

Research & Trends

2025 IMPLICATIONS



Two-Year 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.

Global Trends

IMPLICATIONS FOR 2024 AND 2025



**HIGH ENERGY COSTS AND
COST OF LIVING**



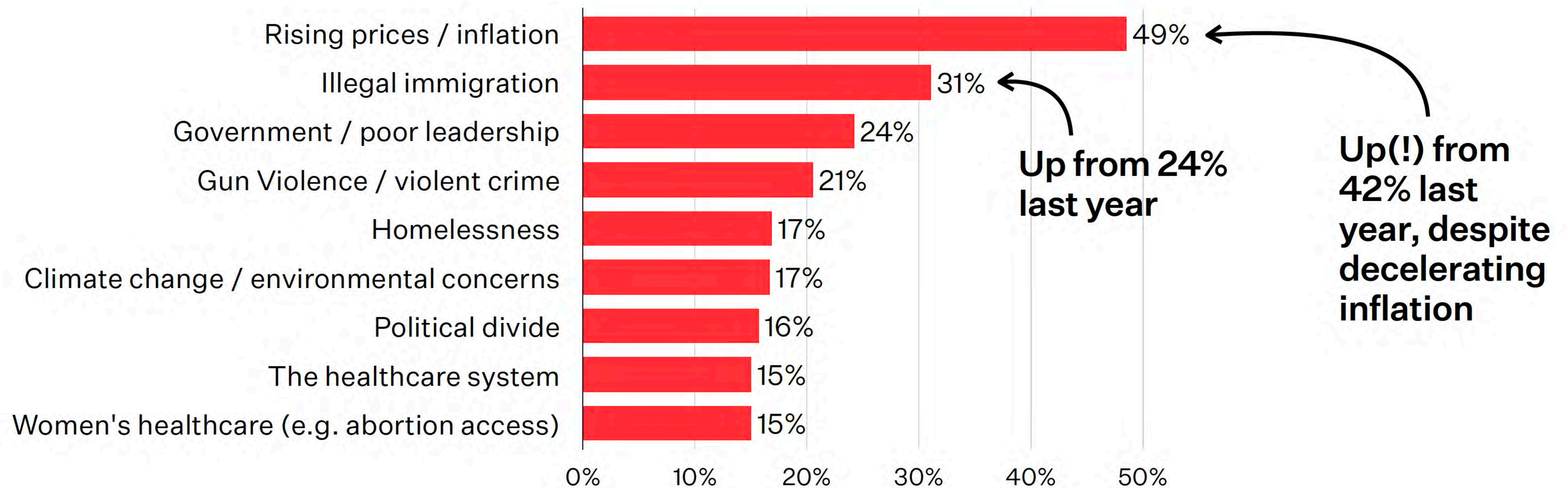
WEATHER VOLATILITY



ELECTION YEAR

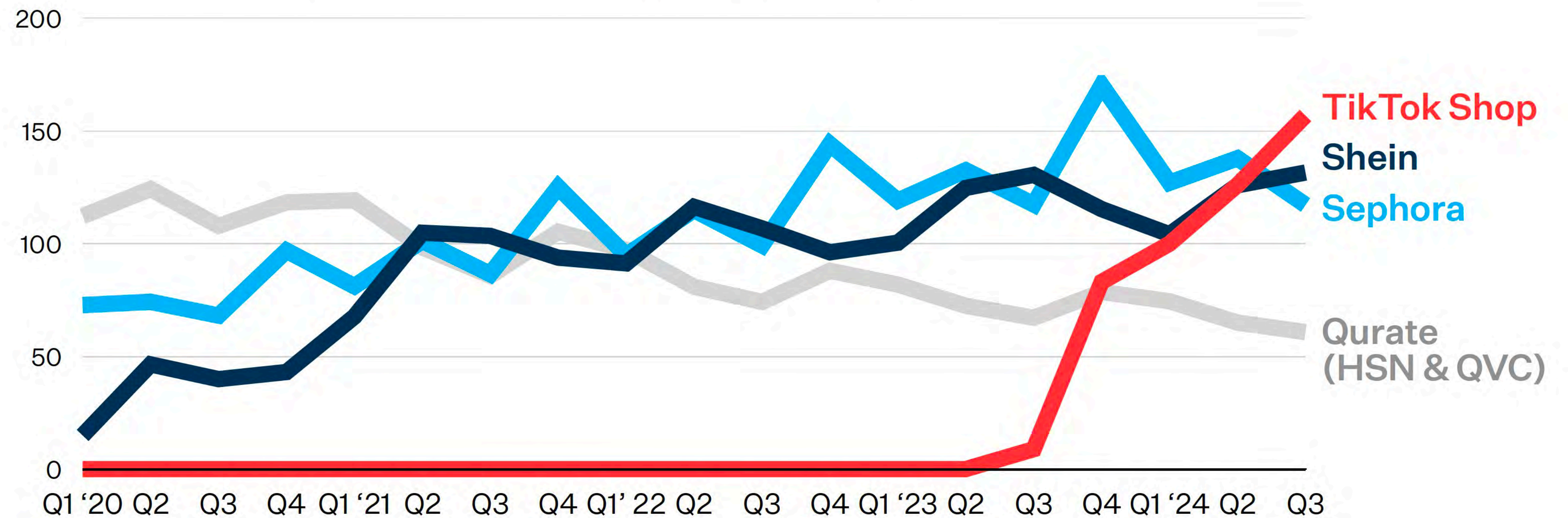
Americans still say rising prices are the most important problem in the US

Percentage of responses: What's the most important problem in the US right now? (Choose up to three.)



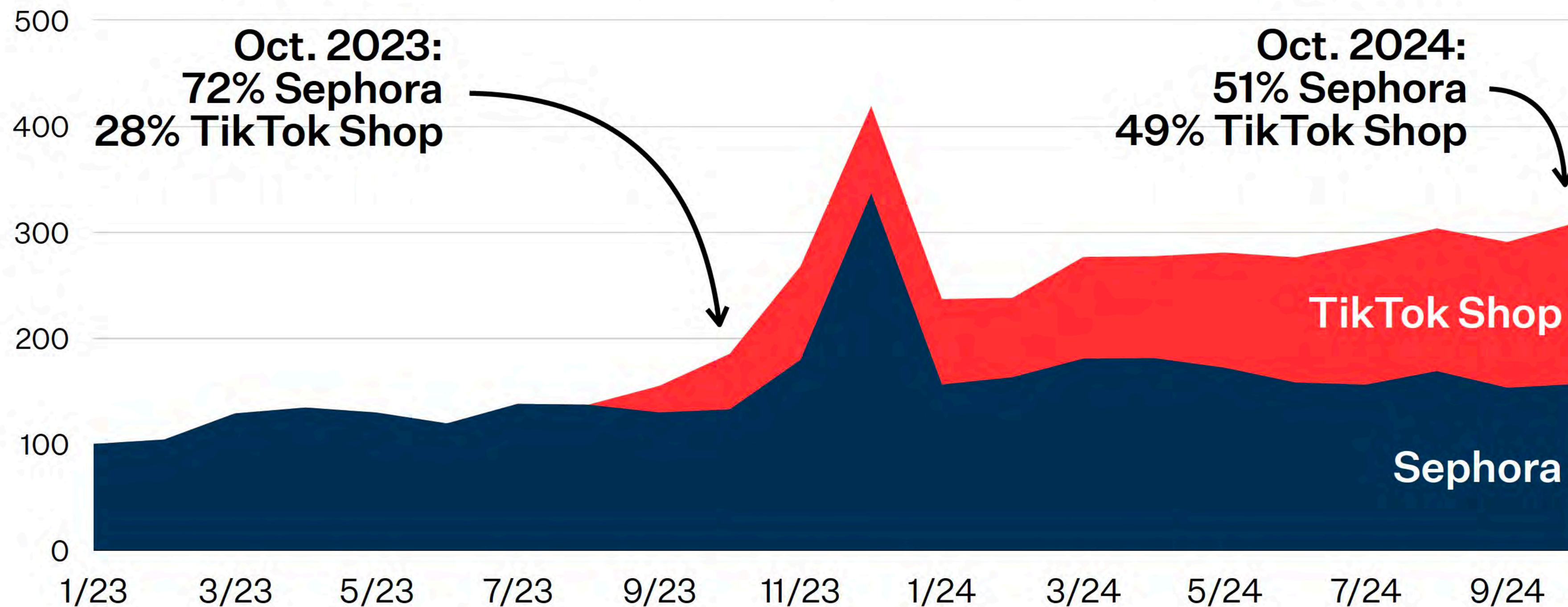
TikTok Shop is already bigger than Shein, Sephora, and home shopping TV

Indexed US quarterly spending at TikTok Shop, Shein, Sephora, and Qurate — Earnest Analytics



Sephora shoppers are already spending the same amount at TikTok Shop

Indexed monthly spending at Sephora and TikTok Shop, among US Sephora customers — Earnest Analytics



Data: Earnest Analytics Orion transaction data. 100 indexed to spend among Sephora customers in January 2023. Sephora shopper cohort includes those who have purchased at Sephora since 2022.

