

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

Where people come from to fish Brevard County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Pro p.	Trips to East Central FL	Pro p.	Trips to Brevard County	Pro p.
Georgia	0.14 4	Georgia	0.10 8	Texas	0.06 8
Alabama	0.06 0	Texas	0.06 0	Michigan	0.06 6
Texas	0.05 8	Michigan	0.05 9	Georgia	0.06 4
Not Available	0.05 4	Not Available	0.04 9	Not Available	0.06 2
Tennessee	0.04 9	Ohio	0.04 6	Minnesota	0.04 4

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

columns shows how Brevard 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.
Orange	0.383	Brevard	0.470
Seminole	0.193	Orange	0.203
Osceola	0.090	Seminole	0.102
Volusia	0.071	Osceola	0.048
Indian River	0.065	Volusia	0.038

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

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

What people fish for in Brevard County

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

All Brevard County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.499	No Target	0.483	No Target	0.509	No Target	0.625
Red drum	0.104	Red drum	0.089	Red drum	0.113	King mackerel	0.079
Common snook	0.065	Common snook	0.070	Common snook	0.062	Requiem shark family	0.060
Dolphin	0.048	Dolphin	0.055	King mackerel	0.047	Red drum	0.042
King mackerel	0.043	King mackerel	0.037	Dolphin	0.044	Common snook	0.037

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

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