

# Establishing the Get Outdoors Hunting and Fishing License Package

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# Customer Profiles

WDFW sells 654,000 fishing licenses and 172,000 hunting licenses. Approx. 80,000 customers do both.



# Why create combination licenses?

- Customer convenience
- Retail license dealer convenience.
- Discounts incentivize/attract customer to purchase more products.
  - May increase revenue overall
  - May lead to customer trying additional activities (e.g., recruitment tool)
  - Rewards our most avid customers



# Get Outdoors License Package Components

- Annual combination recreational freshwater, saltwater, and shellfish license
- Two-pole endorsement
- Puget Sound Dungeness crab endorsement
- Annual combination hunting license for deer, elk, bear, and cougar
- Bear and cougar transport tags
- Small game license
- Migratory bird permit and migratory bird authorization
- Two turkey tags



# Customer Savings

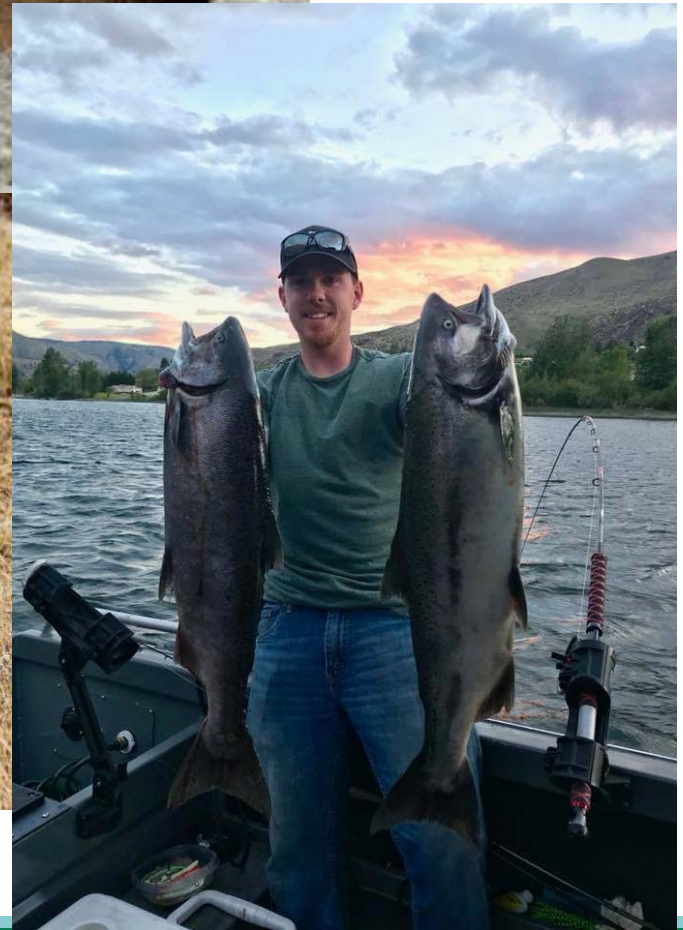
- The out-the-door price for Get Outdoors items purchased individually is \$336.30.
- The out-the-door price for Get Outdoors items purchased within existing Fish Washington and big game/small game packages is \$250.55.
- The Get Outdoors package will be sold for \$235.18.
  - A ~30% discount from purchasing each license individually.
  - An additional ~6% discount compared to buying existing packages.



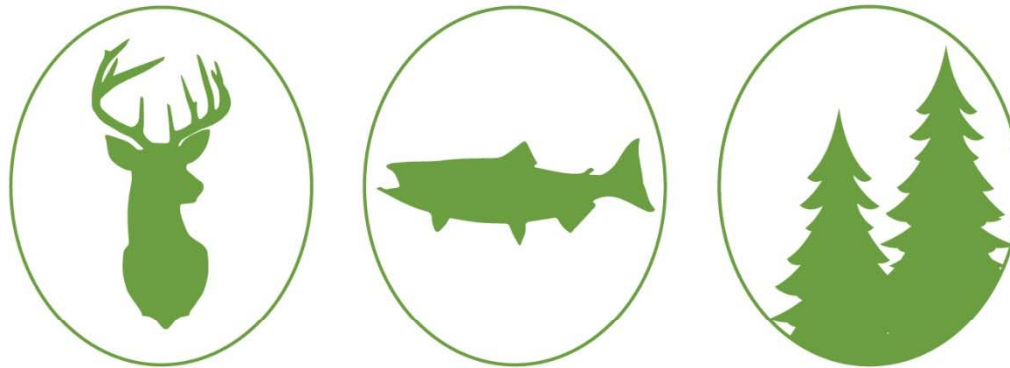
# Deer and Elk Tags

- The out-the-door price of Get Outdoors includes a \$5.50 dealer fee. This does not include the Deer and Elk transport tags. Those tags are \$0.50 each, so will add \$1.00 to the total cost when/if they are purchased.
- Some customers delay buying the Deer and Elk transport tags until the multi-season drawing.





# Questions?



GET OUTDOORS!

