

## 2024 Angler Travel and Targeting Summary: Pinellas County

Prepared for Pinellas County by Ed Camp ([edvcamp@ufl.edu](mailto:edvcamp@ufl.edu)) Assistant Professor  
University of Florida, and Angela Collins, Florida Sea Grant Extension Agent Pinellas  
County, [abcollins@ufl.edu](mailto:abcollins@ufl.edu)

### 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 Angela Collins 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	0.148	Not Available	0.090	Not Available	0.090
Alabama	0.063	Ohio	0.079	Illinois	0.071
Texas	0.057	Michigan	0.071	Ohio	0.069
Not Available	0.057	Illinois	0.070	Michigan	0.068
Tennessee	0.049	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 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 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	0.471	Pinellas	0.528
Polk	0.141	Hillsborough	0.222
Pasco	0.122	Polk	0.067
Orange	0.051	Pasco	0.058
Manatee	0.032	Orange	0.024

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

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	0.453	No Target	0.417	No Target	0.474	No Target	0.471
Red grouper	0.073	Red drum	0.080	Spanish mackerel	0.086	Spanish mackerel	0.108
Spanish mackerel	0.073	Spotted seatrout	0.071	Red grouper	0.081	King mackerel	0.101
King mackerel	0.062	Red grouper	0.058	King mackerel	0.070	Red grouper	0.085
Red drum	0.050	Spanish mackerel	0.052	Gag	0.037	White grunt	0.046

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

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.