

OUR MISSION

To proactively manage tourism within the destination, to nurture and foster the area's natural resources, and to develop and implement socially conscious initiatives that mindfully balance the quality of life for locals and vacationers alike.

OUR VISION

To become a partner-based organization that develops a positive identity that will elevate the destination from a commodity brand to a luxury brand and ultimately position Destin - Fort Walton Beach, as a premier family travel destination within the United States.

TOURIST DEVELOPMENT TAX

Okaloosa County TDC is 100% funded by "bed tax" levied on guests staying overnight. Revenue from the tax is allocated for the following services and projects, which would otherwise be funded by ad valorem taxes paid by residents.

- Beach Grooming & Trash Removal •
- Turtle Nesting Program • Beach Access-ways •
- Marine Law Enforcement • Beach & Dune Restoration •
- Landscaping • Water Quality Testing • Chambers of Commerce •
- Museums • Local Events • Transportation •
- Waterfront Parks Maintenance & Improvements •
- Visitor Welcome Centers • Emerald Coast Convention Center •
- Marketing & Advertising • Infrastructure •
- Dredging • Artificial Reefs • Film Commission

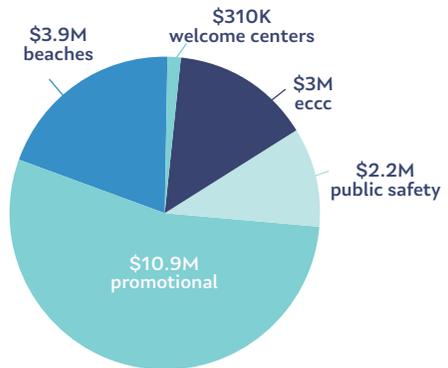
17,764
visitors in our
welcome centers

306
beach rescues

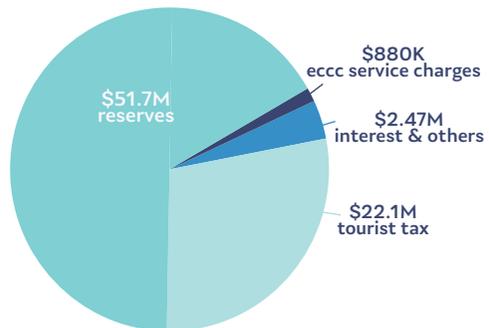
1M
pounds of trash
removed from
our beaches

7,819
jobs in Okaloosa County
can be attributed
directly to tourism

budget highlights



revenue sources



4.9 MILLION
visitors in 2016



5.4 MILLION
visitors in 2017



5.6 MILLION
visitors in 2018

occupancy trends



\$180
annual average
daily rate

65%
annual average
occupancy

\$1.1M
total eccc revenue

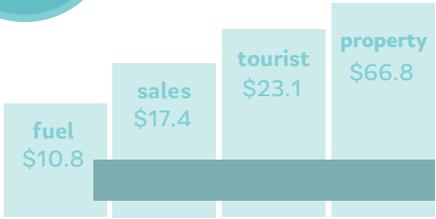
6.4K
average revenue per
event at eccc

eccc occupancy trends



53%

of property taxes are paid by tourism, saving Okaloosa County residents an estimated **\$1,535 annually.**



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