

Arizona's Watchable Wildlife

A World of Wonder at Your Doorstep





WILDLIFE VIEWING AS A TOURISM ATTRACTION

Arizona
Watchable Wildlife
Tourism Association



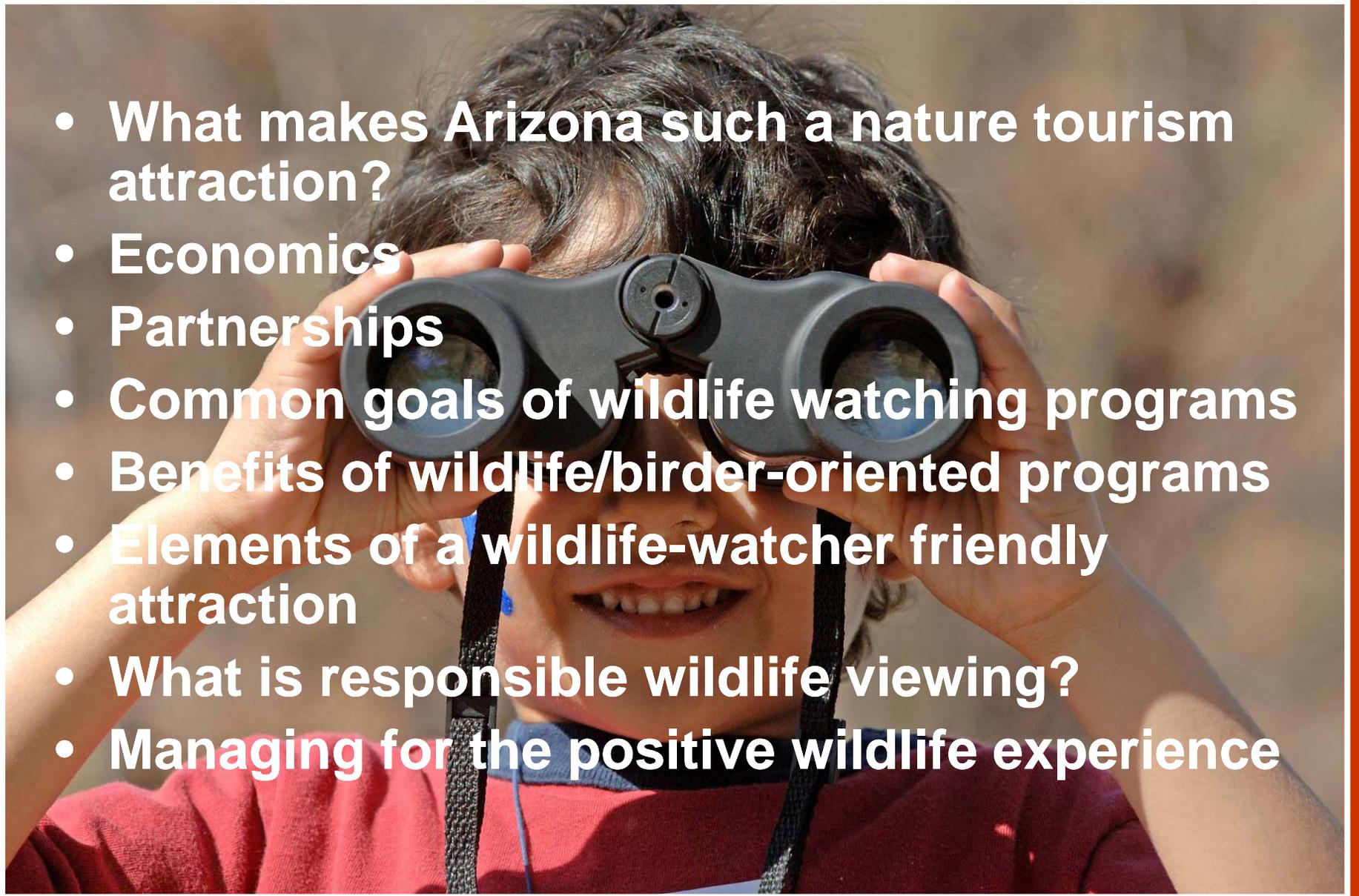
Joe Yarchin

**Watchable Wildlife Project Coordinator
Arizona Game and Fish Department**



Outline

- What makes Arizona such a nature tourism attraction?
- Economics
- Partnerships
- Common goals of wildlife watching programs
- Benefits of wildlife/birder-oriented programs
- Elements of a wildlife-watcher friendly attraction
- What is responsible wildlife viewing?
- Managing for the positive wildlife experience



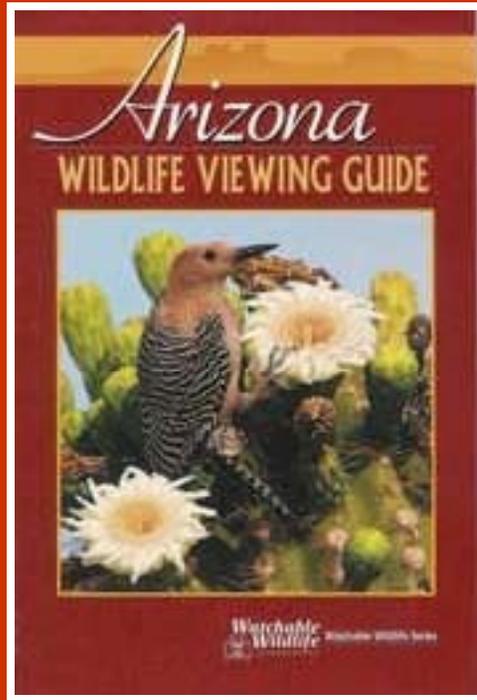


Why is Arizona Such a Natural Attraction?

