

# 2021 Annual Meeting

Destin - Fort Walton Beach, Fl



DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA

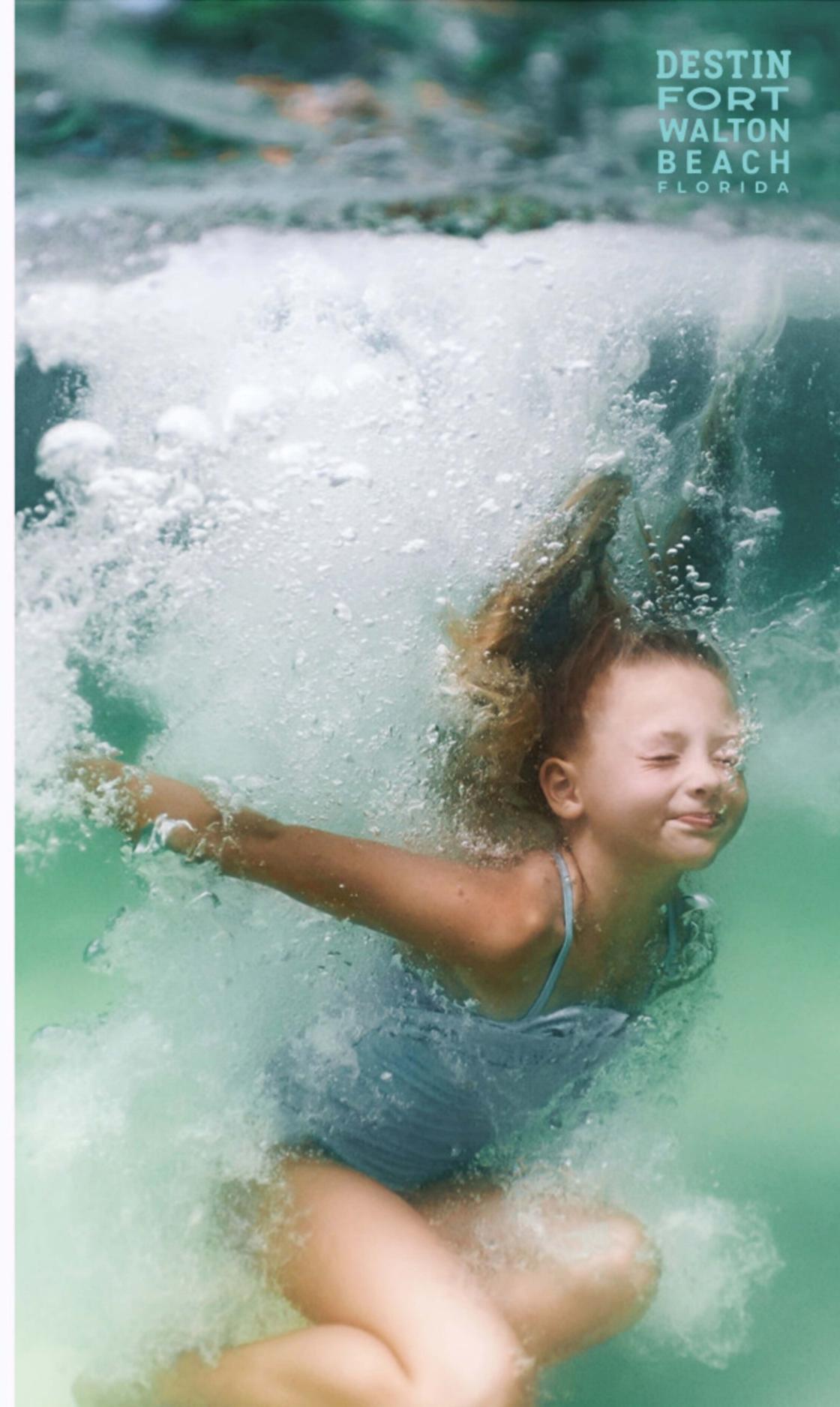
# 2022 Focus

- 1 Be valuable**
- 2 Foster and grow Little Adventures**
- 3 Focus on Destination Stewardship**
- 4 Be good environmental stewards**
- 5 Get the DFWBCC back on track**
- 6 Strengthen our partnerships**



# TDD Teams

- 1 Marketing & Operations**
- 2 Visitor Information Services**
- 3 Coastal Resources**
- 4 Convention Center Services**
- 5 Destination Stewardship**
- 6 Film Commission**



# Tourist Development Tax Growth

**8.76%**



2018

**\$21,245,695**

**10.27%**



2019

**\$23,426,934**

2020

**\$19,018,744**

**18.82%**



2021

**\$33,027,593**

**73.7%**



# Tourism Works for You

- 1 Public Safety**
- 2 Beach Restoration**
- 3 Capital Projects**
- 4 Beach & Parks Maintenance**
- 5 Beach & Parks Cleaning**



# Local Sales & Gas Tax



**Spend growth**

**\$736 million**

# Brand Evolution



An underwater photograph of a child swimming in clear, turquoise water. The child is wearing a patterned swimsuit and is captured in a dynamic, forward-leaning swimming posture. Bubbles and light reflections are visible around the child, creating a sense of movement and depth. The overall tone is bright and refreshing.

**over 50% of children  
spend less time outdoors  
than prison inmates**

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# Brand Pillars



**1** believe in getting outside

**2** joy, nature, imagination

**3** place of initiation

**4** kids are the catalyst

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

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

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WALTON  
BEACH  
FLORIDA









Because childhood isn't cancelled.

DESTIN  
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WALTON  
BEACH  
FLORIDA  
DestinFWB.com

DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA



DESTIN  
PORT  
MILTON  
BEACH  
FLORIDA

“I think it's **more family friendly** than other places such as Miami, places like that, because it's **more self-paced**. You can **control how much you do, or you don't do**, so you can - I know for me it was something that I just wanted a quick getaway for the kids and I - without all of the fuss.”

# Visitor Profile



# Our Families

**KIDS AGE 3-10**

**“MILLENNIAL” PARENTS**

**NEW EXPERIENCES SLOW TIME  
DOWN**

**ADVENTURES ARE A CHALLENGE**

**SELF CONFIDENCE IS PRICELESS**





# Key Markets

DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA

Atlanta

Dallas

Cincinnati

Indianapolis

Washington D.C.

