



**NOAA**  
**FISHERIES**  
Atlantic HMS

# Atlantic HMS Tournament Expenditures Survey

Preliminary Design & Discussion

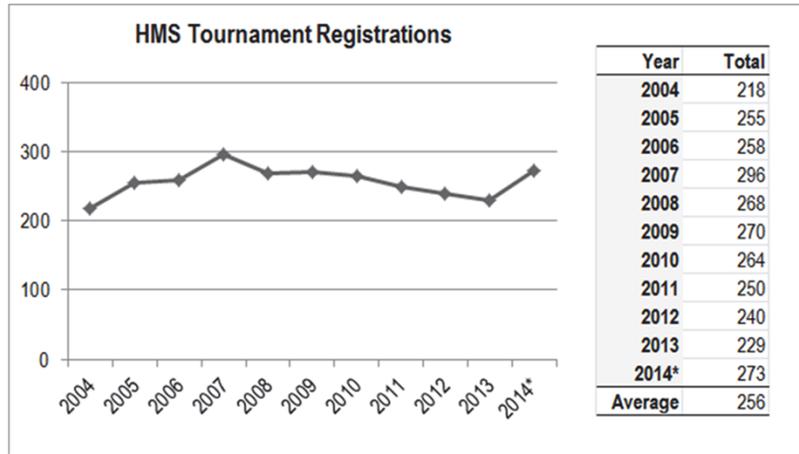
September 9, 2015

## Outline

- Atlantic HMS Tournament Registration
- Prior Tournament Economics Research
- HMS Tournament Study Goals and Timeline
- Discuss Survey Delivery and Sampling Options
- Discuss the Tournament Operator and Participant Survey Questions

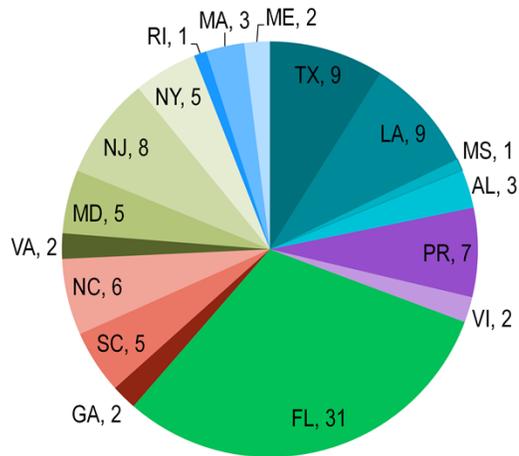


## HMS Tournament Registration Trend



- Since 1999, Federal regulations have required that tournament registration with NMFS take place at least four weeks prior to the commencement of tournament fishing activities.
- Since 2004, an average of 256 HMS tournaments have registered each year.
- \* The number of registered tournaments in 2014 was 273; the highest since 2007.
- Among this many tournaments, there is a great variety of potential economic impacts to consider.

## Percent of HMS Tournaments Held in Each State



- This represents the geographic distribution of Atlantic HMS tournaments.

## Prior Economic Research on Recreational HMS Fishing



### Billfish Tournaments in 1989 (Fisher and Ditton 1992)

- average tournament angler spent \$2,147 per trip (2.59 days)
- estimated \$180 million total spent by those anglers in tournament and non-tournament trips that year

### Puerto Rican Billfishing (Ditton and Clark 1994)

- estimated annual expenditures (tournaments and non-tournaments) at \$21.5 million

### Pirates Cove Billfish Tournament 1999 (Ditton et al. 2000)

- estimated total expenditure (direct economic impact), not including registration fees, was approximately \$2,072,518.

