



## Welcome Back to Fishing

In January 2015, Maryland residents who have not bought an annual nontidal or tidal fishing license since 2011 will automatically enjoy

# 50% OFF

Simply log on to the DNR Compass System or visit a DNR Service Center or your local tackle shop and get set to fish in 2015. The discount is automatic when you register.

[compass.dnr.maryland.gov/dnrcompassportal](http://compass.dnr.maryland.gov/dnrcompassportal)



Questions? Contact Steve Vilnit - [stephen.vilnit@maryland.gov](mailto:stephen.vilnit@maryland.gov)

# Fishing License Incentive Program

## YEAR NUMBER ONE

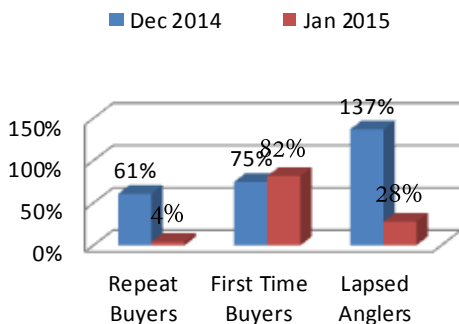
The first year of this program is designed to slow or stop the decline in license sales that we have experienced over the last decade. The easiest consumers to target are those that have had a license previously and have let it lapse. We designed this program to entice those customers back into the system as well as potentially attract new anglers that have never purchased a license. The charts below will show the numbers for the first two weeks of the program. Based on these results we consider this program to be very successful .

Subsequent years of this pilot will be used to reward those that have purchased licenses year after year, as well as bring more new anglers into the system. We have looked a many different programs, such as referral bonuses to achieve the goal of increasing license sales within the state while at the same time providing a ‘thank you’ to our loyal anglers.

Our current promotion ends on January 31st, however, we will have pop up sales throughout the year.

## RESULTS

**Increase in Sales Over Same Period Last Year**



**Total Qualified License Sales 12/22 - 1/10**

