

2025 Angler Travel and Targeting Summary: Manatee County

Prepared for Manatee County by Ed Camp (edvcamp@ufl.edu) Assistant Professor
University of Florida, and Angela Collins, Florida Sea Grant Extension Agent Manatee and
Hillsborough Counties, abcollins@ufl.edu

How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Manatee County**. The report describes information about where people come from when they fish Manatee 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 Manatee County*, which Angela Collins can provide you.

Where people come from to fish Manatee County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop .	Trips to Tampa Bay	Prop .	Trips to Manatee County	Prop .
Georgia	0.144	Not Available	0.084	Not Available	0.108
Alabama	0.060	Ohio	0.077	Ohio	0.093
Texas	0.058	Michigan	0.071	Michigan	0.079
Not Available	0.054	Illinois	0.066	Georgia	0.069
Tennessee	0.049	Georgia	0.058	Pennsylvania	0.063

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

columns shows how Manatee 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.
Hillsborough	0.378	Manatee	0.451
Polk	0.170	Hillsborough	0.207
Pinellas	0.105	Polk	0.093
Sarasota	0.083	Pinellas	0.057
Pasco	0.041	Sarasota	0.045

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

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

What people fish for in Manatee County

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

All Manatee County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.534	No Target	0.468	No Target	0.570	No Target	0.624
Spanish mackerel	0.080	Common snook	0.112	Spanish mackerel	0.098	Spanish mackerel	0.085
Common snook	0.076	Red drum	0.075	Gray snapper	0.056	Common snook	0.064
Gray snapper	0.055	Spotted seatrout	0.056	Common snook	0.055	Gray snapper	0.043
Red drum	0.054	Gray snapper	0.053	Red drum	0.043	Sheepshead	0.041

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

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