

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

Where people come from to fish Volusia County

Table 1: Out-of-state angler origins comparison

| Trips to Florida | Pro p. | Trips to East Central FL | Pro p. | Trips to Volusia County | Pro p. |
|------------------|-----------|--------------------------|-----------|-------------------------|-----------|
| Georgia | 0.14 4 | Texas | 0.06 8 | Georgia | 0.20 9 |
| Alabama | 0.06 0 | Michigan | 0.06 6 | Ohio | 0.05 7 |
| Texas | 0.05 8 | Georgia | 0.06 4 | North Carolina | 0.04 9 |
| Not Available | 0.05 4 | Not Available | 0.06 2 | Michigan | 0.04 5 |
| Tennessee | 0.04 9 | Minnesota | 0.04 4 | Pennsylvania | 0.04 5 |

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

columns shows how Volusia 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. |
|--------------------|-------|-----------|-------|
| Seminole | 0.290 | Volusia | 0.638 |
| Orange | 0.230 | Seminole | 0.105 |
| Lake | 0.108 | Orange | 0.083 |
| Flagler | 0.079 | Lake | 0.039 |
| Brevard | 0.060 | Flagler | 0.029 |

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

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

What people fish for in Volusia County

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

| All Volusia County trips | Pr op . | In county trips | Pr op . | Out of county trips | Pr op . | Out of state trips | Pr op . |
|--------------------------|---------------|------------------|---------------|---------------------|---------------|----------------------|---------------|
| No Target | 0. 50 2 | No Target | 0. 47 6 | No Target | 0. 53 1 | No Target | 0. 68 5 |
| Red drum | 0. 23 2 | Red drum | 0. 24 4 | Red drum | 0. 22 0 | Red drum | 0. 12 0 |
| Spotted seatrout | 0. 03 6 | Sheepshead | 0. 04 3 | Spotted seatrout | 0. 03 7 | King mackerel | 0. 02 6 |
| Sheepshead | 0. 03 2 | Spotted seatrout | 0. 03 5 | Gray snapper | 0. 03 1 | Requiem shark family | 0. 02 2 |
| Gray snapper | 0. 03 1 | Gray snapper | 0. 03 0 | Dolphin | 0. 02 3 | Spotted seatrout | 0. 02 2 |

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

This table shows the top 5 species anglers fish in Volusia County, depending on where they live. **Columns 1-2** shows what anglers fish for in Volusia County regardless of where they

come from. **Columns 3-4** shows what Volusia County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Volusia 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.