

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.