Scenic Wonders – A no brainer

Wildlife Wonders –

- **900 Total Species (830 Native)**
- **534 Bird Species (Third In The U.S.)**
- **134 Native Mammals (28 Bat Species, Second To Texas)**
- **107 Native Reptiles and 26 Native Amphibians**



Statewide – Lots of sites for positive wildlife experiences nearby. Great opportunities for “staycations”

Flagstaff – Rio de Flag, Pumphouse Wash

Phoenix – Tres Rios

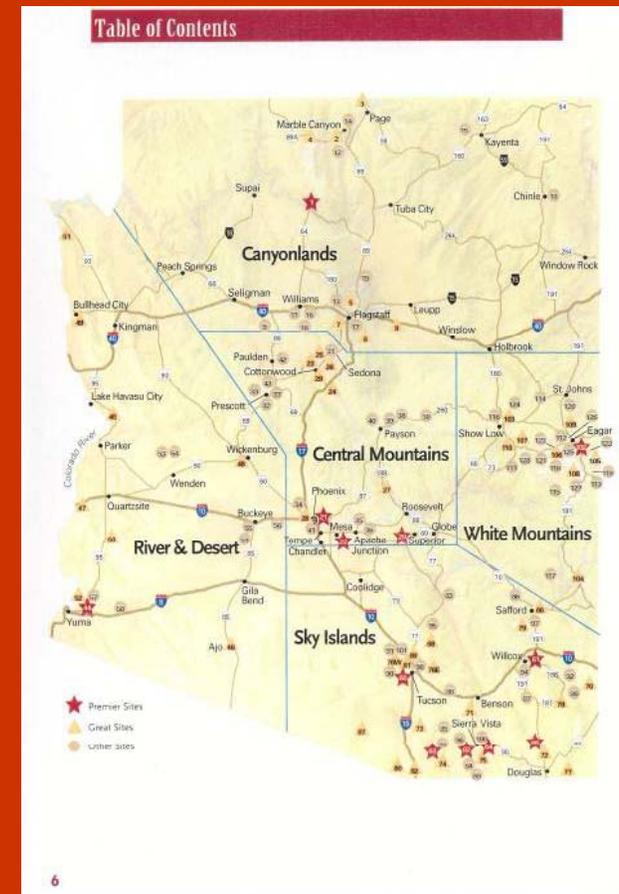
Gilbert – Riparian Preserve

Prescott – Lynx Lake, Upper Verde River Wildlife Area

Tucson – Saguaro National Park, Catalina State Park

Yuma – Imperial National Wildlife Refuge, Mitty Lake Wildlife Area

Sierra Vista – San Pedro House





Get Off the Couch!



Getting kids away from
Video Gaming and the Internet
and into outdoor activities
broadens their experiences and
increases their capacity for
emotional and intellectual development.

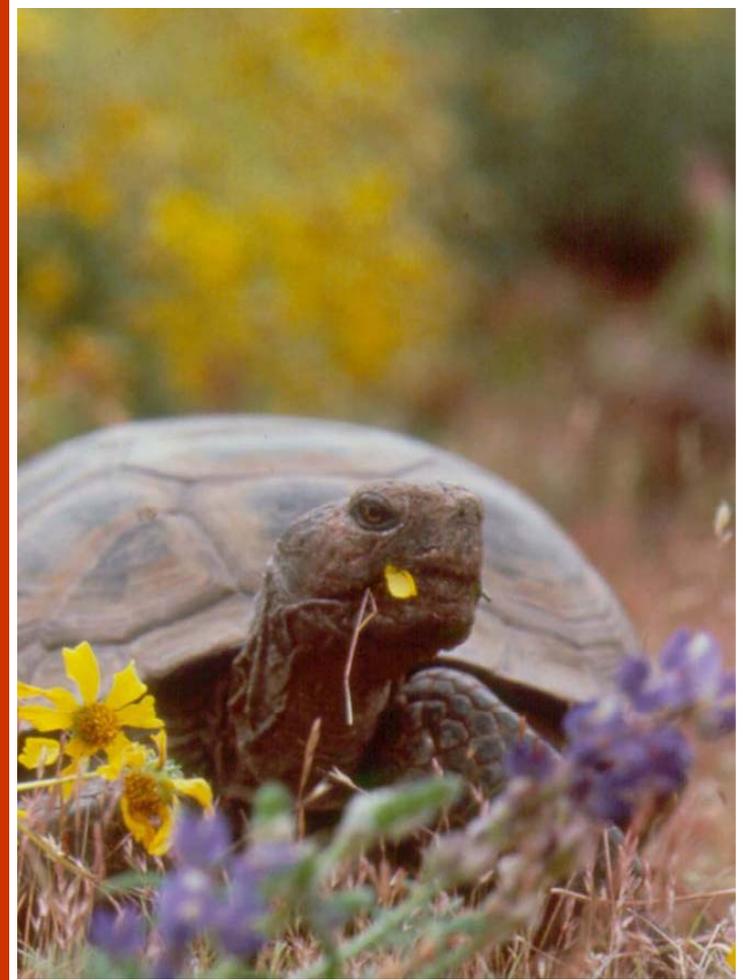


SUPPORT ARIZONA'S WILDLIFE



Wildlife Viewing

- **The goal of a wildlife viewer is to watch wildlife without bothering their normal activities.**
- **Watching wildlife should be fun and be a learning experience.**
- **It can be enjoyed by anyone, anytime, any place and at virtually any age.**
- **A positive wildlife viewing experience can connect to the natural world and motivate conservation actions.**

