

A photograph of three young girls running on a sandy beach at sunset. The girls are in the foreground, running away from the camera towards the ocean. The girl on the left has long dark hair and is wearing a light pink t-shirt and blue shorts. The girl in the middle is wearing a red one-piece swimsuit. The girl on the right has long blonde hair and is wearing a grey long-sleeved shirt and yellow shorts. The ocean waves are breaking in the background, and the sun is low on the horizon, creating a warm, golden glow. The sky is a mix of orange, yellow, and light blue.

annual meeting

DESTIN - FORT WALTON BEACH, FLORIDA

DESTIN
FORT
WALTON
BEACH
FLORIDA

10.3%

A photograph showing the silhouettes of four people standing on a beach, looking out at the ocean during a sunset. The sky is a gradient of orange and yellow, and the water is dark. The text 'different course different destination' is overlaid in white.

**different course
different destination**

**DESTIN
FORT
WALTON
BEACH
FLORIDA**



OPERATION SANTA BOAT

OperationSantaBoat.com

DELIVERING CHRISTMAS TO THE VICTIMS OF HURRICANE MICHAEL

A photograph of two young girls with long, dark, curly hair lying on their stomachs in the shallow, rippling water of a beach. They are looking towards each other with gentle expressions. The girl on the left is wearing a multi-colored striped swimsuit, and the girl on the right is wearing a bright pink swimsuit. The background shows the ocean waves and a clear blue sky. The overall mood is peaceful and serene.

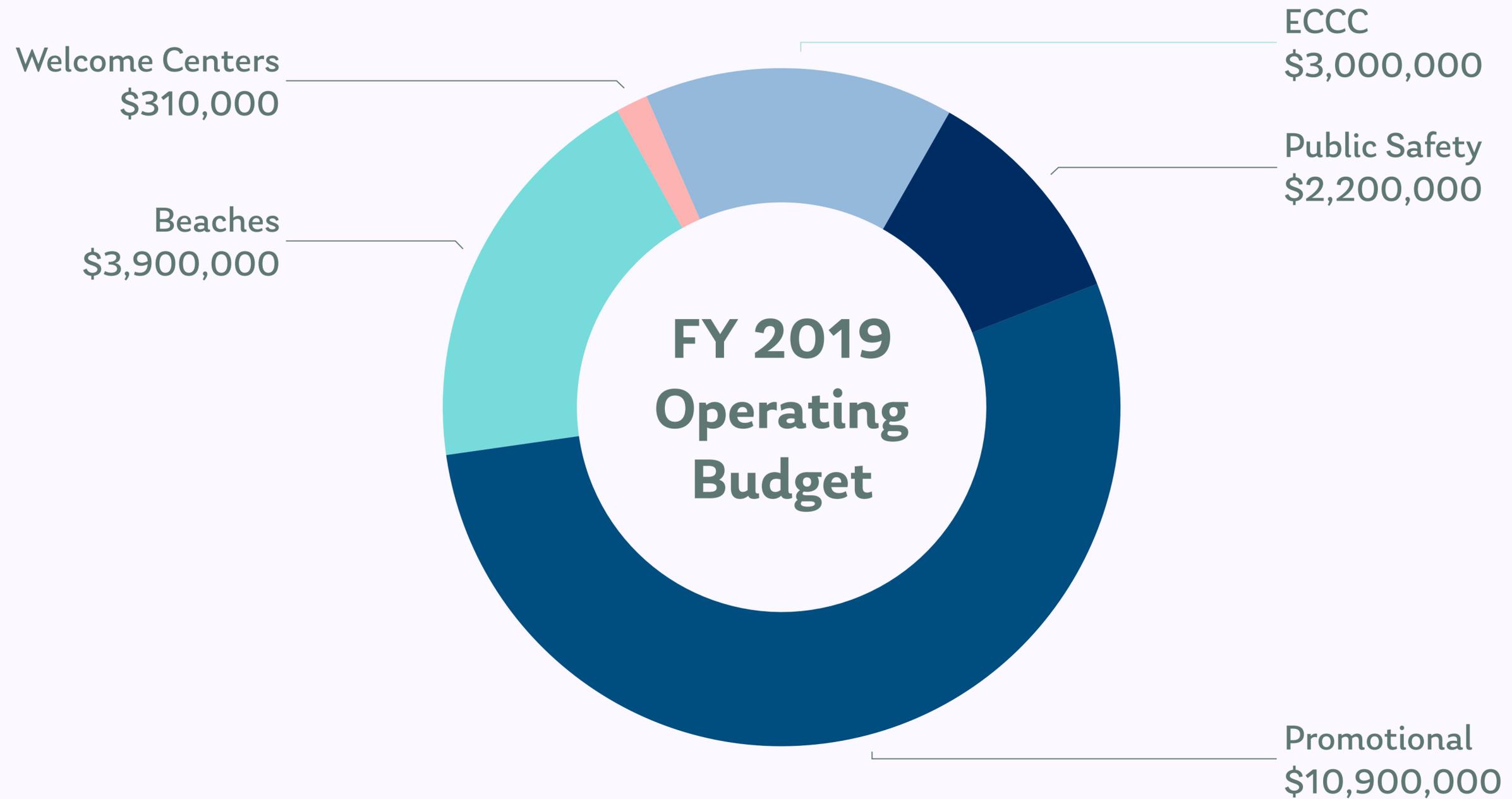
the business of tourism

DESTIN
FORT
WALTON
BEACH
FLORIDA

goals & objectives

- 1** Increase Tourist Development Tax revenue in Prime season (Sep-May)
- 2** Increase visitor spending year-round
- 3** Develop a model to measure job growth, trip value, and tourism's economic impact
- 4** Develop a research-based dashboard to analyze ongoing local sentiment and incremental return on tourism marketing investment
- 5** Implement concerted destination stewardship efforts within the community

\$20.3M budget



welcome centers

2019 REVIEW

DESTIN
FORT
WALTON
BEACH
FLORIDA

welcome centers

& VISITOR STATS

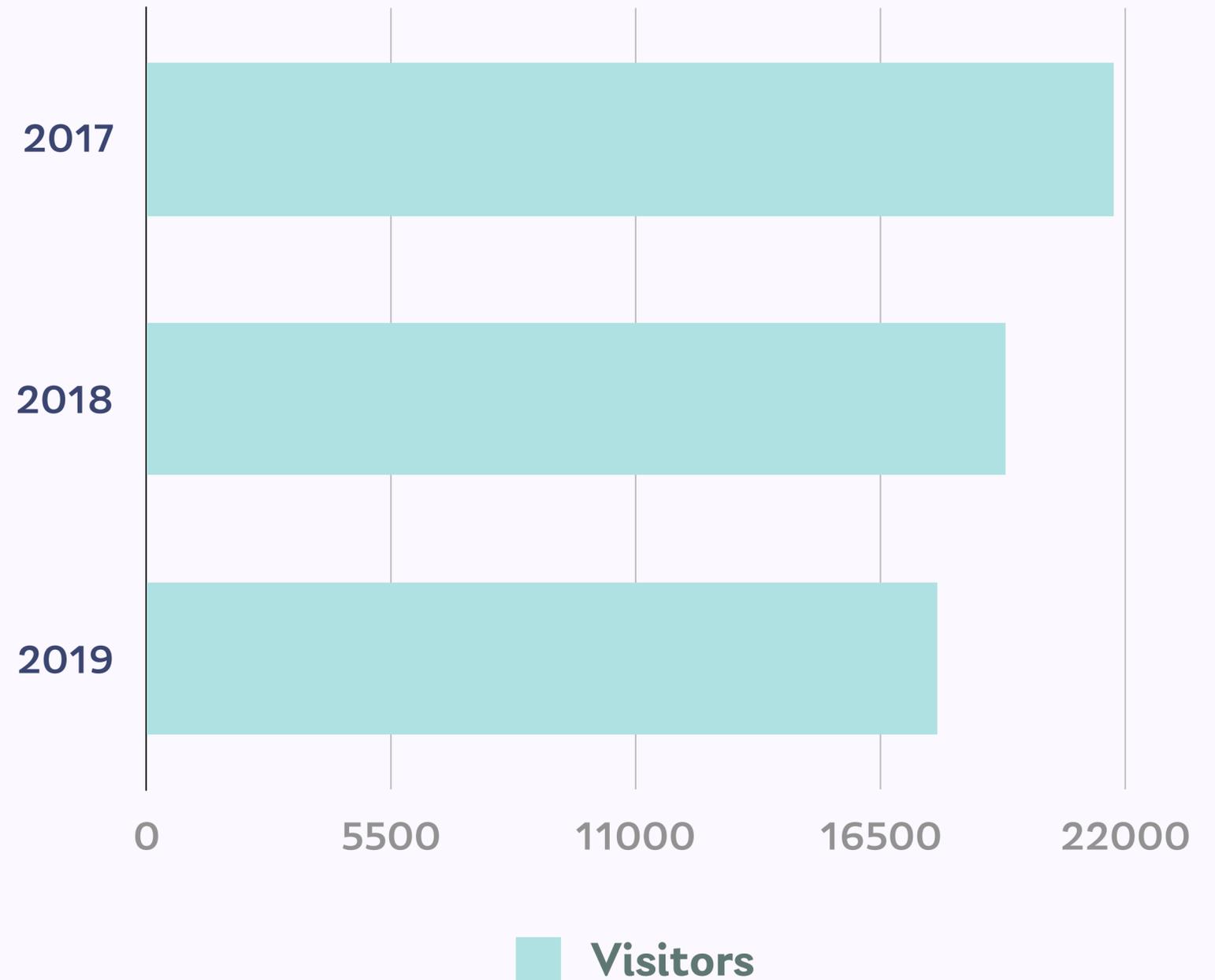
As an effort of the Northwest Florida Beaches regional brand, Okaloosa County is now contributing to the operation of US 231 Welcome Center

