

# **Motivations, Satisfaction and Expenditures of Recreational Pelagic Charter Fishing Patrons in Hawaii**

---

**Joseph M. O'Malley**

**Joint Institute for Marine and Atmospheric Research**

**University of Hawaii**

**Honolulu, HI**

**Edward W. Glazier**

**Department of Sociology**

**University of Hawaii-Manoa**

**Honolulu, HI**

# Outline of Presentation

---

- Quick overview of Hawaii charter fishing fleet.
- Methods of survey instrument distribution and rates of return.
- Assess several aspects of the charter fishing patrons experience:
  - basic demographics
  - motivation for visiting Hawaii
  - motivation for going charter fishing
  - fishing trip details
  - reported catch and disposition of catch
  - quality of fishing experience; patron satisfaction
  - expenses related to going charter fishing in Hawaii
  - valuation of fishing in dollar terms
  - ‘highrollers’ criteria and comparison with other patrons
- Summary

# Hawaii's Charter Fishing Fleet

---

- ➔ **163 vessels fishing out of 10 ports.**
- ➔ **Average 166 charter trips/year (Hamilton, 1998).**
- ➔ **Employs approximately 400 captains and crew.**
- ➔ **77,000 participants annually (Markrich, 1994).**
- ➔ **Value estimates:**
  - 1982- \$8.1 million (Samples et al., 1984)**
  - 1990- \$17 million (Markrich, 1994)**
  - 1992- \$16.5 million (Sharma et al., 1999)**

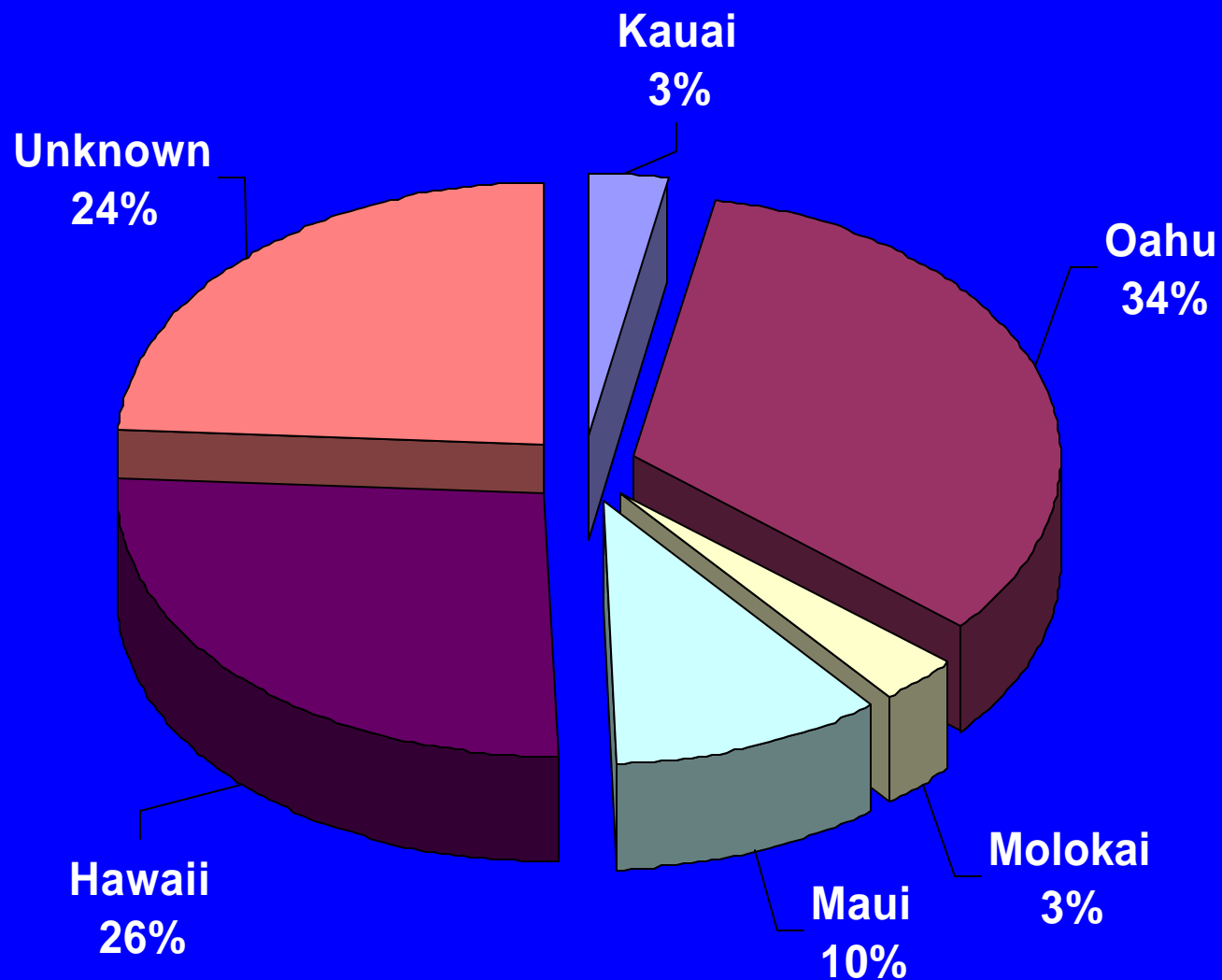
# Survey Instrument Return Rates

---

<b>Distributed by:</b>	<b># distributed</b>	<b># returned</b>	<b>% returned</b>
<b>Charter Captains</b> pre-test phase	30	18	60
<b>Charter Captains</b>	1790	224	13
<b>Researchers</b>	123	86	70
<hr/>			
<b>Total</b>	1943	328	17

# Percent of Surveys Returned by Island

---



# Charter Patron Interview Question 1

---

*“Are you satisfied with the amount of fish you caught today on your charter?”*

	% responded	% returned
“YES”	26	69
“NO”	74	66

**Conclusion: catch rates do not appear to affect return rates.**

# Charter Patron Interview Question 2

---

*“Are you happy with the captain and crew of the vessel you fished on today?”*

	% responded	% returned
“YES”	99	66
“NO”	1	100

**Conclusion: satisfaction with captain and crew has no affect on return rates**

# Charter Patron Interview Question 3

---

*“Did you have an overall enjoyable fishing trip today?”*

	% responded	% returned
“YES”	99	67
“NO”	1	0

**Conclusion: overall satisfaction has no affect on return rates**

# **Conclusion of Interviews Questions in Relation to 'Distribution/Return' Biases**

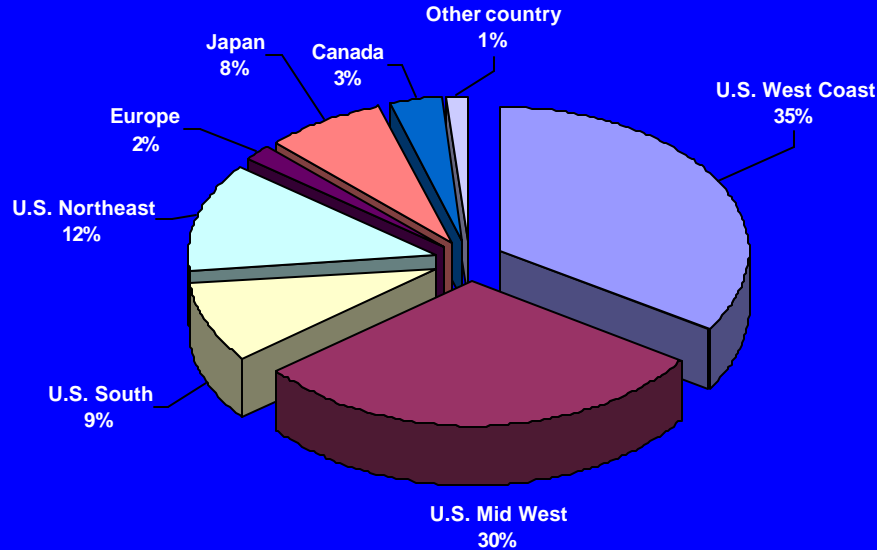
---

**No 'distribution' biases detected, however based on the high levels of satisfaction it would not appear to matter if captains did distribute instruments to those they perceived had an enjoyable trip since most had a good trip anyway.**