Nashville

Chicago

St. Louis

Detroit

Minneapolis

# Objectives

- 1** Increase visitor spend by 10%
- 2** Increase arrivals from top markets by 15%
- 3** Measure positive change of perception and intent to travel
- 4** Measure an increase in water-based, family adventures taken
- 5** Measure incremental return on marketing investment and share on research-based online dashboard
- 6** Implement destination stewardship pilot programs county-wide



TOP 10

## Market YOY Change

Peak 2019 VS Peak 2021

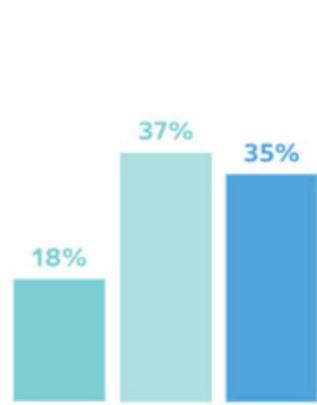
GOAL = \$245 Average Spend in Top 10 Markets

Markets	Apr - Sep 19	Apr - Sep 21	% Change
Atlanta	\$165.47	\$190.76	↑ 15.3%
Dallas / Ft Worth	\$222.04	\$229.20	↑ 3.2%
Nashville	\$207.22	\$231.00	↑ 11.5%
St. Louis	\$234.37	\$248.33	↑ 6.0%
Cincinnati	\$229.17	\$241.04	↑ 5.2%
Chicago	\$227.81	\$250.18	↑ 9.8%
Indianapolis	\$229.41	\$242.51	↑ 5.7%
DC / NoVa	\$253.21	\$269.21	↑ 6.3%
Detroit	\$218.65	\$228.47	↑ 4.5%
Minneapolis	\$208.25	\$238.66	↑ 14.6%
<b>Average</b>	<b>\$202.92</b>	<b>\$222.30</b>	<b>↑ 9.6%</b>

