

2022 Angler Travel and Targeting Summary: Okaloosa County

Prepared for Okaloosa County by Ed Camp (edvcamp@ufl.edu) Assistant Professor University of Florida, and Laura Tiu, Florida Sea Grant Extension Agent Okaloosa and Walton Counties, lgtiu@ufl.edu

How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Okaloosa County**. The report describes information about where people come from when they fish Okaloosa County, and what they fish for. Where people come from (the “origin” of their fishing trip) may help identify advertising locations. The species they fish for, or “target” may inform the photos or text to use in advertisements or other outputs. All data here come from the National Marine Fisheries Service Marine Recreational Information Program. Additional information can be found in the full *Angler Travel and Targeting Report: 2021 Okaloosa County*, which Laura Tiu can provide you.

Where people come from to fish Okaloosa County

Table 1: Out-of-state angler origins comparison

Trips to Florida		Trips to NW Panhandle		Trips to Okaloosa County	
	Prop.		Prop.		Prop.
Georgia	0.153	Alabama	0.181	Alabama	0.147
Alabama	0.071	Georgia	0.141	Georgia	0.147
Not Available	0.065	Texas	0.110	Texas	0.119
Texas	0.056	Tennessee	0.103	Tennessee	0.117
Tennessee	0.051	Louisiana	0.053	Louisiana	0.050

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Okaloosa County, for 2011-2021.

Columns 1-2 show the top 5 out-of-state origins of angler trips throughout Florida state. **Columns 3-4** show the top out-of-state origins for just trips made to the region. **Columns 5-6** show the top out-of-state origins for trips made to just Okaloosa County. Comparing the columns shows how Okaloosa County attracts visitors relative to the surrounding region or state. “Not Available” mostly describes visitors from outside the U.S.

Table 2: In-state angler origin comparison

Out-of-county Orig	Prop.	Any Orig.	Prop.
Walton	0.375	Okaloosa	0.697
Santa Rosa	0.231	Walton	0.114
Leon	0.061	Santa Rosa	0.070
Escambia	0.056	Leon	0.019
Bay	0.025	Escambia	0.017

Table 2. The origins of Florida resident anglers fishing in Okaloosa County, for 2011-2021.

This table shows where Florida resident anglers come from when they fish Okaloosa County. **Columns 1 & 2** show origins of trips in Okaloosa County by anglers who are **not** residents of Okaloosa County, and **columns 3 & 4** show origins of **all** Florida-resident trips in Okaloosa County. This information can be used to identifying in-state advertising.

What people fish for in Okaloosa County

Table 3: Proportion of species targeted, comparing county to state

All Okaloosa County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.595	No Target	0.435	No Target	0.640	No Target	0.664
Red snapper	0.122	Red snapper	0.115	Red snapper	0.124	Red snapper	0.117
Greater amberjack	0.045	Red drum	0.090	Greater amberjack	0.050	Greater amberjack	0.051
Red drum	0.043	King mackerel	0.057	King mackerel	0.037	King mackerel	0.034
King mackerel	0.041	Spotted seatrout	0.042	Red drum	0.029	Red drum	0.028

Table 3. Proportions of species targeted by fishing trips made in Okaloosa County by anglers from various origins, for 2011-2021.

This table shows the top 5 species anglers fish in Okaloosa County, depending on where they live. **Columns 1-2** shows what anglers fish for in Okaloosa County regardless of where they come from. **Columns 3-4** shows what Okaloosa County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Okaloosa County fish for, and **Columns 7-8** shows what out-of-state anglers fish for. The information here can be used to fine-tune advertising (photos and text) or informational content for out-of-county or out-of-state anglers.