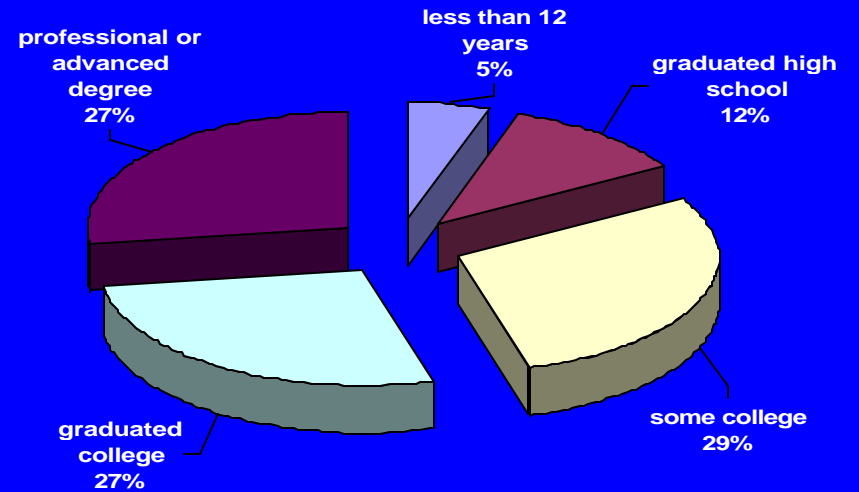
**Catch rates, satisfaction with the captain and crew and overall trip satisfaction did not appear to affect instrument return rates.**