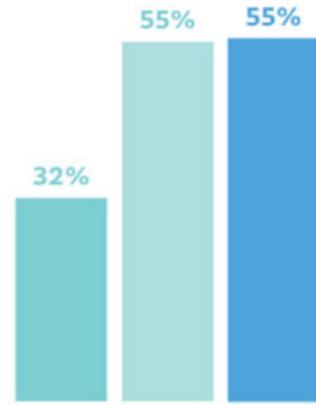
# Trips to the Water

2021 SHARE IS HIGHER IN 8 OF 10 MARKETS

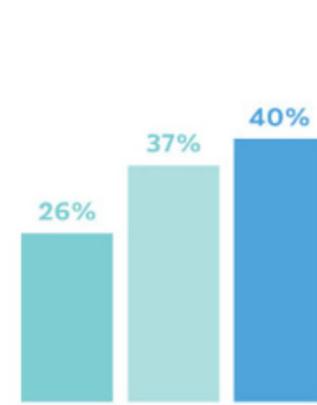
2019 2020 2021



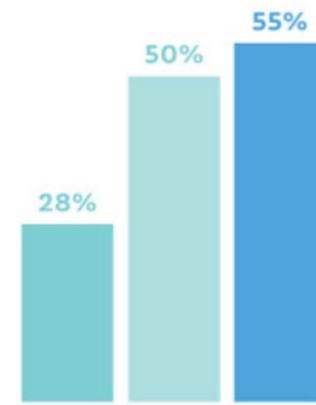
Atlanta



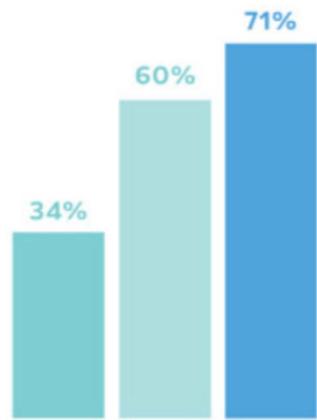
Dallas/Fort Worth



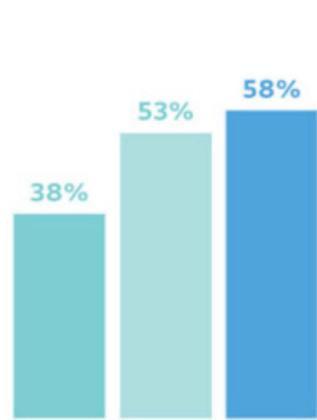
Nashville



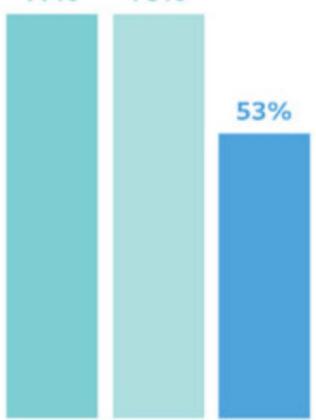
Saint Louis



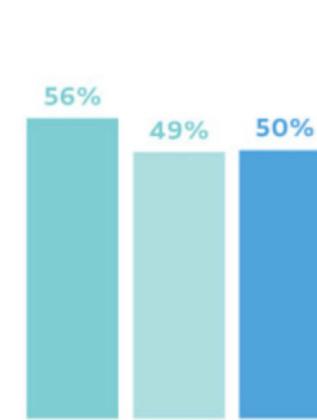
Chicago



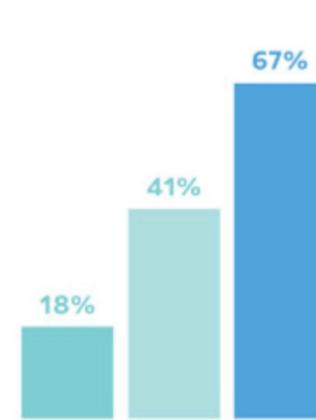
Cincinnati



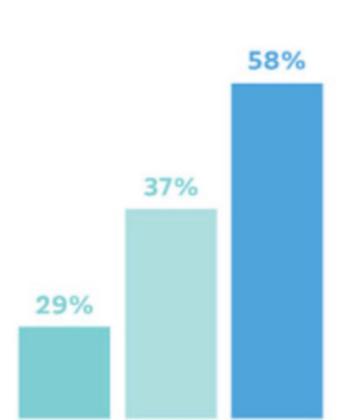
Detroit



Indianapolis



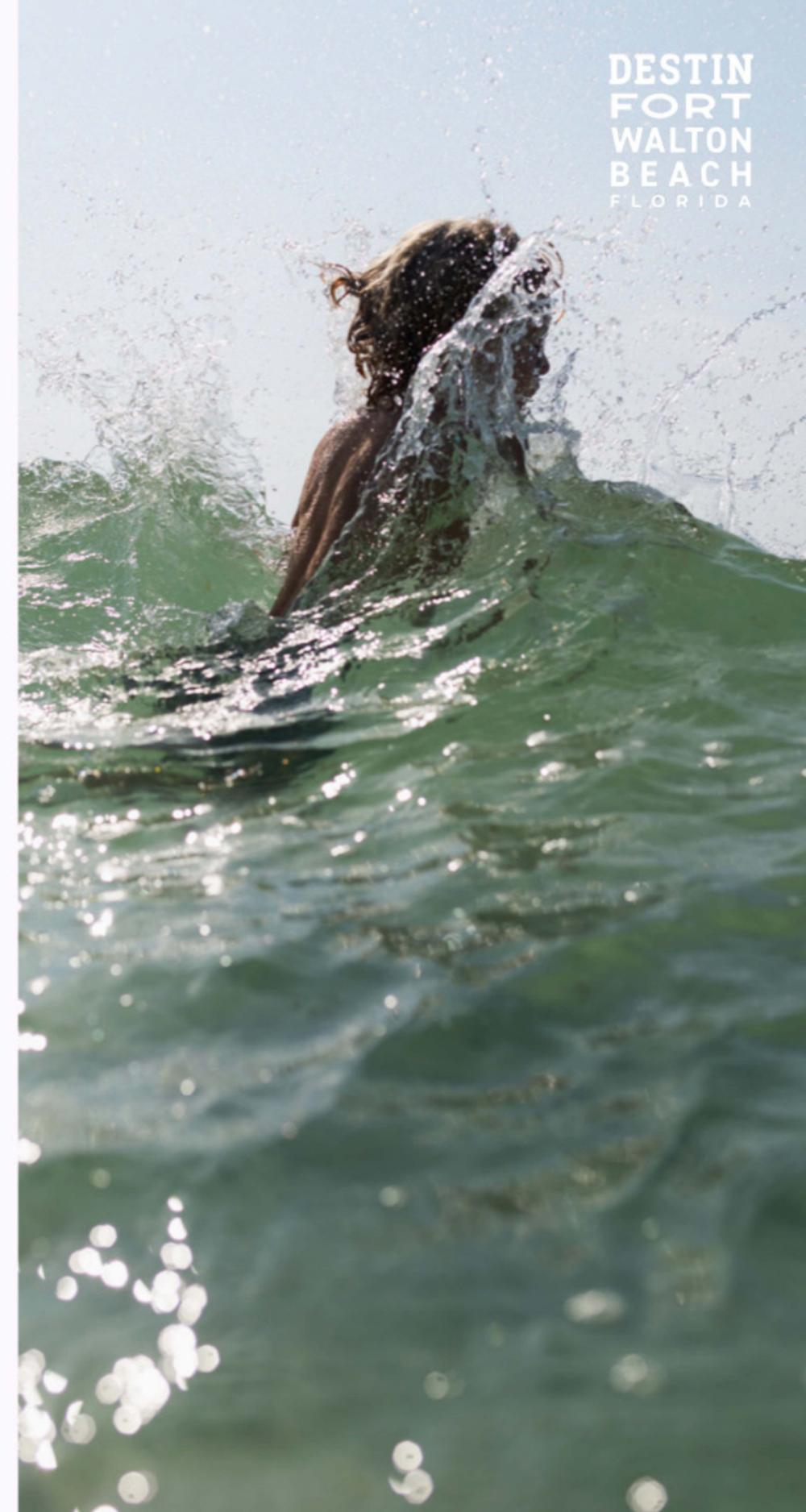
Minneapolis/St. Paul



Washington DC

# Perception

- 1 A vacation in DFWB enriches their lives**
- 2 More interest in water activities**
- 3 People believe they can discover new**
- 4 Chosen words and images are more focused on our promise**
- 5 More stakeholders collaborating to enhance tourism ecosystem**



**\$7.4MM**





91%

of families familiar with TV have plans to come to Destin-Fort Walton Beach in the next 24 months.

77%

of benchmark sample said their opinion of Destin-Fort Walton Beach has improved over the last year. Social media was the most cited as the reason why.

Visitation from Key Markets has increased by 30% over 2019. These families believe a vacation in Destin-Fort Walton Beach will enrich their lives because they can try something new and interact with local experts. Web traffic and Mom Panel confirm Little Adventures is a win in all forms - online, as Adventure Packs and beyond.

**ROI**

DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA

**7:1**

# **2022 Paid Media Partner Review**

**January 11, 2022**

**9:00 AM via Zoom**

# LITTLE ADVENTURES

Bite-sized adventures you can do right now.

Let's go!



Chat with a local mom  
for recommendations!

Live chat!



## You're invited to get a little out there.

Explore each adventure to see 360° videos, real kid reviews and expert tips from our locals!

All

Ages 0-3

Ages 4-7

Ages 8-12

Ages 13+

\$

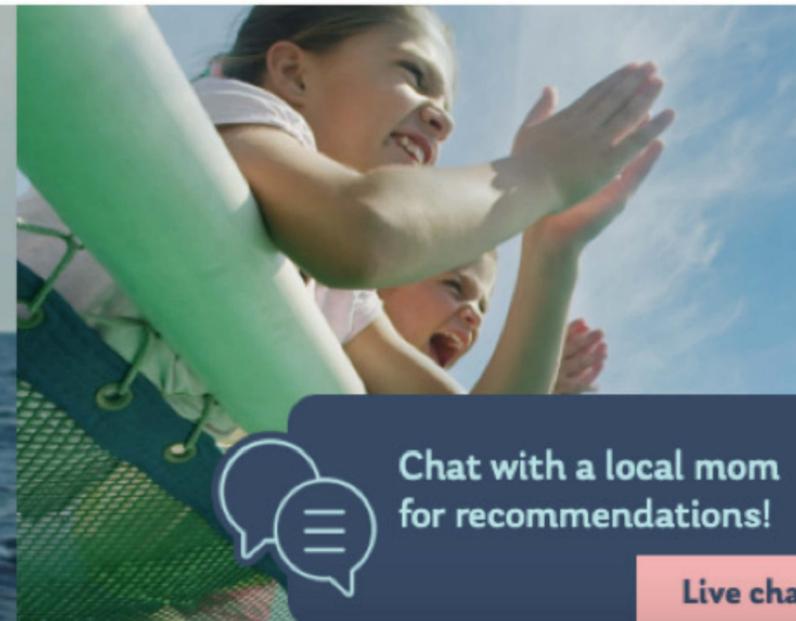
\$\$

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Less than 2 hours

Half-day

Full-day



Chat with a local mom  
for recommendations!

x

Live chat!



Our local Guides can answer all of your questions and help you easily book adventures!

**Live chat!**

 **Carrie Pardue** ●

answered the chat

Hey Nikki how can I help you today

 **Nikki Klepper**

We are visiting FWB in a couple weeks with two boys ages 5 and 7. I am looking for recommendations for a fishing charter for them

 **Carrie Pardue** ●

Oh you guys are going to have so much fun! I have two boys close to the same age.. Okay I have one in mind but I was first wondering if you are hoping to do inshore or offshore fishing?

