

2025 Angler Travel and Targeting Summary: Pinellas County

Prepared for Pinellas County by Ed Camp (edvcamp@ufl.edu) Assistant Professor
University of Florida, and Katie Mastenbrook, Florida Sea Grant Extension Agent Pinellas
County, k.mastenbrook@ufl.edu

How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Pinellas County**. The report describes information about where people come from when they fish Pinellas 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 Pinellas County*, which Katie Mastenbrook can provide you.

Where people come from to fish Pinellas County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop .	Trips to Tampa Bay	Prop .	Trips to Pinellas County	Prop .
Georgia	0.14 4	Not Available	0.08 4	Not Available	0.08 3
Alabama	0.06 0	Ohio	0.07 7	Illinois	0.06 8
Texas	0.05 8	Michigan	0.07 1	Michigan	0.06 8
Not Available	0.05 4	Illinois	0.06 6	Ohio	0.06 6
Tennessee	0.04 9	Georgia	0.05 8	Georgia	0.05 6

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Pinellas County, for 2014-2024.

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 Pinellas County. Comparing the

columns shows how Pinellas 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.
Hillsborough	0.456	Pinellas	0.515
Polk	0.139	Hillsborough	0.221
Pasco	0.131	Polk	0.067
Orange	0.051	Pasco	0.064
Manatee	0.033	Orange	0.024

Table 2. The origins of Florida resident anglers fishing in Pinellas County, for 2014-2024.

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

What people fish for in Pinellas County

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

All Pinellas County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.448	No Target	0.421	No Target	0.463	No Target	0.456
Spanish mackerel	0.075	Red drum	0.082	Spanish mackerel	0.089	Spanish mackerel	0.114
Red grouper	0.069	Spotted seatrout	0.067	Red grouper	0.078	King mackerel	0.104
King mackerel	0.064	Red grouper	0.054	King mackerel	0.073	Red grouper	0.079
Red drum	0.048	Common snook	0.052	White grunt	0.040	White grunt	0.061

Table 3. Proportions of species targeted by fishing trips made in Pinellas County by anglers from various origins, for 2014-2024.

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