

## 2022 Angler Travel and Targeting Summary: Wakulla 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 Wakulla County**. The report describes information about where people come from when they fish Wakulla 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 Wakulla County*, which Savanna Barry can provide you.

### Where people come from to fish Wakulla County

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

Trips to Florida	Prop.	Trips to Big Bend	Prop.	Trips to Wakulla County	Prop.
Georgia	0.153	Georgia	0.774	Georgia	0.772
Alabama	0.071	Alabama	0.062	Alabama	0.060
Not Available	0.065	Tennessee	0.043	Tennessee	0.039
Texas	0.056	South Carolina	0.012	South Carolina	0.013
Tennessee	0.051	North Carolina	0.010	North Carolina	0.011

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Wakulla 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 Wakulla County. Comparing the columns shows how Wakulla 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.
Leon	0.795	Leon	0.545
Gadsden	0.058	Wakulla	0.315
Jefferson	0.038	Gadsden	0.039
Franklin	0.009	Jefferson	0.026
Bay	0.005	Franklin	0.006

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

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

### What people fish for in Wakulla County

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

All Wakulla County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
Spotted seatrout	0.334	No Target	0.346	Spotted seatrout	0.368	Spotted seatrout	0.473
No Target	0.312	Spotted seatrout	0.227	No Target	0.302	No Target	0.304
Red drum	0.206	Red drum	0.220	Red drum	0.202	Red drum	0.109
Gag	0.024	Cobia	0.040	Gag	0.026	Red snapper	0.025
Cobia	0.021	Black sea bass	0.026	Red snapper	0.016	Black sea bass	0.018

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

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