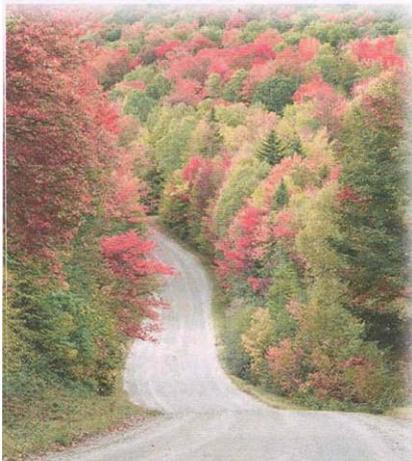




CENTER FOR THE STUDY OF RURAL AMERICA
Federal Reserve Bank of Kansas City

April 2004

The Main Street *Economist* *Commentary on the rural economy*



Wildlife Recreation: Rural America's Newest Billion Dollar Industry

*Jason Henderson
Economist
Center for the Study of Rural America*

In today's search for the next billion dollar industry to revitalize Main Streets, many rural leaders are again pinning their hopes on nature. New opportunities are not arising from traditional sources—commodity industries like agriculture or mining.

Tomorrow's opportunity may well be wildlife-related recreation—already a \$108 billion industry nationwide.

In many rural places, hunting, fishing, and wildlife watching have boosted rural tourism, spurred business growth, and contributed to strong land value gains. The brightest prospects though, still lie ahead. Rural communities fortunate enough to have other amenities to complement their natural resource base are in the best position to reap new economic benefits from this booming industry.

THE ECONOMIC MACHINE



SUMMARY OF NATIONAL 2006 ECONOMIC IMPACTS OF WILDLIFE WATCHING*

*wildlife watching is defined as the primary purpose of observing, photographing or feeding wildlife

<u>Participation</u>	71 Million (roughly one out of 3 Americans 16 years or older)
<u>Retail Sales</u>	\$45.6 Billion
<u>Employment</u>	\$40.5 Billion
<u>Jobs</u>	1 Million
<u>Federal Taxes</u>	\$8.9 Billion
<u>State and Local Taxes</u>	\$9.3 Billion
<u>Total Economic Output</u> (includes direct, indirect and induced effects)	\$122.6 Billion

Source: The 2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation, 2007. US Fish and Wildlife Service.



WILDLIFE VIEWING IN ARIZONA: HOW BIG IS IT?





SHOW ME THE NUMBERS!



- **Over 1.3 million people participate in some form of wildlife watching activity**
- **Wildlife watchers in Arizona outnumber the populations of six states (data source: U.S. Census Bureau (2006))**
- **\$1.2 Billion - Total Economic Effect of Wildlife Viewing in Arizona in 2006**

Source: The 2006 Economic Benefits of Watchable Wildlife Recreation in Arizona, 2007. Southwick, Inc.



SUMMARY OF ARIZONA 2006 ECONOMIC IMPACTS OF WILDLIFE WATCHING*

*wildlife watching is defined as the primary purpose of observing, photographing or feeding wildlife

<u>Participation</u>	1.3 Million
<u>Retail Sales</u>	\$838 Million (More than twice as much as all tennis equipment sales nationally)
<u>Employment</u>	\$366 Million
<u>Jobs</u>	15,250 (Without these jobs, Arizona's average unemployment rate for 2006 would have been .5 percent higher)
<u>Federal Taxes</u>	\$78 Million
<u>State and Local Taxes</u>	\$118 Million (Could pay for one year of tuition to ASU for 20,000 state residents)
<u>Total Economic Effect (TEE)</u> (includes direct, indirect and induced effects)	\$1.2 Billion

* Source: The 2006 Economic Benefits of Watchable Wildlife Recreation in Arizona, 2007. Southwick, Inc.



