



# Walton County Tourism

# AUTHENTIC WALTON VISITOR TRACKING STUDY

2025

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# ECONOMIC IMPACT SUMMARY



# TOURISM SNAPSHOT: KEY PERFORMANCE INDICATORS<sup>1</sup>



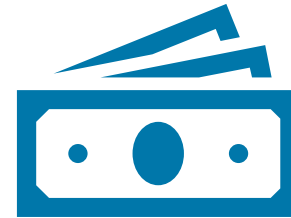
**130,800**

TOTAL  
VISITORS



**118,100**

ROOM  
NIGHTS



**\$54,197,800**

DIRECT  
SPENDING

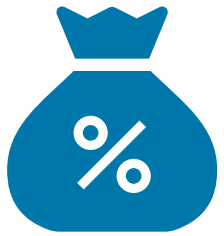


**\$59,563,400**

TOTAL  
ECONOMIC IMPACT

<sup>1</sup> Reminder: Refers ONLY to the Authentic Walton area.

# TOURISM SNAPSHOT: KEY PERFORMANCE INDICATORS<sup>1</sup>



**\$1,411,500**

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LOCAL TAXES  
SUPPORTED

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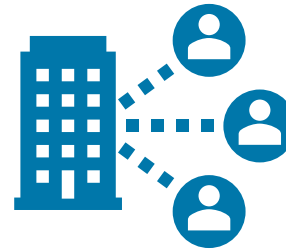


**\$1,225,600**

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STATE TAXES  
SUPPORTED

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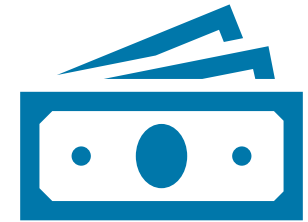


**330**

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JOBS  
SUPPORTED

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**\$12,390,500**

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WAGES  
SUPPORTED

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<sup>1</sup> Reminder: Refers ONLY to the Authentic Walton area.

# TOURISM SNAPSHOT: COMBINED LODGING METRICS<sup>1,2</sup>



**54.9%**

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OCCUPANCY

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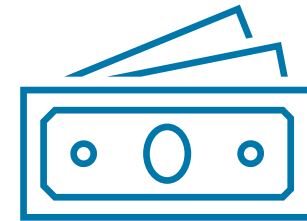


**\$110.42**

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AVERAGE  
DAILY RATE

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**\$60.59**

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REVENUE PER  
AVAILABLE  
ROOM

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<sup>1</sup> Reminder: Refers ONLY to the Authentic Walton area.

<sup>2</sup> Sources: Smith Travel Research (STR) & Key Data.

# DETAILED FINDINGS



# STUDY OBJECTIVES: MAP THE VISITOR JOURNEY

This report is organized along the visitor's journey as shown below.



# VISITOR JOURNEY: PRE-VISIT



# PLANNING CYCLE



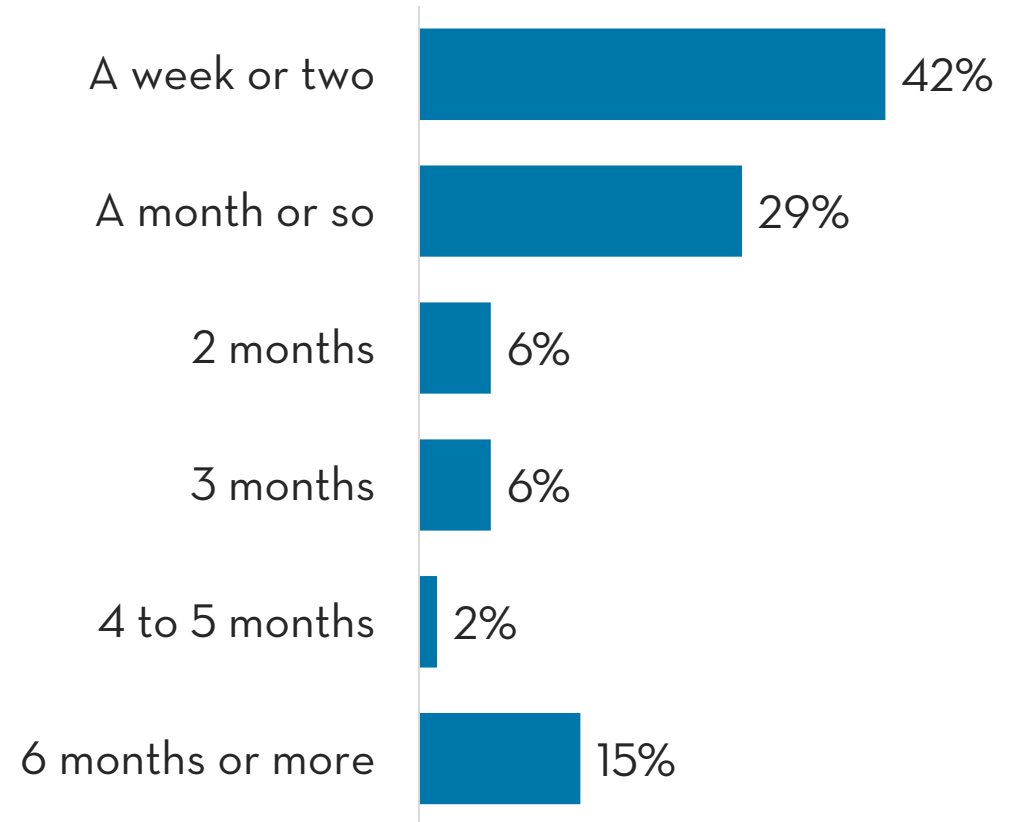
**Over 4 in 10** visitors plan an Authentic Walton vacation **a week or two** in advance



**Nearly 3 in 10** visitors to Authentic Walton plan their trip **a month or so** in advance



Typical trip planning cycle begins **50 days** before the trip



# TRIP PLANNING SOURCES<sup>1</sup>



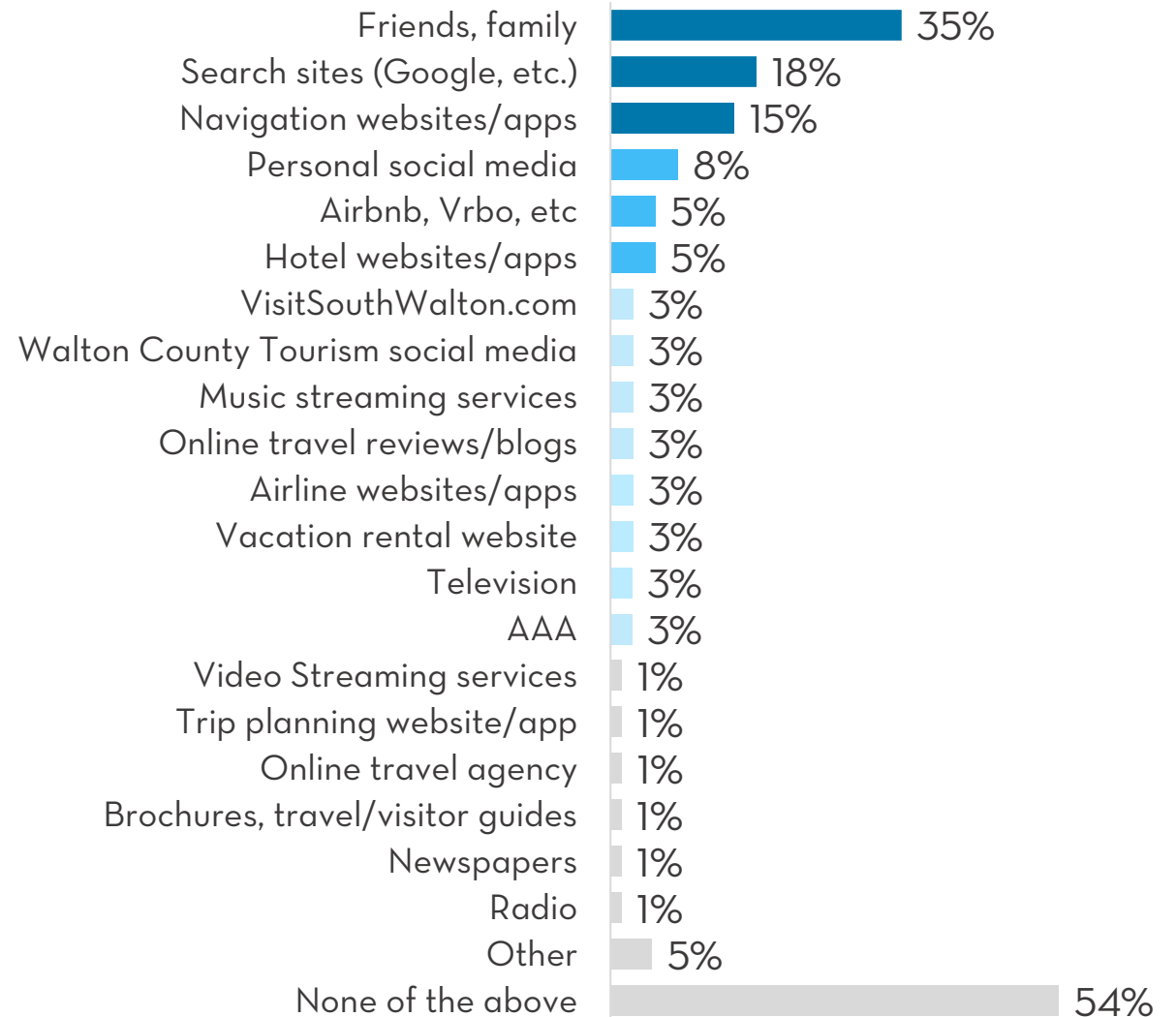
**Over 1 in 3** visitors ask their friends and family for advice to help plan their trip to Authentic Walton



