



Panama City Visitation Report

Wave 1: October 2021 – September 2022

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January 2022

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Introduction & Research Objectives

In order to better understand overnight and day visitation to Panama City, FL, Longwoods partnered with Near to complete this custom visitation study.

This research focuses on these areas:

- What are the overnight and day origin markets for Panama City visitors?
- What percentage of Panama City visitors also visited Panama City Beach?
- What is the monthly breakdown of visitation to Panama City for overnight and day visitors?
- What is the average length of stay for overnight and day visitors?
- What day of the week did overnight and day visits start/take place?
- What percentage of visitors stayed at a hotel in Panama City, and what is each hotel's origin markets?

This report both delves into the methodology and results of that study.

Introduction

Near has been tracking U.S. visitation to countries, states, cities and regions since 1990 via Longwoods Travel USA®, the largest ongoing survey of American travelers.

- Offers the benefit of a representative, projectable national sample.
- Now complementing this research with timely mobile location data from Near.
- Present in 180 countries, Near is a mobile technology company that gets its geolocation data from two sources: approximately 150,000 apps that require location permission, and ads served on mobile devices from their real time bidding ad exchange.
- Near is currently collecting location data from over 300 million mobile devices in North America monthly. The data is 100% GPS-based and never uses cellphone towers. This means locations are accurate to within three meters.
- Please note that this is not a randomly drawn sample fully representative of the visitor population, but it provides strong directional data to assist in strategic goals.
- To qualify as a visitor, the mobile device had to be confirmed in the destination for at least eight hours for overnight trips and two hours for day trips.

Methodology

While limited to mobile users and location-only data, Near provides a highly useful complement to Longwoods Travel USA®, especially for smaller destinations because of its huge sample size: 384,875 total tracked mobile device trips to Panama City, FL for 2020.



Overnight Base Size

182,222



Day Base Size

202,653

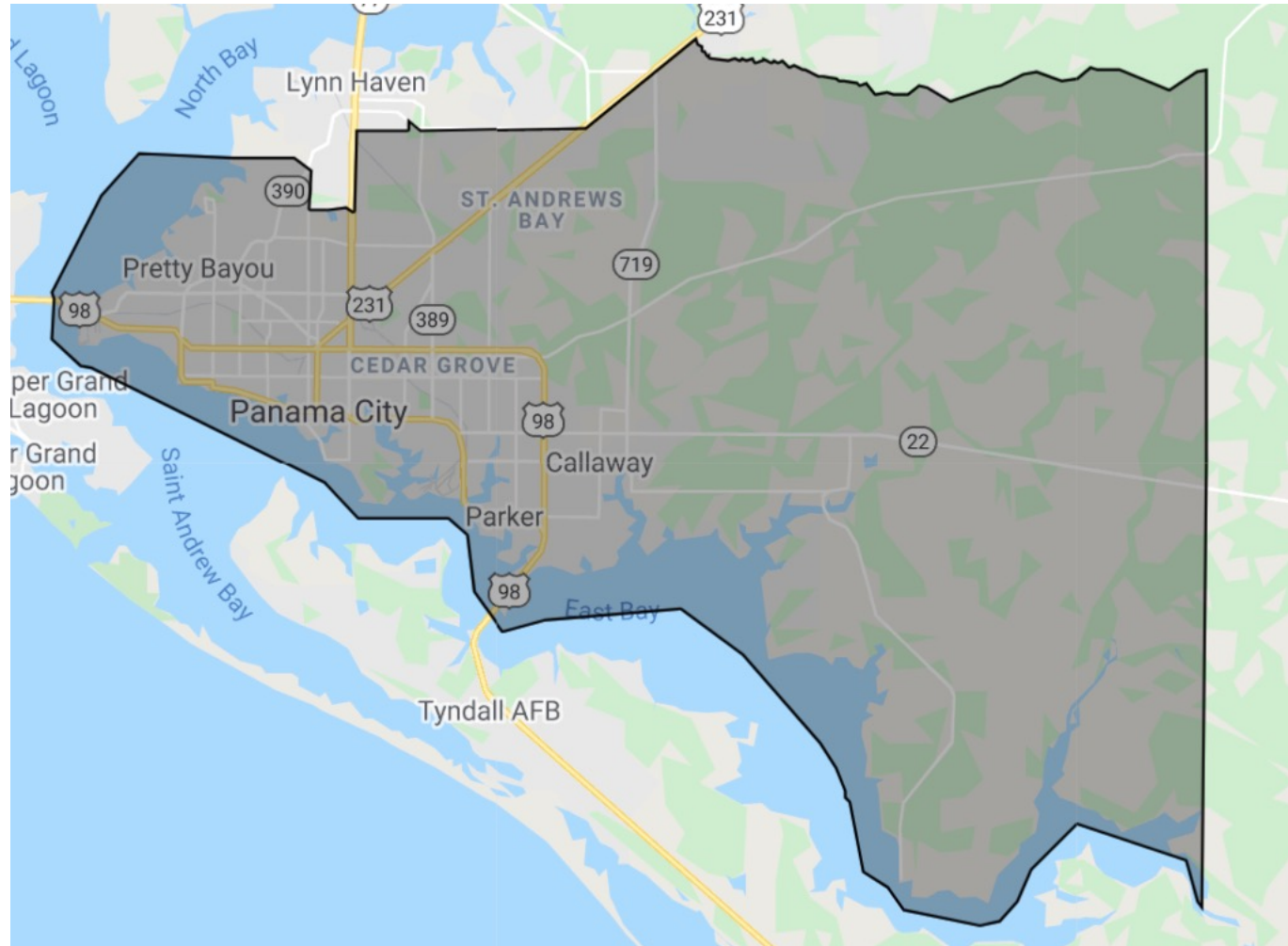
- Anyone living or working within Bay County, FL was excluded from the study.

Methodology

Definitions:

- **Visitor** – this measure focuses on the visitor. Despite how many times a device enters the area being measured, the specific home location is only included one time. We focus on this when looking at origin markets.
- **Total Trips** – this measure looks at the volume of total trips captured in the Near database. This variable is used for variables such as month of the trips, day of the week the trip started, and length of trip.

Geo-Fencing Polygon: Study Area



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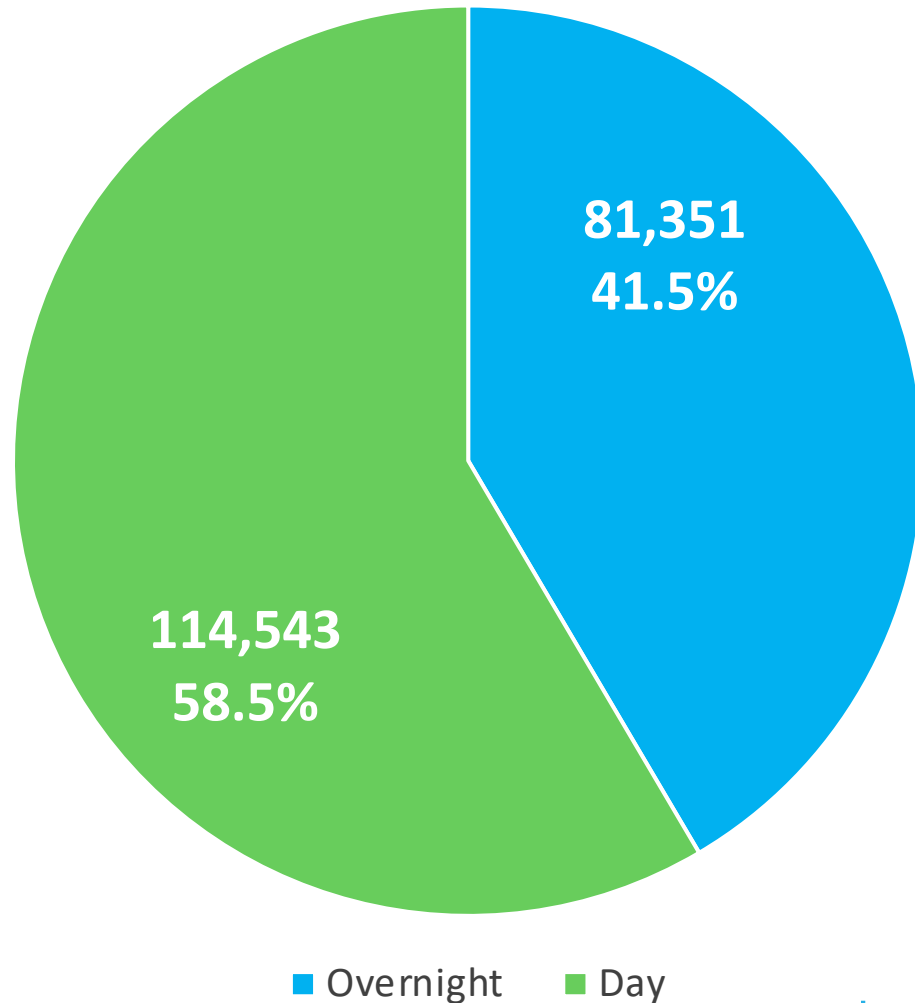
near™

Panama City Visitation: Key Findings

Key Findings

- There is almost an even split between overnight and day trips.
- On average, every overnight visitor went on 2.2 trips to Panama City, which is a strong repeat visitation pattern and significantly higher than day's 1.8 repeat visitation rate.
- The leading origin states for both overnight and day were Florida, Georgia, and Alabama, with the city having an overall strong draw from regional drive markets.
- The Atlanta and Panama City (excluding Bay County) DMAs were the leading origin market DMA for both overnight and day visitors.
- 20.5% of Panama City overnight visitors stayed in one of the 19 hotels tracked for this study.
- 76% of overnight visitors and 68% of day visitors also went to Panama City Beach.
- July 2021, April 2021, August 2021, and March 2021 were the strongest visitation months for overnight visitation, and March 2021, April 2021, and July 2021 for day travel.
- Overnight visitors stayed an average of 2.6 days, while day trips last an average of 5.8 hours.
- Monday, Friday and Saturday were the most popular start days for overnight trips to Panama City, while Saturday and Friday were the most popular days for day trips.

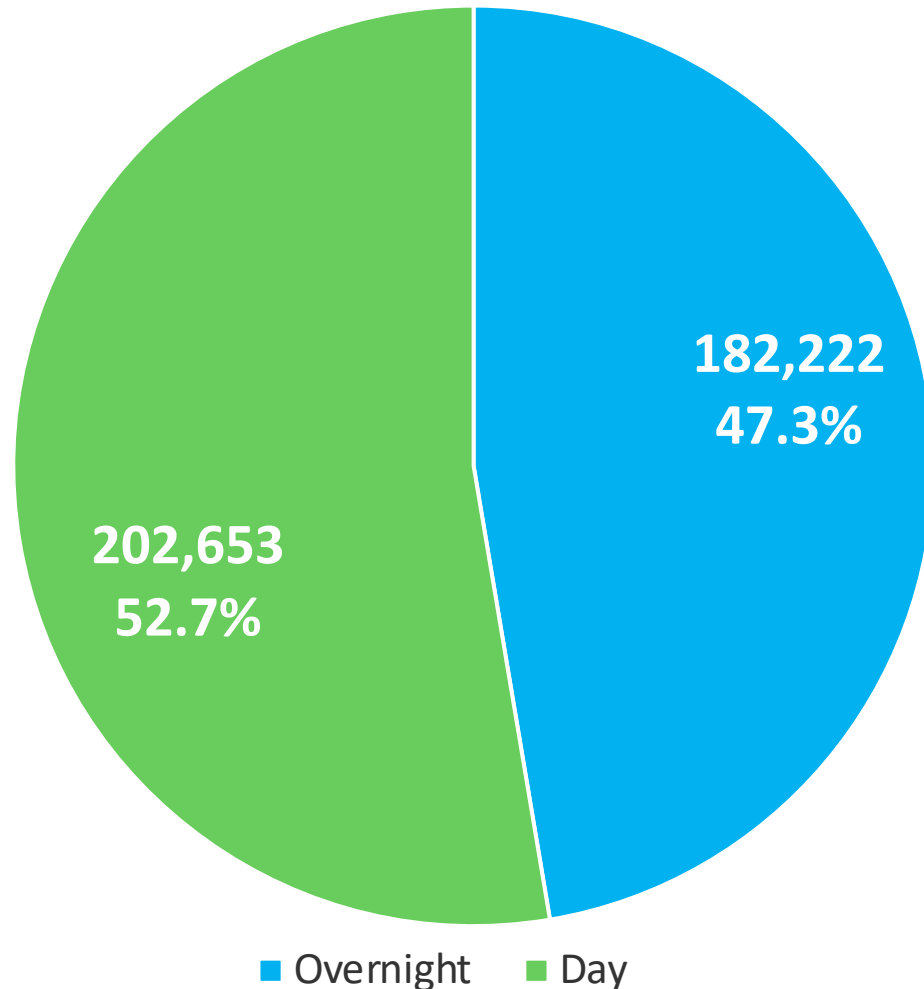
Visitors: Overnight vs Day



In October 2020 – September 2021, Near tracked **195,894 unique visitor mobile devices** in Panama City, FL.

41.5% of those trips were **overnight visitors**, while **58.5%** were **day visitors** in Panama City.

Trips: Overnight vs Day



In October 2020 – September 2021, Near tracked **384,875** visitor trips in Panama City, FL.

47.3% of those trips were **overnight trips**, while **52.7%** were **day trips** in Panama City.

Panama City Origin Markets: State

Top 10 States of Origin	Overnight Visitors	Day Visitors
Florida	27.6%	34.1%
Georgia	23.1%	18.7%
Alabama	15.3%	17.8%
Tennessee	4.9%	5.0%
Texas	3.7%	3.0%
Louisiana	2.6%	1.7%
Mississippi	2.4%	1.8%
Kentucky	1.9%	2.0%
Indiana	1.6%	1.8%
North Carolina	1.6%	1.1%

Panama City Origin Markets: DMA

Top 10 DMAs of Origin	Overnight Visitors	Day Visitors
Atlanta, GA	14.3%	10.0%
Panama City, FL	11.2%	17.3%
Mobile, AL-Pensacola, FL	5.3%	7.3%
Tallahassee, FL-Thomasville, GA	4.6%	6.5%
Birmingham, AL	4.3%	3.8%
Dothan, AL	4.1%	7.4%
Columbus, GA	3.6%	3.7%
Orlando-Daytona Beach-Melbourne, FL	2.8%	1.9%
Tampa-St. Petersburg (Sarasota), FL	2.6%	1.7%
Nashville, TN	2.3%	2.6%

Panama City: Hotel Visitors



20.5%

16,697 of Panama City's tracked unique visitors stayed in one of the 19 hotels included in this study.

