

# WALTON COUNTY TOURISM

**Fall 2024 Visitor Tracking Study**  
September - November 2024



# TABLE OF CONTENTS

<u>Methodology</u>	3
<u>Executive Summary</u>	4
<u>Seasonal Snapshot</u>	5
<u>Study Objectives: Map The Visitor Journey</u>	6
<u>Economic Impact</u>	7
<u>Pre-visit</u>	12
<u>Travel Party Profile</u>	22
<u>Trip Experience</u>	27
<u>Post Trip Evaluation</u>	34
<u>Yearly Comparisons</u>	38
<u>Detailed Findings</u>	43
<u>Pre-visit</u>	44
<u>Travel Party Profile</u>	54
<u>Trip Experience</u>	61
<u>Post-trip Evaluation</u>	69





## Visitor Tracking Study

This report is based on 672 internet and in-person surveys of out-of-county guests who stayed at beach communities across Walton County and with visitors at various locations along the beaches between September and November 2024.

# EXECUTIVE SUMMARY



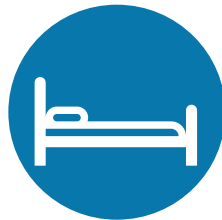
# SEASONAL SNAPSHOT

Fall 2024



795,900

TOTAL VISITORS



669,900

ROOM NIGHTS



\$ 703,306,600

DIRECT SPENDING

vs. 2023

↓ 2.4%

↓ 1.3%

↓ 16.4%

- Lodging metrics including occupancy, number of visitors, and room nights are down compared to Fall 2023.
- Direct spending and economic impact of tourism were down year over year. The significant decline in key tourism metrics for the fall season compared to the previous year can be attributed to the following:

## 1. Disruption from New Tax Portal Transition:

The most substantial decrease in TDT collections, particularly the -39% drop in November, is largely due to the transition to a new tax portal. Many accounts, including those of major companies, faced unforeseen technical issues, preventing timely remittance. While some of these collections were partially recovered in December (+1.6%), the minimal rebound suggests either November or December collections remain significantly below previous year levels. There are indications that additional remittances may still be pending and could appear in the January TDT report, further clarifying the actual economic impact.

## 2. September's Underperformance:

September emerged as a particularly challenging month, with notable declines in both occupancy and ADR for hotels and vacation rentals. This contributed heavily to the overall seasonal downturn. Although the tax portal issues impacted November, September's decrease would not be affected by these technical factors.

- The percentage of visitors who noticed promotions for Walton County increased compared to 2023, as did the percentage of those who were influenced by those promotions to book trips to Walton County.
- Nearly 3 in 4 Fall visitors are from the Southeastern U.S., including Florida. Nearly 1 in 4 Fall visitors were either from the Atlanta or Nashville markets.

# STUDY OBJECTIVES: MAP THE VISITOR JOURNEY

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



# VISITOR JOURNEY: ECONOMIC IMPACT

The bottom line is the economic impact of the visitor's journey, so we start there.



# ECONOMIC IMPACT - FALL 2023 VS. 2024

- » Lodging metrics including occupancy, number of visitors, and room nights are down compared to Fall 2023.
- » Direct spending and economic impact of tourism were down year over year. The significant decline in key tourism metrics for the fall season compared to the previous year can be attributed to the following:
  - » **1. Disruption from New Tax Portal Transition:**
    - » The most substantial decrease in TDT collections, particularly the -39% drop in November, is largely due to the transition to a new tax portal. Many accounts, including those of major companies, faced unforeseen technical issues, preventing timely remittance. While some of these collections were partially recovered in December (+1.6%), the minimal rebound suggests either November or December collections remain significantly below previous year levels. There are indications that additional remittances may still be pending and could appear in the January TDT report, further clarifying the actual economic impact.
  - » **2. September's Underperformance:**
    - » September emerged as a particularly challenging month, with notable declines in both occupancy and ADR for hotels and vacation rentals. This contributed heavily to the overall seasonal downturn. Although the tax portal issues impacted November, September's decrease would not be affected by these technical factors.

Visitor Metrics	Fall 2023	Fall 2024	% Δ
<b>Room nights</b>	678,600	669,900	-1.3%
<b>Total visitors</b>	815,300	795,900	-2.4%
<b>TDT collections</b>	\$10,564,893	\$9,266,798	-12.3%
<b>Direct spending</b>	\$841,692,800	\$703,306,600	-16.4%
<b>Economic impact<sup>1</sup></b>	\$1,205,494,500	\$1,026,827,600	-14.8%
<b>Occupancy</b>	37.7%	36.4%	-3.4%
<b>Room rates</b>	\$342.78	\$329.77	-3.8% <sup>2</sup>
<b>RevPAR</b>	\$129.23	\$120.04	-7.1% <sup>2</sup>

**Data sources:** Walton County Clerk of Courts & County Comptroller, properties in Walton County that rent to visitors, Key Data, and visitor and property surveys by Downs & St. Germain Research.

<sup>1</sup> The economic impact multiplier for Walton County in 2024 is 1.46. In 2023 it was 1.43.

# LODGING METRICS

**36.4%**

Occupancy

↓ 3.4%

**\$329.77**

ADR

↓ 3.8%

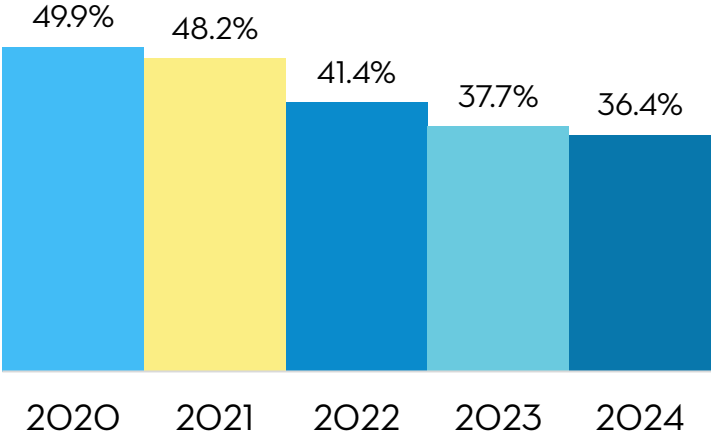
**\$120.04**

RevPAR

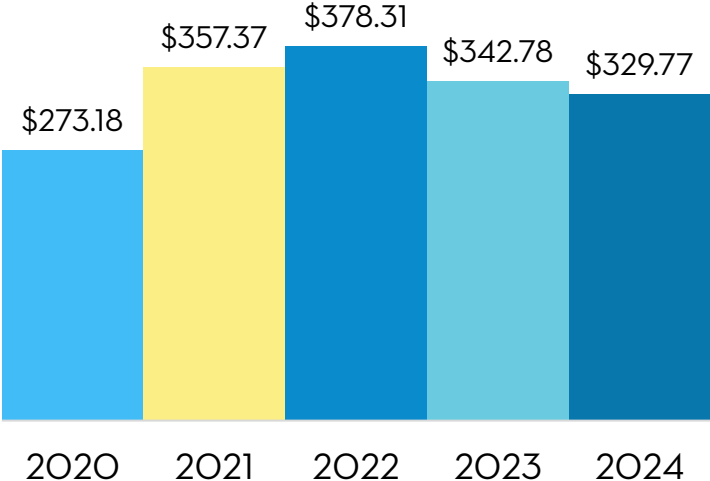
↓ 7.1%

# 5-YEAR OVERVIEW - FALL LODGING METRICS

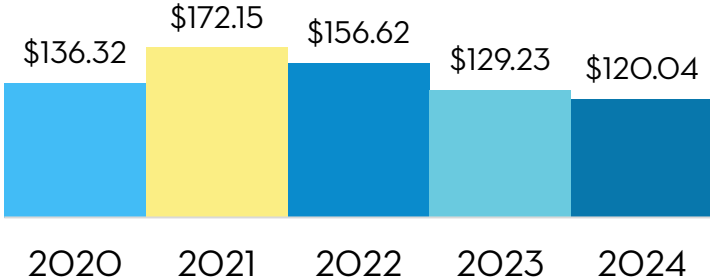
### Occupancy Rate



### Average Daily Rate

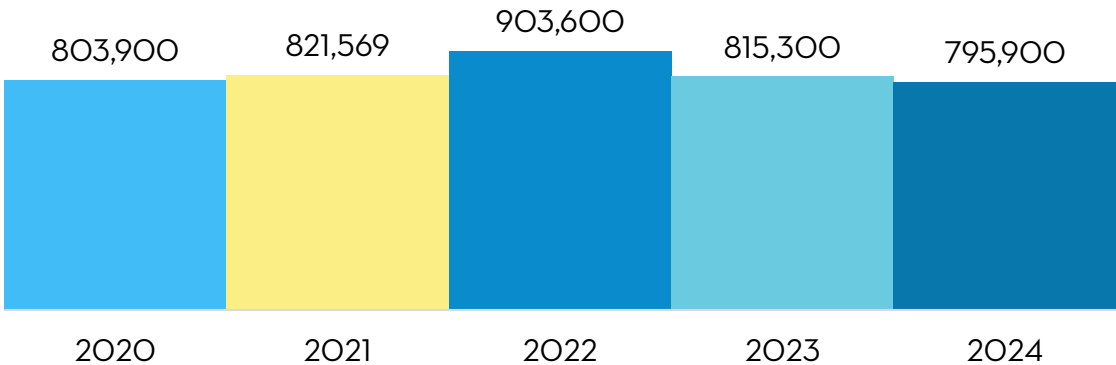


### Revenue per Available Room

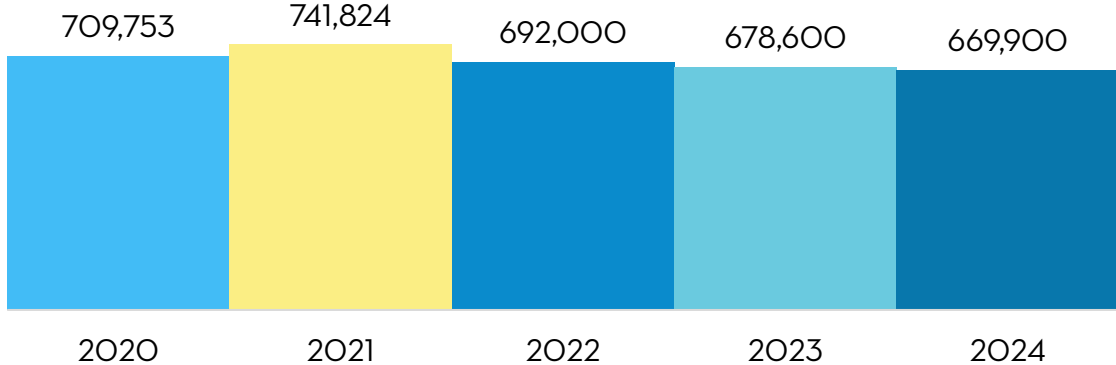


# 5-YEAR OVERVIEW - FALL TOURISM METRICS

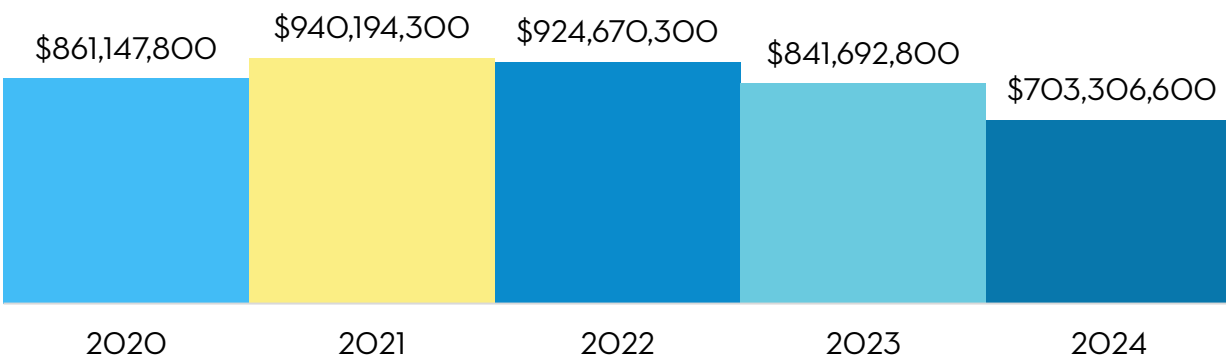
### Visitors



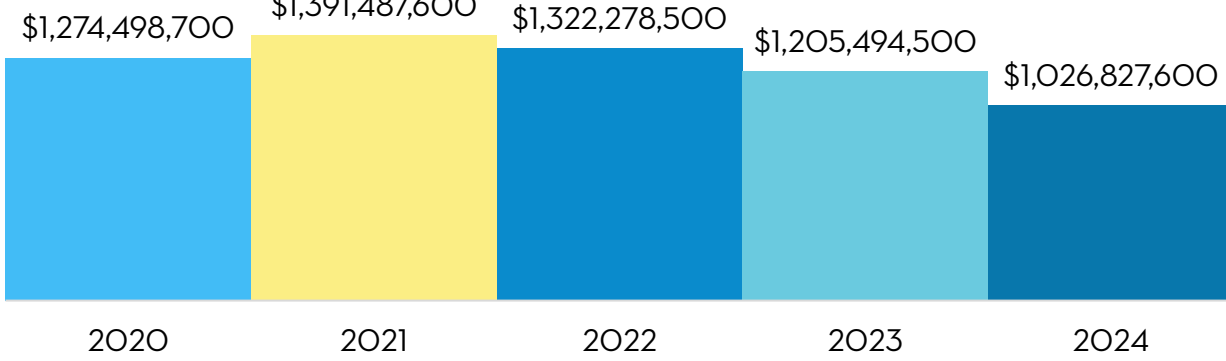
### Room Nights



### Direct Spending



### Economic Impact



# VISITOR JOURNEY: PRE-VISIT



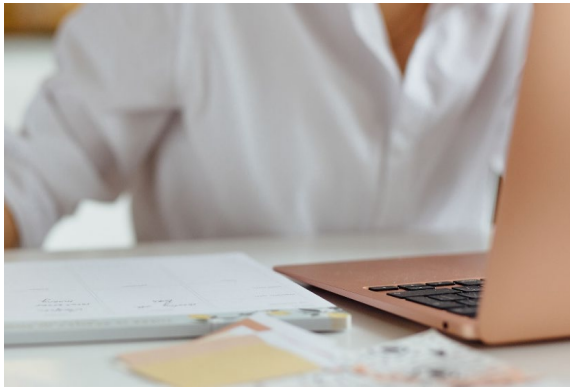
# PLANNING CYCLE

- » **Nearly 7 in 10** visitors plan a Walton County Fall vacation at least 3 months in advance
- » Average trip planning cycle begins **100 days** before the trip (**97 days in 2023**)
- » **2 in 3** (+3% points from 2023) Fall visitors only consider one Walton County beach neighborhood as opposed to deciding among several of the beach neighborhoods in Walton County.



