



Visit Pensacola

EMERGING MARKETS STUDY 2023



INTRODUCTION

Introduction & Methodology

- The purpose of this study is to establish a baseline for Visit Pensacola's marketing push into emerging markets.
- Memphis was selected as an Emerging Market due to the adequate market potential (487,100 potential new visitors) & good market penetration (4%).
- Denver was selected due to the great market potential (1,588,000 potential new visitors) & adequate market penetration (1%).
- Dallas was selected due to visitor tracking data as well as the Market Penetration/Potential analysis have shown the success marketing efforts have had in this market. The market also has 3,462,100 potential new visitors and 1% market penetration.
- The study was conducted through 400 internet surveys with residents in each market, 1,200 total surveys, with the following attributes:
 - \$75,000+ household income
 - Vacation decision maker
 - Taken a beach vacation in the past 5 years & stayed in paid accommodations





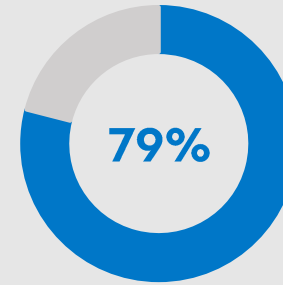
EXECUTIVE SUMMARY

Core Messaging

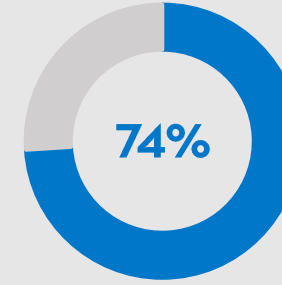
Visit Pensacola's core messaging that aligns with the emotional positioning components will resonate **VERY STRONGLY** with potential visitors from Memphis

Priority Metrics

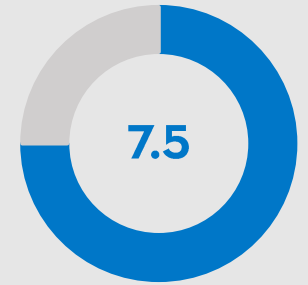
AWARENESS:
HIGH



WORD OF MOUTH:
HIGH



LIKELIHOOD TO VISIT:
OK



Memphis

Ancillary Messaging

Convenience resonates strongly with potential visitors from Memphis

The multitude of activities and water sports do NOT resonate strongly with potential visitors from Memphis

The value proposition is less likely to resonate with potential visitors from Memphis

Priority Geography

The following zip codes are more likely to move the needle on visitation to the Pensacola area:

38002, 38125, 38016, 38632 (East Memphis)

38017, 38104, 38101 (Central Memphis)

These zip codes have a high awareness of the Pensacola area. Central Memphis also has a high percentage of those who have visited the Pensacola area previously.

MEMPHIS DIFFERENTIATORS

- Potential visitors from Memphis are likely to:
 - Be aware of Perdido Key (40%)
 - Have previously vacationed at a Panhandle beach location - 40% have previously vacationed in the Pensacola area
 - Know the geographical location within Florida of the Pensacola Area (Panhandle/Northwest Florida) (52%)
 - Have talked to their friends about a Pensacola area Vacation (74%)
 - Have searched for or noticed information about the Pensacola area (62%)
 - Vacation in a destination that offers total relaxation, value for your money, and beautiful blue-green beaches and white sugary sand
 - Describe the Pensacola area as a destination that offers beautiful blue-green beaches and white sugary sand
 - Not visit the Pensacola area because they want a variety in vacation destinations, or they prefer another place
 - Drive to the Pensacola area (64%)
 - The value proposition for the Pensacola area was rated lower, perhaps due to the overall lower income of potential visitors from Memphis

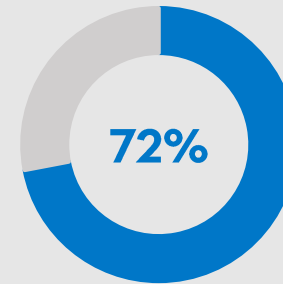


Core Messaging

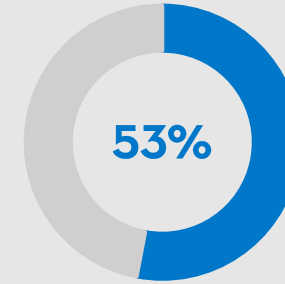
The beautiful blue-green beaches and white sugary sand will resonate with potential visitors from Denver. However, “be yourself” and “no agenda” messages will not resonate as strongly.

Priority Metrics

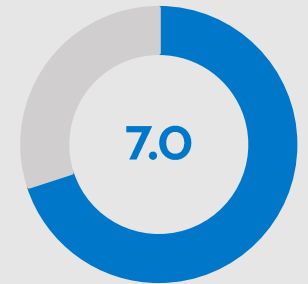
AWARENESS:
OK



WORD OF MOUTH:
LOW



LIKELIHOOD TO VISIT:
LOW



Denver

Ancillary Messaging

Not crowded will resonate strongly with potential visitors from Denver

Winter travel to the beautiful beaches, direct flights, and a welcoming and inviting atmosphere will likely resonate

The multitude of activities and value do NOT resonate strongly with potential visitors from Denver

Priority Geography

The following zip codes are more likely to move the needle on visitation to the Pensacola area:

80002, 80004, 80021, 80214 (West Denver)

80111, 80013, 80015, 80104, 80122 (South Denver)

These zip codes have a higher awareness of the Pensacola area. These areas priorities relaxation when taking a vacation. They also score the Pensacola area high for their beautiful beaches, sand and water.

DENVER DIFFERENTIATORS

- **7 in 10** potential visitors from Denver are aware of the Pensacola area
- Potential visitors from Denver are likely to:
 - Have diverse previous vacation locations with Myrtle Beach and Daytona as the most popular - yet 25% have previously vacationed in the Pensacola area
 - Have talked to their friends about a Pensacola area vacation (53%)
 - Associate a Pensacola area vacation to one at Myrtle Beach or Daytona Beach
 - Not visit the Pensacola area because it is too expensive, or they want a variety vacation destinations
- Fly to the Pensacola area (82%)
- The Pensacola area ranked low on value for potential visitors from Denver, likely due to the distance and added expense of flying to the area



Core Messaging

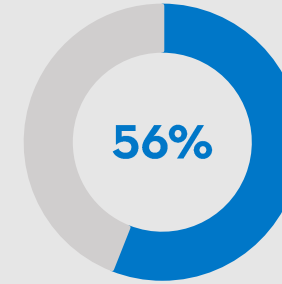
Visit Pensacola's core messaging that aligns with emotional positioning components will continue to resonate **VERY STRONGLY** with potential visitors from Dallas

Priority Metrics

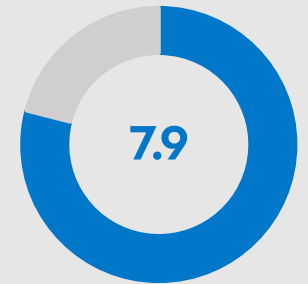
AWARENESS:
OK



WORD OF MOUTH:
OK



LIKELIHOOD TO VISIT:
HIGH



Dallas

Ancillary Messaging

The **value proposition** for the Pensacola area was rated high along with a destination that is **not crowded** with potential visitors from Dallas

Having a variety of activities does NOT resonate strongly with potential visitors from Dallas

Priority Geography

The following zip codes are more likely to move the needle on visitation to the Pensacola area:

75001 (Addison) - This area has a high percentage of previous visitors to the Pensacola area. Addison has the highest interest in visiting and rates many of the Pensacola area attributes very high as well

75231, 75224, 76244, 75126 (Dallas) - Has a high interest in visiting the Pensacola area

DALLAS DIFFERENTIATORS

- **7 in 10** potential visitors from Dallas are aware of the Pensacola area
- Nearly **3 in 10** potential visitors have previously visited the Pensacola area
- Potential visitors from Dallas are likely to:
 - Have searched for or noticed information about the Pensacola area (65%)
 - Associate a Pensacola area vacation to one at Destin/Ft. Walton Beach
 - Not visit the Pensacola area because they prefer another place
 - Slightly more likely to fly over drive to the Pensacola area
- Have the highest intent of vacationing in the Pensacola area
- Are more likely to have a household income of \$100K+
- The Pensacola area is convenient in terms of drivability from Dallas, though more prefer to fly
- Messaging that includes a variety of cultural events are not as important but are rated highly for the Pensacola area



Rating of the Pensacola area: Previous visitor vs. Potential visitors

Previous visitors to the Pensacola area from Memphis were more likely to:

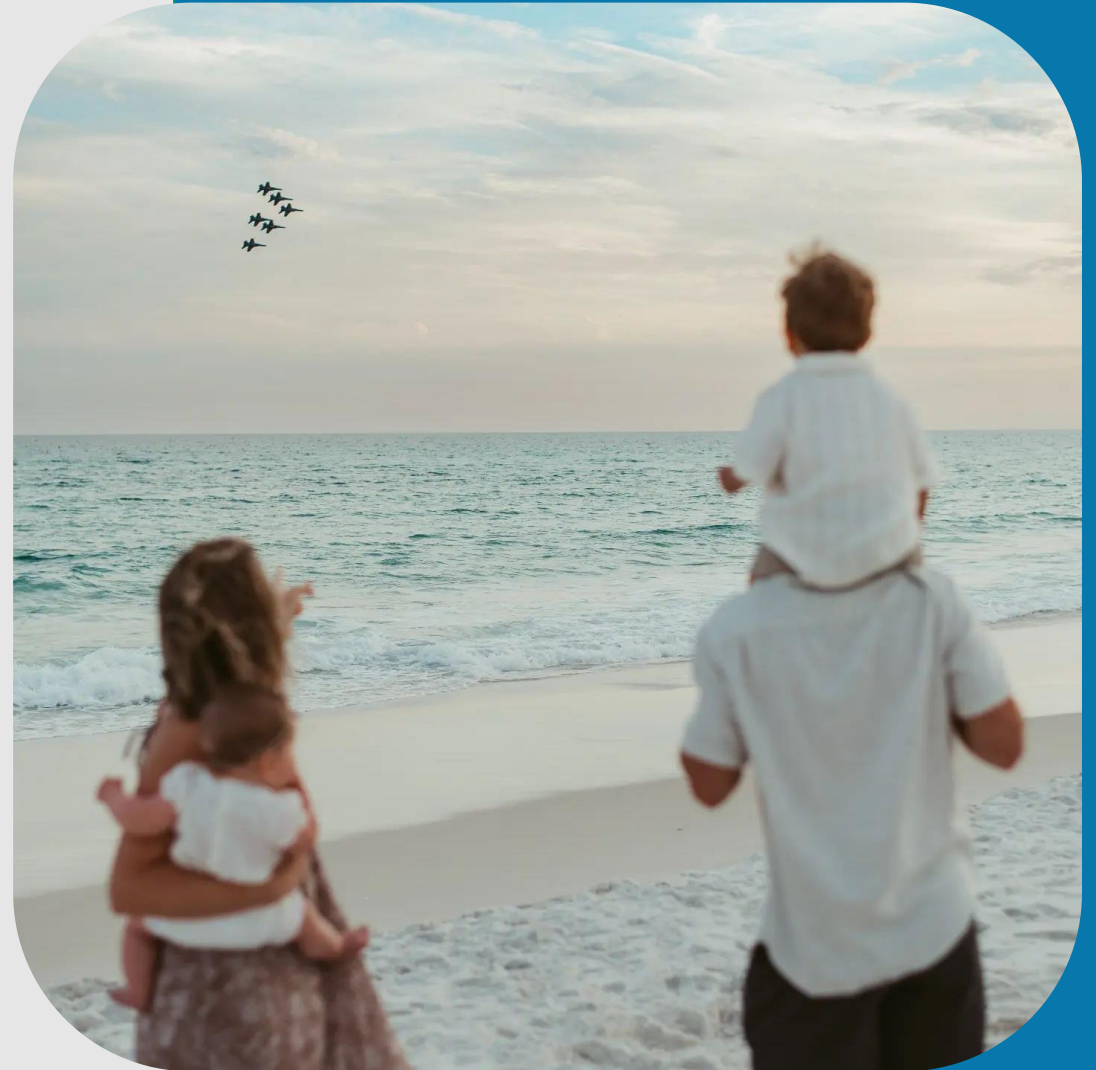
- Give higher ratings for Pensacola's welcoming and inviting atmosphere with friendly and social people

Previous visitors to the Pensacola area from Denver were more likely to:

- Give higher ratings for Pensacola's nightlife and welcoming and inviting atmosphere with friendly and social people

Previous visitors to the Pensacola area from Dallas were more likely to:

- Give higher ratings for Pensacola's nature walks & eco-touring and off beach activities such as golf, tennis, and biking



Perception of the Pensacola area: Before and After Video Clip

Prior to seeing video clip about the Pensacola area:

- Overall, potential visitors from each market **use vague terms** to describe their thoughts and feelings of the Pensacola area
- They noted this would probably be a very **pleasant place to visit** for a vacation, yet they were uncertain to specifics as it is located closer to Alabama than to other recognizable Florida Beaches such as Miami

After seeing video clip:

- They used more specific terms to describe the beautiful beaches, such as “**soft white sand**” and “**clear blue water**”
- They were more likely to describe the area as **relaxing, fun, and clean**
- They also noted the variety of **delicious food, plentiful activities**, and its **family friendly environment**
- They were less likely to negatively associate the area with Florida politics





