

# THE BC BIRD TRAIL

LOOK UP,  
STAY GROUNDED.



## What is The BC Bird Trail?

A cooperative tourism marketing campaign bringing together dozens of tourism and conservation partners throughout British Columbia.

Since launching in September 2020, The BC Bird Trail has established itself as the leading source of information on attractions, activities, and accommodations related to birdwatching in the province. Whether we're speaking to a novice birder, or a seasoned veteran, BCBirdTrail.ca is a perfect entry point to discover regional birding and conservation information in BC.

### OUR MISSION

Support birding and birdwatching-focused travel in the province

Be ambassadors welcoming all people to the world of birding

Encourage visitors to respect the land and its peoples

# Our Core Values

## Education

providing entry-level ornithological and ecological learning opportunities

## Conservation

promoting personal responsibility, sustainability, and mindfulness

## Community

sharing the historical and contemporary stories of our participating regions

# Our Project Partners

The BC Bird Trail is the result of a group of dedicated folks who love British Columbia's diverse communities, the natural landscapes that surround them, and the migratory birds that nest in our regions throughout the year.



Plus more than a dozen tourism partners throughout the province.



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