



# 2013 Visitor Profile & Impact Report

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# PCB LODGING MARKET

# PCB Lodging That Reports to STR

Holiday Inn Resort Panama City Beach	Upper Midscale Class	340
Days Inn Panama City Beach Ocean Front	Economy Class	188
Comfort Suites Panama City Beach	Upper Midscale Class	74
Country Inn & Suites Panama City Beach	Upper Midscale Class	82
Hampton Inn Suites Panama City Bch Pier Park Area	Upper Midscale Class	95
Knights Inn Panama City Beach	Economy Class	90
Hawthorn Suites by Wyndham Panama City Beach	Midscale Class	80
Sleep Inn & Suites Panama City Beach	Midscale Class	90
La Quinta Inns & Suites Panama City Beach	Midscale Class	86
Hampton Inn Panama City Beach	Upper Midscale Class	89
Wyndham Bay Point Resort	Upper Upscale Class	319
Beachbreak By The Sea	Upper Midscale Class	100
La Quinta Inns & Suites Panama City Beach Pier Park	Midscale Class	90
The Grand Cayman Hotel	Midscale Class	143
Beachcomber By The Sea	Upscale Class	96
Legacy By The Sea	Upscale Class	139

Source: Smith Travel Research (STR)

**Total Rooms Reporting 2,101**



# 2013 Year-End STR Data

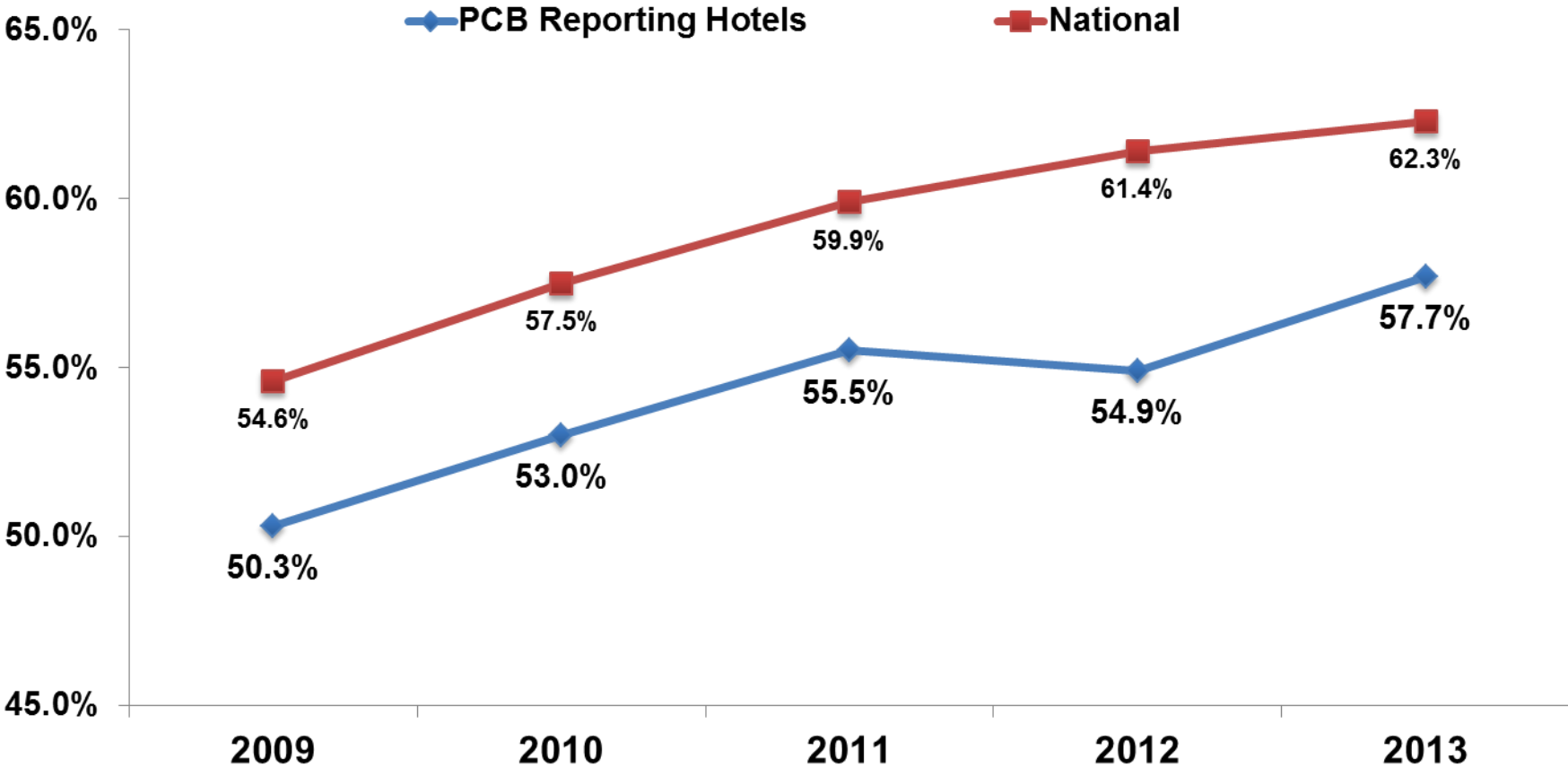
## Comparison USA, Florida and PCB

	USA	Florida	PCB	PCB Change
OCC	62.3%	67.0%	57.7%	5.2%
ADR	\$110.35	\$118.46	\$120.13	2.4%
REVPAR	\$68.69	\$79.34	\$69.35	7.7%
SUPPLY (change)	0.7%	0.0%	0.0%	0.0%
DEMAND (change)	2.2%	3.5%	5.2%	5.2%

Source: Smith Travel Research (STR)

# 2013 Year-End STR Data

## Occ % 5-YR Trend - PCB vs. National

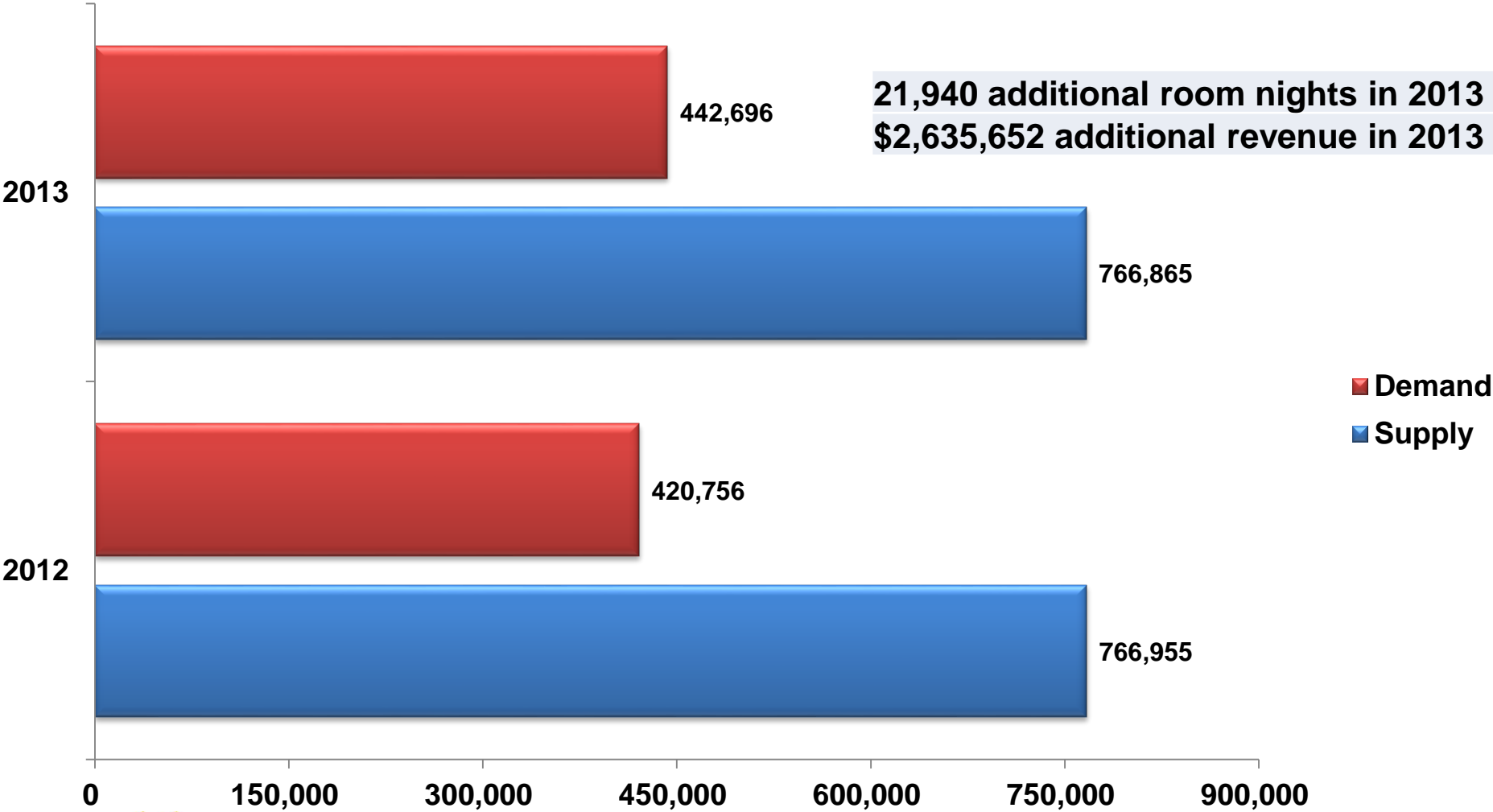


Source: Smith Travel Research (STR)



