



Proposed Lone Star Coastal National Recreation Area Economic Impact Projections

Kayakers with the Artist Boat program, Galveston Island. Photo: © Bob Howen.

The proposed Lone Star Coastal National Recreation Area (LSCNRA) aims to enhance Texas-led stewardship and conservation, protect private property rights and local businesses, develop a coastal economic sector compatible with periodic flooding, and expand and promote nature and heritage tourism and outdoor recreation opportunities.

A study of potential economic impacts for a four-county coastal region finds that, by its 10th year of operation, the proposed Lone Star Coastal National Recreation Area could add \$140 million in local business revenue annually from increased recreation and heritage tourism. Realizing the significant benefits and stature of voluntarily engaging with the National Park Service through the LSCNRA would offer the region's communities economic advantages while retaining local governance and individual landowner control.

Visitation Growth to Spur Expanding Economic Impact

National Recreation Area Economic Impact Could Outpace Visitation Growth

The proposed LSCNRA would be built on a core of existing natural areas and heritage sites, providing a strong base of visitors from its first year forward. After ten years of operation, as the national recreation area matures, annual visitation is projected to grow by 46 percent, supporting \$535 million in sales at local businesses, more than double the \$263 million in local sales supported by these sites prior to the designation of the LSCNRA.

The outsized growth in economic impacts reflects the expected influence of a growing share of visitors who stay longer and spend more in the region's communities.

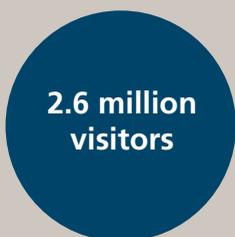
Three Reasons for Growth in Visitor Numbers and Spending

- 1) The national and international drawing power of the National Park Service brand and website.
- 2) Development of new or expanded recreational sites, visitor facilities, services, and programs.
- 3) Regional coordination to connect discrete sites and events into cohesive offerings, and to market the area as an outdoor recreation and cultural tourism destination.

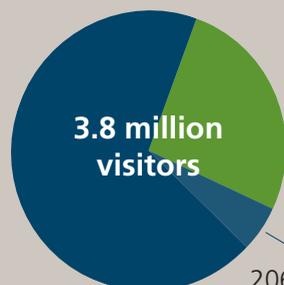
Key Findings

Projected benefits for Brazoria, Galveston, Jefferson, and Matagorda counties

PRIOR to Designation



YEAR TEN of Operation



994,000 more visitors from LSCNRA designation

206,000 more visitors whether or not the LSCNRA is designated

YEAR TEN Additional Economic Impacts from LSCNRA Activities

Add

\$140 million local sales

3,485 local jobs

Sustain

2% increase in private employment, including **9% more jobs** in the tourism industry

National Parks = Local Benefits

Elsewhere in Texas, working with the National Park Service has brought advantages to communities and parks. In 2015, after a sustained community effort backed by local leaders and elected officials, the city-run Waco Mammoth Site was designated a National Park Service National Monument. In 2016, the park showed a significant boost in visitor activity and revenue.



Visitation
 ↑ 107%



Revenue from tours, educational programs, special events, and gift shop sales
 ↑ 76%

City of Waco, Mammoth 2016 Operations Report

Park staff report that about **half** of 2016 visitors were **national park travelers** who specifically wanted to visit a **NPS site**.