SUMMARY OF ARIZONA 2006 ECONOMIC IMPACTS OF WILDLIFE WATCHING* FROM TRAVEL RELATED EXPENDITURES ONLY

*defined as the primary purpose of observing, photographing or feeding wildlife

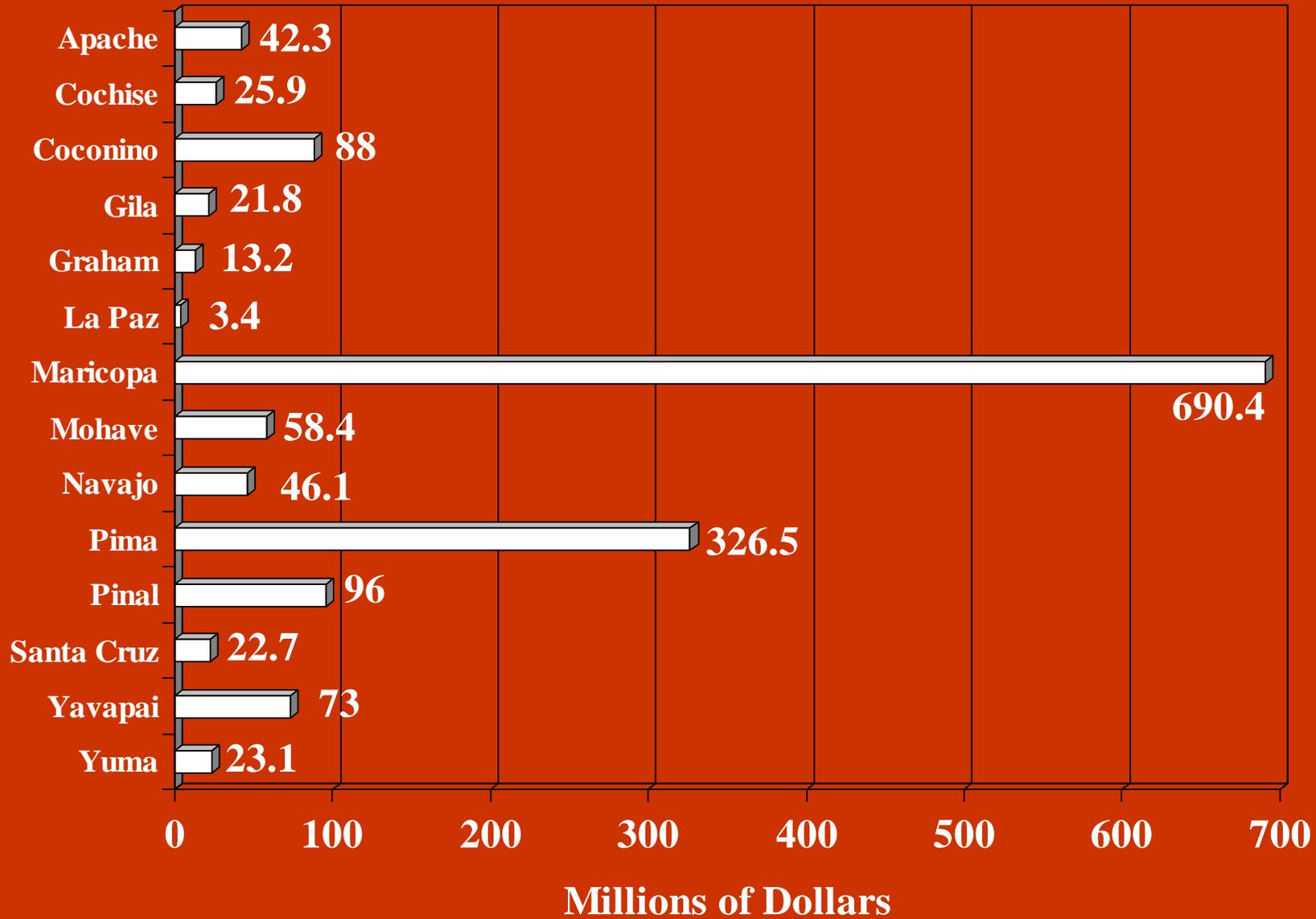
Participation	1 million residents 300,000 non-residents
Retail Sales	\$376 Million
Employment	\$174 Million
Jobs	5,800
Federal Taxes	\$39 Million
State and Local Taxes	\$36 Million
Total Economic Effect (TEE) (includes direct, indirect and induced effects)	\$562 Million

*Source: The 2006 Economic Benefits of Watchable Wildlife Recreation in Arizona, 2007. Southwick, Inc.



County-Specific TEE

(includes direct, indirect, and induced effects)



Source: Economic Impact Analysis of Nonconsumptive Wildlife-related Recreation in Arizona. 2003 Southwick, Inc.



Average Expenditures for Nonresident Wildlife Viewing Recreationists in Arizona in 2006

**Avg. Annually by Participant
\$721**

**Avg. per day, per Participant
\$126**

Source: The 2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation-Arizona, 2007. US Fish and Wildlife Service.



PARTNERSHIPS





Why Partnerships?

- **Partnerships command attention, allow collection of a variety of resources, and encourage other partners**
- **Many activities are too complex to be solved any other way**
- **Partnerships stimulate and energize win-win solutions**



