

Socioeconomics of California's Northern Central Coast Region

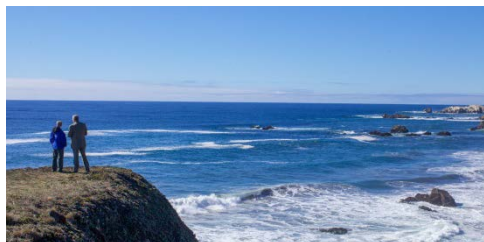


Photo: Kate Thompson, NOAA



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Economic contributions from non-consumptive use

What is the economic value of recreation?

Coastal recreation generates significant economic revenues to coastal economies. When people enjoy national marine sanctuaries, their activities and spending are contributing to the creation of local jobs and economic output.

How can you measure the economic value of non-consumptive use?

Many recreational activities include non-consumptive uses, meaning those that do not involve extraction of natural or marine resources. Some examples include sightseeing, going to the beach, kayaking and whale watching.

NOAA's Office of National Marine Sanctuaries was able to estimate the economic contribution of these types of recreational activities in two sanctuaries along the North Central Coast of California using socioeconomic survey data collected by our partners. The report, *A Socioeconomic Profile of Recreation Users of the California Northern Central Coast Region, Greater Farallones National Marine Sanctuary and the northern portion of Monterey Bay National Marine Sanctuary, 2011*, presents the results of economic models that estimated total annual expenditures in the region and the associated economic impacts of recreational activity. This information allows us to explore connections between the money spent by sanctuary visitors to enjoy these special ocean places, and the benefits this brings to sanctuary communities in the form of jobs, products, income, and services.

\$127.1 million spent in sanctuaries for non-consumptive recreational activities

Leads to...

1,700 full & part-time jobs

Such as whale operators or kayak manufacturers

\$215.2 million in output

From turning supplies into finished products (e.g., boats) and selling them

\$80.0 million in income

To business owners and employees

\$129.0 million in value-added

From turning supplies into a finished good or service

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Map of the California North Central Coast Study Region

More Information:

The complete report is available here:
<http://sanctuaries.noaa.gov/science/socioeconomic/pdfs/ncc-recreation-report.pdf>

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How much are people spending to recreate in sanctuaries?

Visitors to the Northern Central Coast region spent about \$1.2 billion in 2011, with the highest expenditures for food, beverages and lodging. These expenditures accounted for about 80 percent of all expenditures. On a person-day basis, all visitors spent an average of \$25.94. About 11% of the total expenditures in the region were accounted for by sanctuaries, amounting to \$86.3 million in Greater Farallones National Marine Sanctuary (GFNMS) and \$40.8 million in the northern portion of Monterey Bay National Marine Sanctuary (MBNMS).

Estimated Proportion of Expenditures by Sanctuary (2011 dollars)				
	Northern portion of MBNMS	GFNMS	Both Sanctuaries	Northern Central Coast
Total Expenditures	\$40,824,541	\$86,252,475	\$127,077,016	\$1,156,477,672
Proportion Accounted for by Sanctuaries	3.53%	7.46%	10.99%	n/a

How many jobs?

Non-consumptive recreational use in the Northern Central Coast of California contributed roughly 15,000 jobs to the local economy. When looking at the sanctuaries, non-consumptive use expenditures generated roughly 1,100 jobs in GFNMS and approximately 550 jobs in the northern portion of MBNMS.

Estimated Economic Impacts/Contributions by Sanctuary (2015 dollars)				
	Northern portion of MBNMS	GFNMS	Both Sanctuaries	Northern Central Coast
Output	\$69,366,010	\$145,810,197	\$215,176,207	\$2,033,467,466
Value-Added	\$41,748,553	\$87,233,590	\$128,982,143	\$1,207,466,856
Income	\$26,193,062	\$53,829,435	\$80,022,497	\$739,497,409
Jobs	542	1,131	1,673	15,354

Definition of Key Terms (Adapted from Day, 2011)

- Employment** – Employment is the total annual average jobs. This includes self-employed in addition to wage and salary employees, and all full-time, part-time and seasonal jobs, based on a count of full-time and part-time job averages over twelve months.
- Labor Income** – Labor income is equivalent to employee compensation plus proprietor (business owner) income.
- Intermediate Inputs** – Intermediate inputs are goods and service required to create a product.
- Output** – Output is the total value of an industry's production, comprised of the value of intermediate inputs and value added.
- Value Added** – Value added demonstrates an industry's value of production over the cost of the goods and services required to make its products. Value added is often referred to as Gross Regional Product.
- Non-Consumptive** – activities that do not involve taking or harming the resource being used. Examples include sightseeing or photography.