Kenedy County
Guided Fishing Market Research

Kenedy County, TX

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Research Summary

Researchers conducted web searches using the Google search engine on a computer cleared of cookies and caches, and not signed into a google account. They searched first by the county name, using the terms “‘X’ County, Texas Guided fishing” and then searched by a community name, using the terms “‘X’, Texas Guided Fishing”. They took the top results for each search, stopping when they reached 12 or when the search page returned no relevant results. There was a maximum possible 24 results from each county – 12 from a county search and 12 from a community search. These results come from a standard internet search and may not represent all of the guides operating in the county. The results reflect how well the guide businesses have positioned their websites to appear in standard searches.

Relevant results were individual fishing guides, or guided fishing companies. The “Standard Product” used for this research was a Half-Day Guided Fishing Trip for 2 where Red Drum was a target species fish. Data was also taken for non-standard product results, such as Full Day Guided Fishing Trips and Trips for more than 2 people. The results are differentiated by creating two categories “Total Results” and “Standard-Product Only Results”.

Researches took information on the prices of fishing packages, whether or not they offered the 8 most commonly offered amenities, and where the guide was located.

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Standard-Product Only Results 4

Total Results For County 5

Search Results Screen Shots 6

Results From All Counties 8
Google Form

This Google Form was used to log information as it was received. It contains a multitude of questions to assess the different amenities offered by guides, the variety of prices, and the type of results obtained for different searches.

Business Name *

Business Website *

Half Day Guided Fishing Trip For 2 *

- Yes
- No

Included In Package

- Tackle
- Artificial Bait
- Live Bait
- Ice
- Ice Chest
- Fish Processing
- Photographing
- Rods and Reels

County Location *

- Jefferson
- Chambers
- Galveston
- Brazoria
- Matagorda
- Calhoun
- Refugio
- Aransas
- San Patricio
- Nueces
- Kleberg
- Kenedy
- Willacy
- Cameron

Package Price *

Public Waters *

- Yes
- No

Red Fish Target Species *

Is red fish one of the fishes often caught on trips?

- Yes
- No

Found By What Search

If you searched by County, chose that. If not, choose other and name the city within the county that you used.

- County, TX
- Other
Standard-Product Only Results

- Total Results: 1
- Average Price: $450.00
- Median Price: $450.00
- Minimum Price: $450.00
- Maximum Price: $450.00

Guides With Standard Product:
- Blue Heron Adventures

Amenities Provided By Guides
- Percentage of companies that provide each listed amenity
Total Results

Total Results: 1
Average Price: $450.00
Median Price: $450.00
Minimum Price: $450.00
Maximum Price: $450.00

Search Results
Percentage of results found via search by Community and Search by County

Amenities Provided By Guides
Percentage of companies that provide each listed amenity
Search for “Kenedy County, TX Guided Fishing”
Conducted on 1 Oct 2013 – First Page Results

Copper Fish Guide
www.copperfishguide.com
Guided Fly Fishing Trips Local streams & lakes. Book today

Texas Beach and Bay Access Guide - Texas General Land Office
www.glo.texas.gov/what-we-do/.../TexasBeachBayAccessGuide.pdf
Recreation. Gulf beaches, water sports, fishing, hunting, wildlife viewing; historic sites, state and county parks. Brazoria County was created in 1836 and derived...

Brazoria County Tourism Brochure - Brazosport, Texas
www.visitbrazosport.com/.../Brazoria%20County%20Tourism%20Broch...
An estimated 250,000 people call Brazoria County “home”. There are 23 miles of beaches, bottomland forests, inshore and offshore fishing, hunting, sailing.

Camp Mohawk County Park - Brazoria County
www.brazoria County.com/parks/mohawk/index.html
... include the only stand of native pine trees in Brazoria County, a guide for identifying tree species along the trails, bird watching and nature viewing, and fishing ...

Cowboy Charters
www.cowboycharters.com/
4 Google reviews

Captain Leaf
www.texaslandwaterfishingguide.com/
Google plus page

Paparda Rey Fishing Charters
www.papardarey.com/
Google+ page

See results for Brazoria county guided fishing on a map »

Lake Jackson Restaurants Menu Guide Hunting-Fishing-Guides in ...
www.brazociacountyyp.com/.../Restaurants%20Menu%20Guide,Fishing...
Your search for Restaurants Menu Guide Hunting-Fishing-Guides in Lake Jackson, TX, returned 2 listings. Email, FIND. Heading, Business name, Keywords, ...

Freeport Fishing-Hunting-Guide-Service in Freeport, TX - Brazoria, TX
www.brazoria countyyp.com/Freeport,TX/Fishing,Hunting-Guide, ...List
Your search for Fishing-Hunting-Guide-Service in Freeport, TX, returned 1 listing. Email, FIND. Heading, Business name, Keywords, Address, or Phone. Freeport ...

