

The Value of Recreational Fishing on the Credit River

Ecological Goods & Services Fact Sheet

Fast Facts

- The value of the recreational fishery is estimated at \$48 million.
- The Credit River supports 30,000 angler days per year³.
- Values of an angling day depend on where the angler is travelling from, what type of fish they are fishing for, and the fishing season. During the spring this represents a value of \$148 per day.
- Spring is the most popular season for fishing trips to the Credit.
- Most anglers come to fish the Credit from the Greater Golden Horseshoe area; one quarter come from Mississauga. The survey also found anglers who had come from as far away as Northern Ontario and upstate New York.
- The most popular fishing destinations are: Erindale Park, Trout Unlimited Waters; Forks of the Credit Provincial Park; the Lake Ontario Waterfront
- Anglers are drawn by a wide variety of fish, including Atlantic salmon, brook/brown trout and rainbow trout.



The Credit River is one of the most diverse freshwater fisheries in Southern Ontario. More than 50 species of fish are found within the Credit, its tributaries and headwater regions. Anglers come from across the Greater Golden Horseshoe and beyond to fish the Credit for Pacific Salmon, Rainbow Trout, Brown Trout, Brook Trout, Bass and others, and many residents who live close-by consider the proximity of the river a great asset to their community.

Credit Valley Conservation undertook a study to estimate the economic value of the Credit River's recreational fishery. Close to 500 surveys were completed by anglers, who provided information about why they chose to fish the Credit, how often they did, and how far they travel. The information was used to conduct a *travel-cost valuation*¹ study to estimate the value of angling to the fishing community and to assist in comparing alternative projects that support fishery improvements in the Credit River.

The study has estimated the value of recreational fishery in the Credit at \$48 million². However, this is a conservative estimate, as the study captures only one value aspect of the fisheries - the benefits enjoyed by anglers who actually fish the Credit. These benefits are only a portion of the total value of the fishery in the Credit River region to both anglers and the broader community. The study does not include commercial fisheries, such as Ontario charter boats. It also excludes Lake Ontario Shoreline recreational fishing. Some important non-use benefits not assessed in this study include the value people realize from simply viewing fish or other anglers in the river or the value of passing on the opportunity to fish the Credit to their children and grandchildren.

By better understanding the value of the fishery to residents' quality of life, better policy decisions can be made about issues that affect water quality, fish habitat, and recreational opportunities. CVC works with many partnering organizations on programs to ensure healthy fisheries will continue contributing to the well-being of anglers and the broader community in the region.



Brown trout

¹Travel cost method is based on the idea that the time and travel cost expenses that people incur to visit a site (e.g., fishing site) represent the "price" of access to the site or how much they 'value' that experience.

²In the net present value (NPV) terms

³An angler day is defined as one day of angling by one angler. The total angler days provided by the Credit River are equal to the number of anglers (per year) times the average number of angler days spent angling per angler per year.