

WALTON COUNTY TOURISM

2025 Visitor Tracking & Economic Impact Study

January - December 2025



TABLE OF CONTENTS

<u>Methodology</u>	3
<u>Executive summary</u>	4
<u>Annual snapshot</u>	5
<u>Visitor Journey</u>	6
<u>Economic impact</u>	7
<u>Pre-visit</u>	17
<u>Travel party profile</u>	26
<u>Trip experience</u>	31
<u>Post-trip evaluation</u>	38
<u>Yearly comparisons</u>	42
<u>Detailed findings</u>	47
<u>Economic impact</u>	48
<u>Pre-visit</u>	59
<u>Travel party profile</u>	69
<u>Trip experience</u>	76
<u>Post-trip evaluation</u>	84





Visitor Tracking Study

This report is based on 2,655 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 January 2025 and December 2025.

EXECUTIVE SUMMARY



ANNUAL SNAPSHOT

CY2025



4,586,000

TOTAL VISITORS

vs. CY2024

↓ 4.1%



3,497,200

ROOM NIGHTS

↓ 3.0%



\$3,928,943,400

DIRECT SPENDING

↓ 5.4%



\$4,712,547,800

ECONOMIC IMPACT

↓ 4.6%

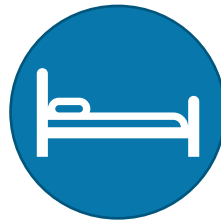


\$61,444,321

TDT

vs. CY2024

↑ 2.7%



48.3%

OCCUPANCY

0.0%

5



\$354.10

ADR

↑ 0.7%



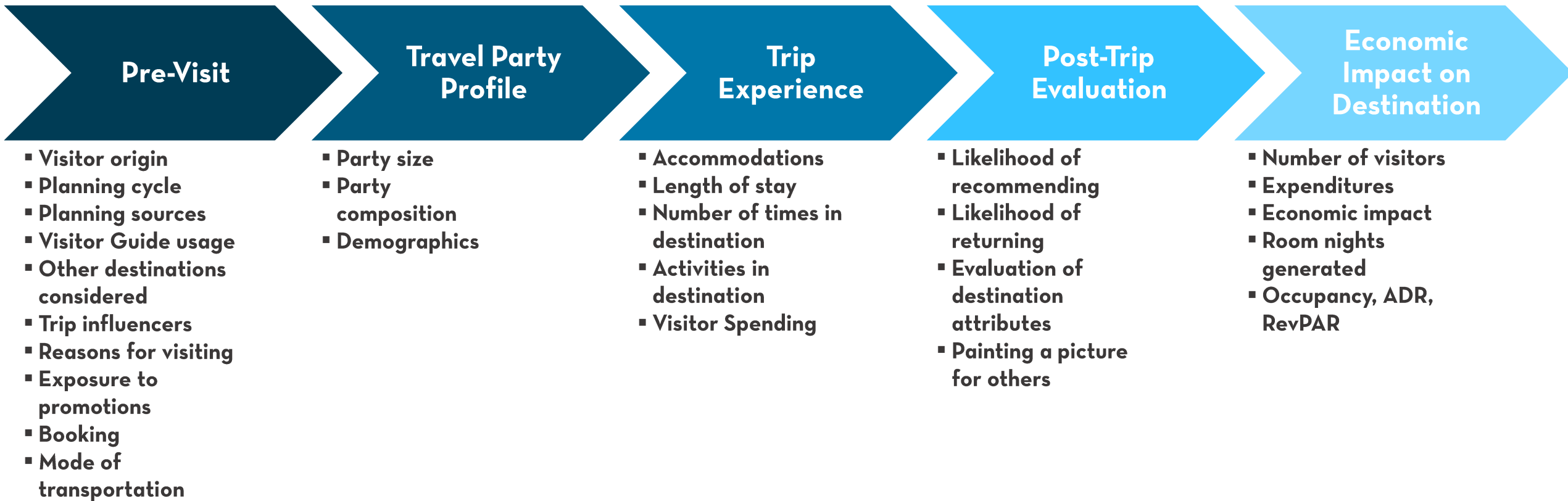
\$171.03

RevPAR

↑ 0.7%

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 OF VISITATION

VISITORS

4.57M ↓ 4.1%

from last year

DIRECT SPENDING

\$3.23B ↓ 5.4%

from last year

ECONOMIC IMPACT

\$4.71B ↓ 4.6%

from last year

STATE & LOCAL TAXES

\$243.4M ↓ 4.6%

from last year

- With over 4.5M visitors this year, total visitor spending exceeded \$3.23B
- Flat occupancy and a slight increase in ADR led to a tempered increase in RevPAR and TDT.
- The total number of visitors decreased due to a decrease in the units available (-2.1%) and an increase in length of stay.
- Room nights decreased by 3.3% due to a decrease in the number of units available.
- Direct spending and economic impact of tourism were down year-over-year due to a decrease in the numbers of visitors, as well as decreases in shopping, entertainment, and restaurant spending.
- While overall spending was down, there was a 1.9% increase in travel party spending.



ECONOMIC IMPACT OF VISITATION CONT.

Paid visitors made up

61.8%

of all visitors

resulting in

2.84M

visitors staying in paid accommodations

and equated to

\$3.13B

in direct spending from visitors staying in paid accommodations

generating

\$61,444,321

in TDT collections from paid visitors

ROOM NIGHTS

3.50M ↓3.0%

from last year

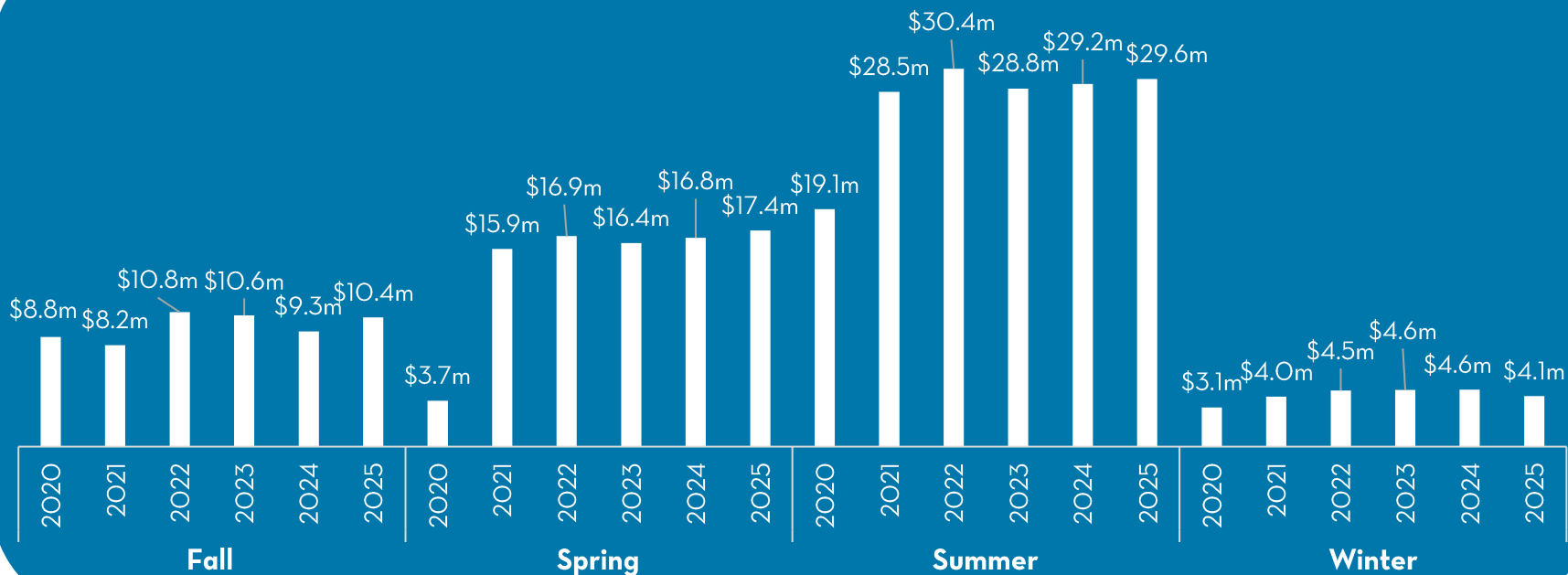
NET TAX BENEFIT

\$60.9M

HOUSEHOLD TAX SAVINGS

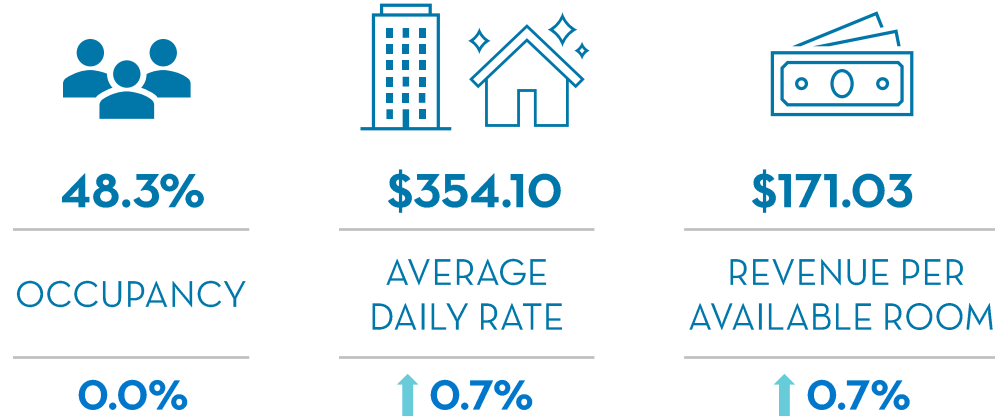
\$1,772

TDT Collections



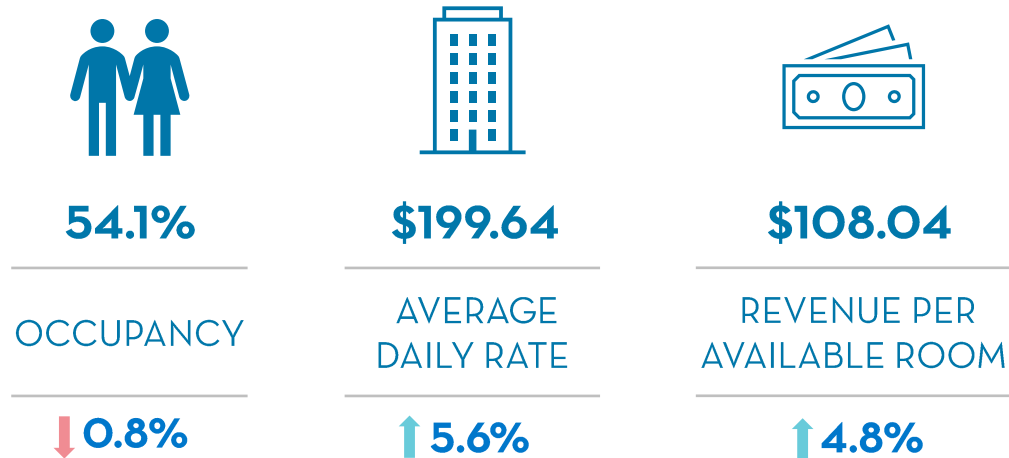
TOURISM SNAPSHOT: LODGING METRICS¹

COMBINED

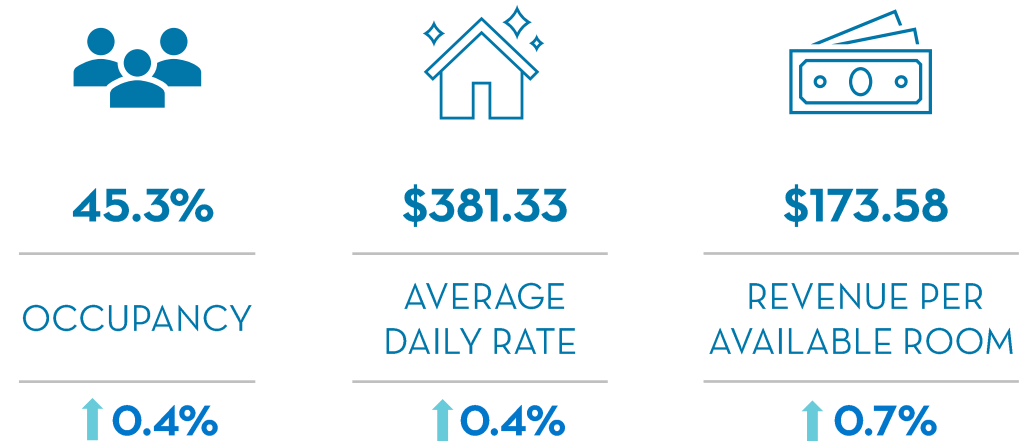


¹Airbnb (effective April 30, 2025) and Vrbo (effective May 30, 2025) have updated how rates are quoted through their platforms. The ADR now includes cleaning fees, platform service fees, and applicable discounts (e.g., weekly or monthly stay discounts). Therefore, the ADR of vacation rentals may appear inflated in YOY comparisons now that Key Data is capturing the inclusive price (excluding taxes) rather than the base accommodation rate.

