PANAMA CITY BEACH

Panama City Beach®
REAL. FUN. BEACH.

SUMMER 2023

JUNE – AUGUST '23

QUARTERLY TOURISM IMPACT

PANAMA CITY BEACH

SUMMER 2023

In 2022, summer produced 40.9% of the annual tourism revenues in PCB

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:

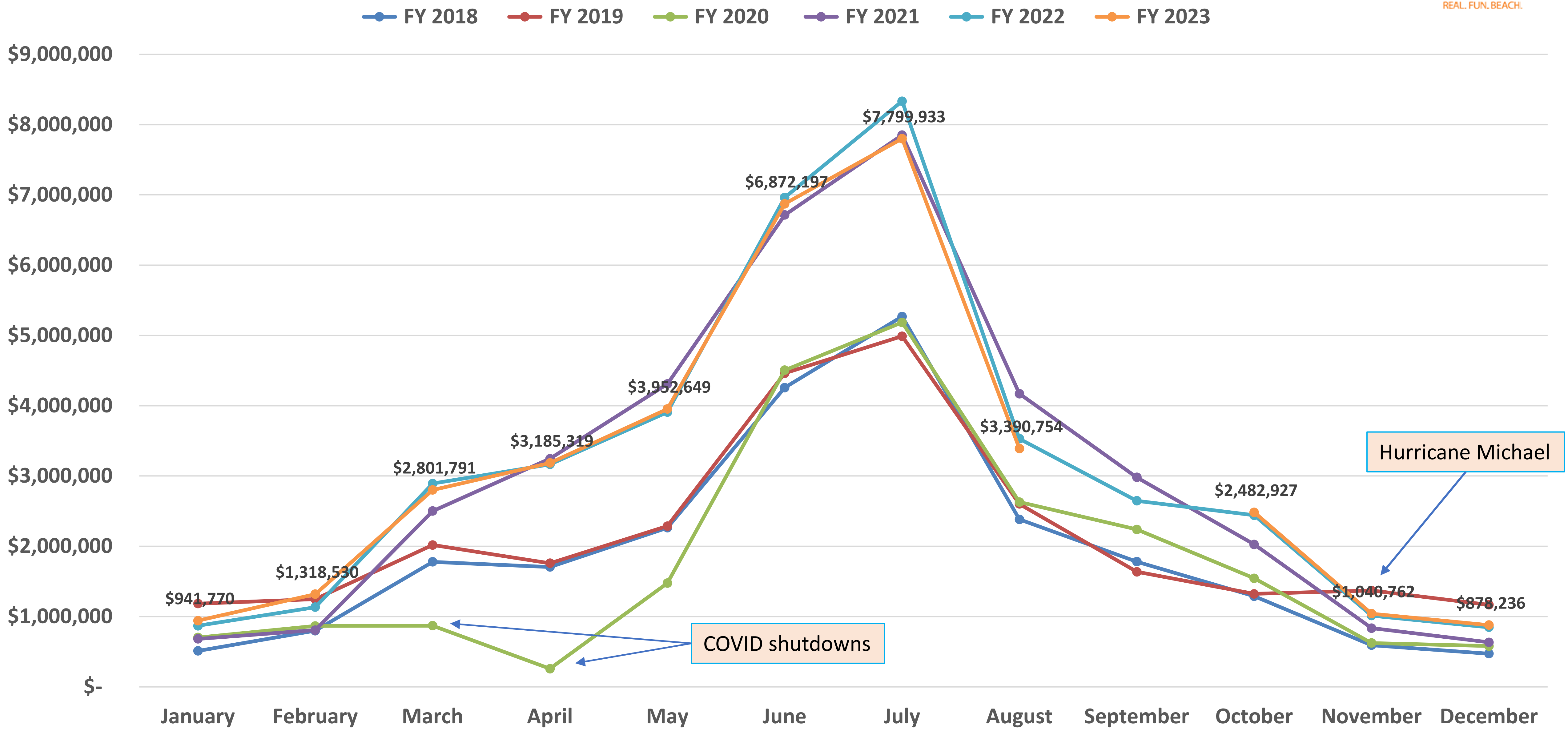
1. Visitors in paid hotel/motel accommodations
2. Visitors in paid condo, single home, misc. rentals
3. Rental property owner usage
4. Non-rental vacation property owner usage
5. Visiting friends and relatives who stayed in PCB with year-round residents
6. Day-trip visitors from outside of Bay County

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
- ❑ Business Tax Receipts – City of 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 spring and summer. The annual report will accompany the fall report.

MONTHLY TDT COLLECTIONS



Source: Monthly TDT analysis

SUMMER TRENDS

SUMMER 2023
(JUN-AUG)

- Three-year Summer Trend = 2021 – back to business without Canada/International
  2022 – back to typical summer patterns with no disruptions
  return to full competition from other destinations and activities
- 2023 Business Tax from PCB = JUN -0.4%; JUL -1.7%; AUG –7.6% = **-2.7% summer**
- 2023 PCB TDT revenue trend = JUN: -1.3%, JUL: -6.4%, AUG: -3.9% = **-4.2% summer**
- The TDT summer rental inventory of tax reporting units was down 21% over Summer '22.
- Short-term rentals drove 66% of summer TDT revenue compared to 76% in 2022.
- Key Data Dashboard data shows declines in rentals demand (-2.6%) and ADR (-2.8%).
- **Short-term rentals revenue ($273.4M) was down 4.6%** compared to $286.7M in 2022 **.**
- Total hotel revenue of $87.9M was down 2.2% compared to 2022 ($89.8M).
- Summer **STR hotel revenue of $66.6M was up 13.4%** over 2022 ($58.7M); STR inventory was up 44% (Embassy Suites, Comfort Inn & Suites, Woodspring Suites, Hyatt Place); STR demand was up 29%; STR ADR down 12% STR RevPAR down 19%.
- Non STR hotel revenue ($21.2M) was **down 31.6%.**
- Visitor volume was up 4.7% as travel parties put more people in a room and day trip visitation increased.
- **Total visitor spending was down 1.9% from $1.28B to $1.26B.**
- **… the SECOND BEST SUMMER on record for PCB visitation.**

