

2024 ANNUAL MEETING

February 8, 2024



**DESTIN
FORT
WALTON
BEACH**
FLORIDA



WELCOME



COME TOGETHER

2023 IMPACT

2023

impact



Number of Visitors

2019 - 7.3 million

2020 - 6.0 million

2021 - 8.3 million

2022 - 7.9 million

2023 - 7.8 million



Visitor spend locally

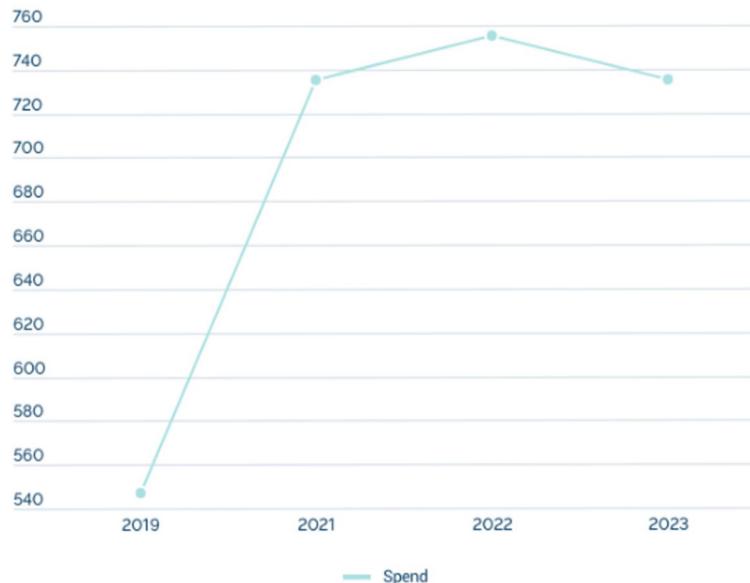
2019 - \$574 million

2021 - \$735 million

2022 - \$755 million

2023 - \$734 million

Visitor spend (million)



TOURISM WORKS FOR YOU!

6 of the top 10 taxpayers in Okaloosa County were in the tourism industry.

An estimated **56%** of the annual sales tax is collected during the tourist season.

\$734 million in Direct Spend in our community.

\$259 in visitor spend is attributed to every \$1 spent on advertising & marketing.

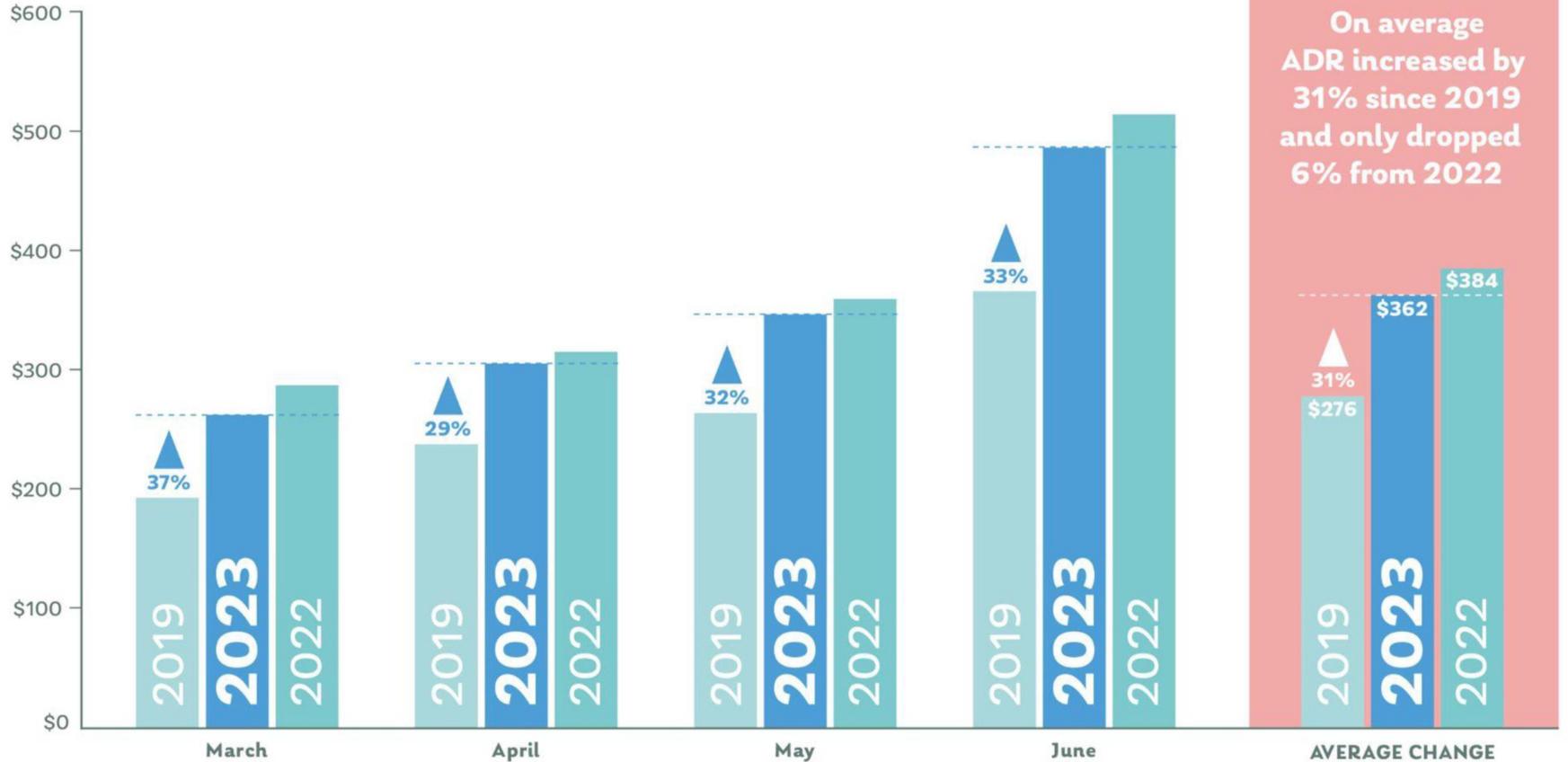


COUNTY-WIDE TOURISM NUMBER OF UNITS/BREAKDOWN

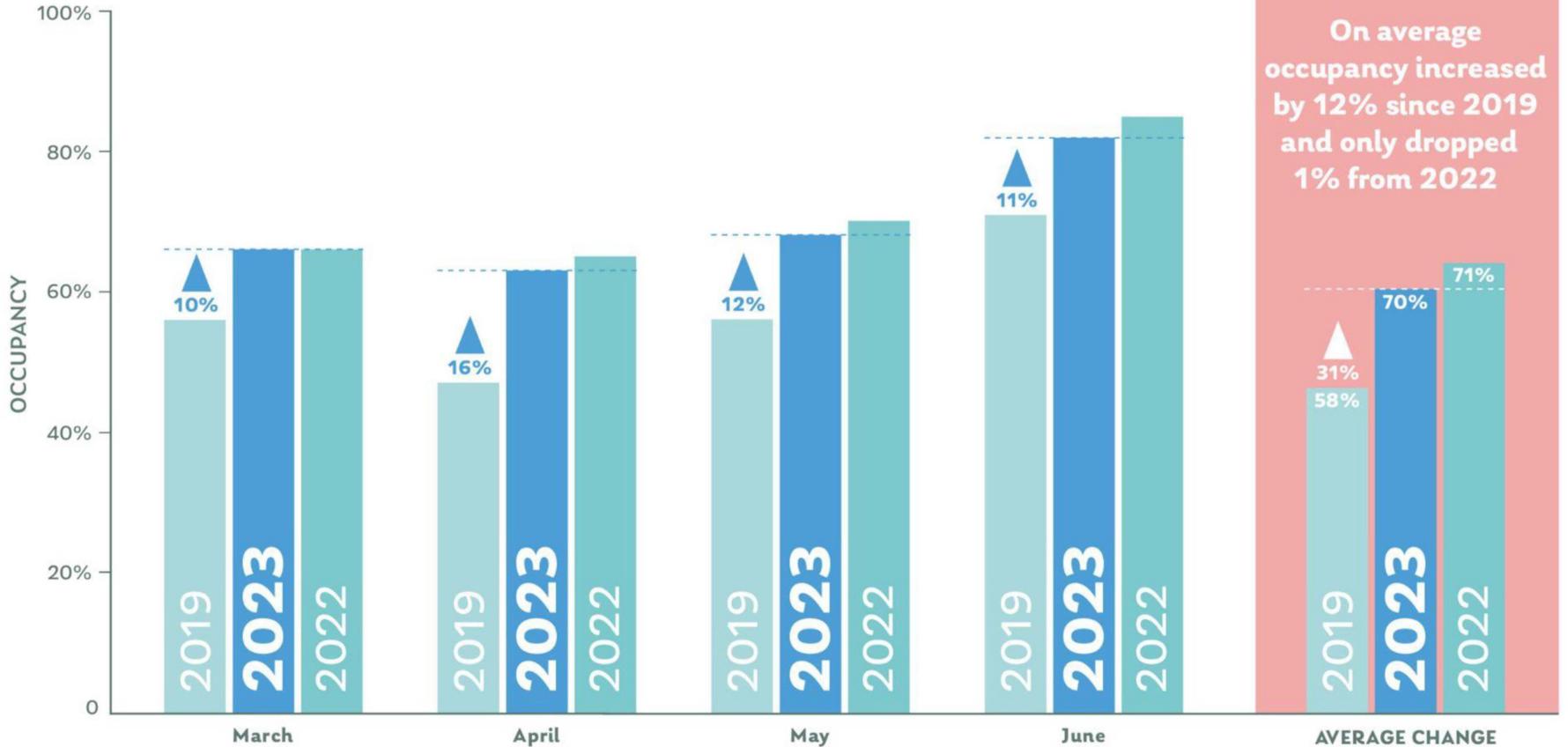
15,497 total units

	Subdistrict	Expansion
Condo	7,381	17
Hotel/Motel	4,559	1,841
Vacation Rental	1,388	241
Other	40	30
Total	13,368	2,129

