

## 2022 Angler Travel and Targeting Summary: Hillsborough County

Prepared for Hillsborough County by Ed Camp ([edvcamp@ufl.edu](mailto:edvcamp@ufl.edu)) Assistant Professor University of Florida, and Angela Collins, Florida Sea Grant Extension Agent Manatee and Hillsborough Counties, [abcollins@ufl.edu](mailto:abcollins@ufl.edu)

### How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Hillsborough County**. The report describes information about where people come from when they fish Hillsborough 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 Hillsborough County*, which Angela Collins can provide you.

### Where people come from to fish Hillsborough County

*Table 1: Out-of-state angler origins comparison*

Trips to Florida	Prop.	Trips to Tampa Bay	Prop.	Trips to Hillsborough County	Prop.
Georgia	0.153	Not Available	0.102	Georgia	0.084
Alabama	0.071	Ohio	0.080	Michigan	0.074
Not Available	0.065	Illinois	0.075	Illinois	0.072
Texas	0.056	Michigan	0.073	Not Available	0.070
Tennessee	0.051	Georgia	0.058	Ohio	0.055

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

Comparing the columns shows how Hillsborough 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.
Polk	0.448	Hillsborough	0.680
Pasco	0.196	Polk	0.143
Pinellas	0.161	Pasco	0.063
Manatee	0.039	Pinellas	0.051
Orange	0.019	Manatee	0.012

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

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

### What people fish for in Hillsborough County

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

All Hillsborough County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.404	No Target	0.410	No Target	0.394	No Target	0.455
Red drum	0.185	Red drum	0.183	Red drum	0.188	Common snook	0.134
Common snook	0.130	Common snook	0.124	Common snook	0.140	Red drum	0.112
Spotted seatrout	0.109	Spotted seatrout	0.108	Spotted seatrout	0.110	Spotted seatrout	0.096
Gray snapper	0.056	Gray snapper	0.058	Gray snapper	0.052	Sheepshead	0.076

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

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