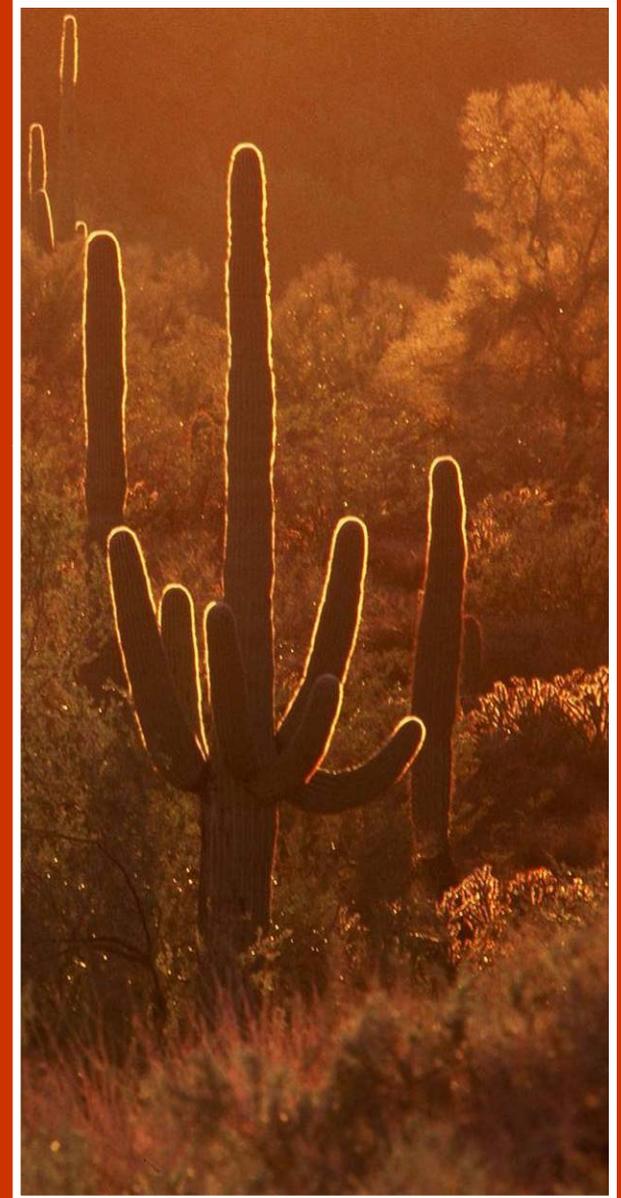
Partnering Opportunities

Promote nature tourism economic development as a powerful option

Market the wildlife viewing experience. (e.g. FAM tours, ads, articles, etc.).

Combine wildlife viewing with other destinations/activities (e.g. itineraries, ads, articles, etc.). Develop collaborated packages.

Joint support for impact, economic, and visitor research





PARTNERSHIP TOOLS

Websites/ Social Media

AOT/AWWTA

Training

Media

AZWLVG

Activities/Events

Sites/Destinations Themselves





EVERYBODY WINS



Example – AWWTA and nature tourism interests partnership can encourage nature tourism-based economic engines for businesses and communities.

In this scenario, tourism interests tap into a large wildlife watching segment and partners get public familiarity and support for conservation efforts.



Common Goals of a Watchable Wildlife Program From Tourism, Community and Regional Perspectives

- Promote habitat conservation
- Promote sustainable economic development
- Build broad-based partnerships
- Provide a variety of positive wildlife viewing experiences resulting in return customers





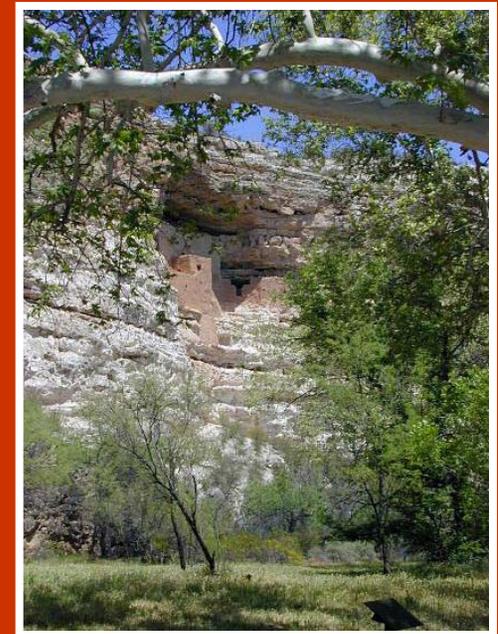
MAJOR POINTS



- Every year more than 1.3 million people need a place to stay and things to do while on a wildlife watching trip.
- Each nature tourist has their own definition of a positive experience.
- There is a diversity of viewing opportunities in any part of the state, at any time of the year.



- There are many different attractions and activities that give the visitor a broad overall experience.





Benefits of a Wildlife/Birder Oriented Programs

- ✓ Leads to more “heads in beds”
- ✓ Gives tourism interests a large, new demographic to target
- ✓ Encourages partnerships between diverse groups – tourism, conservation and community development interests working together
- ✓ The programs can have direct benefits by developing other related products on-site and regionally (i.e. entrepreneurial opportunities)
- ✓ A wildlife-oriented business can be supported by the wildlife-dependent recreational activities year around – extends the shoulder season





Elements of a Wildlife-Watcher Friendly Attraction

- ✓ Close partnership with the AGFD in managing wildlife viewing recreation and collaboration with agencies managing adjacent lands.
- ✓ Trained staff to promote the program and assist the visitor (knows – or can find out – where to go for wildlife related experiences, on-site and statewide).
- ✓ Up-to-date local wildlife/bird checklists available in the area (what's been seen recently).
- ✓ Program and activities are planned with diverse visitor expectations and needs in mind.
- ✓ Interpretive and education programs about wildlife and birding are offered including cultural and traditional ties.





