

2025 Angler Travel and Targeting Summary: Dixie 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 Dixie County**. The report describes information about where people come from when they fish Dixie 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 Dixie County*, which Savanna Barry can provide you.

Where people come from to fish Dixie County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop .	Trips to North Big Bend	Prop .	Trips to Dixie County	Prop .
Georgia	0.144	Georgia	0.852	Georgia	0.592
Alabama	0.060	Alabama	0.032	Tennessee	0.122
Texas	0.058	Tennessee	0.025	Michigan	0.051
Not Available	0.054	South Carolina	0.017	Ohio	0.051
Tennessee	0.049	North Carolina	0.014	Alabama	0.041

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

columns shows how Dixie 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	0.286	Alachua	0.244
Columbia	0.180	Columbia	0.153
Gilchrist	0.113	Dixie	0.147
Suwannee	0.075	Gilchrist	0.096
Levy	0.050	Suwannee	0.064

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

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

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

What people fish for in Dixie County

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

All Dixie County trips	Pr op.	In county trips	Pr op.	Out of county trips	Pr op.	Out of state trips	Pr op.
Spotted seatrout	0.343	No Target	0.396	Spotted seatrout	0.360	Spotted seatrout	0.378
Red drum	0.317	Red drum	0.262	Red drum	0.325	Red drum	0.286
No Target	0.213	Spotted seatrout	0.228	No Target	0.185	No Target	0.204
Red snapper	0.029	Red snapper	0.040	Red snapper	0.027	Sand seatrout	0.061
Spanish mackerel	0.017	Cobia	0.020	Spanish mackerel	0.020	Red snapper	0.031

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

This table shows the top 5 species anglers fish in Dixie County, depending on where they live.

Columns 1-2 shows what anglers fish for in Dixie County regardless of where they come from. **Columns 3-4** shows what Dixie County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Dixie 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.