

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

Where people come from to fish Flagler County

Table 1: Out-of-state angler origins comparison

| Trips to Florida | Prop. | Trips to North Florida | Prop. | Trips to Flagler County | Prop. |
|------------------|-------|------------------------|-------|-------------------------|-------|
| Georgia | 0.148 | Georgia | 0.337 | Georgia | 0.156 |
| Alabama | 0.063 | North Carolina | 0.077 | Pennsylvania | 0.127 |
| Texas | 0.057 | South Carolina | 0.066 | New York | 0.085 |
| Not Available | 0.057 | Tennessee | 0.048 | North Carolina | 0.085 |
| Tennessee | 0.049 | Ohio | 0.037 | Not Available | 0.071 |

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Flagler 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 Flagler County. Comparing the columns shows how Flagler 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. |
|--------------------|-------|-----------|-------|
| Volusia | 0.199 | Flagler | 0.628 |
| Putnam | 0.184 | Volusia | 0.074 |
| St Johns | 0.178 | Putnam | 0.069 |
| Marion | 0.094 | St Johns | 0.066 |
| Duval | 0.063 | Marion | 0.035 |

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

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

What people fish for in Flagler County

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

| All Flagler County trips | Prop. | In county trips | Prop. | Out of county trips | Prop. | Out of state trips | Prop. |
|-------------------------------|-------|-------------------------------|-------|-------------------------------|-------|-------------------------------|-------|
| No Target | 0.563 | No Target | 0.518 | No Target | 0.610 | No Target | 0.698 |
| Red drum | 0.179 | Red drum | 0.174 | Red drum | 0.184 | Red drum | 0.175 |
| Kingfish genus | 0.036 | Red snapper | 0.050 | Kingfish genus | 0.044 | Lefteye flounder family | 0.047 |
| Lefteye flounder family | 0.036 | Lefteye flounder family | 0.036 | Lefteye flounder family | 0.037 | Kingfish genus | 0.033 |
| Red snapper | 0.032 | Lefteye flounder genus | 0.036 | King mackerel | 0.024 | Bluefish | 0.009 |

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

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