Kleberg County
Guided Fishing Market Research
Kleberg 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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Total Results For County 5
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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.

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Name *</td>
<td></td>
</tr>
<tr>
<td>Business Website *</td>
<td></td>
</tr>
<tr>
<td>Half Day Guided Fishing Trip For 2 *</td>
<td>Yes, No</td>
</tr>
<tr>
<td>Included In Package</td>
<td>Tackle, Artificial Bait, Live Bait, Ice, Ice Chest, Fish Processing, Photographing, Rods and Reels</td>
</tr>
<tr>
<td>County Location *</td>
<td>Jefferson, Chambers, Galveston, Brazoria, Matagorda, Calhoun, Refugio, Aransas, San Patricio, Nueces, Kleberg, Kenedy, Wilacy, Cameron</td>
</tr>
<tr>
<td>Package Price *</td>
<td></td>
</tr>
<tr>
<td>Public Waters *</td>
<td>Yes, No</td>
</tr>
<tr>
<td>Red Fish Target Species *</td>
<td>Yes, No</td>
</tr>
<tr>
<td>Found By What Search</td>
<td></td>
</tr>
<tr>
<td>County, TX</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>
Standard-Product Only Results

Total Results: 4
Average Price: $450.00
Median Price: $450.00
Minimum Price: $350.00
Maximum Price: $550.00

Guides With Standard Product:
- Fish On Pro
- Fin Factory Kayak Charters
- Cast ‘N’ Stay
- Baffin Bay Guide Service

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

**Total Results:** 5

**Average Price:** $490.00

**Median Price:** $500.00

**Minimum Price:** $350.00

**Maximum Price:** $650.00

**Guides Without Standard Product:**
- Baffin Bay Adventures

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### Amenities Provided By Guides

- Percentage of companies that provide each listed amenity

### Search Results

- Percentage of results found via search by Community and Search by County
Search for “Kleberg County, TX Guided Fishing”
Conducted on 1 Oct 2013 – First Page Results

Kleberg County, TX - Fishing Guides, Charters, Bait Information...
www.hookandbuil.com > Fishing > United States > Texas ▼
Kleberg County, TX - Fishing Guides, Charters, Bait Information. Browse Fishing Spots in Kleberg County, TX. Slow-ride Guide Services & Kayak Rentals.

Texas Coastal Access Guides - Texas Gulf Coast Fishing
www.texasgulfcoastfishing.com/coastal_access_guides.html ▼
The Texas Beach and Bay Access Guide from the Texas General Land Office is ... Kenedy, Kleberg, Nueces, Refugio and San Patricio Counties; Lower Rio ...

Fishing in Surrounding Kleberg County, TX | Reviews - Yellowbook
www.yellowbook.com/yellow-pages/?...fishing...kleberg-county%2C+tx ▼
Find Fishing in Surrounding Kleberg County, TX on Yellowbook. ... Corpus Christi, TX 78415-3907 Map ... Go to website for Garza Capt Nocu Guide Service.

(L) Texas Beach and Bay Access Guide - Texas General Land Office
www.glo.texas.gov/what-we-do/.../TexasBeachBayAccessGuide.pdf ▼
(Aransas, Kenedy, Kleberg, Nueces, Refugio and San Patricio Counties) ... tourists seek out beaches and bays for fishing, swimming, wildlife viewing, picnicking, ...

PDF Texas Commercial Fishing Guide - Texas Parks & Wildlife Department
www.tpwd.state.tx.us/publications/.../ps_bk_v4300_0074.pdf ▼
2011-2012 Hunting Seasons - Texas Parks & Wildlife Department
www.tpwd.state.tx.us/publications/hunting/.../ps_bk_v4300_0074.pdf ▼
TPWD: Beach and Bay Access - Texas Parks & Wildlife Department
www.tpwd.state.tx.us/land/water/water/...beachaccess.pdf ▼
Access points along the coast for boating or fishing. ... Kaufman, Kendall, Kenedy, Kent, Kerr, Kimble, King, Kinney, Kleberg, Know .... The Texas Beach and Bay Access Guide, 2nd Edition (created by the Texas General Land Office) is designed to help the user locate marinas, county, state and federal parks, boat ramps; ...

PDF Texas Commercial Fishing Guide - Texas Parks & Wildlife Department
www.tpwd.state.tx.us/publications/wrwpubs/.../ps_bk_v4300_0074.pdf ▼
Regulations concerning sport fishing are contained in the Texas Parks and ...... on a straight line to the Nueces/Kleberg County line marker on Padre Island. ▼

You visited this page on 10/3/13.

Land for Sale near Riviera Beach, Texas - Kleberg County ... 663259
www.landsamerica.com/texas/land...Kleberg-County-Texas.../663259 ▼
Land for sale in Kleberg County, Texas with 7.83 acres close to Riviera Beach ... or loads of potential for a commercial fishing or fishing guide operation. There is ...