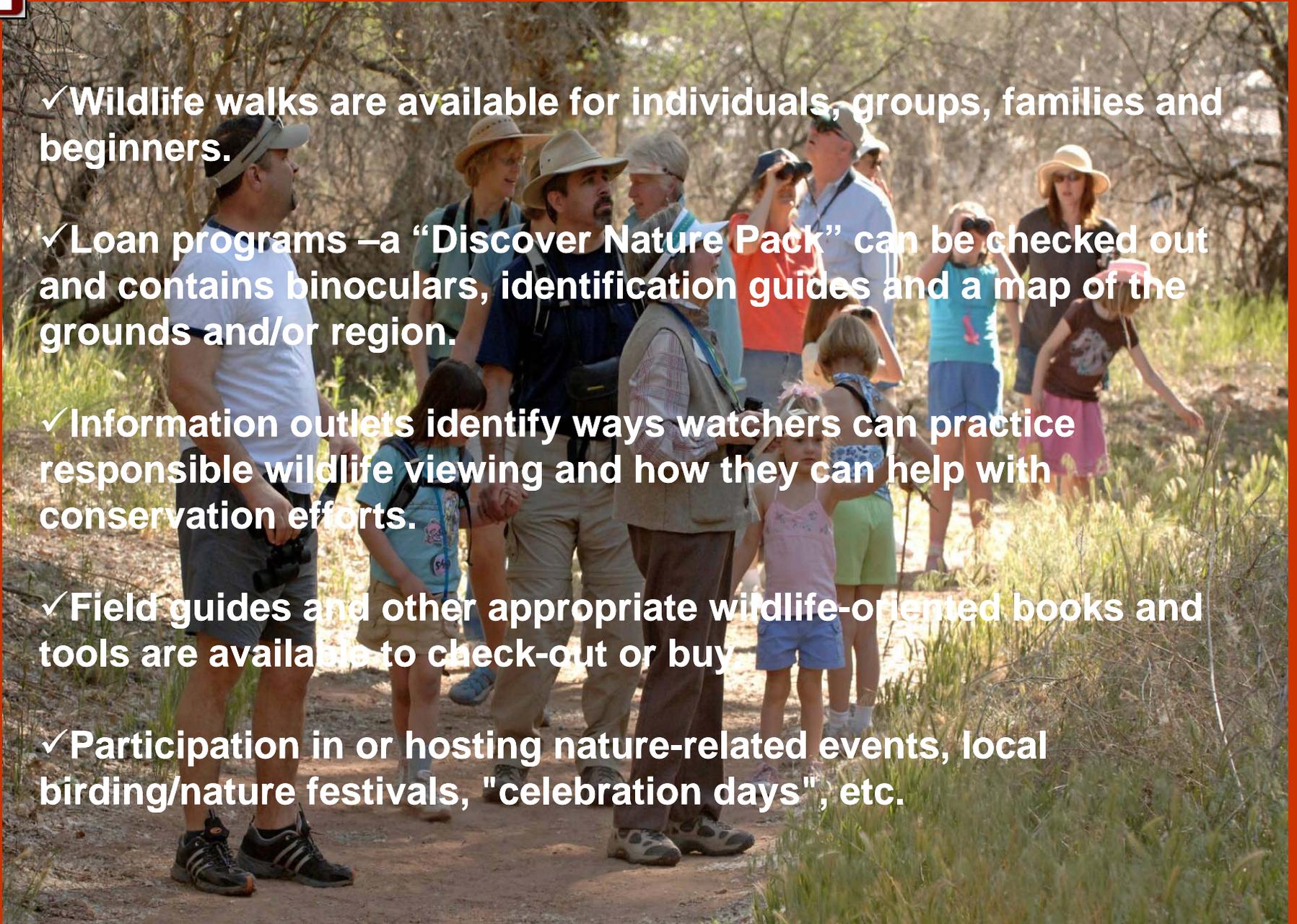
✓ Wildlife walks are available for individuals, groups, families and beginners.

✓ Loan programs –a “Discover Nature Pack” can be checked out and contains binoculars, identification guides and a map of the grounds and/or region.

✓ Information outlets identify ways watchers can practice responsible wildlife viewing and how they can help with conservation efforts.

✓ Field guides and other appropriate wildlife-oriented books and tools are available to check-out or buy

✓ Participation in or hosting nature-related events, local birding/nature festivals, "celebration days", etc.





WHAT MAKES A GOOD VIEWING SITE?



UNIQUE





FACILITIES and ENHANCEMENTS



THEME



ACCESS





What is Responsible Wildlife Viewing?



Remembering to consider each encounter and the impact of all those encounters preceding it, and those to come.



Respect Wildlife Habitat

- Use restrooms
- Stay on trails
- Don't litter, leave the area better than you found it





Respect Other Viewers and Property

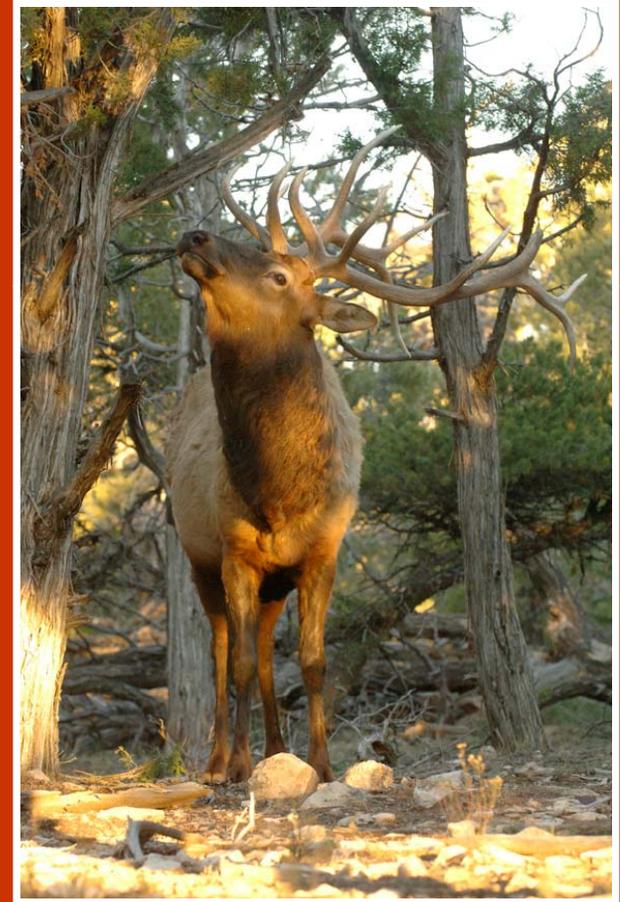
- **Respect the rights of others**
- **Help others be responsible wildlife watchers**



