

# Marine Recreational Fishing Economic Contribution Report 2025: Walton County

A data report for the Walton County Government and Tourist Development Council  
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## Table of Contents

Glossary: Abbreviations and Definitions .....	1
Overview Summary .....	1
Methods and Background Information .....	1
Results .....	1
All trips (all modes of fishing combined) .....	1
Shore-based trips .....	1
For-hire trips .....	1
Private/rental vessel trips .....	1
Summary .....	1
References .....	1

## Glossary: Abbreviations and Definitions

**APAIS:** Access Point Angler Intercept Survey, the survey implemented by MRIP to collect information about angling. In Florida, the APAIS is implemented by the Florida Fish and Wildlife Conservation Commission (FWC).

**Direct effects:** The component of market activity describing the amount that was spent on a good or service within a region; analogous to revenues. Can be used to describe each of the economic metrics (output, value added, labor income, employment).

**Area:** For the MRIP survey, the variable “area” describes the location fished, in general terms of distance from shore. The three areas described include (1) **inland**, which includes most waters that are not part of the open ocean or gulf, (2) **nearshore waters**, which are open ocean/gulf but within state-managed waters (up to 3 miles from shore in the Atlantic, 10 miles in the Gulf of Mexico), and (3) **offshore waters** which describes areas beyond state-managed waters (so areas greater than 3 miles from shore in the Atlantic, greater than 10 miles from shore in the Gulf of Mexico).

**Economic contribution:** – The gross value of economic activity and flow of dollars throughout the economy associated with ongoing activity within an existing industry.

**Economic impact:** The net changes in economic activity and flow of dollars throughout the economy resulting from a change within a given industry.

**Economic value:** The value an individual places on a good or service based on the benefit derived from the good or service.

**Effort:** The number of fishing trips taken during a place and time. This report describes the number of fishing trips taken to Walton County. Here used to describe trips per year (overall trips and trips by **area** or **mode**), and seasonal patterns of trips per month.

**Employment:** One of the metrics used to measure economic activity. Measure of the number of jobs, including full-time, part-time, and seasonal positions. It is not a measure of full-time equivalents (FTE).

**Impact Analysis for Planning (IMPLAN):** A computer-based input-output modeling system that enables users to create regional economic models and multipliers for any region consisting of one or more counties or states in the United States. The current version of the IMPLAN software accounts for commodity production and consumption for over 500 industry sectors, 10 household income levels, taxes to local/state and federal governments, capital investment, imports and exports, transfer payments, and business inventories. Regional datasets for individual counties or states are purchased separately. The IMPLAN software and regional data are licensed by IMPLAN Group, LLC, Huntersville, NC.

**Indirect Business Tax:** One of the metrics used to measure economic activity. A measure of the taxes paid by businesses to government institutions, which include sales and excise

taxes, customs duties, property taxes, motor vehicle licenses, severance taxes, other taxes, and special assessments. Employee and employer contributions to social insurance are not included. Indirect business taxes are a component of value added.

**Input-Output (I-O) analysis:** an established economic modeling technique that can calculate estimates of the direct and indirect consequences of an initial shock or level of activity throughout an economic system, across all economic sectors. Input-output models base estimate calculations on interdependencies and linkages amongst industries, households, and institutions within a specified region for a specified time period.

**Indirect effects:** The first component of market activity beyond direct activity. It can be described as the summed value of all input goods and services sourced from within a region across multiple rounds of spending that are required in support of the direct market activity. Can be used within the context of each of the economic metrics (output, value added, labor income, employment).

**Induced effects:** The second component of market activity beyond direct activity. It can be described as the summed value of all re-spending of income by employee households who work in the directly or indirectly supported industries, often including items such as groceries, clothing, housing, utilities, and medical services that are sourced from within a region across multiple rounds of spending. Can be used within the context of each of the economic metrics (output, value added, labor income, employment).

**Labor Income:** One of the metrics used to measure economic activity. Labor Income is the sum of wages and salaries, benefits, and payroll taxes (employee compensation) and payments received by self-employed individuals or unincorporated business owners (proprietor income). Labor income is a component of value added.

**Market activity:** The expenditures that are spent directly on a given activity, industry, or event, and the recirculation of these expenditures within the economy. Often used to distinguish Input-Output analyses and descriptions of impact or contribution from measures of economic value.

