PANAMA CITY BEACH

PANAMA CITY BEACH

VISITOR TRENDS
2020 SUMMER & FALL

Panama City Beach®
REAL. FUN. BEACH.

PANAMA CITY BEACH

PANAMA CITY BEACH VISITOR Trends 2020

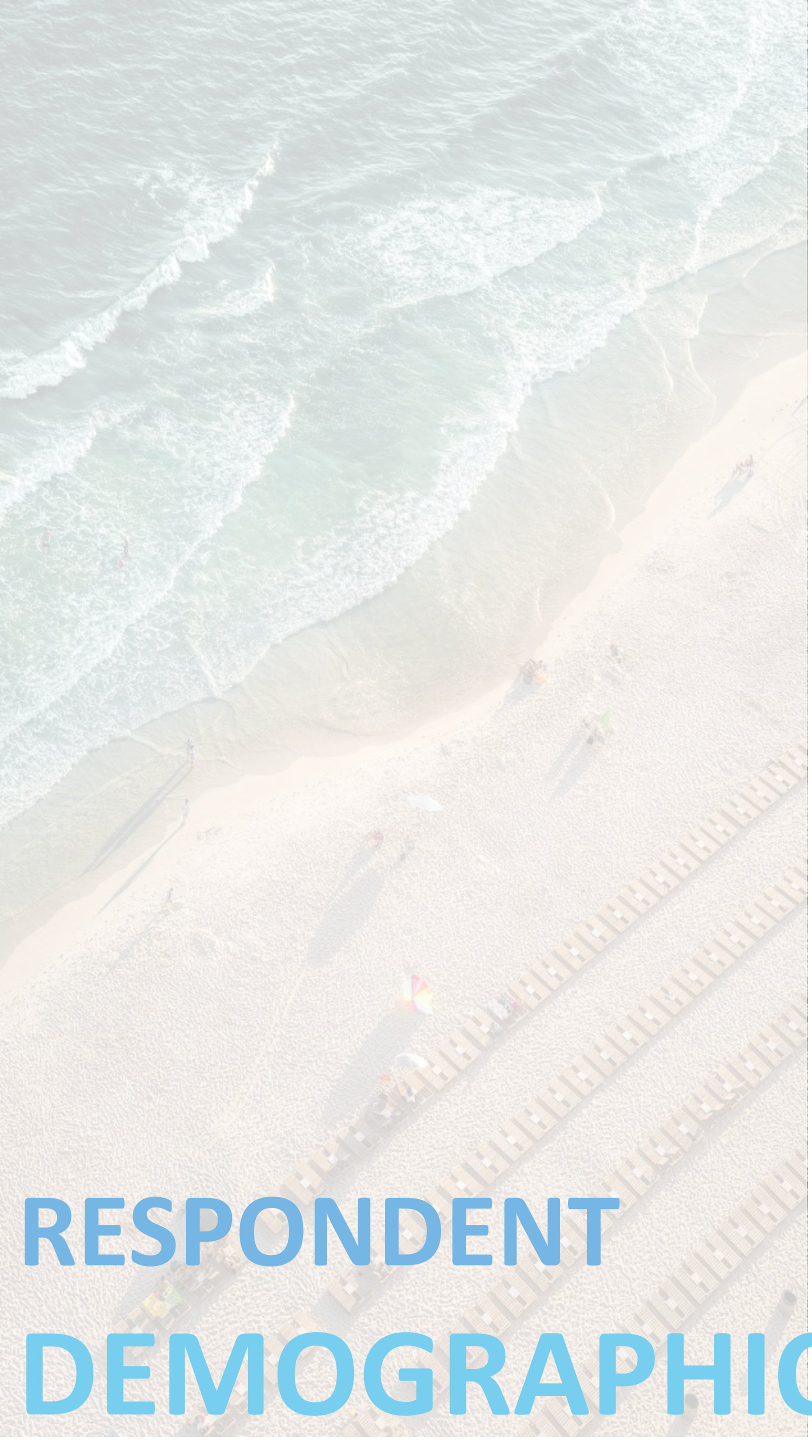
METHODOLOGY

Young Strategies, Inc. (YSI) has been conducting visitor profile research for Panama City Beach since 2011. A standard online survey instrument, prepared by the Young Strategies, Inc. (YSI) research team and approved by the Panama City Beach Convention & Visitors Bureau (PCBCVB), has been used over the nine–year period 2011 – 2020, to capture visitor perceptions of PCB. The Panama City Beach CVB database of visitor email addresses is used to collect online visitor surveys. Additionally, vacation rental managers (VRM) in PCB are asked to distribute the survey to their guest databases. Recipients of the email survey invitation were invited to take a visitor survey and be entered into a chance to win one of six $200 Visa gift cards and the first 100 respondents received a $5 coupon to their choice of three national retailers.

The number of surveys completed by respondents who identified themselves as leisure visitors to Panama City Beach May – November 2020 totaled 1,579.
Summer respondents = 877 Fall respondents =702

REPORT PURPOSE

To document the profile and planning preferences of those who visited Panama City Beach, Florida in the summer and Fall of 2020 and identify opportunities for future marketing.



RESPONDENT DEMOGRAPHICS

SUMMER Visitor Profile Summary
May 1– August 31, 2020

Average age of respondents is **49.8** years old

Gender of respondents
- **70.3% – Female**
- 28.9% – Male
- 0.8% – Prefer not to answer

Family travel - 57.5%, adult only 42.5%
Two-thirds of adults only travel parties were less than 51 years old

Ethnicity of respondents
- **91.3% – White / Caucasian**
- 4.1% – Black or African American
- 3.1% – Prefer not to answer

Occupation of respondents
- **14.4% – Healthcare industry**
- 13.2% – Retired
- 9.1% – Education
- 7.1% – Factory / mechanical / production / warehouse / craft

Household Income
$0 – $49,000 – 25.4%
$50,000 – $99,000 – 39.7%
$100,000 – $149,000 – 23.5%
$150,000 – $199,000 – 6.9%
$200,000 – $249,000 – 2.1%
$250,000+ – 2.4%

Rate PCB overall at 4.5 on a 5-point scale
n = 877

FALL Visitor Profile Summary
September 1– October 31, 2020

Average age of respondents is **53.7 years old**

Gender of respondents
- **67.2% – Female**
- 31.4% – Male
- 1.5% – Prefer not to answer

Family travel 33.2%, **adult only 66.8%**
Majority (70%) of adult-only travel parties over 51 years old

Ethnicity of respondents
- **91.5% – White / Caucasian**
- 4.4% – Prefer not to answer
- 2.8% – Black or African American

Occupation of respondents
- **26.7% – Retired**
- 13.1% – Healthcare industry
- 5.7% – Self–employed
- 5.2% – Factory / mechanical / production / warehouse / craft

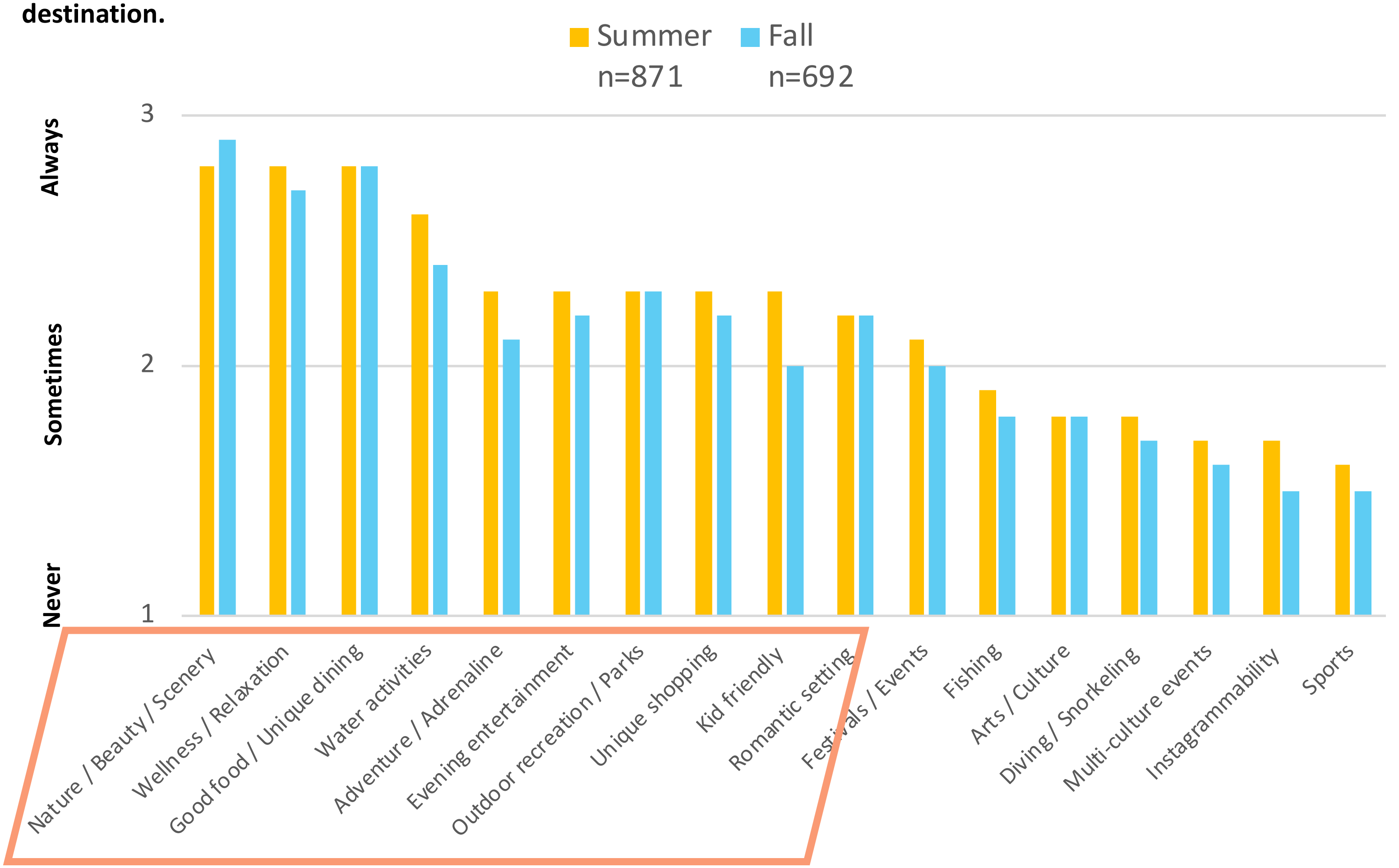
Household Income
$0 – $49,000 – 20.7%
$50,000 – $99,000 – 45.6%
$100,000 – $149,000 – 23.1%
$150,000 – $199,000 – 7.4%
$200,000 – $249,000 – 1.9%
$250,000+ – 1.3%

Rate PCB overall at 4.4 on a 5-point scale
n = 702

YOUNG strategies, inc.

DESTINATION ATTRIBUTES

Q - Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination.



Summer n=871	Always	Sometimes	Never
Nature / Beauty / Scenery	84.2%	14.7%	1.2%
Wellness / Relaxation	78.0%	20.4%	1.6%
Good food / Unique dining	82.2%	16.8%	1.0%
Water activities	58.8%	39.1%	2.1%
Adventure / Adrenaline	34.3%	58.3%	7.4%
Evening entertainment	33.8%	59.2%	7.0%
Outdoor recreation / Parks	40.7%	53.6%	5.7%
Unique shopping	40.0%	52.6%	7.4%
Kid friendly	46.6%	36.7%	16.8%
Romantic setting	30.9%	59.2%	10.0%
Festivals / Events	18.9%	67.4%	13.8%
Fishing	16.1%	54.9%	29.0%
Arts / Culture	9.7%	58.9%	31.5%
Diving / Snorkeling	18.0%	43.4%	38.7%
Multi–culture events	7.9%	50.8%	41.3%
Instagrammability	14.3%	40.2%	45.5%
Sports	6.6%	44.7%	48.6%

Fall n=692	Always	Sometimes	Never
Nature / Beauty / Scenery	87.2%	12.5%	0.3%
Good food / Unique dining	81.1%	18.5%	0.4%
Wellness / Relaxation	73.3%	24.1%	2.6%
Water activities	49.9%	44.9%	5.1%
Outdoor recreation / Parks	34.7%	57.6%	7.7%
Evening entertainment	26.8%	61.7%	11.5%
Unique shopping	32.8%	55.7%	11.5%
Romantic setting	26.5%	64.0%	9.4%
Adventure / Adrenaline	22.9%	63.3%	13.8%
Festivals / Events	15.8%	70.3%	13.9%
Kid friendly	30.9%	37.4%	31.7%
Arts / Culture	7.1%	63.5%	29.4%
Fishing	13.0%	51.7%	35.3%
Diving / Snorkeling	9.6%	48.4%	42.0%
Multi–culture events	3.9%	53.2%	42.8%
Sports	3.2%	42.0%	54.8%
Instagrammability PCB Vis	6.4%	33.9%	59.7%

Observations:

- Survey respondents reveal those attributes that are most important when selecting a getaway destination.
- The responses herein identify elements that fit into the brand “Real. Fun. Beach.” including outdoors activities, relaxing atmosphere, unique dining, water activities, adventures, evening entertainment and unique shopping.

