



This high-end piece acts as a way to break through the clutter, quickly highlighting the team-building experiences that make South Walton the premier meetings destination. Because above all, South Walton, Florida, makes planning simple. It offers the best of both worlds: business and pleasure. This sense of ease will leave a lasting impression on all guests who meet in South Walton.

As a result of this mail-out, South Walton's Group Sales team received two leads, totaling 1,700 room nights and a potential tourist development tax (TDT) collection of over \$17,000. This is a direct return on investment since all tourism efforts are funded by TDT. Even more significant, however, is the potential economic impact of \$568,425 that these leads could bring to businesses throughout Walton County.

## SOUTH WALTON MEETINGS VIDEO BROCHURE

Located along a 26-mile stretch of sugar-white beach and turquoise water on Northwest Florida's Gulf Coast, South Walton is continually recognized as a premier meetings destination.

Whether it's a 10-person executive retreat or a 1,500-person convention, planners and attendees can find the perfect meeting destination in paradise. Accommodations range from luxury boutique hotels and full-service resorts to stately beach houses and cozy cottages. And with more than 200 restaurants to choose from, attendees can delve into South Walton's delicious culinary scene. These 16 unique neighborhoods have something for everyone!

But what makes a meeting truly successful is the memories made along the way. According to this year's Downs & St. Germain Research Meeting Planner Survey, one of the key focuses of meeting planners was intimate meeting locations and team-building activities outside the boardroom. This high demand for corporate retreats that offer quality time and leisure experiences presented an opportunity for South Walton to position itself as the premier destination for planners.

Our outreach approach? A South Walton Meetings Video Brochure that features the full experience from beginning to end! This high-end piece includes a front cover, inside front cover, and back cover area showcasing meetings destination information. Within the brochure card, three long-form videos create an immersive experience, automatically playing "A Perfect Beach for a Perfect Meeting," "Share the Scenic Route" and "Best Seat in The House" brand videos.





WHERE MEETINGS FEEL  
MORE PERSONAL



Discover the difference by viewing the video card inside.

LEAVE A LASTING  
IMPRESSION



LEAVE A LASTING  
IMPRESSION



Start planning your next meeting in this uncrowded paradise - contact us today.



VisitSouthWalton.com/Meetings

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