

The Great Salt Lake Bird Festival 2001
Results of the 2001 Mail-Back Survey

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June, 2002

Professional Report IORT-PR-2002-4

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The Great Salt Lake Bird Festival 2001

Results of the 2001 Mail-Back Survey

Introduction

One of the last questions on the 2001 Great Salt Lake Bird Festival intercept survey asked whether Festival participants would be willing to complete a mail-back survey containing more detailed questions about their motivations, satisfactions, and trip expenditures. All respondents that indicated yes and included their name and address were sent a 16-page mail-back survey. A total of 133 surveys were mailed out in June, 2001. There were 101 usable surveys returned, for a 76% response rate. Descriptive statistics such as frequencies of occurrence, mean and median, and standard deviation were the main focus of the analysis.

This mail-back survey was designed to gather a broad range of information for use by Great Salt Lake Bird Festival planners, Davis County Department of Community and Economic Development, and the state of Utah. The mail-back survey contained questions designed to find out what Festival participants knew about Davis County and the purpose of the Festival, their motivations for attending, their satisfaction regarding different aspects of the Festival, their spending while in Davis county, specific demographic information, and their Festival attendance as a birder.

Summary Results

- Festival planners should feel comfortable in continuing or increasing conservation related aspects of the Festival.
- Festival planners should note the importance of education to Festival visitors and continue to provide quality educational opportunities.
- The Festival has done well in involving other agencies and groups in Festival planning, organization, and operation.
- As the Great Salt Lake is promoted in a positive manner, Festival goals will continue to be realized as the local residents take personal pride in the valuable resource they have in their backyards.

- By providing a wide range of activities to a wide range of people at the Great Salt Lake Bird Festival, the Festival is broadening its constituency base for the future. If groups with un-addressed needs can be identified, events can be added to the Festival to meet their needs.
- Festival planners could lower the perception of Festival impact on natural areas by explaining how the field trips are set up to minimize impact to wildlife and birdlife. Special effort should be taken to ensure that minimal impact occurs in these areas.
- There is potential for improvement in the area of Festival promotion and advertising. Festival planners need to consider if the money spent on magazine advertising is worth the investment or if it would be better spent on other more effective methods.
- Davis County Department of Community and Economic Development could use the Festival to promote other natural attractions within the county. This would increase participant awareness of available nature-based opportunities in close proximity to the Bird Festival.
- Festival planners should take participant motivations into account when planning future Festivals and designing Festival activities to meet peoples' expressed needs. Included could be continued educational and conservation opportunities for Festival visitors. These opportunities should continue to be a focus for Festival planners, and care should be taken to provide educational opportunities for all levels of participants.
- "Ease of obtaining information about the Festival" was ranked high in importance by visitors, but lower in satisfaction. This aspect of the Festival could warrant some improvement. "Quality food and drink vendors", "quality entertainment", and "quality artists and crafters" ranked low in both importance and satisfaction (Figure 1).
- If increasing the economic contribution of tourism to Davis County and surrounding communities is meant to be one of the main Festival purposes, there needs to be a greater focus on attracting both out-of-county and out-of-state visitors. Economic benefit will also come as both visitor and Festival spending is kept within the county.
- Average spending among mail-back survey respondents while in Davis County was \$45.87. This figure, however, is probably not representative of the entire population of Festival visitors.
- Survey questions about money spent on birding or miles traveled to go birding demonstrate there were a few visitors in attendance who are extremely involved and committed to bird watching.

- Although most participants do not consider themselves advanced or expert birders, they still may consider themselves to be very committed to birdwatching. Festival planners should continue to promote opportunities for these birders to increase their knowledge of and skill in identifying birds. This can be done at both the Fairpark through educational sessions and on field trips through instruction by expert birders.

Festival Goals

The Great Salt Lake Bird Festival was designed to accomplish the mission “to increase awareness and conservation of the Great Salt Lake (GSL) ecosystem through education and nature tourism.” When organizing the Festival, several related goals were also developed: 1) to increase public awareness and pride for birds found on and near the Great Salt Lake; 2) to increase the economic contribution of tourism to Davis County and surrounding communities; 3) to educate the public about the values of the Great Salt Lake, its birds, ecosystem, brine flies, brine shrimp; 4) to initiate a project to give back to the community; and 5) to coordinate agency efforts concerning awareness of the Great Salt Lake ecosystem. It is appropriate after three years of Festival operation to consider if the mission and goals of the Great Salt Lake Bird Festival are being met.

In accomplishing this mission of increasing awareness and conservation of the Great Salt Lake ecosystem, the Festival focuses on birds, but other Great Salt Lake ecosystem-related activities are available. Visitor support for conservation efforts was indicated in several aspects of this survey. Education about natural resource conservation in the area was considered the most important festival purpose (Table 1). Conservation related reasons were listed as important motivations for Festival attendance. Two thirds of reported birdwatchers said they belonged to one or more conservation organizations. Support for and participation in wildlife conservation efforts was listed as an important motivation for birding. Based on these findings, Festival planners should feel comfortable in continuing or increasing conservation related aspects of the Festival.

The first Festival goal deals with increasing awareness for birds found on and near Great Salt Lake. The main draw to the Festival is the number of different species of birds that can be seen on the Lake, and this is emphasized by the Festival. Education is an important aspect of the Festival and opportunities are available to view and learn about these birds. In this way, education is being used to meet this goal.

The second goal revolves around the potential for the Festival to increase the economic contribution of tourism to Davis County. This economic benefit was not seen by visitors as being quite as important of a Festival purpose (Table 1), but still was considered to be moderately to very important. Visitors did feel that

nature-based tourism, such as the Festival, had a positive effect on the economy (Table 2). The economic impact of the Great Salt Lake Bird Festival on Davis County is not precisely known, but the Festival does bring in many participants from out-of-county. Visitor spending is discussed in more detail later in this report.

Education about values of the Great Salt Lake is the focus of the third goal. A wide variety of educational activities are currently provided at the Festival, for all ages and skill levels. This educational aspect of the Festival came up several times in the mail-back survey as being sought by Festival visitors. Two of the top three reasons for Festival attendance dealt specifically with learning and education (Table 3), three of the top five most important festival aspects (as ranked by participants) were specifically related to education (Table 6), education was the top rated reason for perceived Festival purpose (Table 1), and some participant comments requested increased educational opportunities. Festival planners should note the importance of education to Festival visitors and continue to provide quality educational opportunities.