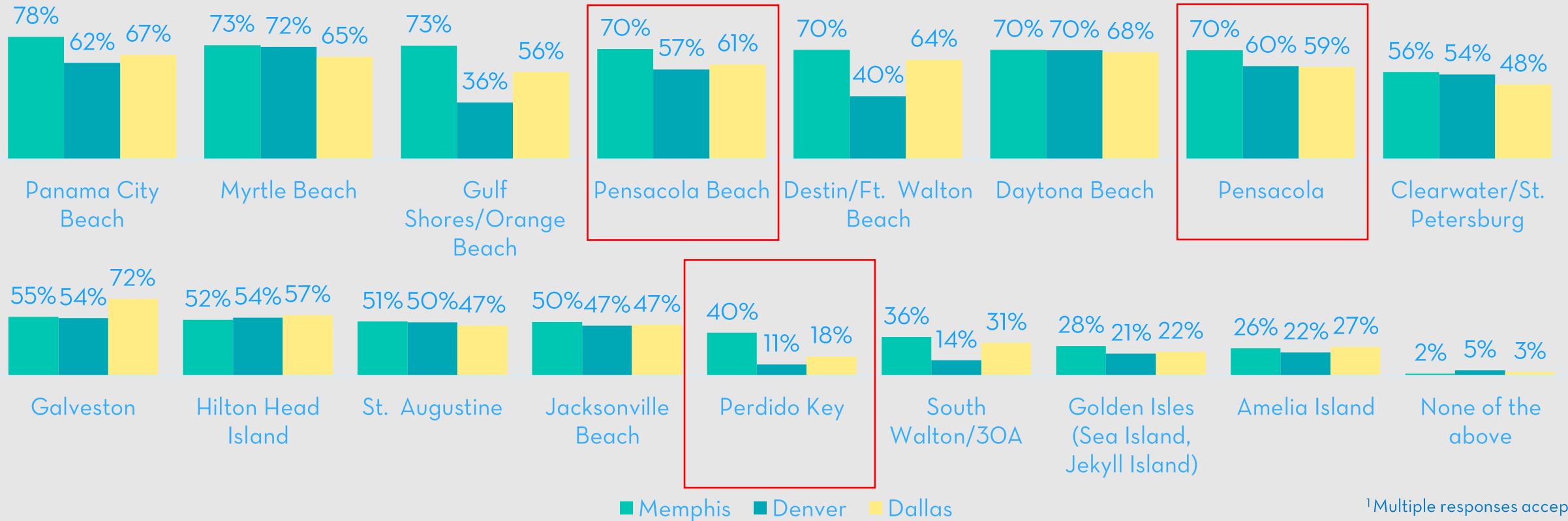
DETAILED FINDINGS



AWARENESS

AIDED AWARENESS OF BEACH DESTINATIONS¹

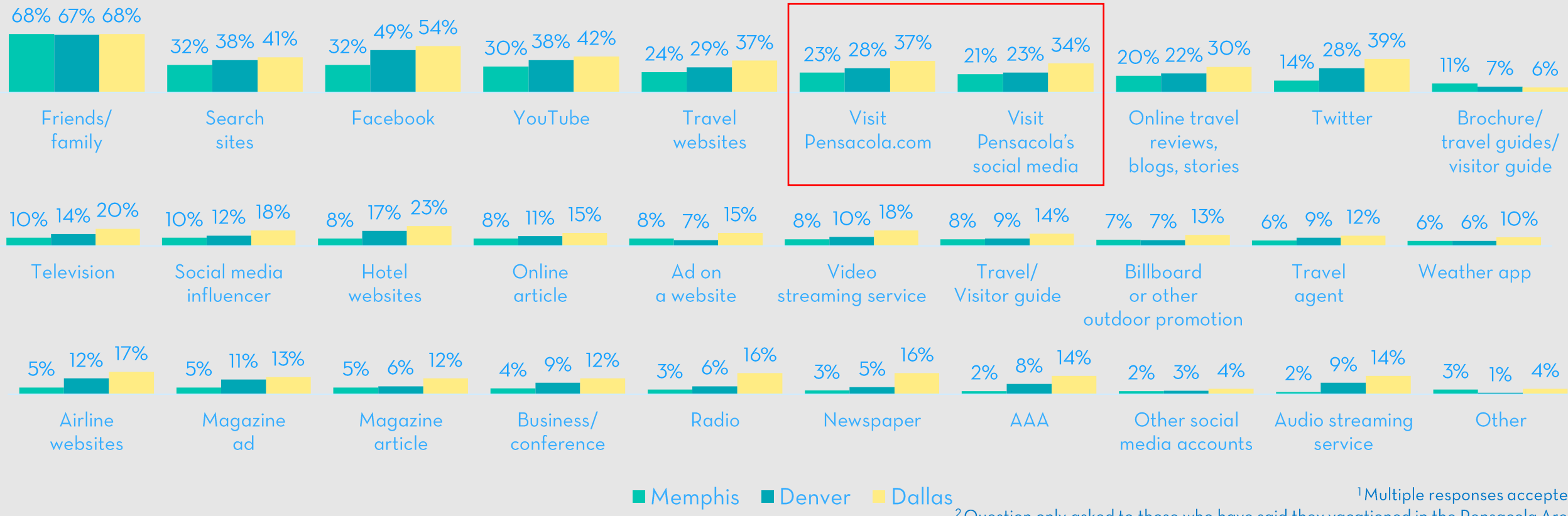
- **7 in 10** potential visitors from Memphis are aware of Pensacola and Pensacola Beach
- Potential visitors from Denver have a **60%** awareness of Pensacola
- **2 in 5** potential visitors from Memphis along with nearly **1 in 5** from Dallas have an awareness of Perdido Key



¹Multiple responses accepted.

AWARENESS OF PENSACOLA: HOW DID YOU BECOME AWARE OF THE AREA?

- Around **2 in 3** potential visitors from all three markets heard about the Pensacola area from **Friends/Family**
- Potential visitors from Dallas and Denver were more likely to have become aware of the Pensacola area via **VisitPensacola.com and/or Visit Pensacola's Social media** than those from Memphis

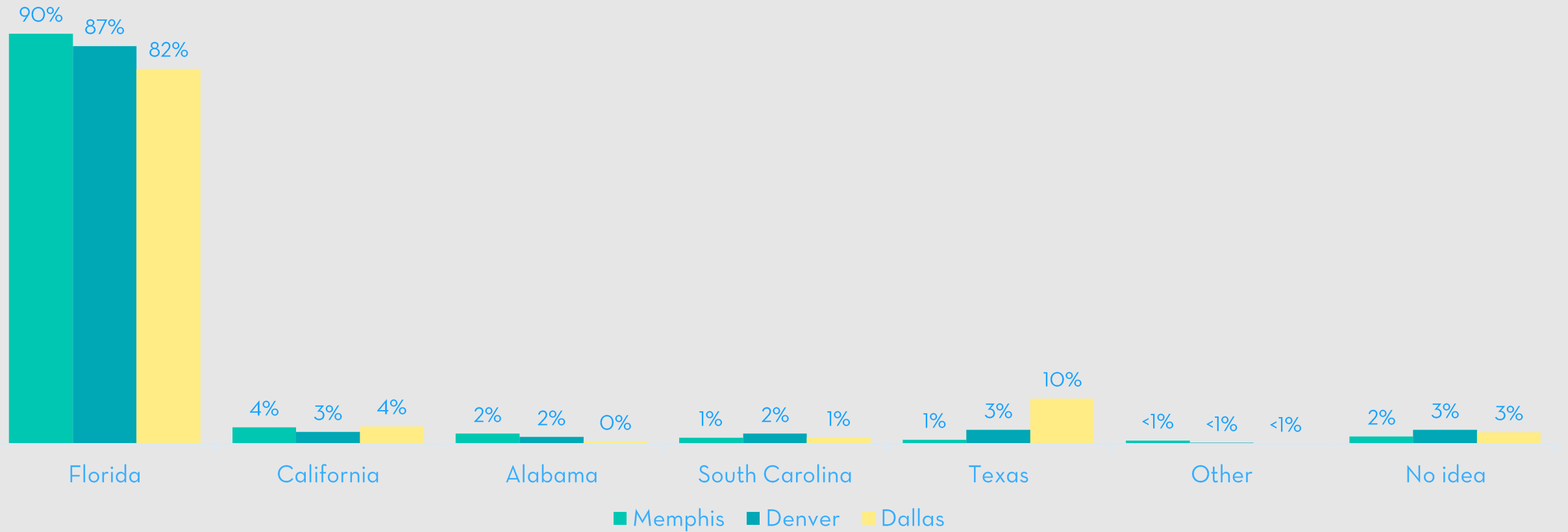


¹Multiple responses accepted.

²Question only asked to those who have said they vacationed in the Pensacola Area.

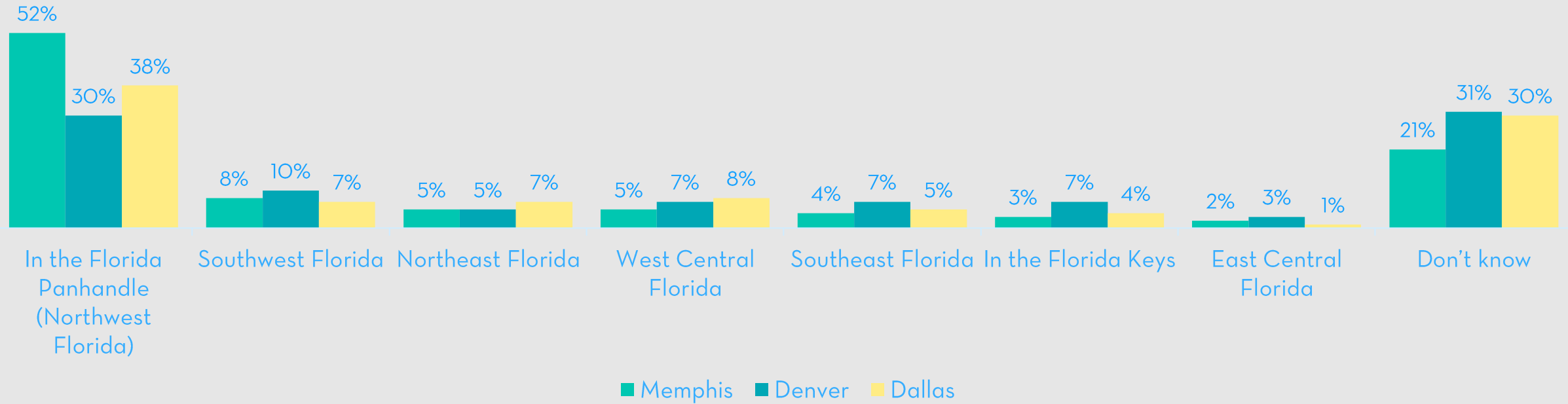
PENSACOLA LOCATION AWARENESS

- A majority of consumers in all three markets know the Pensacola area is located in Florida



PENSACOLA LOCATION AWARENESS¹

- Specific geographic awareness by potential visitors is modest
- Over **half** of potential visitors from Memphis are aware that Pensacola is located in the Florida Panhandle
- **3 in 10** potential visitors from Denver are aware that Pensacola is located in the Florida Panhandle
- Nearly **2 in 5** potential visitors from Dallas are aware that Pensacola is located in the Florida Panhandle



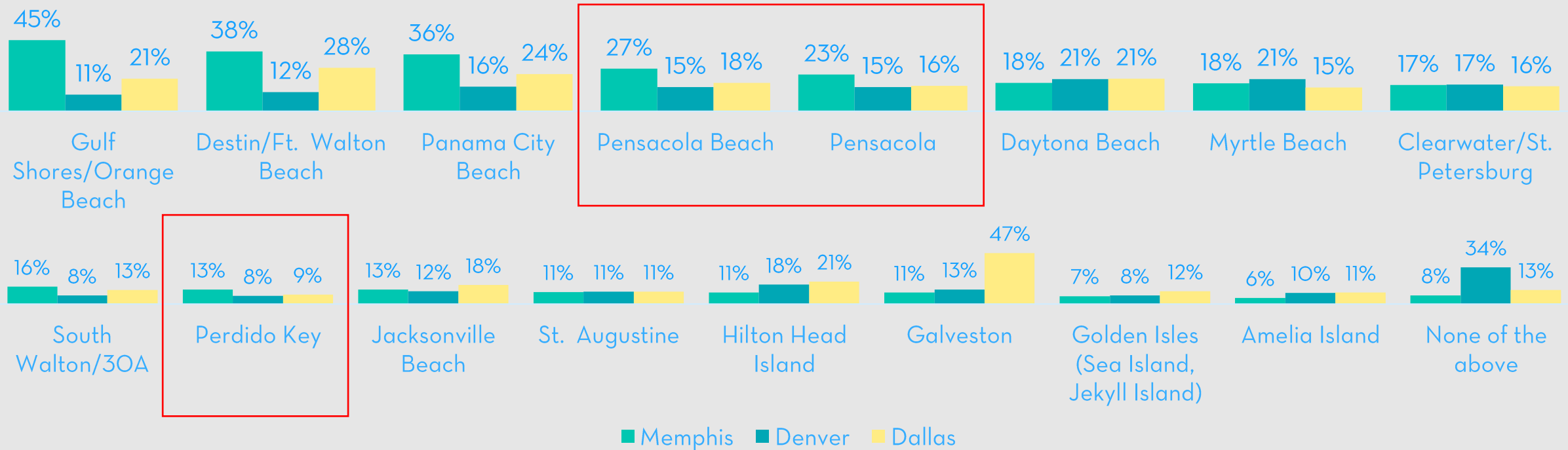
¹BASE: All potential visitors.



