

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

Where people come from to fish Walton County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to NW Panhandle	Prop.	Trips to Walton County	Prop.
Georgia	0.148	Alabama	0.175	Alabama	0.351
Alabama	0.063	Georgia	0.140	Tennessee	0.119
Texas	0.057	Texas	0.112	Texas	0.116
Not Available	0.057	Tennessee	0.104	Georgia	0.113
Tennessee	0.049	Louisiana	0.045	Mississippi	0.033

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Walton 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 Walton County. Comparing the columns shows how Walton 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.
Okaloosa	0.512	Walton	0.764
Bay	0.149	Okaloosa	0.121
Santa Rosa	0.083	Bay	0.035
Holmes	0.060	Santa Rosa	0.020
Washington	0.042	Holmes	0.014

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

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

What people fish for in Walton County

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

All Walton County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.352	No Target	0.346	No Target	0.358	No Target	0.362
Red drum	0.328	Red drum	0.309	Red drum	0.347	Red drum	0.359
Spotted seatrout	0.132	Spotted seatrout	0.138	Spotted seatrout	0.126	Spotted seatrout	0.127
Striped mullet	0.048	Striped mullet	0.064	Red snapper	0.032	Red snapper	0.041
Red snapper	0.032	Red snapper	0.031	Striped mullet	0.030	Florida pompano	0.019

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

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