

2025 Angler Travel and Targeting Summary: Indian River 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 Indian River County**. The report describes information about where people come from when they fish Indian River 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 Indian River County*, which Lisa Krinsky can provide you.

Where people come from to fish Indian River County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Pro p.	Trips to East Central FL	Pro p.	Trips to Indian River County	Pro p.
Georgia	0.1 44	Texas	0.0 68	New York	0.0 95
Alabama	0.0 60	Michigan	0.0 66	Michigan	0.0 81
Texas	0.0 58	Georgia	0.0 64	Georgia	0.0 78
Not Available	0.0 54	Not Available	0.0 62	North Carolina	0.0 71
Tennessee	0.0 49	Minnesota	0.0 44	Not Available	0.0 71

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Indian River 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 Indian River County. Comparing

the columns shows how Indian River 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.
Brevard	0.569	Indian River	0.505
Orange	0.088	Brevard	0.282
Osceola	0.080	Orange	0.044
St Lucie	0.049	Osceola	0.040
Polk	0.036	St Lucie	0.024

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

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

What people fish for in Indian River County

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

All Indian River County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0. 57 3	No Target	0. 58 9	No Target	0. 56 2	No Target	0. 70 5
Common snook	0. 10 1	Common snook	0. 09 0	Common snook	0. 10 9	Common snook	0. 07 1
Dolphin	0. 05 5	Gray snapper	0. 05 9	Dolphin	0. 07 1	Lefteye flounder genus	0. 02 4
Gray snapper	0. 04 0	Dolphin	0. 03 5	Red drum	0. 03 6	Sheepshead	0. 02 2
Red drum	0. 03 5	Red drum	0. 03 4	Gray snapper	0. 02 5	Dolphin	0. 01 9

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

This table shows the top 5 species anglers fish in Indian River County, depending on where they live. **Columns 1-2** shows what anglers fish for in Indian River County regardless of

where they come from. **Columns 3-4** shows what Indian River County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Indian River 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.