

# Ornithological Tourism as a New Line in Recreation Territories Development

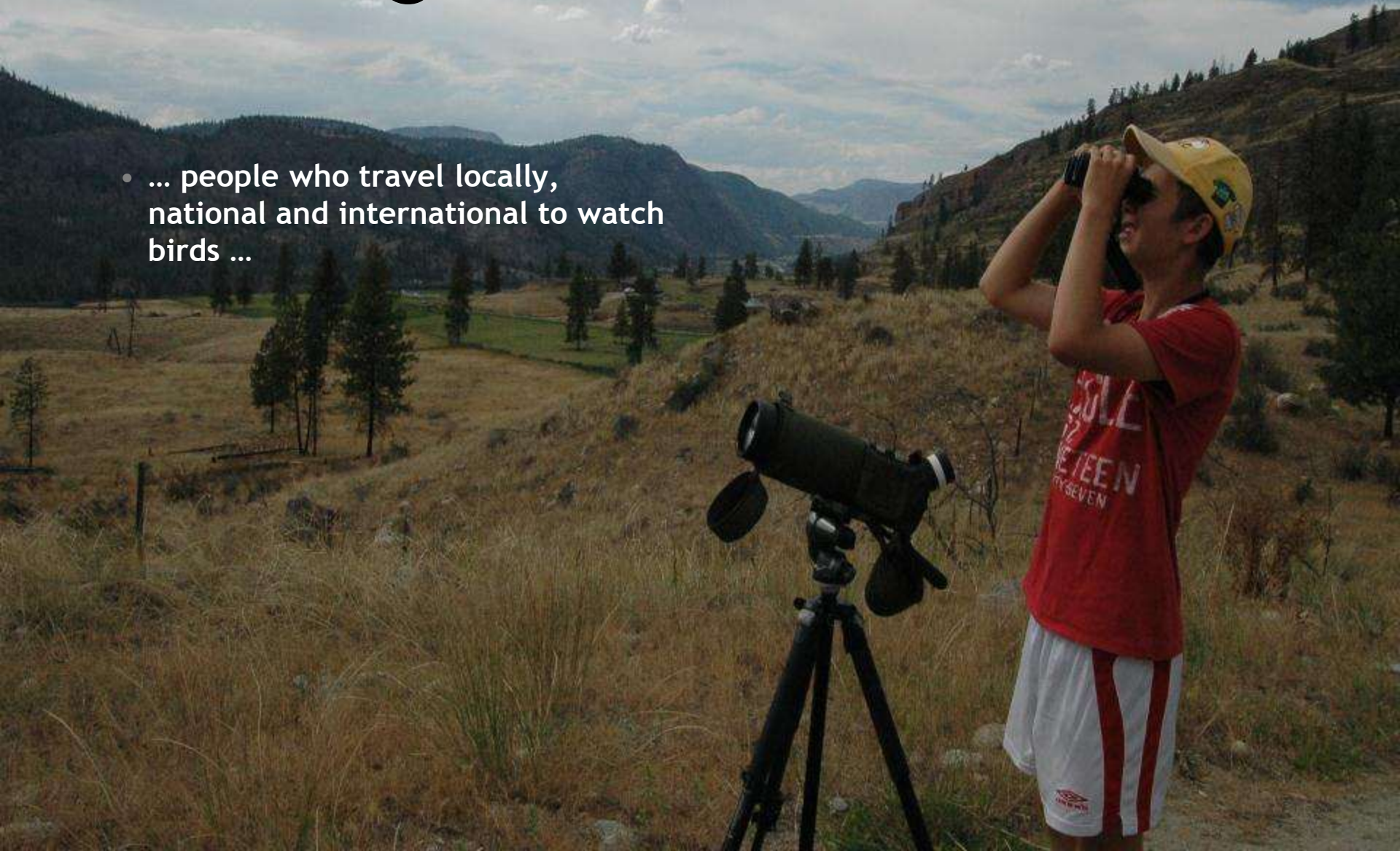
by  
Bjørn  
Frantzen

Photos: Terje Kolaas, Morten Günther and Bjørn Frantzen



# Birding as tourism

- ... people who travel locally, national and international to watch birds ...