VACATION EXPERIENCE

BEACH DESTINATIONS VACATIONED IN¹

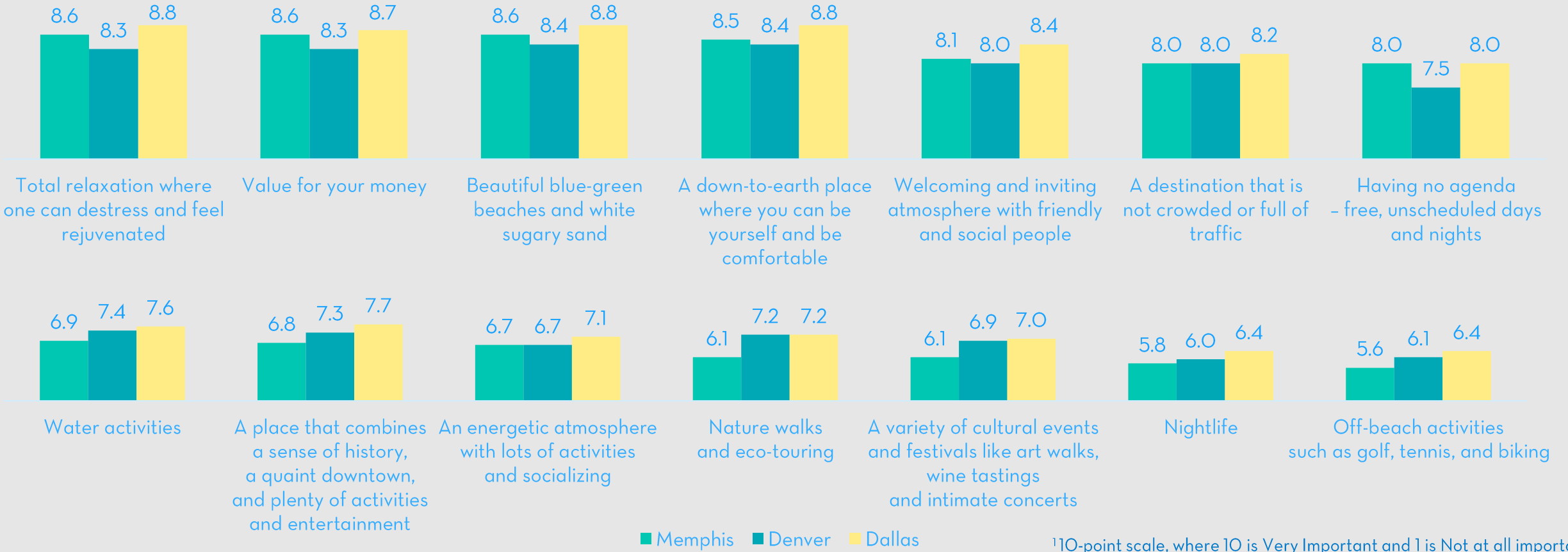
- **2 in 5** potential visitors from Memphis had previously visited the Pensacola area, while **1 in 4** potential visitors from Denver and **3 in 10** potential visitors from Dallas has previously visited the Pensacola area
- Pensacola and Pensacola Beach lead the way in past visitation across all markets compared to previous visits in Perdido Key by nearly a 2:1 margin in each market



¹Multiple responses accepted.

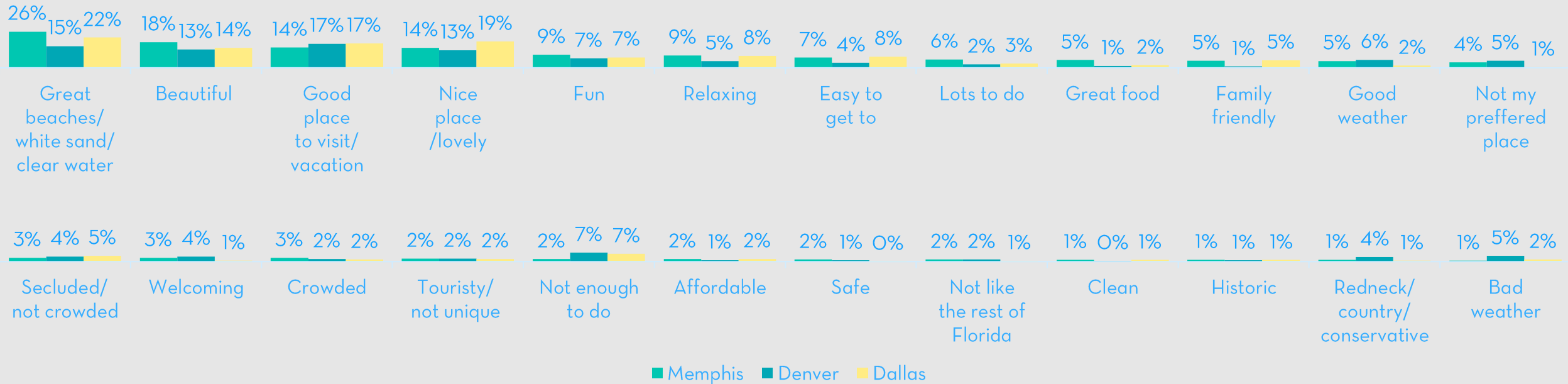
BEACH VACATION PLANNING: RATING THE IMPORTANT ASPECTS¹

- **“Total Relaxation”** leads the way for potential visitors from Memphis with a score of **8.6**
- **“Beautiful Beaches and Sand”** is tops for potential visitors from Dallas
- Potential visitors from Denver had **“Down to Earth Place”** and **“Beautiful Beaches”** tied as highest scoring factors



THOUGHTS AND FEELINGS ABOUT THE PENSACOLA AREA¹

- Potential visitors were asked about their first thoughts on the Pensacola Area
- **“Great Beaches, White Sand, Clear Water”** was the leading category for all three locations.
- Potential visitors from Memphis and Dallas were more likely to mention the convenient location
- Potential visitors from Denver were more likely to negatively associate the Pensacola area with Florida politics and describe it as conservative/country due to its proximity to Alabama



¹ Coded open-ended responses. Responses can be included in multiple categories.

MEMPHIS QUOTES



“A place with a sense of history well worth traveling to.”

“It’s laid back, friendly, non pretentious.”

“This area has clean beaches, delicious food, and entertainment for all ages!”



“The Pensacola area has stunning white sand beaches and clear blue waters”

“Beautiful beaches, great food, we love it.”



DENVER QUOTES



“It's so welcoming, beautiful, and easy to access. They love tourists and are very welcoming to everyone. There is a lot to do and experience.”

“It is very down-to-earth, not overly 'touristy'. The climate is not as hot and humid as the rest of the state. It has hills and forests that are unique to Florida.”



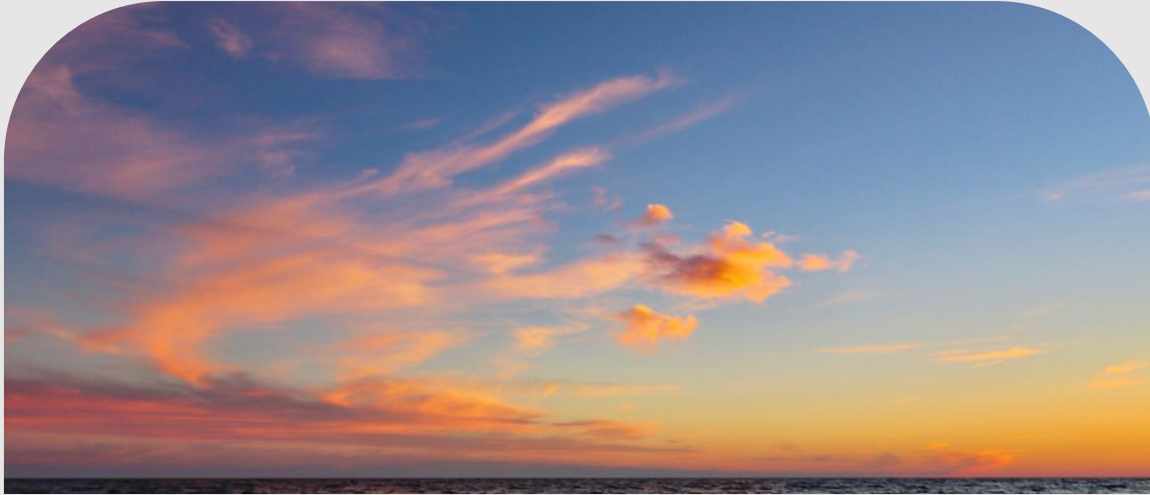
“Magnificent white sand beaches, turquoise waters and a pleasant climate.”

“I loved the beaches and water sport options. We went boating, and parasailing. It seemed friendly enough, but not overwhelming. Nice place to relax.”

“The beaches have pristine white sand. The climate is humid, but not tropical heat and humidity like in the rest of the state. The people are down to earth and friendly. There are rolling hills and forests.”



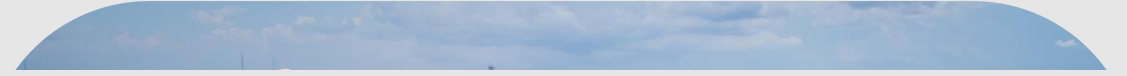
DALLAS QUOTES



“A pristine relaxing beach, with a culture feel of it's own, a calm place, clean and safe.”

“I love all of Northwest FL. The sandy white beaches are some of the nicest in the world.”

“I love the area. It has beautiful blue beaches and provides a beach vibe without too many over the top tourist traps.”



“It was really pretty, very chill environment, clean and lots of cool places to go.”

“Thought it was absolutely beautiful and very family friendly.”

“It is my favorite beach destination. I love the sugar white sandy beaches and clear waters. There is so much to do and it is the perfect destination for couples or families.”



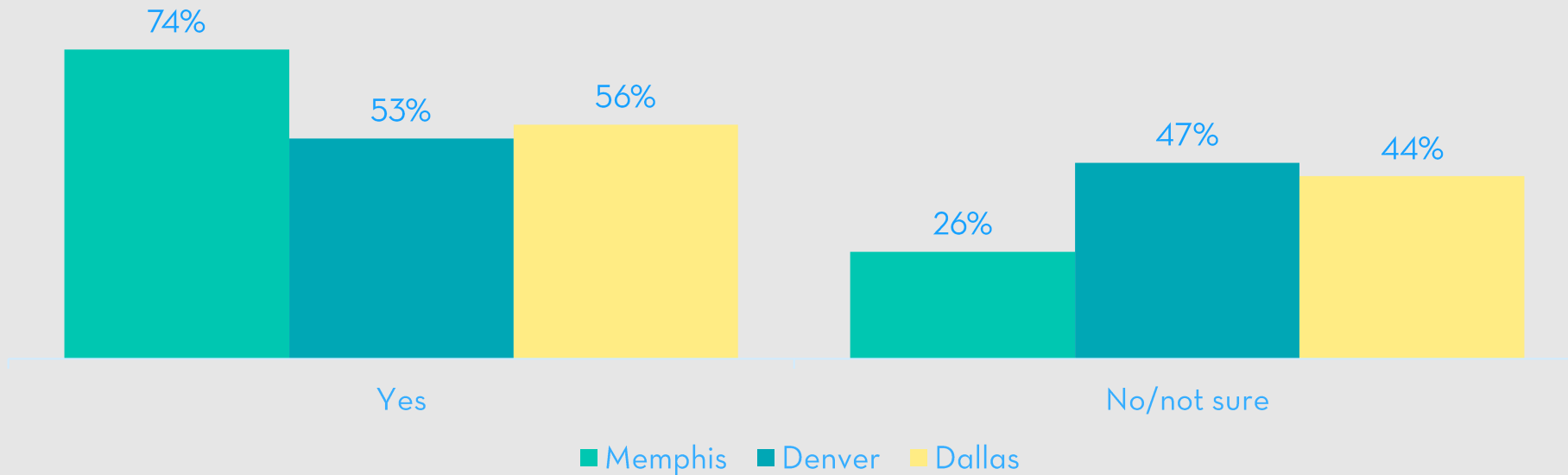


VACATION INTENT

HAVING FRIENDS WHO DESCRIBE A PENSACOLA VACATION

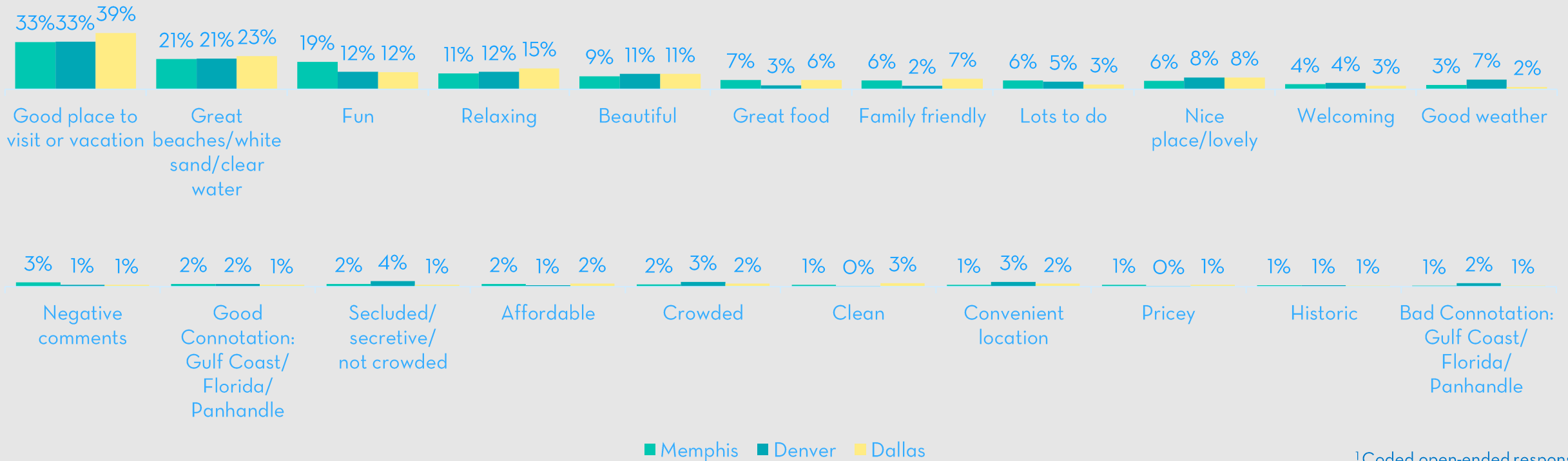
- Significantly more potential visitors from Memphis (74%) have talked to their friends who have taken a vacation to the Pensacola area compared to potential visitors from Denver (53%) and Dallas (56%).

