

2024 Angler Travel and Targeting Summary: Miami-Dade 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 Miami-Dade County**. The report describes information about where people come from when they fish Miami-Dade 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 Miami-Dade County*, which Ana Zangroniz can provide you.

Where people come from to fish Miami-Dade County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Southeast	Prop.	Trips to Miami-Dade County	Prop.
Georgia	0.148	Not Available	0.210	Not Available	0.247
Alabama	0.063	Texas	0.081	Texas	0.092
Texas	0.057	New York	0.080	New York	0.072
Not Available	0.057	Pennsylvania	0.047	Illinois	0.052
Tennessee	0.049	Illinois	0.046	California	0.043

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Miami-Dade 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 Miami-Dade County. Comparing the columns shows how Miami-Dade 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.
Broward	0.705	Miami-Dade	0.834
Palm Beach	0.071	Broward	0.117
Hillsborough	0.024	Palm Beach	0.012
Lee	0.024	Hillsborough	0.004
Orange	0.018	Lee	0.004

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

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

What people fish for in Miami-Dade County

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

All Miami-Dade County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.555	No Target	0.509	No Target	0.654	No Target	0.787
Dolphin	0.135	Dolphin	0.144	Dolphin	0.116	Dolphin	0.046
Snapper family	0.042	Snapper family	0.052	Bonefish	0.030	Sailfish	0.030
Yellowtail snapper	0.031	Yellowtail snapper	0.041	Sailfish	0.027	Atlantic tarpon	0.018
Bonefish	0.025	Gray snapper	0.029	Snapper family	0.020	Bonefish	0.018

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

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