**Mode:** For the MRIP survey, the “mode” variable describes the type of fishing trip. The three modes used are: (1) **private/rental vessel** which includes fishers in their or rented boats, (2) **for-hire vessel**, which includes trips fishers make with guides, charters, party boats, and (3) **shore-based**, which includes all non-boat fishing (piers, docks, beaches, etc.).

**Multiplier:** Multipliers are a measure of an industry’s connection to the broader regional economy vis-à-vis input purchases, payments of wages and taxes, and other transactions. Multipliers are derived from an I-O model and can be defined across several economic metrics that measure economic activity, including output, employment, labor income, etc. Multipliers can vary considerably across sectors, regions, and time.

**MRIP:** Marine Recreational Information Program, which is operated by NOAA Fisheries to survey coastal anglers. The MRIP data are what this report uses.

**NOAA Fisheries:** Previously called National Marine Fisheries Service (NMFS), NOAA Fisheries oversees the MRIP, as well as many other aspects of federal fisheries management.

**Other Property Income:** One of the metrics used to measure economic activity. This represents income generated by industries from non-operating activities. It includes things like dividends, royalties, corporate profits, and interest income, and accounts for the fact that industries make money beyond selling things. Other property income is a component of value added.

**Output:** One of the metrics used to measure economic activity. The dollar value of the goods or services produced by an industry (i.e., sales revenue). From the sales perspective, output is the sum of sales to final users in the economy, sales to other industries, and changes in business inventories.

**Total effects:** The sum of direct, indirect, and induced effects. Can be used within the context of each of the economic metrics (output, value added, labor income, employment).

**Value Added:** One of the metrics used to measure economic activity. A broad measure of income, representing the sum of employee compensation, proprietor income, other property income, and indirect business taxes. Value added is a component of output and is a useful measure of wealth created by a sector or an economy.

## Overview Summary

### *Why this report might be important*

This report describes the 2024 economic contributions of marine recreational fishing in Walton County. Marine recreational fisheries are especially important to Florida, which boasts the greatest number of saltwater fishers (2.4M; (USFWS 2011)) and total economic contributions associated with saltwater fishing (\$8B in industry output annually; (NOAA 2017)) of any state in the country. While state-level economic metrics are often made available by federal or state agencies, metrics for specific counties are usually not available. This report addresses this need by describing the economic activity supported within Walton County by marine recreational fishing activity. We believe this information can be useful to the Walton County Government and Tourist Development Council, as well as the fishing-related industry and interested public.

### *What this report can be used for*

This report describes the importance of marine recreational fishing to the Walton County economy, in terms of market activity (spending, revenue, and jobs). The report first provides background information about economic market activity so that the terms and numbers used here can be understood and interpreted correctly. Then the report describes several important metrics measuring economic market activity associated with marine recreational fishing in Walton County. The metrics are described for all recreational fishing, and by fishing **mode** (private/rental vessel, for-hire, and shore-based). **This report describes the following for Walton County :**

- The total economic activity associated with marine recreational fishing activity
- The total number of jobs supported by marine recreational fishing activity
- The relative importance of different modes of marine recreational fishing activity

We believe this information can inform discussions and decision making related to policy, management, or environmental changes in or around Walton County that might impact recreational fishing activity, or when discussing similar changes that occur at a regional or state-wide scale but might affect Walton County.

### *Where the information from this report comes from*

The data used in this report come from National Oceanic and Atmospheric Administration (NOAA) Fisheries program. Data about fishing trips comes from NOAA Fisheries Marine Recreational Information Program (**MRIP**), and this report uses specifically 2024 MRIP data on fishing trips. These data are publicly available for download at <https://www.fisheries.noaa.gov/recreational-fishing-data/data-downloads>. Data about angler expenditures comes from a NMFS report (Lovell et al. (2020)). These expenditure data are from 2017. Economic results were created by using these data along with licensed IMPLAN regional economic modeling software and associated state and county level data representing economic structure for 2023.

