

2025 Angler Travel and Targeting Summary: Broward 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 Broward County**. The report describes information about where people come from when they fish Broward 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 Broward County*, which can provide you.

Where people come from to fish Broward County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop .	Trips to Southeast	Prop .	Trips to Broward County	Prop .
Georgia	0.14 4	Not Available	0.19 4	Not Available	0.14 6
Alabama	0.06 0	Texas	0.08 3	New York	0.09 1
Texas	0.05 8	New York	0.08 0	Pennsylvania	0.07 4
Not Available	0.05 4	Illinois	0.04 7	Texas	0.06 7
Tennessee	0.04 9	Pennsylvania	0.04 7	Ohio	0.05 0

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Broward 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 Broward County. Comparing the columns shows how Broward 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.
Palm Beach	0.403	Broward	0.788
Miami-Dade	0.308	Palm Beach	0.085
Lee	0.037	Miami-Dade	0.065
Orange	0.026	Lee	0.008
Hillsborough	0.016	Orange	0.006

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

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

What people fish for in Broward County

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

All Broward County trips	Pr op .	In county trips	Pr op.	Out of county trips	Pr op.	Out of state trips	Pr op.
No Target	0.603	No Target	0.510	No Target	0.749	No Target	0.832
Dolphin	0.152	Dolphin	0.199	Dolphin	0.077	Dolphin	0.052
Snapper family	0.029	Snapper family	0.039	Wahoo	0.026	Sailfish	0.024
Wahoo	0.028	King mackerel	0.033	Sailfish	0.018	Wahoo	0.018
King mackerel	0.024	Wahoo	0.029	Snapper family	0.012	Tuna genus	0.007

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

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