Willacy County
Guided Fishing Market Research
Willacy 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

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Summary</td>
<td>2</td>
</tr>
<tr>
<td>Google Form</td>
<td>3</td>
</tr>
<tr>
<td>Standard-Product Only Results</td>
<td>4</td>
</tr>
<tr>
<td>Total Results For County</td>
<td>5</td>
</tr>
<tr>
<td>Search Results Screen Shots</td>
<td>6</td>
</tr>
<tr>
<td>Results From All Counties</td>
<td>8</td>
</tr>
</tbody>
</table>
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
- Kenedy
- Wilcay
- 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

- Total Results: 0
- Average Price: $0
- Median Price: $0
- Minimum Price: $0
- Maximum Price: $0

Guides With Standard Product:

Search Results:
- Standard Product: 0%
- Non Standard Product: 100%
Total Results

**Total Results:** 12

**Average Price:** $547.92

**Median Price:** $500.00

**Minimum Price:** $425.00

**Maximum Price:** $900.00

**Guides Without Standard Product:**
- S&S Guide Service
- Get-A-Way Adventures Lodge
- Tail Chaser Charters
- Blue Cyclone charters
- Captain Jack’s Charter
- Skinny Water Adventures
- HotDoggy Charters
- Screamin’ Reels Charters
- Bamm Bamm Charters
- Captain Frank’s Outdoor Adventures
- Hook Down 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 “Willacy County, TX Guided Fishing” conducted on 1 Oct 2013 – First Page Results

**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 ...
Patricia Counties: Lower Rio Grande Valley - Cameron and Willacy Counties ...

- Texas Beach and Bay Access Guide - Texas General Land Office
  www.glo.texas.gov/what-we-do/.../TexasBeachBayAccessGuide.pdf
  How to Use This Guide. III. ... (Cameron and Willacy Counties) ... tourists seek out beaches and bays for fishing, swimming, wildlife viewing, picnicking, camping.

**Willacy County, TX - Fishing Guides, Charters, Bail Information ...**
www.hookandboulet.com > Fishing > United States > Texas > Willacy County, TX - Fishing, Guides, Charters, Bail Information. Browse Fishing Spots in Willacy County, TX. 1, 2, 3 ... Blowhole Guide Services & Kayak Rentals.

- 2011-2012 Hunting Seasons - Texas Parks & Wildlife Department

**Hunting & Fishing Adventures McAllen TX - Guide Service - TEXAS ...**
www.allentexas.com/.../Texas/.../guide.../hunting-fishing-adventures....
Hunting & Fishing Adventures Business Profile ... Guide Service near McAllen, TX 78501 ... Harlingen, TX 78550. Cameron County Texas. Phone. 9563991100

**Texas Fishing Guide - Sharkmatic Advertising**

**Fishing Charter Willacy County, TX - Discover Your Government ...**
govguru.com/texas/Willacy-county/fishing-charter -
Find information, resources, and guides on Willacy County, TX Fishing Charter at GovGuru.com - Discover Your Government.

- B T Intl Hunting & Fishing Harlingen 78550 - Guide Service - Texas ...
  www.allthetexas.com/.../Texas/.../guide.../b-t-intl-hunting-fishing_0152 ... 10+ items - B T Intl Hunting & Fishing Harlingen, TX 78550. Phone: (586) ...
  Austin Fishing Swc. Port Isabel, TX 78578. Cameron County 24.94 Miles
  Fish On Port Mansfield. Port Mansfield, TX 78592. Willacy County 26.82 Miles

*Seven charged with cheating during Texas fishing tournament*
www.lsonews.com/fishing-news/2372-john-keith -
Aug 24, 2012 - Willacy County Game Warden Oscar Castaneda was checking boats at ... City to Jose Cavazos, father of fishing guide Jose "Mamo" Cavazos, ...