17,764 visitors in our Welcome Center

Planning for renovations to Okaloosa Island Visitor Center in 2020

welcome center visitors

OKALOOSA ISLAND





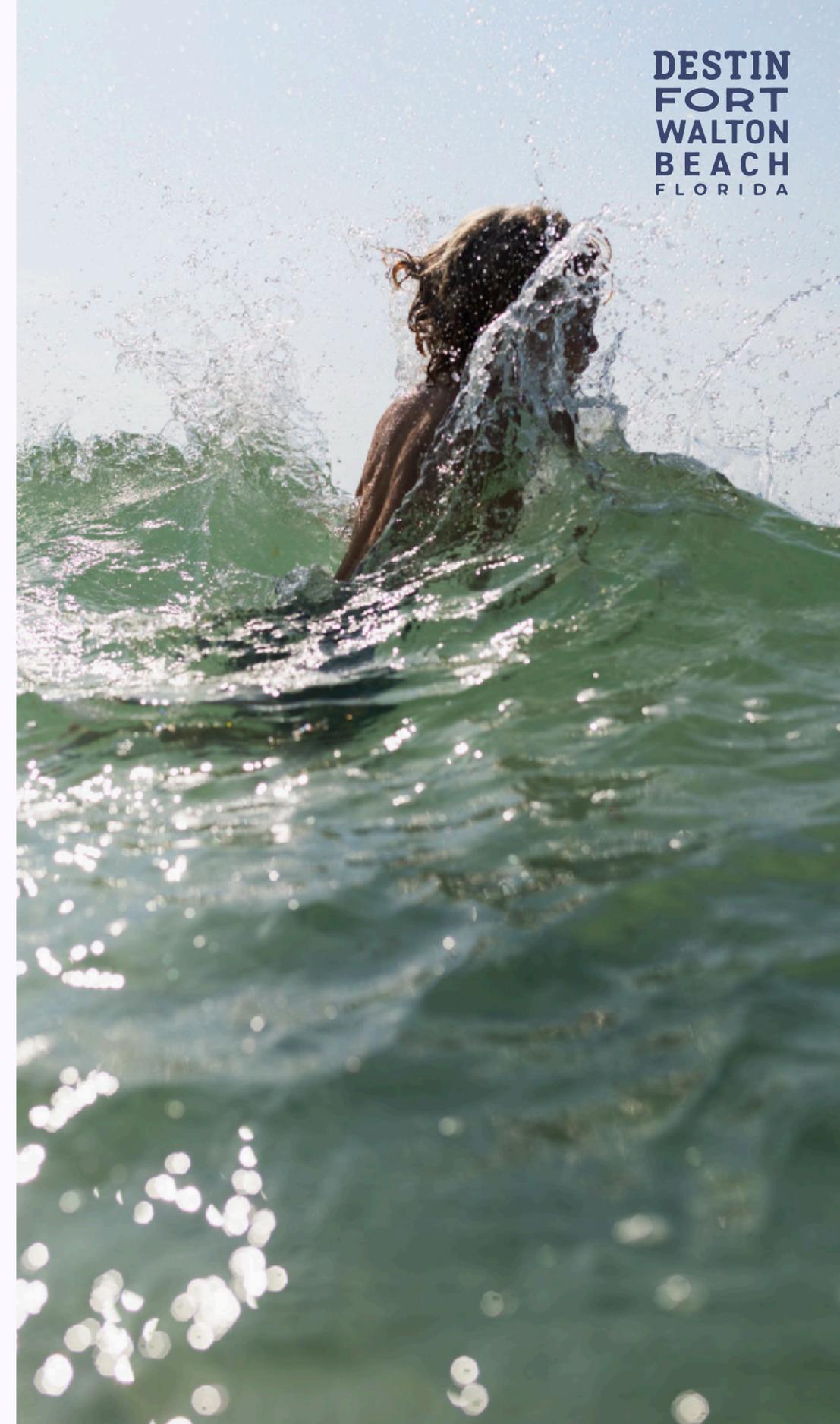
emerald coast convention center

2019 REVIEW

DESTIN
FORT
WALTON
BEACH
FLORIDA

ECCC UPDATE

- 1** 116 total meetings
- 2** 165.5 event days
- 3** \$950,778 in ECCC revenue
- 4** 136.25 projected event days in 2020
- 5** \$827,841.40 projected ECCC revenue in 2020
- 6** 31 team members



natural resources

2019 REVIEW

DESTIN
FORT
WALTON
BEACH
FLORIDA

natural resources

UPDATE

- 1 644 individual reef structures**
Deployed to create 4 snorkel reefs and 110 distinct nearshore fishing and diving reefs.
- 2 67 privately funded artificial reefs**
Deployed in 2019.
- 3 fish aggregating buoy network**
Will be deployed 60-80 miles offshore in early 2020.
- 4 'sea turtle friendly' lighting**
Retrofitted lights across numerous Okaloosa County properties.
- 5 underwater military tribute**
Developed plan to acquire military hardware to deploy as an underwater military tribute.
- 6 beach cleanups**
Partnered with local organizations and stakeholders to conduct two beach cleanups. More than 1000 participants. Over 500lbs of trash were collected (more than 5,000 cigarette butts)!



2019 emerald coast open

Inaugural year. 19,167 Lionfish were removed.



restaurant week

Destination's inaugural restaurant week.

DESTIN
FORT
WALTON
BEACH
FLORIDA

LIONFISH REMOVAL AND AWARENESS DAY FESTIVAL EMERALD COAST OPEN LIONFISH TOURNAMENT



MAY 10 - 16, 2019
RESTAURANT WEEK!

Come sample lionfish at one of these featured restaurants during restaurant week. Chefs will prepare a unique dish highlighting lionfish to promote the Lionfish Removal and Awareness Day Festival and Emerald Coast Open the weekend of May 18-19, 2019.

DATE	RESTAURANT
5/10/19	Dewey Destin's Harborside
5/11/19	Boshamps Seafood and Oyster House
5/12/19	Rockin Tacos
5/13/19	Brotulas Seafood House & Steamer
5/14/19	Jackacudas Seafood & Sushi, and Cuvee Kitchen & Wine Bar
5/15/19	Crab Trap Destin, Crab Trap FWB, and Surf Hut
5/16/19	AJ's Seafood and Oyster Bar

2020 emerald coast open

DESTIN
FORT
WALTON
BEACH
FLORIDA

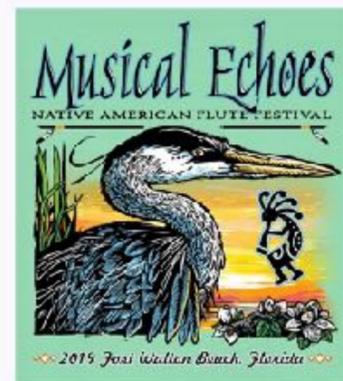
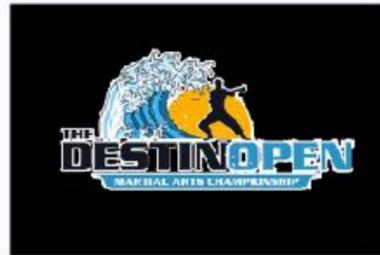


MAY 14-17, 2020

local events

2019 MARKETING

DESTIN
FORT
WALTON
BEACH
FLORIDA

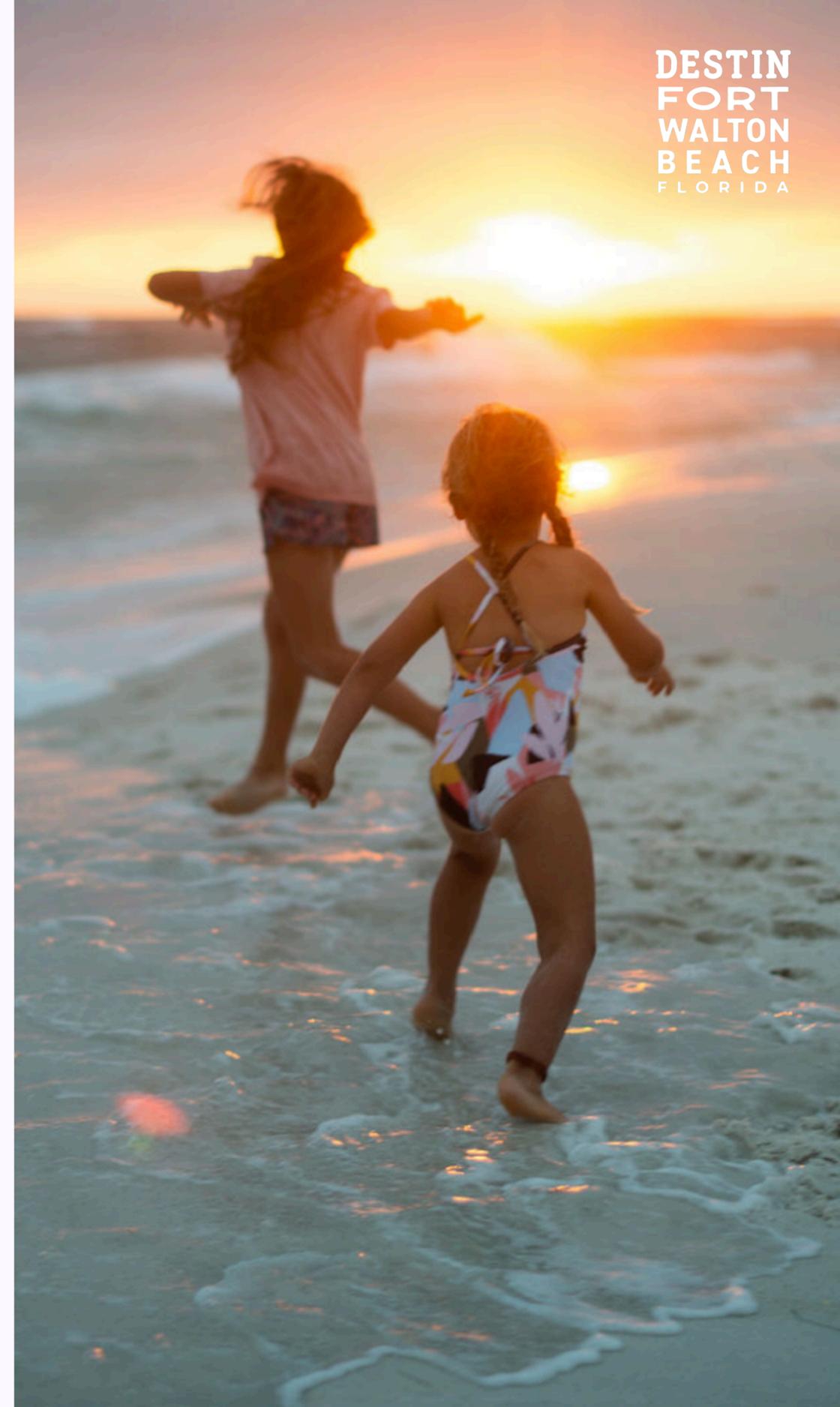


partner program

2019

- 1 Welcome Centers**
Collateral/video presences
- 2 Visitor Guide & Website**
Digital & print listings
- 3 Co-Ops**
Paid print & digital ad placements
- 4 PR & Newsletters**
Social media pushes and newsletter features
- 5 Sweeps & Promos**
Web sweepstakes
- 6 Shared Assets & Training**
Photography, b-roll, and research

