

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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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 *

This is a required question

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?

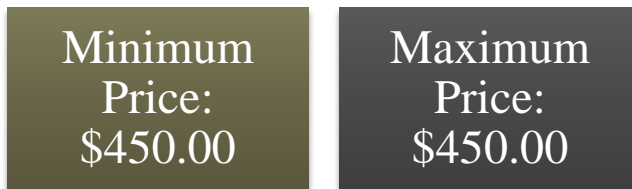
- Yes
- No

Found By What Search

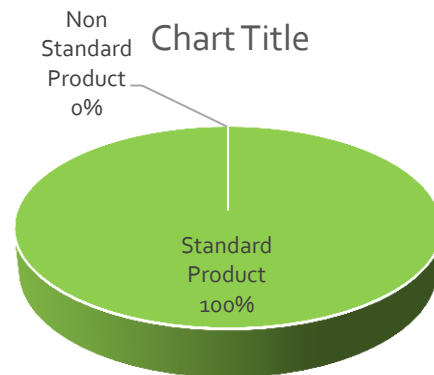
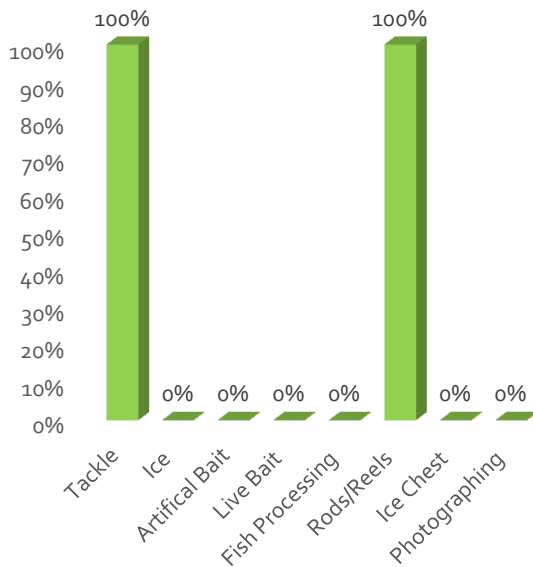
If you searched by County, chose that. If not, chose other and name the city within the county that you used.

- County, TX
- Other:

Standard-Product Only Results



- Guides With Standard Product:**
- Blue Heron Adventures

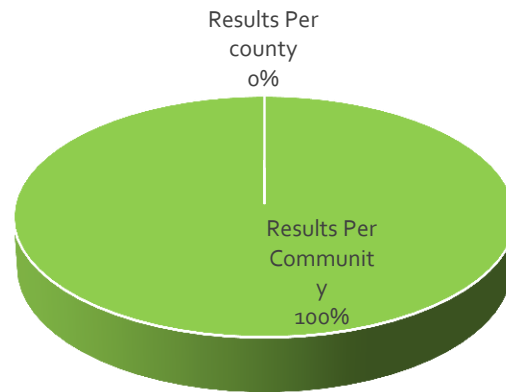
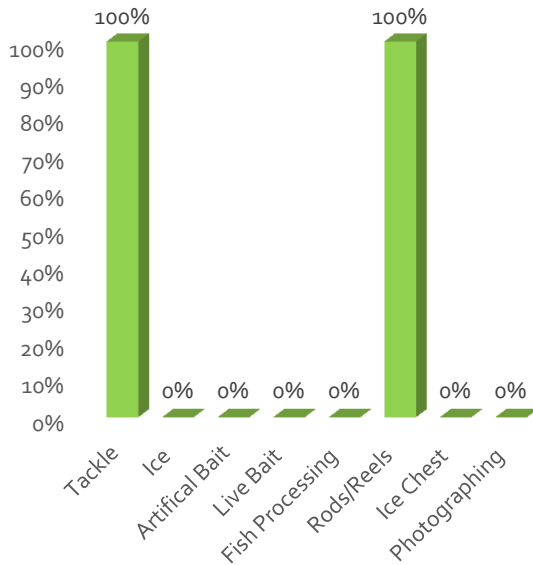


Search Results

Amenities Provided By Guides

Percentage of companies that provide each listed amenity

Total Results



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

Ad related to Brazoria county guided fishing ⓘ

[CO Trout Fishing Guide](#) 1 (970) 827 9500
www.minturnglers.com/ ▾
Guided Fly Fishing Trips Local streams & lakes. Book today

[\[PDF\] 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 ...

[\[PDF\] 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

A 1011 Casko Rd
 Freeport
 (979) 864-5568

[Captain Leaf](#)
www.texassaltwaterfishingguide.com/
 Google+ page

B 224 Shark Ln
 Surfside Beach
 (832) 428-3340

[Paparda Rey Fishing Charters](#)
www.papardarey.com/
 Google+ page

C 202 E 2nd St
 Freeport
 (713) 253-3699

See results for **Brazoria county guided fishing** on a map »

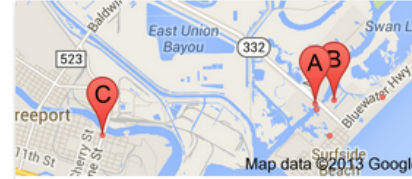
[Lake Jackson Restaurants Menu Guide,Hunting-Fishing-Guides in ...](#)
www.brazoriacountyyp.com/.../Restaurants%20Menu%20Guide,Hunting... ▾
 Your search for: Restaurants Menu **Guide**,Hunting-Fishing-Guides in Lake Jackson, TX. returned 2 listingsEmail. FIND. Heading, Business name, Keywords, ...

