

# 2025 Angler Travel and Targeting Summary: Hernando 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 Hernando County**. The report describes information about where people come from when they fish Hernando 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 Hernando County*, which Brittany Hall-Scharf can provide you.

## Where people come from to fish Hernando County

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

Trips to Florida	Prop .	Trips to Big Bend	Prop .	Trips to Hernando County	Prop .
Georgia	0.144	Georgia	0.159	Pennsylvania	0.087
Alabama	0.060	Michigan	0.081	New York	0.082
Texas	0.058	Illinois	0.074	Tennessee	0.082
Not Available	0.054	Pennsylvania	0.053	Michigan	0.071
Tennessee	0.049	New York	0.052	Georgia	0.060

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

the columns shows how Hernando 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.
Pasco	0.467	Hernando	0.668
Hillsborough	0.102	Pasco	0.155
Citrus	0.078	Hillsborough	0.034
Sumter	0.063	Citrus	0.026
Lake	0.062	Lake	0.021

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

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

## What people fish for in Hernando County

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

All Hernando 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 10	No Target	0.4 32	No Target	0.3 74	No Target	0.3 91
Red drum	0.1 33	Red drum	0.1 39	Gag	0.1 39	Spotted seatrout	0.1 47
Spotted seatrout	0.1 16	Spotted seatrout	0.1 31	Red drum	0.1 22	Red drum	0.1 30
Gag	0.1 08	Gag	0.0 88	Spotted seatrout	0.0 90	Gag	0.0 71
Mullet genus	0.0 35	Common snook	0.0 30	Mullet genus	0.0 56	Mullet genus	0.0 60

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

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