

2025 Angler Travel and Targeting Summary: St. Lucie 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 St. Lucie County**. The report describes information about where people come from when they fish St. Lucie 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 St. Lucie County*, which Vincent Encomio can provide you.

Where people come from to fish St. Lucie County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Pro p.	Trips to Treasure Coast	Pro p.	Trips to St Lucie County	Pro p.
Georgia	0.14 4	New York	0.13 2	Not Available	0.09 5
Alabama	0.06 0	Michigan	0.07 2	New Jersey	0.09 2
Texas	0.05 8	Ohio	0.06 8	Illinois	0.06 6
Not Available	0.05 4	New Jersey	0.06 7	Pennsylvania	0.05 8
Tennessee	0.04 9	Georgia	0.05 8	Indiana	0.05 6

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

columns shows how St. Lucie 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.
Indian River	0.440	St Lucie	0.597
Martin	0.123	Indian River	0.177
Okeechobee	0.098	Martin	0.049
Palm Beach	0.060	Okeechobee	0.039
Brevard	0.052	Palm Beach	0.024

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

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

What people fish for in St. Lucie County

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

All St Lucie County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.416	No Target	0.405	No Target	0.430	No Target	0.561
Dolphin	0.154	Dolphin	0.146	Dolphin	0.162	Dolphin	0.114
Common snook	0.091	Common snook	0.101	Common snook	0.079	Sheepshead	0.070
Snapper family	0.055	Snapper family	0.067	Snapper family	0.043	Common snook	0.044
Spotted seatrout	0.035	King mackerel	0.034	King mackerel	0.035	Spotted seatrout	0.041

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

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