**Nearly 1 in 5** visitors use search sites (Google, etc.) to help plan their trip to Authentic Walton



**Over 1 in 7** visitors use navigations websites/apps to help plan their trip to Authentic Walton



<sup>1</sup>Multiple responses permitted.

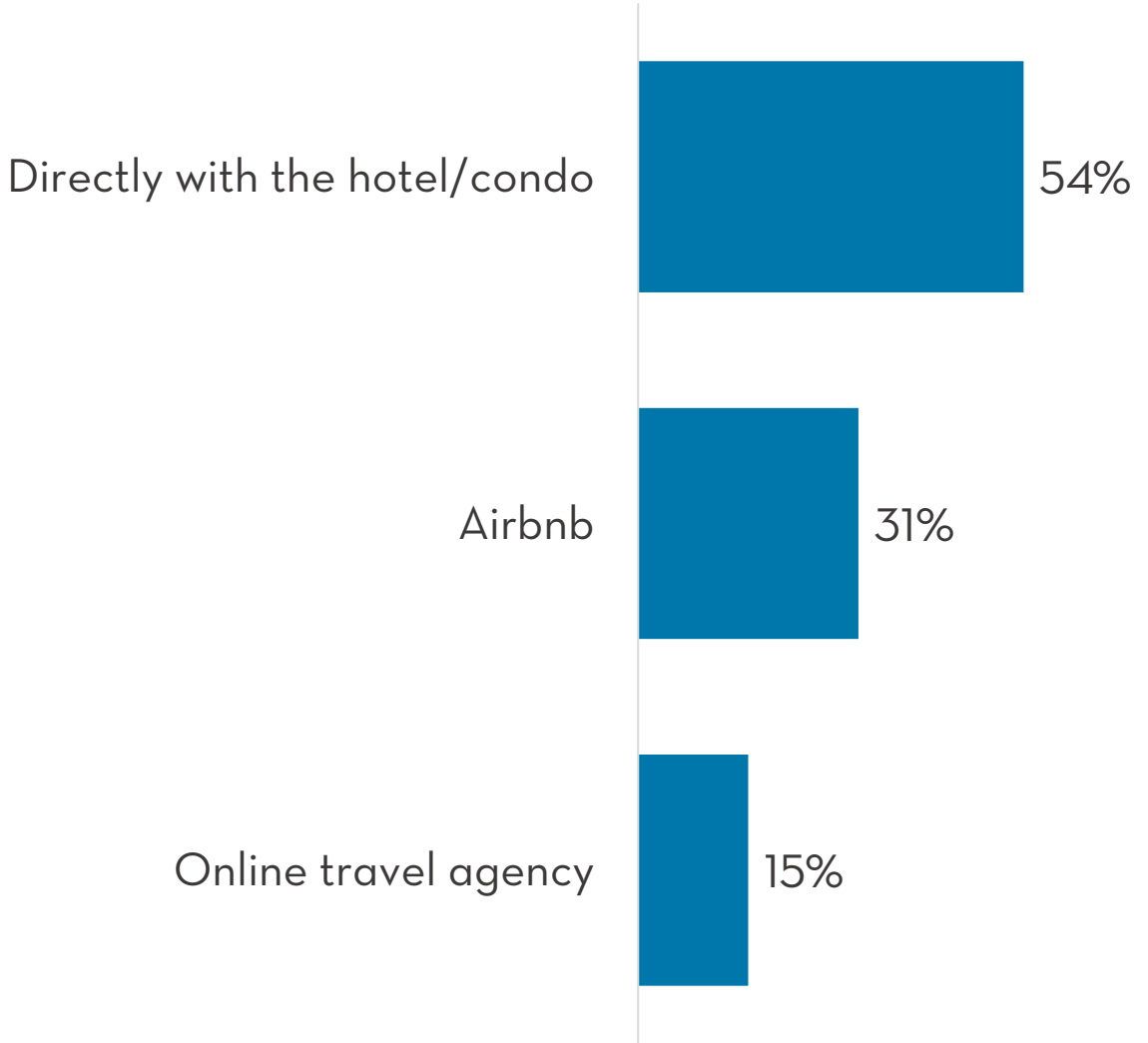
# BOOKING ACCOMMODATIONS



**Over half** of visitors book accommodations through a **directly with the hotel/condo**



**Nearly 1 in 3** visitors book with **Airbnb**



# AUTHENTIC WALTON PROMOTIONS<sup>1</sup>



**24%** of visitors recall advertising, promotions, or travel stories for Authentic Walton

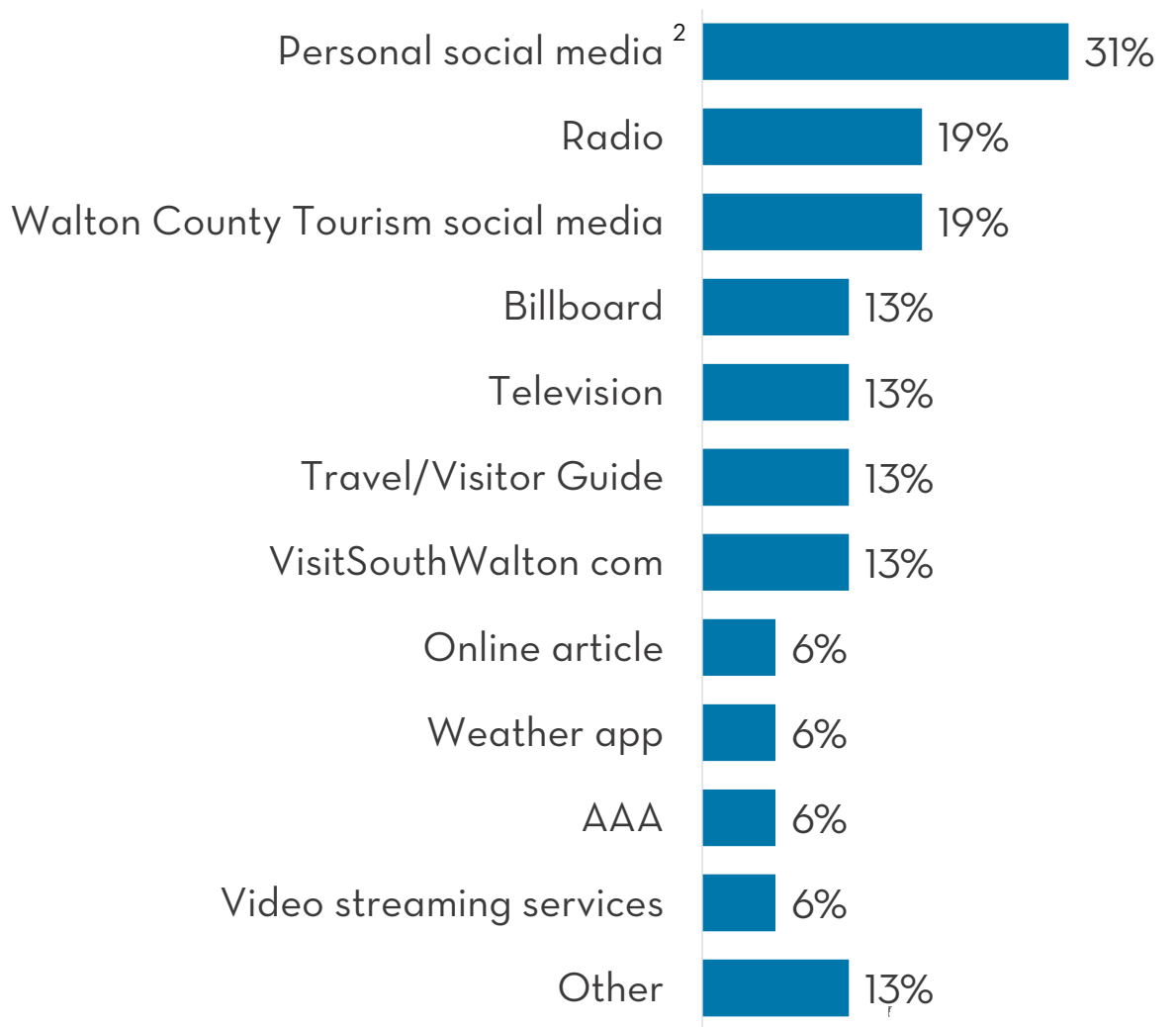


This information influences **15%** of all visitors to visit Authentic Walton



**31%** visitors recall information about the destination on **personal social media**. **27%** of all visitors recall seeing information on **Facebook** and **13%** on **Instagram**

Base: **24%** of visitors who recall advertising



<sup>1</sup>Multiple responses permitted.

<sup>2</sup>These refer to social media accounts not associated with Walton County Tourism

