



# DESTIN FORT WALTON BEACH FLORIDA

## OUR MISSION

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

## OUR PROMISE

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

## TOURISM WORKS FOR YOU

### Beach Grooming + Trash Removal

- Turtle Nesting Program
- Beach + Dune Restoration
- Marine Law Enforcement

### Museums + Chambers

- Water Quality Testing
- Partner Program
- Landscaping

### Local Event Support

- Transportation
- Film Commission

### Destination Stewardship

- Waterfront Parks Maintenance
- Beach Access-ways

### Visitor Welcome Centers

### DFWB Convention Center

- Marketing + Advertising
- Dredging

### Infrastructure

### Artificial Reefs

- Crisis Management

### Social Media Coverage

## LITTLE ADVENTURES

DESTIN-FORT WALTON BEACH, FL

31M

Total Social Reach

517

Little Adventure Classes

7.7M

Website Sessions

4.26M

Beach Safety Texts

## Number of Visitors

2020 - 6.0 million

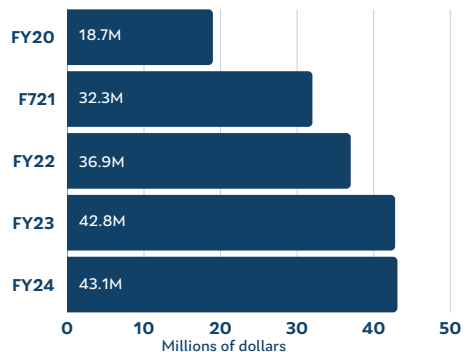
2021 - 8.3 million

2022 - 8.1 million

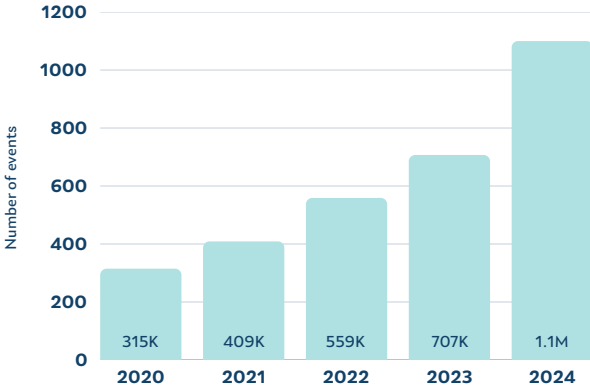
2023 - 7.8 million

2024 - 8.0 million

## Tourism Tax Revenue



## Convention Center Rental



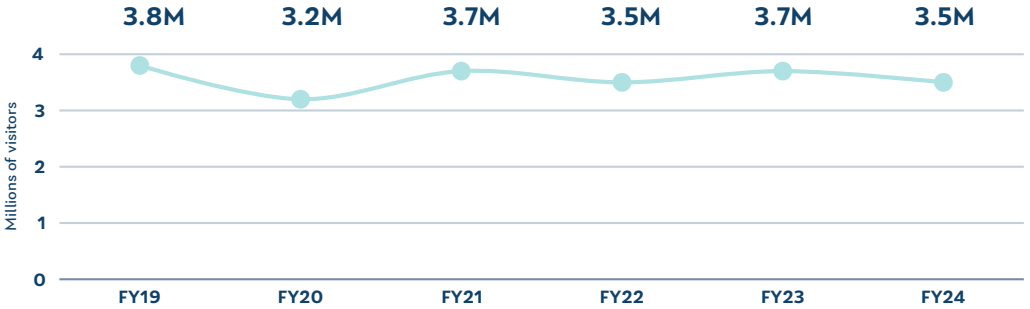
## Airport Arrivals

 **FY 2023**  
1,109,939

 **FY 2024**  
1,979,260



## Beach Census



**1,000+**  
**Acres**  
**Purchased**

**15,305**  
Lionfish removed

**18**  
Sea turtle nests

**271**  
Artificial reefs  
deployed

**Don't forget to connect with us!**

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