[Freeport Fishing-Hunting-Guide-Service in Freeport, TX - Brazoria, TX](#)
www.brazoriacountyyp.com/Freeport,TX/Fishing-Hunting-Guide.../list ▾
 Your search for: **Fishing-Hunting-Guide-Service** in Freeport, TX. returned 1 listingEmail. FIND. Heading, Business name, Keywords, Address, or Phone. Freeport ...

[Clute Advertising-Directory-Guide,Hunting-Fishing ... - Brazoria, TX](#)
www.brazoriacountyyp.com/Clute...Guide...Fishing-Guides/kasec%3A1 ▾
 Your search for: Advertising-Directory-Guide,Hunting-Fishing-Guides in Clute, TX. returned 2 listingsEmail. 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



Map for **Brazoria county guided fishing**

Ads ⓘ

[Texas Fishing Charters](#)
www.texassaltwaterfishingguide.com/ ▾
 1 (832) 428 3340
 private galveston **fishing** charters
 Deep sea, bay **fishing** charters
 📍 Galveston, TX

[Sport Fishing Trips](#)
www.badintentions.us/ ▾
 1 (877) 921 6557
Fishing Boat & Sunset Cruises On TX
 Gulf Coast. Book Your Trip Today!

[Guided Fishing trips](#)
www.fishnfl.com/ ▾
 Fun, Family **fishing** in Tampa bay
 Artificial or Live bait.Catch **fish!**

[Jeff's Guide Service](#)
www.arkansastroutguide.com/ ▾
 White River Trout **Fishing Guide**
 Save \$25.00 on half day trip

See your ad here »

Search For “Sarita, TX Guided Fishing” Conducted on 1 October 2013 – First Page Results

[Sarita fishing hunting guide services - San Angelo Business Directory](http://local.gosanangelo.com/sarita+tx/fishing+hunting+guide+services.zq.html)

local.gosanangelo.com/sarita+tx/fishing+hunting+guide+services.zq.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 ...](http://yp.ocregister.com/sarita+tx/fishing+and+hunting+guide+services.zq.html)

yp.ocregister.com/sarita+tx/fishing+and+hunting+guide+services.zq.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 angell fishing guide service - Corpus Christi Business Directory](http://local.caller.com/sarita+tx/angell+fishing+guide+service.zq.html)

local.caller.com/sarita+tx/angell+fishing+guide+service.zq.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 angell fishing guide service | Find angell fishing guide ...](http://local.caller.com/kingsville+tx/angell+fishing+guide+service.zq.html)

local.caller.com/kingsville+tx/angell+fishing+guide+service.zq.html
 Results 1 - 11 of 11 - angell fishing guide service for Kingsville, TX. Find phone numbers, addresses, maps, driving directions and reviews for angell fishing guide ...

[Padre Island Safaris](http://www.bilysandifer.com)

www.bilysandifer.com
 2 Google reviews

A 841 Flour Bluff Dr
 Corpus Christi
 (361) 937-8446

[Blue Heron Adventures](http://www.blueheronadventures.com)

www.blueheronadventures.com
 1 Google review · Google+ page

B 6050 Orms Dr
 Corpus Christi
 (361) 334-2336

[Wildside Fishing Adventures](http://www.captkevinsparks.com)

www.captkevinsparks.com
 Google+ page

C Corpus Christi
 (361) 815-8145

[Fin and Feather Charters](http://www.finandfeathercharters.com)

www.finandfeathercharters.com
 Google+ page

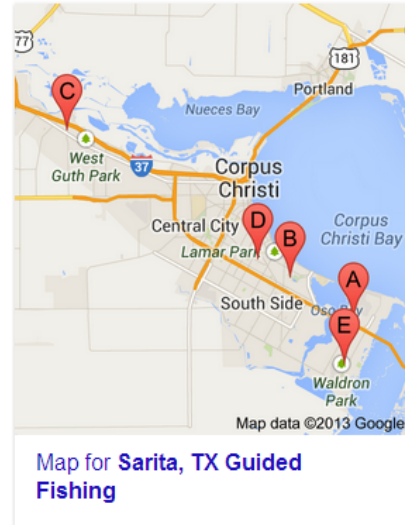
D 4421 Hamlin Dr
 Corpus Christi
 (361) 443-9287

[Captain Joe Mendez](http://www.sightcast1.com)

www.sightcast1.com
 Google+ page

E 2901 Newport Dr
 Corpus Christi
 (361) 877-1230

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



[fishing tours Sarita | Find fishing tours in Sarita, TX](http://directory.newsday.com/sarita+tx/fishing+tours.zq.html)

directory.newsday.com/sarita+tx/fishing+tours.zq.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](http://www.matagordabay.com/guides/)

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 ...

