

Top Visitor Origins

<u>June 2013</u>	<u>June 2014</u>
Dallas-Ft Worth, TX	Mobile, AL
New Orleans, LA	New Orleans, LA
Atlanta, GA	Atlanta, GA
Baton Rouge, LA	Houston, TX
Birmingham, AL	Birmingham, AL
Houston, TX	Thomaston, GA
Kansas City, MO	Baton Rouge, LA
Mobile, AL	Ft. Walton/Destin, FL
Philadelphia, PA	Nashville, TN
Cincinnati, OH	Biloxi, MS

Visitor Profile

	<u>June 2013</u>	<u>June 2014</u>
Average Age of Decision Maker:	41	45
Average Age of Visitor:	35	39
Traveled with Children:	43%	← 34%
Average Income:	\$98,530	← \$83,471
First-Time Visitor:	40%	37%
Visited VP Facebook page:	NA	24%
Saw VP Tweets:	NA	8%
Visited VisitPensacola.com:	NA	33%
Will Recommend:	98%	100%
Will Return:	93%	97%

Visit Profile

	<u>June 2013</u>	<u>June 2014</u>
Leisure Trip:	90%	94%
Business Trip:	10%	6%
Advance Planning: (days)	47	46
Advance Booking: (days)	42	44
Used Social Media to Plan:	57%	52%
Average Party Size:	3.8	← 2.9
Primary Destination:	86%	89%
Average Stay (all visitors):	2.8	→ 4.0
Average Lodging Stay: (nights)	4.4	→ 5.9
Average Spending per Party:	\$1,342	\$1,303
Average Spend per Day:	\$304	← \$220
Accommodations Spend:	\$506	→ \$627
Dining Spend:	\$323	← \$261
Entertainment Spend:	\$96	\$68
Shopping Spend:	\$156	\$122
Gasoline Spend:	\$132	\$91
Grocery Spend:	\$103	\$99

Visitor Experience Ratings

	<u>June 2013</u>	<u>June 2014</u>
Overall Experience:	90%	92%
Good place to visit as a couple:	74%	→ 92%
Clean, well maintained beaches:	91%	94%
Good place to visit with children:	72%	→ 93%
Place to relax:	96%	97%
Historical offerings/attractions:	37%	→ 75%
Having scenic beauty:	93%	→ 97%
A place you feel comfortable:	92%	→ 97%
A place to have fun:	87%	93%
Activities other than the beach:	50%	→ 76%
Shopping options you want:	48%	→ 68%
Dining options you want:	65%	→ 81%
Value for the travel dollar:	66%	→ 89%

2014 Events Surveyed to Date (14)

Attendance:	230,493
Total Spending:	\$20,608,001
Impact Spending:	\$8,806,823