

# June 2018 Visitor Insights

## Generation

Centennials (1996 - )	3%
Millennials (1977 - 1995)	40%
GenX (1965 - 1976)	29%
Boomers (1946 - 1964)	26%
Silent/G.I. (before 1946)	2%

## Age

Under 25	8%
25 - 34	24%
35 - 44	22%
45 - 54	20%
55 - 64	16%
65+	9%
Average Age	43

## Household Income

Under \$50,000	20%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	24%
\$100,000 - \$149,000	24%
\$150,000+	14%
Average	\$97,123

## Top Feeder Markets

Mobile, AL
Atlanta, GA
New Orleans, LA
Birmingham, AL
Dallas, TX
Baton Rouge, LA
Memphis, TN
Chicago, IL
Huntsville, AL
Monroe, LA

## Party Composition

Family*	37%
Couple/Adults Only	63%
Average Party Size	4.1

## Reason for Visit

Leisure	76%
Business	5%
Visiting family	19%

## Method of Travel

Drive	78%
Fly	22%

## Lodging

Stayed in Paid Accommodations	75%
Average length of lodging stay	4.8 nights

## Spending

Average party spend	\$1,678
Average party spend per day	\$351

## Children Present in Party if:

Visiting for leisure	38%
Staying overnight	38%
Staying inland	29%
Staying on Pensacola Beach	43%
Staying on Perdido Key	43%

## Activities

Beach	88%
Shopping	42%
Museums	33%
Fine dining	26%
Fishing	20%
Ecotourism	14%
Water sports	13%
Golf	10%
Art galleries	6%
Free performance/event	4%

## Growth

First Time Visitors	39%
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## Advance Planning

Less than 1 week	12%
1 - 2 weeks	12%
3 - 4 weeks	9%
1 - 2 months	22%
2 - 3 months	12%
More than 3 months	19%
Average (days)	49

## Advance Booking

Less than 1 week	13%
1 - 2 weeks	12%
3 - 4 weeks	8%
1 - 2 months	23%
2 - 3 months	11%
More than 3 months	18%
Average (days)	48



Source: MAJORITY OPINION RESEARCH

Data reflects interviews throughout Escambia County during June 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.

# June Visitor Insights Trend

## Top Feeder Markets

June 2017	June 2018
Atlanta, GA	Mobile, AL
Mobile, AL	Atlanta, GA
Nashville, TN	New Orleans, LA
Dallas, TX	Birmingham, AL
Memphis, TN	Dallas, TX
New Orleans, LA	Baton Rouge, LA
Birmingham, AL	Memphis, TN
Springfield, MO	Chicago, IL
Chicago, IL	Huntsville, AL
Louisville, KY	Monroe, LA

## Visitor Profile

	Jun 2017	Jun 2018	Change
Centennials (1996 - )	6%	3%	-50%
Millennials (1977 - 1995)	41%	40%	-2%
GenX (1965 - 1976)	25%	29%	+16%
Boomers (1946 - 1964)	26%	26%	-
Silent/G.I. (before 1946)	2%	2%	-
Average Income	\$89,258	\$97,123	+9%
Average Party Size	4.3	4.1	-5%
Traveled with Children	45%	37%	-18%

## Advance Planning

	Jun 2017	Jun 2018	Change
Planning (average days)	58	49	-16%
Booking (average days)	55	48	-13%

## Reason for Visit

	Jun 2017	Jun 2018	Change
Leisure	75%	76%	+1%
Business	4%	5%	+25%
Visiting family	21%	19%	-10%

## Lodging

	Jun 2017	Jun 2018	Change
Stayed in Paid Accommodations	55%	75%	+36%
Average Length of Lodging Stay	5.3 nights	4.8 nights	-9%

## Spending

	Jun 2017	Jun 2018	Change
Average Party Spend	\$1,824	\$1,678	-8%
Average Party Spend per Day	\$342	\$351	+3%

## Growth

	Jun 2017	Jun 2018	Change
First Time Visitors	35%	39%	+11%