Travel Trends

IMPLICATIONS FOR 2024 AND 2025



TRAVEL IS A RIGHT



MORE COMPARISON
SHOPPING



KIDS INFLUENCE
DECISION

Travel Trends

IMPLICATIONS FOR 2024 AND 2025



CANADIAN PERCEPTION



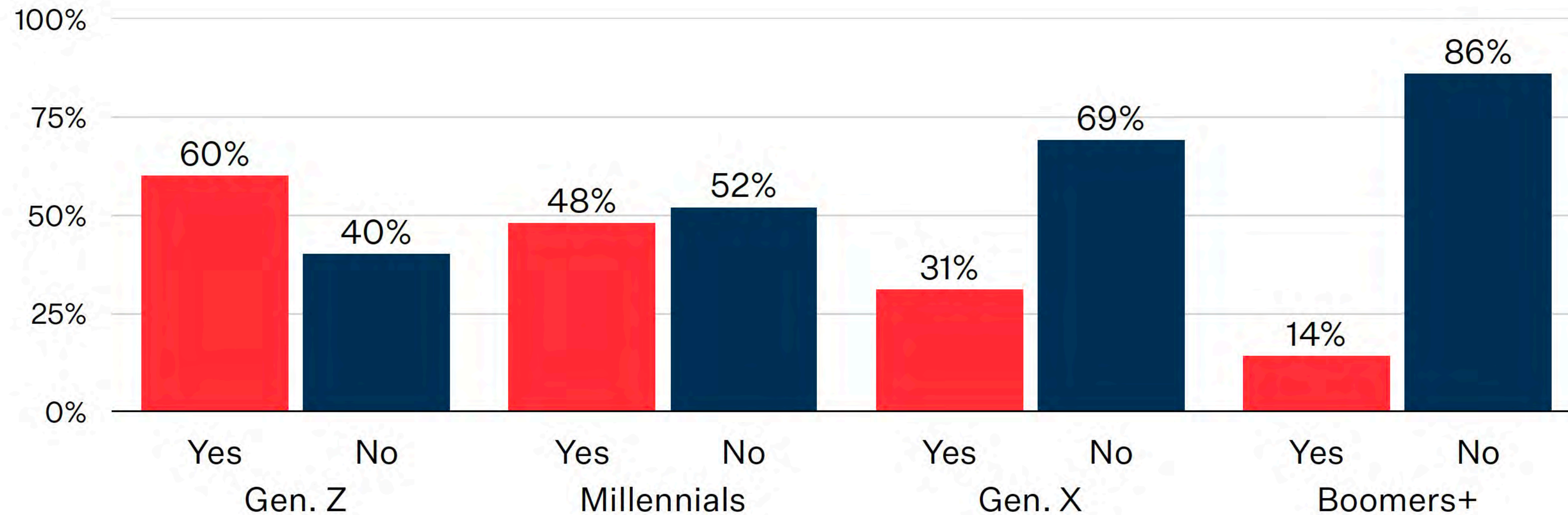
6-WEEK SPRING BREAK



PLANNING HAS
CHANGED

60% of Gen. Z has waited in line to eat a specific food over the past year

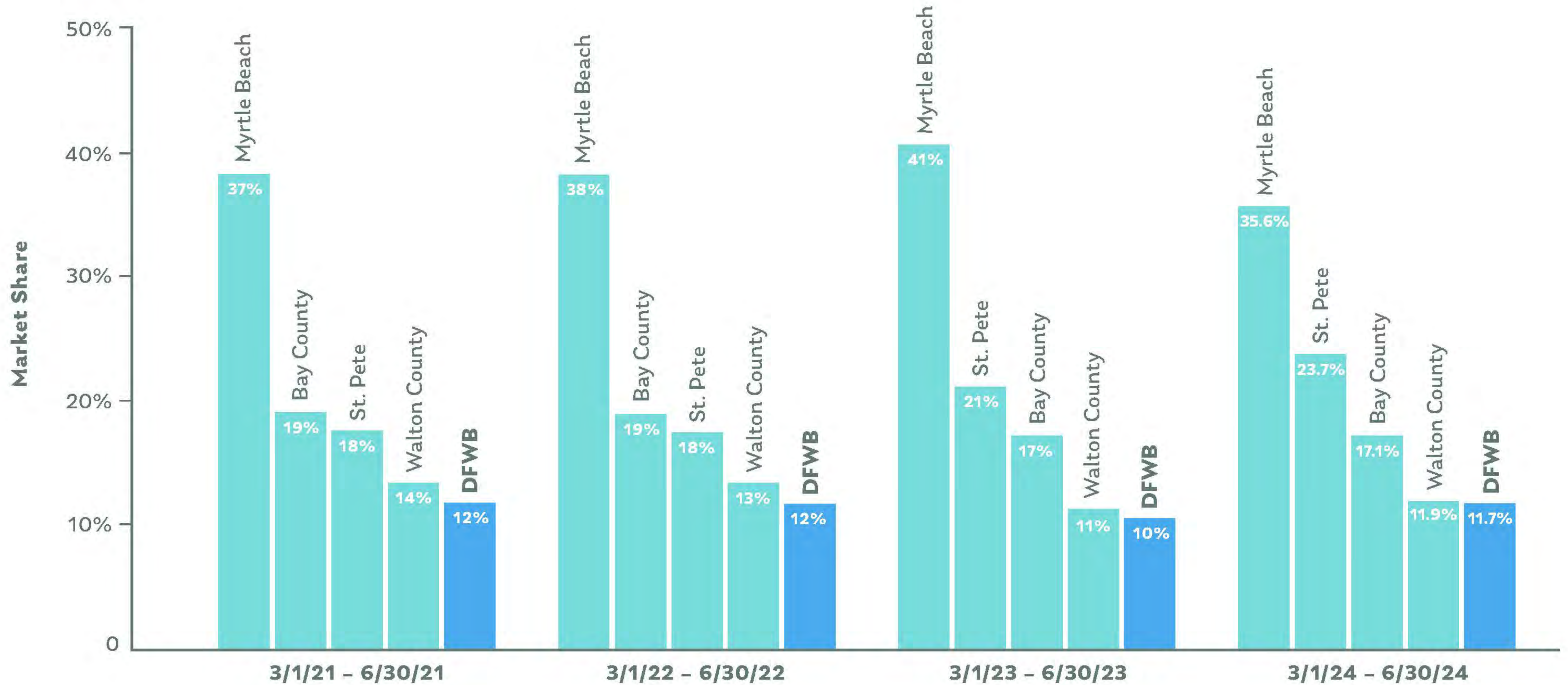
Percentage of responses: Have you waited or stood in line for 30 minutes or more to eat a specific food or at a specific restaurant over the past year?





