

2024 Angler Travel and Targeting Summary: Santa Rosa 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 Santa Rosa County**. The report describes information about where people come from when they fish Santa Rosa 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 Santa Rosa County*, which Thomas Derbes can provide you.

Where people come from to fish Santa Rosa County

Table 1: Out-of-state angler origins comparison

Trips to Florida		Trips to NW Panhandle		Trips to Santa Rosa County	
	Prop.		Prop.		Prop.
Georgia	0.148	Alabama	0.175	Alabama	0.186
Alabama	0.063	Georgia	0.140	Georgia	0.153
Texas	0.057	Texas	0.112	Texas	0.116
Not Available	0.057	Tennessee	0.104	Oklahoma	0.077
Tennessee	0.049	Louisiana	0.045	Tennessee	0.064

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Santa Rosa 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 Santa Rosa County. Comparing the columns shows how Santa Rosa 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.
Escambia	0.681	Santa Rosa	0.676
Okaloosa	0.212	Escambia	0.221
Duval	0.018	Okaloosa	0.069
Walton	0.014	Duval	0.006
Charlotte	0.007	Walton	0.005

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

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

What people fish for in Santa Rosa County

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

All Santa Rosa County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.444	No Target	0.409	No Target	0.478	No Target	0.545
Red drum	0.116	Red drum	0.127	Red drum	0.106	Red drum	0.098
Red snapper	0.083	Red snapper	0.095	Red snapper	0.071	Red snapper	0.088
King mackerel	0.072	King mackerel	0.084	Spanish mackerel	0.064	Spanish mackerel	0.078
Spanish mackerel	0.064	Spanish mackerel	0.063	King mackerel	0.060	King mackerel	0.056

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

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