Panama City Overnight – Hotels Used

Hotels	% of Overnight Hotel Visitors	% of Total Overnight Visitors
La Quinta Inn & Suites	12.9%	4.0%
Hilton Garden Inn	9.5%	3.0%
Quality Inn & Conference Center	7.3%	2.3%
Econo Lodge, Longwoods	7.2%	2.2%
Days Inn by Wyndham Panama City	6.4%	2.0%
Holiday Inn	5.6%	1.8%
Best Western Plus	5.3%	1.7%
Suburban Extended Stay	5.0%	1.6%
Ramada	5.0%	1.6%
Hathaway Inn	4.6%	1.4%

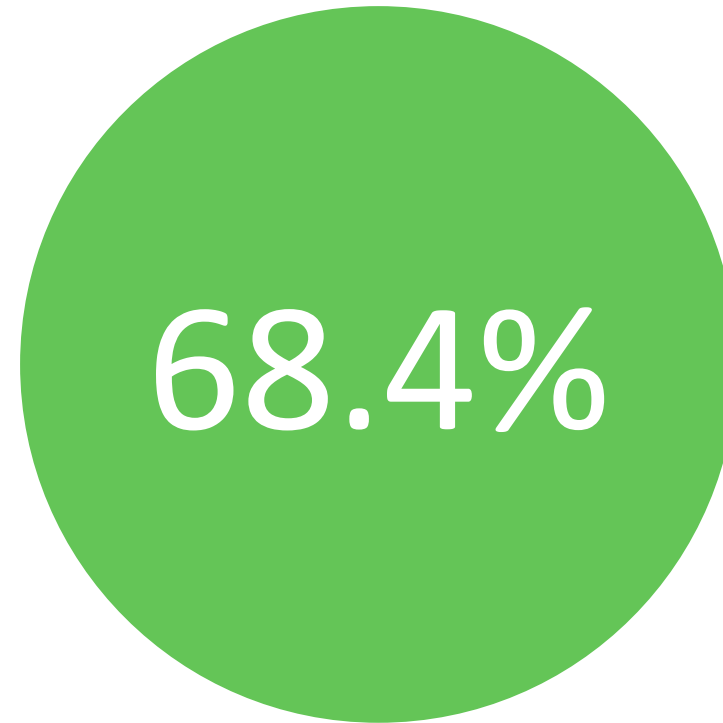
Panama City Overnight – Hotels Used

Hotels	% of Overnight Hotel Visitors	% of Total Overnight Visitors
Red Roof Inn	4.4%	1.4%
Courtyard Marriott	4.1%	1.3%
Comfort Inn & Suites Panama City Mall Area	3.6%	1.1%
Quality Inn & Suites	3.5%	1.1%
Rodeway Inn	3.4%	1.1%
Comfort Inn & Suites	3.3%	1.0%
Microtel Inn & Suites by Wyndham	3.2%	1.0%
Fairway Inn	2.9%	0.9%
TownePlace Suites	2.7%	0.9%

Overlap: Percentage of Panama City Visitors Who Also Went to Panama City Beach



Overnight



Day

Repeat Visitation: Average Number of Trips to Panama City



Overnight



Day

Panama City Trip Share by Month

Month	Total Overnight Trips	Total Day Trips
October 2020	7.3%	6.8%
November 2020	6.3%	5.6%
December 2020	6.4%	5.8%
January 2021	6.1%	6.0%
February 2021	6.3%	6.9%
March 2021	10.0%	12.8%
April 2021	10.5%	12.2%
May 2021	8.3%	9.6%
June 2021	8.8%	9.7%
July 2021	13.0%	12.0%
August 2021	10.1%	7.0%
September 2021	6.9%	5.7%

Panama City: Average Length of Trip



Overnight



Day

2020 Trip Start Day of Week: Panama City Trips

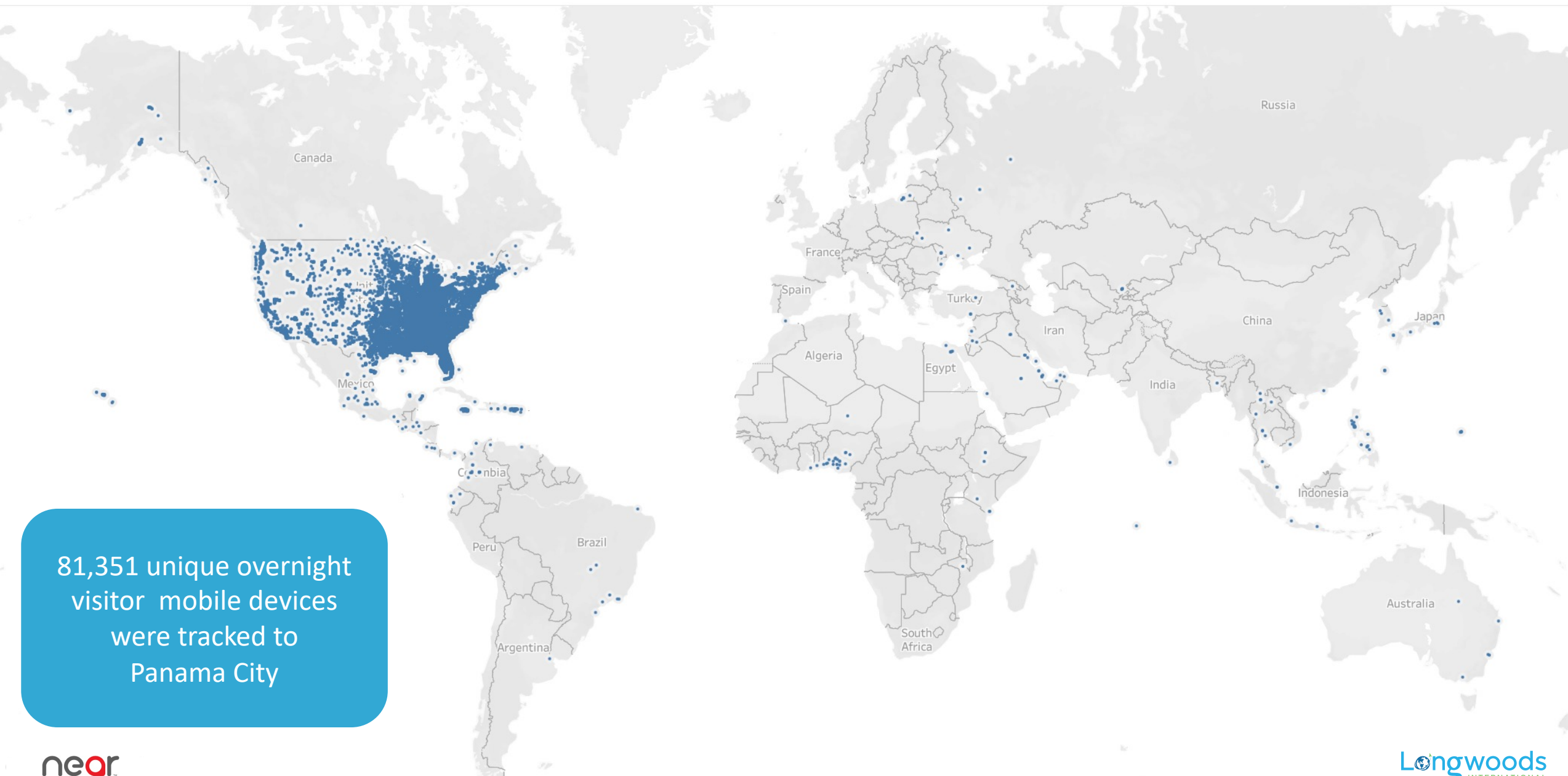
Day of Week	Total Overnight Trips	Total Day Trips
Monday	17.3%	13.4%
Tuesday	13.1%	12.8%
Wednesday	11.4%	12.8%
Thursday	13.8%	13.8%
Friday	17.6%	15.3%
Saturday	15.6%	19.8%
Sunday	11.3%	12.0%



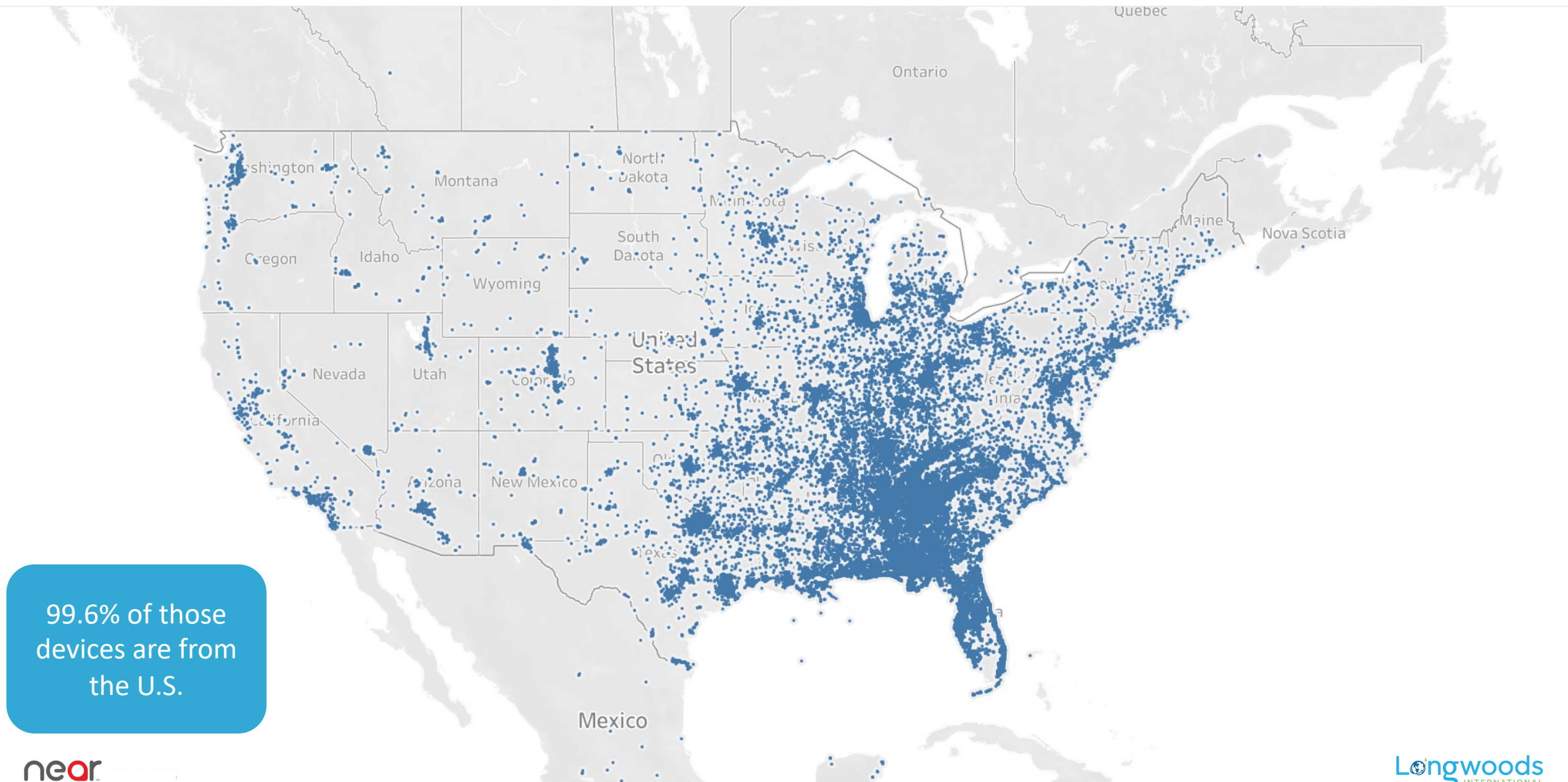
October 2021 – September 2022 Panama City Overnight Visitation

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Panama City Overnight Unique Visitors: October 2020 - September 2021



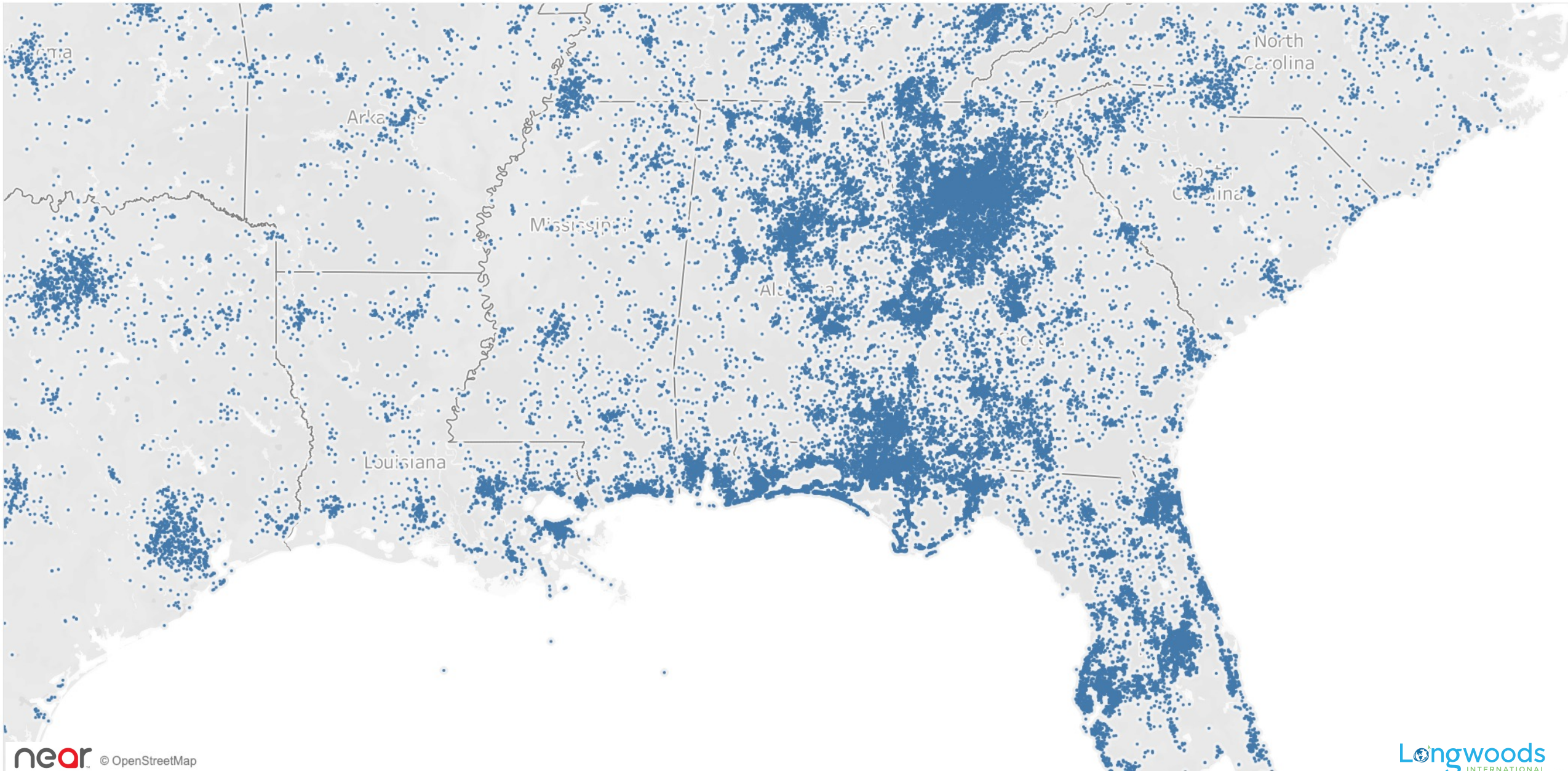
Panama City Overnight Unique Visitors: October 2020 - September 2021



Panama City Overnight Origin Markets: State

Top 10 States of Origin	Overnight Visitors
Florida	27.6%
Georgia	23.1%
Alabama	15.3%
Tennessee	4.9%
Texas	3.7%
Louisiana	2.6%
Mississippi	2.4%
Kentucky	1.9%
Indiana	1.6%
North Carolina	1.6%

Panama City Overnight Unique Visitors: October 2020 - September 2021



Panama City Overnight Origin Markets: DMA

Top 10 DMAs of Origin	Overnight Visitors
Atlanta, GA	14.3%
Panama City, FL	11.2%
Mobile, AL-Pensacola, FL	5.3%
Tallahassee, FL-Thomasville, GA	4.6%
Birmingham, AL	4.3%
Dothan, AL	4.1%
Columbus, GA	3.6%
Orlando-Daytona Beach-Melbourne, FL	2.8%
Tampa-St. Petersburg (Sarasota), FL	2.6%
Nashville, TN	2.3%

Overnight Repeat Visitation: Average Number of Trips to Panama City



2.2
trips

Average number of trips taken by overnight visitors to Panama City

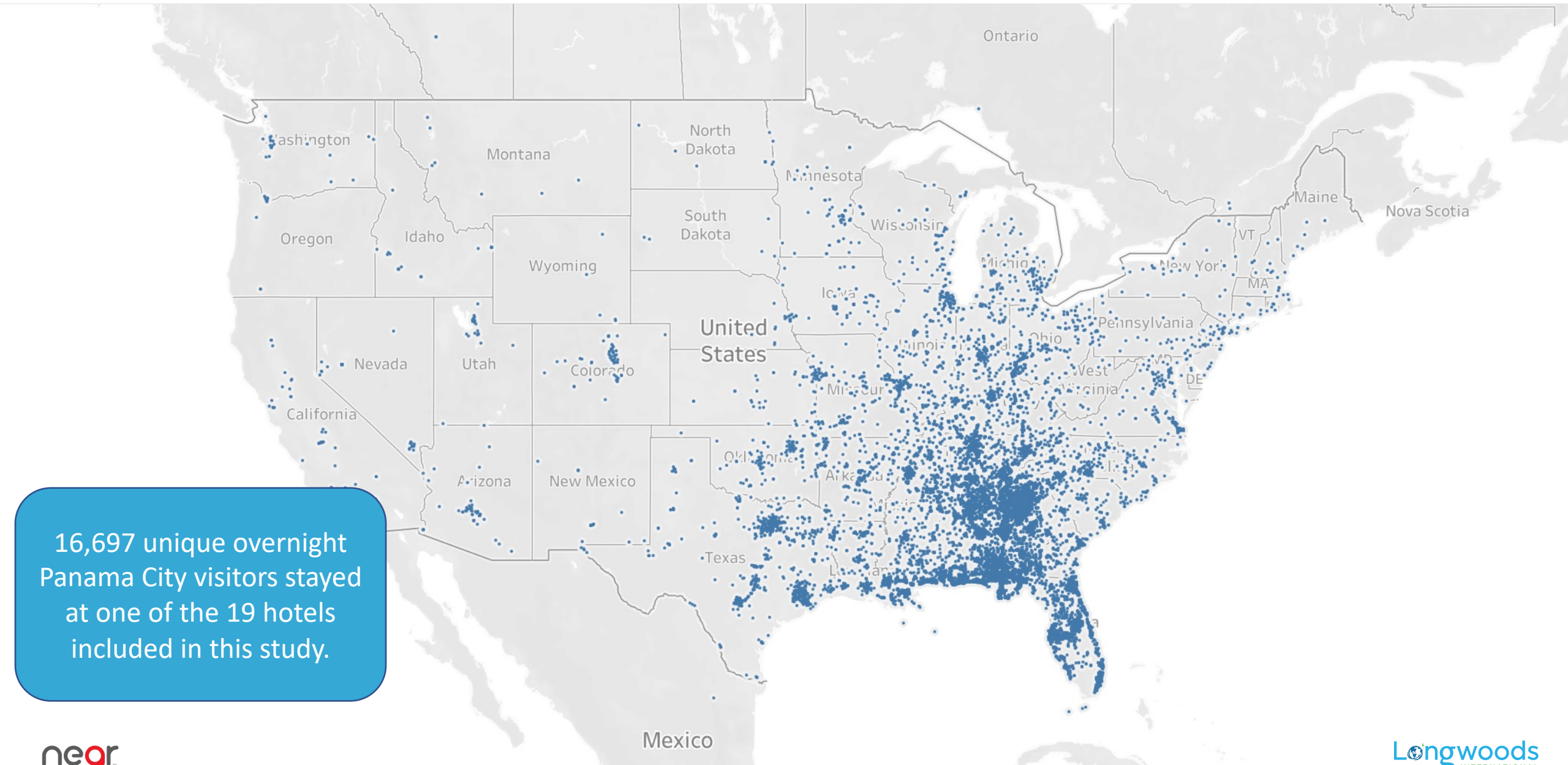
Panama City: Hotel Visitors



20.5%

16,697 of Panama City's tracked unique visitors stayed in one of the 19 hotels included in this study.