## BirdLife International

- **Member numbers in some BirdLife-organisations:**

England	1.045.000
Germany	405.000
Holland	125.000
Belgium	65.000
Switzerland	57.000
France	37.000
Denmark	13.000
Finland	9.000



## Birding - a growing market

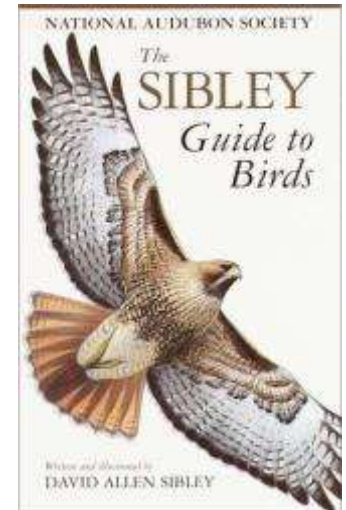
- Birding is a popular and fast growing natur based activity
- In USA birding is the fastest growing nature based activity\*
  - 1983: 21,2 millions birders in USA (12% av 16+)
  - 1995: 54,1 millions birders in USA (27% av 16+)
  - 2000: 70,4 millions birders in USA (33% av 16+)
- 1983-2000: A 332% increase
- >5 billion USD turnover per year



\*) US National Survey on Recreation and the Environment 2000

## Birding - a growing market

- **The Sibley Guide to Birds**  
>500.000 sold books in 15 months
- **Birding Festivals i USA og Canada**  
12-15 festivals in 1990; more than 200 in 2002





# Why do bird tourism in Norway



- Birding and bird photography have increased immensely as a human activity in Europe, USA and Japan
- Birders go abroad to see new bird species
- There is an increased demand for birding in Norway, but lack of organized tours
- Increased demand for guides and birding infrastructure
- Extend the birding season



# What is so fun about birds





Exclusiveness

Great snipe





# Behavior



Capercaillie

# Look



Slavonian Grebe



Size



Common Crane

Charm



Tengmalm's Owl



# Numbers

Common Starling



Long-billed murrelet – a first for Europe.  
Devon – November 2006







# Steller's Eider – No 1 specie in Norway





# Distribution

NY REVIDERAD UTGÅVE!  
GYLDENDALS STORE  
FUGLEGUIDE  
EUROPA OG ARKTISOMRÅDET FJEDER 1998



Lars Svensson • Peter J. Grant  
Killian Mullerney • Dan Zetterstrom  
Ridderstjerne for den nordiske Vogel Klub



