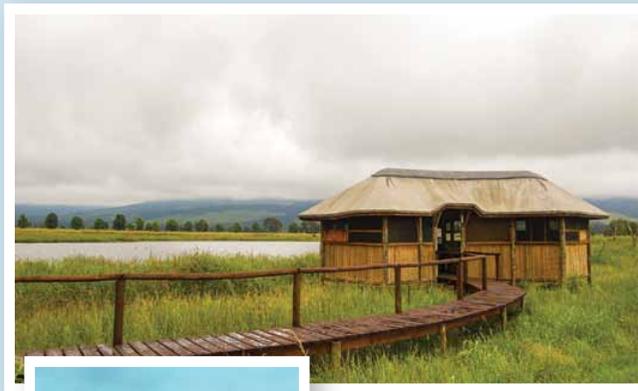


# BIRDER FRIENDLY ESTABLISHMENT PROGRAMME



MARTIN TAYLOR (4)



AFRICAN BLACK OYSTERCATCHER



## Criteria for Membership

### Responsible Tourism

BirdLife South Africa encourages accommodation establishments to adhere to the principles of Responsible Tourism and to embrace planning, management, product development and marketing activities which will bring about positive economic, social, cultural and environmental change. Tourism has a huge impact on the planet and unless it is well-managed, tourism has the ability to cause serious environmental damage – air pollution, soil and water degradation. BirdLife South Africa would like to promote carefully-managed establishments who are involved in conservation and community projects and who promote responsible living by being environmentally friendly and sustainable tourism providers.

### Catering to the needs of birdwatchers

Members are encouraged to cater specifically for birdwatchers' needs by providing flexible mealtimes (especially breakfast or having packed breakfasts available) and having bird lists and information about birding and local guides in the area. The use of guides from local communities is encouraged. Proximity to a birding site or having birding infrastructure on your property (e.g. walking trails, hides etc) is also important.

Supporting BirdLife South Africa's strategic objective of conserving wild birds and their habitats

BirdLife South Africa would also like to encourage establishments to support the organisation's conservation work and assist BirdLife to achieve its conservation objectives of conserving wild birds and their habitats. Some of these projects include the Global Seabird Programme, Important Bird & Biodiversity Areas Programme, the work done on endangered species as well as our advocacy work.

## FOR MORE INFORMATION

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SWAINSON'S SPURFOWL  
 MARTIN TAYLOR





## Introduction

Birdwatching is one of the fastest growing nature-based activities worldwide and is experiencing similar growth in interest and popularity in South Africa. In addition to birdwatchers making up the single largest group of ecotourists globally, they are also one of the most affluent niche markets groups, with a report by the Department of Trade and Industry determining that birdwatchers are worth R1 billion annually to the South African economy. Apart from the economic benefits, birdwatchers also tend to travel responsibly and have the potential to play a vital role in the long-term conservation of the country's wild birds and their habitats. BirdLife South Africa believes that South Africa has the potential to be one of the top birding destinations in the world. We would like to invite partners in the South African tourism market to join us in developing birding tourism in South Africa as members of the BirdLife South Africa Birder Friendly Establishment Programme.



DRAKENSBURG ROCKJUMPER



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## Benefits of Membership

The BirdLife South Africa Birder Friendly Establishment Programme aims to promote accredited establishments to the domestic and international birdwatching market. Members will be entitled to the following benefits:

- Use of the 'Birder-friendly' logo and branding on their marketing material;
- A listing on the BirdLife South Africa website where clients will be able to contact your establishment directly for bookings;
- Information and advice on how to make enterprises both bird and birder-friendly;
- Birder-Friendly Establishments will be included in self-drive itineraries that will be marketed through the website and newsletter;
- Promoting establishments to bird tour operators;
- Listing of special offers on the birding routes and BirdLife South Africa website and in newsletters;
- BirdLife South Africa membership, which includes:
  - \* Six issues of *Africa Birdlife* magazine;
  - \* BirdLife South Africa supporters' card;
  - \* BirdLife South Africa supporters' sticker and;
  - \* Invitations to BirdLife South Africa talks and events

