

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

Where people come from to fish Lee County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Charlotte Harbor	Prop.	Trips to Lee County	Prop.
Georgia	0.148	Michigan	0.099	Ohio	0.096
Alabama	0.063	Ohio	0.090	Illinois	0.081
Texas	0.057	Not Available	0.081	Michigan	0.079
Not Available	0.057	Illinois	0.074	Not Available	0.078
Tennessee	0.049	Pennsylvania	0.057	Pennsylvania	0.061

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

columns shows how Lee 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.
Collier	0.229	Lee	0.839
Charlotte	0.105	Collier	0.037
Broward	0.067	Charlotte	0.017
Polk	0.067	Broward	0.011
Sarasota	0.059	Polk	0.011

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

This table shows where Florida resident anglers come from when they fish Lee County.

Columns 1 & 2 show origins of trips in Lee County by anglers who are **not** residents of Lee County, and **columns 3 & 4** show origins of **all** Florida-resident trips in Lee County. This information can be used to identifying in-state advertising.

What people fish for in Lee County

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

All Lee County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.491	No Target	0.488	No Target	0.495	No Target	0.525
Red drum	0.145	Red drum	0.166	Red drum	0.108	Spotted seatrout	0.093
Common snook	0.106	Common snook	0.110	Common snook	0.099	Common snook	0.077
Spotted seatrout	0.077	Spotted seatrout	0.067	Spotted seatrout	0.093	Red drum	0.068
Gray snapper	0.036	Gray snapper	0.037	Atlantic tarpon	0.045	Sheepshead	0.052

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

This table shows the top 5 species anglers fish in Lee County, depending on where they live.

Columns 1-2 shows what anglers fish for in Lee County regardless of where they come from. **Columns 3-4** shows what Lee County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Lee 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.