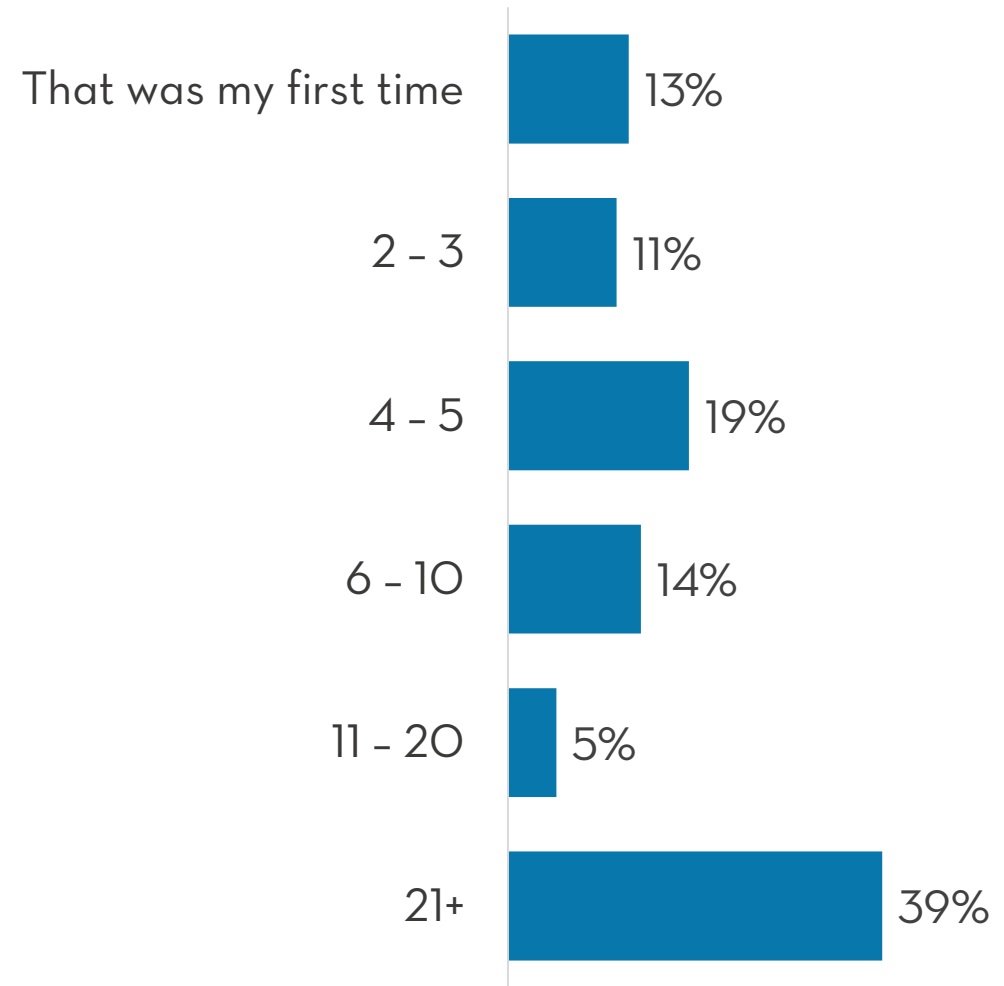
# VISITOR JOURNEY: TRAVEL PARTY PROFILE



# NUMBER OF VISITS TO AUTHENTIC WALTON

**13%** of visitors are visiting for the first time

**44%** of visitors have visited Authentic Walton more than 10 times



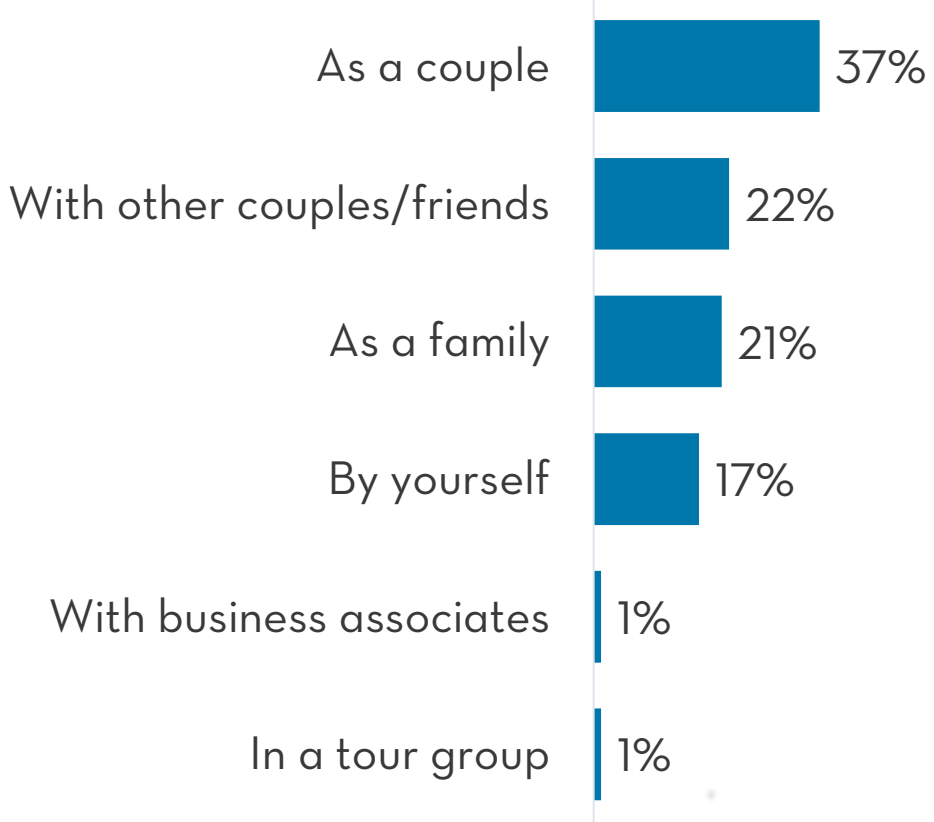