## Methods and Background Information

### *What is economic contribution?*

Economic contributions measure the gross value of market activity associated with ongoing economic activity, such as market activity associated with a particular sector of the economy (e.g., commercial fishing or agriculture). Market activity refers to money “exchanging hands” within the formal economy and does not include informal transactions such as bartering or other types of informal exchange, nor does it include the economic value of goods and services that are not formally exchanged such as ecosystem services. Economic contributions are one measure of market activity. Readers might also be familiar with the related term economic impacts, but this terminology (and associated methods) are more appropriate for measuring changes in market activity from something like a policy change, or environmental disturbance (like a harmful algal bloom or storm). Unlike economic impact, economic contribution studies are most useful when quantifying ongoing economic activity associated with a particular industry or pastime, such as recreational fishing. Economic contributions are always estimated for and apply to a specific time and place. For this report, the time is the year 2024 (due to data availability), and the place was Walton County. It is critical to understand that the economic contribution described here is not the same as economic value. Economic value is a measure of the benefits to society, whereas economic contributions describe economic activity without describing whether this activity is optimal or even good for society or the environment. Economic contribution metrics go beyond simply measuring the sales revenues or employment within the sector of interest and also quantify the activity supported via relationships amongst industries within an economy. This essentially means economic contribution isn’t just the sales and jobs directly related to recreational fishing, but also the spending necessary for those sales to be made. More information about market activity, economic metrics, economic contribution, and economic impact can be found in scientific literature Miller and Blair (2009), and the IMPLAN Group’s Support Site ([www.support.implan.com](http://www.support.implan.com)).

### *What was the overall approach we used?*

When measuring the economic contributions of an activity, like recreational fishing, detailed information on total expenditures (what people spent) on the activity within the region of interest are critical to driving the model. Creating this report required three steps:

1. *Gathering information on the average marine recreational fisher expenditures per trip in Florida.* This information was available from a recent NMFS report (Lovell et al. (2020)). Average trip expenditures were described for each mode of fishing (private/rental vessel, for-hire, and shore-based), for each coastal state. Expenditures were broken down into several categories, such as vessel fuel, automobile fuel, etc. For Florida, expenditures were calculated differently for the Atlantic and Gulf coasts. These data were for the 2017 season but represent the most recent information available and have been converted to 2024 dollars using industry sector-specific inflation rates. The Walton County estimates use the average marine recreational fisher expenditures for the Gulf coast.

2. *Estimating the number of marine recreational fishing trips in Walton County during 2024.* To do this we used the MRIP database, which is publicly available at <https://www.fisheries.noaa.gov/recreational-fishing-data/data-downloads>. The number of trips were estimated separately for each mode (private/rental, for-hire, and shore-based).

3. *Calculating total marine recreational angler expenditures.* The average expenditures per trip (by expense category, fishing mode, and Florida coastline) are then multiplied by the estimated number of trips (by mode and county in 2024) to estimate the total expenditures within a county by fishing mode and expense category. This information is used along with information on economic structure within Walton County derived from IMPLAN software to calculate total economic contributions, which include multiplier effects. Expenditures assigned to wholesale or retail sectors are assumed to represent expenditures in purchaser prices and are adjusted for margins accordingly using IMPLAN industry-specific margins for 2023. IMPLAN is a commonly used software tool based on input-output (IO) analysis. More information on IMPLAN® can be found at the IMPLAN Group's Support Site ([www.support.implan.com](http://www.support.implan.com)).

*What economic metrics do we report?*

We report 6 economic metrics:

- **Industry Output:** The dollar value of the goods or services produced by an industry. From the sales perspective, output is the sum of sales to final users in the economy, sales to other industries, and changes in business inventories. This is the most common metric used to describe the magnitude of economic activity within an industry.
- **Employment:** Measure of the number of jobs involved, including full-time, part-time, and seasonal positions, exclusive of H2-A certified guest workers. It is not a measure of full-time equivalents (FTE). This is what it sounds like—the number of jobs supported by an industry.
- **Value Added:** A broad measure of income, representing the sum of employee compensation, proprietor income, other property income, and indirect business taxes. Value added is a component of output and is a useful measure of wealth created by a sector or an economy.
- **Labor Income:** The sum of wages and salaries, benefits, and payroll taxes (employee compensation) and payments received by self-employed individuals or unincorporated business owners (proprietor income). This might be important for the for-hire recreational fishing sector.
- **Other Property Income:** This represents income generated by industries from non-operating activities. It includes things like dividends, royalties, corporate profits, and interest income, and accounts for the fact that industries make money beyond selling things.
- **Indirect Business Tax:** A measure of the taxes paid by businesses associated with an industry. It includes taxes on sales, property, and production, but not employer

contributions for social insurance, as well as taxes on employee income. This number effectively represents the taxes businesses pay.

