

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

## Where people come from to fish Martin County

*Table 1: Out-of-state angler origins comparison*

Trips to Florida	Pro p.	Trips to Treasure Coast	Pro p.	Trips to Martin County	Pro p.
Georgia	0.14 4	New York	0.13 2	New York	0.13 2
Alabama	0.06 0	Michigan	0.07 2	Michigan	0.07 2
Texas	0.05 8	Ohio	0.06 8	Ohio	0.06 8
Not Available	0.05 4	New Jersey	0.06 7	New Jersey	0.06 7
Tennessee	0.04 9	Georgia	0.05 8	Georgia	0.05 8

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

columns shows how Martin 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.
St Lucie	0.464	Martin	0.524
Palm Beach	0.297	St Lucie	0.221
Broward	0.034	Palm Beach	0.141
Okeechobee	0.023	Broward	0.016
Miami-Dade	0.019	Okeechobee	0.011

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

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

## What people fish for in Martin County

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

All Martin County trips	Pr op.	In county trips	Pr op.	Out of county trips	Pr op.	Out of state trips	Pr op.
No Target	0.4 15	No Target 65	0.3 15	No Target 65	0.4 58	No Target 58	0.5 55
Dolphin	0.1 75	Dolphin 94	0.1 75	Dolphin 94	0.1 58	Common snook	0.0 94
Common snook	0.0 91	Common snook	0.1 17	Common snook	0.0 70	Dolphin	0.0 93
Snapper family	0.0 48	Snapper family	0.0 51	Snapper family	0.0 45	Sailfish	0.0 37
Florida pompano	0.0 38	Florida pompano	0.0 47	Florida pompano	0.0 29	Florida pompano	0.0 34

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

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