

## 2024 Angler Travel and Targeting Summary: Citrus County

Prepared for Citrus County by Ed Camp ([edvcamp@ufl.edu](mailto:edvcamp@ufl.edu)) Assistant Professor University of Florida, and Savanna Barry, Florida Sea Grant Regional Specialized Extension Agent Nature Coast, [savanna.barry@ufl.edu](mailto:savanna.barry@ufl.edu)

### How to use this summary

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

### Where people come from to fish Citrus County

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

Trips to Florida	Prop.	Trips to Big Bend	Prop.	Trips to Citrus County	Prop.
Georgia	0.148	Georgia	0.153	Georgia	0.184
Alabama	0.063	Michigan	0.080	Illinois	0.088
Texas	0.057	Illinois	0.079	Michigan	0.075
Not Available	0.057	New York	0.059	Pennsylvania	0.051
Tennessee	0.049	Pennsylvania	0.057	New York	0.047

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Citrus 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 Citrus County. Comparing the columns shows how Citrus 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.
Marion	0.235	Citrus	0.443
Hernando	0.132	Marion	0.131
Sumter	0.119	Hernando	0.073
Lake	0.103	Sumter	0.066
Pasco	0.078	Lake	0.057

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

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

### What people fish for in Citrus County

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

All Citrus County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
Red drum	0.314	Red drum	0.313	Red drum	0.314	Red drum	0.293
No Target	0.251	No Target	0.284	No Target	0.229	Spotted seatrout	0.288
Spotted seatrout	0.234	Spotted seatrout	0.241	Spotted seatrout	0.229	No Target	0.215
Gag	0.070	Gag	0.046	Gag	0.087	Gag	0.043
Common snook	0.037	Common snook	0.031	Common snook	0.042	Common snook	0.036

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

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