



**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

517K

Facebook followers

65.2K

Instagram followers

4.6M

Website sessions

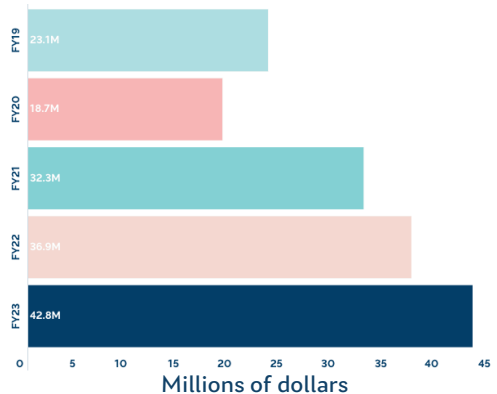
3.3M

Little Adventure filter tool conversions

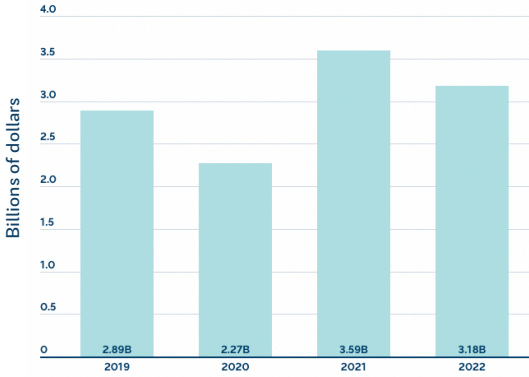
Number of Visitors

2019 - 7.3 million
2020 - 6.0 million
2021 - 8.3 million
2022 - 8.1 million
2023 - 7.8 million

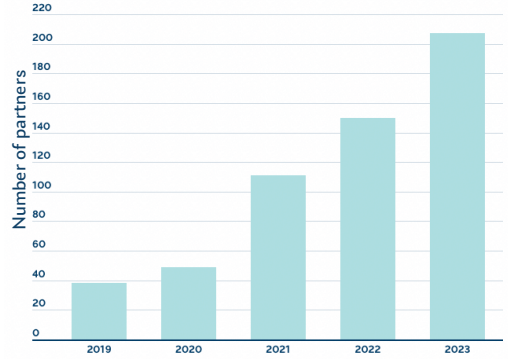
Tourism Tax Revenue



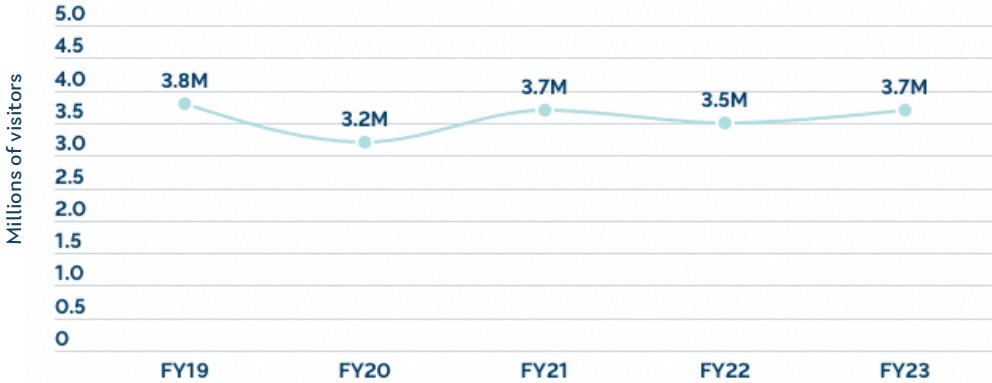
Visitor Spend



Partner Program Growth



Beach Census



\$2.75M

million to public safety

Text BEACH to 44144 for water conditions updates

27,941
Lionfish removed

35
Sea turtle nests on Okaloosa Island

88
Artificial reefs deployed

Don't forget to connect with us!

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