# TOP TRIP PLANNING SOURCES\*

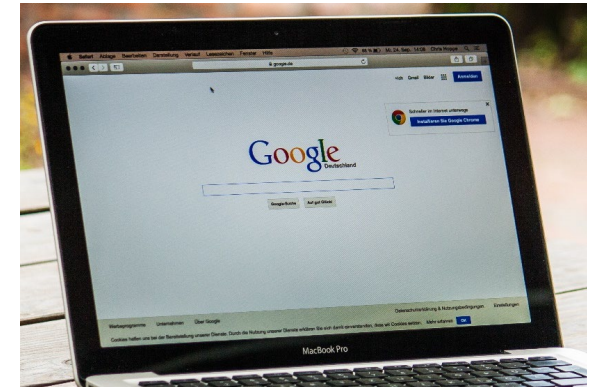
Vacation rental website **48%**  
(47% in 2023)



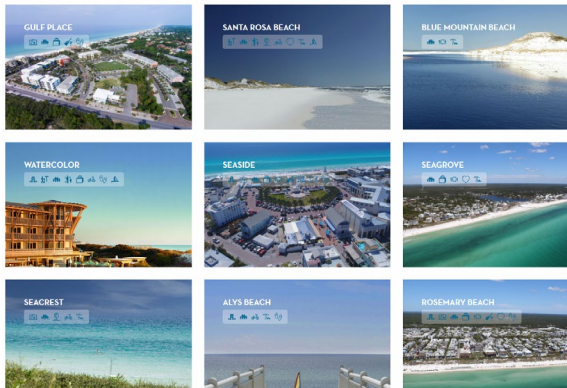
Friends/family **34%**  
(38% in 2023)



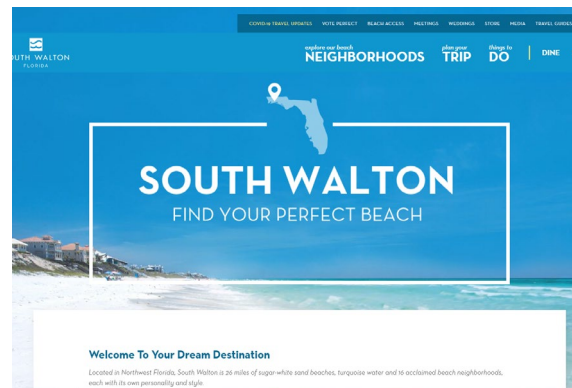
Search engines **19%**  
(20% in 2023)



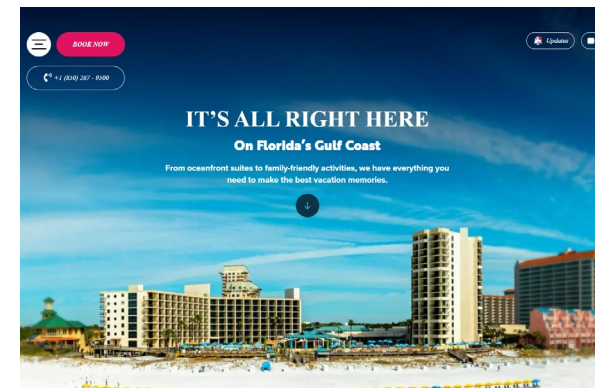
Website for 1 of 16 beaches **15%**  
(14% in 2023)



VisitSouthWalton.com **12%**  
(12% in 2023)



Hotel Website **11%**  
(12% in 2023)



\*Multiple responses permitted.

# WALTON COUNTY VISITOR GUIDE

- » **Nearly 1 in 4** visitors view (mostly online<sup>1</sup>) Walton County's Visitors Guide before coming to the area
- » Fall visitors give the Visitors Guide a rating<sup>2</sup> of **8.9 out of 10** (+0.3 points from 2023)



<sup>1</sup>20% used the online version & 4% used the print version.

<sup>2</sup>10 = Extremely useful; 1 = Not at all useful.

# TOP REASONS FOR VISIT\*



Family vacation **63%**  
(59% in 2023)



Relax & unwind **55%**  
(55% in 2023)



Annual routine **22%**  
(23% in 2023)



Special occasion **17%**  
(17% in 2023)

# ADVERTISING RECALL

- » **25%** (+1% points from 2023) of visitors recall promotions about Walton County
- » This information influences **8%** (+2% from 2023) of all visitors to visit Walton County



# TOP WALTON COUNTY PROMOTIONS<sup>1</sup>

Base: 25% of visitors who recalled advertising



Other<sup>2</sup> social media accounts **24%**  
(19% in 2023)

Television **24%**  
(25% in 2023)

Magazine article **19%**  
(19% in 2023)

South Walton social media **18%**  
(23% in 2023)

<sup>1</sup>Multiple responses permitted.  
<sup>2</sup>These refer to social media accounts not associated with Walton County Tourism

# TOP BOOKING SOURCES



Vacation Rental  
Company

**63%**



Directly with the  
hotel/condo

**21%**



Vrbo

**6%**



Airbnb

**6%**

# VISITOR TRANSPORTATION

- » **75%** of visitors drive to Walton County
- » **25%** (+1% points from 2023) who fly use the following airports:

**65%**

Northwest Florida Beaches International Airport



**28%**

Destin-Ft. Walton Beach Airport



**4%**

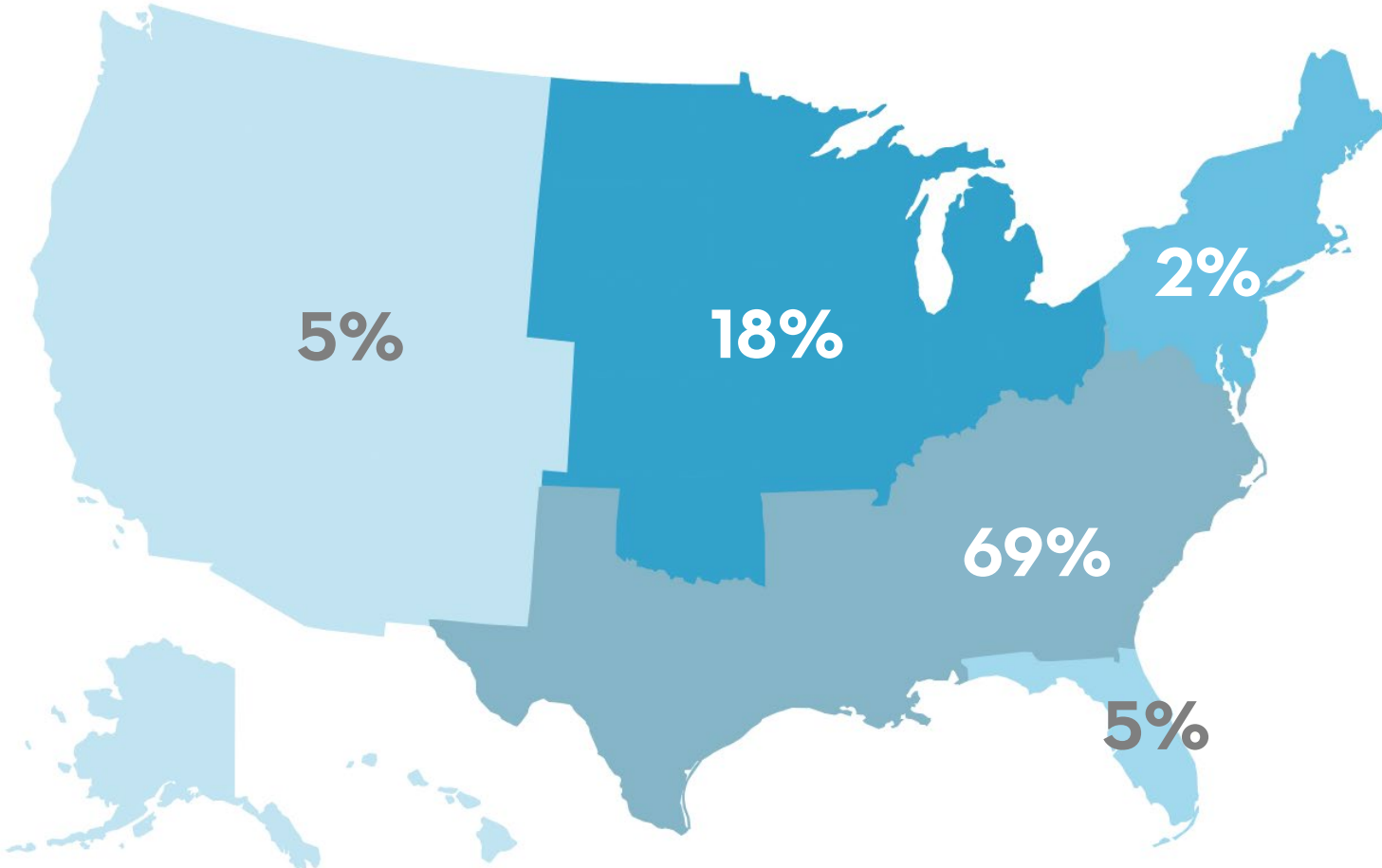
Pensacola International Airport



# VISITOR JOURNEY: TRAVEL PARTY PROFILE

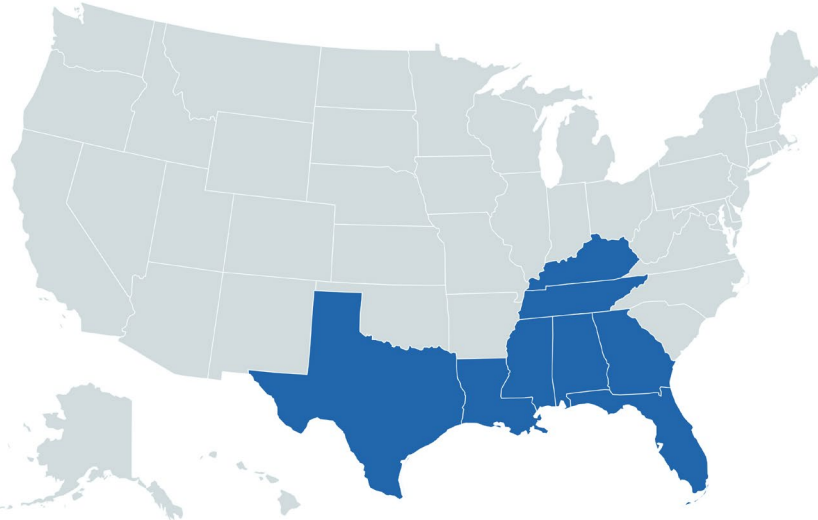


# ORIGIN OF FALL VISITORS



1% of visitors travel to Walton County from outside of the U.S.

# ORIGIN OF FALL VISITORS



**74%** of visitors are from 8 states

- 15%** Tennessee
- 14%** Georgia
- 12%** Alabama
- 11%** Texas
- 8%** Mississippi
- 5%** Florida
- 5%** Louisiana
- 4%** Kentucky

**50%** of visitors are from 10 markets

- 13%** Atlanta
- 10%** Nashville
- 4%** Dallas-Fort Worth
- 4%** Houston
- 4%** Columbus-Tupelo-West Point
- 3%** Birmingham
- 3%** Mobile-Pensacola
- 3%** Memphis
- 3%** New Orleans
- 3%** Montgomery

# TRAVEL PARTY SIZE AND COMPOSITION

The typical visitor travels in a party composed of **4.1** people  
(4.2 people in 2023)



**43%** travel with at least one person under the age of 20 in their travel party  
(+2% points from 2023)



# FALL VISITOR PROFILE

The typical Walton County Fall visitor:

- » **54** years old (54 years old in 2023)
- » Median household income of **\$130,000** (\$144,700 in 2023)
- » **74%** from the Southeast including Florida (-2% points from 2023)



# VISITOR JOURNEY: TRIP EXPERIENCE



# TOP ACCOMMODATIONS

**50%** Condos, rental houses, etc.



**15%** Personal home/condo



**12%** Hotel



**11%** Friends and relatives



**10%** Airbnb



# LENGTH OF STAY

- » Visitors<sup>1</sup> spend **5.9** nights<sup>2</sup> in Walton County (5.8 nights 2023)
- » Visitors staying in paid accommodations spend an average of **6.1** nights<sup>2</sup> in Walton County (6.1 nights in 2023)



<sup>1</sup>Includes visitors staying paid accommodations, non-paid, and day trippers.

<sup>2</sup>Visitors who stayed in Walton County up to 30 nights.

# FIRST-TIME AND EXPERIENCED VISITORS

- » **11%** (consistent with 2023) are first-time visitors
- » **41%** (-4% points from 2023) have visited more than 10 times



# TOP VISITOR ACTIVITIES\*

Beach **87%**  
(87% in 2023)



Shopping **70%**  
(70% in 2023)



Restaurants **83%**  
(85% in 2023)



Family time, reading, cooking **61%**  
(60% in 2023)



Relax and unwind **77%**  
(75% in 2023)



Biking, running **47%**  
(47% in 2023)



# BEACH SAFETY

- » **78%** of Fall visitors know there are flags posted along the beaches to indicate how safe it is to go into the water
- » **Over 4 in 5** Fall visitors are aware of the beach flag warning meanings
- » **69%** (+8% points from 2023) of Fall visitors are aware of the consequences of entering the Gulf during double red flag conditions



# TRAVEL PARTY EXPENDITURES<sup>1</sup>

- » The typical travel party spends **\$640** (\$771 in 2023) a day while in Walton County.
- » The typical travel party spends a total of **\$3,790** (\$4,450 in 2023) while visiting Walton County.
- » Compared to 2023, total trip expenditures per travel party decreased 15% despite a longer length of stay, with the largest decreases in Shopping (-28%) and Entertainment (-35%).
- » The decrease in spending reflects national trends of visitors prioritizing travel while exercising economic caution by spending less during trips.



