

BEACH OPERATIONS

\$3.9 MILLION

IN DESTINATION IMPROVEMENTS

MAINTENANCE + CLEANUP

- **20 MILES OF BEACH**
- **42 MILES OF MULTI-USE PATHS**
- **10 REGIONAL BEACH ACCESS POINTS**
Complete with parking, restrooms and lifeguard stations
- **47 NEIGHBORHOOD BEACH ACCESS POINTS**
- **11 BAY & LAKE ACCESS POINTS**

Garbage Collection

Beach maintenance crews removed 1,083 tons of garbage from approximately 736 garbage collection stations on the beach and bay in 2022. That's the equivalent of 108,396 individual bags of trash! An additional 26,538 Leave No Trace items were also removed from South Walton beaches. These items often include beach chairs, umbrellas, towels and other beach gear.

**WALTON
COUNTY**
TOURISM

BEACH OPERATIONS

2022-2023 BOARD OF COUNTY COMMISSIONERS

Danny Glidewell, Chairman, District 2 Commissioner
William "Boots" McCormick, Vice Chair, District 1 Commissioner
Vacant, District 3 Commissioner
Donna Johns, District 4 Commissioner
Tony Anderson, District 5 Commissioner

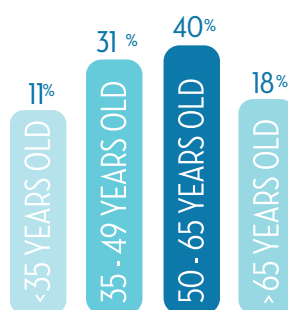
COMMUNITY SUPPORT

SWFD BEACH LIFEGUARD PROGRAM
TURTLE NEST MONITORING
VOLUNTEER BEACH AMBASSADORS
INTERNATIONAL COASTAL CLEANUP
CULTURAL ARTS ALLIANCE OF WALTON COUNTY (CAA)
LOCAL EVENTS & FESTIVALS
SOUTH WALTON ARTIFICIAL REEF ASSOCIATION (SWARA)
STATE PARKS PARKING PROGRAM

VISITSOUTHWALTON.COM

A map of the United States divided into four color-coded regions: West (dark blue), Midwest (medium blue), Northeast (light blue), and Southeast (yellow). Dotted lines connect each region to a small circular icon on the map. The text 'Where South Walton Visitors COME FROM' is centered over the West region. The percentages for each region are: West 5%, Midwest 18%, Northeast 3%, and Southeast 67%.

Region	Percentage
West	5%
Midwest	18%
Northeast	3%
Southeast	67%



Income Level	Percentage
<\$50K-99K	22%
\$100K-199K	40%
\$200K-299K	15%
\$300K+	23%



AVERAGE LENGTH OF STAY WAS
5.6 NIGHTS



EVERY DAY A NEW DISCOVERY

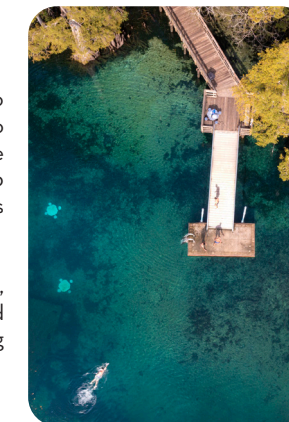


WALTON
COUNTY
TOURISM

— 2022 — TOURISM UPDATE



From our beach operations team to our marketing, communications, sales and visitor center staff, we look forward to working with the community to keep our destination strong as we share the authentic Walton County story.