DESTIN
FORT
WALTON
BEACH
FLORIDA



partners

DESTIN
FORT
WALTON
BEACH
FLORIDA



partner program

PARTNER COVERAGE

DESTIN
FORT
WALTON
BEACH
FLORIDA

ADVERTISEMENT

THE FIVE-POINT vacation plan

On Florida's Emerald Coast, sugar white beaches meet the emerald gulf. Destin, Fort Walton Beach, Okaloosa Island are your ideal escapes, balancing natural good looks and abundant wildlife with the finer points of resort life (think inspiring golf courses, Gulf-to-Table feasts, and a mellow boardwalk vibe). Try these five must-dos for your dream getaway.

Written by Elaine Glasac Photographs by Christopher Churchill



DISCOVER WHITE SAND BEACHES

A quick walk down a boardwalk delivers you over the dunes to twenty-four miles of powder soft sand. The beautiful quartz sand was delivered here by way of the Appalachian River to where it mingles with the clear, emerald-green water of the Gulf of Mexico. The water reflects the sun's brilliant sunlight back through the waves to create the astonishing hue of the Gulf of Mexico.



Experience the unique design of The Duff restaurant in a beautiful waterfront setting.



LEFT: Enjoy the freshest sushi rolls made with locally caught fish at Harbor Docks restaurant. RIGHT: Destin Brewery combines a love of the Emerald Coast with a passion for craft beer.

EAT LOCAL

Destin bills itself as the "World's Luckiest Fishing Village" due to its high catch rate, which shows up, fresh off the docks, in the restaurants. Local seafood, including blue crab, snapper, shrimp, mullet, and grouper, comes in variations from haute to homey.

"This year, over 90% of the seafood served in Florida, a state surrounded by water, will be imported. We pride ourselves on serving fresh, sustainably caught seafood provided by Harbor Docks Wholesale Seafood Market," according to the menu at waterfront Harbor Docks restaurant. Here, chefs prep the local bounty blackened, fried, grilled, or sautéed. There's also an entire sushi menu.

If a cocktail and show is your scene, enjoy the good vibes, magical views, and tunes at Okaloosa Island's The Gulf. A casual yet chic seaside hideaway, The Gulf offers inspired food and cocktails in a unique space inspired by the adjacent bay and guided by sustainable practice.

DRINK LOCAL

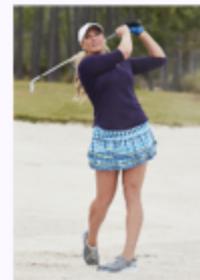
You'll find Destin Ale and Emerald Coast Kölsch from local craft specialists Beale Brewery on tap across town. It's worth detouring from the main drag to find the start-up where the taproom sets out picnic tables in the parking lot and sets up dartboards next to its brew kettles. Score a four-sample flight of seasonal brews, which come on a chalk slate with the beer names written next to the four-ounce pours.

TEE UP ADVENTURE

It's hard to find a more inspiring place to golf. On a tour of the Kelly Plantation Golf Club, head pro Ashton Crowe and instructor Suzi Stanley point out a pair of bald eagles nesting in a wild area next to a fairway. Native stands of pine and magnolia, traps filled with the area's signature white sand, and beds of sarracenia daisies buffer the greens that wind around Choctawhatchee Bay. Cart paths cross wooden bridges through bayou wetlands on the former turpentine plantation turned into one of the top courses in the country.

BE PAMPERED

Henderson Beach Resort & Spa never loses sight of the sea. Guest room balconies frame the panorama, and airy shutters open wide, bringing the outdoors in. Among its wellness amenities is the Salsawander Spa. Lounge in a Mineral Aromatherapy massage or a balancing, rejuvenating KUIR Wellness



TOP: Let Suzi Stanley show you how to up your game at the Kelly Plantation Golf Club. BOTTOM: The Salsawander Spa at the Henderson Beach Resort & Spa is the perfect place to have a luxury experience with friends.

treatment that incorporates natural resources such as thermal mineral water, purifying algae, essential oils, and herbs. Or take a more active direction and work out in the fully equipped gym and pools for adults. Cap it all with a stroll to a white sand beach that you access by a private walkway.

EMERALD
COAST
FLORIDA

Order your go-to guide for everything Emerald Coast at emeraldcoastfl.com/connect/visitors-guide



beachside bliss

In the Heart of Florida's Emerald Coast

Comprising three Northwest Florida beach communities—Destin, Fort Walton Beach, Okaloosa Island—the Heart of the Emerald Coast offers a laid-back vibe and generous helping of Southern hospitality for a classic family vacation. Here you can let your hair down, wear sandals, and take your kids everywhere, with tons to do both in and out of the water. And at the heart of it all are some of the prettiest beaches you'll find anywhere in the U.S.—and beyond.



From left to right: TOP: The Henderson Beach Resort, hendersonbeachresort.com; Gulfarium Marine & Adventure Park, gulfarium.com; LuLu's, lulus.com. BOTTOM: Rockin' Tacos, rockintacos.com; HarborWalk Village, emeraldcoastfl.com; Willy's Adventure Zone, www.wazone.com.

Written by Ana Conner Photographs by Christopher Churchill

ADVERTISEMENT

H2Oh!

Fine quartz crystals washed down from the Appalachian Mountains give the sand along the Emerald Coast shoreline a bright white color and silky-soft texture perfect for building sandcastles. But you'll hardly notice the sand once you lay eyes on the emerald-green water—a shade so stunning it earned the region its moniker. The warm Gulf of Mexico water is also so clear you can see your toes when you swim, and there's plenty of sandbars and tidal pools ideal for families with younger kids.



Offshore Fun

For good old-fashioned family fun, the Gulfarium Marine & Adventure Park on Okaloosa Island is a 1955 gem. Follow the footpaths to exhibits, many of them outdoors with shady overhangs, and enjoy the weather while chasing the little ones among the African penguins, the sea turtles, and more. Check more off your family's bucket list with dolphin encounters, snorkeling with stingrays, and a chance to be kissed by a salty sea lion. For families that like to steer their own ships, so to speak, the outdoor promenade at HarborWalk Village is a perfect spot. Kayaks and

paddleboards in every color are stacked high along the marina here, begging to be rented for the hour or the day. This is also the launching point for snorkeling, diving, and the nation's largest charter fishing fleet. Daredevils can go zip-lining or rock climbing, while little ones can pretend to mine for gemstones at the Fossil Collection.

A short walk down the road from HarborWalk Village, Bretula's Seafood House & Steamer is a sophisticated Southern fish house that will deepen your appreciation for fresh catch. Entrées arrive with a

mini paper flag on a toothpick baring an online code. Punch in your code on the Fish Trax website and you'll learn the name of the fisherman who caught your dinner and the exact spot where it was reeled in. Ask for the corner table tucked away in the corner for amazing harbor views (it's also perfect for families with rowdy kids, so basically every family with kids). Round out your visit with lunch at Rockin' Tacos, a waterside restaurant where your kids can play beach volleyball while you indulge in fish tacos, a frozen concoction, and gulf views.

With three distinct communities connected by gorgeous blue-green water, it's easy to keep your beach-loving family happy in the Heart of Florida's Emerald Coast.

Order your go-to guide for everything Emerald Coast at emeraldcoastfl.com/connect/visitors-guide

For old-school fun, there's nothing quite like Wild Willy's Adventure Zone, which features dinosaur-themed mini golf courses, arcade games, and a 4-D movie theater. A go-kart track and laser tag are also set to debut later this year.

Destin Days

The largest of the buzzy beach towns along the Heart of Florida's Emerald Coast, Destin has so much to do, you can spend multiple days here and never vacation the same way twice.

Check into a suite or loft at Destin's Henderson Beach Resort, where you'll have more room for the family to stretch out. You'll have access to an adults-only pool as well as a family one with a splash pad and lazy river. It's not to a serene, 200-acre nature preserve known as Henderson Beach State Park, where you can fly a kite or take a long walk on the beach and quite possibly not bump into anyone, except maybe the eegrets.

No trip to Florida would be complete without a little outdoor shopping. Destin Commons has a mix of local boutiques and all the top shops (H&M, Sephora, Loft) connected by a maze of shady walkways and great restaurants. The splash pad and playground keep the kids happy.

Wrap up your day with a sunset visit to Lulu's, a colorful seafood restaurant on Choctawhatchee Bay, with its small beach, live music, and games for the kids. This hot spot has all the family-friendly island escapism you'll expect from this destination, plus a series of allergy-friendly menus for everyone to enjoy.

EMERALD
COAST
FLORIDA

partner program

COVERAGE & TRAINING



Beach Bites: Cuvee Kitchen

Feb. 11, 2019

It's almost Valentine's Day, and while you've done the heavy lifting of planning a vacation for two to the Heart of Florida's Emerald Coast, now you need that perfect dinner reservation. Our recommendation? Grab your Valentine's dinner in Destin, Fort Walton Beach, Okaloosa Island at Cuvee Kitchen +...

[Continue Reading →](#)



More to Explore at the Destin Commons

Mar. 20, 2019

The Destin Commons is the place to go if you're looking for an amazing shopping experience while visiting the Heart of Florida's Emerald Coast. The outdoor mall and lifestyle center truly has something for everyone. Visit the mall and you'll find delicious dining options, shopping for tastes of all...