October 2020 - September 2021 Panama City Hotels Unique Visitors



Panama City Overnight: Hotels Used

Hotels	% of Overnight Hotel Visitors	% of Total Overnight Visitors
La Quinta Inn & Suites	12.9%	4.0%
Hilton Garden Inn	9.5%	3.0%
Quality Inn & Conference Center	7.3%	2.3%
Econo Lodge, Longwoods	7.2%	2.2%
Days Inn by Wyndham Panama City	6.4%	2.0%
Holiday Inn	5.6%	1.8%
Best Western Plus	5.3%	1.7%
Suburban Extended Stay	5.0%	1.6%
Ramada	5.0%	1.6%
Hathaway Inn	4.6%	1.4%

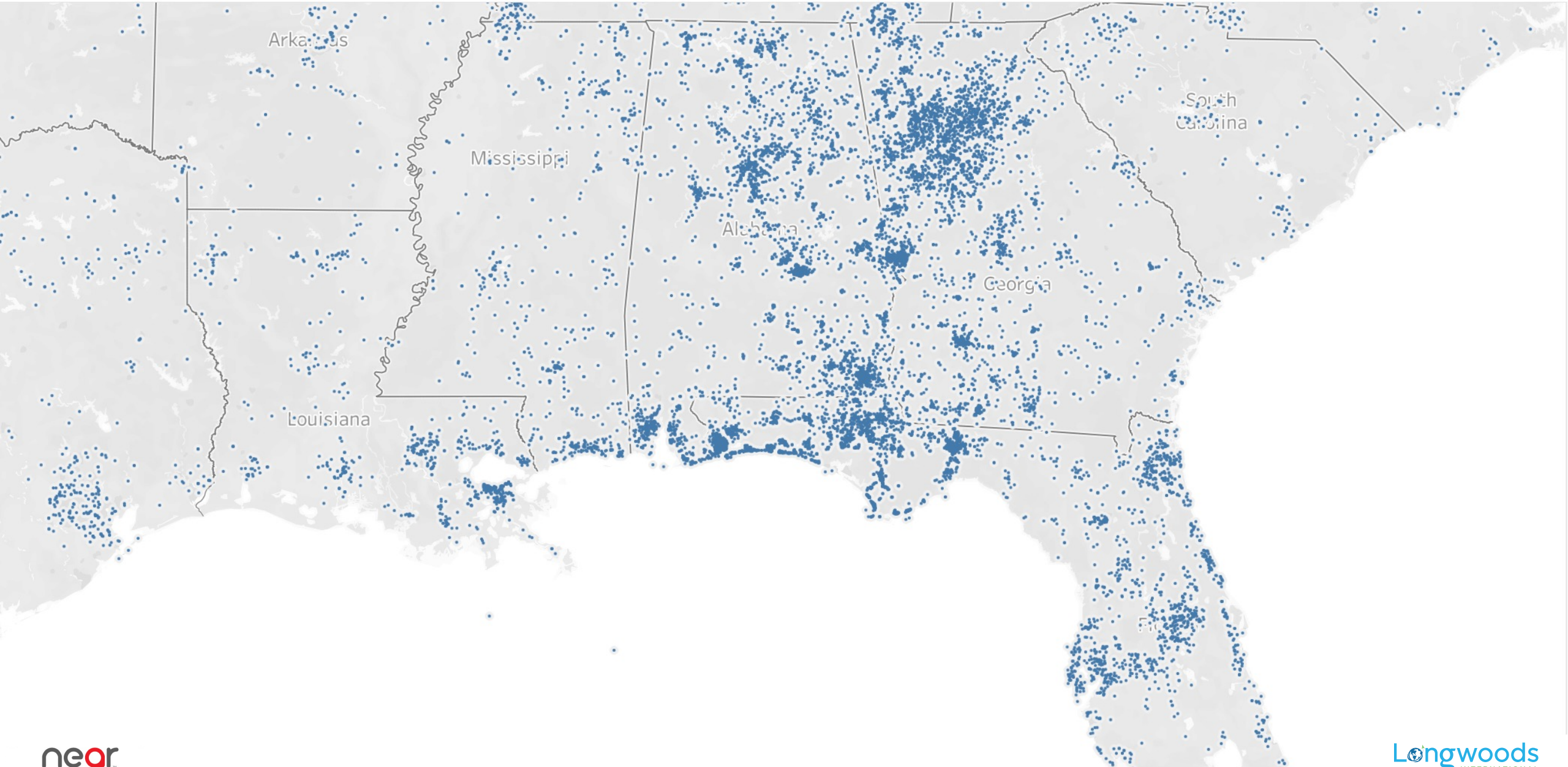
Panama City Overnight: Hotels Used

Hotels	% of Overnight Hotel Visitors	% of Total Overnight Visitors
Red Roof Inn	4.4%	1.4%
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Comfort Inn & Suites Panama City Mall Area	3.6%	1.1%
Quality Inn & Suites	3.5%	1.1%
Rodeway Inn	3.4%	1.1%
Comfort Inn & Suites	3.3%	1.0%
Microtel Inn & Suites by Wyndham	3.2%	1.0%
Fairway Inn	2.9%	0.9%
TownePlace Suites	2.7%	0.9%

Panama City Hotels Overnight Origin Markets: State

Top 10 States of Origin: Hotels	Hotels Overnight Visitors	Total Overnight Visitors
Florida	23.9%	27.6%
Georgia	21.1%	23.1%
Alabama	19.6%	15.3%
Tennessee	5.2%	4.9%
Texas	4.5%	3.7%
Louisiana	3.9%	2.6%
Mississippi	3.4%	2.4%
Kentucky	2.2%	1.9%
Indiana	1.4%	1.6%
Illinois	1.4%	1.4%

October 2020 - September 2021 Panama City Hotels Unique Visitors



Panama City Hotels Overnight Origin Markets: DMA

Top 10 DMAs of Origin: Hotels	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	12.8%	14.3%
Panama City, FL	8.2%	11.2%
Mobile, AL-Pensacola, FL	6.5%	5.3%
Birmingham, AL	5.5%	4.3%
Tallahassee, FL-Thomasville, GA	4.4%	4.6%
Dothan, AL	4.3%	4.1%
Columbus, GA	3.7%	3.6%
Montgomery-Selma, AL	3.2%	2.0%
Nashville, TN	2.6%	2.3%
Orlando-Daytona Beach-Melbourne, FL	2.6%	2.8%

Overlap: Percentage of Overnight Panama City Visitors Who Also Went to Panama City Beach



76.0%

Panama City Overnight – Panama City Beach Share

Top 10 States of Origin	% of Overnight Visitors That Went to Panama City Beach	Total Overnight Visitors
Florida	61.5%	27.6%
Georgia	88.8%	23.1%
Alabama	81.0%	15.3%
Tennessee	86.9%	4.9%
Texas	75.6%	3.7%
Louisiana	77.3%	2.6%
Mississippi	73.7%	2.4%
Kentucky	89.7%	1.9%
Indiana	84.1%	1.6%
North Carolina	71.0%	1.6%

Panama City Overnight – Hotel Share: DMA

Top 10 DMAs of Origin	% of Overnight Visitors That Went to Panama City Beach	Total Overnight Visitors
Atlanta, GA	90.6%	14.3%
Panama City, FL	61.4%	11.2%
Mobile, AL-Pensacola, FL	68.1%	5.3%
Tallahassee, FL-Thomasville, GA	68.5%	4.6%
Birmingham, AL	86.1%	4.3%
Dothan, AL	77.4%	4.1%
Columbus, GA	88.2%	3.6%
Orlando-Daytona Beach-Melbourne, FL	58.5%	2.8%
Tampa-St. Petersburg (Sarasota), FL	56.9%	2.6%
Nashville, TN	85.0%	2.3%

Panama City Overnight: Trip Share by Month

Month	Total Overnight Trips
October 2020	7.3%
November 2020	6.3%
December 2020	6.4%
January 2021	6.1%
February 2021	6.3%
March 2021	10.0%
April 2021	10.5%
May 2021	8.3%
June 2021	8.8%
July 2021	13.0%
August 2021	10.1%
September 2021	6.9%

Panama City Overnight: Start Day of Trip

Day of Week	Total Overnight Trips
Monday	17.3%
Tuesday	13.1%
Wednesday	11.4%
Thursday	13.8%
Friday	17.6%
Saturday	15.6%
Sunday	11.3%

Panama City Overnight: Average Length of Trip

63.0
hours

2.6
days

Panama City Overnight: Average Length of Trip by Origin States

Top 10 States of Origin	Days Spent in Panama City	Total Overnight Visitors
Florida	2.35	27.6%
Georgia	2.48	23.1%
Alabama	2.14	15.3%
Tennessee	3.00	4.9%
Texas	3.43	3.7%
Louisiana	3.26	2.6%
Mississippi	2.92	2.4%
Kentucky	2.90	1.9%
Indiana	3.22	1.6%
North Carolina	3.39	1.6%

Panama City Overnight: Average Length of Trip by Origin DMAs

Top 10 DMAs of Origin	Days Spent in Panama City	Total Overnight Visitors
Atlanta, GA	2.76	14.3%
Panama City, FL	2.17	11.2%
Mobile, AL-Pensacola, FL	2.15	5.3%
Tallahassee, FL-Thomasville, GA	1.96	4.6%
Birmingham, AL	2.58	4.3%
Dothan, AL	1.83	4.1%
Columbus, GA	1.84	3.6%
Orlando-Daytona Beach-Melbourne, FL	3.34	2.8%
Tampa-St. Petersburg (Sarasota), FL	3.12	2.6%
Nashville, TN	2.95	2.3%

Panama City Overnight: Average Length of Trip by Month

Month	Days in Panama City	Total Overnight Trips
October 2020	2.47	7.3%
November 2020	2.64	6.3%
December 2020	2.65	6.4%
January 2021	2.61	6.1%
February 2021	2.69	6.3%
March 2021	2.60	10.0%
April 2021	2.70	10.5%
May 2021	2.33	8.3%
June 2021	2.45	8.8%
July 2021	2.84	13.0%
August 2021	2.92	10.1%
September 2021	2.41	6.9%

Panama City Overnight: Average Length of Trip by Start Day of Trip

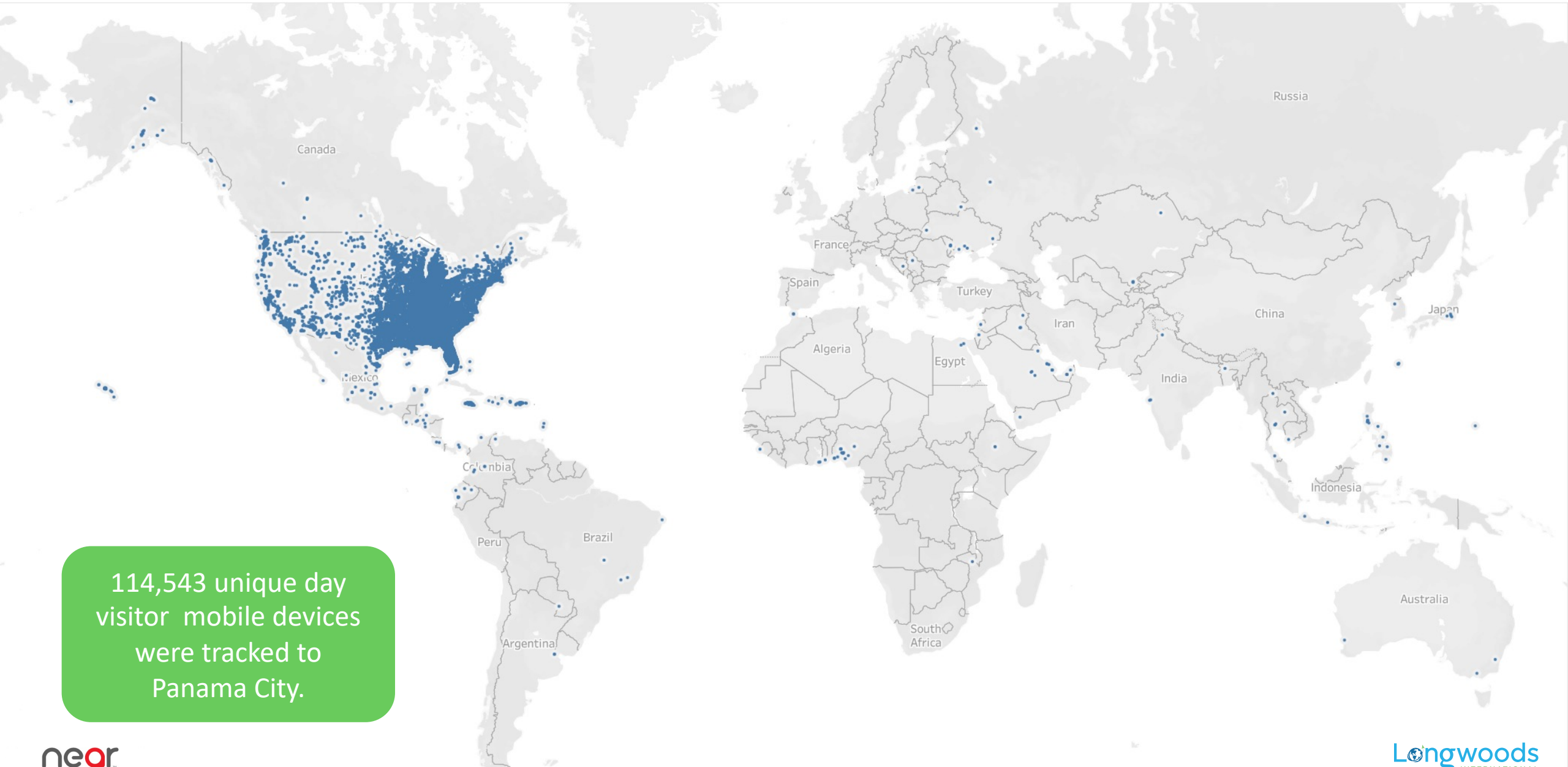
Day of Week	Days in Panama City	Total Overnight Trips
Monday	3.11	17.3%
Tuesday	2.64	13.1%
Wednesday	2.51	11.4%
Thursday	2.56	13.8%
Friday	2.22	17.6%
Saturday	2.33	15.6%
Sunday	3.11	11.3%



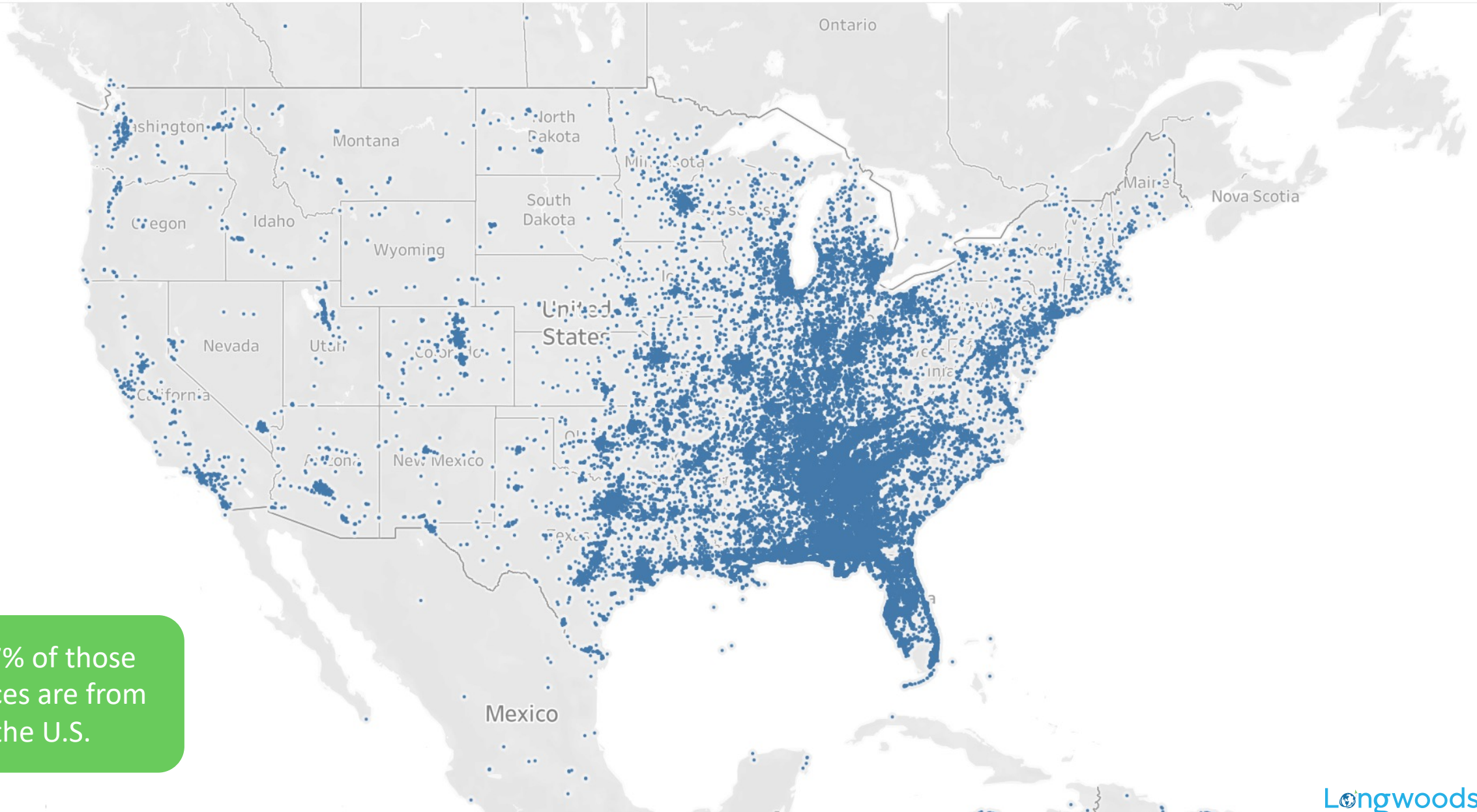
October 2021 – September 2022 Panama City Day Visitation

