

January 2018 Visitor Insights

Generation

Centennials (1996 -)	1%
Millennials (1977 - 1995)	38%
GenX (1965 - 1976)	24%
Boomers (1946 - 1964)	32%
Silent/G.I. (before 1946)	5%

Age

Under 25	4%
25 - 34	16%
35 - 44	29%
45 - 54	15%
55 - 64	17%
65+	19%
Average Age	48

Household Income

Under \$50,000	23%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	23%
\$100,000 - \$149,000	18%
\$150,000+	14%
Average	\$90,921

Top Feeder Markets

Mobile, AL
Atlanta, GA
Birmingham, AL
Montgomery, AL
Tampa-St Pete, Sarasota, FL
Boston, MA
Chicago, IL
Grand Rapids, MI
Jacksonville, FL
Biloxi-Gulfport, MS

Party Composition

Family*	16%
Couple/Adults Only	84%
Average Party Size	2.8

Reason for Visit

Leisure	53%
Business	9%
Visiting family	38%

Method of Travel

Drive	73%
Fly	27%

Lodging

Stayed in Paid Accommodations	56%
Average length of lodging stay	11.2 nights

Spending

Average party spend	\$1,630
Average party spend per day	\$145

Children Present in Party if:

Visiting for leisure	18%
Staying overnight	14%
Staying inland	13%
Staying on Pensacola Beach	17%
Staying on Perdido Key	6%

Advance Planning

Less than 1 week	3%
1 - 2 weeks	4%
3 - 4 weeks	14%
1 - 2 months	16%
2 - 3 months	29%
More than 3 months	32%
Average (days)	67

Advance Booking

Less than 1 week	3%
1 - 2 weeks	6%
3 - 4 weeks	13%
1 - 2 months	20%
2 - 3 months	29%
More than 3 months	24%
Average (days)	61

Activities

Beach	63%
Shopping	36%
Museums	35%
Fine dining	32%
Art galleries	22%
Ecotourism	19%
Fishing	17%
Golf	15%
Free performance/event	11%
Ticketed performance	11%

Growth

First Time Visitors	34%
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January Visitor Insights Trend

Top Feeder Markets

Jan 2017	Jan 2018
Mobile, AL	Mobile, AL
New Orleans, LA	Atlanta, GA
Birmingham, AL	Birmingham, AL
Atlanta, GA	Montgomery, AL
Montgomery, AL	Tampa-St. Pete, FL
Baton Rouge, LA	Boston, MA
Dallas, TX	Chicago, IL
Lafayette, LA	Grand Rapids, MI
Hartford, CT	Jacksonville, FL
Ft. Walton Beach-Destin, FL	Biloxi-Gulfport, MS

Visitor Profile

	Jan 2017	Jan 2018	Change
Centennials (1996 -)	2%	1%	-50%
Millennials (1977 - 1995)	36%	38%	+6%
GenX (1965 - 1976)	20%	24%	+20%
Boomers (1946 - 1964)	40%	32%	-20%
Silent/G.I. (before 1946)	2%	5%	+150%
Average Income	\$93,762	\$90,921	-3%
Average Party Size	3.0	2.8	-7%
Traveled with Children	19%	16%	-16%

Advance Planning

	Jan 2017	Jan 2018	Change
Planning (average days)	47	67	+43%
Booking (average days)	39	61	+56%

Reason for Visit

	Jan 2017	Jan 2018	Change
Leisure	59%	53%	-10%
Business	11%	9%	-18%
Visiting family	30%	38%	+27%

Lodging

	Jan 2017	Jan 2018	Change
Stayed in Paid Accommodations	72%	56%	-22%
Average Length of Lodging Stay	10.9 nights	11.2 nights	+3%

Spending

	Jan 2017	Jan 2018	Change
Average Party Spend	\$1,584	\$1,630	+3%
Average Party Spend per Day	\$146	\$145	-0.7%

Growth

	Jan 2017	Jan 2018	Change
First Time Visitors	31%	34%	+10%