[Continue Reading →](#)



media event

VISIT FLORIDA

DESTIN
FORT
WALTON
BEACH
FLORIDA



southern living

TEST KITCHEN EVENT

DESTIN
FORT
WALTON
BEACH
FLORIDA



southern living

TEST KITCHEN EVENT

DESTIN
FORT
WALTON
BEACH
FLORIDA



nyc media event

2019 PARTNER EVENT

DESTIN
FORT
WALTON
BEACH
FLORIDA

TRAVEL+
LEISURE



Parents

MARTHA STEWART
Living



THE OPRAH
MAGAZINE

Fodor's Travel

SHAPE

Health®

FamilyCircle

EatingWell®

GOOD
HOUSEKEEPING

REALSIMPLE

FOOD&WINE

TRAVEL WEEKLY

InStyle

ShermansTravel

EveryDay
with Rachael Ray

2020 nyc event

PARTNER EVENT

Our 2020 partner event will take place in April and is at the Mercantile in New York City. The Mercantile is a blank space to showcase our destination and our partner installations.

DESTIN
FORT
WALTON
BEACH
FLORIDA





paid media
2019 REVIEW

paid media



Time Inc.



GARDEN & GUN

4.5 million spent

466 million impression delivery



super bowl flyover

ATLANTA, GEORGIA

DESTIN
FORT
WALTON
BEACH
FLORIDA



in studio appearance

Chicago, Illinois



in studio appearance

Nashville, Tennessee



flager award

ABC CAMPAIGN

DESTIN
FORT
WALTON
BEACH
FLORIDA



A woman with long dark hair is surfing on a wave. She is wearing a blue and white patterned bikini. The water is splashing around her, and the sky is blue with white clouds. The text 'owned media' is overlaid in a dark blue, sans-serif font.

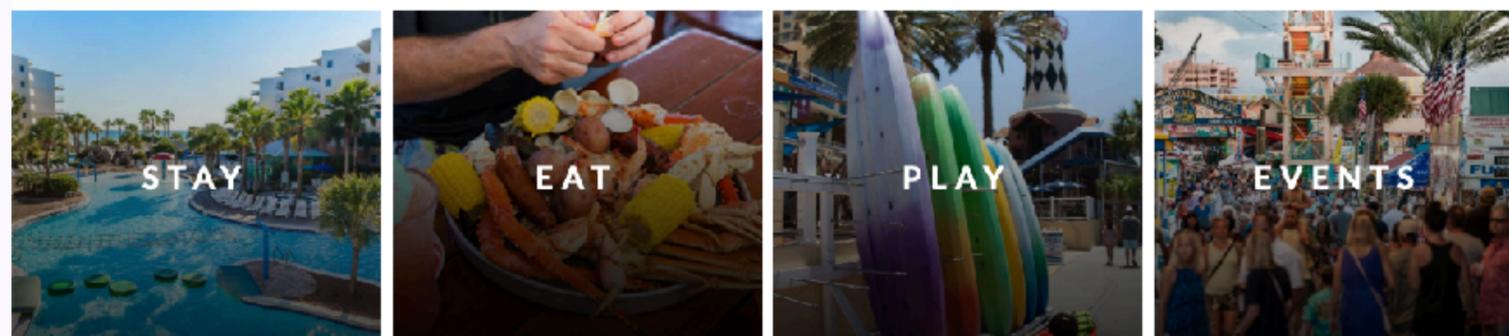
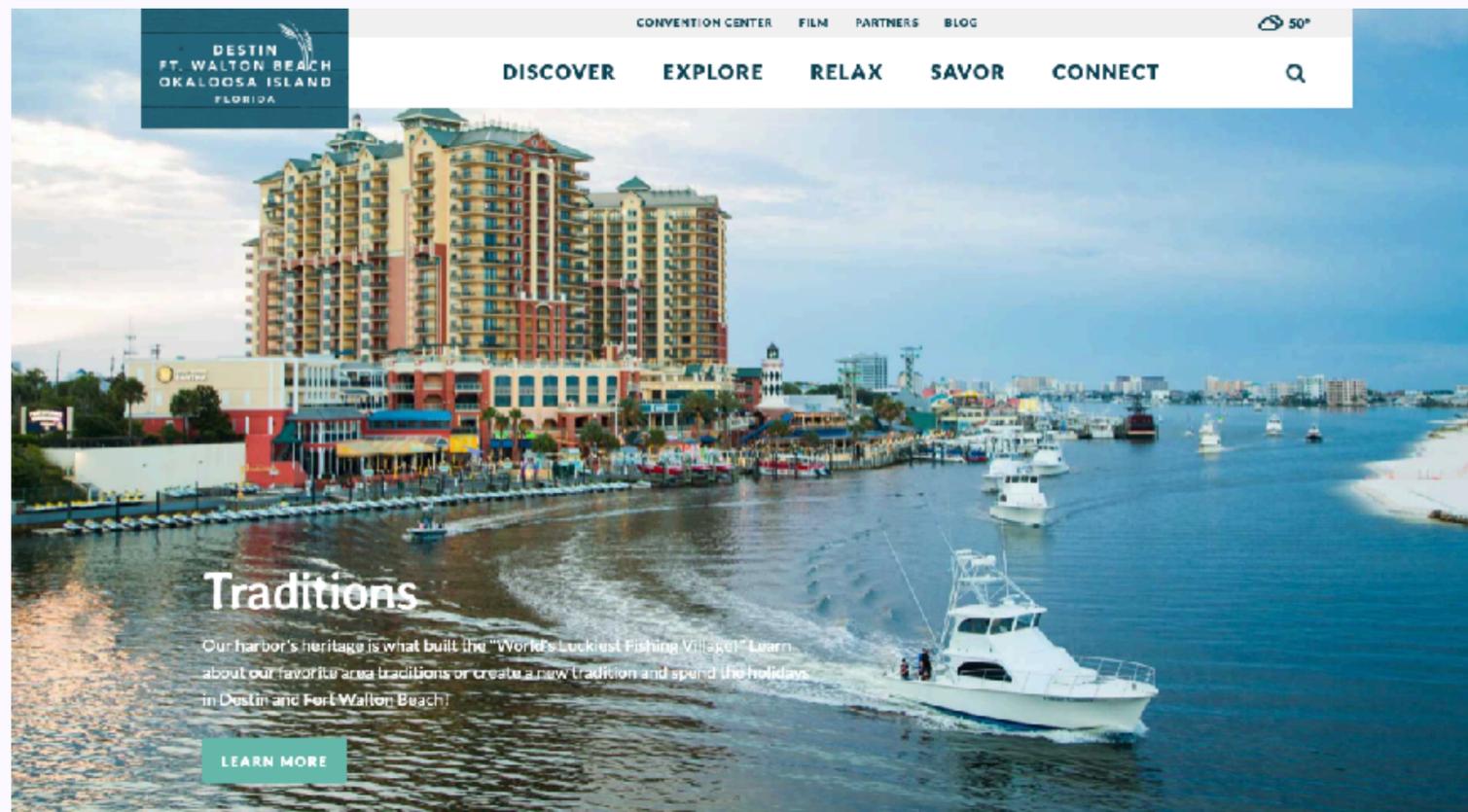
owned media

2019 REVIEW

website

2019 RE-DESIGN

DESTIN
FORT
WALTON
BEACH
FLORIDA



FEATURED ACCOMMODATIONS

The Emerald Coast



Plan your next Destin, Fort Walton Beach, Okaloosa Island getaway! Take a look at what other visitors are up to on their adventures & share your experience on your Instagram, Facebook or Twitter.