# TRAVEL PARTY SIZE AND COMPOSITION



The typical travel party is composed of **3.1** people



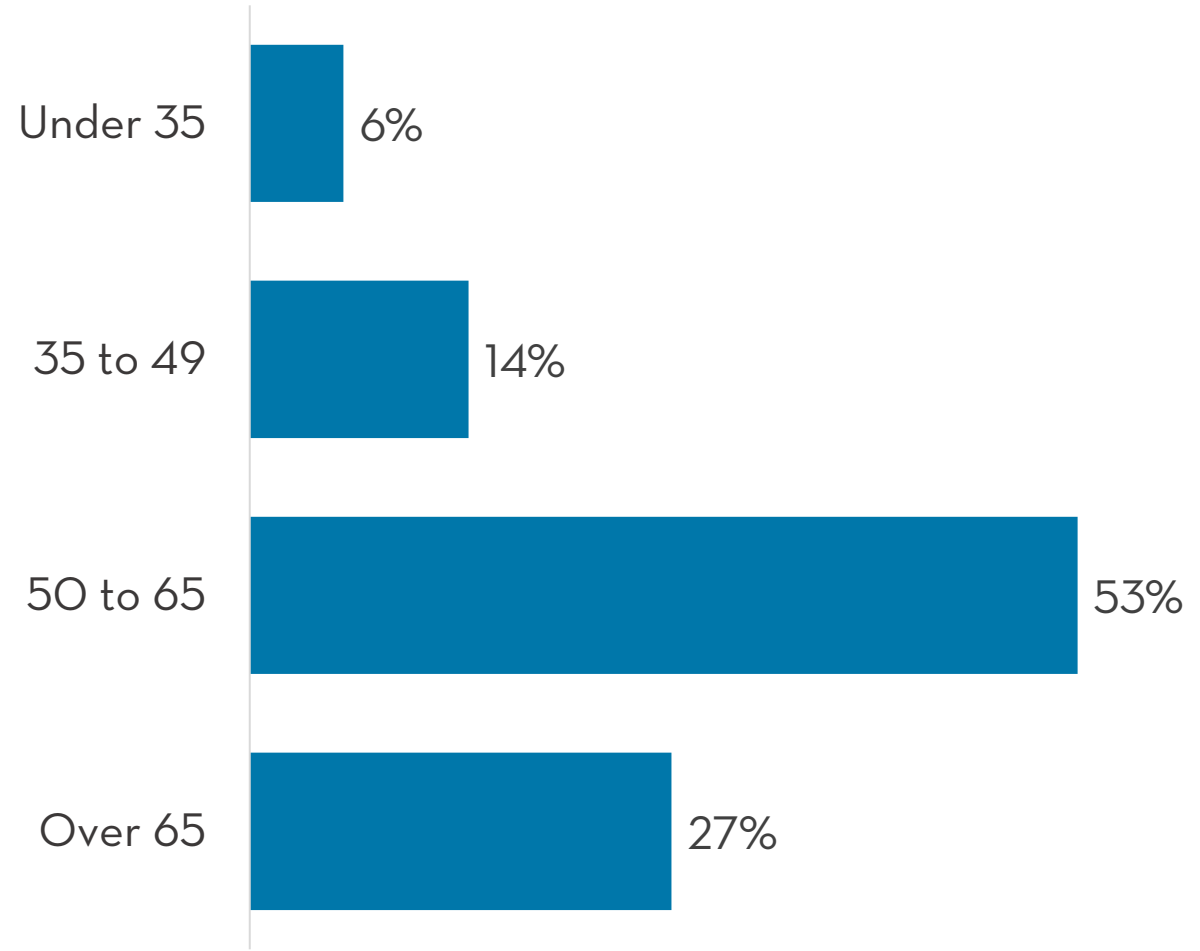
**Nearly 1 in 4** visitors travel with children under the age of 20



# AGE OF VISITORS



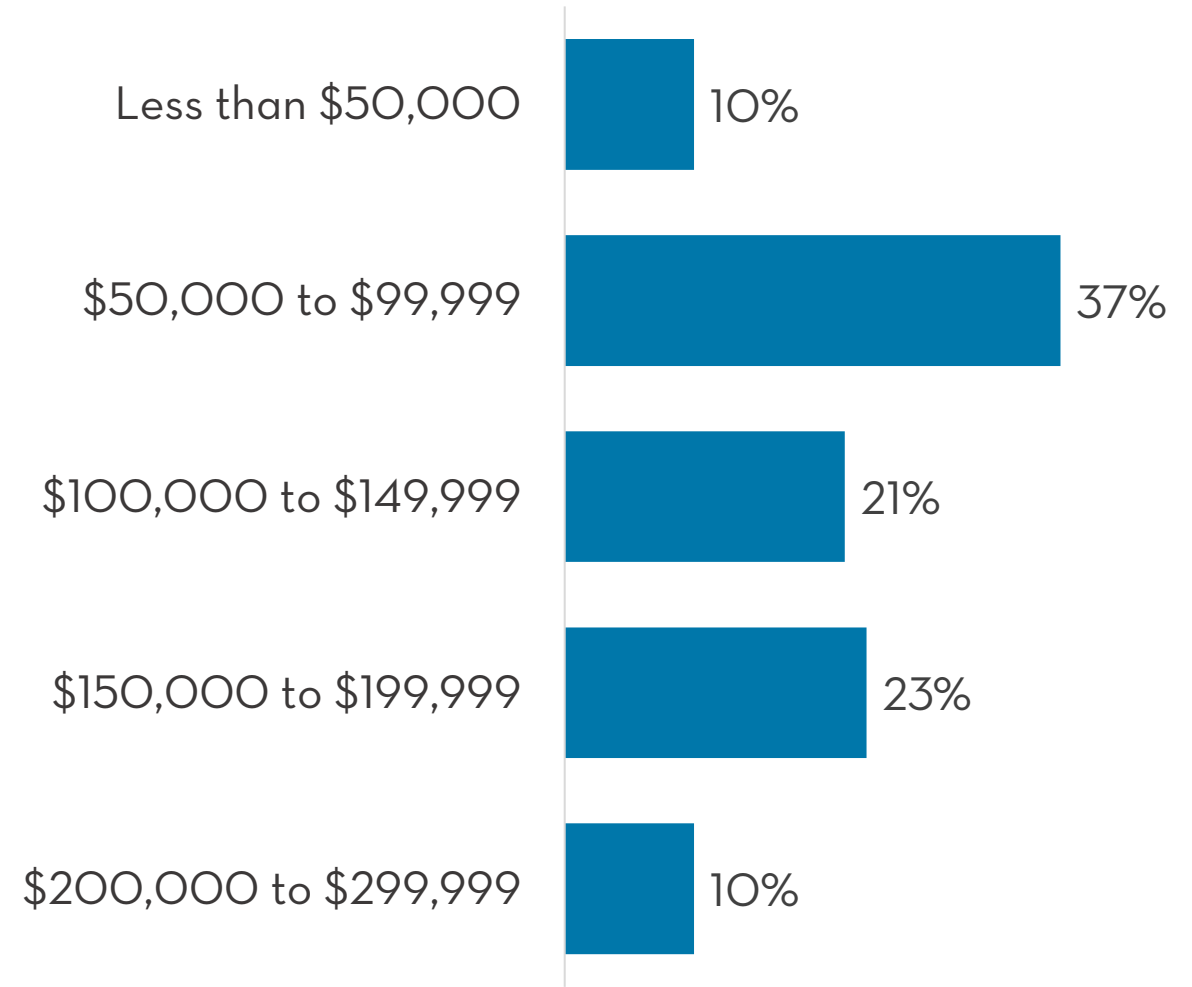
Median age of visitors is **58 years old**