MONTHLY STR OCCUPANCY

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June

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				70.3%	Gulf Coast Jam 79.8%	84.1%
68.7%	63.4%	67.5%	68.2%	68.3%	72.1%	76.4%
59.9%	67.8%	71.4%	71.6%	70.1%	74.2%	79.3%
64.4%	61.4%	65.3%	66.4%	67.3%	74.6%	81.6%
67.4%	72.2%	72.5%	73.6%	70.8%	75.6%	

July

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						87.1%
July 4th 86.6%	86.7%	79.3%	73.9%	73.5%	77.0%	77.3%
61.1%	66.6%	69.9%	71.6%	74.1%	82.1%	85.4%
70.3%	76.2%	79.0%	80.8%	84.6%	88.8%	88.1%
68.5%	73.5%	75.9%	75.6%	78.8%	87.6%	88.4%
64.3%	60.0%					

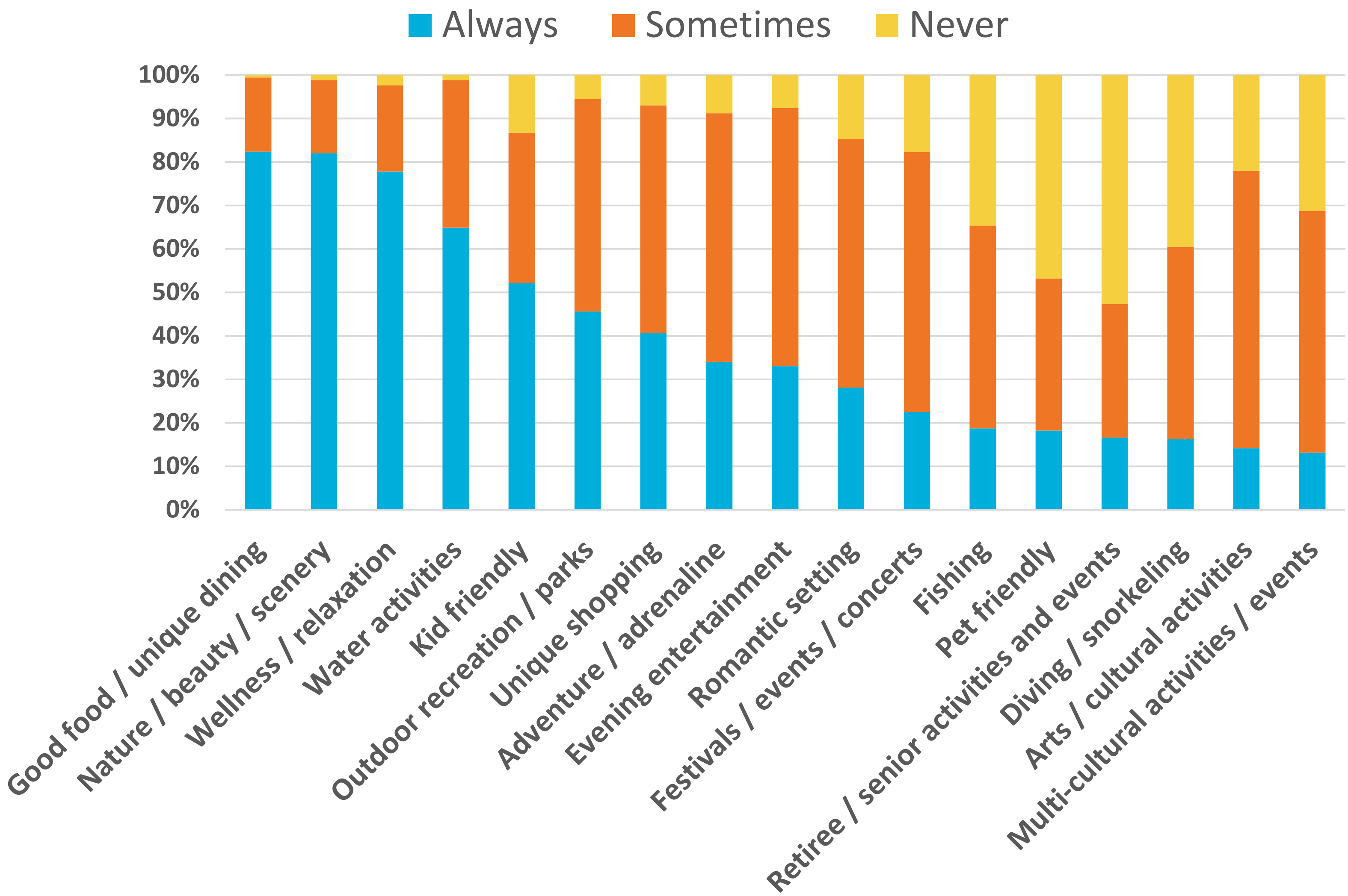
August

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		62.6%	65.4%	69.4%	81.1%	83.6%
59.2%	54.7%	55.0%	54.6%	57.4%	70.8%	74.1%
49.9%	51.8%	53.4%	53.2%	53.9%	71.2%	77.9%
47.5%	50.9%	53.6%	54.7%	54.7%	64.5%	73.1%
42.5%	36.7%	Hurricane Idalia 42.5%	37.0%	38.0%		

