

2024 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	Prop.	Trips to Treasure Coast	Prop.	Trips to Martin County	Prop.
Georgia	0.148	New York	0.129	New York	0.129
Alabama	0.063	Michigan	0.074	Michigan	0.074
Texas	0.057	New Jersey	0.074	New Jersey	0.074
Not Available	0.057	Ohio	0.068	Ohio	0.068
Tennessee	0.049	Georgia	0.063	Georgia	0.063

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Martin 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 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	0.456	Martin	0.526
Palm Beach	0.313	St Lucie	0.216
Broward	0.036	Palm Beach	0.148
Okeechobee	0.028	Broward	0.017
Indian River	0.019	Okeechobee	0.013

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

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	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.425	No Target	0.370	No Target	0.472	No Target	0.580
Dolphin	0.188	Dolphin	0.204	Dolphin	0.174	Dolphin	0.103
Common snook	0.104	Common snook	0.132	Common snook	0.079	Common snook	0.097
Snapper family	0.044	Florida pompano	0.046	Snapper family	0.044	Sailfish	0.034
Florida pompano	0.035	Snapper family	0.045	Florida pompano	0.025	Florida pompano	0.029

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

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.