<sup>1</sup> Visitors who stayed for up to 30 nights. Includes day trippers.

# VISITOR JOURNEY: POST TRIP EVALUATION



# RATING AND LIKELIHOOD OF RETURNING TO WALTON COUNTY

- » Visitors give Walton County a rating<sup>1</sup> of **9.4** (consistent with 2023) as a place to vacation
- » **Over 4 in 5** (-2% from 2023) will definitely return to Walton County<sup>2</sup>

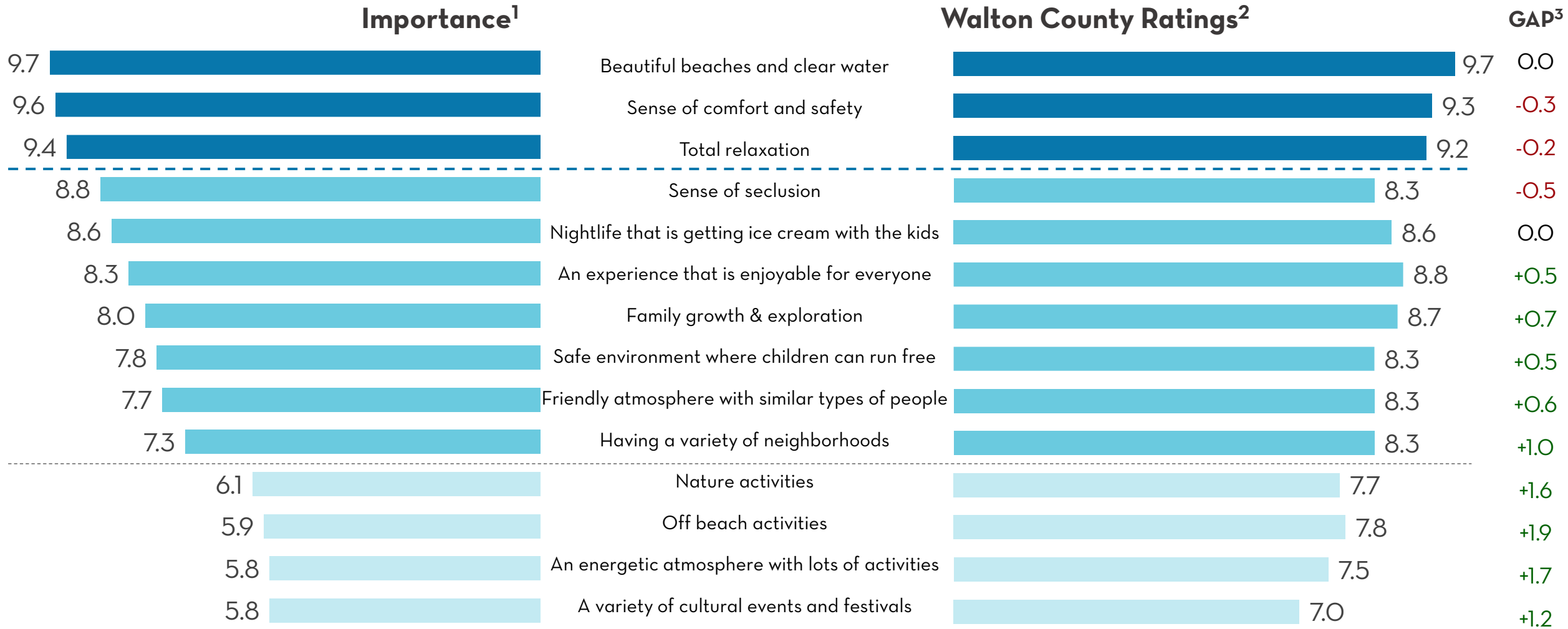


<sup>1</sup>10 = Excellent; 1= Poor

<sup>2</sup>2% of visitors who are uncertain about returning to Walton County for the following reasons:

1. Parking was a problem 2. Too crowded 3. Too expensive 4. Prefer other beaches

# VACATION ATTRIBUTE IMPORTANCE VS. RATINGS



<sup>1</sup> Rated on a scale from 1 to 10 where 10 is very important and 1 is not at all important.

<sup>2</sup> Rated on a scale from 1 to 10 where 10 is excellent and 1 is poor.

<sup>3</sup> GAP equals the difference between the importance of an attribute and the rating of WC on that attribute.

For example, a “Beautiful beaches and clear water” is extremely important to visitors with a score of 9.7. Visitors rated WC as 9.7 on its beaches. Hence, the GAP is 0.0.

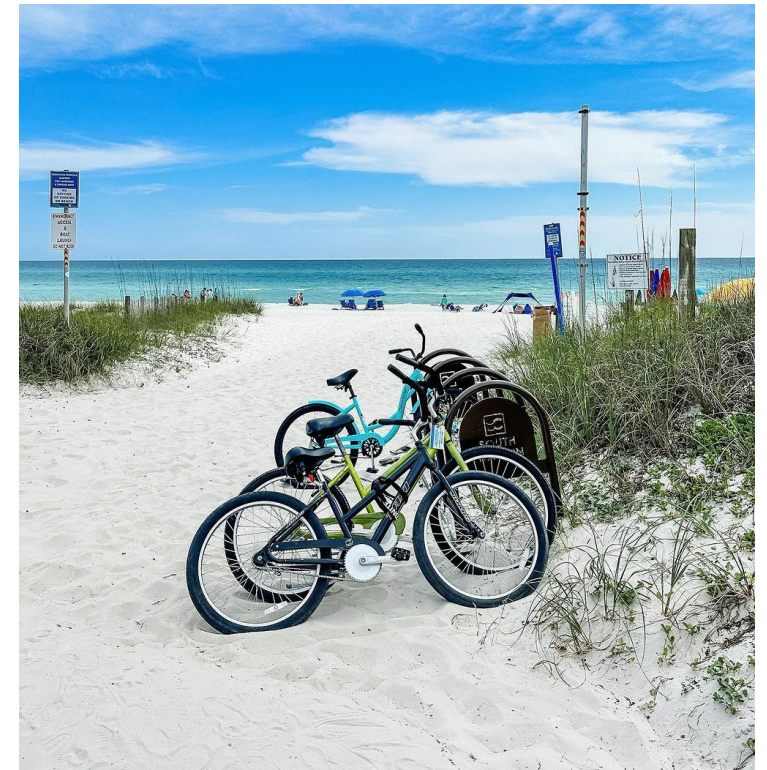
# VISITOR DESCRIPTIONS OF WALTON COUNTY

*"It is beautiful, safe, and walkable, with gorgeous beaches and a scenic drive."*



*"Beaches were gorgeous and trip was very relaxing. The fall is the best time to come to South Walton."*

*"Beautiful white beaches, vivid sun sets, friendly people, delicious fresh seafood!"*



# YEARLY COMPARISONS



# VISITOR PROFILE - FALL 2023 VS. 2024

Visitor Metrics	Fall 2023	Fall 2024
<b>Travel party</b>	4.2	4.1
<b>Kids &lt;20</b>	41%	43%
<b>Median age</b>	54	54
<b>Estimated median household income</b>	\$144,700	\$130,000
<b>Drove</b>	76%	75%
<b>Nights stayed<sup>1</sup></b>	5.8	5.9
<b>Direct expenditures (travel party for entire trip)</b>	\$4,450	\$3,790
<b>1<sup>st</sup> time visitor</b>	11%	11%
<b>Over 10 visits to Walton County</b>	45%	41%

<sup>1</sup>Visitors staying 30 days or fewer.

# VISITOR PROFILE - FALL 2023 VS. 2024

Top Origin States	Fall 2023	Fall 2024
<b>Tennessee</b>	16%	15%
<b>Georgia</b>	15%	14%
<b>Alabama</b>	11%	12%
<b>Texas</b>	11%	11%
<b>Mississippi</b>	6%	8%
<b>Florida</b>	5%	5%
<b>Louisiana</b>	5%	5%

Origins - Regions	Fall 2023	Fall 2024
<b>Southeast</b>	71%	69%
<b>Midwest</b>	17%	18%
<b>West</b>	4%	5%
<b>Florida</b>	5%	5%
<b>Northeast</b>	2%	2%
<b>International</b>	1%	1%

# VISITOR PROFILE - FALL 2023 VS. 2024

Top Visitor Activities	Fall 2023	Fall 2024
<b>Beach</b>	87%	87%
<b>Restaurants</b>	85%	83%
<b>Relax and unwind</b>	75%	77%
<b>Shopping</b>	70%	70%
<b>Family time, reading, cooking</b>	60%	61%
<b>Biking, running</b>	47%	47%
<b>Golf or tennis</b>	24%	26%
<b>Bars, nightclubs</b>	24%	23%
<b>Water sports</b>	21%	23%
<b>Special events</b>	23%	20%
<b>Hiking, nature walks, eco tours</b>	21%	18%
<b>Attractions</b>	14%	15%
<b>State parks</b>	14%	13%
<b>Spas</b>	9%	13%
<b>Art galleries, museums, cultural events</b>	7%	8%
<b>Dune lakes</b>	9%	7%
<b>Business meetings, conferences</b>	1%	1%
<b>Other</b>	2%	1%

# VISITOR PROFILE - FALL 2023 VS. 2024

Visitor Metrics	Fall 2023	Fall 2024
<b>Will return to Walton County</b>	98%	98%
<b>Rating for overall experience<sup>1</sup></b>	9.4	9.4
<b>Viewed Visitors Guide<sup>2</sup></b>	20%	24%
<b>Planned trip 6+ months out</b>	23%	20%
<b>Used VisitSouthWalton.com</b>	12%	12%
<b>Used 1 of 16 beaches' websites</b>	14%	15%
<b>Use the term "South Walton"</b>	12%	12%

<sup>1</sup>10-point scale with 10=Excellent & 1=Poor.

<sup>2</sup>20% used the online version & 4% used the print version.

# DETAILED FINDINGS



# VISITOR JOURNEY: PRE-VISIT



# PLANNING CYCLE



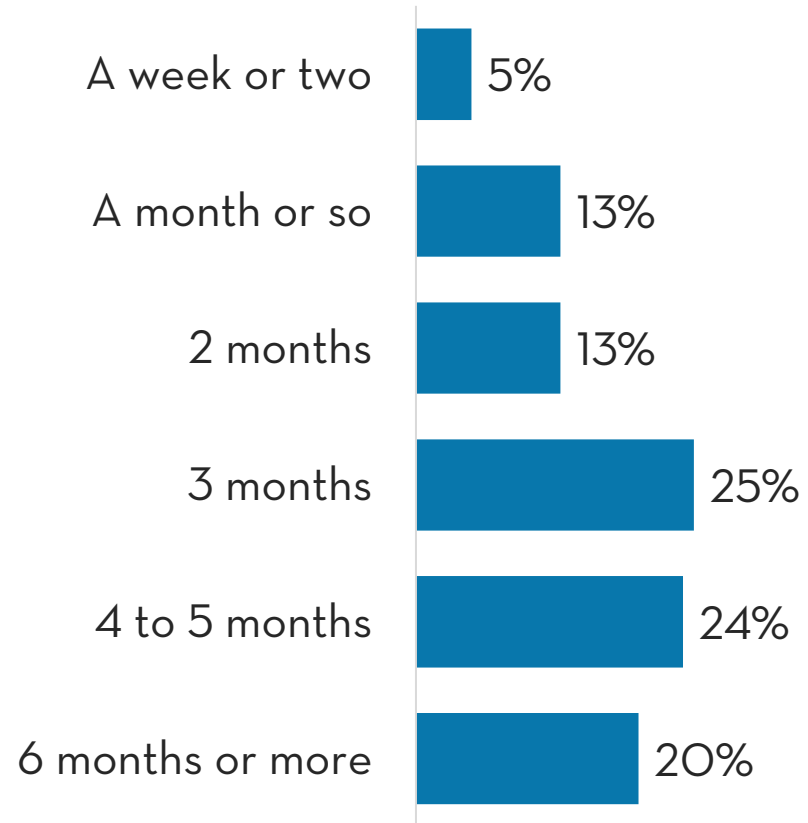
**Nearly 7 in 10** visitors plan a Walton County Fall vacation at least **3 months** in advance



**Nearly 1 in 5** visitors to Walton County have **a short (a month or less) planning cycle**



Average trip planning cycle begins **100 days** before the trip (97 days in 2023)