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Panama City Unique Day Visitors: October 2020 - September 2021



Panama City Unique Day Visitors: October 2020 - September 2021

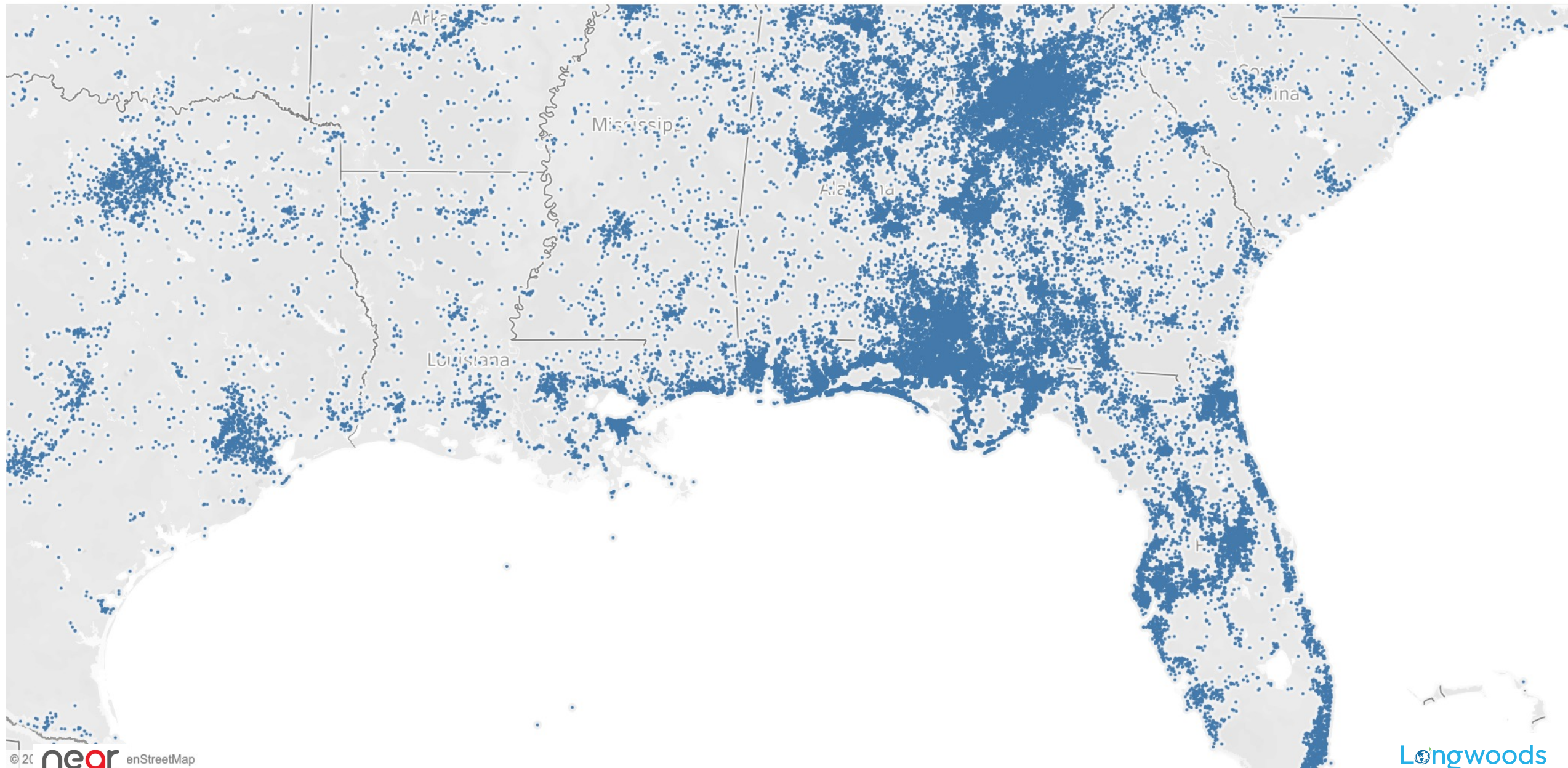


99.7% of those devices are from the U.S.

Panama City Overnight Origin Markets: State

Top 10 States of Origin	Day Visitors
Florida	34.1%
Georgia	18.7%
Alabama	17.8%
Tennessee	5.0%
Texas	3.0%
Kentucky	2.0%
Mississippi	1.8%
Indiana	1.8%
Louisiana	1.7%
Illinois	1.4%

Panama City Unique Day Visitors: October 2020 - September 2021



Panama City Overnight Origin Markets: DMA

Top 10 DMAs of Origin	Day Visitors
Panama City, FL	17.3%
Atlanta, GA	10.0%
Dothan, AL	7.4%
Mobile, AL-Pensacola, FL	7.3%
Tallahassee, FL-Thomasville, GA	6.5%
Birmingham, AL	3.8%
Columbus, GA	3.7%
Nashville, TN	2.6%
Albany, GA	2.1%
Montgomery-Selma, AL	2.0%

Overlap: Percentage of Day Panama City Visitors Who Also Went to Panama City Beach



68.4%

Panama City Day – Panama City Beach Share

Top 10 States of Origin	% of Day Visitors That Went to Panama City Beach	Total Day Visitors
Florida	54.7%	34.1%
Georgia	79.5%	18.7%
Alabama	73.2%	17.8%
Tennessee	82.5%	5.0%
Texas	70.8%	3.0%
Kentucky	85.0%	2.0%
Mississippi	70.2%	1.8%
Indiana	84.7%	1.8%
Louisiana	69.8%	1.7%
Illinois	76.8%	1.4%

Panama City Day – Hotel Share: DMA

Top 10 DMAs of Origin	% of Day Visitors That Went to Panama City Beach	Total Day Visitors
Panama City, FL	55.9%	17.3%
Atlanta, GA	82.2%	10.0%
Dothan, AL	68.4%	7.4%
Mobile, AL-Pensacola, FL	61.9%	7.3%
Tallahassee, FL-Thomasville, GA	58.7%	6.5%
Birmingham, AL	83.6%	3.8%
Columbus, GA	79.7%	3.7%
Nashville, TN	83.2%	2.6%
Albany, GA	75.0%	2.1%
Montgomery-Selma, AL	71.9%	2.0%

Day Repeat Visitation: Average Number of Trips to Panama City



1.8
trips

Average number of trips taken by day visitors to Panama City.

Panama City Day: Trip Share by Month

Month	Total Day Trips
October 2020	6.8%
November 2020	5.6%
December 2020	5.8%
January 2021	6.0%
February 2021	6.9%
March 2021	12.8%
April 2021	12.2%
May 2021	9.6%
June 2021	9.7%
July 2021	12.0%
August 2021	7.0%
September 2021	5.7%

Panama City Day: Day of Trip

Day of Week	Total Day Trips
Monday	13.4%
Tuesday	12.8%
Wednesday	12.8%
Thursday	13.8%
Friday	15.3%
Saturday	19.8%
Sunday	12.0%

Panama City Day: Average Length of Trip



5.8
hours

Panama City Day: Average Length of Trip by Origin States

Top 10 States of Origin	Hours Spent in Panama City	Total Day Visitors
Florida	5.8	34.1%
Georgia	5.8	18.7%
Alabama	6.0	17.8%
Tennessee	5.5	5.0%
Texas	5.6	3.0%
Kentucky	5.3	2.0%
Mississippi	5.6	1.8%
Indiana	5.8	1.8%
Louisiana	5.7	1.7%
Illinois	5.7	1.4%

Panama City Day: Average Length of Trip by Origin DMAs

Top 10 DMAs of Origin	Hours Spent in Panama City	Total Day Visitors
Panama City, FL	5.7	17.3%
Atlanta, GA	5.6	10.0%
Dothan, AL	6.2	7.4%
Mobile, AL-Pensacola, FL	6.0	7.3%
Tallahassee, FL-Thomasville, GA	6.2	6.5%
Birmingham, AL	5.3	3.8%
Columbus, GA	6.0	3.7%
Nashville, TN	5.5	2.6%
Albany, GA	6.0	2.1%
Montgomery-Selma, AL	5.9	2.0%

Panama City Day: Average Length of Trip by Month

Month	Hours in Panama City	Total Day Trips
October 2020	4.9	6.8%
November 2020	5.2	5.6%
December 2020	5.1	5.8%
January 2021	5.9	6.0%
February 2021	7.1	6.9%
March 2021	6.9	12.8%
April 2021	6.2	12.2%
May 2021	5.5	9.6%
June 2021	5.5	9.7%
July 2021	5.4	12.0%
August 2021	5.2	7.0%
September 2021	5.1	5.7%

Panama City Day: Average Length of Trip by Day of Trip

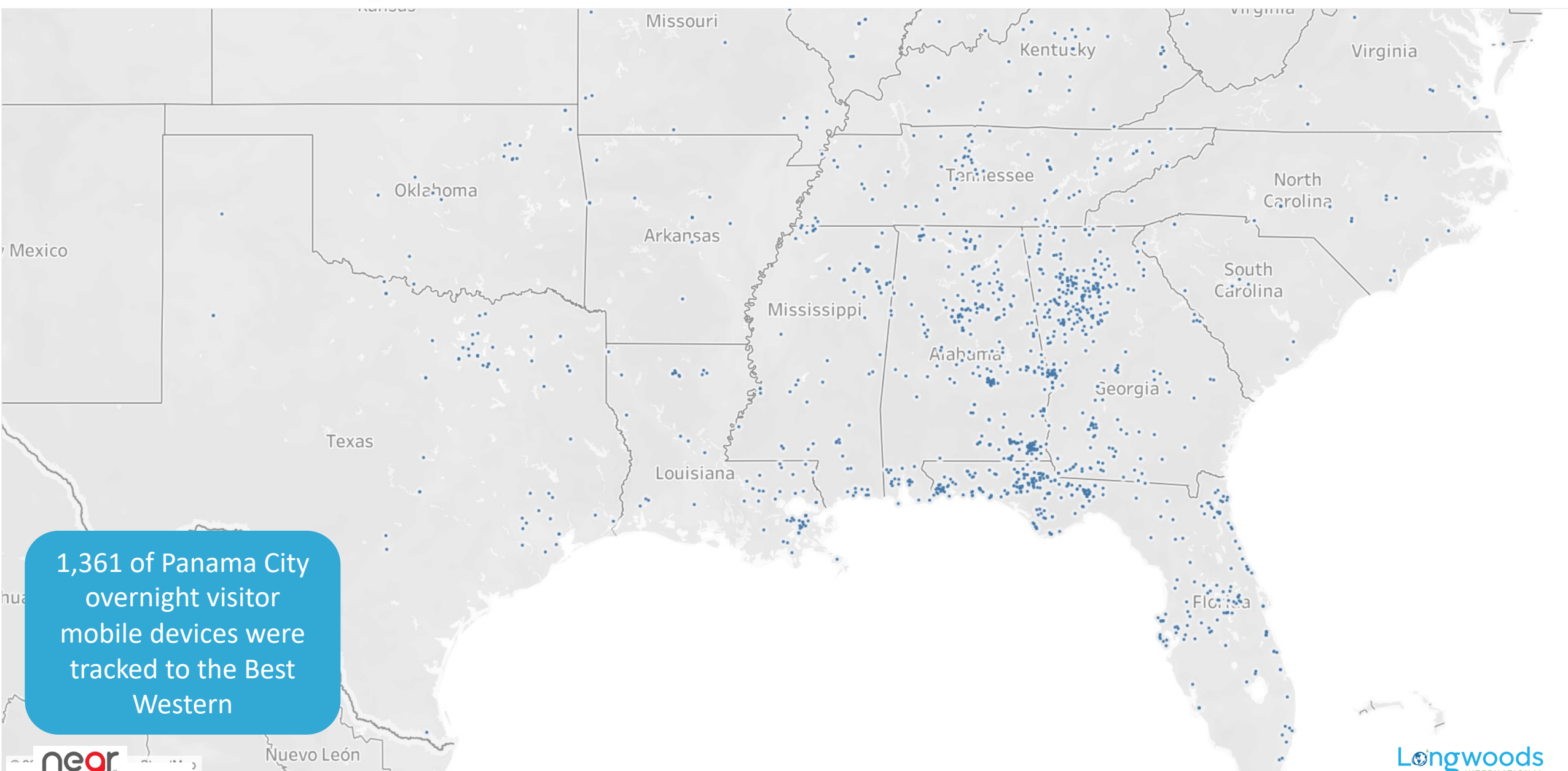
Day of Week	Hours in Panama City	Total Day Trips
Monday	5.8	13.4%
Tuesday	5.6	12.8%
Wednesday	5.6	12.8%
Thursday	5.6	13.8%
Friday	5.6	15.3%
Saturday	6.2	19.8%
Sunday	5.9	12.0%



October 2021 – September 2022 Panama City Hotels Origin Markets

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Best Western Panama City Visitors



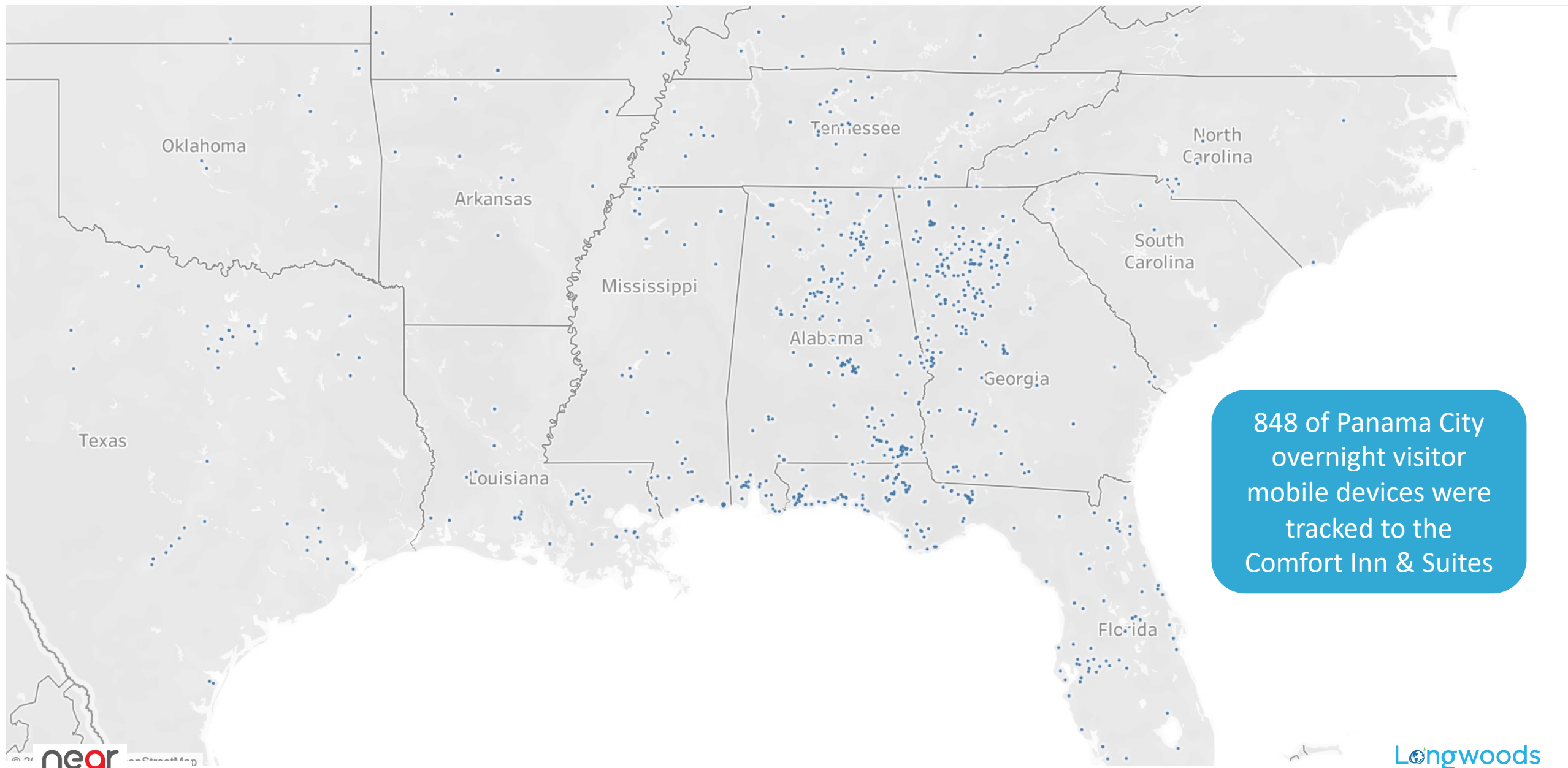
Best Western Panama City Origin Markets: State

