

# February 2018 Visitor Insights

## Generation

Centennials (1996 - )	3%
Millennials (1977 - 1995)	34%
GenX (1965 - 1976)	21%
Boomers (1946 - 1964)	36%
Silent/G.I. (before 1946)	7%

## Age

Under 25	7%
25 - 34	20%
35 - 44	18%
45 - 54	18%
55 - 64	15%
65+	22%
Average Age	48

## Household Income

Under \$50,000	27%
\$50,000 - \$74,999	32%
\$75,000 - \$99,999	24%
\$100,000 - \$149,000	12%
\$150,000+	5%
Average	\$75,485

## Top Feeder Markets

Mobile, AL
Atlanta, GA
Birmingham, AL
Dallas-Ft. Worth, TX
Minneapolis-St Paul, MN
Traverse City-Cadillac, MI
New York, NY
Biloxi-Gulfport, MS
Montgomery, AL
Washington, DC

## Party Composition

Family*	21%
Couple/Adults Only	79%
Average Party Size	2.9

## Reason for Visit

Leisure	64%
Business	7%
Visiting family	29%

## Method of Travel

Drive	81%
Fly	19%

## Lodging

Stayed in Paid Accommodations	54%
Average length of lodging stay	12.5 nights

## Spending

Average party spend	\$1,517
Average party spend per day	\$121

## Children Present in Party if:

Visiting for leisure	22%
Staying overnight	20%
Staying inland	27%
Staying on Pensacola Beach	15%
Staying on Perdido Key	26%

## Advance Planning

Less than 1 week	6%
1 - 2 weeks	11%
3 - 4 weeks	10%
1 - 2 months	23%
2 - 3 months	20%
More than 3 months	26%
Average (days)	57

## Activities

Beach	69%
Museums	36%
Shopping	28%
Fine dining	18%
Ecotourism	12%
Free performance/event	12%
Art galleries	11%
Golf	11%
Ticketed performance	7%
Fishing	6%

## Growth

First Time Visitors	30%
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## Advance Booking

Less than 1 week	6%
1 - 2 weeks	11%
3 - 4 weeks	14%
1 - 2 months	20%
2 - 3 months	18%
More than 3 months	24%
Average (days)	55

# February Visitor Insights Trend

## Top Feeder Markets

Feb 2017	Feb 2018
Mobile, AL	Mobile, AL
Dallas, TX	Atlanta, GA
Atlanta, GA	Birmingham, AL
Louisville, KY	Dallas-Ft. Worth, TX
Birmingham, AL	Minneapolis-St Paul, MN
Memphis, TN	Traverse City-Cadillac, MI
Anniston, AL	New York, NY
Detroit, MI	Biloxi-Gulfport, MS
Nashville, TN	Montgomery, AL
Cedar Rapids, IA	Washington, DC

## Visitor Profile

	Feb 2017	Feb 2018	Change
Centennials (1996 - )	2%	3%	+50%
Millennials (1977 - 1995)	37%	34%	-8%
GenX (1965 - 1976)	21%	21%	-
Boomers (1946 - 1964)	31%	36%	+16%
Silent/G.I. (before 1946)	9%	7%	-22%
Average Income	\$86,229	\$75,485	-12%
Average Party Size	3.5	2.9	-17%
Traveled with Children	21%	21%	-

## Advance Planning

	Feb 2017	Feb 2018	Change
Planning (average days)	67	57	-15%
Booking (average days)	61	55	-10%

## Reason for Visit

	Feb 2017	Feb 2018	Change
Leisure	68%	64%	-6%
Business	6%	7%	+17%
Visiting family	26%	29%	+12%

## Lodging

	Feb 2017	Feb 2018	Change
Stayed in Paid Accommodations	64%	54%	-16%
Average Length of Lodging Stay	13.3 nights	12.5 nights	-6%

## Spending

	Feb 2017	Feb 2018	Change
Average Party Spend	\$1,494	\$1,517	+2%
Average Party Spend per Day	\$113	\$121	+7%

## Growth

	Feb 2017	Feb 2018	Change
First Time Visitors	32%	30%	-6%