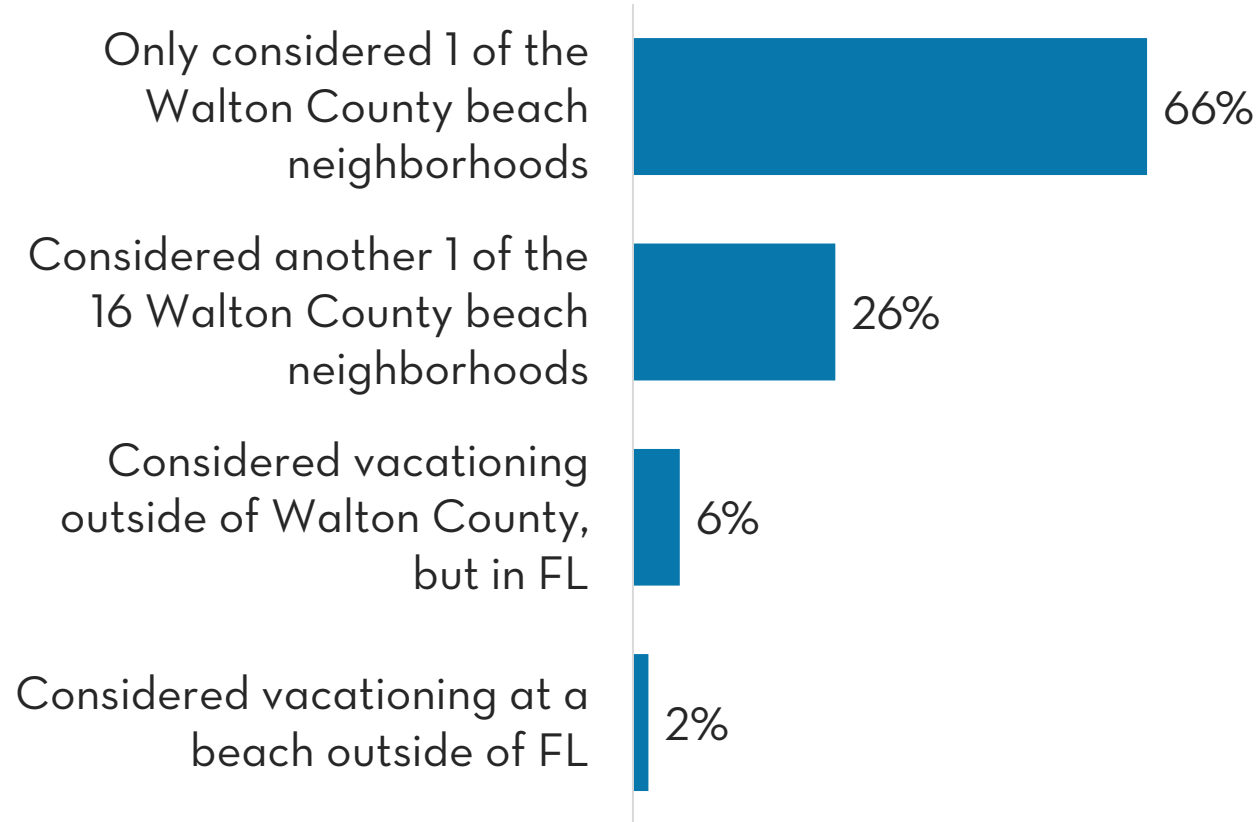
# OTHER DESTINATIONS CONSIDERED



**2 in 3** (+3% points from 2023) Fall visitors only consider going to the Walton County beach neighborhood where they stay



**Over 1 in 10** use the term “South Walton” when referring to the area. **Over 1 in 5** loyal visitors (those who have visited over 10 times) refer to the destination as “South Walton”.

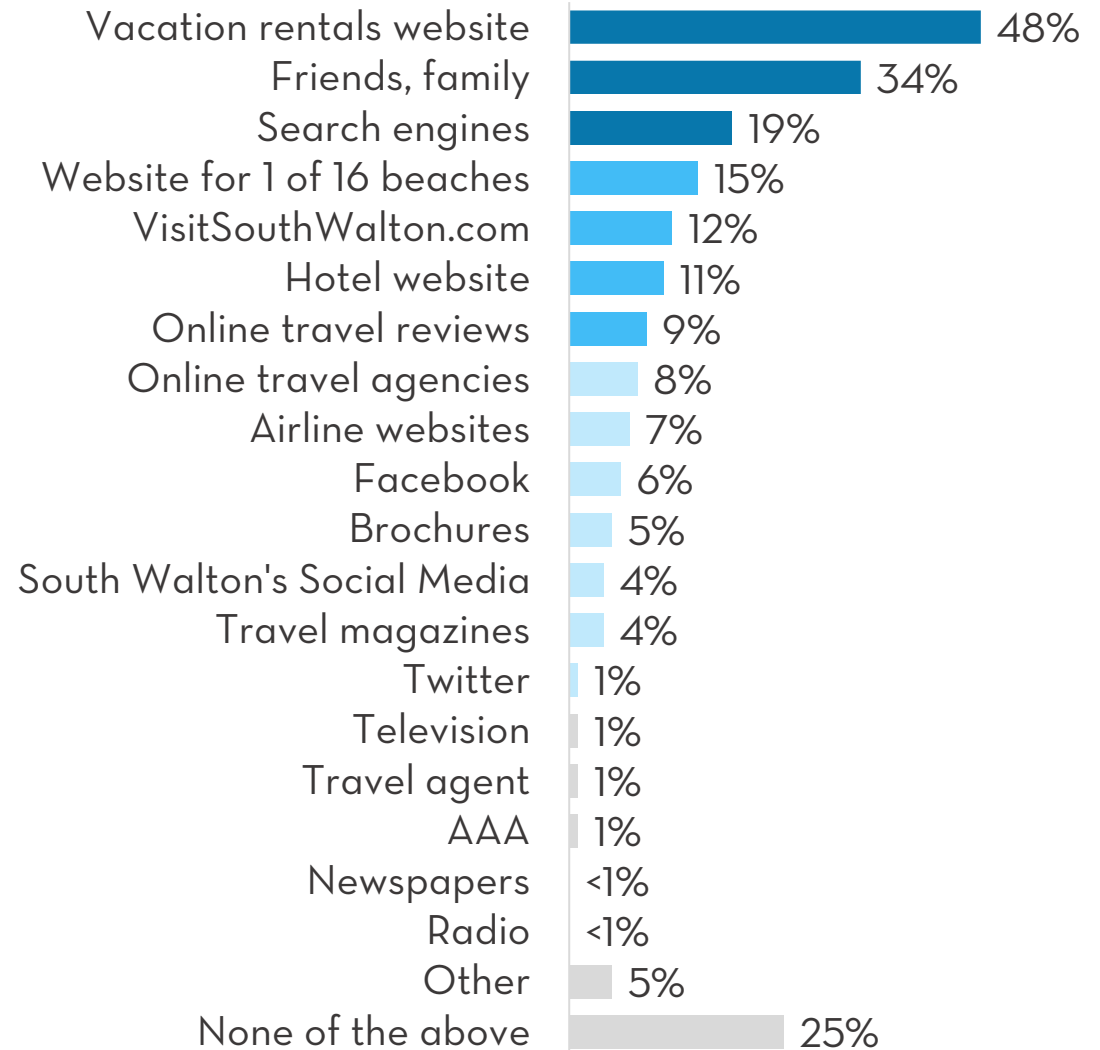


# TRIP PLANNING SOURCES<sup>1</sup>

**Nearly half** of visitors use a vacation rental website to help plan their trip to Walton County

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

**Nearly 1 in 5** visitors use search engines such as Google to help plan their trip to Walton County



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

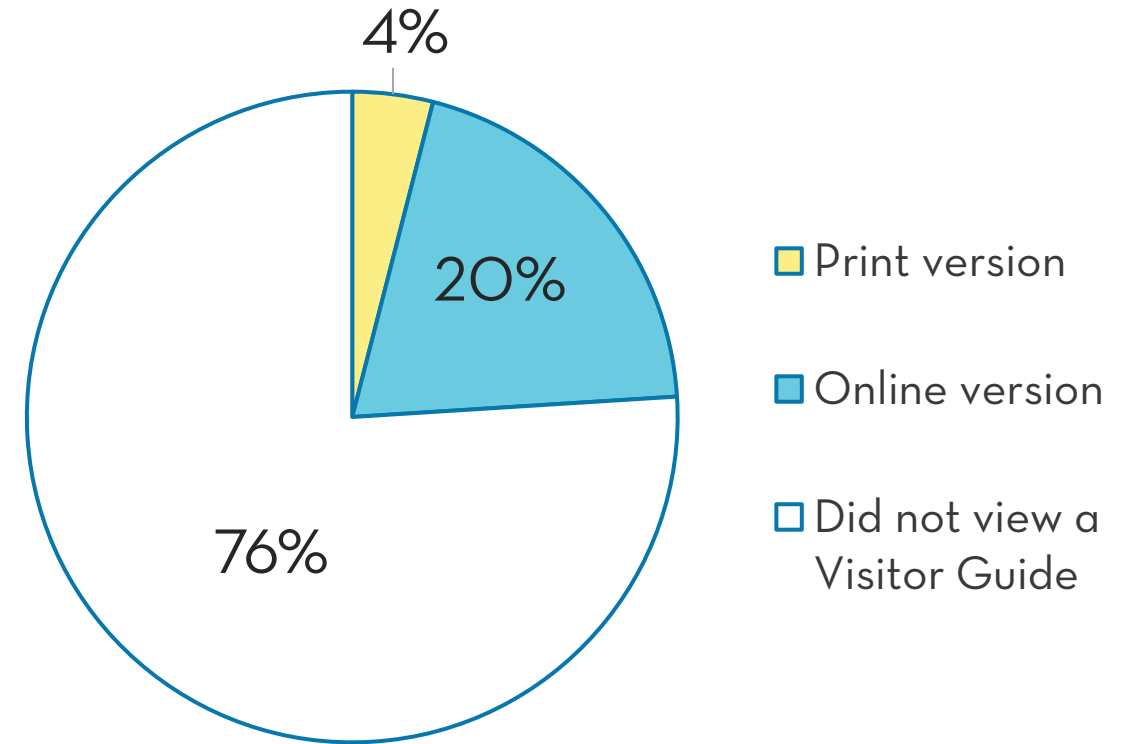
# WALTON COUNTY VISITOR GUIDE



**Nearly 1 in 4** visitors view a Walton County Visitor Guide before going to the area

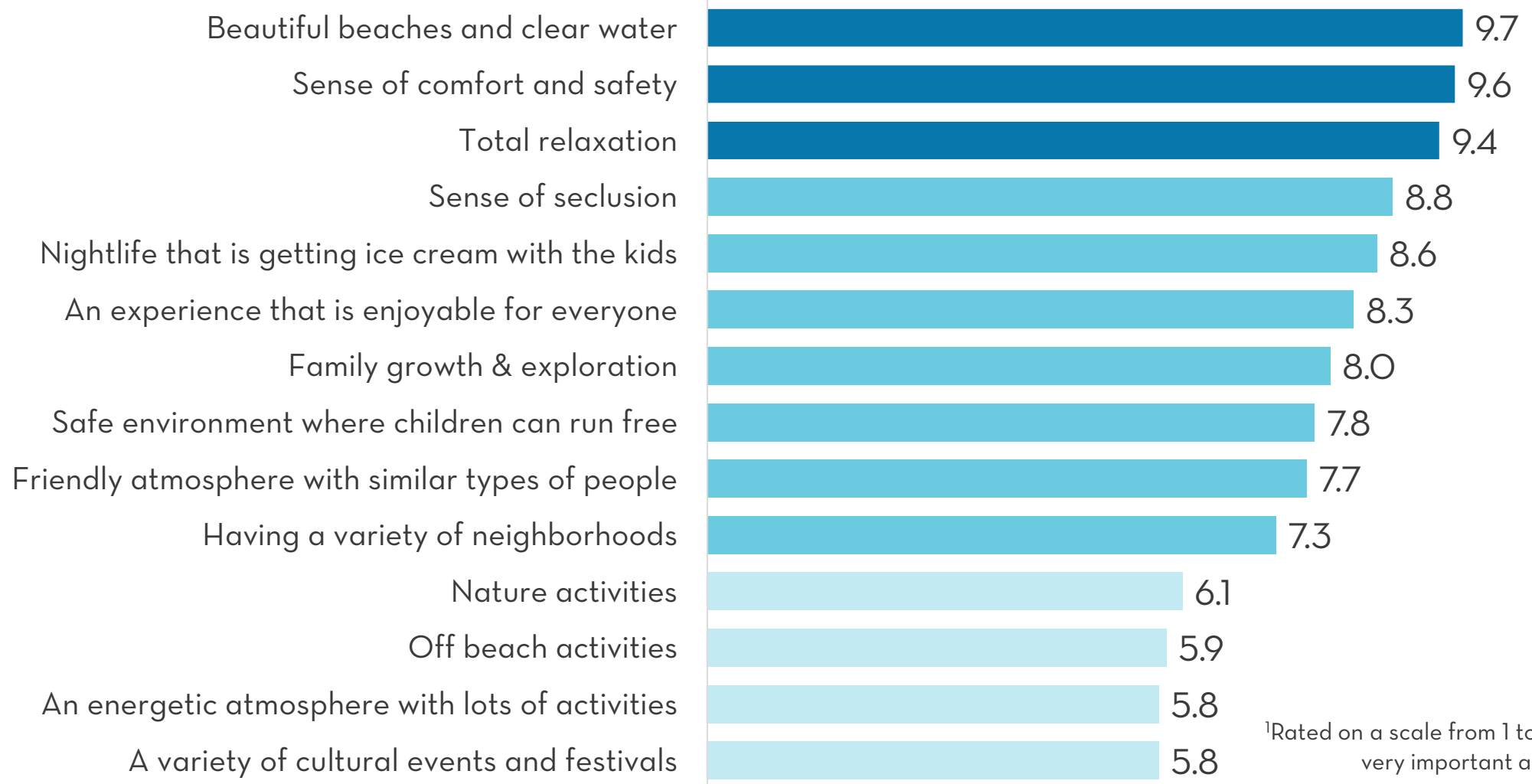


Fall visitors give the Visitor Guide a rating of **8.9 out of 10<sup>1</sup>** (+0.3 points from 2023)



<sup>1</sup>Rated on a 10-point scale where 10 is extremely useful and 1 is not at all useful.

# IMPORTANT VACATION DESTINATION ATTRIBUTES<sup>1</sup>



<sup>1</sup>Rated on a scale from 1 to 10 where 10 is very important and 1 is not at all important.