- Fisher and Ditton (1992) found that the average angler who attended a billfish tournament spent \$2,147 per trip (2.59 days), and that billfish tournament anglers spent an estimated \$180 million (tournament and non-tournament trips) in 1989.
- Ditton and Clark (1994) estimated annual expenditures for Puerto Rican billfish fishing trips (tournaments and non-tournaments) at \$21.5 million.
- Ditton, et al., (2000) estimated that the total expenditure (direct economic impact) associated with the 1999 Pirates Cove Billfish Tournament, not including registration fees, was approximately \$2,072,518.
- In a survey of participants in the 1999 Pirates Cove Billfish Tournament, Ditton, et al., (2000) found that almost 80 percent of tournament anglers were from outside of the tournament's county. For this reason, tourism bureaus, chambers of commerce, resorts, and state and local governments often sponsor fishing tournaments.

## Prior Economic Research on HMS Tournaments

VA Beach Red, White, and Blue Tournament in 2000  
(Thailing et al. 2001)

- estimated total expenditure (direct economic impact) at approximately \$450,359
- “multiplier effect” - \$ ripples through the local economy leading to a total impact exceeding estimated amount

Tournaments may promote  
tourism in coastal communities



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- Thailing, et al., 2001 estimated total expenditure (direct economic impact) associated with the 2000 Virginia Beach Red, White, and Blue Tournament was approximately \$450,359.
  - These estimated direct expenditures do not include economic effects that may ripple through the local economy leading to a total impact exceeding that of the original purchases by anglers (i.e., the multiplier effect).
- Fishing tournaments may serve to generally promote the local tourist industry in coastal communities.

## Tournament Economics



### Tournament Operation Expenses

- Staffing
- Event rentals
- Advertising
- Catering
- Entertainment
- Event apparel & souvenirs

### Tournament Income

- Sponsors
- Sales (marina/shop/restaurant)
- Entry fees

### Participant Expenditures

- Entry fees
- Calcutta/Option
- Marina slip fee
- Fuel
- Vessel rental/charter
- Hotel and meals
- Travel costs
- Charitable contributions
- Fishing equipment and more



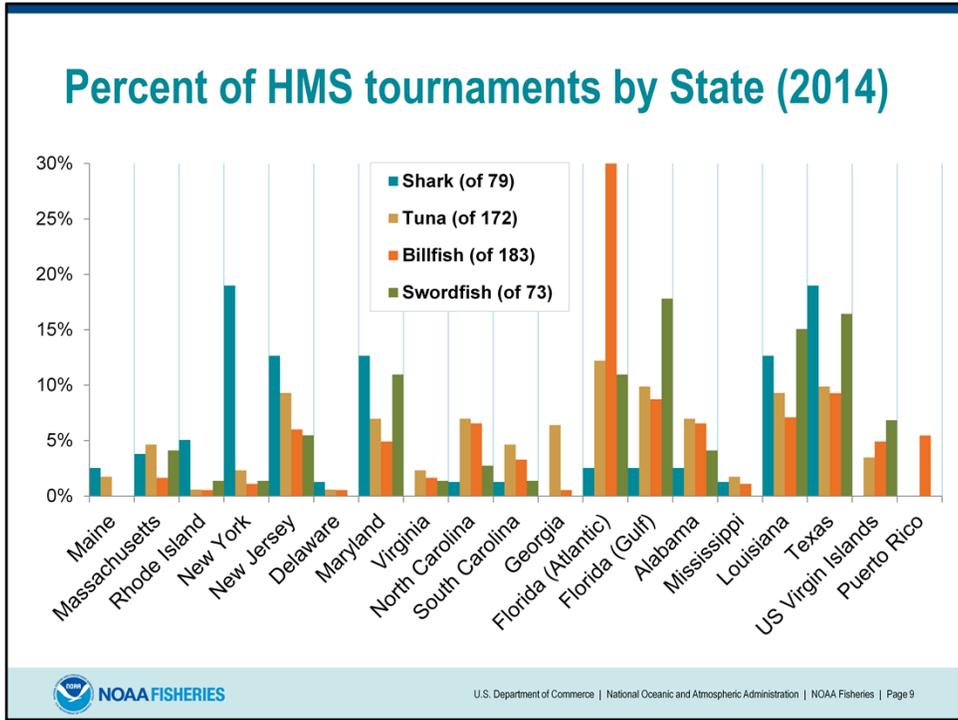
- Fishing tournaments can generate a substantial amount of money for surrounding communities and local businesses.
- Many tournaments make charitable contributions from proceeds, or ask participants to contribute money.

