

Supplementary Material

Insights into the attributes of Pacific Island destinations that appeal to avitourists

Rochelle Steven

Environmental Futures Research Institute, Griffith School of Environment, Griffith University, Gold Coast Campus, Gold Coast, Qld 4222, Australia. Email: rochelle.steven@griffithuni.edu.au

Table 1. Questions asked of avitourists about their destination preferences

	Questions asked of respondents	Type of answer options
Q1	Of the places you have visited, which are your top three favourite birdwatching destinations?	Up to three destinations
Q2	Why are these three your favourites? (i.e. what species made these destinations special?)	Open ended
Q3	Where would you most like to travel in the future to watch birds?	Up to three destinations
Q4	Why do you want to visit these places?	Open ended
Q5	What is your current age in years?	Open ended
Q6	Are you?	Male or Female
Q7	What is your country of residence?	Open ended
Q8	What is your highest level of education? Select one.	Primary/some secondary school Completed secondary school Vocational/technical qualification Tertiary/university qualification
Q9	Please indicate the range of your gross (before tax) income. Select one.	<AU\$40,000 AU\$40,000–59,999 AU\$60,000–79,999 >AU\$80,000
Q10	Are you retired?	Yes or No

Table 2. Online distribution channels for survey

Type of channel	Specific companies/organisations
Birdwatching forums	Birdforum.net, Feathers and Photos, Surfbirds, BirdingNZ, Birding UK and Ireland
Social media birdwatching pages (Facebook Pages)	US Bird Watching, Bird Watching Rocks!, Bird Watching in Sri Lanka, Bird Lovers, British Bird Lovers, British Birdwatching Fair, Birding Abroad, Birding, Southern Birding Services, American Birdwatching Association, Birdwatching Ecotours, Amazon Birdwatching, BirdLife South Africa
Birdwatching mailing lists	Various Yahoo mailing lists
Magazine subscription lists	American Birding Association, BirdLife South Africa, Birdwatching Daily Mag
Bird tour companies	Wingspan Bird Tours, Wings Tours, Limosa Holidays, Sunbird Tours, Rockjumper Tours, Birdquest Tours, Birdwatching Dot Com

Table 3. Demographic information for the respondent pool, calculated from complete responses

Demographic indicator	Response options	Responses	Percentage per category
Gender		<i>N</i> = 259	
	Male	<i>n</i> = 185	71%
	Female	<i>n</i> = 74	29%
Retired status		<i>N</i> = 259	
	Retired	<i>n</i> = 54	21%
	Not retired	<i>n</i> = 205	79%
Highest level of education completed		<i>N</i> = 259	
	Primary/some secondary school	<i>n</i> = 7	3%
	Completed secondary school	<i>n</i> = 21	8%
	Vocational/technical qualification	<i>n</i> = 22	8%
	Tertiary/university qualification	<i>n</i> = 209	81%
Income (gross before tax)		<i>N</i> = 245	
	<AU\$40,000	<i>n</i> = 102	42%
	AU\$40,000–59,999	<i>n</i> = 48	20%
	AU\$60,000–79,999	<i>n</i> = 42	17%
	>AU\$80,000	<i>n</i> = 53	22%