

2025 Angler Travel and Targeting Summary: Levy County

Prepared for Levy County by Ed Camp (edvcamp@ufl.edu) Assistant Professor University of Florida, and Savanna Barry, Florida Sea Grant Regional Specialized Extension Agent Nature Coast, savanna.barry@ufl.edu

How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Levy County**. The report describes information about where people come from when they fish Levy 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 Levy County*, which Savanna Barry can provide you.

Where people come from to fish Levy County

Table 1: Out-of-state angler origins comparison

| Trips to Florida | Prop. | Trips to Big Bend | Prop. | Trips to Levy County | Prop. |
|------------------|-----------|-------------------|-----------|----------------------|-----------|
| Georgia | 0.14 4 | Georgia | 0.15 9 | Georgia | 0.19 6 |
| Alabama | 0.06 0 | Michigan | 0.08 1 | Illinois | 0.08 4 |
| Texas | 0.05 8 | Illinois | 0.07 4 | Michigan | 0.08 4 |
| Not Available | 0.05 4 | Pennsylvania | 0.05 3 | North Carolina | 0.06 4 |
| Tennessee | 0.04 9 | New York | 0.05 2 | Ohio | 0.06 4 |

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Levy 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 Levy County. Comparing the columns shows how Levy 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. |
|--------------------|-------|-----------|-------|
| Alachua | 0.319 | Levy | 0.248 |
| Marion | 0.305 | Alachua | 0.240 |
| Citrus | 0.075 | Marion | 0.229 |
| Gilchrist | 0.029 | Citrus | 0.056 |
| Lake | 0.029 | Lake | 0.022 |

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

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

What people fish for in Levy County

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

| All Levy County trips | Pr op. | In county trips | Pr op. | Out of county trips | Pr op. | Out of state trips | Pr op. |
|-----------------------|--------|------------------|--------|---------------------|--------|--------------------|--------|
| No Target | 0.348 | Red drum | 0.414 | No Target | 0.353 | No Target | 0.359 |
| Red drum | 0.320 | No Target | 0.330 | Red drum | 0.293 | Red drum | 0.286 |
| Spotted seatrout | 0.208 | Spotted seatrout | 0.176 | Spotted seatrout | 0.218 | Spotted seatrout | 0.246 |
| Sheepshead | 0.021 | Gag | 0.010 | Sheepshead | 0.024 | Gag | 0.022 |
| Gag | 0.018 | Sheepshead | 0.010 | Gag | 0.020 | White grunt | 0.020 |

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

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