

The Value of SOUTH WALTON VISITORS



22,000+

jobs created
BY TOURISM



THE AVERAGE VACATION GROUP SPENDS NEARLY \$5,000

3,887,000 VISITORS SPEND \$2.5 BILLION

\$3.7 BILLION

TOTAL ECONOMIC IMPACT



OF ALL TAXES
saving Walton County households
AN AVERAGE OF
\$1,070



TRANSPORTATION



87%
DRIVE

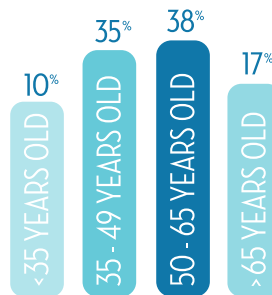


13%
FLY

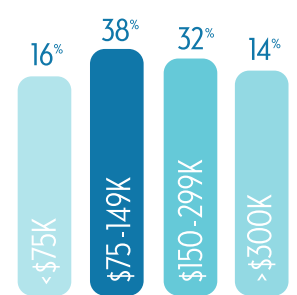
VISITORS BY REGION

Southeast.....71%
Midwest.....22%
West.....2%

Northeast.....3%
International.....2%



AGE OF VISITORS



HOUSEHOLD INCOME



VISITSOUTHWALTON.COM

THE WALTON COUNTY TDC'S MISSION IS TO protect and promote the resources that support OUR AREA'S #1 ECONOMIC DRIVER - TOURISM.

TOURISTS *fund* TOURISM



SHORT-TERM VISITORS FUND
the Tourist Development Council through a
4% BED TAX
OR TOURIST DEVELOPMENT TAX

MARKETING

Targeted advertising keeps South Walton **top-of-mind** with our loyal visitors, **strengthens** our brand, and **reaches** out to new markets to help create **balanced** and robust demand.

\$1 SPENT = **\$273**
on tourism marketing in visitor spending 

BEACH OPERATIONS

BEACH CODE ENFORCEMENT • BEACH AMBASSADORS
BEACH MAINTENANCE • BEACH SAFETY PROGRAM



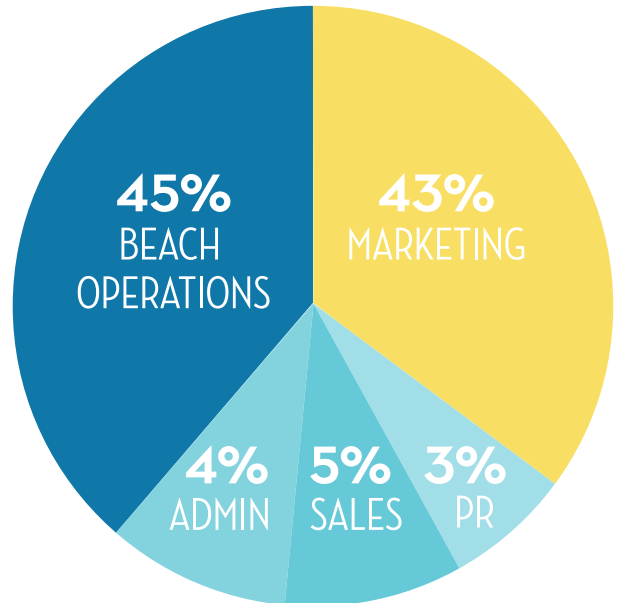
MAINTENANCE + CLEANUP
along 20 miles of beach

- **\$3.1 MILLION IN DESTINATION IMPROVEMENTS**
- **36 MILES OF PUBLIC ROADS & HWYS**
- **8 REGIONAL BEACH ACCESS POINTS**
Complete with parking, restrooms and lifeguard stations
- **44 NEIGHBORHOOD BEACH ACCESS POINTS**
- **8 BAY & LAKE ACCESS POINTS**
- **16 LOCAL PARKS**

67 LIFEGUARDS EMPLOYED




VISITSOUTHWALTON.COM



TOTAL TDC BUDGET

\$23 MILLION

PR + COMMUNICATIONS

Public Relations efforts result in South Walton's inclusion in media outlets such as: **Coastal Living, USA Today, Southern Living** and many more! 

Communications works to develop the South Walton story and help connect our community partners with opportunities that strengthen their business.

SALES + VISITOR SERVICES

17,000 PEOPLE CAME INTO THE VISITOR CENTER IN 2017

12 MEETING TRADE SHOWS reaching 751 meeting planners

5 CONSUMER SHOWS reaching 29,811 consumers

TDC FUNDS ALSO SUPPORT NON-PROFIT COMMUNITY PROGRAMS
South Walton Turtle Watch • South Walton Artificial Reef Association (SWARA)
Cultural Arts Alliance of Walton County • RiverWay South • and more!