

## 2009 FESTIVAL ATTENDANCE INFORMATION

- **223** Events were available to attendees including: Field Trips, Seminars, Workshops, Keynotes, Photo Workshops, Optics Workshops, Water Adventures, Impromptu Bird Walks to Chain of Lakes and Sunday Social at Fox Lake.
- **1,179** persons Registered for participation in one or more event (from 1-10 events) [9% decrease]
- **248** signed in for Seminars/Keynotes and paid at the door. [9% increase]
- **96** Field Trip Leaders/Speakers provided their time, talent and effort to bring quality information to each event participant.
- **131** Artists entered the Art Competition. 6 students entered the Poster Competition. Sponsored by Dynamac Corporation and Bushnell Outdoor Products and presented by the Titusville Art League, over \$1,695 in prizes and gift certificates was awarded. (7% increase)
- **71** Businesses/Organizations filled booths in the Exhibit Area. (8 had 2 booths – many had at least 2 persons assisting in each booth)
- **60** Volunteers (including 12 Brevard Nature Alliance Board members) helped to make each Festival Attendee feel comfortable and welcome!
- **1,795** others visited the Exhibit Center, Art Competition and Silent Auction - many came specifically to participate in the thrilling Raptor Project presentations sponsored by Nikon, interact with the Florida critters brought by Hands-on-Wildlife presented by Florida Power and Light and attend the free presentations: “No Child Left Inside” by Bill Thompson, III and “Frame to Frame” by Joanne Williams, (average walk-ins per day: Wednesday=375, Thursday = 405, Friday = 494 and Saturday = 521) [9% decrease]

An estimated **3,651** persons attended during the five-days and participated in some aspect of the Festival. [9% decrease]

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**Over 28,098 visits were made to the Festival web site from April 2008 through January 2009.**

**Over 2,206 emails were received and answered between April 2008 and February 2009.**

**Over 1,853 telephone calls (including voice messages) were received and/or returned between April 2008 and February 2009.**

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### FESTIVAL REGISTERED ATTENDEES CAME FROM THESE STATES

Alabama	Alaska	Arkansas	Arizona	California
Colorado	Connecticut	Florida	Georgia	Illinois
Indiana	Kentucky	Louisiana	Maine	Maryland
Massachusetts	Michigan	Minnesota	Mississippi	Missouri
New Hampshire	New Jersey	New York	North Carolina	Ohio
Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota
Tennessee	Texas	Vermont	Virginia	Washington
West Virginia	Wisconsin	(37 states)		

### INTERNATIONAL REGISTERED ATTENDEES CAME FROM THESE COUNTRIES

**Argentina   Canada   China   Ecuador   Panama   South Africa   Uganda   United Kingdom**

**FLORIDA REGISTERED ATTENDEES CAME FROM THESE COUNTIES**

Alachua	Brevard	Broward	Charlotte	Citrus	Clay
Collier	Dade	Desoto	Duval	Flagler	Hernando
Highland	Hillsborough	Indian River	Lake	Lee	Leon
Marion	Martin	Monroe	Nassau	Orange	Osceola
Palm Beach	Pinellas	Polk	Pasco	Putnam	Sarasota
Seminole	St. Johns	St. Lucie	Suwannee	Volusia	Wakulla
Walton	(37 counties)				

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**34% of Festival Registered Attendees were from outside Florida**

**72% of Festival Registered Attendees were from outside of Brevard County**

**28% of Festival Registered Attendees were from Brevard County**

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**ACCOMMODATIONS**

**Registered attendees = stated in bed nights Overall total = 3,598 (9% increase)**

**Total Motel/Hotel Room Nights: 2,081 (from 2 nights to 14 nights – average stay – 6 nights)**

**RV Parks: 743 (from 3-60 nights) Camping: 197 (from 2-10 nights)**

**Condo: 377 (from 7-60 nights) Relative: 200 (from 5-10 nights)**

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**REGISTERED ATTENDEES**

**First time attendees: 630 Previous Festival attendees: 540**

**Attendees driving to the Festival: 1,101 Attendees flying to the Festival: 78**

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**How did you hear about the 2009 Festival?**

**Attended Festival previously (many stated times attended – 1 to 11 years)**

**From a Previous attendee/friend/exhibitor/speaker/field trip leader/photographer**

**Festival Program = mailed or picked up a numerous distribution sites**

**Newspaper article/ad = FLORIDA TODAY, North Brevard Beacon, Hometown News, other newspapers around the United States.**

**Another festival**

**TV ad = Channel 13 News and Weather/Discovery/CNN/others**

**Florida I-95 Welcome Center**

**Internet web site (Festival/others/VF/Space-Coast /Banner Ads/"Googled Birding Festival")**

**Magazine ad ( Bird Watcher's Digest/Wild Bird/Birders World/ABA-Birding/Living Bird)**

**Merritt Island Wildlife Refuge**

**Local Audubon Chapter (many Florida counties and from other states)**

**Podcast – Bird Watch America**

**Banner at local hotel**

**Blogs – Birdchick/Marge Bell/SpaceCoast.com/Visit Florida**

**Dixie Crossroads**

**From 2008 ad seen in Bird Watcher's Digest**

**From another birder**

**"It's everywhere"**

*\*\*Festival demographics and statistical data derived from survey questions in online and hard-copy attendee and exhibitor registration formats.*  
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