

## 2022 Angler Travel and Targeting Summary: Flagler County

Prepared for Flagler County by Ed Camp ([edvcamp@ufl.edu](mailto:edvcamp@ufl.edu)) Assistant Professor University of Florida

### How to use this summary

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

### Where people come from to fish Flagler County

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

Trips to Florida	Prop.	Trips to North Florida	Prop.	Trips to Flagler County	Prop.
Georgia	0.153	Georgia	0.339	Georgia	0.143
Alabama	0.071	North Carolina	0.075	Pennsylvania	0.112
Not Available	0.065	South Carolina	0.063	Not Available	0.090
Texas	0.056	Tennessee	0.050	New York	0.072
Tennessee	0.051	Ohio	0.038	Michigan	0.063

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Flagler 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 Flagler County. Comparing the columns shows how Flagler 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.
Volusia	0.223	Flagler	0.639
Putnam	0.157	Volusia	0.081
St Johns	0.157	Putnam	0.057
Marion	0.074	St Johns	0.057
Duval	0.064	Marion	0.027

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

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

### What people fish for in Flagler County

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

All Flagler County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.547	No Target	0.511	No Target	0.588	No Target	0.673
Red drum	0.178	Red drum	0.167	Red drum	0.190	Red drum	0.148
Kingfish genus	0.073	Kingfish genus	0.071	Kingfish genus	0.075	Kingfish genus	0.063
Lefteye flounder family	0.031	Lefteye flounder genus	0.035	Lefteye flounder family	0.032	Lefteye flounder family	0.040
King mackerel	0.025	King mackerel	0.030	Florida pompano	0.018	Bluefish	0.022

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

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