

Spring Visitors to South Walton

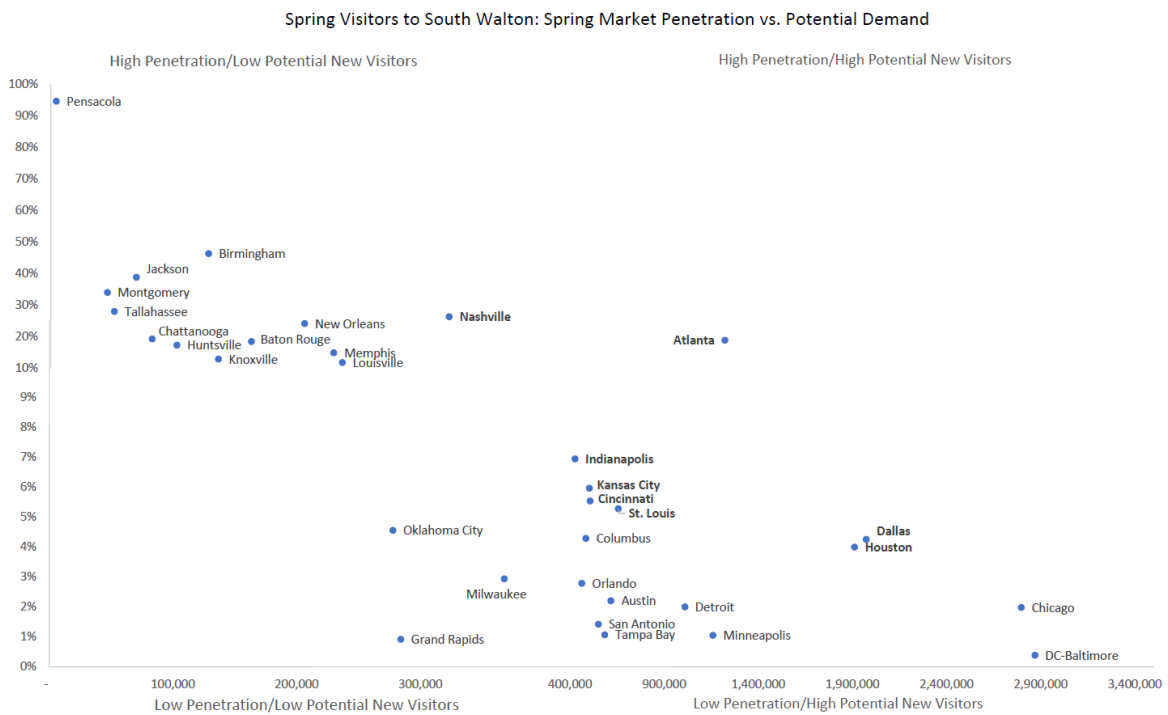
- The typical spring visitor stays for 5.5 nights.
- 21-percent of spring visitors plan their trip 6 months or more in advance.

