

## 2022 Angler Travel and Targeting Summary: Volusia 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 Volusia County**. The report describes information about where people come from when they fish Volusia 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 Volusia County*, which Lisa Krinsky can provide you.

### Where people come from to fish Volusia County

*Table 1: Out-of-state angler origins comparison*

Trips to Florida	Prop.	Trips to East Central FL	Prop.	Trips to Volusia County	Prop.
Georgia	0.153	Not Available	0.073	Georgia	0.193
Alabama	0.071	Michigan	0.070	Ohio	0.069
Not Available	0.065	Georgia	0.067	North Carolina	0.054
Texas	0.056	Texas	0.056	Indiana	0.049
Tennessee	0.051	New York	0.043	Pennsylvania	0.048

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Volusia 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 Volusia County. Comparing the columns shows how Volusia 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.
Seminole	0.315	Volusia	0.675
Orange	0.238	Seminole	0.102
Lake	0.113	Orange	0.077
Flagler	0.077	Lake	0.037
Brevard	0.034	Flagler	0.025

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

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

### What people fish for in Volusia County

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

All Volusia County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.515	No Target	0.492	No Target	0.545	No Target	0.676
Red drum	0.209	Red drum	0.223	Red drum	0.192	Red drum	0.116
Spotted seatrout	0.043	Sheepshead	0.049	Spotted seatrout	0.045	Spotted seatrout	0.033
Sheepshead	0.041	Spotted seatrout	0.041	Sheepshead	0.031	King mackerel	0.020
Gray snapper	0.020	Kingfish genus	0.021	Dolphin	0.022	Red snapper	0.020

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

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