

April 2018 Visitor Insights

Generation

Centennials (1996 -)	4%
Millennials (1977 - 1995)	40%
GenX (1965 - 1976)	26%
Boomers (1946 - 1964)	29%
Silent/G.I. (before 1946)	1%

Age

Under 25	11%
25 - 34	21%
35 - 44	24%
45 - 54	16%
55 - 64	20%
65+	7%
Average Age	43

Household Income

Under \$50,000	16%
\$50,000 - \$74,999	19%
\$75,000 - \$99,999	30%
\$100,000 - \$149,000	23%
\$150,000+	12%
Average	\$95,586

Top Feeder Markets

Mobile, AL
Atlanta, GA
Birmingham, AL
Washington, DC
Dallas-Ft. Worth, TX
Nashville, TN
Hartford-New Haven, CT
Baton Rouge, LA
Memphis, TN
Chicago, IL

Party Composition

Family*	34%
Couple/Adults Only	66%
Average Party Size	3.4

Reason for Visit

Leisure	62%
Business	7%
Visiting family	31%

Method of Travel

Drive	73%
Fly	27%

Lodging

Stayed in Paid Accommodations	65%
Average length of lodging stay	5.8 nights

Spending

Average party spend	\$1,234
Average party spend per day	\$211

Children Present in Party if:

Visiting for leisure	36%
Staying overnight	37%
Staying inland	31%
Staying on Pensacola Beach	46%
Staying on Perdido Key	24%

Advance Planning

Less than 1 week	7%
1 - 2 weeks	11%
3 - 4 weeks	13%
1 - 2 months	32%
2 - 3 months	12%
More than 3 months	14%
Average (days)	47

Activities

Beach	75%
Shopping	35%
Fishing	18%
Ecotourism	17%
Museums	16%
Fine dining	15%
Water sports	10%
Art galleries	7%
Free performance/event	6%
Ticketed performance	6%

Growth

First Time Visitors	35%
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Advance Booking

Less than 1 week	6%
1 - 2 weeks	11%
3 - 4 weeks	18%
1 - 2 months	26%
2 - 3 months	12%
More than 3 months	11%
Average (days)	44



Source: MAJORITY OPINION RESEARCH

Data reflects interviews throughout Escambia County during April 2018. * Family is defined as traveling with children under the age of 18. 32.8% of U.S. households have children under the age of 18.

April Visitor Insights Trend

Top Feeder Markets

April 2017	April 2018
New Orleans, LA	Mobile, AL
Mobile, AL	Atlanta, GA
Atlanta, GA	Birmingham, AL
Jackson, MS	Washington, DC
Birmingham, AL	Dallas-Ft. Worth, TX
Washington-Balt.	Nashville, TN
Nashville, TN	Hartford-New Haven, CT
Gulfport-Biloxi, MS	Baton Rouge, LA
Port Arthur, TX	Memphis, TN
Kansas City, MO	Chicago, IL

Visitor Profile

	Apr 2017	Apr 2018	Change
Centennials (1996 -)	4%	4%	-
Millennials (1977 - 1995)	38%	40%	+5%
GenX (1965 - 1976)	24%	26%	+8%
Boomers (1946 - 1964)	30%	29%	-3%
Silent/G.I. (before 1946)	3%	1%	-67%
Average Income	\$92,755	\$95,586	+3%
Average Party Size	3.2	3.4	+6%
Traveled with Children	31%	34%	+10%

Advance Planning

	Apr 2017	Apr 2018	Change
Planning (average days)	50	47	-6%
Booking (average days)	50	44	-12%

Reason for Visit

	Apr 2017	Apr 2018	Change
Leisure	67%	62%	-7%
Business	6%	7%	+17%
Visiting family	27%	31%	+15%

Lodging

	Apr 2017	Apr 2018	Change
Stayed in Paid Accommodations	71%	65%	-8%
Average Length of Lodging Stay	6.1 nights	5.8 nights	-5%

Spending

	Apr 2017	Apr 2018	Change
Average Party Spend	\$1,620	\$1,234	-24%
Average Party Spend per Day	\$264	\$211	-20%

Growth

	Apr 2017	Apr 2018	Change
First Time Visitors	34%	35%	+3%