# 2013 Year-End STR Data

## Supply vs. Demand 2012/2013 - PCB

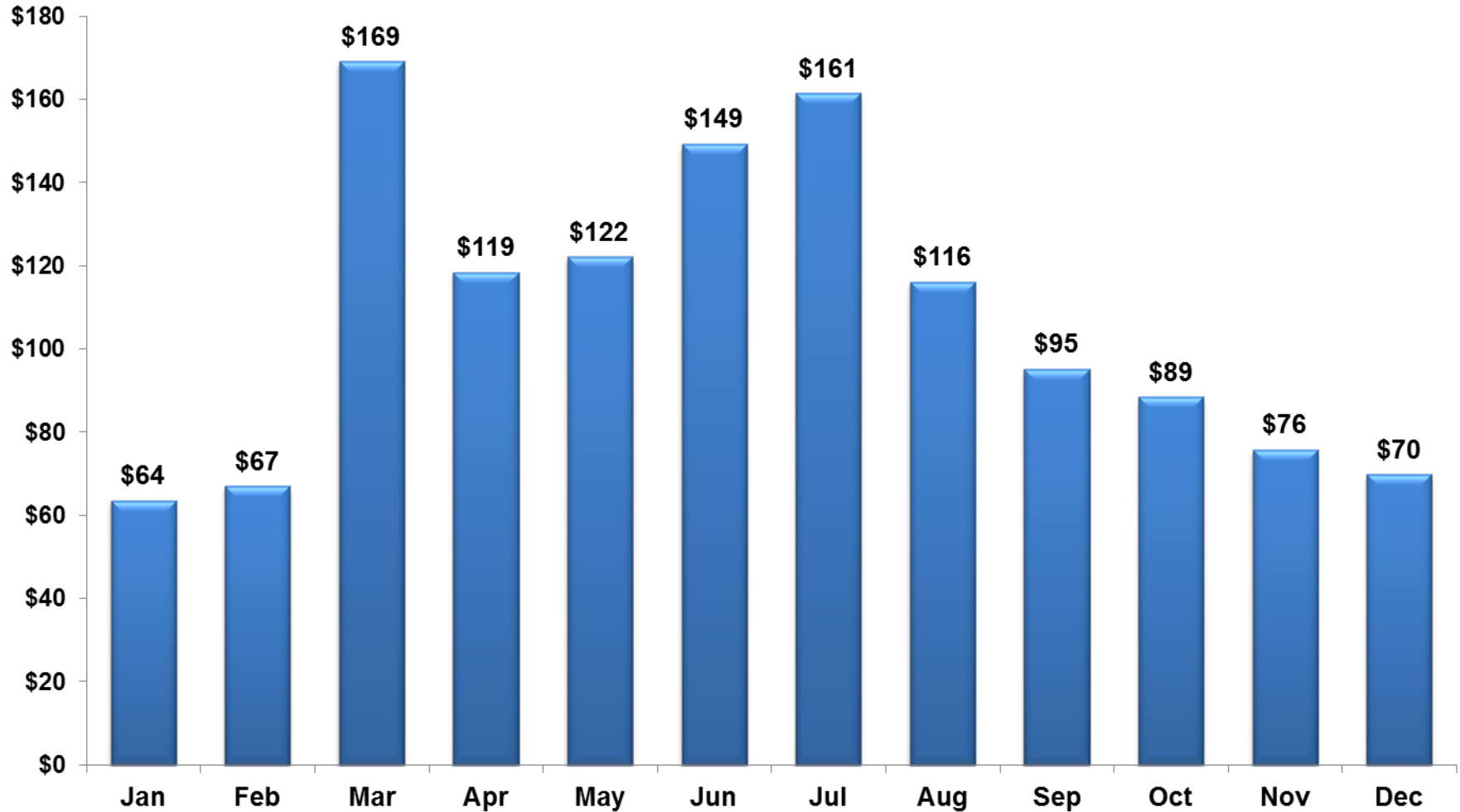


Source: Smith Travel Research (STR)



# 2013 Year-End STR Data

## 2013 ADR - PCB Reporting Hotels



# 2012 & 2013 VISTOR SURVEYS

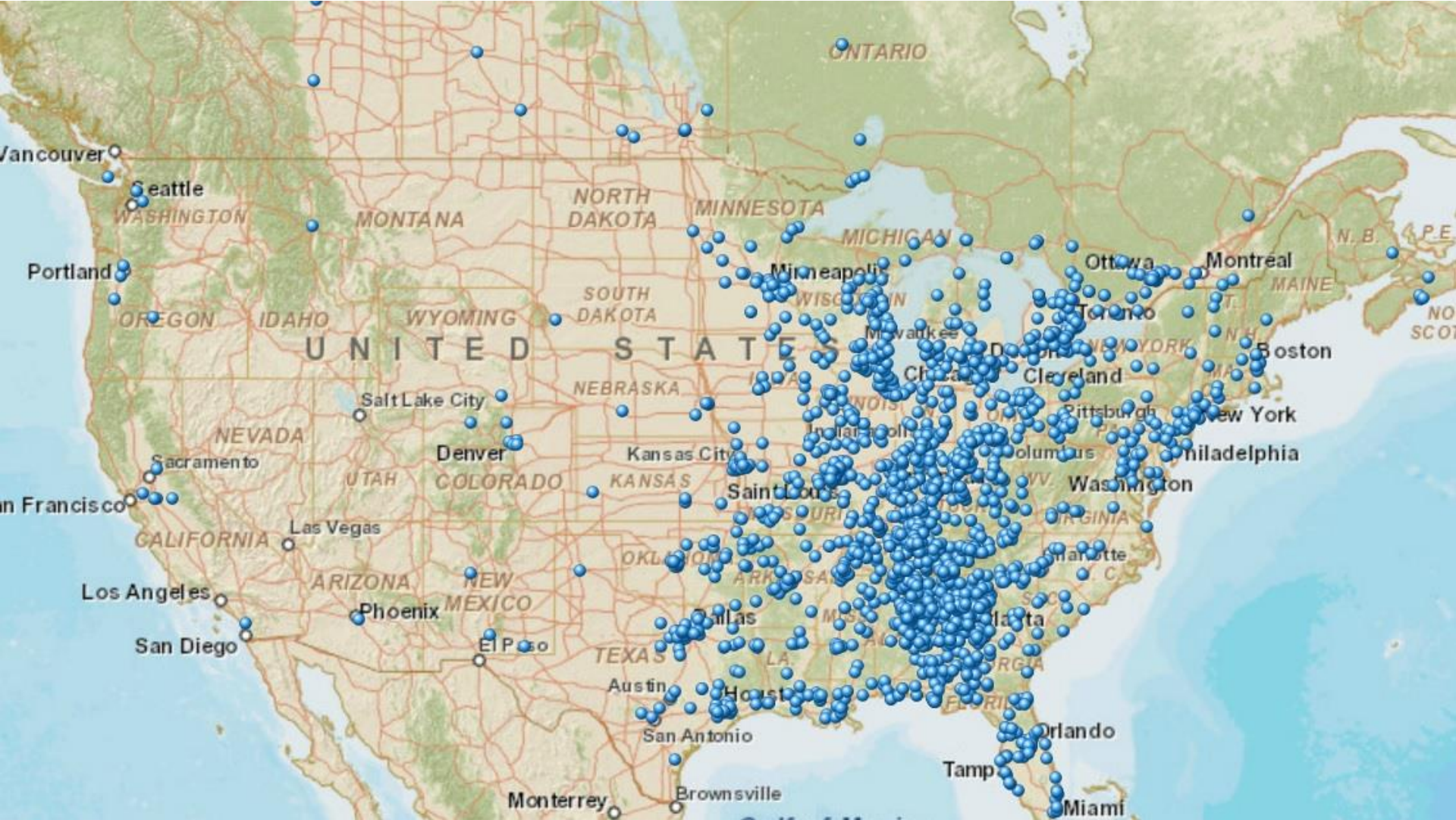
**2012 N = 2,903 TOTAL SURVEY RESPONDENTS**

