

2025 Angler Travel and Targeting Summary: Escambia 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 Escambia County**. The report describes information about where people come from when they fish Escambia 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 Escambia County*, which Rick O'Connor can provide you.

Where people come from to fish Escambia County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Pro p.	Trips to NW Panhandle	Pro p.	Trips to Escambia County	Pro p.
Georgia	0.14 4	Alabama	0.16 8	Alabama	0.27 3
Alabama	0.06 0	Georgia	0.13 5	Georgia	0.11 9
Texas	0.05 8	Texas	0.11 3	Texas	0.07 2
Not Available	0.05 4	Tennessee	0.10 4	Mississippi	0.07 0
Tennessee	0.04 9	Louisiana	0.04 5	Louisiana	0.05 9

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Escambia 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 Escambia County. Comparing

the columns shows how Escambia 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.
Santa Rosa	0.836	Escambia	0.720
Okaloosa	0.051	Santa Rosa	0.234
Bay	0.009	Okaloosa	0.014
Leon	0.009	Bay	0.003
Seminole	0.008	Alachua	0.002

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

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

What people fish for in Escambia County

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

All Escambia County trips	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0.470	No Target	0.446	No Target	0.495	No Target	0.554
Red snapper	0.115	Red snapper	0.098	Red snapper	0.132	Red snapper	0.119
Red drum	0.086	Red drum	0.090	Red drum	0.082	Red drum	0.077
Sheepshead	0.042	Florida pompano	0.049	Sheepshead	0.041	Vermilion snapper	0.034
Spanish mackerel	0.041	Sheepshead	0.042	Spanish mackerel	0.040	Florida pompano	0.033

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

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