

2024 Angler Travel and Targeting Summary: Collier 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 Collier County**. The report describes information about where people come from when they fish Collier 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 Collier County*, which Michael Sipos can provide you.

Where people come from to fish Collier County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Ten Thousand Islands	Prop.	Trips to Collier County	Prop.
Georgia	0.148	Not Available	0.119	Not Available	0.119
Alabama	0.063	Illinois	0.088	Illinois	0.088
Texas	0.057	Michigan	0.088	Michigan	0.088
Not Available	0.057	Ohio	0.079	Ohio	0.079
Tennessee	0.049	Minnesota	0.057	Minnesota	0.057

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Collier 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 Collier County. Comparing the columns shows how Collier 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.
Lee	0.367	Collier	0.737
Broward	0.171	Lee	0.097
Miami-Dade	0.096	Broward	0.045
Palm Beach	0.062	Miami-Dade	0.025
Hillsborough	0.031	Palm Beach	0.016

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

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

What people fish for in Collier County

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

All Collier County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.510	No Target	0.476	No Target	0.541	No Target	0.594
Common snook	0.109	Common snook	0.116	Common snook	0.104	Red grouper	0.086
Red drum	0.082	Red drum	0.105	Red grouper	0.084	Common snook	0.059
Red grouper	0.077	Red grouper	0.070	Red drum	0.061	Red drum	0.043
Gray snapper	0.032	Gray snapper	0.047	Atlantic tarpon	0.028	Sheepshead	0.031

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

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