**2013 N = 2,425 TOTAL SURVEY RESPONDENTS**

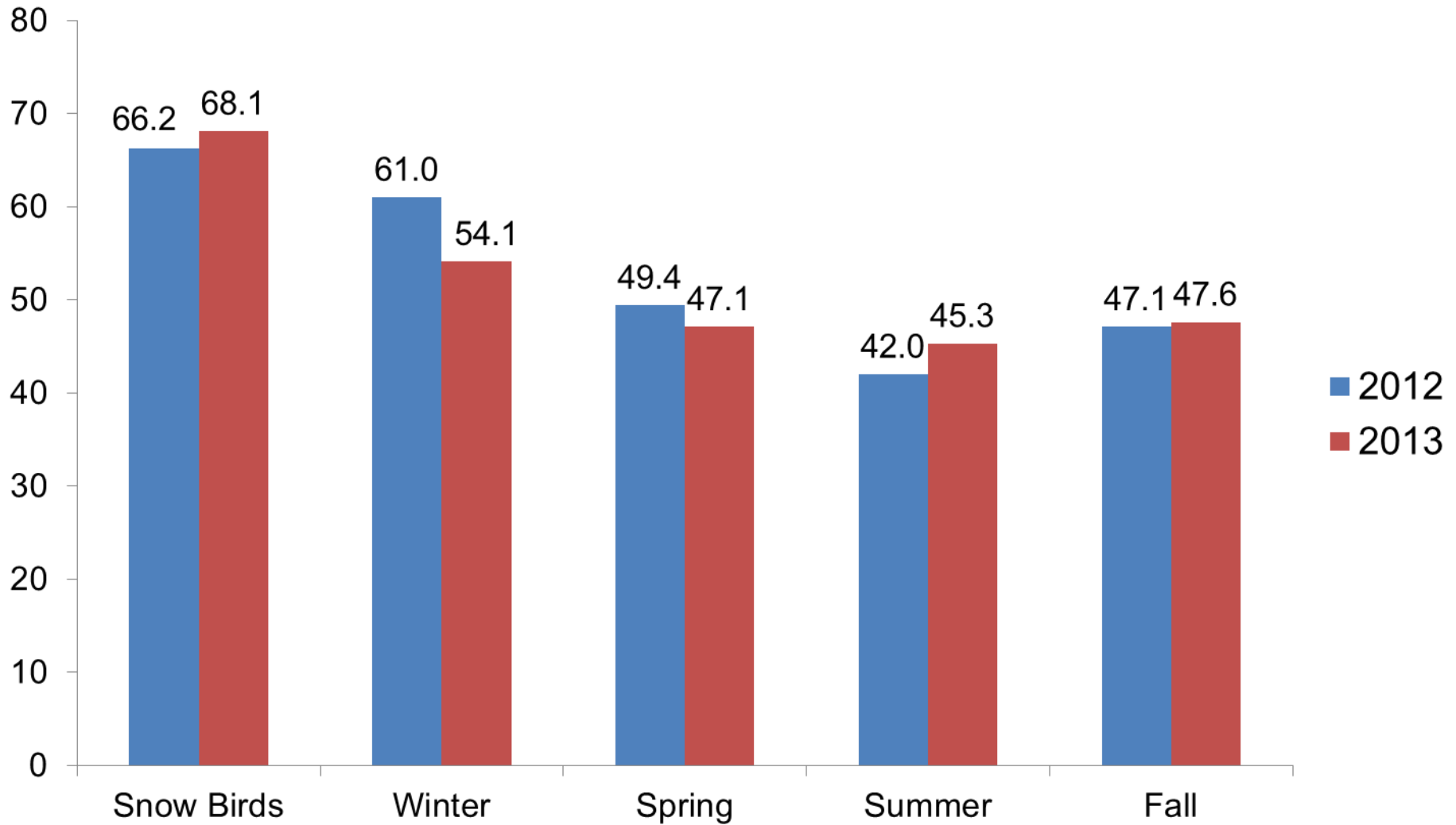
Season	2012	2013
Winter	274	74
Snow Bird	293	326
Spring	599	287
Spring Break	188	277
Summer	477	761
Fall	225	195
<b><u>Total Season Responses</u></b>	<b><u>2,056</u></b>	<b><u>1,920</u></b>