Cuite Advertising-Directory-Guide Hunting-Fishing - Brazoria, TX
Your search for Advertising-Directory-Guide Hunting-Fishing-Guides in Cuite, TX, returned 2 listings. Email, FIND. Heading, Business name, Keywords, Address, ...

Brazoria County, Texas Fishing Lakes | Fishing Works
www.fishingworks.com > Fishing Lakes > Texas
A comprehensive listing of all Brazoria County, Texas lakes.

Brazoria County Texas Fishing - Coastal Travel Guide
www.coastaltravelguide.com/Texas/Brazoria/.../BrazoriaFishing.htm
Brazoria County Texas Fishing. Welcome to the Fishing listings for Brazoria County. Listed here are some of the Fishing Guides and Fishing Supply Shops
Search For “Sarita, TX Guided Fishing” Conducted on 1 October 2013 – First Page Results

**Sarita fishing** hunting guide services - San Angelo Business Directory
local.google.com/sanangelo.com/sarita-tx/fishing+hunting+guide+services.qz.html
Results 1 - 14 of 14 - fishing hunting guide services for Sarita, TX. Find phone numbers, addresses, maps, driving directions and reviews for fishing hunting guide ...

**fishing and hunting guide services Sarita | Find fishing and hunting ...**
yp.o.com/register.com/sarita-tx/fishing+hunting+guide+services.qz.html
Results 1 - 14 of 14 - fishing and hunting guide services for Sarita, TX. Find phone numbers, addresses, maps, driving directions and reviews for fishing and ...

**Sarita angeil fishing guide service - Corpus Christi Business Directory**
local.google.com/sarita-tx/angel+fish+guide+service.qz.html
Results 1 - 9 of 9 - angell fishing guide service for Sarita, TX. Find phone numbers, addresses, maps, driving directions and reviews for angell fishing guide service ...

**Kingsville angeil fishing guide service | Find angeil fishing guide ...**
local.google.com/kingsville-tx/angel+fish+guide+service.qz.html
Results 1 - 11 of 11 - angeil fishing guide service for Kingsville, TX. Find phone numbers, addresses, maps, driving directions and reviews for angeil fishing guide ...

Packr Island Safaris
www.billysandifer.com
2 Google reviews

Blue Heron Adventures
www.blueheronadventures.com
1 Google review - Google+ page

Wildside Fishing Adventures
www.captkevinsparks.com
Google+ page

Fin and Feather Charters
www.finandfeathercharters.com
Google+ page

Captain Joe Mendez
www.sightcast1.com
Google+ page

See results for Sarita, TX Guided Fishing on a map »

**fishing tours Sarita | Find fishing tours in Sarita, TX**
directory.newday.com/sarita-tx/fishing+tours.qz.html
fishing tours for Sarita, TX. Find phone numbers, addresses, maps, driving directions and reviews for fishing tours in Sarita, TX. ... Hubert Guide Service.

**Texas Saltwater Fishing Guides - MatagordaBay.com**
www.matagordabay.com/guides/
15+ items - Matagorda Texas fishing guides for Matagorda Bay and ... Capt. Gene Allen - Living Waters Guide Service (Sargent TX). Capt. Captain Rob Baylor - Baylor Outdoor Adventures. Capt ...

**Texas Guide Fishing Service - North Texas Dallas area best fishing ...**
www.texasguidefishing.com/
Texas Guide Fishing Service - North Texas Dallas Area fishing guides best fishing guides Mark Parker- Richland Chambers Whitney for Stripers Hybrids ...
Results From All Texas Coastal Counties

Total Results: 130
Average Price: $450.15
Median Price: $450.00
Minimum Price: $300.00
Maximum Price: $900.00

Amenities Offered (Standard and Non-Standard)

Standard v Non-Standard Product Results

County v Community Search Results
Fishing Economics Data

The 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation shows that $41.8 billion dollars are spent annually on recreational fishing. This means that Texas, with their $4.2 billion in spending on fishing account for approximately 10 percent of the United States’ total income from fishing.

Texas places second overall in spending on recreational fishing, after Florida. Recreational fishing in Texas totaled $4.2 billion in spending, supported 59,000 jobs, had $392 million in state tax revenue, and $482 million in federal tax revenue. Hunting and Fishing: Bright stars of the American economy

The National Shooting Sports Foundation (NSSF) states that anglers spend $1.1 billion dollars per year on bait alone. They spend $5.3 billion on equipment, including rods, reels, boats, and boat accessories, $4.3 billion on food, and $2 billion on lodging.

According to Daniel Nu of outdoorhub.com, the sportfishing industry is an economic powerhouse in Texas. He states that freshwater anglers generate more than $981 million in retail sales in Texas annually while over 750,000 saltwater anglers have an economic impact of over $1.7 billion. Fishing News: Texas A&M to Create New Sportfish, Conservation Research Center

Recreational Fishing: In 2009, over 2.8 million recreational anglers took 22 million fishing trips in the Gulf of Mexico Region. Almost 90% of these anglers were residents of a regional coastal county. Of the total fishing trips taken, 59% were taken from a private or rental boat and another 37% were shore-based. Spotted seatrout were the most frequently caught species or species group with 29 million fish
caught in 2009, and represented 47% of total fish caught in the region. Of the spotted seatrout caught, 57% of them were released rather than harvested.