HOTELS²

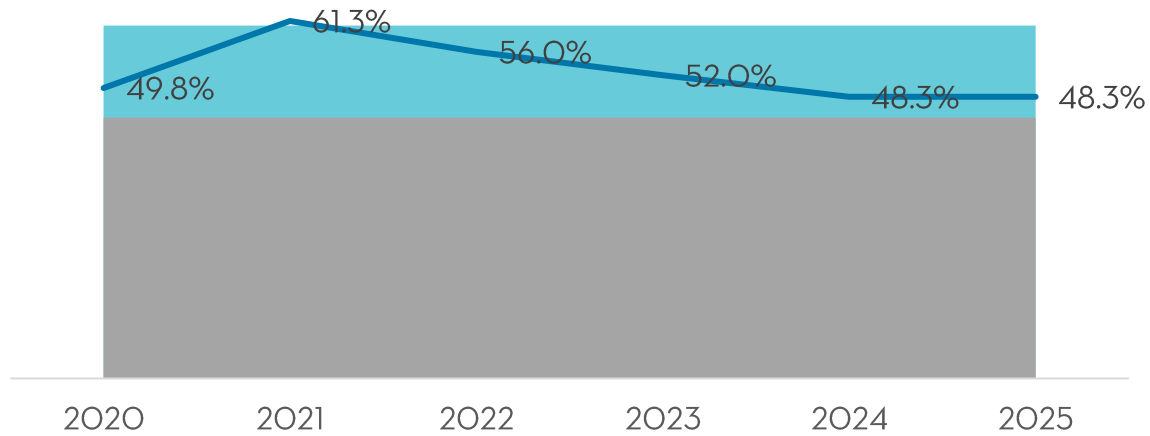


VACATION RENTALS³

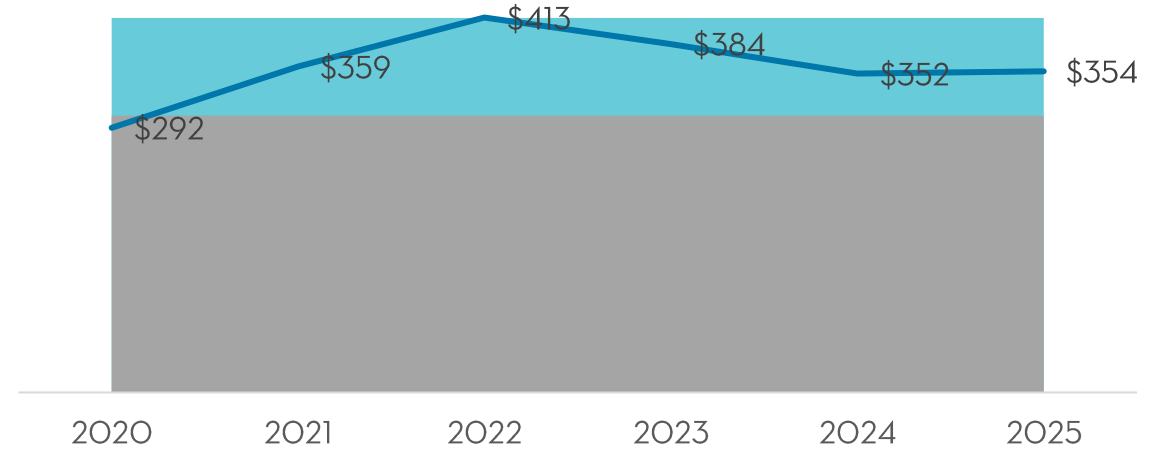


TYPICAL PERFORMANCE RANGE OF ACCOMMODATIONS

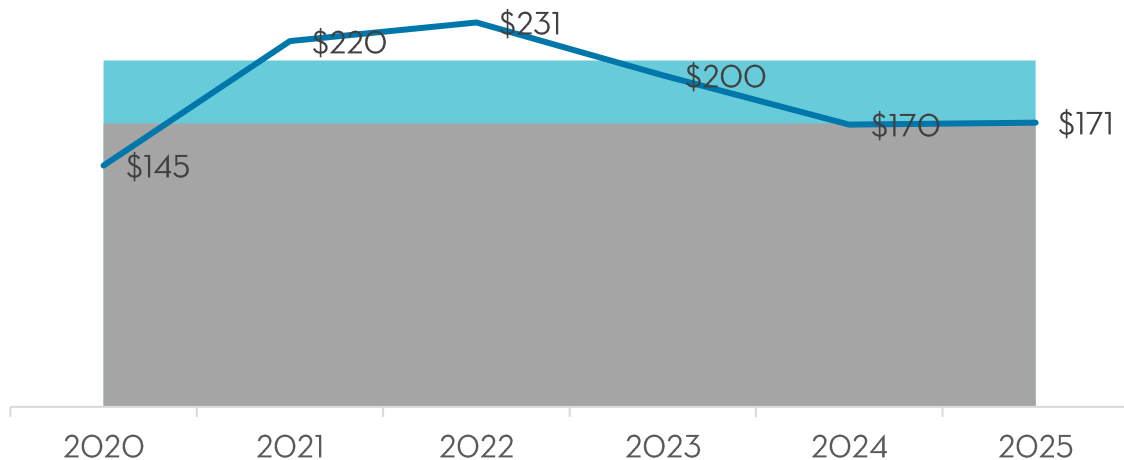
Occupancy



ADR

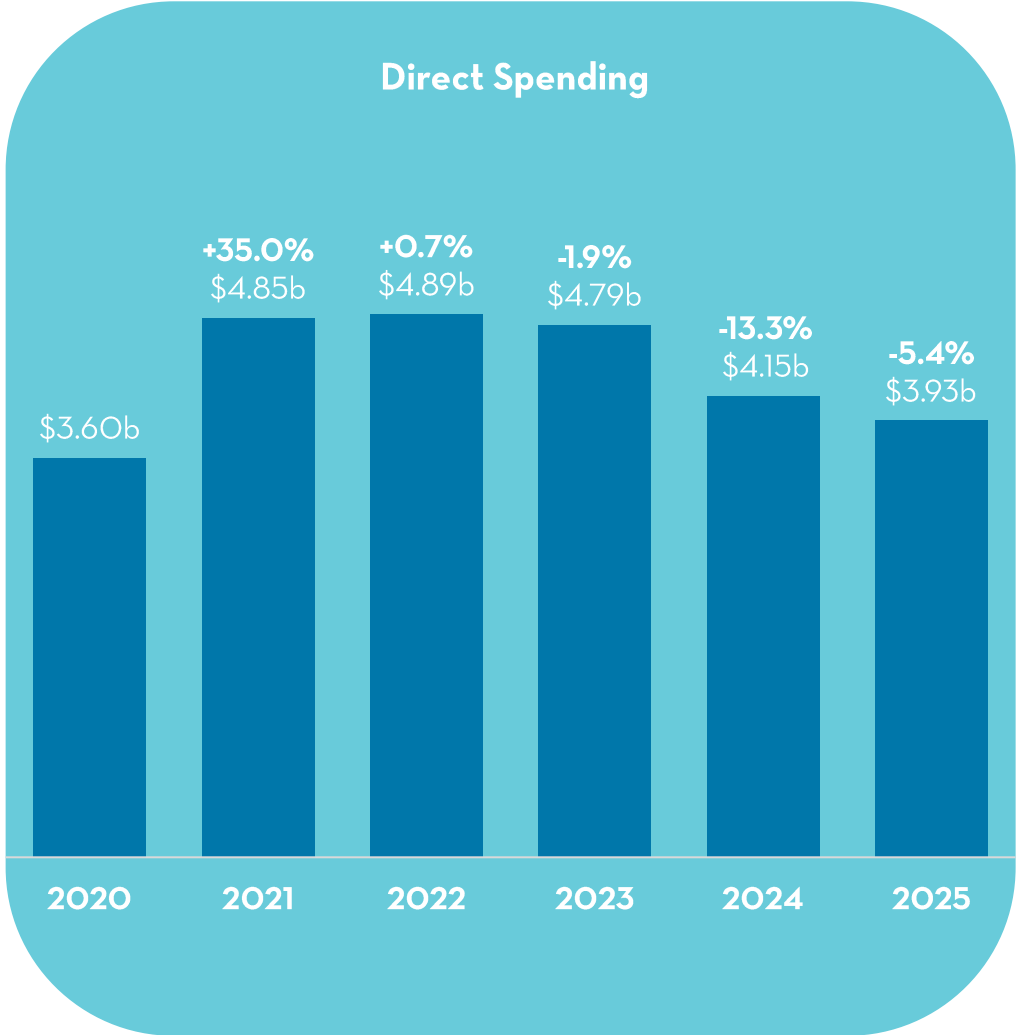


RevPAR



The blue shaded band on each graph represents the typical performance range for each metric. This range provides a baseline for what stable, expected performance looks like across the period. Data points falling outside the band, most notably during 2020, 2021, and 2022 reflect the outsized impact of pandemic-related disruption on property performance.

DIRECT SPENDING OVER TIME & CY2025 BY CATEGORY



JOBS & WAGES SUPPORTED

JOBS SUPPORTED

29,450

AN ADDITIONAL WALTON COUNTY JOB IS SUPPORTED BY EVERY

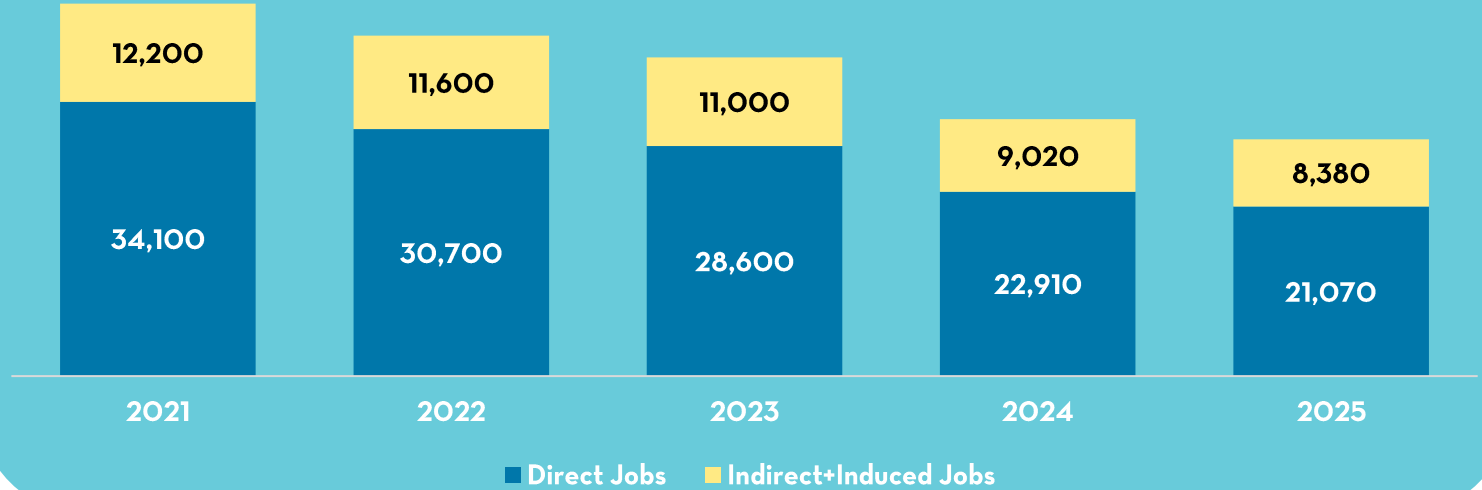
156

VISITORS

WAGES SUPPORTED

\$1.22B

Jobs Supported by Tourism in Walton County



The economic impact analysis process has been updated to align with current IMPLAN data models. As a result, previous years' figures have been revised using the updated methodology. IMPLAN models are based on government data sources (e.g., BEA, BLS, Census, etc.) that lag behind this report's calendar year, therefore future updates may occur as newer datasets become available. This Economic Impact analysis accounts for leakage outside of Walton County (i.e., the cost of wholesale and retail trade services that do not continue to circulate within the county's economy).

NET TAX BENEFIT¹

Visitors to Walton County in CY2025
generated a net tax benefit of

\$60,900,400

to Walton County government

¹Visitors contribute revenue to Walton County government via taxes and user fees. Visitors, by using county services and infrastructure, cost Walton County government money. The net tax impact of local government revenue for visitors less the cost of servicing visitors is \$60,900,400.



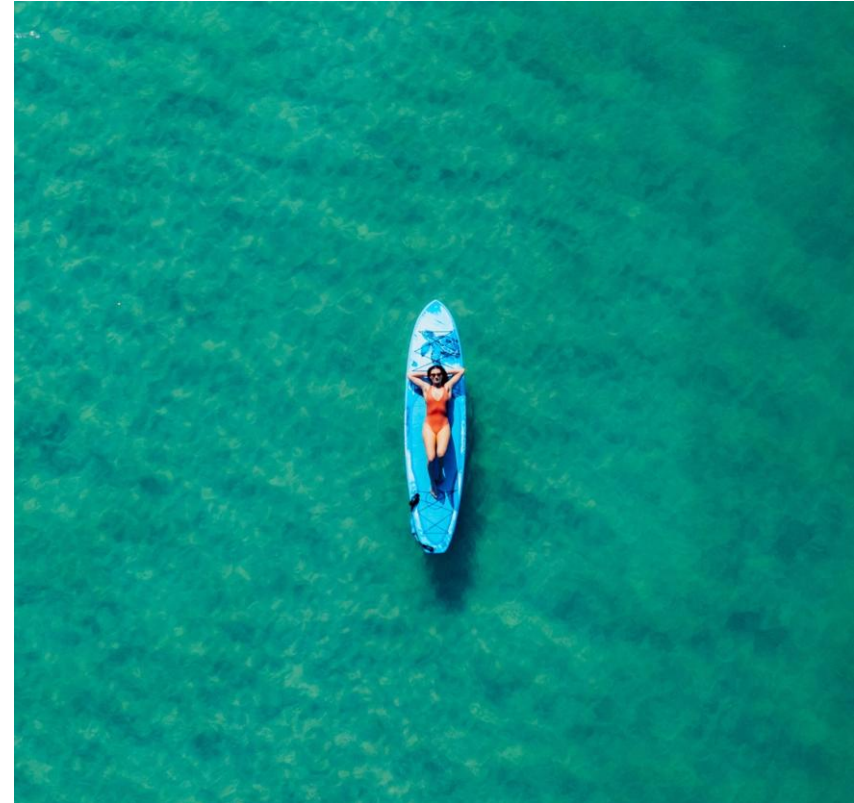
HOUSEHOLD TAX SAVINGS

Visitors to Walton County save local residents

\$1,772

in local taxes per household each year.

¹Revenue to Walton County government emanating from visitors (\$214,717,987), less costs to Walton County government for servicing visitors (\$153,817,563) results a net tax benefit to Walton County government (\$60,900,424); spread across 34,362 households in Walton County translates to a savings of \$1,772 per household in local and state taxes.



VISITOR PROFILE SUMMARY



CY2025 VISITOR PROFILE



53

Median Age

14%

First-time Visitor

\$145,000

Median Household Income

55%

Traveled with Children
under the age of 20

4.6

Travel Party Size

6.4

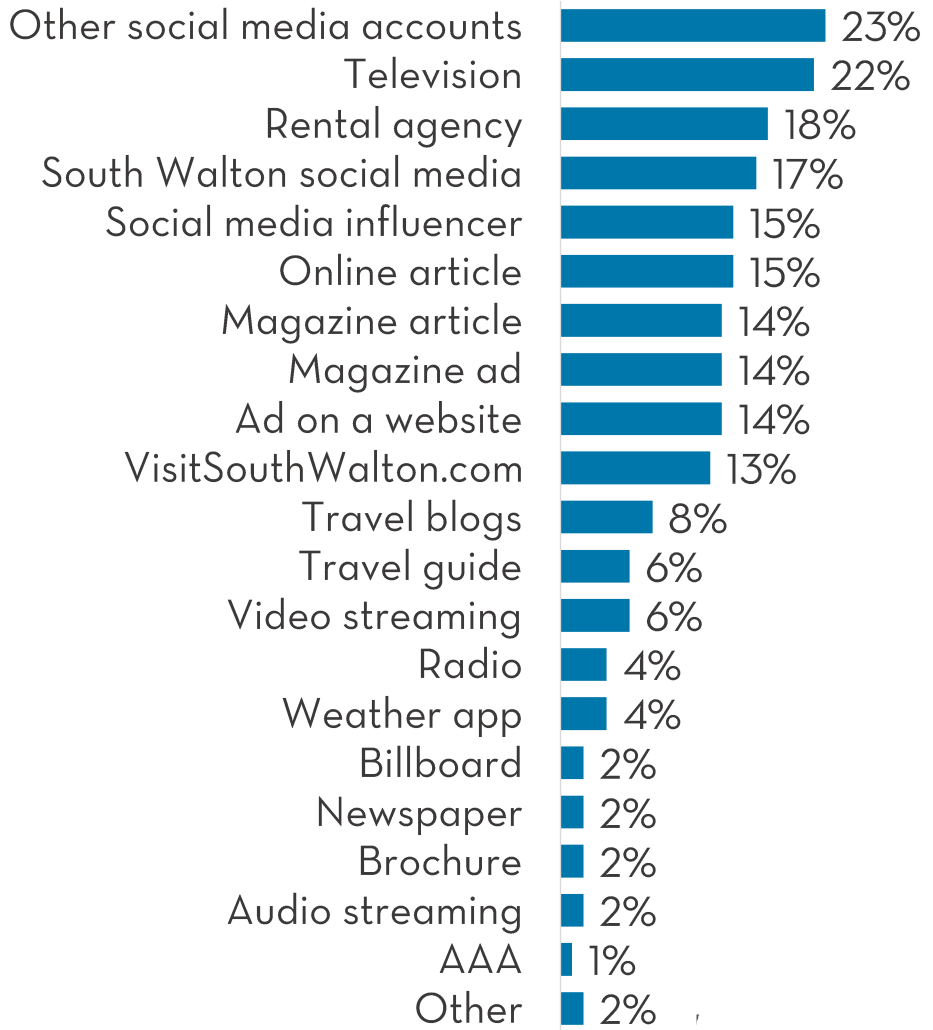
Length of Stay

WALTON COUNTY PROMOTIONS¹

Base: **26%** of visitors who recalled advertising

Insights:

- » Over 1 in 4 visitors recalled seeing promotions for Walton County before their trip- an increase of 1% point compared to 2024.
- » 9% of all visitors were influenced by ads and promotions to travel to Walton County, an increase of 2% points from 2024.

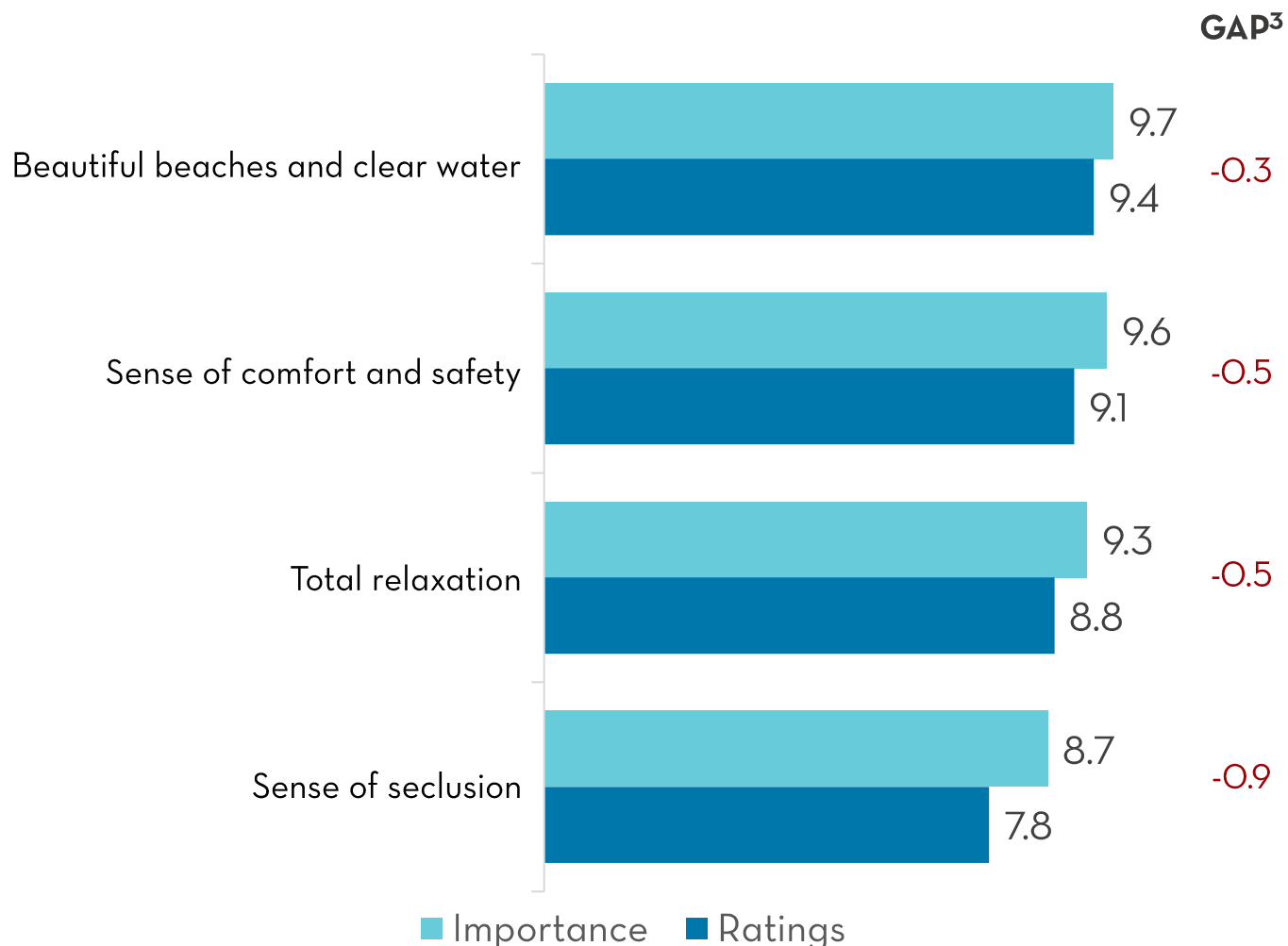


¹Multiple responses permitted.

VACATION ATTRIBUTE IMPORTANCE¹ VS. RATINGS²

Insights:

- » “Sense of seclusion” received the lowest score in the GAP analysis between importance to visitors and the rating they gave Walton County.
- » Consistent with Walton County’s brand, “beautiful beaches and clear water” ranked highest in both importance and visitor ratings.



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

² Rated on a scale from 1 to 10 where 10 is excellent and 1 is poor.

³ 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 9.4 on its beaches. Hence, the GAP is -0.3.

ORIGIN OF CY2025 VISITORS

Insights:

- » Nearly 7 in 10 visitors to Walton County are from the Southeast, not including Florida.
- » Nearly half of visitors are from Georgia, Tennessee, Texas, or Alabama.
- » Notable year-over-year increases in visitor share from origin states include: Illinois (+0.8% points), Missouri (0.8% points), Minnesota (+0.8%), and Wisconsin (+0.7%).

