

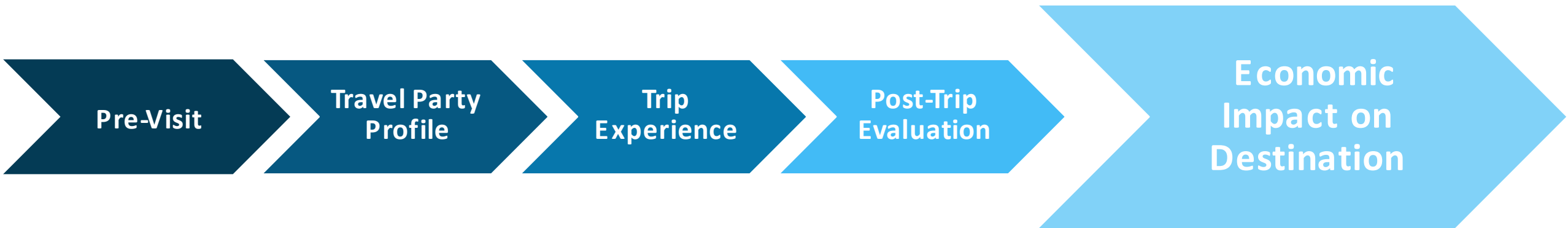
WALTON COUNTY TOURISM

Fall 2022 Visitor Tracking Study
September - November 2022



VISITOR JOURNEY: ECONOMIC IMPACT

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



SEASONAL SNAPSHOT

Fall 20 22



903,600

TOTAL VISITORS

vs. 2021

↑ 10.0%



692,000

ROOM NIGHTS

↓ 6.7%



\$924,670,300

DIRECT SPENDING

↓ 1.7%



\$10,818,954

TDT

↓ 1.6%

ECONOMIC IMPACT - LODGING STATISTICS

41.4%

Occupancy

↓ 14.1%

\$378.31

ADR

↑ 5.9%

\$156.62

RevPAR

↓ 9.0%

VISITOR JOURNEY: PRE-VISIT

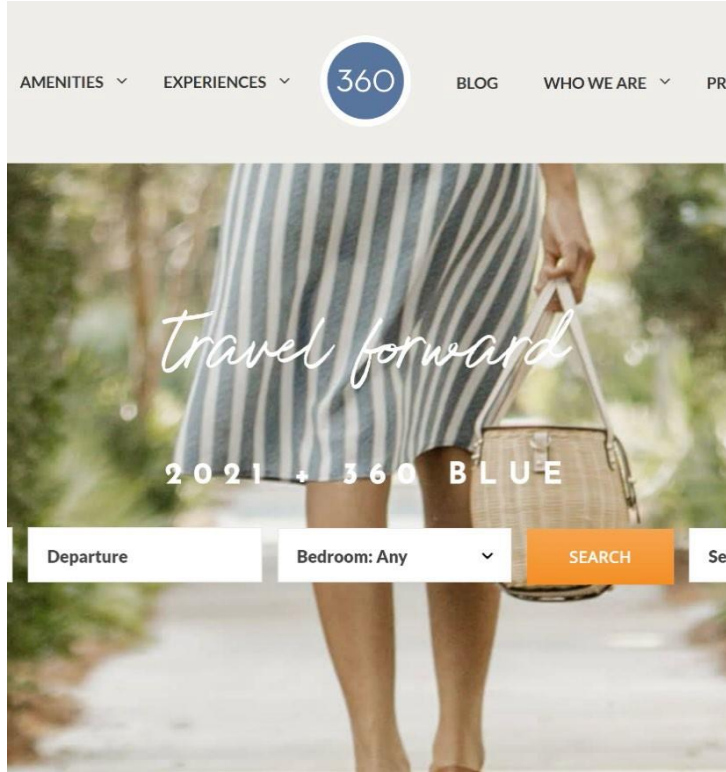


PLANNING CYCLE

- » **Nearly 3 in 5** visitors plan a Walton County Fall vacation at least 3 months in advance
- » Average trip planning cycle began **96 days** before the trip (**89 days in 20 21**)
- » **58%** (+6% points from 20 21) of Fall visitors considered only 1 of the Walton C ounty beaches as opposed to deciding among several