Analysis of the fourth goal of initiating a project to give back to the community is beyond the scope of this study.

The fifth goal is coordinating agency efforts concerning awareness of the Great Salt Lake ecosystem. The Festival has done well in involving other agencies and groups in Festival planning, organization, and operation. Involvement has come from public agencies such as the State Division of Wildlife Resources and parks and Recreation of the Department of Natural Resources, non-profit organizations such as The Nature Conservancy, and private businesses such as Cotton Tree Inn.

Festival Participants

The Great Salt Lake Bird Festival and other natural areas are being used by Davis County to develop increased tourism through birdwatching and other natural attractions. At this time, most Festival participants are coming from within 50 miles of Davis County, but many are still from outside of the county (Table 4). As the Festival gains recognition, a greater diversity of participants can be expected, but it can still expect to be a major draw for families and individuals who call the Great Salt Lake area home. Education about the Lake and surrounding ecosystem has always been an important part of the Festival and should continue to be so. As local awareness increases about this area, the Festival can become more popular in Davis County through word-of-mouth. As the Great Salt Lake is promoted in a positive manner, Festival goals will continue to be realized as the local residents take personal pride in the valuable resource they have in their backyards.

Currently, the Festival attracts a wide range of people. Activities at the Fairpark provide an opportunity for families to attend and learn more about the area. The field trips offer those seeking a more specialized experience the chance to be with others with similar interests. These diverse activities should continue to attract a wide range of visitors. One study found that a single special event would not attract a wide base constituency. By providing a wide range of activities to a wide range of people at the Great Salt Lake Bird Festival, the Festival is broadening its constituency base for the future. If groups with un-addressed needs can be identified, events can be added to the Festival to meet their needs.

Perceived Impacts

Festival attendees felt that nature-based tourism, including the Great Salt Lake Bird Festival, had a positive effect on all aspects of the county they were given to rate (Table 5). Respondents felt the local economy received the greatest positive effect from this type of tourism, while the natural environment, wildlife, birdlife, and local residents were ranked lower, though still positive. Festival planners could lower some perceptions of impact by explaining how the field trips are set up to minimize impact to wildlife and birdlife. Special effort should be taken to ensure that minimal impact occurs in these natural areas.

Festival Promotion and Advertising

There is potential for improvement in the area of Festival promotion and advertising. The most popular sources for hearing about the Festival were newspapers, a friend, a mailing, or a club or group. The most requested methods for future advertising were newspaper, television, and radio. Very few respondents saw advertising in magazines. Festival planners need to consider if the money spent on magazine advertising is worth the investment or if it would be better spent on other more effective methods. In addition, Festival planners may be able to have promotional materials available at some other nature-based festivals in the state, including both the Delta Snow Goose Festival and Bald Eagle Day.

Other Davis County Natural Attractions

One thing that should be noted is that Festival participants weren't overly aware of the natural attractions that Davis County has to offer. Davis County Department of Community and Economic Development could also use the Festival to promote other natural attractions within the county. This would increase participant awareness of available nature-based opportunities in close proximity to the Bird Festival, and possibly attract more visitors from out-of-county. This has the potential to lead to more visits or extended stays.

Participant Motivations

The motivations of Festival participants should continue to be examined when planning field trips and events. Experienced birders may not see new and exotic birds on the Great Salt Lake during the Bird Festival, but they will have the chance to view many different species as the birds stop along their migratory path. The top rated reasons for Festival attendance focused on this, and on learning and gathering new information (Table 3). This is in agreement with the results associated with the importance-satisfaction questions where respondents rated highest the importance of “quality field trips”, “interesting educational opportunities”, “interesting and informative educational workshops”, and “interesting and informative displays/exhibitions” (Table 6). It is interesting to note that the attendance motivations involving social aspects were rated as being only moderately important compared to the other reasons for attendance. Festival planners can take these motivations into account when planning future Festivals and designing Festival activities to meet peoples’ expressed needs. Included could be continued educational and conservation opportunities for Festival visitors. Activities that are planned around motivations for attendance can result in satisfying experiences for a diverse population of participants. The appreciation for educational opportunities that are present at the Festival came out in several different sections of the survey. These opportunities should continue to be a focus for Festival planners, and care should be taken to provide educational opportunities for all levels of participants.

Importance-Satisfaction

Participants were given the chance to rate how important fourteen specific features of the Festival were to them (Table 6). Importance was rated highest for quality field trips, followed closely by interesting educational opportunities, interesting and informative educational workshops, interesting and informative displays/exhibitions, and courteous, knowledgeable, and friendly Festival volunteers. Lowest ranked were quality entertainment, quality food and drink vendors, Festival dinner and keynote speaker, and interesting and fun activities for children, although all of these were rated as moderately important.

The same items were then rated on the same scale based on visitor satisfaction (Table 7). The highest rated were quality field trips, courteous, knowledgeable, and friendly Festival volunteers, Festival dinner and keynote speaker, and interesting and informative educational workshops. Lowest ranked were quality food and drink vendors and quality entertainment.

The importance and satisfaction sections can be compared to show how participants feel the Festival planners are doing providing quality programs and

activities. Aspects of the Festival that are important to visitors can be noted and compared to how satisfied they are with those aspects. If the importance is high but satisfaction is low, Festival planners can note this for improvement in the future years. If satisfaction is high but importance is low, perhaps not as much time and effort needs to be spent on that aspect in the future. If both importance and satisfaction are high, the Festival is meeting visitor needs. If both importance and satisfaction are low, that aspect should be low in priority. Differences between importance and satisfaction ratings can show where improvement is needed if importance is greater than satisfaction.

Figure 1 combines both importance and satisfaction in a graph that makes the distinction between the two more visible. In this figure, the center dividing line has been placed around the point of grand mean for all responses for all questions, around 3.8 for both importance and satisfaction based on a scale from 1 to 5, with 1 being not at all satisfied and 5 being extremely satisfied. This divides the graph into four quadrants, each with a different, possible recommended management action. The top left quadrant, where importance is high but satisfaction is lower, is the area where Festival planners should concentrate their efforts. In the top right quadrant, both importance and satisfaction are high, meaning the Festival is doing well in these areas and should continue to do so. The items in the bottom left quadrant have both low importance and low satisfaction, meaning it may not be necessary for Festival planners to focus effort on providing these services. In the bottom right quadrant, there is low importance but higher satisfaction. If the items in this area are going well and easy to accomplish, they can be left alone. It is important to note, however, that this figure is not a solution in and of itself, but is only one method provided to aid in Festival planning and decision making.