 **Nikki Klepper**

They would totally dig being on the boat so offshore would be great

 System User is now on: <https://www.destinfb.com/little-adventures/charter-fishing-gulf/>

 **Carrie Pardue** ●

okay great! let me grab a couple of links for you and ill be right back

 **Nikki Klepper**

Thank you!!

 **Carrie Pardue** ●

For now check out this link <https://www.destinfb.com/explore/fishing/fishing-charters/> This has a list of a lot of local fishing charters! I will narrow down to a few of my favorites as well

 System User is now on: <https://www.destinfb.com/explore/fishing/fishing-charters/>

 **Carrie Pardue** ●

My top favorite would have to be Captain Lionel. He's a really great captain, offers really family friendly trips and he's pretty entertaining so he would make the trip really fun for you and the boys! <https://www.lionstleadventures.com>

 **Nikki Klepper**

Awesome thanks so much... we have never been to the area so I am overwhelmed with everything haha... Also if you have any other recommendations for things to do with them in the FWB area that would be great

 **Carrie Pardue** ●

I also really love Destin Offshore Charters - the Backlash. Captain Chris Kirby is a dad, he's a really great fisherman too! <https://destinoffshorecharters.com/welcome-charter-boat-backlash/>

 **Nikki Klepper**

Great!

I do feel more welcome, because especially that website, I would definitely go to that website. **It would be very helpful for planning. I learned about things that I didn't know you could even do in that area.**



**Mobility**  
**Accessibility**  
**Friendliness Gap**



**LITTLE  ADVENTURES**  
**DESTIN-FORT WALTON BEACH, FL**

# 2021 Experiences



# 2021 Experiences



# 2021 Experiences



# 2021 Experiences



# Spend growth

\$190.76



One of the things that we always do is we pick at least one place we're going to visit that requires tickets. That's something we do every time we go. **And if it does require tickets, we make sure we get those before we leave home.** Reason being is because you don't want to wait until you get down there and then the time that you want to go is sold out or there's no parking or whatever the case may be. So, we at least **commit to one paid activity**

