

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

Where people come from to fish Collier County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Ten Thousand Islands	Prop.	Trips to Collier County	Prop.
Georgia	0.153	Not Available	0.180	Not Available	0.180
Alabama	0.071	Michigan	0.095	Michigan	0.095
Not Available	0.065	Illinois	0.094	Illinois	0.094
Texas	0.056	Ohio	0.065	Ohio	0.065
Tennessee	0.051	Minnesota	0.050	Minnesota	0.050

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Collier 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 Collier County. Comparing the columns shows how Collier 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.
Lee	0.474	Collier	0.767
Broward	0.136	Lee	0.111
Miami-Dade	0.082	Broward	0.032
Palm Beach	0.054	Miami-Dade	0.019
Charlotte	0.026	Palm Beach	0.013

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

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

What people fish for in Collier County

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

All Collier County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.600	No Target	0.599	No Target	0.601	No Target	0.644
Red drum	0.081	Red drum	0.096	Red grouper	0.082	Red grouper	0.086
Common snook	0.073	Common snook	0.075	Common snook	0.071	Red drum	0.046
Red grouper	0.063	Red grouper	0.047	Red drum	0.065	Common snook	0.041
Atlantic tarpon	0.034	Atlantic tarpon	0.036	Atlantic tarpon	0.032	Sheepshead	0.031

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

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