Differences between importance and satisfaction were most pronounced regarding the Festival dinner and keynote speaker (M). The mean satisfaction level was rated 1.26 points higher on the scale than importance was. Satisfaction regarding both “interesting and fun activities for children” (I) was also rated almost one point higher than its importance was. This shows visitors seem content with these aspects of the Festival.

On the other side of the scale, “ease of obtaining information about the Festival” (A) was rated about half a point higher on the importance scale than it was for satisfaction. This aspect could warrant some improvements. All other categories were within about 1/3 a point of each other. “Quality artists and crafters” (C) “quality food and drink vendors” (D), and “quality entertainment” (E) should also be noted as being only moderate in importance and moderate in satisfaction. These are aspects of the Festival that may not be important to its success but may be continued if desired.

Visitor Perception of Festival Purpose

Visitors had different perceptions about why the Festival was being put on. The two highest visitor ranked reasons (to promote natural resources in the area and to educate visitors about natural resource conservation in the area) were directly related to main focus of the Festival, “to increase awareness and conservation of the Great Salt Lake ecosystem through education and nature tourism” (Table 1). This is a good sign that the Festival purpose is being accomplished. On a future survey it might be appropriate to ask these types of questions again, but using the specific mission statement and Festival goals as the reason for putting on this nature-based Festival. This way, through visitor input, Festival planners will be able to see if the Festival is meeting its goals.

Revenue production for the community was not seen by respondents as being quite as important of a Festival purpose (although still rated between moderately and very important). If revenue generation is meant to be a main Festival purpose, planners will have to find methods for promoting this to increase participant awareness that it is a purpose. This should include such things as a greater focus on attracting out-of-county and out-of-state visitors. There should also be an effort made to keep both visitor and Festival spending within the county.

Spending Characteristics of Festival Participants

In order to examine visitor spending, respondents were given a series of items where they could report spending and the location where these expenditures were made. For each item, respondents could indicate the amount for total dollars spent, money spent in home city, money spent en route, and money spent while attending the Festival. In addition, the last two categories (en route and attending the Festival) had a place for the city to be listed where spending occurred. Respondents could also list any other expenses and the place where the expenses occurred. There were 84 respondents that reported some spending in at least one category in the visitor spending section of the survey. Mean and median spending for each category are reported in Table 8.

The items with highest average spending while at the Festival were Festival event fees (\$18.64), items purchased from vendors (\$5.77), food purchased from Festival vendors (\$5.52), other recreation activities (\$4.63), and eating and drinking establishments (\$3.81). Most travel expenses occurred in the visitors' home city. It should also be noted that median spending was much lower than average spending, meaning a few people spent a lot but most people spent little.

Money was spent on lodging by only three people, two of whom reported spending while at the Festival. Almost half of the respondents (39 people) reported spending money to buy food from a vendor while at the Festival.

Spending on food from grocery or other stores while at the Festival was listed by 6 people. Festival event fees were the highest category of spending, with the 56 people reporting spending in this category. Other items purchased from vendors were reported by 18 people. Seven people listed other spending items in the space provided, but none of the en-route spending was in Davis County.

Mean total spending while at the Festival totaled \$45.87 per mail-back respondent. Visitation at the 2001 Great Salt Lake Visitor Festival was estimated to be around 500 people at the Fairpark, with another 200 on the field trips. At \$45.87 per person (average) this would have put spending in Davis County at roughly around \$32,109. Since it appears field trip participants generally spent more money, if total average visitor spending had been closer to \$35.00 with Fairpark visitors included, this would have put actual Festival spending around \$24,500 in 2001.

Festival attendance in 2001 was reported to be lower than previous years. No sure reasons for this decrease are known, but several things were going on in the area that might have contributed to this. Interstate Highway 15 was closed south of Salt Lake City, which may have prompted some potential visitors to choose other activities that were more accessible. Also, Lagoon amusement park (just across the freeway) was having its first open day of the season. In addition, the main Festival day (Saturday, May 12, 2001) was hotter than usual, which may have also deterred visitors. If visitation had been at the expected level, about 2000 people, spending in Davis County while at the Festival would have been much more substantial, with a potential of up to \$91,740. At an average spending of \$35.00 and had visitation been as expected, spending would have totaled around \$70,000.

There are a couple weaknesses to this method of calculating visitor spending, however. The mean is based on the spending of self selected respondents, so it may not be accurate to apply this average to the entire visitor base at the Festival. Also, many of the field trip participants also attended at the Fairpark. In this case, there may have been some double counting of Fairpark attendance in 2001. To have an accurate estimate of spending, the Festival needs to establish a more accurate method for counting visitors at the Fairpark and on field trips.

Festival Participant as a Birder

Although over three-quarters (76.2%) of respondents don't consider themselves to be advanced or expert birders (Table 9), there are some who spend a considerable amount of time and money on birding activities. Festival planners may want to take this into account when organizing events and realize there is a wide base of support from all types of birders.

The 2001 GSLBF mail-back survey tried to address both ongoing involvement indicators and physical items in order to determine what type of birder participates in the Great Salt Lake Bird Festival. This study found that respondents attending field trips tended to be more committed to birdwatching than those who attended the Fairpark only. Also, those who considered themselves to be birdwatchers generally ranked their birding skill level around intermediate. While this is the case for the majority of birders in attendance, there were a few who could be considered advanced or expert based on other indicators of commitment. Survey questions such as money spent on birding or miles traveled to go birding showed that there were a few in attendance who were extremely involved and committed to bird watching. This is something Festival planners should key in on in providing a wide range of activities for Festival participants. There are some who attend the Festival who may be interested in a highly specialized experience, but these would be few in number compared with novice and intermediate birders. Even though birders ranked themselves lower on the type-of-birder scale, rankings were higher on the involvement scale (Table 10). This means that even if a person does not consider themselves advanced or expert, they still may consider themselves to be very committed to birdwatching. Festival planners should continue to promote opportunities for these birders to increase their knowledge of and skill in identifying birds. This can be done at both the Fairpark through educational sessions and on field trips through instruction by expert birders.