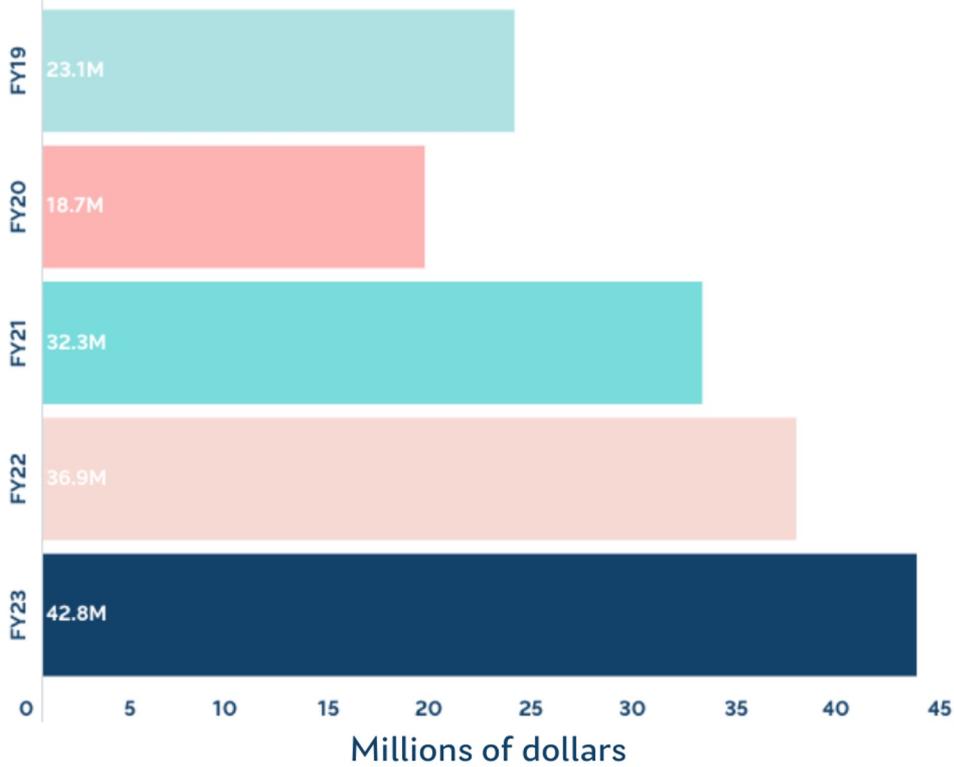
Short-Term Rental ADR



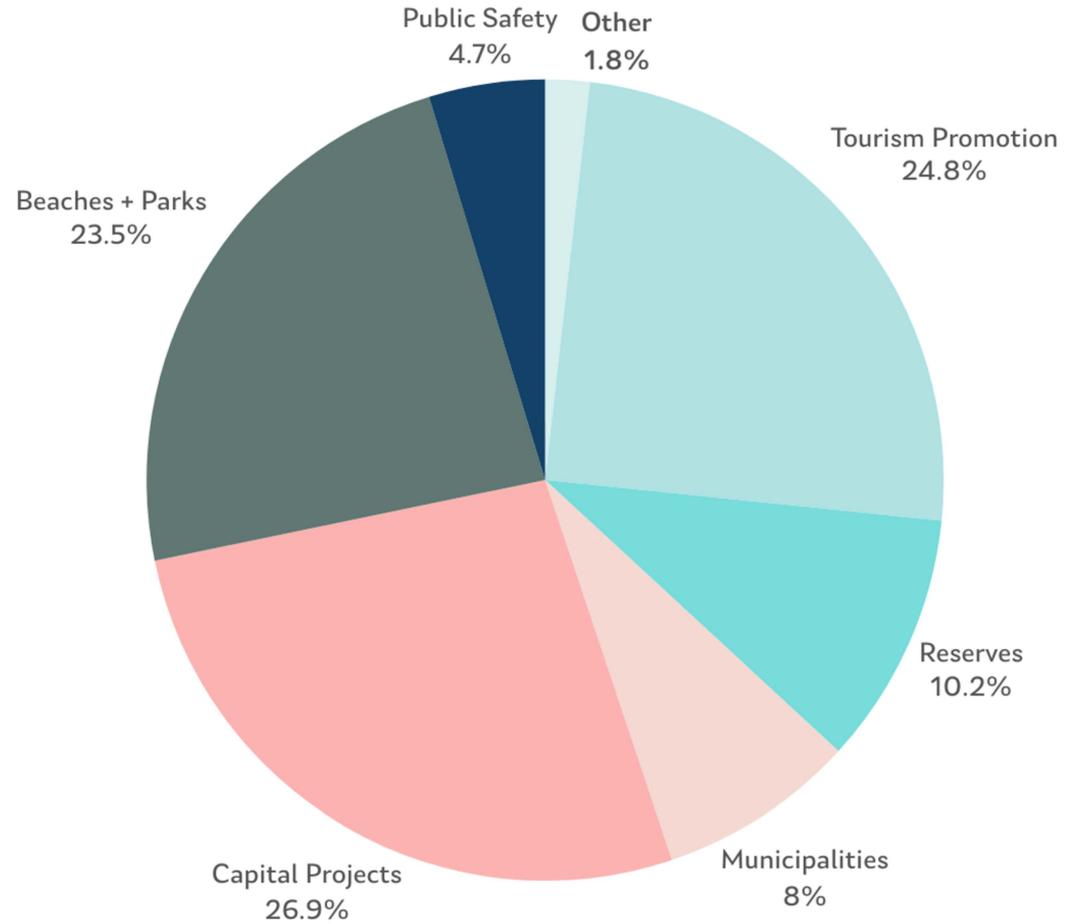
Short-Term Rental Occupancy



Tourism Tax Revenue

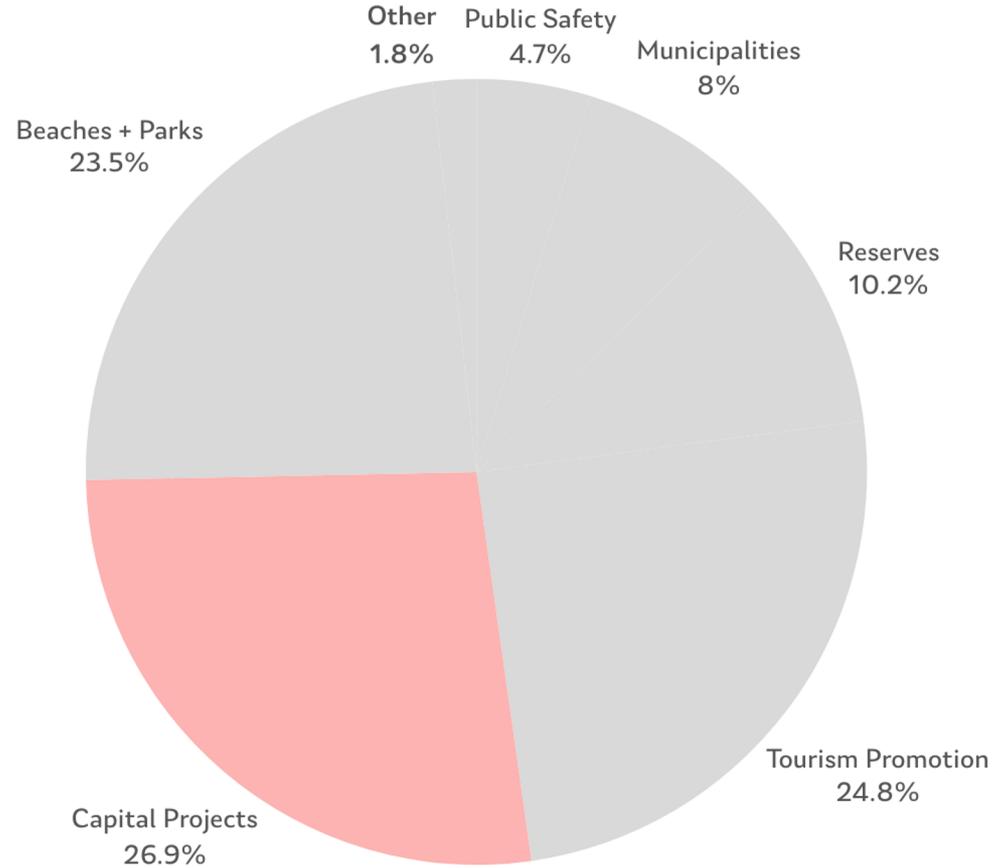


REINVESTING TO RECREATE

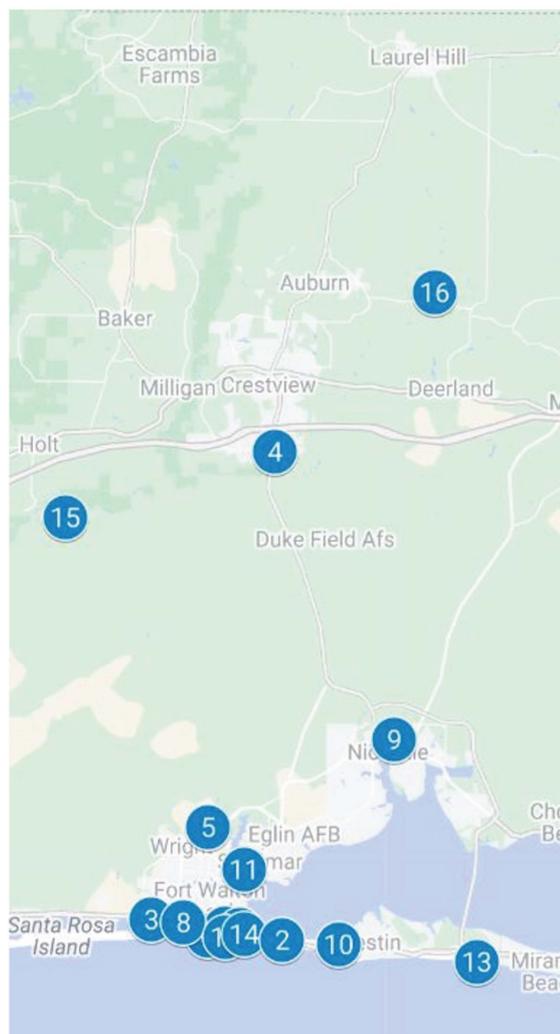


REINVESTING TO RECREATE

CAPITAL PROJECTS



1	Beach Access improvements
2	Bridge to Bridge Pedestrian Path
3	Christobal Landing
4	Crestview Welcome + Adventure Center
5	Fairgrounds
6	FWB Landing Amphitheater
7	Living Shoreline at Marler Park
8	Liza Jackson Boat Ramp
9	Meigs Inclusive Park
10	Recreation Beach @ Destin Bridge
11	Shalimar Waterfront Park
12	SRB Road Improvement
13	Tarpon and Crystal Shores Beach Access
14	Women Veteran Monuments
15	Yellow River Gap
16	412 Acres



**DESTIN
FORT
WALTON
BEACH
FLORIDA**

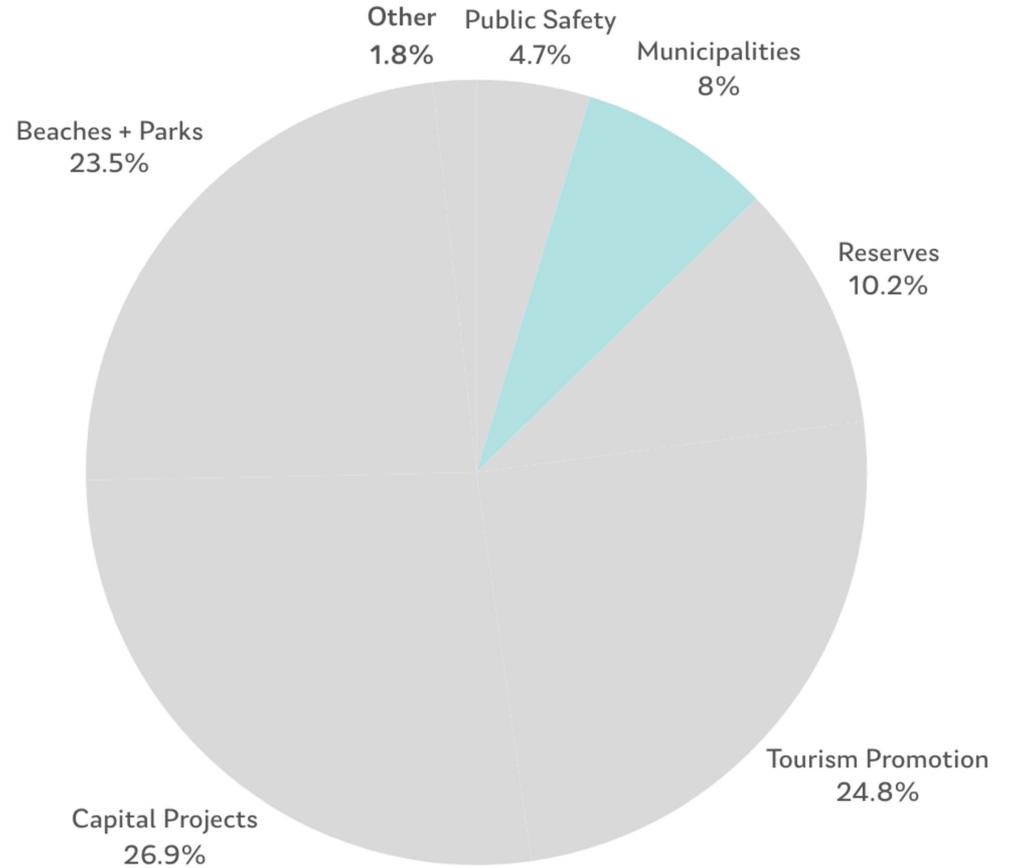


A wide-angle photograph of a beach at sunset. The sky is filled with warm, golden light, and the sun is low on the horizon. In the foreground, a white surfboard with a blue stripe is lying on the sand. A lei made of white flowers is draped over the surfboard. The beach is wide and sandy, with some tracks visible. In the distance, a line of buildings is visible along the coast.