Top 10 States of Origin	% of Best Western Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	21.8%	23.9%	27.6%
Alabama	20.7%	19.6%	15.3%
Georgia	20.3%	21.1%	23.1%
Tennessee	5.2%	5.2%	4.9%
Mississippi	4.7%	3.4%	2.4%
Louisiana	4.6%	3.9%	2.6%
Texas	4.5%	4.5%	3.7%
Kentucky	3.2%	2.2%	1.9%
Illinois	2.1%	1.4%	1.4%
Indiana	1.8%	1.4%	1.6%

Best Western Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Best Western Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	12.8%	12.8%	14.3%
Panama City, FL	7.1%	8.2%	11.2%
Birmingham, AL	5.4%	5.5%	4.3%
Dothan, AL	4.8%	4.3%	4.1%
Mobile, AL-Pensacola, FL	4.6%	6.5%	5.3%
Tallahassee, FL-Thomasville, GA	4.2%	4.4%	4.6%
Columbus, GA	3.9%	3.7%	3.6%
Montgomery-Selma, AL	3.7%	3.2%	2.0%
Orlando-Daytona Beach-Melbourne, FL	3.0%	2.6%	2.8%
Huntsville-Decatur, AL	2.5%	2.2%	1.5%

Comfort Inn & Suites Panama City Visitors



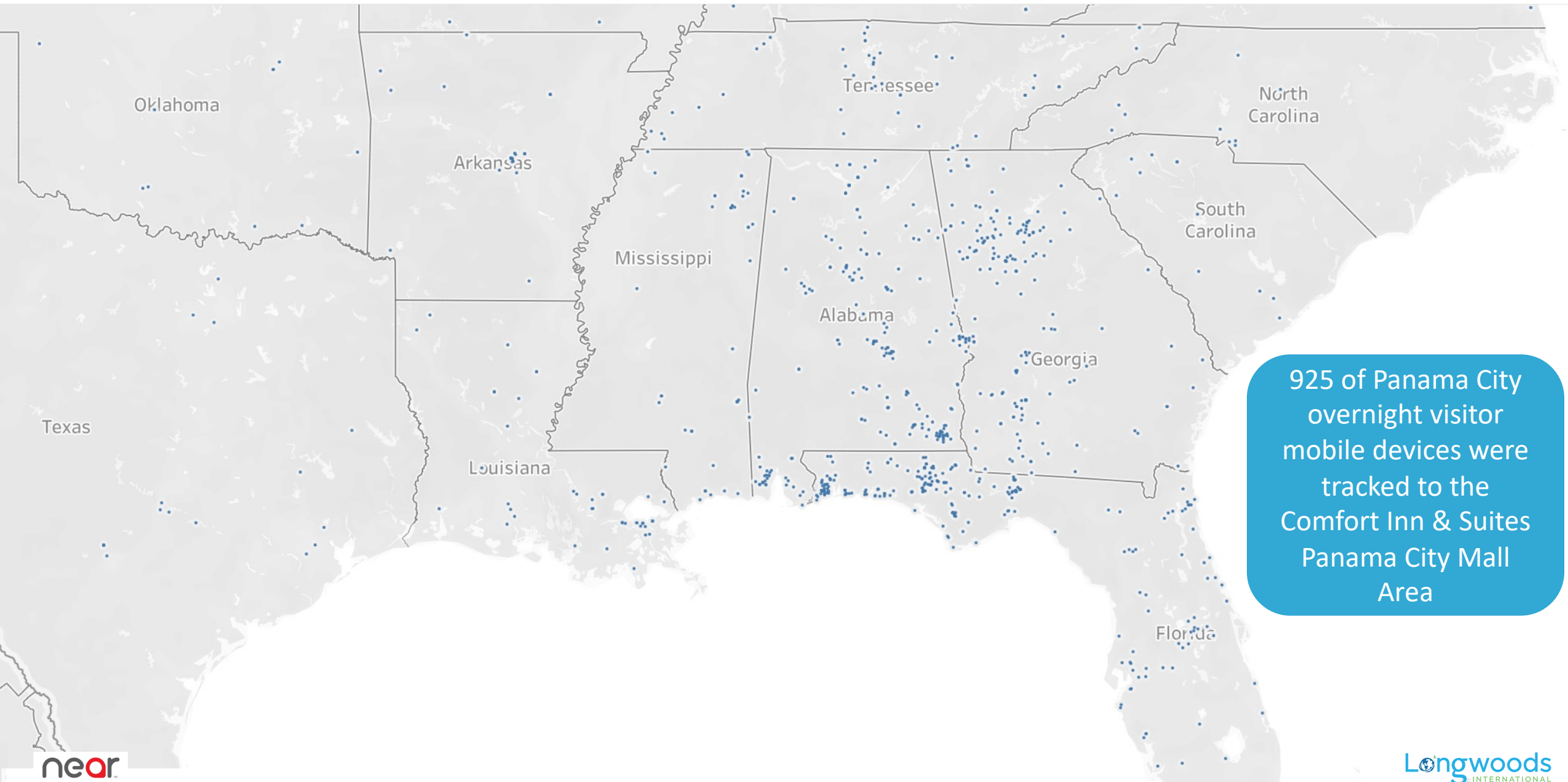
Comfort Inn & Suites Panama City Origin Markets: State

Top 10 States of Origin	% of Comfort I&S Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Alabama	23.5%	19.6%	15.3%
Georgia	22.1%	21.1%	23.1%
Florida	18.8%	23.9%	27.6%
Mississippi	5.7%	3.4%	2.4%
Tennessee	5.4%	5.2%	4.9%
Texas	5.0%	4.5%	3.7%
Louisiana	4.0%	3.9%	2.6%
Kentucky	2.1%	2.2%	1.9%
Indiana	1.5%	1.4%	1.6%
Missouri	1.3%	1.3%	1.3%

Comfort Inn & Suites Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Comfort I&S Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	15.4%	12.8%	14.3%
Mobile, AL-Pensacola, FL	6.5%	6.5%	5.3%
Birmingham, AL	6.4%	5.5%	4.3%
Panama City, FL	5.7%	8.2%	11.2%
Huntsville-Decatur (Florence), AL	4.5%	2.2%	1.5%
Dothan, AL	4.2%	4.3%	4.1%
Montgomery-Selma, AL	3.8%	3.2%	2.0%
Columbus, GA	3.3%	3.7%	3.6%
Nashville, TN	3.2%	2.6%	2.3%
Tallahassee, FL-Thomasville, GA	3.2%	4.4%	4.6%
Tampa-St. Petersburg, FL	3.1%	2.4%	2.6%

Comfort Inn & Suites Panama City Mall Area Visitors



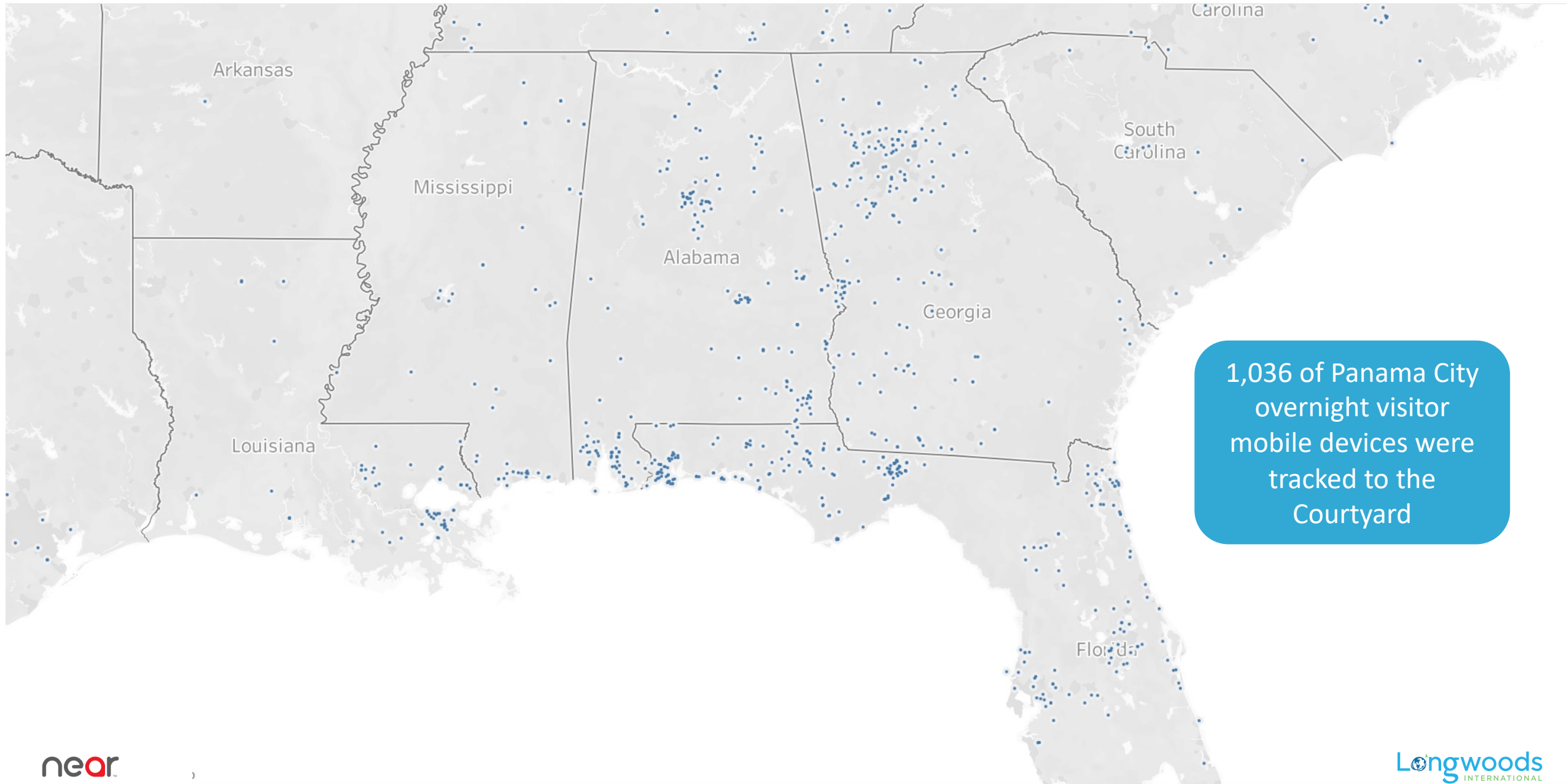
Comfort Inn Mall Area Panama City Origin Markets: State

Top 10 States of Origin	% of Comfort Mall Area Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	26.2%	23.9%	27.6%
Alabama	21.8%	19.6%	15.3%
Georgia	18.3%	21.1%	23.1%
Tennessee	5.1%	5.2%	4.9%
Mississippi	4.6%	3.4%	2.4%
Louisiana	4.3%	3.9%	2.6%
Kentucky	2.9%	2.2%	1.9%
Arkansas	2.5%	1.3%	1.0%
Texas	2.1%	4.5%	3.7%
Missouri	1.5%	1.3%	1.3%

Comfort Inn Mall Area Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Comfort Mall Area Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	9.9%	12.8%	14.3%
Panama City, FL	9.5%	8.2%	11.2%
Mobile, AL-Pensacola, FL	9.3%	6.5%	5.3%
Montgomery-Selma, AL	5.2%	3.2%	2.0%
Birmingham, AL	4.8%	5.5%	4.3%
Dothan, AL	4.8%	4.3%	4.1%
Tallahassee, FL-Thomasville, GA	4.2%	4.4%	4.6%
Columbus, GA	3.2%	3.7%	3.6%
Nashville, TN	3.0%	2.6%	2.3%
Albany, GA	2.6%	2.0%	2.1%

Courtyard Panama City Visitors



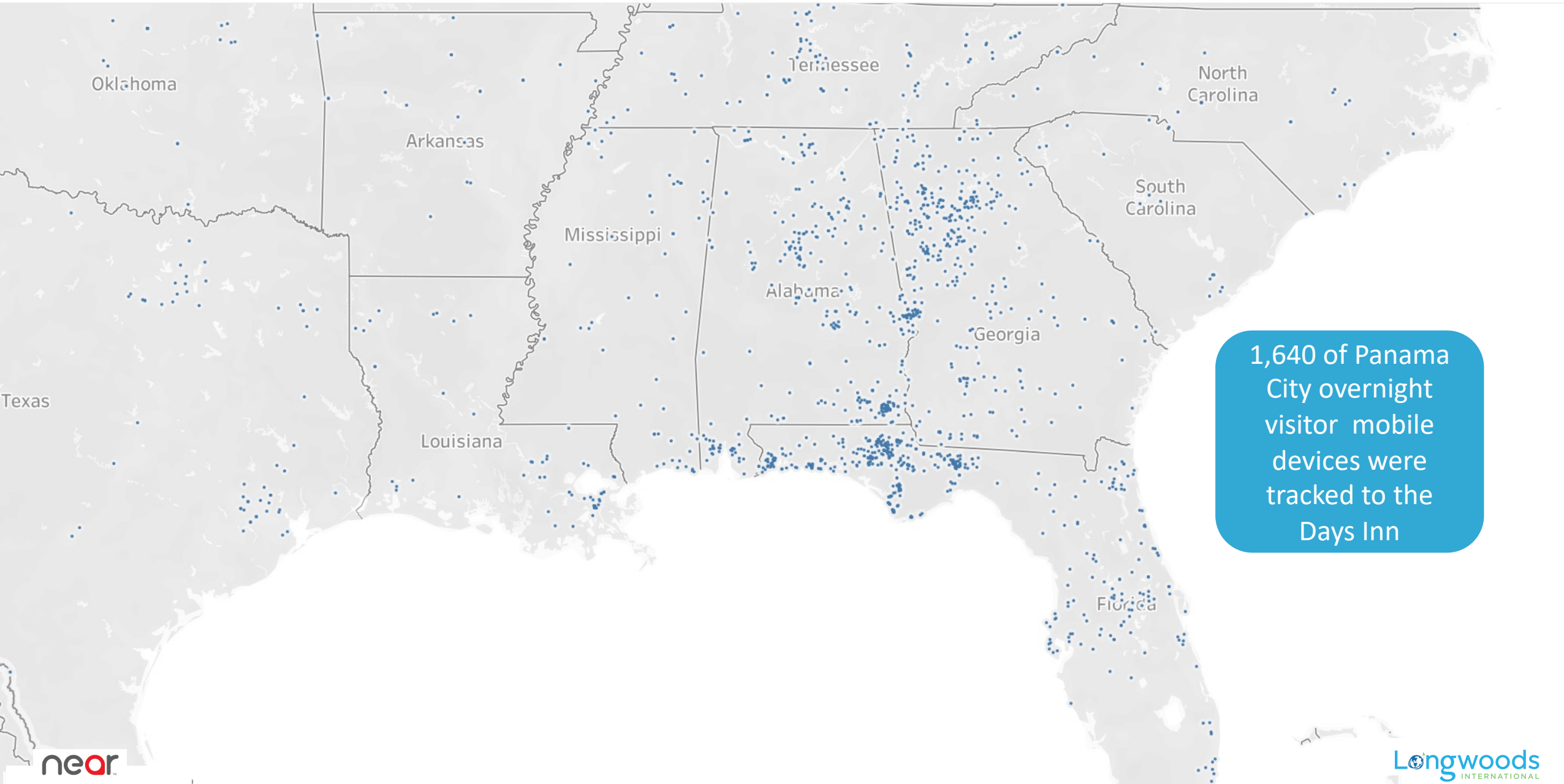
Courtyard Panama City Origin Markets: State

Top 10 States of Origin	% of Courtyard Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	26.8%	23.9%	27.6%
Alabama	17.9%	19.6%	15.3%
Georgia	17.0%	21.1%	23.1%
Tennessee	5.9%	5.2%	4.9%
Louisiana	5.7%	3.9%	2.6%
Mississippi	4.5%	3.4%	2.4%
Texas	3.9%	4.5%	3.7%
Kentucky	1.6%	2.2%	1.9%
North Carolina	1.6%	1.1%	1.6%
South Carolina	1.4%	1.1%	1.3%

