

May 2018 Visitor Insights

Generation

Centennials (1996 -)	5%
Millennials (1977 - 1995)	33%
GenX (1965 - 1976)	34%
Boomers (1946 - 1964)	23%
Silent/G.I. (before 1946)	5%

Age

Under 25	10%
25 - 34	20%
35 - 44	18%
45 - 54	28%
55 - 64	14%
65+	11%
Average Age	45

Household Income

Under \$50,000	14%
\$50,000 - \$74,999	24%
\$75,000 - \$99,999	29%
\$100,000 - \$149,000	12%
\$150,000+	21%
Average	\$102,045

Top Feeder Markets

Mobile, AL
Birmingham, AL
Atlanta, GA
New Orleans, LA
Columbus, GA
Hartford-New Haven, CT
Memphis, TN
Nashville, TN
Montgomery, AL
Dallas-Ft. Worth, TX

Party Composition

Family*	31%
Couple/Adults Only	69%
Average Party Size	3.6

Reason for Visit

Leisure	71%
Business	4%
Visiting family	25%

Method of Travel

Drive	65%
Fly	35%

Lodging

Stayed in Paid Accommodations	71%
Average length of lodging stay	5.3 nights

Spending

Average party spend	\$1,516
Average party spend per day	\$286

Children Present in Party if:

Visiting for leisure	32%
Staying overnight	35%
Staying inland	25%
Staying on Pensacola Beach	38%
Staying on Perdido Key	38%

Advance Planning

Less than 1 week	11%
1 - 2 weeks	8%
3 - 4 weeks	8%
1 - 2 months	11%
2 - 3 months	12%
More than 3 months	18%
Average (days)	52

Activities

Beach	84%
Fine dining	35%
Shopping	34%
Museums	22%
Ecotourism	19%
Fishing	19%
Art galleries	15%
Water sports	14%
Free performance/event	9%
Golf	7%

Growth

First Time Visitors	37%
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Advance Booking

Less than 1 week	11%
1 - 2 weeks	9%
3 - 4 weeks	10%
1 - 2 months	12%
2 - 3 months	11%
More than 3 months	12%
Average (days)	45



Source: MAJORITY OPINION RESEARCH

Data reflects interviews throughout Escambia County during May 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.

May Visitor Insights Trend

Top Feeder Markets

May 2017	May 2018
Atlanta, GA	Mobile, AL
Mobile, AL	Birmingham, AL
Little Rock, AR	Atlanta, GA
Birmingham, AL	New Orleans, LA
Louisville, KY	Columbus, GA
St. Louis, MO	Hartford-New Haven, CT
Montgomery, AL	Memphis, TN
Baton Rouge, LA	Nashville, TN
Houston, TX	Montgomery, AL
New Orleans, LA	Dallas-Ft. Worth, TX

Visitor Profile

	May 2017	May 2018	Change
Centennials (1996 -)	4%	5%	+25%
Millennials (1977 - 1995)	41%	33%	-20%
GenX (1965 - 1976)	25%	34%	+36%
Boomers (1946 - 1964)	27%	23%	-15%
Silent/G.I. (before 1946)	4%	5%	+25%
Average Income	\$84,281	\$102,045	+21%
Average Party Size	3.6	3.6	--
Traveled with Children	28%	31%	+11%

Advance Planning

	May 2017	May 2018	Change
Planning (average days)	61	52	-15%
Booking (average days)	55	45	-18%

Reason for Visit

	May 2017	May 2018	Change
Leisure	66%	71%	+8%
Business	8%	4%	-50%
Visiting family	26%	25%	-4%

Lodging

	May 2017	May 2018	Change
Stayed in Paid Accommodations	64%	71%	+11%
Average Length of Lodging Stay	5.7 nights	5.3 nights	-7%

Spending

	May 2017	May 2018	Change
Average Party Spend	\$1,376	\$1,516	+10%
Average Party Spend per Day	\$240	\$286	+19%

Growth

	May 2017	May 2018	Change
First Time Visitors	30%	37%	+23%