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.

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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 Patricie, Nueces, Kleberg, Kenedy, Willacy, 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>County, TX, Other</td>
</tr>
</tbody>
</table>

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* indicates required information.
Standard-Product Only Results

Total Results: 7
Average Price: $457.14
Median Price: $450.00
Minimum Price: $350.00
Maximum Price: $600.00

Guides With Standard Product:
- Matagorda Bay Fishing Guide
- Reel-life-Adventures
- Redfish Raymond
- Palacios guide Service
- Living Waters Guide Service
- Captain Ken’s Guide Service
- Rig Hopper Charters

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

Total Results: 8
Average Price: $475.00
Median Price: $450.00
Minimum Price: $350.00
Maximum Price: $600.00

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 - Bay/or 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. Jesua Arsola Matagorda, TX. FishMatagorda.com.

Fishing and Boating Guides - Matagorda County CVB
www.visimemoriaclcounty.com/content.cfm?r=whatToDo...fishGuides *
Fishing and Boating Guides Fishing Guides Bay City Captain Jay Huff’s Saltwater Fishing Guide Service 5120A Ave. F Bay City, TX 77414 579-340-3597

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-a-Gun Adventures - Matagorda fishing guides. Matagorda Bay ...
www.run-a-gunadventures.com/ *
Matagorda Bay fishing. Texas hog hunting, Matagorda fishing. Matagorda Texas bay fishing. Texas whitetail deer hunting, Matagorda bay fishing and Hunting, ...

Run-a-Gun Adventures - Texas Hog Hunting, Whitetail Deer Hunts ...
www.run-a-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 charters on Matagorda Bay at Matagorda ...

Matagorda fishing guides and charters. bay and offshore fishing ...
www.fishpalaciosoftexas.com/ *

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

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 Mode</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>
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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>
</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>157,427</td>
</tr>
<tr>
<td>Private Boat</td>
<td>3,846</td>
<td>99,137</td>
<td>194,584</td>
</tr>
<tr>
<td>Shore</td>
<td>1,309</td>
<td>17,588</td>
<td>194,584</td>
</tr>
<tr>
<td><strong>Total Trip Expenditures</strong></td>
<td>6,611</td>
<td>147,457</td>
<td>6,611</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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<tbody>
<tr>
<td>Atlantic croaker</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>
<td>117</td>
</tr>
<tr>
<td>Black drum</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>
<td>98</td>
</tr>
<tr>
<td>King mackerel</td>
<td>19</td>
<td>15</td>
<td>16</td>
<td>16</td>
<td>15</td>
<td>15</td>
<td>29</td>
<td>39</td>
<td>11</td>
<td>8</td>
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<tr>
<td>Red drum</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>
<td>285</td>
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<tr>
<td>Red snapper</td>
<td>53</td>
<td>47</td>
<td>53</td>
<td>40</td>
<td>49</td>
<td>49</td>
<td>69</td>
<td>45</td>
<td>41</td>
<td>31</td>
</tr>
<tr>
<td>Sand seatrout</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>
<td>111</td>
</tr>
<tr>
<td>Sheephead</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>
<td>34</td>
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<tr>
<td>Southern flounder</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>44</td>
<td>47</td>
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<tr>
<td>Spotted seatrout</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>
<td>810</td>
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</table>