Comment Summary

Participants were given a chance to express their comments at the end of the mail-back survey (Appendix B). The majority were positive regarding the Festival, and the ones that expressed dissatisfaction did so mostly about specific aspects of the Festival. Several suggestions were also given to improve the Festival. There were no real overarching concerns mentioned by Festival attendees, but a few concerns were mentioned by several people. Most mentioned was the food issue that was also brought out in some of the intercept survey comments. Several in attendance felt the food prices were inappropriate, and since there was only one vendor, selection was limited.

Several suggestions were also made about field trips. Interest was expressed for an earlier morning field trip when more birds are expected to be out. Another suggestion was for the schedules to be changed or new trips added. These suggestions were from people who were unable to attend on a specific day, or who desired a change in field trip line-up. A couple comments mentioned that there were time conflicts between certain activities (perhaps unavoidable), and that several events were rushed.

Increased educational opportunities at the Fairpark were also mentioned. Perhaps other groups, such as schools, libraries, wildlife centers, or other nature-based

clubs could be partnered with to provide a more diverse Fairpark experience. The Festival focuses on birds, but the Great Salt Lake ecosystem and surrounding areas provide a wide variety of activities that could also be used to provide education.

Conclusions

At this time, Festival planners can ask themselves which direction the Festival should go in the future. Some of the participants in Festival activities are increasingly specialized in relation to their birding skill level, but there is also increasing community involvement from groups that are not birding specific. There is a wide base of support from many types of birders. The Great Salt Lake Bird Festival has the potential to become an important part of the development of educational opportunities relating to the Great Salt Lake and its ecosystem. It provides an introduction to the natural resources of Davis County, and benefits a wide range of people interested in wildlife in the area. The Festival should continue to plan activities for a wide range of visitors with a variety of skill and commitment levels.

Benefits for Davis County as a result of the Festival are greater than simply the money brought in through visitor spending. With the Festival's visitor base coming from Davis County and other adjacent counties, residents and visitors alike have an increased awareness of the natural resource amenities of Davis County. The Festival can continue to provide educational opportunities and fun activities that will promote the conservation of the natural resources of Davis county, including the Great Salt Lake.

Appendix A
Tables

TABLE 1. Perceptions of Festival Purpose

Perceived reasons of Festival purpose	Mean*	Std Dev
To educate visitors about natural resource conservation in the area (n=97)	4.3	1.0
To promote natural resources of the area (n=98)	4.1	1.0
To increase tourism in the area (n=97)	3.8	1.1
To provide family fun and entertainment (n=97)	3.7	1.0
To generate revenue for the Festival itself (n=97)	3.5	1.0
To enhance community pride and community spirit (n=97)	3.5	1.1
To promote culture of the area (n=95)	3.3	1.1
Provide opportunities for recreation (n=95)	3.2	1.0
To generate revenue for the community at large (n=97)	3.1	1.1
To generate revenue for other non-profit organizations (n=98)	2.8	1.2
Provide opportunities for socialization (n=95)	2.7	1.0

*mean is based on a scale from 1-5; 1 being “not at all important”, 2 being “somewhat important”, 3 being “moderately important”, 4 being “very important”, and 5 being “extremely important”

TABLE 2. Visitor Perception of Nature Based Tourism Effects

Perceived effect	Mean*	Std Dev
Local economy (n=97)	+1.9	0.8
Overall effect (n=94)	+1.6	1.1
Natural environment (n=94)	+1.3	1.5
Birdlife in the area (n=95)	+1.1	1.6
Local residents (n=94)	+1.1	1.2
Wildlife in the area (n=95)	+1.0	1.6

*mean is based on a scale from -3 to +3; -3 being “very negative effect”, -2 being “negative effect”, -1 being “somewhat negative effect”, 0 being “no effect at all”, +1 being “somewhat positive effect”, +2 being positive effect”, and +3 being “very positive effect”

TABLE 3. Visitor Motivations for Attendance

Reasons for attendance	Mean*	Std Dev
To view many species of birds (n=99)	4.4	0.8
To learn more about birds (n=98)	4.4	0.8
To learn something new (n=98)	4.3	0.7
To experience something new and different (n=97)	3.9	1.1
To develop my skills and abilities (n=96)	3.8	1.1
To have fun (n=98)	3.8	0.9
To have a quality experience for the family (n=96)	3.5	1.3
To see a specific species of bird (n=97)	3.5	1.3
To interact with other birders (n=99)	3.3	1.3
To enjoy being with friends (n=96)	3.0	1.2

*mean is based on a scale from 1-5; 1 being “not at all important”, 2 being “somewhat important”, 3 being “moderately important”, 4 being “very important”, and 5 being “extremely important”

TABLE 4. County of Residence

County of residence	Frequency	Percent
Salt Lake County	125	41.8%
Davis County	100	33.4%
Weber County	46	15.4%
Box Elder County	13	4.3%
Utah County	5	1.7%
Cache County	4	1.3%
Other	6	2.0%
Total	299	100%
Out-of-state	13	

TABLE 5. Visitor Perception of Nature Based Tourism Effects

Perceived effect	Mean*	Std Dev
Local economy (n=97)	+1.9	0.8
Overall effect (n=94)	+1.6	1.1
Natural environment (n=94)	+1.3	1.5
Birdlife in the area (n=95)	+1.1	1.6
Local residents (n=94)	+1.1	1.2
Wildlife in the area (n=95)	+1.0	1.6

*mean is based on a scale from -3 to +3; -3 being “very negative effect”, -2 being “negative effect”, -1 being “somewhat negative effect”, 0 being “no effect at all”, +1 being “somewhat positive effect”, +2 being positive effect”, and +3 being “very positive effect”