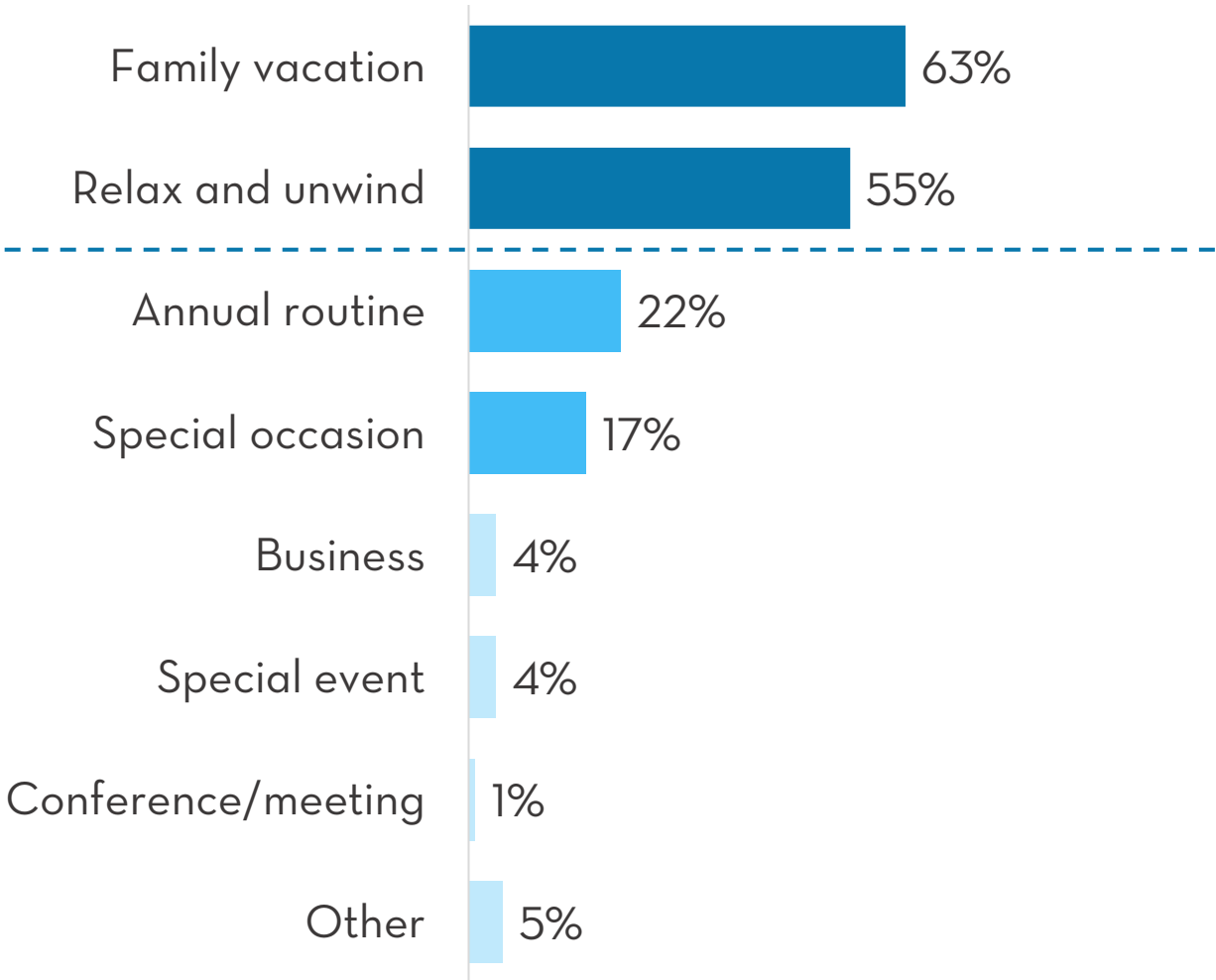
# REASONS FOR VISITING<sup>1</sup>



**Over 3 in 5** visitors come to Walton County for a **family vacation**



**Over half** of Fall visitors come to **relax and unwind**



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

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



**25%** (+1% points from 2023) of Fall visitors recall advertising, promotions, or travel stories for Walton County

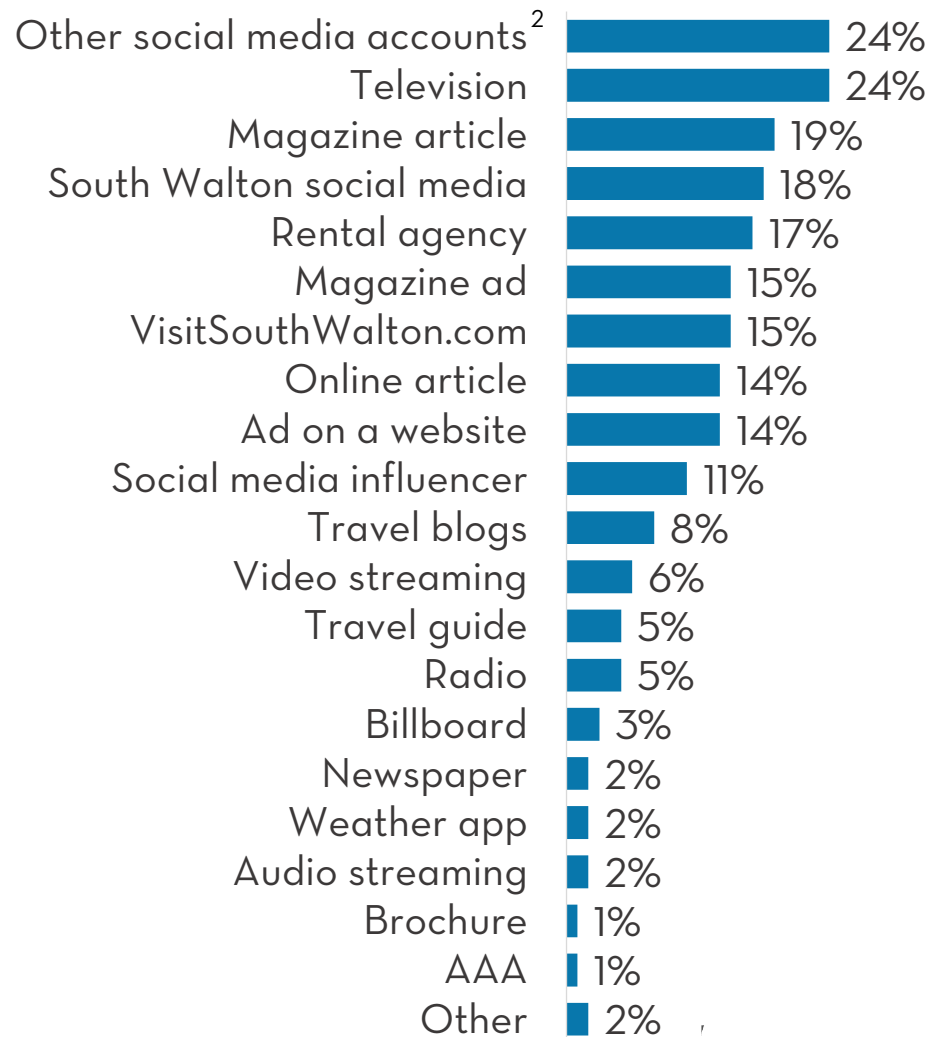


This information influences **8%** (+2% points from 2023) of all visitors to visit Walton County



**24%** (+5% points from 2023) Fall visitors recall information about the destination on **other social media accounts<sup>2</sup>**

Base: **25%** 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

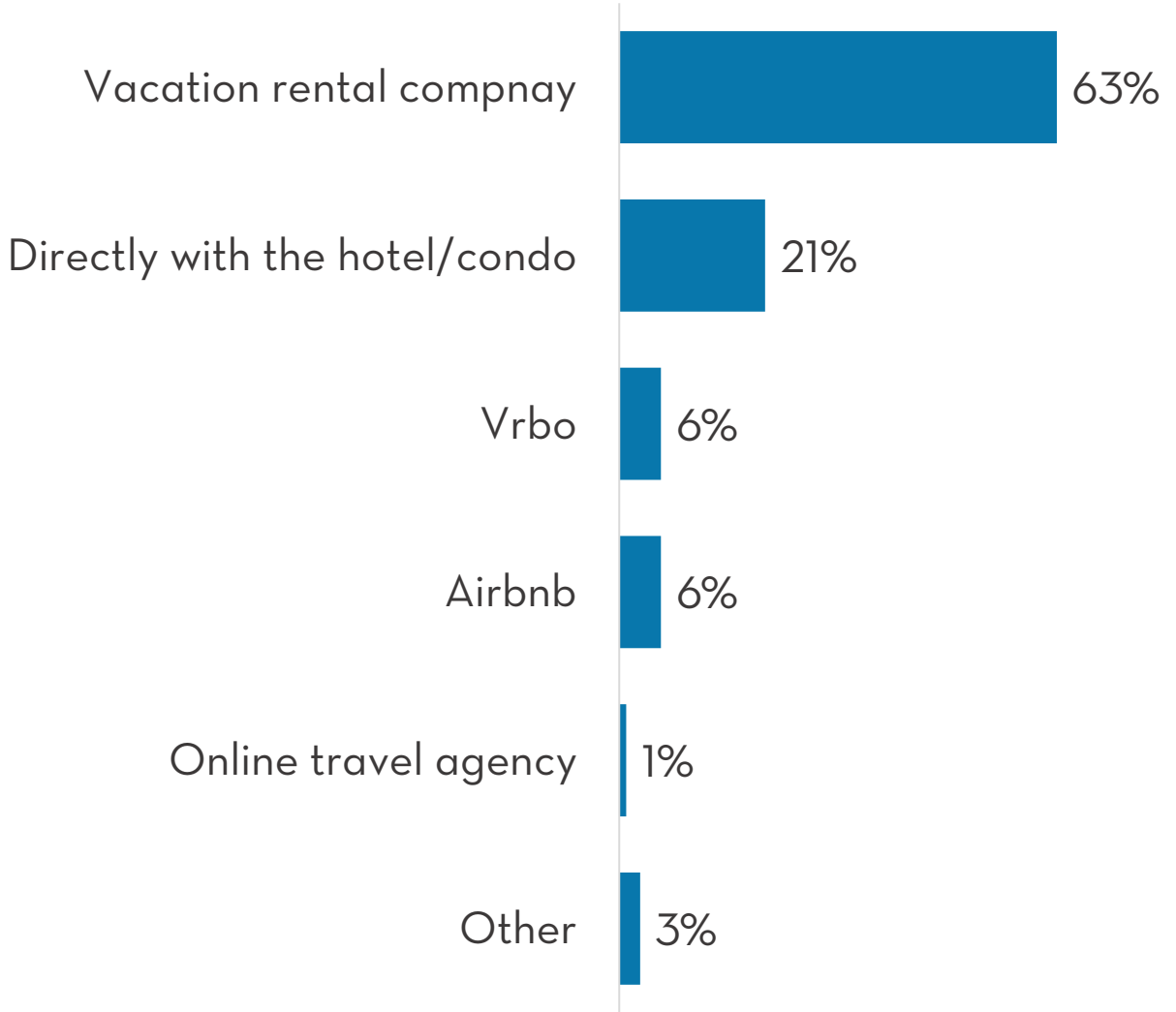
# BOOKING ACCOMMODATIONS



**Over 3 in 5** visitors book accommodations through a **vacation rental company**



**Over 1 in 5** Fall visitors book **directly with a hotel or condo**



# VISITOR TRANSPORTATION

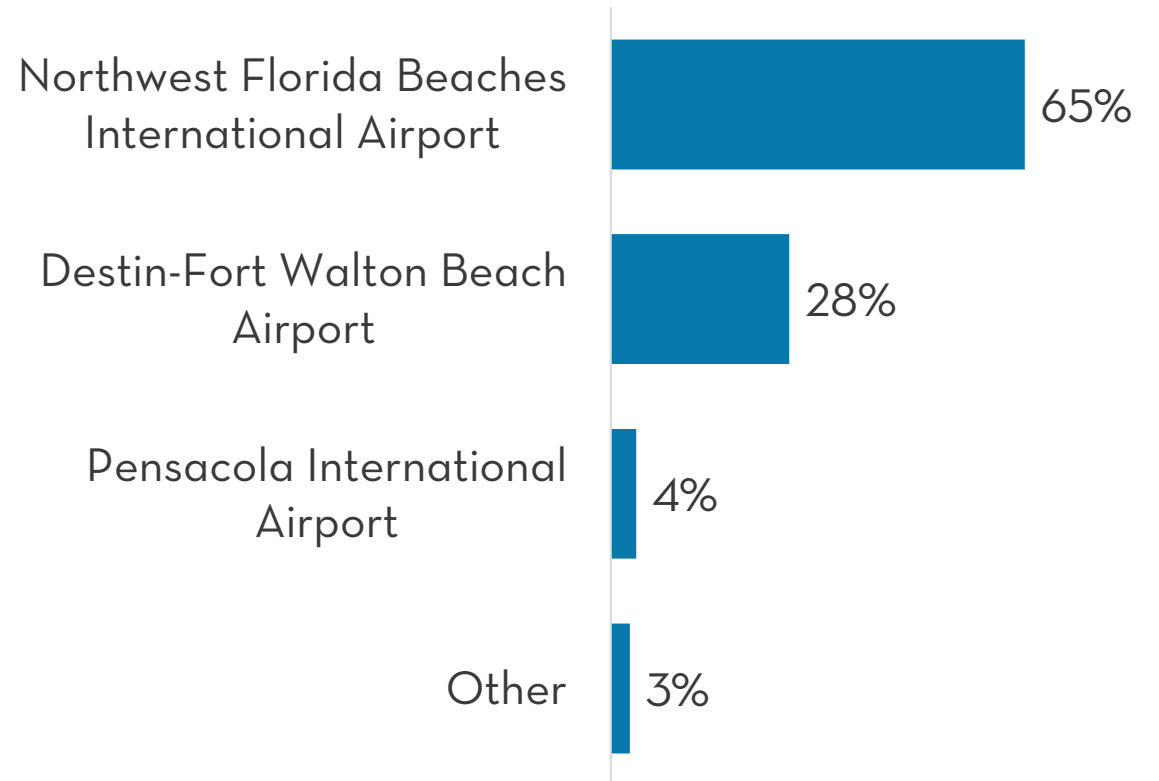


**75%** (-1% points from 2023) of Fall visitors drive to Walton County



**23%** (-7% points from 2023) of those who drive are aware that there are direct flights from their city to the Walton County area, and **20%** are not sure if there are direct flights available

