

## 2022 Angler Travel and Targeting Summary: Palm Beach 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 Palm Beach County**. The report describes information about where people come from when they fish Palm Beach 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 Palm Beach County*, which Vincent Encomio can provide you.

### Where people come from to fish Palm Beach County

*Table 1: Out-of-state angler origins comparison*

Trips to Florida		Trips to Treasure Coast		Trips to Palm Beach County	
	Prop.		Prop.		Prop.
Georgia	0.153	New York	0.140	New York	0.120
Alabama	0.071	Georgia	0.072	Not Available	0.097
Not Available	0.065	Michigan	0.065	New Jersey	0.071
Texas	0.056	New Jersey	0.063	Georgia	0.054
Tennessee	0.051	North Carolina	0.057	Illinois	0.052

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Palm Beach 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 Palm Beach County. Comparing the columns shows how Palm Beach 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.
Broward	0.235	Palm Beach	0.843
Martin	0.226	Broward	0.037
St Lucie	0.096	Martin	0.035
Miami-Dade	0.059	St Lucie	0.015
Orange	0.041	Miami-Dade	0.009

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

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

### What people fish for in Palm Beach County

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

All Palm Beach County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.530	No Target	0.494	No Target	0.620	No Target	0.720
Dolphin	0.153	Dolphin	0.175	Dolphin	0.099	Dolphin	0.064
Common snook	0.062	Common snook	0.064	Common snook	0.057	Snapper family	0.043
Snapper family	0.054	Snapper family	0.056	Snapper family	0.050	Sailfish	0.042
King mackerel	0.032	King mackerel	0.035	Sailfish	0.037	Common snook	0.027

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

This table shows the top 5 species anglers fish in Palm Beach County, depending on where they live. **Columns 1-2** shows what anglers fish for in Palm Beach County regardless of where they come from. **Columns 3-4** shows what Palm Beach County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Palm Beach 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.