The Travel Cost Method for Valuing Recreational Fishing -- Issues of Sampling, Estimation, and WTP For Site Improvements

Extended Abstract

Dan McFadden
mcfadden@econ.Berkeley.EDU

Abstract: This talk surveys methodological developments in the analysis of recreational fishing demand using the "travel cost method", in which the value of a fishing experience is inferred from the generalized travel costs incurred to reach desirable fishing sites. A first set of issues concern sampling anglers to obtain data on participation, avidity, and site selection, particularly the use of intercept surveys and panels recruited by intercept
.
A second set of issues deal with the specification and estimation of recreational fishing demand models, particularly the use of mixed multinomial logit models as a device for capturing the distribution of preferences for recreational fishing. The final set of issues concern the translation of estimated demand models into measures of willingness-to-pay (WTP) for improvements in fishing sites.

Background papers, posted at http://elsa.berkeley.edu/~mcfadden, include

- "Disaggregate Behavioral Travel Demand's RUM Side: A 30-Year Retrospective" (2000)
- "Mixed MNL Models for Discrete Response" (with Kenneth Train) (1998)
- "Rationality for Economists?" (1999)
- "Measuring Willingness-to-Pay for Transportation Improvements" (1997)
- "Sample Design and Analysis for Discrete Panel Data" (2000)
- "Recreational Demand Models with Taste Variation over People" by Revelt & Train (1998)