

2022 Angler Travel and Targeting Summary: Brevard County

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How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Brevard County**. The report describes information about where people come from when they fish Brevard County, and what they fish for. Where people come from (the “origin” of their fishing trip) may help identify advertising locations. The species they fish for, or “target” may inform the photos or text to use in advertisements or other outputs. All data here come from the National Marine Fisheries Service Marine Recreational Information Program. Additional information can be found in the full *Angler Travel and Targeting Report: 2021 Brevard County*, which Holly Abeels can provide you.

Where people come from to fish Brevard County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to East Central FL	Prop.	Trips to Brevard County	Prop.
Georgia	0.153	Georgia	0.111	Not Available	0.073
Alabama	0.071	Michigan	0.060	Michigan	0.070
Not Available	0.065	Not Available	0.058	Georgia	0.067
Texas	0.056	Ohio	0.052	Texas	0.056
Tennessee	0.051	Texas	0.047	New York	0.043

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Brevard County, for 2011-2021.

Columns 1-2 show the top 5 out-of-state origins of angler trips throughout Florida state.

Columns 3-4 show the top out-of-state origins for just trips made to the region. **Columns 5-6** show the top out-of-state origins for trips made to just Brevard County. Comparing the columns shows how Brevard County attracts visitors relative to the surrounding region or state. “Not Available” mostly describes visitors from outside the U.S.

Table 2: In-state angler origin comparison

Out-of-county Orig	Prop.	Any Orig.	Prop.
Orange	0.410	Brevard	0.475
Seminole	0.193	Orange	0.215
Osceola	0.088	Seminole	0.101
Indian River	0.067	Osceola	0.046
Volusia	0.065	Indian River	0.035

Table 2. The origins of Florida resident anglers fishing in Brevard County, for 2011-2021.

This table shows where Florida resident anglers come from when they fish Brevard County. **Columns 1 & 2** show origins of trips in Brevard County by anglers who are **not** residents of Brevard County, and **columns 3 & 4** show origins of **all** Florida-resident trips in Brevard County. This information can be used to identifying in-state advertising.

What people fish for in Brevard County

Table 3: Proportion of species targeted, comparing county to state

All Brevard County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.497	No Target	0.478	No Target	0.512	No Target	0.631
Red drum	0.127	Red drum	0.114	Red drum	0.136	King mackerel	0.064
Spotted seatrout	0.057	Spotted seatrout	0.060	Spotted seatrout	0.055	Red drum	0.051
Dolphin	0.045	Dolphin	0.050	Dolphin	0.041	Requiem shark family	0.032
Common snook	0.042	Common snook	0.047	Common snook	0.039	Cobia	0.030

Table 3. Proportions of species targeted by fishing trips made in Brevard County by anglers from various origins, for 2011-2021.

This table shows the top 5 species anglers fish in Brevard County, depending on where they live. **Columns 1-2** shows what anglers fish for in Brevard County regardless of where they come from. **Columns 3-4** shows what Brevard County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Brevard County fish for, and **Columns 7-8** shows what out-of-state anglers fish for. The information here can be used to fine-tune advertising (photos and text) or informational content for out-of-county or out-of-state anglers.