

Honorable Mention

Extreme Birding

Submitted by:
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Extreme Birding

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Extreme Birding - It's all about the view.

Birdwatching – or rather birding, as its proponents prefer – presents tremendous untapped potential for the hospitality industry.

The sheer numbers are telling. According to the U.S. Fish & Wildlife Service in 2007, birding is a hobby for 47.8M Americans – and that number is growing, up from 46M in 2003. The U.K., as another example, is known as a country of birders. Birding is appreciated by every culture and ethnicity around the world, can be shared across generations, and can be enjoyed throughout the course of one's entire life.

Of particular interest to the hospitality industry, there is a strong connection between birding and travel, ranging from honeymoon adventures, to the occasional family holiday, all the way to species- or location-specific international tours for the obsessive and the rarity-seeker. Birders who travel tend to be well educated, affluent, and enjoy trying new places. In particular, U.S. baby boomers, who by 2015 will command 60% of this country's net wealth, have embraced the hobby with its elements of conservation, continuing education, and travel.

Up until now, hospitality offerings for birders tended to be ad-hoc – the local motel, a camping lodge; convenience or adjacency was the prime criteria. We, however, propose to integrate luxe hospitality into the birding experience, creating a methodology that can be adapted for implementation at sites around the globe.

We've designed an approach that can make this great pastime a sensory, exciting experience for anybody – professional naturalists, hobbyists, or those in search of a luxurious retreat experience.

We present case studies of this venue in two extreme climates – Alaska, a cold, dry region, and Costa Rica, hot and humid – to test how a birding hotel translates for each environment.

Geographic location and climate dictate the bird species present at various times throughout the year. Typically, a birder has to travel from point A to point B to observe different species. Our strategy is to combine these points to a centralized location.

This habitat “merge” occurs by circulating not only laterally through the hotel environment, but moving vertically as well. Habitat merges are achieved in distinct ways depending on the hotel model. In the Alaskan hotel, the building structure is carved out of the coastal cliff, where birds naturally gravitate. In the Costa Rican hotel, traditional ground structures are replaced with a treehouse where birds fly through the space, providing a perfect vista for the birding experience.

The room experience in each hotel type is consistent, but with different features to reflect the specific climate experience. Both models have viewports for birdwatching. The Alaskan model utilizes an exterior patio for direct viewing. The treehouse structure of the Costa Rican model encompasses not only an exterior patio but also viewing portals

carved in the ceiling and in the floor. Each hotel room is outfitted with a state-of-the-art touchscreen wall that provides instantaneous tracking of birds, information related to their migration, and displays from webcams stationed at remote viewing sites.

Both room models feature a modern design flair. There is no freestanding furniture. Beds, benches, dressers and cabinets are molded from the walls and floors. The Alaskan room is finished with cooler tones, in materials such as slate and lacquer which represent the rock-like environment and snow-covered peaks from which the hotel is carved. The Costa Rican room is warmer in appearance, with indigenous wood in different tones for the walls and floors.

Although specifically targeting the international birding community, the hotel's programming presents features to delight everyone. The slogan, "eat well, live right" embodies the essence of this hotel experience:

- gourmet dining
- cooking classes
- indoor/outdoor spa
- jogging/running track
- fitness center
- research and conference center
- internet library
- child programs including playground and treehouse
- indoor/outdoor lounge fireplace
- rock climbing
- yoga/meditation
- reading vestibules
- lobby monitors with birding information as well as display feeds from remote viewing stations
- café
- tea bar
- entertainment lounge
- stargazing
- gardening (sustainable component)
- outdoor theatre
- retail specific to birders, including nature books and high quality optical and photographic equipment

EXTREME BIRDWATCHING

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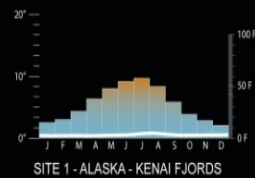
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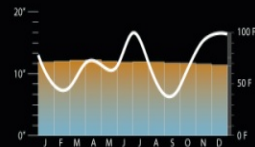
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CLIMATE DIAGRAMS

