

2022 Angler Travel and Targeting Summary: Martin 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 Martin County**. The report describes information about where people come from when they fish Martin 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 Martin County*, which Vincent Encomio can provide you.

Where people come from to fish Martin County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Treasure Coast	Prop.	Trips to Martin County	Prop.
Georgia	0.153	New York	0.140	New York	0.140
Alabama	0.071	Georgia	0.072	Georgia	0.072
Not Available	0.065	Michigan	0.065	Michigan	0.065
Texas	0.056	New Jersey	0.063	New Jersey	0.063
Tennessee	0.051	North Carolina	0.057	North Carolina	0.057

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Martin 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 Martin County. Comparing the columns shows how Martin 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.
St Lucie	0.514	Martin	0.531
Palm Beach	0.273	St Lucie	0.241
Broward	0.038	Palm Beach	0.128
Okeechobee	0.026	Broward	0.018
Orange	0.019	Okeechobee	0.012

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

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

What people fish for in Martin County

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

All Martin County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.483	No Target	0.437	No Target	0.524	No Target	0.614
Dolphin	0.181	Dolphin	0.194	Dolphin	0.170	Dolphin	0.107
Common snook	0.094	Common snook	0.114	Common snook	0.077	Common snook	0.086
Florida pompano	0.039	Florida pompano	0.046	Florida pompano	0.034	Sailfish	0.036
Snapper family	0.031	Snapper family	0.036	Snapper family	0.026	Florida pompano	0.030

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

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