Competitive Share Report

All Markets In Indicator Months



Lodging Landscape

16,339 total units

46% condo + 10% single family

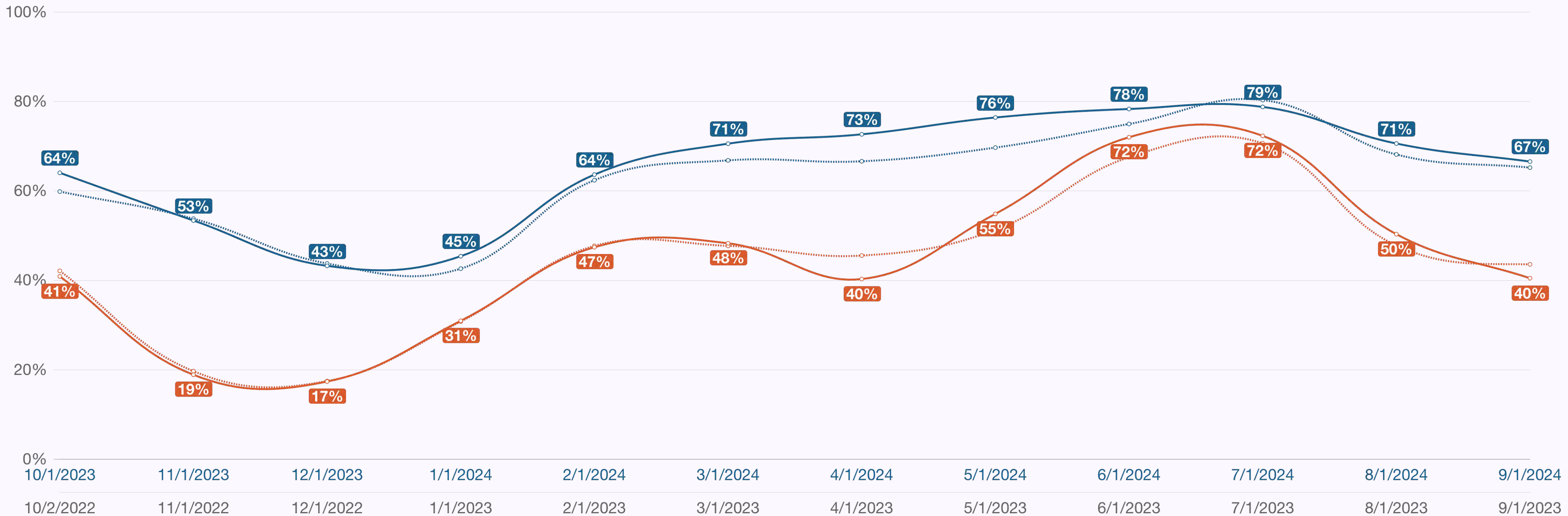
Hotel inventory has grown to 43%

878 units (5%) North Okaloosa

Lodging Landscape

Okaloosa - FL Paid Occupancy %

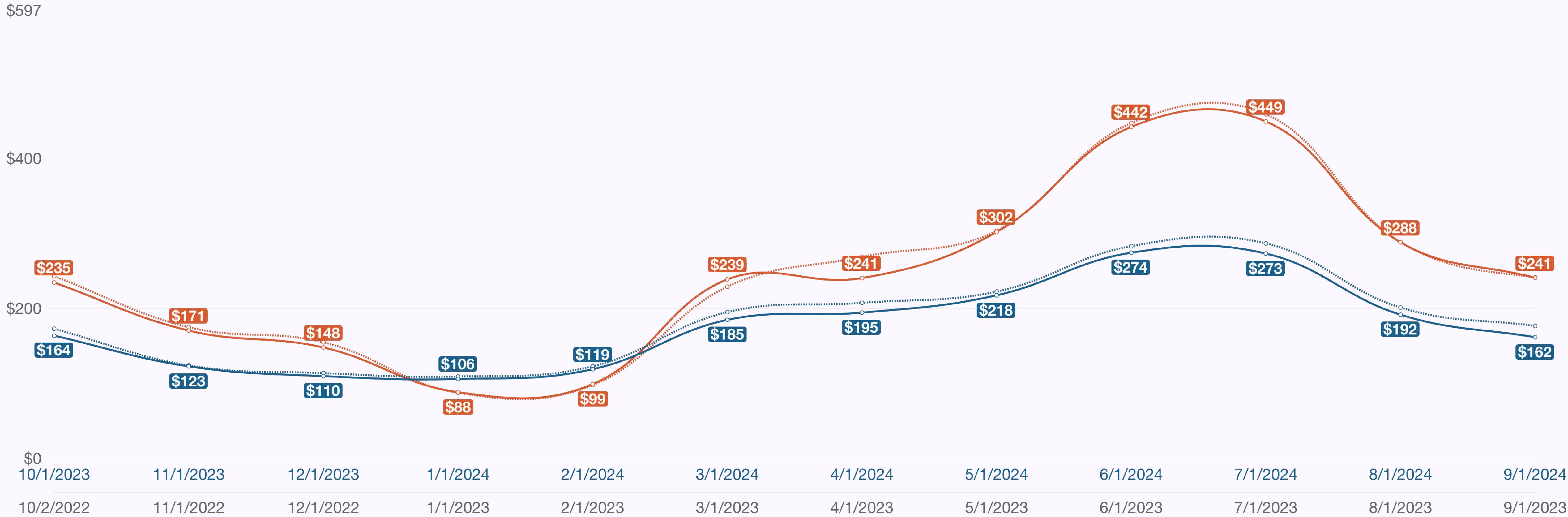
 Okaloosa - FL Hotels | 10/1/2023 to 9/30/2024 (as of 02/26/2025)
 Okaloosa - FL Hotels | 10/2/2022 to 10/2/2023 (as of 02/28/2024)
 Okaloosa - FL VRs | 10/1/2023 to 9/30/2024 (as of 02/26/2025)
 Okaloosa - FL VRs | 10/2/2022 to 10/2/2023 (as of 02/28/2024)



Lodging Landscape

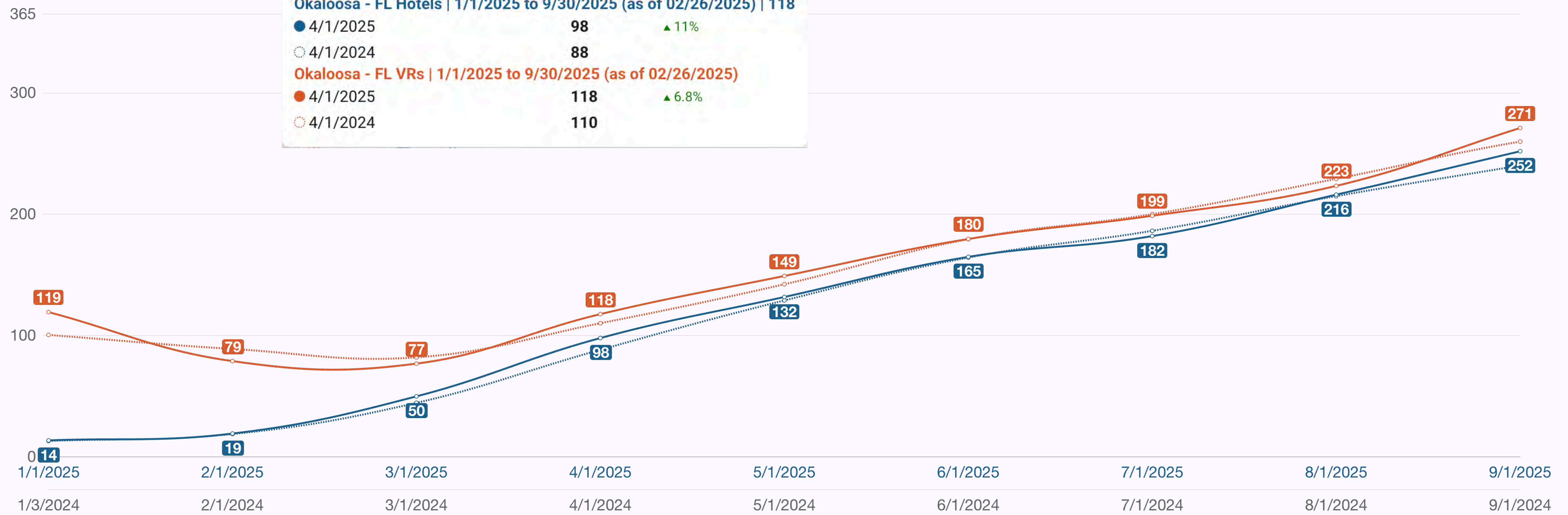
Okaloosa - FL ADR

 Okaloosa - FL Hotels | 10/1/2023 to 9/30/2024 (as of 02/26/2025)
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Lodging Landscape

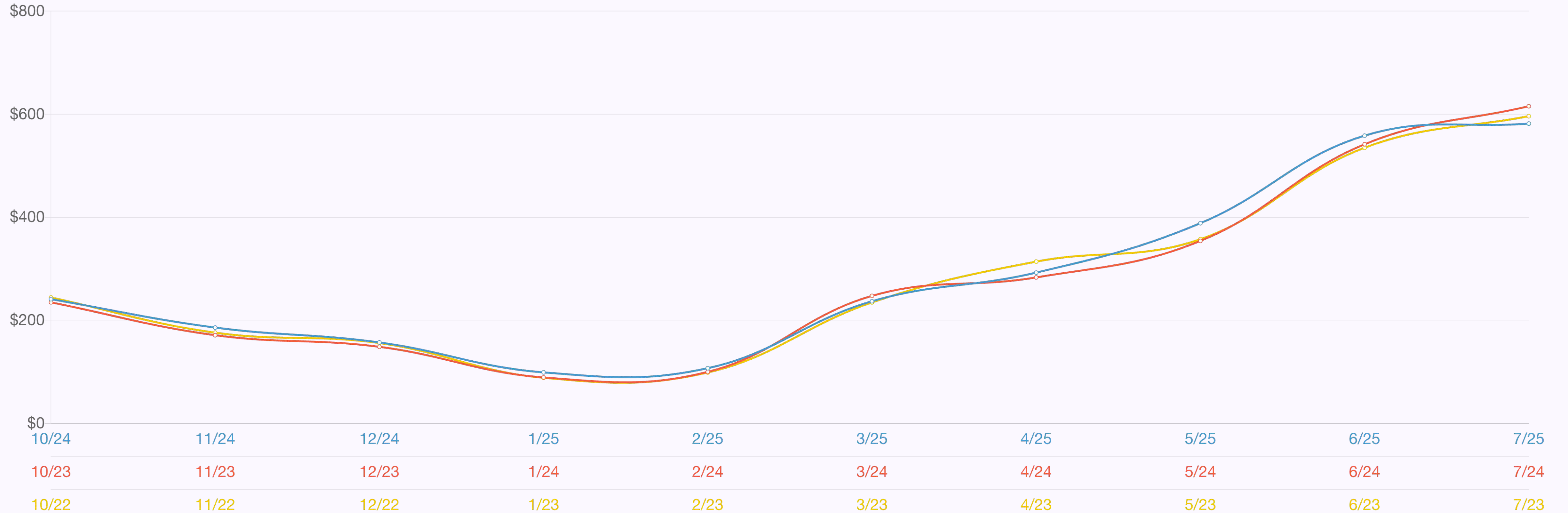
Okaloosa - FL Hotels 1/1/2025 to 9/30/2025 (as of 02/26/2025) 118			
● 4/1/2025	98	▲ 11%	
○ 4/1/2024	88		
Okaloosa - FL VRs 1/1/2025 to 9/30/2025 (as of 02/26/2025)			
● 4/1/2025	118	▲ 6.8%	
○ 4/1/2024	110		



Lodging Landscape

Okaloosa - FL ADR

 Okaloosa - FL | (10/1/2024 to 7/30/2025 as of 3/3/2025) | \$271
 Okaloosa - FL (Compared 10/3/2023 to 7/31/2024 as of 3/5/2024) | \$260
 Okaloosa - FL (Compared 10/1/2022 to 7/30/2023 as of 3/7/2023) | \$260



Tourism Growth

\$2.2 billion in direct visitor spend

19% growth in non-summer visitation

Seen Little Adventures?