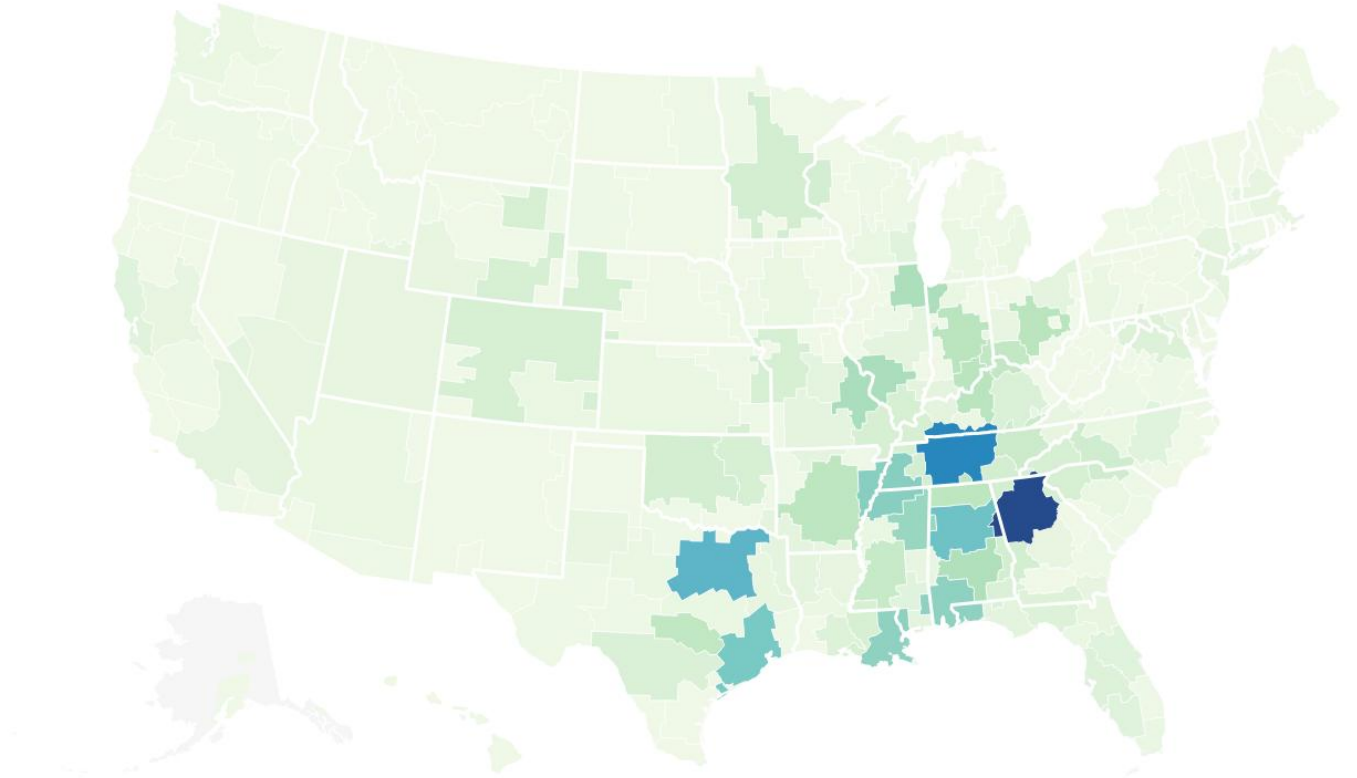
REGION		STATE	
Southeast	67.9%	Georgia	13.1%
Midwest	19.9%	Tennessee	12.8%
West	5.0%	Texas	12.3%
Florida	4.0%	Alabama	10.6%
Northeast	2.1%	Mississippi	7.7%
International	1.1%	Louisiana	5.1%

ORIGIN OF CY2025 VISITORS

Origin Markets CY 2025

Insights:

- » Over 1 in 3 visitors are from the Atlanta, Nashville, Dallas-Fort Worth, Birmingham, Houston, or Memphis markets.
- » Notable year-over-year increases in visitor share from origin markets include: Jackson, TN (+0.8% points), Greenville-Spartanburg-Ashville (+0.8%), and Indianapolis (0.7%).



Created with Datawrapper

TRAVEL PARTY EXPENDITURES¹

- » The typical travel party spends **\$662** (\$680 in 2024) a day while in Walton County.
- » The typical travel party spends a total of **\$4,211** (\$4,131 in 2024) while visiting Walton County.

Spending Category ¹	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$265	\$1,679
Restaurants	\$133	\$852
Groceries	\$65	\$411
Shopping	\$100	\$638
Entertainment	\$42	\$269
Transportation	\$44	\$279
Other	\$13	\$83
Total	\$662	\$4,211

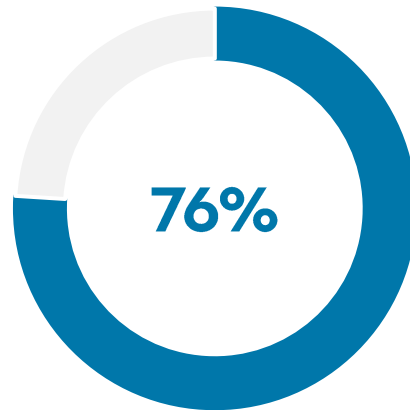
¹Includes overnight visitors and day trippers.

SATISFACTION METRICS



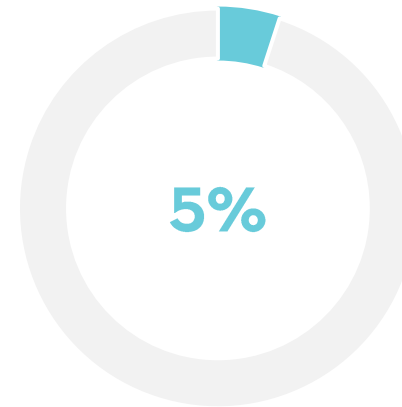
Highly Rated

Visitors gave Walton County a rating of 9.2 out of 10 (consistent with 2024) as a place to vacation



Definitely Return

76% of visitors said they would definitely return to Walton County



UNCERTAIN ABOUT RETURNING

5% of visitors were uncertain of whether they would return or not

Those who were uncertain about returning to Walton County gave the following reasons:

1. **Too expensive**
2. **Too crowded**
3. **Parking was a problem**

Reason for uncertainty about returning to Walton County should be interpreted cautiously due to the small sample size answering the question.

VISITOR DESCRIPTIONS OF WALTON COUNTY



"Some of the best beaches & white sugar sand in the U.S. and much more convenient to visit than the Caribbean for quick getaways."



"The Hamptons of the South. Too good to be true - the epitome of clean, safe, friendly, courteous, beautiful, and relaxing."



"It feels like belonging to a hidden coastal community rather than just visiting a beach."



YEARLY COMPARISONS



VISITOR PROFILE

Visitor Metrics	2024	2025
Travel party	4.7	4.6
Kids <20	52%	55%
Median age	53	53
Estimated median household income	\$147,200	\$145,000
Drove	74%	74%
Nights spent¹	6.1	6.4
Direct expenditures (travel party for entire trip)	\$4,131	\$4,211
1st time visitor	13%	14%
10+ visits to Walton County	37%	34%

¹Visitors staying 30 days or fewer.

VISITOR ORIGIN

Top Origin States	2024	2025
Georgia	14.1%	13.1%
Tennessee	14.7%	12.8%
Texas	11.1%	12.3%
Alabama	11.7%	10.6%
Mississippi	7.8%	7.7%
Louisiana	5.2%	5.1%
Florida	4.5%	4.0%

Origins - Regions	2024	2025
Southeast	69.4%	67.9%
Midwest	17.7%	19.9%
West	4.8%	5.0%
Florida	4.5%	4.0%
Northeast	2.1%	2.1%
International	1.5%	1.1%

TRIP EXPERIENCE

Top Visitor Activities	2024	2025
Beach	91%	90%
Restaurants	88%	89%
Relax and unwind	80%	81%
Shopping	72%	73%
Family time, reading, cooking	66%	64%
Biking, running	51%	53%
Water sports	31%	38%
Golf or tennis	27%	25%
Bars, nightclubs	24%	24%
Special events	22%	23%
Hiking, nature walks, eco tours	19%	21%
Attractions	18%	21%
State parks	14%	16%
Spas	9%	8%
Art galleries, museums, cultural events	8%	8%
Dune lakes	8%	8%
Business meetings, conferences	2%	3%
Other	2%	2%

TRIP PLANNING

Visitor Metrics	2024	2025
Will return to Walton County	95%	95%
Rating for overall experience ¹	9.2	9.2
Viewed Visitors Guide ²	21%	26% ²
Planned trip 6+ months out	24%	21%
Used VisitSouthWalton.com	12%	12%
Used 1 of 16 beaches' websites	15%	15%
Use the term "South Walton"	11%	12%

¹10-point scale with 10=Excellent & 1=Poor.

²21% used the online version & 5% used the print version.

DETAILED FINDINGS



VISITOR JOURNEY: ECONOMIC IMPACT



ECONOMIC IMPACT¹

Visitor Metrics	2021	2022	2023	2024	2025
All visitors²	5,365,500	5,303,300	5,170,700	4,782,600	4,586,000
Direct expenditures	\$4,854,067,200	\$4,886,893,300	\$4,792,254,400	\$4,152,879,200	\$3,928,943,400
Economic impact	\$5,989,283,200	\$6,055,131,800	\$5,684,880,200	\$4,938,824,400	\$4,712,547,800
Room nights	3,743,900	3,691,300	3,713,200	3,607,200	3,497,200
TDT collections	\$59,246,775	\$62,676,644	\$60,088,287	\$59,836,937	\$61,444,321
Occupancy	61.3%	56.0%	52.0%	48.3%	48.3%
Room rate	\$359.15	\$413.29	\$384.06	\$351.66	\$354.10
RevPAR	\$220.16	\$231.44	\$199.71	\$169.85	\$171.03
Direct jobs created	34,100	30,700	28,600	22,910	21,070
Total jobs	46,300	42,300	39,600	31,930	29,450
Wages paid	\$1,761,468,300	\$1,567,203,200	\$1,612,515,900	\$1,287,199,500	\$1,222,591,000

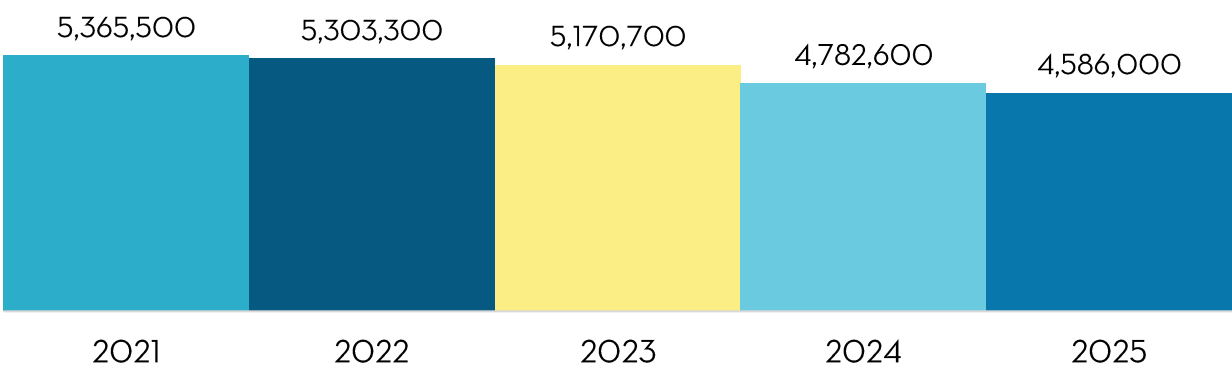
Data sources: Walton County government, properties in Walton County that rent to visitors, Key Data, and visitor and property surveys by Downs & St. Germain Research.

¹ The economic impact analysis process has been updated to align with current IMPLAN data models. As a result, previous years' figures have been revised using the updated methodology. IMPLAN models are based on government data sources (e.g., BEA, BLS, Census, etc.) that lag behind this report's calendar year, therefore future updates may occur as newer datasets become available. This Economic Impact analysis accounts for leakage outside of Walton County (i.e., the cost of wholesale and retail trade services that do not continue to circulate within the county's economy).

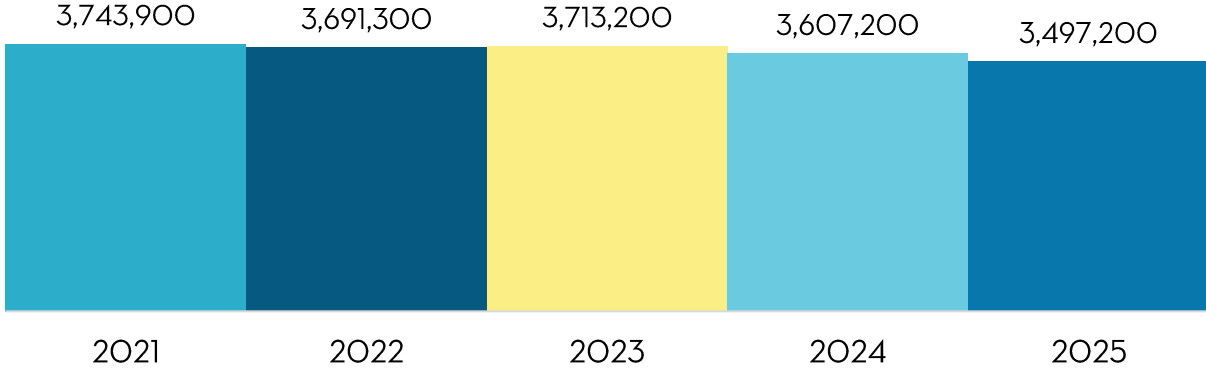
² Includes visitors staying with friends and relatives and in their own condos and timeshares and day visitors.

5-YEAR OVERVIEW – TOURISM METRICS¹

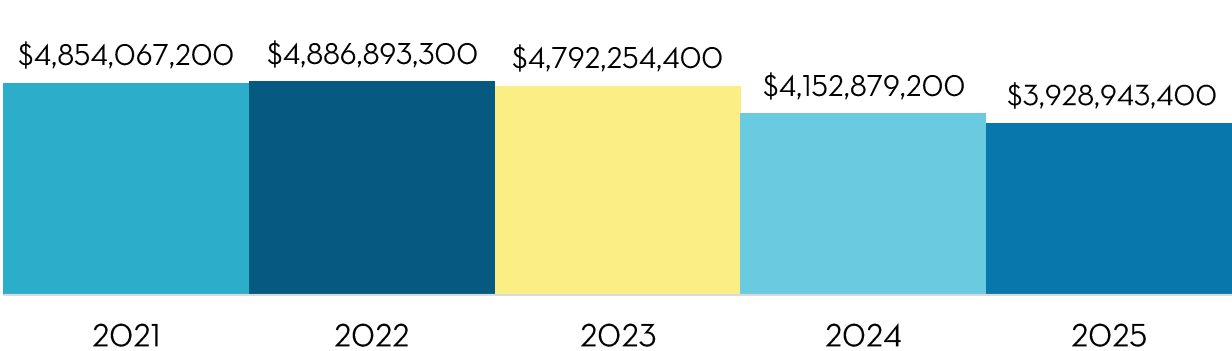
Visitors



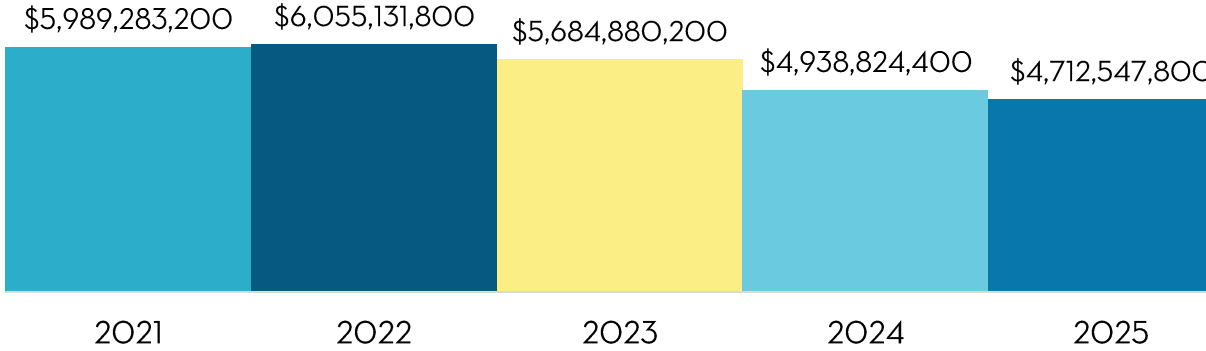
Room Nights



Direct Spending

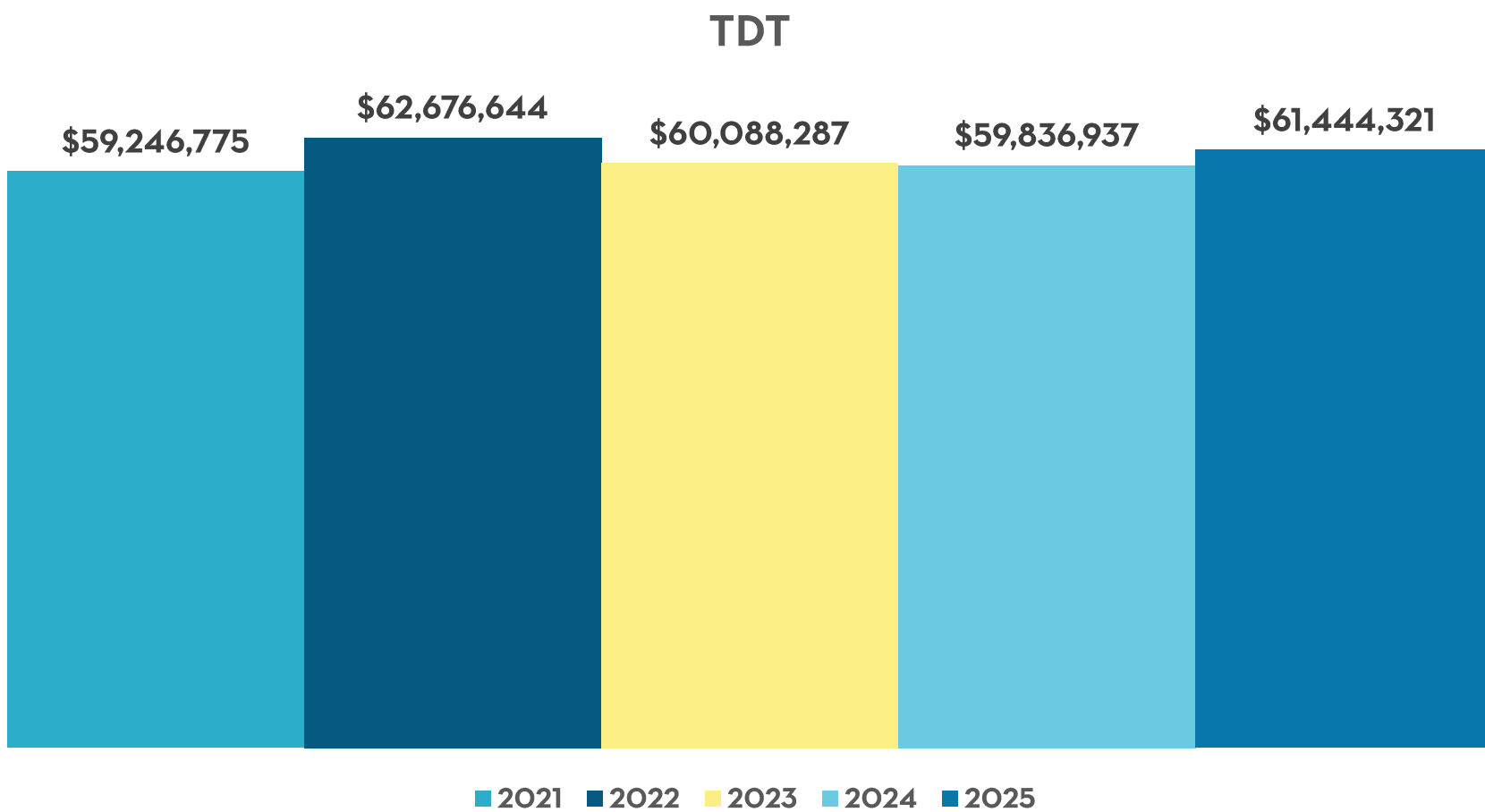


Economic Impact



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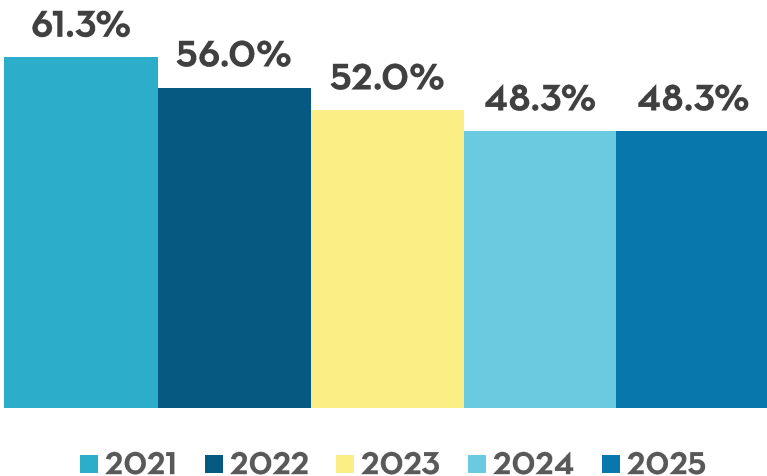
TOURISM DEVELOPMENT TAX TRENDS: 2021 - 2025¹