TRIP INFLUENCERS

Q - Please select any of the following that influences or inspires your selection of a destination when planning an overnight leisure trip.

	Summer n=875	Fall n=701
Destination website	51.3%	51.1%
Last minute online travel offer / discounted lodging	45.0%	45.2%
Travel package – all inclusive	34.6%	30.5%
State / regional travel guide	32.5%	33.0%
Social media posts	28.8%	27.2%
TripAdvisor	25.5%	25.2%
Festival / event taking place	24.2%	29.0%
Video content – YouTube, Facebook, etc.	18.1%	16.3%
Magazine / newspaper store or ad	12.1%	9.7%
TV advertisement	8.5%	7.3%
Other	6.0%	7.6%
Pop –up ads on social media	5.6%	5.7%
Local radio	2.8%	1.9%
Billboard	2.8%	2.1%
Blogs	2.6%	3.7%

Observations:

- The table on the left identifies some of the most often used sources for travel planning.
- Recommendations from friends and family are typically cited by travel planners as their "go-to" for identifying potential travel experiences.

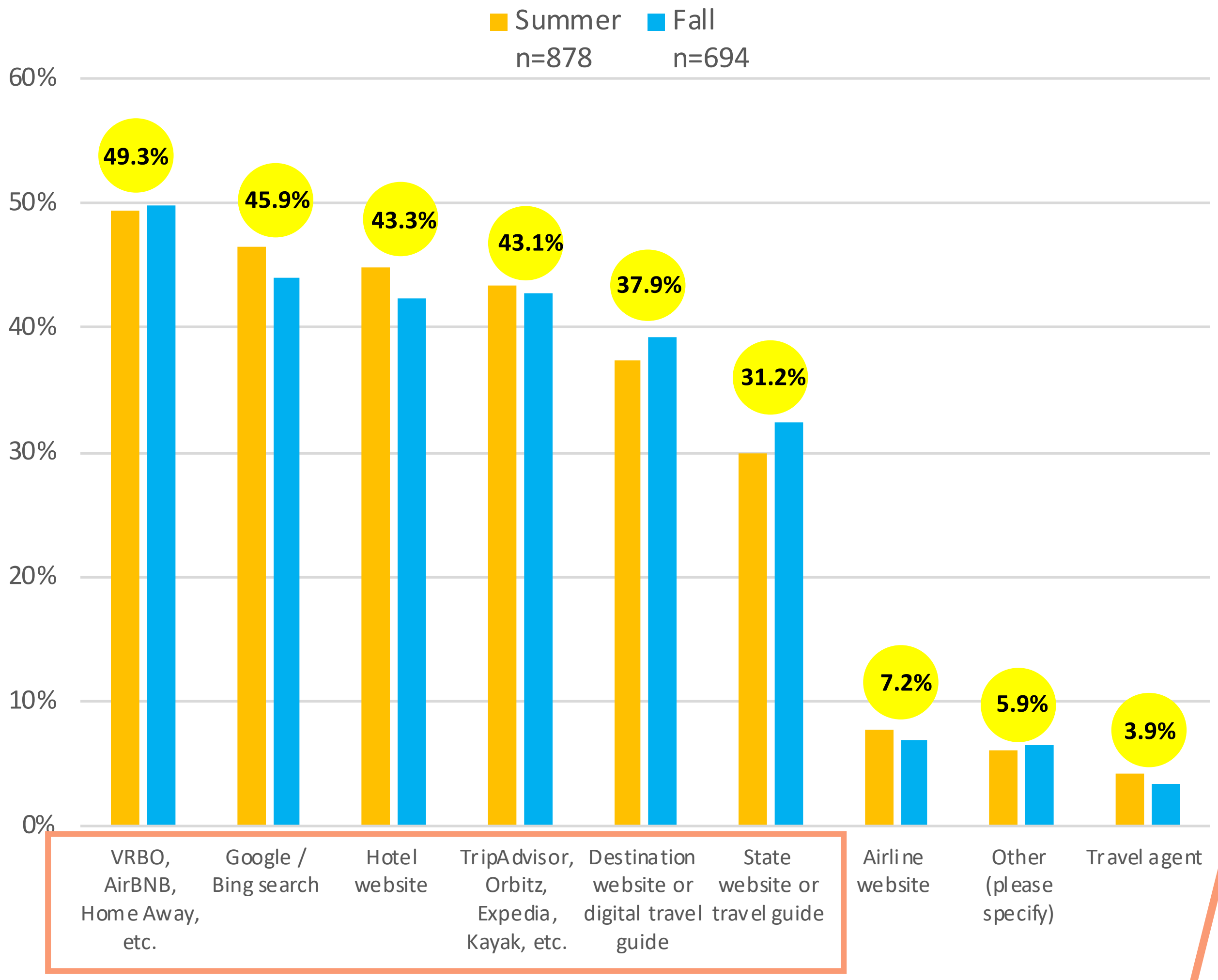
TRAVEL SOURCES & MOBILE APPS

YOUNG strategies, inc.

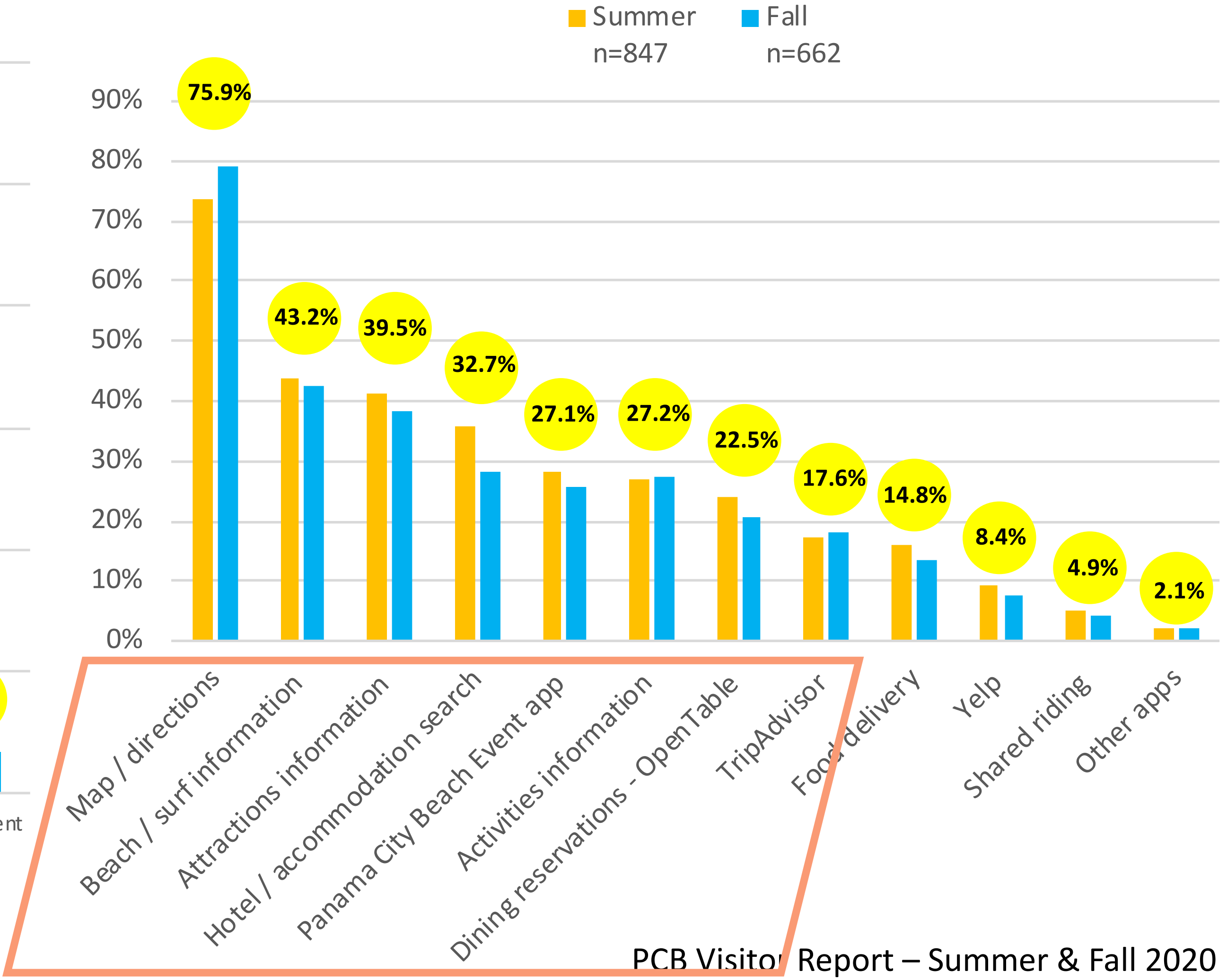
Observations:

- Once a traveler has moved from the inspiration stage to actual planning we see herein the planning sources that PCB survey respondents use most often for travel planning.
- Online travel agencies, major search engines and hotel websites were cited most often, once in PCB respondents use many phone apps to aid their planning and wayfinding.

Q. 15 Tell us your preferred online sources when planning a vacation / getaway.



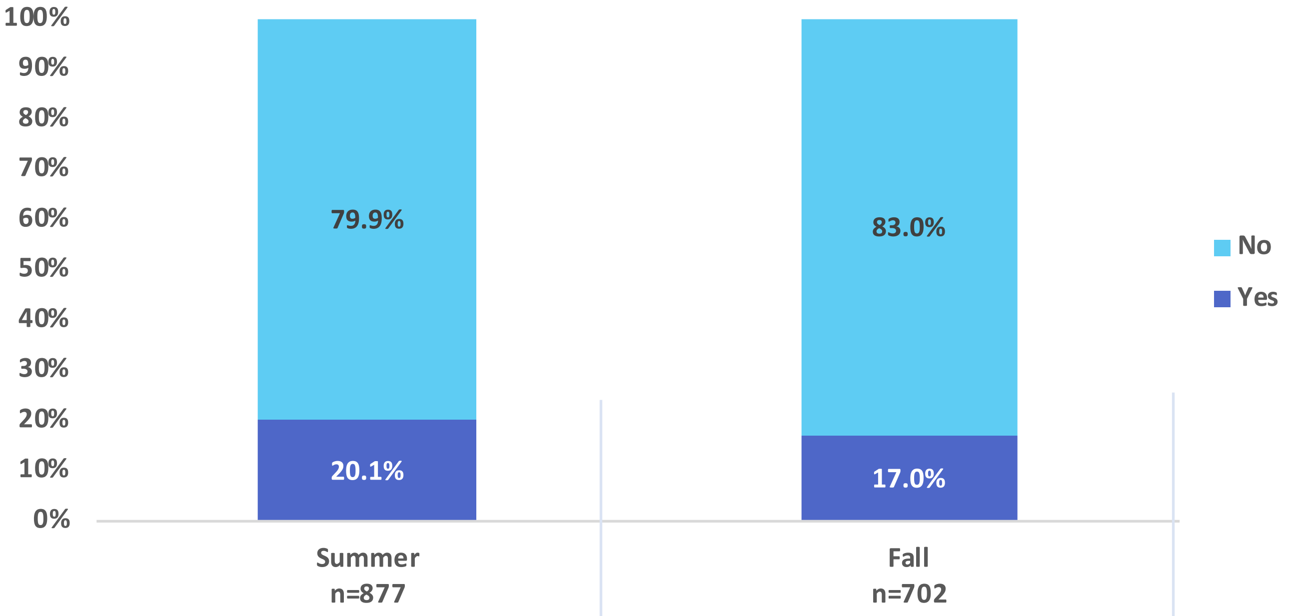
16. While in Panama City Beach, did you or anyone in your travel party use a travel app on a smart phone to locate activities, dining, shopping, etc. in the destination?



FIRST–TIME vs REPEAT VISITORS

YOUNG strategies, inc.

Q - Was this your first visit to Panama City Beach?



Observations:

- A healthy destination has a good mix of repeat (loyal) visitors and first-timers who may convert to repeat visitors.