More likely to come twice - once in summer
and once in spring or fall

A man in a grey hoodie and a black cap with a logo is leaning over the side of a white boat, using a black net to catch a large white fish. Two children, a boy and a girl, are on the boat. The boy is holding a fishing rod and the girl is looking on. The background is a clear blue sky and water.

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

FY25 Strategies

Continue Core Market Focus + National Intenders

Atlanta
Chicago
Cincinnati
Detroit
Houston
Indianapolis
Nashville
Orlando

TV Markets

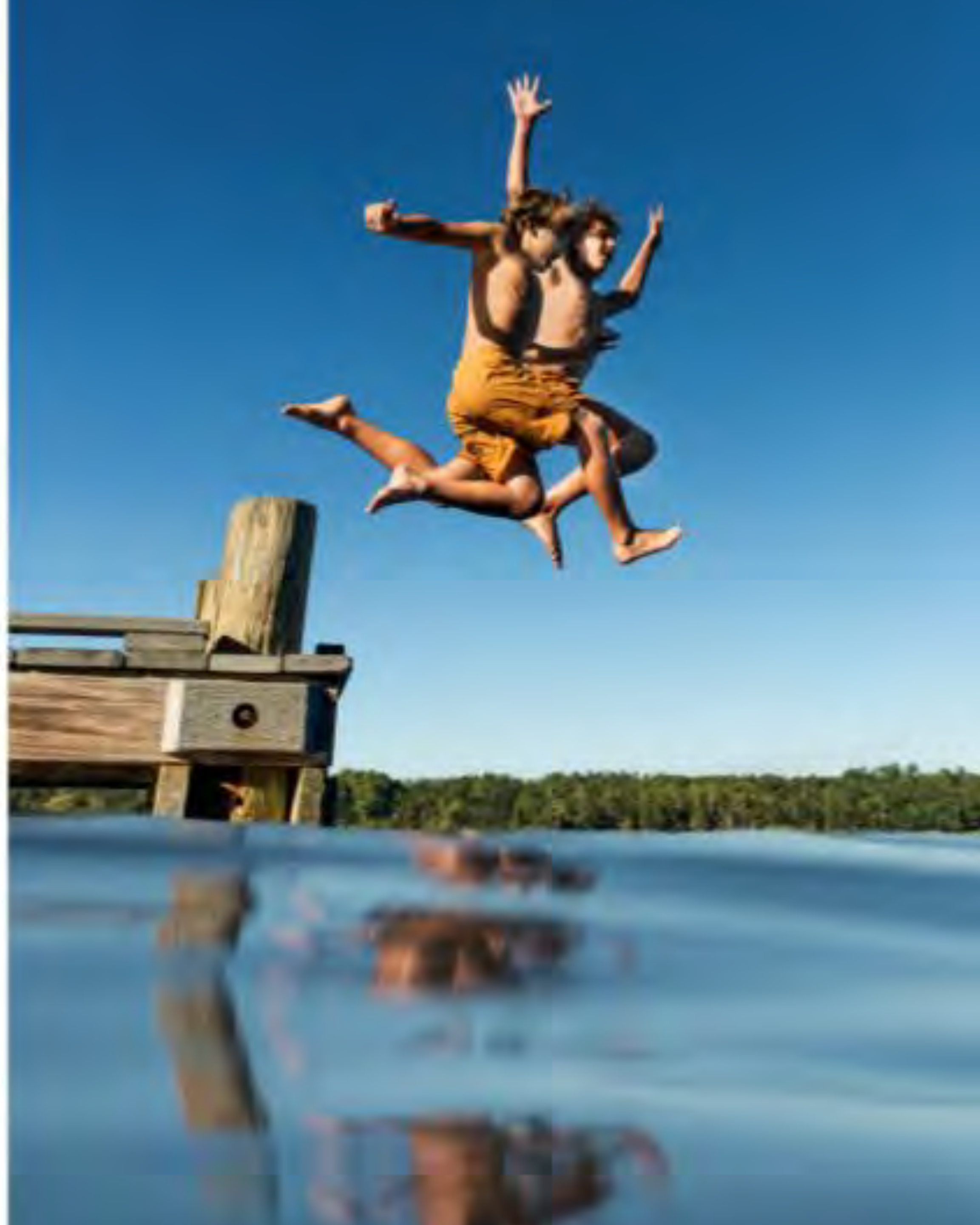
Dallas/Ft. Worth
DC/NoVa
Minneapolis
New Orleans
Memphis
St. Louis