36.7% 68.6% 88.8%

Source: STR

SURVEY: ATTRIBUTES WHEN SELECTING A DESTINATION



Attribute	Always	Sometimes	Never
Good food / unique dining	**82.4%**	**17.0%**	**0.6%**
Nature / beauty / scenery	**82.0%**	**16.8%**	**1.3%**
Wellness / relaxation	**77.8%**	**19.8%**	**2.3%**
Water activities	**64.9%**	**33.9%**	**1.3%**
Kid friendly	**52.1%**	**34.6%**	**13.2%**
Outdoor recreation / parks	45.6%	48.9%	5.5%
Unique shopping	40.7%	52.3%	7.0%
Adventure / adrenaline	34.0%	57.2%	8.7%
Evening entertainment	33.0%	59.4%	7.6%
Romantic setting	28.1%	57.2%	14.7%
Festivals / events / concerts	22.5%	59.8%	17.7%
Fishing	18.7%	46.6%	34.7%
Pet friendly	18.2%	35.0%	46.8%
Retiree / senior activities and events	16.6%	30.7%	52.7%
Diving / snorkeling	16.3%	44.2%	39.5%
Arts / cultural activities	14.1%	63.9%	22.0%
Multi-cultural activities / events	13.1%	55.6%	31.3%

Q. Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination. n=478

Source: YSI visitor profile surveys

SURVEY: FIRST-TIME vs REPEAT VISITATION

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- 33.3% were first-time visitors (33.9% summer ‘23)
- 66.7% had visited PCB before (66.1% summer ’23)

Repeat visitors:

- The repeat visitors reported coming to PCB for average of 23.0 years with an average of 2.4 visits in last 12 months

Source: YSI visitor profile surveys

SURVEY: TRIP PLANNING

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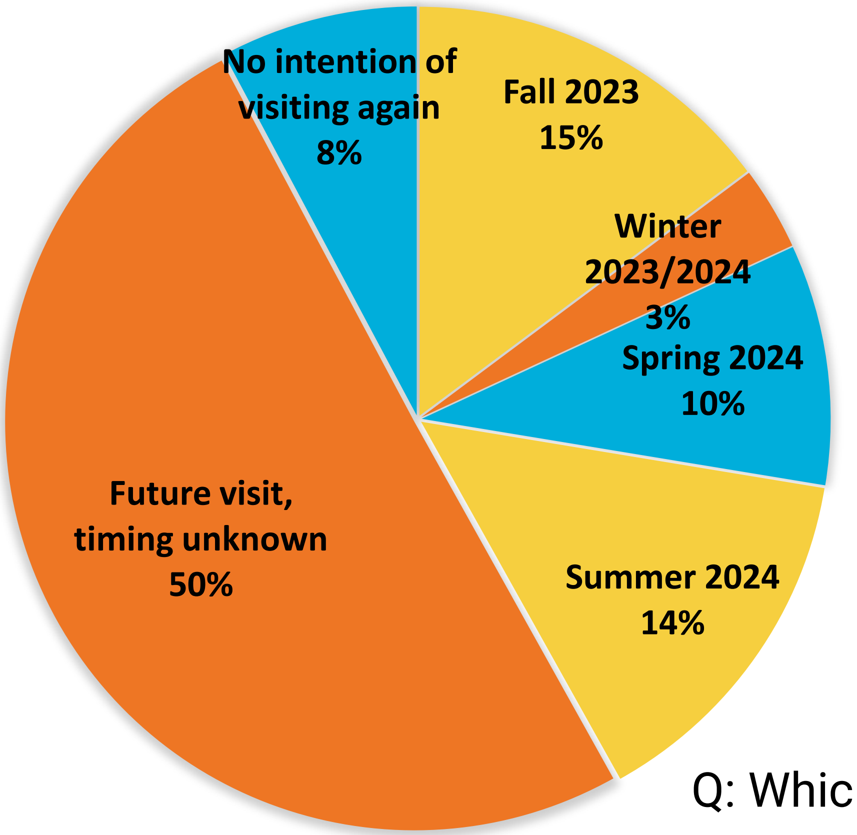
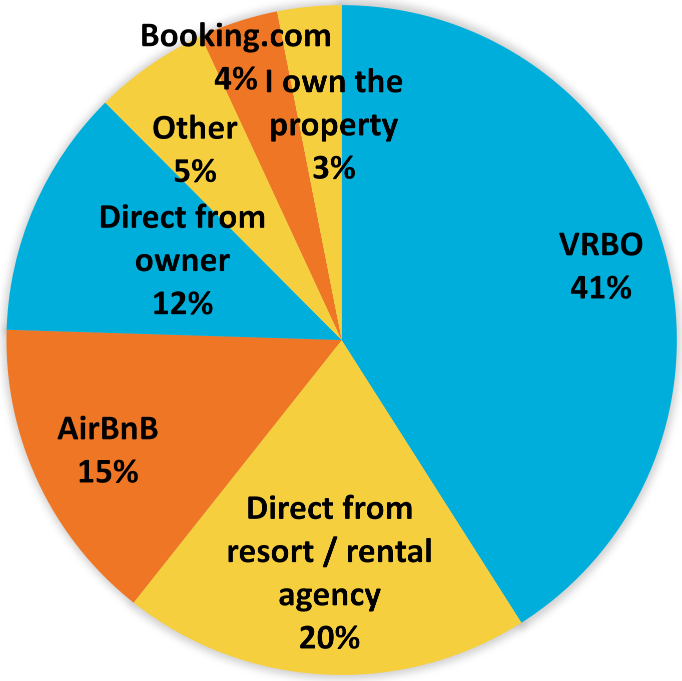
Q: Please tell us if you are planning a future visit to Panama City Beach. n=400



