The Surfrider Foundation and partners Point 97 & SeaPlan completed a study on August 31, 2015 that characterized coastal and ocean recreational activity in New England to support the Northeast regional ocean planning process. This project used a variety of surveys and other data collection methods to gather information on recreational uses such as beach going, wildlife viewing, surfing, non-motorized boating (e.g. kayaking), and sailing regattas.

Surfrider led two parts of this study: one aimed at characterizing ocean recreation activity from individuals and one to capture surf contest, standup paddleboard race and in-water triathlon events data from organizers and competitors.

Point 97 developed online survey tools to collect data.

The Surfrider Foundation relied heavily upon input from public stakeholders and industry leaders who served on a Stakeholder Working Group (SWG) to help inform data collection approaches and participation strategies while amplifying the engagement opportunity to increase participation in the online surveys. The SWG also assisted in ensuring the accuracy of the final data products.

SeaPlan collaborated with industry leaders such as SCUBA divers, commercial whale watching operators and sailing regatta organizers to map additional marine events and ocean activity.

MORE INFORMATION

To access the full report: northeast.surfrider.org

For questions or to schedule a presentation on Study findings or ocean recreation stakeholder interests in regional ocean planning, please contact Surfrider Foundation Northeast Regional Manager, Melissa Gates at mgates@surfrider.org | 207.706.6378.
MASSACHUSETTS OCEAN RECREATION STUDY FINDINGS

Coastal and ocean recreation encompasses a popular and diverse group of activities in Massachusetts resulting in major economic and social benefits to coastal communities.

**MOST POPULAR ACTIVITIES**

- **94%** Beach Going
- **82%** Scenic Enjoyment/Sightseeing
- **77.7%** Swimming or Body Surfing
- **62.9%** Watching Marine Life
- **64.9%** Biking or Hiking
- **82%** Biking or Hiking
- **64.9%** Biking or Hiking

**AVERAGE SPENT**

- **$261.99** Per Person Per Coastal Visit
- **$51.36** Food from Restaurants/Bars
- **$38.08** Lodging
- **$17.45** Shopping & Souvenirs
- **$70.03** Food from Stores
- **$12.75** Lessons, Clinics & Camps
- **$23.86** Gas