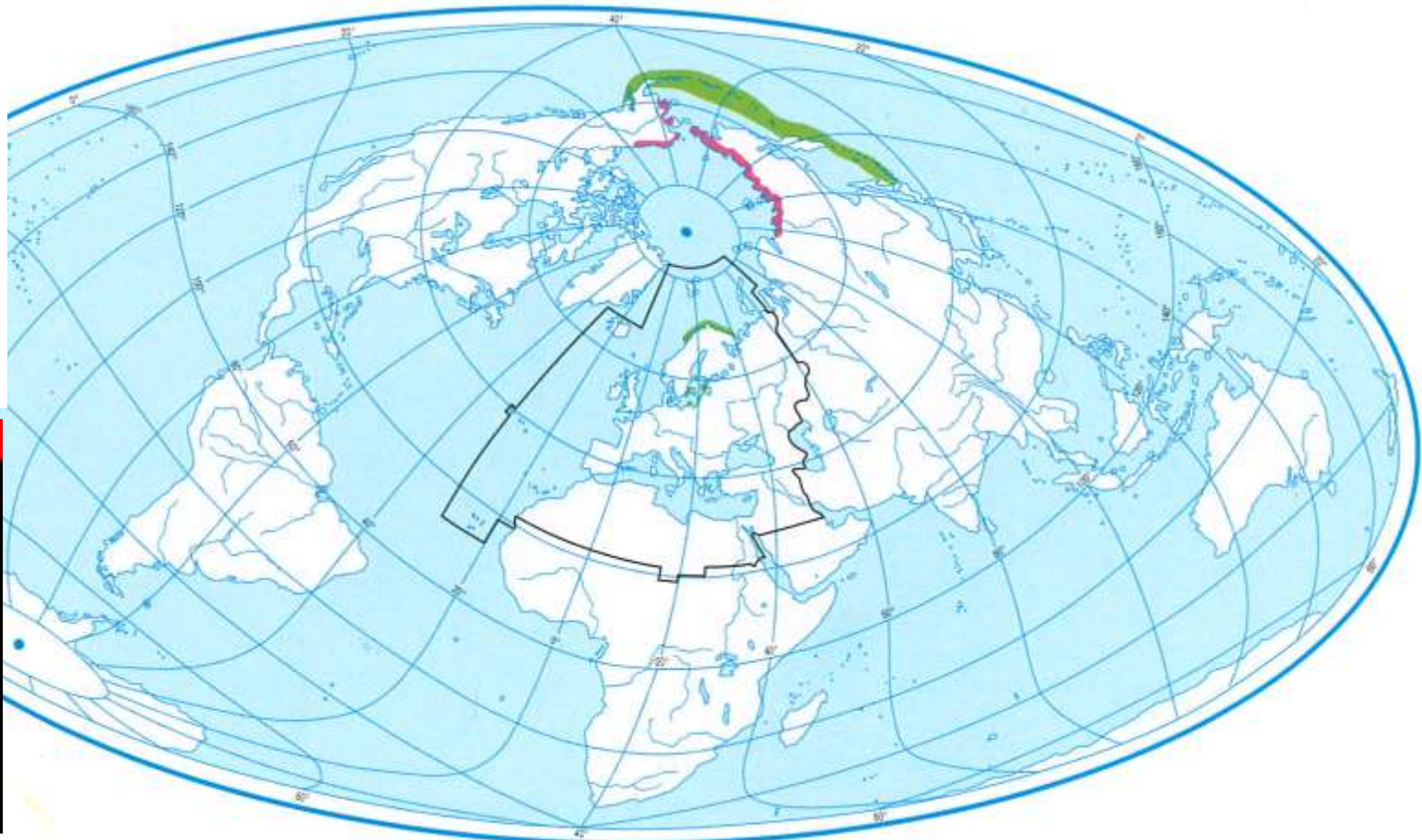
COLLINS

BIRD  
GUIDE



KILLIAN MULLERNEY, LARS SVENSSON,  
DAN ZETTERSTROM, PETER J. GRANT

THE MOST COMPLETE  
FIELD GUIDE TO THE BIRDS  
OF BRITAIN AND EUROPE



## Birding destinations in Norway

- Varanger
- Pasvik
- Indre Troms
- Trondheimsfjorden
- Dovrefjell
- Jæren
- Lista
- Øyer (Utsira, Sula, Myken)



