

eBird

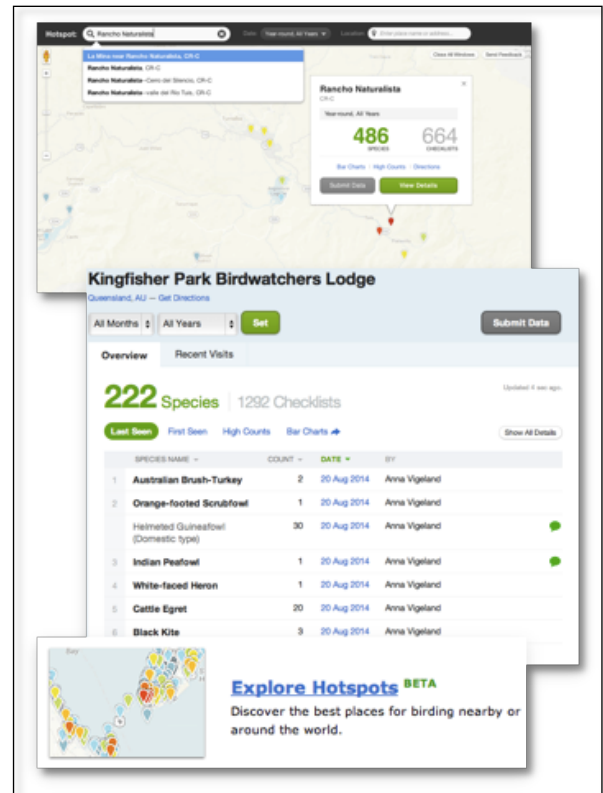
Promote Your Lodge Through eBird

What is eBird?

eBird (www.ebird.org) is a free, online website for birdwatchers to report bird sightings, track their personal lists, plan trips, and explore observations of others. eBird data are freely available and used by birdwatchers, researchers, and conservationists worldwide.

eBird Advertises Your Lodge

In eBird, popular birdwatching locations are called *Hotspots*. eBirders can easily find and research those places using the *Explore Hotspots* tool. By simply typing the lodge name, birders can explore recent sightings and the seasonal occurrence for birds in the area. To reach the rapidly growing eBird audience and boost your business, ensure that 1) your lodge is an eBird hotspot, and 2) your lodge has as much eBird data as possible to highlight the great birds that visiting birders want to see.



How to Make Your Lodge an eBird Hotspot

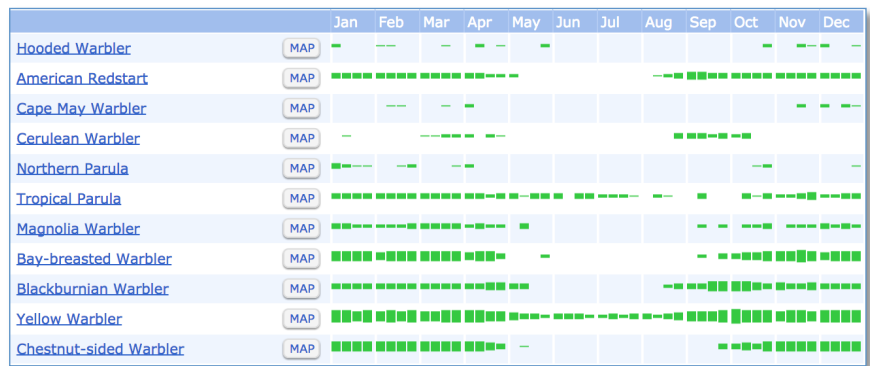
If your lodge is not already a *hotspot*, simply plot the location and click “Suggest as Birding Hotspot”. In most cases you will want to have *hotspots* for each trail, for different areas of your property, and for sites that you regularly visit on excursions. Contact us at ebird@cornell.edu and we will help you set up hotspots around your lodge. **Example:** Rio Cristalino Lodge: <http://ebird.org/ebird/hotspot/L875406>

Make Your Lodge Stand Out

This is easy too! Start submitting eBird checklists for bird walks at your lodge. You’ll be surprised at how quickly the data adds up, and how easily eBird bar charts show visitors what species are found at your lodge. It’s especially important to submit checklists for every week of the year to show seasonal trends. **Tip:** The most exciting and attractive checklists have embedded photographs, or even audio recordings, especially for specialty species.

Memories for Your Customers and Data for Your Guides

With more than 1.5 million visitors per year, over 5 million records per month, and 40% growth per year, a huge percentage of traveling birders keep their records in eBird. By having your guides record full checklists of all species seen or heard at the end of a bird walk, sharing that list with clients, and making sure the appropriate sites are used, your visitors get great



service and a permanent record in their accounts of what they saw at your lodge. eBird lists are journal entries for birders, reminding them of the wonderful experience and the beautiful birds they saw with your lodge guide. With a click of a mouse, they can share these lists with their Facebook friends or email them to others who might travel there.

Complete eBird checklists help to compile data summaries, like the bar charts above, for any site or region. These charts become useful tools for visitors to understand birds that occur in the area, and also for your guides to better understand the movements and seasonal patterns of occurrence. The above example shows the migration timing of certain wood warblers in Panama. All observations made by a lodge or a tour group can be viewed in these charts once they are entered into eBird.

Adding Your Observations Helps Bird Conservation!

eBird is revolutionizing our understanding of the distribution, abundance, and movements of many species of birds. Because eBird is free to use, any user can see where a particular species has been observed, scaling from the continent or region level down to the grounds of a particular birdwatching lodge.

How to Get Involved

1. Make sure your lodge and trails are listed, accurately named, and plotted correctly as eBird hotspots. <http://tinyurl.com/ebirdhotspot>
2. Offer to share eBird checklists after each walk: <http://ebird.org/help/listshares>
3. Link to the eBird Hotspot Explorer page and/or bar chart on your website
4. See “Getting Started” in our Help Center. <http://ebird.org/help/gettingstarted>