



Going global, Mountain West Birding Company Announces Rebranding to Pitta Nature Tours

Sharing incredible bird-watching experiences with nature-minded people.

Salt Lake City, Utah (March 8, 2021)—Mountain West Birding Company, a niche bird-watching travel company, today announced a major rebranding to reflect the company’s evolution from small local tour operator to global tour leader, focusing on ethical and sustainable offerings in five countries. Effective March 8, 2021, Mountain West changed its name to Pitta Nature Tours. Pitta has been sharing incredible birding experiences and wildlife tours with nature-minded people for more than 15 years. Tim Avery, owner and lead guide at Pitta, said, “It’s been a long time in the making. We started a small business in my parent’s basement and, through a strategic plan and growth model, made my dream of leading birding tours internationally come true.



Tim Avery, owner of Pitta, points out a Timor Flowerpecker during a tour in Indonesia in 2019.

“The international birding tour industry is a competitive space, and I believe over the next 4 to 5 years we will make an impact as a new face in the crowd, willing to take on challenging tours in unique places, and

be wildly successful while doing so,” adds Avery. “Our vision is to maintain our high standard for quality and success as we continue to grow. Our core values reflect our understanding of our impact on the natural world and the importance of sharing that with people, expressing the need to protect the environment, supporting local and indigenous communities, and above all do so while being honest and earnest with our customers. It’s not just about running a business, but making the world a better place.”

Continuing to offer birding tours in Utah, Northern Nevada, Idaho, and Wyoming, Pitta has set itineraries to Baja, the Yucatan, Chiapas, and Oaxaca in Mexico; Bali, the Lesser Sundas, Java, and Sumatra are all forthcoming in Indonesia. Future tours in Jamaica, Panama, Thailand, and elsewhere are also in the works. Pitta’s flagship Flammulated Owling Tour, which runs from Mid May to early August each summer, remains a customer favorite. The Mountain West Most Wanted Tour, featuring 10 of the most highly sought-after species in Utah, Nevada, and Idaho, has sold out twice every summer since 2017..

Besides the new name, the rebranding effort includes a top-to-bottom redesign of the company's website, graphics, communications, and correspondence. Pitta’s new brand includes a new logo, featuring the stunning Blue Pitta from Southeast Asia, and utilizes simple, bold colors and stunning graphics to emphasize their simple message, “We. Find. Birds.”

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Pitta Nature Tours

Formerly Mountain West Birding Company