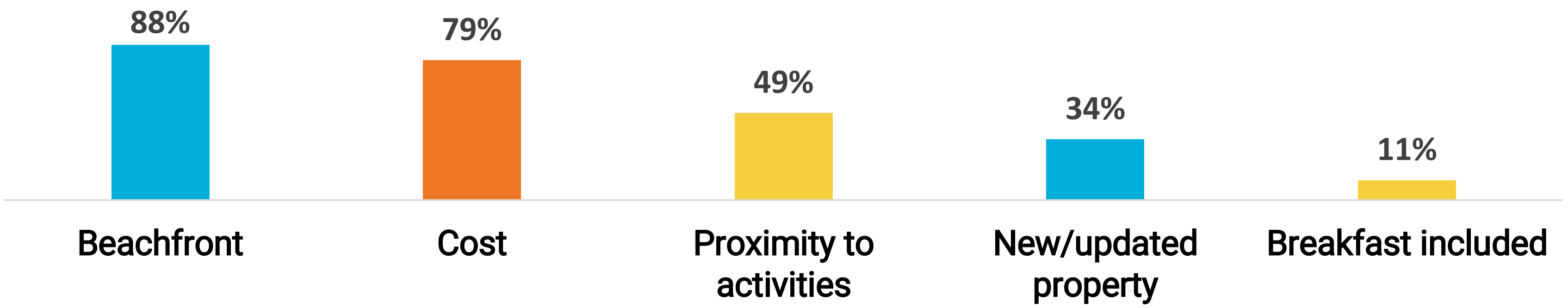
92% of respondents reported an intention to return to PCB!

Vacation rentals:

Q: How did you reserve your vacation accommodation. n=299



Q: Which of the following are important when making your lodging decision? n=134



SURVEY: PRIMARY TRIP PURPOSE

93.8%

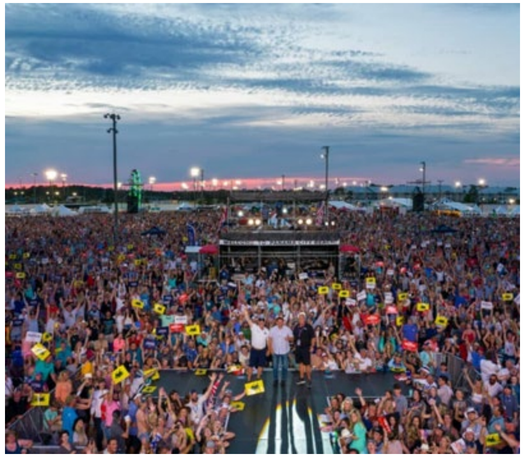
VACATION / GETAWAY

3.0%

VISIT FRIENDS / FAMILY

1.1%

SPORTS EVENT / TOURNAMENT



1.1%

FESTIVAL / EVENT / CONCERT

Q. What was the MAIN purpose for your most recent trip to Panama City Beach? n=464

Source: YSI visitor profile surveys

SURVEY: ACTIVITIES / ATTRACTIONS

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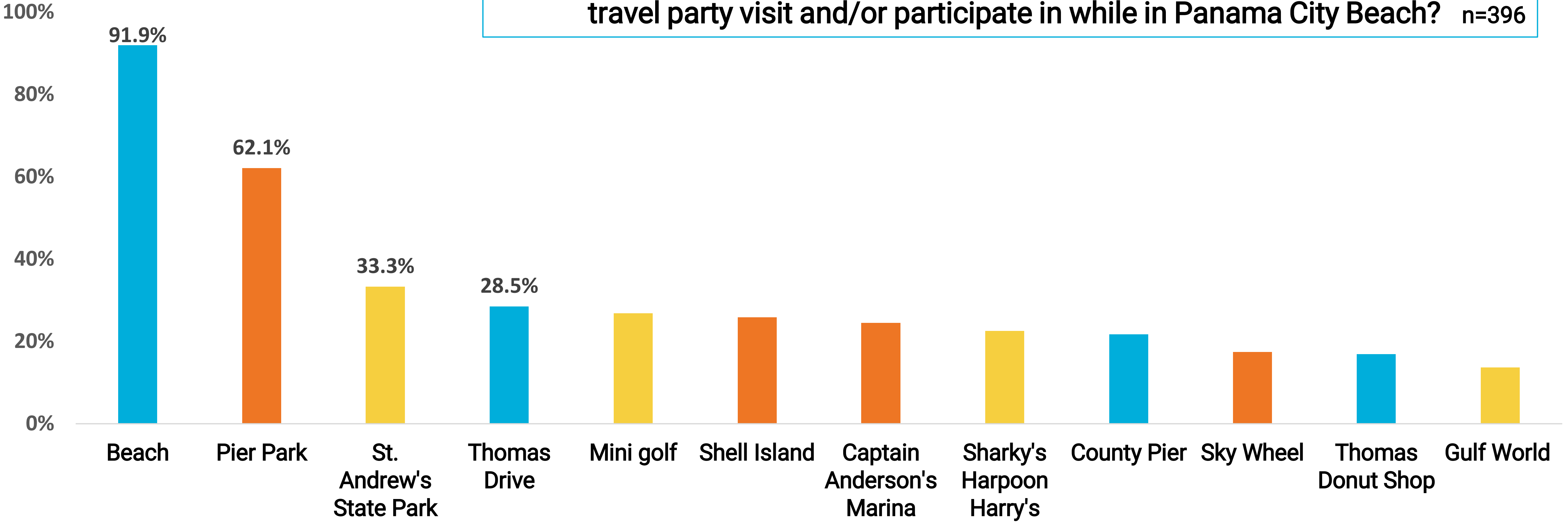
Q: Which attractions / activities / rentals or areas did you or someone in your travel party visit and/or participate in while in Panama City Beach? n=396