- Summer first–time = 5.3 nights
- Summer repeat = 5.8 nights

- Fall first–time = 5.1 nights
- Fall repeat = 6.5 nights
- Repeat visitors stay longer

REPEAT VISITORS (Multi-year and within 2020)

Multi-year Repeat Visitation Fall
Fall repeat visitors reported coming to PCB for an average of **20.7 years**

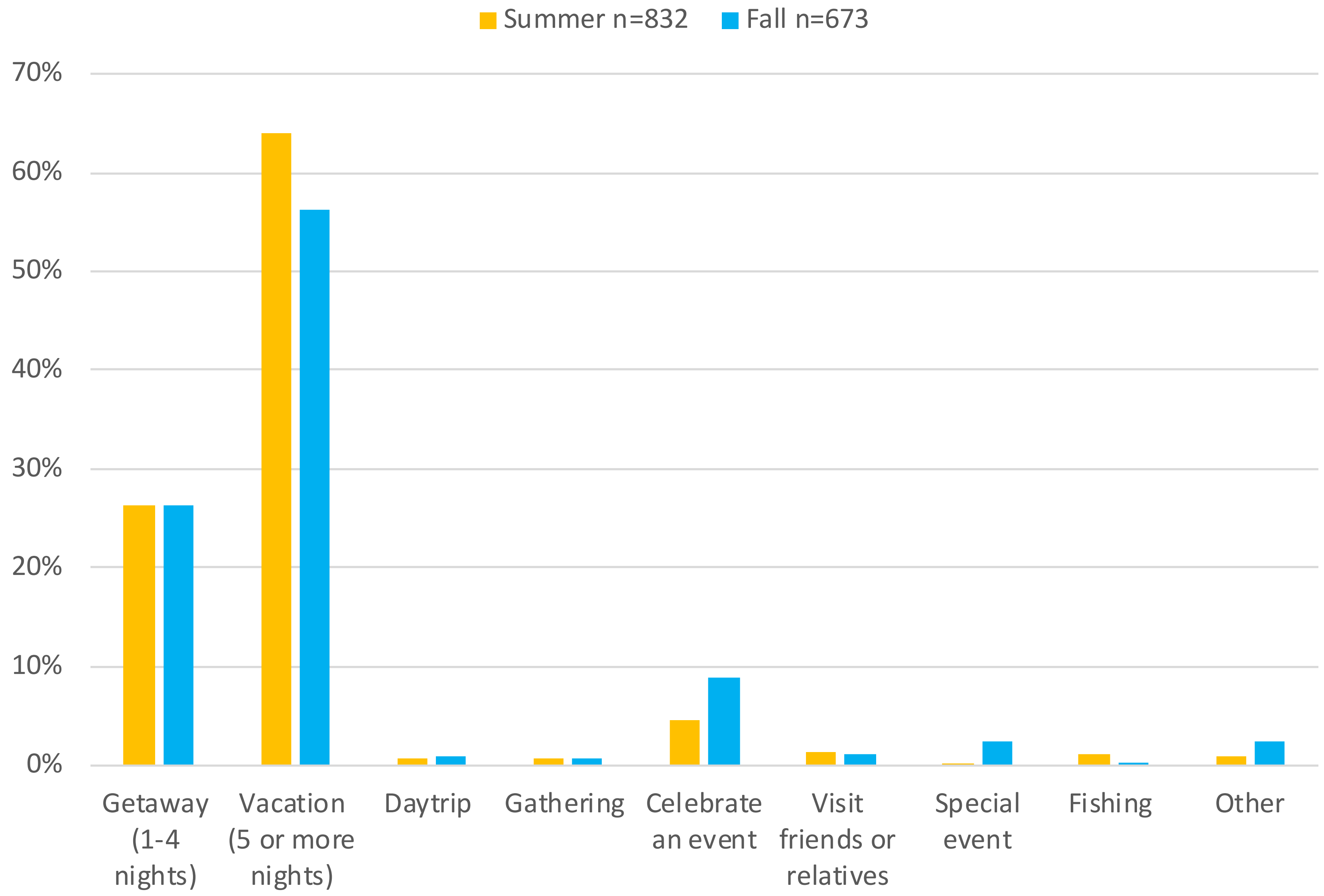
Multi-year Repeat Visitation Summer
Summer repeat visitors reported coming to PCB for an average of **20.5 years**

2020 Repeat Visitation Fall
Reported that they have visited PCB an average **of 1.6 times in the past 12 months**

2020 Repeat Visitation Summer
Reported that they have visited PCB an average **of 1.9 times in the past 12 months**

LEISURE TRIP PURPOSE

Q - Please identify the PRIMARY motivation for your most recent leisure visit to Panama City Beach

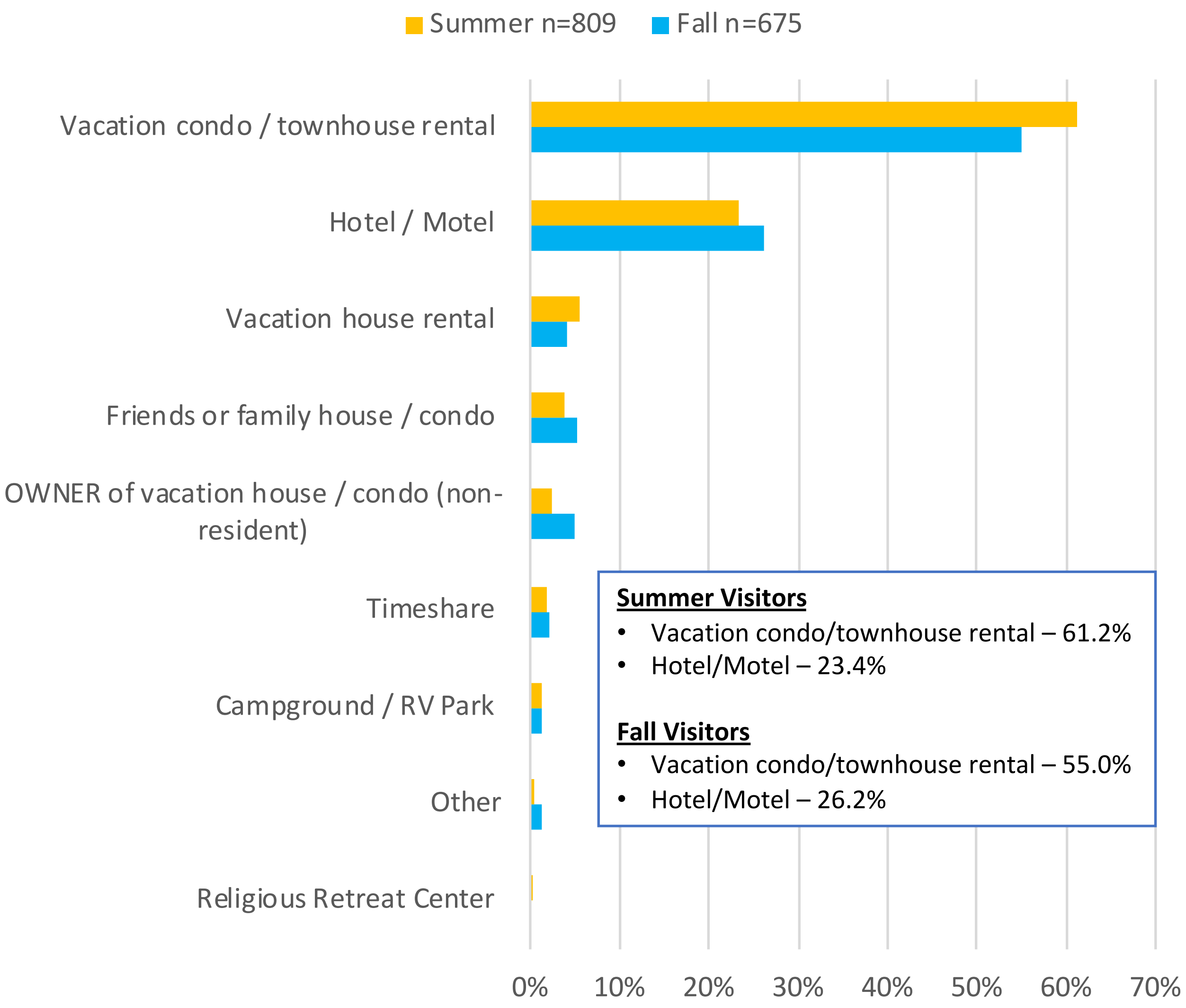


Observations:

- Getaways are defined as four nights or less and account for ¼ of respondent visitation in the summer and fall
- Vacations are defined as 5 nights or longer and account for more than half of the respondents in summer and fall.

ACCOMMODATIONS

Q - How would you categorize the place you stayed during your most recent visit?



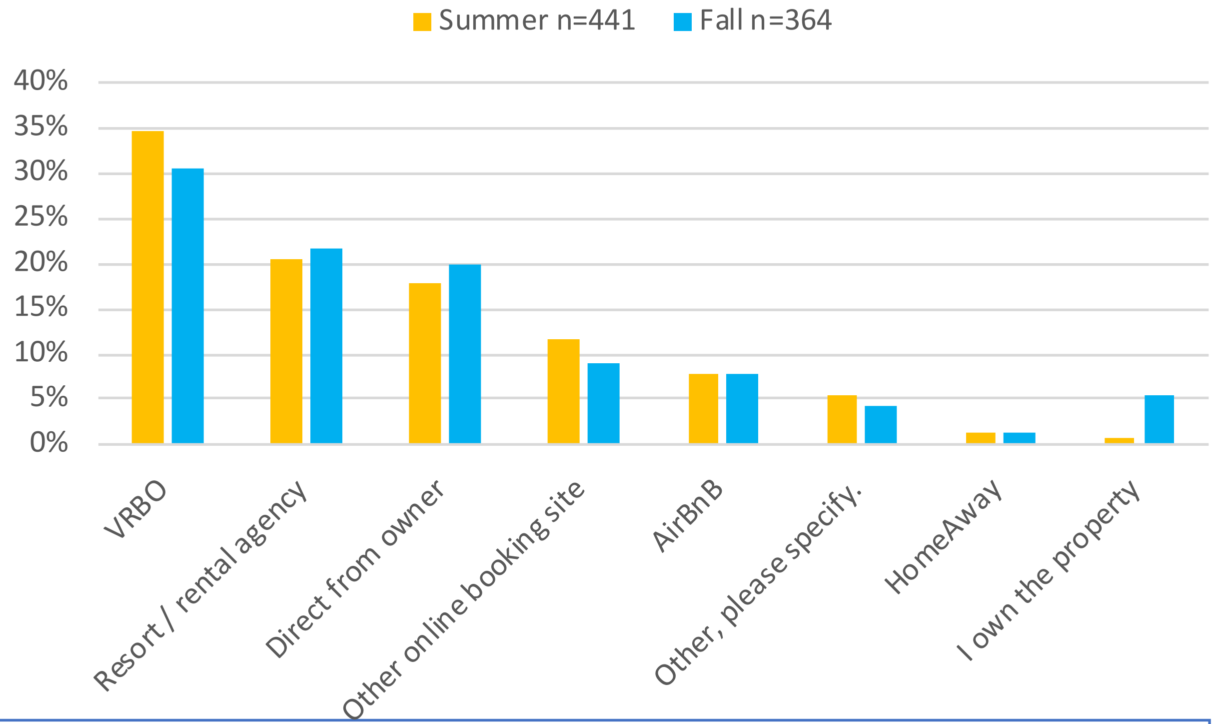
Summer Visitors

- Vacation condo/townhouse rental – 61.2%
- Hotel/Motel – 23.4%

Fall Visitors

- Vacation condo/townhouse rental – 55.0%
- Hotel/Motel – 26.2%

Q - How did you reserve your vacation rental?

