



FALL 2021

September 2021 - November 2021

QUARTERLY TOURISM IMPACT

Submitted: March 4, 2022

METHODOLOGY

Young Strategies, Inc. (YSI) developed a visitor impact model for PCBCVB that calculates monthly, quarterly and annual impact of five different visitor segments to PCB. YSI collects primary source data from multiple research and analytics platforms as well as surveys with visitors to PCB. The impact model builds on Tourist Development Tax and visitor metrics to calculate the impact of:

1. Visitors in paid hotel/motel accommodations
2. Visitors in paid condo, single home, misc. rentals
3. Rental property owner usage
4. Non-rental vacation property owner usage
5. Visiting friends and relatives who stayed in PCB with year-round residents
6. Day-trip visitors from outside of Bay County


Data Sources –

- Tourist Development Tax Monthly Revenue Reports
- STR hotel data for PCB
- KeyData Dashboard lodging metrics for PCB
- AirDNA vacation rentals metrics for PCB
- VisaVue quarterly data from domestic travel expenditures in PCB
- NEAR mobile data for PCB
- US Census Bureau Data for PCB
- Young Strategies online and intercept surveys with visitors to PCB

Young Strategies, Inc. prepares the quarterly reports three months after the completion of each season starting with winter followed by fall and summer. The annual report accompanies this fall report.



Fall 2021



Fall produced 22% of the
20/21 annual tourism
revenue in PCB

CONDITIONS & CIRCUMSTANCES AFFECTING THE SEASON

Fall 2021
(SEP - NOV '21)

- COVID-19 cases declined in the Fall of 2021 prior to the Omicron surge that started in December. Most school districts returned to the classroom and many workers were returning to office work schedules.
- Days of sun SEP - 17; OCT - 26; NOV - 29 (2 - 13 days of precipitation each month).
- Total visitor spending in Fall '21 was 25% above Fall '20.
- The average daily rate in hotels was up 12% over 2020 while rental ADR was up 30%.
- Room demand in hotels was up 7% while demand in rental units was up 1%.
- VisaVue domestic credit card spending was up 37% in PCB over Fall 2020.
- Canadian border reopened partially in August 2021.
- Gross lodging revenue that was taxed (TDT) Fall '21 = \$128.05M (+25% over 2020).



SUMMARY OF ECONOMIC IMPACT

TOTAL VISITOR SPENDING BY SECTOR

	<u>Total Spending</u>	<u>% of Whole</u>
Hotel/Motel Visitor spending	\$171,678,455	25.3%
Condo/rentals Visitor Spending	\$361,863,059	53.4%
Rental property owner usage	\$59,009,458	8.7%
Non-rental vacation property usage	\$13,501,023	2.0%
VFR staying with local residents	\$3,337,434	0.5%
Daytrip spending	\$68,093,592	10.1%
Total visitor spending	\$677,483,020	100%

Total visitor spending in Fall '21 was 25% above Fall '20

Source: YSI Economic Impact Model

FALL 2021 KEY METRICS



**AVERAGE
LENGTH OF STAY**

Sources:  KEYDATA™ 
YSI visitor profile survey



**AVERAGE TRAVEL PARTY
SIZE**

Source: YSI visitor profile survey



**OVERNIGHT
SPENDING PER
TRAVEL PARTY**

Source: YSI visitor profile survey

FIRST-TIME vs REPEAT VISITATION

- **24.1%** were first-time visitors (14.6% Fall '20)
- **75.9%** had visited PCB before (85.4% Fall '20)

Repeat visitors:

- First-time visitation increased from 14% to 24%
- The repeat visitors reported coming to PCB for average of **21.8 years** with an average of **2.2 visits in last 12 months**



PRIMARY TRIP PURPOSE



92.4%

VACATION / GETAWAY



3.7%

VISIT FRIENDS / FAMILY



1.4%

SPECIAL EVENT
(FESTIVAL, CONCERT,
PERFORMANCE)