SURVEY: FAVORITE BEACHES

Is Panama City Beach your favorite beach destination?
n= 404

80.2%
YES

Has PCB always been your favorite beach destination? n=325

34.2%
NO

If no, please tell us what your favorite beach destination was previously? n=108

- Destin (15)
- Myrtle Beach (14)
- Daytona Beach (12)
- Gulf Shores/Orange Beach (11)
- Cocoa Beach (7)
- St. Pete / Pinellas (7)
- Pensacola (6)
- South Walton (5)
- St. Augustine (3)
- Hawaii (3)
- Florida Keys (3)
- Marco Island /Naples (2)
- Navarre Beach (2)
- Outer Banks (2)
- Atlantic City, NJ (2)
- Belize
- Biloxi
- Charleston
- Galveston
- Jamaica
- Lake Michigan
- Mexico
- North Myrtle Beach
- North Reddington
- Ocean City, NJ
- Sarasota
- Treasure Island
- Tybee Island
- Virginia Beach

SURVEY: DESTINATION SATISFACTION

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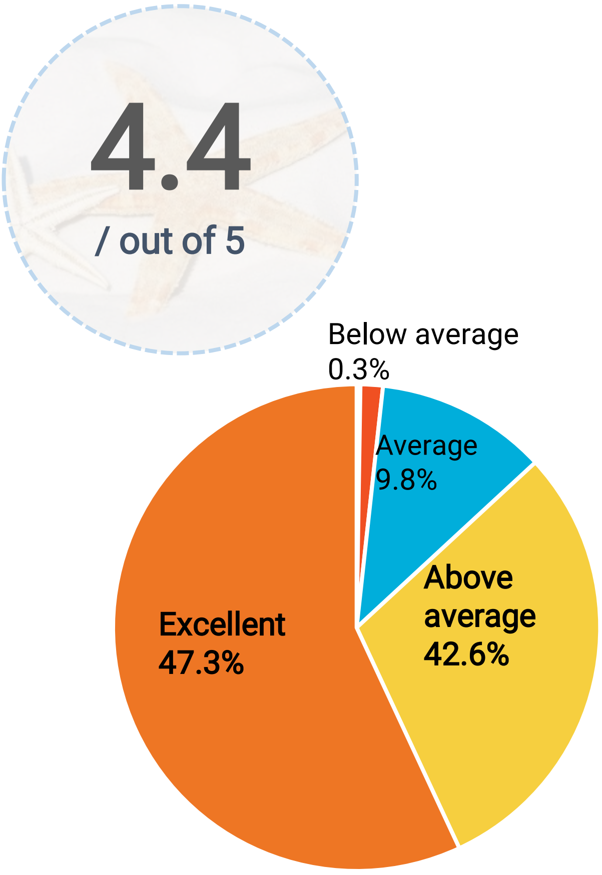
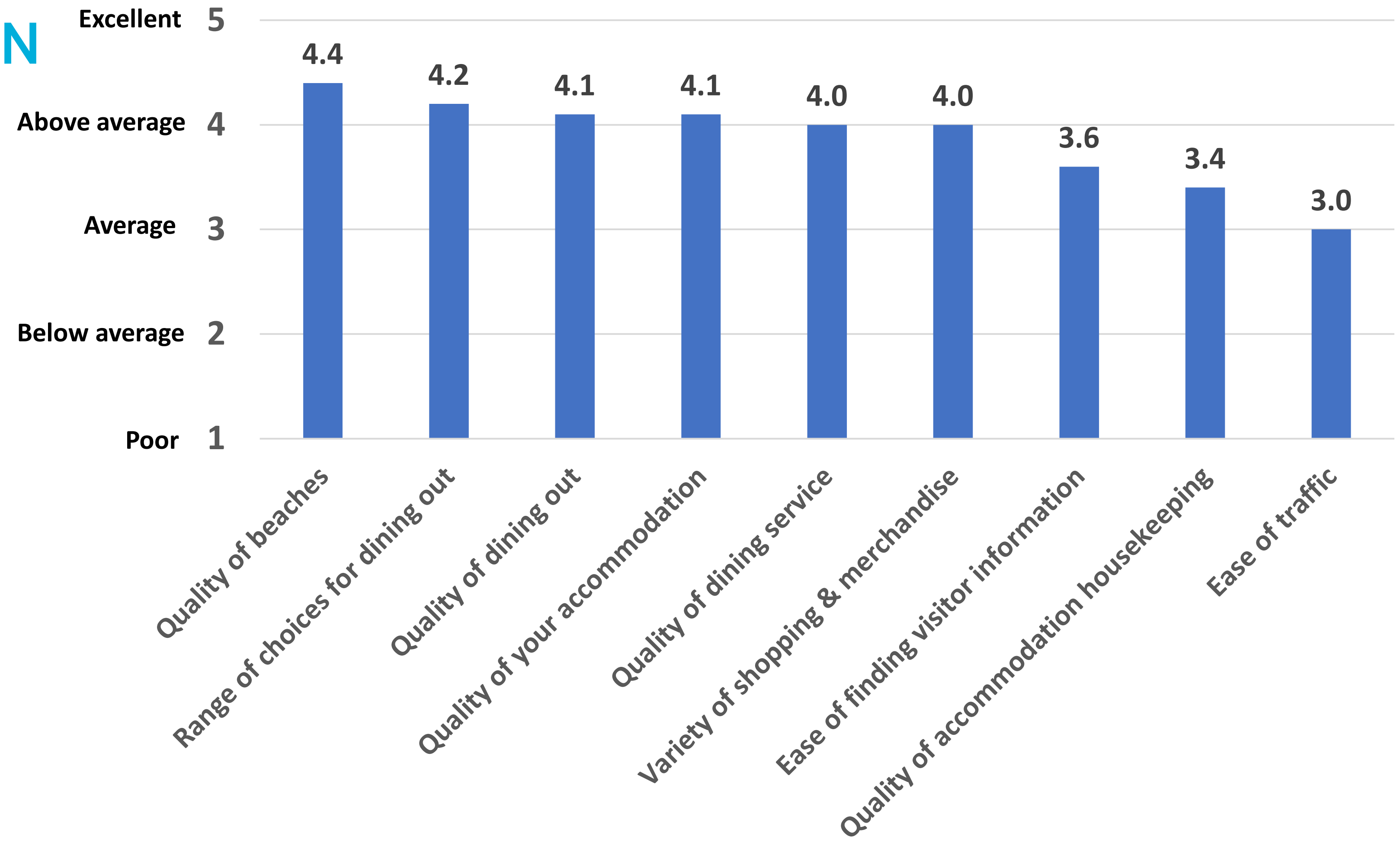
OVERALL TRIP SATISFACTION