# Charter Fishing Patron Demographics

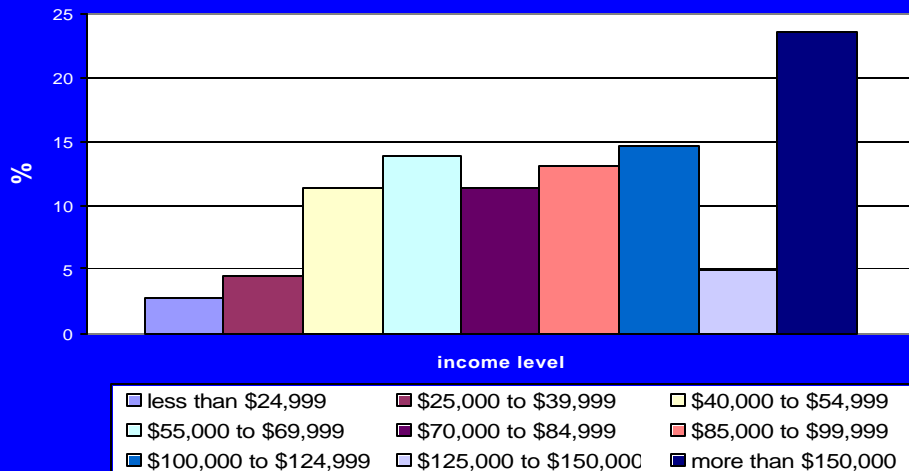
## Survey Respondent Residence



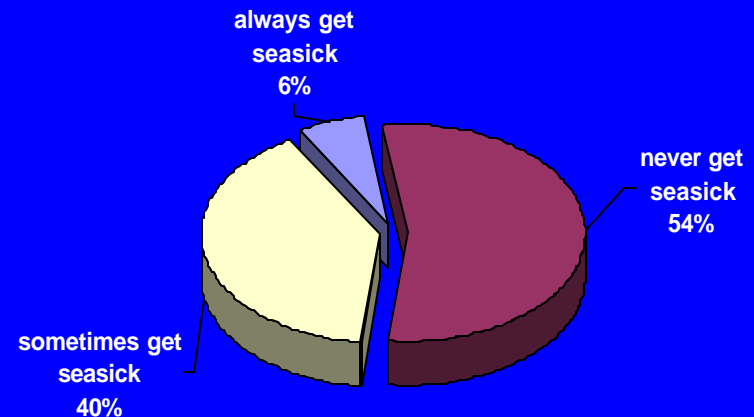
## Education



## Household Income

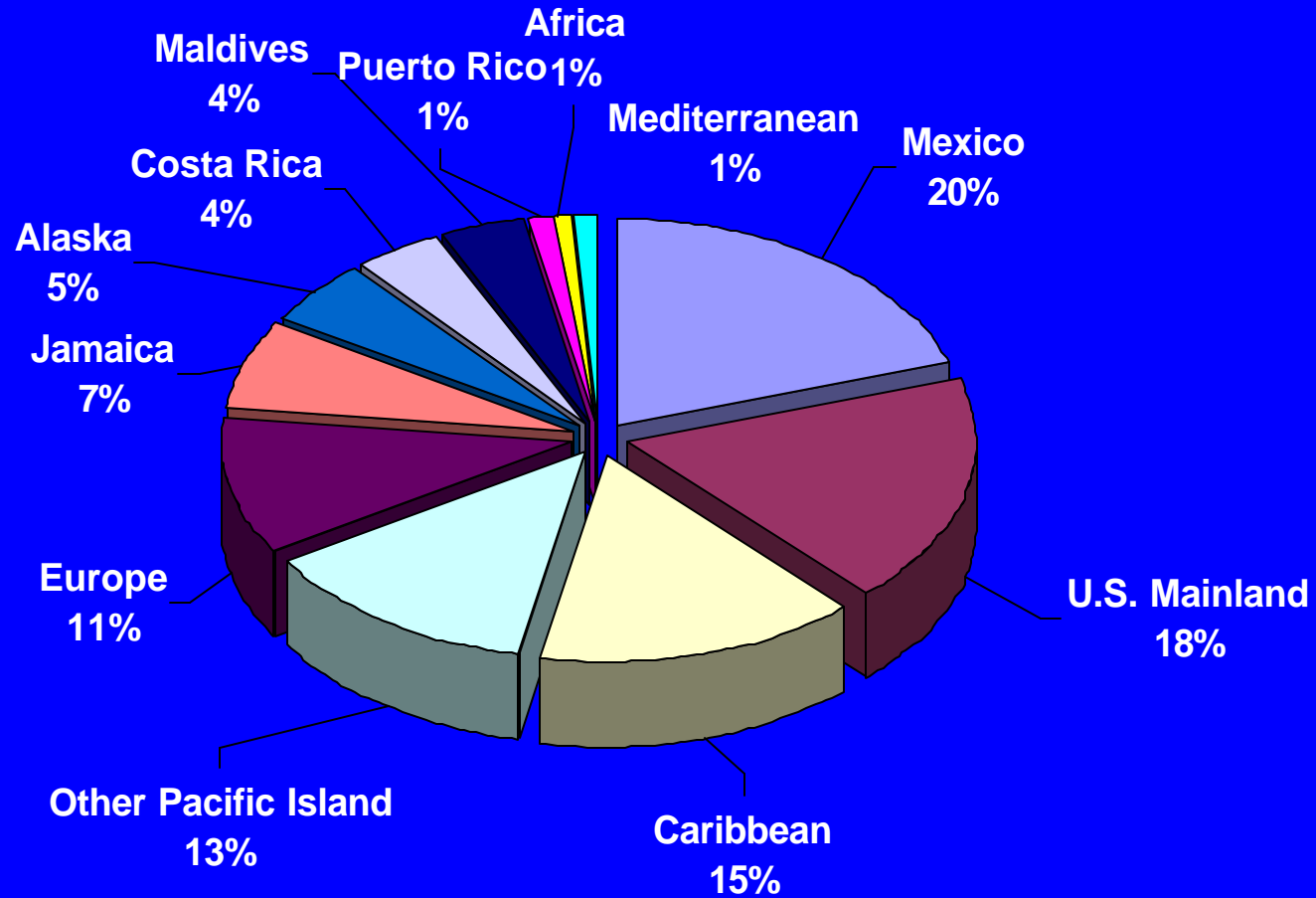


## "How often do you get seasick?"



# Other Non-Hawaiian Destination Considered

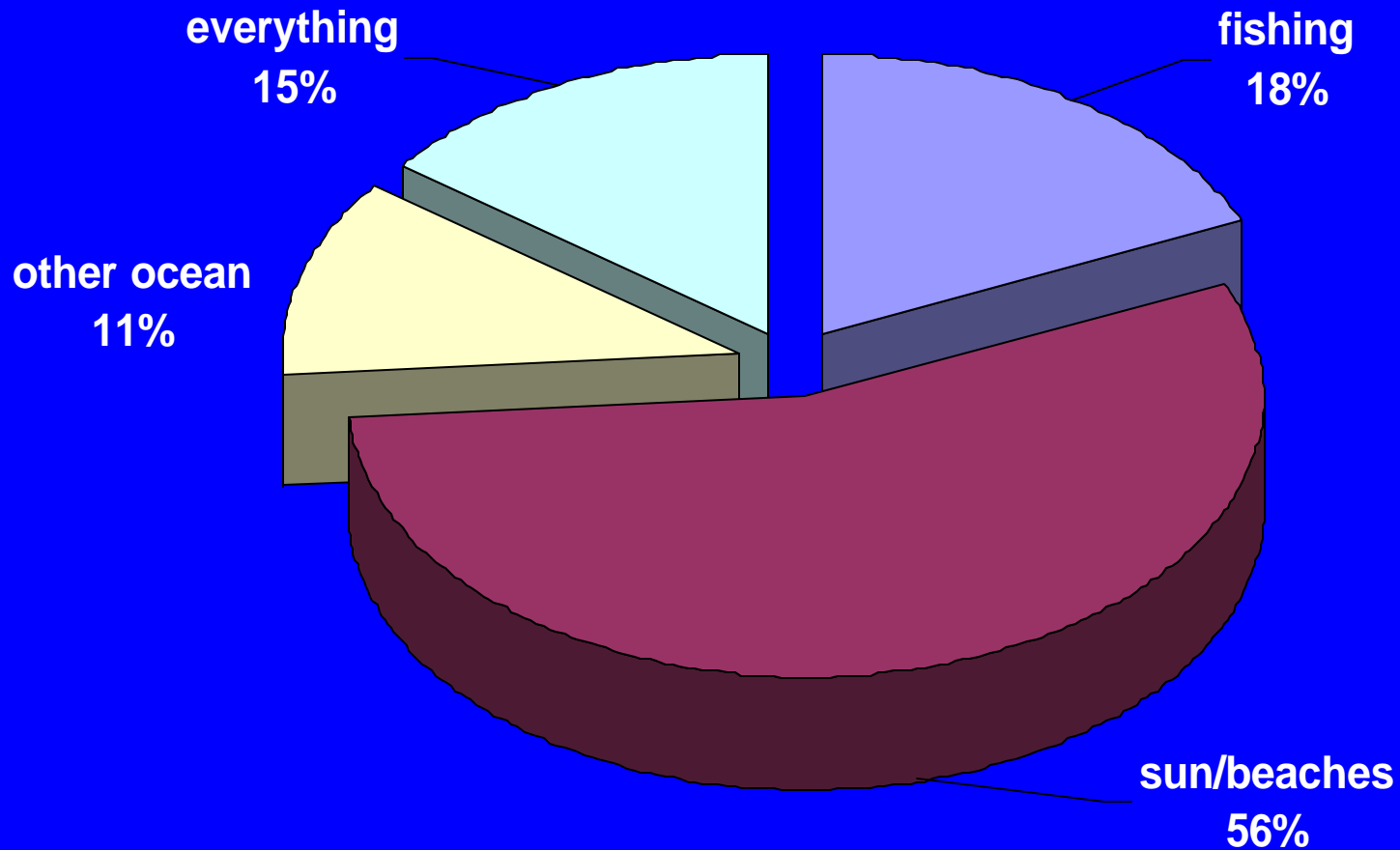
---



