

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

Where people come from to fish Charlotte County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Pro p.	Trips to Charlotte Harbor	Pro p.	Trips to Charlotte County	Pro p.
Georgia	0.1 44	Michigan	0.0 97	Michigan	0.1 48
Alabama	0.0 60	Ohio	0.0 91	Ohio	0.0 84
Texas	0.0 58	Illinois	0.0 72	Not Available	0.0 74
Not Available	0.0 54	Not Available	0.0 69	Indiana	0.0 71
Tennessee	0.0 49	Pennsylvania	0.0 55	New York	0.0 63

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

the columns shows how Charlotte 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.
Sarasota	0.525	Charlotte	0.563
De Soto	0.104	Sarasota	0.229
Lee	0.083	De Soto	0.045
Polk	0.050	Lee	0.036
Highlands	0.045	Polk	0.022

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

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

What people fish for in Charlotte County

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

All Charlotte County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.536	No Target	0.526	No Target	0.546	No Target	0.559
Common snook	0.102	Common snook	0.118	Red drum	0.092	Sheepshead	0.095
Red drum	0.094	Red drum	0.096	Common snook	0.087	Spotted seatrout	0.059
Spotted seatrout	0.050	Gray snapper	0.047	Spotted seatrout	0.055	Common snook	0.056
Gray snapper	0.047	Spotted seatrout	0.044	Sheepshead	0.051	Red drum	0.050

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

This table shows the top 5 species anglers fish in Charlotte County, depending on where they live. **Columns 1-2** shows what anglers fish for in Charlotte County regardless of where

they come from. **Columns 3-4** shows what Charlotte County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Charlotte 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.