COMMUNITY ACHIEVEMENT

Florida Trail

MUNICIPALITIES



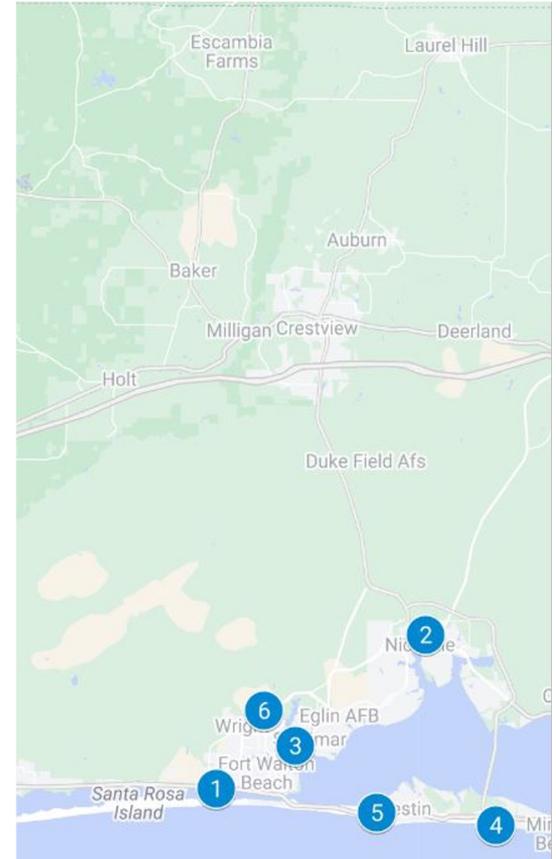
MUNICIPALITIES

~~Municipalities~~

	FY 2022	FY 2023	SPEND TO DATE
CINCO BAYOU	\$70,123	\$92,417	\$0
CRESTVIEW	\$403,205	\$531,399	\$14,500
DESTIN	\$1,700,472	\$1,491,115	\$864,077
FORT WALTON BEACH	\$631,103	\$831,754	\$7,197
LAUREL HILL	\$35,061	\$46,209	\$0
MARY ESTHER	\$175,306	\$231,043	\$340,127
NICEVILLE	\$350,613	\$462,086	\$0
SHALIMAR	\$52,592	\$69,313	\$71,422
VALPARAISO	\$87,653	\$115,521	\$0
	\$3,506,128	\$3,870,857	\$1,297,323

2024 TDD Partner Capital Projects

1	Cristobal Landing-City of Mary Esther
2	Meigs Inclusive Park -City of Niceville
3	Shalimar Waterfront Park- City of Shalimar
4	Tarpon and Crystal Shores Beach Access-City of Destin
5	Recreation Beach Area-City of Destin, Eglin
6	Fairgrounds- City of Fort Walton Beach



TOURISM PROJECTS BEYOND THE BEACH



\$3M - Cristobal Waterfront Park Development - 50% County

\$3M - Shalimar Waterfront Park Development - 83% County

\$1M - Yellow River Footbridge Design/Permitting - 100% County

\$2M - North County Land Purchase - 100% County

COMMUNITY ACHIEVEMENT

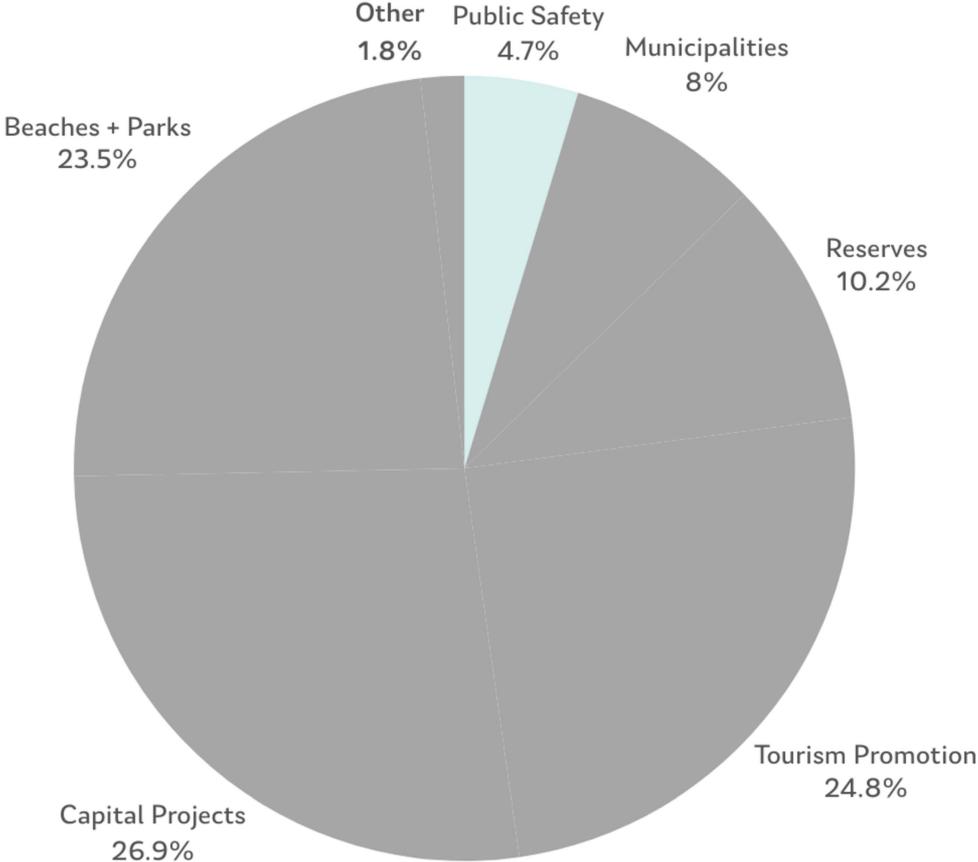
Municipalities



Cristobal Landing - City of Mary Esther



PUBLIC SAFETY



Beach Census



Rescues

FY19 - 191
FY20 - 205
FY21 - 161
FY22 - 250
FY23 - 179

BEACH 44144

Sign-ups

FY22 - 12,942

FY23 - 45,342

Messages

FY22 - 1,116,719

FY23 - 2,458,139



COMMUNITY ACHIEVEMENT

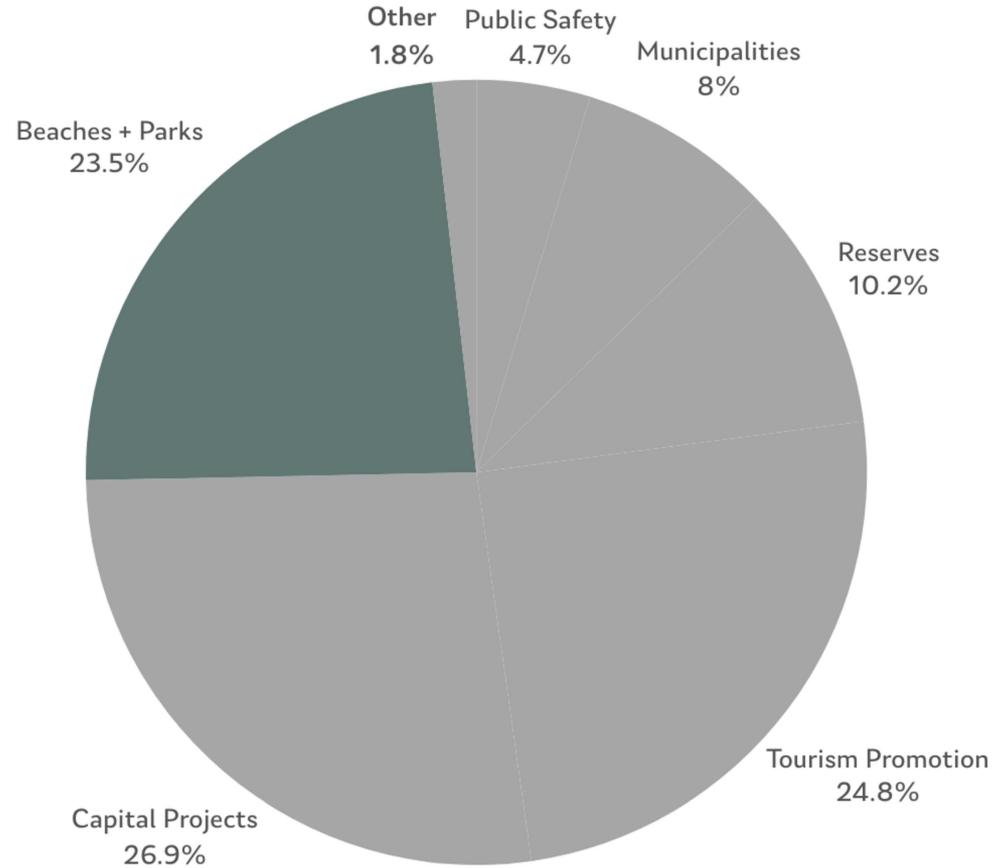
Public Safety



Beach Safety



BEACHES + PARKS





Beach Trash Removal (in tons)

FY 2019 - 975,920

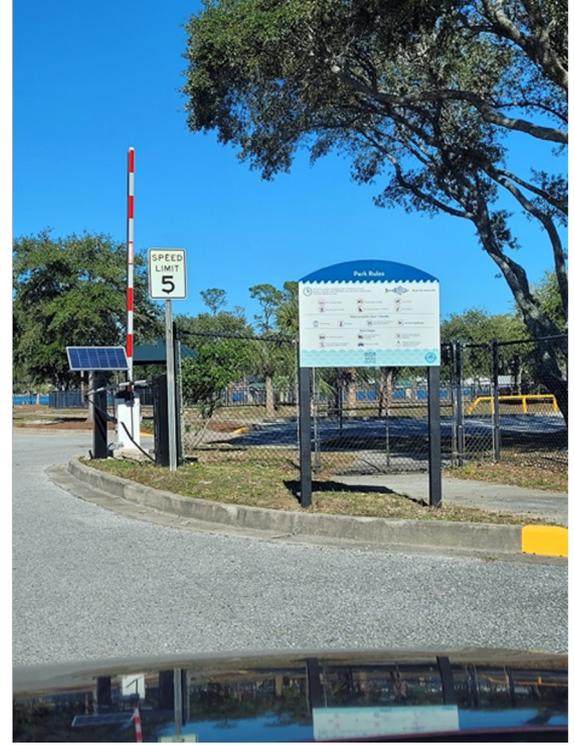
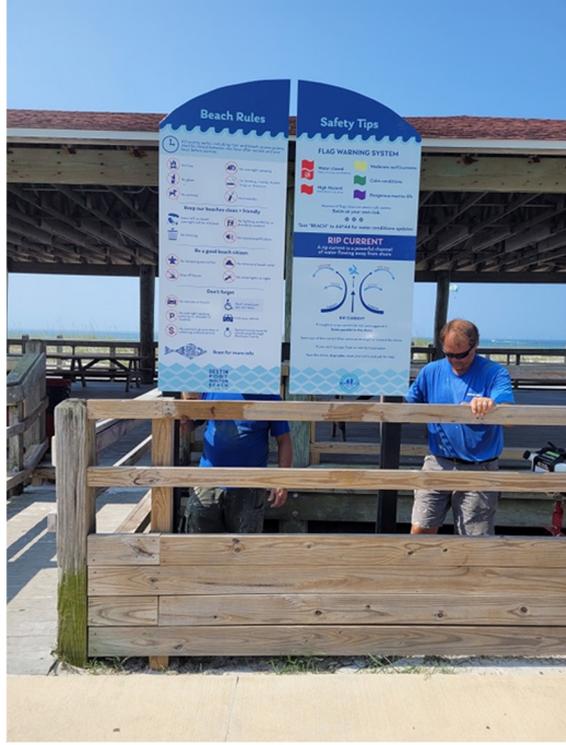
FY 2020 - 880,540