# Charter Patron Motivations for Coming to Hawaii

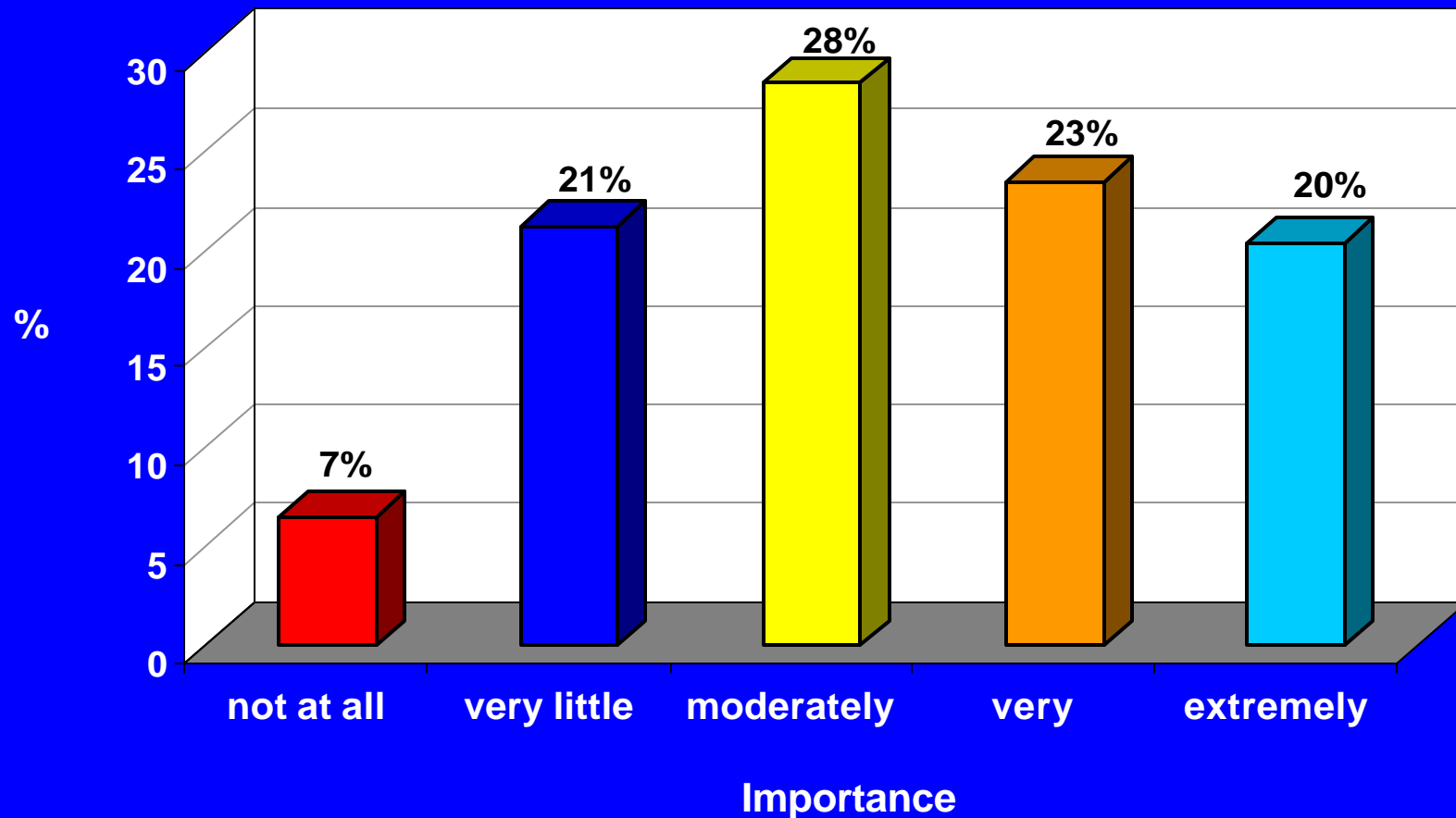
---

*"Why did you choose Hawaii as a vacation destination?"*

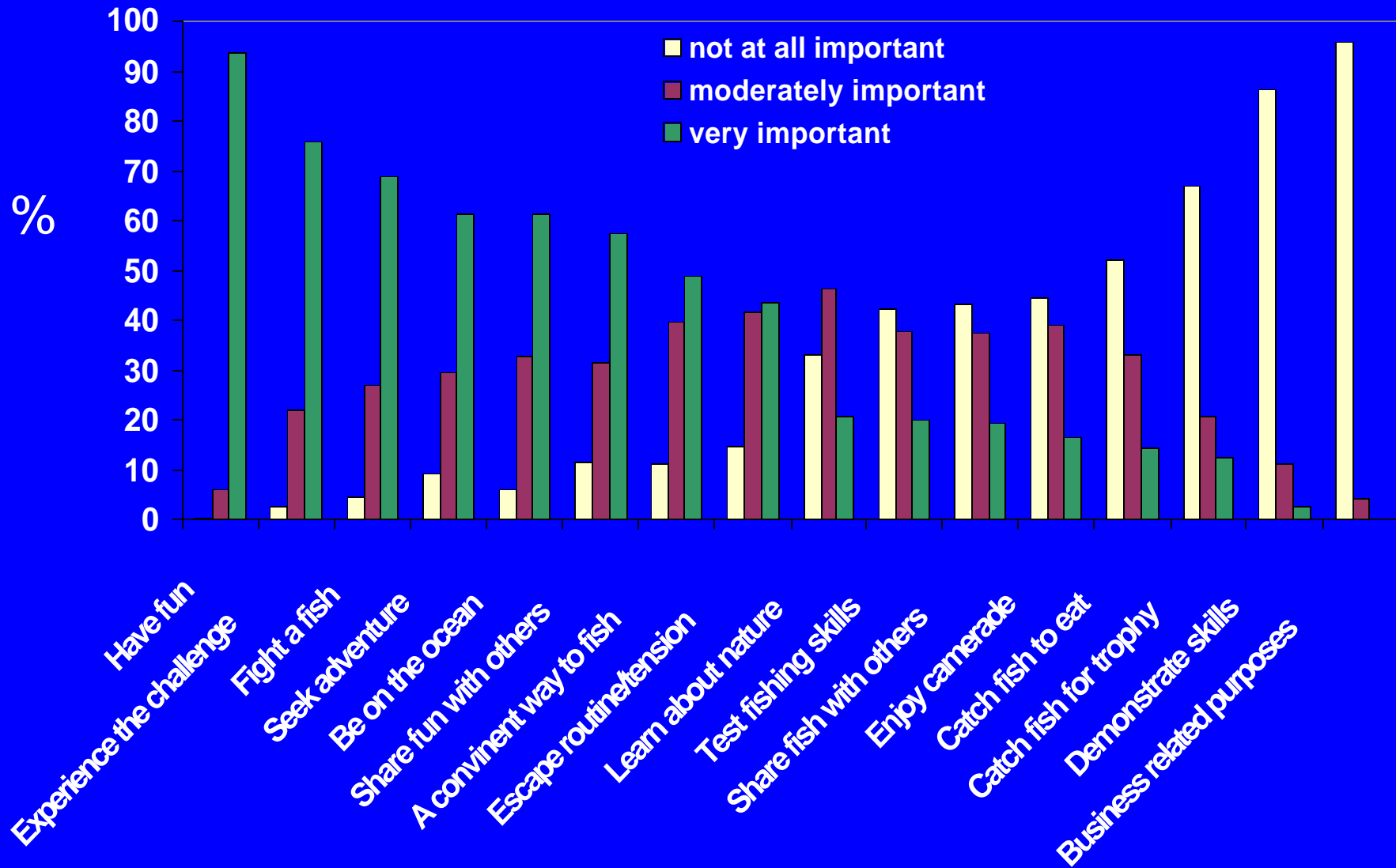


# Importance of Fishing in Patrons Decision to Visit Hawaii

*"How important was fishing in your decision to come to Hawaii?"*



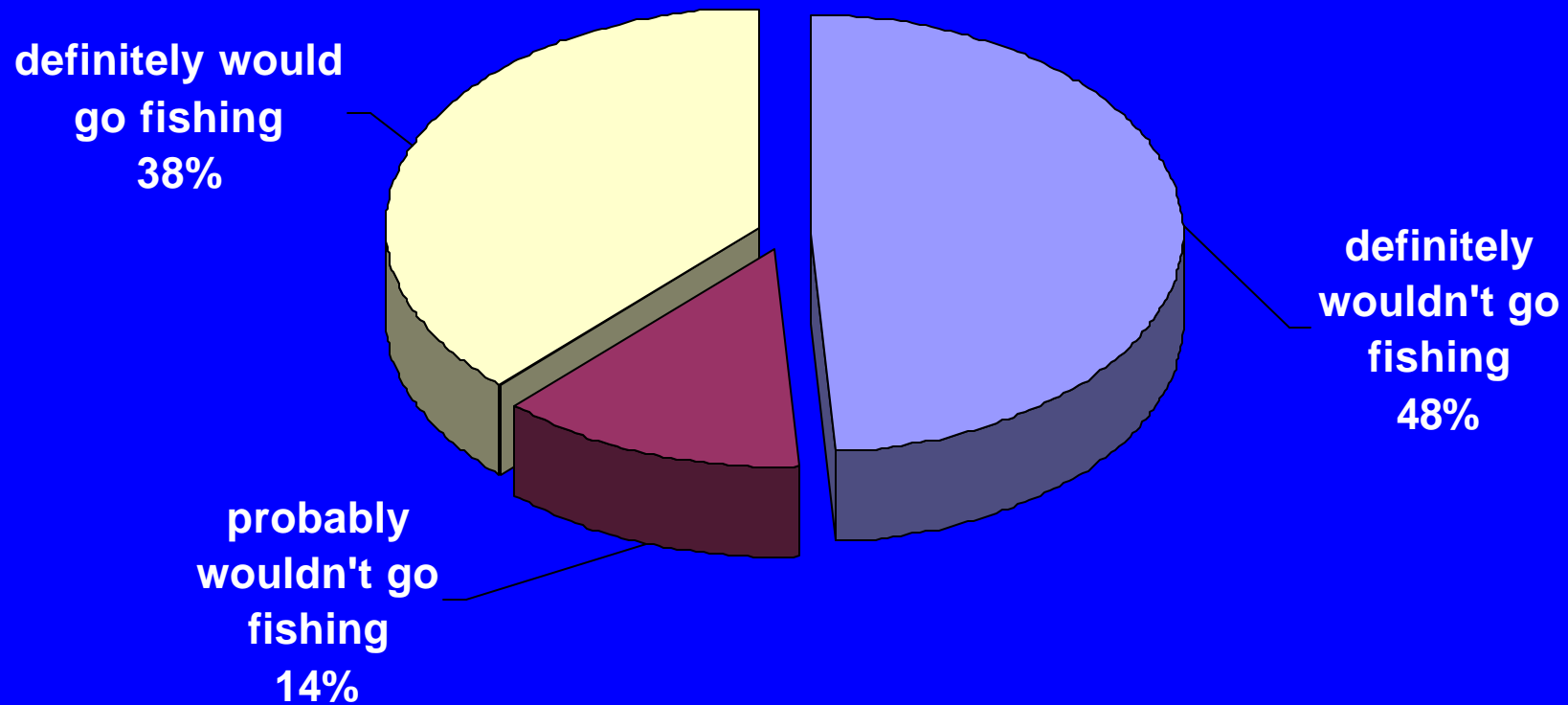
# Importance of Motivating Factors to go Charter Fishing



