

February 2019 Visitor Insights

Generation		Top Feeder Markets		Lodging		Activities	
Centennials (1996 -)	2%	Mobile, AL		Stayed in Paid Accommodations	73%	Beach	59%
Millennials (1977 - 1995)	37%	Atlanta, GA		Average length of lodging stay	9.0 nights	Shopping	42%
GenX (1965 – 1976)	26%	Greenville, SC/Asheville, NC		Spending		Fine dining	30%
Boomers (1946 – 1964)	30%	Chicago, IL		Average party spend	\$1,625	Museums	26%
Silent/G.I. (before 1946)	5%	Jacksonville, FL		Average party spend per day	\$181	Ticketed performance	14%
Age		Tallahassee, FL		Children Present in Party if:		Art galleries	13%
Under 25	8%	Birmingham, AL		Visiting for leisure	19%	Ecotourism	13%
25 - 34	21%	Huntsville-Decatur, AL		Staying overnight	20%	Golf	9%
35 - 44	19%	Minneapolis-St Paul, MN		Staying inland	13%	Fishing	9%
45 - 54	17%	Memphis, TN		Staying on Pensacola Beach	32%	Pro sporting event	5%
55 - 64	18%	Party Composition		Staying on Perdido Key	3%	Growth	
65+	16%	Family*	19%	Advance Planning		First Time Visitors	37%
Average Age	46	Couple/Adults Only	81%	Less than 1 week	1%	Advance Booking	
Household Income		Average Party Size	2.8	1 - 2 weeks	6%	Less than 1 week	2%
Under \$50,000	29%	Reason for Visit		3 - 4 weeks	21%	1 - 2 weeks	8%
\$50,000 - \$74,999	20%	Leisure	62%	1 - 2 months	31%	3 - 4 weeks	18%
\$75,000 - \$99,999	14%	Business	7%	2 - 3 months	25%	1 - 2 months	31%
\$100,000 - \$149,000	18%	Visiting family	31%	More than 3 months	16%	2 - 3 months	28%
\$150,000+	19%	Method of Travel		Average (days)	55	More than 3 months	11%
Average	\$92,946	Drive	81%	Advance Booking		Average (days)	52
		Fly	19%	Less than 1 week	2%		
				1 - 2 weeks	8%		
				3 - 4 weeks	18%		
				1 - 2 months	31%		
				2 - 3 months	25%		
				More than 3 months	16%		
				Average (days)	55		

February Visitor Insights Trend

Top Feeder Markets

Feb 2018	Feb 2019
Mobile, AL	Mobile, AL
Atlanta, GA	Atlanta, GA
Birmingham, AL	Greenville, SC/Asheville, NC
Dallas-Ft. Worth, TX	Chicago, IL
Minneapolis-St Paul, MN	Jacksonville, FL
Traverse City-Cadillac, MI	Tallahassee, FL
New York, NY	Birmingham, AL
Biloxi-Gulfport, MS	Huntsville-Decatur, AL
Montgomery, AL	Minneapolis-St Paul, MN
Washington, DC	Memphis, TN

Visitor Profile

	Feb 2018	Feb 2019	Change
Centennials (1996 -)	3%	2%	-33%
Millennials (1977 - 1995)	34%	37%	+9%
GenX (1965 – 1976)	21%	26%	+24%
Boomers (1946 – 1964)	36%	30%	-17%
Silent/G.I. (before 1946)	7%	5%	-29%
Average Income	\$75,485	\$92,946	+23%
Average Party Size	2.9	2.8	-3%
Traveled with Children	21%	19%	-10%

Advance Planning

	Feb 2018	Feb 2019	Change
Planning (average days)	57	55	-4%
Booking (average days)	55	52	-5%

Reason for Visit

	Feb 2018	Feb 2019	Change
Leisure	64%	62%	-3%
Business	7%	7%	-
Visiting family	29%	31%	+7%

Lodging

	Feb 2018	Feb 2019	Change
Stayed in Paid Accommodations	55%	73%	+33%
Average Length of Lodging Stay	12.5 nights	9.0 nights	-28%

