

2022 Angler Travel and Targeting Summary: Sarasota 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 Sarasota County**. The report describes information about where people come from when they fish Sarasota 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 Sarasota County*, which Armando Ubeda can provide you.

Where people come from to fish Sarasota County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Tampa Bay	Prop.	Trips to Sarasota County	Prop.
Georgia	0.153	Not Available	0.102	Ohio	0.121
Alabama	0.071	Ohio	0.080	Not Available	0.089
Not Available	0.065	Illinois	0.075	Michigan	0.084
Texas	0.056	Michigan	0.073	Illinois	0.078
Tennessee	0.051	Georgia	0.058	Indiana	0.072

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Sarasota County, for 2011-2021.

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 Sarasota County. Comparing the columns shows how Sarasota 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.
Manatee	0.430	Sarasota	0.742
Charlotte	0.148	Manatee	0.111
Hillsborough	0.090	Charlotte	0.038
Orange	0.040	Hillsborough	0.023
Polk	0.040	Orange	0.010

Table 2. The origins of Florida resident anglers fishing in Sarasota County, for 2011-2021.

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

What people fish for in Sarasota County

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

All Sarasota County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.515	No Target	0.486	No Target	0.554	No Target	0.592
Spotted seatrout	0.083	Spotted seatrout	0.091	Spotted seatrout	0.073	Spotted seatrout	0.055
Red drum	0.063	Red drum	0.077	Red grouper	0.050	Sheepshead	0.049
Common snook	0.046	Common snook	0.052	Red drum	0.044	Red grouper	0.047
Red grouper	0.046	Atlantic tarpon	0.046	Sheepshead	0.039	King mackerel	0.037

Table 3. Proportions of species targeted by fishing trips made in Sarasota County by anglers from various origins, for 2011-2021.

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