Courtyard Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Courtyard Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	10.5%	12.8%	14.3%
Mobile, AL-Pensacola, FL	10.1%	6.5%	5.3%
Birmingham, AL	5.7%	5.5%	4.3%
Panama City, FL	5.7%	8.2%	11.2%
Tallahassee, FL-Thomasville, GA	5.7%	4.4%	4.6%
New Orleans, LA	4.1%	2.0%	1.4%
Columbus, GA	3.9%	3.7%	3.6%
Orlando-Daytona Beach-Melbourne, FL	3.5%	2.6%	2.8%
Nashville, TN	3.4%	2.6%	2.3%
Tampa-St. Petersburg, FL	3.0%	2.4%	2.6%
Jacksonville, FL	2.7%	1.9%	2.2%

Days Inn Panama City Visitors



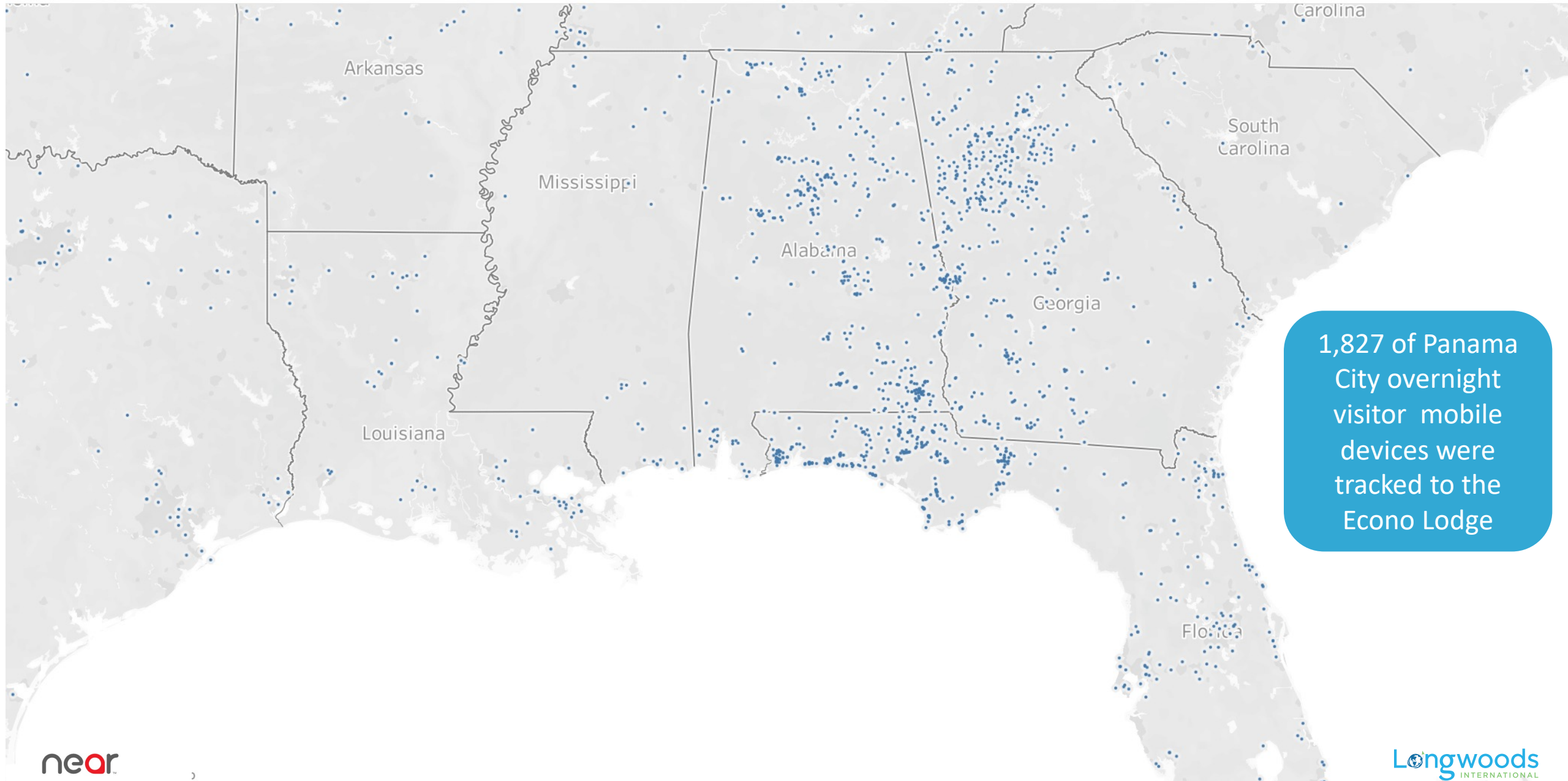
Days Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Days Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	27.7%	23.9%	27.6%
Georgia	20.6%	21.1%	23.1%
Alabama	18.5%	19.6%	15.3%
Tennessee	5.1%	5.2%	4.9%
Texas	3.8%	4.5%	3.7%
Louisiana	3.4%	3.9%	2.6%
Mississippi	3.4%	3.4%	2.4%
Kentucky	2.1%	2.2%	1.9%
North Carolina	1.6%	1.1%	1.6%
Arkansas	1.3%	1.3%	1.0%

Days Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Days Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	12.7%	12.8%	14.3%
Panama City, FL	12.7%	8.2%	11.2%
Mobile, AL-Pensacola, FL	5.7%	6.5%	5.3%
Birmingham, AL	5.0%	5.5%	4.3%
Dothan, AL	5.0%	4.3%	4.1%
Tallahassee, FL-Thomasville, GA	5.0%	4.4%	4.6%
Columbus, GA	3.7%	3.7%	3.6%
Orlando-Daytona Beach-Melbourne, FL	2.8%	2.6%	2.8%
Nashville, TN	2.6%	2.6%	2.3%
Montgomery-Selma, AL	2.3%	3.2%	2.0%

Econo Lodge Panama City Visitors



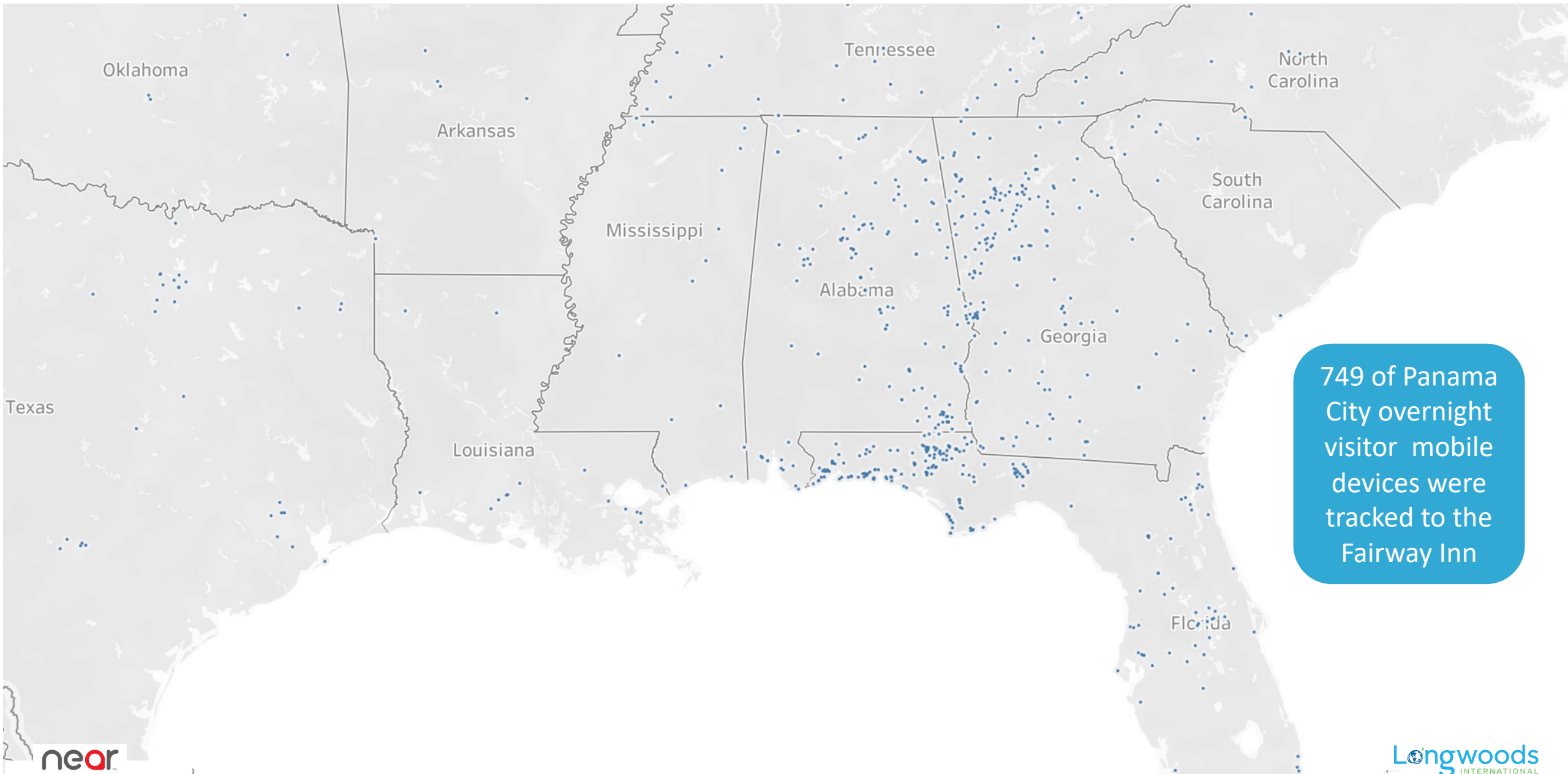
Econo Lodge Panama City Origin Markets: State

Top 10 States of Origin	% of Econo Lodge Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	23.2%	23.9%	27.6%
Georgia	22.9%	21.1%	23.1%
Alabama	22.1%	19.6%	15.3%
Tennessee	4.6%	5.2%	4.9%
Texas	3.8%	4.5%	3.7%
Louisiana	3.2%	3.9%	2.6%
Indiana	2.2%	1.4%	1.6%
Kentucky	1.8%	2.2%	1.9%
Mississippi	1.7%	3.4%	2.4%
Arkansas	1.3%	1.3%	1.0%

Econo Lodge Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Econo Lodge Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	13.5%	12.8%	14.3%
Panama City, FL	9.2%	8.2%	11.2%
Birmingham, AL	7.5%	5.5%	4.3%
Mobile, AL-Pensacola, FL	5.3%	6.5%	5.3%
Dothan, AL	5.0%	4.3%	4.1%
Tallahassee, FL-Thomasville, GA	4.4%	4.4%	4.6%
Columbus, GA	4.3%	3.7%	3.6%
Montgomery-Selma, AL	3.5%	3.2%	2.0%
Huntsville-Decatur, AL	2.8%	2.2%	1.5%
Orlando-Daytona Beach-Melbourne, FL	2.2%	2.6%	2.8%

Fairway Inn Panama City Visitors



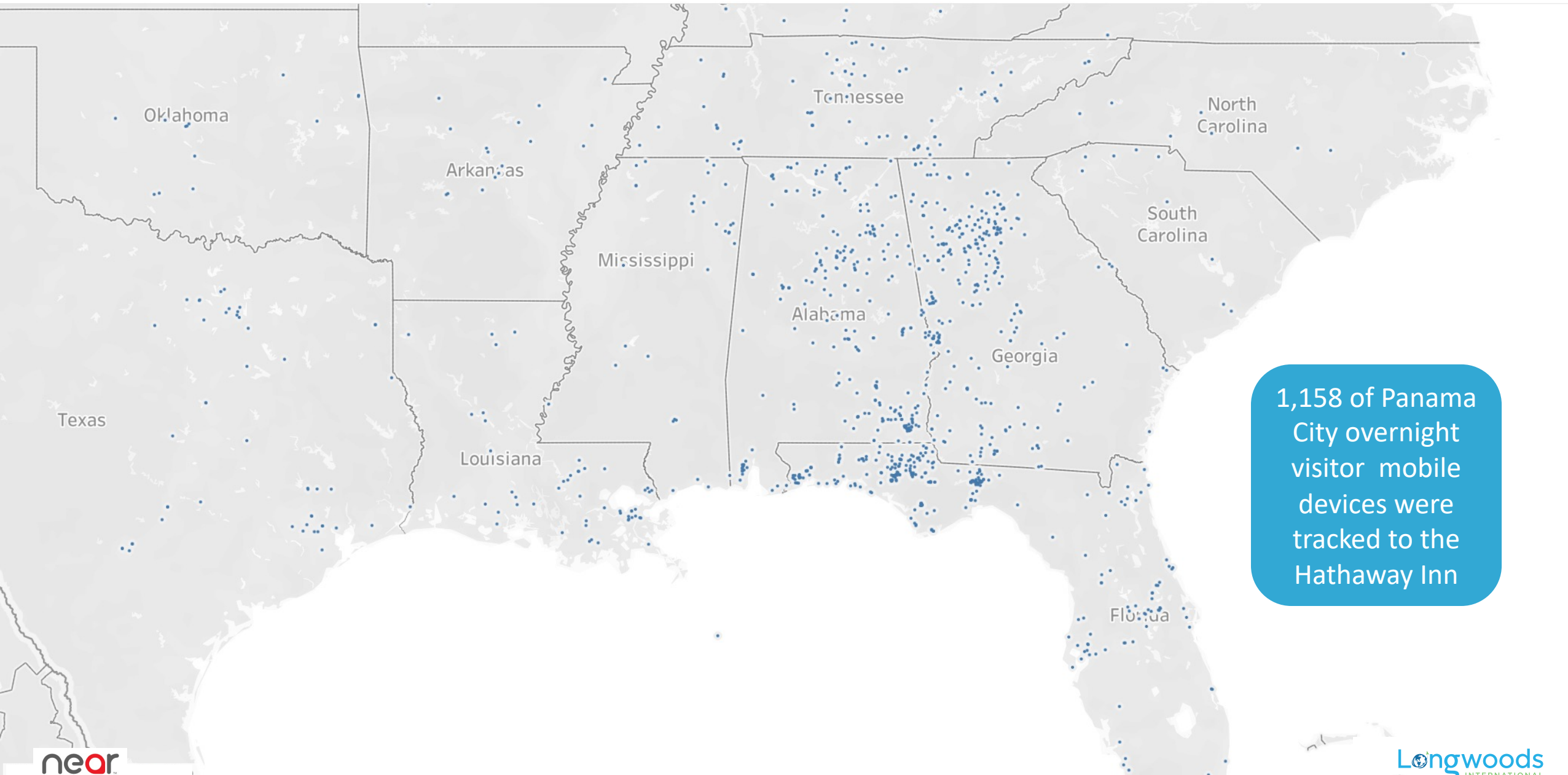
Fairway Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Fairway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	28.8%	23.9%	27.6%
Georgia	21.9%	21.1%	23.1%
Alabama	18.7%	19.6%	15.3%
Texas	4.3%	4.5%	3.7%
Tennessee	3.9%	5.2%	4.9%
Kentucky	2.7%	2.2%	1.9%
Louisiana	2.0%	3.9%	2.6%
Mississippi	2.0%	3.4%	2.4%
Ohio	1.7%	1.2%	1.4%
South Carolina	1.7%	1.1%	1.3%

Fairway Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Fairway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	13.8%	12.8%	14.3%
Panama City, FL	13.0%	8.2%	11.2%
Mobile, AL-Pensacola, FL	8.1%	6.5%	5.3%
Birmingham, AL	6.4%	5.5%	4.3%
Columbus, GA	4.4%	3.7%	3.6%
Dothan, AL	3.7%	4.3%	4.1%
Tallahassee, FL-Thomasville, GA	3.6%	4.4%	4.6%
Montgomery-Selma, AL	2.5%	3.2%	2.0%
Huntsville-Decatur, AL	2.3%	2.2%	1.5%
Orlando-Daytona Beach-Melbourne, FL	2.3%	2.6%	2.8%