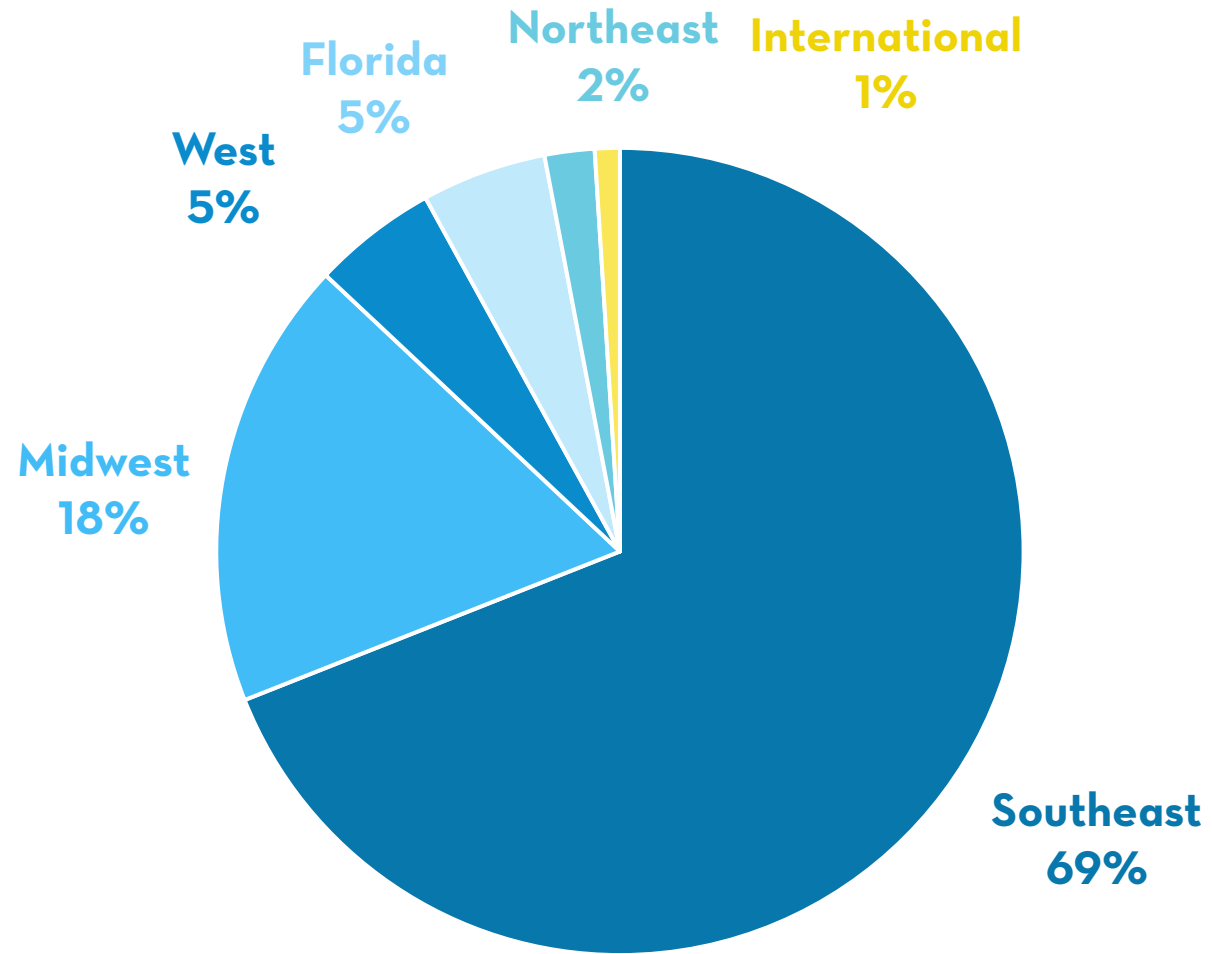
**25%** who **fly** use the following airports:



# VISITOR JOURNEY: TRAVEL PARTY PROFILE

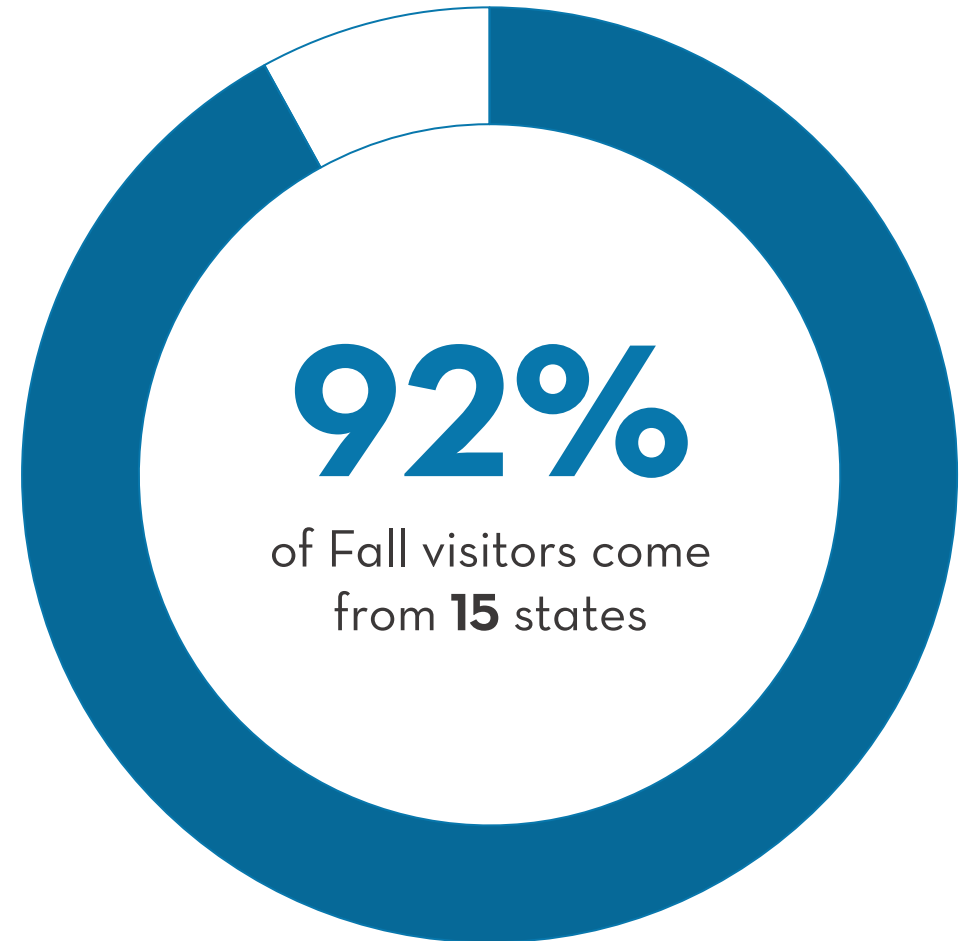


# ORIGIN OF FALL VISITORS



# ORIGIN OF FALL VISITORS

State	% of Visitors
Tennessee	15%
Georgia	14%
Alabama	12%
Texas	11%
Mississippi	8%
Florida	5%
Louisiana	5%
Kentucky	4%
Illinois	3%
Indiana	3%
Ohio	3%
Oklahoma	3%
Arkansas	2%
Kansas	2%
Missouri	2%



# ORIGIN OF FALL VISITORS

**13%** (consistent with 2023) of all visitors come from the **Atlanta** market

**1 in 10** (-1% points from 2023) visitors are from the **Nashville** market

**1 in 10** visitors come from three markets in Texas: **Dallas-Fort Worth, Houston,** and **Austin**

Top Origin Markets	% of Visitors
Atlanta	13%
Nashville	10%
Dallas-Fort Worth	4%
Houston	4%
Columbus-Tupelo-West Point	4%
Birmingham	3%
Mobile-Pensacola	3%
Memphis	3%
New Orleans	3%
Montgomery	3%
Indianapolis	2%
Huntsville-Decatur-Florence	2%
Louisville	2%
Saint Louis	2%
Austin	2%
Chicago	2%
Columbus, OH	2%

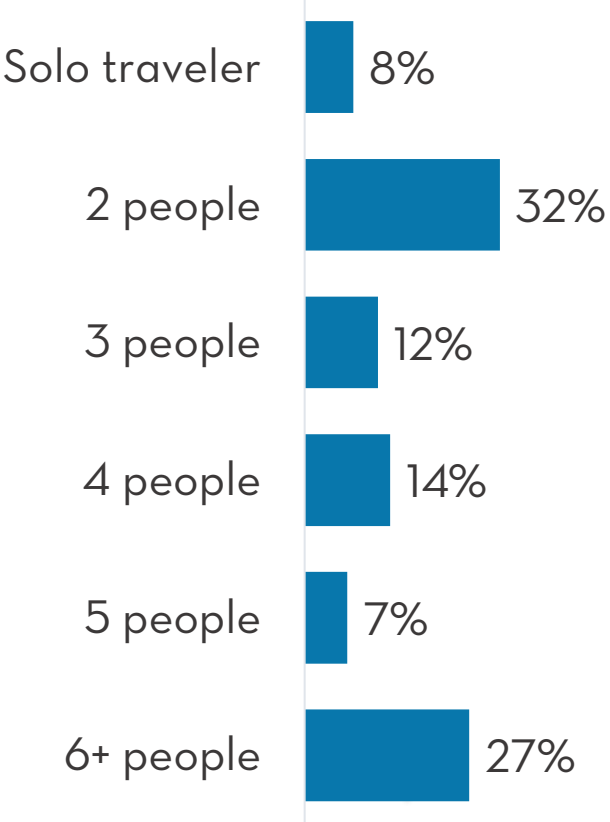
# TRAVEL PARTY SIZE AND COMPOSITION



Visitors travel in a party composed of **4.1** people (4.2 people in 2023)



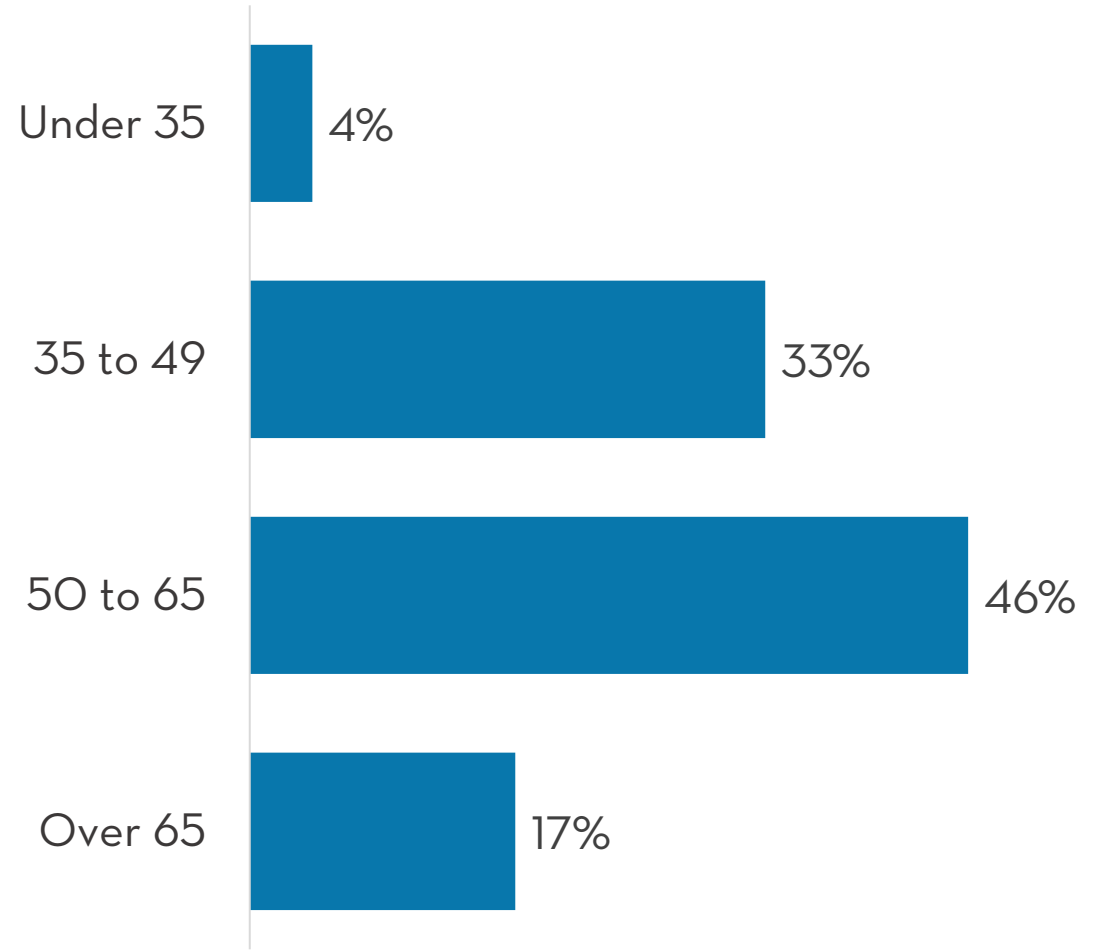
**43%** (+2% points from 2023) of visitors travel with children under the age of 20