TABLE 6. Importance of Specific Aspects of the Festival

Specific aspects of the Festival	Mean*
Quality field trips (n=96)	4.7
Interesting educational opportunities (n=100)	4.5
Interesting and informative educational workshops (n=99)	4.4
Interesting and informative displays/exhibitions (n=99)	4.3
Courteous, knowledgeable, and friendly Festival volunteers (n=100)	4.2
Ease of obtaining information about the Festival (n=100)	4.2
Interesting and fun activities for adults (n=98)	3.9
Interesting and fun activities for families (n=92)	3.5
Attractive grounds and facilities (n=96)	3.5
Quality artists and crafters (n=96)	3.3
Interesting and fun activities for children (n=90)	3.1
Quality food and drink vendors (n=95)	3.0
Festival dinner and keynote speaker (n=93)	3.0
Quality entertainment (n=93)	2.9

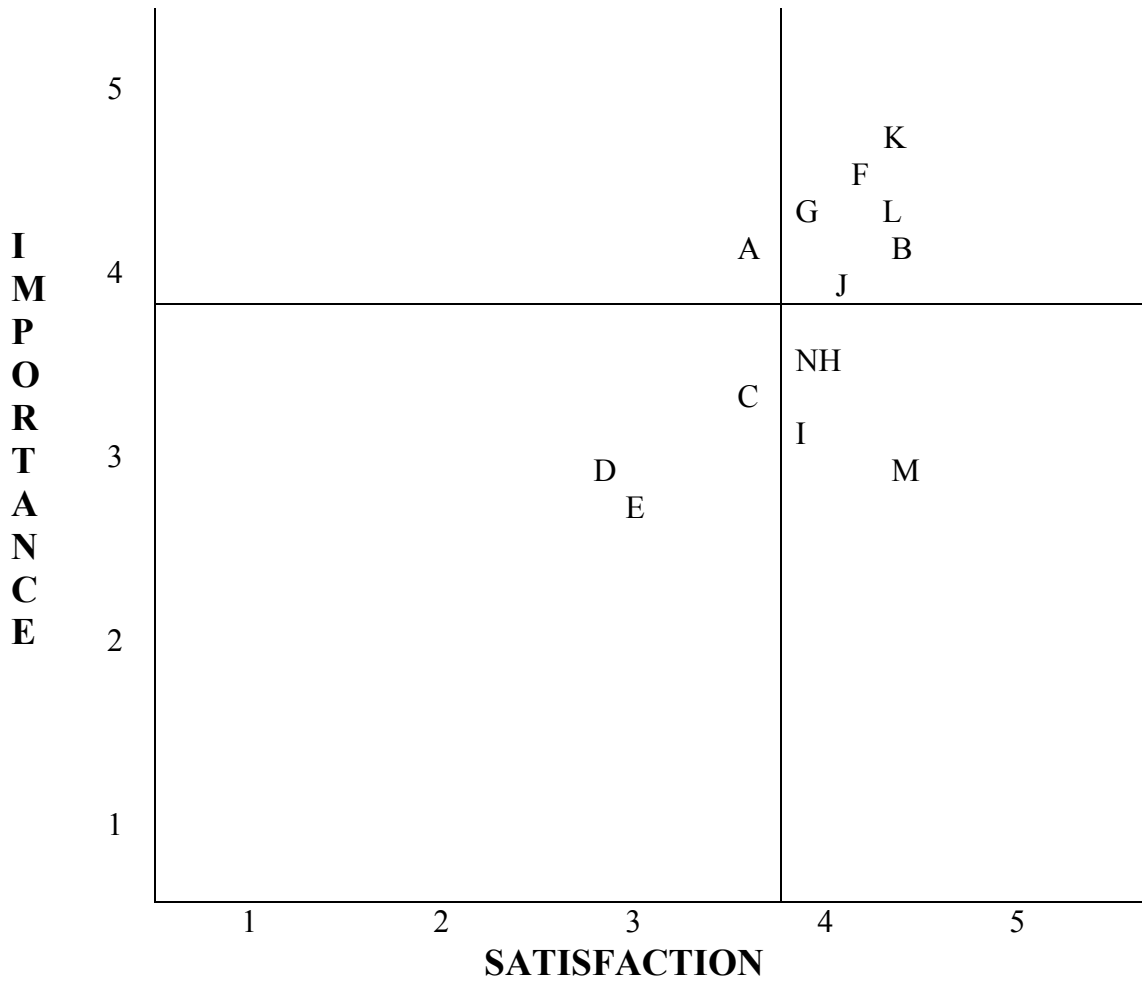
*mean is based on a scale from 1-5; 1 being “not at all important”, 2 being “somewhat important”, 3 being “moderately important”, 4 being “very important”, and 5 being “extremely important” with an additional “not applicable” response option

TABLE 7. Satisfaction With Specific Aspects of the Festival

Specific aspects of the Festival	Mean*
Quality field trips (n=87)	4.3
Courteous, knowledgeable, and friendly Festival volunteers (n=98)	4.3
Festival dinner and keynote speaker (n=30)	4.3
Interesting and informative educational workshops (n=70)	4.2
Interesting educational opportunities (n=96)	4.1
Interesting and fun activities for adults (n=84)	4.0
Interesting and fun activities for children (n=41)	3.9
Attractive grounds and facilities (n=88)	3.8
Interesting and informative displays/exhibitions (n=85)	3.8
Interesting and fun activities for families (n=57)	3.8
Ease of obtaining information about the Festival (n=98)	3.7
Quality artists and crafters (n=77)	3.6
Quality entertainment (n=54)	3.0
Quality food and drink vendors (n=64)	2.8

*mean is based on a scale from 1-5; 1 being “not at all satisfied”, 2 being “somewhat satisfied”, 3 being “moderately satisfied”, 4 being “very satisfied”, and 5 being “extremely satisfied” with an additional “not applicable” response option

FIGURE 1. Importance-Satisfaction



Mean is based on a scale from 1-5; 1 being “not at all satisfied”, 2 being “somewhat satisfied”, 3 being “moderately satisfied”, 4 being “very satisfied”, and 5 being “extremely satisfied”

- A- Ease of obtaining information about the Festival
- B- Courteous, knowledgeable, and friendly Festival volunteers
- C- Quality artists and crafters
- D- Quality food and drink vendors
- E- Quality entertainment
- F- Interesting educational opportunities
- G- Interesting and informative displays/exhibitions
- H- Interesting and fun activities for families
- I- Interesting and fun activities for children
- J- Interesting and fun activities for adults
- K- Quality field trips
- L- Interesting and informative educational workshops
- M- Festival dinner and keynote speaker
- N- Attractive grounds and facilities