**Willacy County - Raymondville Chamber of Commerce**
raymondvillechamberofcommerce.weebly.com/.../raymondville_tourist -
This fisherman's paradise offers bay and offshore fishing. It offers unique bird ... The Raymondville Chamber of Commerce serving Willacy County & the City of ... Raymondville & Surrounding Area Tourism Guide - 3 .... Texas Department of Human Services has expanded and relocated to a new 10,000 sq. ft. building.
Search For “Port Mansfield, TX Guided Fishing”
Conducted on 1 October 2013 – First Page Results

Fishing Guides & Charters Port Mansfield, TX Chamber of... www.portmansfieldchamber.org/index.php?e=4
15+ items - Fishing charters and guides for the Port Mansfield, Texas area.
Deborah Livermore & Captain Brad Burrows Red Snapper... 956-761-2212
Frank Vasquez, Charter Type: Bay/Offshore Duck Hunting Guide 956-642-7040

Port Mansfield Guide Service www.port-mansfield.com/guide.htm
30+ items - getaway to the Texas keys, port mansfield fishing forum - port ...
NAME GUIDE NAME PHONE
Brown, Mark Mansfield Charters 956-689-3600 956-689-7111
Buchan, Tricia Skinny Water Adventures. 956-642-7298.

Texas Saltwater Fishing Guides Port Mansfield - Texas Fishing Gu... texasfishingguides.org/saltwater_fishing_guides_port_mansfield.htm
Email. You will stalk Red Fish, Speckled Trout, Flounder & Black Drum in the waters of the lower Laguna Madre, from the Land Cut to Port Isabel ...

Port Mansfield - Texas Saltwater Fishing Guides www.texasfishingguides.org/port_mansfield_guides.htm
Capt. Jim Blackburn Grand Slam Backcountry Charters (956) 748-3586 (970) 846-1734. Specializing in sight fishing with fly rods and artificial. Fishing from a ...

Port Mansfield Fishing and Hunting Charter Guide Service www.tallchasercharters.us/ Tail Chaser Charters is a charter guide service located in Port Mansfield, Texas. Whether your interest is bay fishing or bird hunting, Tall Chaser Charters will ...

If spoon guide service www.lispoonguide.com/ Port Mansfield Texas 78559-8802 ... Ken is a professional full time fishing guide and resident in Port Mansfield who specializes in wade and drift fishing using ...

Port Mansfield fishing guide, Blue Cyclone Charters, fish Port ... www.fishportmansfield.com/ Laguna Madre, South Padre Island fishing, fish Port Mansfield with Capt. Roy Lee Evans. Laguna Madre fishing guide, Baffin Bay, Land Cut, South Texas ...

Port Mansfield Texas fishing guides - Community Fishing, Vacation ... www.portmansfieldtexas.com/ Jun 7, 2010 : Port Mansfield fishing guides, tournaments, Port Mansfield Texas, ... If you are a fishing guide and want to be included here, email us for details!

S & S Guide Service ssguideservicehomestead.com/ S & S Guide Service. Fishing for Redfish, Trout & Flounder. Conventional or Flyfishing. Wade or Drift Fishing ... Click for Port Mansfield, TX Forecast ...

terrynealcharters.readisites.com » terrynealcharters.readisites.com terrynealcharters.com/ Fishing in Texas has never been better! Terry Neal Charters fishing guide in Port Mansfield, is ready to offer you the ultimate fishing trip in Texas! Renowned 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)

- Tackle
- 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></th>
<th>Jobs</th>
<th>Sales</th>
<th>Income</th>
<th>Value Added</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trip Impacts by Fishing Mode:</strong></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>$25,522</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>Non Residents</td>
<td>Residents</td>
<td>Fishing Tackle</td>
<td>Other Equipment</td>
</tr>
<tr>
<td>For-Hire</td>
<td>1,456</td>
<td>25,732</td>
<td>82,824</td>
</tr>
<tr>
<td>Private Boat</td>
<td>3,846</td>
<td>99,137</td>
<td>718,337</td>
</tr>
<tr>
<td>Shore</td>
<td>1,309</td>
<td>17,588</td>
<td>215,802</td>
</tr>
<tr>
<td><strong>Total Trip Expenditures</strong></td>
<td>6,611</td>
<td>142,457</td>
<td>921,121</td>
</tr>
<tr>
<td><strong>Total Durable Equipment Expenditures</strong></td>
<td></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>
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### Harvest (H) and Release (R) of Key Species Species Groups (thousands of fish)

<table>
<thead>
<tr>
<th>Species Group</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>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>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>
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