

2024 Angler Travel and Targeting Summary: Taylor County

Prepared for Taylor County by Ed Camp (edvcamp@ufl.edu) Assistant Professor University of Florida, and Victor Blanco, Florida Sea Grant Extension Agent Taylor County, victorblancomar@ufl.edu

How to use this summary

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

Where people come from to fish Taylor County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to North Big Bend	Prop.	Trips to Taylor County	Prop.
Georgia	0.148	Georgia	0.858	Georgia	0.878
Alabama	0.063	Alabama	0.031	Alabama	0.030
Texas	0.057	Tennessee	0.024	Tennessee	0.017
Not Available	0.057	South Carolina	0.012	South Carolina	0.013
Tennessee	0.049	North Carolina	0.011	North Carolina	0.011

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Taylor 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 Taylor County. Comparing the columns shows how Taylor 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.
Alachua	0.178	Taylor	0.166
Suwannee	0.096	Alachua	0.149
Columbia	0.080	Suwannee	0.080
Leon	0.063	Columbia	0.067
Clay	0.044	Leon	0.053

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

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

What people fish for in Taylor County

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

All Taylor County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
Spotted seatrout	0.521	Spotted seatrout	0.452	Spotted seatrout	0.529	Spotted seatrout	0.630
No Target	0.228	No Target	0.224	No Target	0.229	No Target	0.188
Red drum	0.161	Red drum	0.185	Red drum	0.158	Red drum	0.110
Red snapper	0.027	Gag	0.038	Red snapper	0.029	Gag	0.016
Gag	0.015	Sheepshead	0.022	Sheepshead	0.013	Red snapper	0.014

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

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