

2025 Angler Travel and Targeting Summary: Santa Rosa County

Prepared for Santa Rosa County by Ed Camp (edvcamp@ufl.edu) Assistant Professor
University of Florida, and Laura Tiu, Florida Sea Grant Extension Agent Santa Rosa County,
lgtiu@ufl.edu

How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Santa Rosa County**. The report describes information about where people come from when they fish Santa Rosa 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 Santa Rosa County*, which Laura Tiu can provide you.

Where people come from to fish Santa Rosa County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Pro p.	Trips to NW Panhandle	Pro p.	Trips to Santa Rosa County	Pro p.
Georgia	0.14	Alabama 4	0.16	Alabama 8	0.19 2
Alabama	0.06	Georgia 0	0.13	Georgia 5	0.13 7
Texas	0.05	Texas 8	0.11	Texas 3	0.11 4
Not Available	0.05	Tennessee 4	0.10	Oklahoma 4	0.07 0
Tennessee	0.04	Louisiana 9	0.04	Tennessee 5	0.06 9

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Santa Rosa County, for 2014-2024.

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 Santa Rosa County. Comparing

the columns shows how Santa Rosa 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.
Escambia	0.670	Santa Rosa	0.684
Okaloosa	0.229	Escambia	0.212
Walton	0.014	Okaloosa	0.072
Duval	0.011	Walton	0.005
Charlotte	0.007	Duval	0.003

Table 2. The origins of Florida resident anglers fishing in Santa Rosa County, for 2014-2024.

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

What people fish for in Santa Rosa County

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

All Santa Rosa County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.42	No Target In county trips	0.38	No Target Out of county trips	0.45	No Target Out of state trips	0.53
Red drum	0.12	Red drum In county trips	0.13	Red drum Out of county trips	0.11	Red drum Out of state trips	0.09
Red snapper	0.08	Red snapper In county trips	0.10	Spanish mackerel Out of county trips	0.07	Red snapper Out of state trips	0.08
Spanish mackerel	0.07	King mackerel In county trips	0.07	Red snapper Out of county trips	0.06	Spanish mackerel Out of state trips	0.08
King mackerel	0.06	Spanish mackerel In county trips	0.07	King mackerel Out of county trips	0.05	King mackerel Out of state trips	0.05
	7		1		8		0

Table 3. Proportions of species targeted by fishing trips made in Santa Rosa County by anglers from various origins, for 2014-2024.

This table shows the top 5 species anglers fish in Santa Rosa County, depending on where they live. **Columns 1-2** shows what anglers fish for in Santa Rosa County regardless of

where they come from. **Columns 3-4** shows what Santa Rosa County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Santa Rosa 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.