## Study Goals: Estimate Tournament Economics

- Total Atlantic HMS tournament operations' direct economic activity
- Quantify tournament participants
- Tournament participants' direct economic activity
- Tournaments' total regional economic impact
- Use these data to better inform fishery management & regulatory processes



- Estimate total direct economic activity associated with Atlantic HMS tournament operations
- Estimate the number of Atlantic HMS tournament participants
- Estimate the direct economic activity associated with tournament participants
- Estimate the total regional economic impact of Atlantic HMS tournaments
- Inform the regulatory process as to the importance of the economic activity associated with HMS tournaments



- This summer, we visited tournaments to interview organizers and participants. Given that recreational fishing seasons and species vary by location, we attempted to capture the greatest variety of events with 6 tournaments.

## Study Timeline 2015: Tournament Visits

- Star Island Shark Tournament (Montauk, NY)
- Blue Marlin Grand Championship (Orange Beach, AL)
- Sunburned Swordfish (Ft Lauderdale, FL)
- Mid-Atlantic (Cape May, NJ)
- Green Harbor Tuna Club Giant (Green Harbor, MA)
- International Billfish Tournament (San Juan, PR)



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### Tournaments Visited:

- Star Island Yacht Club Shark Tournament, Montauk, NY (June) - Yacht club tournament; Club shop, restaurant, and marina generate revenue from participants and spectators; Catering, event rentals (tent, chairs, tables), and additional staffing are major expenses
- Blue Marlin Grand Championship, Orange Beach, AL (July) - Run by marina management; Many big sponsors; Stores, restaurants, and marina at location generate revenue from participants and spectators; Event rentals, entertainment, staffing, promotion, and broadcasting are major expenses
- Sunburned Swordfish, Ft Lauderdale, FL (July) - Run by local swordfishing shop owner at local yacht club; fewer than 30 vessels participate as add-on to coastal species tournament; Revenue generated at shop for tackle and gear; Catering, some hard good rentals, and staffing likely greatest expenses
- MidAtlantic, Cape May, NJ (August) - Run by marina owners and management (Rick Weber) at two separate sites; Many big sponsors; Stores, restaurants, slip rentals are sources of revenue; Chamber of Commerce attributes economic upturn during season to anglers, families, and spectators' activities in town; Major operational expenses include full catering (dinner and alcohol), addition of a part-time staff (security), event rentals (tents, tables/chairs, portable toilets, fencing, portable generator), security, t-shirts, etc. Participant expenditures w/family participation in non-fishing events (hotels, restaurants, entertainment, shopping, beach, etc.)

Upcoming:

- Green Harbor Tuna Club Giant Tournament, Green Harbor, MA (September) – small club tournament for bluefin tuna
- International Billfish Tournament, San Juan, PR (September) – large Caribbean tournament with many clubs participating

## Study Timeline

### 2015

#### Summer

- Published Federal Register Notice for the new survey (information collection)
- Public comment period closes Oct 26

#### Fall

- Conduct design workshop with tournament organizers and participants
- Secure a contractor to administer the survey

#### Winter

- Finalize questionnaires and sampling protocols

**2016** – Execute survey and collect data

**2017** – Data analysis and report composition



Proposed Information Collection; Comment Request; Expenditure Survey of Atlantic Highly Migratory Species Tournaments and Participants  
51538 Federal Register / Vol. 80, No. 164 / Tuesday, August 25, 2015 / Notices

## Sampling Plan

- Survey all NMFS-registered Atlantic HMS tournament operators in 2016
- Survey participants from up to 50% of tournaments
  - Number of participants to sample at each tournament
  - Sample stratification by region and by HMS groups



- May consider only sampling up to 50 participants in a given tournament if selected tournament has a large number of participants
- Sample stratification will be designed to ensure representative data is collected for tournaments occurring throughout the Atlantic region, and a subset of tournaments targeting all HMS species groups (tunas, billfish, swordfish, and sharks) are adequately represented.

