

# December 2017 Visitor Insights

## Generation

Centennials (1996 - )	2%
Millennials (1977 - 1995)	45%
GenX (1965 - 1976)	20%
Boomers (1946 - 1964)	30%
Silent/G.I. (before 1946)	3%

## Age

Under 25	10%
25 - 34	23%
35 - 44	20%
45 - 54	18%
55 - 64	20%
65+	10%
Average Age	44

## Household Income

Under \$50,000	22%
\$50,000 - \$74,999	26%
\$75,000 - \$99,999	26%
\$100,000 - \$149,000	15%
\$150,000+	11%
Average	\$87,595

## Top Feeder Markets

Mobile, AL
Birmingham, AL
Washington, DC
Atlanta, GA
Nashville, TN
Houston, TX
New Orleans, LA
Columbus, GA
Jackson, MS
Chicago, IL

## Party Composition

Family*	21%
Couple/Adults Only	79%
Average Party Size	3.1

## Reason for Visit

Leisure	49%
Business	9%
Visiting family	42%

## Method of Travel

Drive	71%
Fly	29%

## Lodging

Stayed in Paid Accommodations	60%
Average length of lodging stay	8.9 nights

## Spending

Average party spend	\$1,221
Average party spend per day	\$137

## Children Present in Party if:

Visiting for leisure	23%
Staying overnight	21%
Staying inland	26%
Staying on Pensacola Beach	20%
Staying on Perdido Key	12%

## Activities

Beach	64%
Shopping	43%
Fine dining	27%
Museums	21%
Ticketed performance	13%
Ecotourism	12%
Golf	12%
Art galleries	12%
Fishing	8%
Free performance/event	6%

## Growth

First Time Visitors	28%
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## Advance Planning

Less than 1 week	5%
1 - 2 weeks	15%
3 - 4 weeks	16%
1 - 2 months	23%
2 - 3 months	14%
More than 3 months	19%
Average (days)	50

## Advance Booking

Less than 1 week	5%
1 - 2 weeks	20%
3 - 4 weeks	12%
1 - 2 months	21%
2 - 3 months	18%
More than 3 months	12%
Average (days)	46

# December Visitor Insights Trend

## Top Feeder Markets

December 2016	December 2017
Mobile, AL	Mobile, AL
Atlanta, GA	Birmingham, AL
Nashville, TN	Washington, DC
Dallas, TX	Atlanta, GA
Chicago, IL	Nashville, TN
St. Louis, MO	Houston, TX
New Orleans, LA	New Orleans, LA
Ft. Walton Beach-Destin, FL	Columbus, GA
Houston, TX	Jackson, MS
Richmond, VA	Chicago, IL

## Visitor Profile

	Dec 2016	Dec 2017	Change
Centennials (1996 - )	-	2%	+200%
Millennials (1977 - 1995)	36%	45%	+25%
GenX (1965 - 1976)	21%	20%	-5%
Boomers (1946 - 1964)	35%	30%	-14%
Silent/G.I. (before 1946)	8%	3%	-62%
Average Income	\$78,160	\$87,595	-12%
Average Party Size	3.1	3.1	-
Traveled with Children	17%	21%	+24%

## Advance Planning

	Dec 2016	Dec 2017	Change
Planning (average days)	44	50	+14%
Booking (average days)	41	46	+12%

## Reason for Visit

	Dec 2016	Dec 2017	Change
Leisure	45%	49%	+9%
Business	8%	9%	+12%
Visiting family	47%	42%	-11%

## Lodging

	Dec 2016	Dec 2017	Change
Stayed in Paid Accommodations	57%	60%	+5%
Average Length of Lodging Stay	8.7 nights	8.9 nights	+2%

## Spending

	Dec 2016	Dec 2017	Change
Average Party Spend	\$1,101	\$1,221	+11%
Average Party Spend per Day	\$126	\$137	+9%

## Growth

	Dec 2016	Dec 2017	Change
First Time Visitors	38%	28%	-26%