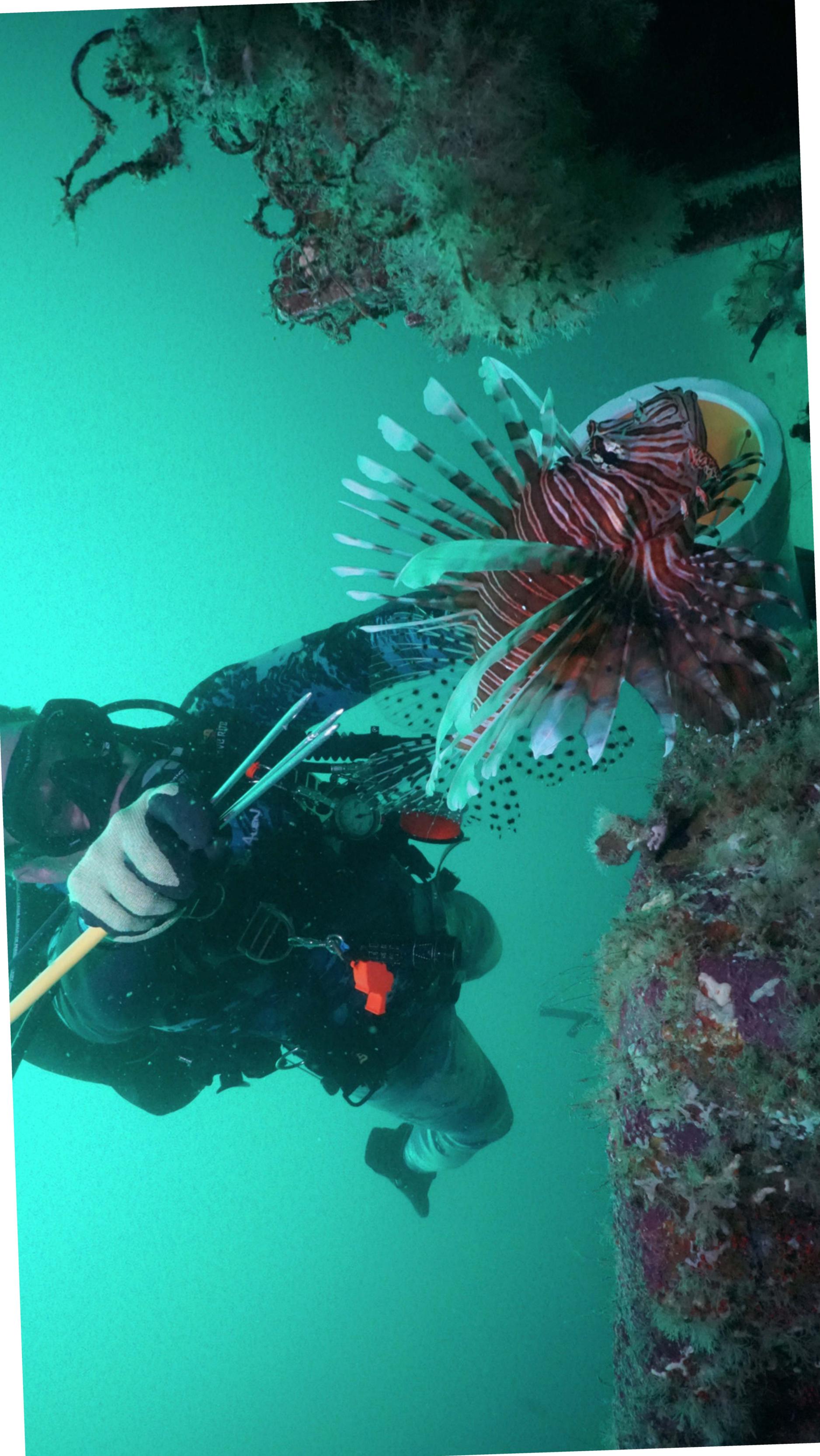
# **2022 Research Partner Review**

**January 26, 2022**

**9:00 AM via Zoom**

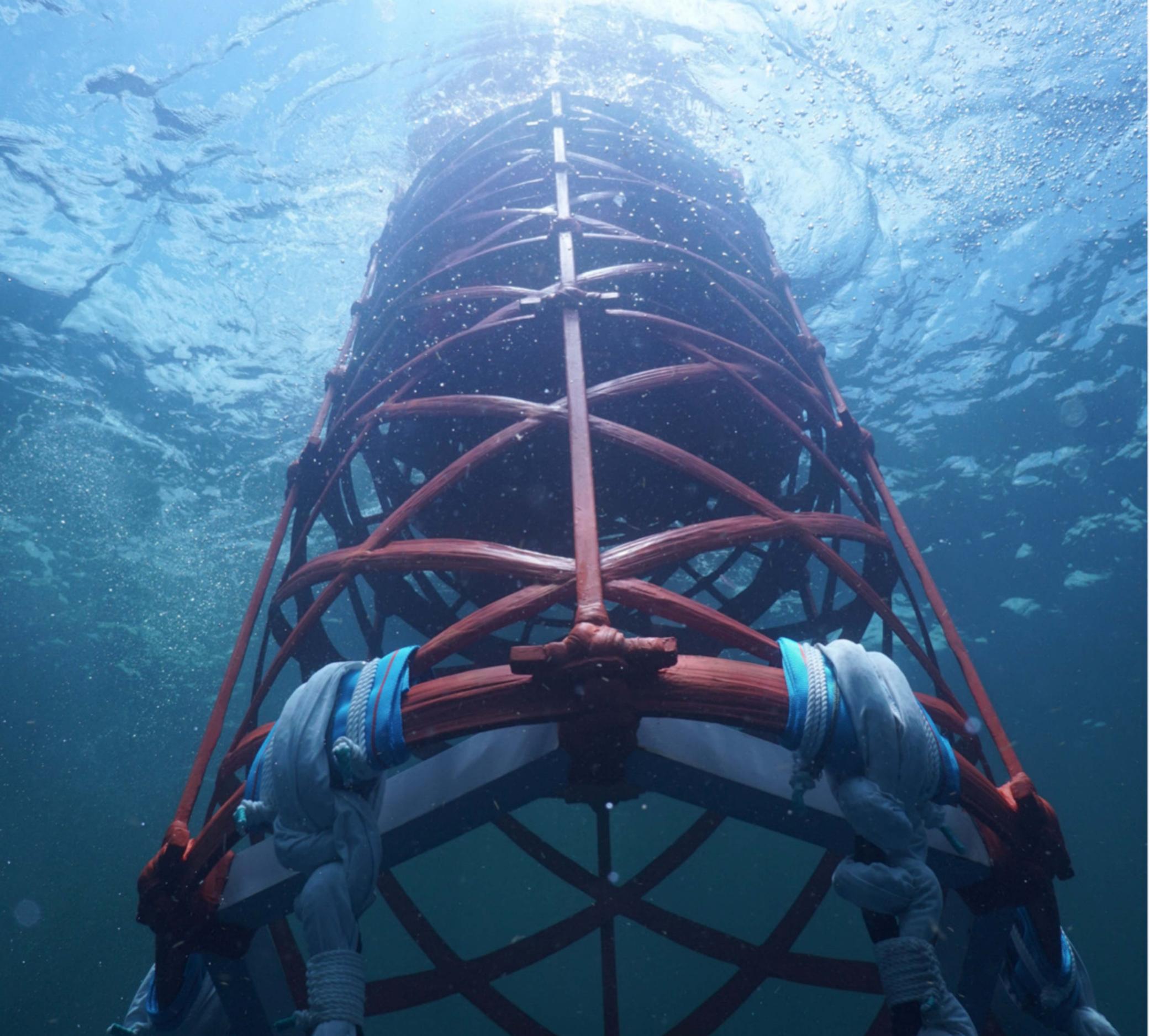


Product Development









**Captain Kelly Windes  
FAD Network**

# County-wide

- 1 Identify and integrate new products into Little Adventures**
- 2 Solidify new team and create plans for eco-, agri- and sports-tourism**
- 3 Introduce new product to visitors in market May - September 2022**
- 4 Identify future capital projects and develop plan for actualization**
- 5 Implement Destination Stewardship county-wide**
- 6 North End Welcome Center**





# Destination Stewardship

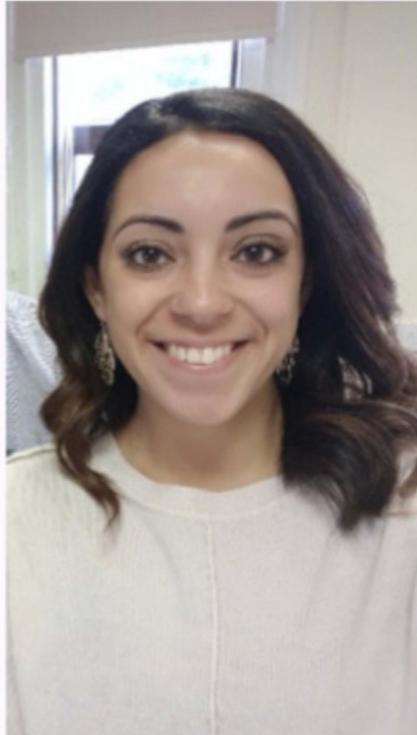
Stewardship uses community engagement and new product development to create a more valuable place for everyone.



# Our Online Guides



HEATHER



XIOMY



GIANNI



CARRIE



ABBY



CHELSEA



STEPHANIE

**“WE WILL BE RETURNING NEXT YEAR AND WILL CONTACT THE WEBSITE TO FIND OUT EVERYTHING YOU’RE OFFERING BECAUSE EXPERIENCES WITH LITTLE ADVENTURES WAS THE BEST PART OF OUR TRIP.”**

# Adventure Packs

DESTIN  
FORT  
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FLORIDA

# Adventure Packs



# Sold Out



[← more adventures](#)

## Tackle and Tacos

*Fishing instruction at the Okaloosa Island Fishing Pier plus a Rockin Tacos lunch*

Bait? Check. Fishing pole? Check. Tacos? Coming right up! Our Tackle and Tacos Adventure Pack supplies everything you need to get a fish on the line. (Even fishing instruction!) Plus, you'll get a delicious lunch at your own reserved table at Rockin Tacos.