## Survey Format Options

- Paper based
- Internet based
- Phone based
- In person at the tournaments

8. On your most recent HMS fishing tournament, how much did your TEAM spend for the following items? If your most recent tournament was part of a longer trip away from home, please provide your expenses for the entire trip.

- For each item, indicate the percentage of your expense that was spent in the state where you were fishing.
- If you spent nothing, please write "0" for that item.

(A) Type of Expense	(B) Your Team Expense (Round to the nearest dollar)	(C) % Spent in the State of Your Most Recent HMS Fishing Tournament (0-100%)
Fishing tournament, jackpot, or derby entry fees	\$ _____00	_____ %
Food and drink from grocery or convenience stores	\$ _____00	_____ %
Food and drink from restaurants and bars	\$ _____00	_____ %
Parking and site access fees	\$ _____00	_____ %
Auto, truck, or RV fuel	\$ _____00	_____ %
Auto, truck, or RV rental	\$ _____00	_____ %
Bait	\$ _____00	_____ %
Ice	\$ _____00	_____ %
Boat fuel and oil	\$ _____00	_____ %
Boat rental	\$ _____00	_____ %
Party, charter, or guide fees	\$ _____00	_____ %
Lodging (hotels, motels, campgrounds, etc.)	\$ _____00	_____ %
Entertainment	\$ _____00	_____ %
Public transportation	\$ _____00	_____ %
Airfare	\$ _____00	_____ %



What is the best way to engage and collect information from the tournament operators and participants?

- Paper based survey booklets
- Internet based electronic survey option
- Telephone survey
- In person surveys at the tournaments (may conflict or overburden existing NMFS surveys)

## Survey Delivery Options



- Tournament Operators surveys:
  - mailed prior to tournament
  - follow up phone calls after the tournament
- Tournament Participant surveys:
  - Send to tournament operators to distribute at captain's meeting
  - Send representative to selected tournaments to distribute
  - Gather contact information of participants at tournaments and conduct survey after tournaments



- Tournament Operators survey will be mailed to each tournament that registers in 2016 with follow up phone calls after the tournament is completed
- Tournament Participant surveys delivery options:
  - Ship surveys to tournament operators to distribute at captain's meeting
  - Send representative to selected tournaments to distribute survey to participants
  - Gather contact information of participants at the tournaments and follow up after the tournament is over with the survey

## Discussion: Tournament Operators Survey



- Major cost categories for tournament operations?
- Major sources of funds for tournaments?
- Other survey questions to include?
- Questions to remove?



### Tournament Operation Expenses

- Staffing
- Event rentals
- Advertising
- Catering
- Entertainment
- Event apparel & souvenirs

### Tournament Income

- Sponsors
  - Sales (marina/shop/restaurant)
  - Entry fees
- 
- Have we covered all the major cost categories associated with operating a tournament?
  - Besides fees, sponsors, and merchandising, are there any other major sources of funds for tournaments?
  - What other questions should be included?
  - Are there any questions you think should be removed from the survey?

## Discussion: Tournament Participants Survey



- Major expenditure categories for tournament participants?
- How should we obtain expenditure information for members of the team/crew?
- Other survey questions to include?
- Questions to remove?

### Participant Expenditures

- Entry fees
  - Calcutta/Option
  - Marina slip fee
  - Fuel
  - Vessel rental/charter
  - Hotel and meals
  - Travel costs
  - Charitable contributions
  - Fishing equipment and more
- 
- Have we covered all the major expenditure categories associated with participating in a tournament?
  - How should we best obtain expenditure information for other members of the team/crew?
  - What other questions should be included?
  - Are there any questions you think should be removed from the survey?

# Comments and Questions

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