# Importance of Blue Marlin in Decision to go Charter Fishing

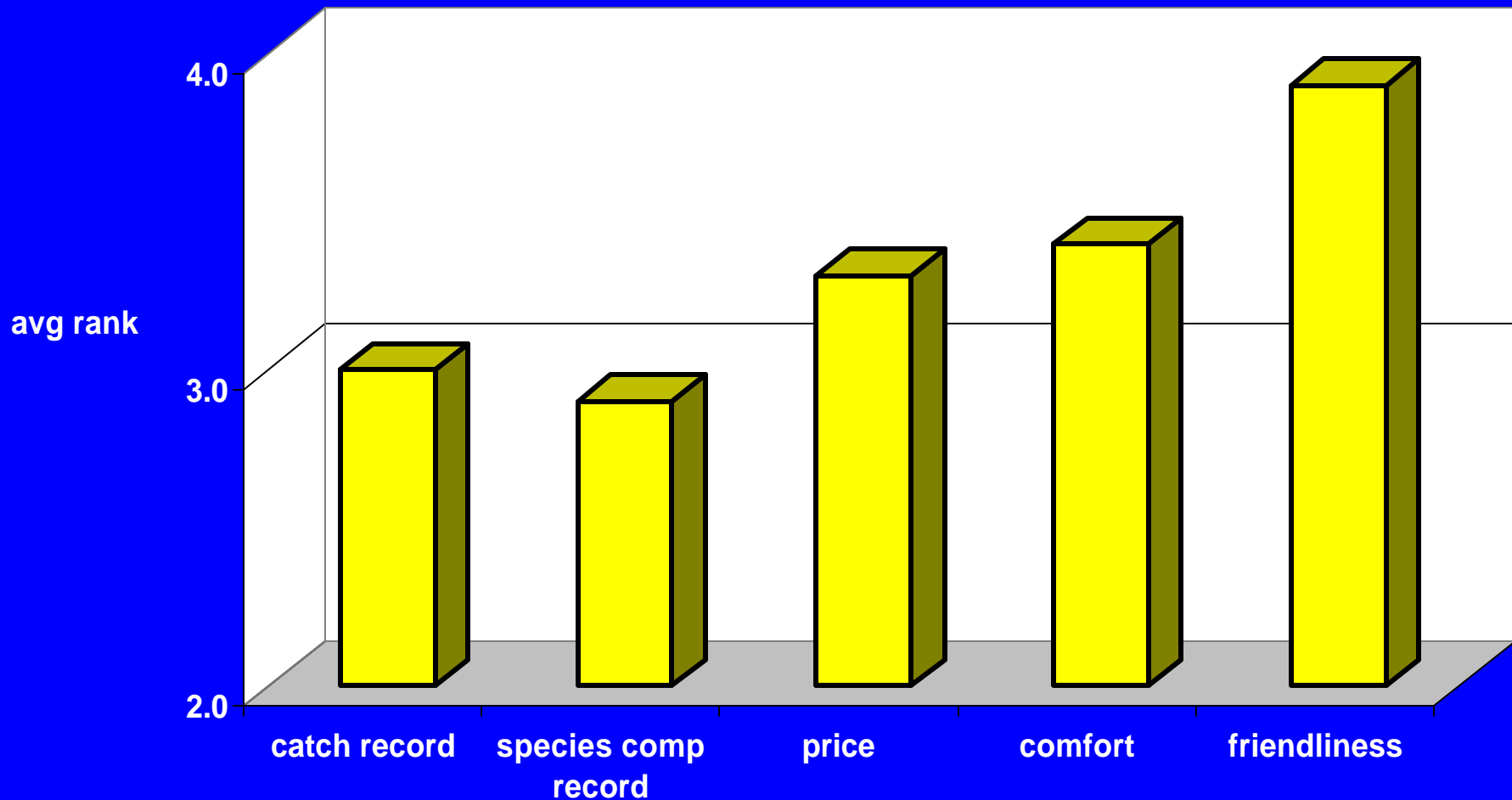
---

*"If you knew you were not going to catch a blue marlin would you still go charter fishing?"*



# How did Patrons Select Charter Fishing Vessels?

---



# Charter Trip Details

---

- ➔ **Trip Length-** half-day (45%), 3/4 day (15%), full day (40%)
- ➔ **Trip Type-** private booking (63%).
- ➔ **75% reported they did** not have any intentions of taking other trips.
- ➔ **Patrons typically fished with** family and friends.
- ➔ **Majority of patrons support catch and release ethics (62%).**
- ➔ **Patrons are knowledgeable about fish that exist in Hawaii:**
  - a'u (marlin in general) (95%)**
  - mahimahi (93%)**
  - ahi (tuna in general) (88%)**
  - ono (wahoo) (71%)**
  - blue marlin (83%)**
  - striped marlin (67%)**

# Reported Catch and Disposition of Catch

---

<i>"Please describe your boat's catch on this trip"</i>	# captured	% released	% kept for personal consumption	% mounted	% kept by vessel
<b>Mahimahi</b>	<b>155</b>	<b>5</b>	<b>27</b>	<b>2</b>	<b>66</b>
<b>Aku (skipjack tuna)</b>	<b>86</b>	<b>15</b>	<b>41</b>	<b>0</b>	<b>44</b>
<b>Yellowfin ahi</b>	<b>63</b>	<b>16</b>	<b>32</b>	<b>0</b>	<b>52</b>
<b>Ono</b>	<b>56</b>	<b>0</b>	<b>16</b>	<b>4</b>	<b>80</b>
<b>Blue marlin</b>	<b>44</b>	<b>34</b>	<b>9</b>	<b>9</b>	<b>48</b>
<b>Shortbill spearfish</b>	<b>21</b>	<b>29</b>	<b>38</b>	<b>14</b>	<b>19</b>
<b>Striped marlin</b>	<b>11</b>	<b>64</b>	<b>18</b>	<b>18</b>	<b>0</b>

# Attributes of Fish Mounted

<i>"Did you have the fish mounted?"</i>	<b>Pounds</b>	<b>Income Level of Angler \$</b>	<i>"What should be done with billfish?"</i>
<b>Aku (skipjack tuna)</b>	<b>12</b>	<b>\$40,000 - \$54,000</b>	<b>catch and released preferred unless population can support taking.</b>
<b>Blue Marlin</b>	<b>602</b>	<b>\$55,000 - \$124,999</b>	<b>prefer catch and release</b>
<b>Blue Marlin</b>	<b>589</b>	<b>&gt;150K</b>	<b>prefer catch and release</b>
<b>Blue Marlin</b>	<b>510</b>	<b>100K-124K</b>	<b>prefer catch and release</b>
<b>Blue Marlin</b>	<b>160</b>	<b>25K-39,999K</b>	<b>prefer catch and release</b>
<b>Mahimahi</b>	<b>39</b>	<b>\$100,000 - \$124,999</b>	<b>prefer catch and release</b>
<b>Mahimahi</b>	<b>36</b>	<b>\$40,000 - \$54,999</b>	<b>catch and released preferred unless population can support taking.</b>
<b>Mahimahi</b>	<b>36</b>	<b>\$40,000 - \$54,999</b>	<b>prefer catch and release</b>
<b>Ono</b>	<b>22</b>	<b>&lt;24,999K</b>	<b>prefer catch and release</b>
<b>Ono</b>	<b>25</b>	<b>\$85,000 - \$99,999</b>	<b>catch and released preferred unless population can support taking.</b>
<b>Shortbill Spearfish</b>	<b>70</b>	<b>\$25,000 - \$40,000</b>	<b>prefer catch and release</b>
<b>Shortbill Spearfish</b>	<b>70</b>	<b>\$125,000 - \$150,000</b>	<b>prefer catch and release</b>
<b>Shortbill Spearfish</b>	<b>30</b>	<b>&gt; \$150,000</b>	<b>prefer catch and release</b>
<b>Striped Marlin</b>	<b>71</b>	<b>&gt; \$150,000</b>	<b>prefer catch and release</b>
<b>Striped Marlin</b>	<b>75</b>	<b>\$40,000 - \$54,999</b>	<b>it's up to the individual</b>

Only 15 (3%) of the 482 total pieces captured were mounted for trophies.