Have You Ever Talked to Friends about their Vacations in the Pensacola Area?



FRIENDS/FAMILY DESCRIBING THE PENSACOLA AREA¹

- Responses from potential visitors who had their friends describe the Pensacola area
- The most popular response from potential visitors in all three markets was that friends described the Pensacola area and a **“Good place to visit or vacation”**
- Almost 1 in 4 potential visitors had friends describe the **“Great Beaches, White sand, Clear Water”**



¹ Coded open-ended responses. Responses can be included in multiple categories.

MEMPHIS QUOTES - FRIENDS DESCRIPTIONS



“A family friendly vacation. Lots of fun and always want to go back.”

“A relaxing and decompressing environment. Listening to the waves lapping at the shore and feeling the wind can relax the body and mind and get rid of daily stress and anxiety.”

“The local flavor and culture is unique and the people are very welcoming, it's a good place for relaxation.”



“Awesome, white fine sand and beautiful clear blue water.”

“Clear waters and inviting sugar-white sand beckon visitors to Pensacola Beach.”

“Warm weather, sandy beaches, cool breezes.”

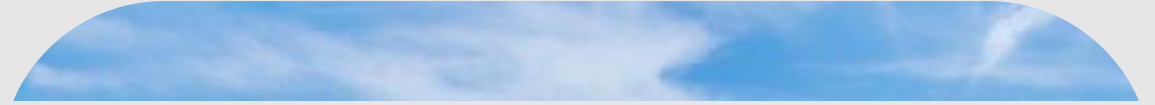


DENVER - FRIENDS DESCRIPTIONS



“Beautiful and historic. They highly recommended to travel there.”

“A wonderful vacation beach scene for entire family with lots of entertainment and great seafood meals.”



“Beautiful beaches, clear waters and stretches of coastline to enjoy the sun, waves and beach activities such as surfing, diving or sunbathing.”

“One of the most beautiful beaches in Florida.”

“Beautiful white sandy beaches tons of green from all the trees grass and lizards, lol.”



DALLAS - FRIENDS DESCRIPTIONS



“It was an experience they would all want to have again, it's the ideal vacation”

“Very beautiful, with plenty of beach/outdoor events and activities. Very energetic and upbeat lifestyle and nightlife. Delicious seafood, freshly caught, and locally prepared.”

“The few friends I talked to were able to confirm that it was the best place they've ever been to for vacation. The experiences were amazing compared to other areas they have visited”



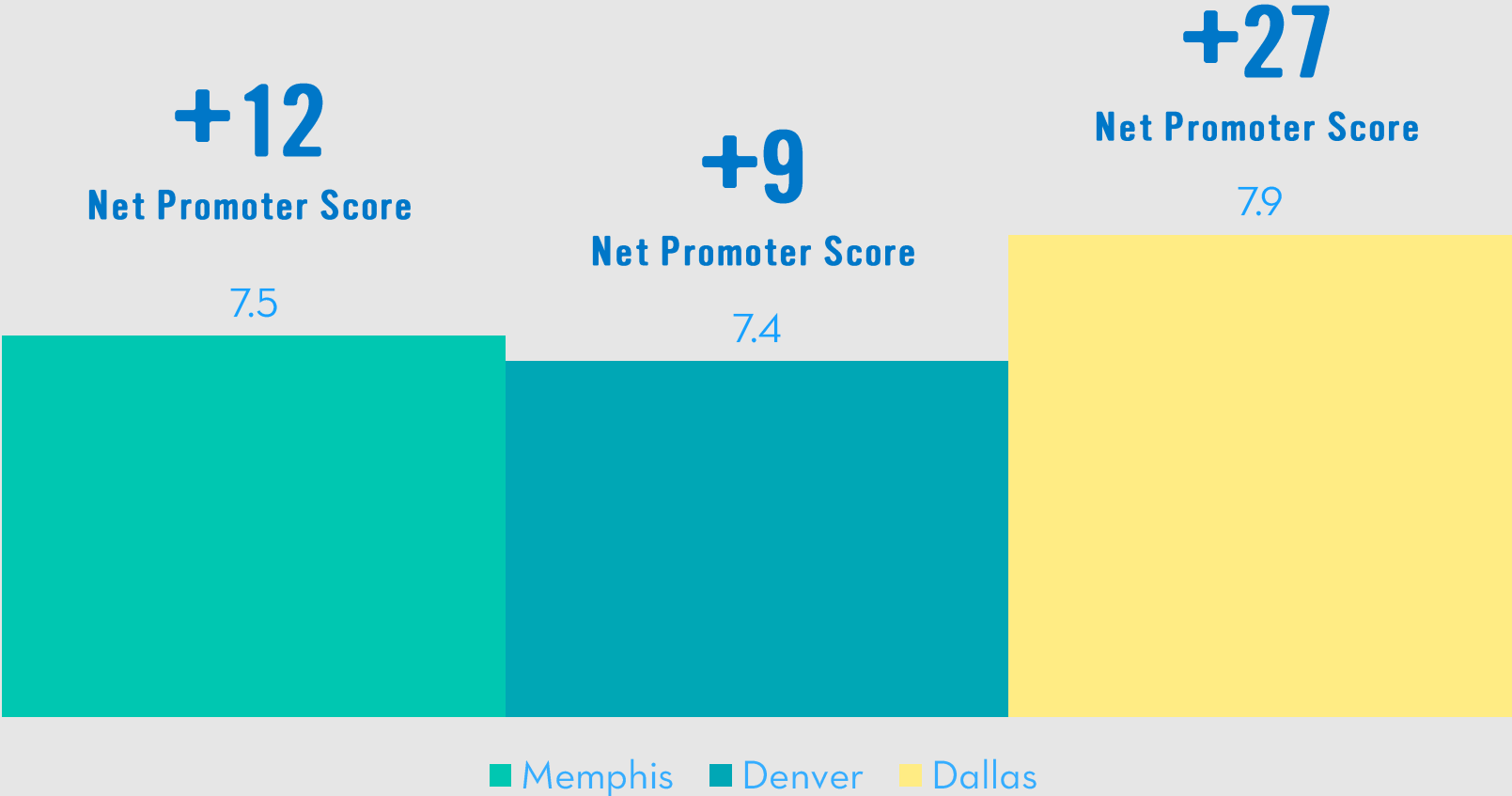
“So much fun but also very relaxing. Very clear blue water.”

“Beautiful beaches and very clear water, great place to go in the summer.”



LIKELIHOOD OF VACATIONING IN PENSACOLA

- On a scale of 1-10¹, based on your friends' descriptions, how likely are you to vacation in the Pensacola area in the next few years?



¹Based on a 10-point scale where 10 is excellent and 1 is poor. Scores above 9 are “terrific,” scores between 8 & 9 are “very good,” scores between 7 & 8 are average, and scores below 7 are below average.

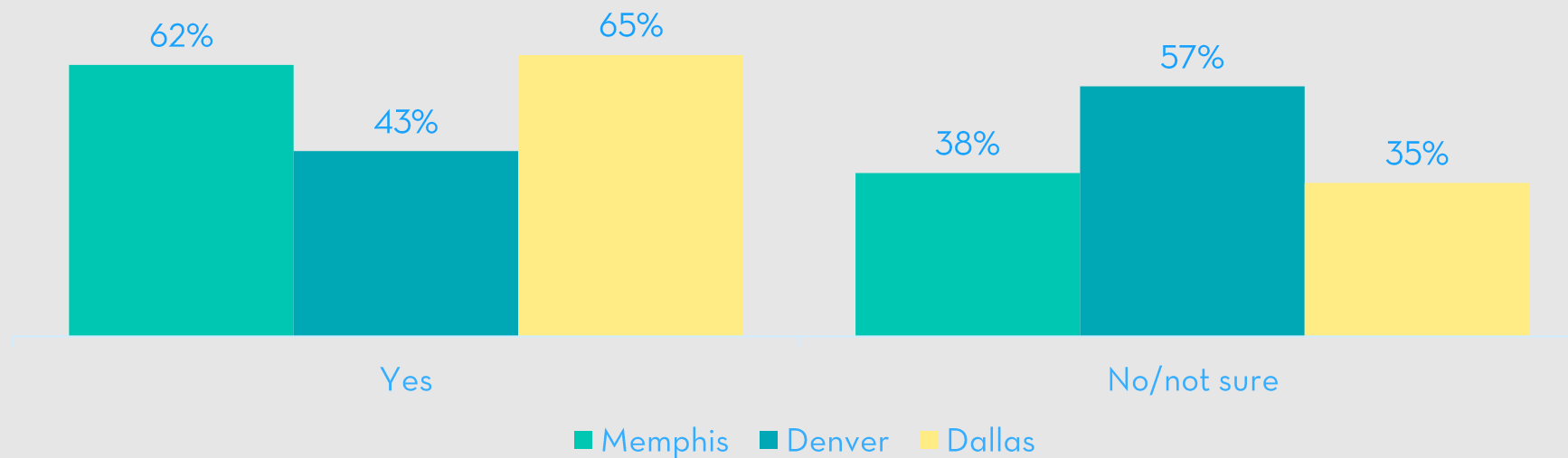


SOURCES OF INFORMATION

NOTICING INFORMATION ON PENSACOLA

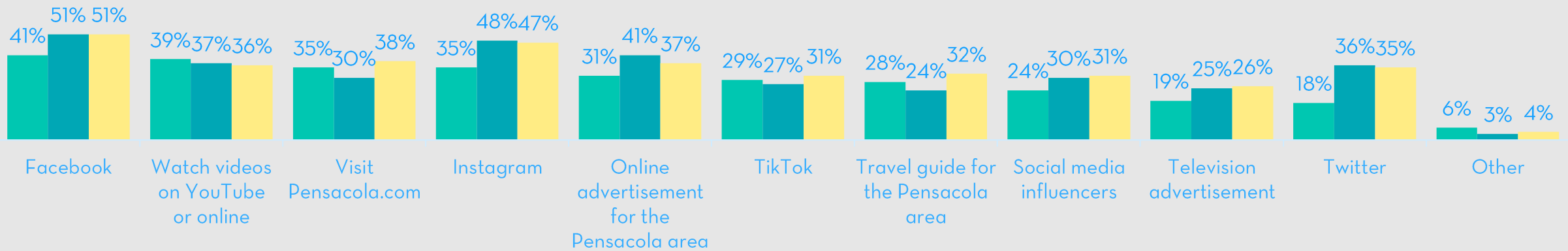
- Over **3 in 5** potential visitors from Memphis and Dallas have searched for or noticed information about the Pensacola area
- The number of potential visitors from Denver who have searched for or noticed information about the Pensacola area is just over **2 in 5**

Have you Ever Searched for Information on Noticed information about the Pensacola Area?



INFORMATION SOURCES¹

- About **half** of potential visitors from Denver and Dallas who have searched for or noticed information about the Pensacola area did so on **Facebook and Instagram**
- Potential visitors from Memphis were more likely to search for or notice information on **Facebook** and **videos on YouTube or online**



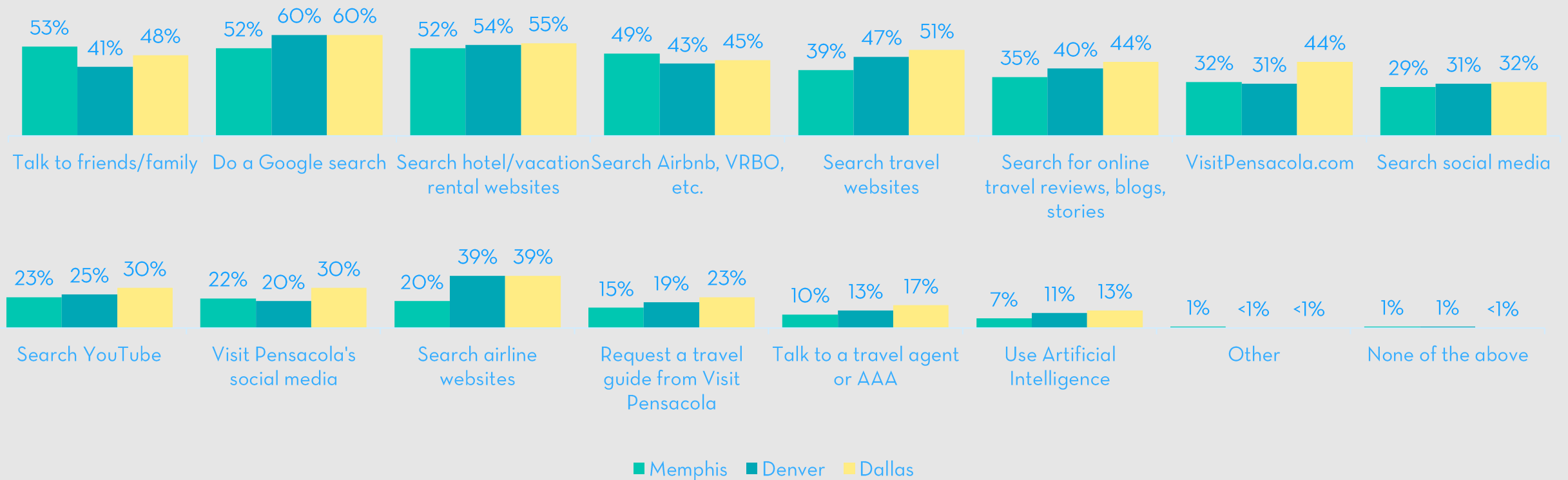
■ Memphis ■ Denver ■ Dallas

¹Multiple responses accepted.

