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S.A.DEEP SEA ANGLING ASSOCIATION  
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FOR IMMEDIATE RELEASE

## Synopsis of the Economic Impact of Deep Sea Angling in South Africa in 2007

### Recreational Angling Bigger than Rugby & Cricket.

At the initiative of the South African Deep Sea Angling Association ("SADSAA"), an in-depth study of the contribution of recreational angling to the economy of South Africa was conducted by a team of experts of the University of Stellenbosch under the leadership of Prof. Marius Leibold, PhD.

The final document was handed to S.A. Deep Sea Angling President, Mr. Marius Vermaak by Prof. Leibold today (July 11<sup>th</sup> 2008) at an occasion at the Stellenbosch Business School, Cape Town.

As a result of increasing pressures on recreational anglers from various sources in South Africa, (notably Marine & Coastal Management,) SADSAA decided to facilitate this Project at a cost of R508,000 in the interests of its members. It has become essential in recent years that a scientific study of this nature be undertaken in order not only to assist the various Government agencies in the law-making process on various levels but also to underline the value of organized angling to the country-to date either completely ignored, not understood and never thoroughly researched by Government. This is the first ever scientific, in-depth research undertaken into recreational angling in South Africa. The S.A. Deep Sea Angling Association and its members should be complimented with the initiative in undertaking and funding a Project of this nature.

Research has shown that a fish landed by the recreational angler generates up to 70 times more in income than that same fish if caught commercially -on condition the fish are available.

Most SADSAA tournaments are tag and release where the anglers have a photo taken, the fish tagged and released-to be caught again later in line with its strong conservation ethic. The bow hunter can immobilize an animal, have a photo taken and the animal lives again for the next photo without any pressure on the source. In commercial fishing the source is irrevocably destroyed.

One of the main motivational factors behind this research is to make Marine & Coastal Management aware of the value of recreational angling and to ensure a practical decision making process.

In 2007 approximately 2,5 million anglers spent R18.8 billion on their sport.

More than 2.48 million informal (non club orientated) anglers contributed R15 billion direct to the economy.

Sport & Recreational angling is at least 80% bigger than commercial fishing and at least 15 times larger professional hunting.

- Annually, 31,860 anglers participate in Deep Sea angling, being one of the major facets of Sport & Recreation Angling in South Africa, causing R6.8 billion in total economic impact in South Africa in 2007.
- The total economic impact of Deep Sea Angling consists of a total of three major parts, viz R5.3 billion *direct* economic impact (direct expenditure effects) on South Africa's economy, R 1,33 billion *indirect* economic impact (multiplier economic effects) and R 556 million *induced* effects (subsequent income and job effects) on the economy. Subtracted from this are economic outflows (leakages) totalling R415 million in 2007.
- Of the 31,860 participants in Deep Sea Angling as a sport and recreational activity, 9844 are formal participants (members or affiliated members of organized clubs), while the informal participants (non-club environment participants) total 22,372 - a ratio of 30:70 between formal : informal participants.
- The economic effects of inflows (foreign tourism expenditures on Deep Sea Angling and wider leisure tourism) total R2.5 million p.a. and economic outflows (payment for imported goods and services for Deep Sea angling) total 415 million p.a.. These amounts have been accounted for in the above figure of R6.8 billion.
- Comparisons to major wildlife sporting activities in South Africa, such as big game hunting are tenuous, but it is reliably estimated that Deep Sea angling is at least 5 times bigger in economic impact than big game hunting. In comparison to other major sport activities, Sport and Recreational angling as a whole - including Deep Sea angling - is estimated to be bigger in economic impact than rugby and cricket in S.A. combined (incl. economic inflows from international competitions). In the USA, recreational angling's economic impact is reported as being bigger than that of golf and tennis combined.
- There are an estimated total of 18,500 boats participating in Deep Sea Angling in South Africa in 2007, with a total (factored use-percentage) value of R3,7 billion. In/outboard engines totalling 37,000 have a value of R1,88 billion. Together with the cost value of tow vehicles and trailers, and some other fixed cost items, the direct fixed investment value used in Deep Sea Angling totals R10,2 billion.
- The average expenditure (amortized fixed costs p.a. plus annual variable costs) for Deep Sea angling in 2007 per deep sea angler (total of 31,860) amounts to R213,433-00 p.a.
- The variable (non-fixed) direct expenditures for Deep Sea Angling in 2007 totals R2,6 billion p.a. of which fuel costs (as one category) form by far the largest percentage - 29% of the total variable expenditures per annum.
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It is estimated that the total economic impact of Sport & Recreational Angling - including Deep Sea angling - is at least 40% larger than that of commercial fishing in South Africa. In most other countries the economic value of commercial fishing is smaller than that of Sport & Recreational Angling.

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Document handed over at Stellenbosch Business School, Bellville. Cape

Left to right: Marius Vermaak (President S.A.Deep Sea angling Ass.)  
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