



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?

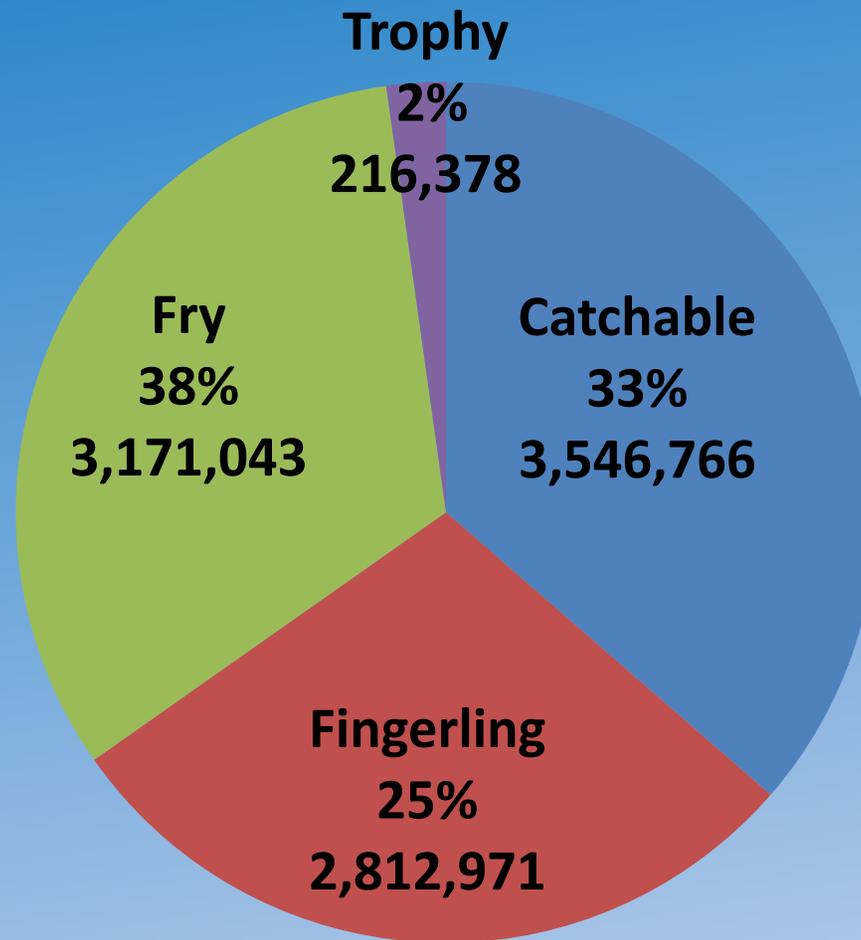
2008 Angler Preference Survey

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



Base Program

Total 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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Responsive Management



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**

June 2011

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?