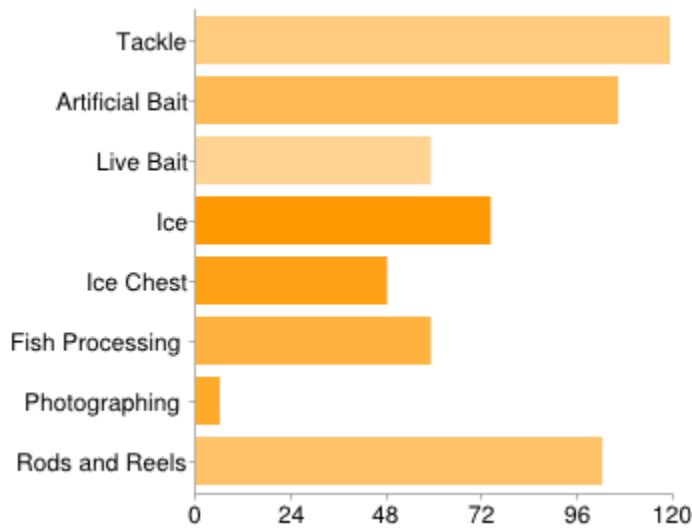
[Texas Guide Fishing Service - North Texas Dallas area best fishing ...](http://www.texasguidefishing.com/)

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

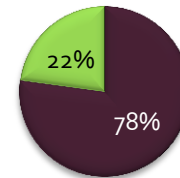


Amenities Offered (Standard and Non-Standard)



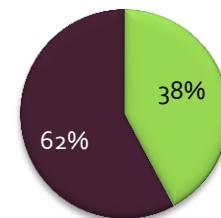
Standard v Non-Standard Product Results

■ Standard Product ■ Non-Standard

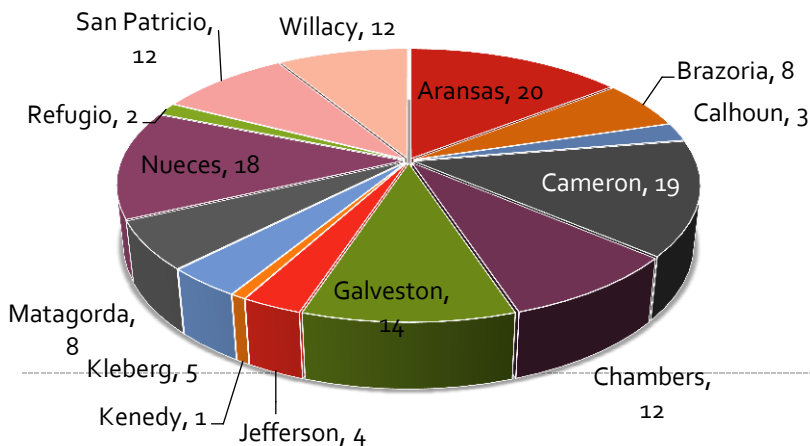


County v Community Search Results

■ Results from county ■ Results from community



Total Results Per County



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)				
	Jobs	Sales	Income	Value Added
Trip Impacts by Fishing Mode:				
For-Hire	498	\$45,787	\$14,465	\$25,522
Private Boat	1,331	\$152,916	\$46,109	\$81,717
Shore	250	\$27,309	\$8,391	\$14,745
<i>Total Durable Equipment Impacts</i>	20,047	\$2,620,846	\$841,046	\$1,312,749
<i>Total State Trip and Durable Equipment Economic Impacts</i>	22,126	\$2,846,858	\$910,011	\$1,434,733

2009 Angler Trip & Durable Expenditures (thousands of dollars)				
Fishing Mode	Trip Expenditures		Equipment	Durable Expenditures
	Non Residents	Residents		
			Fishing Tackle	157,427
For-Hire	1,456	25,732	Other Equipment	82,824
Private Boat	3,846	99,137	Boat Expenses	718,337
Shore	1,309	17,588	Vehicle Expenses	215,802
<i>Total Trip Expenditures</i>	6,611	142,457	Second Home Expenses	921,121
			<i>Total Durable Equipment Expenditures</i>	2,095,511
Total State Trip and Durable Equipment Expenditures				2,244,579

Harvest (H) and Release (R) of Key Species Species Groups (thousands of fish)²

		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Atlantic croaker	H	209	230	111	96	109	95	101	95	64	117
Black drum	H	104	130	72	85	68	53	73	66	82	98
King mackerel	H	19	15	16	19	15	14	29	11	8	16
Red drum	H	285	244	233	270	273	231	318	289	266	285
Red snapper	H	53	47	53	40	40	49	69	45	41	31
Sand seatrout	H	291	79	173	119	176	125	129	95	152	111
Sheepshead	H	78	80	84	76	67	81	78	46	46	34
Southern flounder	H	100	125	91	111	100	81	64	49	64	47
Spotted seatrout	H	1,128	966	965	939	934	855	987	916	917	810

Figures from [NOAA Fisheries Economics of the United States 2009](#) (p.135) NOAA Report Dated NMFS-F/SPO-118 May 2011 “ Fisheries Economics of the United States 2009”