

2022 Angler Travel and Targeting Summary: Gulf 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 Gulf County**. The report describes information about where people come from when they fish Gulf 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 Gulf County*, which Ray Bodrey can provide you.

Where people come from to fish Gulf County

Table 1: Out-of-state angler origins comparison

| Trips to Florida | Prop. | Trips to Panhandle | Prop. | Trips to Gulf County | Prop. |
|------------------|-------|--------------------|-------|----------------------|-------|
| Georgia | 0.153 | Georgia | 0.412 | Georgia | 0.530 |
| Alabama | 0.071 | Alabama | 0.190 | Alabama | 0.189 |
| Not Available | 0.065 | Tennessee | 0.101 | Tennessee | 0.053 |
| Texas | 0.056 | Texas | 0.033 | South Carolina | 0.023 |
| Tennessee | 0.051 | Kentucky | 0.029 | Illinois | 0.022 |

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Gulf 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 Gulf County. Comparing the columns shows how Gulf 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. |
|--------------------|-------|-----------|-------|
| Bay | 0.217 | Gulf | 0.367 |
| Leon | 0.166 | Bay | 0.138 |
| Jackson | 0.131 | Leon | 0.105 |
| Calhoun | 0.060 | Jackson | 0.083 |
| Okaloosa | 0.051 | Calhoun | 0.038 |

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

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

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

What people fish for in Gulf County

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

| All Gulf County trips | Prop. | In county trips | Prop. | Out of county trips | Prop. | Out of state trips | Prop. |
|-------------------------------|-------|-------------------------------|-------|-------------------------------|-------|-------------------------------|-------|
| No Target | 0.333 | No Target | 0.368 | Spotted seatrout | 0.332 | Spotted seatrout | 0.327 |
| Spotted seatrout | 0.309 | Spotted seatrout | 0.205 | No Target | 0.326 | No Target | 0.319 |
| Red drum | 0.087 | Red drum | 0.084 | Red drum | 0.087 | Red snapper | 0.075 |
| Red snapper | 0.066 | Lefteye flounder family | 0.059 | Red snapper | 0.068 | Red drum | 0.072 |
| Lefteye flounder family | 0.042 | Red snapper | 0.057 | Lefteye flounder family | 0.038 | Lefteye flounder family | 0.040 |

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

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