Spending

	Feb 2018	Feb 2019	Change
Average Party Spend	\$1,517	\$1,625	+7%
Average Party Spend per Day	\$121	\$181	+50%

Growth

	Feb 2018	Feb 2019	Change
First Time Visitors	30%	37%	+23%

Visit Pensacola

February Visitor Overview

Visitor Demographics Feb 19		1 Year Trend	3 Year Trend	5 Year Trend
Centennials (1996 -)	2%	-38%	NA	NA
Millennials (1977 - 1995)	37%	+9%	NA	NA
Generation X (1965 – 1976)	26%	+26%	NA	NA
Boomers (1946 – 1964)	30%	-16%	NA	NA
Silent/G.I. (before 1946)	5%	-25%	NA	NA
Average HH Income	\$92,946	+23%	+16%	+25%
Traveled w/ Children >18	19%	-9%	8%	+96%
Average Party Size	2.8	-2%	+25%	+18%
First Time Visitor	37%	+25%	-12%	-

Travel Overview Feb 19		1 Year Trend	3 Year Trend	5 Year Trend
Advance Planning (avg. days)	55	-5%	+18%	+13%
Advance Booking (avg. days)	52	-5%	+20%	+17%
Drove	81%	-0.1%	+1%	+5%
Flew	19%	+0.5%	-4%	-16%

Visit Overview Feb 19		1 Year Trend	3 Year Trend	5 Year Trend
Traveled for leisure	62%	-3%	+12%	+24%
Traveled for business	7%	-6%	-45%	-43%
Traveled to visit family/friends	31%	+7%	+1%	-11%
Stayed in paid accommodations	73%	+33%	+28%	+3%
Average length of lodging stay (nights)	9.0	-28%	-41%	-57%
Average party spend	\$1,625	+7%	-4%	+23%
Average party spend per day	\$181	+49%	+62%	+186%

Communications Feb 19		1 Year Trend	3 Year Trend	5 Year Trend
Net Communications Recall	70%	+40%	+14%	NA
Advertising Recall	42%	+38%	+3%	+58%
Public Relations Recall	41%	51%	-7%	+108%

Lodging & Visitor Estimates Feb 19		1 Year Trend	3 Year Trend	5 Year Trend
Average Daily Rate	\$TBD		NA	NA
Average Occupancy	TBD%		NA	NA
Visiting Parties	TBD		NA	NA
Total Visitors	TBD		NA	NA
Overnight Visitors	TBD		NA	NA
Day Visitors	TBD		NA	NA

Visit Pensacola

YTD Visitor Overview

(January – February)

Visitor Demographics YTD 19		Compared to This Time Last Year
Centennials (1996 -)	2%	-4%
Millennials (1977 - 1995)	40%	+10%
Generation X (1965 – 1976)	24%	+7%
Boomers (1946 – 1964)	30%	-14%
Silent/G.I. (before 1946)	5%	-5%
Average HH Income	\$94,917	+14%
Traveled w/ Children >18	17%	-8%
Average Party Size	3.0	+7%
First Time Visitor	36%	+17%

Travel Overview YTD 19		Compared to This Time Last Year
Advance Planning (avg. days)	54	-12%
Advance Booking (avg. days)	51	-10%
Drove	83%	+13%
Flew	17%	-36%

Visit Overview YTD 19		Compared to This Time Last Year
Traveled for leisure	60%	+8%
Traveled for business	10%	+2%
Traveled to visit family/friends	30%	-13%
Stayed in paid accommodations	76%	+37%
Average length of lodging stay (nights)	9.9	-15%
Average party spend	\$1,764	+14%
Average party spend per day	\$178	+35%

Communications YTD 19		Compared to This Time Last Year
Net Communications Recall	67%	+30%
Advertising Recall	40%	+23%
Public Relations Recall	37%	+14%

Lodging & Visitor Estimates YTD 19		Compared to This Time Last Year
Average Daily Rate	\$TBD	
Average Occupancy	TBD%	
Visiting Parties	TBD	
Total Visitors	TBD	
Overnight Visitors	TBD	
Day Visitors	TBD	