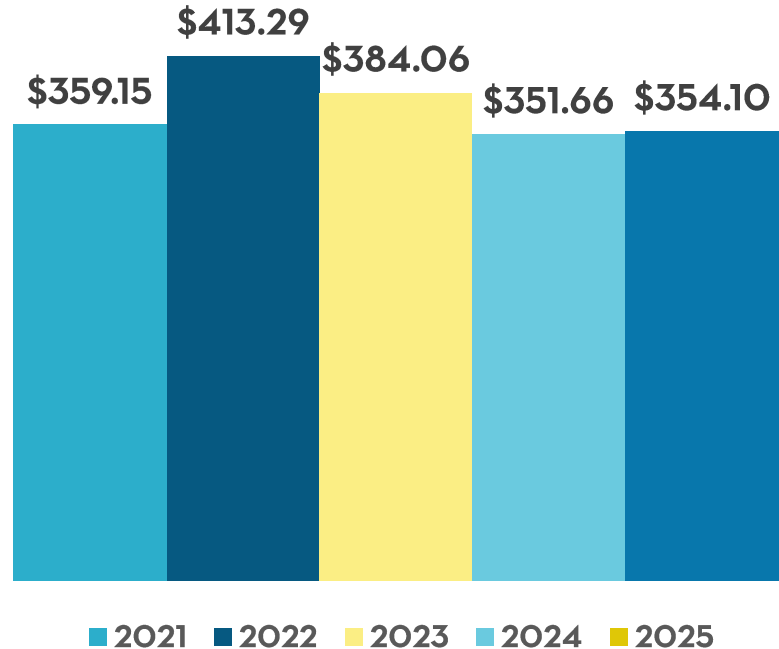
¹TDT collections for November and December 2024 were disrupted by the transition to the new tax portal. Many accounts, including those of major companies, may have remitted in 2025, deflating 2024 TDT figures and inflating 2025 figures.

ACCOMMODATION METRIC TRENDS: 2021 - 2025

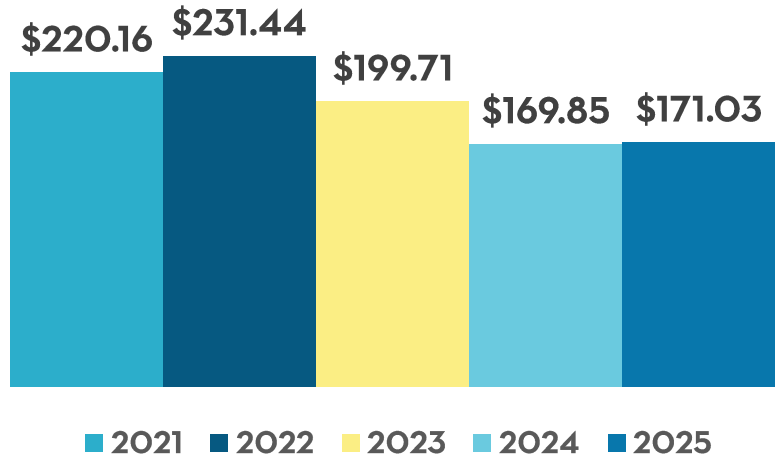
Occupancy



ADR

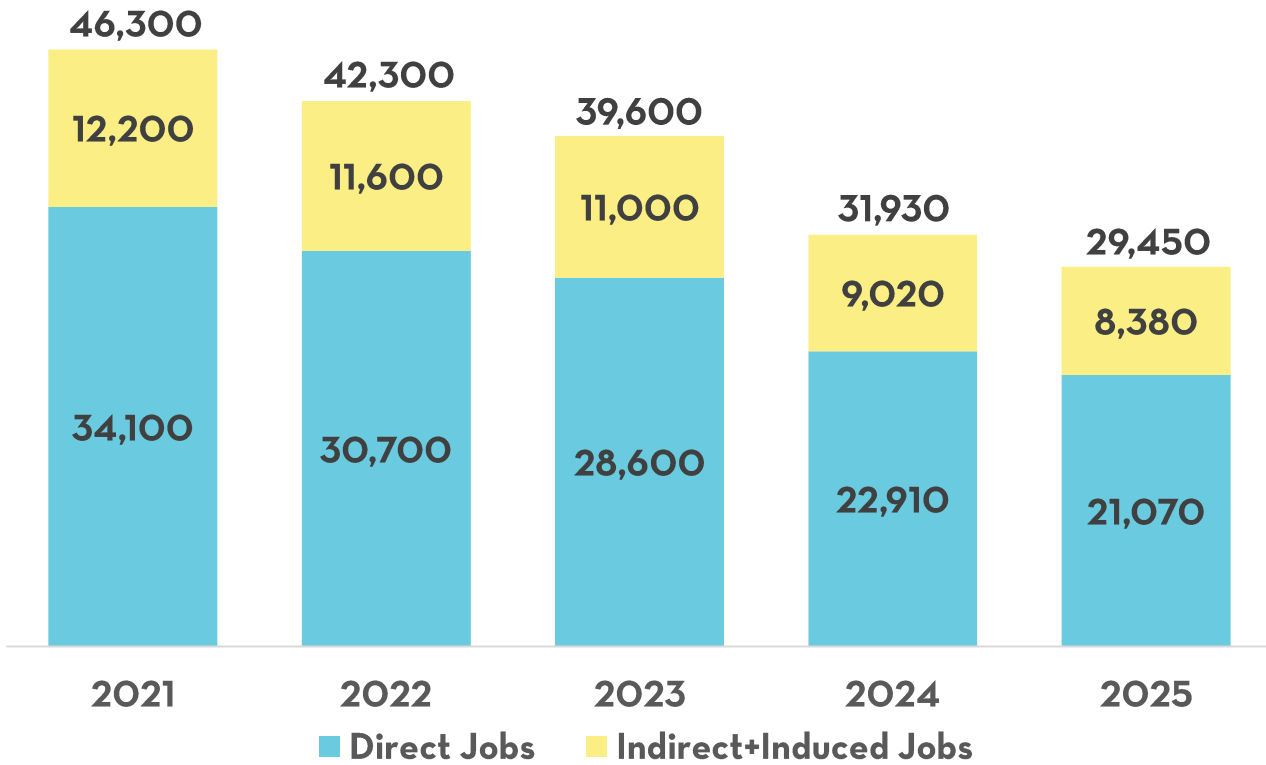


RevPAR



JOBS FROM TOURISM TRENDS¹: 2020 - 2025

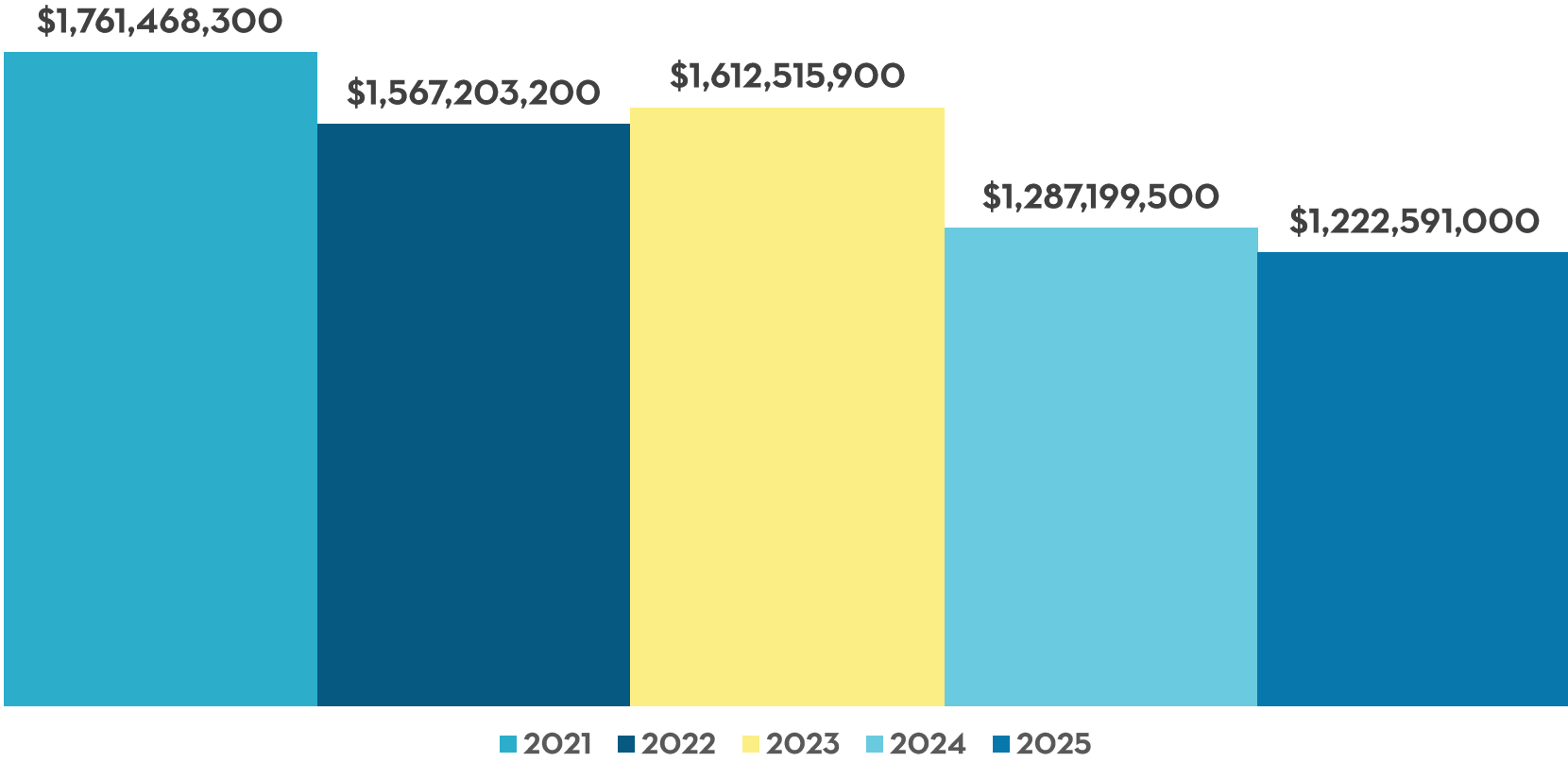
Jobs Supported by Tourism in Walton County



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WAGES AND SALARIES FROM TOURISM TRENDS¹: 2021 - 2025

Total Wages Paid



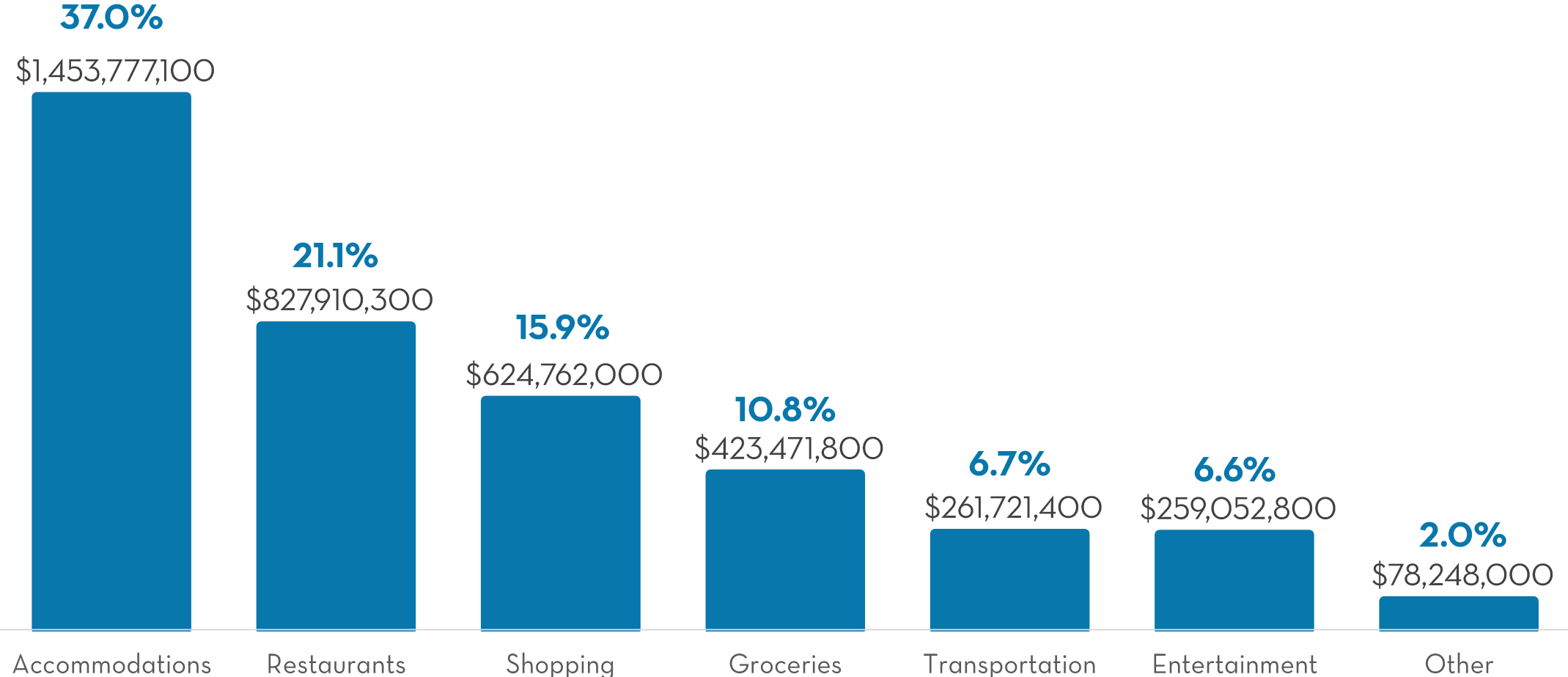
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VISITOR DIRECT SPENDING CY2021 - CY2025

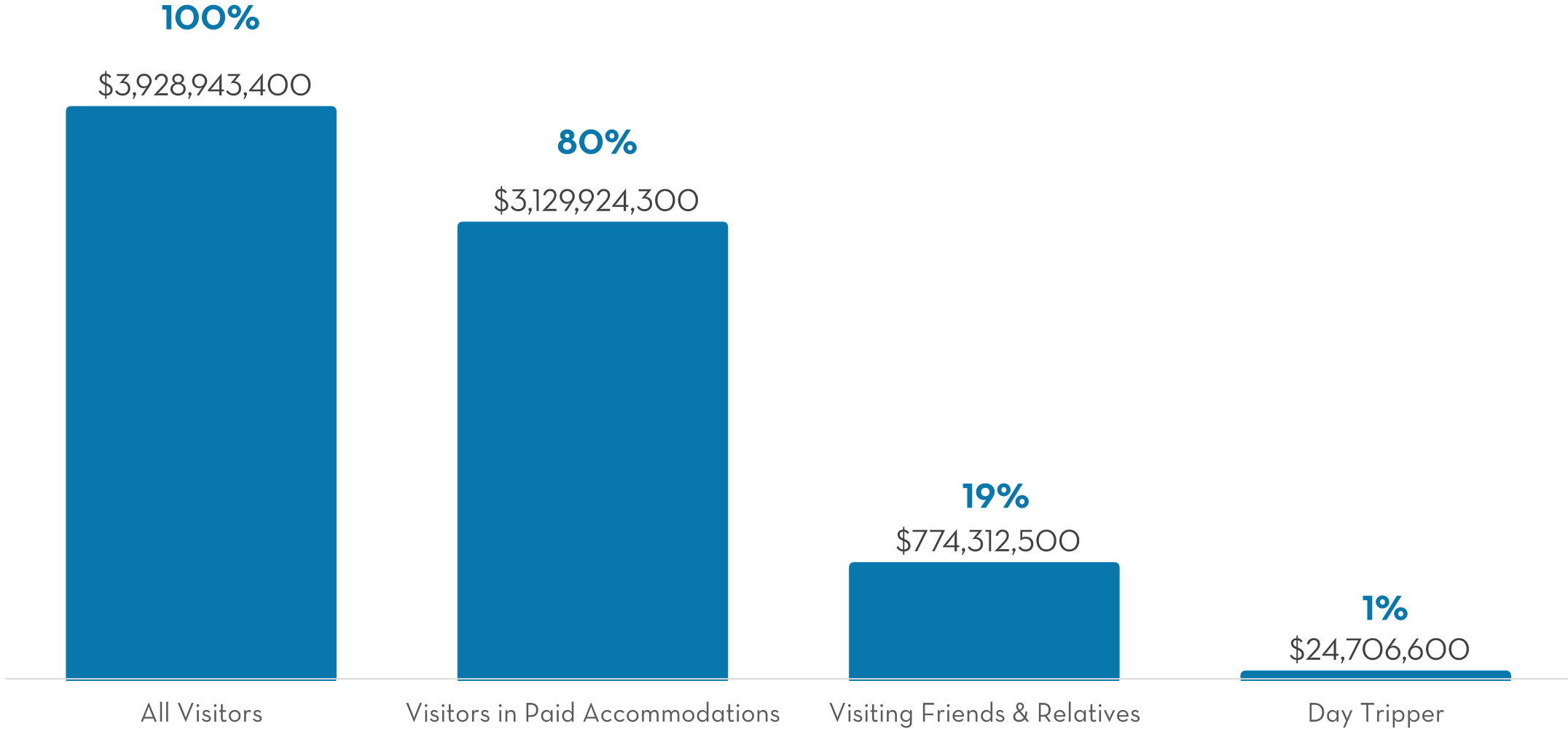
Category	2021	2022	2023	2024	2025
Accommodations¹	\$1,781,266,900	\$1,913,198,700	\$1,733,059,600	\$1,492,544,300	\$1,453,777,100
Restaurants	\$902,896,600	\$881,579,700	\$968,461,000	\$872,795,900	\$827,910,300
Shopping	\$990,284,800	\$918,578,900	\$906,838,900	\$725,987,100	\$624,762,000
Groceries	\$371,583,600	\$386,399,300	\$451,698,800	\$414,326,300	\$423,471,800
Transportation	\$322,282,300	\$324,404,500	\$329,674,100	\$296,735,600	\$261,721,400
Entertainment	\$371,567,900	\$344,140,900	\$301,079,400	\$257,504,700	\$259,052,800
Other	\$114,185,100	\$118,591,300	\$101,442,600	\$92,985,300	\$78,248,000
Total	\$4,854,067,200	\$4,886,893,300	\$4,792,254,400	\$4,152,879,200	\$3,928,943,400

¹Includes room rate, sales tax, tourist development tax, cleaning fees, resort fees, and services such as golf, spa, parking, etc., and some food charges that visitors do not differentiate from their room rate on their invoice.