Only asked to those who said they had ever searched for information or noticed information about the Pensacola area.

TRIP PLANNING SOURCES: HOW WOULD YOU PLAN YOUR TRIP TO PENSACOLA?¹

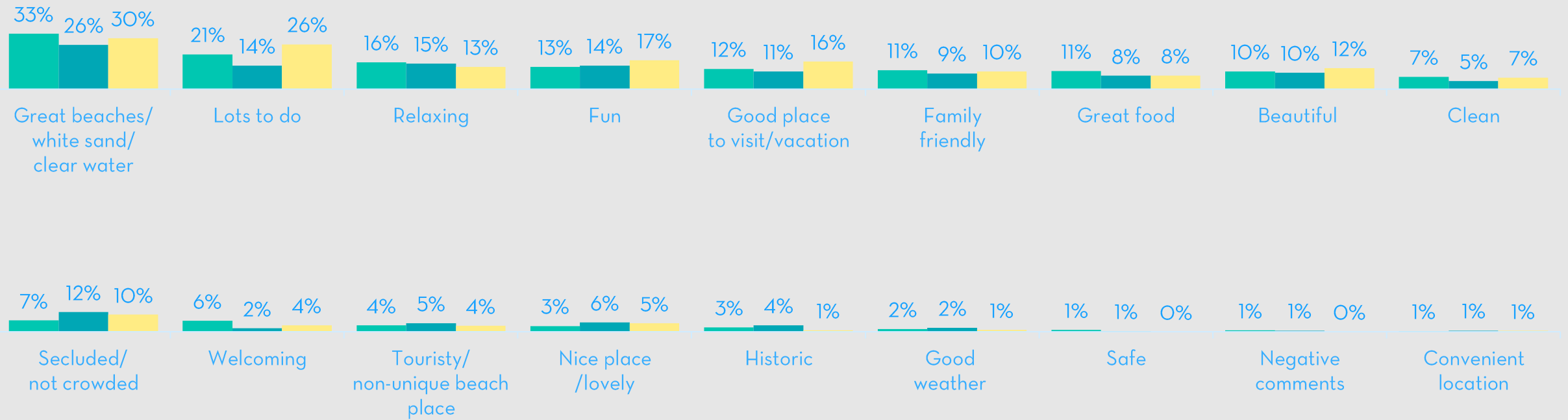
- Potential visitors from Memphis are more likely to **Talk to Friends and Family** (53%) to plan a vacation to the Pensacola area
- Potential visitors from Denver and Dallas are more likely to **Do a Google Search** (60%) to plan a vacation to the Pensacola area



¹Multiple responses accepted.

REACTIONS TO THE PENSACOLA VIDEO¹

- Potential visitors responses after seeing the marketing video



¹ Coded open-ended responses. Responses can be included in multiple categories.

MEMPHIS QUOTES - VIDEO REACTION



“Chill, adventurous, a place for everyone.”

“Great for families who have a wide range of interests and hobbies.
There are tons of activities for children, adults, and teens.”

“Picture perfect, the place to stay live or vacation so many activities
for the whole family welcoming and inviting.”



“Beautiful white beaches, family friendly, feels like a second home.”

“White powder beaches plenty of activities for all ages.”



DENVER QUOTES - VIDEO REACTION



“Gorgeous, picturesque beaches with lots of activities and a mix of history and culture as well.”

“Nature at its best. Fun, inviting, family friendly, and peaceful vacation spot.”



“Beautiful white sand beaches with active outgoing people.”

“Our next family vacation we will take on the white sand beaches in Pensacola beaches.”

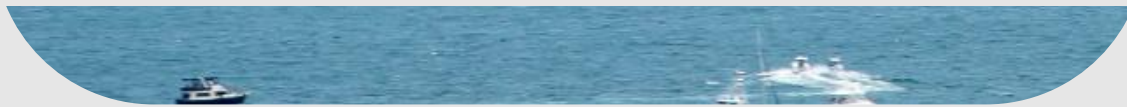


DALLAS QUOTES - VIDEO REACTION



“An uncrowded destination off the beaten and touristy track, where people can escape everyday life and have an enjoyable vacation.”

“Doesn't look overcrowded, looks like there are wide-open beaches, but also things to do off the beach if you wanted. Looks like the locals are engaged in their community, and welcome tourists to join along!”



“Beautiful beaches, good food, family time, not crowded, plenty of activities.”

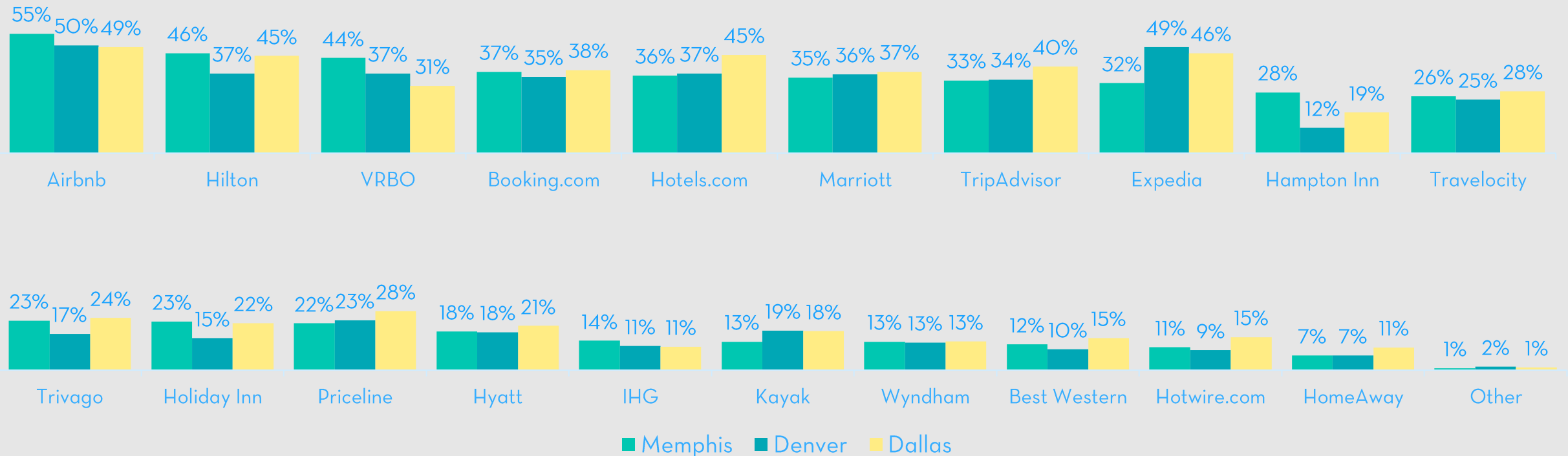
“Crystal blue water and white sand beaches. Not crowded.”

“That the beaches & water are beautiful. There is a lot to do from water activities to night life. It's also a place where you can just relax & get away from the day to day grind.”



WHICH HOTEL OR VACATION RENTAL SITES WOULD YOU SEARCH?

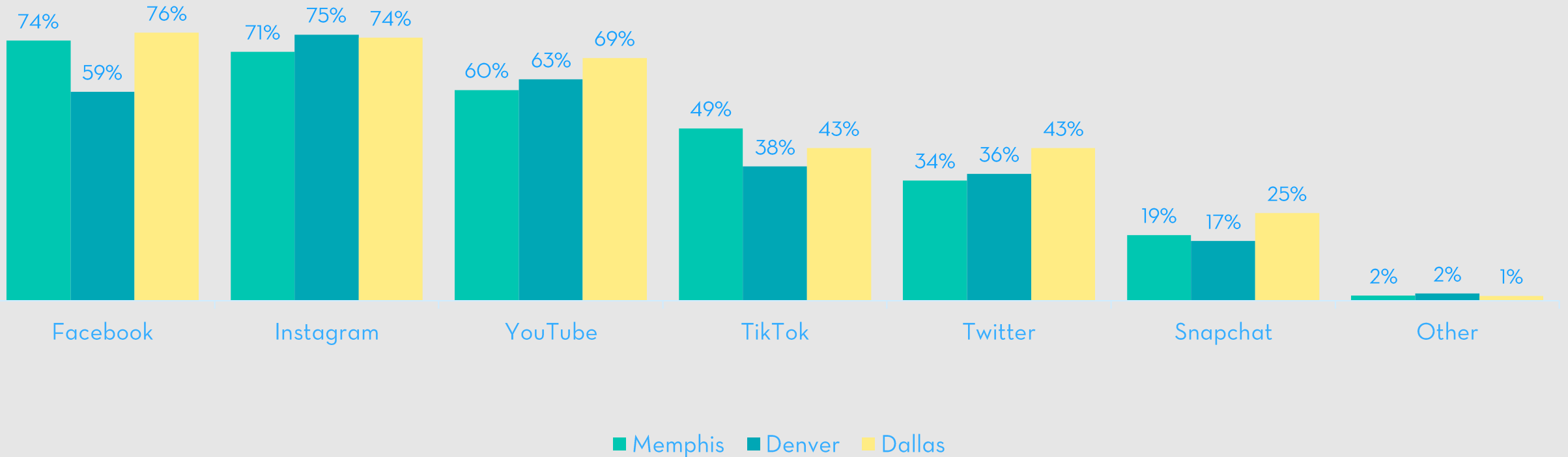
- Potential visitors from Memphis, Denver and Dallas are more likely to search **Airbnb** than any other hotel/vacation rental site when planning a vacation to the Pensacola area.
- **Hilton** was the leading Hotel site potential visitors from all three locations would search
- Nearly **Half** of potential visitors from Denver (49%) and Dallas (46%) would use **Expedia**



¹Multiple responses accepted.

WHICH SOCIAL MEDIA SITES WOULD YOU USE?

- **3 in 4** potential visitors from Memphis and Dallas prefer Facebook when planning a vacation to the Pensacola area.
- **Instagram** was the leading social media site potential visitors from Denver (75%)



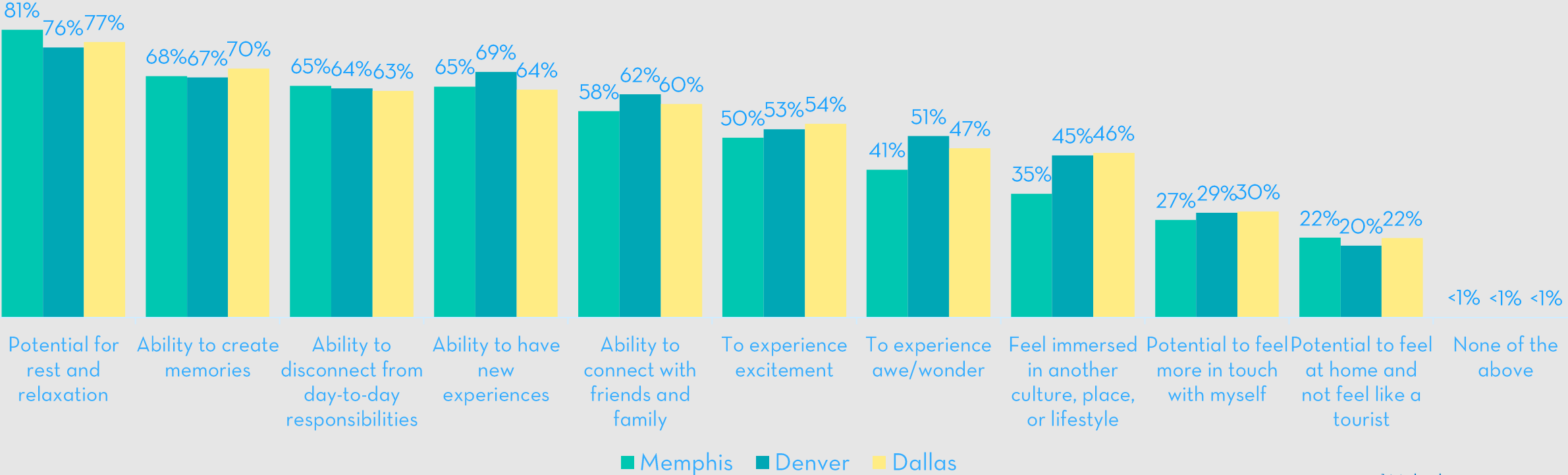
¹Multiple responses accepted.



