

2022 Angler Travel and Targeting Summary: Pinellas 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 Pinellas County**. The report describes information about where people come from when they fish Pinellas 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 Pinellas County*, which Libby Carnahan can provide you.

Where people come from to fish Pinellas County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Tampa Bay	Prop.	Trips to Pinellas County	Prop.
Georgia	0.153	Not Available	0.102	Not Available	0.103
Alabama	0.071	Ohio	0.080	Illinois	0.077
Not Available	0.065	Illinois	0.075	Ohio	0.068
Texas	0.056	Michigan	0.073	Michigan	0.067
Tennessee	0.051	Georgia	0.058	Georgia	0.056

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Pinellas 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 Pinellas County. Comparing the columns shows how Pinellas 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.
Hillsborough	0.492	Pinellas	0.552
Polk	0.138	Hillsborough	0.220
Pasco	0.119	Polk	0.062
Orange	0.049	Pasco	0.053
Manatee	0.029	Orange	0.022

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

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

What people fish for in Pinellas County

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

All Pinellas County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.464	No Target	0.441	No Target	0.479	No Target	0.486
Spanish mackerel	0.072	Red drum	0.083	Spanish mackerel	0.084	King mackerel	0.104
Red grouper	0.071	Spotted seatrout	0.083	Red grouper	0.083	Spanish mackerel	0.104
King mackerel	0.060	Red grouper	0.053	King mackerel	0.071	Red grouper	0.092
Spotted seatrout	0.060	Spanish mackerel	0.053	Spotted seatrout	0.045	Gag	0.034

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

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