DIRECT SPENDING



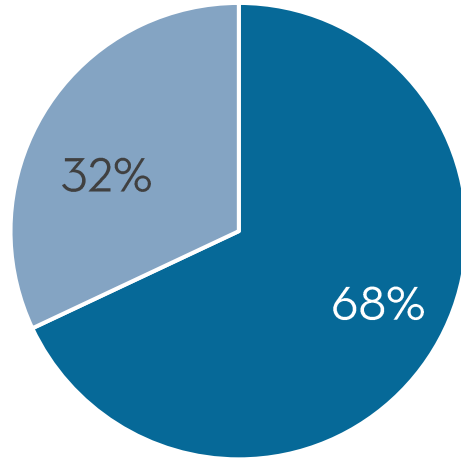
DIRECT SPENDING BY VISITOR TYPE



SPENDING IN WALTON COUNTY CY2025

Visitors to Walton County account for nearly 7/10 of spending in Walton County.

Spending in Walton County	Dollar Amount	Percentage
Local residents' spending ¹	\$1,831,181,900	32%
Visitors' spending ¹	\$3,928,943,400	68%
Total spending	\$5,760,125,300	100%



¹Local residents' spending derived from US Census data; visitors' spending derived from Visitor Tracking surveys conducted for Walton County Tourism by Downs & St. Germain Research.

- Visitors' contribution to Walton County's economy
- Locals' contribution to Walton County's economy

VISITOR JOURNEY: PRE-VISIT



PLANNING CYCLE



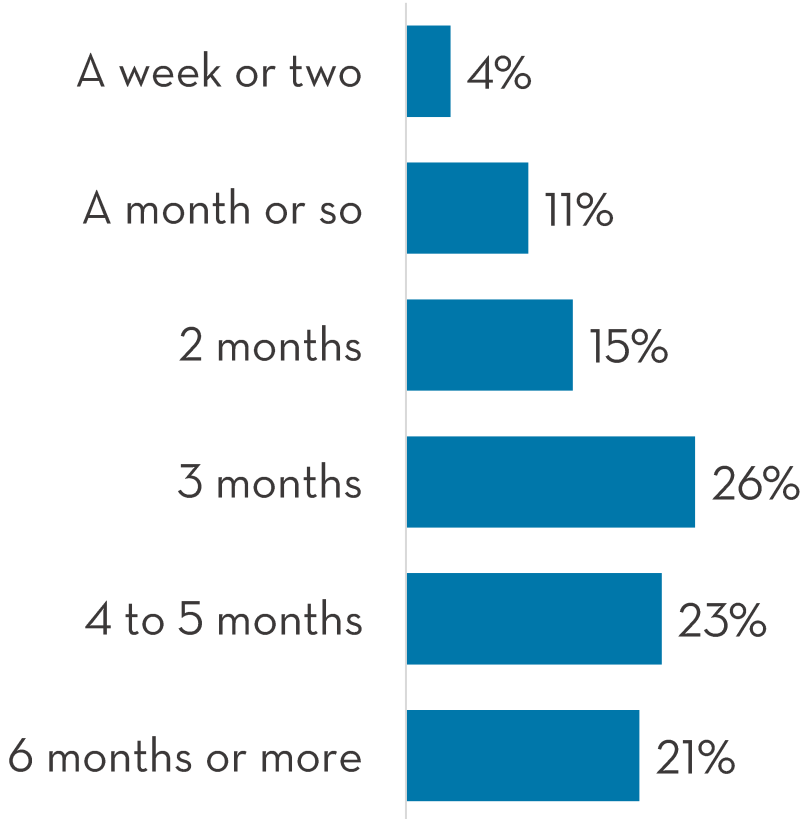
7 in 10 visitors plan a Walton County vacation at least **3 months out**



Nearly 1 in 6 visitors to Walton County have **a short (a month or less) planning cycle**



Average trip planning cycle begins **102 days** before the trip (103 days in 2024)



OTHER DESTINATIONS CONSIDERED



64% (-1% points from 2024) of visitors only consider going to the Walton County beach neighborhood where they stay



12% use the term “South Walton” when referring to the area

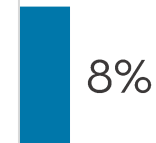
Only considered 1 of the Walton County beaches



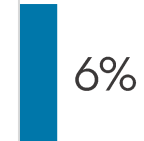
Considered another 1 of the 16 Walton County beaches



Considered vacationing outside of Walton County, but in FL



Considered vacationing at a beach outside of FL

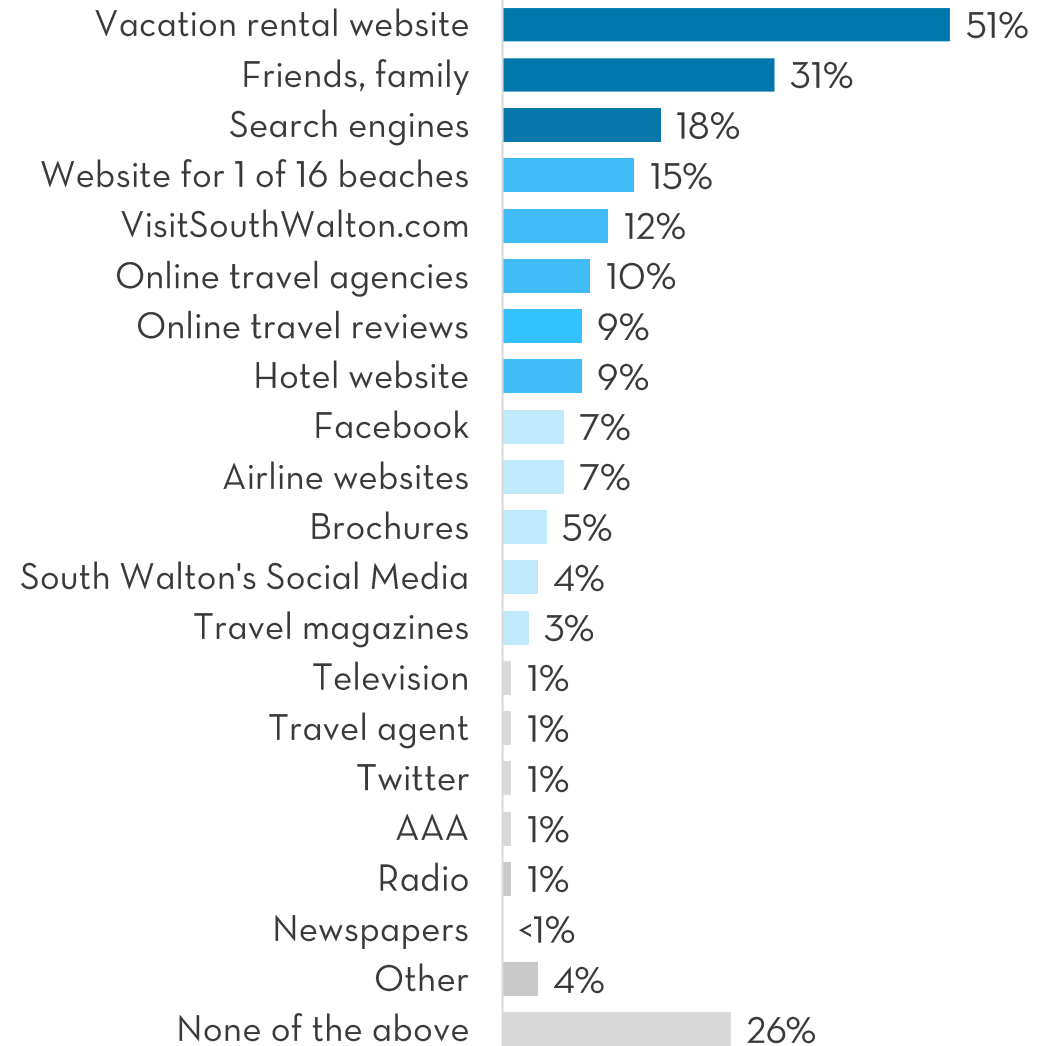


TRIP PLANNING SOURCES¹

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

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

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



¹Multiple responses permitted.

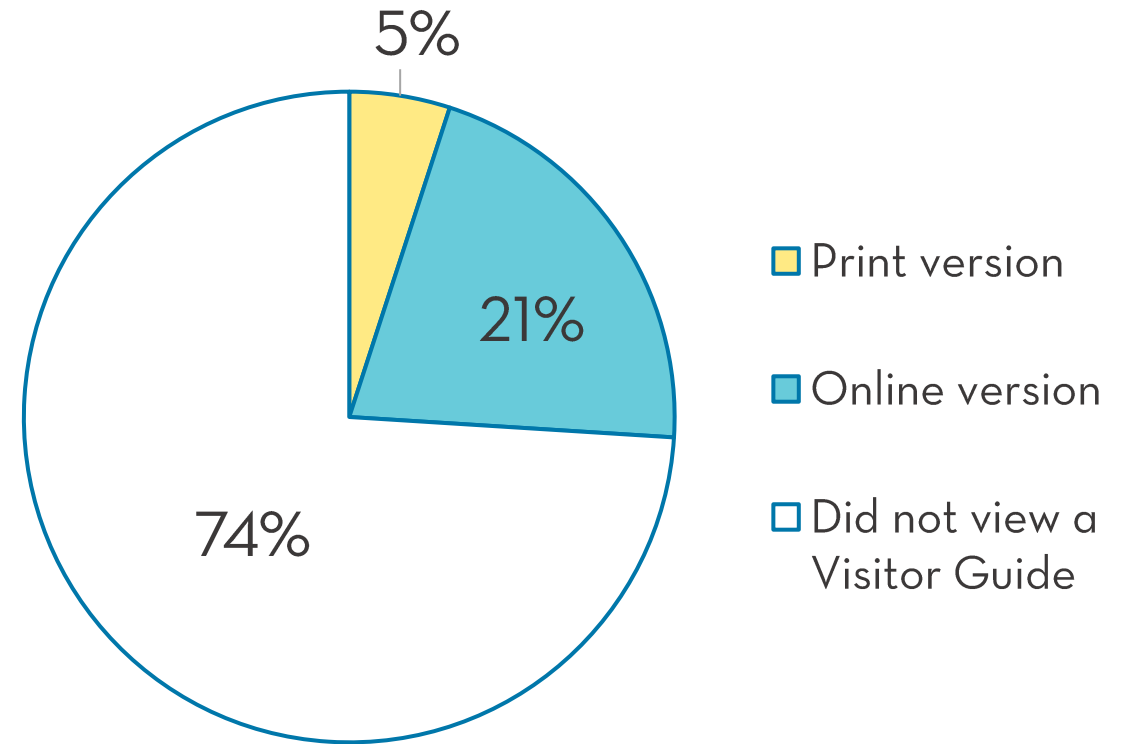
WALTON COUNTY VISITOR GUIDE



Over 1 in 4 visitors view a Walton County Visitors Guide before going to the area

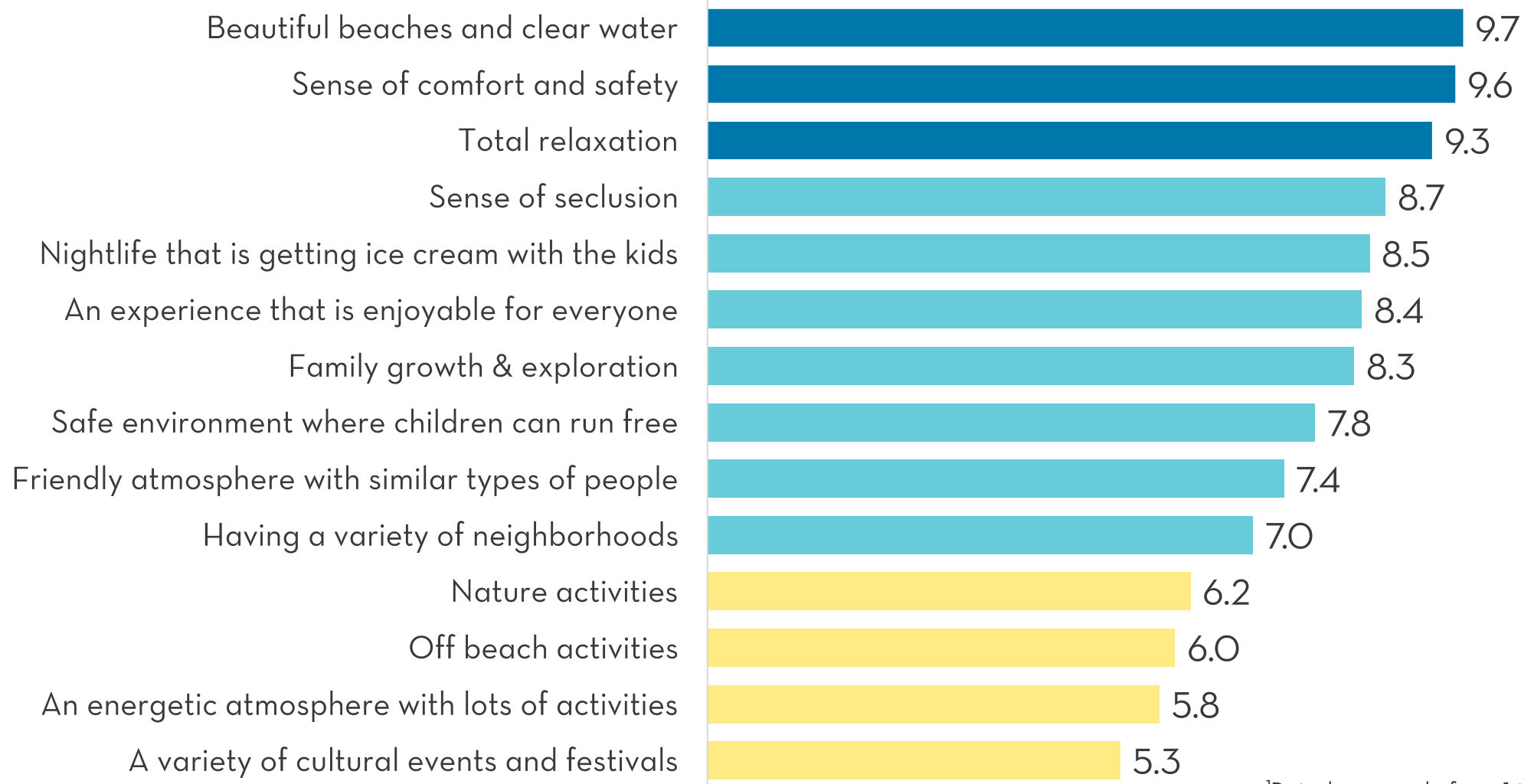


Visitors give the Visitor Guide a rating of **8.9 out of 10¹** (+0.2 points from 2024)



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

IMPORTANT VACATION DESTINATION ATTRIBUTES¹



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

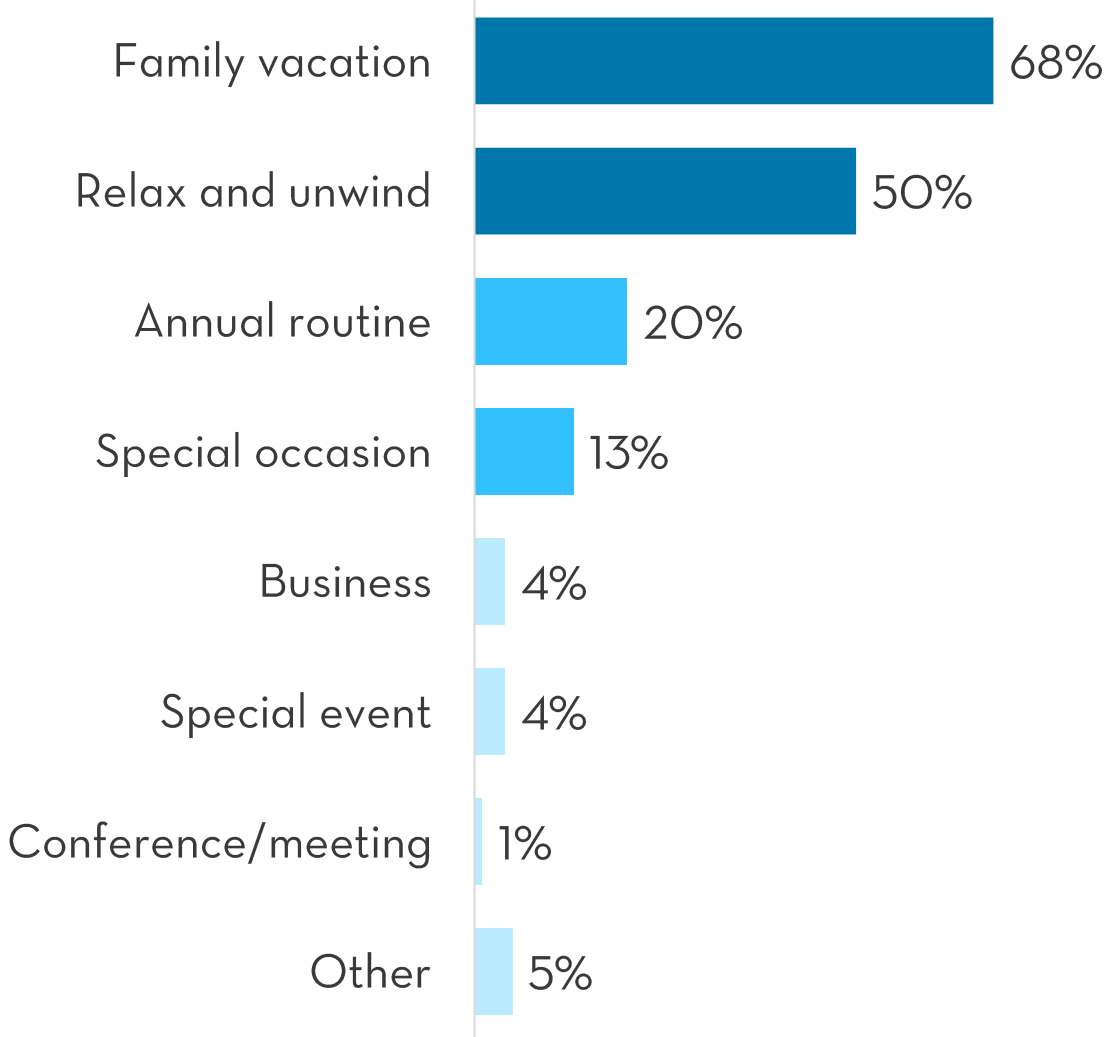
REASONS FOR VISITING¹



Over 2 in 3 visitors come to Walton County for a **family vacation**



Half of visitors come to **relax and unwind**



¹Multiple responses permitted.