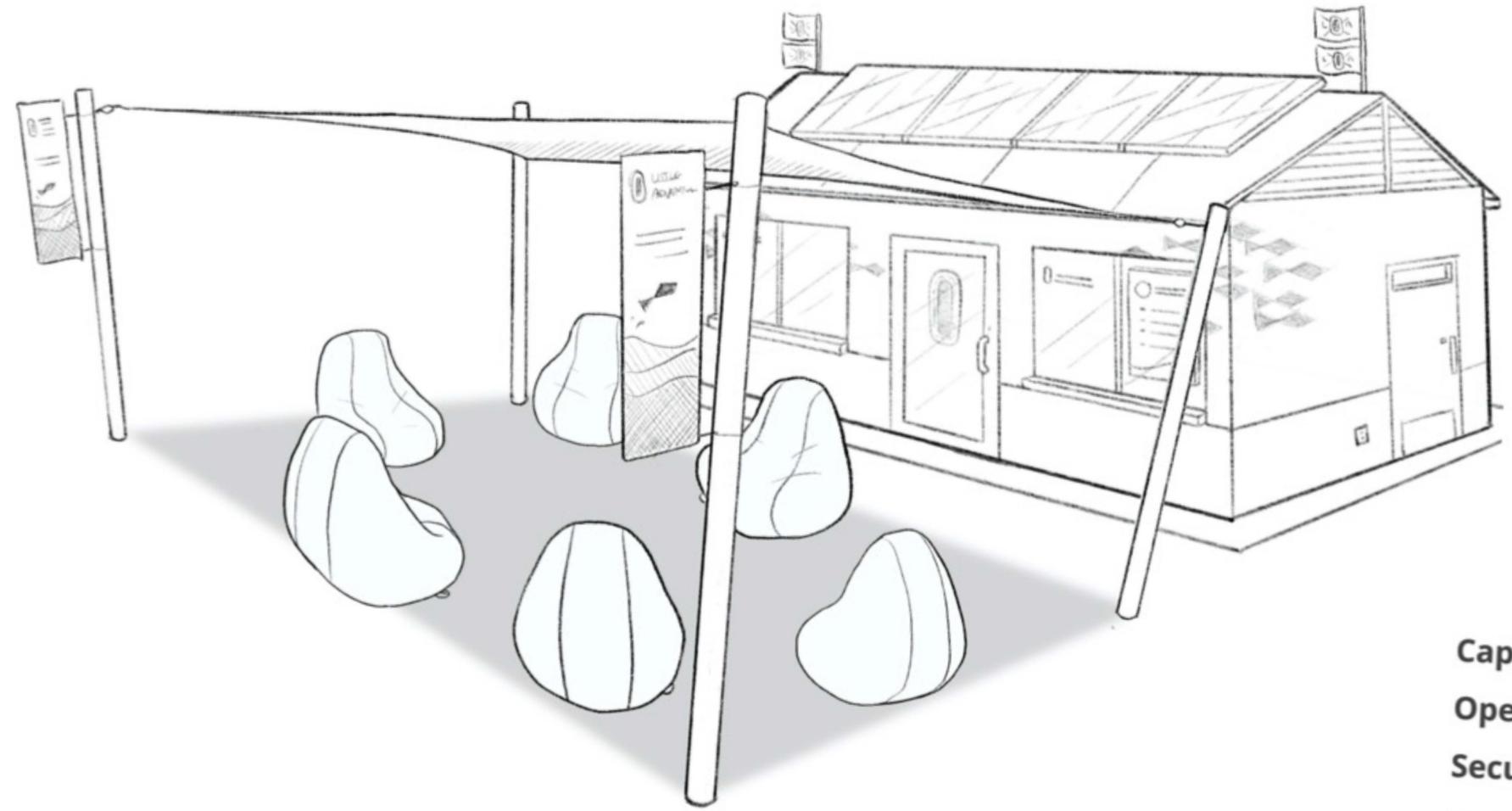
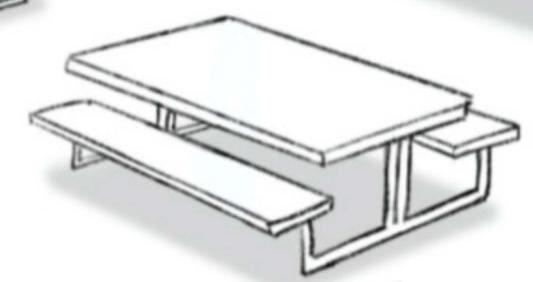
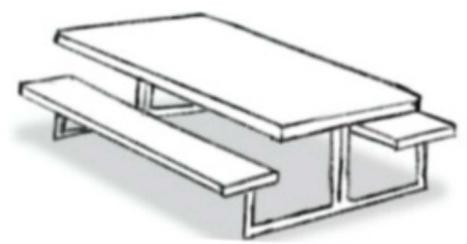
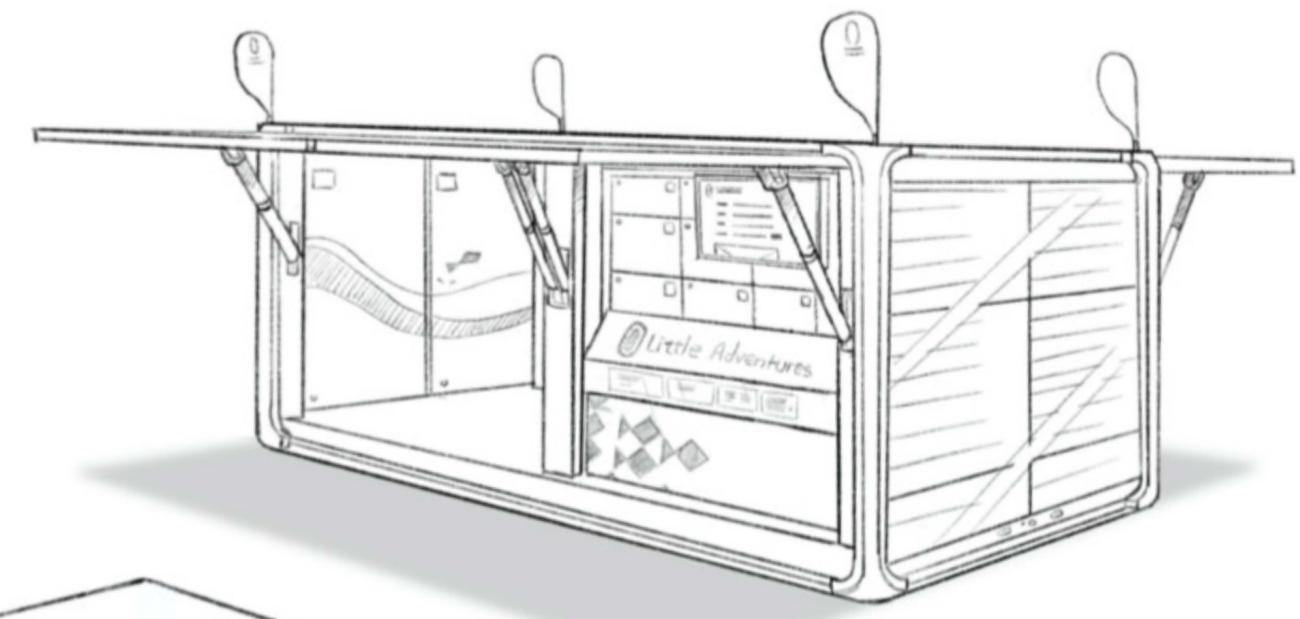
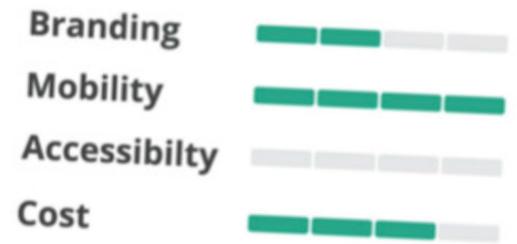
### At a glance:

- Your guide will meet your family at the Pier with poles, bait and to offer a 30-minute lesson. Once you start fishing, your guide will be close by to answer questions!
- The whole family will love fishing off the Pier—the water is so clear that you can actually see the fish before you catch them. Plus, it's one of the best places to spot dolphins, sea turtles, manta rays and pelicans dive-

A 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 a sandy beach. In the distance, three people are visible in the water, silhouetted against the bright sky.

