

2024 Angler Travel and Targeting Summary: Okaloosa County

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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	0.148	Alabama	0.175	Georgia	0.150
Alabama	0.063	Georgia	0.140	Alabama	0.130
Texas	0.057	Texas	0.112	Texas	0.125
Not Available	0.057	Tennessee	0.104	Tennessee	0.116
Tennessee	0.049	Louisiana	0.045	Missouri	0.046

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Okaloosa County, for 2013-2023.

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	0.388	Okaloosa	0.703
Santa Rosa	0.252	Walton	0.115
Leon	0.053	Santa Rosa	0.075
Escambia	0.042	Leon	0.016
Bay	0.022	Escambia	0.012

Table 2. The origins of Florida resident anglers fishing in Okaloosa County, for 2013-2023.

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	0.529	No Target	0.379	No Target	0.578	No Target	0.601
Red snapper	0.160	Red snapper	0.126	Red snapper	0.172	Red snapper	0.168
Red drum	0.048	Red drum	0.100	Vermilion snapper	0.036	Vermilion snapper	0.038
King mackerel	0.041	King mackerel	0.063	King mackerel	0.033	King mackerel	0.031
Vermilion snapper	0.030	Spotted seatrout	0.045	Red drum	0.031	Greater amberjack	0.030

Table 3. Proportions of species targeted by fishing trips made in Okaloosa County by anglers from various origins, for 2013-2023.

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.