

2022 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	0.153	Alabama	0.181	Alabama	0.319
Alabama	0.071	Georgia	0.141	Georgia	0.151
Not Available	0.065	Texas	0.110	Tennessee	0.122
Texas	0.056	Tennessee	0.103	Texas	0.122
Tennessee	0.051	Louisiana	0.053	Mississippi	0.043

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Walton County, for 2011-2021.

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	0.540	Walton	0.754
Bay	0.161	Okaloosa	0.133
Holmes	0.062	Bay	0.040
Santa Rosa	0.062	Holmes	0.015
Washington	0.043	Santa Rosa	0.015

Table 2. The origins of Florida resident anglers fishing in Walton County, for 2011-2021.

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	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.374	No Target	0.368	No Target	0.380	No Target	0.391
Red drum	0.318	Red drum	0.302	Red drum	0.336	Red drum	0.348
Spotted seatrout	0.134	Spotted seatrout	0.140	Spotted seatrout	0.127	Spotted seatrout	0.125
Striped mullet	0.052	Striped mullet	0.067	Striped mullet	0.036	Red snapper	0.029
Red snapper	0.027	Red snapper	0.032	Red snapper	0.020	King mackerel	0.022

Table 3. Proportions of species targeted by fishing trips made in Walton County by anglers from various origins, for 2011-2021.

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.