

## 2019 SPACE COAST BIRDING & WILDLIFE FESTIVAL SUMMARY AND STATISTICAL INFORMATION

- 33 Sponsors *THANK YOU!!!*                      10 Key Partners *THANK YOU!!!*
- 185 Activities available to attendees included: Exhibits, Family Wildlife Adventure Day, Silent Auction, Birding and Wildlife Field Trips and Classroom Presentations, Keynotes, Photo Classroom and Field Workshops, Optics Classroom and Field Workshops. Festival attendees also participated in classroom and field activities at the Enchanted Forest, Merritt Island & Wildlife Refuges, Brevard County Parks & Recreation sites. Several of the Environmentally Endangered Lands Sanctuary's and select properties opened for this Festival on lands protected by the St. Johns River Water Management District and Florida Fish and Wildlife Conservation Commission.
- 2318 session seats were filled by 1000 individual participants (these counts refer only to sessions requiring enrollment for participation). A total of 4759 session seats were available. The most under-attended opportunities were those classroom activities that were held in the Auditorium as 150 seats were allocated for each and the average usage was about 26%.
- 26 sessions sold out, and 11 sessions had only 1 seat left open.
- 107 Field Trip Leaders/Speakers provided their time, talent and effort to bring quality information and field trip excitement to each participant who went by bus or car pool.
  1. 37 presenters gave 56 talks during the festival.
  2. There were 4 Keynote speakers.
  3. 43 workshops were provided.
  4. 98 Field Trip Leaders conducted 113 field trips and workshops. 14 of those were on Brevard County Environmentally Endangered Lands properties.
- 8 professional photographers conducted 63 sessions and 4 Photography Industry Representatives conducted 6 sessions. Registered participants filled 330 seats in these 48 sessions. Learning experiences ranged from classroom presentations on how to use and feel comfortable with your camera, to improve photography skills, to advanced techniques and THEN, field workshops with hands-on functions to help capture the essence and thrill of creating a lasting image with historical and emotional value.
- 64 Businesses/Organizations filled the 78 available Exhibit booths (Additional booth workers who helped = 120)

An estimated 2000 people participated in some level of Festival activities during Jan 23-26, 2019 (shortened due to bad weather on the 27-28<sup>th</sup>). This is based on exhibit hall attendance, volunteers/field trip leaders/speakers, exhibitors, attendees and suppliers.

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## **COMMUNICATIONS**

18,692 visits were made to the Festival website from September 1, 2018 through January 31, 2019.  
Page views – 49,500: Average pages per session – 2.65  
78.8% new visitors, 21.2% returning visitors

## **Mobile Results**

Visits: 7500 Page views: 16,679

## **Social Media**

Between July 1, 2018 and January 31, 2019 there were 143 posts to Facebook, Twitter and Instagram, with 458 new likes, a total of 1719 likes and 1767 followers on Facebook.

## **Other forms of Communication**

Over 3982 emails were received and handled at the BNA office between July 1, 2017 & Jan 31, 2018. Over 294 phone calls and/or voice messages were received /answered between July 1st & Jan 31, 2018.

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## **ACCOMMODATIONS**

*All stated in bed nights for Jan 23 – Jan 29, 2018\*\*\**

Hotel bed Nights: 1318 Host Hotel Contracted bed Nights: 204

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## **REGISTERED ATTENDEES & EXHIBITORS CAME FROM THESE 40 STATES and Territories:**

Alabama	Alaska	Arizona	California	Colorado	Connecticut
Delaware	Florida	Georgia	Illinois	Indiana	Iowa
Kentucky	Maine	Maryland	Massachusetts	Michigan	Minnesota
Missouri	Montana	Nebraska	Nevada	New Hampshire	New Jersey
New York	North Carolina	Ohio	Oklahoma	Oregon	Pennsylvania
Rhode Island	South Carolina	Tennessee	Texas	Virginia	Vermont
Washington	Washington, DC	West Virginia	Wisconsin		