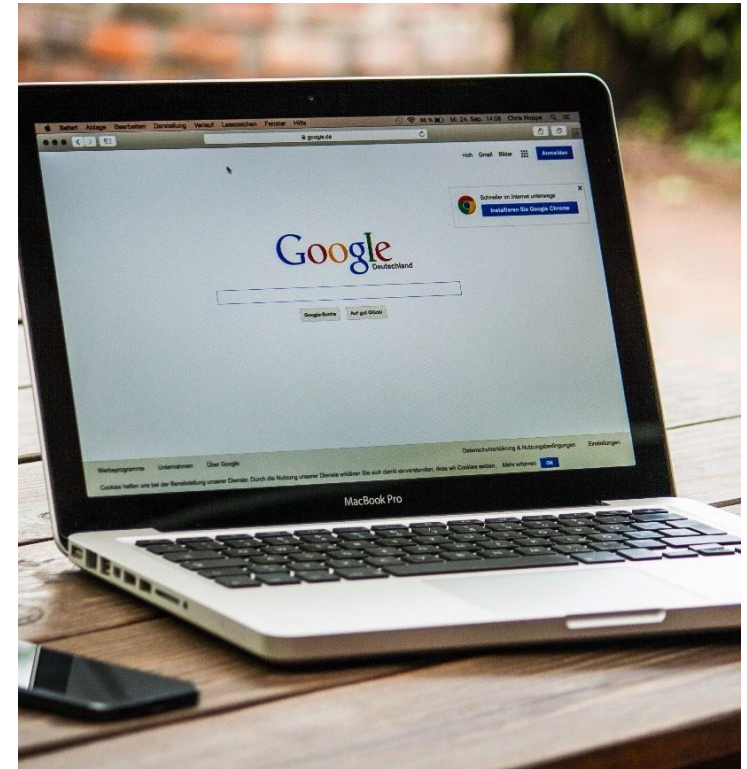
TOP TRIP PLANNING SOURCES*



Vacation rental website **55%**



Friends/family **38%**



Search engines **22%**

SOUTH WALTON VISITOR GUIDE

- » **1 in 5** visitors viewed (mostly online) the South Walton Visitors Guide before going to Walton County
- » Visitors Guide received a rating of **8.5 out of 10¹** (+0.5 points from 2021)



TOP REASONS FOR VISIT*



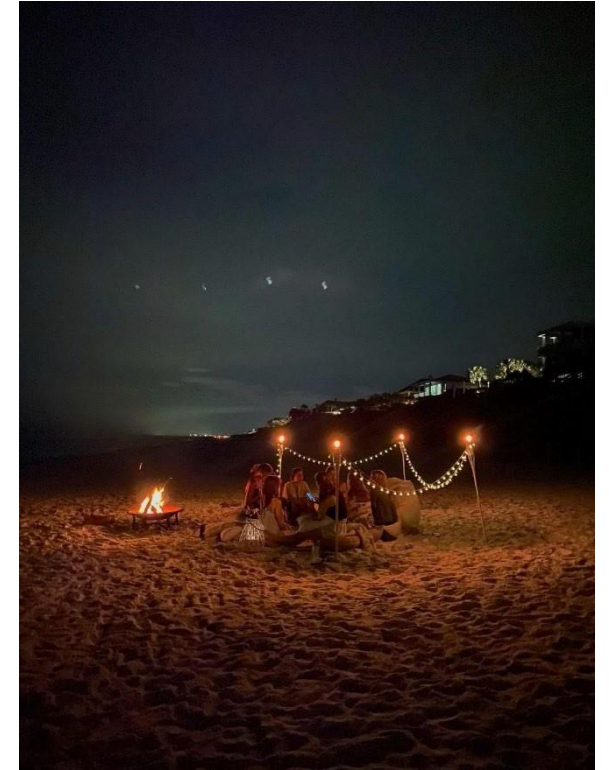
Relax & unwind **58%**



Family vacation **55%**



Annual routine **23%**



Special occasion **17%**

EXPOSURE TO ADVERTISING

- » **27%** of visitors have recently noticed promotions about Walton County
- » This information influenced **16%** of all visitors to visit Walton County