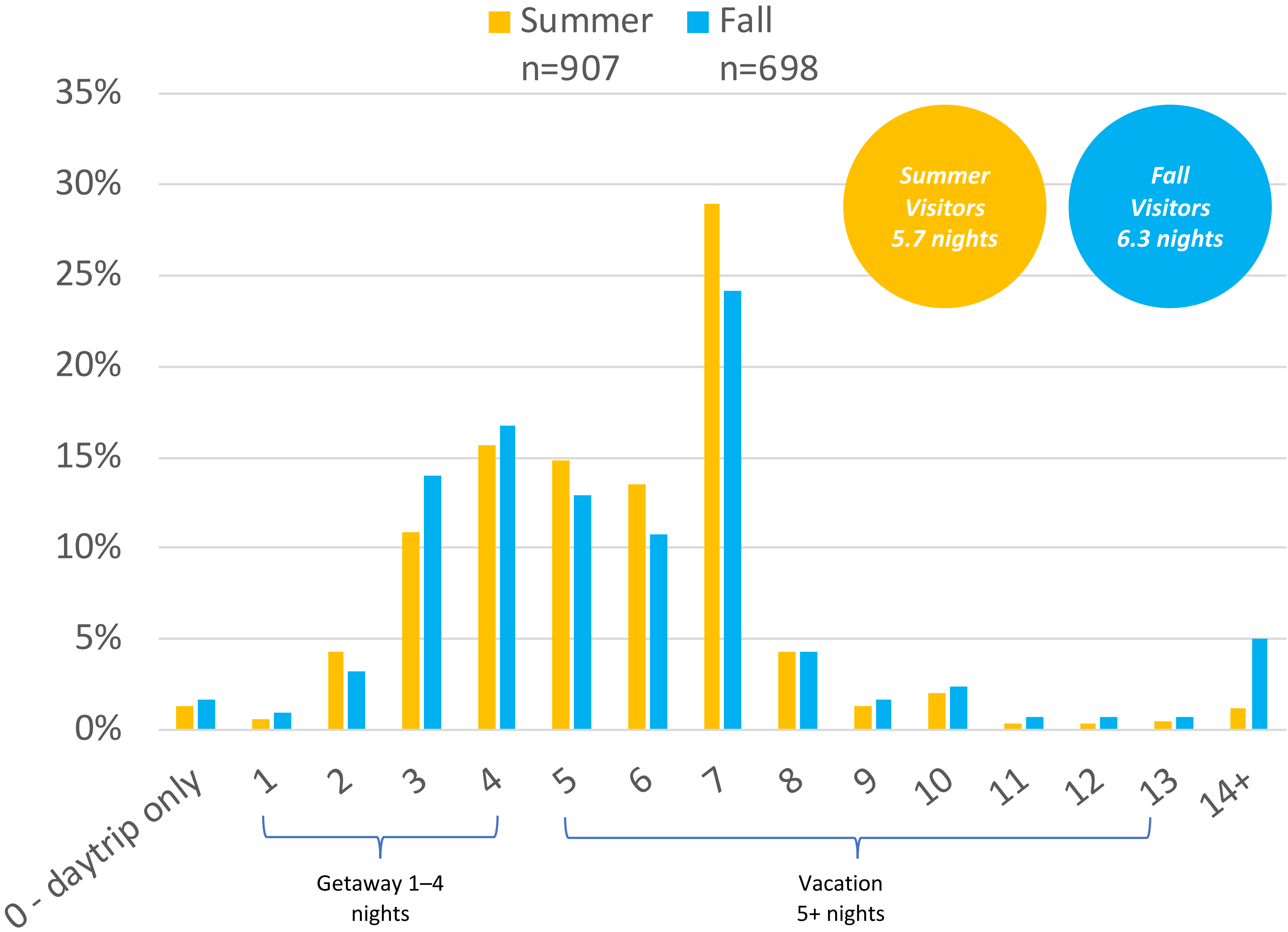


Observations:

- Over 80% of those that booked a vacation rental in summer and fall prefer a gulf– front condo.
- Two-bedroom units were most popular in the summer (49%) and fall (43%) seasons, one & three-bedroom units were next in desirability among 20–28% of respondents.
- When asked about booking accommodations for the remainder of 2020 and early 2021respondents were most likely to stay with friends/family in vacation rentals, followed by chain affiliated hotels and stand-alone vacation rental homes.
- Urban travelers from Atlanta and Birmingham were most positive about staying in all lodging types.

LENGTH OF STAY

Q - How many nights did you stay in Panama City Beach on your most recent visit?



Observations:

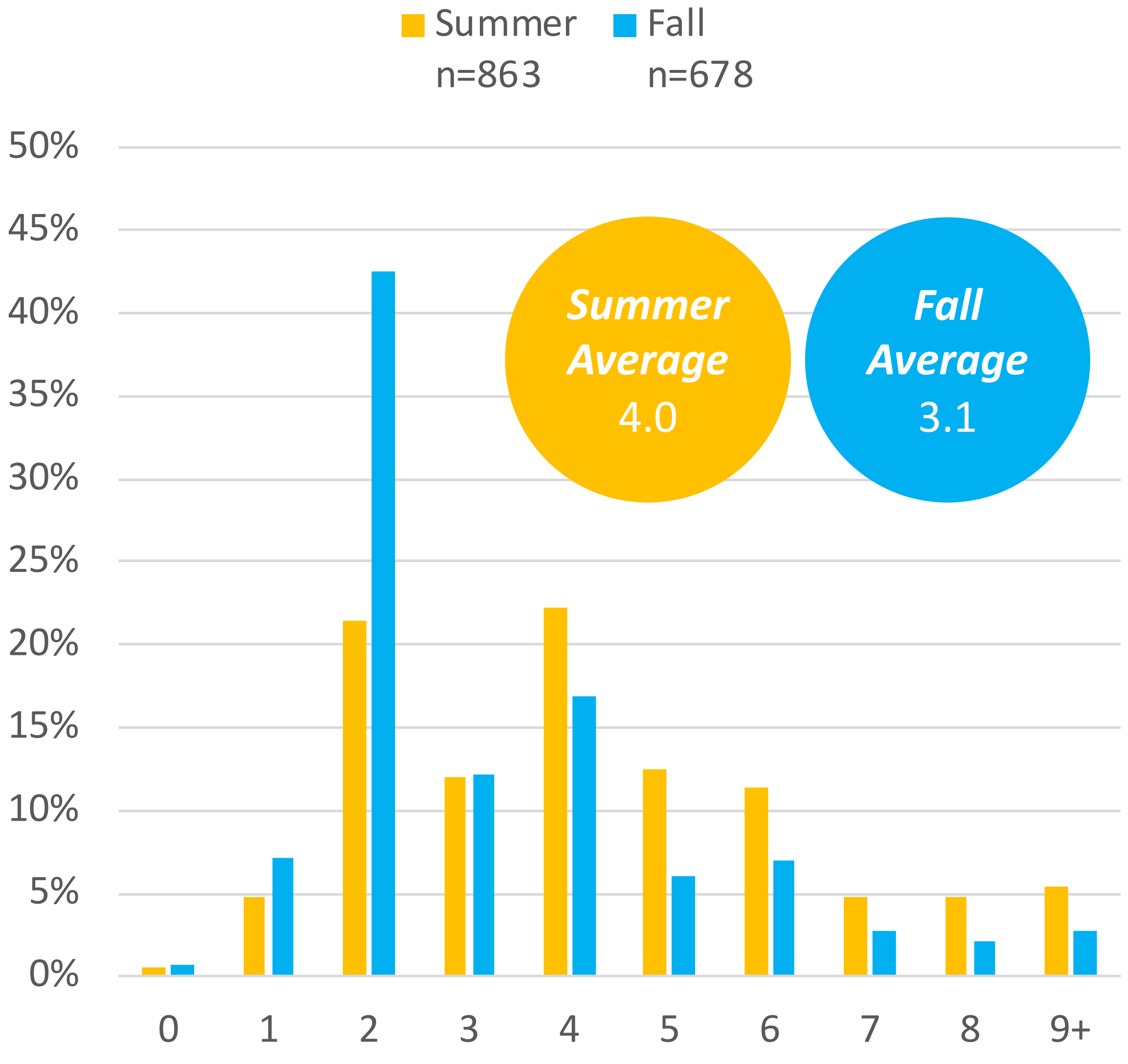
- A review of the 2020 data compared to prior years survey respondents indicates there were longer lengths of stay in 2020 that can be attributed to most people working at home and having the ability to travel to the beach for work/play vacations.

Season	Overall
Summer	5.69 (n=711)
Fall	6.27 (n=592)

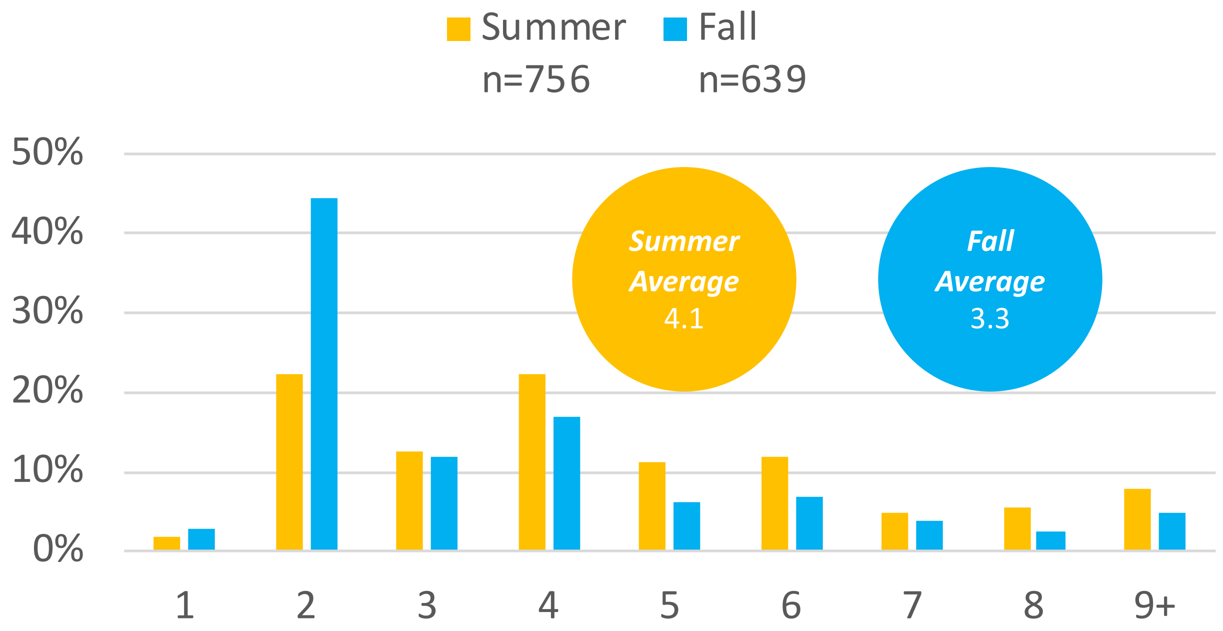
Season	First–time visitors	Repeat visitors
Summer	5.33 (n=147)	5.79 (n=564)
Fall	5.13 (n=106)	6.52 (n=486)

TRAVEL PARTY SIZE

Q - How many people <u>shared your accommodations</u>?
(Include only those staying within your hotel room, condo, or house.)



Q - What was the <u>total number of people in your travel party</u> to Panama City Beach?



Observations:

- The survey asked for party size in two questions: The number that shared accommodations and the number that traveled together to PCB. It is not unusual for multiple travel parties (EX: three couples) to share an accommodation at a beach destination. The averages in the bubbles refer to those reporting less than 9 in their travel party (chart above) or shared accommodation (chart on left). The averages for people saying they had 9+ people in travel party or in their shared accommodation are below:

<u>9+ **Shared Accommodations**</u>

- Summer n=35 – 11.1 people
- Fall n=14 – 12.9 people

<u>9+ **Travel party size** averages:</u>

- Summer n=58 – 15.4 people in travel party
- Fall n=28 – 14.8 people in travel party

ATTRACTIONS/ACTIVITIES/RENTALS

Q - Which attractions / activities / rentals or areas did you or someone in your travel party visit and/or participate in while in Panama City Beach?

	Summer n=745	Fall n=623
Beach	90.3%	91.0%
Pier Park	68.5%	68.7%
Thomas Drive	35.2%	33.7%
Captain Anderson's Marina	30.7%	20.2%
Sharky's Harpoon Harry's	30.4%	29.0%
Putt putt / mini golf	30.3%	21.5%
St. Andrew's State Park	30.0%	31.8%
County Pier	28.3%	30.3%
Go carting	20.3%	9.5%
Thomas Donut Shop	18.4%	17.9%
Gulf World	14.5%	9.5%
Shipwreck Island	13.8%	5.6%
Sky Wheel	12.6%	14.2%
Edgewater / Holiday Inn area	12.3%	6.3%
Other (please specify)	10.1%	6.9%
Dave & Buster's	9.7%	6.3%
Rental – Pontoon boat	9.5%	7.3%
Ripley's Believe It or Not	9.3%	6.9%
Rental – Jet ski	9.2%	4.2%
Swim with dolphins	8.1%	3.2%
Rental – Golf cart	8.0%	3.7%
Zoo World	7.7%	5.8%
Golf course	7.6%	4.5%
WonderWorks	7.2%	6.5%
Sandpiper Beacon Beach	3.2%	2.3%
Zoo World – pet a sloth	3.1%	0.8%
Carillon Beach	2.7%	2.1%
Frank Brown Park (ball fields, Aquatic park)	1.9%	5.3%
Aaron Bessant Park (concerts)	0.9%	2.6%
Church Retreat Center	0.8%	0.5%

Observations:

- The survey provided a list of popular attractions throughout PCB to determine the locations within the destination where visitors gather. There are too many attractions and activities to list them all.
- Beach is always #1 in PCB with 90%+ of visitors reporting beach visitation.
- The rank order of the attractions visited is very similar to prior research while the percent of those reporting all retail, dining and attraction activities was down 5-15% across the board.

Top 5 Summer Attractions / Activities / Rentals

1. Beach
2. Pier Park
3. Thomas Drive
4. Captain Anderson's Marina
5. Sharky's Harpoon Harry's

Top 5 Fall Attractions / Activities / Rentals

1. Beach
2. Pier Park
3. Thomas Drive
4. St. Andrew's State Park
5. County Pier

PCB AMENITY RATINGS

YOUNG strategies, inc.

Q - Following is a list of amenities offered in Panama City Beach. Considering this visit, please rate each amenity.

