

Birding Products

Birders Spend Big Bucks Each Year – About \$40 Billion Dollars Annually!

What Products Do Birders Use?

What Products Are Birders Buying?

Binoculars

Spotting Scopes

Tripods

Cameras

Digital, Film, Single Lens Reflex (SLR)

Lenses

Telephotos, Zooms, Macro

Camcorders

Digital, Video, Super 8

Films

Photo Blinds

Outdoor Clothing

Coats, Pants, Hiking Shorts, Shirts, Hats, Gloves, Rainwear, Insectwear

Footwear

Hiking Boots, Walking Shoes, Rubber Boots, Socks

Canoes, Kayaks, Inflatable Boats

Paddles, Life Preservers, Waterproof Containers, Electric Motors

Bicycles

Camping Equipment

**Tents, Sleeping Bags, Cots and Sleeping Pads, Coolers, Flashlights, Lanterns,
Grills and Cooking Equipment, Heaters**

Backpacks

Cross-country Skis

Snowshoes

Pocket Knives and Multi-tools

Sunglasses

Sun Blocks

Insect Repellants

Books and Field Guides

Computer Software, CDs, DVDs

Laptop Computers

Pocket PCs and other Handheld Computers

Tape Recorders

Cell Phones

Walkie-Talkies, 2-way Phones

GPS (Ground Positioning Systems) Units

Maps

Utility Vehicles

Environmental Vehicles

Hybrids, Economy Cars

Campers, Recreational Vehicles

Backyard Birding Products

Bird Foods, Feeders, Bird Houses, Nest Boxes, Water Features, Landscaping Equipment

Artwork

Prints, Paintings, Drawings, Photography, Sculptures, Carvings, Ceramics
Luggage
Travel Services
Travel Companies, Tour Guides, Lodges and Inns, Motels and Hotels, Rental Cars
And much more!

Within this list of products is a wealth of insights for business owners. How can you attract birders to your business for a piece of the pie? Five years ago, birders were spending more than \$8,000,000 on equipment in North Dakota (half are North Dakota residents, and half are tourists). Plus, birders spent another \$9,400,000 on travel, including gas, food, drinks, motels, restaurants, rental cars, airline travel and other expenditures (again, half are ND residents and half are tourists).

Today, birders are spending even more money in North Dakota, and with the increased national and international advertising promotions by the Division of Tourism and local birding groups, we can expect an increased level of visitation by birders and other outdoors travelers across the state. How will you cash in on this increased business traffic?

Sponsored by the North Dakota Tourism Division

North Dakota
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