Hathaway Inn Panama City Visitors



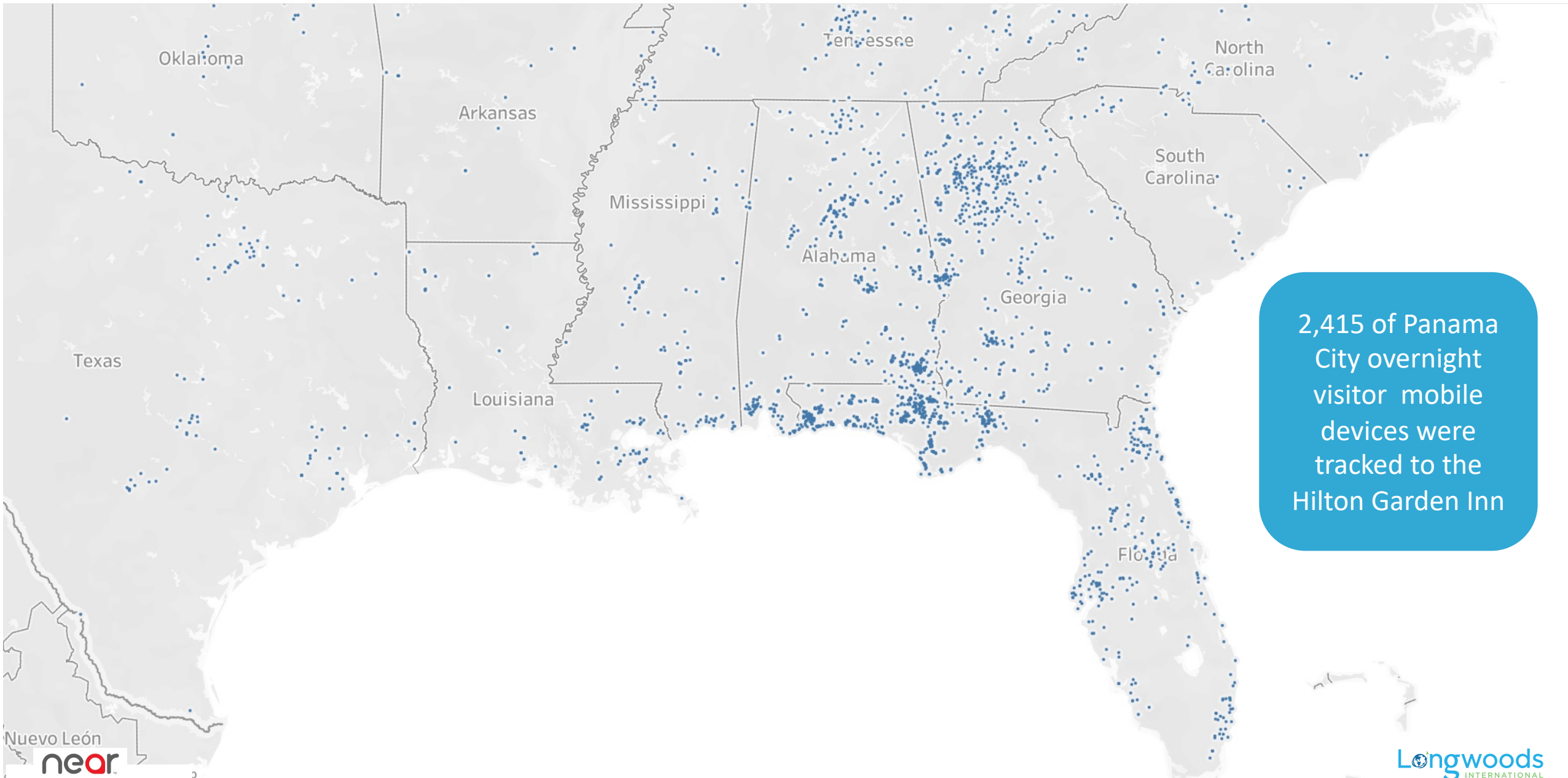
Hathaway Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Hathaway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	24.1%	23.9%	27.6%
Georgia	21.7%	21.1%	23.1%
Alabama	20.8%	19.6%	15.3%
Tennessee	5.8%	5.2%	4.9%
Louisiana	4.4%	3.9%	2.6%
Texas	4.3%	4.5%	3.7%
Kentucky	3.4%	2.2%	1.9%
Mississippi	2.8%	3.4%	2.4%
Missouri	1.5%	1.3%	1.3%
Arkansas	1.4%	1.3%	1.0%

Hathaway Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Hathaway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	13.4%	12.8%	14.3%
Panama City, FL	10.4%	8.2%	11.2%
Birmingham, AL	6.1%	5.5%	4.3%
Tallahassee, FL-Thomasville, GA	5.9%	4.4%	4.6%
Dothan, AL	5.2%	4.3%	4.1%
Mobile, AL-Pensacola, FL	5.0%	6.5%	5.3%
Columbus, GA	3.6%	3.7%	3.6%
Huntsville-Decatur, AL	3.1%	2.2%	1.5%
Montgomery-Selma, AL	2.9%	3.2%	2.0%
Orlando-Daytona Beach-Melbourne, FL	2.6%	2.6%	2.8%

Hilton Garden Inn Panama City Visitors



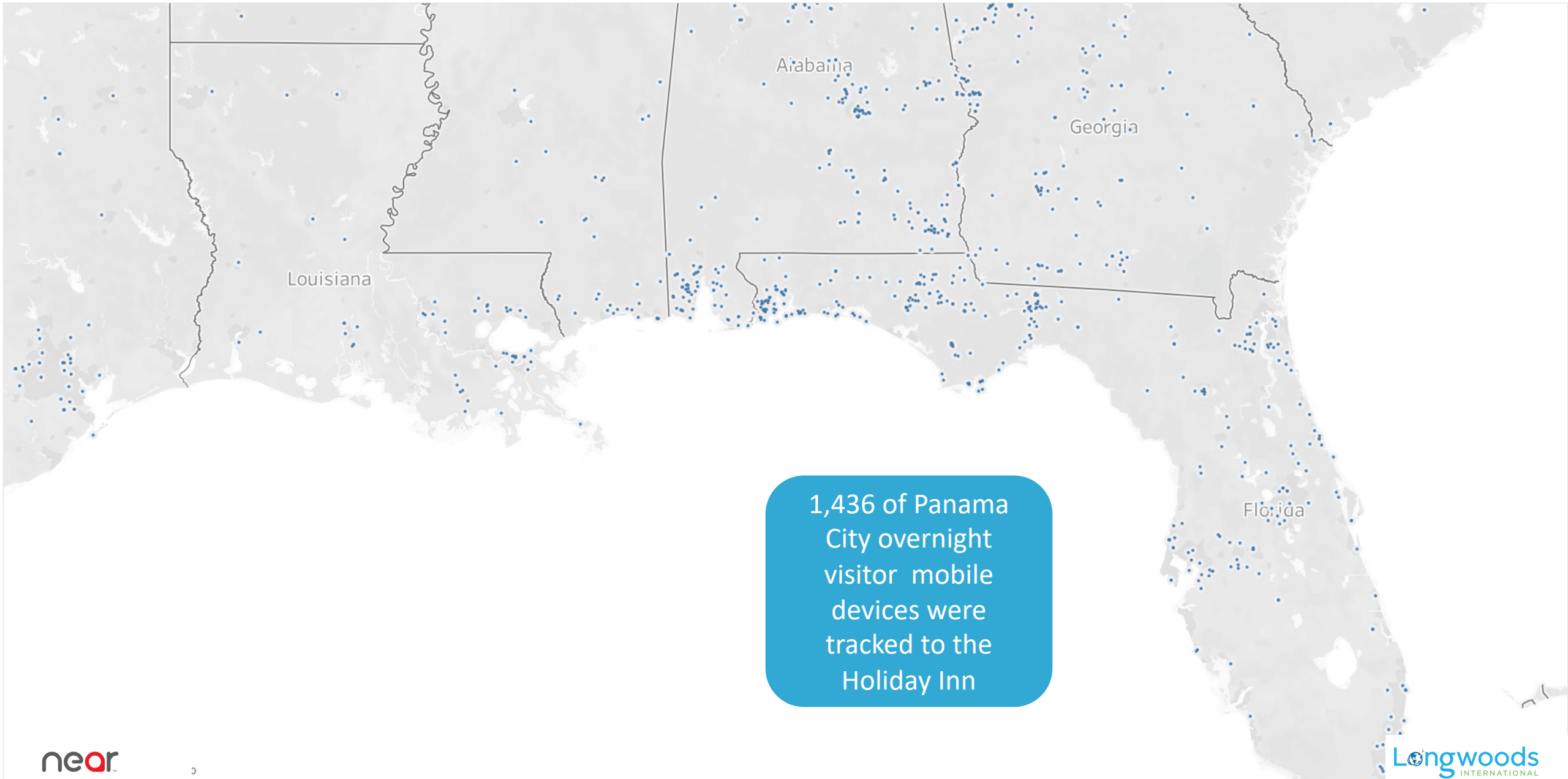
Hilton Garden Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Hilton Garden Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	30.1%	23.9%	27.6%
Georgia	19.7%	21.1%	23.1%
Alabama	18.1%	19.6%	15.3%
Tennessee	4.3%	5.2%	4.9%
Texas	4.1%	4.5%	3.7%
Mississippi	3.7%	3.4%	2.4%
Louisiana	3.1%	3.9%	2.6%
Kentucky	2.7%	2.2%	1.9%
South Carolina	1.3%	1.1%	1.3%
North Carolina	1.2%	1.1%	1.6%

Hilton Garden Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Hilton Garden Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	11.7%	12.8%	14.3%
Panama City, FL	11.4%	8.2%	11.2%
Mobile, AL-Pensacola, FL	7.9%	6.5%	5.3%
Dothan, AL	5.1%	4.3%	4.1%
Birmingham, AL	4.4%	5.5%	4.3%
Tallahassee, FL-Thomasville, GA	4.1%	4.4%	4.6%
Columbus, GA	3.0%	3.7%	3.6%
Orlando-Daytona Beach-Melbourne, FL	2.8%	2.6%	2.8%
Montgomery-Selma, AL	2.7%	3.2%	2.0%
Tampa-St. Petersburg, FL	2.7%	2.4%	2.6%

Holiday Inn Panama City Visitors



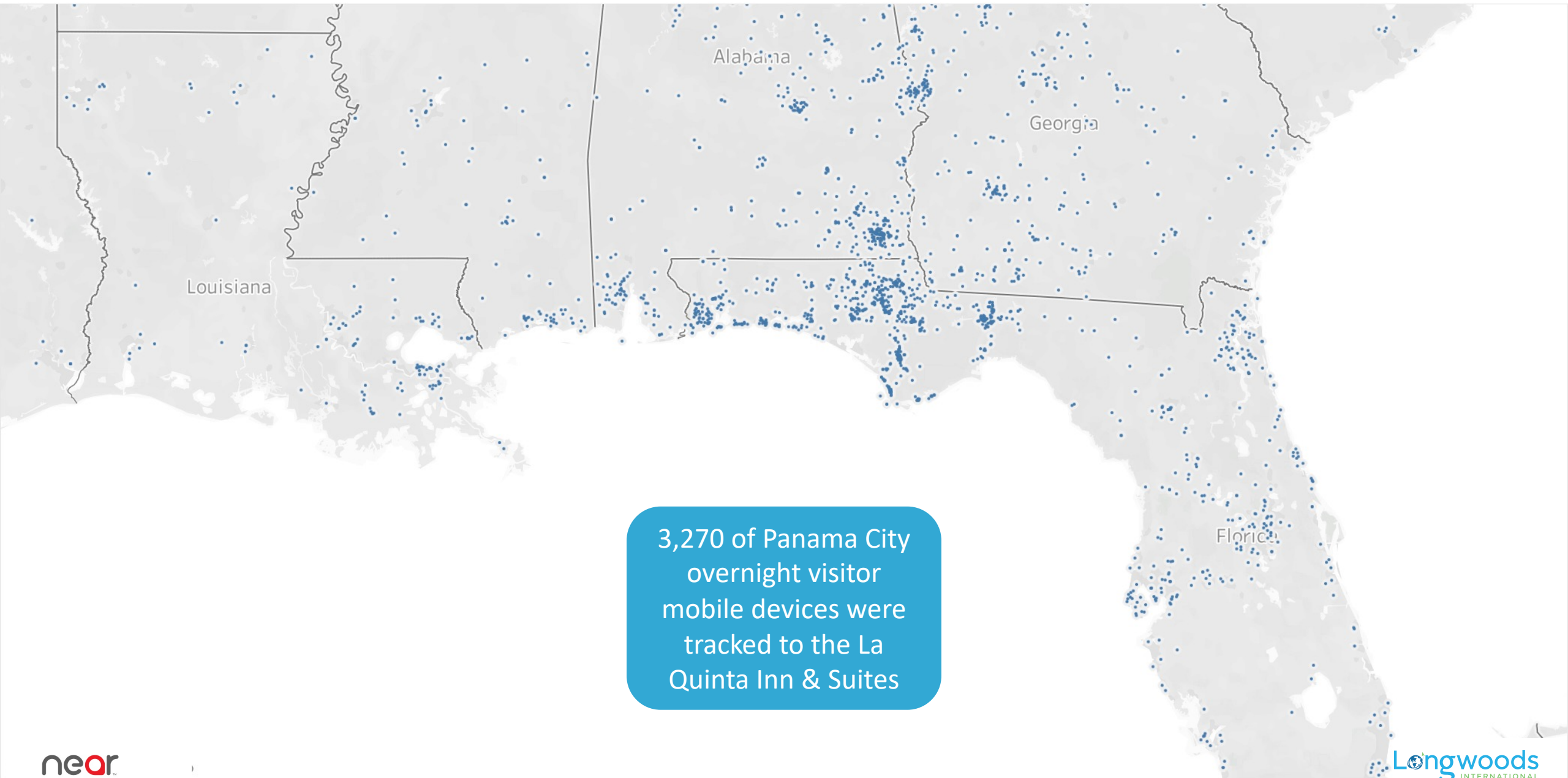
Holiday Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Holiday Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	22.8%	23.9%	27.6%
Alabama	20.2%	19.6%	15.3%
Georgia	18.2%	21.1%	23.1%
Texas	7.8%	4.5%	3.7%
Tennessee	5.1%	5.2%	4.9%
Louisiana	3.8%	3.9%	2.6%
Mississippi	2.9%	3.4%	2.4%
Arkansas	2.4%	1.3%	1.0%
Illinois	1.7%	1.4%	1.4%
Kentucky	1.6%	2.2%	1.9%

Holiday Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Holiday Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	11.6%	12.8%	14.3%
Mobile, AL-Pensacola, FL	8.6%	6.5%	5.3%
Panama City, FL	5.5%	8.2%	11.2%
Birmingham, AL	5.0%	5.5%	4.3%
Montgomery-Selma, AL	4.3%	3.2%	2.0%
Tallahassee, FL-Thomasville, GA	4.0%	4.4%	4.6%
Tampa-St. Petersburg, FL	2.9%	2.4%	2.6%
Columbus, GA	2.8%	3.7%	3.6%
Nashville, TN	2.8%	2.6%	2.3%
Dothan, AL	2.7%	4.3%	4.1%

La Quinta Inn & Suites Panama City Visitors



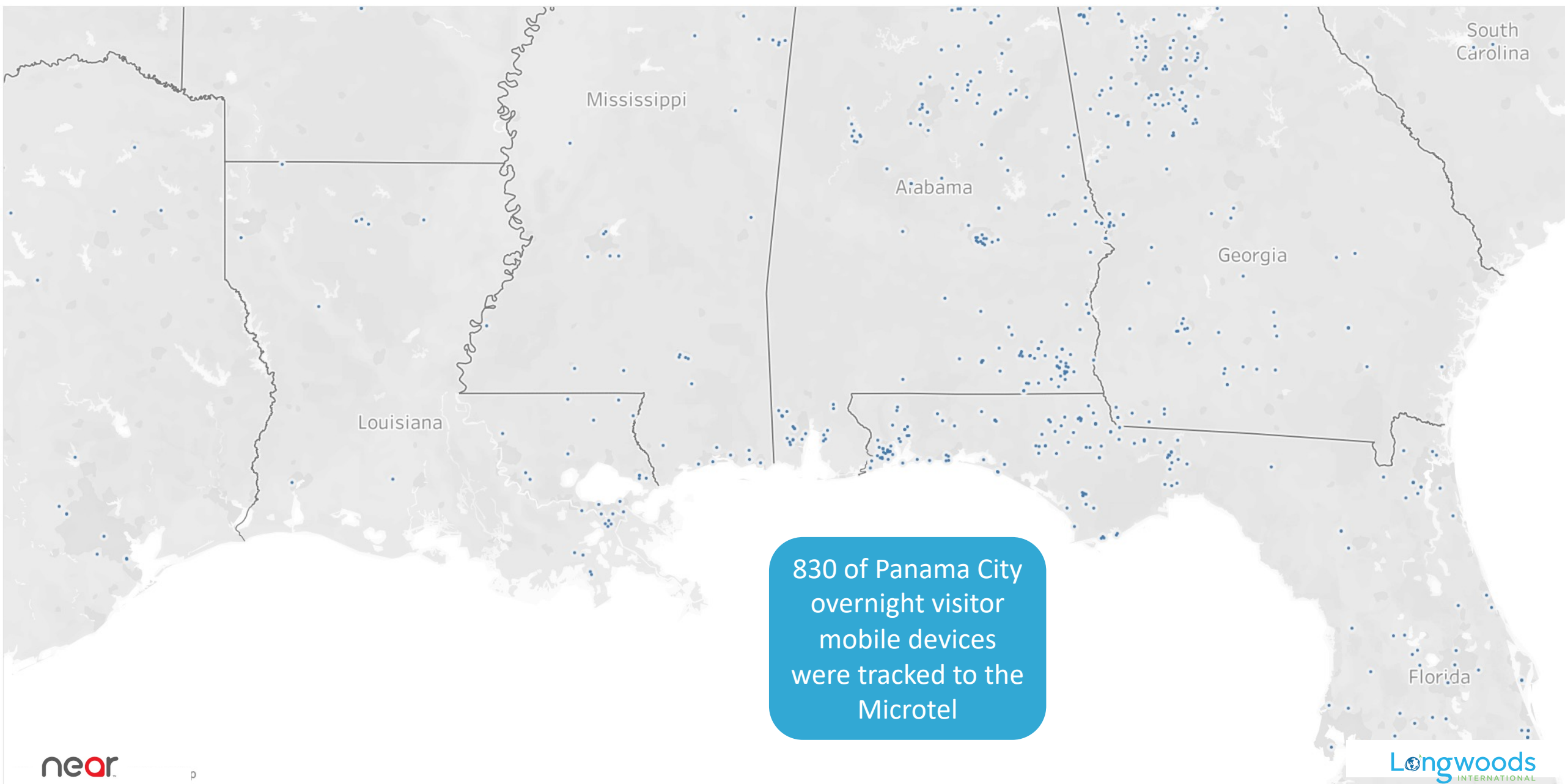
La Quinta Inn & Suites Panama City Origin Markets: State

