

2025 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	0.144	Georgia	0.411	Georgia	0.496
Alabama	0.060	Alabama	0.182	Alabama	0.184
Texas	0.058	Tennessee	0.102	Tennessee	0.062
Not Available	0.054	Texas	0.034	Michigan	0.026
Tennessee	0.049	Kentucky	0.030	South Carolina	0.021

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Gulf 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 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	0.248	Gulf	0.416
Jackson	0.137	Bay	0.145
Leon	0.132	Jackson	0.080
Calhoun	0.080	Leon	0.077
Walton	0.040	Calhoun	0.047

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

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	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.338	No Target	0.372	No Target	0.330	No Target	0.315
Spotted seatrout	0.275	Spotted seatrout	0.165	Spotted seatrout	0.300	Spotted seatrout	0.302
Red drum	0.120	Red drum	0.133	Red drum	0.117	Red drum	0.111
Red snapper	0.065	Spanish mackerel	0.047	Red snapper	0.070	Red snapper	0.073
Lefteye flounder family	0.032	Red snapper	0.041	Lefteye flounder family	0.032	Lefteye flounder family	0.036

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

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.