WALTON COUNTY PROMOTIONS¹



Over 1 in 4 (+1% points from 2024) visitors recall advertising, promotions, or travel stories for Walton County

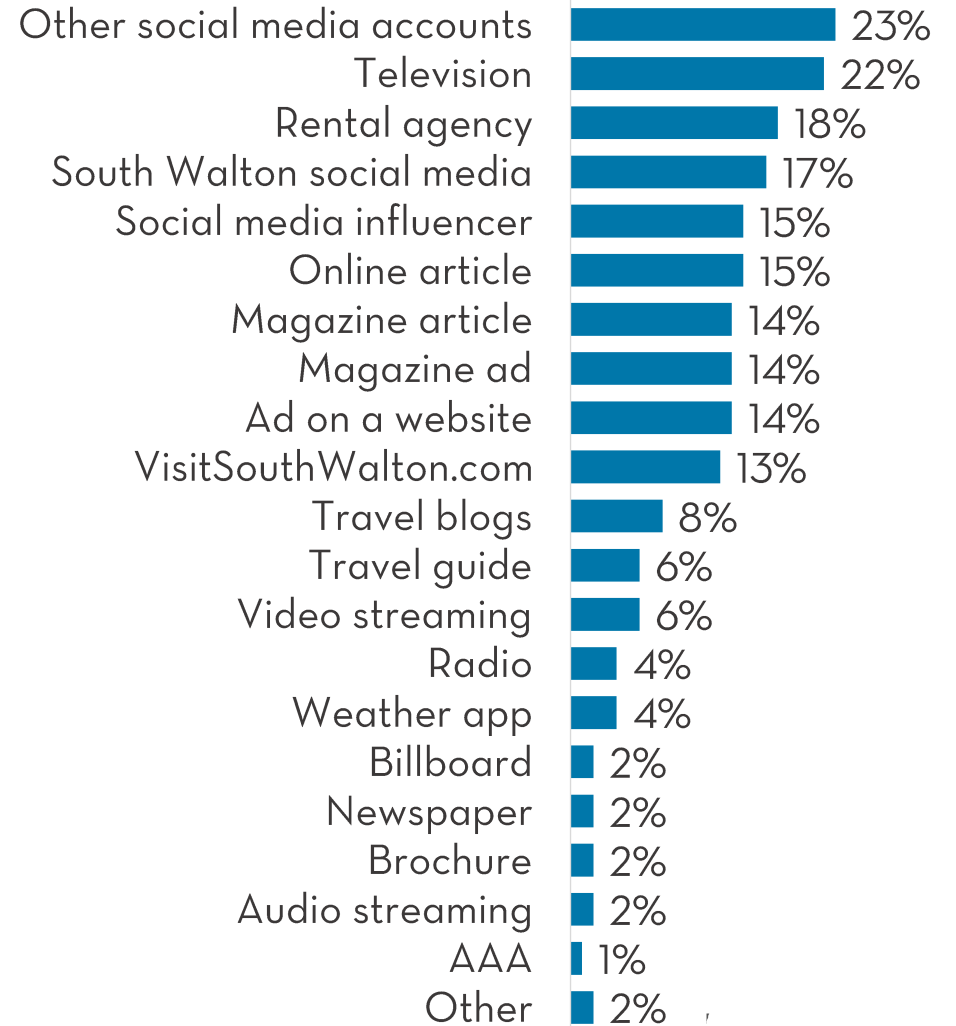


This information influences **9%** (+2% points from 2024) of all visitors to visit Walton County



Nearly 1 in 4 (-2% points from 2024) visitors recall information about the destination on **other social media accounts²**

Base: **26%** of visitors who recalled advertising



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

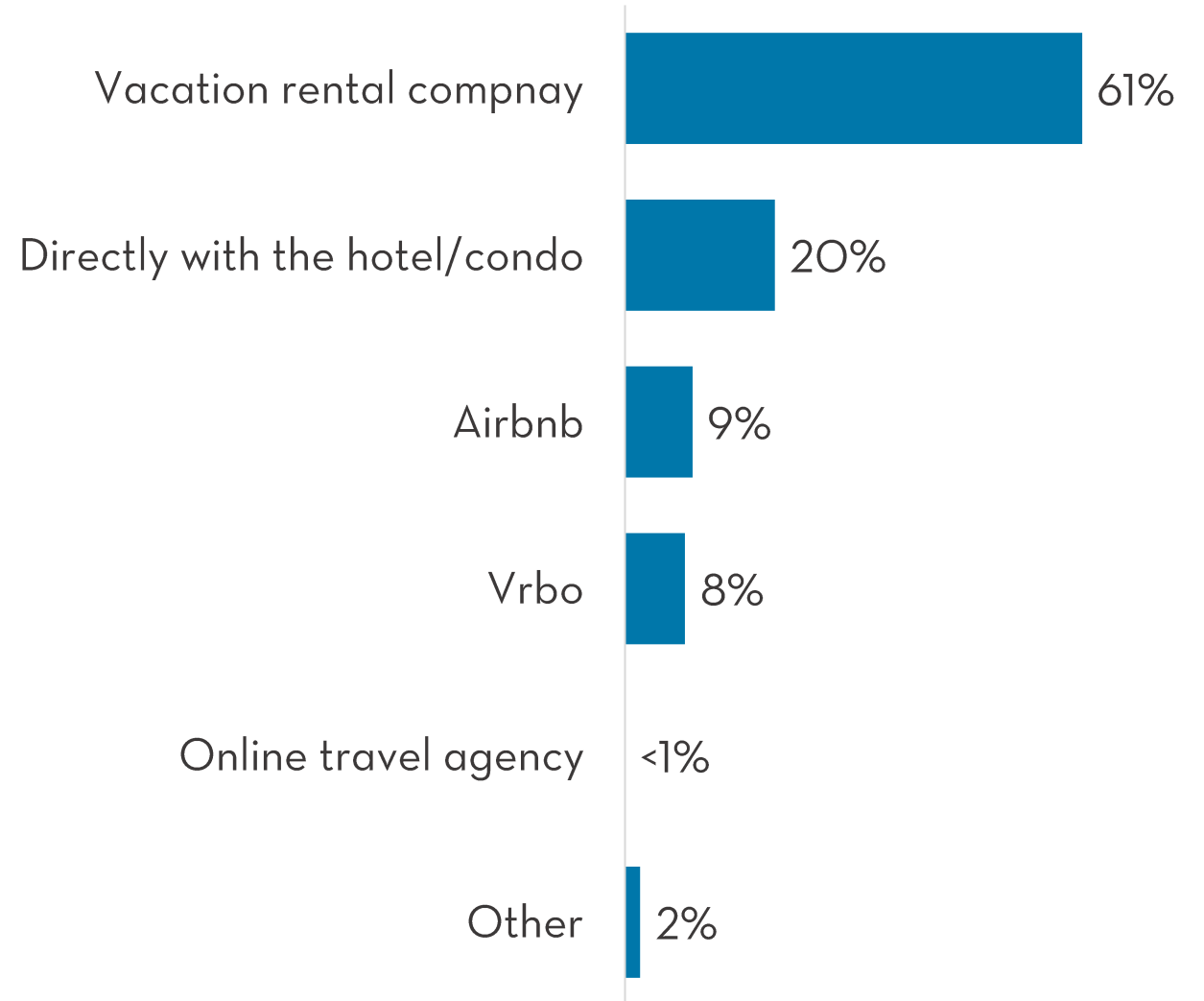
BOOKING ACCOMMODATIONS



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



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



VISITOR TRANSPORTATION

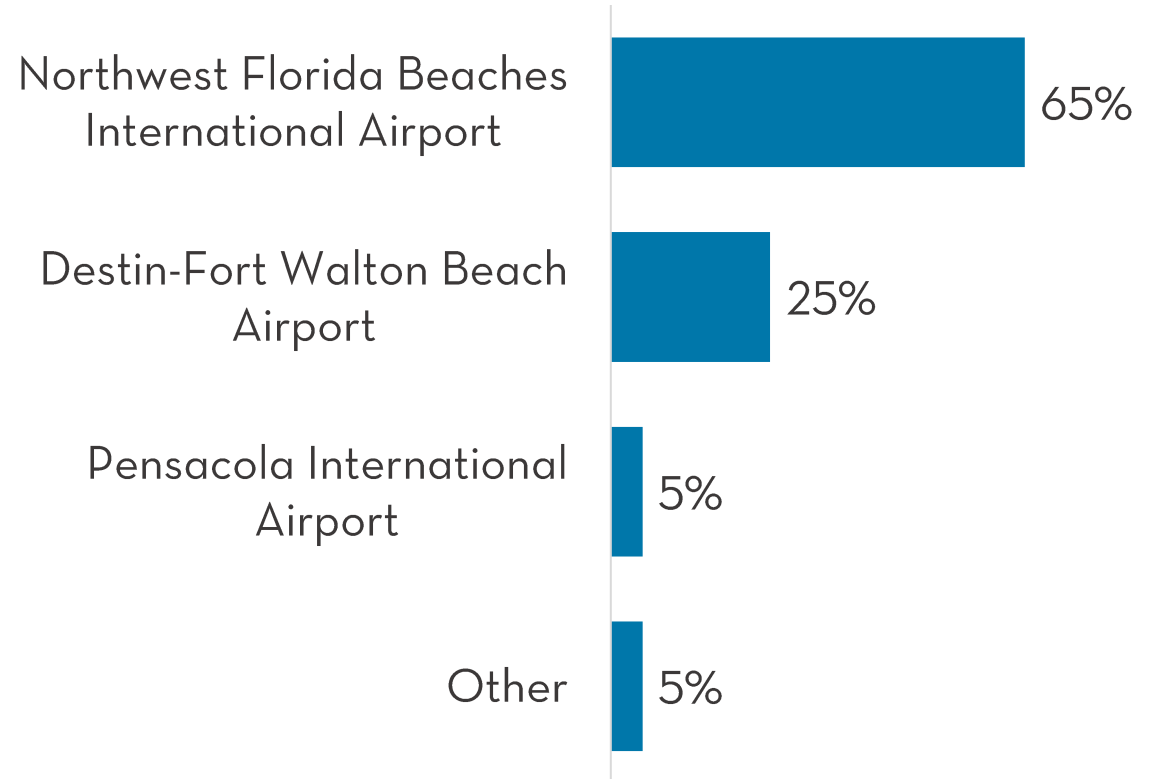


74% (Consistent with 2024) of visitors drive to Walton County



24% (-4% points from 2024) of those who drive are aware that there are direct flights from their city to the Walton County area, and **22%** are not sure if there are direct flights available

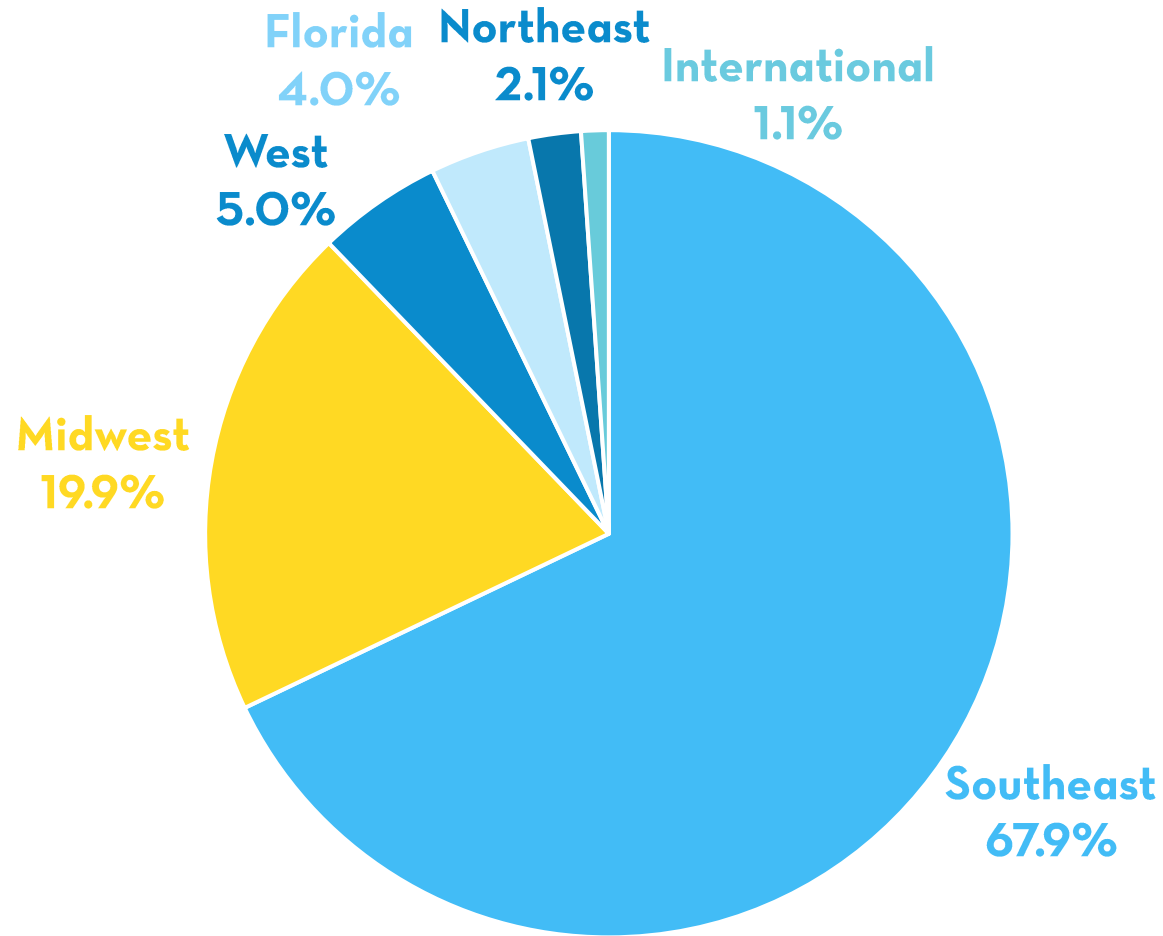
26% who **flew** used the following airports:



VISITOR JOURNEY: TRAVEL PARTY PROFILE

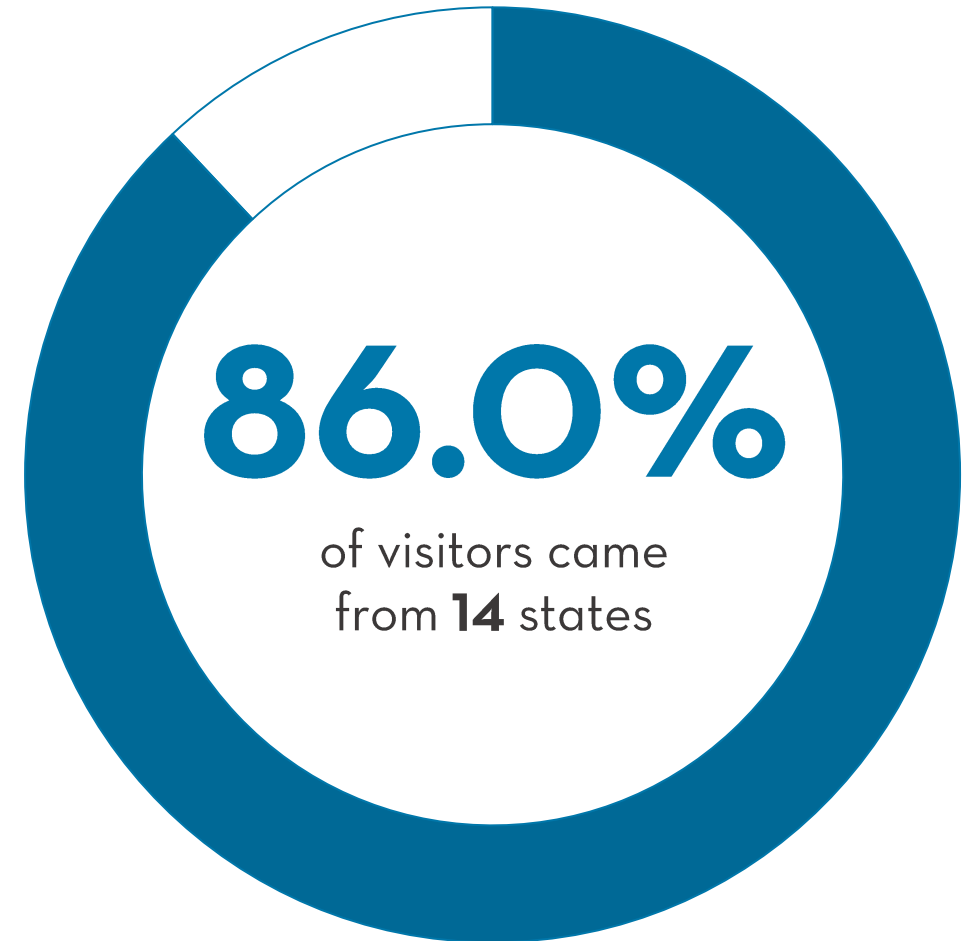


ORIGIN OF WALTON COUNTY VISITORS



ORIGIN OF WALTON COUNTY VISITORS

State	% of Visitors
Georgia	13.1%
Tennessee	12.8%
Texas	12.3%
Alabama	10.6%
Mississippi	7.7%
Louisiana	5.1%
Florida	4.0%
Kentucky	3.6%
Indiana	3.1%
Ohio	3.1%
Missouri	3.0%
Illinois	3.0%
Arkansas	2.6%
Oklahoma	2.0%



