



Coastal and Marine Economics

The Coast is a Huge Contributor to the U.S. Economy

Annually, coastal counties produce more than \$9.9 trillion in goods and services, employ 59 million people, and pay over \$3.9 trillion in wages.

If the U.S. Coastal Counties Were a Country

Coastal counties would rank third in the world in gross domestic product if they were an individual country, surpassed only by the United States and China.

Marine-Dependent Tourism is a Big Driver

People vacation along the coast and the tourism numbers show it. Marine-dependent tourism contributes \$150 billion in gross domestic product, and employs 2.5 million people who earn \$69 billion in wages each year.

THE ROLE OF ECONOMICS IN COASTAL MANAGEMENT

Coastal management is about balancing the need to protect the environment with the desire to grow the economy. In the same way that data are needed to understand the physical environment, economic data are needed. Economic data products from this agency cover a variety of topics, including the following. See the reverse for details.

- Jobs dependent on the coast and ocean
- Businesses in the flood zone
- Average wages for the coastal counties
- Average wages and jobs for specific sectors
- Trend data





Economic Data Products

Available from NOAA's Digital Coast

NOAA's information resources help communities estimate and understand their coastal and marine economies and make more informed decisions for the future. Some of the most-used resources are profiled here.



Economics: National Ocean Watch (ENOW). This data set captures economic indicators in six marine-dependent sectors at the national, regional, state, and county levels. For non-data users, the ENOW Explorer is a tool that provides easy access to the data in an easy-to-understand format.



Marine Economy Satellite Account. This data set features statistics on businesses in 10 sectors of the economy that depend on ocean and Great Lakes resources, with information available at the national level. The statistics are consistent with the national accounts produced by the Bureau of Economic Analysis and are comparable to other international databases focused on the blue economy.



Employment in the Coastal Inundation Zones. This data set outlines numbers of establishments, and the number of people employed by those business establishments, that fall within various coastal inundation zones, including FEMA special flood hazard areas, storm surge, and tsunamis. These data are reported as aggregated statistics at state and county levels.



Coastal County Snapshots. This tool allows users to view coastal and marine economy data in a visual, easy to understand format for U.S. coastal counties. Handouts can be printed and used as a communication piece.

Training. The Digital Coast Academy offers several trainings and guides related to economic valuation to help coastal managers make informed decisions. Various trainings provide introductory-level information, guidance on estimating the local economy, help considering economics in decision-making, and more.

