

# 2025 Angler Travel and Targeting Summary: Okaloosa 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 Okaloosa County**. The report describes information about where people come from when they fish Okaloosa 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 Okaloosa County*, which Dana Bigham Stephens can provide you.

## Where people come from to fish Okaloosa County

*Table 1: Out-of-state angler origins comparison*

Trips to Florida	Pro p.	Trips to NW Panhandle	Pro p.	Trips to Okaloosa County	Pro p.
Georgia	0.14 4	Alabama	0.16 8	Georgia	0.14 1
Alabama	0.06 0	Georgia	0.13 5	Alabama	0.12 6
Texas	0.05 8	Texas	0.11 3	Texas	0.12 6
Not Available	0.05 4	Tennessee	0.10 4	Tennessee	0.11 8
Tennessee	0.04 9	Louisiana	0.04 5	Missouri	0.04 4

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Okaloosa 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 Okaloosa County. Comparing

the columns shows how Okaloosa 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.
Walton	0.390	Okaloosa	0.702
Santa Rosa	0.240	Walton	0.116
Leon	0.046	Santa Rosa	0.072
Escambia	0.042	Leon	0.014
Hillsborough	0.023	Escambia	0.013

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

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

## What people fish for in Okaloosa County

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

All Okaloosa County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.515	No Target	0.371	No Target	0.561	No Target	0.581
Red snapper	0.163	Red snapper	0.118	Red snapper	0.177	Red snapper	0.173
Red drum	0.047	Red drum	0.099	Vermilion snapper	0.051	Vermilion snapper	0.054
King mackerel	0.042	King mackerel	0.065	King mackerel	0.035	King mackerel	0.032
Vermilion snapper	0.042	Spanish mackerel	0.043	Red drum	0.030	Greater amberjack	0.028

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

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