

The Recreational Fee Fishing Market

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Benedum Reports

- Report 1 – Interest in participating
- Report 2 - How to build a facility
- Report 3 - Managing the facility
- Report 4 - Marketing the facility

Marketing the Facility

- Market Segments
 1. Residents WV Fishing License Holders
 2. Non-resident WV Fishing License Holders
- Mail survey - 843 useable returns

Species Preference – Public Location

*25 % or higher

Resident

- Bass
- Catfish
- Crappie
- Trout
- Walleye

Non-resident

- Trout
- Bass

Species Preference-Fee Location

20 % or higher

Resident

- Bluegill
- Trout
- Catfish

Non-resident

- Trout
- Bass

Most Important Fee Fishing-Related Features

Resident

- Size of fish
- Type of fish
- Cost to fish
- Bait and tackle
- Catch a fish every visit
- Catch and release
- Catch and keep

Non-resident

- Type of fish
- Size of fish
- Cost to fish
- Catch a fish every visit
- Catch and release

Most Important Fee Fishing Operational Features

Resident

- Site cleanliness
- Site safety
- Availability of clean restrooms
- Adequate parking
- Hours of operation
- Location of the facility
- Other (5)

Non-resident

- Site cleanliness
- Visual surroundings
- Site safety
- Adequate parking
- Location of the facility
- Hours of operation

Most Important Fee Fishing Recreational Features

Resident

- Alcohol free site
- Available picnic area

Non-resident

- None below mean importance

*8 items measured

Willingness to Participate in Fee-Fishing Package

Resident

Non-resident

- | | |
|--------------------------------------|--------------------------------------|
| • Yes 40% | • Yes 33% |
| • Not sure/need more information 47% | • Not sure/need more information 48% |
| • No 13% | • No 19% |

With Whom the Respondents Fish

Resident

- Family members 44%
- Friends 41%
- By themselves 15%

Non-resident

- Family members 25%
- Friends 64%
- By themselves 11%

Activities-Related to Fishing

Resident

Non-resident

- Fishing only 76 %

- Fishing only 36 %

- Another activity 24%

- Another activity 64%

Overnight Fishing Trips

Resident

Non-resident

- One day trip 79%
- Two or more days 21%

- One day trip 21%
- Two or more days 79%

Lodging Facility Visited by Non-residents

Paid-Facility

- Motel 38%
- Paid public campground 15%
- State park 9%

Non-Paid Facility

- Private property 20%
- Public land (no fee) 18%

States in which Respondents Reside

Top 80% in bold

- **Pennsylvania**
- **Virginia**
- **Ohio**
- **Maryland**
- **North Carolina**
- Vermont
- Florida
- Kentucky
- Maine
- New York
- Delaware
- Illinois
- Minnesota
- South Carolina

Respondent's Profile

Resident

- Employment
 - Employed FT 66%
 - Unemployed 14%
- Annual income
 - \$25-\$75,000 54%
 - over \$100,000 3%
 - under \$15,000 13%

Non-resident

- Employment
 - Employed FT 84%
 - Unemployed 2%
- Annual income
 - \$25-\$75,000 79%
 - over \$100,000 16%
 - under \$15,000 0%

Summary

- Two market segments of licensed fishermen
- Difference in species desired
- Facility features important to both
- Length of fishing trips different
- Employment differences
- Income differences
- Third segment opportunity -
non-licensed overnight visitors