# TOTAL HOUSEHOLD INCOME



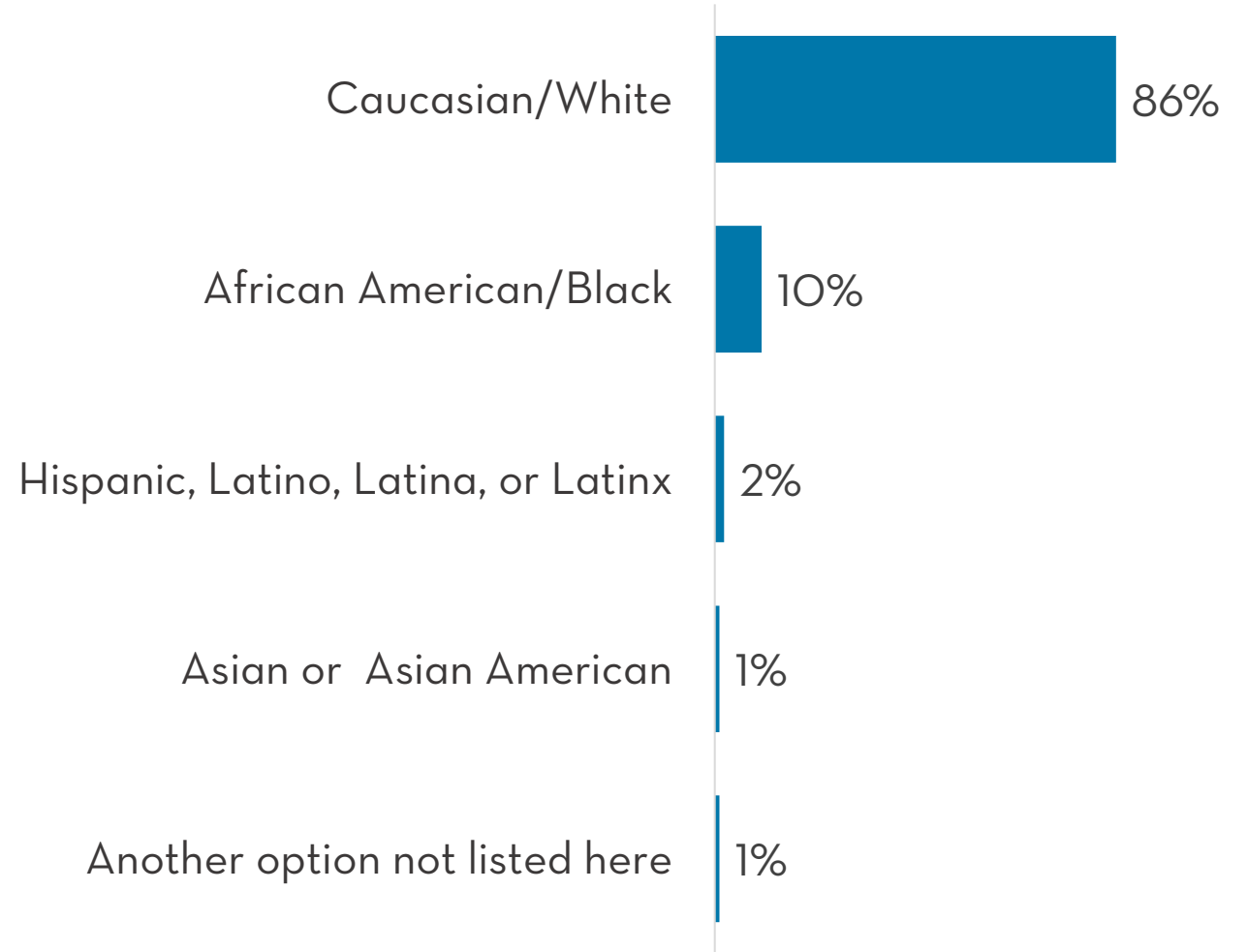
Visitors have a **median** household income of **\$107,100**



