

# **ENHANCING WILDLIFE TOURISM EXPERIENCES**

## **How to get repeat business**

Wildlife recreational experiences can be enhanced in several ways:

### **I. Information**

- A. Web site presence
  - 1. List of wildlife experiences available
  - 2. Bird/wildlife lists for the area
  - 3. List of cooperating outfitters
  - 4. Map of viewing sites in the area
  - 5. Resource/ literature information
- B. Countertop signs
  - 1. Local field trips
  - 2. Naturalist services
- C. Information board
  - 1. Photos by visitors
  - 2. Comments from visitors
  - 3. Map of area
  - 4. Current sightings by guests
- D. Area signage
  - 1. Highway signs
  - 2. Signs for trails, sites on grounds
    - a. Butterfly garden; hummingbird garden

### **II. Supporting materials on site**

- A. Reference books/ bird books/ state wildlife guides
- B. Wildlife/ Birding magazines on coffee tables/ lounge
- C. Checklists of wildlife
- D. Spotting scope in lobby/ lounge, focused on lake/ feeders
- E. Binoculars to rent
- F. Boots to use on muddy trails
- G. Walking sticks for use on trails

### **III. Special events with a trained naturalist guide**

- A. Guided birdwalks (early morning)
- B. Boat tours (early morning, late afternoon)
- C. Night walks/ night drives
- D. "Owling." Using tapes to attract and view owls.

- E. All day or half day wildlife outings  
(not necessarily on site)
- F. Special guest speakers/ and workshops
  - 1. Binoculars/ optics
  - 2. Photography skills
  - 3. Raptors (with live birds from rehab centers)
  - 4. Reptiles and amphibians (with live specimens)
- G. Put out night light to attract moths; other insects
- H. Sugaring for moths at night
- I. Wildlife/ birding walks for single mothers and children
- J. Wildlife/ birding walks for “beginning birders.”
- K. Build bird houses or bird feeders, for teams of parent and child

#### **IV. Contests**

- A. Photo contests for wildlife photographed in the area/  
or on the site. Use winning photos on advertising;  
web site; or for framed photos in rooms; lobbies.
- B. Co-sponsor local “birdathon” activities for fundraising

#### **V. Site enhancements**

- A. Butterfly gardens with annuals, perennials
- B. Songbird plantings with shrubs; trees to enhance viewing
- C. Self-guided nature trails
- D. Observation blinds for viewing wildlife at feeders/ water.
- E. Salt licks for deer
- F. Bird baths and water features for the birds
- G. Bird feeding
  - 1. Hummingbird feeders
  - 2. Seeds
  - 3. Fruits
- H. Temporary brush piles near feeders during migratory periods for birds