FY 2021 - 1,113,880

FY 2022 - 1,854,020

FY 2023 - 2,088,100

Beach and Park Safety Signs



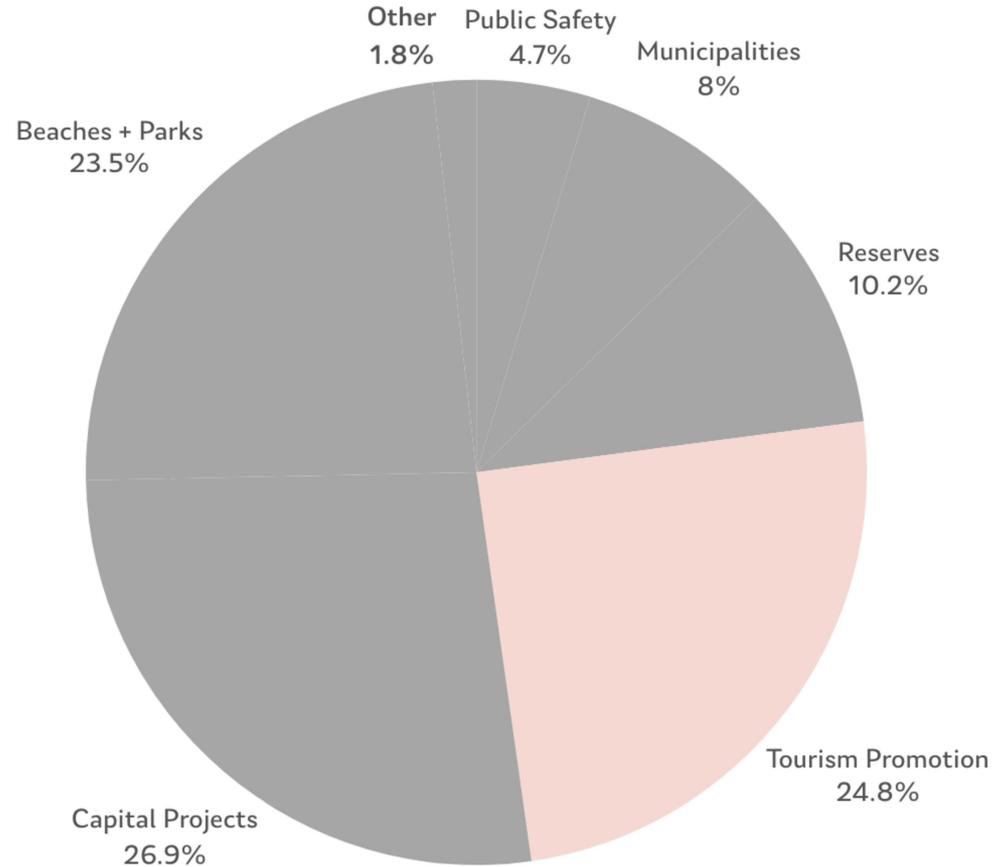


COMMUNITY ACHIEVEMENT

Waterway Signage



TOURISM PROMOTION



Tourism Promotion

Marketing and Operations

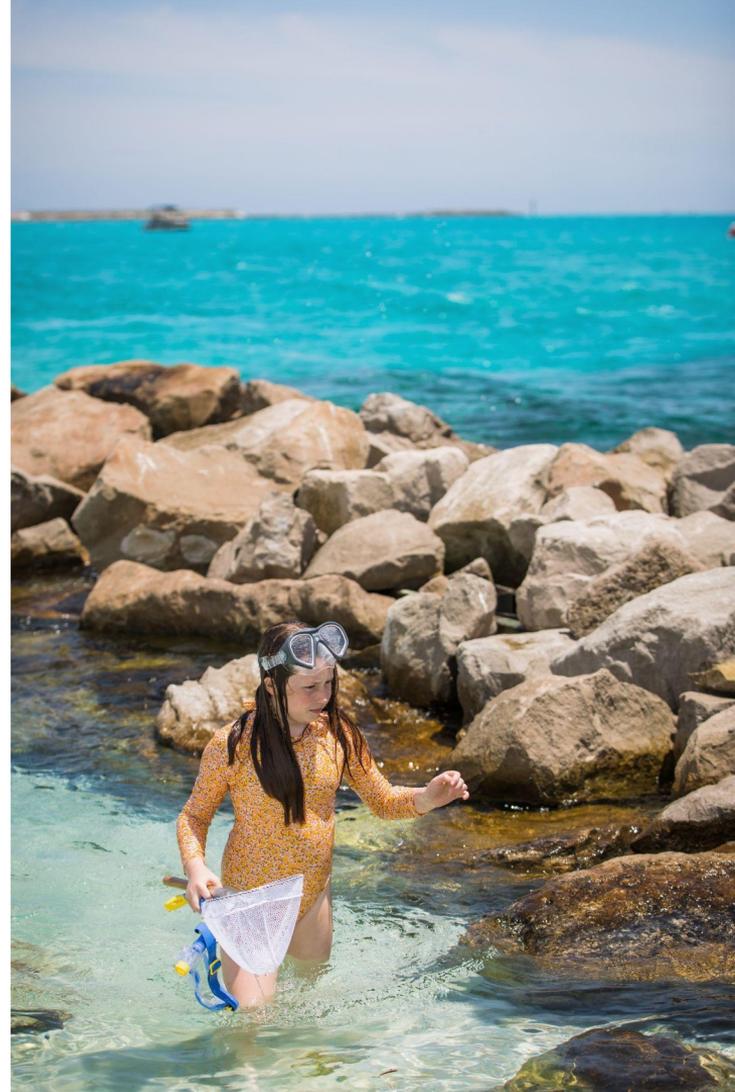
Visitor Information Services

Coastal Resources

Convention Center Services

Destination Stewardship

Film Commission





60%

Arrival Lift: Those who saw promotions were more likely to visit

82%

Of those surveyed agree or strongly agree that "A Little Adventure helps my children discover new things and builds self-confidence."

58% surveyed had an improved opinion.

80% more likely to try something new.

The 8.58 out of 10 "travel enrichment" score.

More likely to take two trips. One in summer and one in spring or fall.



Media Coverage

TRAVEL+
LEISURE

TRIP IDEAS

DESTINATIONS

WORLD'S BEST

TIPS + PLANNING

CRUISES

ABOUT US



These Florida Beach Towns Have Locals on Call to Give You Live Travel Tips

The Destin-Fort Walton Beach tourism board has launched a "Mom Chat" to provide visitors with expert local advice.

By [Michael Cappetta](#) | Published on April 14, 2023



PHOTO: WANDERDRONE/GETTY IMAGES

Destin, Florida: A Top Pick for the Best Summer Family Vacation

June 1, 2023



As summer approaches, families nationwide are beginning to consider the perfect place for their cherished holiday getaway. Today, we spotlight [Destin, Florida](#), a dazzling gem along the Emerald Coast, renowned for its picturesque white-sand beaches, crystal-clear emerald waters, and sunny skies. The [Destin-Fort Walton Beach](#) community has increased its efforts to offer plentiful opportunities for families to immerse themselves in the enchanting coastal lifestyle.

A notable property contributing to Destin's allure is the [Henderson Beach Resort](#), where luxury marries Southern charm, creating an idyllic space for families to unwind, reconnect, and shape lasting memories. The resort's family-friendly amenities, such as a kids club room offering day-long activities and a delightful family-oriented pool area, ensure both children and adults alike have an unforgettable vacation experience.

STORIES SHOWS COMMUNITY

FOOD52

Search for anything

Food Entertaining Living Videos

Join Now Join The Table to earn rewards. Already a member? [Log In.](#)

SUSTAINABILITY

Lionfish Are Harming Our Oceans—Here's One (Delicious) Way to Fight Them

Meet the marine biologist who's turning this invasive species into a delicacy.

by SHAYNA CONDE | August 9, 2023 | 0 Comments

Destin-Fort Walton Beach, Florida continues conservation efforts

By [Kanchan Nath](#) | On Jun 21, 2023
TD Editor

Share



2023 Influencer Recap

20+ Partners
Highlighted

442K Video
Views

+1.4M Social
Media
Impressions

93 Image
Assets

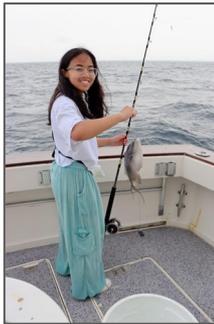
6
Influencer
Collaborations

277 Pieces
of Social
Media
Content

59K Social
Media
Engagements

1 Piece of
Long-Form
Content

4 Core
Markets
Reached +
National



What People Are Seeing?

What we know: Social shifted the target family's opinion of Destin-Fort Walton Beach from neutral to positive.

2022 Goal: Optimize to make each platform helpful to our millennial moms.

Opportunity: Become more assertive and make each platform more purposeful to our younger moms

Understand what young mom's want and give it to them

How to achieve our goal:

- Create a specific channel plan for each platform that clearly defines who we are speaking to and how we are helping them
- Explore new platforms to better connect with our younger millennial moms
- Better connect with our followers and increase two-way communication
- Explore giving moms ownership on our platforms so

An underwater photograph showing a person's bare foot resting on the dorsal fin of a shark. The water is clear and greenish-blue, with sunlight filtering through from above, creating bright spots and ripples on the surface. The shark is swimming horizontally across the frame.

COMMUNITY ACHIEVEMENT

Winter Campaign



Tourism Promotion

Marketing and Operations

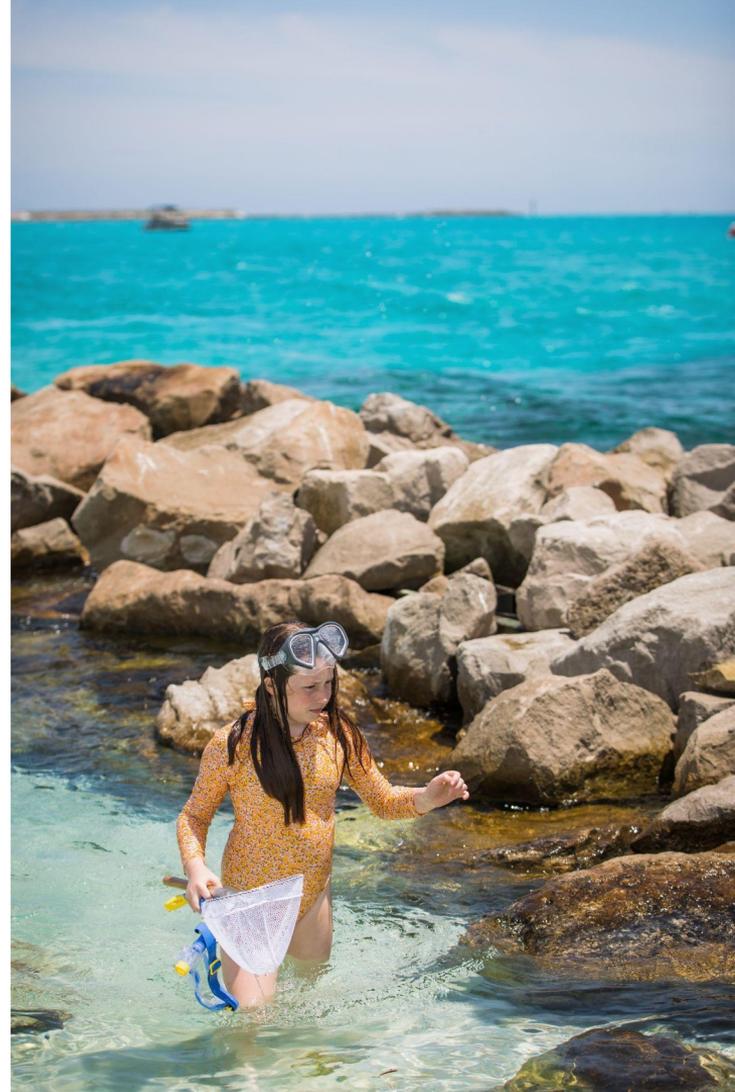
Visitor Information Services

Coastal Resources

Convention Center Services

Destination Stewardship

Film Commission



A person is swimming underwater in clear, turquoise water. The person is wearing a white long-sleeved shirt and a bright green life vest. Their arms are extended forward, and they are looking towards the camera with a slight smile. The water is very clear, and the person's shadow is cast onto the sandy bottom. The overall scene is bright and serene.

VISITOR INFORMATION SERVICES

WELCOME CENTER DATA

18,561

Visitor Interactions

Welcome Center - 10,330

Airport - 8,231

49

States

+ District of Columbia

18 Countries

Australia

Belarus

Belgium

Canada

Columbia

Czech Republic

Denmark

England

France

Germany

Grand Cayman

Islands

Honduras

Italy

South Korea

Switzerland

Taiwan

Wales

Zimbabwe



DFWB OPTION



SCALE



REFERENCES



- 3D words in crystal clear teal with raised navy letters that are backlit.
- 3D Seafoam teal lines
- Shiny navy base with 3D brushed metal descriptor

Crestview Welcome + Adventure Center



CRESTVIEW OPTION



SCALE

REFERENCES



- 3D words in crystal clear teal with raised navy letters that are backlit.
- 3D Seafoam teal lines
- Shiny navy base with 3D brushed metal descriptor



COMMUNITY ACHIEVEMENT

Partnerships + Local Events





Tourism Promotion

Marketing and Operations

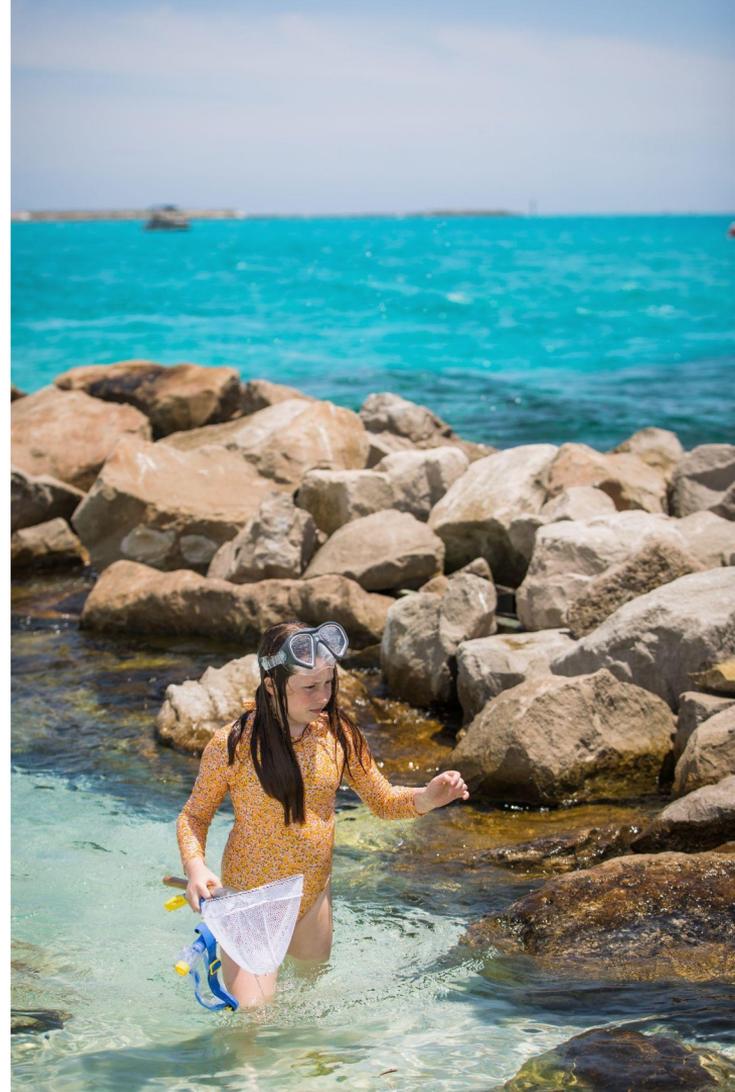
Visitor Information Services

Coastal Resources

Convention Center Services

Destination Stewardship

Film Commission



An underwater scene featuring a vibrant coral reef. In the center, a lionfish with its characteristic red and white stripes and long, venomous spines is prominently displayed. The reef is teeming with various other fish, including several large, silver-colored fish swimming in the background. The water is clear and blue, and the overall scene is rich with marine life.

