

2022 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 Michael Sipos can provide you.

Where people come from to fish Charlotte County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Charlotte Harbor	Prop.	Trips to Charlotte County	Prop.
Georgia	0.153	Not Available	0.118	Michigan	0.134
Alabama	0.071	Ohio	0.093	Not Available	0.116
Not Available	0.065	Michigan	0.088	Ohio	0.082
Texas	0.056	Illinois	0.075	Indiana	0.071
Tennessee	0.051	New York	0.056	Illinois	0.060

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Charlotte 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 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	0.509	Charlotte	0.626
Lee	0.107	Sarasota	0.190
De Soto	0.096	Lee	0.040
Polk	0.053	De Soto	0.036
Highlands	0.040	Polk	0.020

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

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	0.581	No Target	0.597	No Target	0.562	No Target	0.562
Red drum	0.100	Red drum	0.105	Red drum	0.093	Sheepshead	0.102
Common snook	0.067	Common snook	0.067	Common snook	0.068	Spotted seatrout	0.073
Spotted seatrout	0.044	Gray snapper	0.042	Spotted seatrout	0.060	Common snook	0.051
Atlantic tarpon	0.043	Sheepshead	0.034	Atlantic tarpon	0.057	Red drum	0.047

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

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.