PENSACOLA VACATION

REASONS FOR TAKING A VACATION¹

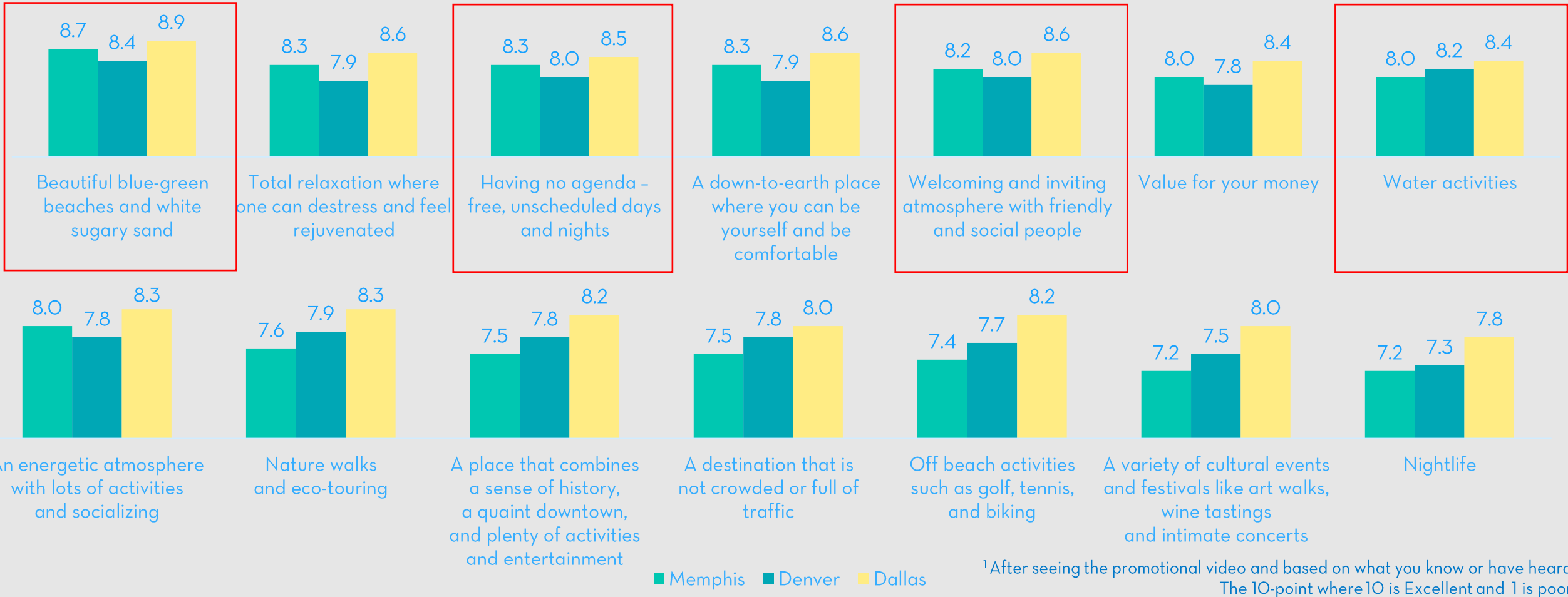
- **Rest and Relaxation** lead the way for all three markets as a reason for taking a vacation
- Dallas was higher than the others for reasons like “**Creating Memories**” and “**Experience Excitement**”
- Denver was higher than the others for reasons like “**Having New Experiences**” and “**Awe/Wonder**”



¹ Multiple responses accepted.

RATING THE PENSACOLA AREA AS A PLACE TO VACATION¹

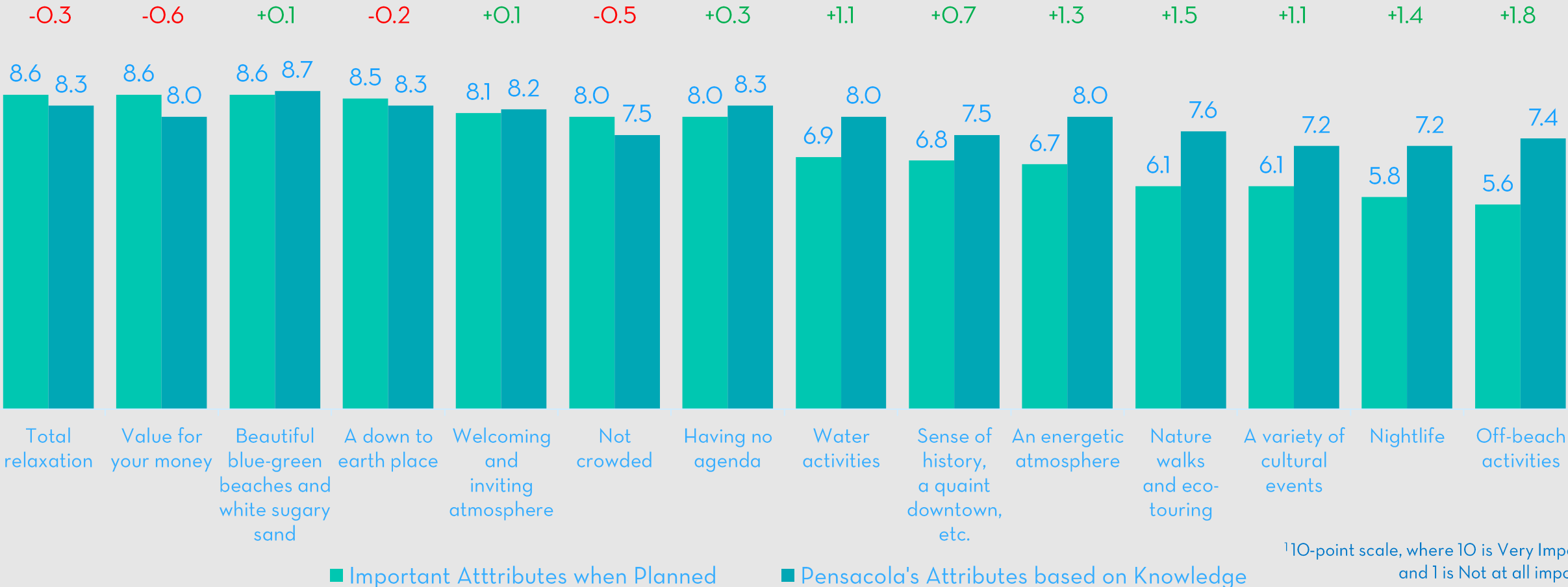
- On a scale of 1-10, the four highlighted categories scored above **8 or higher** from all three markets



¹After seeing the promotional video and based on what you know or have heard. The 10-point where 10 is Excellent and 1 is poor.

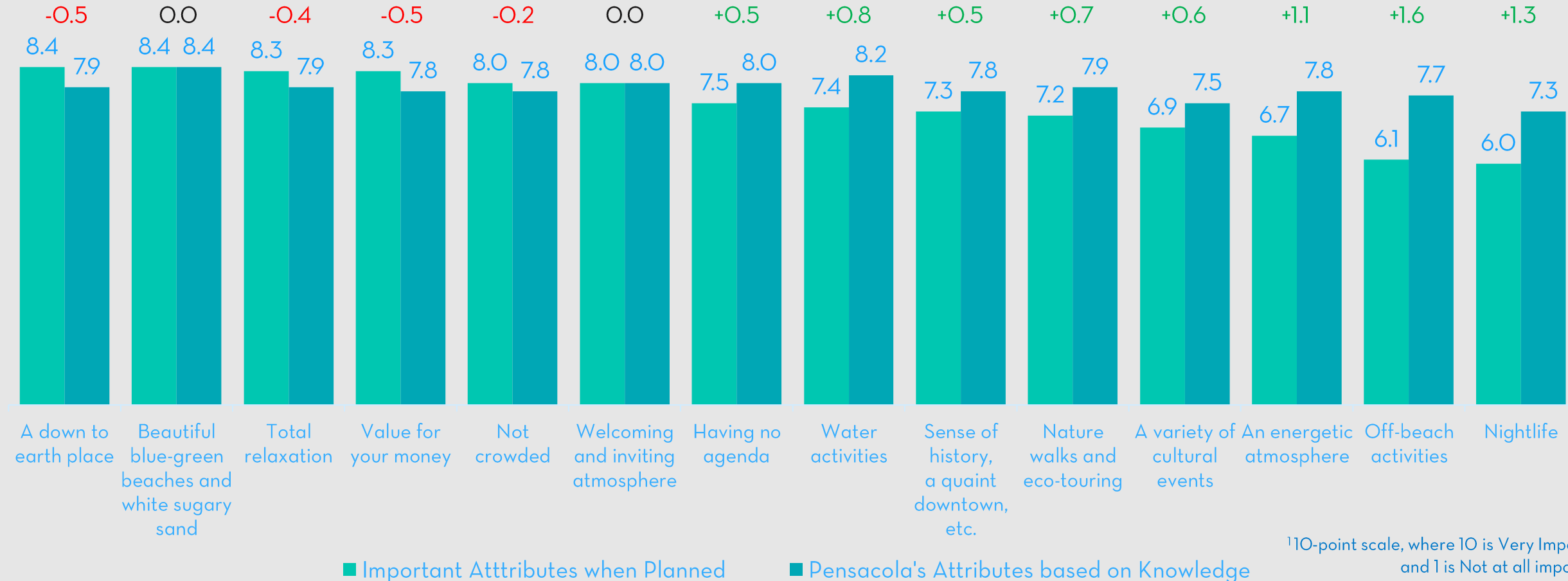
GAP ANALYSIS OF DESTINATION ATTRIBUTES - MEMPHIS¹

- Potential visitors from Memphis value **total relaxation, value for your money, and beautiful beaches** in a vacation destination
- The Pensacola area performs well in the eyes of these potential visitors as well



GAP ANALYSIS OF DESTINATION ATTRIBUTES - DENVER¹

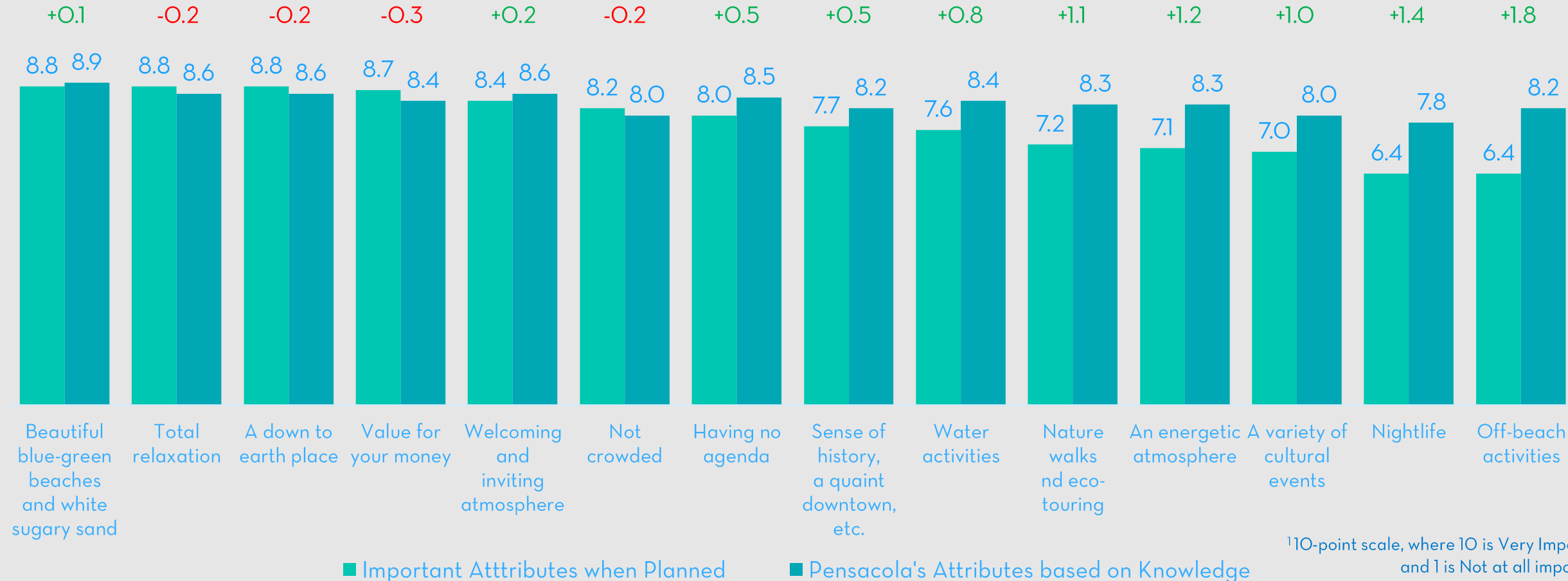
- Potential visitors from Denver value a **Down-to-earth place**, **Total relaxation**, and **Beautiful Beaches** in a vacation destination



¹10-point scale, where 10 is Very Important and 1 is Not at all important.