COASTAL RESOURCES

**27,941
lionfish
removed**

**10
vessels**

**5000
flashlights**

**139
survey
hours**

**5000+
reached at
trade shows**

**88
artificial
reefs**

**59
sea turtle
nests**

**47
devil rays
tagged**

**10,000
redfish
released**

**\$1.2 million
grant funds**

**1,500lbs
of trash**

**11
whale
sharks**

**1,600ft
of sand**

Coastal Resources Media

PBS NOVA - Ocean Invaders	100M viewers/month
Outdoor Channel - Feral	1M viewers/month
New Yorker - Killing Invasive Species	1.2M viewers/month
Food and Travel Magazine - Eat em to Beat em	81K viewers/month
Spearing Magazine	5K viewers/month



A landscape photograph of an estuary. The foreground shows calm, slightly rippled water. A small, light-colored sandy bank or spit extends into the water from the left. The middle ground is dominated by a dense line of green trees and shrubs, including several tall, thin pine trees. To the right, there is a cluster of taller, more tangled vegetation, possibly reeds or grasses, with a piece of weathered wood or a stump protruding from the water. The sky is filled with heavy, grey, overcast clouds, creating a somber and atmospheric mood.

CHOCTAWHATCHEE BAY ESTUARY PROGRAM

An underwater photograph showing a school of small fish swimming in clear, greenish water. In the background, a sea turtle is visible, swimming towards the right. The water surface is visible at the top, with ripples and light reflections.

COMMUNITY ACHIEVEMENT

Sea Turtles





Tourism Promotion

Marketing and Operations

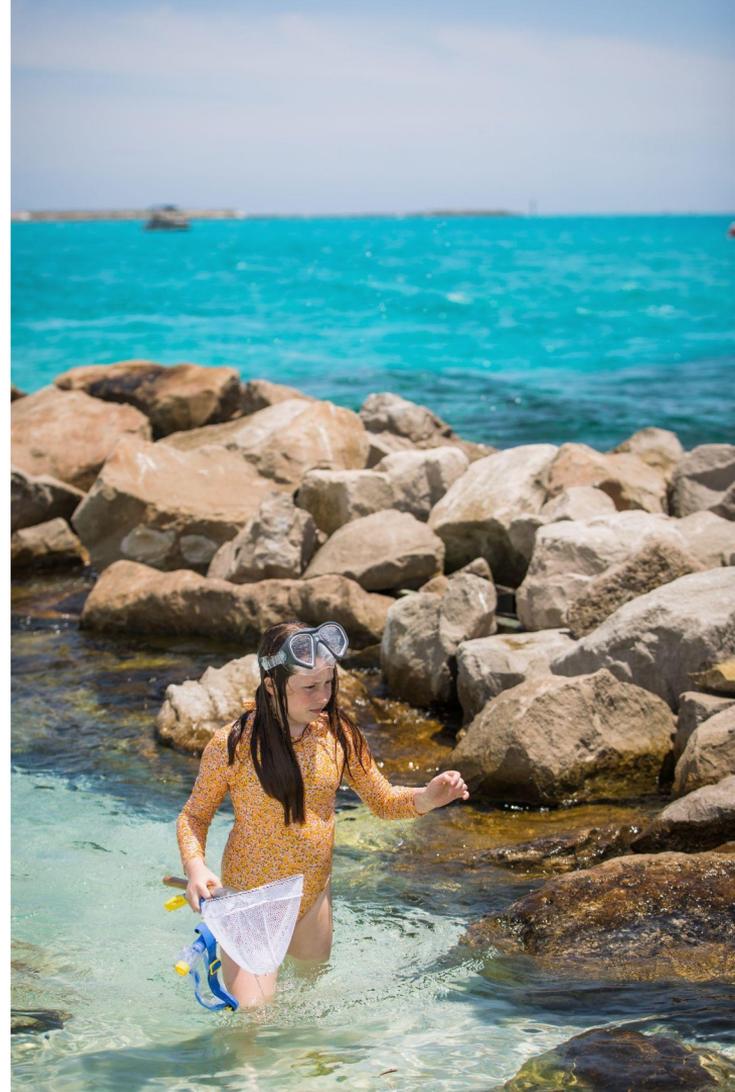
Visitor Information Services

Coastal Resources

Convention Center Services

Destination Stewardship

Film Commission



**Business/group
visitors spend
50% more than
transients.**

Dana Young, *Visit Florida*



A group of people are seated at a long table in a restaurant or event space, clapping. The table is set with plates of food, glasses, and decorative items. The background is dimly lit with blue tones and string lights. The text "GROUP + EVENT BUSINESS" is overlaid in white, bold, sans-serif font at the top center.

GROUP + EVENT BUSINESS

Convention Center

Lodging Partners

Fairgrounds

Sports

**DESTIN
FORT
WALTON
BEACH
FLORIDA**

CONVENTION CENTER



ECONOMIC IMPACT

4.6M

Annual direct
spending

6.6M

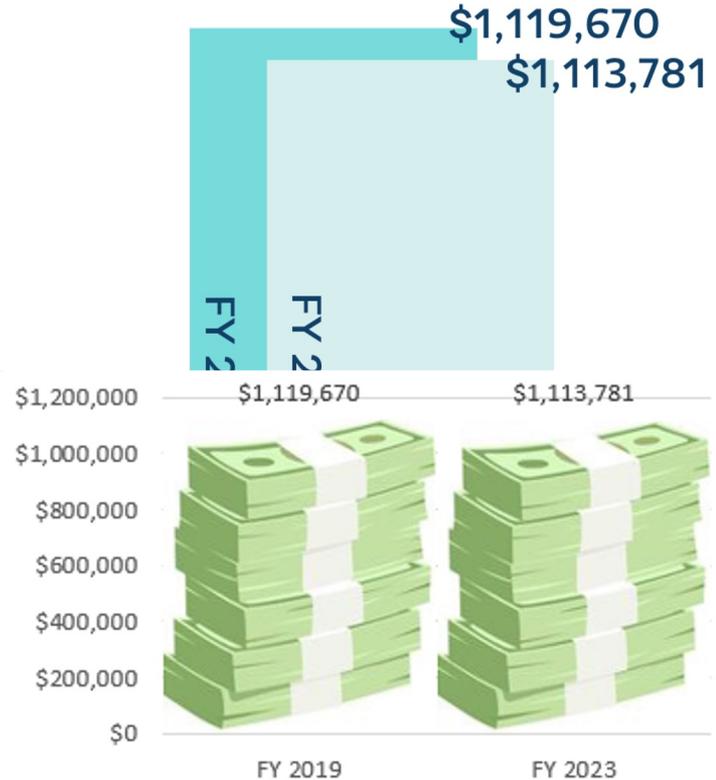
Annual total
output

145K

Annual sales +
lodging tax
revenues

1.9M

Annual earnings
(~60 jobs)



LODGING PARTNERS

% of Group business

Henderson
Resort
30%

The Island
Resort
22-24%

Hilton
Garden Inn
18%

Holiday Inn
22%

An aerial photograph of a fairgrounds complex. The image shows several large, long buildings with grey metal roofs. A paved road curves through the site, with various vehicles including cars, trucks, and trailers parked in designated areas. To the left, there is a large, flat, sandy area. The word "FAIRGROUNDS" is overlaid in large, white, sans-serif capital letters across the center of the image.

FAIRGROUNDS

SPORTS

BEACH BASH

3,900 attendees
4,225 Room Nights
\$4,507,162

FC DALLAS

1,895 attendees
2,016 Room Nights
\$1,837,434

ATHLETIC CHAMPIONSHIP

2,975 attendees
1,650 Room Nights
\$3,951,057

EMERALD COAST CLASSIC

3,216 attendees
8,576 Room Nights
\$6,298,942

A wide-angle photograph of a beach at sunset. The sky is filled with vibrant orange, yellow, and red clouds, with the sun low on the horizon. In the foreground, a sandy dune with tall grasses and a wooden post-and-rail fence runs along the left side. In the distance, a city skyline is visible on the horizon. The overall mood is serene and inspiring.

COMMUNITY ACHIEVEMENT

Public Art



Gnarly Harley Lionfish Mural

ART+CULTURE

ART+CULTURE

Giant 15-foot lionfish mural comes to life on Destin-Fort Walton Beach Convention Center

A larger-than-life lionfish is coming to life on the side of the Destin-Fort Walton Beach Convention Center, thanks to the work of local artist Harley Van Hying.

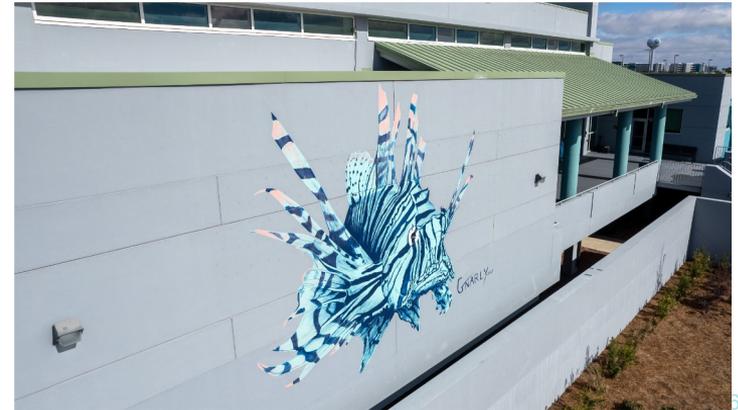
JARED WILLIAMS

January 16, 2024 5:12 am No Comments



Artist Harley Van Hying standing in front of his lionfish mural on the side of the Destin-Fort Walton Beach Convention Center

