

2024 Angler Travel and Targeting Summary: Wakulla 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 Wakulla County**. The report describes information about where people come from when they fish Wakulla 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 Wakulla County*, which Savanna Barry can provide you.

Where people come from to fish Wakulla County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Big Bend	Prop.	Trips to Wakulla County	Prop.
Georgia	0.148	Georgia	0.760	Georgia	0.789
Alabama	0.063	Alabama	0.064	Alabama	0.060
Texas	0.057	Tennessee	0.042	Tennessee	0.037
Not Available	0.057	South Carolina	0.013	South Carolina	0.014
Tennessee	0.049	North Carolina	0.010	New York	0.010

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Wakulla 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 Wakulla County. Comparing the columns shows how Wakulla 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	0.775	Leon	0.530
Gadsden	0.053	Wakulla	0.317
Jefferson	0.046	Gadsden	0.036
Franklin	0.009	Jefferson	0.032
Bay	0.007	Franklin	0.006

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

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

What people fish for in Wakulla County

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

All Wakulla County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
Spotted seatrout	0.370	No Target	0.271	Spotted seatrout	0.403	Spotted seatrout	0.507
No Target	0.247	Red drum	0.271	No Target	0.241	No Target	0.262
Red drum	0.235	Spotted seatrout	0.257	Red drum	0.224	Red drum	0.109
Cobia	0.020	Cobia	0.041	Red snapper	0.019	Red snapper	0.027
Gag	0.019	Black sea bass	0.025	Gag	0.018	Atlantic tarpon	0.023

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

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