VIEW OUR
BEACH CAMS

GET A FREE
VISITORS GUIDE

JOIN OUR
E-NEWSLETTER

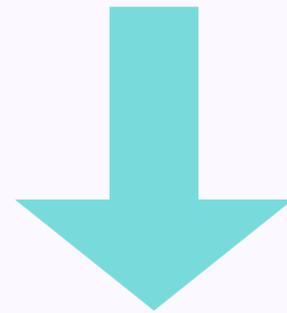
EMERALD
COAST

website

NEW URL

DESTIN
FORT
WALTON
BEACH
FLORIDA

emeraldcoastfl.com

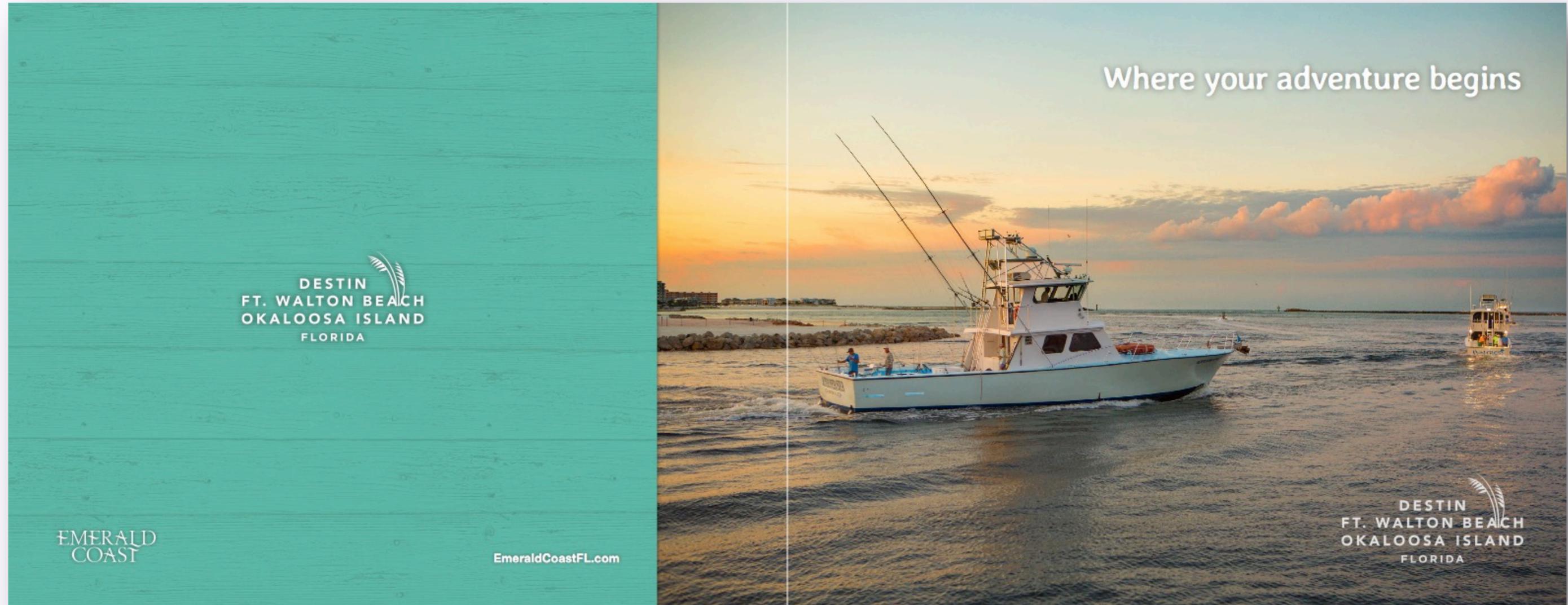


destinfwb.com

visitor's guide

2019 DESIGN

DESTIN
FORT
WALTON
BEACH
FLORIDA



adrian award

GOLD AWARD WINNER

DESTIN
FORT
WALTON
BEACH
FLORIDA



**HSMIAI
ADRIAN
AWARDS
WINNER**

2020 visitor's guide

DESTIN
FORT
WALTON
BEACH
FLORIDA

COVER DESIGN



Making childhood
an adventure again

DestinFWB.com

DESTIN
FORT
WALTON
BEACH
FLORIDA



earned media

2019 REVIEW



11 fams & press trips

9 media placements



DESTIN
FORT
WALTON
BEACH
FLORIDA

**TRAVEL+
LEISURE**



NEW YORK POST

Forbes



Men's Journal

An underwater photograph of a person with long, wavy brown hair. The person is wearing blue swimming goggles and is holding a white surfboard. The water is clear and blue, with light rays filtering through. The text "shared media" is overlaid in a light blue font, and "2019 REVIEW" is overlaid in a white font below it.

shared media
2019 REVIEW

social media

TRANSITION

JUNE - SEPTEMBER



**OPTIMIZING
EXISTING
CONTENT**

OCTOBER - DECEMBER



**SEEDING NEW
BRAND**

JANUARY & BEYOND



**LAUNCH NEW
BRAND**

previous brand strategy

 **Florida's Emerald Coast** Published by Sendible [?] · December 17, 2018 ·

Cold weather getting you down? Planning a trip to Destin, Fort Walton Beach, and Okaloosa Island will give you some #MondayMotivaton
<http://bit.ly/2y1HBIG>



current brand strategy

 **Florida's Emerald Coast** Published by Sprout Social [?] · 12 hrs ·

Let's hope he takes the bait.
bit.ly/2YtkaFi
📷: Kyle Pitts





39 live videos

23 partner live videos

 **Florida's Emerald Coast** was live. Published by Kerry Sutsko [?] · January 30 · 🌐

There's nothing cold about the view from the [Henderson Park Inn](#), an adults-only bed and breakfast in beautiful Destin! 🌞🌴



EMERALDCOASTFL.COM [Learn More](#)

The Henderson Resort

115,413 People Reached **5,187** Engagements [Boost Post](#)

 604 67 Comments 137 Shares



thank you, partners.

WE COULDN'T DO IT WITHOUT YOU

A woman is surfing on a wave, with her body partially submerged in the white foam. The background shows a sunset sky with soft, warm colors. In the distance, a building is visible on the horizon. The overall mood is serene and active.

**what's good for the local
is good for the visitor.**

DESTIN
FORT
WALTON
BEACH
FLORIDA

A photograph showing the silhouettes of four people sitting on a beach, looking out at the ocean during a sunset. The sky is a mix of orange, yellow, and blue. The word "insights" is overlaid in white text in the center of the image.

insights

DESTIN
FORT
WALTON
BEACH
FLORIDA



discovery

DESTIN
FORT
WALTON
BEACH
FLORIDA

georgia alabama tallahassee fort ft

panama beach coast walton america

south destin fl **florida** pensacola

carolina panhandle gulf of mexico ireland

emerald coast
IS THE REGION

67% are aware of the Emerald Coast and can generally put it on a map. The region has done a great job at branding the area.

62% chose “open beach”



55% chose “parasail”



describe

IN THREE WORDS

1 fun

2 relaxing

3 beach

4 beautiful

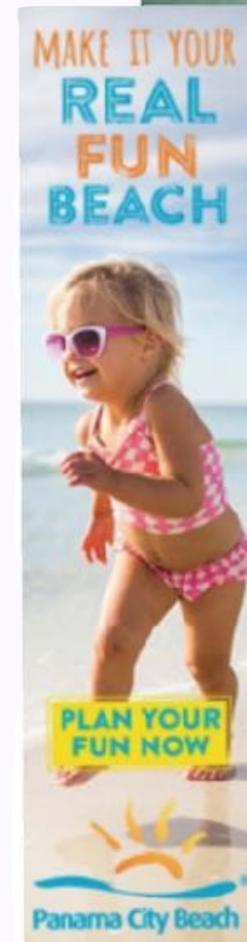
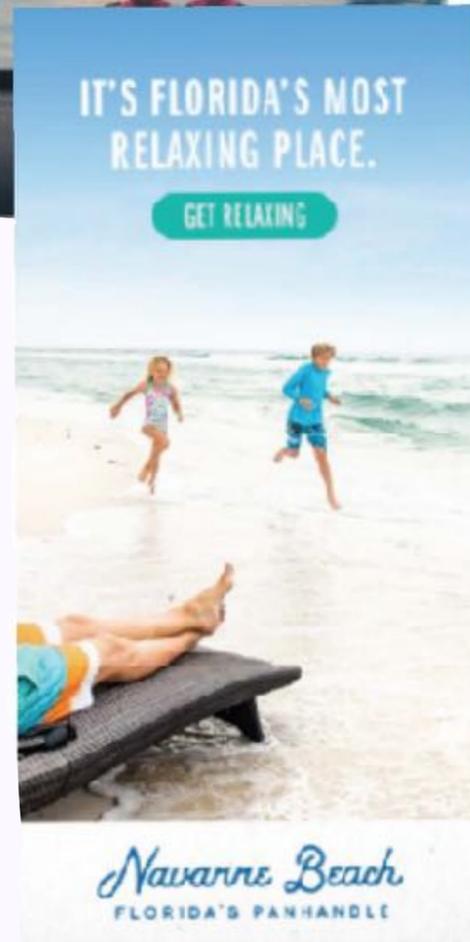
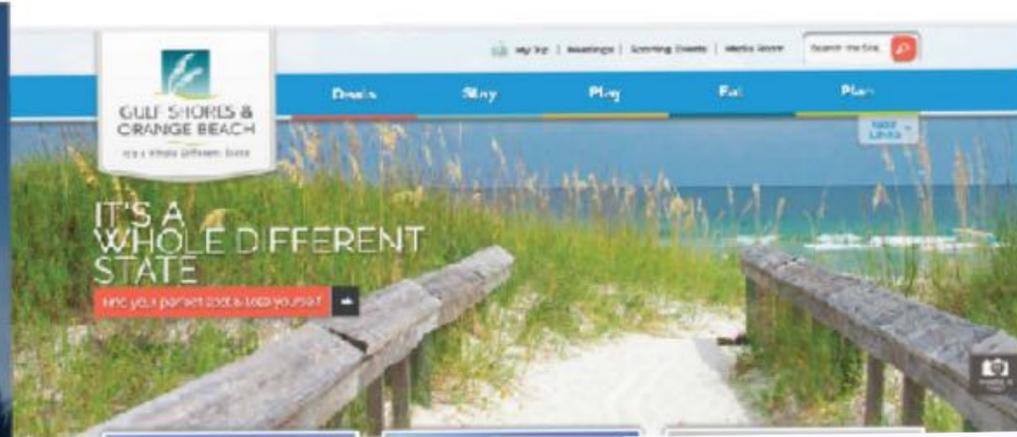
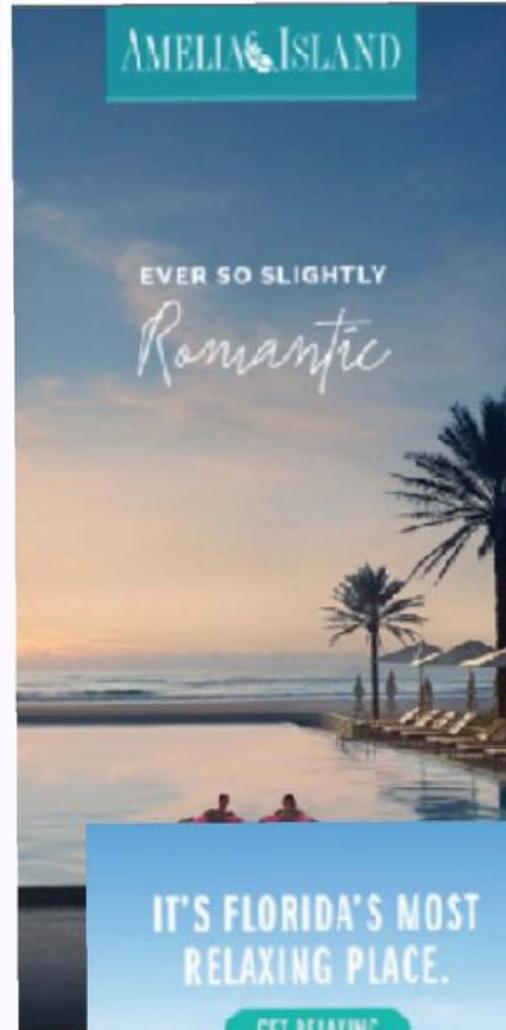
5 sunny

sun tourists not restaurants clear
touristy warm good emerald clean roads overcrowded
peaceful horrible natural white fun crowded hot busy paradise safe poor
great active green relaxing expensive beautiful traffic unique food
shopping nature sunny sand beaches water too activities friendly
many people beauty summer congested fishing family home oriented

residents

DESCRIBE THE REGION

Destin, FWB, and Okaloosa Island are all described similarly by locals.



