2024 Angler Travel and Targeting Summary: Monroe County

Prepared for Monroe County by Ed Camp ([edvcamp@ufl.edu](mailto:edvcamp@ufl.edu)) Assistant Professor University of Florida, and Shelly Krueger, Florida Sea Grant Agent Monroe County, [shellykrueger@ufl.edu](mailto:shellykrueger@ufl.edu)

### 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 | Prop. | Trips to Keys and South Florida | Prop. | Trips to Monroe County | 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.