# Wayfinder Network

**Introduce families to Little Adventures as a way to get them to explore beyond the typical and connect with local experts.**





Everything you need to get a little out there.

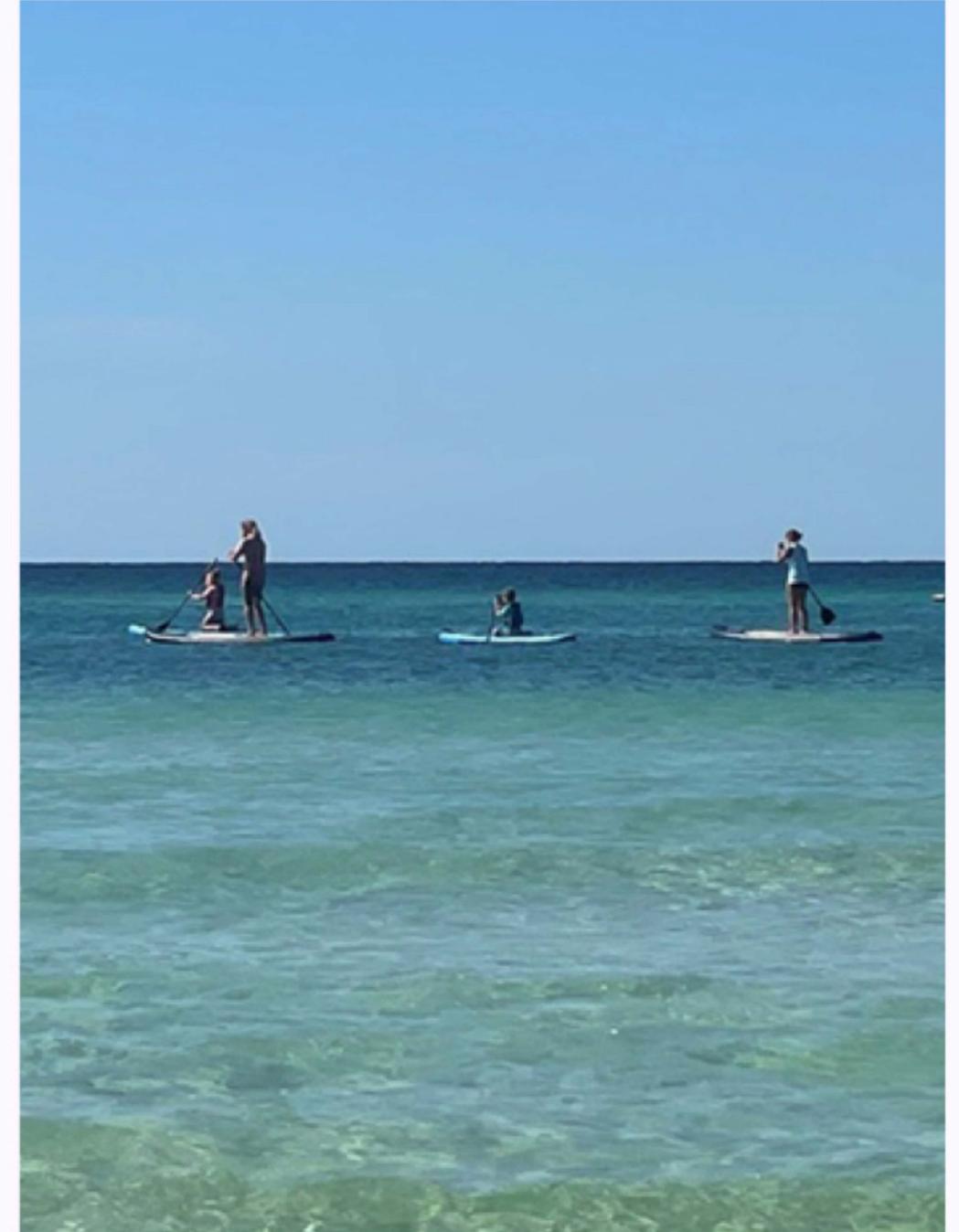
**YES!** These adventures are FREE!

Locker	Locker	Locker	Locker	Locker	Locker
Locker	Locker	Locker	Locker	Locker	Locker
Locker	Locker	Locker	Locker	Locker	Locker
Locker	Locker	Locker	Locker	Locker	Locker
Locker	Locker	Locker	Locker	Locker	Locker