ORIGIN OF WALTON COUNTY VISITORS

Top Origin Markets	% of Visitors
Atlanta	11.1%
Nashville	7.5%
Dallas-Fort Worth	4.8%
Birmingham	4.0%
Houston	3.6%
Memphis	3.2%
Mobile-Pensacola	3.0%
New Orleans	3.0%
Columbus-Tupelo-West Point	2.7%
Saint Louis	2.2%
Chicago	2.1%
Montgomery	2.0%

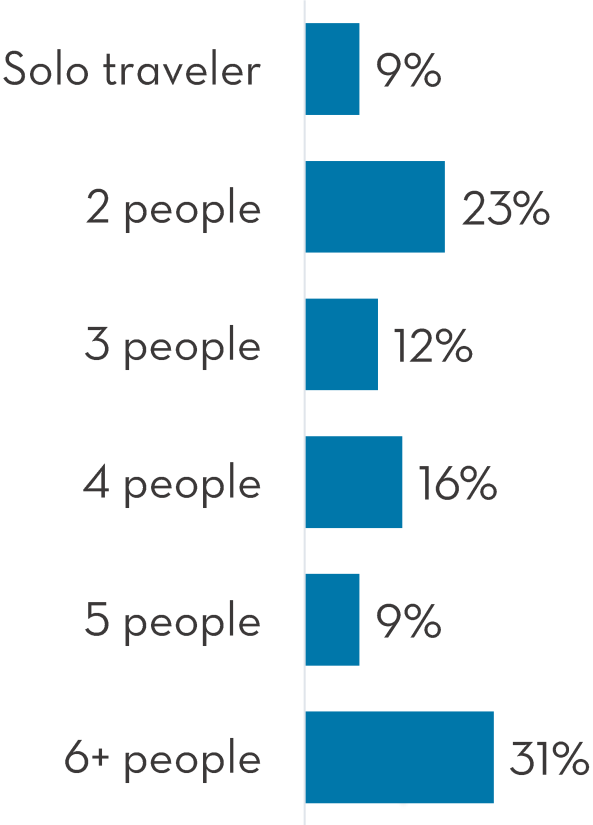
TRAVEL PARTY SIZE AND COMPOSITION



Visitors travel in a party composed of **4.6** people (4.7 people in 2024)



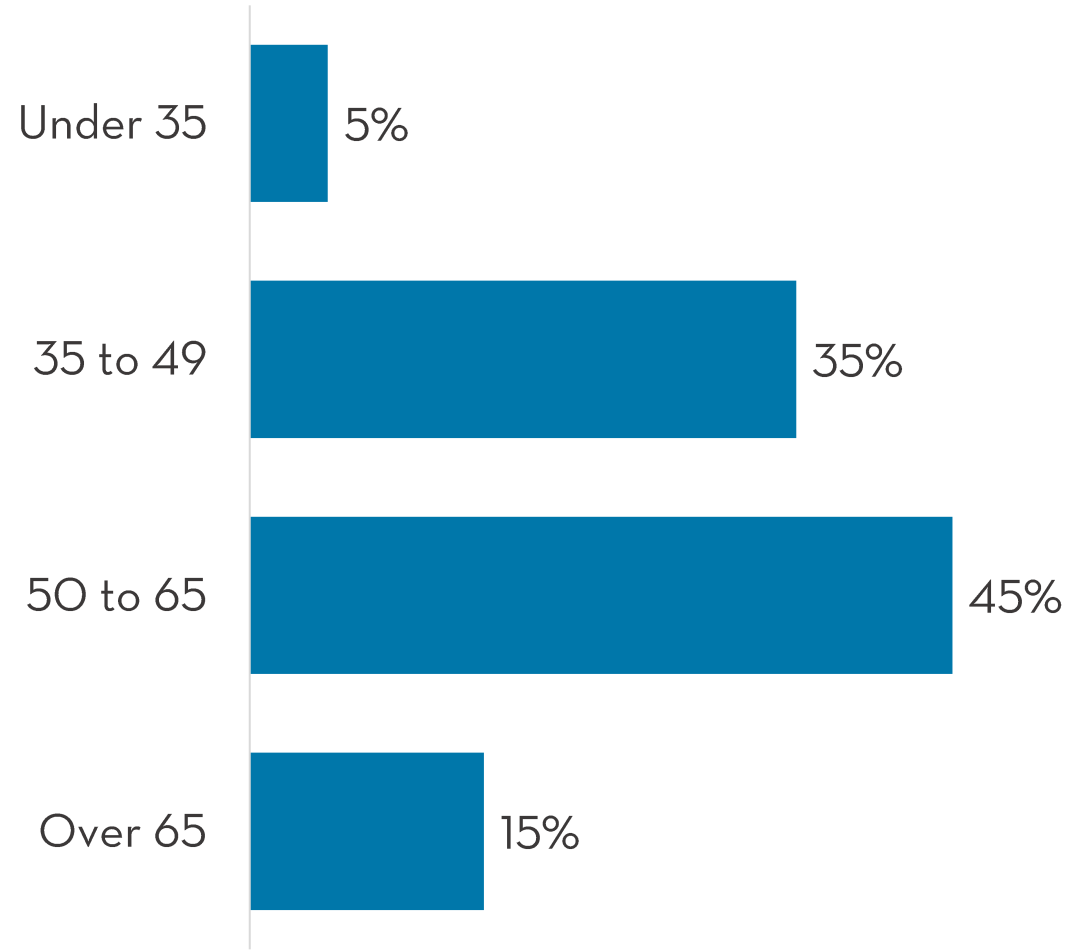
55% (+3% points from 2024) of visitors travel with children under the age of 20




AGE OF WALTON COUNTY VISITORS



Median age of visitors is **53 years old** (same as 2024)



TOTAL HOUSEHOLD INCOME



Visitors have a **median** household income of **\$145,000** (\$147,200 in 2024), while estimated **average** household income is **\$197,500** (\$200,000 in 2024)



VISITOR JOURNEY: TRIP EXPERIENCE



VISITOR'S ACCOMMODATIONS



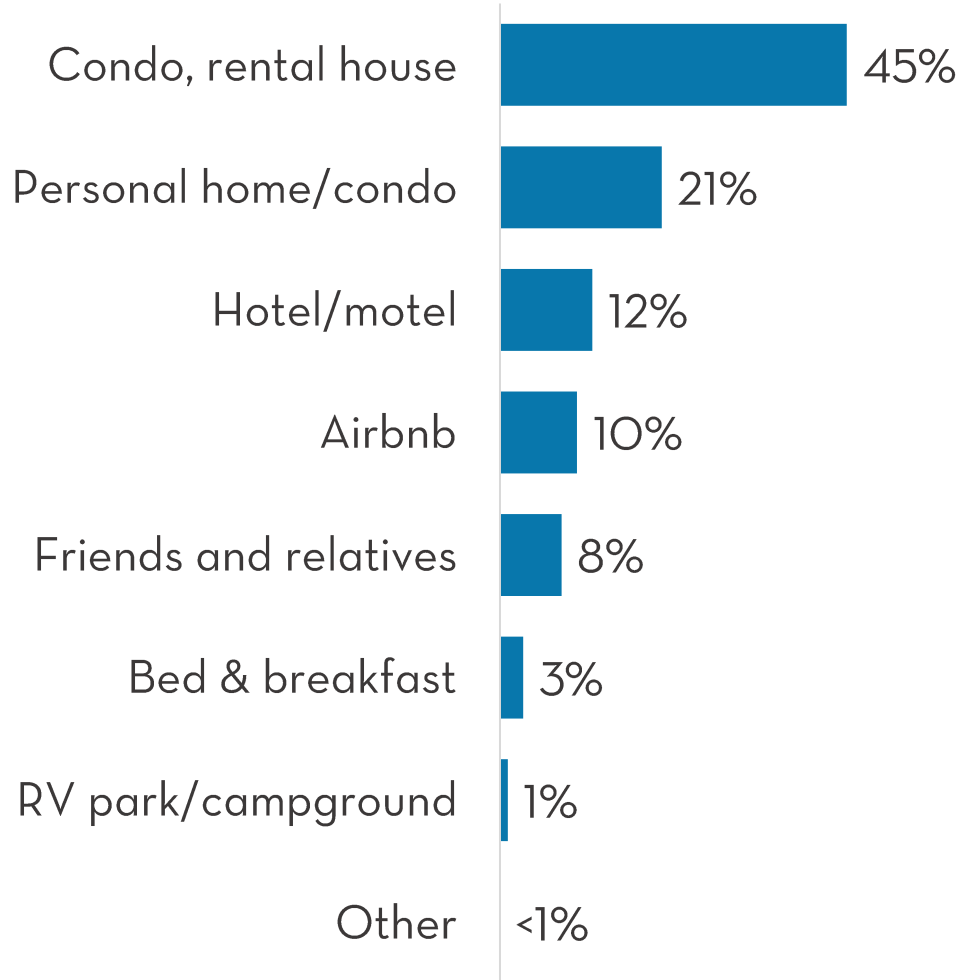
Nearly half of visitors stay in a condo or rental house



21% visitors stay in their personal home or condo



8% stay with friends or relatives



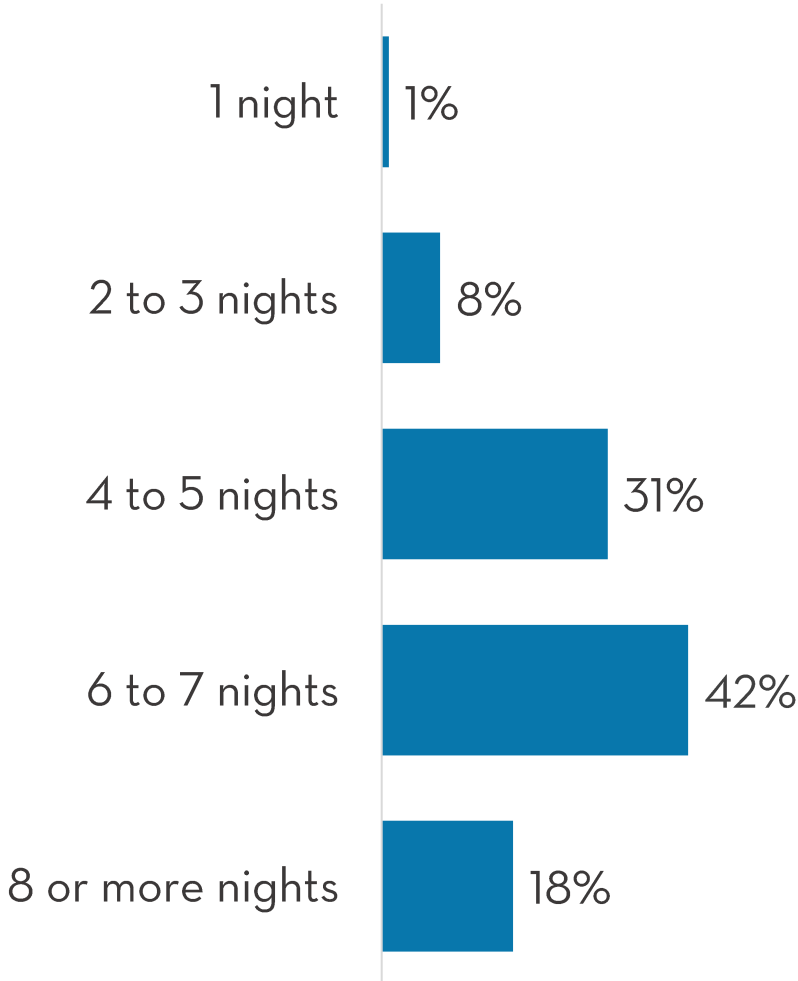
LENGTH OF STAY



Visitors¹ stay an average of **6.4** nights² in Walton County (**6.1** nights in 2024)



Visitors staying in paid accommodations spend an average of **6.5** nights² in Walton County (**6.2** nights in 2024)



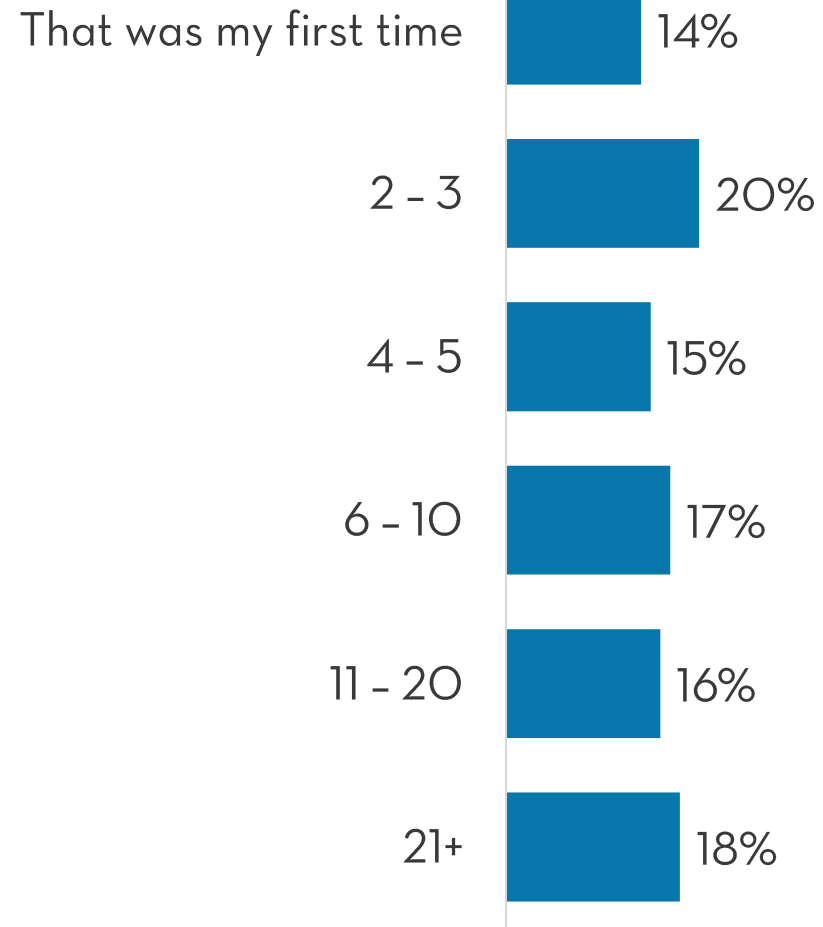
¹Includes visitors staying paid in accommodations, non-paid, and day trippers.

²Visitors who stayed in Walton County up to 30 nights.

