparrow*



*Tree Swallow*



*Streaked Horned Lark pair*



*West Eugene Wetlands*

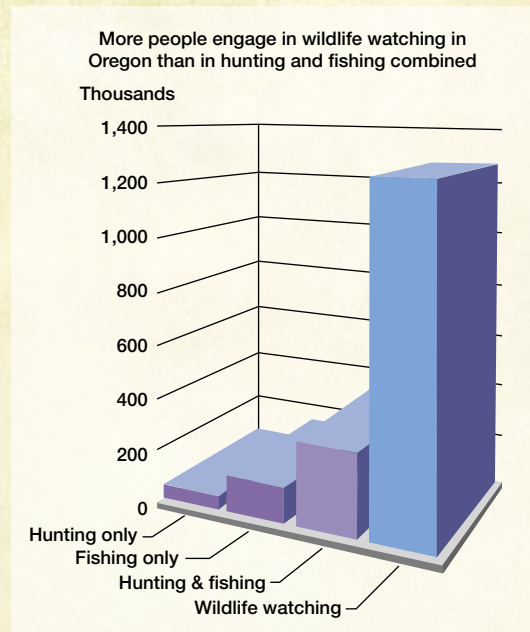
## BIRDING IS BIG BUSINESS IN OREGON

According to the latest survey<sup>1</sup> in 2006:

- Nationwide 77.1 million people participated in wildlife-viewing; of them 47.8 million (more than 3 out of 5) were birders.
- 87 percent of the 23 million people who watched wildlife away from home were birders.
- 1.45 million people<sup>2</sup> participated in birding and other types of wildlife-viewing in Oregon.

There were more than **twice** as many wildlife watchers as hunters and anglers **combined**.

- They spent a total of 8,108,000 days - or an average of 5.6 days per person - observing birds and other wildlife.
- Along with other wildlife watchers, birders spent **\$776 million** - an average of \$523 per participant - in Oregon, including:
  - \$ 155.4 million on food & lodging.
  - \$ 97.0 million on transportation.
  - \$ 10.1 million on other trip costs.
  - \$ 442.8 million for equipment.
  - \$ 71.0 million for other items.
- Birders and other wildlife viewers supported over **22,000 full-time jobs** in Oregon.
- They also generated over **\$60 million** in taxes for Oregon & federal governments.



Photos above: L to R, Mark Greenfield; Bill Proebsting; Randy Moore; West Eugene Wetlands Partners and Lane Council of Governments.

Photos on opposite page: L to R, West Eugene Wetlands Partners and Lane Council of Governments; Bill Proebsting

## BIRDING BRINGS VISITORS TO OREGON

Oregon's birding opportunities and birds attract many visitors. In 2006:

- 293,000 out-of-state visitors<sup>3</sup> birded in Oregon.
- Out-of-state visitors accounted for 1.82 million days spent wildlife-watching in Oregon, an average of more than six days each.
- These visiting birders brought a net economic value \$134 per birding day,<sup>4</sup> which amounts to a **\$243 million total benefit** to Oregon's economy, or an average of \$830 per visitor.



## OREGONIANS BIRD IN OREGON, TOO!

According to the same survey, in 2006:

- 44% of all Oregonians participated in wildlife watching - only 8 states had higher levels of participation.
- 1,129,000 Oregonians watched wildlife around the home.
- 675,000 Oregonians took trips *away from home* to watch birds and other wildlife.

## BIRDING IS BIG BUSINESS THROUGHOUT THE U.S.

Nationally, in 2006:

- 47.7 million people - 21% of the total U.S. population - watched birds.
- Birders, together with other wildlife watchers, spent **\$45.7 billion**, an amount that has increased by over 12% in the past 5 years and over 57% in the past 15 years.

Based on a 2001 study of the economics of birding<sup>4</sup>:

- The annual economic impact of birding is **\$85 billion**.
- Birding produces more than **860,000 jobs**.
- Each year, birding generates **\$4.9 billion** in state income taxes and **\$7.7 billion** in federal income taxes.



*Evening Grosbeak*

In 1993 about a dozen U.S. communities had birding festivals. Now there are more than 250 every year in communities across the country.

## WHY IS OREGON SUCH A GOOD BIRDING STATE?

- **507 different species of birds** have been recorded in Oregon,<sup>5</sup> about 53% of those recorded for all of North America.
- **10 major ecosystem types**, from deserts to ocean, support many different species of birds.
- Oregon is on the **Pacific Flyway**, a major migratory route.
- **362 species of birds** can be found in the state on a regular basis.
- **13 of America's 100 Most Wanted Birds<sup>6</sup>** are regularly seen in Oregon.

Adapted and updated from a 2001 fact sheet produced by Audubon Oregon.

<sup>1</sup> U.S. Department of the Interior, Fish and Wildlife Service and U.S. Department of Commerce, U.S. Census Bureau. 2006 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation.

<sup>2</sup> U.S. residents aged 16 or older

<sup>3</sup> U.S. residents who live outside Oregon.

<sup>4</sup> Birding in the United States: A Demographic and Economic Analysis Addendum to the 2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation. Report 2001-1, U.S. Fish & Wildlife Service.

<sup>5</sup> Oregon Bird Records Committee. Revised May 2007. *Official Checklist of Oregon Birds*.

<sup>6</sup> Mlodinow, Steven G. and Michael O'Brien. 1996. *America's 100 Most Wanted Birds*. Helena, Montana: Falcon Press.