

2025 Angler Travel and Targeting Summary: Collier 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 Collier County**. The report describes information about where people come from when they fish Collier 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 Collier County*, which Michael Sipos can provide you.

Where people come from to fish Collier County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Pro p.	Trips to Ten Thousand Islands	Pro p.	Trips to Collier County	Pro p.
Georgia	0.1 44	Not Available 44	0.1 10	Not Available 10	0.1 10
Alabama	0.0 60	Ohio	0.0 79	Ohio	0.0 79
Texas	0.0 58	Illinois	0.0 78	Illinois	0.0 78
Not Available	0.0 54	Michigan	0.0 78	Michigan	0.0 78
Tennessee	0.0 49	Minnesota	0.0 61	Minnesota	0.0 61

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

columns shows how Collier 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.
Lee	0.361	Collier	0.717
Broward	0.186	Lee	0.102
Miami-Dade	0.084	Broward	0.053
Palm Beach	0.053	Miami-Dade	0.024
Hillsborough	0.033	Palm Beach	0.015

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

This table shows where Florida resident anglers come from when they fish Collier County.

Columns 1 & 2 show origins of trips in Collier County by anglers who are **not** residents of Collier County, and **columns 3 & 4** show origins of **all** Florida-resident trips in Collier County. This information can be used to identifying in-state advertising.

What people fish for in Collier County

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

All Collier County trips	Pr op.		Pr op.		Pr op.		Pr op.
	In county trips	Out of county trips	In county trips	Out of county trips	Out of state trips		
No Target	0.4 85	No Target 51	0.4 51	No Target 13	No Target 62		
Common snook	0.1 22	Common snook	0.1 32	Common snook	Red grouper	0.0 77	
Red drum	0.0 72	Red drum	0.0 93	Red grouper	Common snook	0.0 72	
Red grouper	0.0 70	Red grouper	0.0 66	Red drum	Red drum	0.0 37	
Gray snapper	0.0 36	Gray snapper	0.0 57	Atlantic tarpon	Sheepshead	0.0 35	

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

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