

2025 Angler Travel and Targeting Summary: Citrus County

Prepared for Citrus County by Ed Camp (edvcamp@ufl.edu) Assistant Professor University of Florida, and Savanna Barry, Florida Sea Grant Regional Specialized Extension Agent Nature Coast, savanna.barry@ufl.edu

How to use this summary

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

Where people come from to fish Citrus County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop .	Trips to Big Bend	Prop .	Trips to Citrus County	Prop .
Georgia	0.144	Georgia	0.159	Georgia	0.183
Alabama	0.060	Michigan	0.081	Illinois	0.082
Texas	0.058	Illinois	0.074	Michigan	0.072
Not Available	0.054	Pennsylvania	0.053	North Carolina	0.051
Tennessee	0.049	New York	0.052	Pennsylvania	0.049

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Citrus 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 Citrus County. Comparing the

columns shows how Citrus 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.
Marion	0.233	Citrus	0.432
Hernando	0.130	Marion	0.133
Sumter	0.112	Hernando	0.074
Lake	0.099	Sumter	0.064
Pasco	0.076	Lake	0.056

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

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

What people fish for in Citrus County

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

All Citrus County trips	Pr op .	In county trips	Pr op.	Out of county trips	Pr op.	Out of state trips	Pr op.
Red drum	0.323	Red drum	0.332	Red drum	0.317	Red drum	0.289
No Target	0.240	No Target	0.276	Spotted seatrout	0.219	Spotted seatrout	0.272
Spotted seatrout	0.225	Spotted seatrout	0.235	No Target	0.217	No Target	0.211
Gag	0.065	Gag	0.041	Gag	0.081	Common snook	0.046
Common snook	0.045	Common snook	0.037	Common snook	0.050	Gag	0.041

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

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