# 2013 PCB Visitors Map

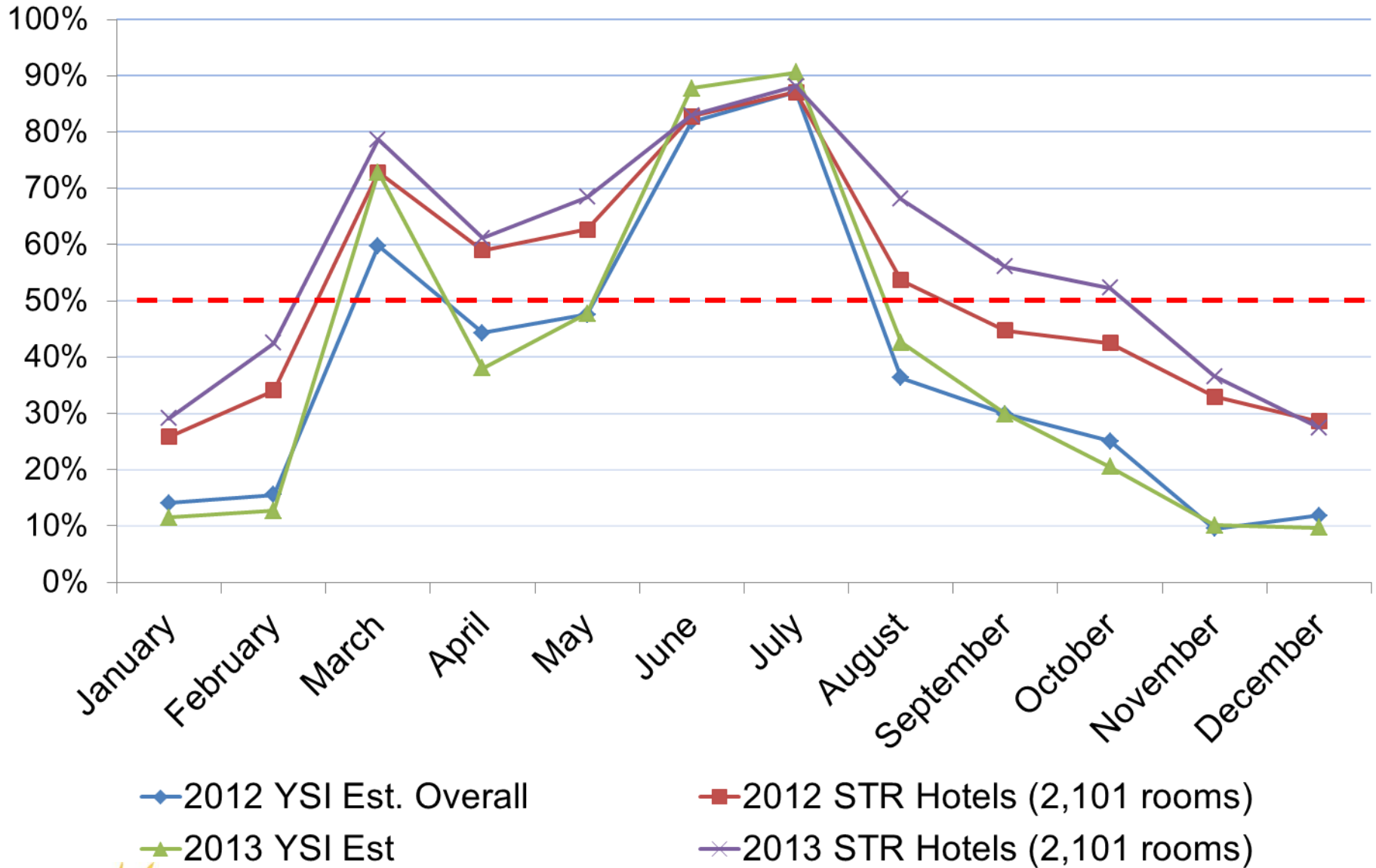


# Age of PCB Visitors 2012 vs 2013



# PCB VISITOR TRAVEL PATTERNS

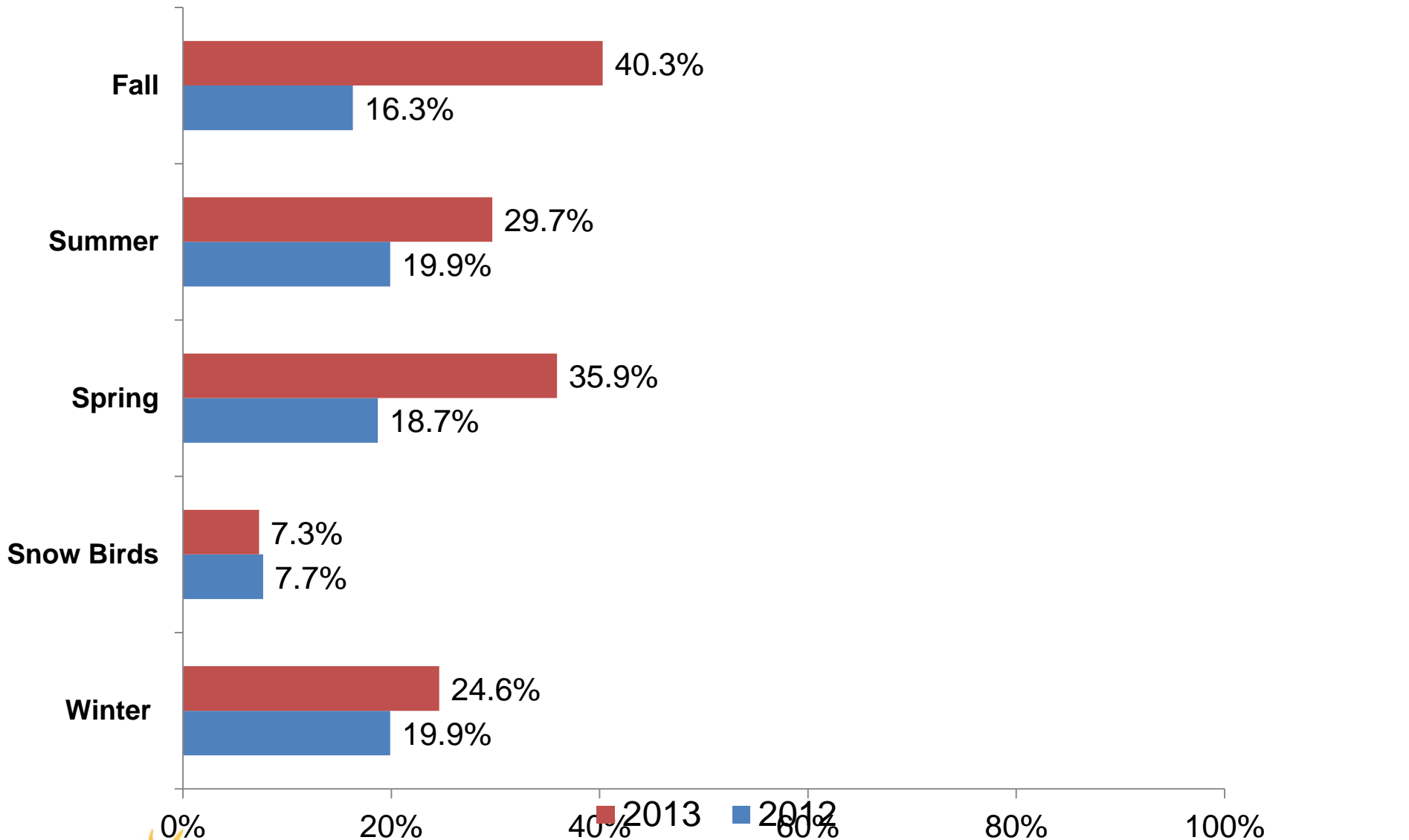
# 2012 & 2013 PCB Occupancy



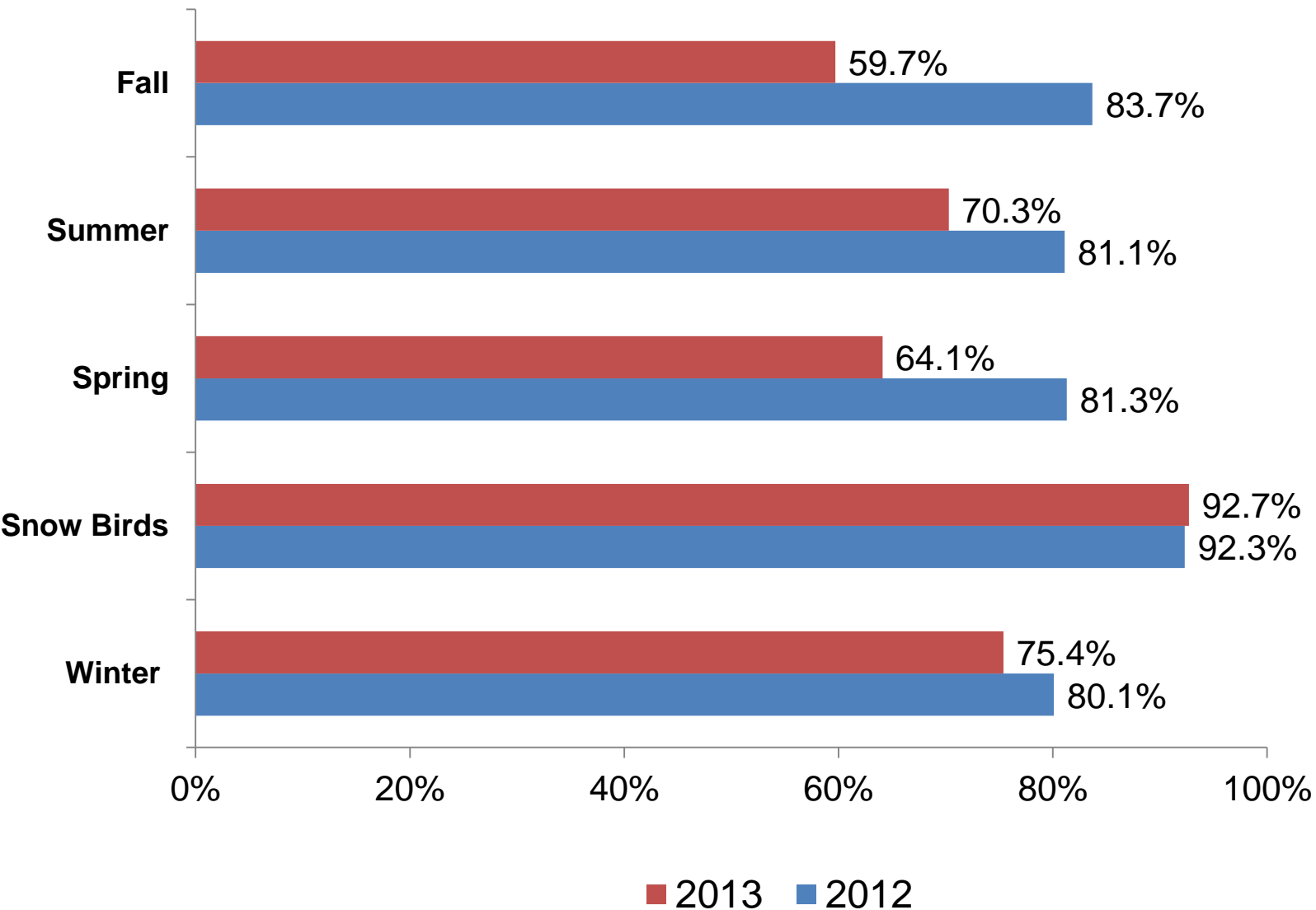
Sources: STR data and YSI visitor surveys



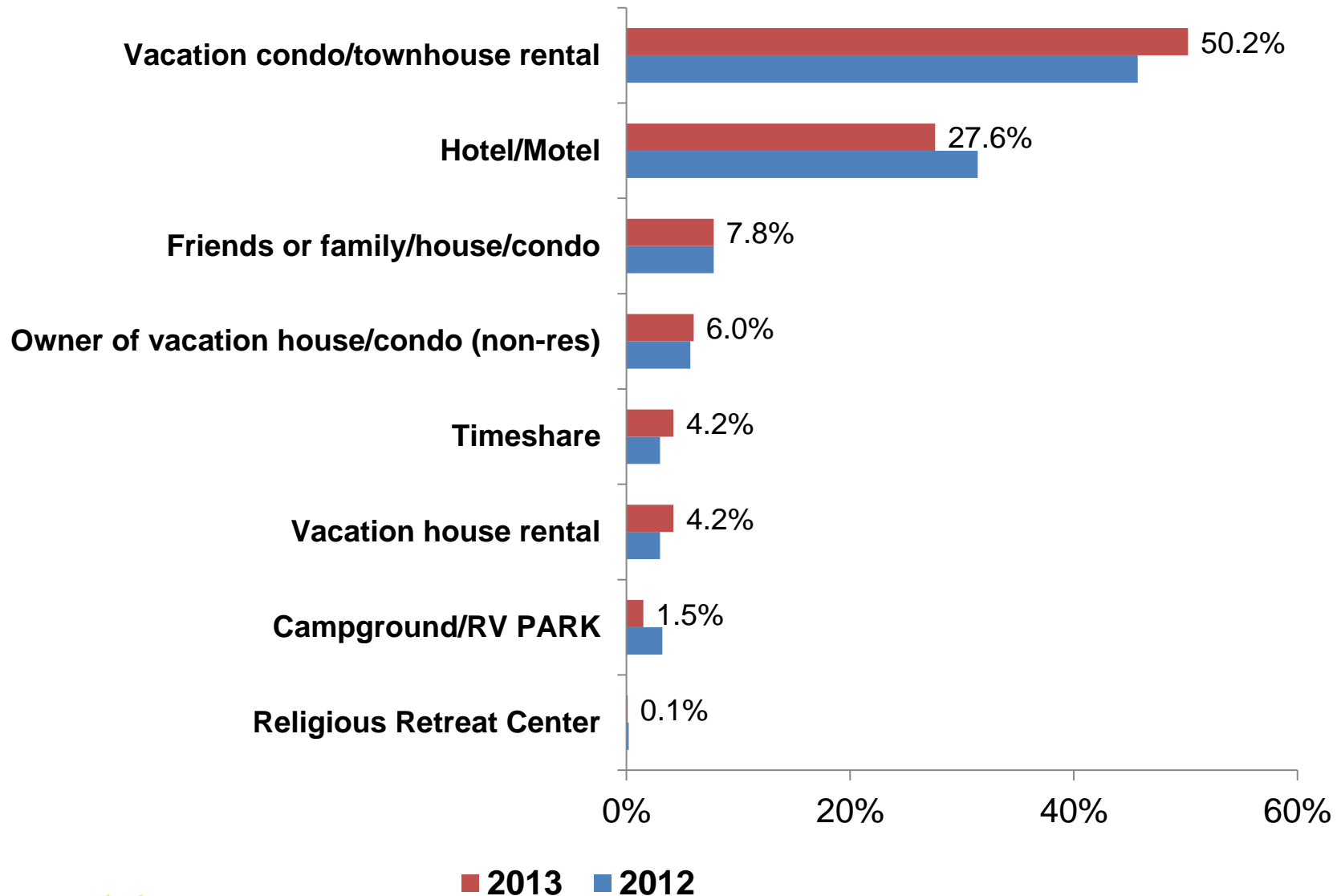
# First Time Visitation to PCB 2012/2013