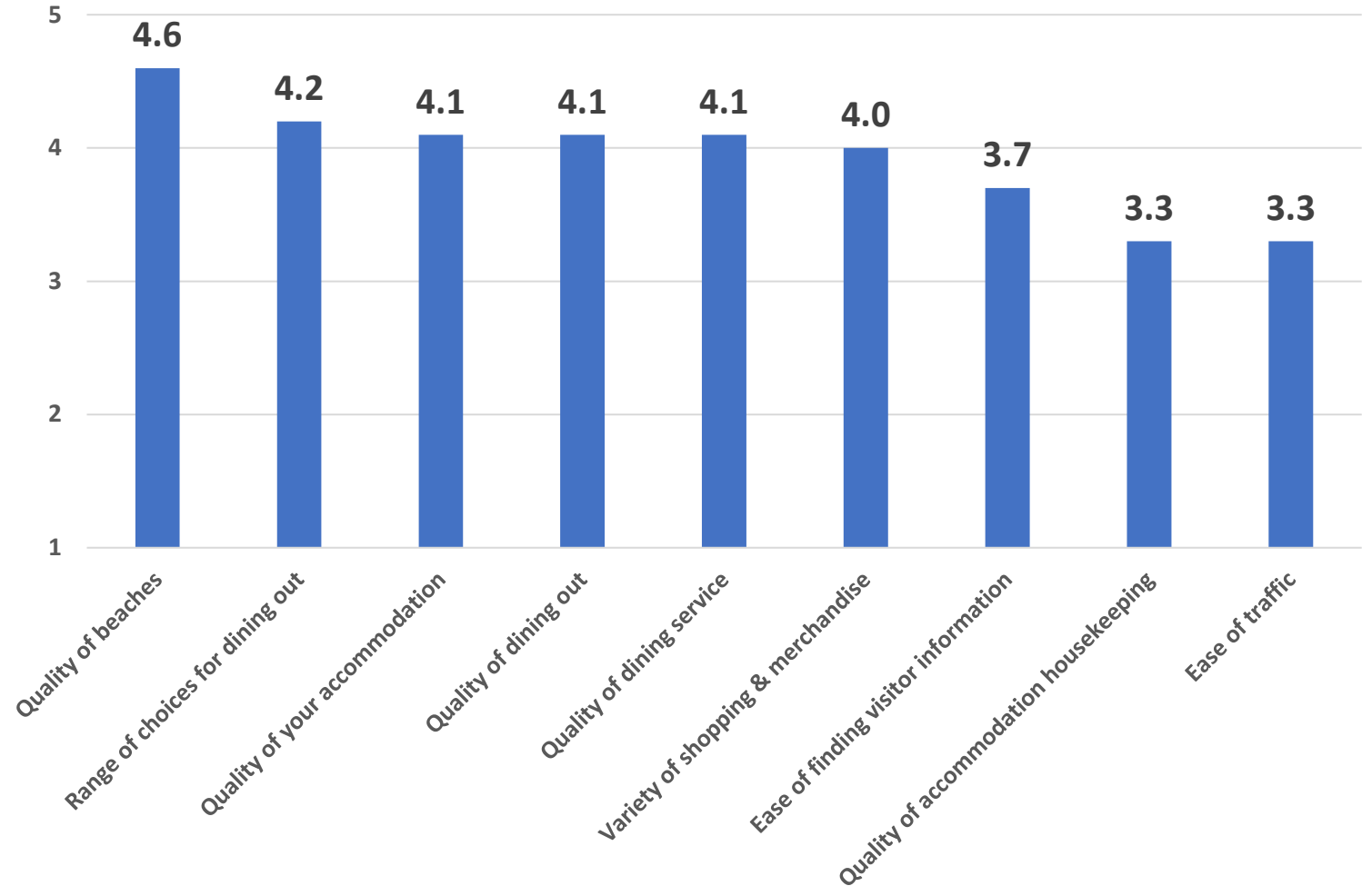
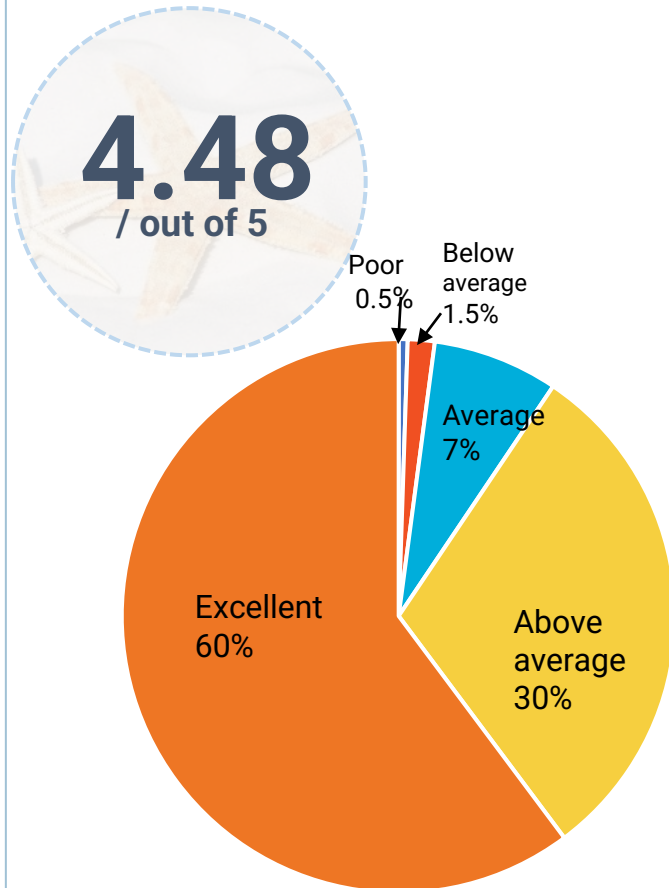
0.7%

