

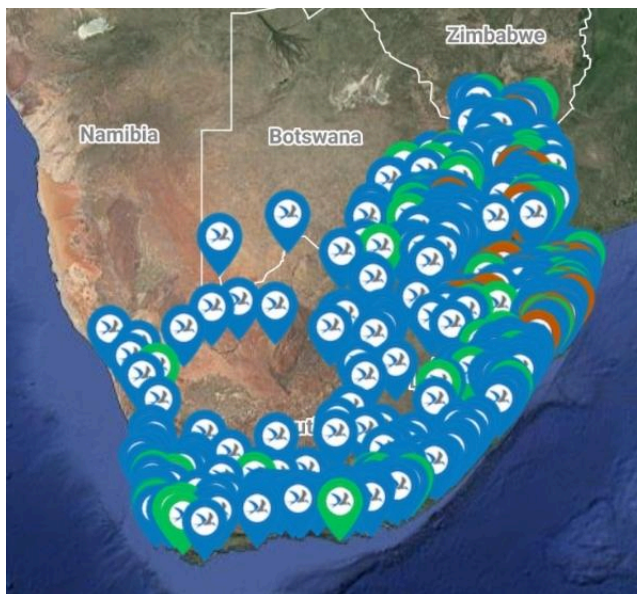
[View this email in your browser](#)

MEDIA RELEASE

BirdLife South Africa's new avitourism portal, 'GoBirding', features over 500 birding sites and local tourism service providers and is set to catalyze birding tourism in South Africa.

Launch of 'GoBirding'

BirdLife South Africa launched a new website called GoBirding (www.gobirding.birdlife.org.za) during their AGM in May 2022. The site features an interactive map with information available for over 400 birding sites, 60 accommodations, and 50 local guides, with 40 local bird clubs soon to be added. The objective of the site is to catalyze the avitourism sector in South Africa by providing key information for both local and international birders. The site was launched in late May and by the end of June had been visited by nearly 3000 unique users. The bulk of the visitors to this point are from South Africa, with several hundred from other parts of the world, particularly the United Kingdom, United States of America, and Australia, which reflect the key inbound source markets for avitourism in South Africa.



GoBirding

www.gobirding.birdlife.org.za

BirdLife
SOUTH AFRICA
Giving Conservation Wings

GoBirding features over 500 birding sites and local tourism service providers and is set to catalyze birding tourism in South Africa.

'BirdLife South Africa has long been looked up to by birders as an authority on birds and birding in South Africa,' says Andrew de Blocq, Avitourism Project Manager and driving force behind the project. 'GoBirding takes all of our accumulated information and brings it into a user-friendly, interactive digital space and makes it accessible to all. The integrated map is easy to navigate and puts birding sites into context with local service providers like our Recommended Accommodations and our Community Bird Guides, creating the links needed to energize avitourism in South Africa.'

'Each of the over 400 birding sites has a dedicated web page with all the necessary information, including

national lockdown while travel was muted, meaning that this is a site built by birders for birders.'

'The timing of the launch is significant with South Africa looking to grow international tourism again post-pandemic. We anticipate that GoBirding will become a go-to trip-planning tool for both visiting and local birders.'

BirdLife South Africa would like to acknowledge the generous support of the Chamberlain Foundation which made the development of the site possible.

"GoBirding takes all of our accumulated information and brings it into a user-friendly, interactive digital space and makes it accessible to all. The integrated map is easy to navigate and puts birding sites into context with local service providers like our Recommended Accommodations and our Community Bird Guides, creating the links needed to energize avitourism in South Africa."

– Andrew de Blocq, Avitourism Project Manager, BirdLife South Africa

Avitourism in South Africa

A study by the Department of Trade and Industry in 2010 estimated that avitourism is worth up to R2.25 billion per year, equivalent to R4 billion in today's economy. Avitourists spend more, stay longer, and travel wider than most other types of tourists, making them an attractive tourism demographic. South Africa has over 870 species of birds and nearly 50 are found nowhere else on earth. We also have enviable tourism infrastructure, competitive pricing, and prevalent English, making it a top global avitourism destination.

BirdLife South Africa

BirdLife South Africa is the country partner of BirdLife International, a global partnership of conservation organisations that strives to conserve birds, their habitats and global biodiversity, by working with people towards sustainability in the use of natural resources. BirdLife International partners operate in 113 countries worldwide. BirdLife South Africa relies on donor funding and financial support from the public to carry out its critical conservation work.

The African Bird Fair: 22 & 23 July

The GoBirding platform will be visually showcased by Andrew de Blocq at BirdLife South Africa's *African Bird Fair* on Saturday 23 July at 14h30 SAST (GMT+2), in a talk entitled 'GoBirding: the one-stop South African avitourism portal'. You can [click here](#) to sign up or to find out more.

For further information

Andrew de Blocq, Avitourism Project Manager (andrew.deblocq@birdlife.org.za)

Andy Wassung, Communications Manager (andy.wassung@birdlife.org.za)



BirdLife
SOUTH AFRICA
Giving Conservation Wings



This email was sent to <<Email Address>>
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
BirdLife South Africa · 17 Hume Road, Dunkeld West · Johannesburg, Gauteng 2196 · South Africa