Kleberg County, Texas Land for sale, Kleberg County, Texas ... 663259
www.landwatch.com > United States > Texas ▼
Listings 1 - 15 of 44 - Kleberg County, Texas: Browse Thousands of Acres of ... 2. 6 Acres Kingsville, Kleberg County, Texas $79,999. REDUCED ... 24

Fly Fishing Kleberg County, Texas - Kynnd Outdoors
www.kynndoutdoors.com/kynnd-outdoors/county.cfm?...flyfishing&... ▼
This page provides details about fly fishing in/around Kleberg County, Texas. ... Kynnd fly fishing destinations near Kleberg County. Sorry, no records were found.
Search For “Kingsville, TX Guided Fishing” Conducted on 1 October 2013 – First Page Results

Fishing and Hunting - Coastal Bend Texas
Inland Communities Kingsville, Texas - Fishing & Hunting - B Bar B Ranch Inn Fishing and Hunting (361) 296-3331, Baffin Bay Guide Services Fishing (361) 296- ...

Kingsville Fishing guides | Fishing guides in Kingsville, TX - YP.com
www.yellowpages.com/kingsville-tx/fishing-guides
Results 1 - 27 of 27 - 27 listings of Fishing Guides in Kingsville on YP.com. Find reviews, directions & phone numbers for the best fishing guides in Kingsville, TX. Barnard's Fishing & Duck Hunting Guide Service. Photo. 57 Portia Ave, Rockport ...

fishing guides near Kingsville Texas Saltwater Fishing
www.wmi.org/saltfish/multi/texas/T17340.htm
Saltwater Fishing Home Page Texas Saltwater Fishing ... This guy was represented to us as a full time guide and once on the water with him we found out he ...

Baffin Bay TX
www.baffinbaytx.com/
Fishing Guide Cabin #1 ... Baffin Bay, Texas is also known as Loyola Beach, Texas 10 Minutes from Riveria, TX. 20 from Kingsville, TX. Home of "Cast n' Stay"

Kingsville, TX - Fishing Guides, Charters, Bait Information | Hook ...
www.hookandbullet.com/...> United States > Texas > Kleberg County > 44 lakes, reservoirs and streams near Kingsville with fishing reports, fishing ... Browse Fishing Spots in Kingsville, TX ... Captain Mike Cook's Guide Service.

Kingsville Fishing Trips: 3 Fishing Trips in Kingsville, Texas
www.kingsville-tx.worldweb.com/...> Tours & Activities > A WorldWeb.com Travel Guide to Fishing Trips in Kingsville, TX, Texas ... fishing outfitters, fishing charters, fishing tours, fishing lessons and guided fishing trips.

fishing guides Kingsville | Find fishing guides in Kingsville, TX
directory.newsday.com/kingsville-tx/fishing-guides-zq.html
fishing guides for Kingsville, TX. Find phone numbers, addresses, maps, driving directions and reviews for fishing guides in Kingsville, TX.

Fishing in Kingsville, TX on Yahoo Local
local.yahoo.com/...City Guide > Recreation & Sporting Goods
Results 1 - 10 of 109 - Fishing in Kingsville, TX on Yahoo Local Get Ratings ...
2 Capt Hugo Ford Guide ... (361) 318-3836 Kingsville Naval Air Station
4 Big M's Fishing Charters ... (361) 688-0104 Alice

Kingsville, TX Fishing And Hunting Guide Services
yellowpages.kstp.com/kingsville-tx/fishing-and-hunting-guide+services...>
fishing and hunting guide services for Kingsville, TX. Find phone numbers, addresses, maps, driving directions and reviews for fishing and hunting guide ...

fishing and hunting guide services Kingsville | Find fishing and...
yp.o.register.com/kingsville-tx/fishing-and-hunting-guide+services.zq....>
fishing and hunting guide services for Kingsville, TX. Find phone numbers, addresses, maps, driving directions and reviews for fishing and hunting guide ...
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)
- Artificial Bait
- Live Bait
- Ice
- Ice Chest
- Fish Processing
- Photographing
- Rods and Reels

Standard v Non-Standard Product Results
- Standard Product: 22%
- Non-Standard: 78%

County v Community Search Results
- Results from county: 62%
- Results from community: 38%
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>Fishing Mode by Trip Impacts</th>
<th>Jobs</th>
<th>Sales</th>
<th>Income</th>
<th>Value Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>For-Hire</td>
<td>498</td>
<td>$45,787</td>
<td>$14,465</td>
<td>$25,522</td>
</tr>
<tr>
<td>Private Boat</td>
<td>1,331</td>
<td>$152,916</td>
<td>$46,109</td>
<td>$81,717</td>
</tr>
<tr>
<td>Shore</td>
<td>250</td>
<td>$27,309</td>
<td>$8,391</td>
<td>$14,745</td>
</tr>
<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>
</tr>
<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>Other Equipment</td>
</tr>
<tr>
<td>Private Boat</td>
<td>3,846</td>
<td>99,137</td>
<td>Boat Expenses</td>
</tr>
<tr>
<td>Shore</td>
<td>1,309</td>
<td>17,588</td>
<td>Vehicle Expenses</td>
</tr>
<tr>
<td><strong>Total Trip Expenditures</strong></td>
<td>6,611</td>
<td>142,457</td>
<td>Second Home Expenses</td>
</tr>
<tr>
<td></td>
<td><strong>Total Durable Equipment Expenditures</strong></td>
<td>2,095,511</td>
<td></td>
</tr>
<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>88</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>40</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>Sheepshead</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>