



Performance Summary Reports 2023/24

Wild Bird Eco Tour
Thank you to all customers in the season.
October 2023 – April 2024

Which country do the most customers come from?

No.	Country	Pax	Tour Program
1	USA & Canada	51	17
2	Taiwan	18	1
3	United Kingdom	11	6
4	Israele	7	3
5	France	6	2
6	Singapore	6	3
7	Switzerland	5	3
8	India	5	1
9	Belguim	4	3
10	Bangadesh	4	1
11	Germany	2	1
12	Japan	2	1
13	Zimbabwe	1	1

This season the company has a total of 44 tour programs to serve 122 customers.

Number of days = 303.5 days (10.11 months)

The tour guide serves customers on the most days in the season.

No.	Guide Name	Pax	Tour Program
1	Guide Par	32	13
2	Guide End	24	9
3	Guide Nang	39	7
4	Guide Chalee	10	6

Note : Pax = number of costomer

The longest tour of the season

No.	Guest Name	Pax	Country	Days	Tour Period
1	Dr.Viday & Dr.Vijay	2	New Zealand	27	17 Dec 2023 - 12 Jan 2024
2	PIB birding group	7	USA	25	14 Feb 2024 – 29 Mar 2024
3	Cara, Asta, Carl & Tery	4	USA	24	10 Nov 2023– 3 Dec. 2024



The bird customers want to see most in season 2023-24

No.	Bird Name	Location
1	Spoon-billed Sandpiper	Khok Kham, Bann Pak Thale
2	Great Hornbill	Khao Yai, Sri Phang Nga
3	Hume's Pheasant	Doi San Ju
4	Byth's, Hogson's Frogmouth	Sir Phang Nga, Doi Inthanon

Note: Spoonies is a very rare shorebird migrates in winter from eastern Russia.

It is extremely endangered, estimated is a population of only 400-500 birds.

The bird's distinctive feature is that it has a flat upper and lower bill similar to a spoon.

National parks in Thailand customers choose to visit the most

No.	National park name	Province (Region)
1	Kaeng Krachan	Phetchaburi (central)
2	Khao Yai	Nakhon Ratchasima (central)
3	Doi Inthanon	Chiang Mai (north)

Note: Kaeng Krachan is 3 hours from Bangkok.

The national park with the largest area and the highest number of bird species in Thailand and Southeast Asia

One-day tour programs are choose by customers the most

No.	Tour Name	Tour
1	Spoon-billed Sandpiper @ Khok Kham	6
2	East-side of Bangkok	4

Note : Khok Kham salt filed is close to Bangkok, only 1 hour, or maybe less if there's no traffic jams.

The best spot to see Spoonies is easiest in the world and has the cheapest tour rates in the company

Regions customers go bird watching the most

No.	Region	Tour
1	Central Region	24
2	Northern Region	12
3	Southern Region	8

Note: Each group of customers has different amounts of time.

Customers coming to Thailand for the first time will start with a tour of the central region first.

Countries in Southeast Asia customers visit the most

No.	Country	Tour
1	Vietnam	11