## **REGISTERED ATTENDEES & EXHIBITORS CAME FROM THESE 35 FLORIDA COUNTIES:**

Alachua	Bay	Brevard	Broward	Charlotte	Citrus
Clay	Collier	Duval	Flagler	Highlands	Hillsborough
Indian River	Jefferson	Lake	Lee	Manatee	Marion
Martin	Miami/Dade	Nassau	Okaloosa	Orange	Osceola
Palm Beach	Pasco	Pinellas	Polk	Sarasota	Seminole
St. Johns	St. Lucie	Sumter	Volusia	Wakulla	

## **INTERNATIONAL ATTENDEES & EXHIBITORS TRAVELED TO US FROM THESE COUNTRIES:**

Austria	Belize	Canada	Costa Rica	Peru
Portugal	South Africa	Uganda	United Kingdom	

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## HOW DID YOU HEAR ABOUT THE 2019 FESTIVAL?

### *Responses from post-event survey*

- 16 Billboard
- 3 VisitSpaceCoast.com Facebook
- 62 SCBWF FB page or Website – *likely many Internet searches led to FB & website*)
- 74 Word of mouth
- 13 Visited booth at other Festival
- 128 Specific publication (named magazine, flyer, newspaper)

### **Named publications:**

*Some comments may refer to how participant first heard about the SCBWF several years ago*

- 36 Birdwatching Magazine
- 19 Birding Magazine (Cornell)
- 9 American Birding Expo
- 27 American Birding Association/Birding
- 20 Other Birding Magazines or websites

## BIRD SPECIES SEEN ON FIELD TRIPS, FIELD WORKSHOPS & BOAT TRIPS DURING THE 2019 FESTIVAL:

One hundred and eighty-nine species of birds were seen on the 2019 Space Coast Birding and Wildlife Festival field trips and boat trips, including a suite of Florida specialty birds: Snail Kite, Short-tailed Hawk, Purple Swamphen, Purple Gallinule, Black-bellied and Fulvous Whistling Ducks, Red-cockaded Woodpecker, Bachman's Sparrow, Brown-headed Nuthatch and Florida Scrub-Jay. In all, twenty-three species of ducks and twenty species of shorebirds were tallied. In the "Colorful Birds of North America" category, none is more spectacular than the rainbow-hued Painted Bunting with the brilliant bright red Vermillion Flycatcher a close second. Both were observed along with a White-faced Ibis at the Lake Apopka Restoration Area. Common Eiders were spotted on the Port Canaveral Boat Tour and a Halifax River Boat Tour. Hundreds of manatees, 260 White Ibis, 44 Anhingas, 34 Limpkins and 15 Purple Gallinules were seen at Blue Spring State Park and on its associated St Johns River boat trip. Space Coast Birding and Wildlife Festival guests were extremely happy with the birds they encountered, the quality of the field trips and leaders, the expertise of the speakers and the variety of exhibitors, who came from all over the world.

- |                                 |                              |                                |
|---------------------------------|------------------------------|--------------------------------|
| 1. Black-bellied Whistling Duck | 18. Common Eider             | 35. American White Pelican     |
| 2. Fulvous Whistling Duck       | 19. Black Scoter             | 36. Brown Pelican              |
| 3. Muscovy Duck                 | 20. Bufflehead               | 37. American Bittern           |
| 4. Wood Duck                    | 21. Hooded Merganser         | 38. Least Bittern              |
| 5. Gadwall                      | 22. Red-breasted Merganser   | 39. Great Blue Heron           |
| 6. American Widgeon             | 23. Ruddy Duck               | 40. Great Egret                |
| 7. Mallard                      | 24. Common Loon              | 41. Snowy Egret                |
| 8. Mottled Duck                 | 25. Northern Bobwhite        | 42. Little Blue Heron          |
| 9. Cinnamon Teal                | 26. Indian Peafowl           | 43. Tri-colored Heron          |
| 10. Blue-winged Teal            | 27. Wild Turkey              | 44. Reddish Egret              |
| 11. Northern Shoveler           | 28. Pied-billed Grebe        | 45. Cattle Egret               |
| 12. Northern Pintail            | 29. Horned Grebe             | 46. Green Heron                |
| 13. Green-winged Teal           | 30. Wood Stork               | 47. Black-crowned Night Heron  |
| 14. Redhead                     | 31. Magnificent Frigatebird  | 48. Yellow-crowned Night Heron |
| 15. Ring-necked Duck            | 32. Northern Gannet          | 49. White Ibis                 |
| 16. Greater Scaup               | 33. Double-crested Cormorant | 50. Glossy Ibis                |
| 17. Lesser Scaup                | 34. Anhinga                  | 51. White-faced Ibis           |

