



World Migratory Bird Day

Fact Sheet for World Migratory Bird Day 2014 Destination Flyways: Migratory Birds and Tourism

World Migratory Bird Day Basics

What is World Migratory Bird Day?

- World Migratory Bird Day (WMBD) is an annual worldwide celebration of migratory birds and an awareness-raising campaign highlighting the need for the conservation of both migratory birds and their habitats.
- World Migratory Bird Day has been celebrated in over 130 countries with thousands of events since its inception in 2006.

When is World Migratory Bird Day?

- World Migratory Bird Day (WMBD) will be held on 10-11 May 2014 (Second weekend in May each year)

How and When Did World Migratory Bird Day Begin?

- This year will be the 9th annual World Migratory Bird Day celebration.
- On the occasion of its 10th anniversary in 2005, the African-Eurasian Migratory Waterbird Agreement (UNEP/AEWA) - a United Nations Environment Programme (UNEP) administered environmental treaty - initiated the Migratory Waterbird Days (MWD) which was celebrated in

Africa, Europe and parts of Asia. As this event was well received in the African-Eurasian region, the idea arose to broaden the scope into a commemorative day which celebrates the phenomenon of migration and all migrating birds, including waterbirds on a global scale.

Who Organizes World Migratory Bird Day?

- The campaign is organized by two international wildlife treaties administered by the United Nations Environment Programme (UNEP):
 - The Convention on the Conservation of Migratory Species of Wild Animals (CMS), and;
 - The African-Eurasian Migratory Waterbird Agreement (AEWA).
- For the 2014 campaign, World Migratory Bird Day is teaming up with World Tourism Organization (UNWTO) to highlight its Destination Flyways project.

The Theme for World Migratory Bird Day 2014 [[Read More](#)]

- This year's WMBD theme "Destination Flyways: Migratory Birds and Tourism", will highlight the links between migratory bird conservation, local community development and wildlife watching tourism around the world.
- A thriving wildlife is a key tourism asset, and the spectacular movements of the world's migratory birds are no exception.
- Properly managed, popular bird-related tourism activities such as bird watching or bird photography can serve as the foundation for a mutually beneficial relationship between people and migratory birds.
- During their travels, migratory birds depend upon a chain of vital sites to breed, rest and feed and to spend the winter. Many of these sites are spectacularly rich in biodiversity, natural beauty and environmental value. These characteristics give these sites not only great tourism potential but also make them important for conservation.
- For the 2014 WMBD Campaign, Destination Flyways will function as a prime example of how tourism developed around migratory birds can be a vehicle for both environmental and socio-economic sustainability, benefitting wildlife, local communities and tourists alike.
- A recent economic study of proposed soda ash mining at Lake Natron, a Destination Flyways site, showed soda ash mining would lead to economic losses of up to \$492 million in 50 years while tourism and livelihoods support would provide benefits of up to \$1.57 billion.
- If the Government of Tanzania invests in tourism, protection of the environment and promotion of local livelihood alternatives at Lake Natron, one of the demonstration sites for the Destination Flyways project, it is estimated that the Tanzanian public and local communities stood to gain between \$1.28 and 1.57 billion in 50 years.
- Lake Natron is the only major breeding site for the Lesser Flamingo and scientists say the loss of the site would likely endanger the survival of the whole species

The World Migratory Bird Day is supported by a growing network of Partners and Organizations.

- The World Tourism Organization (UNWTO) is partnering for the 2014 campaign, as the organizer of the Destination Flyways project,
- United Nations Environment Programme (UNEP)
- Convention on the Conservation of Migratory Species of Wild Animals (CMS)
- African-Eurasian Migratory Waterbird Agreement (AEWA)
- BirdLife International which is a global partnership of conservation organizations that strives to conserve birds, their habitats and global biodiversity.
- Wetlands International which is an independent, non-profit, global organization, dedicated to the conservation and wise use of wetlands.
- East Asian - Australasian Flyway Partnership (EAAFP) which is an informal and voluntary initiative, aimed at protecting migratory waterbirds, their habitat and the livelihoods of people dependent upon them.
- CIC (International Council for Game and Wildlife Conservation)

More information about WMBD Partner organizations can be found on the WMBD Partner page

[\[Read More\]](#)

Migratory Bird Facts from Birdlife International

- In their lifetime, migratory birds can travel more than 700,000 km, which is as far as the moon and back.
- The Bar-tailed Godwit (*Limosa lapponica*) undertakes one of the avian world's most extraordinary migratory journeys. Recent research reveals that some individuals from the East Asia/Australasia Flyway population made a nonstop flight of over 11,000 km, the longest continuous journey that has ever been recorded for a land bird.
- In Australia alone millions of birds (35 different species of migratory shorebirds) leave throughout Autumn on their annual migratory journey, travelling up to 13,000 km on their way to warmer climates.
- Today we know that many birds move cyclically and seasonally. Nearly 40% of terrestrial bird species living in Europe and Asia are migratory birds (3 to 4 billion birds leave Europe in autumn for warm climates while others come from cold countries).
- Each species of bird has its own path, its own dates of departure and arrival, its own way of travel (make many small steps or go as fast and as far as possible by almost not stopping) and its own habits (fly alone or in groups).

- Many dangers await migratory birds during their journeys: storms, predators, and the disappearance of their usual "stop-over" sites where they are used to resting and feeding, etc. Only 20 to 30% of young birds survive their first migratory journey. As for adults, only half will return the following year.
- The main threats caused by humans to the survival of migratory birds are (in accordance of greatest impact): Changes in land use, climate change, illegal hunting and trapping, pollution, invasive alien species, and by-catch from fisheries.

World Migratory Bird Day Quick Links

The WMBD Website: www.worldmigratorybirdday.org

The WMBD Global Event Map:

http://www.worldmigratorybirdday.org/2014/index.php?option=com_content&view=article&id=50&Itemid=33

Global List of WMBD Events:

http://www.worldmigratorybirdday.org/2014/index.php?option=com_content&view=article&id=9&Itemid=9

The WMBD 2014 Theme Page "Destination Flyways: Migratory Birds and Tourism":

http://www.worldmigratorybirdday.org/2014/index.php?option=com_content&view=article&id=59&Itemid=5

WMBD Social Media:

Facebook: www.facebook.com/worldmigratorybirdday

Twitter: www.twitter.com/wmbd

YouTube: www.youtube.com/wmbdcampaign