Each metric can be quantified through four different effects:

- **Direct Effects:** The component of market activity describing the amount that was directly spent on a good or service within a region, in this case, total expenditures on marine recreational fishing within Walton County in 2024.
- **Indirect Effects:** Summed value of the inter-industry purchases of input goods and services sourced from within a region across multiple rounds of spending.
- **Induced Effects:** Employee household expenditures of employees working in the directly or indirectly supported industries, often including items such as groceries, housing, clothing, utilities, and medical services.
- **Total Effects:** The sum of direct, indirect, and induced effects.

*Are there any important caveats about the information reported here?* The economic contribution values describe the economic magnitude of marine recreational fishing activity, which can be helpful for describing the relative importance of this activity to the Walton economy. However, it is critical to remember that the economic contribution numbers reported for Walton County are not equivalent to economic value, and thus they do not represent economic benefit to Walton County. A second important caveat is to understand that the data used to calculate economic contributions for Walton County are not perfectly precise. The estimates of trips (by fishing mode) can have substantial error (this is described in a separate report on recreational fishing effort in Walton County, see authors or your local Florida Sea Grant agent if you do not have this report). Also, the expenditures per trip represent the average, and were calculated at the coast-wide (Gulf, Atlantic) scale, rather than precisely in Walton County. Additionally, the expenditure information was from 2017, the information on economic structure was from 2023, and the numbers of trips was from 2024. To account for these differences in data years, expenditures have been adjusted for inflation so that all contribution metrics were estimated and are expressed in 2024 dollars. The information on expenditures and economic structure are recent enough to generally expect them to be reasonable for the current time period (2024), unless there have been large changes (such as from economic disturbances). This report represents the most detailed descriptions of the economic contribution of marine recreational fishing to Walton County that we are aware of currently.



# Results

## Overview

The economic contribution results for Walton County are described in terms of the fishing modes: private/rental vessel trips, for-hire trips, and shore-based trips. For each of these three modes plus a “total” that combines them all, a table is provided that shows the economic contribution metrics. Each of the metrics are described above and in the glossary.

## All trips (all modes of fishing combined)

Total contributions in terms of output (or sales revenues) in Walton County associated with all marine recreational fishing trips in 2024 was estimated to be \$32.49M, and these trips supported 239 jobs. Additional details describing other contribution metrics and effect levels are provided in **Table 1**.

**Table 1.** Economic contribution of all marine recreational fishing trips from Walton County in 2024. Contributions are described in terms of six metrics, and four levels. Metrics cannot be added to each other, but levels can, and Total represents the sum of Direct, Indirect, and Induced (with any discrepancies due to rounding).

### Walton County 2024 Marine Rec. Fishing Contribution, all modes

Contribution Metric	Direct	Indirect	Induced	Total
Industry Output (\$M.)	22.56	5.17	4.76	32.49
Employment (Jobs)	185	29	27	239
Value added(\$M.)	15.68	2.71	3.07	21.46
Labor Income(\$M.)	10.55	1.65	1.34	13.55
Other Property Income(\$M.)	3.17	0.88	1.38	5.44
Indirect Business Tax(\$M.)	1.95	0.18	0.34	2.47

## Shore-based trips

Total contributions in terms of output (or sales revenues) in Walton County associated with shore-based marine recreational fishing trips in 2024 was estimated to be \$13.26M, and these trips supported 106 jobs. Additional details describing other contribution metrics and effect levels are provided in **Table 2**.

**Table 2.** Economic contribution of shore-based marine recreational fishing trips from Walton County in 2024. Contributions are described in terms of six metrics, and four levels. Metrics cannot be added to each other, but levels can, and Total represents the sum of Direct, Indirect, and Induced (with any discrepancies due to rounding).