Respect the **WILD** in Wildlife

(some animals might be dangerous)

- Don't approach large animals
- Don't surround an animal
- Learn how to act around potentially dangerous animals





VISITOR SURVEYS ARE CRUCIAL; OPPORTUNITY FOR PARTNERSHIPS SHARING USEFUL INFORMATION.



The surveys help to describe viewer type, expectations and affects of the partnership efforts – useful for marketing.

Determine what motivates people to view wildlife, or what gratification they are looking for from watching wildlife so they will come back.



Managing wildlife for viewing benefits

Viewing expectations vary greatly among wildlife viewers.

Some are satisfied simply with predictable wildlife viewing opportunities

Some viewers prefer to see abundant wildlife



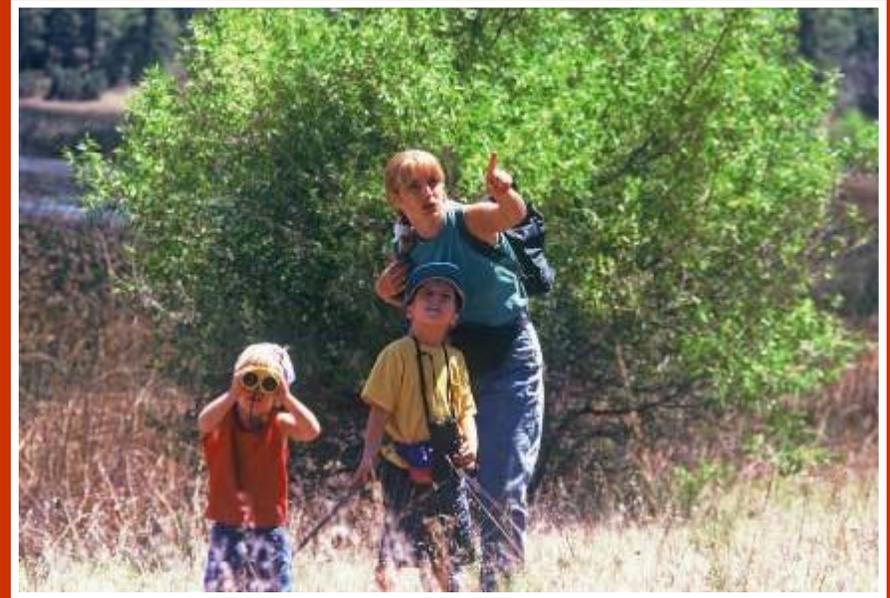
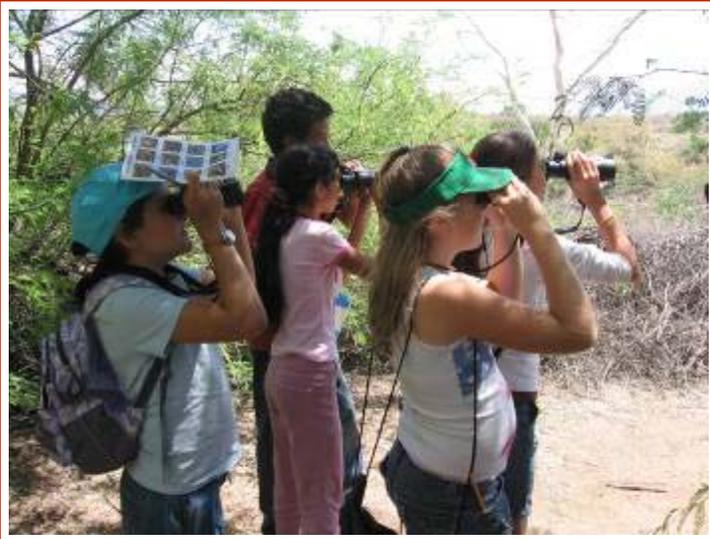


Viewers who keep lists of various wildlife species they see look for places where they have good chances to see a diversity of wildlife species

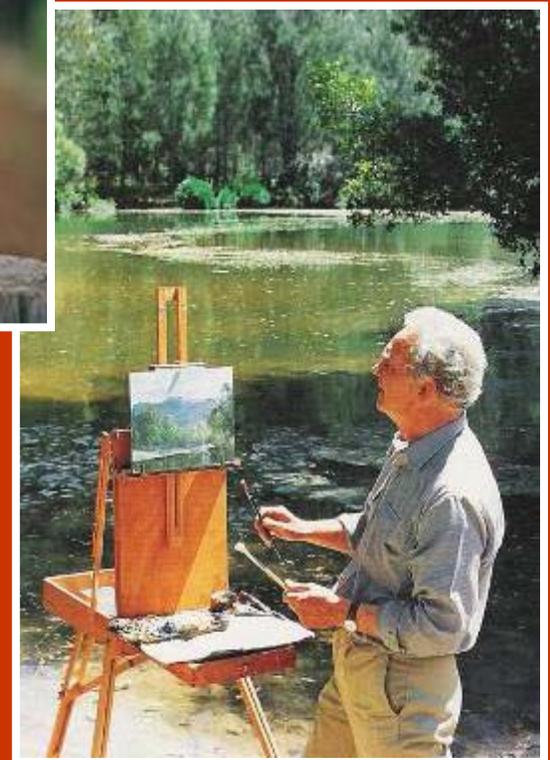


There are ways to address wildlife distribution, numbers, diversity and proximity by manipulating wildlife food and water, habitats, and behaviors

