

# 2025 Angler Travel and Targeting Summary: Bay County

Prepared for Bay County by Ed Camp ([edvcamp@ufl.edu](mailto:edvcamp@ufl.edu)) Assistant Professor University of Florida, and Scott Jackson, Regional Specialized Extension Agent Bay County, [lsj@ufl.edu](mailto:lsj@ufl.edu)

## How to use this summary

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

## Where people come from to fish Bay County

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

Trips to Florida		Trips to West Panhandle		Trips to Bay County	
	Prop .		Prop .		Prop .
Georgia	0.144	Georgia	0.347	Georgia	0.340
Alabama	0.060	Alabama	0.206	Alabama	0.202
Texas	0.058	Tennessee	0.109	Tennessee	0.117
Not Available	0.054	Texas	0.046	Texas	0.043
Tennessee	0.049	Kentucky	0.032	Kentucky	0.036

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Bay 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 Bay County. Comparing the columns shows how Bay 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.
Leon	0.127	Bay	0.680
Walton	0.124	Leon	0.041
Gulf	0.120	Walton	0.040
Washington	0.098	Gulf	0.038
Jackson	0.088	Washington	0.031

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

This table shows where Florida resident anglers come from when they fish Bay County.

**Columns 1 & 2** show origins of trips in Bay County by anglers who are **not** residents of Bay County, and **columns 3 & 4** show origins of **all** Florida-resident trips in Bay County. This information can be used to identifying in-state advertising.

## What people fish for in Bay County

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

All Bay County trips	Pro p.	In county trips	Pro p.	Out of county trips	Pro p.	Out of state trips	Pro p.
No Target	0.44	No Target	0.38	No Target	0.480	No Target	0.509
Red snapper	0.154	Red drum	0.142	Red snapper	0.168	Red snapper	0.170
Red drum	0.076	Red snapper	0.113	King mackerel	0.073	King mackerel	0.070
King mackerel	0.072	Spotted seatrout	0.075	Red drum	0.053	Spanish mackerel	0.051
Spanish mackerel	0.053	King mackerel	0.070	Spanish mackerel	0.052	Red drum	0.041

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

This table shows the top 5 species anglers fish in Bay County, depending on where they live. **Columns 1-2** shows what anglers fish for in Bay County regardless of where they come from. **Columns 3-4** shows what Bay County resident anglers fish for, **Columns 5-6**

shows what anglers who live in Florida but not Bay 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.