

2022 Angler Travel and Targeting Summary: Hillsborough 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 Hillsborough County**. The report describes information about where people come from when they fish Hillsborough 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 Hillsborough County*, which Angela Collins can provide you.

Where people come from to fish Hillsborough County

Table 1: Out-of-state angler origins comparison

| Trips to Florida | | Trips to Tampa Bay | | Trips to Hillsborough County | |
|------------------|-------|--------------------|-------|------------------------------|-------|
| | Prop. | | Prop. | | Prop. |
| Georgia | 0.153 | Not Available | 0.102 | Georgia | 0.084 |
| Alabama | 0.071 | Ohio | 0.080 | Michigan | 0.074 |
| Not Available | 0.065 | Illinois | 0.075 | Illinois | 0.072 |
| Texas | 0.056 | Michigan | 0.073 | Not Available | 0.070 |
| Tennessee | 0.051 | Georgia | 0.058 | Ohio | 0.055 |

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

Comparing the columns shows how Hillsborough 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. |
|--------------------|-------|--------------|-------|
| Polk | 0.448 | Hillsborough | 0.680 |
| Pasco | 0.196 | Polk | 0.143 |
| Pinellas | 0.161 | Pasco | 0.063 |
| Manatee | 0.039 | Pinellas | 0.051 |
| Orange | 0.019 | Manatee | 0.012 |

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

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

What people fish for in Hillsborough County

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

| All Hillsborough County trips | Prop. | In county trips | Prop. | Out of county trips | Prop. | Out of state trips | Prop. |
|----------------------------------|-------|---------------------|-------|---------------------------|-------|-----------------------|-------|
| No Target | 0.404 | No Target | 0.410 | No Target | 0.394 | No Target | 0.455 |
| Red drum | 0.185 | Red drum | 0.183 | Red drum | 0.188 | Common snook | 0.134 |
| Common snook | 0.130 | Common snook | 0.124 | Common snook | 0.140 | Red drum | 0.112 |
| Spotted seatrout | 0.109 | Spotted seatrout | 0.108 | Spotted seatrout | 0.110 | Spotted seatrout | 0.096 |
| Gray snapper | 0.056 | Gray snapper | 0.058 | Gray snapper | 0.052 | Sheepshead | 0.076 |

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

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