

## 2022 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	0.153	Not Available	0.118	Not Available	0.119
Alabama	0.071	Ohio	0.093	Ohio	0.097
Not Available	0.065	Michigan	0.088	Illinois	0.080
Texas	0.056	Illinois	0.075	Michigan	0.072
Tennessee	0.051	New York	0.056	New York	0.058

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Lee 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 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	0.246	Lee	0.842
Charlotte	0.127	Collier	0.039
Polk	0.066	Charlotte	0.020
Broward	0.060	Polk	0.010
Sarasota	0.047	Broward	0.009

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

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	0.523	No Target	0.538	No Target	0.497	No Target	0.510
Red drum	0.139	Red drum	0.158	Red drum	0.106	Spotted seatrout	0.103
Common snook	0.083	Common snook	0.083	Spotted seatrout	0.100	Red drum	0.071
Spotted seatrout	0.079	Spotted seatrout	0.067	Common snook	0.082	Common snook	0.064
Gray snapper	0.032	Gray snapper	0.032	Sheepshead	0.042	Sheepshead	0.057

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

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.