

2025 Angler Travel and Targeting Summary: Bay 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 Bay County**. The report describes information about where people come from when they fish Bay 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 Bay County*, which Scott Jackson can provide you.

Where people come from to fish Bay County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop . .	Trips to West Panhandle	Prop . .	Trips to Bay County	Prop . .
Georgia	0.14 4	Georgia	0.34 7	Georgia	0.34 0
Alabama	0.06 0	Alabama	0.20 6	Alabama	0.20 2
Texas	0.05 8	Tennessee	0.10 9	Tennessee	0.11 7
Not Available	0.05 4	Texas	0.04 6	Texas	0.04 3
Tennessee	0.04 9	Kentucky	0.03 2	Kentucky	0.03 6

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Bay County, for 2014-2024.

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 Bay County. Comparing the columns shows how Bay 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.
Leon	0.127	Bay	0.680
Walton	0.124	Leon	0.041
Gulf	0.120	Walton	0.040
Washington	0.098	Gulf	0.038
Jackson	0.088	Washington	0.031

Table 2. The origins of Florida resident anglers fishing in Bay County, for 2014-2024.

This table shows where Florida resident anglers come from when they fish Bay County.

Columns 1 & 2 show origins of trips in Bay County by anglers who are **not** residents of Bay County, and **columns 3 & 4** show origins of **all** Florida-resident trips in Bay County. This information can be used to identifying in-state advertising.

What people fish for in Bay County

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

All Bay County trips	Pro p.	In county trips	Pro p.	Out of county trips	Pro p.	Out of state trips	Pro p.
No Target	0.4 44	No Target 38	0.3 38	No Target 80	0.4 80	No Target 09	0.5 09
Red snapper	0.1 54	Red drum 42	0.1 42	Red snapper 68	0.1 68	Red snapper 70	0.1 70
Red drum	0.0 76	Red snapper 13	0.1 13	King mackerel 73	0.0 73	King mackerel 70	0.0 70
King mackerel	0.0 72	Spotted seatrout 75	0.0 75	Red drum 53	0.0 53	Spanish mackerel 51	0.0 51
Spanish mackerel	0.0 53	King mackerel 70	0.0 70	Spanish mackerel 52	0.0 52	Red drum 41	0.0 41

Table 3. Proportions of species targeted by fishing trips made in Bay County by anglers from various origins, for 2014-2024.

This table shows the top 5 species anglers fish in Bay County, depending on where they live. **Columns 1-2** shows what anglers fish for in Bay County regardless of where they come from. **Columns 3-4** shows what Bay County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Bay 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.