Q. Overall, how would you rate your visit to Panama City Beach? n=404

Q. Following is a list of amenities offered in Panama City Beach. Considering this visit, please rate each amenity. n=404

Source: YSI visitor profile survey

SURVEY: FIRST-TIME VISITATION

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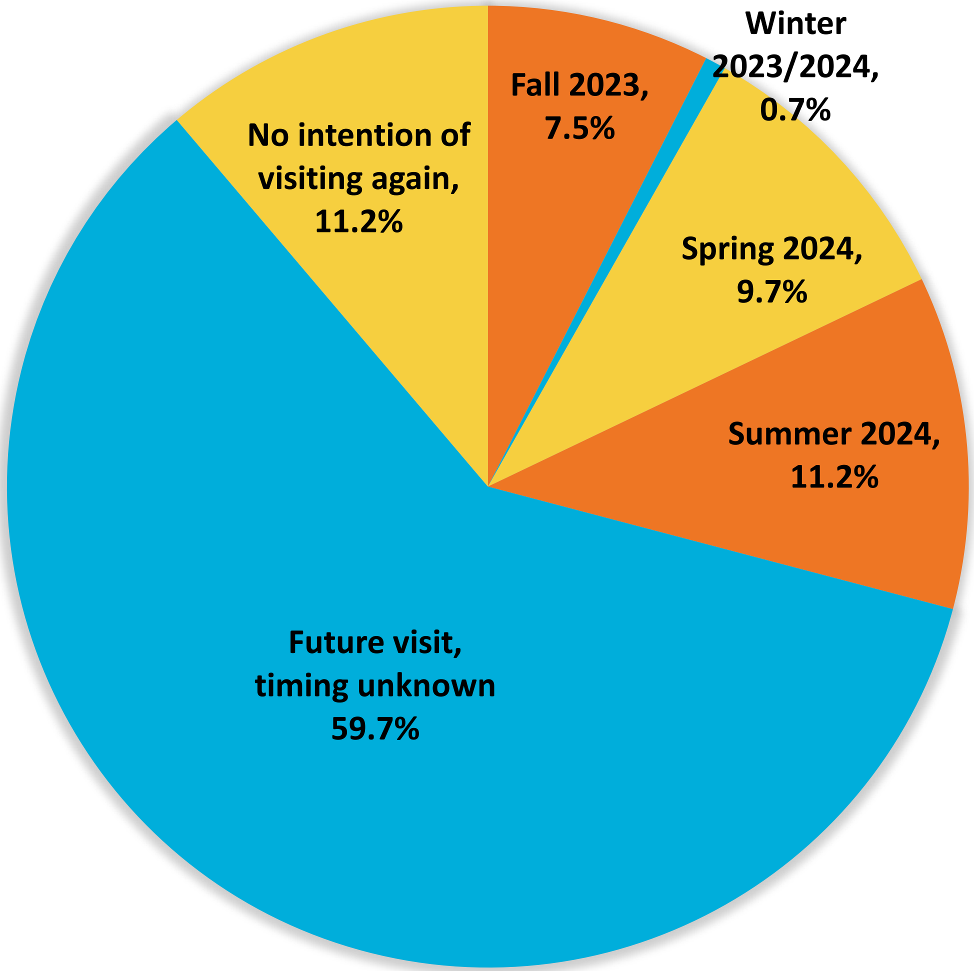
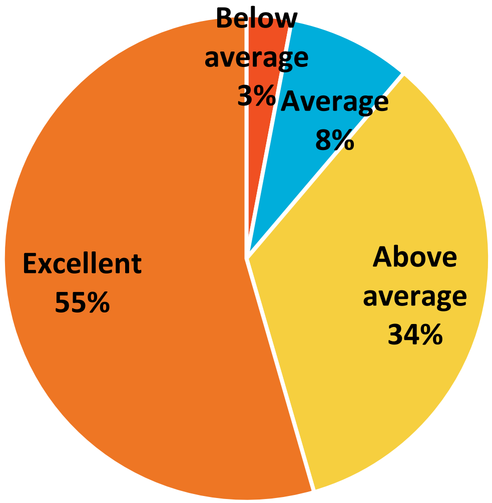
First-time visitors: Please tell us if you are planning a future visit to Panama City Beach. n=134

