

2024 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	0.148	Georgia	0.858	Georgia	0.604
Alabama	0.063	Alabama	0.031	Tennessee	0.115
Texas	0.057	Tennessee	0.024	Michigan	0.052
Not Available	0.057	South Carolina	0.012	Ohio	0.052
Tennessee	0.049	North Carolina	0.011	Alabama	0.042

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Dixie 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 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	0.245
Columbia	0.178	Columbia	0.153
Gilchrist	0.118	Dixie	0.143
Suwannee	0.074	Gilchrist	0.101
Levy	0.050	Suwannee	0.063

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

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	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
Spotted seatrout	0.351	No Target	0.410	Spotted seatrout	0.369	Spotted seatrout	0.375
Red drum	0.307	Red drum	0.236	Red drum	0.318	Red drum	0.292
No Target	0.216	Spotted seatrout	0.236	No Target	0.186	No Target	0.208
Red snapper	0.029	Red snapper	0.042	Red snapper	0.027	Sand seatrout	0.062
Spanish mackerel	0.017	Cobia	0.021	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 2013-2023.

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.