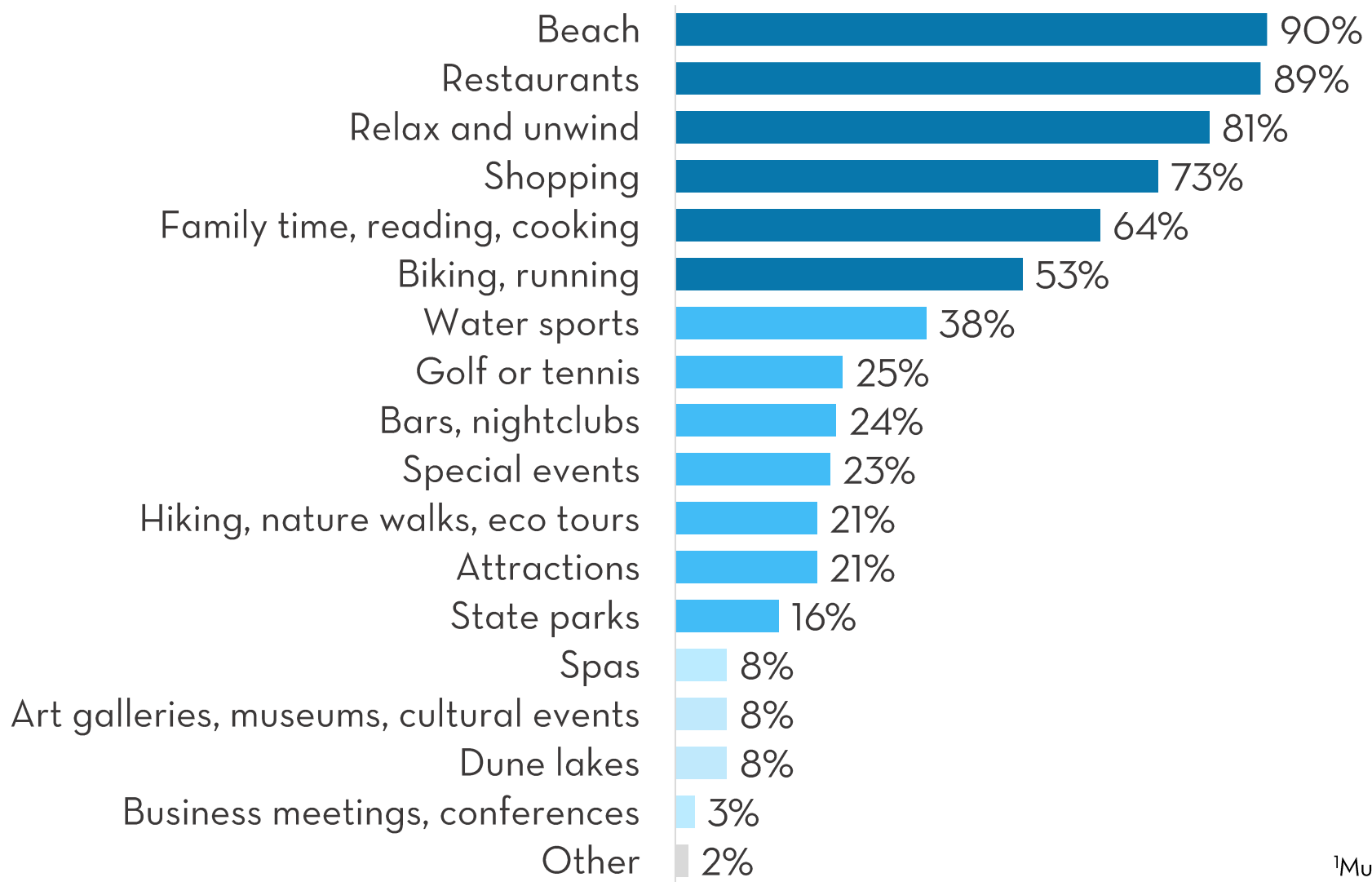
NUMBER OF VISITS TO WALTON COUNTY

Over 1 in 8 visitors are visiting for the first time

34% (-3% points from 2024) of visitors have visited Walton County more than 10 times



VISITOR ACTIVITIES¹

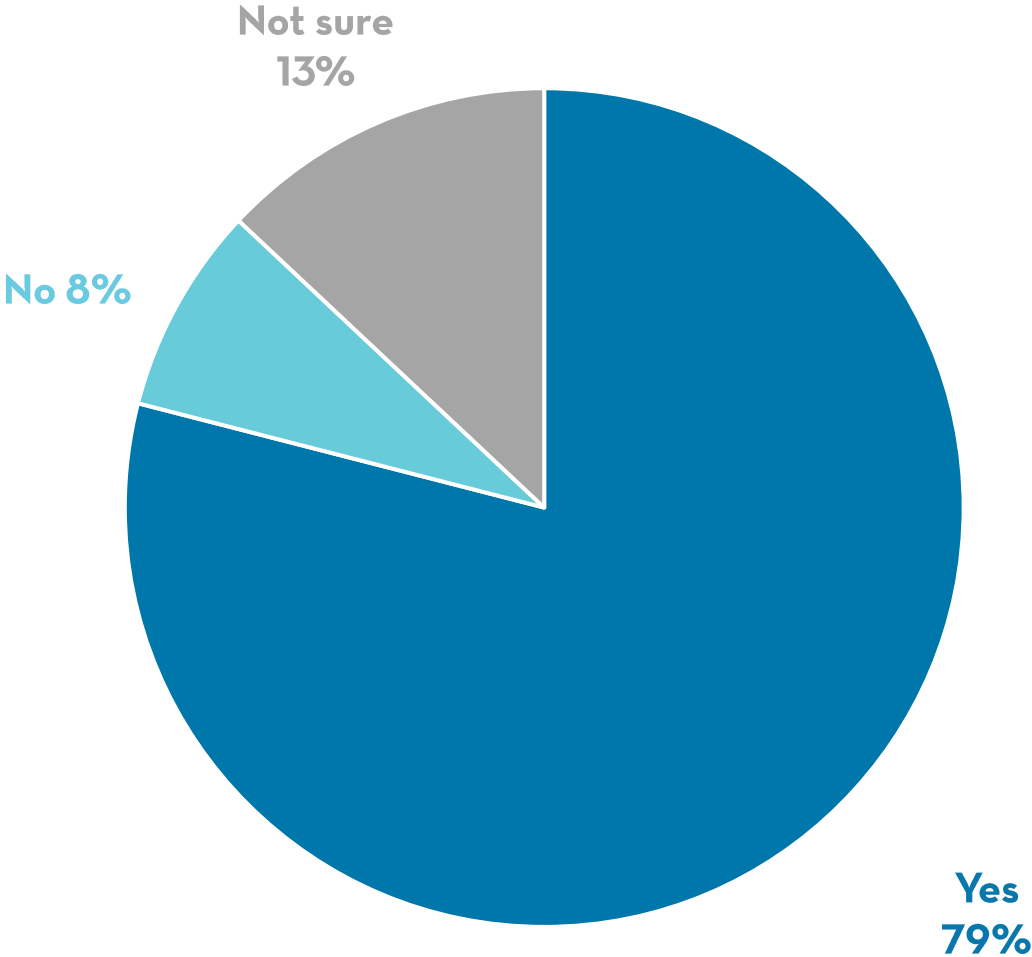


¹Multiple responses permitted.

BEACH SAFETY



79% of visitors know there are flags posted along the beaches to indicate how safe it is to go into the water



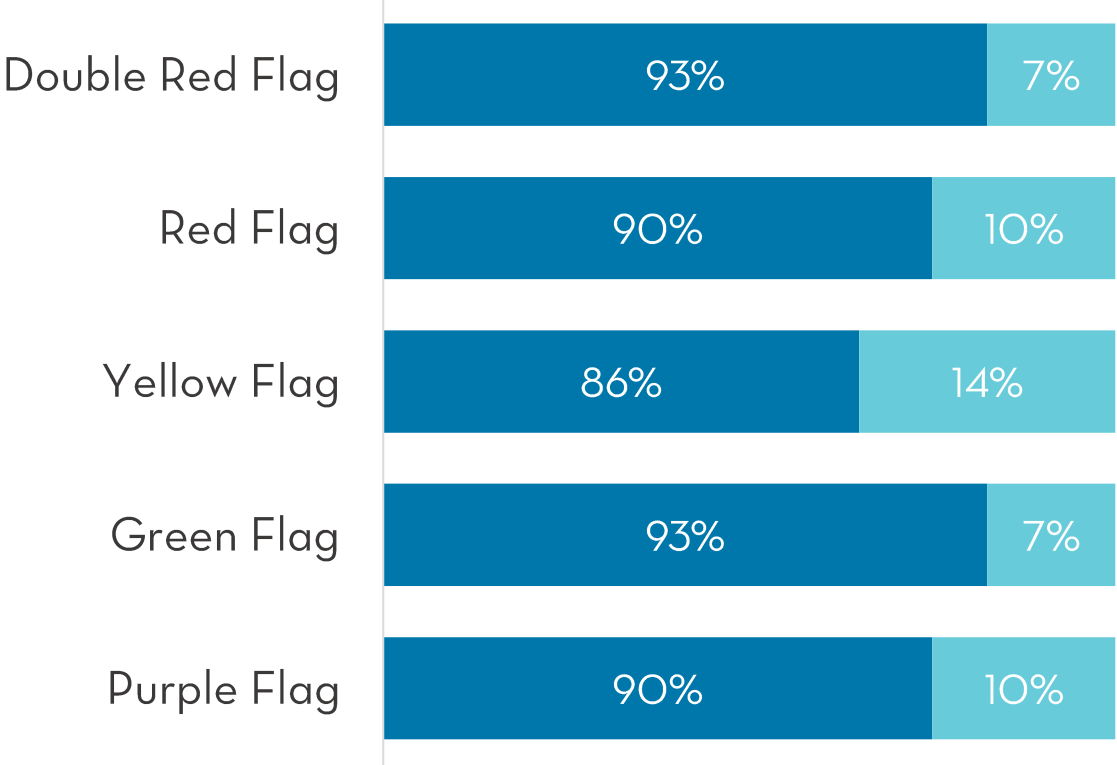
BEACH FLAG AWARENESS



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



70% (+3% points from 2024) of visitors are aware that entering the Gulf during double red flag conditions can result in a \$500 fine and criminal charges



■ Aware of flag meaning ■ Unaware of flag meaning

TYPICAL WALTON COUNTY TRAVEL PARTY EXPENSES¹

- » The typical travel party spends **\$662** (\$680 in 2024) a day while in Walton County.
- » The typical travel party spends a total of **\$4,211** (\$4,131 in 2024) while visiting Walton County.

Spending Category ¹	Average Daily Expenditure	Total Trip Expenditure
Accommodations	\$265	\$1,679
Restaurants	\$133	\$852
Groceries	\$65	\$411
Shopping	\$100	\$638
Entertainment	\$42	\$269
Transportation	\$44	\$279
Other	\$13	\$83
Total	\$662	\$4,211

¹Includes overnight visitors and day trippers.

VISITOR JOURNEY: POST-TRIP EVALUATION



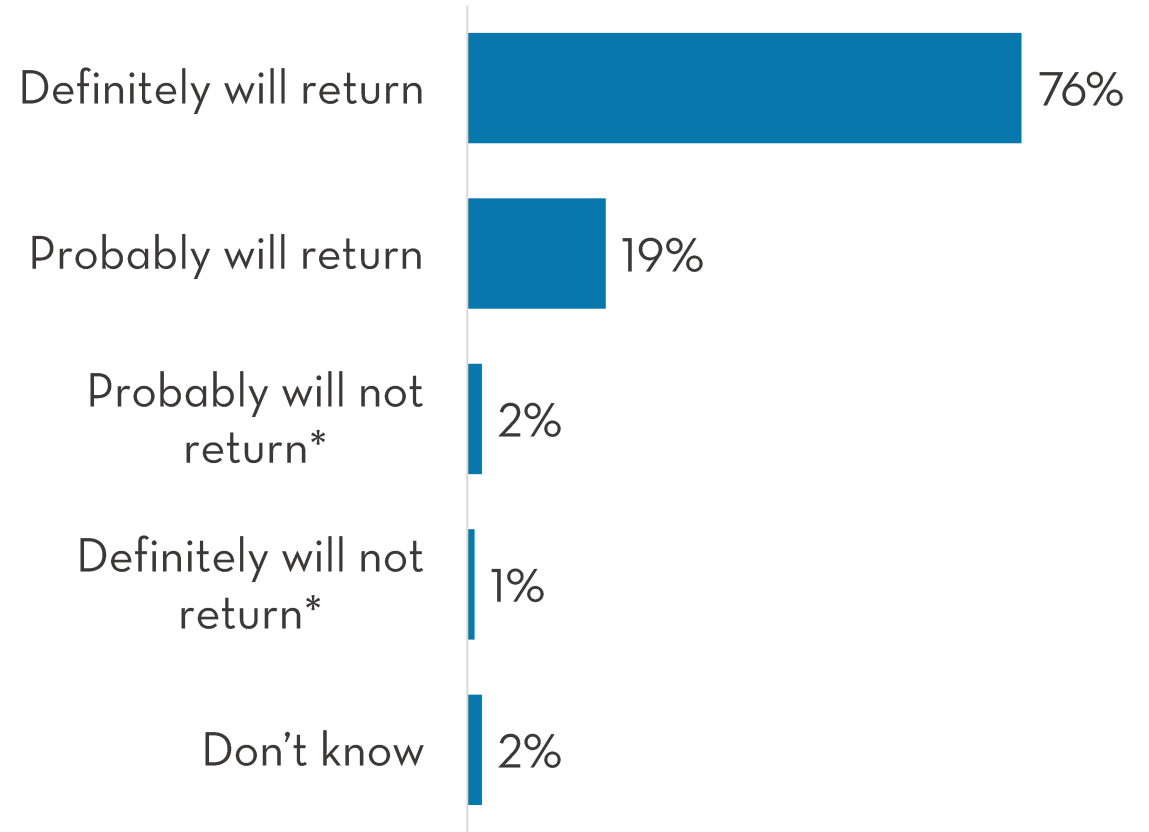
SATISFACTION WITH WALTON COUNTY



Visitors gave Walton County a rating of **9.2¹** (consistent with 2024) as a place to vacation



76% of visitors will definitely return to Walton County

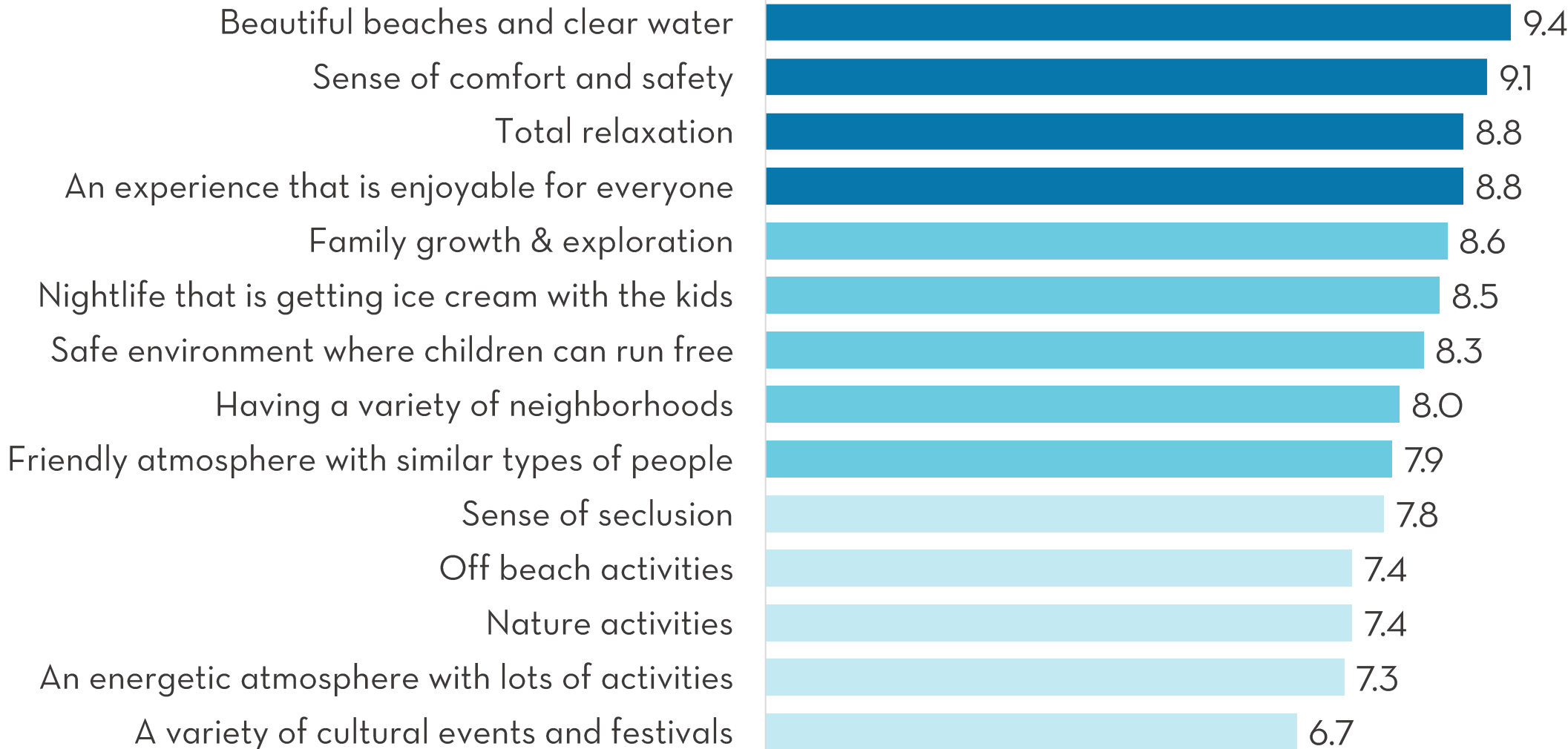


¹10 = Excellent; 1= Poor

* 3% of all visitors will probably not return to Walton County for the following reasons:

1. Too expensive 2. Too crowded and 3. Parking was a problem.

RATING WALTON COUNTY¹



¹ Rated on a scale from 1 to 10 where 1 is poor and 10 is excellent.



AREA DESCRIPTIONS



"A place where you can park your car for the whole week and walk everywhere you need to go. Quiet, safe, amazing food, wonderful shopping."

"Perfectly bougee, quiet, beautiful, quaint, and relaxing. Great accommodations. Friendly locals."

"Some of the best beaches & white sugar sand in the U.S. and much more convenient to visit than the Caribbean for quick getaways."

"Gorgeous emerald-colored ocean with a beautiful white sand beach!"

"Great clean beaches, magnificent all-around restaurants, coffee shops, places to eat and drink, all within easy walking distance from accommodations. Very quaint with awesome views and architecture. A must see!!"

"Picturesque, safe, family-friendly place with amazing restaurants and beautiful beaches."

AREA DESCRIPTIONS



“The Hamptons of the South. Too good to be true - the epitome of clean, safe, friendly, courteous, beautiful, and relaxing.”

“A place where part of my soul lives and waits for my return.”

“Picturesque. Like I was on a movie set. Just beautiful.”

“Upscale, family-friendly, good selection of nice restaurants, good shopping, walkable.”

“Perfect!! Wonderful family atmosphere, most beautiful and clean beach we have ever been to, and they allow golf carts (this is the highlight of the trip for our special needs teen son).”

“Great place for a multi-generational family vacation.”

“World's most under-rated beaches!”

AREA DESCRIPTIONS



“Perfect for multigenerational families to get together in a beautiful, safe area with the prettiest beaches in the world.”

“Best place on Earth!”

“I have been to Waikiki, Maui, SoCal, the Caribbean, Mediterranean, and more beaches, and WaterColor is the best of all the beaches. We are Canadian, and we all love the US.”

“It feels like belonging to a hidden coastal community rather than just visiting a beach.”

“I love coming to the beach for business! It makes me feel like I have a mini vacation.”

“We come down every year for a girl’s trip because we love the cool air and the small crowds this time of the year.”

EMOTIONS ASSOCIATED WITH WALTON COUNTY



"Feels like home."

"Pure bliss."

"Awesomeness."

"This place is special to our family. Lots of good times."

"We get to enjoy reliving old memories from when we visited a long time ago."

"Romance, white sands."

"This place should make me so happy, but I'm so sad because I can't be here all the time."

OPPORTUNITIES FOR IMPROVEMENT



“Very safe, clean, and family-friendly towns. Expect very crowded beaches and limited beach space due to rental chair companies taking over the beach.”

“It used to be fabulous, but it's getting out of hand with the noise, golf carts, and kids (especially kids on golf carts). We used to come twice a year and always plan a large family gathering for one of them, but several folks don't like coming anymore.”

“Great place except for fighting for beach space and not being able to allow your kids to walk anywhere after 7 by themselves... Sad kids can't go crabbing on the beach by themselves or walk to get a sweet treat at night.”

WALTON COUNTY TOURISM

2025 Visitor Tracking & Economic Impact Study

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