

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

Where people come from to fish Monroe County

Table 1: Out-of-state angler origins comparison

Trips to Florida		Trips to Keys and South Florida		Trips to Monroe County	
	Prop.		Prop.		Prop.
Georgia	0.148	Not Available	0.089	Texas	0.071
Alabama	0.063	Texas	0.075	Michigan	0.062
Texas	0.057	New York	0.059	Georgia	0.058
Not Available	0.057	Georgia	0.055	New Jersey	0.057
Tennessee	0.049	Michigan	0.055	New York	0.056

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Monroe 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 Monroe County. Comparing the columns shows how Monroe 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.
Miami-Dade	0.390	Miami-Dade	0.305
Broward	0.132	Monroe	0.216
Palm Beach	0.079	Broward	0.103
Lee	0.038	Palm Beach	0.062
Hillsborough	0.034	Lee	0.030

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

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

What people fish for in Monroe County

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

All Monroe County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.487	No Target	0.420	No Target	0.496	No Target	0.539
Dolphin	0.114	Dolphin	0.096	Dolphin	0.117	Dolphin	0.101
Snapper family	0.055	Snapper family	0.068	Atlantic tarpon	0.056	Atlantic tarpon	0.077
Atlantic tarpon	0.054	Yellowtail snapper	0.066	Snapper family	0.053	Yellowtail snapper	0.052
Yellowtail snapper	0.054	Atlantic tarpon	0.043	Yellowtail snapper	0.052	Snapper family	0.044

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

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