

Let's Partner!

The Destin-Fort Walton Beach Partner Program

Destin-Fort Walton Beach Tourism is excited to partner with you and help promote your tourism business! Destin-Fort Walton Beach strategically places targeted marketing to reach our visitors before they get here. Let us help you attract more customers and increase sales.

From presenting your company at area Welcome Centers to featuring you on the destination website and social media, the Destin-Fort Walton Beach Partner Program offers valuable marketing initiatives.

What's included?

Web + Digital

- * Listing with direct link and images to your website
- * Website content inclusion
- * Shared social media content within brand guidelines
- * Shared digital reports, by request
- * Web listing for all partners and Visitor Guide ad inclusion for accommodation partners

Public Relations

- * Inclusion in media pitching
- * Media + influencer hosting opportunities
- * Regional promotions + in-market events

Venues + Welcome Centers + Tradeshows

- * Opportunities to be featured at Welcome Centers
- * Group + Destination Leads
- * Tradeshow discounts + partnerships

Advocacy + Training + Programming

- * Documents, tools, + assistance in event of crisis
- * Opportunities to participate in Destination Stewardship + Little Adventures programming
- * Access to select research
- * Complimentary courses such as hospitality, customer service, + sales training

Easy Sign Up

To sign up, visit destinfbw.com/partners.

Click on the Destin-Fort Walton Beach Partner Program link to fill out a short form. After you submit your form, a member of the Destin-Fort Walton Beach team will follow-up with you.

Contact

Dakota Scott
COMMUNITY RELATIONS COORDINATOR
dscott@myokaloosa.com | (850) 598-4334

Destin-Fort Walton Beach reserves the right to refuse assets if it does not appropriately fulfill the presented opportunity. Collaborative efforts, such as earned media opportunities, regional promotions, and events, cannot be guaranteed. Opportunities will be presented equitably on a case-by-case basis. Dates of inclusion in opportunities such as newsletters, social media and PR pitching to be determined by Destin-Fort Walton Beach. Visitor Guide inclusion is limited to accommodation partners who enroll in the Partner Program and who provide sufficient assets by presented deadline. Partners are auto-renewed each year. To opt out of the program, email marketing@myokaloosa.com.