SPORTS EVENT /
TOURNAMENT

Source: YSI visitor profile surveys

DESTINATION PERFORMANCE REPORT

OVERALL TRIP SATISFACTION

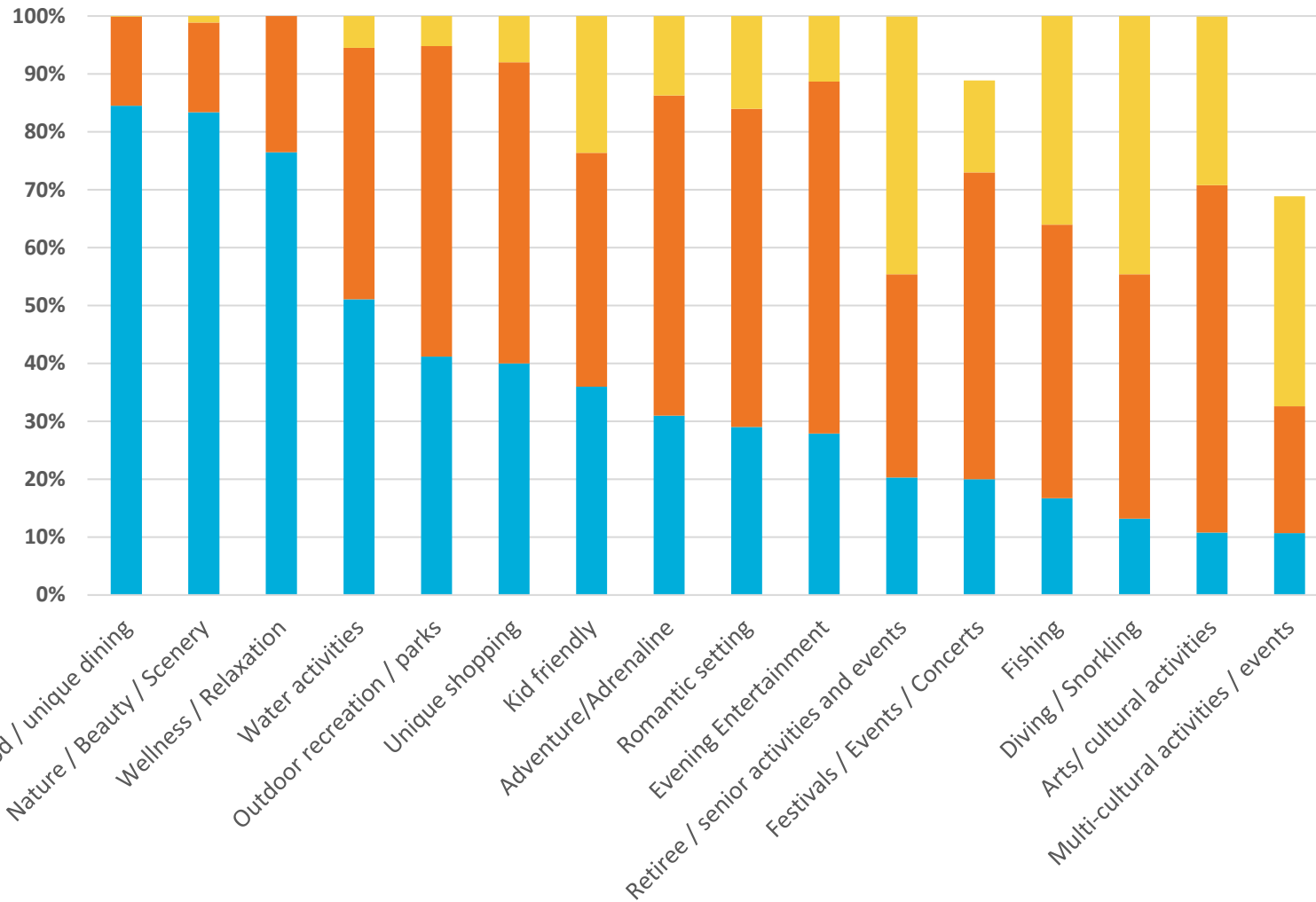


Q. Overall, how would you rate your visit to Panama City Beach?

Q. Following is a list of amenities offered in Panama City Beach. Considering this visit, please rate each amenity.

ATTRIBUTES WHEN SELECTING A DESTINATION

Always Sometimes Never

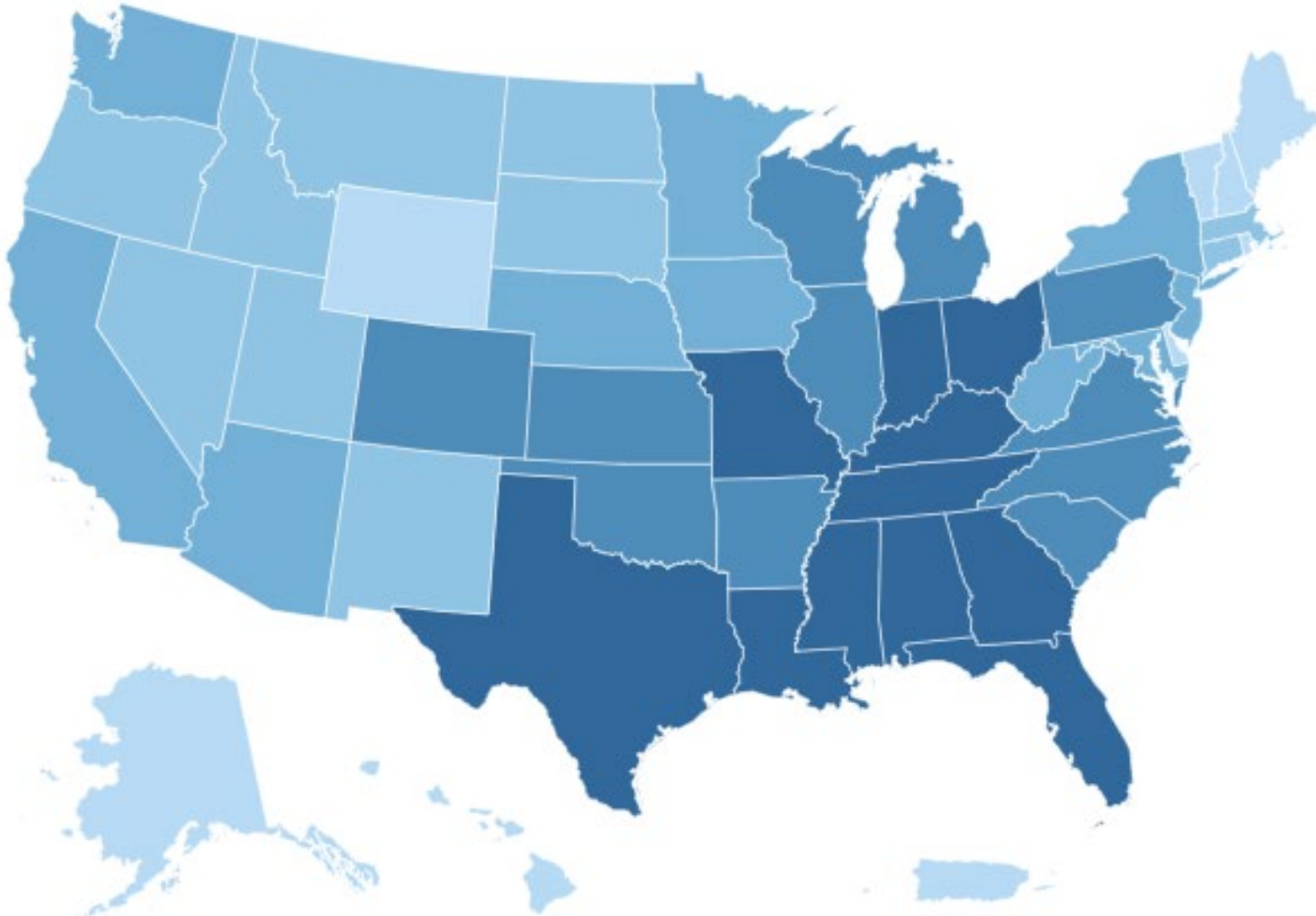


Attribute	Always	Sometimes	Never
Good food / unique dining	82.8%	16.1%	1.1%
Nature / Beauty / Scenery	80.7%	18.0%	1.3%
Wellness / Relaxation	75.2%	22.1%	2.7%
Water activities	49.7%	47.4%	3.0%
Outdoor recreation / parks	41.5%	52.2%	6.3%
Unique shopping	34.9%	57.9%	7.3%
Retiree / senior activities and events	31.1%	33.8%	35.2%
Romantic setting	28.9%	58.0%	13.2%
Kid friendly	28.2%	41.7%	30.1%
Evening Entertainment	26.9%	64.4%	8.7%