GAP ANALYSIS OF DESTINATION ATTRIBUTES - DALLAS¹

- Potential visitors from Dallas value a **Total relaxation**, and **Beautiful Beaches, Down-to-earth place** in a vacation destination



ANALYSIS OF DESTINATION ATTRIBUTES¹

Decision Factors	Memphis		
	Importance	Pensacola Rating	GAP
Total relaxation where one can destress	8.6	8.3	-0.3
Value for your money	8.6	8.0	-0.6
Beautiful blue-green beaches and white sugary sand	8.6	8.7	+0.1
A down-to-earth place where you can be yourself	8.5	8.3	- 0.2
Welcoming and inviting atmosphere	8.1	8.2	+0.1
A destination that is not crowded	8.0	7.5	- 0.5
Having no agenda - free, unscheduled days/nights	8.0	8.3	+0.3
Water activities such as fishing, boating, etc.	6.9	8.0	+1.1
Sense of history, a quaint downtown, etc.	6.8	7.5	+0.7
An energetic atmosphere with lots of activities	6.7	8.0	+1.3
Nature walks and eco-touring	6.1	7.6	+1.5
A variety of cultural events and festivals	6.1	7.2	+1.1
Nightlife	5.8	7.2	+1.4
Off-beach activities such as golf, tennis, and biking	5.6	7.4	+1.8

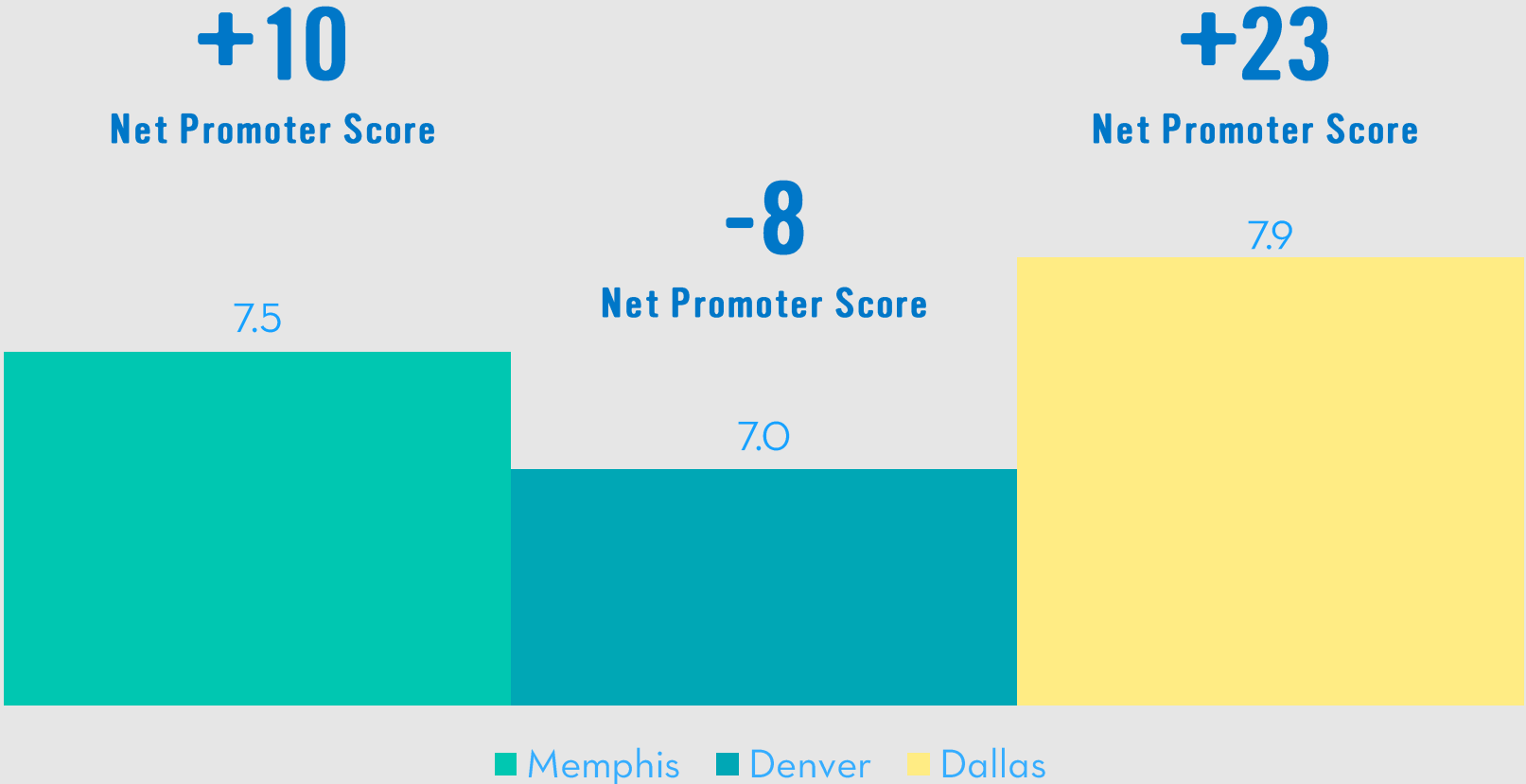
Denver		
Importance	Pensacola Rating	GAP
8.3	7.9	-0.4
8.3	7.8	-0.5
8.4	8.4	0.0
8.4	7.9	- 0.5
8.0	8.0	0.0
8.0	7.8	- 0.2
7.5	8.0	+0.5
7.4	8.2	+0.8
7.3	7.8	+0.5
6.7	7.8	+1.1
7.2	7.9	+0.7
6.9	7.5	+0.6
6.0	7.3	+1.3
6.1	7.7	+1.6

Dallas		
Importance	Pensacola Rating	GAP
8.8	8.6	-0.2
8.7	8.4	-0.3
8.8	8.9	+0.1
8.8	8.6	-0.2
8.4	8.6	+0.2
8.2	8.0	-0.2
8.0	8.5	+0.5
7.6	8.4	+0.8
7.7	8.2	+0.5
7.1	8.3	+1.2
7.2	8.3	+1.1
7.0	8.0	+1.0
6.4	7.8	+1.4
6.4	8.2	+1.8

¹Average scores based on a scale of 1 to 10. GAP equals the difference between the importance of an attribute and the rating of Pensacola on that attribute.

LIKELIHOOD TO VACATION IN THE PENSACOLA AREA IN THE NEXT YEAR OR SO

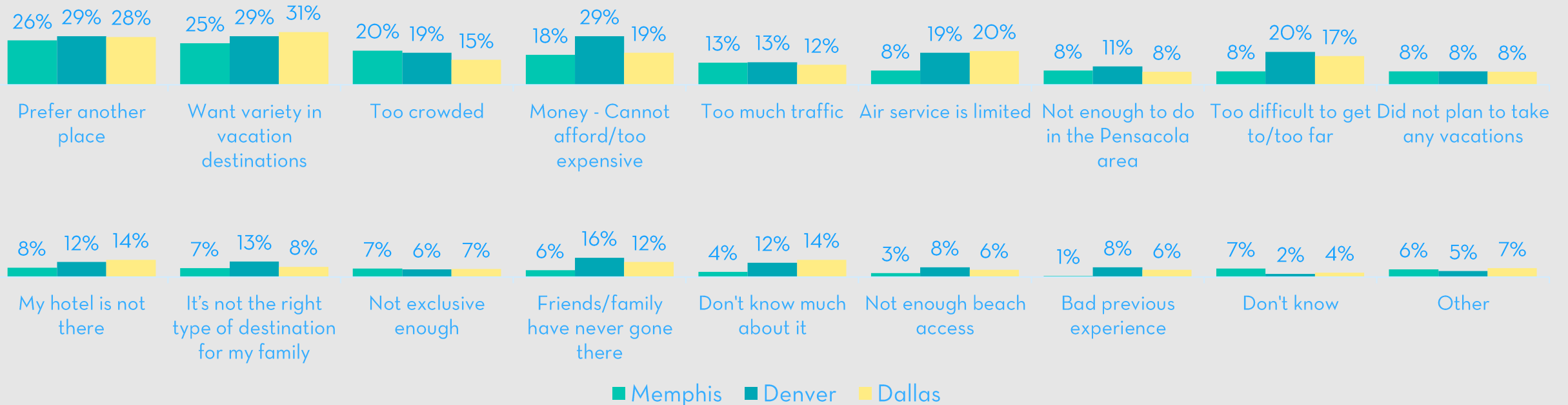
- On a scale of 1-10¹, Based on what you know and what you have seen in this survey, what is your interest in vacationing in the Pensacola area in the next year or so?



¹Use a 10-point scale, where: 1 = I am definitely NOT vacationing in the Pensacola area 10 = I am definitely vacationing in the Pensacola area.

WHY ARE YOU NOT INTERESTED IN A PENSACOLA AREA VACATION¹

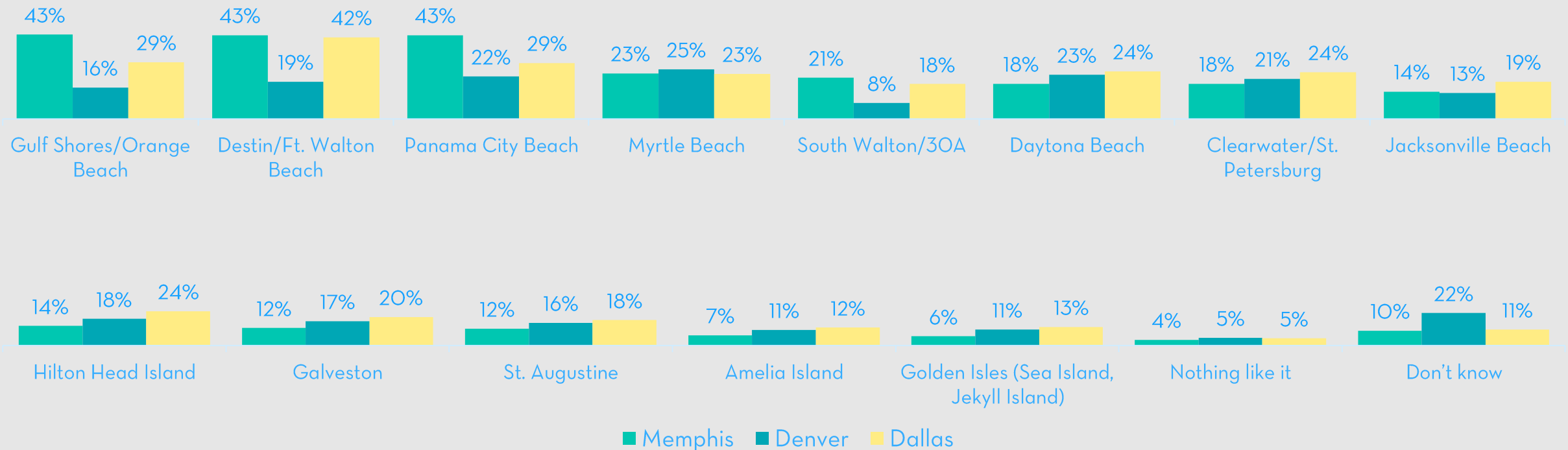
- Potential visitors from Dallas who were not interested in taking a vacation to the Pensacola area want **variety in destinations**
- Potential visitors from Denver who were not interested in taking a vacation to the Pensacola area cite **money** and **prefer to go on a different vacation**
- Potential visitors from Memphis who were not interested in taking a vacation to the Pensacola area would **prefer another place**



¹Based on those who selected 5 or lower on previous questions.

SIMILAR VACATION EXPERIENCES TO THE PENSACOLA AREA¹

- Potential visitors from Memphis most associate a Pensacola vacation similar to one in **Gulf Shores/Orange Beach, Destin/Ft. Walton Beach, or Panama City Beach**
- Potential visitors from Denver most associate a Pensacola vacation similar to one in **Myrtle Beach**
- Potential visitors from Dallas most associate a Pensacola vacation similar to one in **Destin/Ft. Walton Beach**



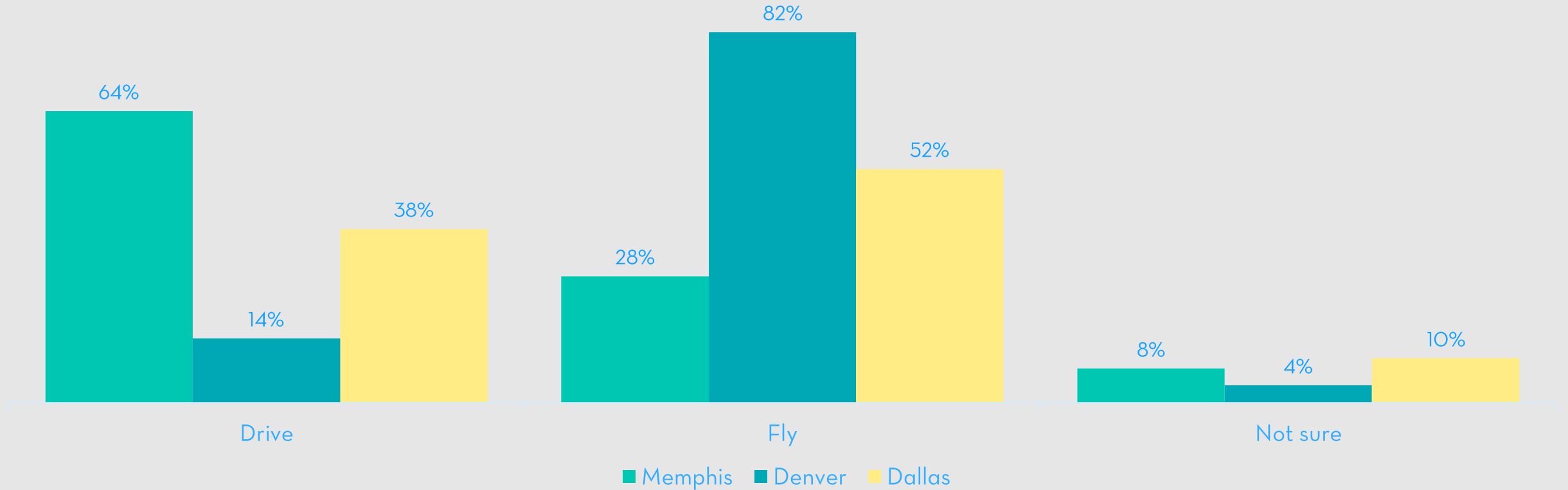
¹Multiple responses accepted.



