

# TOURISM NEVER TAKES A VACATION

TOURISM IS ALL ABOUT NUMBERS AND OURS REALLY ADD UP

NUMBERS FROM  
2014

## VISITORS SPEND MORE THAN JUST TIME WITH US

Total number of room nights sold

**2,528,903**

An increase of  
**9.63%**  
from 2013

Average Spending Per Party



WINTER

**\$1,454**



FALL

**\$1,607**



SPRING

**\$2,227**



SUMMER

**\$2,463**

Total visitor days/nights

**11,978,881**

That's more than the  
population of Greece!  
An increase of  
**5.38%**  
from 2013

## ALL THESE VISITORS HAVE AN EFFECT ON OUR ECONOMY

Total visitor spending

**\$1,230,576,883**

An average of

**\$3,371,443**

up

**8.3%**

per day from 2013

**30.8%** of all 2014 Bay County sales tax was attributed to tourism & recreation

Quality of beaches continues to be our highest ranked amenity.

Visitors gave their 2014 PCB experience an average rating of



## WE HAVE LOTS OF FIRST-TIME VISITORS



WINTER

**48.5%**



FALL

**24.5%**



SPRING

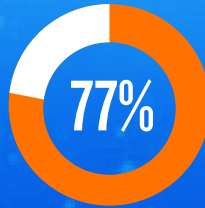
**42.6%**



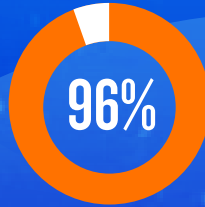
SUMMER

**32.7%**

## OUR VISITORS COME FROM ALL OVER THE COUNTRY



Rate PCB as favorite beach destination



Would recommend PCB to others

## AND ENGAGE WITH US IN LOTS OF WAYS



**380,000** Likes



**19,300** Followers



**384,600** Views

**2,934,328**  
WEBSITE VISITS