Tier 1 Market: **Atlanta**

Tier 2 Market: **Nashville**

Tier 3 Markets: **Dallas, Houston**

Tier 4 Markets: **Indianapolis, Kansas City, Cincinnati**



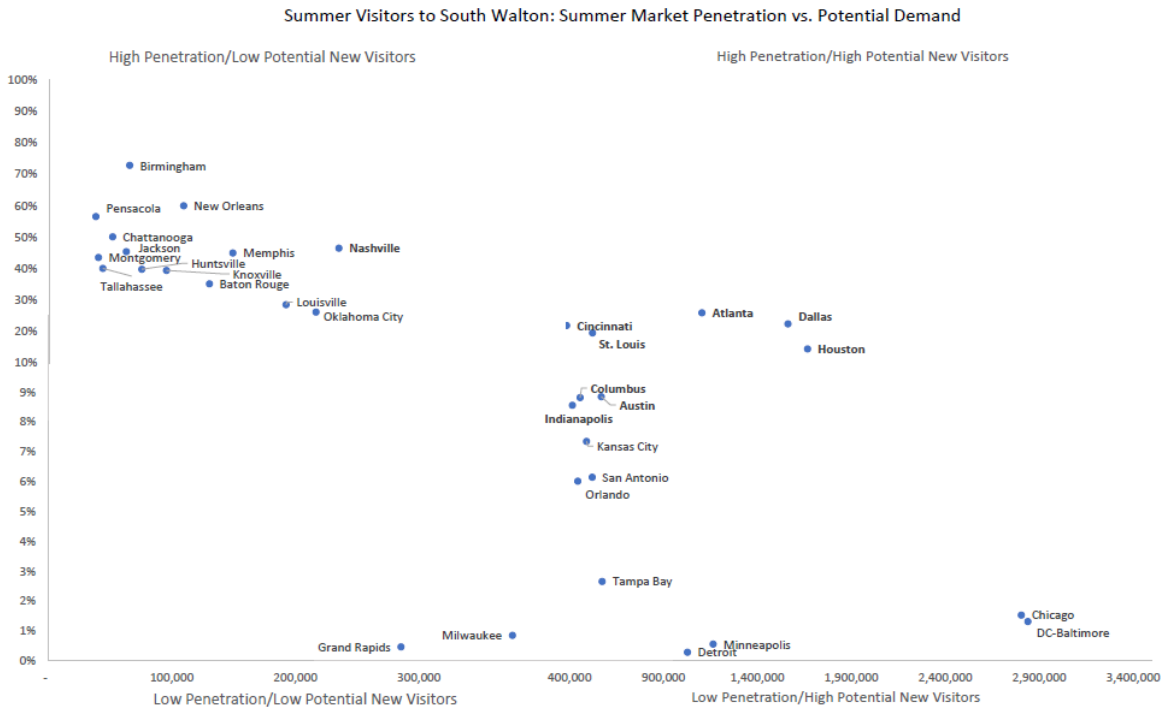
Summer Visitors to South Walton

- The typical summer visitor stays for 6.1 nights.
- 31-percent of summer visitors plan their trip 6 months or more in advance.

Tier 1 Markets: **Dallas, Houston, Atlanta**

Tier 2 Markets: **Cincinnati, St. Louis, Nashville**

Tier 3 Markets: **Columbus, Austin, Indianapolis**



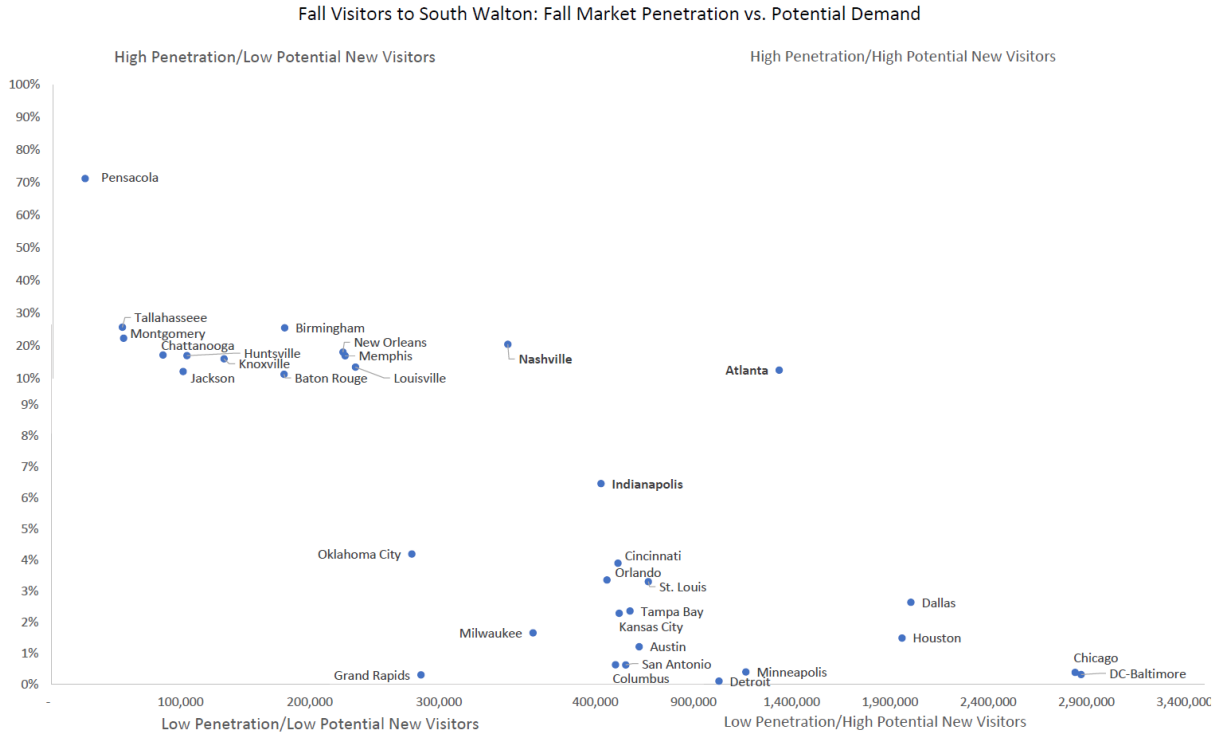
Fall Visitors to South Walton

- The typical fall visitor stays for 5.5 nights.
- 28-percent of fall visitors plan their trip 6 months or more in advance.

Tier 1 Markets: **Atlanta, Nashville**

Tier 2 Market: **Indianapolis**

Tier 3 Markets: **Louisville, New Orleans, Memphis, Birmingham**



Winter Visitors to South Walton

- The typical winter visitor stays for 6.4 nights.
- 35-percent of winter visitors plan their trip 6 months or more in advance.

Tier 1 Markets: **Nashville, Atlanta**

Tier 2 Markets: **Birmingham, New Orleans, Baton Rouge**