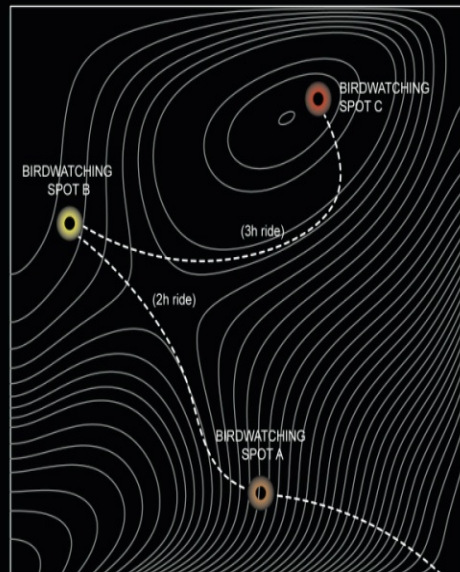


SITE 1 - ALASKA - KENAI FJORDS

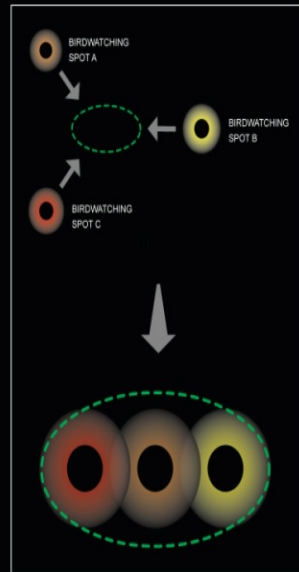


SITE 2 - COSTA RICA - JACO BAY

CONCEPTUAL STRATEGY



BIRDWATCHING IN THE PAST

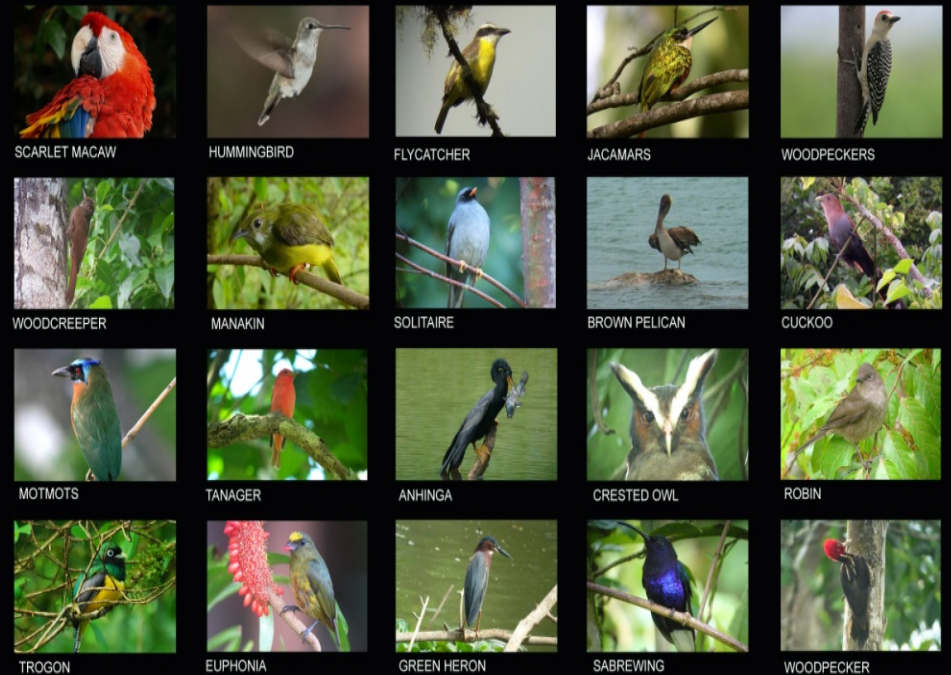


MERGING HABITATS INTO ONE LOCAL SPOT

BIRD SPECIES TO BE WATCHED IN SITE 1 - ALASKA



BIRD SPECIES TO BE WATCHED IN SITE 2 - COSTA RICA





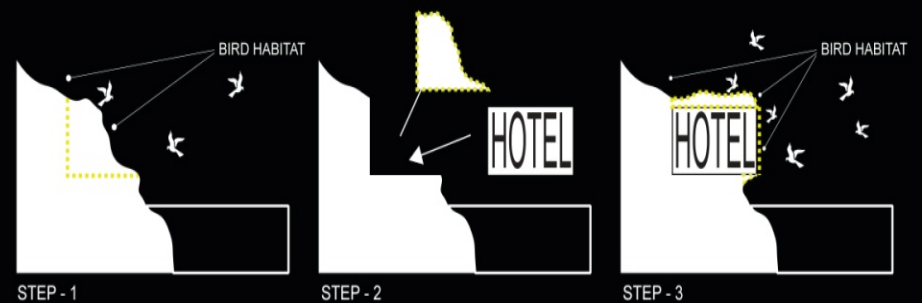
EXTREME BIRDWATCHING (...IN ALASKA)