6

MAKE IT YOUR
REALFUN
BEACH

Panama City Beach

PLAN YOUR FUN

FIND YOUR PERFECT

16 welcoming beach neighborhoods, each with their own personality.

EXPLORE THE BEACHES

6

MAKE IT YOUR
REALFUN
BEACH

BRING A BOOK.
WRITE YOUR OWN STORY.

SOUTH WALTON
FLORIDA

FROM WHITE BOARD
TO WHITE SAND

START PLANNING

SOUTH WALTON
FLORIDA

6

MAKE IT YOUR
REALFUN
BEACH

Panama City Beach

PLAN YOUR FUN

WIDE.
OPEN.
FUN.

Daytona
Beach

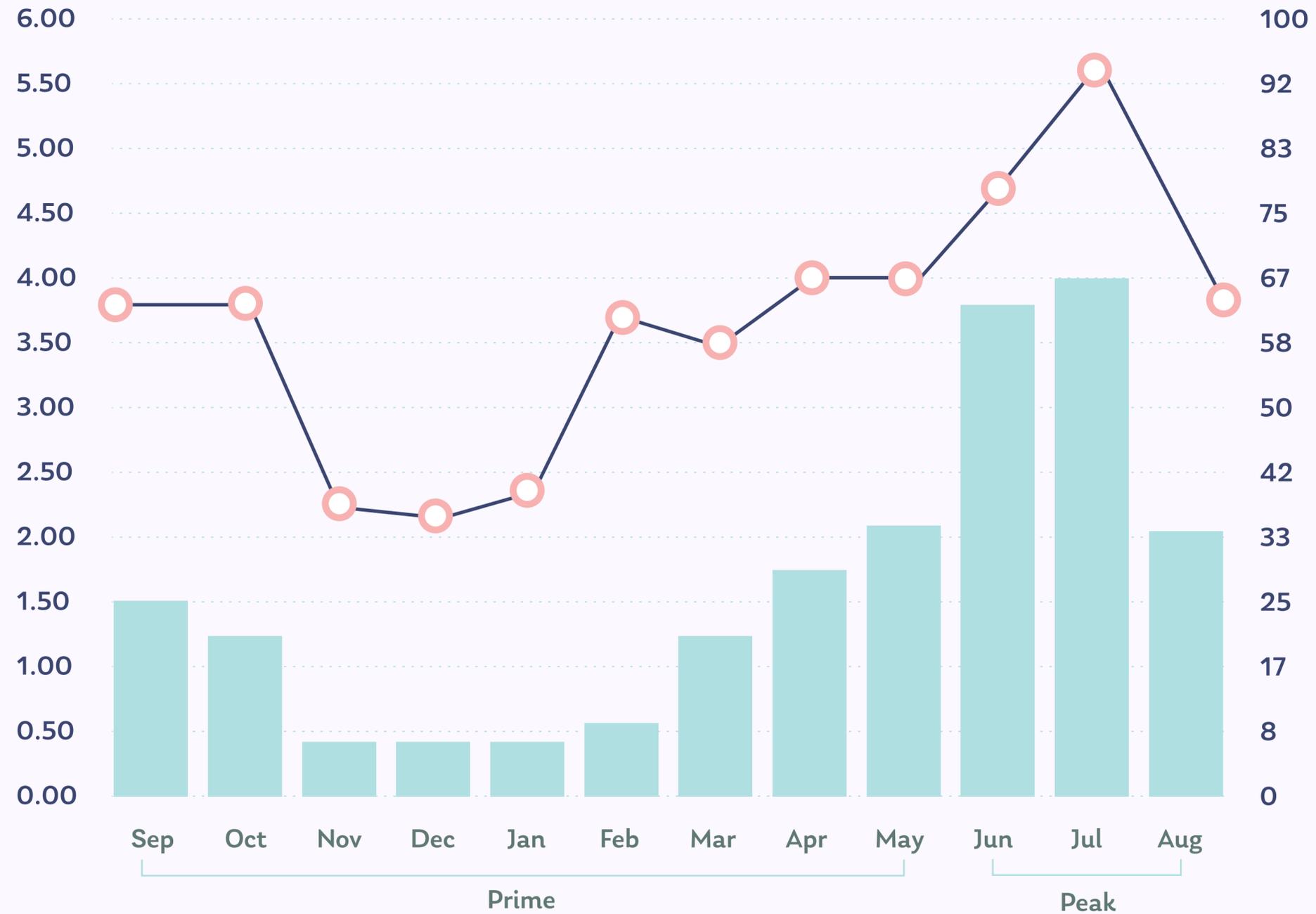
PLAN THE PERFECT TRIP!

SET UP CAMP
IN FLORIDA'S MOST
RELAXING PLACE.

GET RELAXING

Navarre Beach
FLORIDA'S PANHANDLE

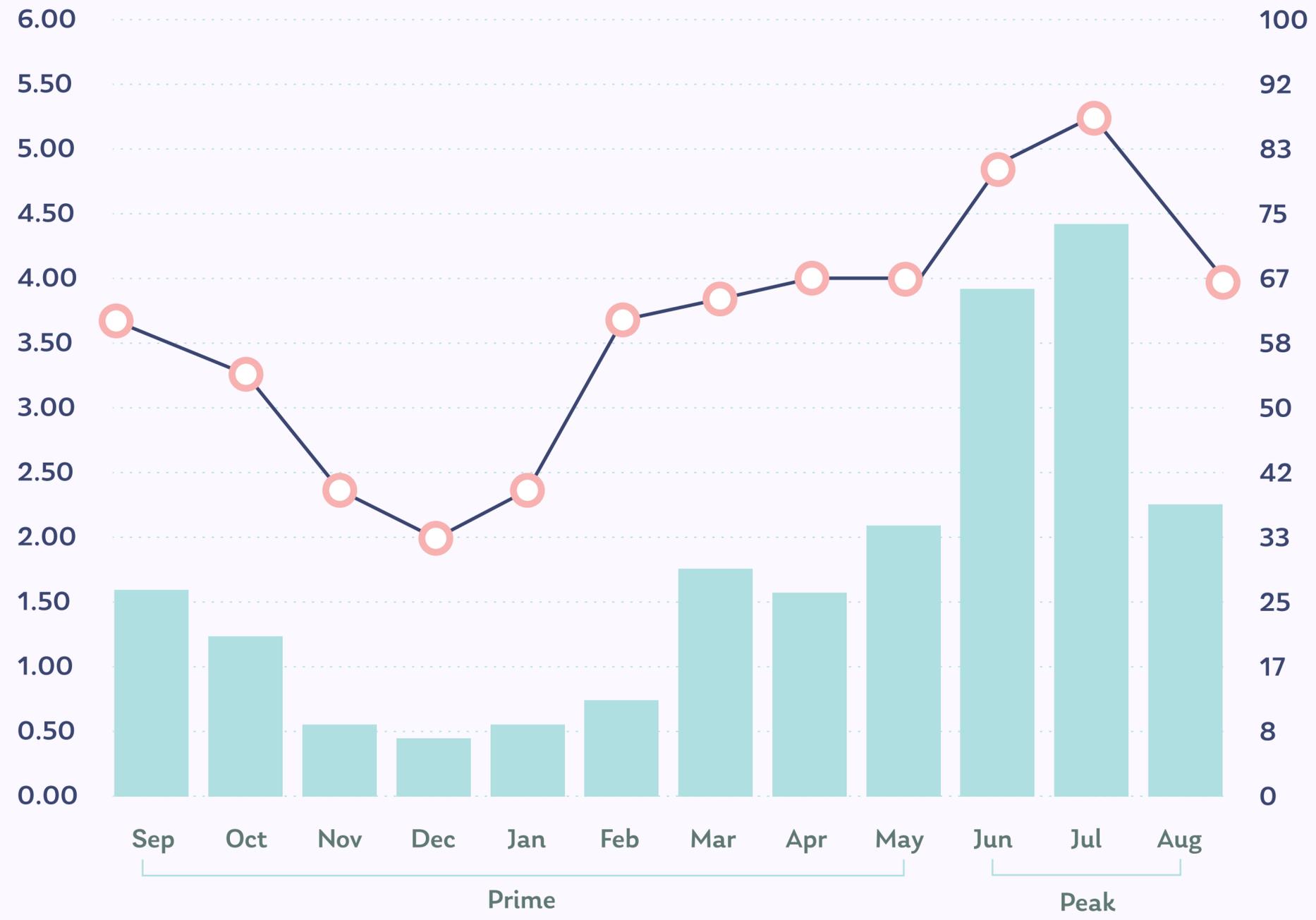
FY 2017 Month-By-Month TDT Collections vs. Occupancy



—○— Occupancy (%)

■ TDT Collections (\$ millions)