### under development:

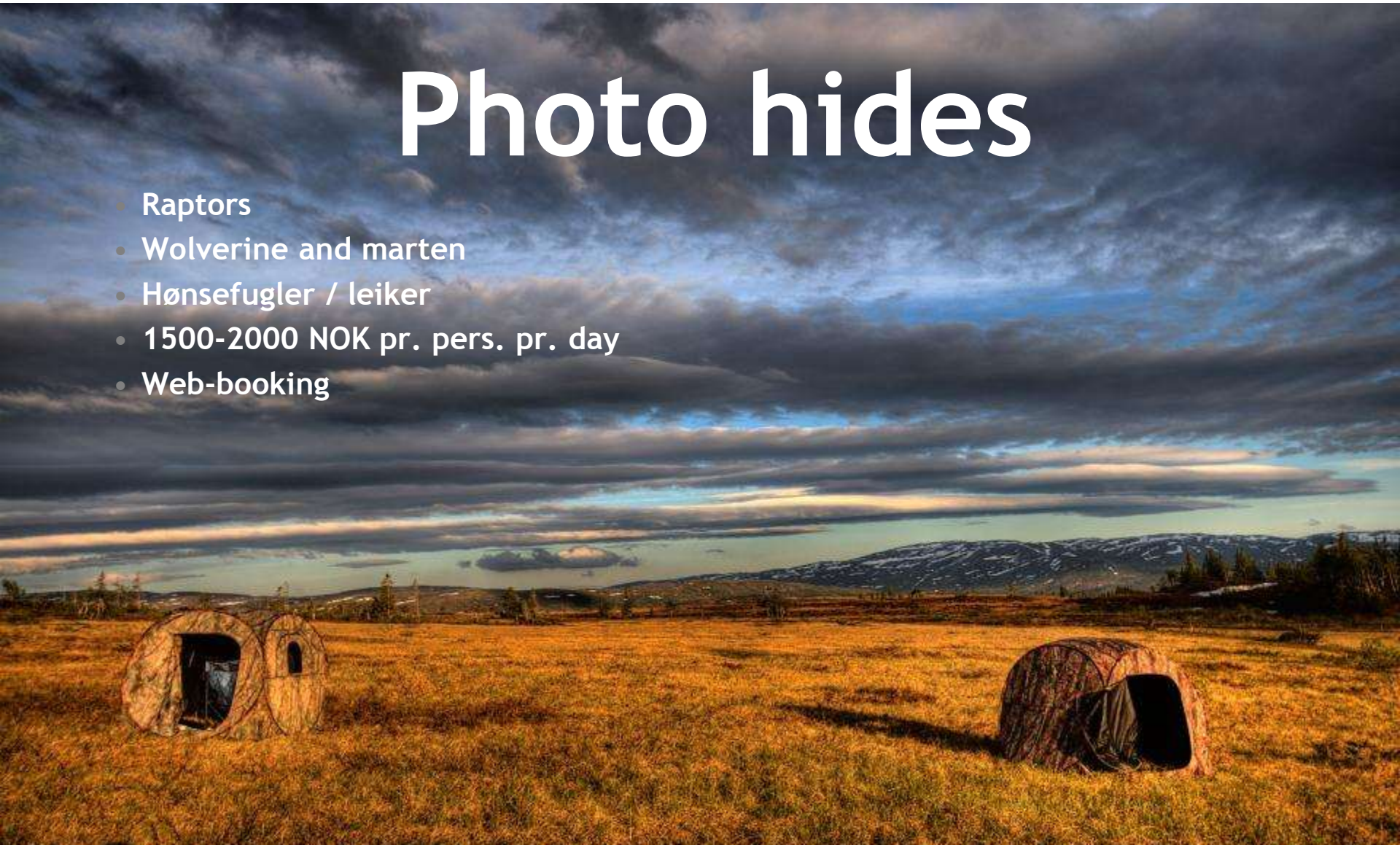
- Vega
- Trollheimen
- Randsfjorden
- Røst og Værøy





# Photo hides

- Raptors
- Wolverine and marten
- Hønsefugler / leiker
- 1500-2000 NOK pr. pers. pr. day
- Web-booking









## Packaging

- All inclusive (exclusive air tickets)
- 4-8 days
- max 8 persons
- 7 - 20.000 NOK per person



## Your Personal Guide

- Tailor-made tours
- Cover all Norway
- 2500 NOK per day





## The birdwatcher want...

- Exclusive birds
- Many different birds species
- New habitats
- Good photo options
- Package
- (Good) accomodation and (good) food
- Guiding to find hard to get species



...and is willing to pay

- 21 days in Antarctica: GBP 9592 (Birdquest)
- 14 dags i Norway: NOK 48000 (NorthernBirding)
- 12 dager in Finland and Varanger € 3537 (Finnature)
- 5 days in Norway NOK12000 (Din Tur)
- 2 hours in Norway NOK 3000







Siberian Jay

# Where to go to watch birds?

- Approx. 10 000 bird species
- Approx. 1000 in Europe
- Phoebe Snetsinger (1931-1999) saw 8400 different bird species before she passed away





