

2024 Angler Travel and Targeting Summary: Manatee 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 Manatee County**. The report describes information about where people come from when they fish Manatee 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 Manatee County*, which Angela Collins can provide you.

Where people come from to fish Manatee County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Tampa Bay	Prop.	Trips to Manatee County	Prop.
Georgia	0.148	Not Available	0.090	Not Available	0.119
Alabama	0.063	Ohio	0.079	Ohio	0.089
Texas	0.057	Michigan	0.071	Michigan	0.077
Not Available	0.057	Illinois	0.070	Georgia	0.067
Tennessee	0.049	Georgia	0.058	Illinois	0.066

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Manatee County, for 2013-2023.

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 Manatee County. Comparing the columns shows how Manatee 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	0.374	Manatee	0.466
Polk	0.167	Hillsborough	0.200
Pinellas	0.104	Polk	0.089
Sarasota	0.088	Pinellas	0.056
Pasco	0.040	Sarasota	0.047

Table 2. The origins of Florida resident anglers fishing in Manatee County, for 2013-2023.

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

What people fish for in Manatee County

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

All Manatee County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.525	No Target	0.463	No Target	0.561	No Target	0.620
Spanish mackerel	0.082	Common snook	0.108	Spanish mackerel	0.099	Spanish mackerel	0.090
Common snook	0.074	Red drum	0.083	Common snook	0.055	Common snook	0.063
Red drum	0.061	Spotted seatrout	0.055	Gray snapper	0.053	Gray snapper	0.045
Gray snapper	0.052	Gray snapper	0.051	Red drum	0.048	Sheepshead	0.041

Table 3. Proportions of species targeted by fishing trips made in Manatee County by anglers from various origins, for 2013-2023.

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