



Tourism and Recreation: National Participation and Economic Significance

***Traveling from Sea to Shining Sea:
Tourism's Influence on the Ocean and the Economy***

Capitol Hill Ocean Week 2009

Peter C. Wiley

June 10, 2009



Estimating Tourism and Recreation



- Difficult due to dearth of national economic studies
- Tourism/recreation is one of the most significant demands on coastal and ocean resources
- Pressure not just from specific tourism/ recreation activities, but from required infrastructure
- Development in coastal areas



National Survey on Recreation and the Environment



- In 2000, 43.3 percent of the population* participated in Ocean-related outdoor recreation
- This translates to 89 million people.
 - Florida had the most participants with over 22 million
 - California almost 18 million participants
 - The remainder of the states had seven million or less.

* Civilian, non-institutionalized population, 16 years and older



National Survey on Recreation and the Environment



- In 2005, a preliminary estimate of 45.6 percent of the population* participated in ocean-related outdoor recreation
- This translates to 103 million people.
 - Florida had the most participants with over 27 million
 - California almost 25 million participants
 - The remainder of the states had eight million or less.

* Civilian, non-institutionalized population, 16 years and older



Tourism and Recreation



- Difficulty in measurement at national scale
- National Ocean Economics Program
 - Ocean Economy - ocean related industries compiled from the databases of BLS
 - Coastal Economy all activities and industries reported by BLS for the coastal counties.

- The Tourism and Recreation Sector of the Ocean Economy

Establishments	106,694
Employment	1.7 million
Wages	28.8 billion
Sales	62.2 billion



Recreational Fishing



- In 2006:
 - 13.6 million saltwater anglers took almost 87 million trips
 - The number of saltwater anglers increase by 53% from 1997
 - The Gulf of Mexico and South Atlantic regions had the highest number of fishing trips
 - There were 23.9 million trips taken in the Gulf and 23.8 million trips taken in the South Atlantic.
 - Saltwater anglers spent \$5.8 billion on fishing trips, which supported 500 thousand jobs



Other Examples



- Florida Keys National Marine Sanctuary
 - In 1997 Monroe County
 - Visitor Spending was 1.24 Billion
 - Resulted in total employment of 17 thousand jobs
- Channel Islands National Marine Sanctuary
 - In 1999 sanctuary recreation visitation
 - Recreation spending was 56 million
 - Resulted in 1,300 jobs



Link between the Environment and Economy



- A healthy ocean-related tourism and recreation sector relies on healthy ocean and coastal resources
- Studies have shown that the quality of the environment and abundance and diversity of natural resources are important factors in the value of those resources
- Economic health is not a good *leading* indicator of natural resources health
 - can increase in the short run if natural capital is sacrificed.



Example of Link



- From Pendleton et. al. Study (Determining the Impact of Coastal Restoration on Human Use: Zuma Lagoon)
- Additional Annual Visits due to
 - Restoration at Zuma 1.2 million
 - Pico-Kenter Storm Drain Diversion 600,000
- Economic Context
 - Average spending/visit ~ \$27
 - \$32 million/yr in additional spending at restoration
 - \$16 million/yr in additional spending at storm drain diversion sites



Balance



- Ocean-related Tourism and Recreation
 - Increases the public's connection to the ocean
 - Contributes millions of jobs and billions of dollars in economic activity
 - Is a positive healthy way experience our natural environment
- ... but also
 - Is a highly significant pressure on coastal and ocean resources
 - Requires hotels, roads, restaurants, etc. to be build in environmentally sensitive areas
 - Can harm the resources that are it's basis



An Opportunity



- For education on environmental health
- To develop environmentally friendly practices for tourism and recreation
- To develop “green jobs” associated with tourism and recreation



Thank you