Digital Markets

20% US /
~80-85% Budget

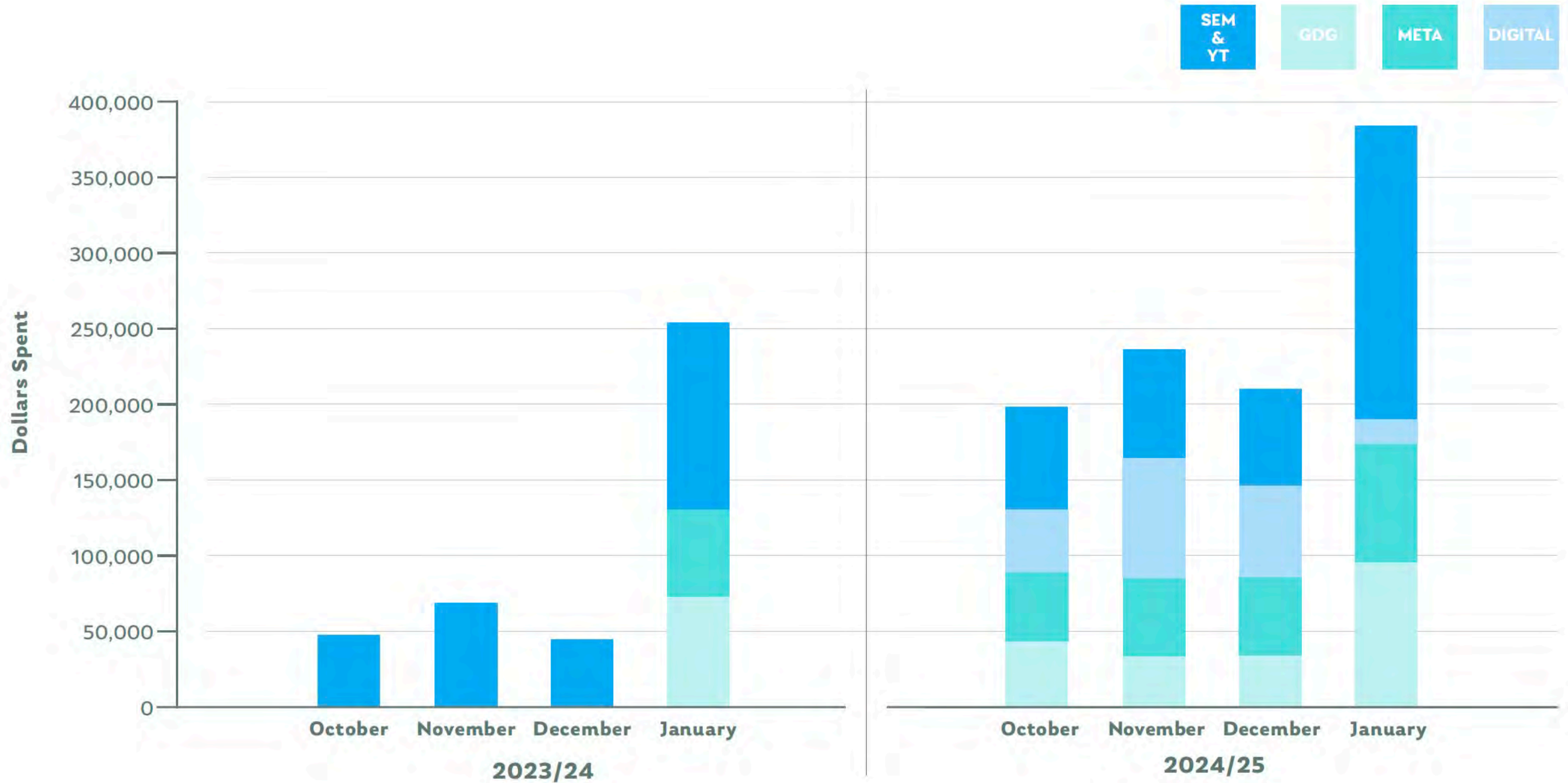
National Intenders

~15-20% Budget



Media Spend

Pre-planning and Planning Timeframe

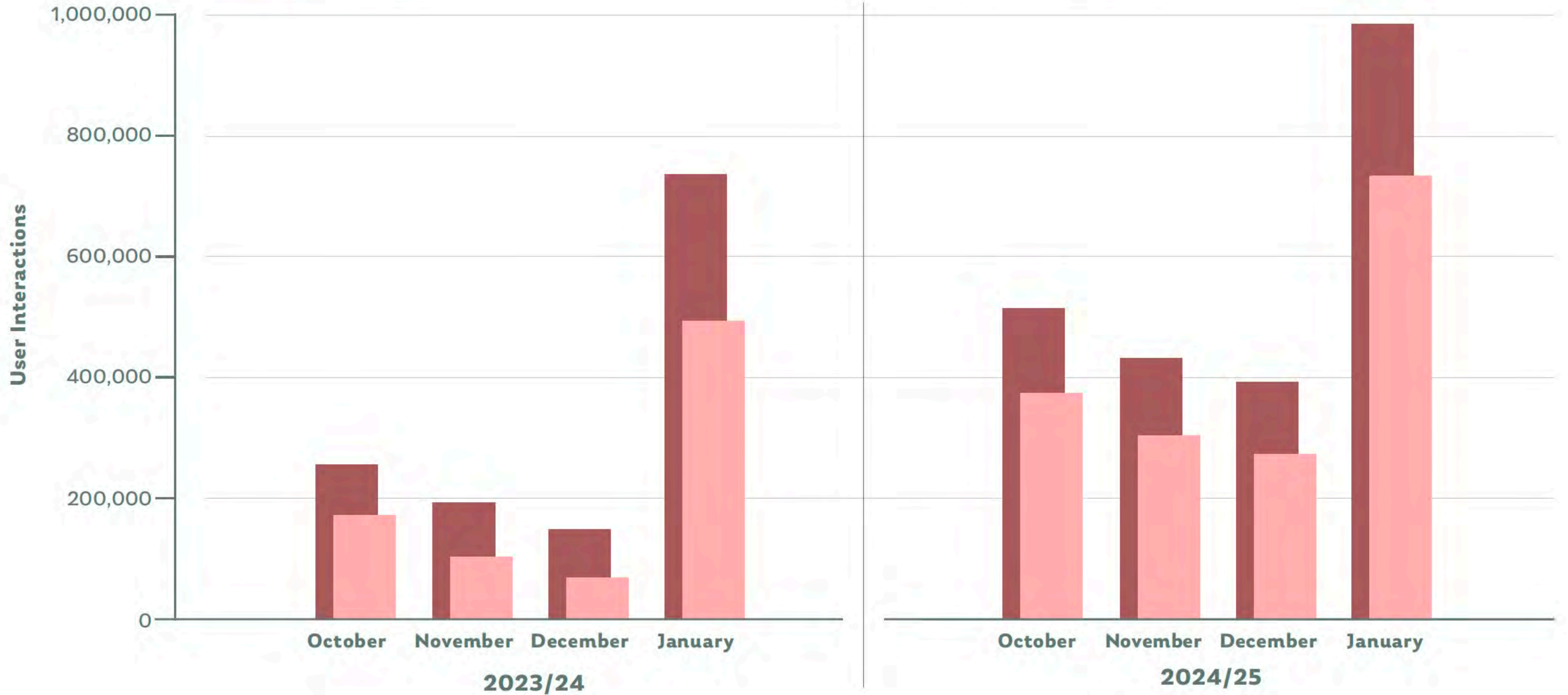


User Interaction on destinfwb.com

Pre-planning and Planning Timeframe

Total Views
Active Users

1,167,129 incremental users

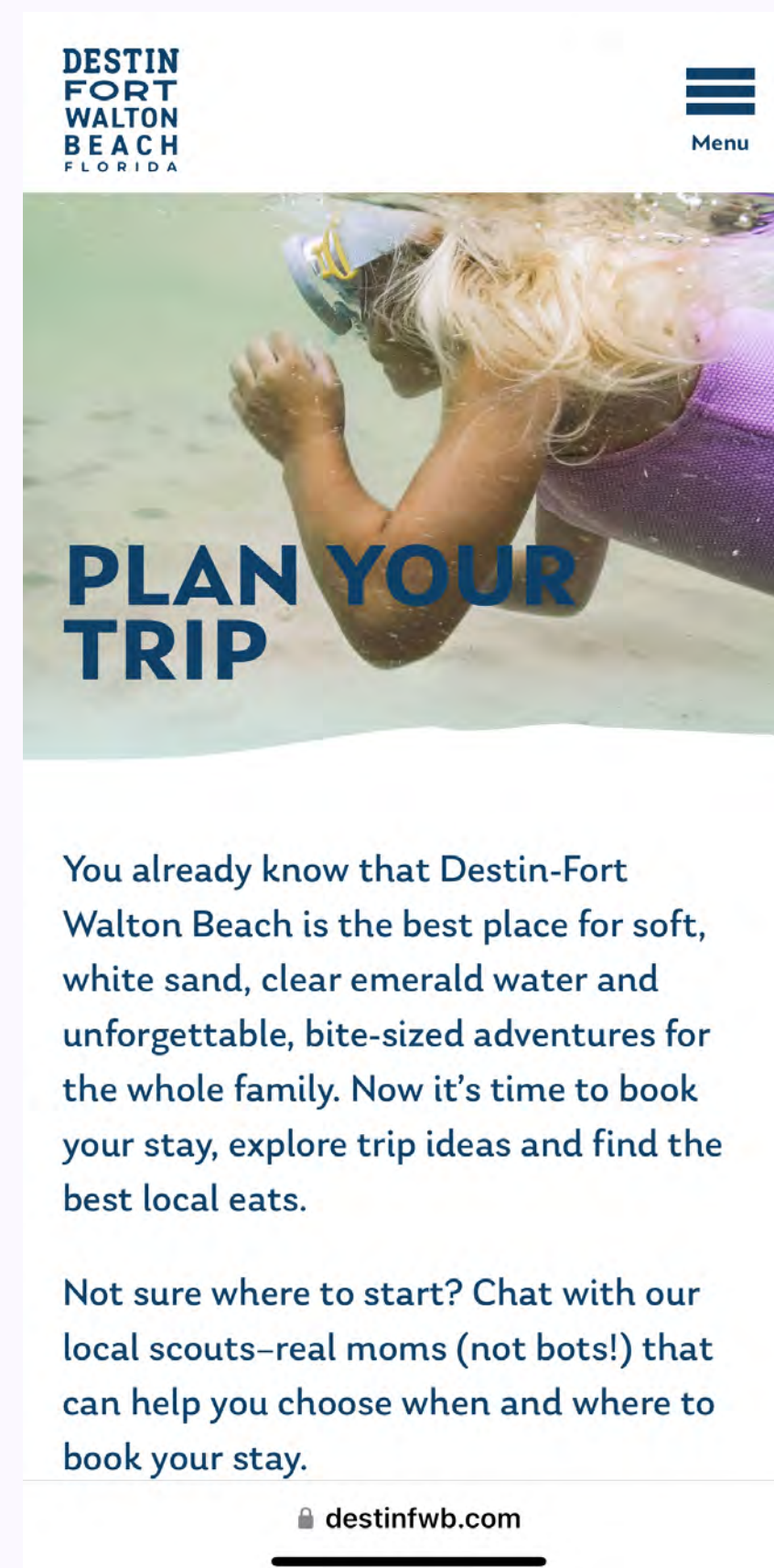


destinfb.com

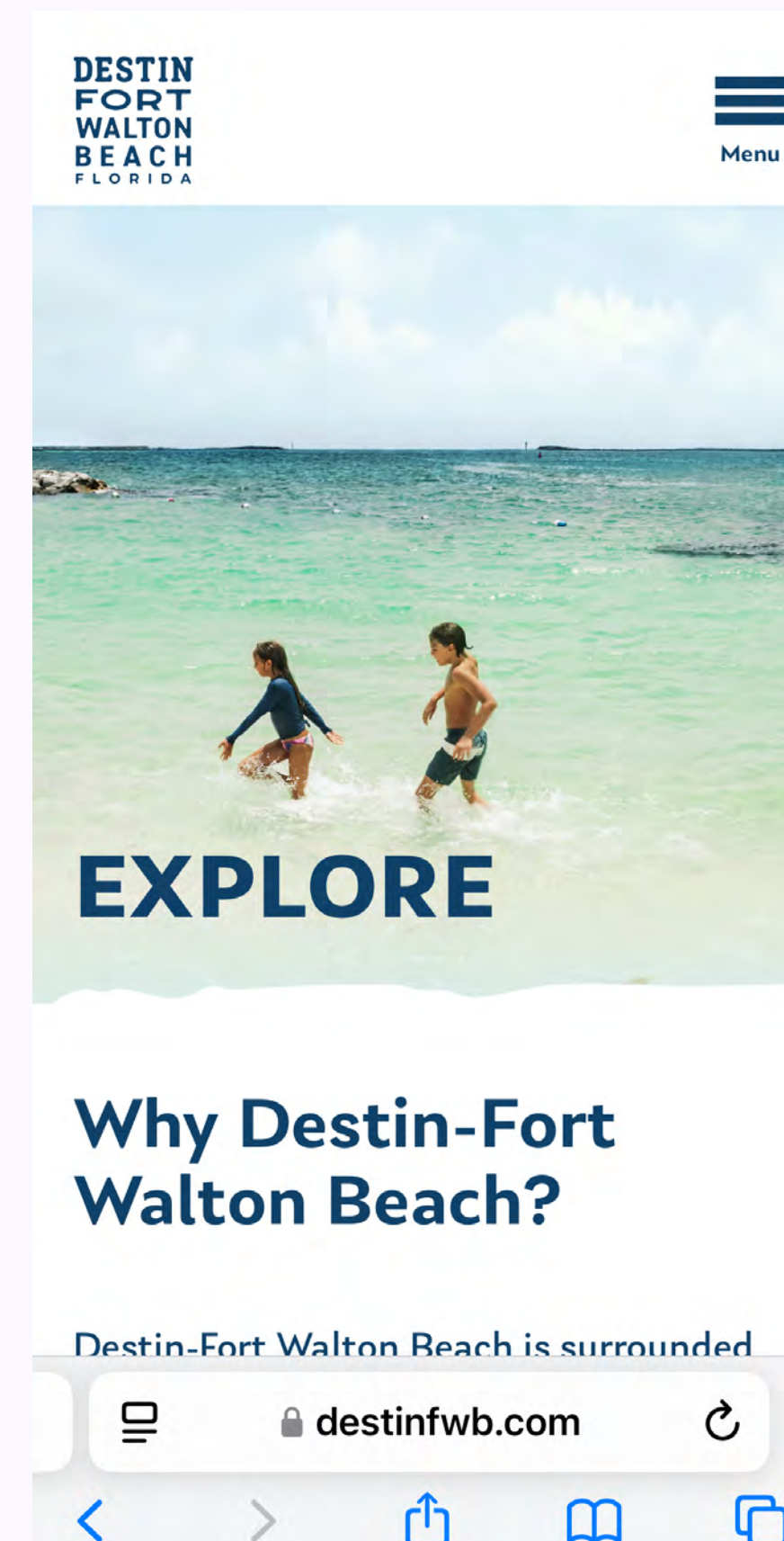
key commitment pages:

- Increase in page views
- Increase in events taken

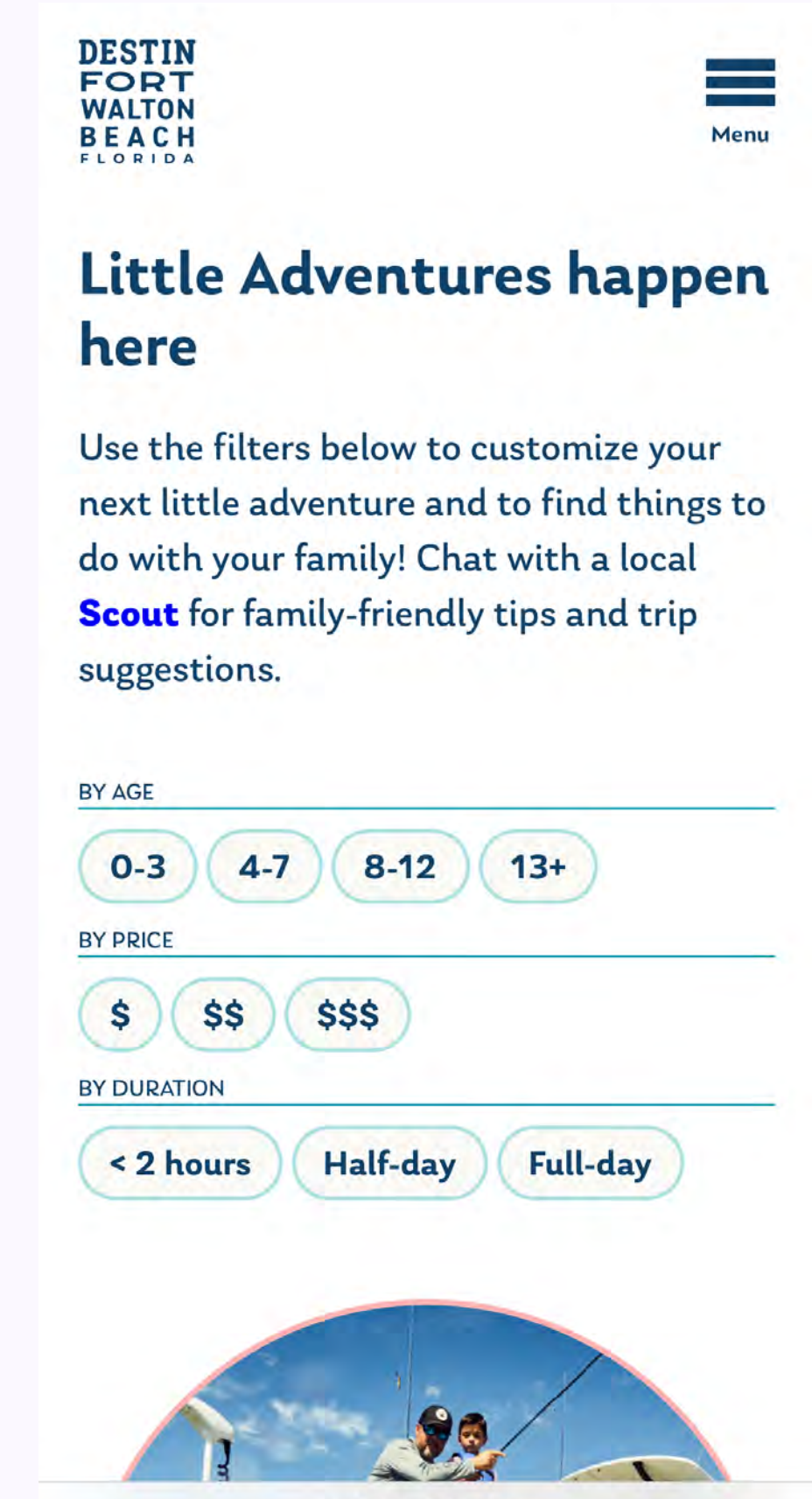
188%



1600%



860%



destinfwb.com

Where to Stay:

23,594 views

54% increase YOY

DESTIN FORT WALTON BEACH FLORIDA

EXPLORE LITTLE ADVENTURES BEACHES PLAN YOUR TRIP

WHERE TO STAY

Watch the sun rise and set from the comfort of your hotel balcony or resort pool. Bathe in the crystal-clear Gulf of Mexico steps from your vacation home or condo. Indulge in a relaxing sea day at a luxurious beachfront resort. Share tales around the fire while camping along the sugar-white beaches. With a stay in Destin Fort Walton Beach, Florida, accommodation is an adventure in itself.

Check-in to paradise

Whether it be a vacation home, luxury resort or a family-friendly hotel, find the perfect place to spend your vacation in Destin Fort Walton Beach.

Hotels Condo Rentals Luxury Resorts Vacation Homes

Learn more Learn more Learn more Learn more

Go ahead, stay awhile: Our local experts' top picks

Henderson Beach Resort Newman-Daily Resort Properties Emerald Grande at Harborwalk Village The Island Resort at Fort Walton Beach

Learn more Learn more Learn more Learn more

"Make sure to check out Oasis on the Boardwalk. It's a great place to grab coffee and they have edible cookie dough for the kids."

Chelsea W., Little Adventure Scout

EXPLORE OUR LOCAL RESTAURANTS

Ask a Scout


Online now

Hotels are THE trusted source for honest and detailed advice for families. That's why this online scout is staffed by local moms ready to answer questions and recommend the right Little Adventure for you.

Can you suggest lodging with the best chance of seeing dolphins from our balcony?

ASK


Influencer and Scout
Tips throughout site to
add credibility and proof.



📷 @joyfullygreen

📷


“Our 4-hour fishing charter with [Captain Brandy](#) ended with a short walk down to [East Pass Seafood](#) where the chef cooked our catch up for us on the spot.”




[@joyfullygreen](#)

Mom of two kids, 3 and 7


RESTAURANTS FOR KIDS



[Camille's at Crystal Beach](#)