# **Patron Satisfaction with the Fishing Trip**

---

- **Interviews revealed 99% of patrons were satisfied with the captain and crew and the overall fishing experience, although only 24% were satisfied with the amount of fish caught.**
- **Assigned highest possible rank to:**
  - comfort of vessel
  - 'friendliness' of captain and crew
  - overall experience
- **Assigned lowest possible rank to:**
  - catch rate
  - variety of species caught
- **79% indicated they would repeat the trip.**
- **Gave Hawaii charter fishing a rank of 7.4 (out of 10) compared to other popular charter fishing destinations.**

# Patron Satisfaction with the Fishing Trip

---

*“Like most about your fishing trip today?”*

29% - captain and crew

26% - catching fish

25% - being on ocean/seeing whales

*“Like least about your fishing trip today?”*

65% - not catching any or enough fish

15% - seasick/bad weather

<1% - captain and crew

**Satisfaction conclusions:** patrons were overwhelmingly satisfied with the charter fishing experience, especially with the vessel and the captain and crew in spite of not being satisfied with the amount of fish caught.

# Cost to Charter a Fishing Vessel in Hawaii

---

**Charter fishing patrons' reported costs per person to charter a fishing trip by different trip lengths and types. Standard deviations are shown in parenthesis.**

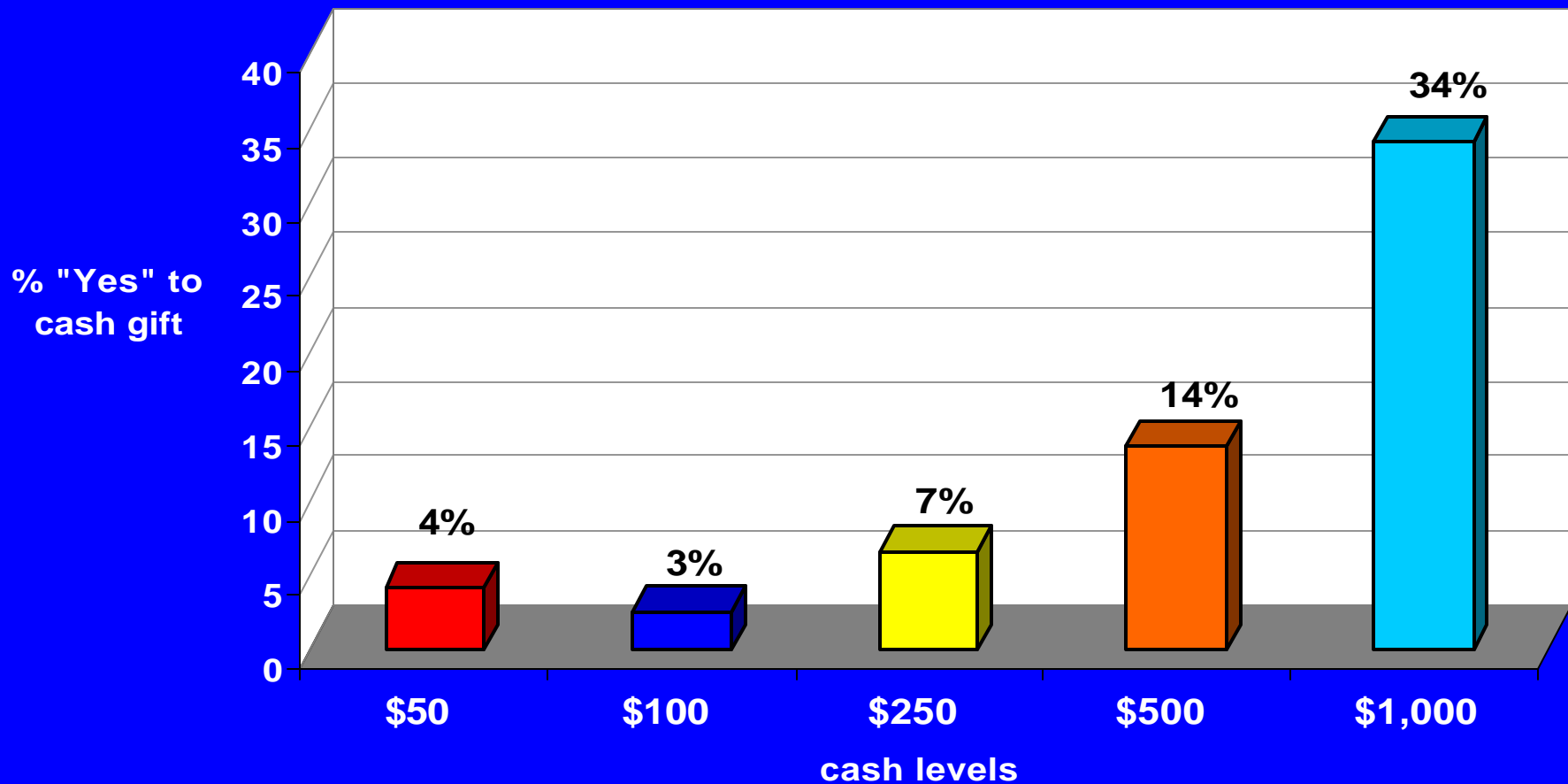
	<b>Trip Type</b>	
<b>Trip Length</b>	<b>Shared</b>	<b>Private</b>
<b>Full-day</b>	<b>\$147 (\$29)</b>	<b>\$283 (\$167)</b>
<b>¾ day trip</b>	<b>\$141 (\$33)</b>	<b>\$188 (\$109)</b>
<b>Half-day trip</b>	<b>\$96 (\$29)</b>	<b>\$202 (\$104)</b>

# Other Expenditures Associated with Charter Fishing in Hawaii

<b>Fishing Trip-Related Expenditures*</b>			
<b><i>"Please indicate the total mount spent on each item by all members in your party"</i></b>	<b>Average cost (\$)</b>	<b>Range (\$)</b>	<b>n</b>
<b>Gratuities to Captain/ Crew</b>	<b>59</b>	<b>5 - 350</b>	<b>146</b>
<b>Food/ Beverages</b>	<b>33</b>	<b>3 - 275</b>	<b>132</b>
<b>Special Tackle</b>	<b>1,377</b>	<b>30 - 4,000</b>	<b>3</b>
<b>Special Clothing</b>	<b>53</b>	<b>8 - 200</b>	<b>24</b>
<b>Sundry Items</b>	<b>15</b>	<b>4 - 55</b>	<b>88</b>
<b>Fish Mounting</b>	<b>720</b>	<b>450 - 1000</b>	<b>5</b>
<p><b>*these data do not reflect trip length or party size; only patrons who reported the costs were used in estimates (i.e. \$0 spent were not included)</b></p>			