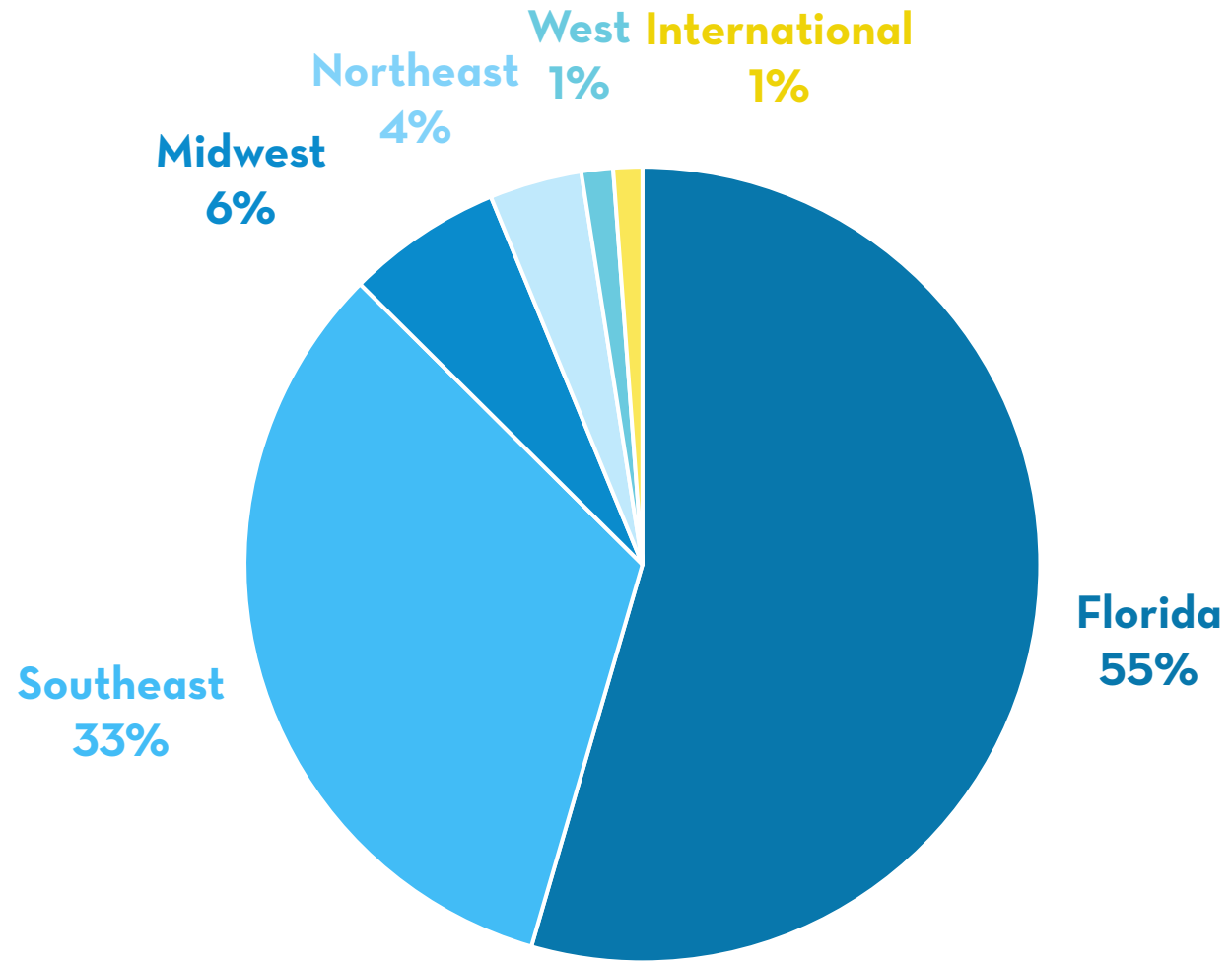
# RACE/ETHNICITY



**Nearly 9 in 10** visitors to Authentic Walton are **Caucasian/White**

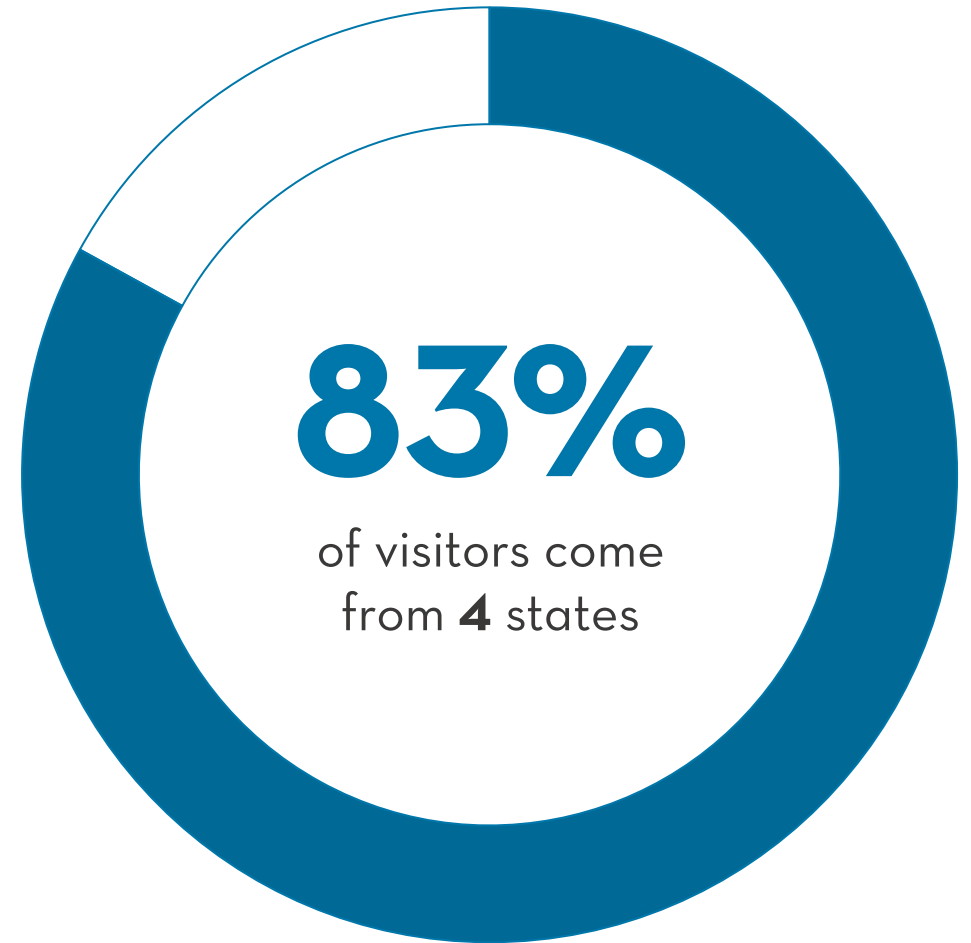


# ORIGIN OF VISITORS



# ORIGIN OF VISITORS

State	% of Visitors
Florida	55%
Alabama	19%
Georgia	6%
Virginia	3%



# ORIGIN OF VISITORS



**Over 1 in 4** visitors come from the **Mobile-Pensacola** market



**Nearly 1 in 5** visitors are from the **Panama City** market

Top Origin Markets	% of Visitors
Mobile-Pensacola	26%
Panama City	19%
Dothan	6%
Columbus, GA	5%
Montgomery	5%
Atlanta	4%
Tallahassee-Thomasville	4%
Orlando-Daytona Beach-Melbourne	3%

# VISITOR JOURNEY: TRIP EXPERIENCE



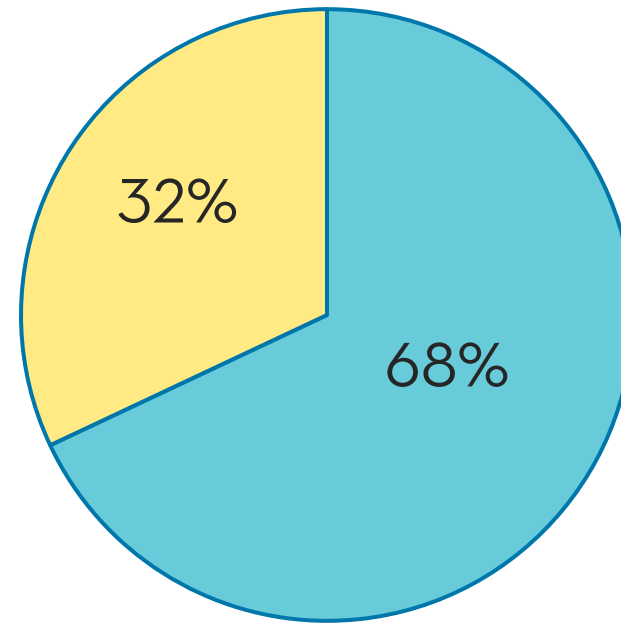
# MAIN DESTINATION



**Over 2 in 3** visitors consider Authentic Walton the main destination of their trip



**Nearly 1 in 4** visitors who *do not* consider Authentic Walton to be the main destination of their trip, consider **South Walton** their main destination. **Nearly 1 in 5** consider **Panama City Beach** and **Destin** their main destination



- Yes, Authentic Walton is the main destination of the trip.
- No, Authentic Walton is not the main destination.

# REASONS FOR VISITING<sup>1</sup>



**Nearly 2 in 5** visitors come to Authentic Walton for a **special occasion or event**



**Nearly 3 in 10** visitors come for a **vacation**



<sup>1</sup>Multiple responses permitted.