The Value of WALTON COUNTY VISITATION

 **47,000**
Walton County jobs supported by tourism

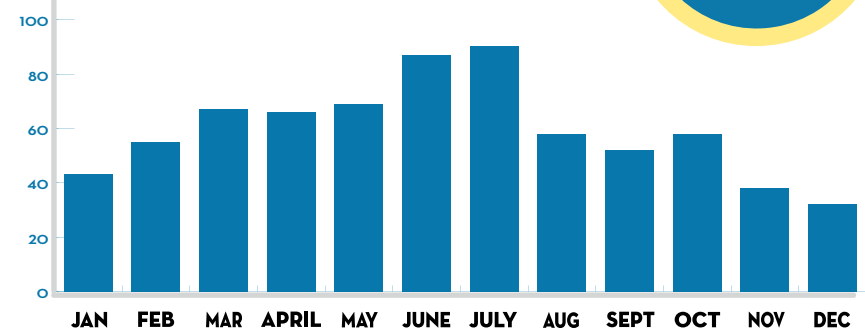
VISITORS SPEND \$889 EVERY DAY OF THEIR TRIP

5.3 MILLION VISITORS SPEND \$4.8 BILLION

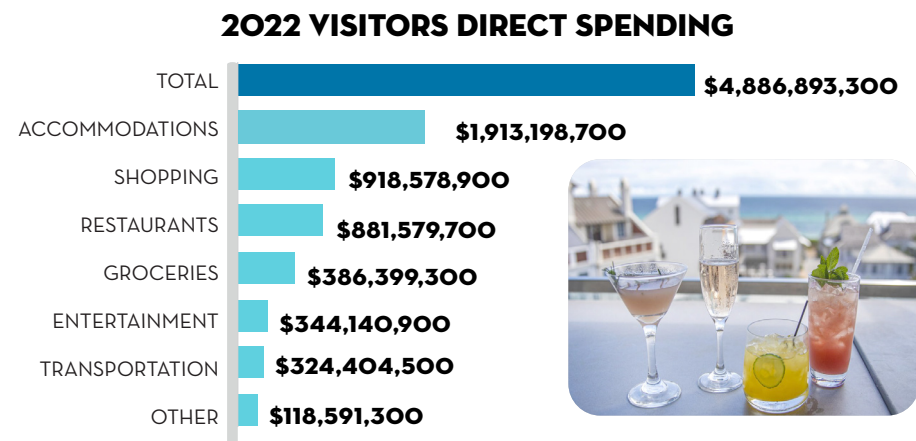
\$7.2 BILLION
TOTAL ECONOMIC IMPACT

 VISITORS SAVE **Walton County**
HOUSEHOLDS AN AVERAGE OF
\$2,109 IN TAXES

2022
VISITATION TRENDS



Visitors Account for
76%
of all retail spending
in Walton County



FUNDED *by* TOURISM

The Tourist Development Tax is paid only by visitors staying in short-term rentals, such as hotels, condos and beach houses.

While the State of Florida has strict rules governing how those funds can be spent, many of the activities and amenities they support - such as bike trails, public beach accesses, lifeguards, and special events - enhance the lives of residents as well as visitors.

TOTAL 2022
TDT COLLECTIONS

\$261,000
NORTH OF THE BAY

\$62 MILLION
SOUTH WALTON



SHORT-TERM VISITORS FUND
the *Tourism Department* through a
TOURIST DEVELOPMENT TAX

5% BED TAX IN SOUTH WALTON **2% BED TAX** NORTH OF THE BAY

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 = **\$490**
on tourism marketing in visitor spending



SALES & VISITOR SERVICES

17,712 PEOPLE EXPLORED OUR
VISITOR CENTER IN 2022

18 MEETING TRADE SHOWS reaching 500 meeting planners

5 MEETING PLANNER EVENTS reaching 120 planners

6 MEETING PLANNER SPONSORSHIPS reaching 800 planners

PR + COMMUNICATIONS

Public Relations efforts result in Walton County's inclusion in media outlets such as: **Travel + Leisure**, **Wall Street Journal**, **Fodor's Travel**, **AFAR**, **Condé Nast Traveler**, and many more!