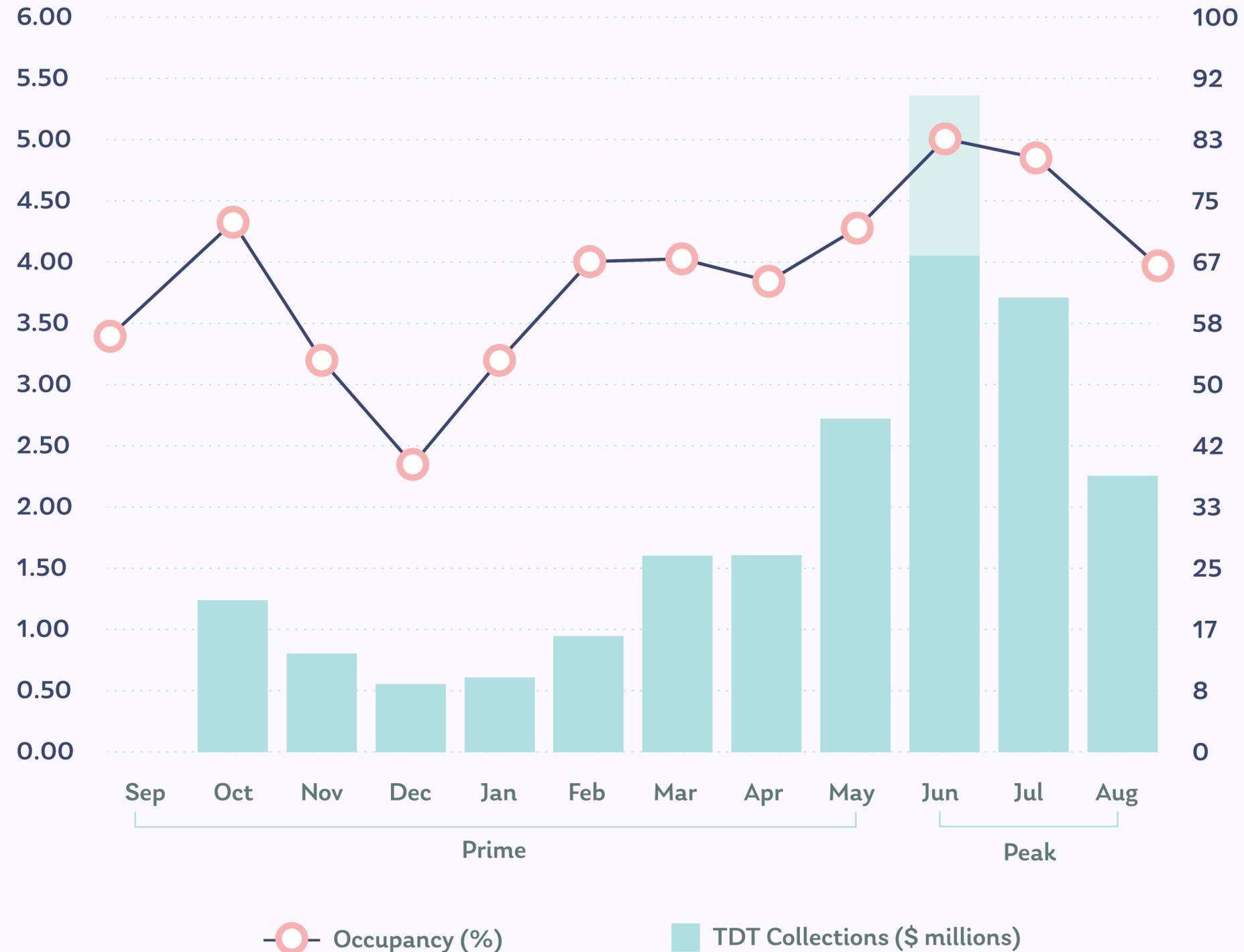
FY 2018 Month-By-Month TDT Collections vs. Occupancy

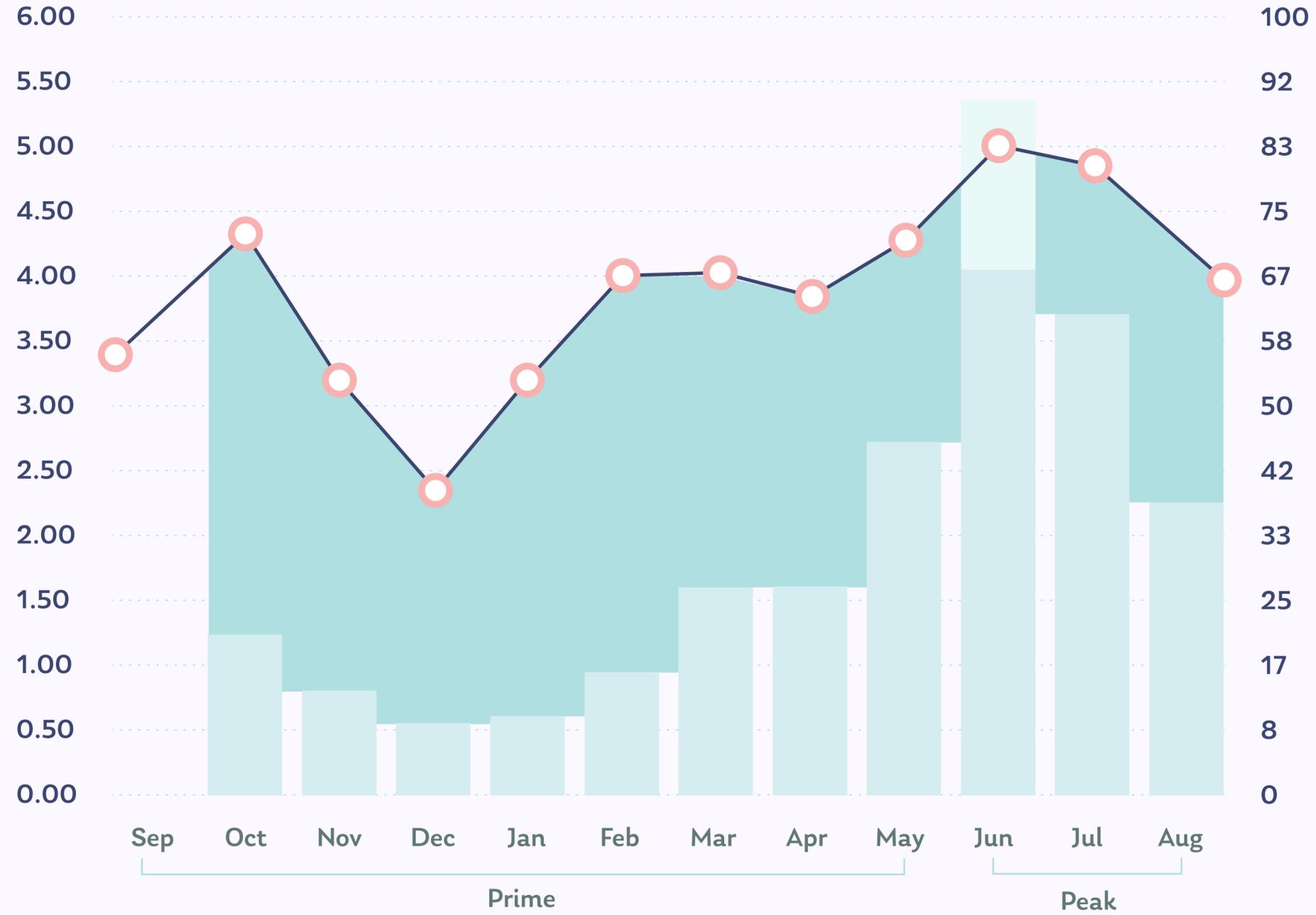


—○— Occupancy (%)

■ TDT Collections (\$ millions)

FY 2019 Month-By-Month TDT Collections vs. Occupancy





○— Occupancy (%)

■ TDT Collections (\$ millions)

time to differentiate.

24% actually visited

43% have no plans to come

56% haven't visited region

A man and a child are kayaking in clear turquoise water. The man is in the foreground, and the child is behind him, holding a paddle. The water is crystal clear, showing a sandy bottom and some underwater plants. The sky is bright blue with some clouds. The overall scene is peaceful and scenic.

**DESTIN
FORT
WALTON
BEACH
FLORIDA**



DESTIN
FORT
WALTON
BEACH
FLORIDA



I wasn't a team sport kid – was always the last to get picked. But I could climb. I could run. When I did that, I never had the feeling I couldn't do something.



mimic controlled freedom

A safe separation from parents





(MODERATOR) WHEN YOU JUMP IN AND GET NERVOUS

remove fear

A large crowd of people is gathered on a wooden boardwalk or pier at sunset. The scene is filled with people of various ages and ethnicities, some looking towards the camera and others looking away. The background shows the ocean with waves and a bright sun low on the horizon, creating a warm, golden glow. The text "millennial myths" is overlaid in the center in a white, sans-serif font.

millennial myths

DESTIN
FORT
WALTON
BEACH
FLORIDA



only one side of the millennial

millennials

IN SURVEY

46% of our total 900N sample

414 participants

63% HHI of \$75,000-\$125,000

37% HHI of \$125,000+

9% over \$200,000

60% have at least one child ages 3-10

32% have at least one child under the age of 3

millennial truth

DESTIN
FORT
WALTON
BEACH
FLORIDA



An underwater photograph of a child swimming in clear, turquoise water. The child is wearing a patterned swimsuit and is captured in a dynamic, forward-leaning swimming posture. Bubbles and light reflections are visible around the child, creating a sense of movement and depth. The overall tone is bright and refreshing.

**over 50% of children
spend less time outdoors
than prison inmates**

DESTIN
FORT
WALTON
BEACH
FLORIDA

intersection



1 believe in getting outside

2 joy, nature, imagination

3 place of initiation

4 kids are the catalyst

our promise:

**we get kids outside on the water
to give their adventurous side
room to grow**



There are summits that can only be reached at sea level.

DESTIN
FORT
WALTON
BEACH
FLORIDA
DestinFWB.com



You can't stand on the sidelines in a place where there are none.

DESTIN
FORT
WALTON
BEACH
FLORIDA
DestinFWB.com



Some achievements never end up on a report card.

DESTIN
FORT
WALTON
BEACH
FLORIDA
DestinFWB.com

Let your kids be their own action figures.

DESTIN
FORT
WALTON
BEACH
FLORIDA
DestinFWB.com

A young child with dark hair is shown from the chest up, looking upwards and to the right. Their hair is blowing in the wind. A large cloud of sand is suspended in the air around the child, creating a soft, hazy atmosphere. The background is a blurred beach scene with waves and a sandy shore.

Enroll your kids in disorganized sports.

DESTIN
FORT
WALTON
BEACH
FLORIDA
DestinFWB.com

G&G Kids



Sydney Leroux and Parents Magazine



Enroll your kids in disorganized sports.