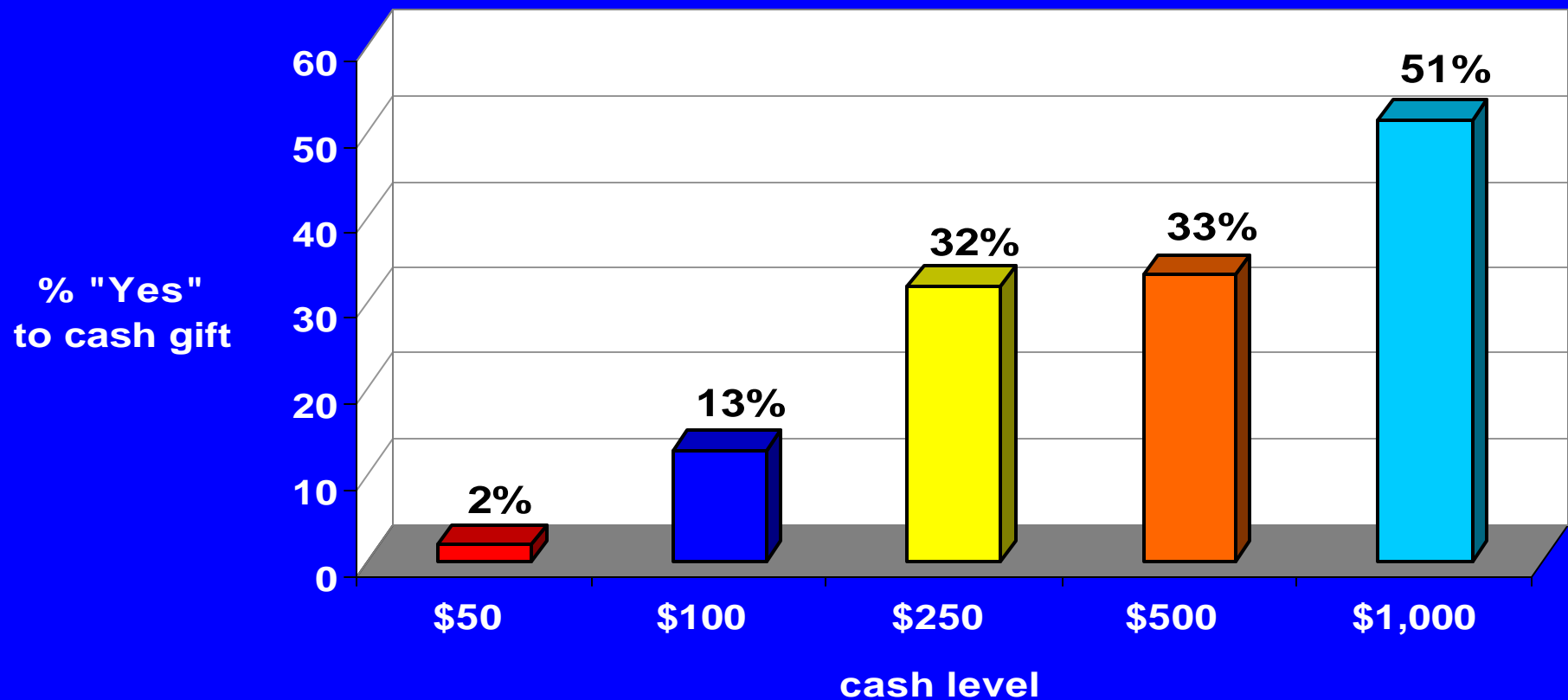
# Contingency Valuation: Gift

*“Suppose that you were planning to go charter fishing in Hawaii and were offered a choice between receiving a cash gift or catching a guaranteed 225 lb. blue marlin?”*



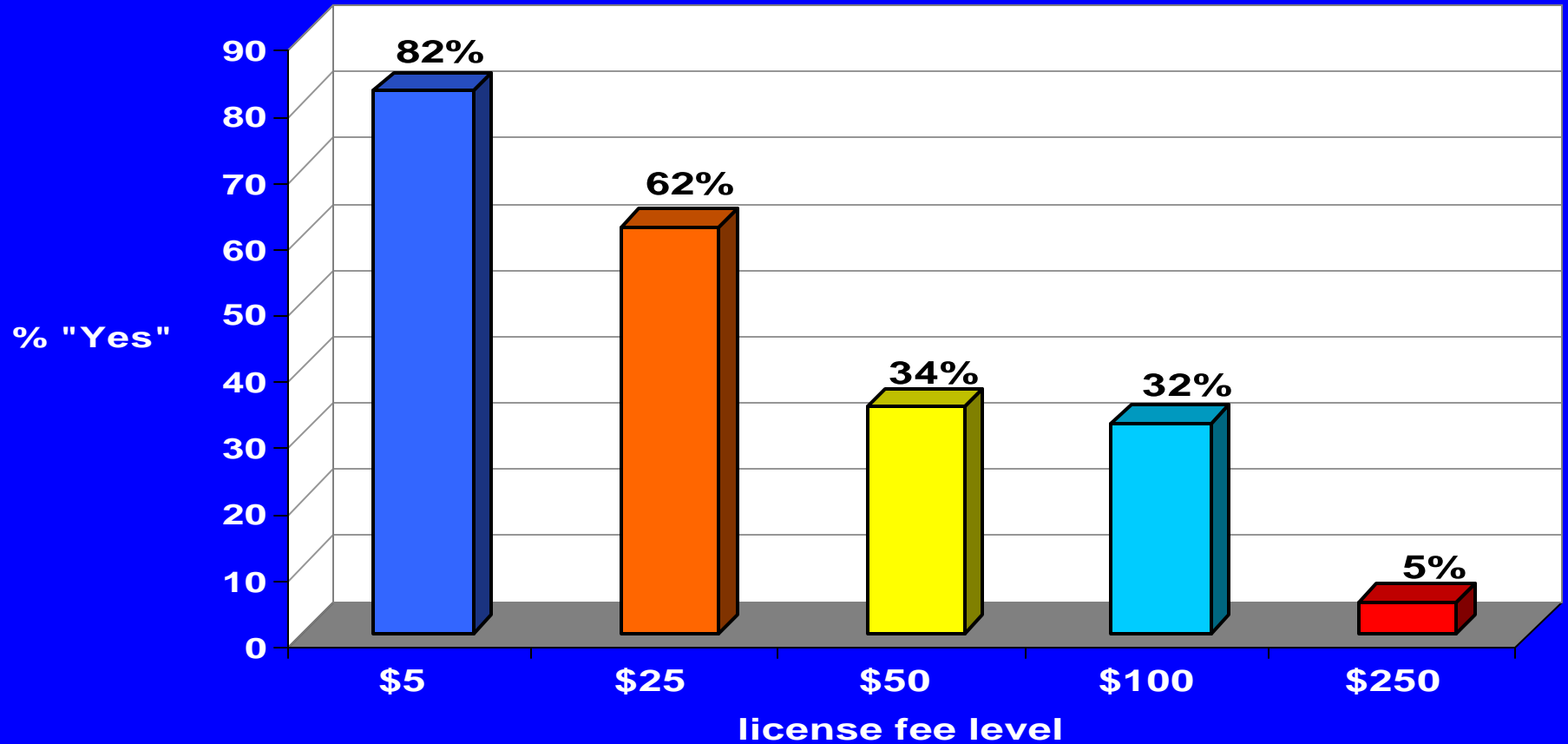
# Contingency Valuation: Offer

*“Suppose you were planning to go charter fishing in Hawaii and someone offered you cash to not go charter fishing for the remainder of your trip to Hawaii?”*