TOP WALTON COUNTY PROMOTIONS*

Base: 27% of visitors who noticed advertising



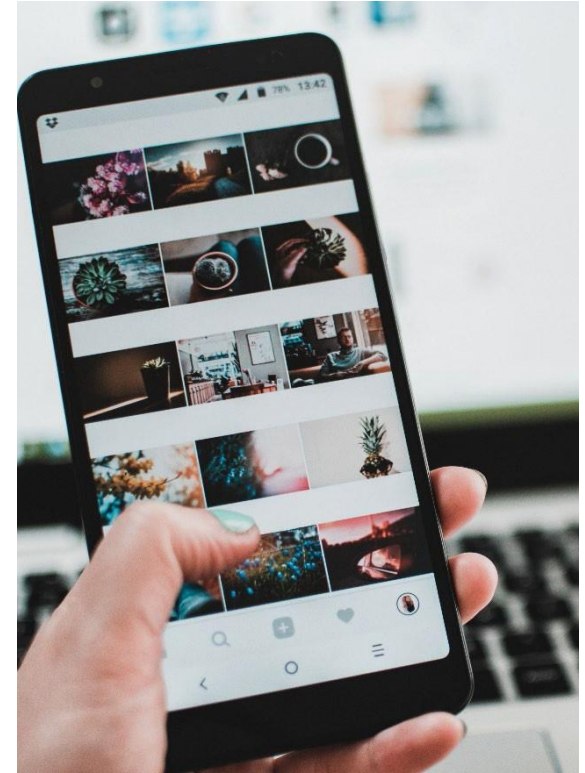
Television
27%



Walton County Tourism
social media 24%



Magazine article
21%



Other social media accounts
20%

TOP BOOKING SOURCES

Vacation Rental
Company
56%

Directly with
hotel/condo
26%

VRBO
HomeAway
11%



VISITOR TRANSPORTATION

- » **78%** of visitors drove to Walton County
- » **22%** who flew used the following airports:

