

## 2022 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	0.153	Not Available	0.266	Not Available	0.314
Alabama	0.071	New York	0.081	New York	0.077
Not Available	0.065	Texas	0.068	Texas	0.076
Texas	0.056	Illinois	0.046	Illinois	0.049
Tennessee	0.051	Georgia	0.040	California	0.040

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Miami-Dade County, for 2011-2021.**

**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	0.740	Miami-Dade	0.840
Palm Beach	0.064	Broward	0.118
Hillsborough	0.025	Palm Beach	0.010
Lee	0.016	Hillsborough	0.004
Orange	0.015	Lee	0.003

**Table 2. The origins of Florida resident anglers fishing in Miami-Dade County, for 2011-2021.**

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	0.596	No Target	0.558	No Target	0.682	No Target	0.825
Dolphin	0.128	Dolphin	0.139	Dolphin	0.105	Sailfish	0.043
Snapper family	0.040	Snapper family	0.049	Sailfish	0.037	Dolphin	0.037
Bonefish	0.021	Yellowtail snapper	0.028	Bonefish	0.027	Bonefish	0.014
Sailfish	0.021	Gray snapper	0.023	Spotted seatrout	0.021	Atlantic tarpon	0.013

**Table 3. Proportions of species targeted by fishing trips made in Miami-Dade County by anglers from various origins, for 2011-2021.**

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.