

Matagorda County Guided Fishing Market Research

Matagorda 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.

CONTENTS

Research Summary	2
Google Form	3
Standard-Product Only Results	4
Total Results For County	5
Search Results Screen Shots	6
Results From All Counties	7

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

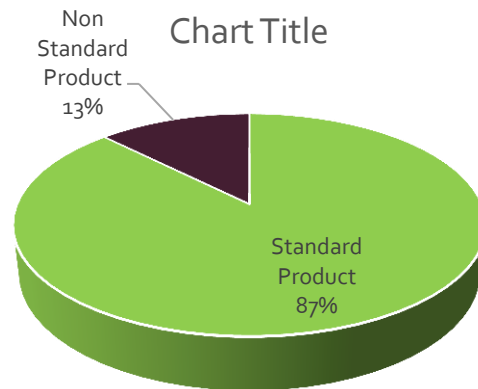
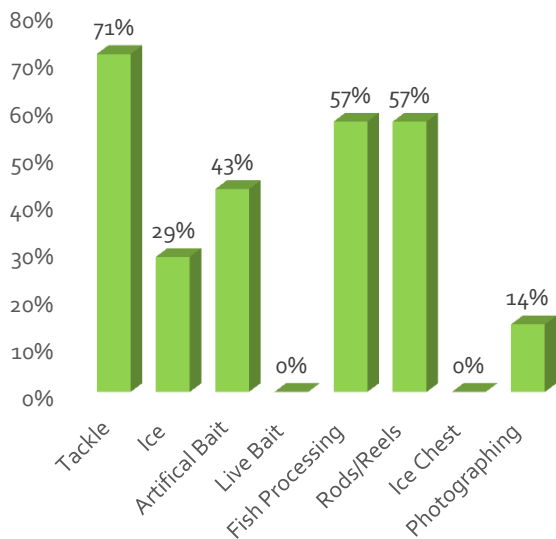
If you searched by County, chose that. If not, chose other and name the city within the county that you used.

- County, TX
- Other:

Standard-Product Only Results



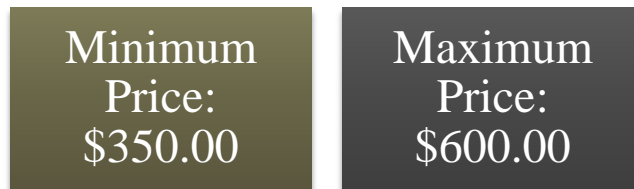
<p>Guides With Standard Product:</p> <ul style="list-style-type: none"> • Matagorda Bay Fishing Guide • Reel-life-Adventures • Redfish Raymond • Palacios guide Service 	<ul style="list-style-type: none"> • Living Waters Guide Service • Captain Ken’s Guide Service • Rig Hopper Charters
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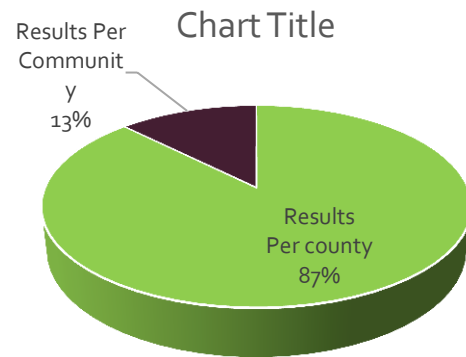
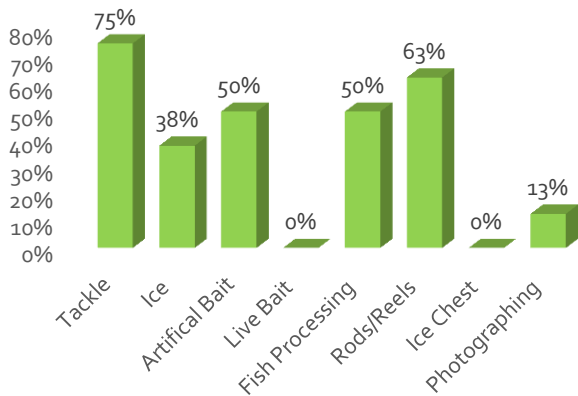
Amenities Provided By Guides

Percentage of companies that provide each listed amenity

Total Results



- Guides Without Standard Product:**
- Third Coast Charters



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 “Brazoria County, TX Guided Fishing” Conducted on 1 Oct 2013 – First Page Results

[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 ...

Capt. Tommy Countz - Galveston Fishing Guides - Sabine Lake - Port O'Connor

[At MatagordaBay.com - Matagorda Fishing Guides for Matagorda ...](#)

www.matagordabay.com/guides/localguides.htm ▾

Fishing and Surfing Adventure Capt. Jesse Arsola Matagorda, TX. FishMatagorda.com.

Capt. Ken's **Guide Service** Capt. Ken Marshall **Matagorda, Texas**

[Fishing and Boating Guides - Matagorda County CVB](#)

www.visitmatagordacounty.com/content.cfm?p=whatToDo...fishGuides ▾

Fishing and Boating Guides Fishing Guides Bay City Captain Jay Huitt's Saltwater

Fishing Guide Service 3120A Ave. F Bay City, TX 77414 979-240-3597

[Matagorda Bay fishing, Matagorda Texas fishing, Captain Charlie ...](#)

www.captcharlieparadoski.com/ ▾

Matagorda Fishing Guide Capt. Charlie Paradoski Speckled Trout, Redfish, Flounder

Matagorda Bay Fishing At its Best....! No trip to the Texas Gulf Coast is ...

