Panama City Beach
FLORIDA

TOURISM NEVER TAKES A VACATION

TOURISM IS ALL ABOUT NUMBERS AND OURS REALLY ADD UP

NUMBERS FROM 2012

VISITORS SPEND HERE WHEN THEY STAY HERE

WINTER VISITORS $73/day

FALL VISITORS $86/day

SPRING VISITORS $80/day

SUMMER VISITORS $100/day

Total visitor spending $1,056,584,446

Total visitor days/nights
10,861,382
That's more than the population of Paris, France

ALL THOSE VISITORS HAVE AN EFFECT ON THE ECONOMY

$44,672,636
annual tourism revenue in 2012
+5.6 % from 2011

MORE THAN 2.2 MILLION ROOM NIGHTS SOLD

ENOUGH TO HOLD MORE THAN THE ENTIRE POPULATION OF HOUSTON, TX

AVERAGE UNEMPLOYMENT RATE FOR BAY COUNTY

DECREASE 17% IN UNEMPLOYMENT IN 2012 COMPARED TO 2011

WHERE THEY COME FROM

PCB WELCOMES VISITORS FROM ALL OVER – WITH THE MAJORITY FROM THE SOUTHEAST, AS WELL AS A STRONG PULL FROM THE MIDWEST AND NORTHEAST.

THEY'LL BE BACK

35% OF VISITORS HAVE BEEN TO PCB 7+ TIMES

90%+ OF VISITORS PLAN TO RETURN TO PCB

50% OF VISITORS HAVE BEEN TO PCB MORE THAN ONCE

VISITORS RATE THEIR OVERALL PCB EXPERIENCE AS "NEAR PERFECT"

"QUALITY OF BEACH"
CONTINUES TO BE THE HIGHEST RANKED AMENITY

AND THEY SHARE PCB WITH THEIR FRIENDS AND FAMILY

370,000+ fans on Facebook
(DMOs average 23,352 likes)

8,800+ followers on Twitter
(DMOs average 4,155 followers)

175,000+ views on YouTube
(DMOs average 115,000 views)

visitpanamacitybeach.com | 800.PCBEACH (722.3224)

STATISTICS FROM YOUNG STRATEGIES, INC. – PANAMA CITY BEACH 2012 VISITOR PROFILE, HAAS CENTER, AND DESTINATION AND TRAVEL FOUNDATION.