**DESTIN
FORT
WALTON
BEACH
FLORIDA**
@destinfwb
Okaloosa County, FL
Okaloosa County Tourism Alliance

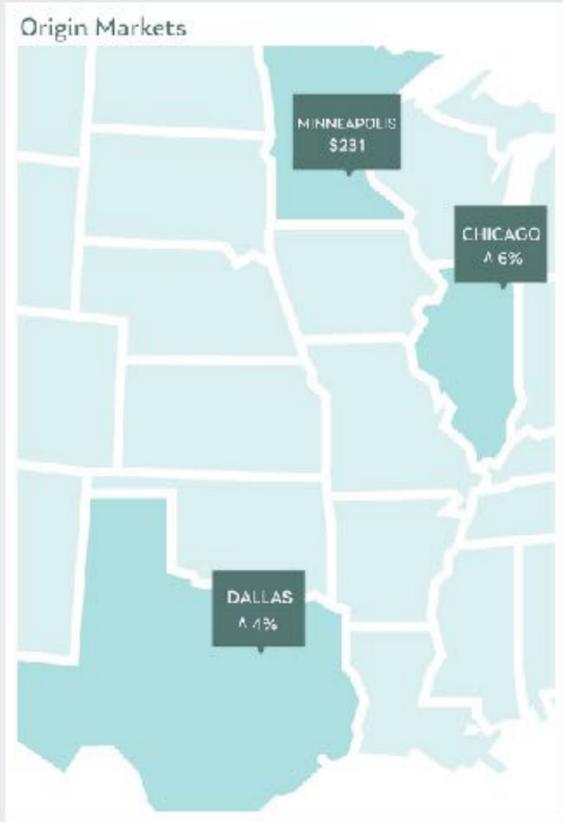
20 UPDATES | 13 STORIES | 1 LIVE

8:1
ROAI

6%+
Average Spend

4.8M
Incremental Revenue

7.8K
Jobs Created



Spring Vacation Study

5 Responses | 2 Clips | 3 Playlists | 5 Projected Docs

"This sport was easier than I thought. I initially stayed to take pictures but had to join up after about 10 minutes. I couldn't be a spectator any longer. I was hesitant but able to stand up on my 1st attempt. My kids loved it and think we need to invest in paddleboards. We will definitely be looking for half day/full day rentals during our next vacation."



Insights & Reports

Spiking Health Problems in US Millennials

Nov 6, 2019
Bloomberg

(BOY) SO WE HAVE A LOT OF FUN OUT THERE ...



2019 Primary Studies

Title	Type	Description	Count	Live Date
Deepsher Resident Survey	Quantitative	Perception and local sentiment	634	8/13/2019
Deepsher Consumer Survey	Quantitative	Value proposition	900	5/24/2019
Deepsher Consumer Benchmark	Quantitative	Baseline brand perception and intent to travel	497	1/1/19
Deepsher Consumer Vacation Sarcener	N/A	Lodging Partner Recruit	57	5/13/2019
Video Insights Stakeholder Roundtables	Qualitative	Brand promise	10	3/7/2019
Video Insights Stakeholder IDI	Qualitative	Brand promise	50	3/13/19
Revelation Stakeholder Follow-Up	Quantitative	Brand promise	4	3/18/19
Revelation Vacation Study (Spring)	Qualitative	Triggers, benefits, barriers to local adventures	4	5/20/19
Revelation Vacation Study (Fall)	Qualitative	Triggers, benefits, barriers to local adventures	6	10/21/19
InterVia Profile/Prospect IDI	Qualitative	Expectations vs. Experience	10	7/2019

Average
Spend

4.8M

Incremental
Revenue

- 5 Responses
- 2 Clips
- 3 Playlists
- 5 Projected Docs

"This sport was easier than I thought. I initially stayed on the sidelines taking pictures but had to join up after about 10 minutes, I couldn't be a spectator any longer. I was hesitant but able to get on my 1st attempt. My kids loved it and think we should invest in paddleboards. We will definitely be looking at day/full day rentals during our next vacation."



5.7M
Average Spend

4.8M
Incremental Revenue

7.8K
Jobs Created

Spring Vacation Study

- 5 Responses
- 2 Clips
- 3 Playlists
- 5 Projected Docs

"This sport was easier than I thought. I initially stayed to take pictures but had to join up after about 10 minutes, I couldn't be a spectator any longer. I was hesitant but able to stand up on my 1st attempt. My kids loved it and think we need to invest in paddleboards. We will definitely be looking for half day/full day rentals during our next vacation."



Insights
Spiking
Probl
US M
Nov 6, 20
Bloomber



DESTIN
FORT
WALTON
BEACH
FLORIDA

@destinfb

Okaloosa County, FL
Okaloosa County Tourism Alliance

20

UPDATES

13

STUDIES

1

LIVE

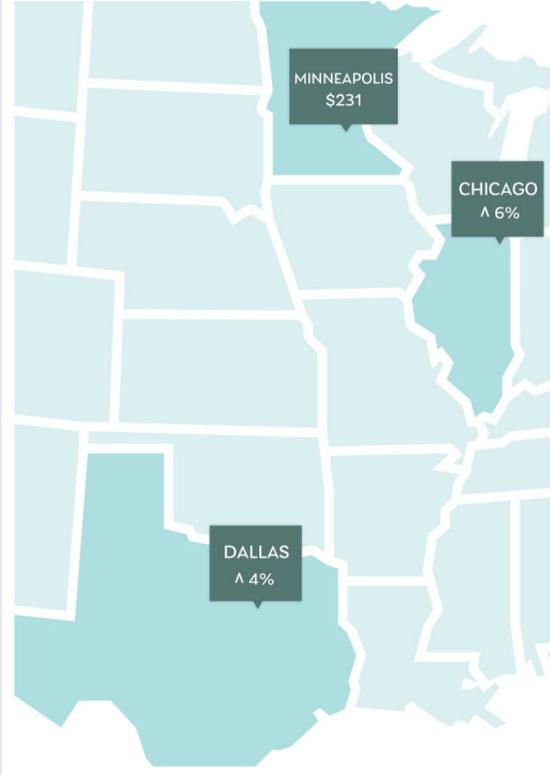
8:1
ROAI

6%+
Average
Spend

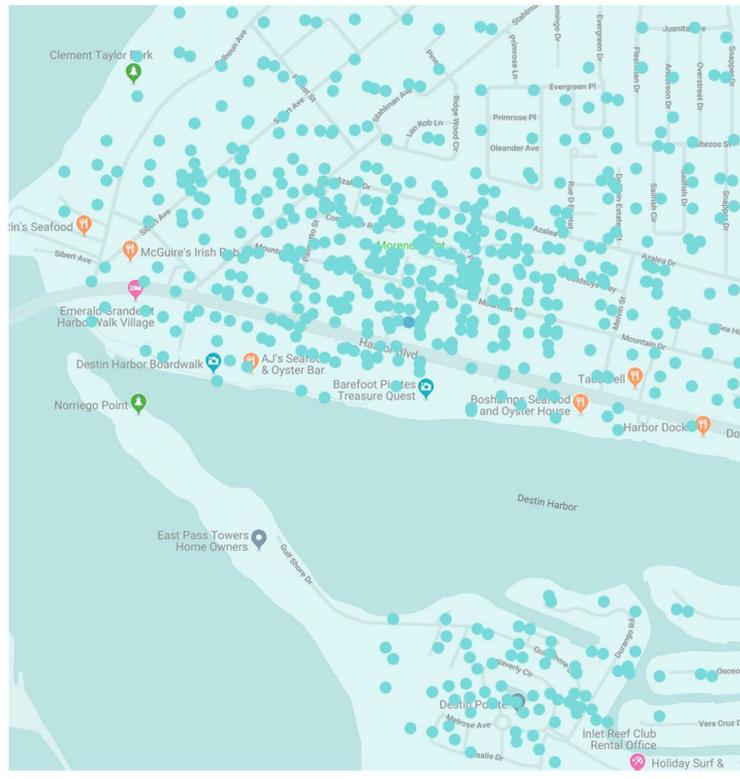
4.8M
Incremental
Revenue

7.8K
Jobs Created

Origin Markets



Arrivals



Value Gap



Tourism Sentiment



Spring Vacation Study

- 5 Responses
- 2 Clips
- 3 Playlists
- 5 Projected Docs

"This sport was easier than I thought. I initially stayed to take pictures but had to join up after about 10 minutes, I couldn't be a spectator any longer. I was hesitant but able to stand up on my 1st attempt. My kids loved it and think we need to invest in paddleboards. We will definitely be looking for half day/full day rentals during our next vacation."



Insights & Reports

Spiking Health Problems in US Millennials

Nov 6, 2019
Bloomberg



[BOY] SO WE HAVE A LOT OF FUN OUT THERE ...

2019 Primary Studies

Title	Type	Description	Count	Live Date
Decipher Resident Survey	Quantitative	Perception and local sentiment	634	8/13/2019
Decipher Consumer Survey	Quantitative	Value proposition	900	5/24/2019
Decipher Consumer Benchmark	Quantitative	Baseline brand perception and intent to travel	427	LIVE
Decipher Consumer Vacation Screener	N/A	Lodging Partner Recruit	57	5/13/2019
Video Insights Stakeholder Roundtables	Qualitative	Brand promise	10	3/7/2019
Video Insights Stakeholder IDI	Qualitative	Brand promise	50	3/12/19
Revelation Stakeholder Follow-Up	Qualitative	Brand promise	4	3/18/19
Revelation Vacation Study (Spring)	Qualitative	Triggers, benefits, barriers to local adventures	4	5/20/19
Revelation Vacation Study (Fall)	Qualitative	Triggers, benefits, barriers to local adventures	0	10/21/19
InterVu Prime/Prospect IDI	Qualitative	Expectations vs. Experience	18	7/2019

An underwater photograph showing clear, turquoise water. Several bubbles are visible, some near the surface and others further down. A diver's fin is partially visible in the upper right corner. The overall scene is serene and captures the beauty of the underwater environment.

**DESTIN
FORT
WALTON
BEACH**
FLORIDA

A child is captured mid-jump, suspended in the air above the ocean. The child's legs are bent, and their feet are pointing downwards. The water below is a vibrant turquoise color with gentle ripples. The sky is a clear, bright blue, dotted with soft, white clouds. In the distance, a white sandy beach with some greenery is visible on the right side of the frame.

destination stewardship

DESTIN
FORT
WALTON
BEACH
FLORIDA

mission

Make time spent here,
whether visiting, living or
working, more valuable to all.



program components

1 Destination Promotion

2 Product Development

3 Community Outreach
and Engagement

4 Placemaking



A photograph of two young boys playing in the ocean. The boy on the left is running through the shallow water, while the boy on the right is standing with his arms raised, splashing water. The water is splashing high into the air, creating a large cloud of white droplets. The sky is blue with light clouds, and the ocean is a clear turquoise color.

**DESTIN
FORT
WALTON
BEACH**
FLORIDA