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52. Roseate Spoonbill	100. Herring Gull	148. Carolina Wren
53. Black Vulture	101. Lesser Black-backed Gull	149. Blue-gray Gnatcatcher
54. Turkey Vulture	102. Glaucous Gull	150. Ruby-crowned Kinglet
55. Osprey	103. Great Black-backed Gull	151. Eastern Bluebird
56. Snail Kite	104. Gull-billed Tern	152. Hermit Thrush
57. Bald Eagle	105. Caspian Tern	153. American Robin
58. Northern Harrier	106. Forster's Tern	154. Gray Catbird
59. Sharp-shinned Hawk	107. Royal Tern	155. Northern Mockingbird
60. Cooper's Hawk	108. Sandwich Tern	156. European Starling
61. Red-shouldered Hawk	109. Black Skimmer	157. American Pipit
62. Broad-winged Hawk	110. Rock Pigeon	158. Cedar Waxwing
63. Short-tailed Hawk	111. Eurasian Collared-Dove	159. Northern Waterthrush
64. Red-tailed Hawk	112. White-winged Dove	160. Black and White Warbler
65. Clapper Rail	113. Mourning Dove	161. Orange-crowned Warbler
66. King Rail	114. Common Ground Dove	162. Common Yellowthroat
67. Virginia Rail	115. Great Horned Owl	163. American Redstart
68. Sora	116. Barred Owl	164. Northern Parula
69. Purple Gallinule	117. Belted Kingfisher	165. Palm Warbler
70. Gray-headed Swamphen	118. Red-headed Woodpecker	166. Pine Warbler
71. Common Gallinule	119. Red-bellied Woodpecker	167. Cape May Warbler
72. American Coot	120. Yellow-bellied Sapsucker	168. Yellow-rumped Warbler
73. Limpkin	121. Downy Woodpecker	169. Yellow-throated Warbler
74. Sandhill Crane	122. Red-cockaded Woodpecker	170. Prairie Warbler
75. Whooping Crane	123. Northern Flicker	171. Eastern Towhee
76. Black-bellied Plover	124. Pileated Woodpecker	172. Bachman's Sparrow
77. Wilson's Plover	125. Crested Caracara	173. Savannah Sparrow
78. Semipalmated Plover	126. American Kestrel	174. Saltmarsh Sparrow
79. Piping Plover	127. Merlin	175. Grasshopper Sparrow
80. Killdeer	128. Peregrine Falcon	176. Song Sparrow
81. American Oystercatcher	129. Eastern Phoebe	177. Swamp Sparrow
82. Black-necked Stilt	130. Vermillion Flycatcher	178. White-crowned Sparrow
83. American Avocet	131. Great Crested Flycatcher	179. Summer Tanager
84. Spotted Sandpiper	132. Scissor-tailed Flycatcher	180. Northern Cardinal
85. Greater Yellowlegs	133. Loggerhead Shrike	181. Painted Bunting
86. Willet	134. White-eyed Vireo	182. Red-winged Blackbird
87. Lesser Yellowlegs	135. Blue-headed Vireo	183. Eastern Meadowlark
88. Ruddy Turnstone	136. Blue Jay	184. Common Grackle
89. Red Knot	137. Florida Scrub-Jay	185. Boat-tailed Grackle
90. Sanderling	138. American Crow	186. Brown-headed Cowbird
91. Least Sandpiper	139. Fish Crow	187. Baltimore Oriole
92. Dunlin	140. Purple Martin	188. American Goldfinch
93. Stilt Sandpiper	141. Tree Swallow	189. House Sparrow
94. Long-billed Dowitcher	142. Carolina Chickadee	
95. Wilson's Snipe	143. Tufted Titmouse	
96. Parasitic Jaeger	144. Brown-headed Nuthatch	
97. Bonaparte's Gull	145. House Wren	
98. Laughing Gull	146. Sedge Wren	
99. Ring-billed Gull	147. Marsh Wren	