

# 2024 Angler Travel and Targeting Summary: St. Johns 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 St. Johns County**. The report describes information about where people come from when they fish St. Johns 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 St. Johns County*, which can provide you.

## Where people come from to fish St. Johns County

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

Trips to Florida	Prop.	Trips to North Florida	Prop.	Trips to St Johns County	Prop.
Georgia	0.148	Georgia	0.337	Georgia	0.280
Alabama	0.063	North Carolina	0.077	North Carolina	0.060
Texas	0.057	South Carolina	0.066	Tennessee	0.056
Not Available	0.057	Tennessee	0.048	South Carolina	0.054
Tennessee	0.049	Ohio	0.037	Kentucky	0.040

### **Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically St. Johns 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 St. Johns County. Comparing the columns shows how St. Johns 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.
Duval	0.380	St Johns	0.570
Clay	0.237	Duval	0.163
Putnam	0.102	Clay	0.102
Flagler	0.070	Putnam	0.044
Alachua	0.035	Flagler	0.030

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

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

### What people fish for in St. Johns County

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

All St Johns County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.378	No Target	0.335	No Target	0.418	No Target	0.512
Red drum	0.244	Red drum	0.296	Red drum	0.194	Red drum	0.131
King mackerel	0.081	King mackerel	0.065	King mackerel	0.096	King mackerel	0.122
Red snapper	0.037	Red snapper	0.046	Lefteye flounder genus	0.031	Vermilion snapper	0.038
Lefteye flounder genus	0.034	Sheepshead	0.040	Vermilion snapper	0.030	Dolphin	0.027

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

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