# Wayfinder Network

GET YOURSELF ONBOARD

DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA



# Wayfinder Network

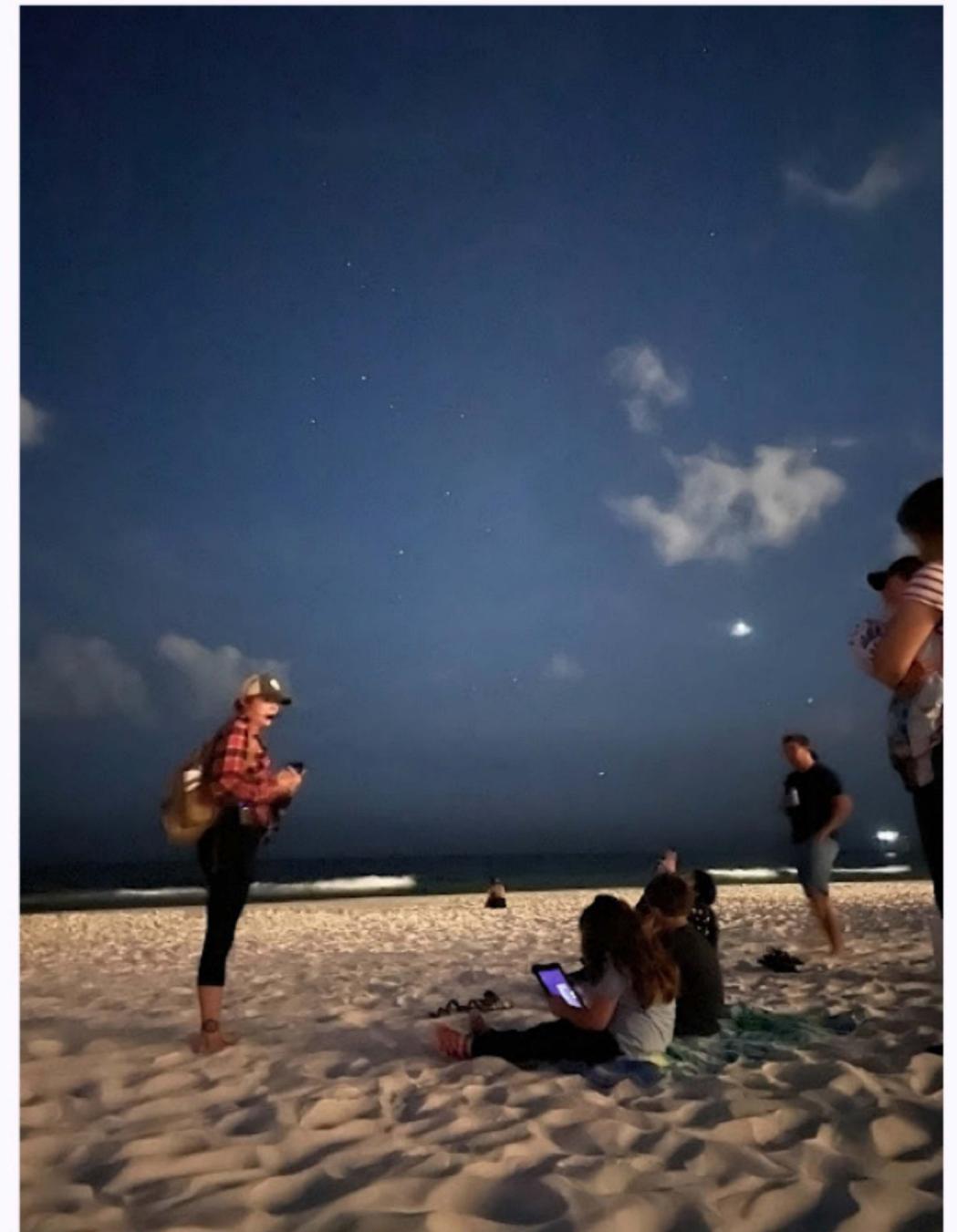
SEA CREATURES



# Wayfinder Network

EYES TO THE SKY

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FORT  
WALTON  
BEACH  
FLORIDA



# Wayfinder Network

PINFISH PATROL



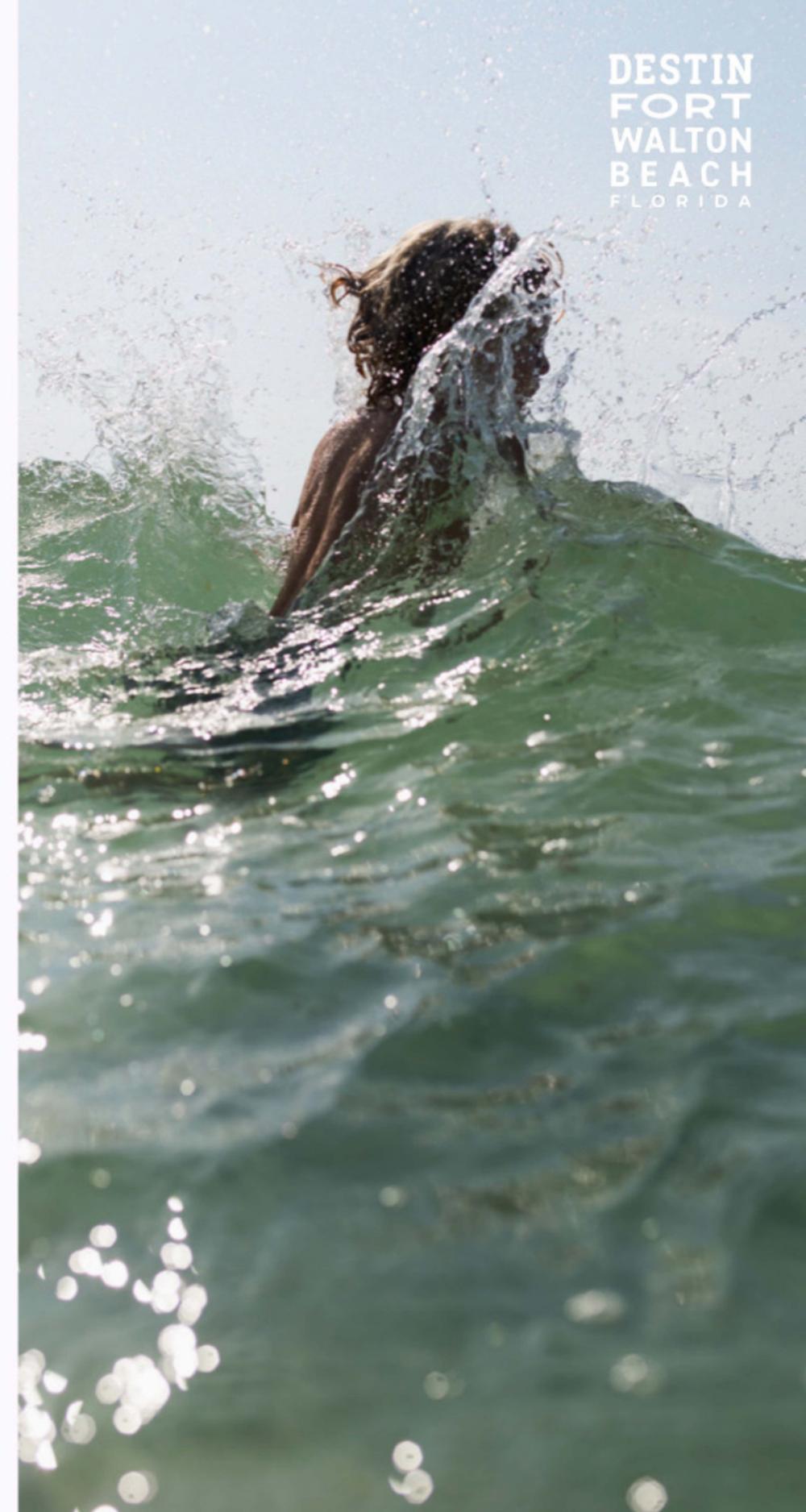
**LITTLE  ADVENTURES**  
**DESTIN-FORT WALTON BEACH, FL**



So What?

# Take Action

- 1 Partner with us**
- 2 Integrate Little Adventures into your conversations**
- 3 Take the leap and develop new products we can promote**
- 4 Embrace our mission and enrich the lives of all who live, work or visit**
- 5 Collaborate with us to enhance the tourism ecosystem**



Thank you.