62%

Northwest Florida Beaches
International Airport



28%

Destin-Ft. Walton
Beach Airport



5%

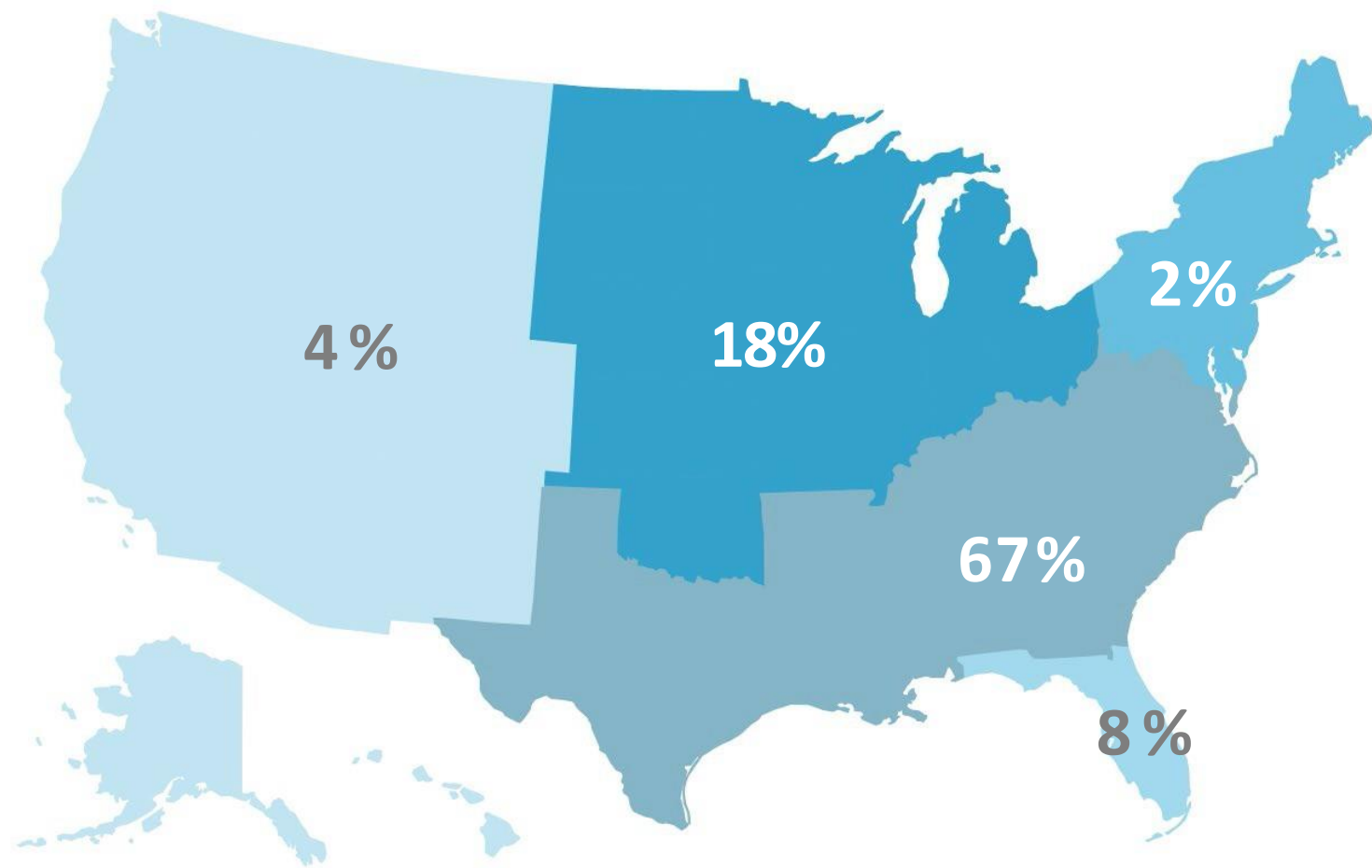
Pensacola
International Airport



VISITOR JOURNEY: TRAVEL PARTY PROFILE

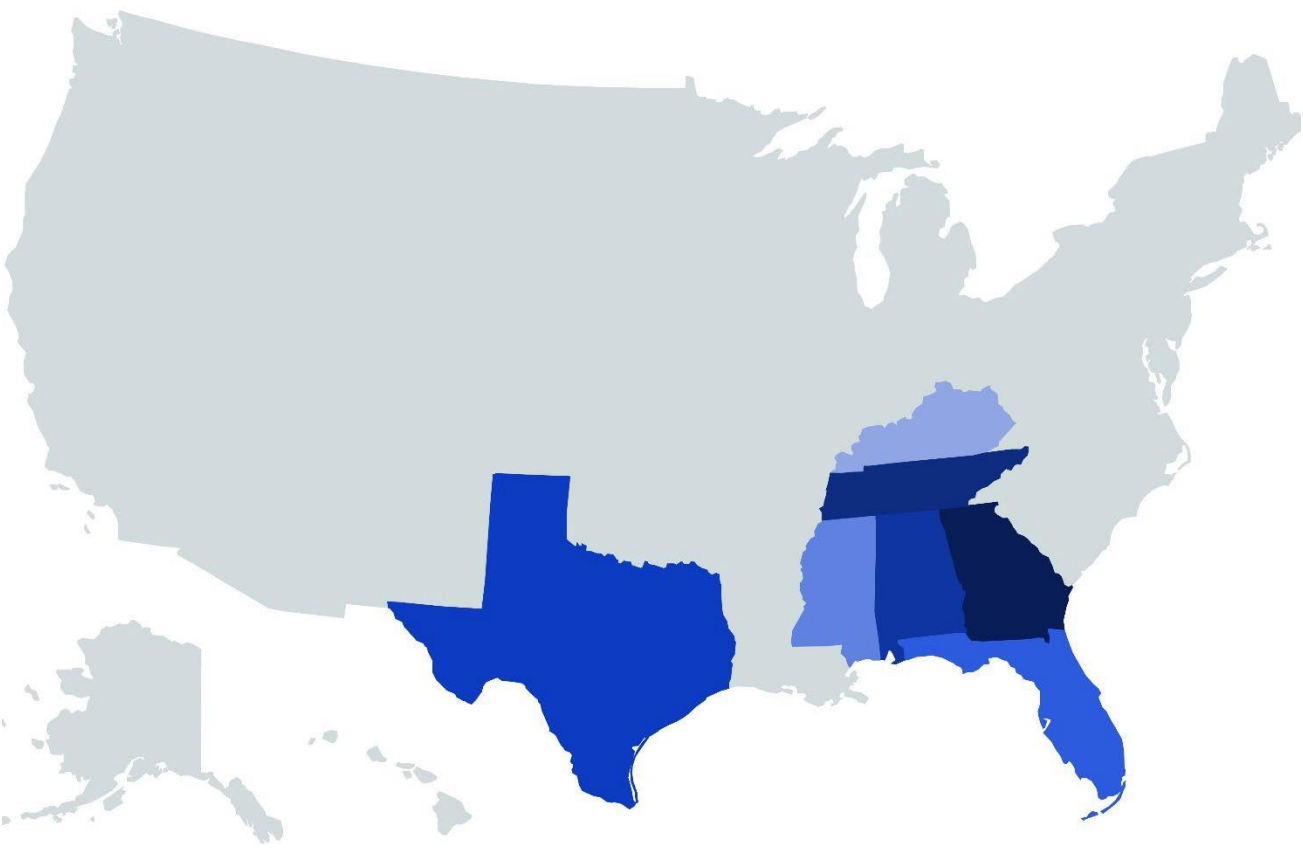


ORIGIN OF FALL VISITORS



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

ORIGIN OF FALL VISITORS



71% of visitors are from 7 states

- 17%** Georgia
- 13%** Tennessee
- 12%** Alabama
- 11%** Texas
- 8%** Florida
- 5%** Mississippi
- 5%** Kentucky

43% of visitors are from 7 markets

- 15%** Atlanta
- 8%** Nashville
- 6%** Dallas-Fort Worth
- 4%** Birmingham
- 4%** Mobile-Pensacola
- 3%** Houston
- 3%** Indianapolis

TRAVEL PARTY SIZE AND COMPOSITION

The typical visitor traveled in a party composed of **4.6** people



43% traveled with at least one person under the age of 20 in their travel party



FALL VISITOR PROFILE

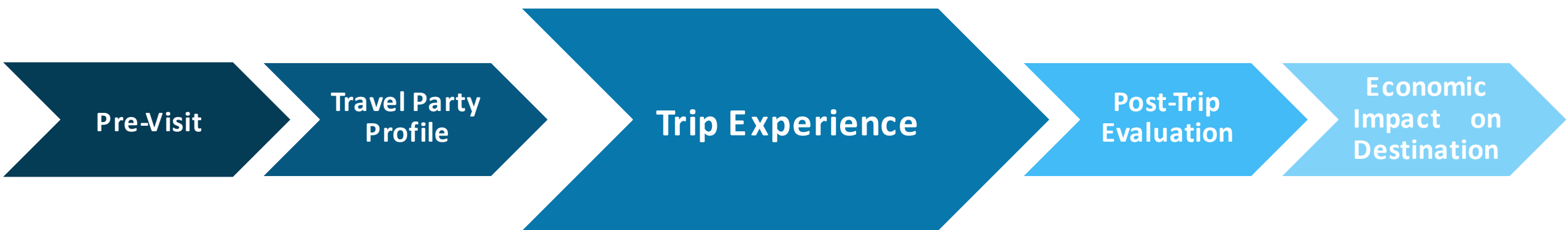
The typical Walton County Fall visitor:

- » **54** years old
- » Female (**61%** ¹)
- » Median household income of **\$161,100**
- » From the Southeast (**75%**)



¹Responses impacted by person more willing to be interviewed and who booked the trip.

VISITOR JOURNEY: TRIP EXPERIENCE



TOP ACCOMMODATIONS

68% Condos, rental houses, etc.



13% Personal home/condo



10% Hotels



TOP VISITOR ACTIVITIES*

Beach **91%**