# TYPE OF VACATION<sup>1</sup>



**Nearly 3 in 5** leisure visitors come to Authentic Walton for a **general vacation/getaway**

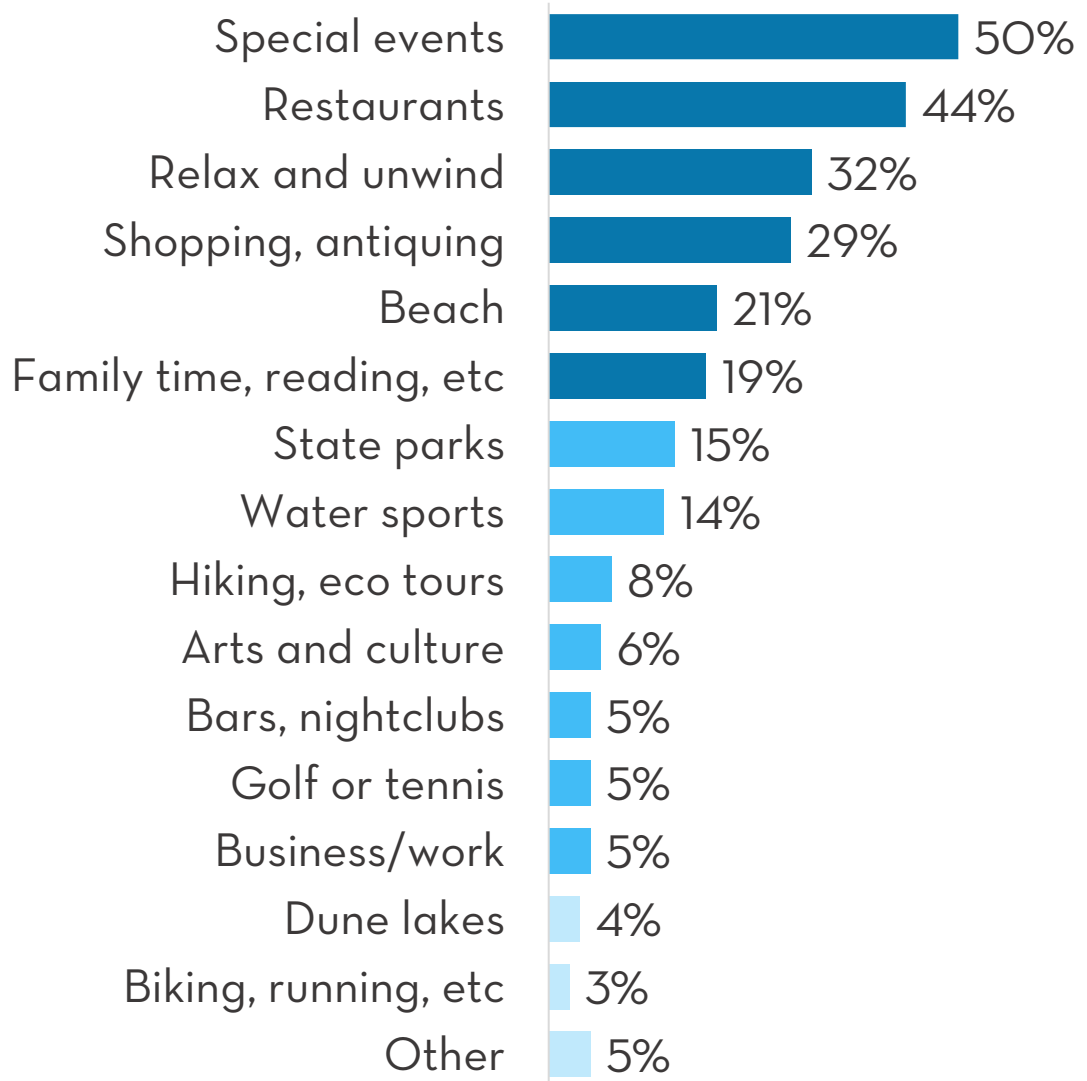


**Nearly 1 in 4** leisure visitors come for a **beach getaway**



<sup>1</sup>Base: Visitors who selected “vacation/leisure trip” as a main reason for visiting Authentic Walton. Multiple responses permitted.

# VISITOR ACTIVITIES<sup>1</sup>

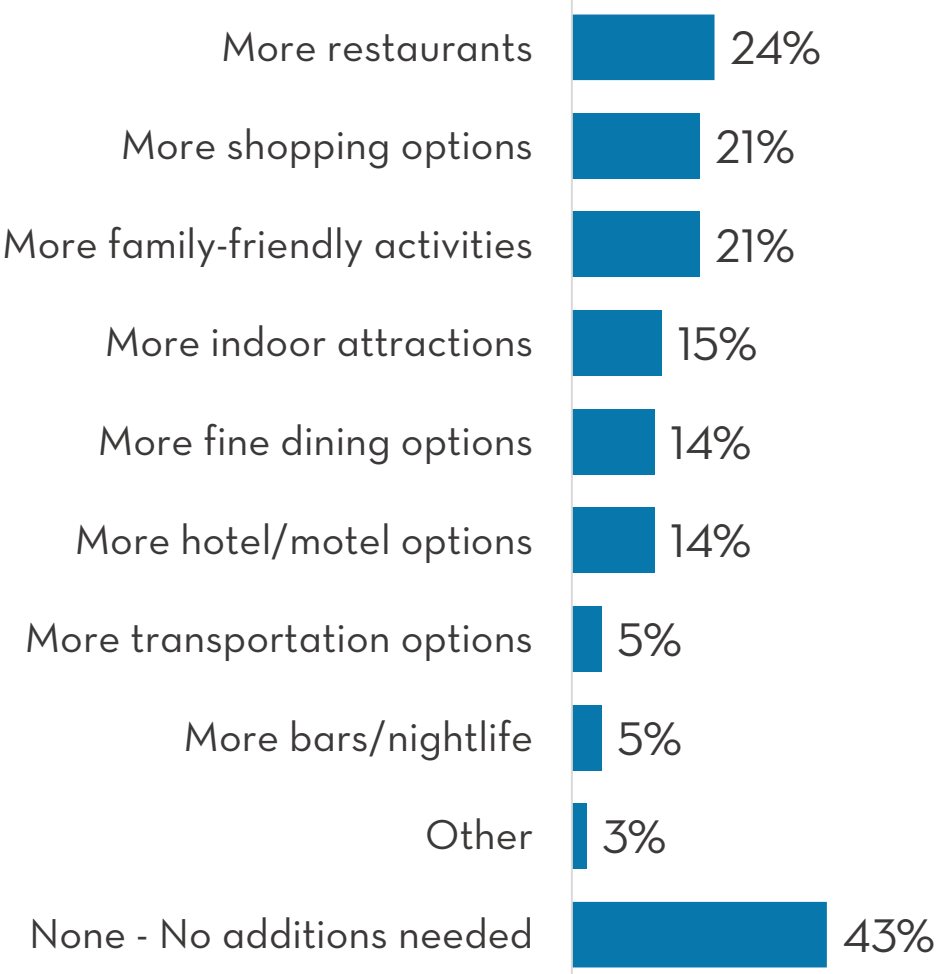


<sup>1</sup>Multiple responses permitted.

# DESIRED ADDITIONAL ACTIVITIES<sup>1</sup>



Visitors would like additional **restaurants, shopping options, and family-friendly activities** while visiting Authentic Walton



<sup>1</sup>Multiple responses permitted.

# VISITOR ACCOMMODATIONS



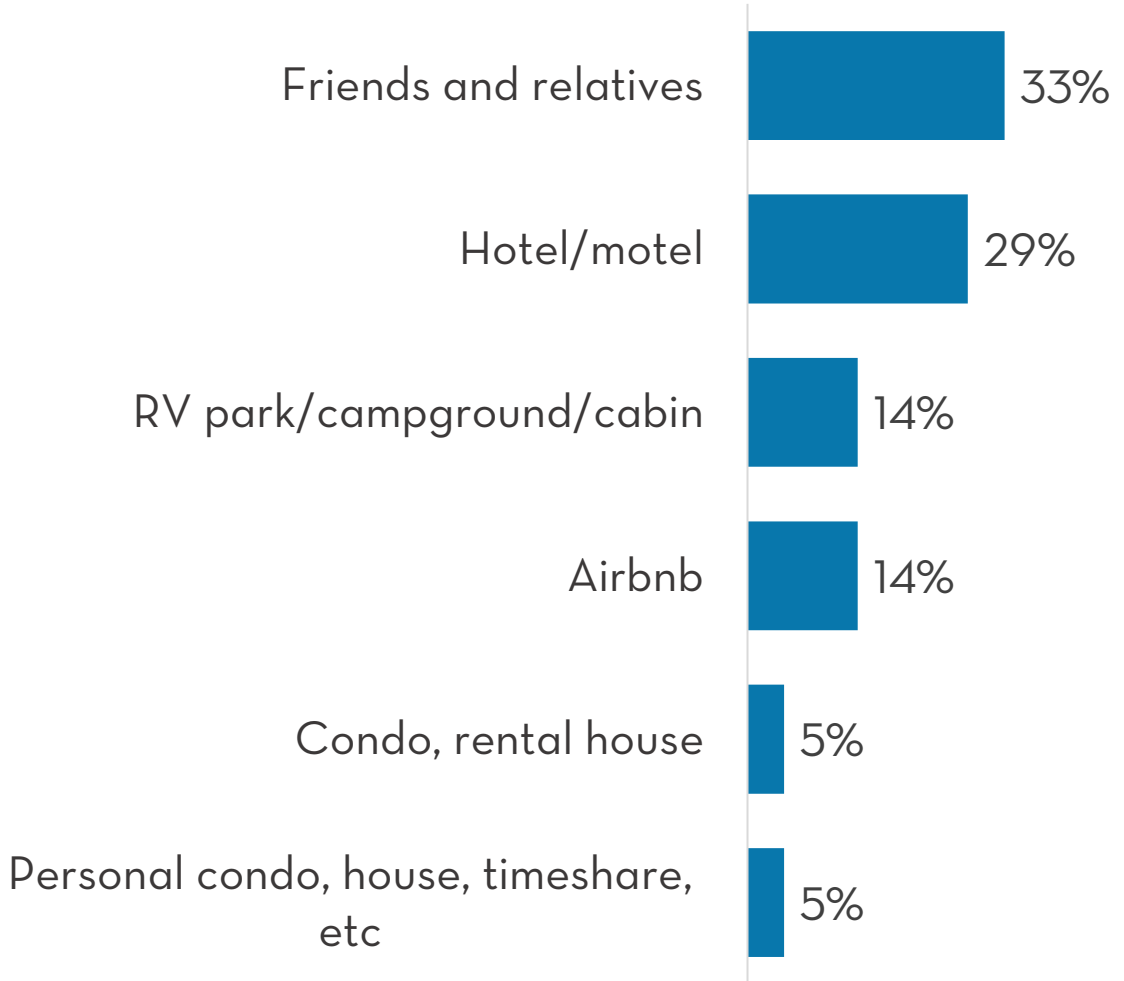
**1 in 3** visitors stay with friends and relatives