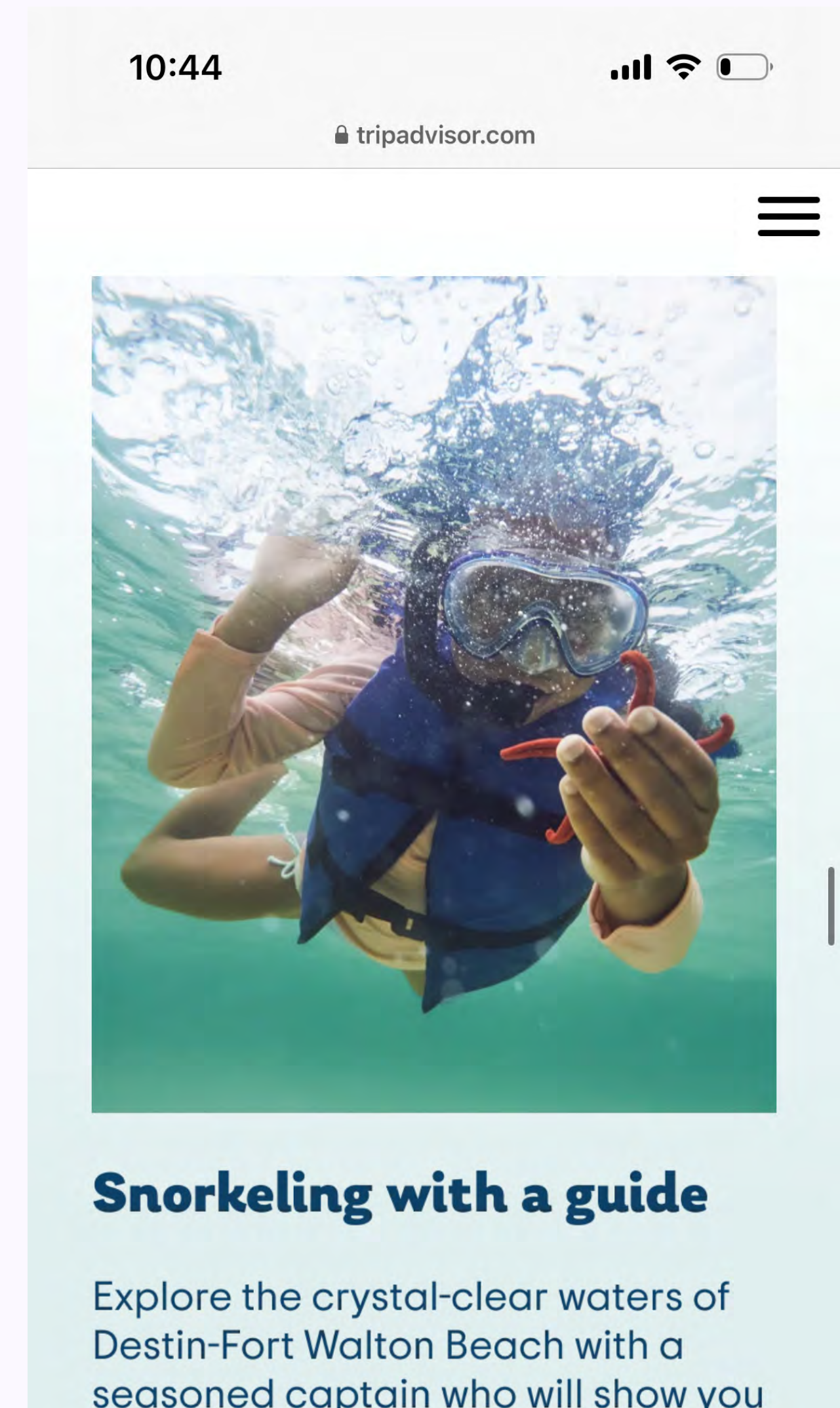
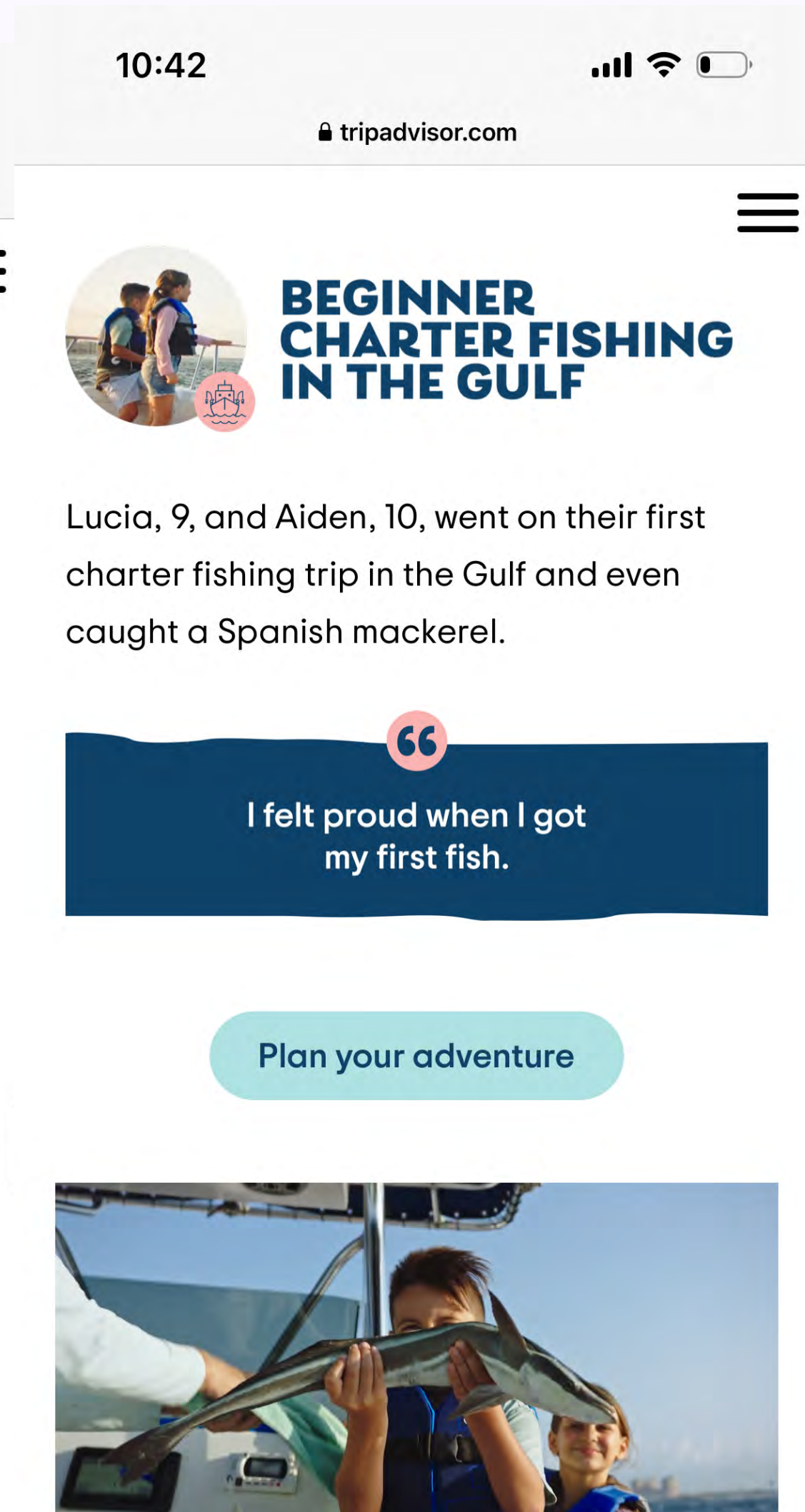
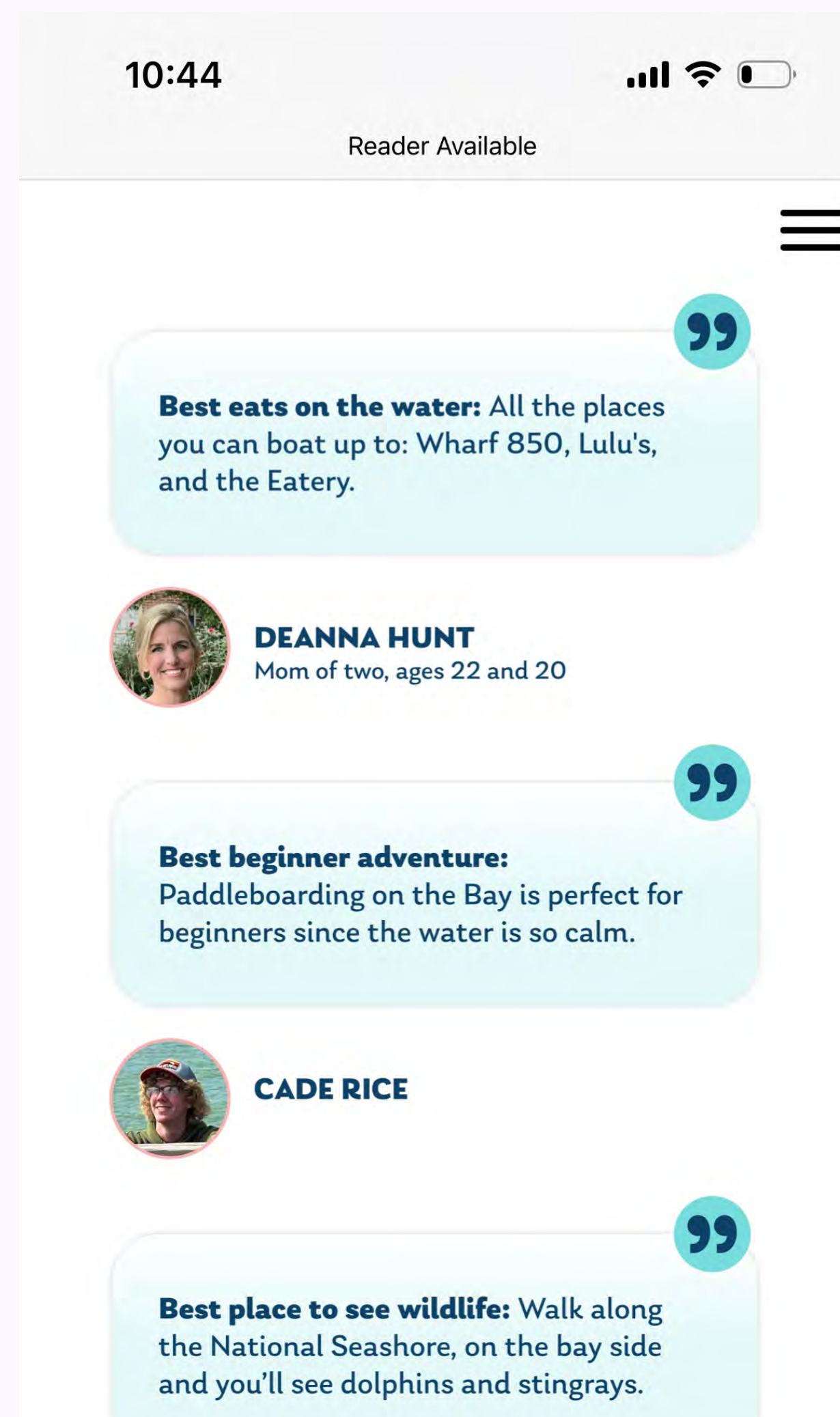
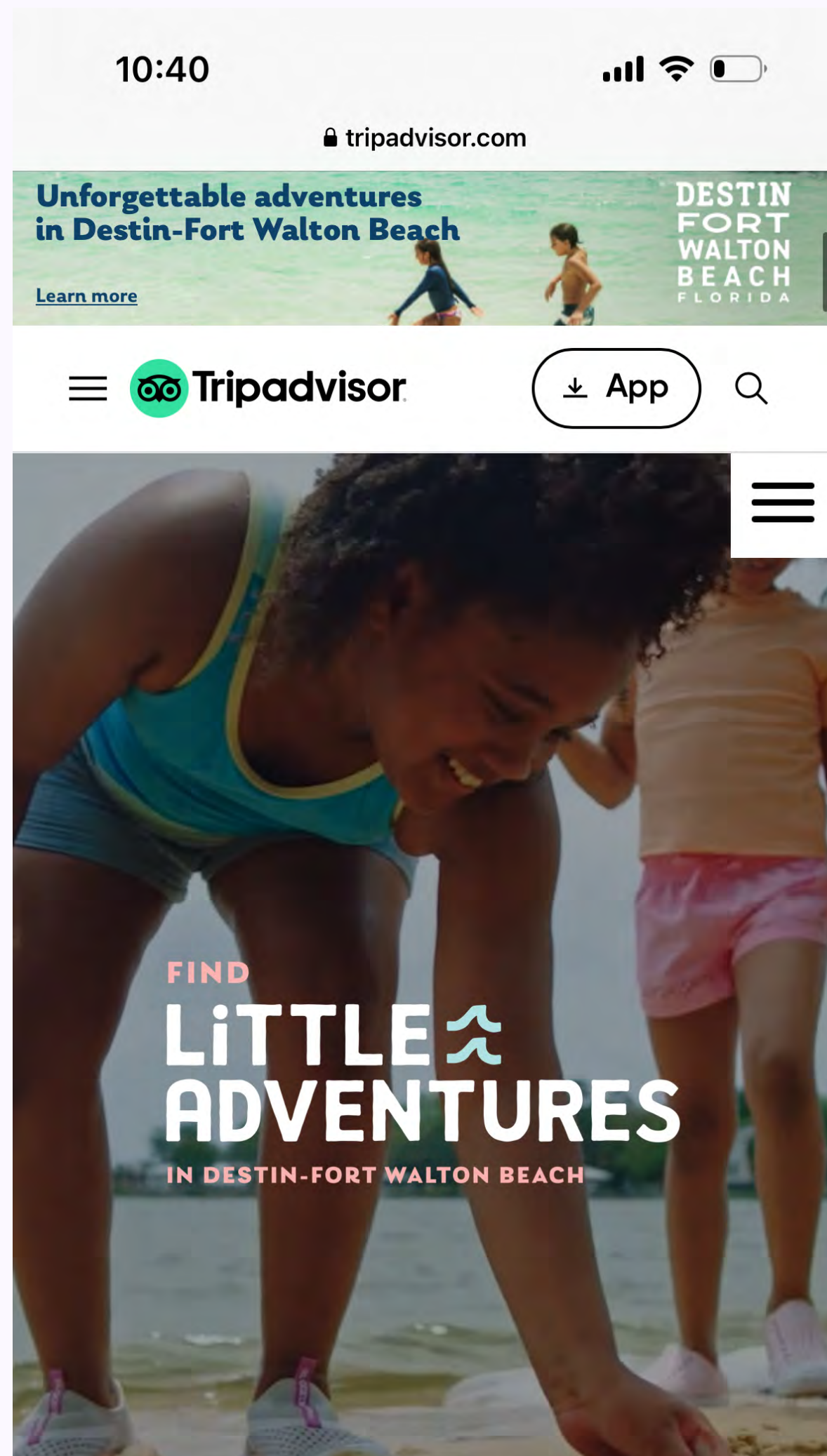
[The Crab Trap, Destin](#)



