

2024 Angler Travel and Targeting Summary: Pasco 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 Pasco County**. The report describes information about where people come from when they fish Pasco 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 Pasco County*, which Brittany Hall-Scharf can provide you.

Where people come from to fish Pasco County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Big Bend	Prop.	Trips to Pasco County	Prop.
Georgia	0.148	Georgia	0.153	Michigan	0.101
Alabama	0.063	Michigan	0.080	New York	0.097
Texas	0.057	Illinois	0.079	Illinois	0.072
Not Available	0.057	New York	0.059	Not Available	0.068
Tennessee	0.049	Pennsylvania	0.057	Pennsylvania	0.061

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Pasco 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 Pasco County. Comparing the columns shows how Pasco 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.
Pinellas	0.366	Pasco	0.642
Hillsborough	0.329	Pinellas	0.131
Hernando	0.163	Hillsborough	0.118
Polk	0.035	Hernando	0.058
Citrus	0.013	Polk	0.013

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

This table shows where Florida resident anglers come from when they fish Pasco County.

Columns 1 & 2 show origins of trips in Pasco County by anglers who are **not** residents of Pasco County, and **columns 3 & 4** show origins of **all** Florida-resident trips in Pasco County. This information can be used to identifying in-state advertising.

What people fish for in Pasco County

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

All Pasco County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.462	No Target	0.492	No Target	0.419	No Target	0.522
Spotted seatrout	0.141	Spotted seatrout	0.133	Spotted seatrout	0.152	Spotted seatrout	0.150
Red drum	0.117	Red drum	0.120	Red drum	0.112	Gag	0.055
Common snook	0.053	Common snook	0.050	Gag	0.080	White grunt	0.053
Gag	0.051	Gag	0.032	Common snook	0.057	Red drum	0.051

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

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