

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

## Where people come from to fish Walton County

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

Trips to Florida	Prop .	Trips to NW Panhandle	Prop .	Trips to Walton County	Prop .
Georgia	0.144	Alabama	0.168	Alabama	0.292
Alabama	0.060	Georgia	0.135	Texas	0.134
Texas	0.058	Texas	0.113	Georgia	0.126
Not Available	0.054	Tennessee	0.104	Tennessee	0.108
Tennessee	0.049	Louisiana	0.045	Illinois	0.039

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

columns shows how Walton 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.
Okaloosa	0.519	Walton	0.759
Bay	0.132	Okaloosa	0.125
Santa Rosa	0.074	Bay	0.032
Holmes	0.063	Santa Rosa	0.018
Washington	0.048	Holmes	0.015

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

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

## What people fish for in Walton County

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

All Walton County trips	Pr op .	In county trips	Pr op.	Out of county trips	Pr op.	Out of state trips	Pr op.
No Target	0.351	No Target	0.336	No Target	0.364	No Target	0.359
Red drum	0.321	Red drum	0.303	Red drum	0.336	Red drum	0.347
Spotted seatrout	0.145	Spotted seatrout	0.141	Spotted seatrout	0.148	Spotted seatrout	0.156
Striped mullet	0.043	Striped mullet	0.066	Red snapper	0.030	Red snapper	0.037
Red snapper	0.029	Red snapper	0.029	Striped mullet	0.023	Florida pompano	0.020

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

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