Florida is the “Fishing Capital of the World”. With 3.1 million anglers and total expenditures of $5 billion in 2011, Florida ranked first in the nation. Given the large benefits of recreational fishing in Florida, assessing the preferences of anglers is critical for keeping the increasing benefits obtained by recreational fishing in Florida. Thus, the objective of the study is to estimate the value of fishing attributes using data on markets for recreational fishing services offered by guides. Hedonic price model were applied to estimate the implicit prices of fishing trip features. The total economic impacts of recreational fishing activities generated 73000 jobs and $11.36 billion in total output. The total income and total output multipliers of saltwater fishing were larger than freshwater fishing. The results can be used by state and national policymakers for future policy design in margining this unique ecosystem service to ensure a sustainable economy.