[MATAGORDA FISHING - Guides for Matagorda Bay & Offshore ...](#)

www.matagordafishingguides.com/ ▾

Charlie Paradoski - Texas Saltwater Fishing Guide Fishing the Matagorda Bay

Complex Call 713-725-2401 or 281-343-0221. Large Groups, Family Groups, ...

[Run-n-Gun Adventures - Matagorda fishing guides, Matagorda Bay ...](#)

www.run-n-gunadventures.com/ ▾

Matagorda Bay fishing, Texas hog hunting, Matagorda fishing, Matagorda Texas bay

fishing, Texas whitetail deer hunting, Matagorda bay fishing and Hunting, ...

[Run-n-Gun Adventures - Texas Hog Hunting, Whitetail Deer Hunts ...](#)

www.run-n-gunadventures.com/guides.htm ▾

Daniel has grown up hunting and fishing in Matagorda County his entire life with ...

circumstances, I'd put Nick up against any guide in Texas, hunting or fishing!

[Matagorda fishing, Capt. Ken Marshall offers Matagorda Texas ...](#)

www.fishmatagorda.com/ ▾

Matagorda Texas fishing with Capt. Ken Marshall, Matagorda Bay fishing guide. We

offer Matagorda Bay fishing charaters on Matagorda Bay at Matagorda ...

[Matagorda fishing, guides and charters, bay and offshore fishing ...](#)

www.fishpalaciostexas.com/ ▾

Matagorda Texas, Matagorda fishing guides, Matagorda Bay and Palacios Texas

fishing charters, Palacios ... Welcome to Sexton's Guide Service at www.

[Matagorda Bay Fishing Guides](#)

www.matagorda-bay.com/fishing/guides/guides.html ▾

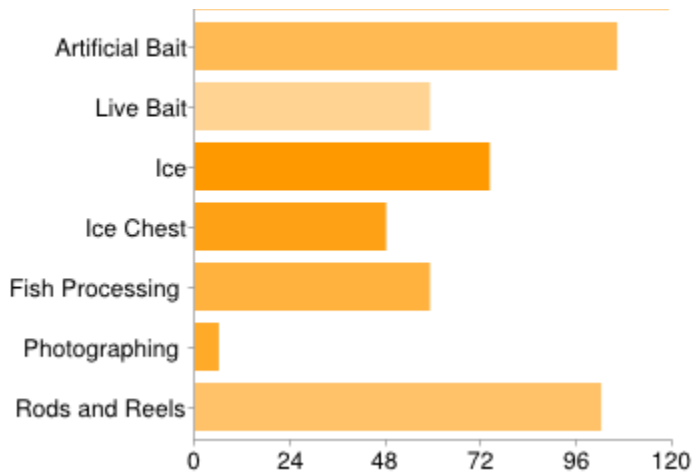
NOTE: Any of you who have a fishing guide service can request a listing on this ...

Specialty: Fishing the Matagorda Bay Complex on the Texas Gulf Coast for ...

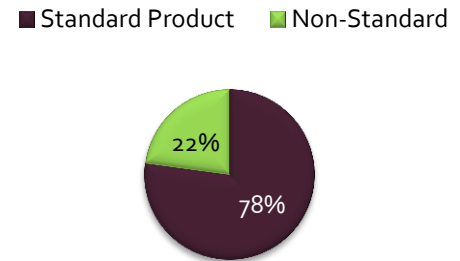
Results From All Texas Coastal Counties



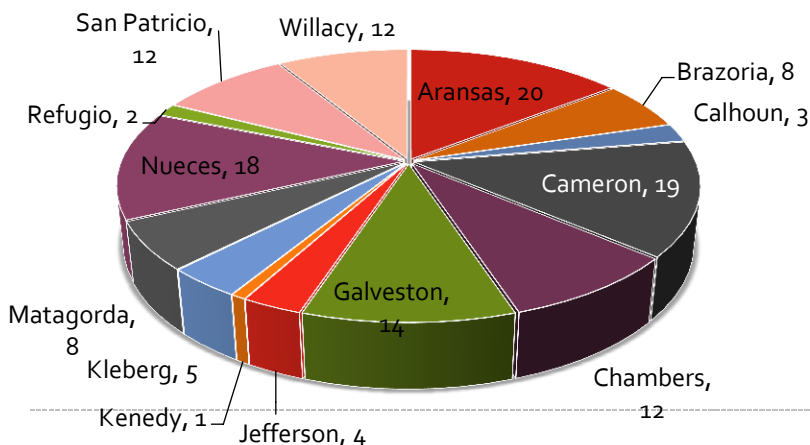
Amenities Offered (Standard and Non-Standard)



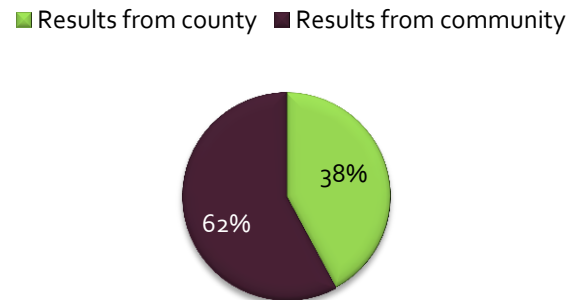
Standard v Non-Standard Product Results



Total Results Per County



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)				
	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”