**Nearly 3 in 10** visitors stay in a hotel or motel



**14%** stay in an RV park/campground/cabin or an Airbnb



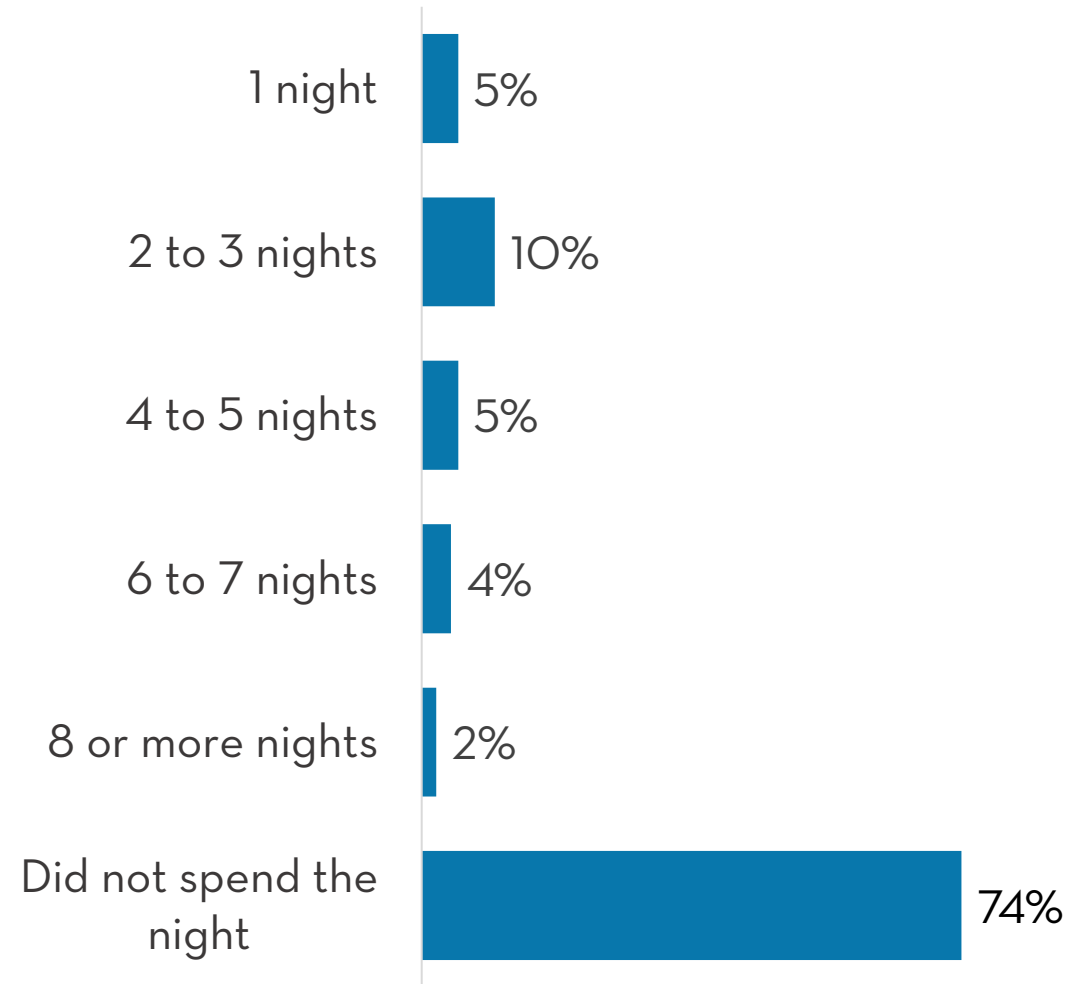
# LENGTH OF STAY



Visitors<sup>1</sup> stay an average of **3.1** nights in Authentic Walton



Visitors staying in paid accommodations spend an average of **3.3** nights in Authentic Walton



# TYPICAL AUTHENTIC WALTON TRAVEL PARTY EXPENSES<sup>1</sup>

- » The typical travel party spends **\$308** a day while in Authentic Walton.
- » The typical travel party spends a total of **\$947** while visiting Authentic Walton.

Spending Category <sup>1</sup>	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$69	\$214
Restaurants	\$73	\$225
Groceries	\$23	\$70
Shopping	\$48	\$148
Entertainment	\$37	\$114
Transportation	\$46	\$141
Other	\$12	\$36
<b>Total</b>	<b>\$308</b>	<b>\$947</b>

<sup>1</sup>Includes overnight visitors and day trippers.

# VISITOR JOURNEY: POST-TRIP EVALUATION



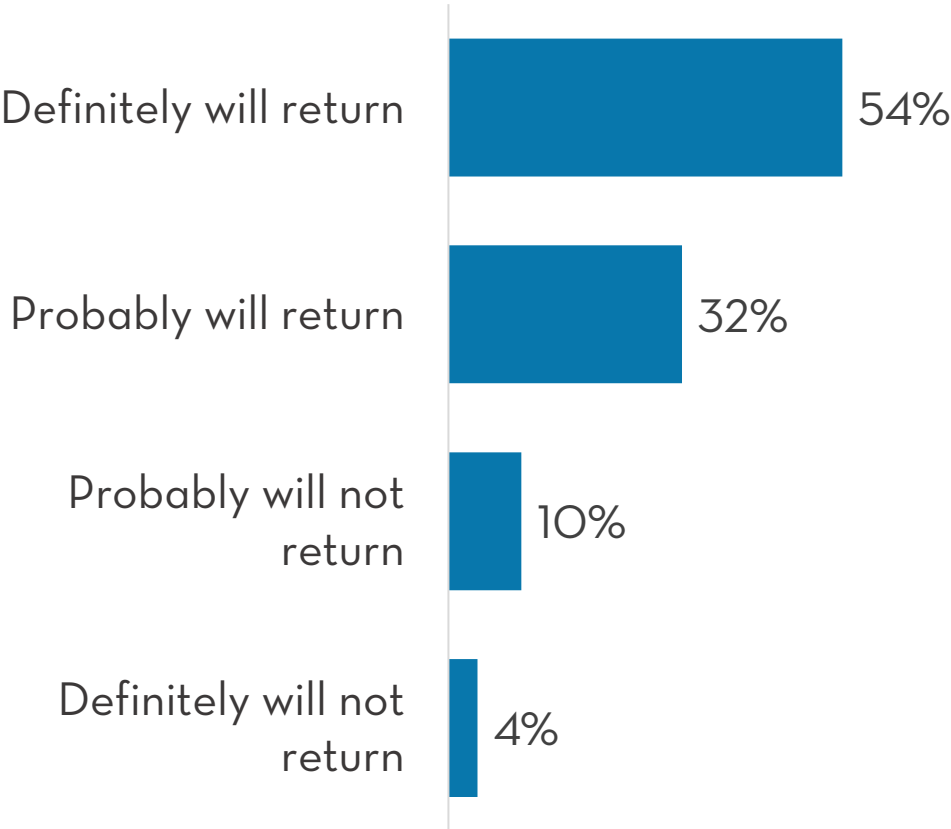
# RATING AND LIKELIHOOD OF RETURNING TO AUTHENTIC WALTON



Visitors give Authentic Walton a rating<sup>1</sup> of **8.0** as a place to vacation



**Over half** of visitors will definitely return to Authentic Walton



<sup>1</sup>10 = Excellent; 1= Poor

<sup>2</sup>14% of visitors who are uncertain about returning to Authentic Walton for the following reasons:  
1. Not enough to do during the day 2. Limited shopping/restaurants 3. Not enough to do at night



## Visitor Tracking Study

This report is based on 125 internet and in-person surveys of out-of-county guests who visited Authentic Walton in the last 18 months.

Due to limited partner participation, sample size is low and may over represent the visitors to locations that participated in the study. Please use appropriate caution when interpreting the report.



# Walton County Tourism

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2025

Downs & St. Germain Research  
[dsg-research.com](http://dsg-research.com)