Summer n=735	Excellent	Above Average	Average	Below Average	Poor	Average
Quality of beaches	**62.7%**	**27.9%**	8.6%	0.4%	0.4%	**4.5**
Range of choices for dining out	**45.8%**	**30.3%**	21.5%	1.9%	0.6%	**4.2**
Quality of dining out	**42.9%**	**29.7%**	24.8%	2.3%	0.3%	**4.1**
Quality of your accommodation	**46.7%**	**27.7%**	20.1%	3.6%	1.9%	**4.1**
Variety of shopping & merchandise	**37.4%**	**34.7%**	26.5%	1.0%	0.4%	**4.1**
Ease of finding visitor information	**35.0%**	**30.2%**	32.8%	1.5%	0.4%	**4.0**
Ease of traffic	13.7%	17.8%	**48.7%**	13.3%	6.4%	**3.2**

Fall n=625	Excellent	Above Average	Average	Below Average	Poor	Average
Quality of beaches	**61.7%**	**27.5%**	9.9%	0.6%	0.3%	**4.5**
Range of choices for dining out	**42.7%**	**35.8%**	19.7%	1.6%	0.2%	**4.2**
Quality of dining out	**40.7%**	**33.1%**	24.3%	1.6%	0.3%	**4.1**
Quality of your accommodation	**44.4%**	**27.2%**	22.4%	4.2%	1.8%	**4.1**
Variety of shopping & merchandise	**38.5%**	**32.4%**	26.7%	2.1%	0.3%	**4.1**
Ease of finding visitor information	**38.5%**	**30.0%**	29.5%	1.5%	0.5%	**4.0**
Ease of traffic	15.2%	21.2%	**52.5%**	8.2%	2.9%	**3.4**

Observations –

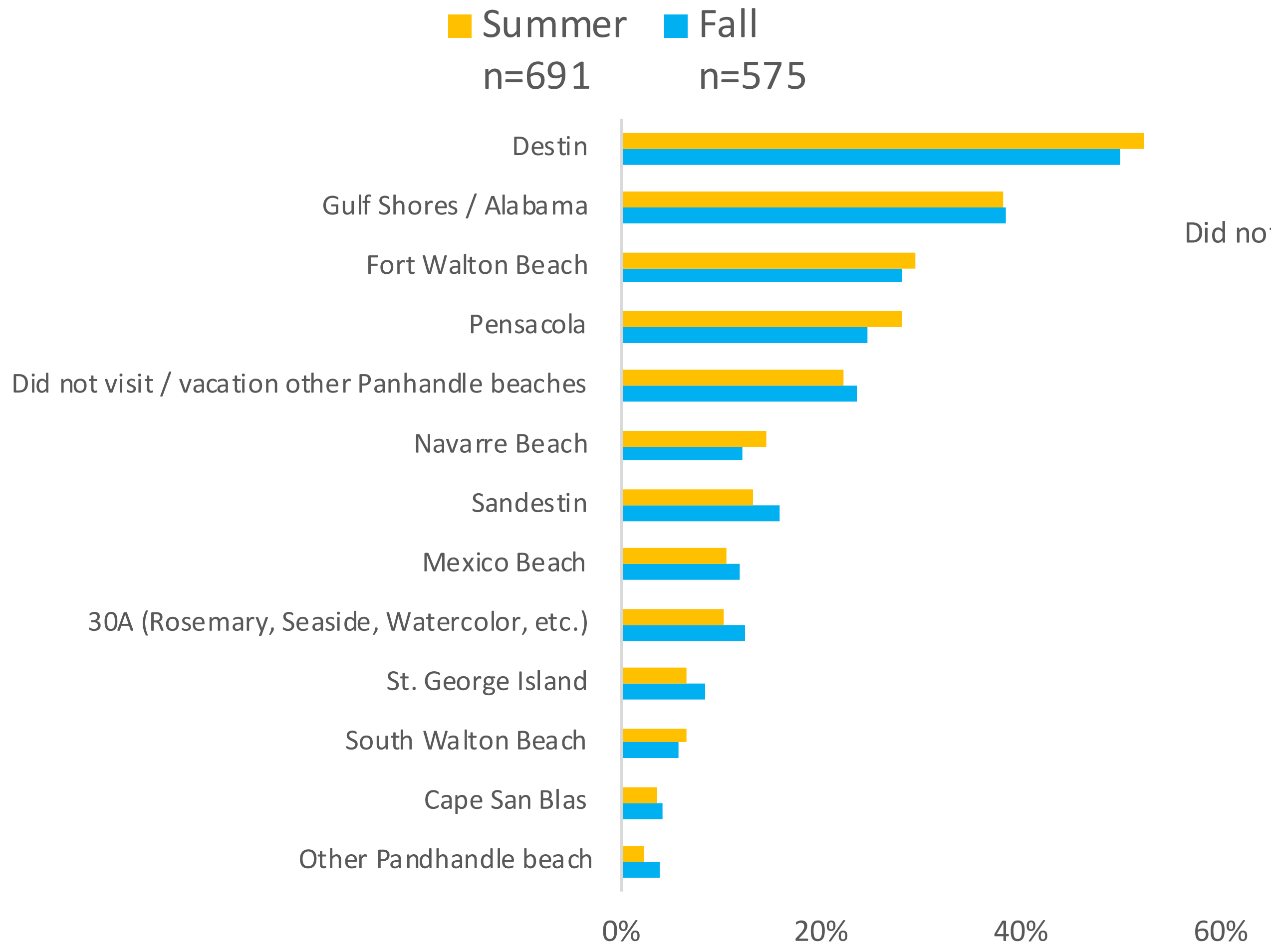
- Survey respondents gave Panama City Beach very high ratings in a pandemic year when the visitor experience was unlike any prior year.
- Panama City Beach has always received very high satisfaction ratings from visitor survey respondents.
- Respondents in 2020 rated their experiences slightly lower than prior years, however, the ratings are still consistently in the above average and excellent categories.
- Very few respondents rated anything below average or poor.

OTHER BEACHES VISITED

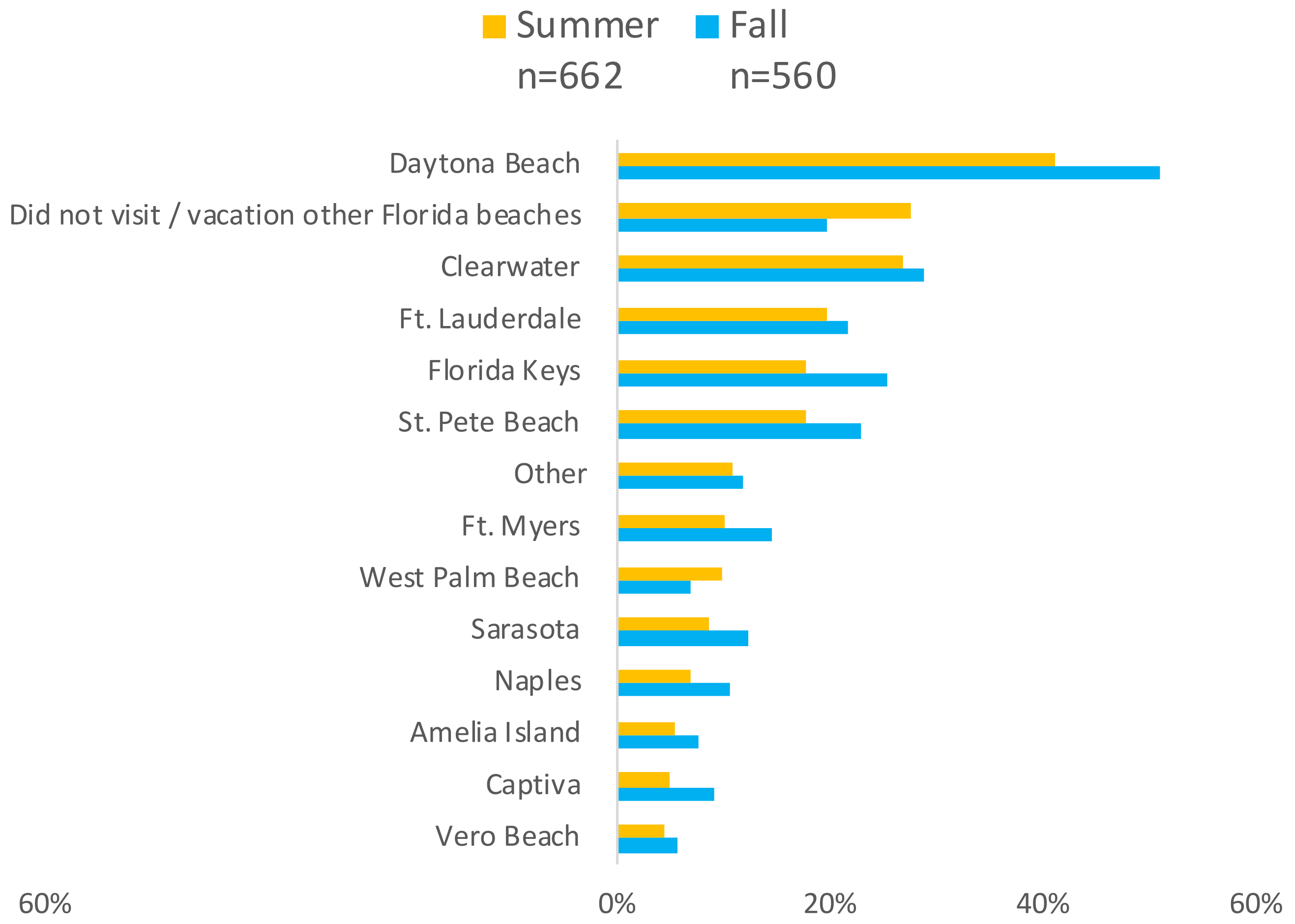
Observations:

- The vast majority (over 90%) of PCB survey respondents consistently indicate they plan to return to PCB.
- The response to these questions reveals the beaches that are in Panama City Beach's core competitive set in the eyes of the visitor.

Q - Please indicate the other Panhandle beaches where you have taken vacations or getaways.



Q47. Please indicate any other Florida beaches where you have taken vacations or getaways.

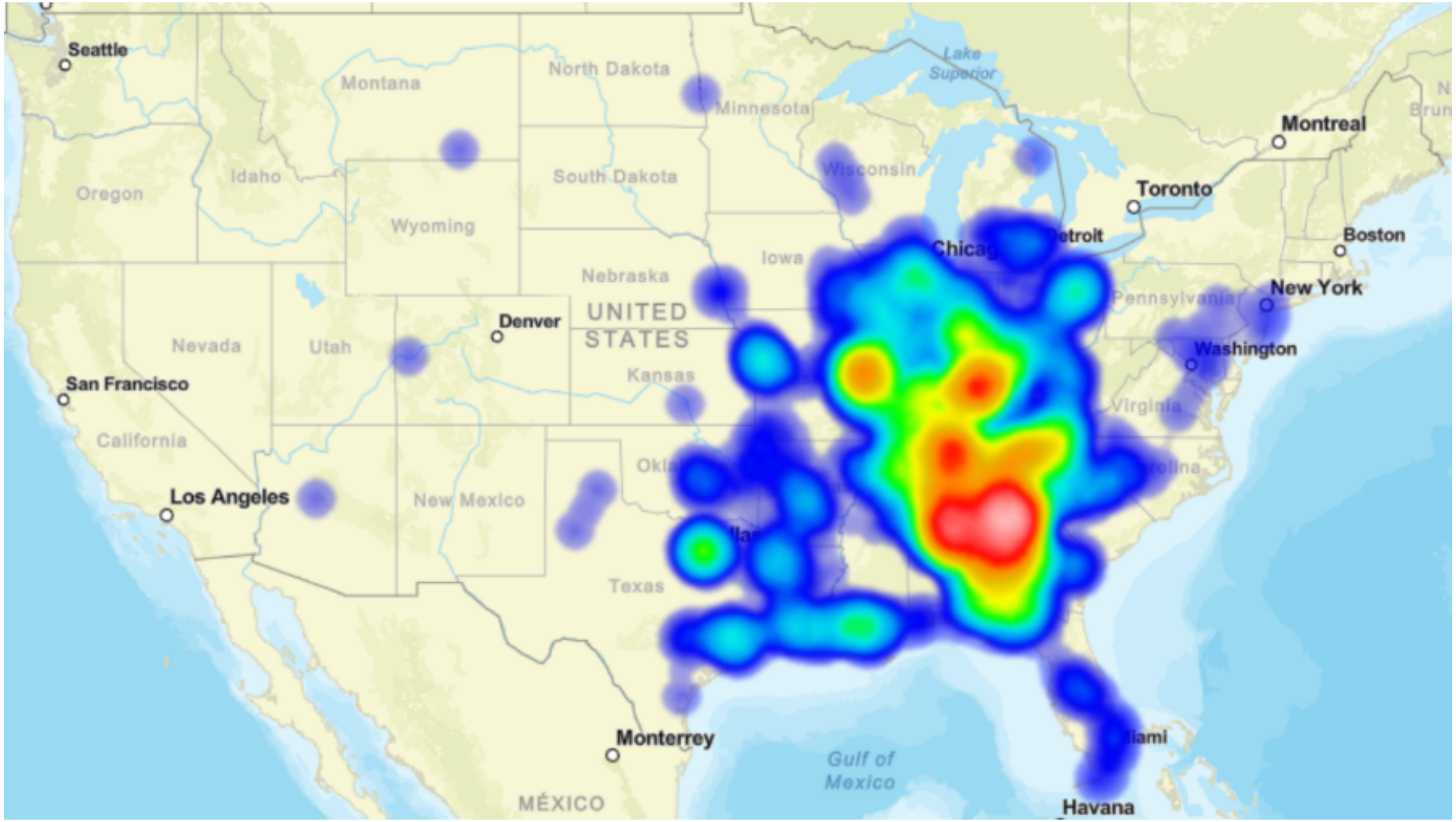


POINT OF ORIGIN – SUMMER

Rank order of states

GA – 21.7%
AL – 14.8%
TN – 14.8%
IL – 7.2%
KY – 7.1%
IN – 5.6%
MO – 4.3%
TX – 4.0%
LA – 3.6%
OH - 3.4%
FL – 2.3%
AR – 1.7%
NC – 1.3%
MI – 1.1%

