

2024 Angler Travel and Targeting Summary: Brevard County

Prepared for Brevard County by Ed Camp (edvcamp@ufl.edu) Assistant Professor
University of Florida, and Holly Abeels, Florida Sea Grant Extension Agent Brevard County,
habeels@ufl.edu

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	0.148	Georgia	0.110	Not Available	0.065
Alabama	0.063	Michigan	0.057	Texas	0.064
Texas	0.057	Texas	0.056	Georgia	0.063
Not Available	0.057	Not Available	0.051	Michigan	0.063
Tennessee	0.049	Ohio	0.048	Minnesota	0.047

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Brevard 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 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	0.389	Brevard	0.471
Seminole	0.194	Orange	0.206
Osceola	0.094	Seminole	0.103
Volusia	0.067	Osceola	0.050
Indian River	0.066	Volusia	0.036

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

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	0.500	No Target	0.478	No Target	0.515	No Target	0.635
Red drum	0.108	Red drum	0.093	Red drum	0.119	King mackerel	0.071
Common snook	0.057	Common snook	0.062	Common snook	0.054	Requiem shark family	0.054
Dolphin	0.050	Dolphin	0.056	Dolphin	0.046	Red drum	0.045
Spotted seatrout	0.042	Spotted seatrout	0.040	King mackerel	0.044	Common snook	0.033

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

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.