The “Go Wild” Program

was spearheaded by the

Arizona Watchable Wildlife Tourism Association.

AWWTA’s goal is to promote & advocate Arizona’s

- birding &

- wildlife-watching tourism industry.
What is the “Go Wild” Program?

It is a statewide nature tourism

- development,
- marketing &
- management

program for rural communities
developed & facilitated by AWWTA.
The “Go Wild” Program

was launched as a grassroots outreach program to introduce the **benefits** of:

- nature-related tourism &
- wildlife viewing recreation

as an economic engine driving community growth.
The “Go Wild” Strategy is two-fold:

- work with communities to develop wildlife-viewing recreation opportunities &
- capitalize on existing community resources.
The “Go Wild” Program includes:

- creation of a local advisory group
- six monthly meetings to develop local product & structure
- continued AWWTA involvement with local oversight.
WILDLIFE VIEWING RECREATION’S IMPACT ON LOCAL ECONOMIES

Wildlife viewing is the fastest growing recreational activity in the U.S., exceeding hiking, golf, and skiing. Wildlife viewing opportunities occur primarily on public lands and have a significant positive impact on economies in small towns and rural areas.

In 2011¹ -

**Participation in Wildlife Viewing Recreation in Arizona:**

<table>
<thead>
<tr>
<th>Total number of participants</th>
<th>1.6 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of participants (away from home)</td>
<td>732,343</td>
</tr>
<tr>
<td>Total number of viewing days</td>
<td>11.9 million</td>
</tr>
</tbody>
</table>

**Expenditures for Wildlife Viewing Recreation in Arizona:**

| Total spent (resident) | $192 million |
| Total spent (nonresidents) | $473 million |
| Total spent - trip (travel, food, lodging) | $362 million |

**Economic impacts generated:**

| Total retail sales (residents) | $665 million |
| Total retail sales (non-residents) | $184 million |

**Economic Impacts of Wildlife Viewing Recreation in Arizona:**

| Total retail sales | $850 million |
| Total economic effect | $1.4 billion |
### SUMMARY OF ARIZONA 2011 ECONOMIC IMPACTS OF WILDLIFE WATCHING

<table>
<thead>
<tr>
<th>Participation</th>
<th>1.6 Million (More than 12 state populations)</th>
</tr>
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<tbody>
<tr>
<td>Retail Sales (direct impact)</td>
<td>$850 Million (More than the combined national sales of baseball, softball and tennis equipment in 2010)</td>
</tr>
<tr>
<td>Employment</td>
<td>$464 Million</td>
</tr>
<tr>
<td>Jobs</td>
<td>13,000 full and part-time jobs generated by resident and non-resident spending</td>
</tr>
<tr>
<td>Federal Taxes</td>
<td>$106 Million</td>
</tr>
<tr>
<td>State and Local Taxes</td>
<td>$94 Million</td>
</tr>
<tr>
<td><strong>Total Economic Output</strong></td>
<td><strong>$1.4 Billion</strong></td>
</tr>
</tbody>
</table>

Percent of U.S. Population Who Participated by Age.

- 35 to 44 years old
- 45 to 54 years old
- 55 to 64 years old
- 65 and older

Activity:
- Hunting
- Fishing
- Wildlife Viewing
Discover Globe-Miami and Go Wild
Antiques & Museums, Natural Adventures,
Historical Architecture, Native American Culture,
Festivals, Rodeos
800-804-5623
Arizona
“Go Wild” Promotional Flyer targeting local businesses

Did you know?

- There are 1.3 million wildlife watching participants in Arizona. *
- The Pinal Mountains, Roosevelt Lake, and San Carlos Lake are premier wildlife watching areas.
- Arizona wildlife watching trip-related expenditures including food, lodging, and transportation totaled $376 Million. Food and lodging alone totaled $227 Million. *

Now don’t you want some of that money spent in the Globe–Miami area?!
“Go Wild” Globe-Miami Highlights to date:

- Globe-Miami Chamber of Commerce website link
- Local hiking trail & wildlife viewing site maps
- Inclusion in Southern Gila County Resource Guide for Senior Living – Recreation Section
- Outreach – Collaboration with Freeport-McMoRan Copper & Gold’s Environmental Dept – school tours/conservation related activities at their new pollinator garden
- Nomination for a 2013 Governor’s Tourism Award for Innovative Promotions.
Rewards of Outdoor Recreation & Wildlife Viewing

*Family Time
*Exercise
*Camaraderie
*Physical Fitness
*Sights/Sounds of Nature
*Serenity of a Sunset
*Photo/Artistic Ops

Egrets and the moon — photo credit Fred Phillips
“Go Wild” Yuma Campaign Highlights to date:

- created PowerPoint presentation & flyer to educate specific audiences about the economic impact of nature tourism
- "call to action" letter campaign geared towards local business owners/individuals who might offer resources to enhance a nature tourism program
- developing a Go Wild Yuma Facebook page; website to be launched
- Yuma Visitors Bureau annual membership meeting - attended by over 80 members and elected officials. AWWTA president highlighted “Go Wild” Yuma & the talk was well received
- Yuma Sun feature articles educated the public and businesses about the campaign
- Diverse partners: Yuma Visitors Bureau, City of Yuma, County of Yuma, Bureau of Land Management, Arizona Western College, Arizona Game & Fish & AWWTA.
Common tourism, community & business goals:

- increase public awareness & appreciation for wildlife & conservation efforts
  - increase local revenue
  - create jobs
- encourage a viable economic industry
  - diversify local economic base
  - enhance quality of life
- offer positive experiences to nature tourism users
  - promote community identity/image
Ahhh, the wonders of nature...that’s $1.4 Billion!!