

LA Civil Rights Trail



Louisiana Civil Rights Trail



- <https://drive.google.com/file/d/1xqykdfYrAp1W7miLDCnRi6-p63ovHQi/view?usp=sharing>

Cane River National Scenic Byway

- https://drive.google.com/file/d/172eIM3ukuGTtoO2_fCEif-QlaL_qf5-b/view?usp=sharing

Louisiana Birding Trails

UPDATE: Louisiana Byways Conference

May 2022



Bird Watching

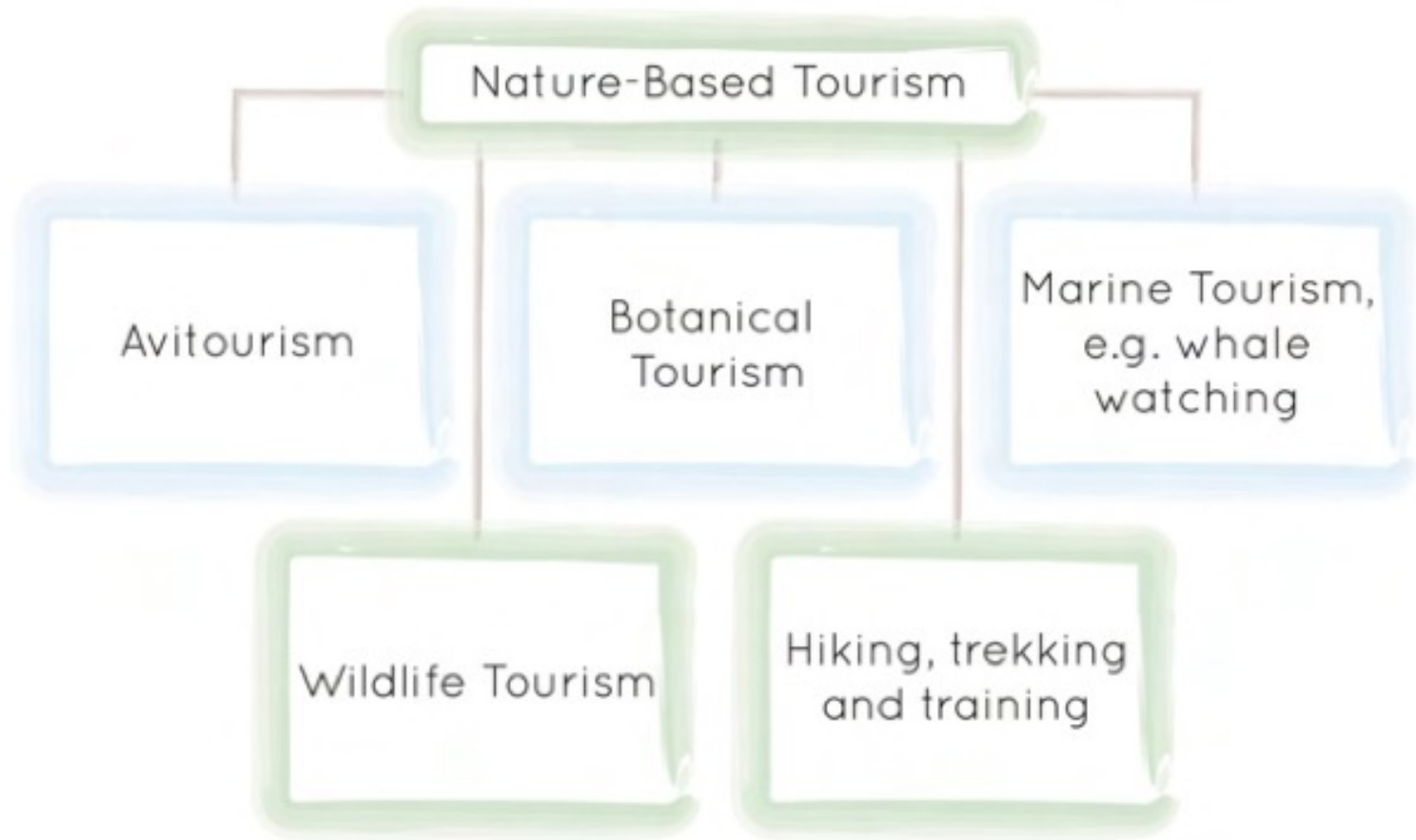
More than 45 million people watch birds around their homes and away from home

More than 20 million Americans take birding-specific trips

Source: US Fish and Wildlife Service (April 23, 2021)



Birdwatching as a Market Segment



Center for Responsible Tourism

Bird Watching: Niche Market

Bird watching and other tourism niche markets “are good for diversifying the product, minimizing the effects of seasonality, and reducing pressure on ‘honey pot’ areas by distributing tourists to lesser-visited places.”



Outdoor Recreation Impact in LA

62,000 direct jobs

\$6.9 billion total value added

\$2.6 billion in wages and salaries

2.7% share of GDP

\$800 billion annually spent in outdoor recreation, with **birding have an economic impact of \$41 billion dollars**

Birder Profile

Birding ecotourists typically have a lighter footprint from not wanting to disturb the birds and are often pioneers for furthering conservation projects to protect the habitats of wild and rare bird species.

- *Matthew Jefferson, Director of Programs and Deputy Director (International), National Audubon Society*

Louisiana Birding Trails:

The Process

July 2021 – December 2022

Step 1

- Birding Site Criteria
- Public Nominations
- Community Meetings

Step 2

- Birding Lists by Parish
- Competitive Analysis of other Birding Trails
- Field Assessments of Birding Sites

Step 3

- Analysis of Sites against Criteria
- Recommendation of Interpretive Themes
- Recommend Trails and Sites

Step 4

- Interpretive Site Descriptions
- Trail Maps
- Photography

Evaluating Site Nominations

<https://labirdingtrails.com>



Next Steps

- Final Assessments and Description of Sites
- Recommendation of Trails
- Interpretative Plan: Descriptive Content for Marketing
- Strategic Plan
 - Comprehensive Birding Checklist in Ornithological Order
 - Complete Inventory and Photographs of Sites
 - Integration of Birding and Outdoor Recreation Opportunities

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Thank You!

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