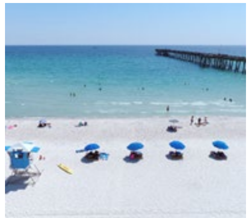


First-time visitors: Overall, how would you rate your visit to Panama City Beach? n=249

4.4
/ out of 5

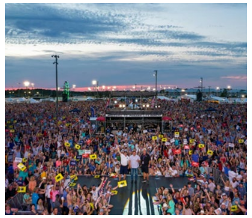


First-time visitors: What was the MAIN purpose for your most recent trip to Panama City Beach? n=155



94.8%
VACATION / GETAWAY

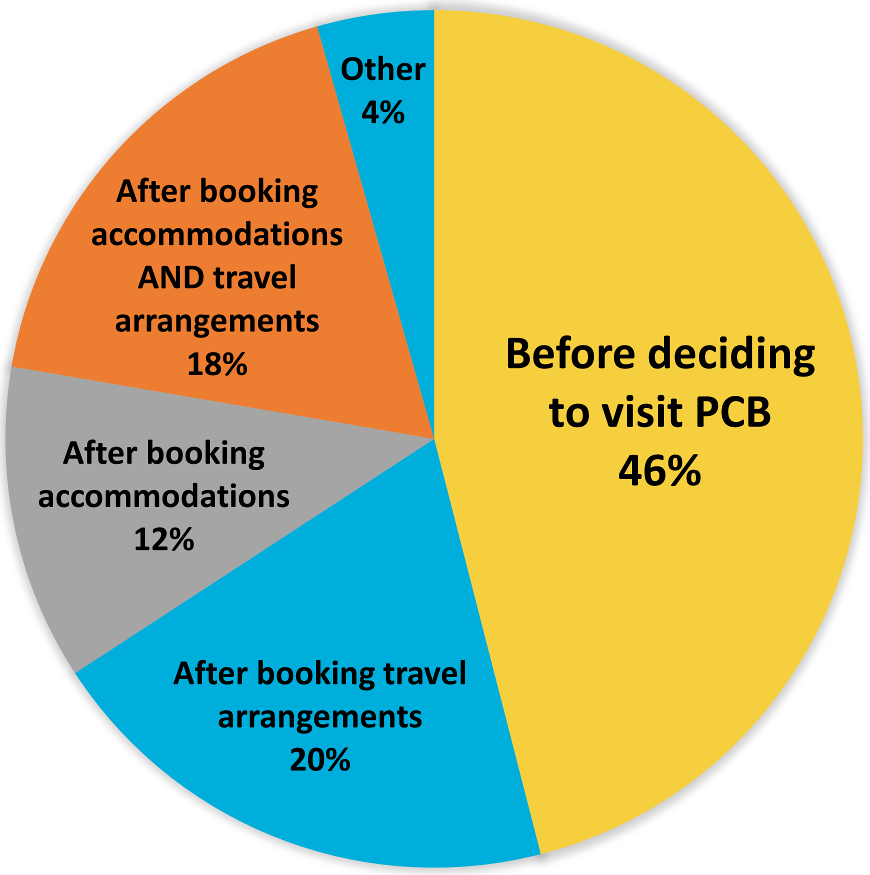
1.9%
BUSINESS / CONFERENCE / MEETING



1.3%
FESTIVAL / EVENT / CONCERT

SURVEY: VISITOR INFORMATION

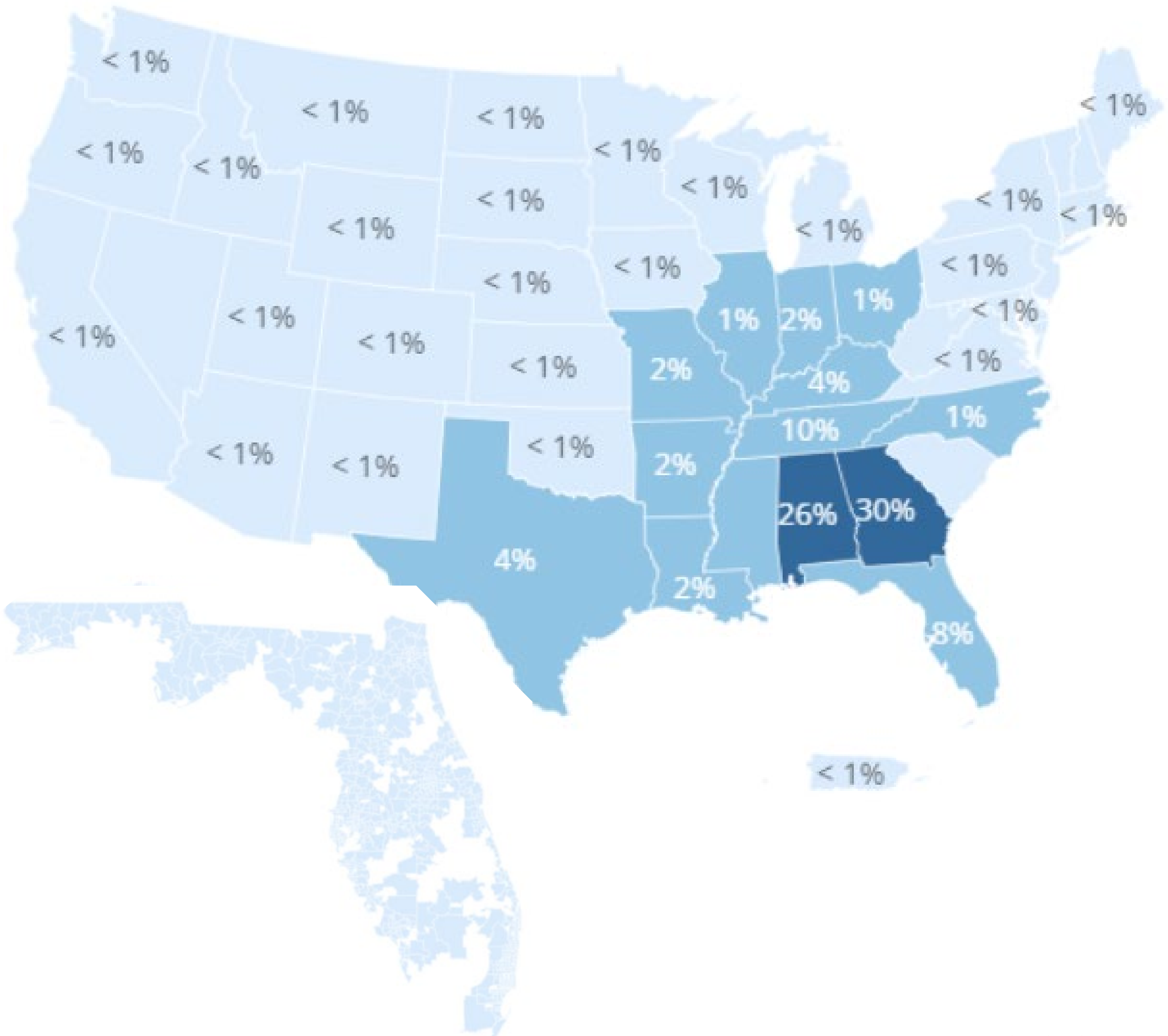
Please tell us when you requested information from Visit Panama City Beach. n= 480



Please tell us, in rank order, what information you were looking for in the Panama City Beach Vacation Guide. n=444

Overall Rank	Information
1	Activities
2	Dining
3	Lodging / accommodation
4	Inspiration for the visit
5	Shopping
6	Evening entertainment / nightlife

TOP FEEDER MARKETS



Top Eleven States (in rank order)	Summer '23 JUN – AUG 23	Summer '22 JUN – AUG 22
1. Georgia	29.7%	29.6%
2. Alabama	26.0%	26.8%
3. Tennessee	9.6%	11.6%
4. Florida	7.7%	10.5%
5. Kentucky	3.8%	4.6%
5. Texas	3.8%	4.3%
7. Mississippi	3.2%	2.4%
8. Indiana	2.1%	3.0%
8. Louisiana	2.1%	2.0%
11. Ohio	1.5%	2.4%
11. Missouri	1.5%	2.1%
11. Arkansas	1.5%	--

Top 3 visiting states make up 65% of summer visitation!

Source: NEAR mobile data as reported on Voyage platform

SUMMER 2022 KEY METRICS

