

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.

Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

Applicant Name

Wildlife Management Institute

Descriptive Title of Applicant's Project

2023 MSCGP Where are America's Non-Resident Hunters?

Project Abstract

State fish and wildlife agencies (SFWA) were recently authorized to spend federal funds on advertising/marketing. This provides unprecedented and often underutilized opportunities for agencies to optimize their R3 efforts to capitalize on unique, region-specific game and hunting opportunities - especially with under-utilized hunts that have few resource constraints but may have high market demand. Given that most R3 marketing research has focused on residents, many agencies know little about non-resident (NR) motivation and demand of their hunting opportunities.

NR hunters are unique in that they are motivated by values and desires that overcome typical, well documented barriers to participation. Plus, NR hunters may be attracted towards species and hunting landscapes uncommon to their home states and are underutilized by residents. If agencies better understood NR motivations and behaviors modifiers, they could more strategically promote underutilized hunts and boost NR license revenues and visitors while potentially minimizing resource constraints of higher demand hunts. Using license data and geospatial analyses combined with focus groups and state-level surveys, this project will 1) identify NR hunter locations and demographics, their motivations, interests and experience expectations, and 2) provide agencies with guidance on how to capitalize and manage latent NR demand for their unique hunting opportunities.