# Repeat Visitation to PCB 2012/2013



# Type of Accommodations 2012 vs 2013



# Average Party Size 2012 vs 2013



Snow Birds



■ 2012 ■ 2013

Winter



Spring



Spring Break



Summer

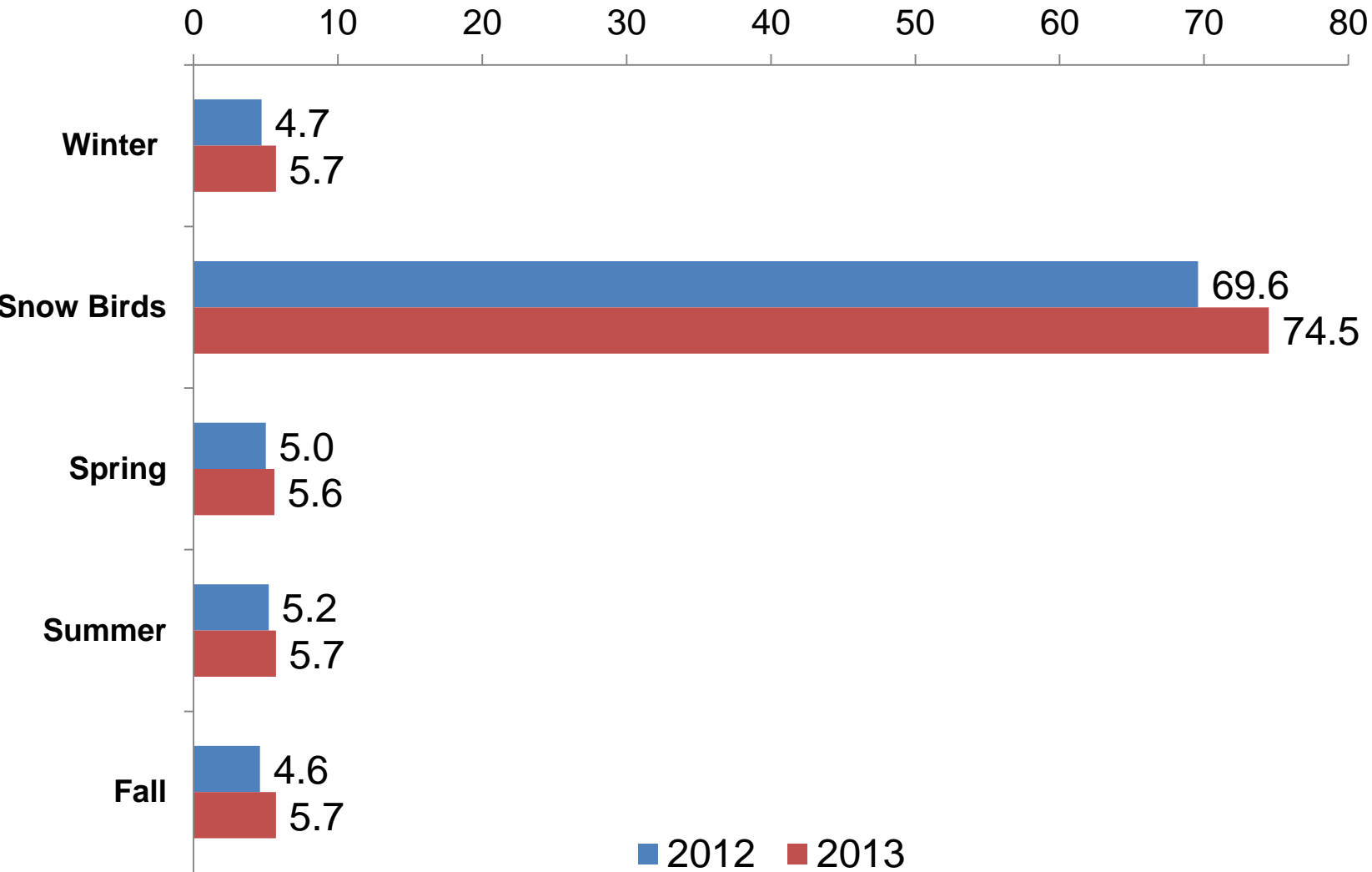


Fall

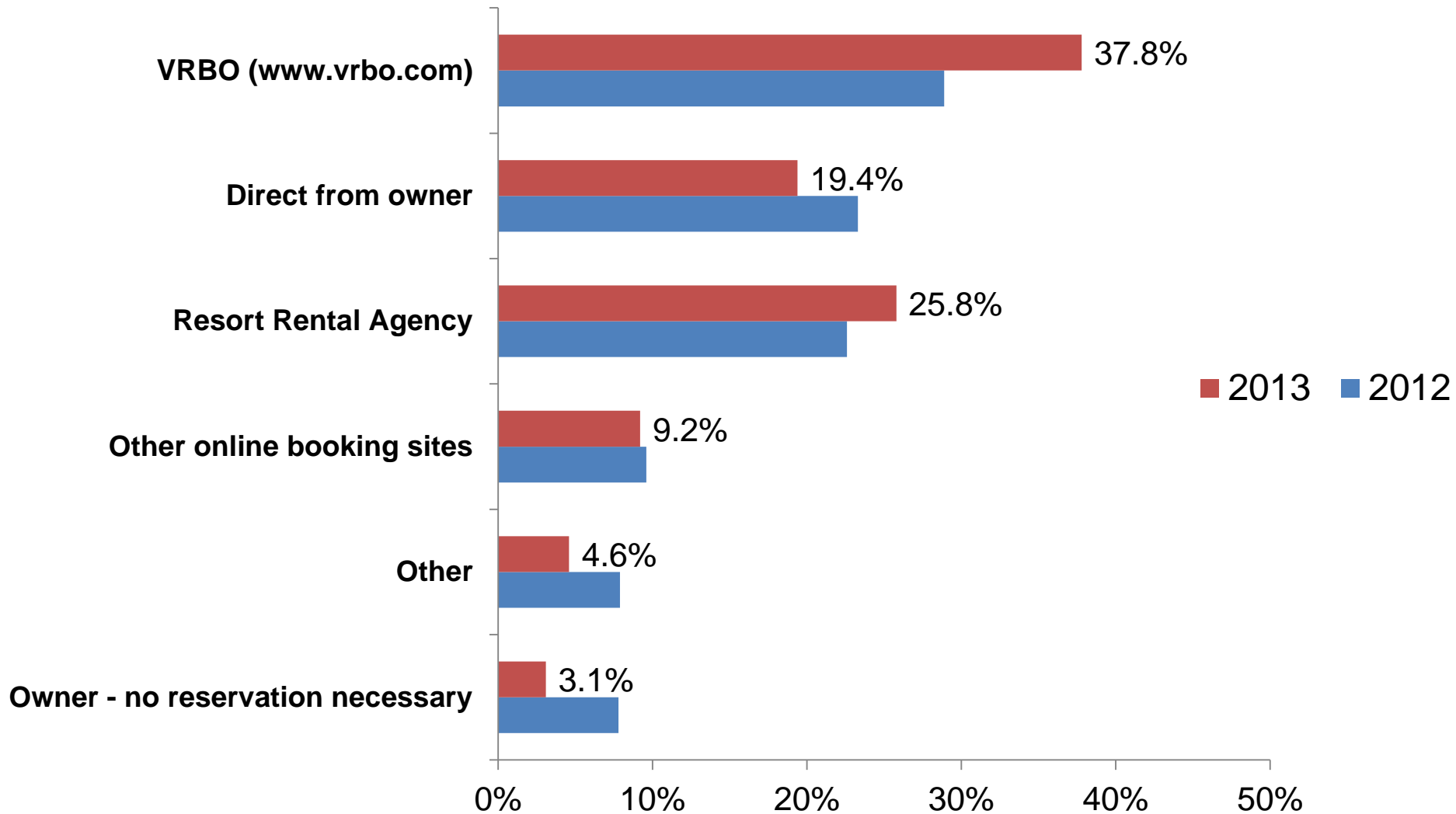




