

Inland Fish Stocking Strategy and Marketing Plan







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Presentation Outline

- Inland fish stocking strategy
 - Where, what size, and how many fish to plant

- Marketing plan
 - How to promote inland fishing opportunities

Why an Inland Fish Initiative?

High Angler Interest

- 58% of fishing days target trout & warmwater fish

Growth Capacity

- Lakes distributed throughout state
- Many located near population centers

Revenue Opportunity

Goals

- Enhance partnerships with private sector & other agencies
- 10% increase in freshwater & combination license sales
- \$1M increase in revenue per year



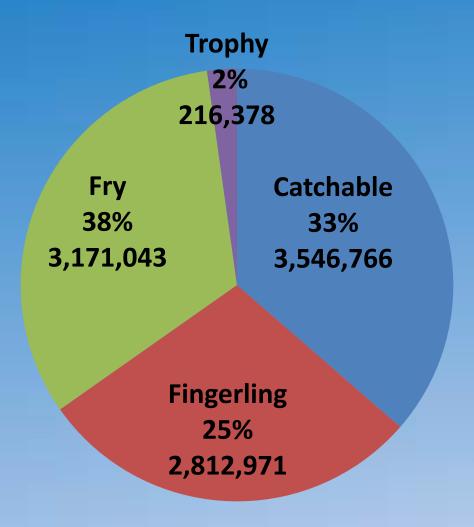
What do Anglers Want?

2008 Angler Preference Survey

- Species: 82% anglers fish for trout
- Location: 33% prefer lowland lake trout fishing
- Fish Size: 81% support triploid trout program



Base ProgramTotal Production 9.75 M



Stocking Strategy Approach

- Discuss with Inland Fish Policy Advisory Group
- Establish targets
 - Fish Size: 11"-13"
 - Catch Rate: 2.5 3.0 on opening day lakes
 - 1.5 2.0 on year-round lakes
- Identify lakes to stock
- Establish stocking rates
- Reprogram hatcheries

What Will Anglers Experience?

- Larger and more consistent size trout
- Consistently good catch rates
- Good fishing opportunities across state - urban and rural areas
- Expansion of warmwater fishing opportunity.





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2011 MARKETING PLAN FOR THE WASHINGTON DEPARTMENT OF FISH AND WILDLIFE'S INLAND FISHERIES PROGRAM

Prepared for the Washington Department of Fish and Wildlife by Mile Creek Communications, LLC and Responsive Management

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Recommendations

- Consistent Marketing Theme
 - "Fish Washington!"
- Highlight unique fishing opportunities
 - Opening Day
 - Fishing clinics
- Develop user friendly web tools
 - Online mapping application
- Focus strategies on target markets

Target Markets



Intermittent anglers

 ~ 40% of anglers don't fish every year



Hunters & saltwater anglers

- 62% of hunters don't fish in freshwater
- 47% of saltwater anglers don't fish in freshwater



Boaters

 66% of boaters don't fish in freshwater

Intermittent Anglers



- Identify intermittent anglers using licensing database
- E-mail messages to highlight fishing events
- Evaluate with test and control groups

Hunters/Saltwater Anglers/ Two-pole Endorsement



- Create a series of landing pages for specific groups
 - "Fish Washington –Expand Your Outdoor Experience"
 - "Fish Washington --Beyond Saltwater"

Boaters

 Provide link to WDFW licensing website on at DOL boater registration site

 Develop fishing brochures for DOL boater registration dealers



Coming This Spring!

Larger Trout

- 90% of catchable production meets 11"- 13" standard
- Increased triploid trout stocking

Media Promotions

- Radio spots
- Web videos
- News releases



Hot Fishing! searchable web page

Questions?