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

Check our online **South Walton Expert Guide** for tons of helpful info
visitsouthwalton.com/southwaltonexpert

BEACH OPERATIONS

Regional Beach Access Updates and Expected Opening Dates

• **Scenic Gulf Drive RBA:** Located at 907 Scenic Gulf Drive, this is the second regional beach access in Miramar Beach. Opened Oct. 2022!

• **Seagrove Beach RBA:** In the permitting stage. Construction expected to start in late Fall 2023.

• **Walton Dunes RBA:** This new RBA will be located on Beachfront Trail in Santa Rosa Beach. It will have parking, restrooms and an ADA accessible boardwalk. Design/permitting efforts are underway!

Neighborhood Beach Access Renovations

The Walton County Tourism Department has been hard at work renovating and sometimes replacing entire neighborhood beach accesses, with the goal of keeping them in good condition and making upgrades before the integrity or appearance degrades from wear and tear.

South Walton Fire District

The Beach Safety Division, which is funded by the Walton County Tourism Department, had a budget of about \$2.5 million in 2022. In total, 55 beach safety staff were employed during 2022, the majority of whom worked to keep beaches safe during the busy spring and summer months. SWFD lifeguards performed 147 water rescues and responded to more than 400 medical calls in 2022, despite relatively calm surf conditions compared to years past. This demand for emergency services means beach safety is growing even more important in our coastal community. The SWFD Beach Safety program also enjoyed tremendous success in its 2022 Junior Lifeguard Program, enrolling a record number of participants for a summer of fun, education, and lifeguarding experience.



Parking Projects

393 Parking Project: This capital improvement project will have restroom facilities and approximately 90 parking spaces, including dedicated parking for ADA, LSV* and bicycles. Construction expected to be advertised Summer 2023!

Miramar Beach Municipal Parking Project: A 4.5-acre parcel in Miramar Beach will be used for a beach-related municipal parking project. Property development will be included in overall design/permit efforts for the Driftwood Road/Ellis Road corridor. In conceptual design phase.

Grayton Beach Parking Project: Located on County Hwy 283, design/permit efforts are underway. When finished, this parking area will include more than 185+ parking spaces, restrooms, landscaping, and site lighting. Dedicated parking will be available for ADA, RV, LSV* and bicycles. Final design/permitting stage with construction is expected to be completed by Summer 2024.

Driftwood Road Municipal Parking Project: A one-acre parcel located at 76 Driftwood Road in Miramar Beach. Plans include more than 67 parking spaces with dedicated parking for ADA, LSV*, bicycles, a public transit stop, electric vehicle charging stations and a restroom facility. Design and permitting phase expected to be completed by early Summer 2024.

Eastern Lake Parking Municipal Parking Facility: Once completed, this .5-acre parcel will contain 15 standard parking spaces to include dedicated ADA parking, 18 spaces for low-speed vehicles and bicycle racks. Opening anticipated for Fall 2023.

Other Projects

Grayton Beach Community Center: Located at the junction of Hotz Ave. and DeFuniak St. in Grayton Beach, this 1,600 sq. ft. building will house a local information station, restrooms, showers, observation deck, boardwalks to the beach and access to the South Walton Beach Tram. Construction expected to finish Summer 2024!

Camp Creek Lake Canoe/Kayak Launch: Located off Camp Creek Road South and North of Hwy. 30A. Plans include limited parking, landscaping, an ADA accessible pier with canoe/kayak launch and stormwater systems. Construction expected to begin Fall 2023.

Cessna Landing Park Improvements: Plans include improvements to two piers and two picnic pavilions, hardscape, landscape, site utilities, site grading/drainage and stormwater systems. Work expected to begin Fall 2023.

Kellogg Nature Center: Proposed community/nature center will be a 1,600 sq. ft. assembly-style building for nature observation and community gatherings. Park will include community center, nature trails, bayside park, canoe/kayak launch and other public park amenities. Construction expected to start Fall 2023!

* LSV (Low Speed Vehicle)