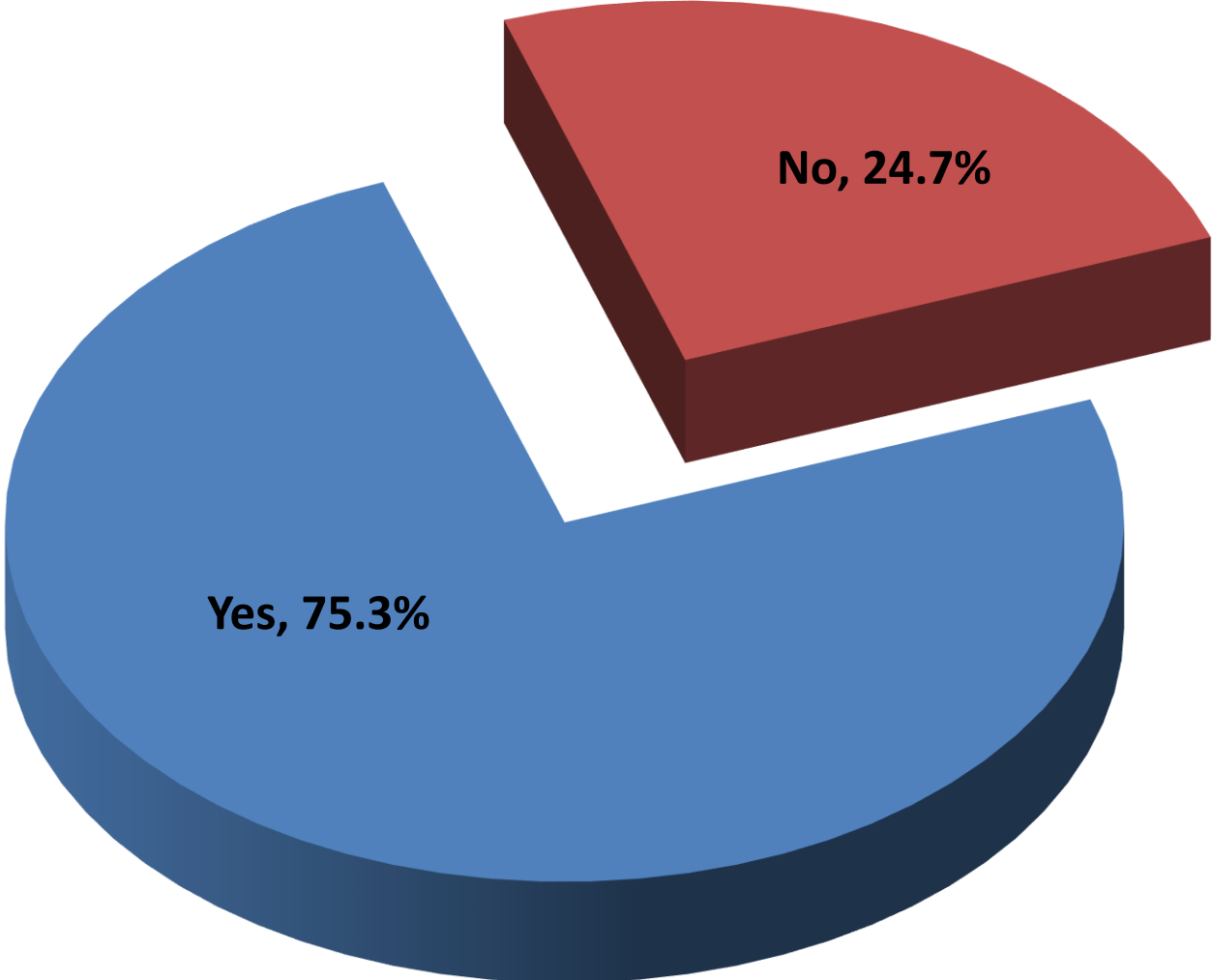
# Average Length of Stay 2012 vs 2013



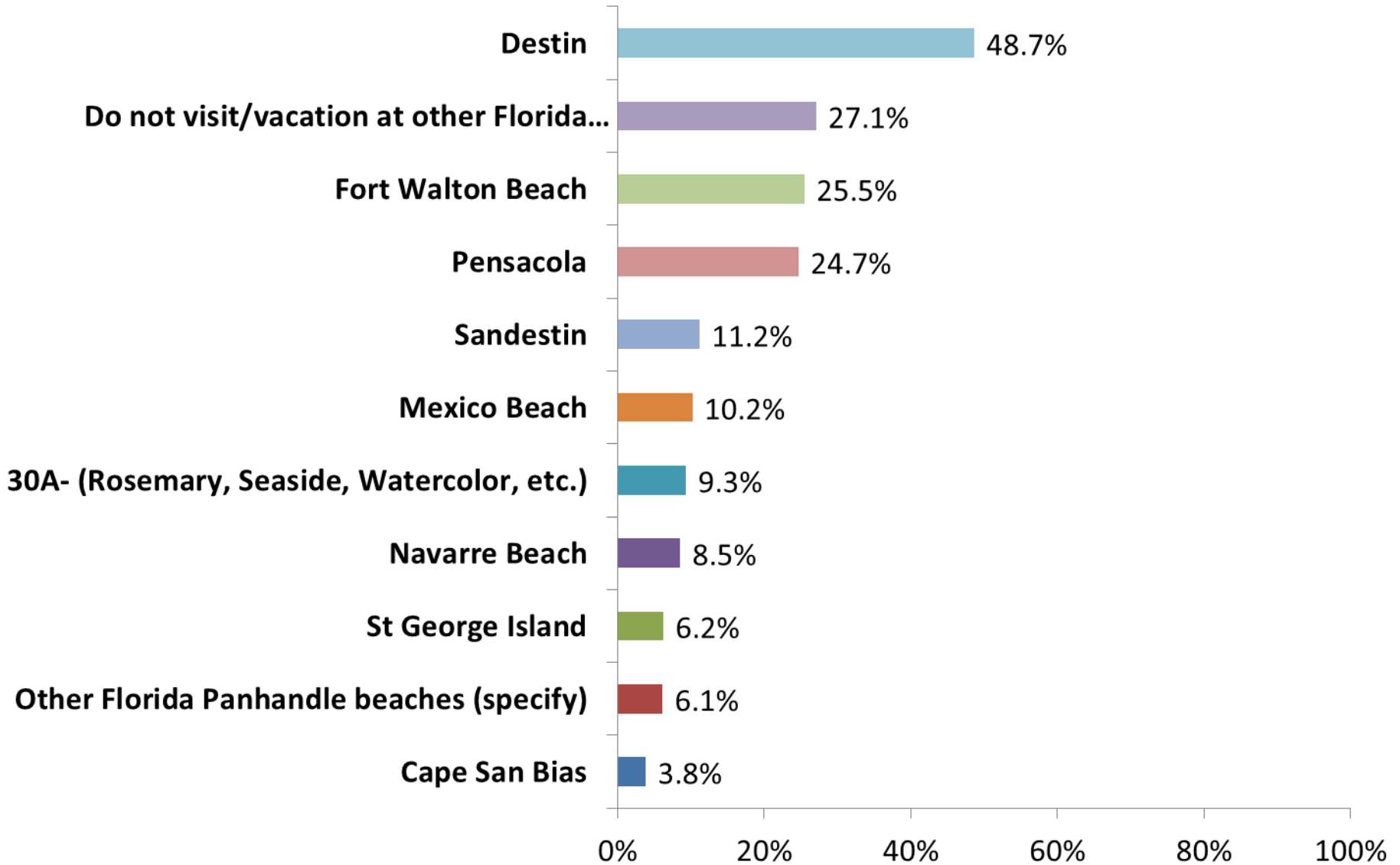
# Rental Booking Source 2012 vs 2013



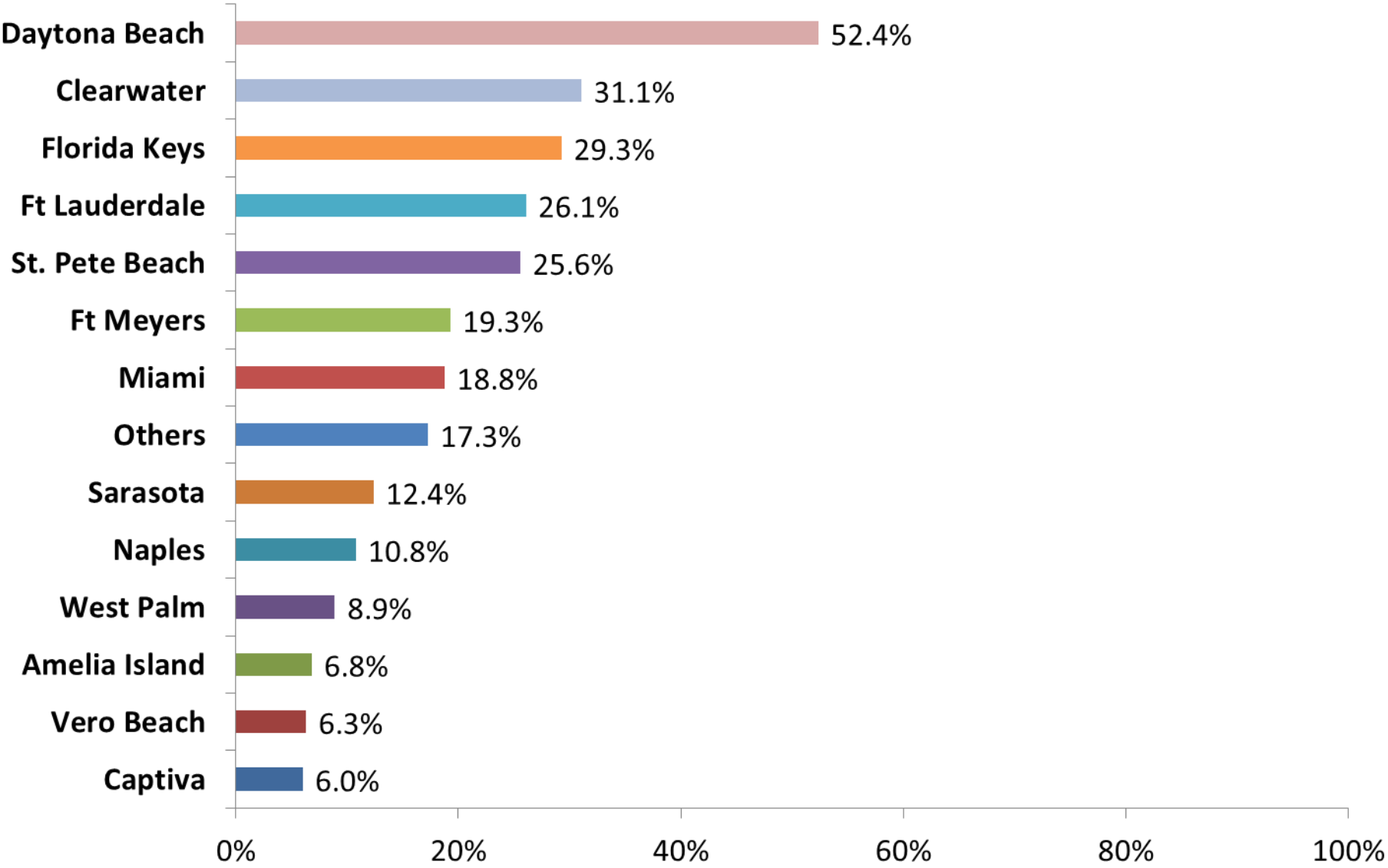
# Have You Visited Other Florida Beaches?