get the coast



CREDIT: Quinton Good

Tourism Promotion

Marketing and Operations

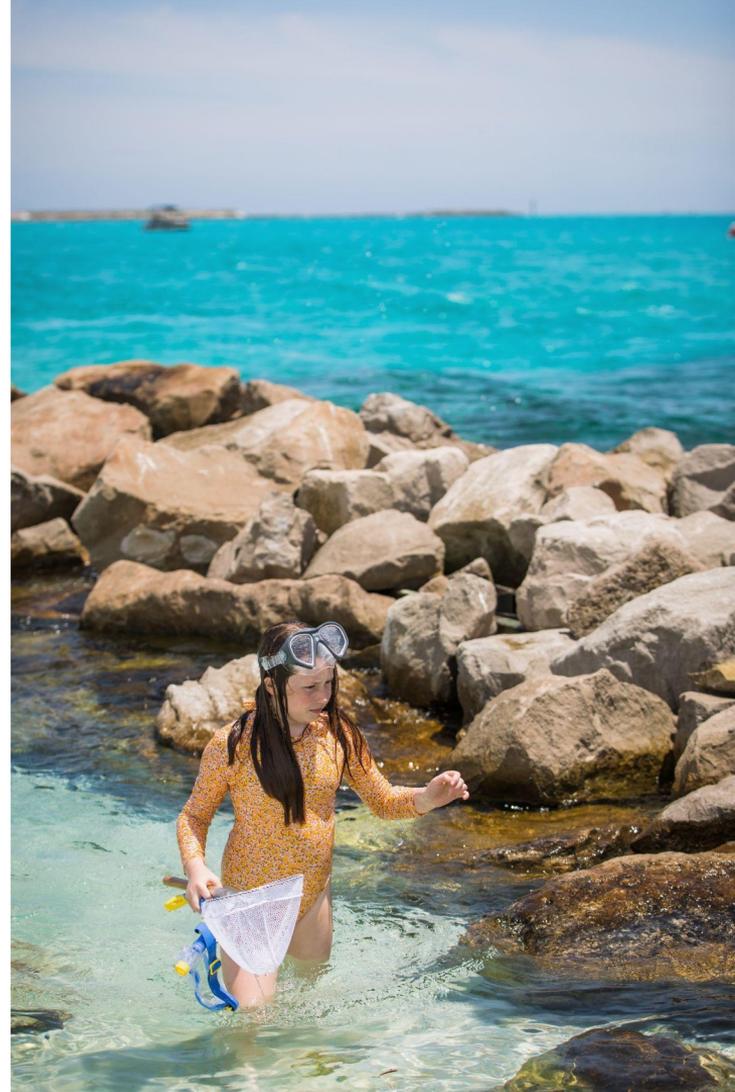
Visitor Information Services

Coastal Resources

Convention Center Services

Destination Stewardship

Film Commission





Destination Stewardship

DESTIN
FORT
WALTON
BEACH
FLORIDA

At a Glance

4-YEAR GROWTH

1 Four NEW products
Research and Development mindset

2 10 Packs to 30 Little Adventures
Application of insights

3 5 to 50 Scouts
Welcoming and Friendly

4 20,000+ people engaging
Scout conversations, classes, packs

5 40 small businesses
Lowering the barrier for Mom



2023 Classes



GET ONBOARD



PINFISH PATROL



SEE CREATURES



SURF'S UP



CAST AWAY



CAST + CONSERVE



SNORKEL SQUAD



SURF'S UP TEEN

By the Numbers

YOY GROWTH

- 1 500 classes on the books**
381 executed; 112 canceled; 30% cancel rate
2022: 71 executed
- 2 2,395 kids took a class**
2022: 264 kids
- 3 Introduced 4 new classes**
2023: 8 class types, 9 small businesses
2022: 4 class types, 5 small businesses
- 4 12 locations utilized**
2022: 2 stationary locations
- 5 4 operational outposts including van**
2022: 1.5 stationary outposts



COMMUNITY ACHIEVEMENT

Scouts



Tourism Promotion

Marketing and Operations

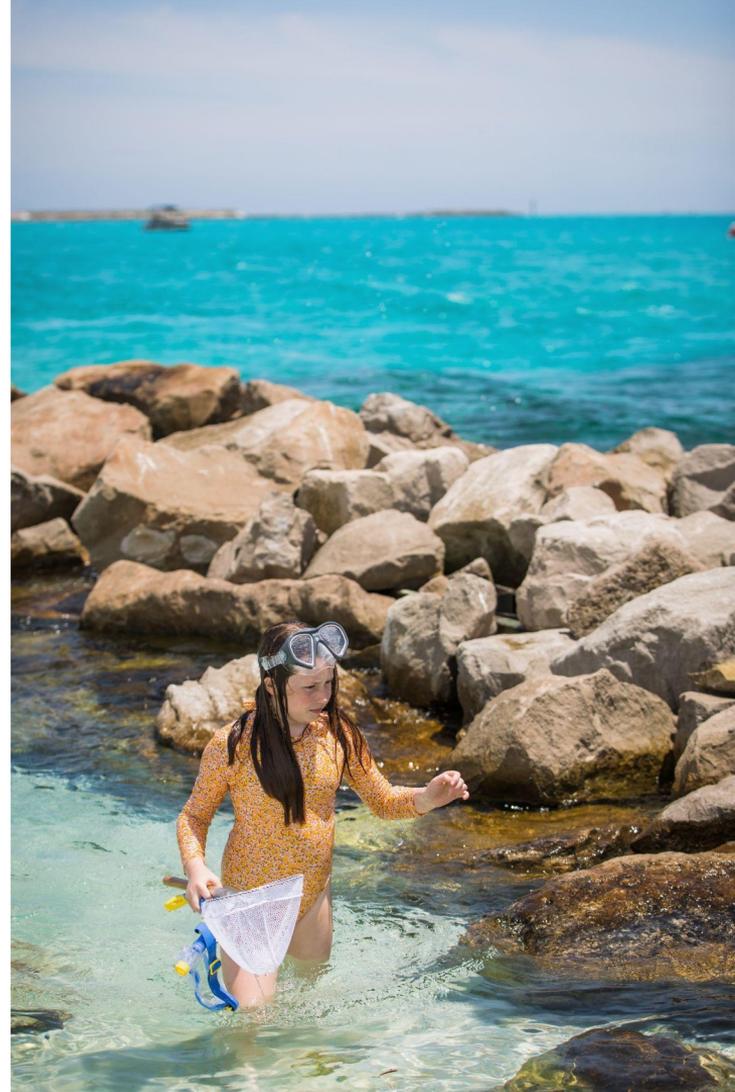
Visitor Information Services

Coastal Resources

Convention Center Services

Destination Stewardship

Film Commission



A close-up, high-angle shot of a dolphin swimming in clear, bright blue water. The dolphin's head is above the surface, and its mouth is wide open, showing its pink tongue and teeth. The water is rippled with sunlight, creating a shimmering effect. The dolphin's body extends into the water below the surface.

FILM COMMISSION

FILM COMMISSION

OF PRODUCTIONS

2019 - 317

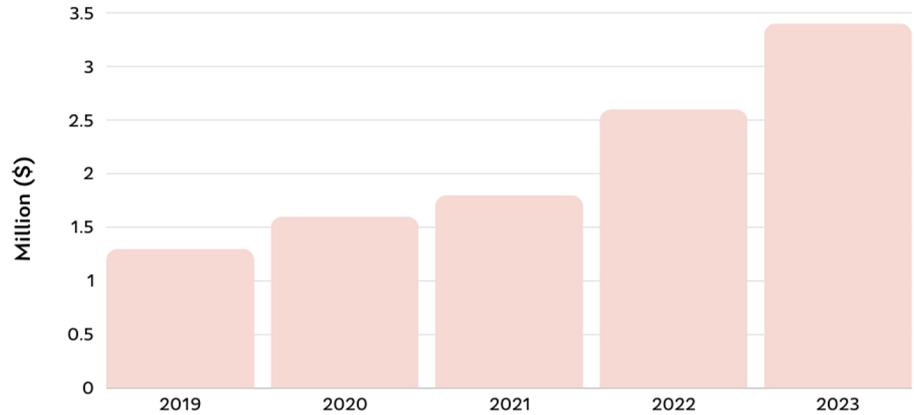
2020 - 152

2021 - 178

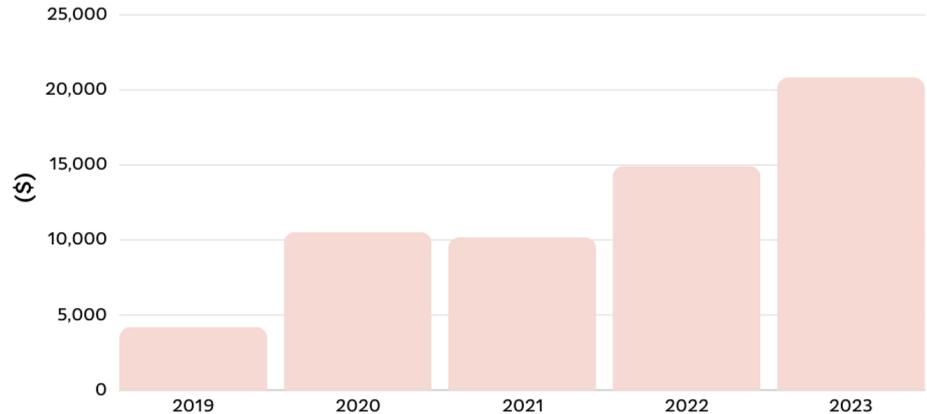
2022 - 176

2023 - 165

PRODUCTION SPEND



AVG. SPEND PER PRODUCTION



2023 Film Productions

United States Air Force Commercial and United States Air Force Research Labs

Country Artist Casey Kearney Music Videos

HGTV TV Series House Hunters 3 episodes

HGTV TV Series Zillow Gone Wild

Amazon Prime Series The College Tour

Social Influencer TimTheTatman for Pepsi

Norvo Nordisk commercial and video shoot



Partner Collaboration



A diver in full scuba gear is swimming horizontally through a vast, dense school of small fish. The water is a deep teal color, and bubbles from the diver's breathing apparatus are visible above their head. The diver's hands are clasped together in front of them. The overall scene is serene and emphasizes the connection between human activity and the natural world.

COMMUNITY ACHIEVEMENT

Citizen Science



2024 Strategic Marketing Plan



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





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

**DESTIN
FORT
WALTON
BEACH
FLORIDA**



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

Our Families

KIDS AGE 3-10

“MILLENNIAL” PARENTS

NEW EXPERIENCES SLOW TIME
DOWN

ADVENTURES ARE A CHALLENGE

SELF CONFIDENCE IS PRICELESS





2024 Trends



Global Trends

IMPLICATIONS FOR 2024



**HIGH ENERGY COSTS AND
COST OF LIVING**



WEATHER VOLATILITY



ELECTION YEAR

Travel Trends

IMPLICATIONS FOR 2024



TRAVEL IS A RIGHT



MORE COMPARISON
SHOPPING



KIDS INFLUENCE
DECISION

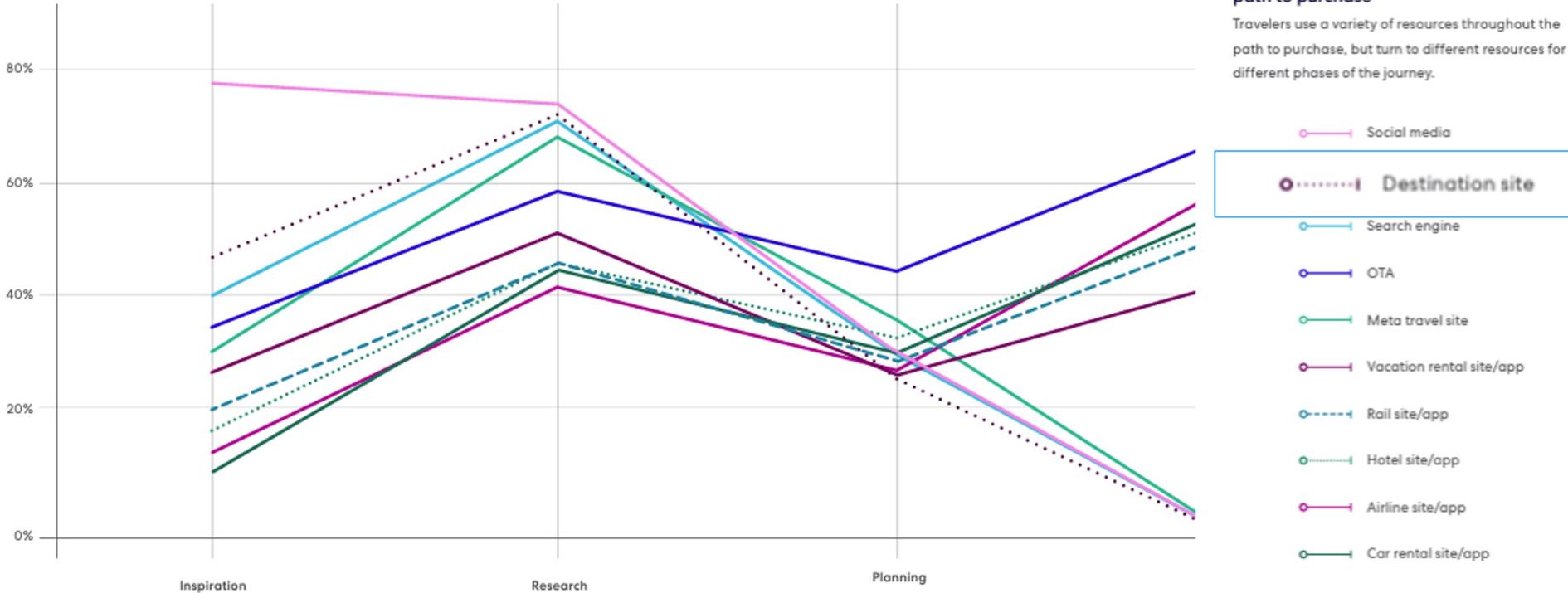
FY23 Learnings

Travelers visit an average of 38 websites before booking



Resources used throughout the travel path to purchase

Travelers use a variety of resources throughout the path to purchase, but turn to different resources for different phases of the journey.



