

## 2024 Angler Travel and Targeting Summary: Sarasota 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 Sarasota County**. The report describes information about where people come from when they fish Sarasota 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 Sarasota County*, which Armando Ubeda can provide you.

### Where people come from to fish Sarasota County

*Table 1: Out-of-state angler origins comparison*

Trips to Florida	Prop.	Trips to Tampa Bay	Prop.	Trips to Sarasota County	Prop.
Georgia	0.148	Not Available	0.090	Ohio	0.119
Alabama	0.063	Ohio	0.079	Not Available	0.083
Texas	0.057	Michigan	0.071	Michigan	0.080
Not Available	0.057	Illinois	0.070	Illinois	0.076
Tennessee	0.049	Georgia	0.058	New York	0.071

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Sarasota 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 Sarasota County. Comparing the columns shows how Sarasota 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.
Manatee	0.462	Sarasota	0.728
Charlotte	0.127	Manatee	0.126
Hillsborough	0.098	Charlotte	0.035
Polk	0.040	Hillsborough	0.027
Orange	0.035	Polk	0.011

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

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

### What people fish for in Sarasota County

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

All Sarasota County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.508	No Target	0.483	No Target	0.538	No Target	0.558
Spotted seatrout	0.072	Spotted seatrout	0.080	Spotted seatrout	0.062	Sheepshead	0.060
Common snook	0.060	Common snook	0.068	Red grouper	0.055	Red grouper	0.053
Red grouper	0.050	Red drum	0.062	Common snook	0.052	King mackerel	0.047
Red drum	0.048	Atlantic tarpon	0.045	Sheepshead	0.048	Spotted seatrout	0.047

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

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