It's peak bird-watching season in North America. As millions of birds in the Americas migrate to their summer homes now through May, millions of bird-watchers are taking up binoculars and cameras to spot the Sandhill cranes, Red-Shouldered hawks and thousands of other species flying above.

But all year, hotels and resorts across the country have been taking notice of this nature-loving demographic, offering educational weekends, bird-watching tours and even full-time birders on staff. Others have taken efforts to preserve acres of land, establish birding trails and offer free bird-focused hikes.

Bird-watching tours did not exist before the 1970s, according to Kenn Kaufman, field editor for the National Audubon Society. “The interest in bird-watching has really exploded,” he said.

David La Puma, director of New Jersey Audubon’s Cape May Bird Observatory, said that many bed-and-breakfasts in the area now cater specifically to birders.

“The tourism industry has started to make itself more attractive to this community because birders are determined and focused and want to be in a place that’s best for birding,” he said.

“They want to be up when the birds are up and get their meals in between, and their routine priorities are a little different than [those of] other tourists,” he said.
Learn About Falconry in the Rocky Mountains

While falconry is generally not considered a typical birding activity, there has been a recent fascination in the sport. Last year, the Broadmoor in Colorado Springs, Colo., hired its second falconer, Deanna Curtis.

Ms. Curtis, a stay-at-home mother until she fell in love with birds of prey, offers a 1.5 hourlong hawk walk throughout the year.

The property has two saker falcons, four Harris’s hawks, a Eurasian eagle owl and a barn owl that Curtis often brings with her.

“Falconry has a rich history that goes back over 4,000 years,” said Ms. Curtis, and during the tour “we go over the recovery of peregrine falcons and different hunting styles.”

*Guided tours begin at $162 per person.*