National Parks = International Travelers

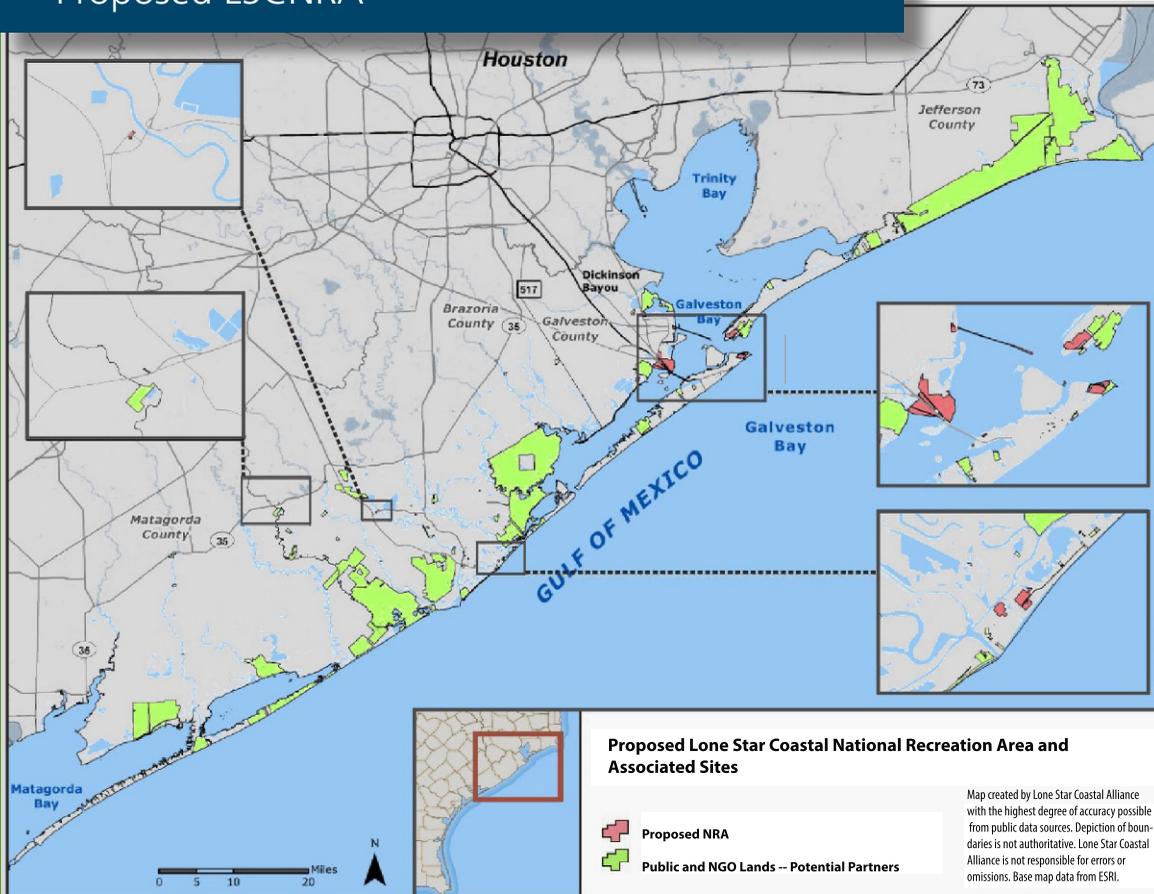
In 2015, 13.6 million overseas travelers visited NPS sites. That's 35 percent of all overseas visitors to the U.S., up from 33 percent in 2012. The share of overseas national park visitors is expected to continue to rise.

International travelers

- Spend **4 to 7 times more** than domestic travelers
- Stay **2 to 4 times longer** than domestic travelers
- Account for **4% of all travelers**, but **17% of all traveler spending**, payroll, employment and taxes.

U.S. Travel Association and U.S. Department of Commerce

Proposed LSCNRA



The proposed Lone Star Coastal National Recreation Area would include a small National Park Service management area limited to the proposed NRA sites indicated in red on the map. The park service may acquire these sites only from voluntary and willing sellers through donation or exchange, or with donated funds.

The associated sites would include more than two dozen private, non-profit, and government-owned outdoor recreation, natural, heritage, and cultural resource sites that are part of the proposed LSCNRA legislation through the voluntary participation of their owners (see map).

For more information, and to download the study, see LoneStarCoastal.org or NPCA.org/lonestarcoastal.

For more information, contact:



www.npca.org



www.lonestarcoastal.org

Jane Sarosdy, Lone Star Coastal Alliance
Jane@lonestarcoastal.org