Adventure/Adrenaline	23.4%	66.0%	10.6%
Festivals / Events / Concerts	20.1%	67.5%	12.4%
Fishing	15.0%	31.7%	53.3%
Diving / Snorkeling	13.9%	49.7%	36.4%
Arts/ cultural activities	12.3%	44.7%	43.0%
Multi-cultural activities / events	8.1%	64.4%	27.5%
Multi-cultural activities / events	6.5%	58.3%	35.2%

Q. Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination.

Source: YSI visitor profile surveys

TOP FEEDER MARKETS



Top Ten States (in rank order)	Fall '21 Sep 21 – Nov 21
1. Georgia	31.0%
2. Alabama	26.7%
3. Tennessee	13.7%
4. Kentucky	5.6%
5. Indiana	3.6%
6. Texas	2.5%
7. Mississippi	2.1%
8. Louisiana	1.7%
9. Ohio	1.7%
10. Missouri	1.6%

Top 10 states make up 90% of Fall visitation

Source: NEAR mobile data as reported on Voyage platform

ECONOMIC IMPACT

Fall 2021
(SEP-NOV)



GROSS LODGING REVENUE
\$128,050,100



OVERNIGHT TRAVEL PARTIES
196,728



AVERAGE LENGTH OF STAY
4.4 NIGHTS



SPENDING per OVERNIGHT PARTY
\$2,538



TOTAL VISITOR SPENDING
\$677,483,020

ECONOMIC IMPACT 2021

DEC '20 – NOV '21 KEY METRICS

	WINTER 20-21 (Dec – Feb)	SPRING 2021 (Mar – May)	SUMMER 2021 (Jun – Aug)	FALL 2021 (Sep – Nov)	2020-2021 TOTAL
Total Visitor Spending	\$187,589,340	\$965,649,580	\$1,233,215,577	\$677,483,020	\$3,063,937,517
Percent of annual spending	6.1%	31.5%	40.2%	22.1%	100.0%
Overnight travel parties	94,443	264,383	278,772	196,727	834,325
Total overnight visitors	259,634	987,111	1,218,105	671,660	3,136,509
Total visitor days	2,278,087	5,393,335	6,921,999	3,736,683	18,330,103
Spending per person/per party	\$447.86	\$571.03	\$664.82	\$687.01	\$597.62
Average daily spending per party	\$260.78	\$450.06	\$530.41	\$505.29	\$427.44
Average daily spending per person	\$75.38	\$132.65	\$137.35	\$159.90	\$117.50

