

2025 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	0.14 4	Not Available	0.08 4	Ohio	0.11 9
Alabama	0.06 0	Ohio	0.07 7	Not Available	0.07 8
Texas	0.05 8	Michigan	0.07 1	Michigan	0.07 4
Not Available	0.05 4	Illinois	0.06 6	New York	0.07 4
Tennessee	0.04 9	Georgia	0.05 8	Illinois	0.06 9

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Sarasota County, for 2014-2024.

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	0.463	Sarasota	0.726
Charlotte	0.128	Manatee	0.127
Hillsborough	0.100	Charlotte	0.035
Polk	0.038	Hillsborough	0.027
Lee	0.034	Polk	0.011

Table 2. The origins of Florida resident anglers fishing in Sarasota County, for 2014-2024.

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	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.507	No Target	0.487	No Target	0.530	No Target	0.544
Spotted seatrout	0.075	Spotted seatrout	0.084	Spotted seatrout	0.064	Sheepshead	0.061
Common snook	0.064	Common snook	0.070	Red grouper	0.057	Red grouper	0.058
Red grouper	0.051	Red drum	0.057	Common snook	0.056	Spotted seatrout	0.051
Gray snapper	0.046	Gray snapper	0.047	Sheepshead	0.048	King mackerel	0.045

Table 3. Proportions of species targeted by fishing trips made in Sarasota County by anglers from various origins, for 2014-2024.

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.