TABLE 8. Mean and Median Spending

Spending item	Total dollars spent –mean (median)	In the city you live in –mean (median)	En route –mean (median)	While attending Festival –mean (median)
Gas and oil for personal vehicle	\$16.06 (\$10.00)	\$8.70 (\$0)	\$3.94 (\$0)	\$1.51 (\$0)
Car rental	-	-	-	-
Parking fees	-	-	-	-
Public transportation	\$0.21 (\$0)	\$0.21 (\$0)	\$0 (\$0)	\$0 (\$0)
Other traveling expenses	\$0.62 (\$0)	\$0.02 (\$0)	\$0 (\$0)	\$0.60 (\$0)
Lodging	\$14.20 (\$0)	\$0 (\$0)	\$11.55 (\$0)	\$2.30 (\$0)
Eating and drinking establishments	\$16.81 (\$0)	\$0.95 (\$0)	\$10.61 (\$0)	\$3.81 (\$0)
Food from grocery or other stores	\$4.14 (\$0)	\$1.43 (\$0)	\$0.92 (\$0)	\$0.96 (\$0)
Food purchased from Festival vendors	\$5.52 (\$0)	NA	NA	\$5.52 (\$0)
Other recreation activities	\$5.99 (\$0)	\$0.42 (\$0)	\$0.65 (\$0)	\$4.63 (\$0)
Festival event fees	\$18.64 (\$11.00)	NA	NA	\$18.64 (\$11.00)
Birdwatching equipment	\$10.33 (\$0)	\$9.23 (\$0)	\$2.36 (\$0)	\$0 (\$0)
Items purchased from vendors	\$5.77 (\$0)	NA	NA	\$5.77 (\$0)
Other Festival related retail items	\$1.48 (\$0)	NA	NA	\$0.80 (\$0)
Other Festival related expenses	\$1.21 (\$0)	NA	NA	\$0.62 (\$0)
Other retail items	\$1.07 (\$0)	-	\$0.36 (\$0)	\$0.71 (\$0)

TABLE 9. Type of Birder (n=101)

Birder type	Frequency	Percent
Non-Birder	6	5.9%
Novice	32	31.7%
Intermediate	39	38.6%
Advanced	19	18.8%
Expert	5	5.0%

TABLE 10. Rate Birdwatching Involvement (n=100)

Involvement level	Frequency	Percent
1: Very Casual	9	9%
2	15	15%
3	14	14%
4	11	11%
5	20	20%
6	11	11%
7:Very Committed	20	20%

Appendix B
Mail-Back Comments

If you attended the Great Salt Lake Bird Festival in previous years, how did this festival compare?

BETTER:

1. I attended more events
2. Because we were able to participate in more activities.
3. I took a week's vacation this year so I was able to go on the midweek trips.
4. Classes offered in addition to field trips.
5. The second morning field trip was rushed. The Sunday trips, which focused on one location (previous years were more ambitious) were better.
6. I attended in '99. This year felt more developed, more options, etc. The "expert" stuff was great!
7. The Saturday trip was rushed, but very much improved over our last year's field trip.
8. Field trips were very good. Trips in many locations.

NOT AS GOOD:

1. I liked the workshops in 2000 better
2. Fieldtrips started long after scheduled times and they were rushed. Limited number of birds. Seminars also started late.
3. Smaller attendance. Fewer exhibits and displays.
4. Smaller, not as many vendors.

ABOUT THE SAME:

There was less attendance at the walk/run this year. I didn't spend the day at the fairgrounds this year.

Do you plan on attending future Great Salt Lake Bird Festivals?

YES

1. Great opportunity to learn about the wildlife we have in our backyard (GSL).
2. Excellent info & art. Friendly environment and volunteers.
3. If we are in the area we will.
4. A worthwhile event!
5. Local, convenient, inexpensive, I go birding regularly.
6. Field trip to a different area will be interesting.
7. It was a fun chance to learn, the kids really enjoyed themselves, I want to take my cub scouts next time.
8. Each year I learn how to get more out of the festival.
9. It's a fun and educational way to spend a day. However, next year I plan to come up earlier for more birding activities.
10. Enjoyed exhibits and animals. Nice outing. May take field trip next time.
11. A low-key pleasant experience with some worthwhile field trips.
12. Very interesting. Would like to plan earlier to attend some of the field trips.
13. I love and support my husband's love of this great resource and want to nurture the same feelings within our children.

14. I enjoy learning about the festival
15. My family had fun and learned a few things. That's what we like.
16. Next time we will come earlier in the day. By the time we got there it was pretty much over. Would like to do the field trips next time.
17. Educational and entertaining.
18. I hope to see even better education to Utahans of what a great opportunity we have to learn of and protect the natural flora and fauna of Utah.
19. It was interesting and we would like to do field trips next year.
20. I felt the caretakers of the animals and birds were very informative. I want to learn more!
21. Hope for more field trips with no time conflicts.
22. I think the festival has possibilities of growing into something really good and will continue to support it.
23. As another activity to see new birds, practice identification, and to share the experience with others of similar persuasion.
24. I would like to take a different field trip and attend some of the other work shops.
25. I want to see more of Utah's and Davis County's waterfowl areas and other points of interest before the county is one giant sub-division.
26. Enjoyed workshops. Would do more. Enjoyed field trip. Would try more during the week.
27. I will attend and encourage others to attend, not only for the learning experience, but to demonstrate to businessmen that birding is important recreation and can benefit communities. And, saving bird habitat is important.
28. Because of my out of town trip, I wasn't able to attend all the events, but will try to attend more next year.
29. To further my birding skills.
30. I learned a lot and wish to learn more.
31. Education from experts.
32. Great, Centrally located. Point for birding trips into Utah's finest areas.
33. Enjoyed the tour. Very informative.
34. YES!!! I love the walk/run on Antelope Island. I haven't attended a field trip yet! I Would like to attend the dinner and listen to the Keynote Speaker.
35. This was the First one I attended and I only got to partake in part of the programs. I will return to experience more.
36. I like birds. I enjoyed the experience.
37. I think the more successful this festival is the more chance we have of preserving the GSL wetlands.
39. To participate in field trips at other locations.
40. To learn more.
41. I want to be an ornithologist. I love birds and have learned so much about them. I love to get a chance to talk with real professionals and have fun too.
42. I'm a birder and it gives me a chance to hang out with other , more experienced birders. Lots of great learning, plus it's a great excuse to spend a day birding.
43. I loved the fieldtrip. It was very educational and interesting.

