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Measure 4.3.c: Supplemental - Fishing Hunting Licenses

Reported: August 8, 2016



Measure 4.3.c.

Hunting & Fishing Licenses

Washington Department of Fish and Wildlife
Peter Vernie, Licensing Divisional Manager

Survey Results



Fishing, hunting and wildlife watching are big business in Washington

Every five years the U.S. Fish and Wildlife Service conducts a national survey of fishing, hunting and wildlife watching activities and spending. These results are from the 2011 survey for Washington State.

Fishing by residents and non-residents

Angler days	13.5 million
Average annual spending per angler	\$1,085
Total fishing expenditures	\$1.03 billion

Hunting by residents and non-residents

Hunter days	2.6 million
Average annual spending per hunter	\$1,421
Total hunting expenditures	\$356 million

Wildlife watching by residents and non-residents

Wildlife-watcher days	9.6 million
Average annual spending per watcher	\$1,412
Total wildlife watching expenditures	\$3.2 billion

Measure 4.3.c. | INCREASE THE NUMBER OF INDIVIDUAL FISHING AND HUNTING LICENSE ISSUED FROM 2,020,000 IN FY 2012 TO 2,103,000 BY FY 2016

Are you projected to meet the measure's target?

- Yes, As of the end of Fiscal year 2016 we have sold 2,544,599 licenses that put us over the goal.

2012	2013	2014	2015	2016
2,020,475	1,990,768	2,088,959	2,171,258	2,544,599

If yes:

- New field staff position located in four areas of the State—working with dealers
- Grew multi-season license by over 1500 and applications by over 7,752
- First ever agency run Fishing derby supported by over 135 dealers across the State
- Two-pole license are up for the third year in a row
- Special application increase again with over 8,000 new customers.

Participation & Revenue Strategies

1. Deploy Field Representatives Statewide

- Dealer Training - Sale Representatives

2. In-Store Promotions

3. Timely and Relevant Reminders

4. 42 New Dealers

5. Advance the Competitive Environment

4. Corporate Engagement

5. New Products

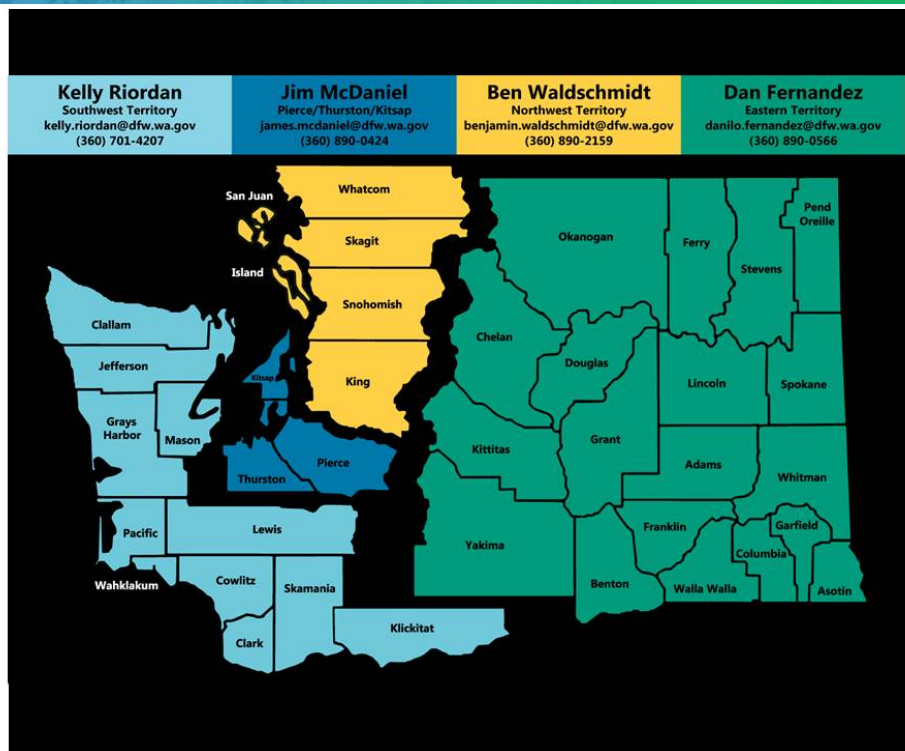
Reaching out to Hispanic markets by providing point of sale materials in Spanish

6. Promotions

Fishing Derby

Working with State Parks to promote Discover Pass and other promotional opportunities

Sales Territory Map



Key Dates Calendar 2014-2015



Key Dates Calendar 2015-2016



New System

- **Developing a New Washington Interactive Licensing Database (WILD) System**
 - Upselling options
 - Newer technology
 - Updated sales process that will be easier for the customers and Dealers to use
- Starting work to develop a new website to replace the agency's current fish/hunt website

Conclusion



WDFW investments are helping people learn more about recreational opportunities and how they can participate



We're testing measurable strategies in pilot projects before going statewide



Partnerships are key to increasing participation and generating much-needed operating funds.



"Your customers are my customers and my customers are your customers" – Dwayne Mcahon owner of Der Sportsman in Leavenworth, WA



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