

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

Where people come from to fish Broward County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Southeast	Prop.	Trips to Broward County	Prop.
Georgia	0.148	Not Available	0.210	Not Available	0.155
Alabama	0.063	Texas	0.081	New York	0.091
Texas	0.057	New York	0.080	Pennsylvania	0.072
Not Available	0.057	Pennsylvania	0.047	Texas	0.066
Tennessee	0.049	Illinois	0.046	Ohio	0.054

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Broward 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 Broward County. Comparing the columns shows how Broward 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.
Palm Beach	0.409	Broward	0.787
Miami-Dade	0.316	Palm Beach	0.087
Lee	0.033	Miami-Dade	0.067
Orange	0.026	Lee	0.007
Lake	0.016	Orange	0.006

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

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

What people fish for in Broward County

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

All Broward County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.609	No Target	0.517	No Target	0.759	No Target	0.839
Dolphin	0.147	Dolphin	0.191	Dolphin	0.075	Dolphin	0.051
Snapper family	0.028	Snapper family	0.038	Wahoo	0.022	Sailfish	0.018
King mackerel	0.025	King mackerel	0.033	Common snook	0.014	Wahoo	0.016
Wahoo	0.025	Wahoo	0.026	King mackerel	0.014	King mackerel	0.009

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

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