VISITATION HEAT MAP – SUMMER



Rank order of states

GA – 21.7%
AL – 14.8%
TN – 14.8%
IL – 7.2%
KY – 7.1%
IN – 5.6%
MO – 4.3%
TX – 4.0%
LA – 3.6%
OH - 3.4%
FL – 2.3%
AR – 1.7%
NC – 1.3%
MI – 1.1%

POINT OF ORIGIN – FALL

Rank order of states

GA – 20.5%

TN – 19.5%

AL – 13.6%

IN – 10.0%

KY – 7.7%

IL – 4.9%

FL – 3.4%

MO – 3.1%

OH – 2.6%

TX – 2.6%

LA – 2.1%

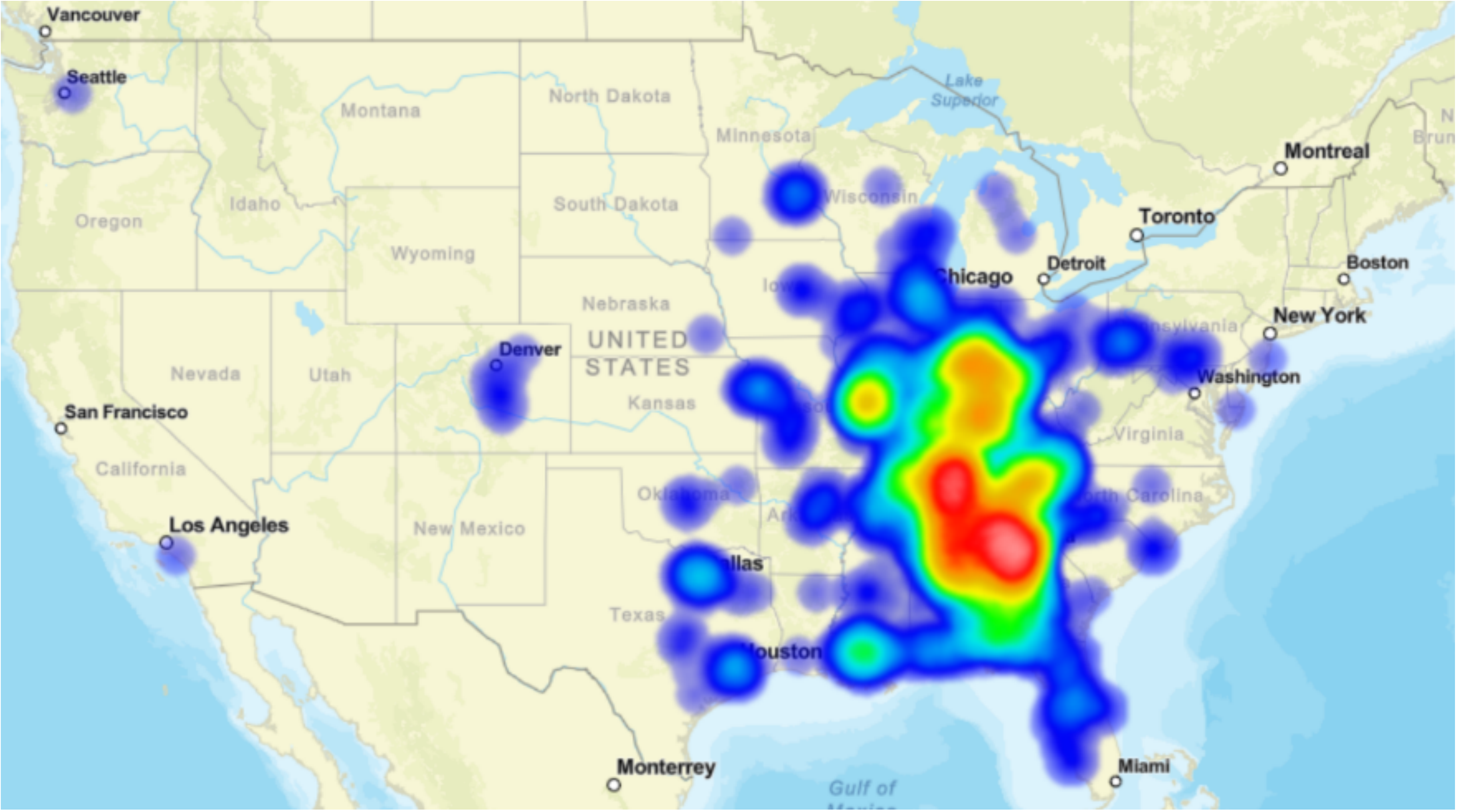
MS – 1.3%

SC – 1.1%

PA – 1.0%

YOUNG strategies, inc.

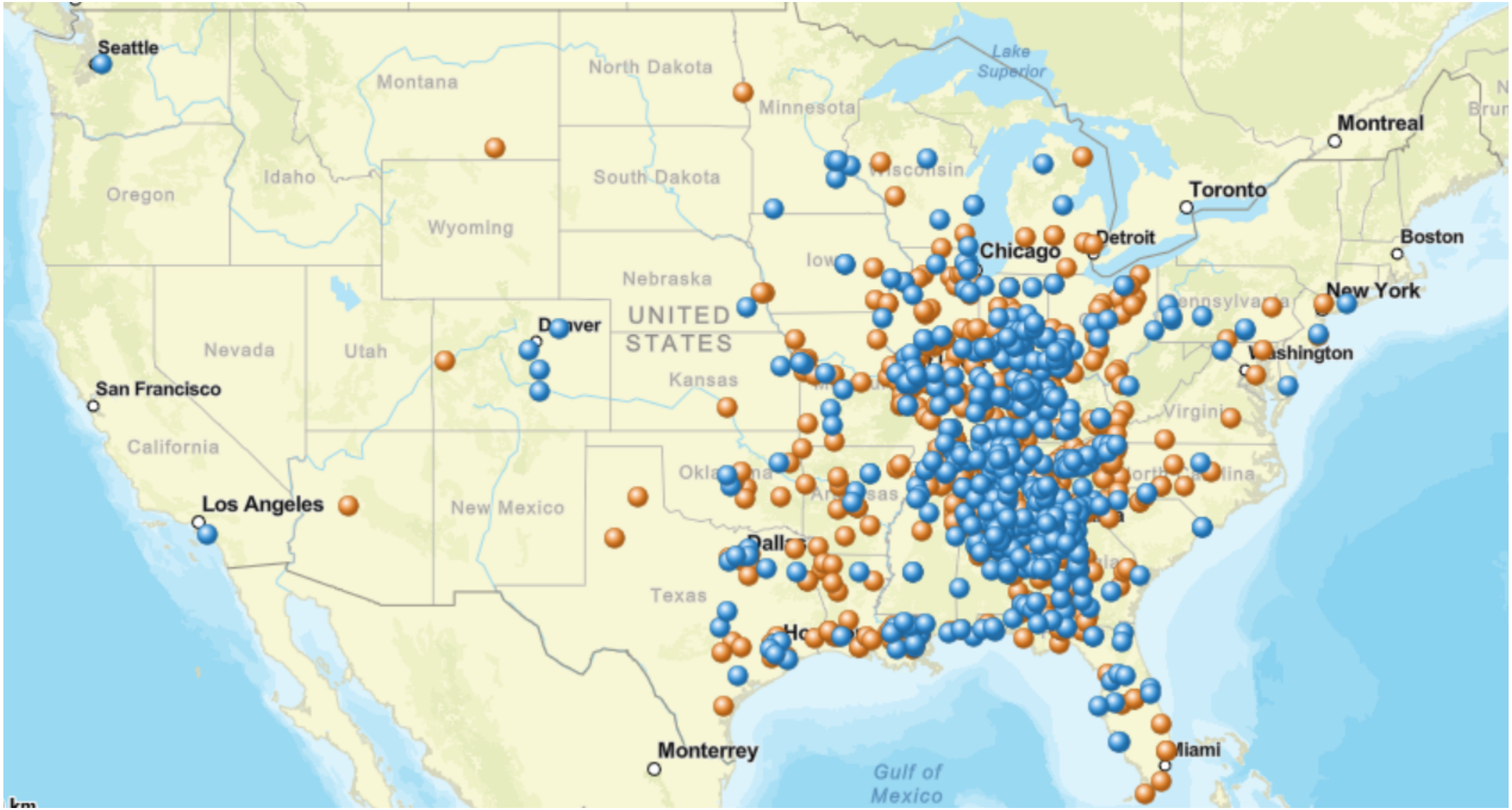
VISITATION HEAT MAP – FALL



Rank order of states

GA – 20.5%
TN – 19.5%
AL – 13.6%
IN – 10.0%
KY – 7.7%
IL – 4.9%
FL – 3.4%
MO – 3.1%
OH – 2.6%
TX – 2.6%
LA – 2.1%
MS – 1.3%
SC – 1.1%
PA – 1.0%

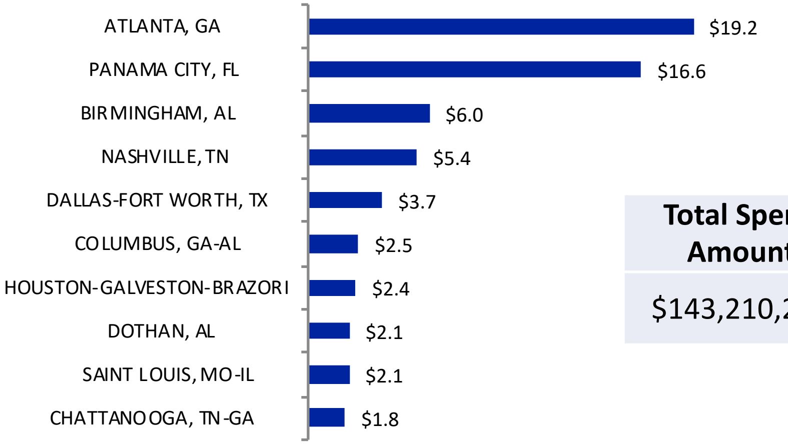
Point of Origin – SUMMER & FALL



VisaVue Third QTR (July - Sept.) 2018 vs 2020

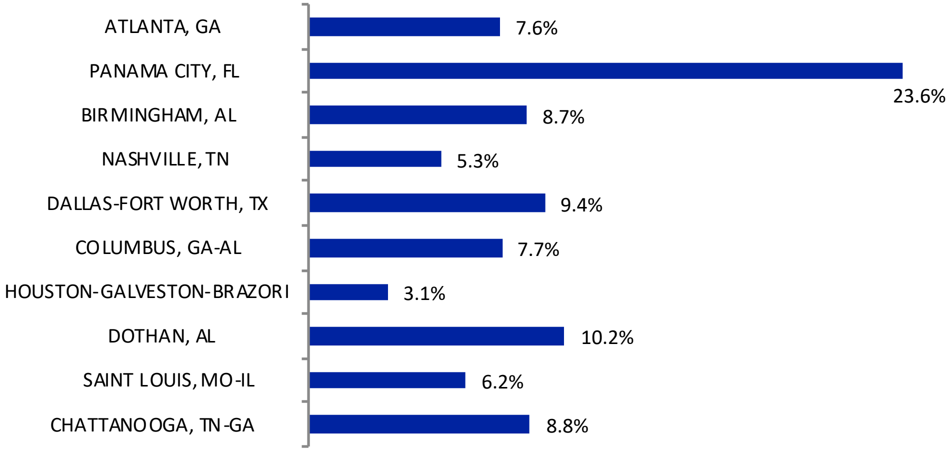
2018 3rd QTR $

2018 Top Originating MSAs by Spend Amt ($M US)



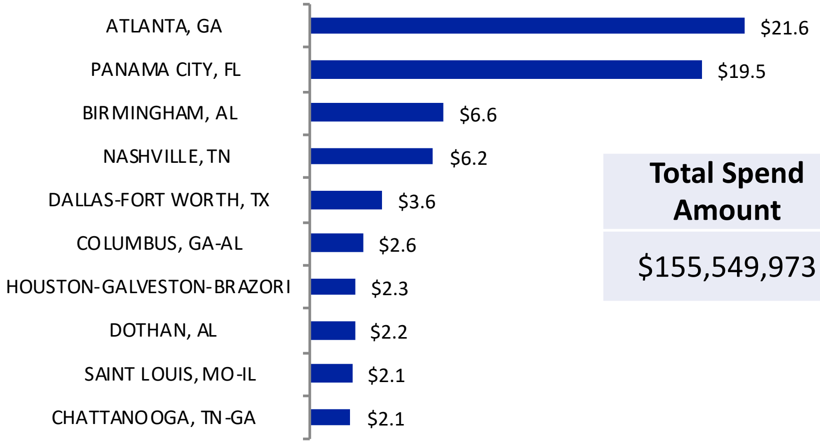
Total Spend Amount	Y/Y Growth	Average Ticket	Spend / Cardholder
$143,210,248	11.5%	$45.22	$186.66

