

2024 Angler Travel and Targeting Summary: Bay County

Prepared for Bay County by Ed Camp (edvcamp@ufl.edu) Assistant Professor University of Florida, and Scott Jackson, Regional Specialized Extension Agent Bay County, lsj@ufl.edu

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	0.148	Georgia	0.362	Georgia	0.347
Alabama	0.063	Alabama	0.210	Alabama	0.208
Texas	0.057	Tennessee	0.108	Tennessee	0.116
Not Available	0.057	Texas	0.040	Texas	0.039
Tennessee	0.049	Kentucky	0.030	Kentucky	0.034

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Bay 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 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	0.129	Bay	0.695
Walton	0.126	Leon	0.039
Washington	0.114	Walton	0.039
Gulf	0.112	Washington	0.035
Jackson	0.098	Gulf	0.034

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

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	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.449	No Target	0.347	No Target	0.482	No Target	0.506
Red snapper	0.156	Red drum	0.132	Red snapper	0.172	Red snapper	0.176
King mackerel	0.073	Red snapper	0.109	King mackerel	0.075	King mackerel	0.072
Red drum	0.068	Spotted seatrout	0.074	Spanish mackerel	0.054	Spanish mackerel	0.051
Spanish mackerel	0.054	King mackerel	0.066	Red drum	0.047	Red drum	0.037

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

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.