### *Walton County 2024 Marine Rec. Fishing Contribution, Shore-based*

Contribution Metric	Direct	Indirect	Induced	Total
Industry Output (\$M.)	9.39	2.33	1.55	13.26
Employment (Jobs)	85	13	9	106
Value added(\$M.)	6.38	1.22	1	8.6
Labor Income(\$M.)	3.34	0.7	0.44	4.48
Other Property Income(\$M.)	2.04	0.44	0.45	2.92
Indirect Business Tax(\$M.)	1	0.09	0.11	1.2

## For-hire trips

Total contributions in terms of output (or sales revenues) in Walton County associated with for-hire marine recreational fishing trips in 2024 was estimated to be \$8.4M, and these trips supported 55 jobs. Additional details describing other contribution metrics and effect levels are provided in **Table 3**.

**Table 3.** Economic contribution of for-hire marine recreational fishing trips from Walton County in 2024. Contributions are described in terms of six metrics, and four levels. Metrics cannot be added to each other, but levels can, and Total represents the sum of Direct, Indirect, and Induced (with any discrepancies due to rounding).

*Walton County 2024 Marine Rec. Fishing Contribution, for-hire*

Contribution Metric	Direct	Indirect	Induced	Total
Industry Output (\$M.)	5.71	0.89	1.79	8.4
Employment (Jobs)	40	5	10	55
Value added(\$M.)	4.52	0.48	1.16	6.16
Labor Income(\$M.)	4.18	0.33	0.5	5.02
Other Property Income(\$M.)	0.11	0.12	0.52	0.76
Indirect Business Tax(\$M.)	0.22	0.03	0.13	0.38

## Private/rental vessel trips

Total contributions in terms of output (or sales revenues) in Walton County associated with private/rental vessel marine recreational fishing trips in 2024 was estimated to be \$10.83M, and these trips supported 78 jobs. Additional details describing other contribution metrics and effect levels are provided in **Table 4**.

**Table 4.** Economic contribution of private/rental vessel marine recreational fishing trips from Walton County in 2024. Contributions are described in terms of six metrics, and four levels. Metrics cannot be added to each other, but levels can, and Total represents the sum of Direct, Indirect, and Induced (with any discrepancies due to rounding).

*Walton County 2024 Marine Rec. Fishing Contribution, Private vessel*

Contribution Metric	Direct	Indirect	Induced	Total
Industry Output (\$M.)	7.46	1.95	1.42	10.83
Employment (Jobs)	60	11	8	78
Value added(\$M.)	4.78	1.01	0.91	6.7
Labor Income(\$M.)	3.03	0.62	0.4	4.05
Other Property Income(\$M.)	1.02	0.32	0.41	1.76
Indirect Business Tax(\$M.)	0.73	0.06	0.1	0.89

## Summary

The report provides a detailed description of the economic contribution that marine recreational fishing makes to the Walton County economy. We first describe the economic contribution in terms of types of fishing, including all trips, shore-based trips, for-hire trips, and private/rental vessel trips. Then we describe the contribution in terms of multiple metrics (e.g., output, employment, etc.) and different levels (direct, indirect, induced, and total). This approach should allow more precise descriptions of how different types of marine recreational fishing affect Walton County.

The most critical thing to remember is that the numbers here do not describe the economic value—i.e. benefit to society of marine recreational fishing. What this means is that recreational fishing is important to people as a recreational activity, regardless of how much money they spend on it. Thus, if a certain mode of fishing (such as for-hire fishing) has a smaller economic contribution, it does not mean this fishing is unimportant! Another important caveat on this report is that all of these numbers arise from two sources of data that are both uncertain—the average expenditures per mode of marine recreational fishing (from 2017), and the number of marine recreational fishing trips by mode estimated to taken from Walton County in 2024. These data are collected as part of the NOAA Fisheries MRIP sampling program, and this sampling program was not primarily designed to provide such fine-scale (county) spatial data. This means that the economic contribution numbers might be especially inaccurate when describing fishing modes that occur much less frequently in Walton County. Nonetheless, we believe this report includes the most detailed accounting of the economic contributions associated with marine recreational fishing in Walton County to date. This information should help inform understanding of this important recreational activity, and may be useful for making decisions that affect recreational fishing opportunities in Walton County.

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