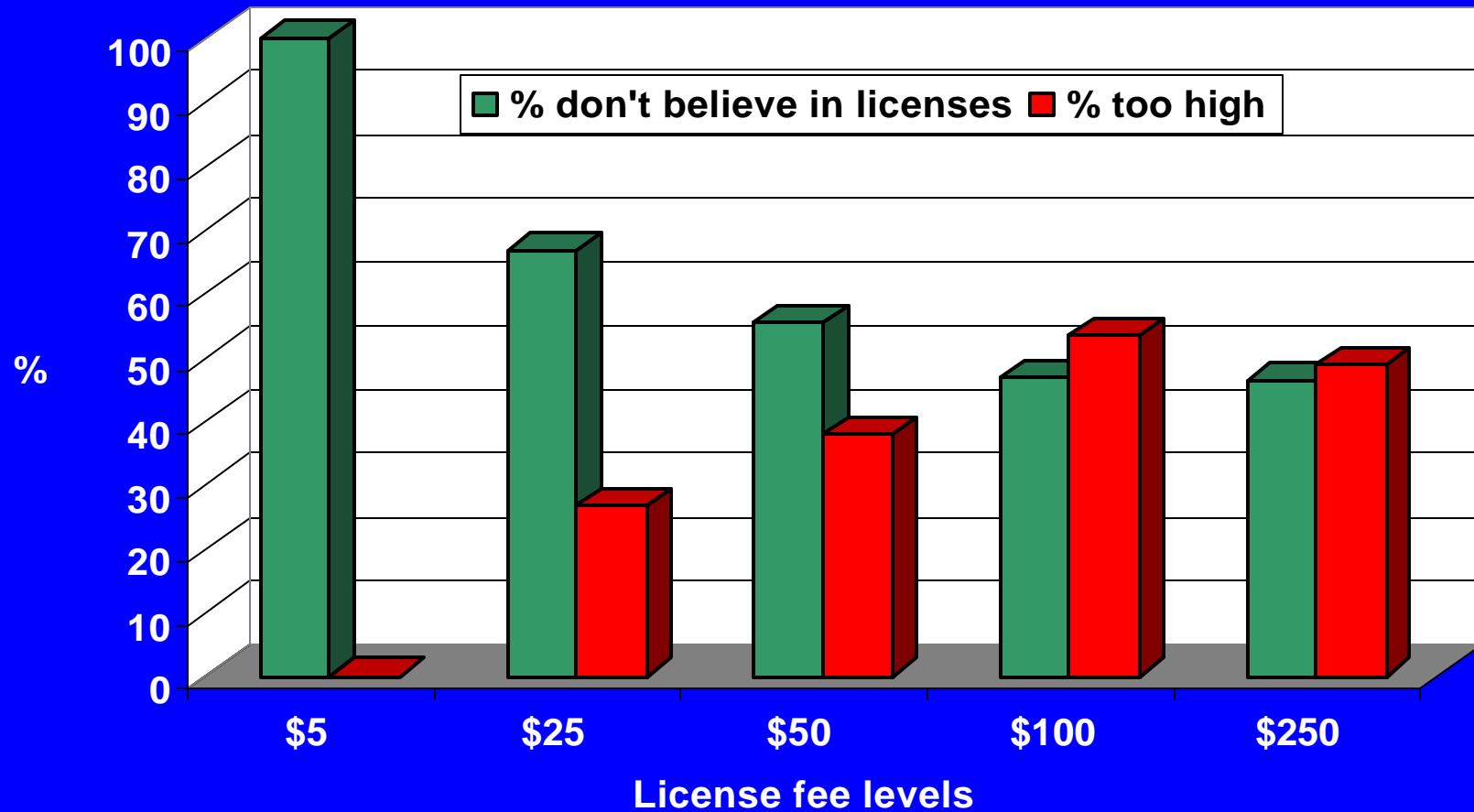
# Contingency Valuation: License Fee

*“Suppose that a daily saltwater fishing license was required to go charter fishing in Hawaii. Would you be willing to pay this fee to be able to go fishing for 1 day?”*



# Contingency Valuation: License Fee

*“Why not pay license fee?”*



# 'Highroller' Criteria

---

## Highroller criteria:

- ☞ had to answer 'fishing' to *"What was your primary reason for coming to Hawaii for vacation?"*
  - ☞ had to answer 'no' to *"Would you still come to Hawaii if charter fishing was unavailable?"*
- 

**Total of 29 (7%) patrons fit the highroller criteria.**

# Highroller Comparison with other Patrons

---

- ➡ **No significant difference between the highrollers and other patrons:**
  - ✍ age, income, education, reported incidents of seasickness
  - ✍ perception of Hawaii as a fishing destination
  - ✍ expenditures, satisfaction of the fishing trip
- ➡ **29% of the highrollers came from Japan, and 25% from California.**
- ➡ **Highrollers did place a higher value on fishing in their decision to visit Hawaii compared to other patrons.**
- ➡ **More highrollers indicated they would fish again given the circumstances of the current trip and planned to take more additional fishing trip during their visit to Hawaii compared to other patrons.**
- ➡ **Highrollers are better tippers (\$129) compared to other patrons (\$49).**

# **Comparison with other Hawaii Patron Studies: Demographics, Motivation and Satisfaction**

---

**Patrons demographics and their motivations to fish and satisfaction of the fishing experience were similar in the two studies:**

**“Charter fishing was not a particularly important factor influencing the typical visitor’s decision to come to Hawaii.”**

**“Patrons were motivated to go charter fishing by the desire to experience a fun recreational activity.”**

**“Patrons were generally satisfied with their fishing experience, even if no fish were caught.”**

**Samples, K.C. and D.M. Schug. 1985. Charter fishing in Hawaii: A study of their demographics, motivations, expenditures and fishing values. NMFS, SWFSC Administrative Report H-85-8c.**

# Comparison with other Hawaii Patron Studies: Expenditures

<i>"Please indicate the total mount spent on each item by all members in your party"</i>	Average Cost (\$) (Samples and Schug, 1985)*	Average Cost (\$) 2000-2001**
Charter Fee	84.54	195
Gratuities to Captain/Crew	3.60	59
Food/Beverages	8.41	33
Special Tackle	0.61	1,377
Special Clothing	0.65	53
Sundry Items	2.88	15
Fish Mounting	21.46	720

these data do not reflect trip type or party size;

\*only patrons who fished out of Kewalo Basin were surveyed

\*\* only patrons who reported the costs were used in estimates (i.e. \$0 spent were not included)

# Hawaii Charter Fishing Patrons Survey Summary

---

- **Due to low return rates vessel captains are not recommended for use as primary source of survey distribution.**
- **Fishing patrons primarily hail from the U.S. mainland.**
- **Typical patrons are well-educated, middle-aged males who bring home relatively large salaries.**
- **Generally speaking charter fishing is not a primary attraction for travelling to Hawaii.**
- **Most respondents indicated that they fish more for fun although not catching fish is the major source of dissatisfaction.**

# Summary cont.

---

- ➔ **Most patrons report wanting to fish rather than accept monetary compensation and most are willing to pay a minimal license fee.**
  - ➔ **although the motivation behind the willingness to pay for a fishing license changes as the cost of the license increases.**
- ➔ **Despite the overall dissatisfaction with the amount of fish caught the typical charter patrons appears to be, at least, satisfied with their Hawaii charter fishing experience. A large part of this was due to a positive relationship between the patrons and the captain and crew**

# Acknowledgments

---

- Vessel owners, captain and crew and ‘booth people’ that participated in the study.
- Mike House, Rick Gaffney, Dave Taylor, Donnell Tate and the staff of *The Charter Desk*.
- Chuck Johnston and the staff of *Hawaii Fishing News*.
- Dr. Samuel Pooley, Marcia Hamilton and other Honolulu lab personnel especially FMPI/FMEP.

This project was funded by cooperative agreement #654558 between the Joint Institute for Marine and Atmospheric Research (JIMAR) and the National Oceanic and Atmospheric Administration (NOAA).