

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

Where people come from to fish Hernando County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Big Bend	Prop.	Trips to Hernando County	Prop.
Georgia	0.148	Georgia	0.153	New York	0.101
Alabama	0.063	Michigan	0.080	Pennsylvania	0.097
Texas	0.057	Illinois	0.079	Illinois	0.077
Not Available	0.057	New York	0.059	Tennessee	0.072
Tennessee	0.049	Pennsylvania	0.057	Michigan	0.063

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Hernando 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 Hernando County. Comparing the columns shows how Hernando 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.
Pasco	0.472	Hernando	0.681
Hillsborough	0.104	Pasco	0.151
Lake	0.083	Hillsborough	0.033
Citrus	0.066	Lake	0.027
Sumter	0.066	Citrus	0.021

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

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

What people fish for in Hernando County

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

All Hernando County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.428	No Target	0.447	No Target	0.395	No Target	0.425
Red drum	0.124	Spotted seatrout	0.135	Gag	0.128	Spotted seatrout	0.130
Spotted seatrout	0.119	Red drum	0.131	Red drum	0.114	Red drum	0.121
Gag	0.101	Gag	0.085	Spotted seatrout	0.092	Gag	0.068
Mullet genus	0.030	Common snook	0.026	Mullet genus	0.050	Mullet genus	0.053

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

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