

# 2024 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		Trips to Charlotte Harbor		Trips to Charlotte County	
	Prop.		Prop.		Prop.
Georgia	0.148	Michigan	0.099	Michigan	0.144
Alabama	0.063	Ohio	0.090	Not Available	0.089
Texas	0.057	Not Available	0.081	Ohio	0.076
Not Available	0.057	Illinois	0.074	Indiana	0.074
Tennessee	0.049	Pennsylvania	0.057	Illinois	0.058

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Charlotte 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 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	0.528	Charlotte	0.570
De Soto	0.109	Sarasota	0.227
Lee	0.076	De Soto	0.047
Polk	0.053	Lee	0.033
Highlands	0.039	Polk	0.023

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

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	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.541	No Target	0.534	No Target	0.548	No Target	0.562
Red drum	0.096	Red drum	0.102	Red drum	0.091	Sheepshead	0.089
Common snook	0.091	Common snook	0.101	Common snook	0.082	Spotted seatrout	0.064
Spotted seatrout	0.047	Gray snapper	0.047	Spotted seatrout	0.056	Common snook	0.056
Atlantic tarpon	0.044	Sheepshead	0.038	Atlantic tarpon	0.052	Atlantic tarpon	0.048

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

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.