This proposal is intended to be situated in a location similar to the Stikine or Copper River deltas. The Alaskan coastal springs are mild and the shorelines are abloom with wildflowers and a massive shore bird migration takes place that is the largest in the western hemisphere. Over five million birds, including a massing of hundreds of bald eagles, arrives annually at the Stikine delta. The Copper River basin is host to over twelve million birds during the same migration period.

CIRCULATION DIAGRAM



DESIGN PROCESS



VIEW FROM HOTEL LOBBY

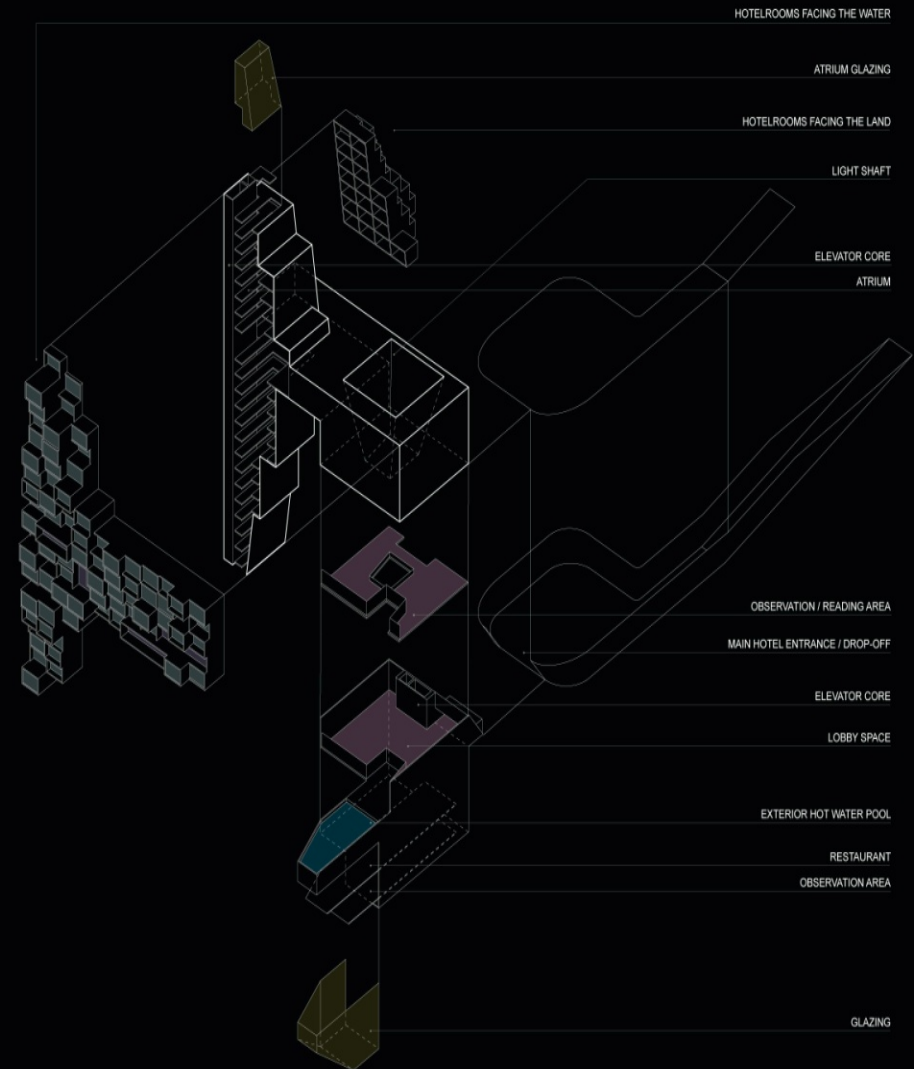


VIEW FROM EXTERIOR HOT WATER POOL



ALASKA

HOTEL EXPLOSION DIAGRAM



HOTEL ELEVATION DIAGRAM

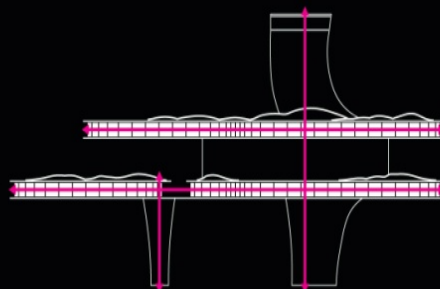




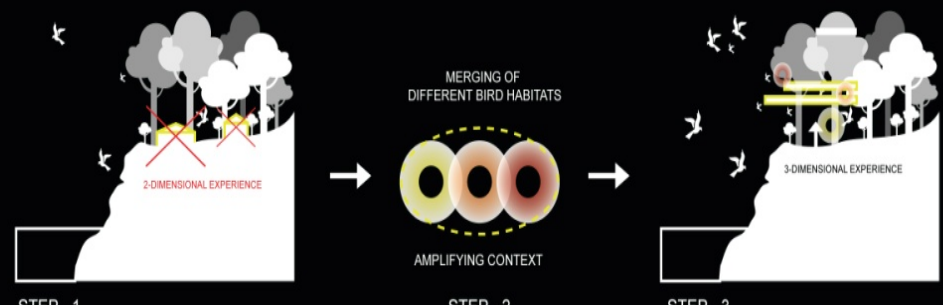
EXTREME BIRDWATCHING (...IN COSTA RICA)

This proposal is intended for a site similar to the Tarcoles River delta on the Central Pacific Coast of Costa Rica. The area; on the edge of the Carara National Park, is an observation point for the dawn and dusk migration of a population of 450 pairs of Scarlet macaws. The overhead spectacle of red is the daily migration ritual of the large birds moving between the mangrove swamps and the daylight sanctuary of the rainforest canopy. Viewers from all over the world come to witness this event and to hike thru one of the most