[HarborWalk Village](#)

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Tripadvisor



Scouts: online and in person

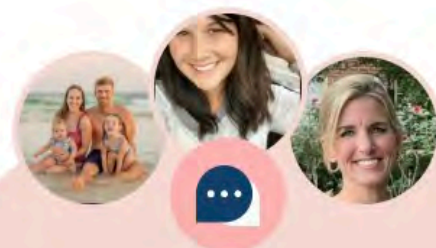


Why choose Destin-Fort Walton Beach? Ask real local moms.

Our Little Adventure Scouts, locals who know Destin-Fort Walton Beach, share tips for kid-friendly adventures, dining and unforgettable experiences.

Who are our Scouts?

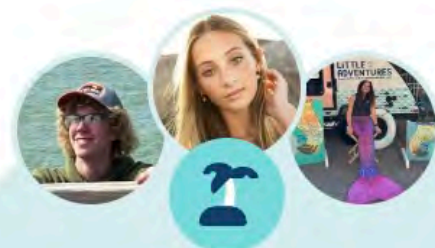
Yes, they're real people!



ONLINE SCOUTS

Online Scouts are real Destin-Fort Walton Beach moms who can give you tips about where to stay, eat and explore (that only a local would know).

CHAT WITH AN
ONLINE SCOUT



BEACH SCOUTS

Beach Scouts work on our shorelines and run free Little Adventures Classes. They are specially trained to introduce kids of all ages to water-based adventures.

FIND AN
ADVENTURE

TIPS FROM OUR SCOUTS

Online

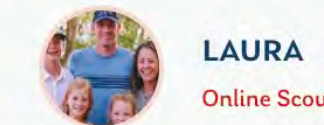
Beach

Best boating spot: We love to rent a pontoon and anchor at the National Seashore to see fish and other marine life.



BETH
Online Scout

Best donuts: Parlor Doughnuts is a family favorite, it's close to the Liza Jackson Park playground.



LAURA
Online Scout

Best family outing: My three kids love the Gulfarium. Our favorite is the touch tank.



AMBER M
Online Scout

General Trip Planning

What's the weather like in Destin-Fort Walton Beach? +

Where are the best places to stay with easy access to the beach? +

Which public beach accesses offer quick and easy parking? +

Can you give me a list of playgrounds that also have access to the water? +

What's there to do with kids in Destin-Fort Walton Beach when it rains? +

Where are the best spots in Destin-Fort Walton Beach to see marine life? +

Insights

100% of those who interacted with Scouts said they felt more welcome.

94% would take a different Little Adventure.

Scouts and Classes change the perception of Destin-Fort Walton Beach in a positive way.



Scouts

2025 LITTLE ADVENTURES PILOTS



What's out there? What's under us? What if?

Reel Time deep sea fishing adventures are for teens looking for an adrenaline rush. Teens looking to push their limits. Teens wanting to tell their friends a story that most people can't.

Only one question remains:

Is your family up for it?



DESTINFWB.COM/REEL-TIME/

DESTIN FORT WALTON BEACH FLORIDA Menu

Captain Kyle Lowe
Team Special R

DESTIN FORT WALTON BEACH FLORIDA Menu

Captain Gary Jarvis
Team LaBella

RESOURCES

Web URLs

destinfwb.com

adventuredfwb.com

destinfwb.com/reel-time

northwestfloridabeaches.com

meetindestinfwb.com

Okaloosa Bed-Tax Collection Reporting

okaloosaclerk.com/board-services/tourist-development-tax

Click Tourist Tax Collection Report on bottom of page – click through tabs

Email Contacts

Marketing@destinfwb.com (Marketing Team)

littleadventures@destinfwb.com (Destination Stewardship)

Social Media Handles

Destin-Fort Walton Beach: IG: [destinfwb](#) / FB: [Visit Destin-Fort Walton Beach](#)

Meetings + Events: IG: [Meetindestinfwb](#) / FB: [Meet In Destin-Fort Walton Beach](#)

Q: 08:38:17 What are key feeder markets? Drive markets vs fly markets?

Q: 08:40:27 Media Buying Trends?

A: Time - 54:40

Q: 08:40:58 Lodging/STR ADR vs Occupancy Trends: past/present, and future forecasting

A: Time - 38:15

Q: 09:07:20 What is the county-wide lodging room/unit inventory increase YoY?

A: 32:01

Q:09:11:52 Does this include Airbnb VRBO?

A: Yes

Q: 09:17:31 Partners can always access the VISIT FLORIDA Data Dashboard to compare Okaloosa metrics to regional and statewide Occupancy and ADR reporting on visitflorida.org.

Q: 09:39:18 I have a concern over visitor satisfaction as well as residents as it relates to workforce housing availability and affordable living. Over the past year I have engaged with many of our local employees in restaurants and tourism casually collecting data and I am concerned for the trends I see in this area. The dangerous and long commutes are increasingly a topic I hear about and service (especially in restaurants) is often impacted by staff unable to get to work on time due to traffic and accidents along their long commutes.

A: Time - 1:30: 44

Q: 09:39:52 : What is the name of the guide and is it brochure rack size?

A: 09:42:32 : This year it is a beautiful magazine style - we will send information once the new guide is out if you would like to provide to your guests. It is our official visitor guide for Destin-Fort Walton

Q: 09:48:04 Do you have targeted emails where you highlight the partners and their offerings?

A: Strategy to come

Q: 09:48:36 How do you share information with the Scouts on your property's events?

A: Time 1:18:00

Q: 09:59:33 : Minimum age for beach scouts?

A: 09:59:42 : 16