Consumer trip research

Online resources



A wide-angle photograph of a beach at sunset. The sky is a mix of orange, yellow, and blue, with some clouds. The ocean is dark blue, and the waves are gently washing onto the sandy beach. In the distance, three people are visible in the water, silhouetted against the bright sky.

Strategy

Create **interest** and help more families **commit** to Destin-Fort Walton Beach during their **inspiration and research phase**.

Drive more **quality volume** by remarketing to “intenders”, testing new markets and promoting new products.

An underwater photograph showing a school of small, silvery fish swimming in clear, turquoise water. The water surface is visible at the top, with ripples and light reflections. The bottom of the frame shows a sandy seabed with some coral or rock formations.

2024 Paid Media

DESTIN
FORT
WALTON
BEACH
FLORIDA

A scenic photograph of a beach at sunset. The sky is a mix of orange, yellow, and blue, with a few clouds. The ocean is dark blue, and the waves are gently washing onto the sandy beach. In the distance, three people are visible in the water, silhouetted against the bright sky. The overall mood is peaceful and serene.

Quality Volume

- 20% to national Google effort to “grab the interested”
- Broadcast in more core markets
- Consider digital placements on OTAs and other top funnel sites
- Start earlier. Families are already planning! Test and refine

Core Market Criteria

- High concentration of families with kids under 18
- Higher than average household income
- Higher interest in beach AND adventure
- Higher local spend on vacation
- Higher likelihood to come in spring + fall
- New & established visitors



FY24 Strategies

Core Market Focus / National Intenders

Atlanta
Chicago
Cincinnati
Detroit
Houston
Indianapolis
Nashville
Orlando

TV Markets

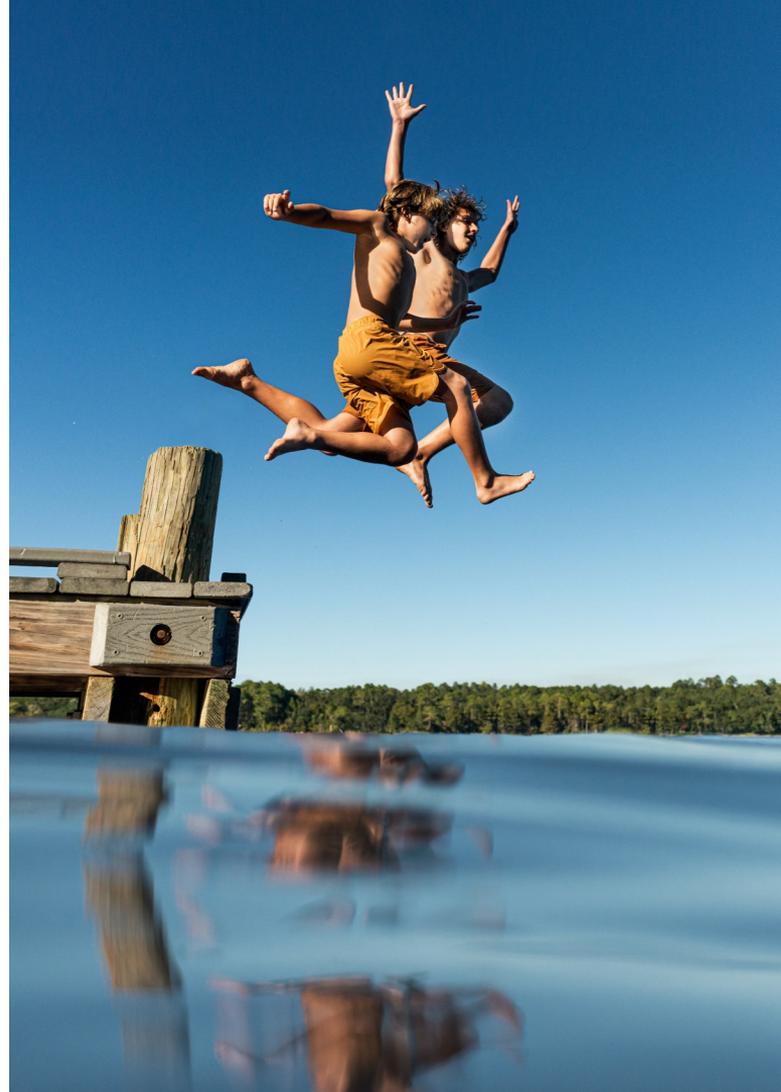
Dallas/Ft. Worth
DC/NoVa
Minneapolis
New Orleans
Memphis
St. Louis

Digital Markets

20% US /
85%+ Budget

National Intenders

10-15% Budget



FY24 Potential Media Partners



expedia group



USA
TODAY

Booking.com

hulu



travelspike

nexxən



VISITFLORIDA®

Earned Media



FY24 Earned Media Goals

- Continue to **elevate national writers' perception** of Destin-Fort Walton Beach to generate editorial coverage and content.
- Utilize first-hand media experiences to **connect writers and content creators with the destination** and partners, rooting their creative storytelling in Little Adventures.
- **Increase engagement with local businesses** providing them with the opportunities and necessary tools to share their unique stories with media.



Influencer Program Targets

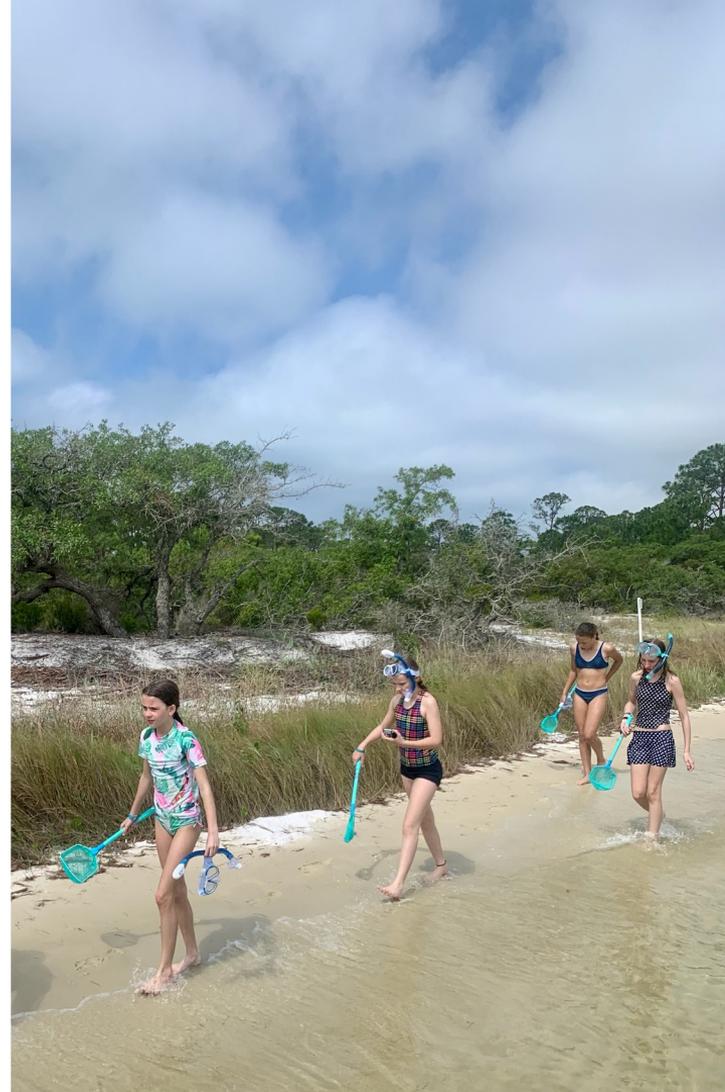
- Atlanta
- Cincinnati*
- Chicago
- Dallas
- Houston
- Indianapolis
- Minneapolis*
- Orlando*
- Washington D.C.
- National Audience



*New to 2024

Individual Media Visits + 2024 Annual Press Trip

- Ongoing individual media visits: Journalists accompanied by their child/children
- Spotighting Coastal Resource efforts: Artificial reef deployments + Emerald Coast Open judges
- Group press trip: Journalists and their children participate in Spring 2024
- VISIT FLORIDA: Ongoing support of individual and group press trips through the region



On-Air Appearances

In Studio:

- Atlanta
- Chicago
- Orlando
- Nashville



Remote:

- Cincinnati
- Detroit
- Houston
- Indianapolis



Trade Show + Industry Event Support and Optimization



NEW YORK (MARCH 13, 2024)

- Immersing up to 50 attendees in the destination in a way that **inspires editorial coverage and future media visits.**
- Creating an engaging environment that **highlights the destination's differentiators** from similar coastal regions.
- **Bringing to life the destination's mission and messaging** centered around: "Getting kids outside on the water and making childhood an adventure again."

ATLANTA (APRIL)

- Provides an intimate opportunity to connect with journalists and influencers in market to introduce and in some instances reintroduce the destination.



Why Media Training + Why Now?



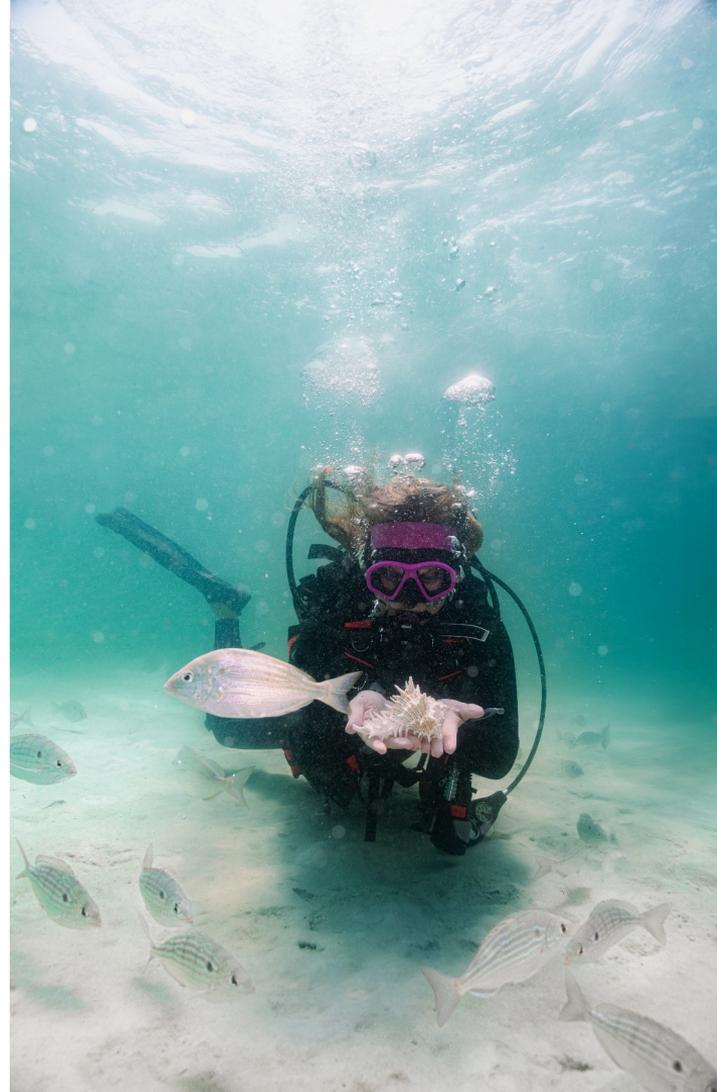
**Save the Date! Partner Media Training: March 7, 2024
Destin-Fort Walton Beach Convention Center**

A photograph of two young boys sitting on a kayak on a body of water. The boy on the left is wearing a grey life jacket and orange shorts, while the boy on the right is wearing a blue life jacket and green shorts. They are both holding a black paddle. The background shows a dense line of trees under a clear blue sky. The water is calm, and the scene is brightly lit, suggesting a sunny day.

Owned + Shared Media

DESTIN
FORT
WALTON
BEACH
FLORIDA

- Focus on **inspiration** and **real**
 - Utilize influencer content to show real recommendations
- Promote **Scout content** across all platforms
 - Increase spend in FB messenger
- Showcase **older kids** content
- **Connect hub + spoke content** across all media (lodging, food + drink)



Real Recommendations



Promote Scouts



Inspiration in Social Channels

 **destinfwb**
Destin, Florida



170 likes
destinfwb Wave and flap 🐬

: @steffspeirs

 **destinfwb**
Destin, Florida



 Liked by camilleekanee and 1,899 others
destinfwb Happiness comes in big, emerald waves

: @breatheeasyrentals

 **destinfwb**
Destin, Florida



125 likes
destinfwb Get them adventuring early and often.

