

## 2022 Angler Travel and Targeting Summary: Santa Rosa County

Prepared for Santa Rosa County by Ed Camp ([edvcamp@ufl.edu](mailto:edvcamp@ufl.edu)) Assistant Professor University of Florida, and Chris Verlinde, Florida Sea Grant Extension Agent Santa Rosa County, [chrismv@ufl.edu](mailto:chrismv@ufl.edu)

### How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Santa Rosa County**. The report describes information about where people come from when they fish Santa Rosa 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 Santa Rosa County*, which Chris Verlinde can provide you.

### Where people come from to fish Santa Rosa County

*Table 1: Out-of-state angler origins comparison*

Trips to Florida		Trips to NW Panhandle		Trips to Santa Rosa County	
	Prop.		Prop.		Prop.
Georgia	0.153	Alabama	0.181	Alabama	0.172
Alabama	0.071	Georgia	0.141	Georgia	0.133
Not Available	0.065	Texas	0.110	Texas	0.120
Texas	0.056	Tennessee	0.103	Oklahoma	0.073
Tennessee	0.051	Louisiana	0.053	Tennessee	0.070

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Santa Rosa 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 Santa Rosa County. Comparing the columns shows how Santa Rosa 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.
Escambia	0.702	Santa Rosa	0.693
Okaloosa	0.206	Escambia	0.215
Duval	0.017	Okaloosa	0.063
Walton	0.017	Duval	0.005
Hernando	0.008	Walton	0.005

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

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

### What people fish for in Santa Rosa County

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

All Santa Rosa County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.452	No Target	0.420	No Target	0.486	No Target	0.550
Red drum	0.111	Red drum	0.117	Red drum	0.105	Red drum	0.095
King mackerel	0.080	King mackerel	0.092	Red snapper	0.070	Red snapper	0.081
Red snapper	0.080	Red snapper	0.090	King mackerel	0.068	King mackerel	0.068
Spotted seatrout	0.053	Spanish mackerel	0.047	Spotted seatrout	0.064	Spanish mackerel	0.062

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

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