

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

### Where people come from to fish Bay County

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

Trips to Florida	Prop.	Trips to West Panhandle	Prop.	Trips to Bay County	Prop.
Georgia	0.153	Georgia	0.362	Georgia	0.344
Alabama	0.071	Alabama	0.208	Alabama	0.207
Not Available	0.065	Tennessee	0.107	Tennessee	0.115
Texas	0.056	Texas	0.039	Texas	0.040
Tennessee	0.051	Kentucky	0.033	Kentucky	0.036

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Bay 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 Bay County. Comparing the columns shows how Bay 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.
Washington	0.146	Bay	0.698
Leon	0.134	Washington	0.044
Walton	0.113	Leon	0.040
Gulf	0.105	Walton	0.034
Jackson	0.091	Gulf	0.032

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

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

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

### What people fish for in Bay County

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

All Bay County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.491	No Target	0.373	No Target	0.525	No Target	0.548
Red snapper	0.144	Red snapper	0.101	Red snapper	0.157	Red snapper	0.158
King mackerel	0.073	Red drum	0.100	King mackerel	0.077	King mackerel	0.075
Spanish mackerel	0.064	Spotted seatrout	0.070	Spanish mackerel	0.062	Spanish mackerel	0.058
Red drum	0.045	Spanish mackerel	0.069	Red drum	0.029	Greater amberjack	0.025

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

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