: @jackiecambon



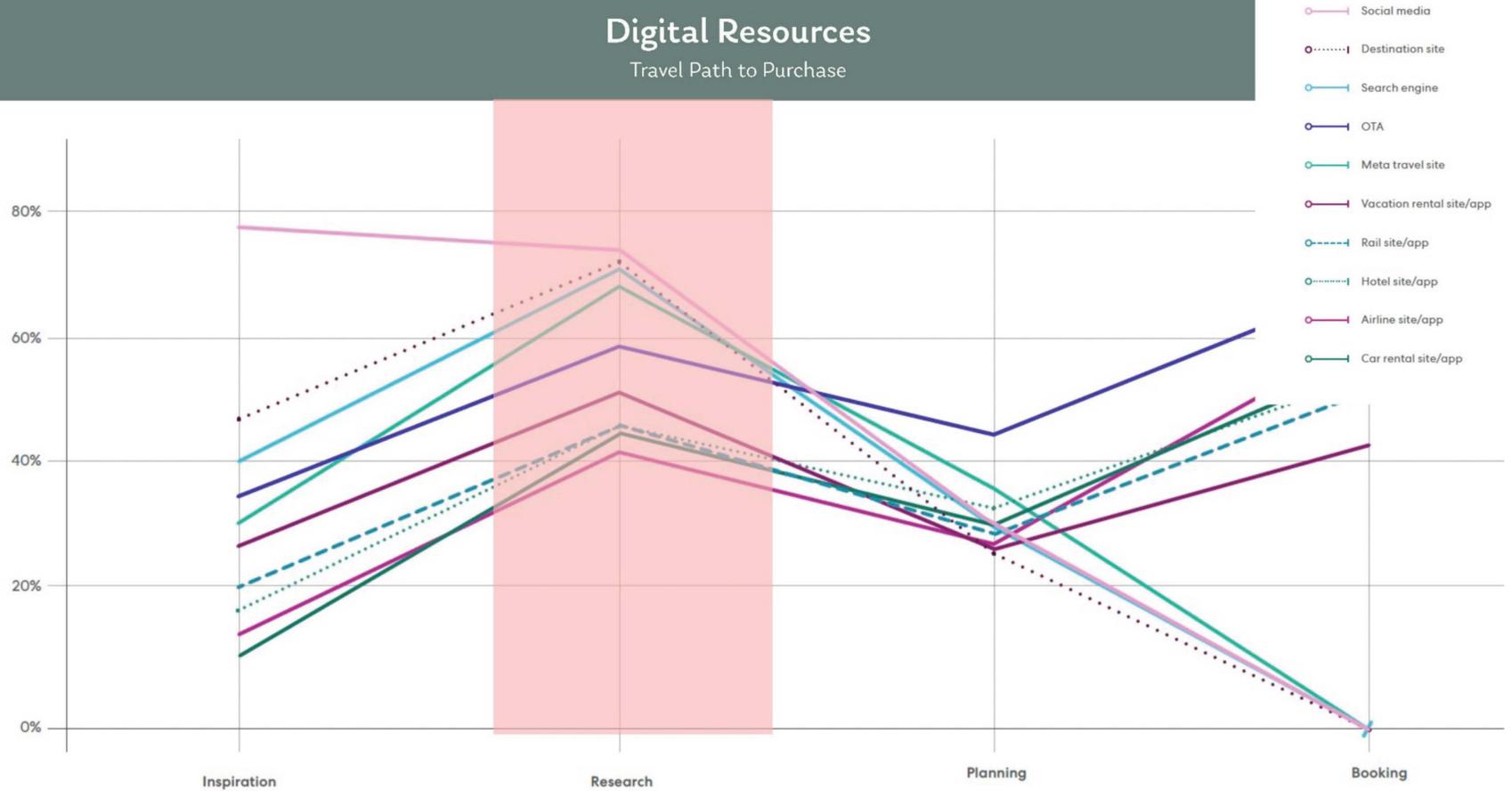
DestinFWB.com

Website



Digital Resources

Travel Path to Purchase



Website

2:27

DESTIN
FORT
WALTON
BEACH
FLORIDA

Live Chat Menu



**Adventure is never far
in Destin-Fort Walton
Beach.**

**Our clear, emerald water makes
Destin-Fort Walton Beach the
best place to try something new.**

destinfb.com

2:27

DESTIN
FORT
WALTON
BEACH
FLORIDA

Live Chat Menu



EXPLORE

**Why Destin-Fort
Walton Beach?**

Destin-Fort Walton Beach is surrounded by water—making it the easiest place to try a new water adventure. We have the fastest access to deep sea fishing in Florida. Our sand is made out of quartz—making it bright white and super soft. We

destinfb.com

2:27

DESTIN
FORT
WALTON
BEACH
FLORIDA

Live Chat Menu



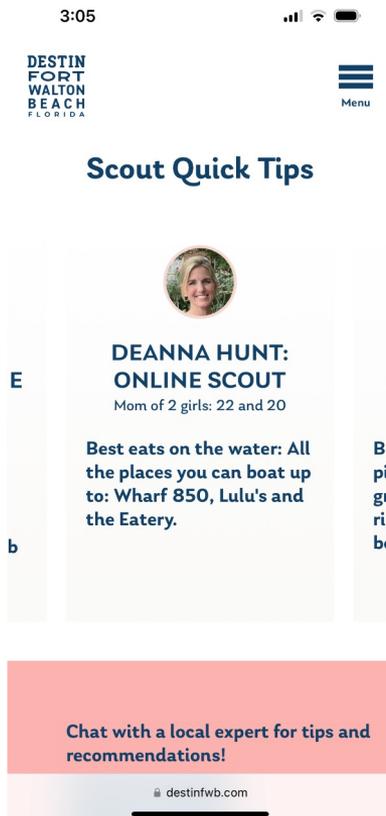
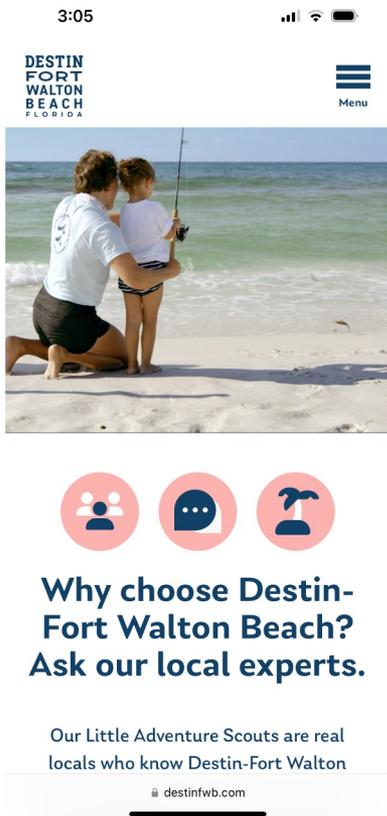
**PLAN YOUR
TRIP**

You already know that Destin-Fort Walton Beach is the best place for soft, white sand, clear emerald water and unforgettable, bite-sized adventures for the whole family. Now it's time to book your stay, explore trip ideas and find the best local eats.

Not sure where to start? Chat with our local scouts—real moms (not bots!) that can help you choose when and where to book your stay.

destinfb.com

Scouts Page



Website



Getting Here

Destin Fort Walton Beach is only a 3 hour flight from DC!

A scenic view of a beach at sunset. The sky is a mix of blue, orange, and yellow, with a few clouds. The ocean is dark blue with white-capped waves breaking in the foreground. A long pier extends from the right side of the frame into the ocean. The text "Destination Stewardship" is overlaid in the center in a large, white, sans-serif font.

Destination Stewardship

**DESTIN
FORT
WALTON
BEACH
FLORIDA**

Design Focus

CORE CHALLENGES

Add link from Jennifer



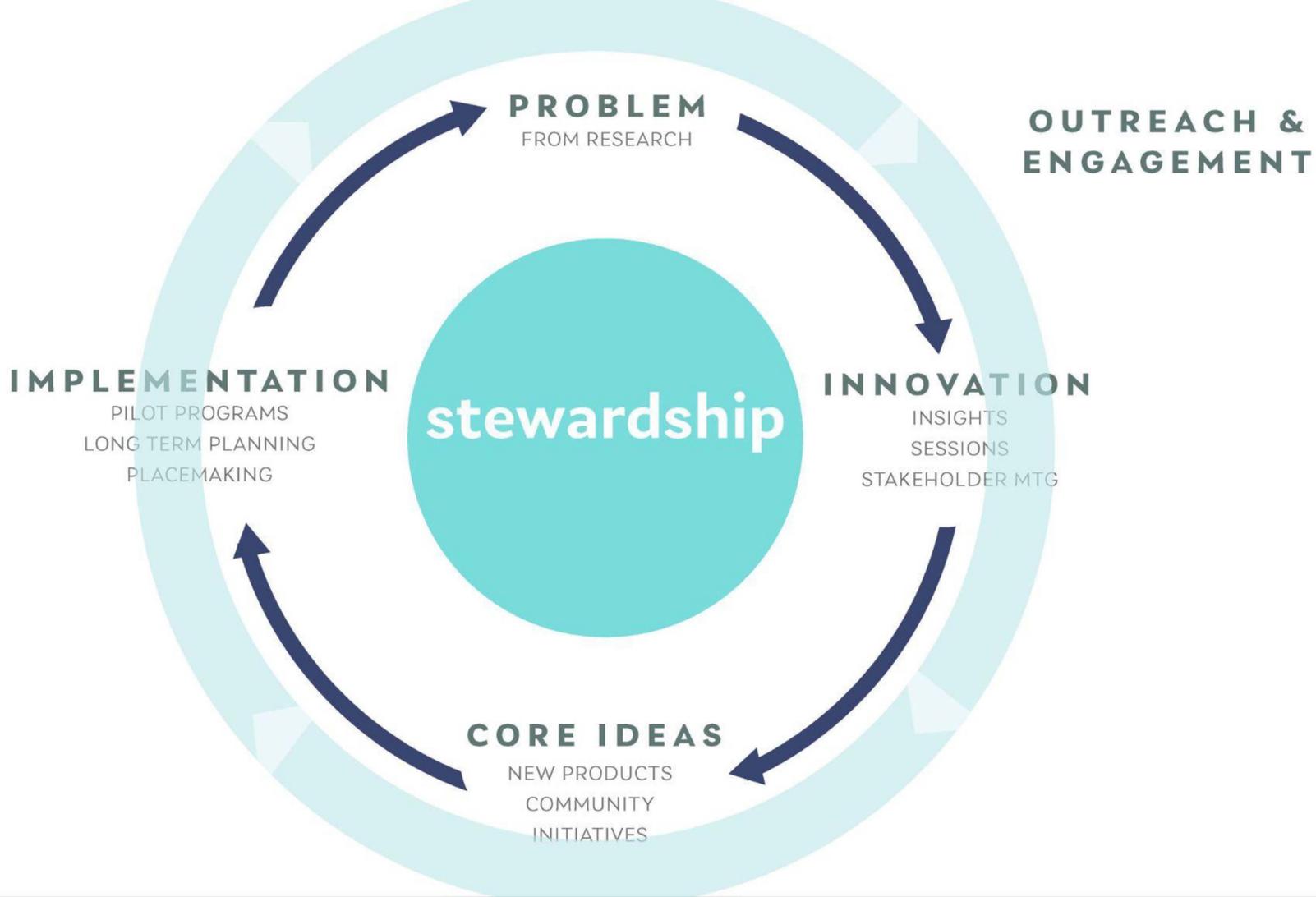
**GET KIDS OUT ON
THE WATER**



**ADDRESS
MOBILITY ISSUES**



**IGNITE PRIDE IN
PLACE**







Reel Time

CHARTER FISHING FOR FAMILIES



Capture the magic

Promote the magic moments and sense of ADVENTURE of the offshore experience

Present the unique personalities of each Captain & Crew

Give families confidence in the product. Help select the Captain/Boat that best suits them

Engage families in new, compelling ways that helps spread the word among teens





REEL TIME

A wide-angle photograph of a long, multi-lane bridge spanning across a large body of water. The scene is captured during a vibrant sunset, with the sun low on the horizon, casting a golden glow across the sky and reflecting on the water's surface. The sky is filled with scattered clouds, some of which are illuminated from below, creating a dramatic play of light and shadow. In the foreground, the silhouettes of several palm trees are visible, adding a tropical feel to the scene. The bridge itself is a long, straight structure supported by numerous vertical pilings, with a few vehicles visible on its surface. The overall mood is peaceful and scenic, with the text 'COMING TOGETHER' overlaid in a clean, white, sans-serif font across the center of the image.

COMING TOGETHER



DESTINATION MARKETING

**ACCREDITED
ORGANIZATION**

ACCREDITATION PROGRAM

**DESTIN
FORT
WALTON
BEACH
FLORIDA**





A photograph of a sailboat on the water. The boat is white with a teal hull. Several people are on the deck, including a woman and a child. The sky is bright blue with wispy white clouds. The text "THANK YOU" is overlaid in the center in a large, white, sans-serif font.

THANK YOU