44. Good way to meet fellow birders and photographers. Good way to discover new areas for birding and photography. Opportunity to publicize bird photographs for display and sale.
45. More field trips.
46. My father , age 83, could participate in most of the activities. There was easy handicapped parking and he really enjoyed getting out. He was a birder for years but he has trouble now. The bus trip was wonderful for him and I learned a lot and enjoyed it too.
47. It's fun. It's fascinating to see the birds in the exhibits up close and talk with the experts. The field trips are fun and interesting. And all for a reasonable price.
48. To better my knowledge of birds and nature.
49. I enjoy the outdoors and learning about wildlife and habitat.
50. Would like to take more field trips to observe birds.
51. Would like to go to places I did not go for this Festival. Will attend the festival and visit family in Salt Lake.
52. I have enjoyed both years that I've attended. My only problem is I have not had time to do all the things and take all the workshops that I want. I will continue to attend and sign up for classes and tours so I can learn more about birding.
53. I can go where I see more birds, but I go to this mostly to meet and interact with other birders and to see new people being introduced to birding and other nature interests.
54. Excellent field trips –want to tour other birding sites. Want to learn to ID more species of birds on location and through lectures.
55. Show support for conservation and education.
56. It was exciting to learn about the birds and to get pointers from experts!
57. It is a great way to see the wetlands and birds with an expert.
58. It was a wonderful learning experience.
59. Will probably not attend on the weekend unless new field trips are added. Plan to participate in mid-week events.
60. I loved going “Behind the Gates” to see areas normally not accessible to the general public.
61. The field trip took me to area that I would not be allowed to visit on my own. The guides and the Kennecott Mitigation Site and the Ambassador Duck Club are experts on their areas and they love those areas, and shared their enthusiasm for their work with us.
62. I enjoyed everything except the loud rock music at the festival. It detracts from the setting and experience. I also felt that the price of a hamburger was outrageous.
63. I found it very interesting and enjoyable.
64. Unfortunately I was only able to attend one field trip this year. I have enjoyed the festival in the past and plan on going in the future.
65. I am a vendor, displaying carved birds. I enjoy attending, having an interest in my work. I enjoy telling others of the history behind my carved replicas.
66. Enjoyed it. Field trips are good value.
67. Being on a bus with my husband- no driving, no worries, tons of birds to enjoy made our time exemplar.
68. Very Motivating, and worthwhile. Volunteers are very knowledgeable.
69. I love new field trips and meeting other birders.

70. To learn more about birds and view them return to the south shore with Ann Neville. To go to the Antelope Island tour.

NO

1. The festival was honestly... BORING, I really expected there to be more than looking at things to buy or eating cotton candy.
2. We will be moving out of the state next year.

UNDECIDED

1. I haven't decided. I would not repeat either of the Saturday trips, but would the Sunday.
2. We live in Florida. Came to this one because one of our stops was an Salt Lake City on a two month trip around the country. Saw the advertisement in the local paper!

Please share any additional comments you may have about the Great Salt Lake Bird Festival.

1. I am a waterfowl & upland game hunter and conservationist. I think it would be great to display or talk about upland game birds and waterfowl in the area and promote conservation of these birds, which includes controlled hunting. Kids would be interested and learn a lot. Maybe talk about habitat, nesting, lifecycle, predators and the effect they have on birds, unique features of the birds (where they come from, nesting habits, etc), what they like to eat and the environment they like to live in. Expand the festival- more education!!
2. Excellent
3. We were on a 4 ½ month RV trip and saw an ad in the paper about the bird festival. Have read Refuge and hoped to hear Terry Tempest Williams.
4. A great Idea! I hope it is financially viable and can be repeated next year.
5. My wife accepted an assignment to teach paper folding into birds. I brought my family and friends (children). They loved the show.
6. I think that where art work is submitted for exhibition, is should be more clear if it is going to be awarded ribbons. We were given false information with regards to this.
7. A lot of fun for all ages.
8. The workshops or lectures need more publicity. They are excellent presentations but poorly attended. A specific information center would be a help.
9. Please, an Early AM bus tour to antelope Island where more birds could be seen. Info on hours that food vendors will be there. By the time our workshops had ended, they'd all gone.
10. Great way to educate people in the value of habitat for animals. Develops opportunities for all of creation.
11. Pleasant, low-key time. Thanks!
12. Enjoyed it very much. Hope to see it continue and get better.
13. All three years have been something we look forward to in May in regards to the festival. In the past, there has been more food vendors with reasonable prices. I thought \$32 for 3 hamburgers, 1 order of ribs, 1 corn and 4 drinks was not reasonable. We've always spent the day and had lunch with my husband before he conducts his tour and our

meals have been more reasonable. We live modestly so I felt this type of meal we purchased was not worth it if the vendor gets all the profit. If the bird festival or Davis County tourism gets some of the profit, then I'm all for it. If this is the case, maybe people need to know it is going toward the cause rather than to someone's pocket. They were tasty burgers. Our children (ages 5 and 7) really enjoyed their field trip into the marsh with the Utah State Students. They really felt excited about what they had learned.

14. I'm glad it happens.

15. Well done!

16. I think the concept is great. Organize more booths that talk about different topics such as birds in the area, birding, places to go to see different species, or what birds eat. Organize events for children such as a craft center. Food needs to be much better.

17. Your advertising was thorough and effective. We'll come again next year.

18. I have given special presentations on birds from elementary to a college level- plus other groups. I taught at National Wildlife Camp. I have painted posters of birds of this area which I have used and would love to set up a display next year – if it would be of any help to you. I also have some local bird nests.

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19. I am an artist, so I love detail and grace that birds provide. I have a difficult time getting the birds to sit still. I thought Audubon would be one of the festivals references for visitors. A closer look is more binding to the soul.

20. More advanced publicity (2 months in advance)(utah,msn.com). Pre festival events (demos, tables at libraries, workplaces, etc.). Partnership with Tracy Aviary. Park and ride service from Lagoon parking lot, Layton hills mall, bountiful mall Salt Lake City. More computer and multimedia display.