# Other Panhandle Beaches Visited?



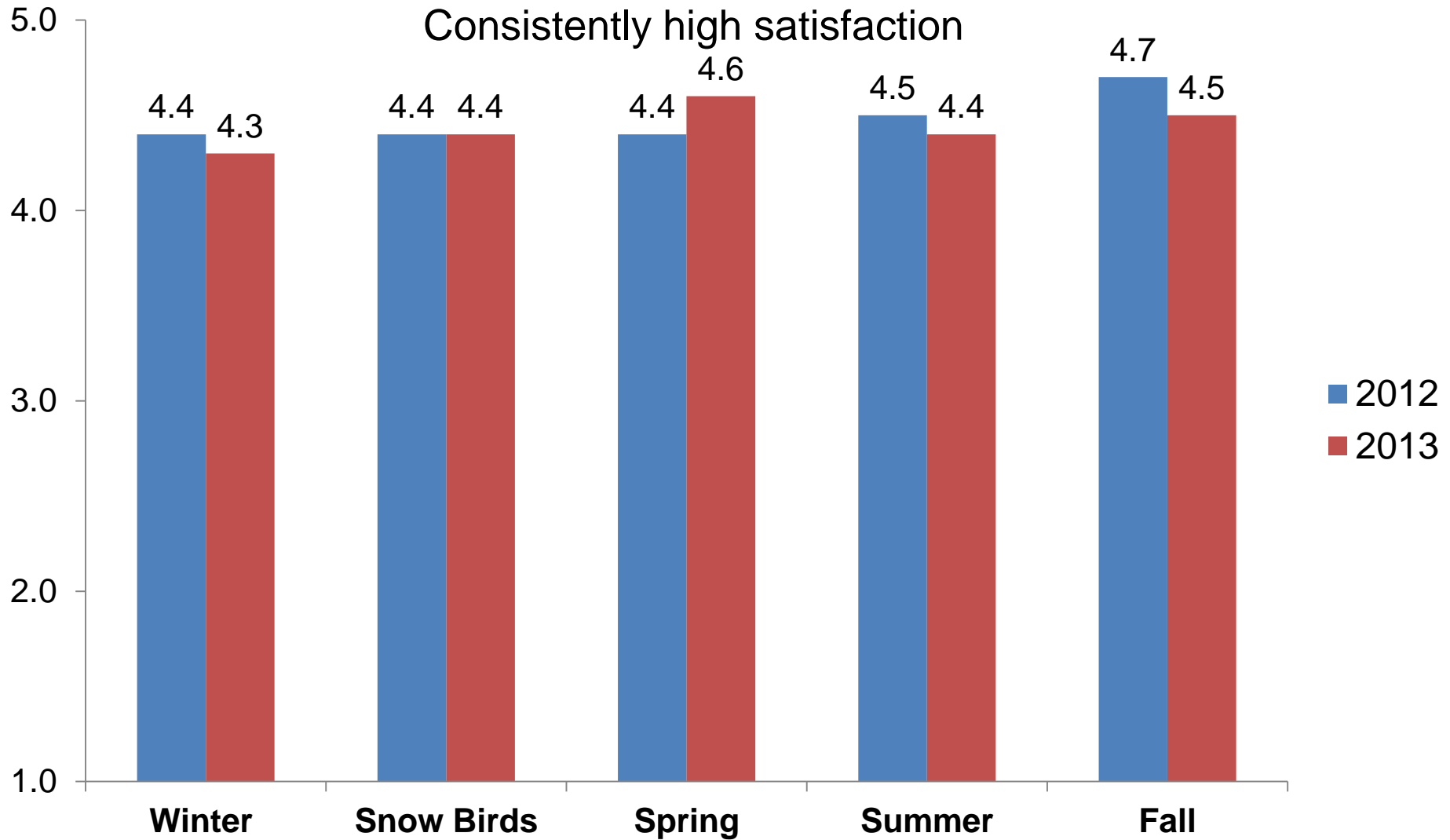
# Other Florida Beaches Visited?



