

## 2024 Angler Travel and Targeting Summary: Gulf 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 Gulf County**. The report describes information about where people come from when they fish Gulf 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 Gulf County*, which Ray Bodrey can provide you.

### Where people come from to fish Gulf County

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

Trips to Florida	Prop.	Trips to Panhandle	Prop.	Trips to Gulf County	Prop.
Georgia	0.148	Georgia	0.423	Georgia	0.524
Alabama	0.063	Alabama	0.183	Alabama	0.171
Texas	0.057	Tennessee	0.100	Tennessee	0.061
Not Available	0.057	Texas	0.032	South Carolina	0.022
Tennessee	0.049	Kentucky	0.028	Illinois	0.020

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Gulf 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 Gulf County. Comparing the columns shows how Gulf 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.
Bay	0.222	Gulf	0.402
Jackson	0.140	Bay	0.133
Leon	0.138	Jackson	0.084
Calhoun	0.080	Leon	0.083
Okaloosa	0.049	Calhoun	0.048

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

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

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

### What people fish for in Gulf County

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

All Gulf County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.332	No Target	0.362	No Target	0.325	Spotted seatrout	0.314
Spotted seatrout	0.283	Spotted seatrout	0.157	Spotted seatrout	0.311	No Target	0.310
Red drum	0.111	Red drum	0.116	Red drum	0.109	Red drum	0.103
Red snapper	0.076	Red snapper	0.072	Red snapper	0.077	Red snapper	0.081
Lefteye flounder family	0.031	Spanish mackerel	0.049	Lefteye flounder family	0.030	Lefteye flounder family	0.036

**Table 3. Proportions of species targeted by fishing trips made in Gulf County by anglers from various origins, for 2013-2023.**

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