

## 2022 Angler Travel and Targeting Summary: Manatee 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 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	0.153	Not Available	0.102	Not Available	0.137
Alabama	0.071	Ohio	0.080	Ohio	0.102
Not Available	0.065	Illinois	0.075	Michigan	0.083
Texas	0.056	Michigan	0.073	Illinois	0.069
Tennessee	0.051	Georgia	0.058	Pennsylvania	0.061

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Manatee County, for 2011-2021.**

**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	0.385	Manatee	0.490
Polk	0.176	Hillsborough	0.196
Pinellas	0.098	Polk	0.090
Sarasota	0.087	Pinellas	0.050
Pasco	0.037	Sarasota	0.044

**Table 2. The origins of Florida resident anglers fishing in Manatee County, for 2011-2021.**

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	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.522	No Target	0.465	No Target	0.559	No Target	0.637
Spanish mackerel	0.085	Red drum	0.107	Spanish mackerel	0.105	Spanish mackerel	0.106
Red drum	0.077	Common snook	0.088	Red drum	0.058	Common snook	0.046
Common snook	0.064	Spotted seatrout	0.072	Spotted seatrout	0.052	Sheepshead	0.042
Spotted seatrout	0.060	Spanish mackerel	0.053	Common snook	0.048	Spotted seatrout	0.037

**Table 3. Proportions of species targeted by fishing trips made in Manatee County by anglers from various origins, for 2011-2021.**

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.