TRANSPORTATION

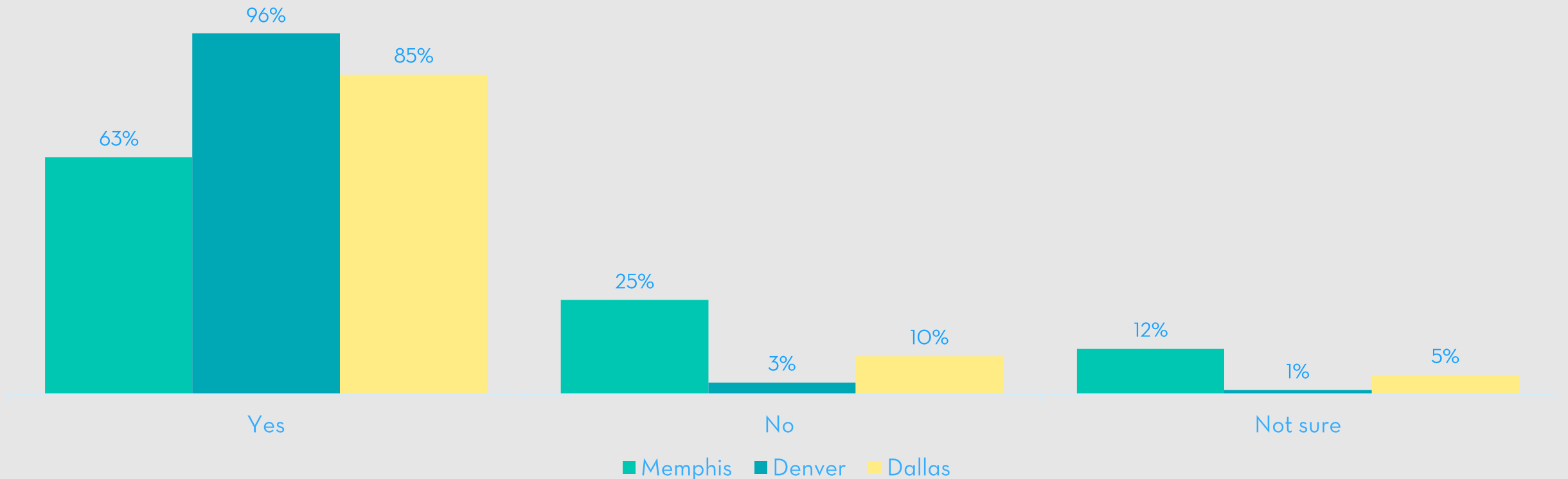
DRIVE VS. FLY

- Over **3 in 5** of potential visitors from Memphis would **drive** to the Pensacola area
- Over **half** of potential visitors from Dallas would **fly** to the Pensacola area
- Over **4 in 5** potential visitors from Denver would **fly** to the Pensacola area



CONSIDERATION OF FLYING¹

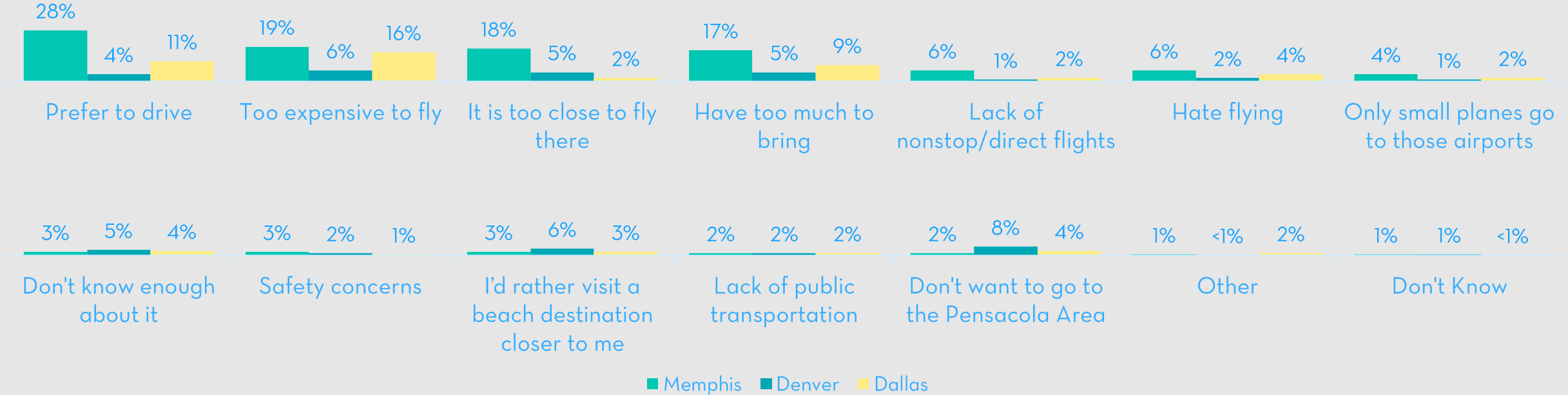
- Almost **all** potential visitors from Denver would consider flying to the Pensacola area
- Over **4 in 5** potential visitors from Dallas would consider flying to the Pensacola area
- Over **3 in 5** potential visitors from Memphis would consider flying to the Pensacola area



¹BASE: All potential visitors.

WHY NOT CONSIDER FLYING¹

- Nearly **3 in 10** potential visitors from Memphis would not consider flying because they **prefer to drive**
- Potential visitors from Dallas (16%) would not consider flying to the area because **its too expensive to fly**
- Potential visitors from Denver were more likely to say they did not want to visit the Pensacola area (8%)

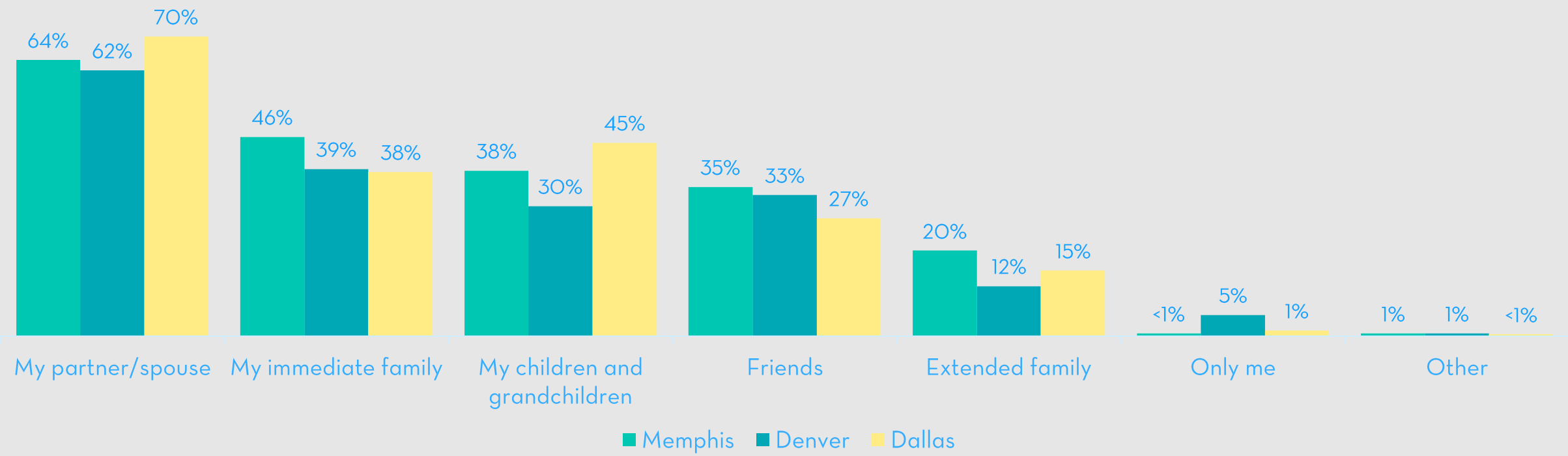


¹Multiple responses accepted.
BASE: All potential visitors.



VISITOR PROFILE

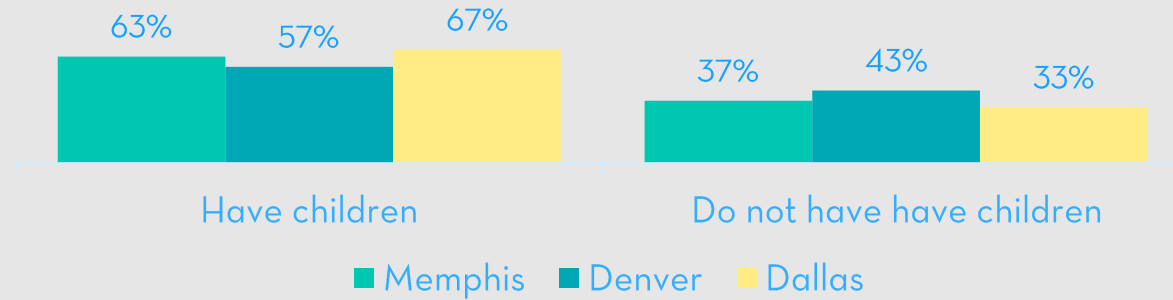
TRAVEL PARTY: If you took a vacation to the Pensacola area, who would you take?



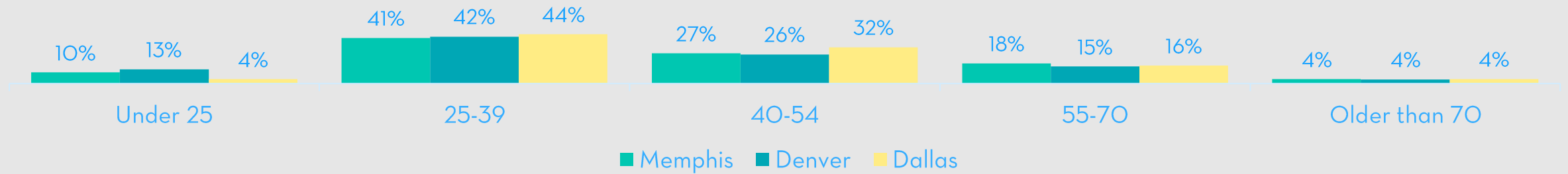
¹Multiple responses accepted.

VISITOR PROFILE

Have Children

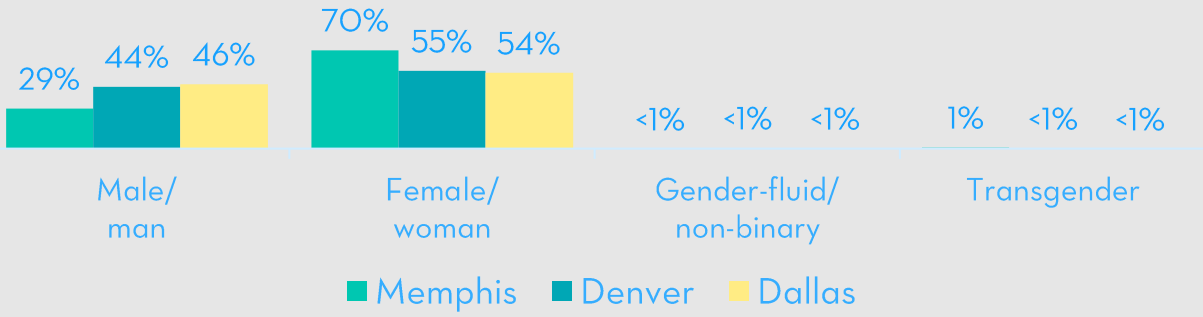


Age

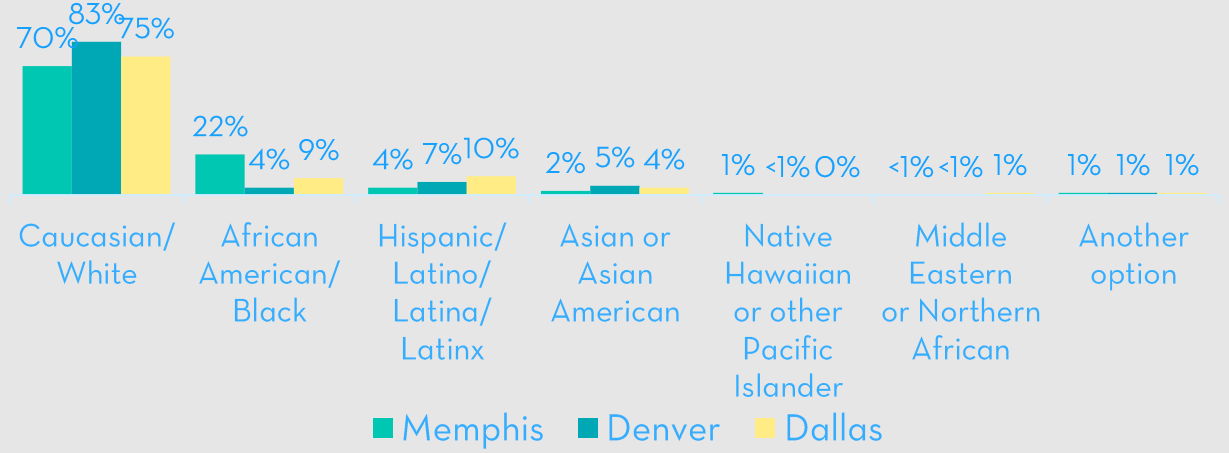


VISITOR PROFILE

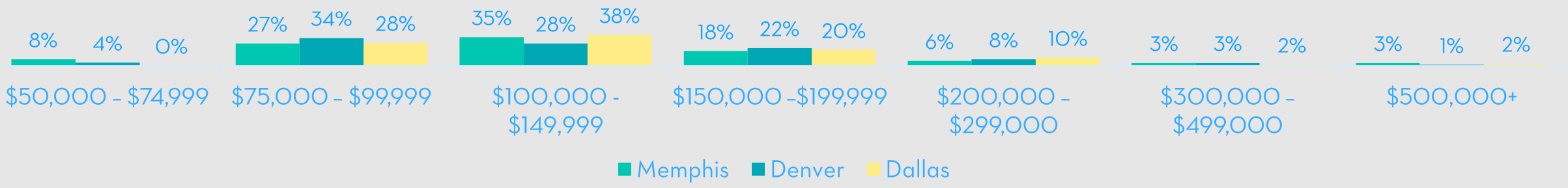
Gender



Race/Ethnicity



Income¹



¹The base was set at household income of \$75,000+ but was lowered in some surveys to meet quota.



Visit Pensacola

EMERGING MARKET STUDY 2023

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