

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

### Where people come from to fish Volusia County

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

Trips to Florida	Prop.	Trips to East Central FL	Prop.	Trips to Volusia County	Prop.
Georgia	0.148	Not Available	0.065	Georgia	0.214
Alabama	0.063	Texas	0.064	Ohio	0.062
Texas	0.057	Georgia	0.063	North Carolina	0.050
Not Available	0.057	Michigan	0.063	Pennsylvania	0.050
Tennessee	0.049	Minnesota	0.047	Michigan	0.045

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Volusia 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 Volusia County. Comparing the columns shows how Volusia 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.
Seminole	0.298	Volusia	0.652
Orange	0.233	Seminole	0.104
Lake	0.112	Orange	0.081
Flagler	0.076	Lake	0.039
Brevard	0.050	Flagler	0.026

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

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

### What people fish for in Volusia County

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

All Volusia County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.517	No Target	0.485	No Target	0.553	No Target	0.700
Red drum	0.218	Red drum	0.234	Red drum	0.201	Red drum	0.111
Sheepshead	0.035	Sheepshead	0.047	Spotted seatrout	0.038	King mackerel	0.024
Spotted seatrout	0.035	Spotted seatrout	0.033	Gray snapper	0.024	Requiem shark family	0.023
Gray snapper	0.026	Gray snapper	0.027	Dolphin	0.023	Spotted seatrout	0.022

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

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