CIRCULATION DIAGRAM



DESIGN PROCESS



VIEW FROM POOL / LOUNGE AREA

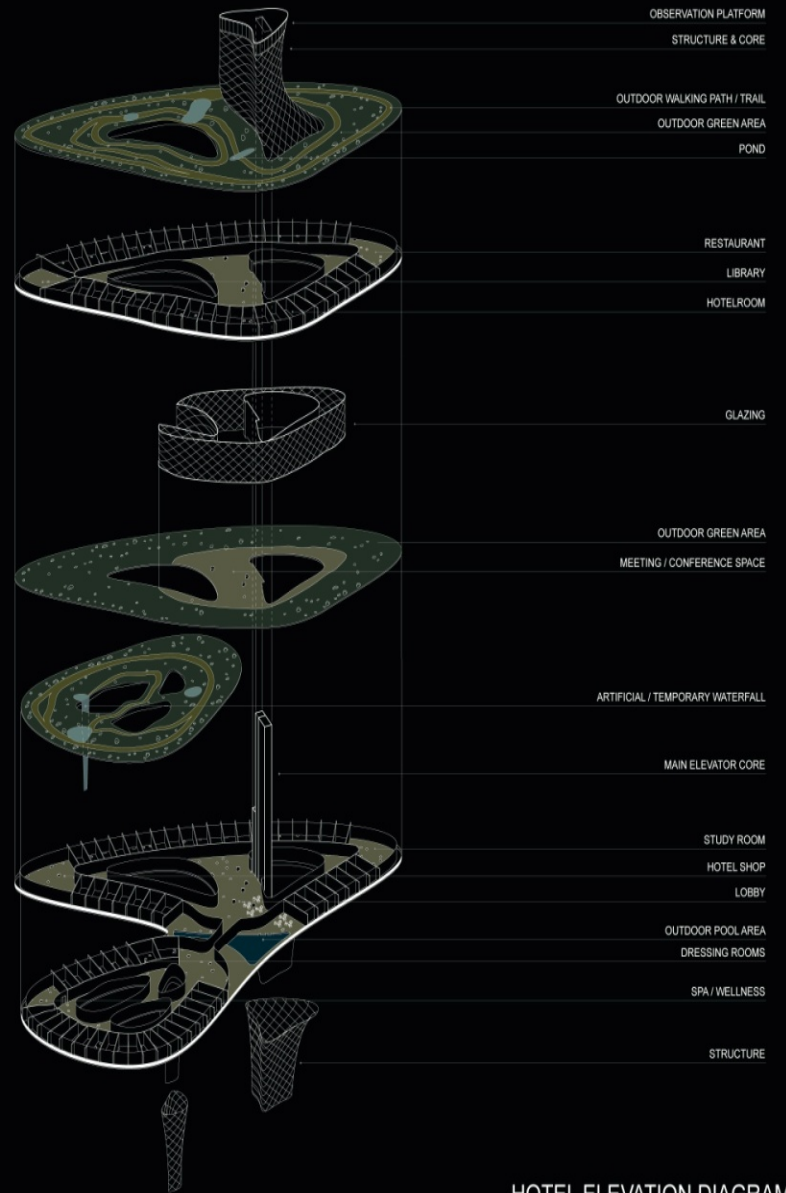


HOTEL LOBBY

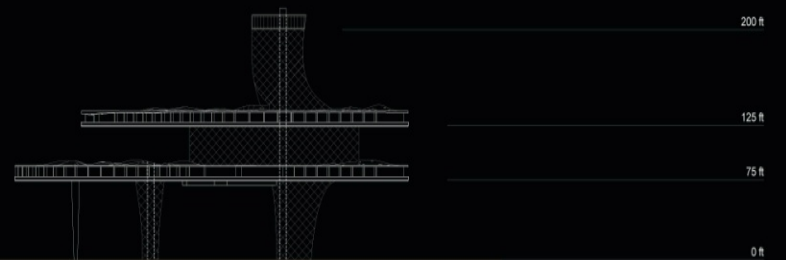


COSTA RICA

HOTEL EXPLOSION DIAGRAM



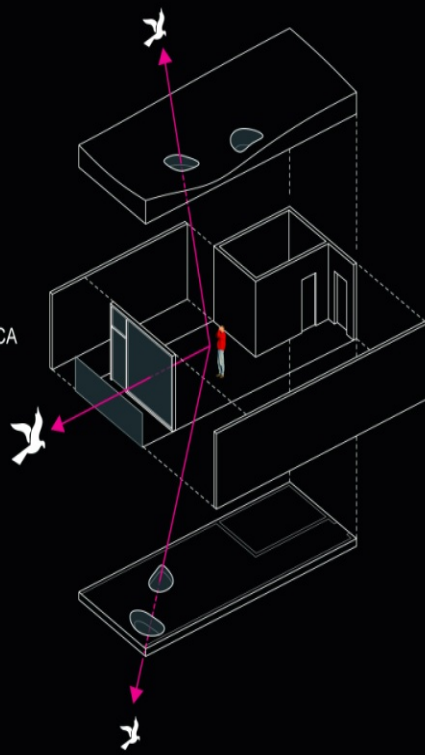