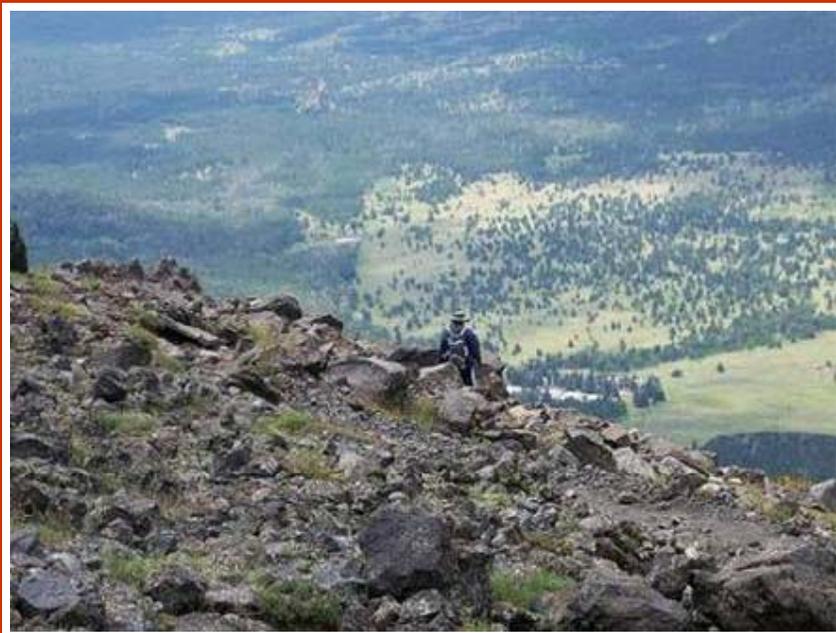




BIRDERS / WILDLIFE WATCHERS



**PHOTOGRAPHERS
ARTISTS**



GROUPS or SOLITUDE



LOTS OR FEW INDIVIDUALS



EASY OR HARD TO SEE





IMPORTANT!

A positive experience is different for different people/groups.

With a positive experience, people will return and tell others.

What audience are you targeting?

Inform the public so they don't accidentally "plan for disappointment".



Think POSITIVE WILDLIFE VIEWING EXPERIENCE

Final Messages for the Public:

- Wildlife is everywhere; you just don't always see them

- Not everything is everywhere

- Learn the best ways to see animals that interest you

- Decide what experience suits your needs

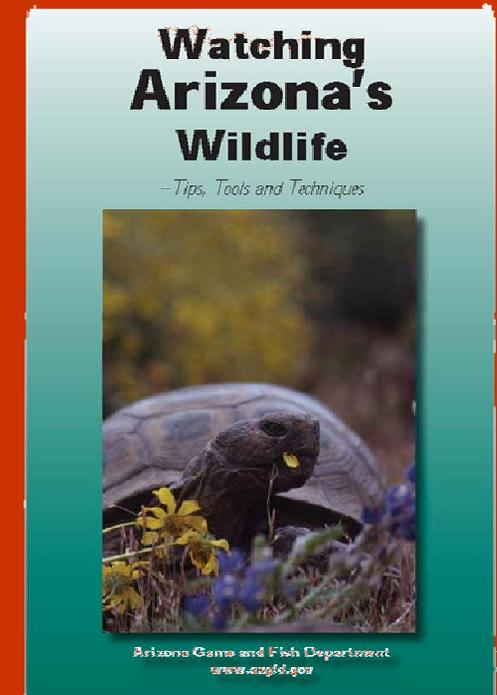
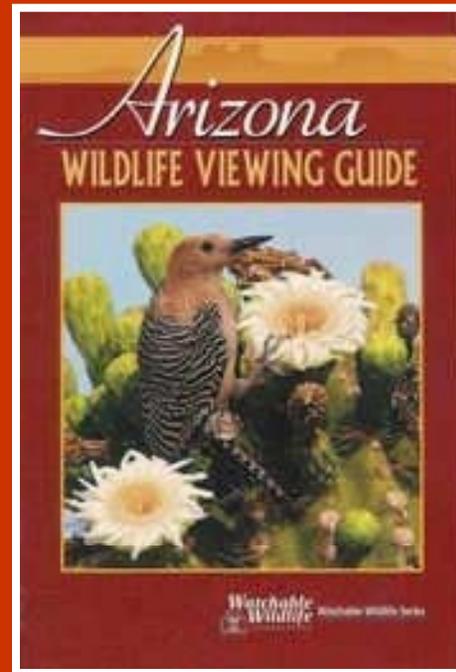




For more places, tips and publications on watching wildlife go to **AWWTA's** site
<http://www.azwatchablewildlife.org>
click on Wildlife Resources

See Also:

AOT - www.aot.gov



AZGFD – <http://www.azgfd.gov.shtml>
click on Wildlife Viewing



THANK YOU

Arizona
Watchable Wildlife
Tourism Association