

March 2018 Visitor Insights

Generation

Centennials (1996 -)	6%
Millennials (1977 - 1995)	39%
GenX (1965 - 1976)	23%
Boomers (1946 - 1964)	29%
Silent/G.I. (before 1946)	4%

Age

Under 25	13%
25 - 34	23%
35 - 44	21%
45 - 54	13%
55 - 64	19%
65+	11%
Average Age	43

Household Income

Under \$50,000	19%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	26%
\$100,000 - \$149,000	17%
\$150,000+	15%
Average	\$94,237

Top Feeder Markets

Mobile, AL
Birmingham, AL
New Orleans, LA
Memphis, TN
Atlanta, GA
Montgomery, AL
Houston, TX
Chicago, IL
Jacksonville, FL
Orlando, FL

Party Composition

Family*	22%
Couple/Adults Only	78%
Average Party Size	3.1

Reason for Visit

Leisure	64%
Business	6%
Visiting family	30%

Method of Travel

Drive	81%
Fly	19%

Lodging

Stayed in Paid Accommodations	74%
Average length of lodging stay	7.6 nights

Spending

Average party spend	\$1,460
Average party spend per day	\$192

Children Present in Party if:

Visiting for leisure	23%
Staying overnight	22%
Staying inland	9%
Staying on Pensacola Beach	25%
Staying on Perdido Key	31%

Advance Planning

Less than 1 week	9%
1 - 2 weeks	17%
3 - 4 weeks	10%
1 - 2 months	26%
2 - 3 months	11%
More than 3 months	11%
Average (days)	42

Activities

Beach	73%
Shopping	36%
Museums	23%
Fishing	14%
Fine dining	13%
Ecotourism	8%
Golf	7%
Water sports	6%
Art galleries	5%
Free performance/event	2%

Growth

First Time Visitors	38%
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Advance Booking

Less than 1 week	10%
1 - 2 weeks	18%
3 - 4 weeks	9%
1 - 2 months	28%
2 - 3 months	10%
More than 3 months	8%
Average (days)	39

March Visitor Insights Trend

Top Feeder Markets

March 2017	March 2018
Mobile, AL	Mobile, AL
Dallas, TX	Birmingham, AL
Atlanta, GA	New Orleans, LA
Birmingham, AL	Memphis, TN
Nashville, TN	Atlanta, GA
Raleigh, NC	Montgomery, AL
Houston, TX	Houston, TX
New Orleans, LA	Chicago, IL
Huntsville, AL	Jacksonville, FL
Baton Rouge, LA	Orlando, FL

Visitor Profile

	Mar 2017	Mar 2018	Change
Centennials (1996 -)	5%	6%	+20%
Millennials (1977 - 1995)	38%	39%	+3%
GenX (1965 – 1976)	24%	23%	-4%
Boomers (1946 – 1964)	30%	29%	-3%
Silent/G.I. (before 1946)	3%	4%	+33%
Average Income	\$85,392	\$94,237	+10%
Average Party Size	3.4	3.1	-9%
Traveled with Children	36%	22%	-39%

Advance Planning

	Mar 2017	Mar 2018	Change
Planning (average days)	53	42	-21%
Booking (average days)	47	39	-17%

Reason for Visit

	Mar 2017	Mar 2018	Change
Leisure	72%	64%	-11%
Business	6%	6%	-
Visiting family	22%	30%	+36%

Lodging

	Mar 2017	Mar 2018	Change
Stayed in Paid Accommodations	66%	74%	+12%
Average Length of Lodging Stay	9.5 nights	7.6 nights	-20%

Spending

	Mar 2017	Mar 2018	Change
Average Party Spend	\$1,710	\$1,460	-15%
Average Party Spend per Day	\$181	\$192	+6%

Growth

	Mar 2017	Mar 2018	Change
First Time Visitors	35%	38%	+9%