HOTEL ELEVATION DIAGRAM



HOTELROOM CONCEPTS

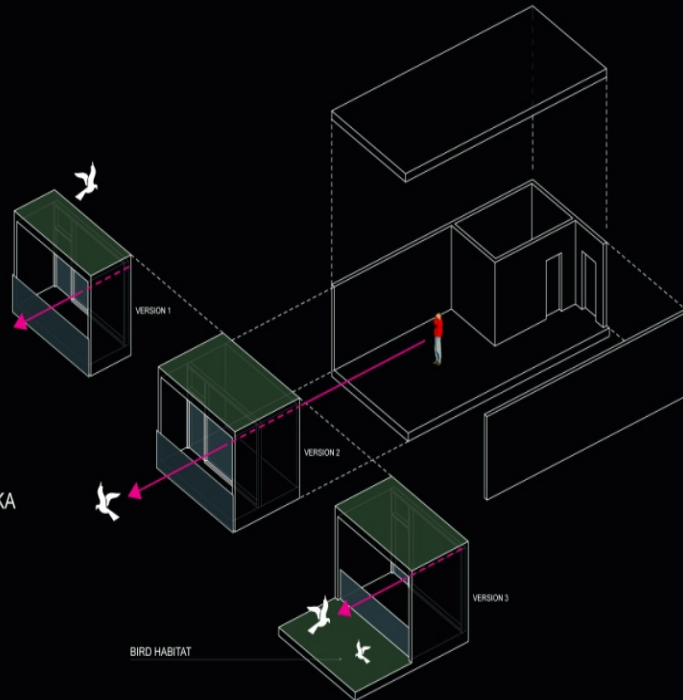
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COSTA RICA



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ALASKA



HOTELROOM IN COSTA RICA

