

# 2024 Angler Travel and Targeting Summary: Escambia 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 Escambia County**. The report describes information about where people come from when they fish Escambia 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 Escambia County*, which Rick O'Connor can provide you.

## Where people come from to fish Escambia County

Table 1: Out-of-state angler origins comparison

Trips to Florida		Trips to NW Panhandle		Trips to Escambia County	
	Prop.		Prop.		Prop.
Georgia	0.148	Alabama	0.175	Alabama	0.288
Alabama	0.063	Georgia	0.140	Georgia	0.115
Texas	0.057	Texas	0.112	Texas	0.073
Not Available	0.057	Tennessee	0.104	Tennessee	0.064
Tennessee	0.049	Louisiana	0.045	Mississippi	0.059

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Escambia 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 Escambia County. Comparing the columns shows how Escambia 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.
Santa Rosa	0.841	Escambia	0.724
Okaloosa	0.055	Santa Rosa	0.232
Bay	0.008	Okaloosa	0.015
Leon	0.008	Bay	0.002
Seminole	0.008	Duval	0.002

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

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

### What people fish for in Escambia County

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

All Escambia County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.487	No Target	0.458	No Target	0.518	No Target	0.584
Red snapper	0.117	Red snapper	0.107	Red snapper	0.128	Red snapper	0.109
Red drum	0.081	Red drum	0.085	Red drum	0.076	Red drum	0.070
Florida pompano	0.039	Florida pompano	0.047	King mackerel	0.035	King mackerel	0.033
King mackerel	0.036	King mackerel	0.037	Spanish mackerel	0.035	Florida pompano	0.032

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

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