2018 3rd QTR Top Originating MSAs Y/Y $ Growth



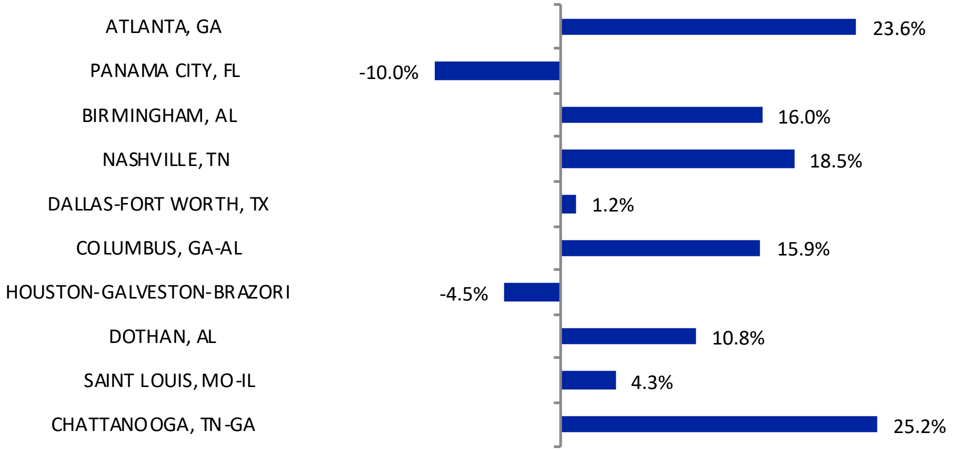
2020 3rd QTR $

2020 Top Originating MSAs by Spend Amt ($M US)



Total Spend Amount	Y/Y Growth	Average Ticket	Spend / Cardholder
$155,549,973	**9.4%**	$46.62	$205.48

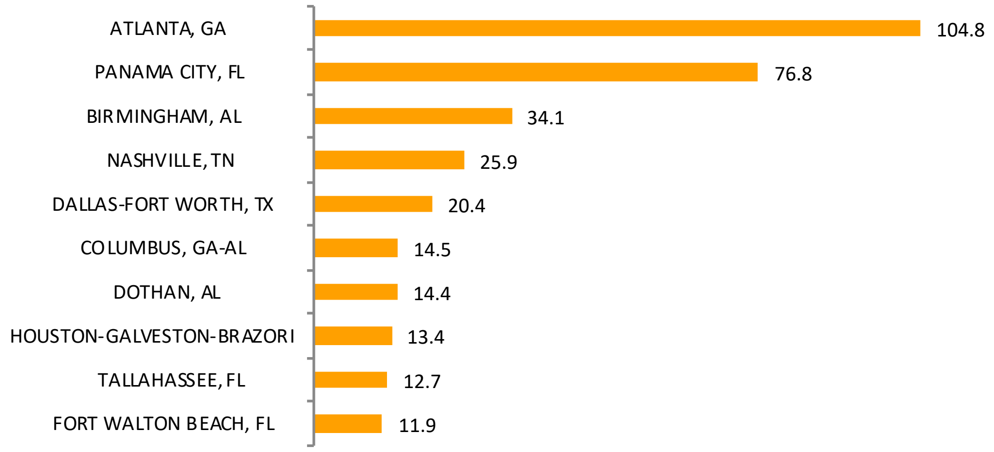
2020 3rd QTR Top Originating MSAs Y/Y $ Growth



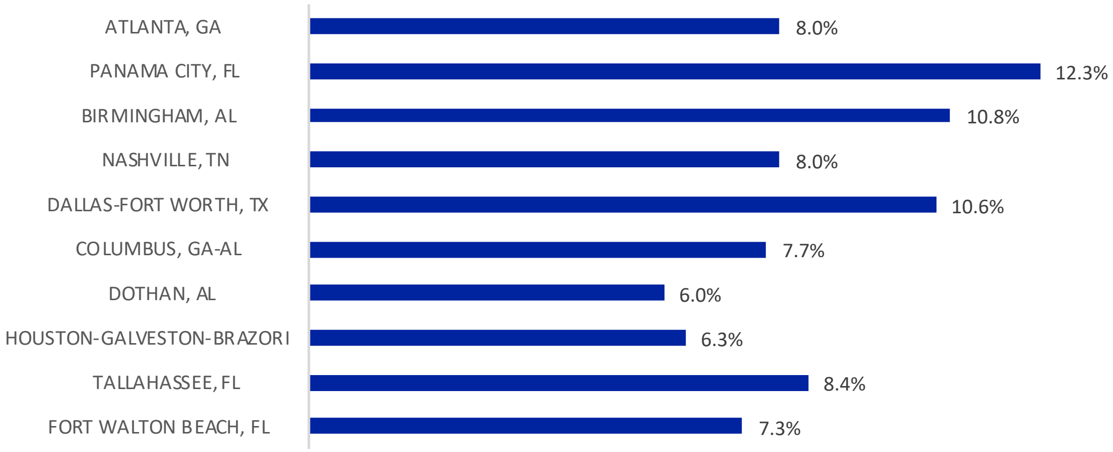
VisaVue Third QTR (July - Sept.) 2018 vs 2020

2018 3rd QTR Cardholders

2018 Top Originating MSAs by Cardholder Count (000's)

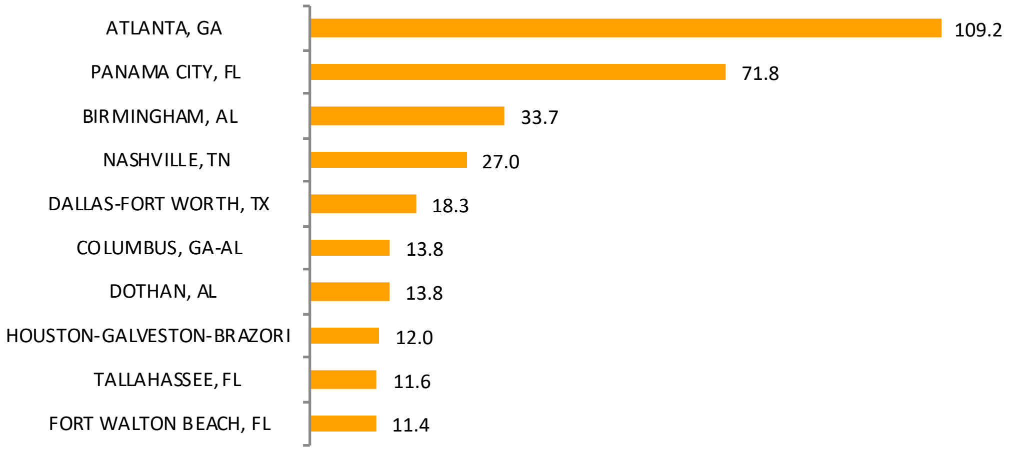


2018 3rd QTR Top Originating MSAs Y/Y Cardholder Growth

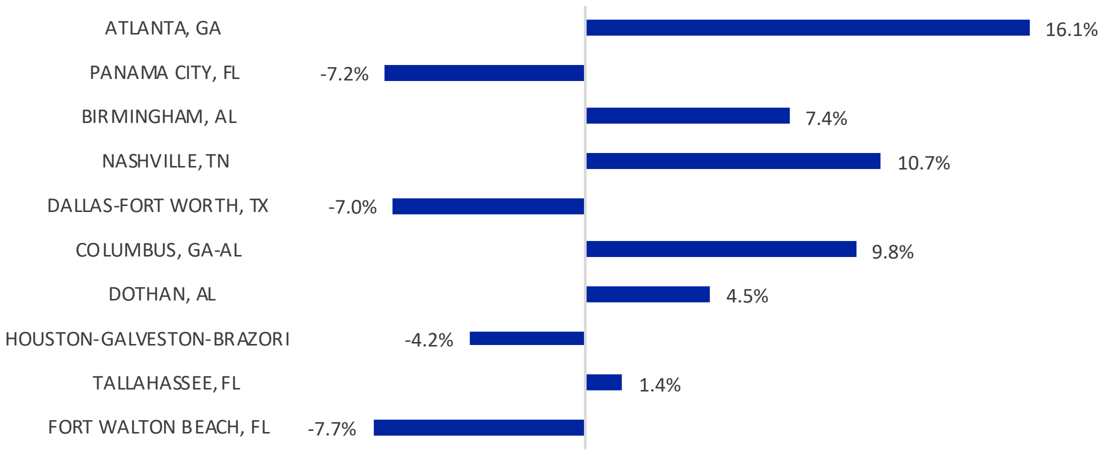


2020 3rd QTR Cardholders

2020 Top Originating MSAs by Cardholder Count (000's)



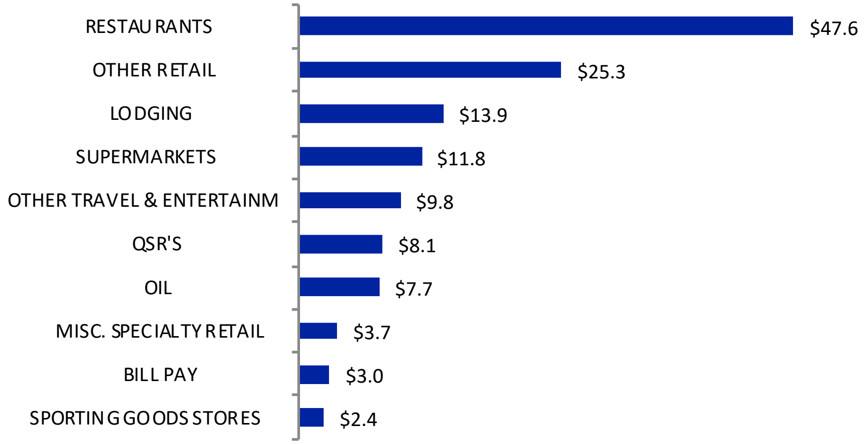
2020 3rd QTR Top Originating MSAs Y/Y Cardholder Growth



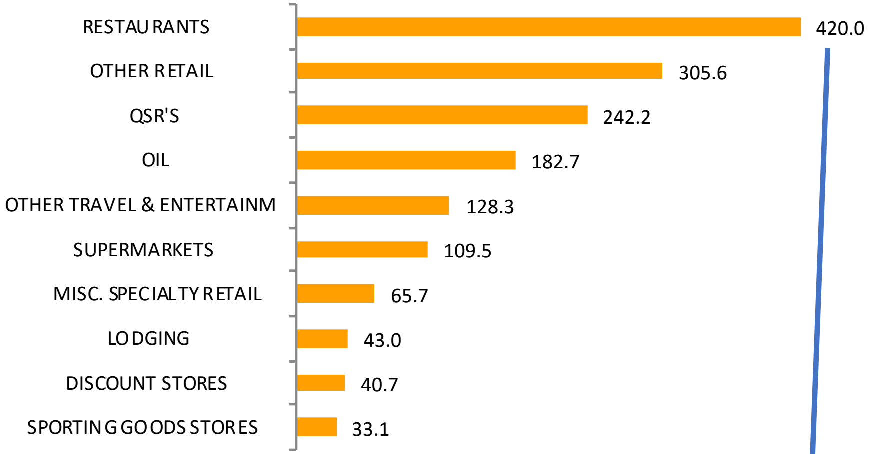
VisaVue Third QTR (July - Sept.) 2018 vs 2020

2018 3rd QTR Segments

Top Market Segments by Spend Amt ($M US)

