

2024 Angler Travel and Targeting Summary: Palm Beach County

Prepared for Palm Beach County by Ed Camp (edvcamp@ufl.edu) Assistant Professor University of Florida, and Vincent Encomio, Florida Sea Grant Extension Agent Martin and St. Lucie Counties, vencomio@ufl.edu

How to use this summary

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

Where people come from to fish Palm Beach County

Table 1: Out-of-state angler origins comparison

Trips to Florida		Trips to Treasure Coast		Trips to Palm Beach County	
	Prop.		Prop.		Prop.
Georgia	0.148	New York	0.129	New York	0.104
Alabama	0.063	Michigan	0.074	Not Available	0.093
Texas	0.057	New Jersey	0.074	New Jersey	0.070
Not Available	0.057	Ohio	0.068	Georgia	0.053
Tennessee	0.049	Georgia	0.063	Illinois	0.048

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Palm Beach 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 Palm Beach County. Comparing the columns shows how Palm Beach 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.
Broward	0.252	Palm Beach	0.821
Martin	0.210	Broward	0.045
St Lucie	0.094	Martin	0.038
Miami-Dade	0.076	St Lucie	0.017
Orange	0.043	Miami-Dade	0.014

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

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

What people fish for in Palm Beach County

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

All Palm Beach County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.506	No Target	0.463	No Target	0.606	No Target	0.726
Dolphin	0.150	Dolphin	0.173	Dolphin	0.097	Dolphin	0.062
Common snook	0.068	Common snook	0.068	Common snook	0.066	Sailfish	0.060
Snapper family	0.043	Snapper family	0.048	Sailfish	0.045	Common snook	0.033
King mackerel	0.031	King mackerel	0.035	Snapper family	0.030	Snapper family	0.023

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

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