SOUTH WALTON MARKET FACTS

12 MONTHS
OF TOURISM

Unique climate that offers year-round 'peak season' tourism

Walton County has experienced a **50% population growth** since 2010

Avg HHI of Residents:
$100-200k

Avg HHI of Visitors:
$125-200k

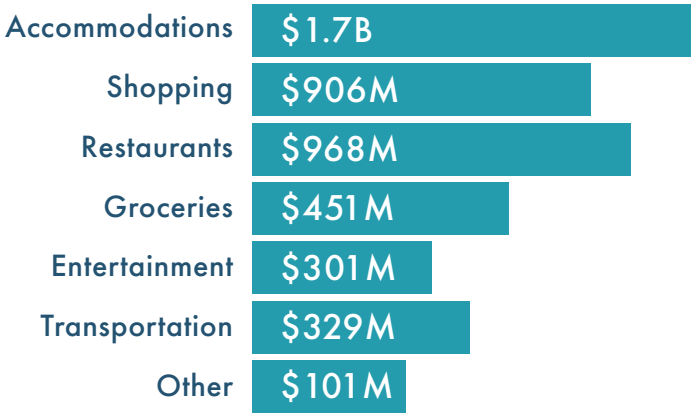
6.1 NIGHTS
Avg length of stay

5M+
annual tourist visits

6TH
FASTEST
growing county in the state

Visitor Spending in South Walton

TOTAL
$4.79B



SOUTH WALTON
DESTINATION STATISTICS

BEACH	92%	SHOPPING	67%
DINING	87%	FAMILY ACTIVITIES	65%
LEISURE ACTIVITY	78%		

Interested in learning more? Email **Dana Hahn**.

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