The Tables below highlight recreational fishing impacts from the report.

### 2009 Economic Impacts of Recreational Fishing Expenditures (thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>Jobs</th>
<th>Sales</th>
<th>Income</th>
<th>Value Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip Impacts by Fishing Mode:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For-Hire</td>
<td>498</td>
<td>$45,787</td>
<td>$14,465</td>
<td>$25,322</td>
</tr>
<tr>
<td>Private Boat</td>
<td>1,331</td>
<td>$152,916</td>
<td>$46,109</td>
<td>$81,717</td>
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<tr>
<td>Shore</td>
<td>250</td>
<td>$27,309</td>
<td>$8,391</td>
<td>$14,745</td>
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<tr>
<td><strong>Total Durable Equipment Impacts</strong></td>
<td>20,047</td>
<td>$2,620,846</td>
<td>$841,046</td>
<td>$1,312,749</td>
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<tr>
<td><strong>Total State Trip and Durable Equipment Economic Impacts</strong></td>
<td>22,126</td>
<td>$2,846,858</td>
<td>$910,011</td>
<td>$1,434,733</td>
</tr>
</tbody>
</table>

### 2009 Angler Trip & Durable Expenditures (thousands of dollars)

<table>
<thead>
<tr>
<th>Fishing Mode</th>
<th>Trip Expenditures</th>
<th>Equipment</th>
<th>Durable Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Non Residents</td>
<td>Residents</td>
<td>Fishing Tackle</td>
</tr>
<tr>
<td>For-Hire</td>
<td>1,456</td>
<td>25,732</td>
<td>157,427</td>
</tr>
<tr>
<td>Private Boat</td>
<td>3,846</td>
<td>99,137</td>
<td>142,457</td>
</tr>
<tr>
<td>Shore</td>
<td>1,309</td>
<td>17,588</td>
<td>142,457</td>
</tr>
<tr>
<td><strong>Total Trip Expenditures</strong></td>
<td>6,611</td>
<td>142,457</td>
<td>157,427</td>
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<tr>
<td><strong>Total State Trip and Durable Equipment Expenditures</strong></td>
<td>2,244,579</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Harvest (H) and Release (R) of Key Species Species Groups (thousands of fish)

<table>
<thead>
<tr>
<th>Species</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td>Atlantic croaker</td>
<td>H</td>
<td>209</td>
<td>230</td>
<td>111</td>
<td>96</td>
<td>109</td>
<td>95</td>
<td>101</td>
<td>95</td>
<td>64</td>
</tr>
<tr>
<td>Black drum</td>
<td>H</td>
<td>104</td>
<td>130</td>
<td>72</td>
<td>85</td>
<td>68</td>
<td>53</td>
<td>73</td>
<td>66</td>
<td>82</td>
</tr>
<tr>
<td>King mackerel</td>
<td>H</td>
<td>19</td>
<td>15</td>
<td>16</td>
<td>19</td>
<td>15</td>
<td>14</td>
<td>29</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Red drum</td>
<td>H</td>
<td>285</td>
<td>244</td>
<td>233</td>
<td>270</td>
<td>273</td>
<td>231</td>
<td>318</td>
<td>289</td>
<td>266</td>
</tr>
<tr>
<td>Red snapper</td>
<td>H</td>
<td>53</td>
<td>47</td>
<td>53</td>
<td>40</td>
<td>40</td>
<td>49</td>
<td>69</td>
<td>45</td>
<td>41</td>
</tr>
<tr>
<td>Sand seatrout</td>
<td>H</td>
<td>291</td>
<td>79</td>
<td>173</td>
<td>119</td>
<td>176</td>
<td>125</td>
<td>129</td>
<td>95</td>
<td>152</td>
</tr>
<tr>
<td>Sheephead</td>
<td>H</td>
<td>78</td>
<td>80</td>
<td>84</td>
<td>76</td>
<td>67</td>
<td>81</td>
<td>78</td>
<td>46</td>
<td>46</td>
</tr>
<tr>
<td>Southern flounder</td>
<td>H</td>
<td>100</td>
<td>125</td>
<td>91</td>
<td>111</td>
<td>100</td>
<td>81</td>
<td>64</td>
<td>49</td>
<td>64</td>
</tr>
<tr>
<td>Spotted seatrout</td>
<td>H</td>
<td>1,128</td>
<td>966</td>
<td>965</td>
<td>939</td>
<td>934</td>
<td>855</td>
<td>987</td>
<td>916</td>
<td>917</td>
</tr>
</tbody>
</table>