# AGE OF FALL VISITORS

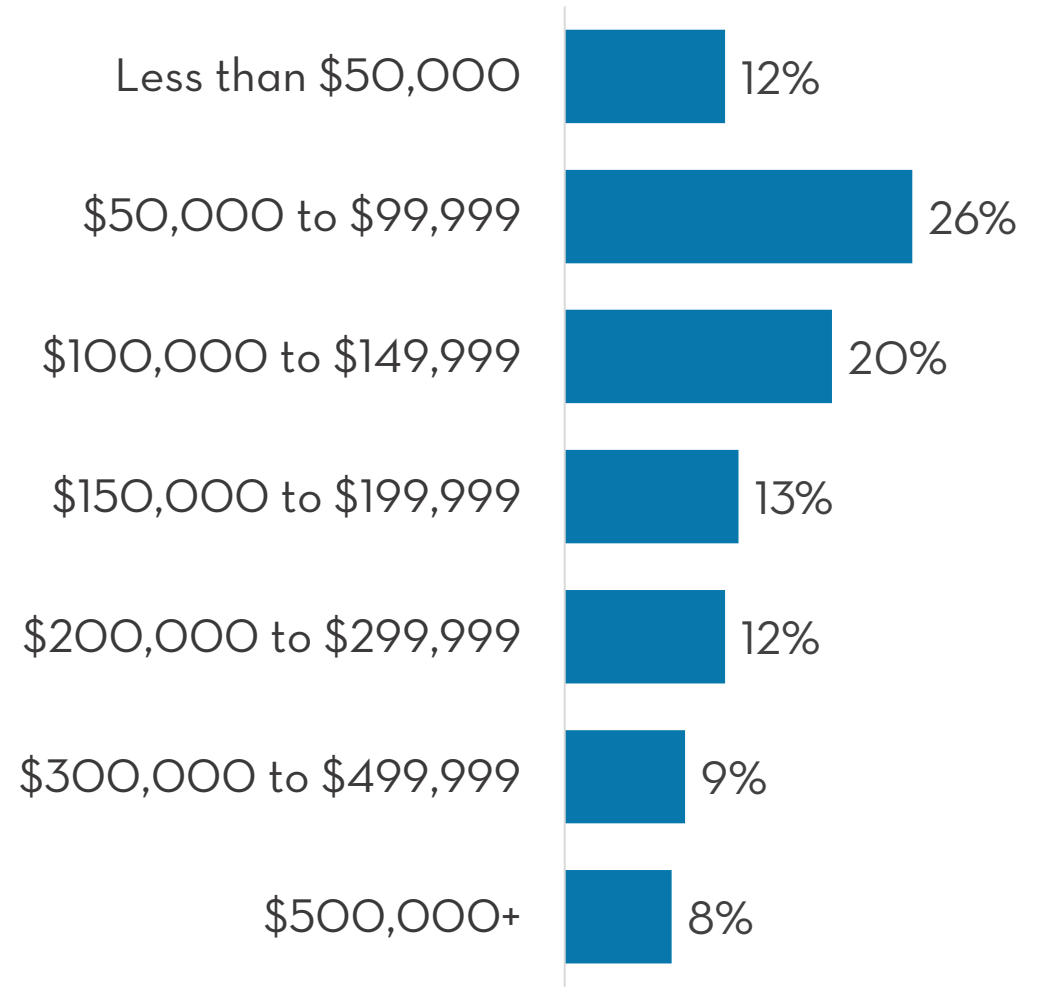


Median age of Fall visitors is **54 years old** (54 years old in 2023)



# TOTAL HOUSEHOLD INCOME

Fall visitors have a **median** household income of **\$130,000** (\$144,700 in 2023), while estimated **average** household income is **\$179,300** (\$194,300 in 2023)



# VISITOR JOURNEY: TRIP EXPERIENCE



# VISITOR ACCOMMODATIONS



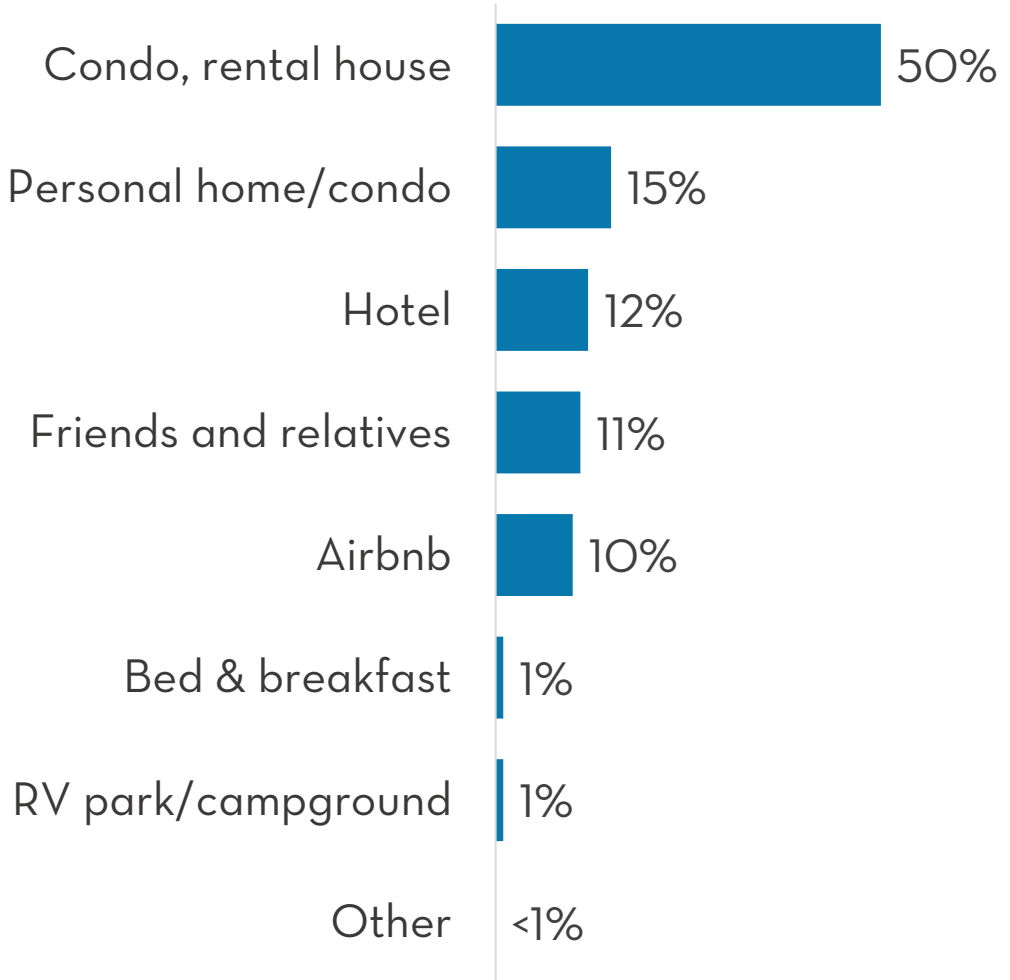
**Half** of Fall visitors stay in a condo or rental house



**15%** visitors stay in their personal home or condo



**12%** stay in hotels



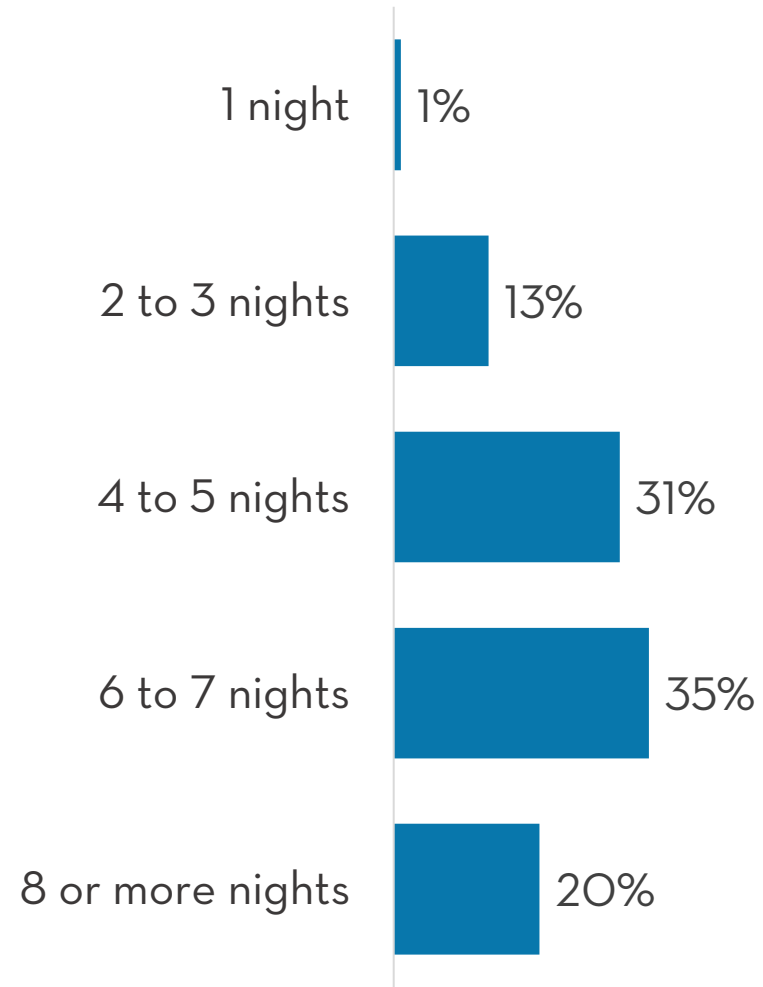
# LENGTH OF STAY



Fall visitors<sup>1</sup> stay an average of **5.9** nights<sup>2</sup> in Walton County (5.8 nights in 2023)



Fall visitors staying in paid accommodations spend an average of **6.1** nights<sup>2</sup> in Walton County (consistent with 2023)




<sup>1</sup>Includes visitors staying paid accommodations, non-paid, and day trippers.

62 <sup>2</sup>Visitors who stayed in Walton County up to 30 nights.

# NUMBER OF VISITS TO WALTON COUNTY

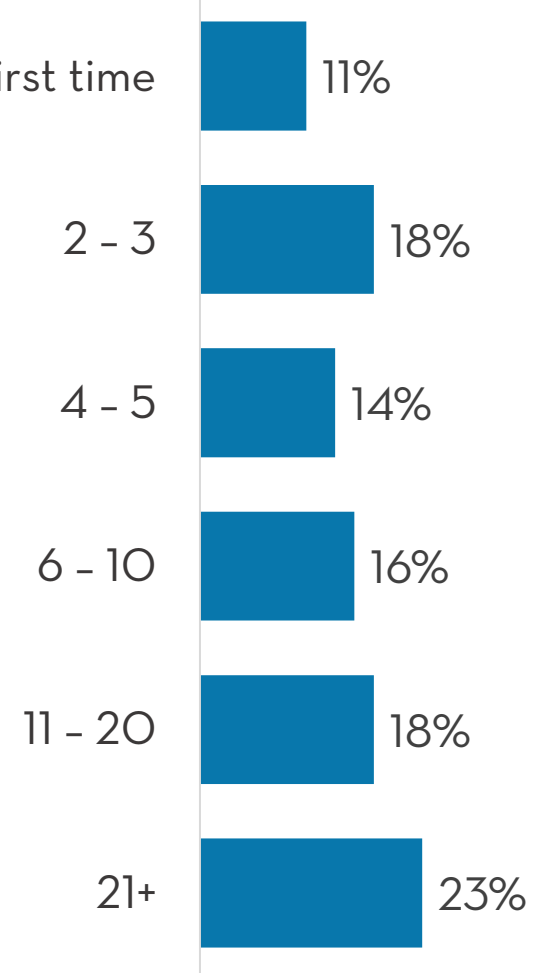


**11%** of Fall visitors are visiting for the first time



**41%** of Fall visitors have visited Walton County more than 10 times

That was my first time



# VISITOR ACTIVITIES<sup>1</sup>

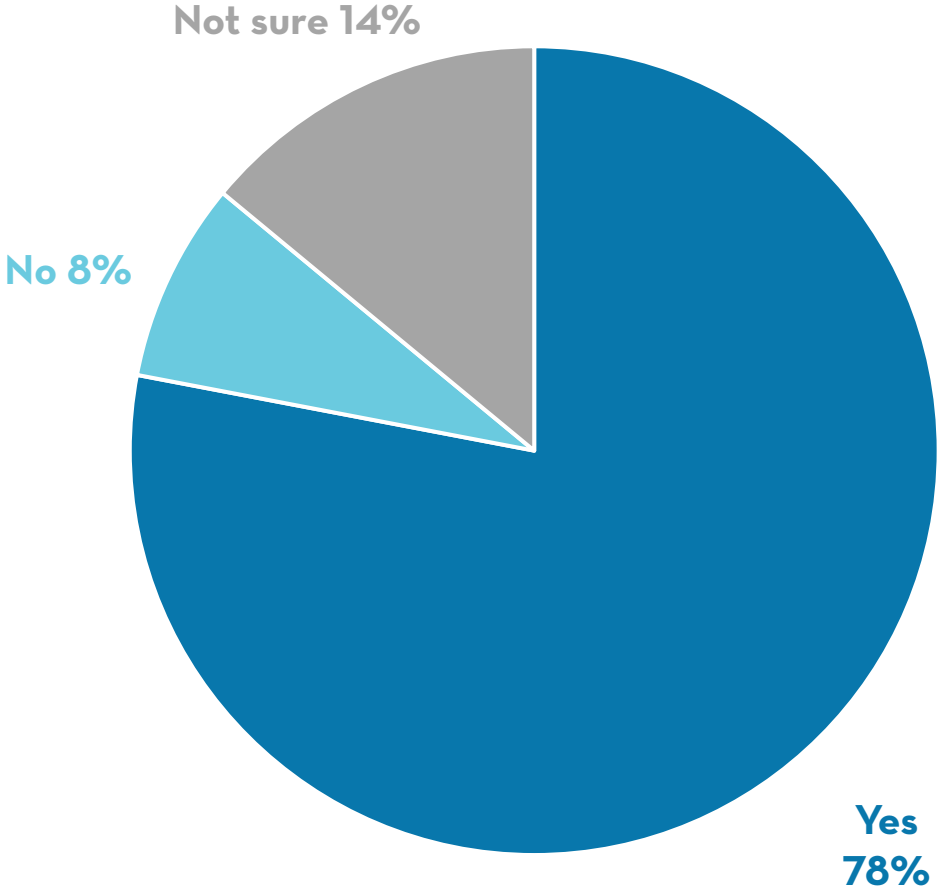


<sup>1</sup>Multiple responses permitted.

