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
- USDA 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:

Jackie Nichols
541-967-5925, jackie@cascadepacific.org
(Cascade Pacific RC&D)

Natalie Inouye
541-484-5307, NInouye@cvalco.org
(Southern Willamette Valley)

Joel Geier
541-745-5821, joel.geier@peak.org
(Central Willamette Valley)

Mark Greenfield
503-227-2979, markgreenfield@involved.com
(Portland metro area)
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.

Birding is Big Business in Oregon

BIRDING IS BIG BUSINESS IN OREGON

According to the latest survey1 in 2006:

- Nationally 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 25 million people who watched wildlife away from home were birders.
- 1.45 million people2 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 on food & lodging.

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

BIRDING BRINGS VISITORS TO OREGON

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

- 293,000 out-of-state visitors3 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,4 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 birding5:

- The annual economic impact of birding is $85 billion.
- Birding produces more than $60,000 jobs.
- Each year, birding generates $4.9 billion in state income taxes and $7.7 billion in federal income taxes.

WHY IS OREGON SUCH A GOOD BIRDING STATE?

- 507 different species of birds have been recorded in Oregon,2 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 Birds6 are regularly seen in Oregon.