21. If you are going to grow you need to advertised more widely. Vehicles used for field trips are not handicap friendly!! I was extremely disappointed that Farmington Bay wasn't opened up more widely for individual cars. At least what I call the "small circle". I know it is nesting season, but cars can't do much more damage than busses.

22. I enjoyed the festival. I wish the photography field trip could have been more informative as we drove from stop to stop. There were two vans. The instructor was in the first, we were in the second.

23. I really enjoyed the workshops. I also thought it was well organized. The map was a special treat and I think very informative.

24. I enjoyed my experiences at the Festival very much and would attend other field trips if available.

25. I wish I could have gone to more than one morning workshop, but they were given simultaneously. The DWR person who did mine was good and well prepared. I think I'll choose a smaller group next time. The bus at Farmington was too hard to load and unload and stop.

26. My only complaint is when we went to Bear River Refuge MBR on Friday, I drove my car which is low, not knowing we were going "Behind the Gates", assuming we were just doing the normal auto tour. If I had been forewarned, I would have driven something with more ground clearance.

27. Please advertise with ABA or list with them. They compile a list for members so it goes nationwide. Consider advertising in Birders World and others. Repeat expert birding classes. Highlight classes and midweek trips more. Give bio-sketch of instructors and trip leaders. Make a big deal of Ken Kaufmann's attendance next year (I met him in Texas at an ABA convention and he told me he is coming). Volunteers were friendly and courteous, but not all knowledgeable.
28. I loved the field trips. I learned so much. Thanks
29. I went mostly to support my wife, but really enjoyed it and got into birding. It was great.
30. I was greatly disappointed with the Kennecott tour. The woman had the attitude that everything was hers and that people who come out there were disturbing the birds. With so many people wanting build on top of bird areas, she would do better making allies with people who care enough about birds to go out there than to make them feel unwelcome.
31. It would be nice to have some experts stationed out at Farmington or other hot spots and provide directions for visitors to drive.
32. We certainly appreciated all of the hard work and hope the festival can be expanded in a way that more people will come.
33. Need more open-air tents for shade. I love it. It is a treat to go birding with people like Ella Sorenson and Keith Evans!
34. I enjoy your bird festival each year and often bring other interested people. Workshop was rushed to go on the field trip. More time please.
35. I hope one year I can take the week off work so I can attend the field trips and lectures, and attend the Bear River Fest also! Thanks!
36. This was my first attendance. I hope to go next year and participate in many more of the activities offered. Had a great time.
37. Exploring the wetlands is not a tour I will do again. We were not prepared to walk ankle deep through water for a mile and a half, and we saw very few birds. If not for seeing two sandhill cranes, the tour would have been a total disappointment.
38. I would have liked to support the fun run/bike but the timing makes it impossible to do both.
39. Greatly Enjoyed it. Motivated my new husband with birding. He saw many new ones and didn't have to walk!!
40. It is great and I hope they'll keep doing it.
41. Don't be discouraged by the decrease in attendance. They won't all be great years for that. It was a great festival!
42. It was great.
43. The Saturday field trip to Ogden Bay was wonderful. My only complaint was too much time spent in the van, not enough on foot. Of course, the advantage of that was that we covered a lot of ground. The disadvantage was that I'm sure I missed opportunities to observe some birds, particularly in areas where there were lots of ducks.
44. The ladies in the office were most helpful with arrangements for my handicapped Dad. This was a great event for him. I heard your ad on KSL Radio. Thank you for this opportunity to get him outdoors. He has always enjoyed birding.
45. My husband and I enjoyed it very much. The only disappointment was that by the time we got to Antelope Island in the mid-afternoon, there weren't many birds about.

How about a mid-morning trip next year? Not one that leaves at the crack of dawn but still early enough to find birds active.

46. More educational classes please!

47. I would love to see a list of birds common to the areas visited on the field trips to be able to check off those visited.

48. A. The field trip leaders were excellent- Most Important!

B. Workshops: Shorebirds and Flycatchers (and presenters) were excellent.

Well worth repeating next year. Suggest starting earlier in the A.M. and allowing up to an hour.

C. Start A.M. field trips earlier. Birders are early birds!

D. Vendor food was expensive for what you got.

E. The dinner selections were excellent, but food took way too long to be served and it was cold. Get some help to improve. Speaker was great!

49. I would like to see more small group fieldtrips (12 or less)to look for other birds than water and shorebirds- such as flycatchers. I would like to see more quality nature art and would purchase some.

50. The bus tour of Farmington Bay was excellent. The bus was very nice (air conditioned) and the tour guide did a great job. I plan on doing the Ogden Bay and Bear River tour next year.

51. More advertising!

52. Shade was lacking.

53. I hope for continued success for the festival and good birding in Utah. Enjoy.

54. We really enjoyed the experience.

55. Please keep it going. I love it! It is essential to educate the community about this wonderful resource in their own back yard.

56. We had a great time on the one day we visited!

57. I would have attended the Festival on May 12th but it was my husbands birthday and we had other activities planned. The behind the gates tour of Ogden Bay was wonderful!

58. We are more able to attend on the weekend than during the week. Same tours have been offered on the weekend for three years. Would be nice to mix them up a little.

Might also be good to incorporate more walking and stretching stops into the long bus ride.

59. For field trips if the leader is familiar with the area but not an expert birder, an expert birder should co-lead the trip.

60. The Davis County commissioners have been pro-development for years and have wanted to build dikes from the mainland out to Antelope Island and build a resort.

Somehow they realize a bird type festival and birders can be a source of revenue. I'm pleased to see them promote this festival. The festival will become more "polished" with experience. Keep up the good work!

61. Please don't have loud rock music at your festival. It detracts from the feeling I got (and several friends agreed with me) being with nature. Classical music (soft) would be more appropriate.

62. Wish I would have had time to attend more events.

63. I spend most of my time at the festival attending my booth, however, the information booths I visit are informative. I feel the festival is a great effort, one our community

needs. We have a great resource to be shared with many. I hope the organizers will be able to stay with it and watch it grow.

64. The survey was far too long, many of the questions similar or the same.

65. Love it! Survey's too long.

66. Excellent.