## How to find the birding areas?





## Facilitate - Toilet





# Facilitate - Signs



# Beautiful Landscape





# Midnight sun

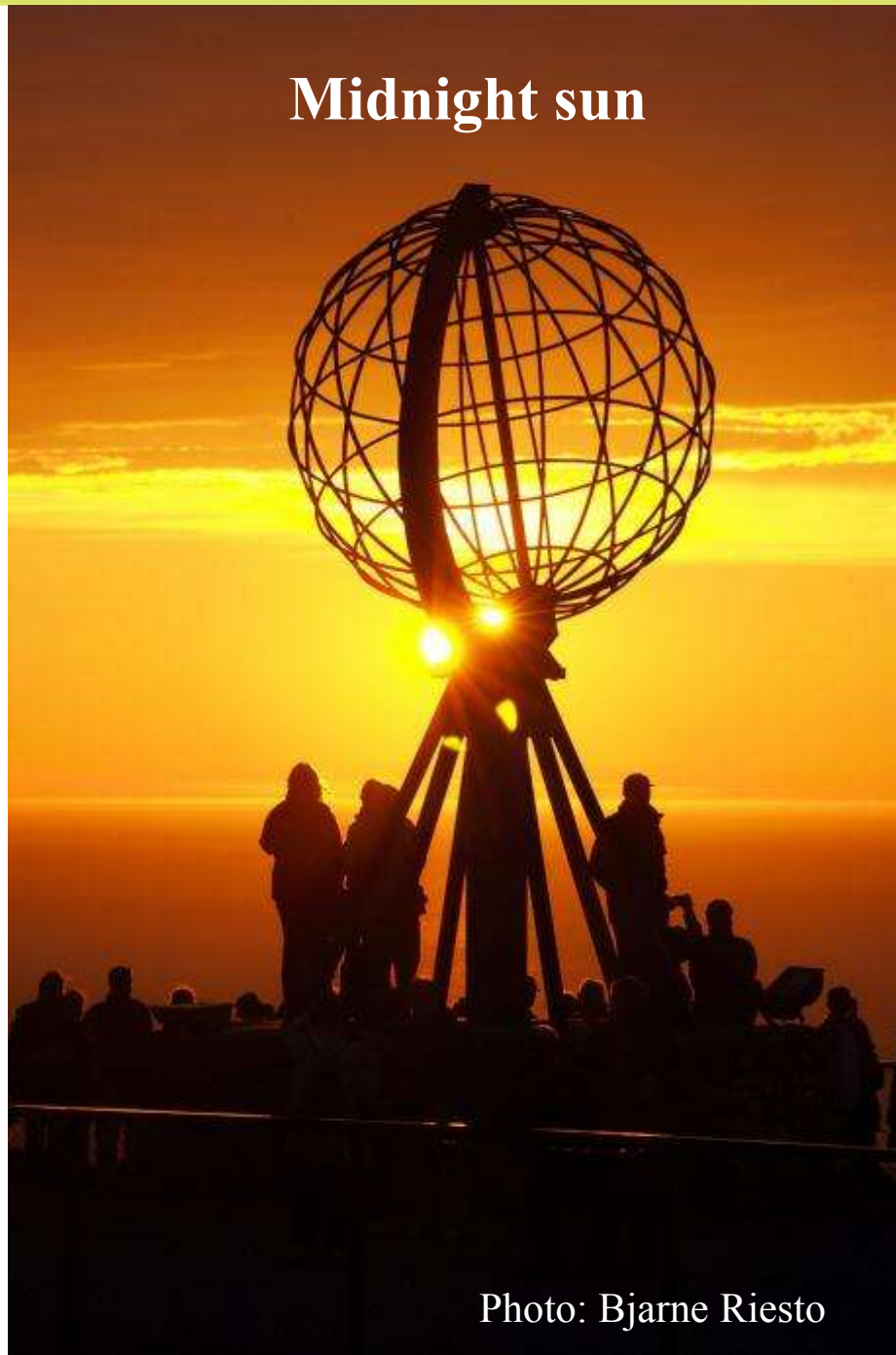


Photo: Bjarne Riesto





Aurora





Beautiful patterns in the nature



# Catching Big Fish





**The tourists want exclusive pictures**







**Bird Boxes for  
Siberian Tit**





Lots of bird boxes for wanted species make life more easy for the tour operator to find the birds



**Feeding birds  
make it more  
easy to find the  
birds**







# Photographing in snow and storm

Photo: Erik Grønningsæter



Photo: Erik Grønningsæter





**Photo: Erik Grønningsæter**









Photo: Erik Grønningsæter

EG/WildNat



Thank you to ITFA  
Arkhangelsk for  
inviting me to this  
charming city!!!!



**Photo: Christopher  
Brodersen**