# BEACH SAFETY



**78%** of Fall visitors know there are flags posted along the beaches to indicate how safe it is to go into the water



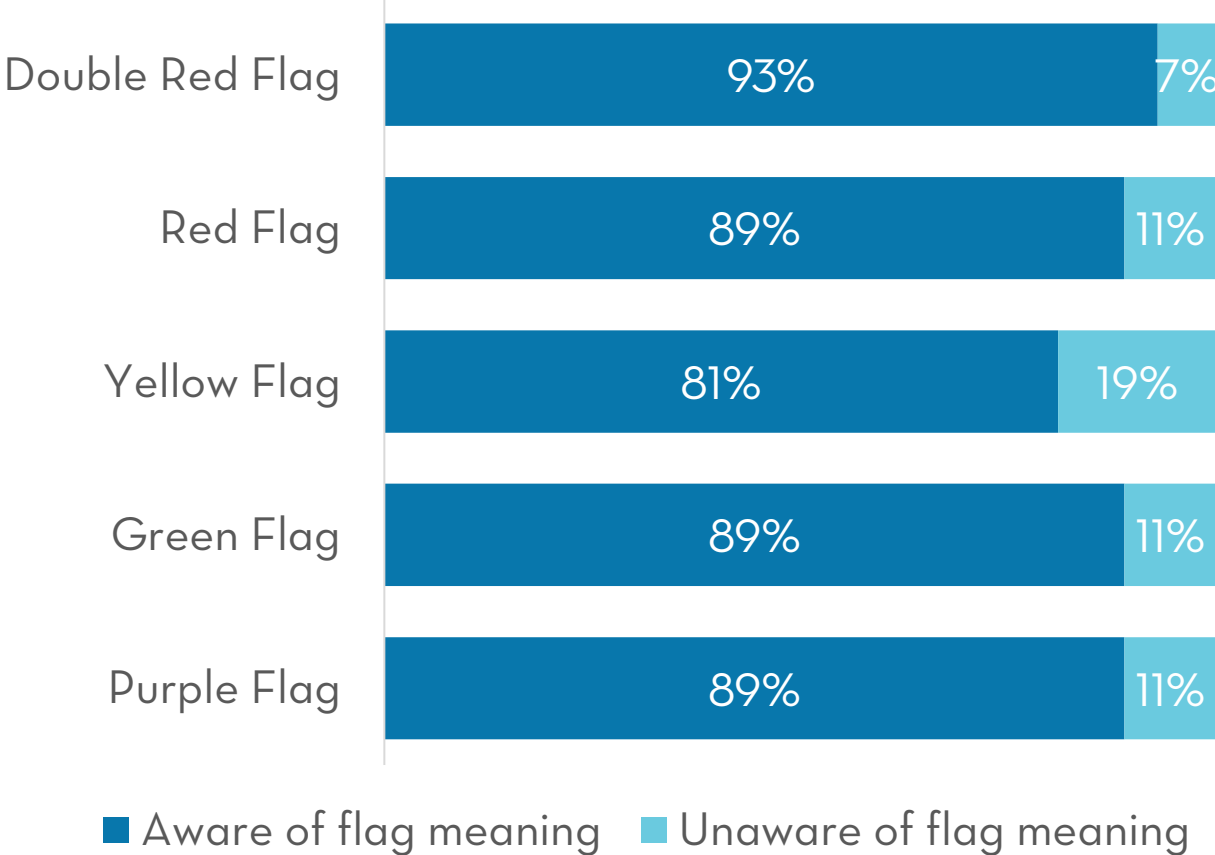
# BEACH FLAG AWARENESS



**Over 4 in 5** Fall visitors are aware of the meaning of each flag color



**69%** (+8% points from 2023) of Fall visitors are aware that entering the Gulf during double red flag conditions can result in a \$500 fine and criminal charges



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

- » The typical travel party spends **\$640** (\$771 in 2023) a day while in Walton County.
- » The typical travel party spends a total of **\$3,790** (\$4,450 in 2023) while visiting Walton County.
- » Compared to 2023, total trip expenditures per travel party decreased 15% despite a longer length of stay, with the largest decreases in Shopping (-28%) and Entertainment (-35%).
- » The decrease in spending reflects national trends of visitors prioritizing travel while exercising economic caution by spending less during trips.

Spending Category <sup>1</sup>	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$256	\$1,520
Restaurants	\$132	\$780
Groceries	\$59	\$350
Shopping	\$98	\$580
Entertainment	\$34	\$200
Transportation	\$46	\$270
Other	\$15	\$90
<b>Total</b>	<b>\$640</b>	<b>\$3,790</b>

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

# VISITOR JOURNEY: POST-TRIP EVALUATION



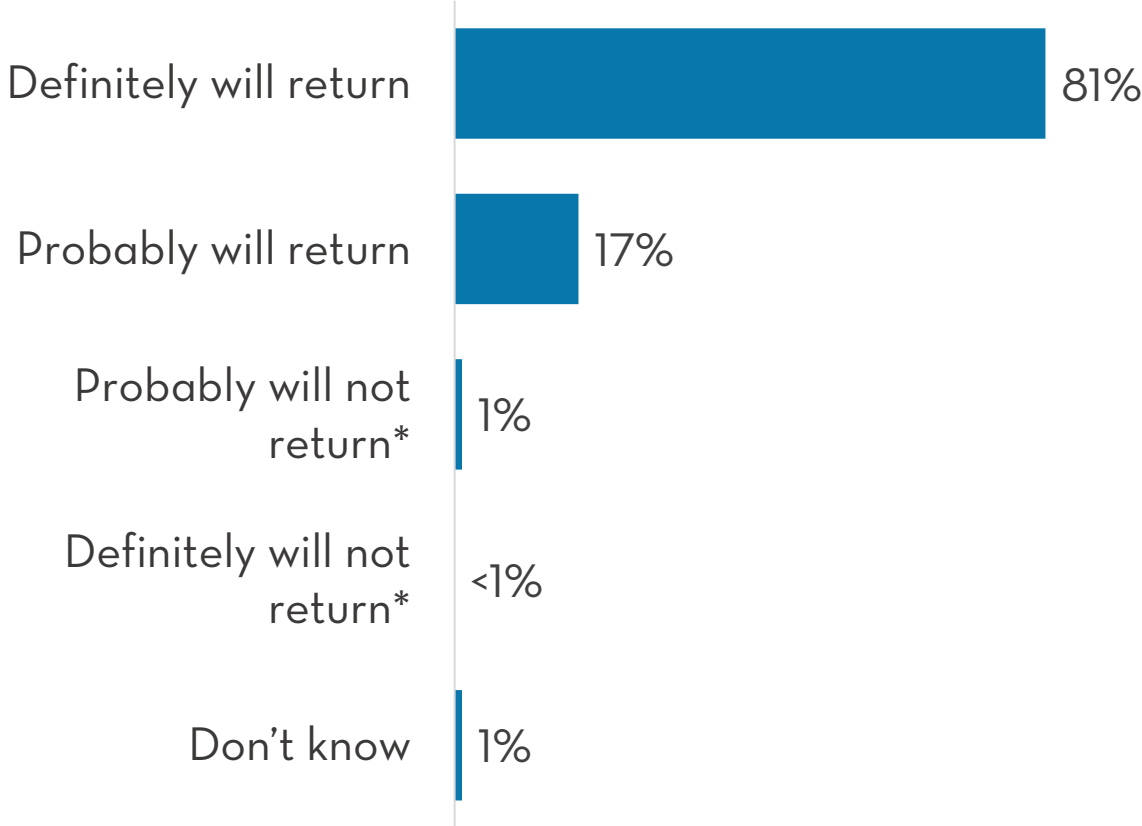
# RATING AND LIKELIHOOD OF RETURNING TO WALTON COUNTY



Visitors gave Walton County a rating<sup>1</sup> of **9.4** (consistent with 2023) as a place to vacation



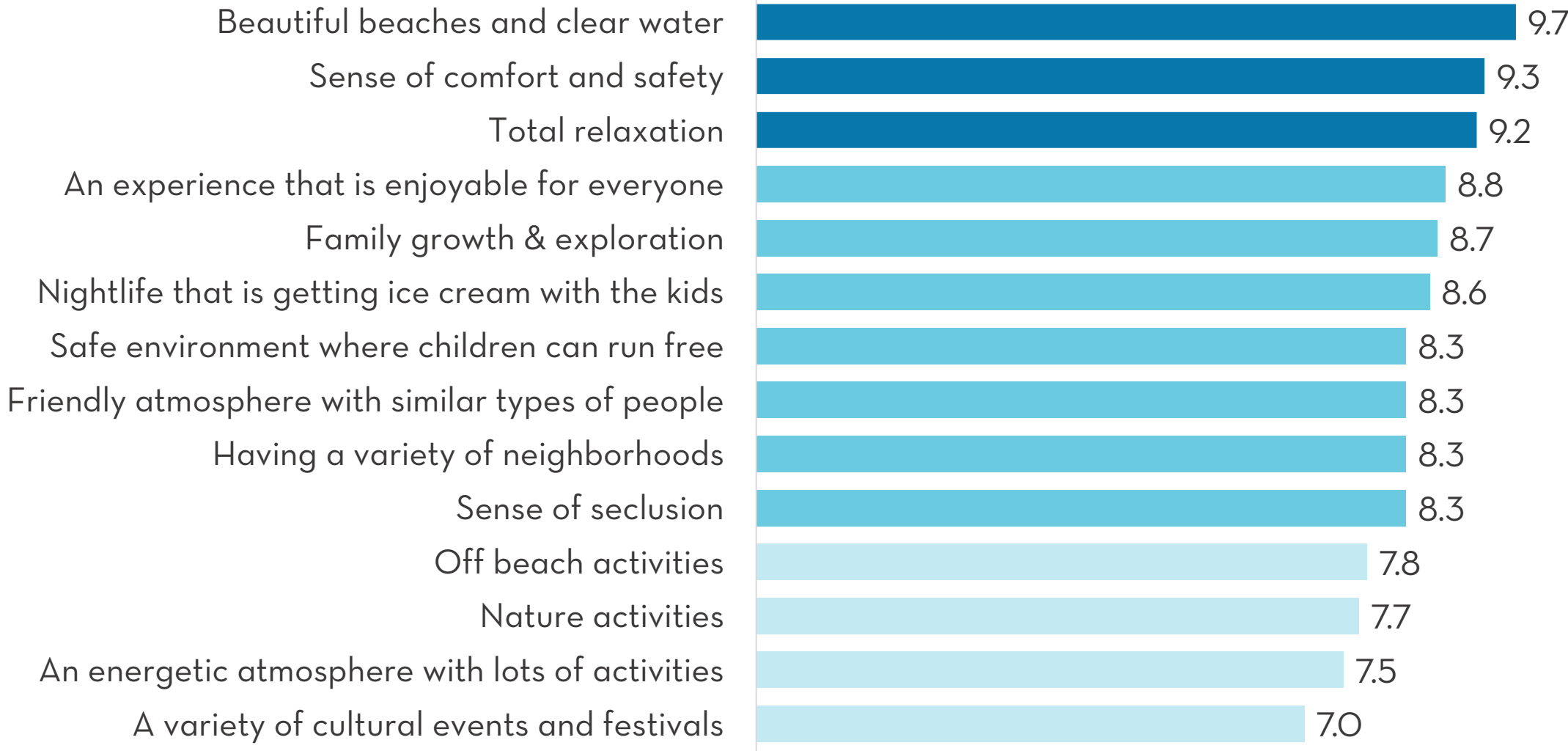
**Over 4 in 5** Fall visitors will definitely return to Walton County



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

<sup>2</sup>2% of visitors who are uncertain about returning to Walton County for the following reasons:  
1. Parking was a problem 2. Too crowded 3. Too expensive 4. Prefer other beaches

# RATING WALTON COUNTY ATTRIBUTES<sup>1</sup>



<sup>1</sup> Rated on a scale from 1 to 10 where 1 is poor and 10 is excellent.

# AREA DESCRIPTIONS



*"Beautiful white beaches, vivid sun sets, friendly people, delicious fresh seafood!"*

*"Fabulous beaches"*

*"Beautiful. The beaches are clean with clear water. Our vacation rental was great. We plan to have a return vacation next year."*

*"Best beaches and water in Florida."*

*"Beautiful white sand beaches with clear emerald green water. Excellent amenities and well cared for grounds. Multiple dining options. Quaint kettle shops. Friendly staff at resort."*

*"Absolutely beautiful! The sand is so soft. The water was gorgeous! The temperature was perfect. So much to do there. Definitely want to go back and visit the places we didn't get a chance to go to."*

*"Best beaches with clear water and a great beach vibe."*

# AREA DESCRIPTIONS



*"Beaches were gorgeous and trip was very relaxing. The fall is the best time to come to South Walton."*

*"Great beaches, friendly people, and wonderful relaxation! Has everything you need for an awesome vacation!"*

*"Feels like home"*

*"Perfect place to relax and unwind. Family-friendly beaches, shops and restaurants."*

*"Great family location with upscale amenities."*

*"Upscale, family-friendly, good selection of nice restaurants, good shopping, walkable."*

*"We have been coming to South Walton for over 20 years. It's like home..."*

# AREA DESCRIPTIONS



*"Best beaches in the USA! Gorgeous architecture with each town having its own design."*

*"This is a wonderful place for an upscale and peaceful vacation. We loved that we could bike everywhere! It felt exclusive but not snobby or uppity."*

*"Wonderful casual atmosphere with the prettiest beach towns."*

*"It is beautiful, safe, and walkable, with gorgeous beaches and a scenic drive."*

*"The best place to relax on the beach, enjoy the weather, and walk to so many close by places. It is such an enjoyable and relaxing atmosphere."*

*"Very idyllic. It's become better known, but it still feels like Old Florida with everything you could need."*

*"Love love love it!!"*

# FEELINGS ASSOCIATED WITH WALTON COUNTY



*"Beautiful area, great feeling of comfort and relaxation. Friendly. Safe."*

*"I get a peaceful feeling just laying out on beach."*

*"Healthy, peaceful and clean."*

*"Life is better in flip flops at the beach."*

*"Happiness, cute small shops, local feeling, home feeling."*

*"Walking with sand around my feet and the sound of the water on beach is soothing."*

*"The excitement of being at the beach and just feeling relaxed."*

# WALTON COUNTY TOURISM

## Fall 2024 Visitor Tracking Study September - November 2024

Downs & St. Germain Research  
contact@dsg-research.com  
850-906-3111 | www.dsg-research.com