

2025 Angler Travel and Targeting Summary: Monroe 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 Monroe County**. The report describes information about where people come from when they fish Monroe 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 Monroe County*, which Shelly Krueger can provide you.

Where people come from to fish Monroe County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Pro p.	Trips to Keys and South Florida	Pro p.	Trips to Monroe County	Pro p.
Georgia	0.1 44	Not Available	0.0 83	Texas	0.0 71
Alabama	0.0 60	Texas	0.0 75	Michigan	0.0 62
Texas	0.0 58	New York	0.0 58	Georgia	0.0 58
Not Available	0.0 54	Michigan	0.0 56	New Jersey	0.0 57
Tennessee	0.0 49	Georgia	0.0 55	New York	0.0 55

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Monroe County, for 2014-2024.

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 Monroe County. Comparing the

columns shows how Monroe 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.
Miami-Dade	0.412	Miami-Dade	0.329
Broward	0.132	Monroe	0.203
Palm Beach	0.078	Broward	0.105
Lee	0.038	Palm Beach	0.062
Hillsborough	0.033	Lee	0.030

Table 2. The origins of Florida resident anglers fishing in Monroe County, for 2014-2024.

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

What people fish for in Monroe County

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

All Monroe County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.468	No Target	0.405	No Target	0.476	No Target	0.522
Dolphin	0.114	Dolphin	0.101	Dolphin	0.116	Dolphin	0.101
Atlantic tarpon	0.058	Yellowtail snapper	0.067	Atlantic tarpon	0.059	Atlantic tarpon	0.085
Snapper family	0.057	Snapper family	0.065	Snapper family	0.056	Yellowtail snapper	0.055
Yellowtail snapper	0.052	Atlantic tarpon	0.046	Yellowtail snapper	0.050	Snapper family	0.047

Table 3. Proportions of species targeted by fishing trips made in Monroe County by anglers from various origins, for 2014-2024.

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