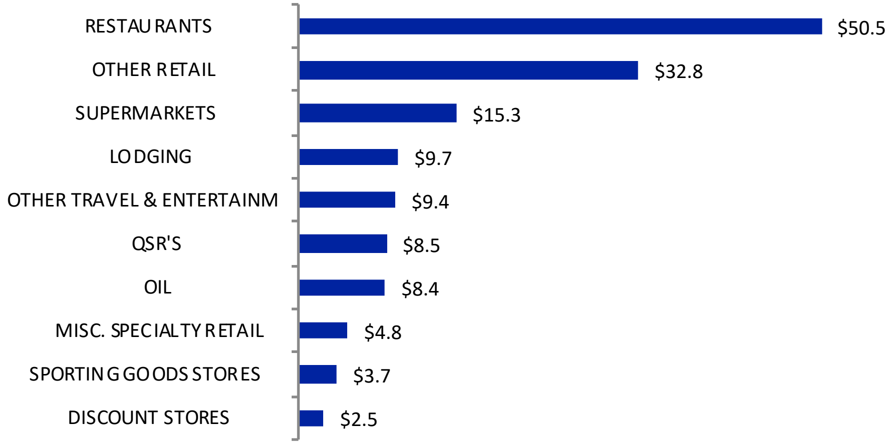


Top Market Segments by Cardholder Count (000's)

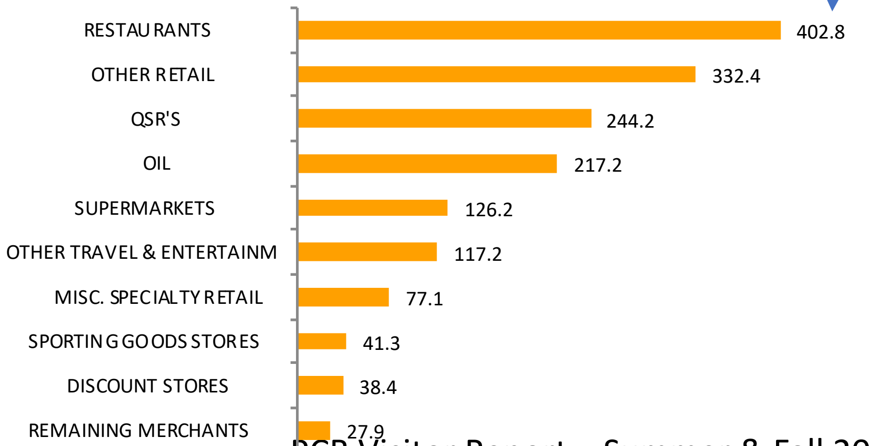


2020 3rd QTR Segments

Top Market Segments by Spend Amt ($M US)



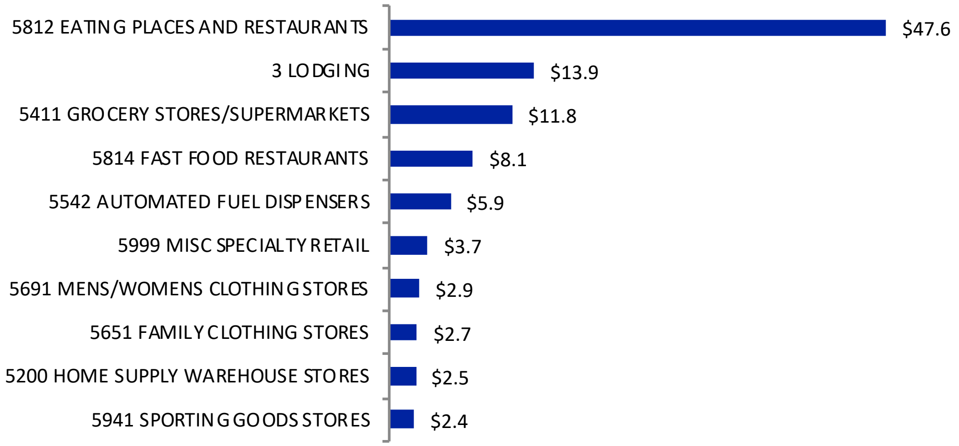
Top Market Segments by Cardholder Count (000's)



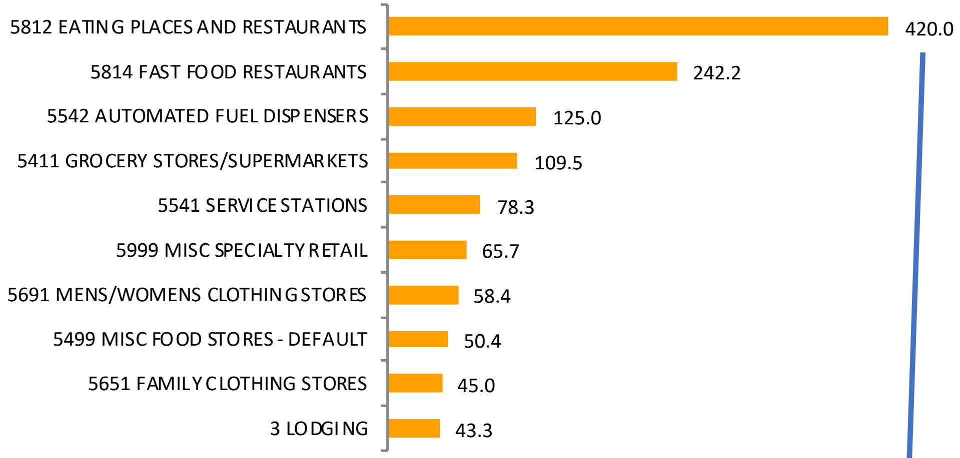
VisaVue Third QTR (July - Sept.) 2018 vs 2020

2018 3rd QTR Segments

Top Merchant Categories by Spend Amt ($M US)

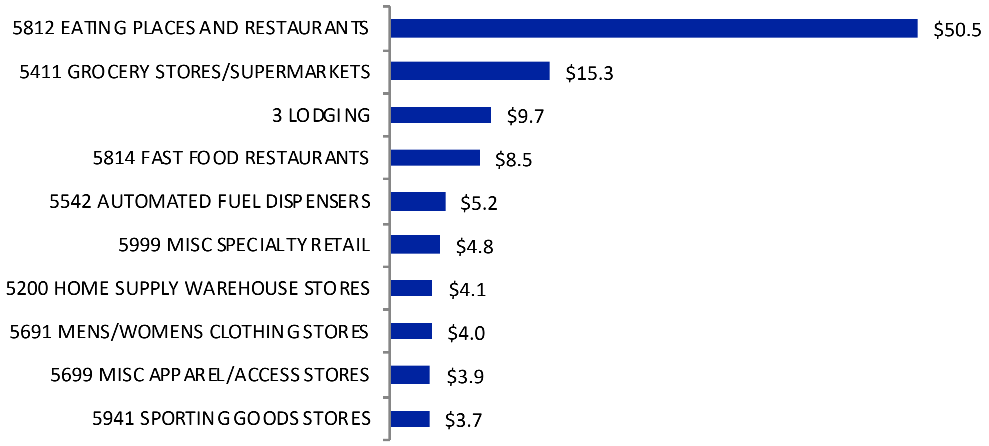


Top Merchant Categories by Cardholder Count (000's)

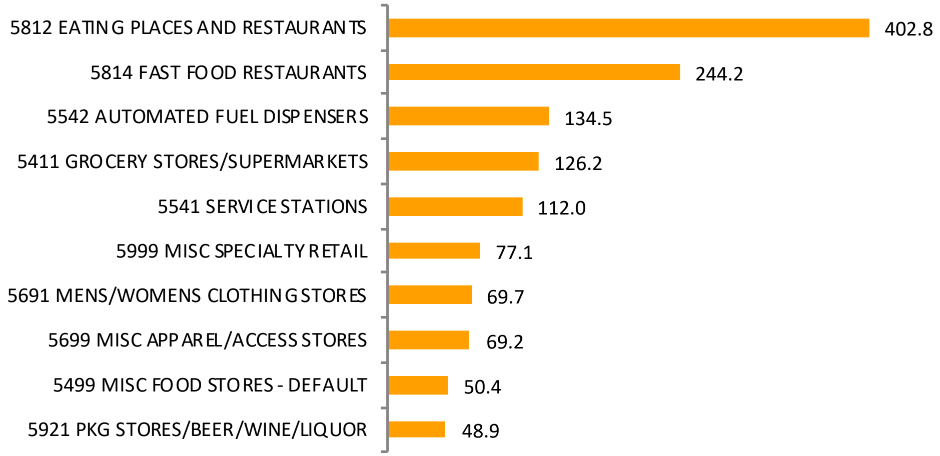


2020 3rd QTR Segments

2020 3rd QTR Top Merchant Categories by Spend Amt ($M US)



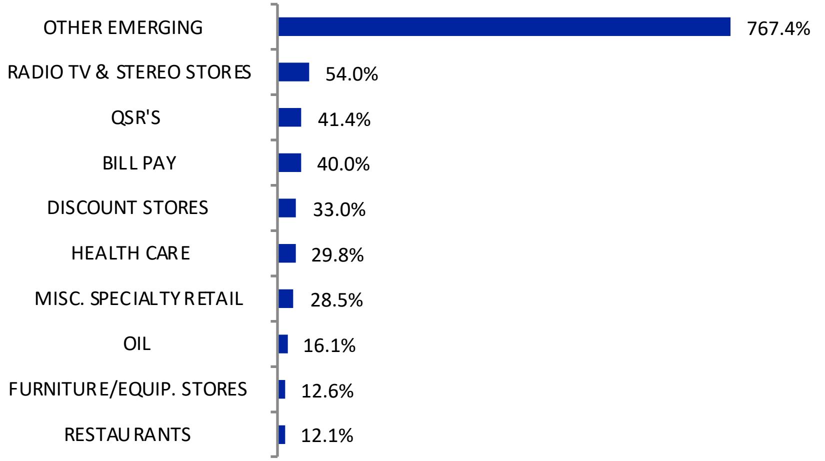
2020 3rd QTR Top Merchant Categories by Cardholder Count (000's)



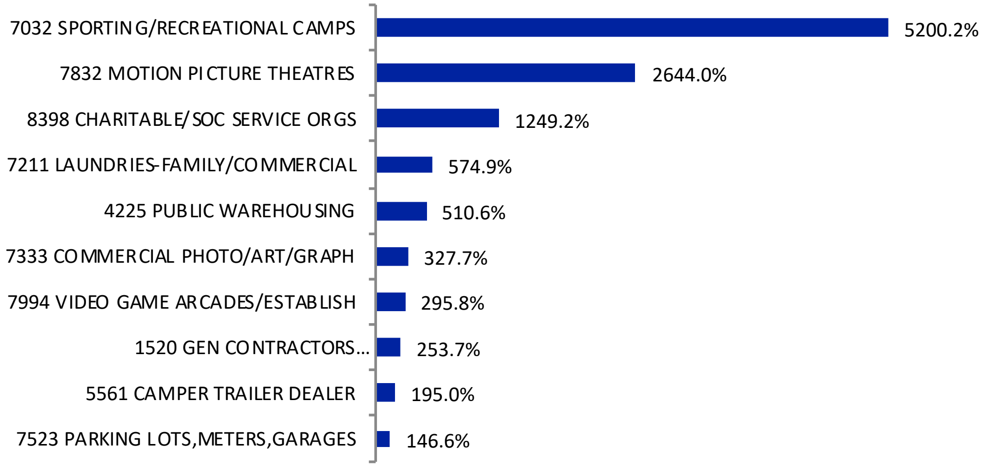
VisaVue Third QTR (July - Sept.) 2018 vs 2020

2018 3rd QTR Segments

2018 3rd QTR Top Market Segments by Y/Y $ Growth

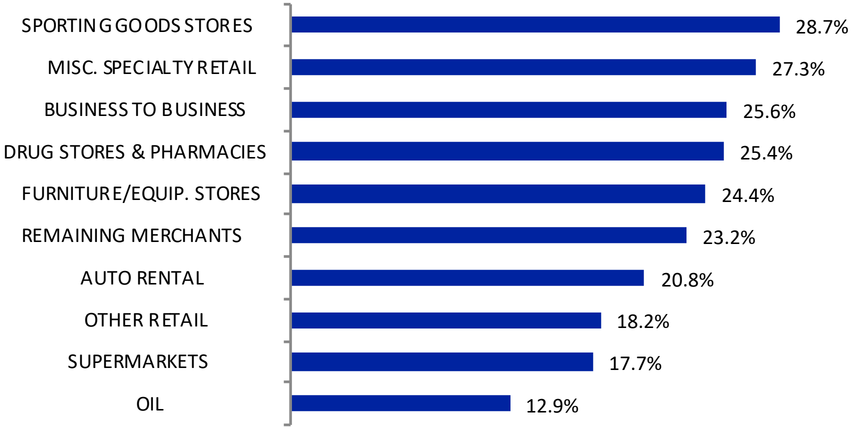


2018 3rd QTR Top Merchant Categories by Y/Y $ Growth



2020 3rd QTR Segments

2020 3rd QTR Top Market Segments by Y/Y $ Growth



2020 3rd QTR Top Merchant Categories by Y/Y $ Growth