# VISITOR SATISFACTION

**84% Intend to return within a year!**

# Avg Rating of PCB Experience 2012 vs 2013



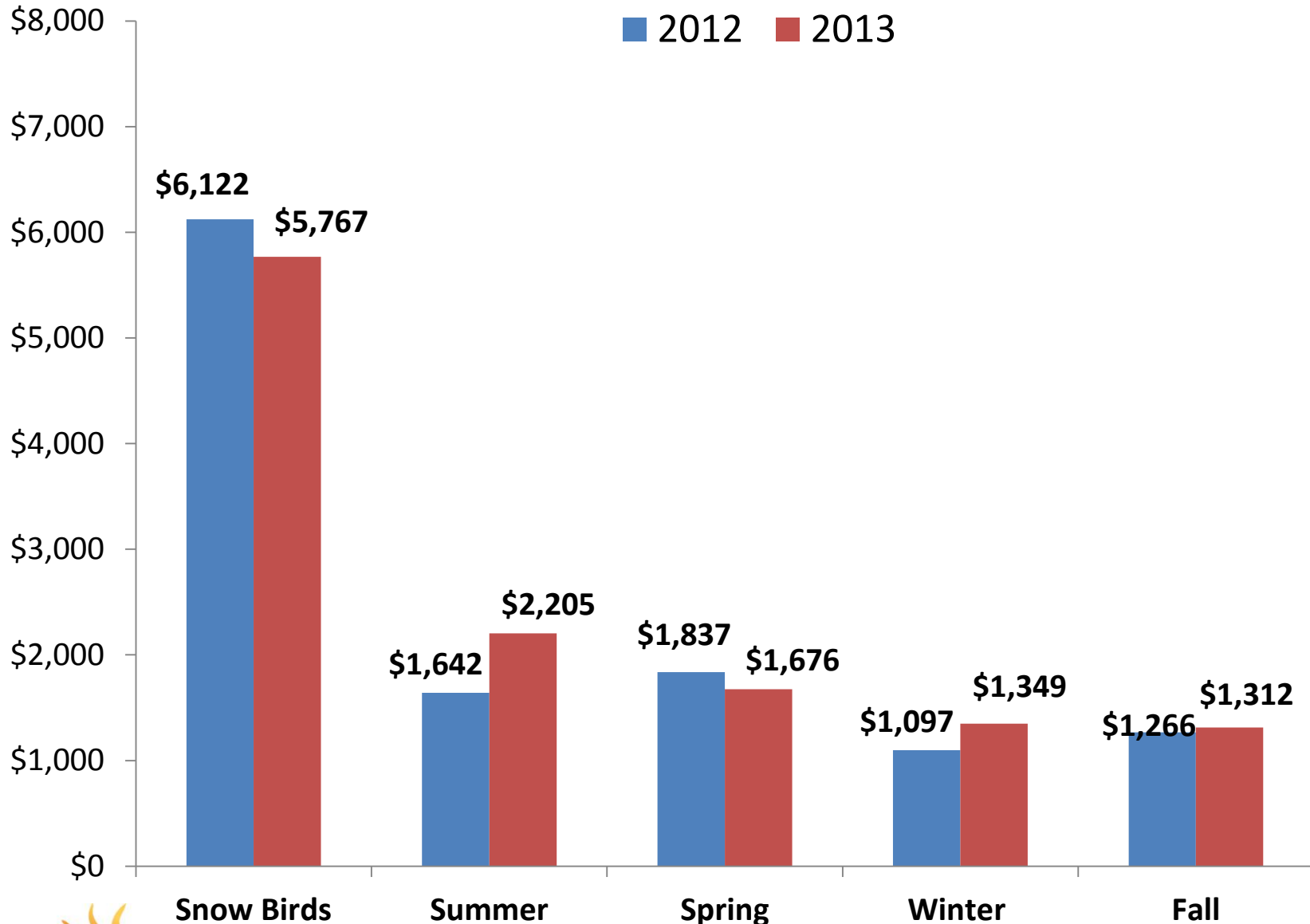
# PCB Amenity Ratings 2012 vs 2013



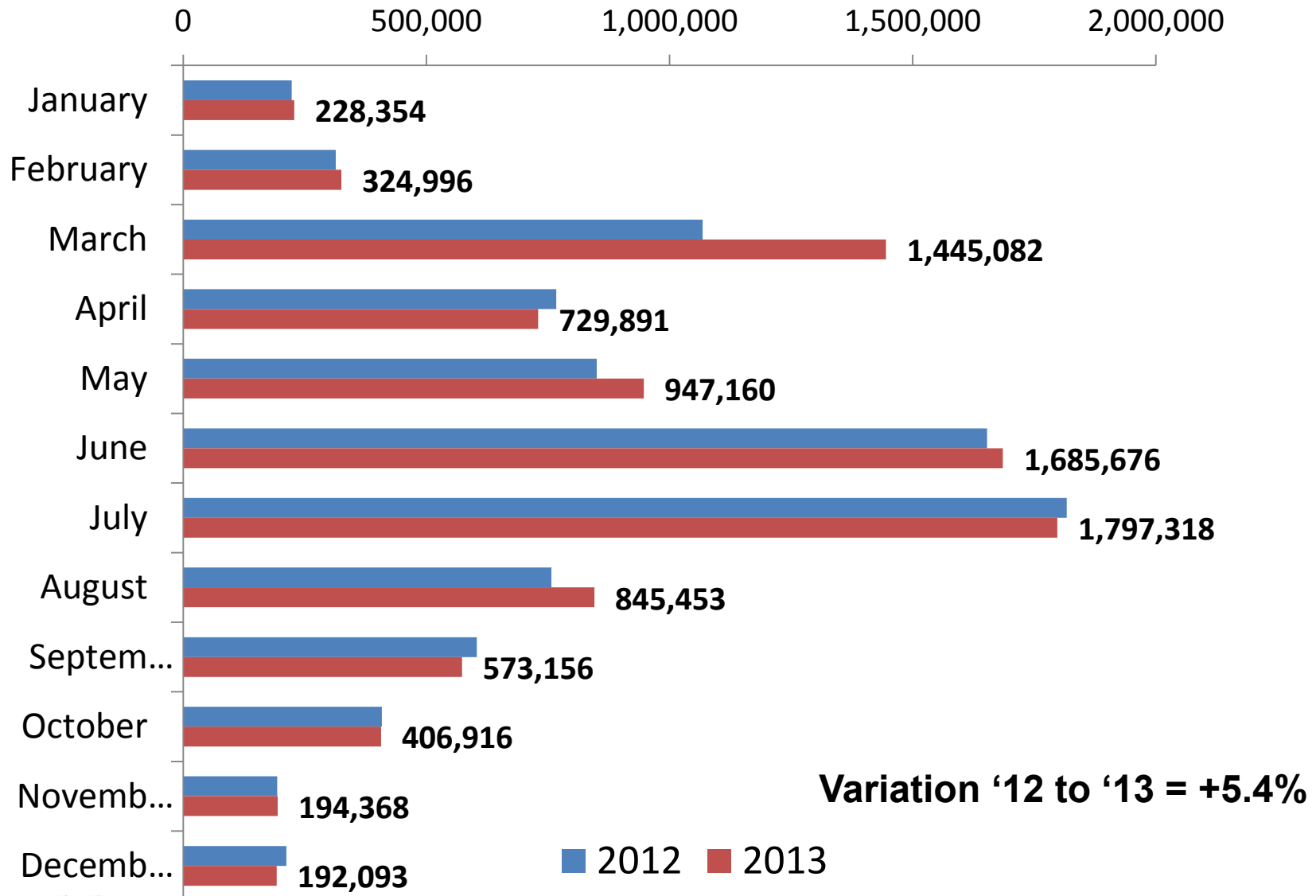


# PCB VISITOR SPENDING DATA

# Total Spending Per Party 2012 vs 2013



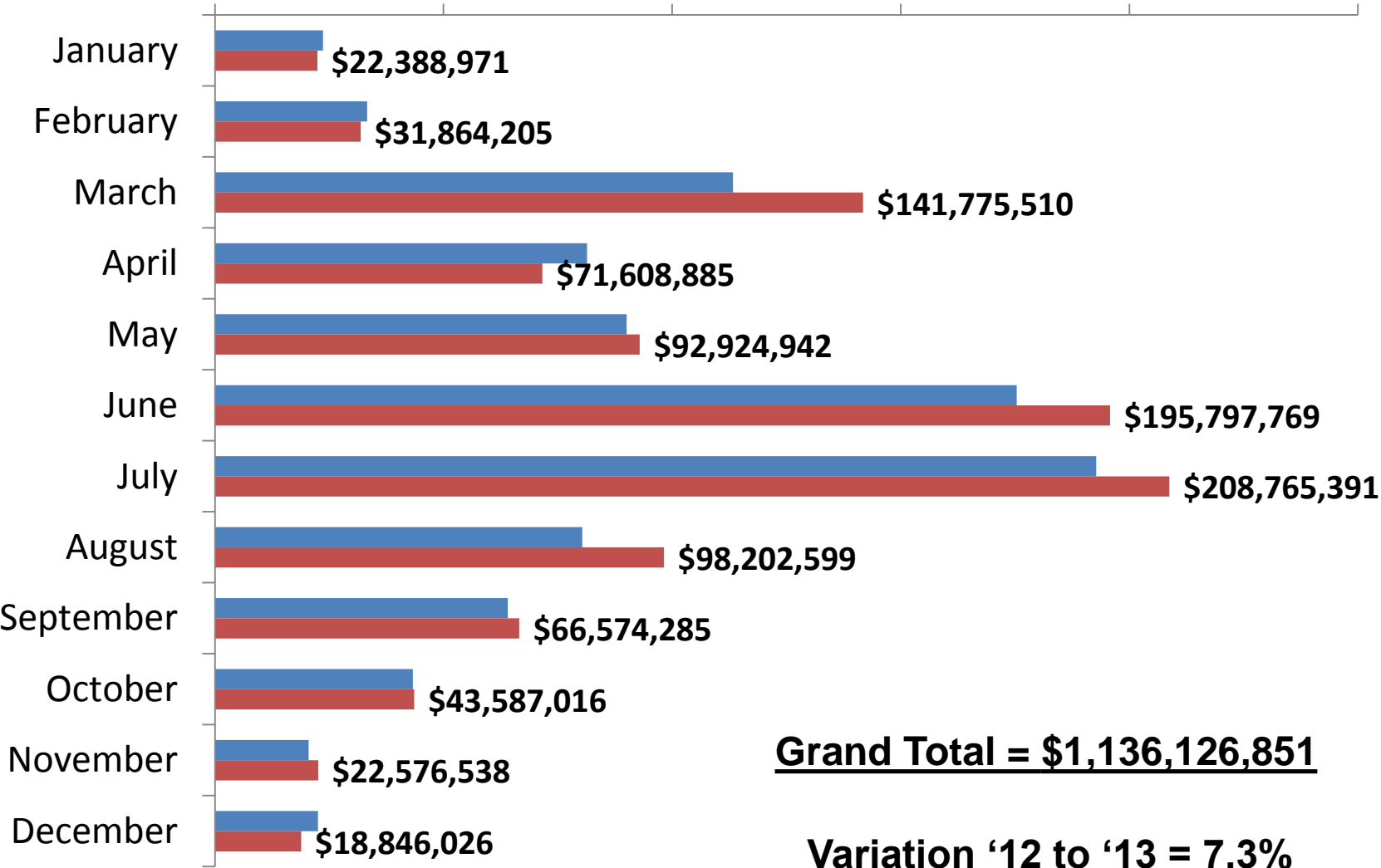
# PCB Visitor Person Nights 2012 vs 2013



# PCB ECONOMIC IMPACT FROM VISITORS

# PCB Monthly Visitor Spending 2012 vs 2013

\$0      \$50,000,000      \$100,000,000      \$150,000,000      \$200,000,000      \$250,000,000



**Grand Total = \$1,136,126,851**

**Variation '12 to '13 = 7.3%**

**Calculated based on Taxed Lodging**



# 2012/2013 PCB Impact – Taxed Lodging

Based on visitors who stayed in taxed overnight lodging	2012	2013	VAR.
Tourist Development Tax Revenue	\$14,674,649	\$15,832,629	7.9%
Total Taxed Lodging Revenue	\$293,492,971	\$316,652,587	7.9%
Lodging as a % of Total Visitor Spending	31.2%	35.1%	12.2%
Total Visitor Spending (from taxed lodging)	\$940,682,598	\$1,014,912,137	7.9%
Average Daily Spending Per Person	\$106.09	\$108.31	2.1%
Visitor Days/Nights	8,866,857	9,370,464	5.7%
Visitor Travel Parties	2,216,714	2,342,616	5.7%
Overall Annual Occupancy	38.5%	39.5%	2.6%

# 2012/2013 PCB Impact – Non-taxed Lodging

Based on owners & friends/family who did NOT PAY for overnight lodging	2012	2013
Condo / Home / Townhome Inventory (est.)	16,150	16,150
Total Annual Inventory (condo, home townhome X 365)	5,894,750	5,894,750
Estimated Occupancy Rate (owners, friends, family)	6.75%	6.75%
Typical Travel Party Size (owners, friends, family)	5	5
Visitor Days/Nights	1,994,525	1,996,948
Average Daily Spending Per Person (2012/2013 Visitor profile)	\$58.11	\$60.70
Total 2012 Spending by Owners, Family & Friends (est.)	\$115,901,848	\$121,214,713

# Estimated Spending for 2013 Visitors

Season	Non-Taxed Lodging (owner/ friend use)	Taxed Lodging
Winter	\$17,498,444	\$73,099,202
Spring	\$27,105,433	\$306,309,337
Summer	\$55,779,355	\$502,765,760
Fall	\$20,831,481	\$132,737,840
<b>Total</b>	<b>\$121,214,713</b>	<b>\$1,014,912,138</b>
<b>Grand Total 2013 Visitor Spending estimate</b>	<b><u>\$1,136,126,851</u></b>	



# Contact Information

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