Restaurants **89%**



Relax and unwind **80%**



Shopping, antiques **66%**



Family time, reading, cooking **63%**



*Multiple responses permitted.

LENGTH OF STAY

- » Visitors spent **5.5*** nights in Walton County



*Visitors who stayed 30 or fewer nights.

FIRST-TIME AND EXPERIENCED VISITORS

- » **10%** were first-time visitors
- » **43%** had visited more than 10 times



TRAVEL PARTY EXPENDITURES¹

- » Travel parties spent **\$870** a day
- » Travel parties spent **\$4,790** on their trip



¹Visitors who stayed for up to 30 nights. Includes day trippers.

VISITOR JOURNEY: POST TRIP EVALUATION



VISITOR SATISFACTION

- » Visitors gave Walton County a rating of **9.2**¹ as a place to vacation
- » **79%** will definitely return to Walton County²



¹10 = Excellent; 1= Poor

²3% of all visitors will probably not return to Walton County for the following reasons:
1. Too crowded 2. Traffic was a problem and 3. Parking was a problem.

VISITOR DESCRIPTIONS OF WALTON COUNTY



"Beautiful super soft white sand beaches and charming beach towns each with their own unique vibe and character."



"A fantastic place for a multi-generational vacation."



"Southern hospitality along stunning beaches. Welcoming and relaxing atmosphere."



QUESTIONS?

Fall 20 22 Visitor Tracking Study
September - November 20 22

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