

# Hook'em Up Charters Launches New Website to Enhance Gulf Coast Fishing Experience

*April 14, 2026*

Panama City, Florida - April 14, 2026 -
Hook'em Up Charters Panama City has launched a new website to better serve anglers seeking deep-sea fishing adventures in the Gulf of Mexico. The enhanced digital platform provides comprehensive information about the company's diverse charter offerings, from half-day excursions to multi-day offshore expeditions.

The new website showcases the full range of fishing experiences available through the charter company, including specialized shark fishing excursions, big game pursuits, and family-friendly reef fishing tours. Based at Captain Anderson Marina, the company operates multiple vessels capable of accommodating groups ranging from small families to parties of up to 20 passengers.

"The new website reflects our commitment to making PCB fishing charter experiences accessible to everyone, from first-time anglers to seasoned sportfishermen," said Captain B.J. Burkett, owner and operator of Hook'em Up Charters. "As a third-generation fisherman, I understand the importance of sharing local knowledge and creating lasting memories on the water."

The digital platform features detailed information about various charter options, including trolling trips targeting pelagic species, bottom fishing excursions for grouper and snapper, and blue water adventures pursuing marlin and other trophy fish. Each service description helps customers select the ideal charter based on their experience level, group size, and target species.

The website launch comes as recreational fishing continues to grow along Florida's Gulf Coast, with anglers drawn to the region's productive waters and diverse marine ecosystem. The area offers year-round fishing opportunities, with seasonal migrations bringing different species within reach of charter boats operating from Panama City Beach.

"Our new online presence allows us to better communicate the unique advantages of fishing these waters," added Captain Burkett. "Whether guests are interested in a relaxing half-day trip or an adrenaline-pumping offshore adventure, they can now easily explore their options and understand what makes each experience special."

The company's fleet includes the vessels 'Hooked Up' and 'Game Changer,' both equipped with modern navigation and safety equipment. The experienced crew provides all necessary tackle and expertise, ensuring productive trips regardless of conditions or target species.

Hook'em Up Charters specializes in private charters that can be customized to meet specific preferences, whether focusing on particular species, accommodating young anglers, or combining sightseeing with fishing activities. The company serves both the Panama City and 30A coastal areas, providing access to diverse fishing grounds from nearshore reefs to deep-water canyons.

About Hook'em Up Charters

Hook'em Up Charters is a professional fishing charter service operating from Panama City Beach, Florida. Led by Captain B.J. Burkett, a third-generation fisherman, the company offers private deep-sea fishing charters and sightseeing trips throughout the Gulf of Mexico. The company provides half-day, full-day, and overnight charter options, specializing in both family-friendly excursions and serious sport fishing adventures.
###
For more information about Hook'em Up Charters, contact the company here:Hook'em Up ChartersBJ Burkett850-774-8333hookemupcharters@gmail.com5550 North Lagoon Drive, Slip 3E and 1EPanama City Beach, Florida, 32408

# Hook'em Up Charters

*Hook?em Up Charters offers private deep-sea, inshore, and shark fishing trips from Panama City Beach, serving 30A and the Gulf Coast. With 20+ years of experience, they provide safe, fun, and memorable fishing adventures for all skill levels.*

Website: https://pcbeachfishingcharters.com/

Email: hookemupcharters@gmail.com

Phone: 850-774-8333