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4.9
nights

AVERAGE LENGTH OF STAY

+1.4%

Sources: KEYDATA str

4.2
people

AVERAGE TRAVEL PARTY SIZE

+2.3%

Source: YSI visitor profile survey

$4,138
per travel party

OVERNIGHT SPENDING PER TRAVEL PARTY

-2.0%

Source: YSI visitor profile survey

1,927,691
people

TOTAL UNIQUE VISITOR COUNT

+3.6%

Source: YSI visitor profile survey
KEYDATA str

ECONOMIC IMPACT

SUMMER 2023 (JUN- AUG)

Variance '22

GROSS LODGING/RENTAL REVENUE

2023 $361,257,680 — - 4.2% ↓

Summer '22 - $376,492,160

STR LODGING REVENUE (new inventory)

2023 $66,635,309 — +13.4% ↑

Summer '22 - $58,771,652

RENTAL REVENUE

2023 $273,403,512 — -4.6% ↓

Summer '22 - $286,683,106

OVERNIGHT TRAVEL PARTIES

2023 307,388 — +0.7% ↑

Summer '22 – 305,180

TOTAL VISITOR SPENDING

2023 $1,259,769,229 — -1.9% ↓

SUMMARY OF ECONOMIC IMPACT

TOTAL VISITOR SPENDING BY SECTOR

Visitor spending	SUMMER '22	SUMMER '23	Variance
Hotel / motel (Taxed lodging)	$236,270,766	**$262,318,182**	**+11.0%**
Condo / rentals (Taxed Lodging)	$893,498,405	**$842,919,072**	**-5.7%**
Other overnight (VFR, owners, etc.)	$45,414,499	**$48,107,906**	**+5.9%**
Daytrip	$108,348,491	**$106,424,069**	**-1.8%**
Total visitor spending	**$1,283,477,726**	**$1,259,769,229**	**-1.9%**

Source: YSI Economic Impact Model based on TDT revenues, STR, KDD, PCBBTR, Voyage, PCB visitor surveys