Top 10 States of Origin	% of La Quinta Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	31.3%	23.9%	27.6%
Georgia	20.1%	21.1%	23.1%
Alabama	17.4%	19.6%	15.3%
Tennessee	4.2%	5.2%	4.9%
Texas	3.8%	4.5%	3.7%
Louisiana	3.5%	3.9%	2.6%
Mississippi	3.4%	3.4%	2.4%
Kentucky	2.2%	2.2%	1.9%
North Carolina	1.7%	1.1%	1.6%
Illinois	1.4%	1.4%	1.4%

La Quinta Inn & Suites Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of La Quinta Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	14.1%	8.2%	11.2%
Atlanta, GA	11.7%	12.8%	14.3%
Mobile, AL-Pensacola, FL	6.3%	6.5%	5.3%
Dothan, AL	5.2%	4.3%	4.1%
Tallahassee, FL-Thomasville, GA	4.9%	4.4%	4.6%
Birmingham, AL	3.6%	5.5%	4.3%
Columbus, GA	3.5%	3.7%	3.6%
Orlando-Daytona Beach-Melbourne, FL	2.8%	2.6%	2.8%
Montgomery-Selma, AL	2.8%	3.2%	2.0%
Jacksonville, FL	2.5%	1.9%	2.2%

Microtel Panama City Visitors



830 of Panama City
overnight visitor
mobile devices
were tracked to the
Microtel

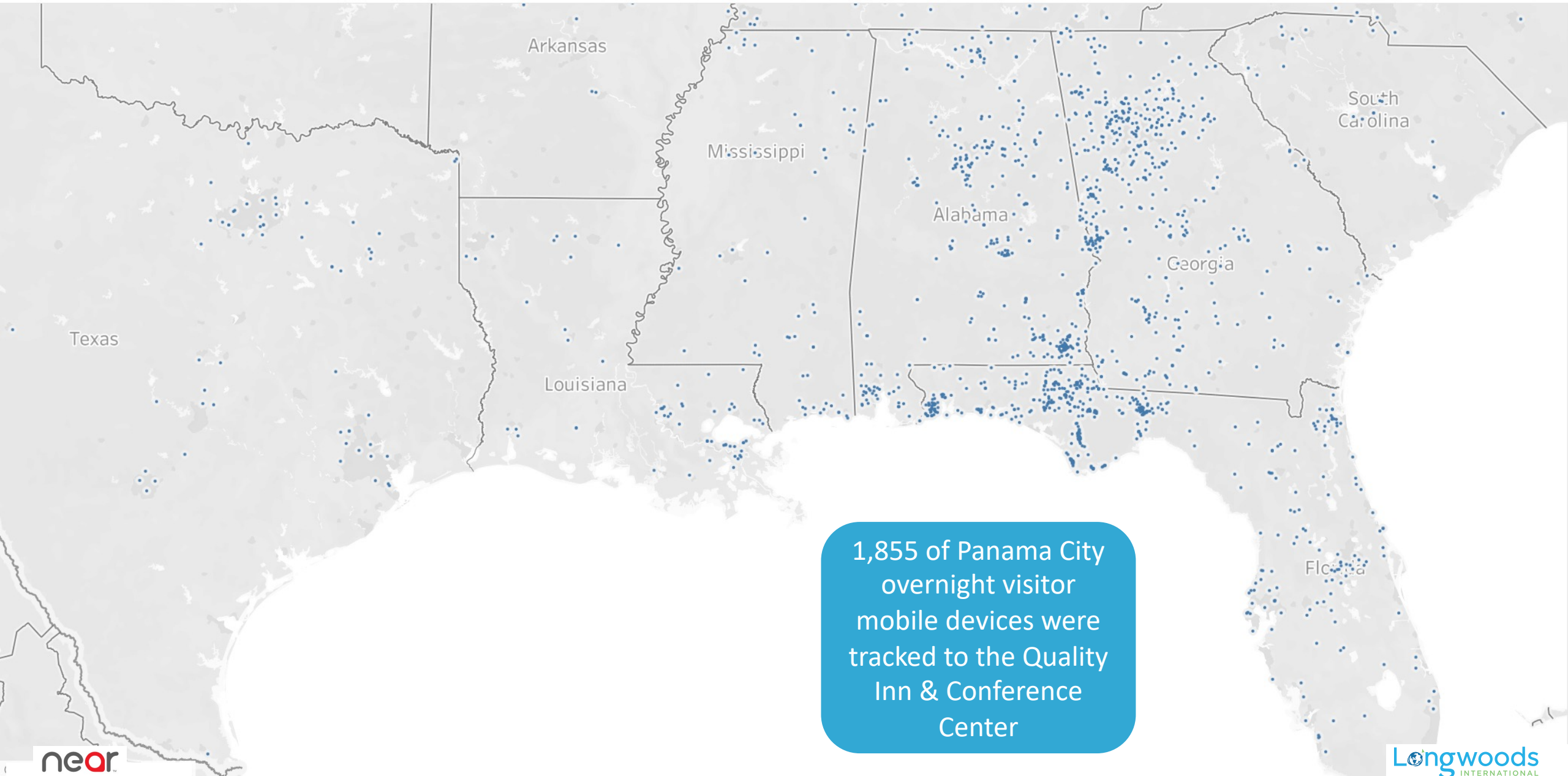
Microtel Panama City Origin Markets: State

Top 10 States of Origin	% of Microtel Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	22.9%	23.9%	27.6%
Alabama	22.0%	19.6%	15.3%
Georgia	18.2%	21.1%	23.1%
Tennessee	5.7%	5.2%	4.9%
Texas	4.6%	4.5%	3.7%
Louisiana	4.5%	3.9%	2.6%
Mississippi	4.2%	3.4%	2.4%
Illinois	2.1%	1.4%	1.4%
Kentucky	2.1%	2.2%	1.9%
Oklahoma	1.9%	0.8%	0.7%

Microtel Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Microtel Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	11.2%	12.8%	14.3%
Mobile, AL-Pensacola, FL	8.1%	6.5%	5.3%
Panama City, FL	6.7%	8.2%	11.2%
Dothan, AL	6.1%	4.3%	4.1%
Birmingham, AL	5.6%	5.5%	4.3%
Columbus, GA	3.2%	3.7%	3.6%
Montgomery-Selma, AL	3.2%	3.2%	2.0%
Huntsville-Decatur, AL	3.1%	2.2%	1.5%
Tallahassee, FL-Thomasville, GA	3.1%	4.4%	4.6%
New Orleans, LA	3.0%	2.0%	1.4%

Quality Inn & Conference Center Panama City Visitors



Quality Inn & Conference Center Panama City

Origin Markets: State

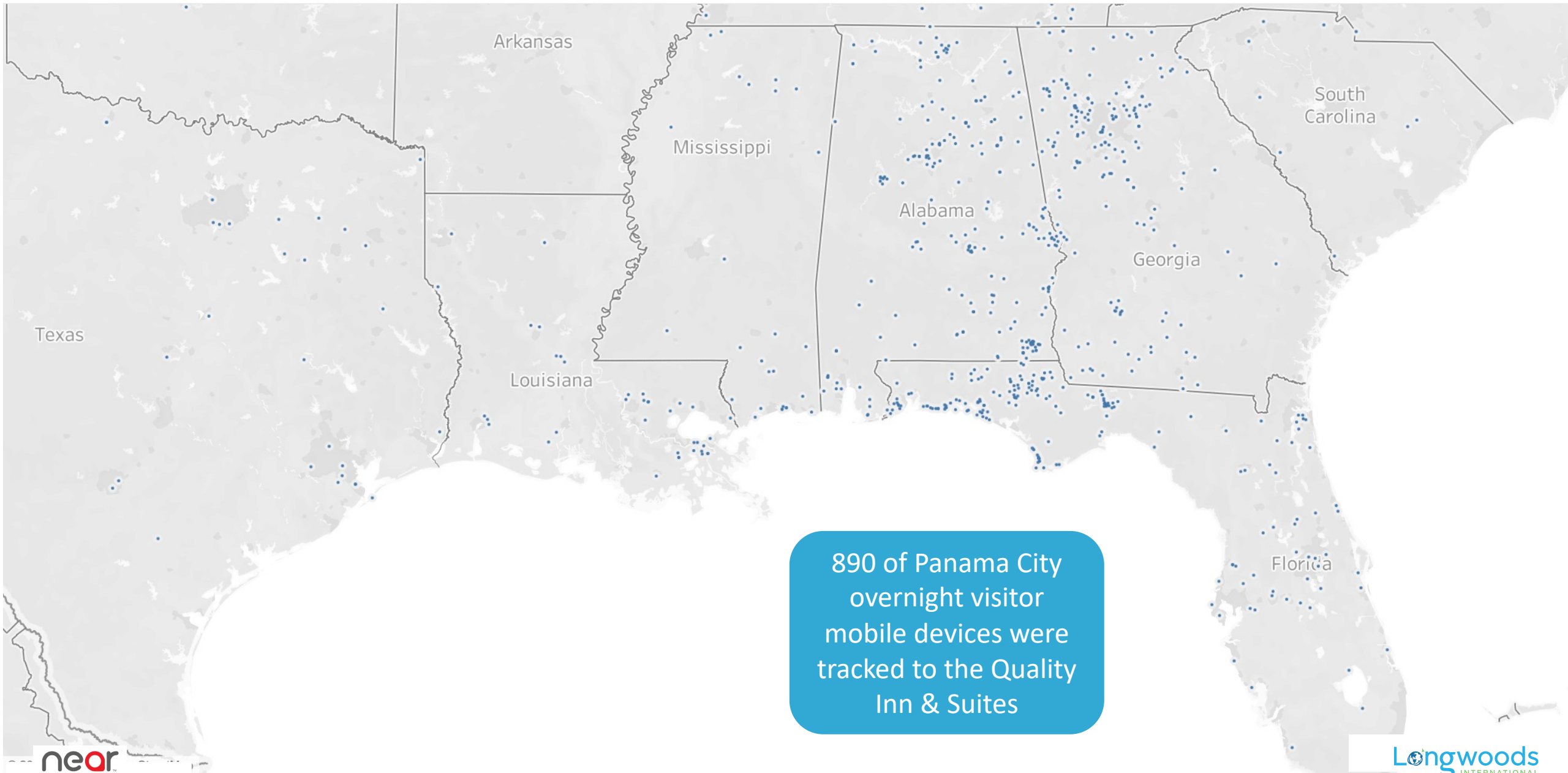
Top 10 States of Origin	% of Quality Conference Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	26.4%	23.9%	27.6%
Georgia	23.6%	21.1%	23.1%
Alabama	19.1%	19.6%	15.3%
Tennessee	4.7%	5.2%	4.9%
Texas	3.5%	4.5%	3.7%
Mississippi	3.2%	3.4%	2.4%
Louisiana	3.2%	3.9%	2.6%
Kentucky	1.9%	2.2%	1.9%
North Carolina	1.6%	1.1%	1.6%
Indiana	1.5%	1.4%	1.6%

Quality Inn & Conference Center Panama City

Origin Markets: DMA

Top 10 DMAs of Origin	% of Quality Conference Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	13.8%	12.8%	14.3%
Panama City, FL	11.8%	8.2%	11.2%
Mobile, AL-Pensacola, FL	5.9%	6.5%	5.3%
Birmingham, AL	5.2%	5.5%	4.3%
Tallahassee, FL-Thomasville, GA	5.1%	4.4%	4.6%
Dothan, AL	4.9%	4.3%	4.1%
Columbus, GA	3.7%	3.7%	3.6%
Montgomery-Selma, AL	3.0%	3.2%	2.0%
Jacksonville, FL	2.2%	1.9%	2.2%
Huntsville-Decatur, AL	2.1%	2.2%	1.5%

Quality Inn & Suites Panama City Visitors



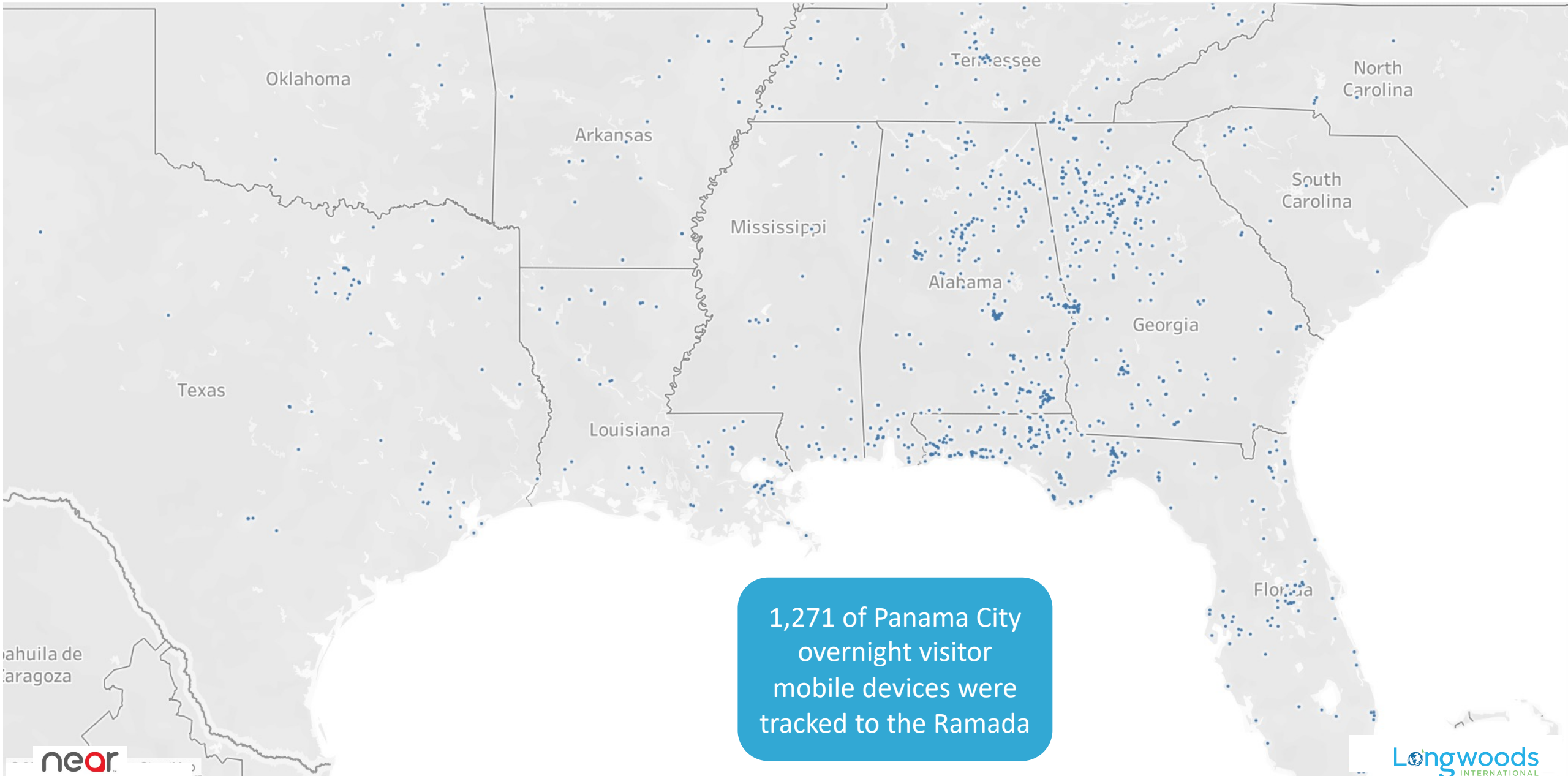
Quality Inn & Suites Panama City Origin Markets: State

Top 10 States of Origin	% of Quality Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Alabama	24.2%	19.6%	15.3%
Florida	22.0%	23.9%	27.6%
Georgia	19.1%	21.1%	23.1%
Tennessee	5.3%	5.2%	4.9%
Kentucky	4.7%	2.2%	1.9%
Louisiana	4.2%	3.9%	2.6%
Texas	3.4%	4.5%	3.7%
Mississippi	3.0%	3.4%	2.4%
Missouri	1.6%	1.3%	1.3%
Ohio	1.6%	1.2%	1.4%

Quality Inn & Suites Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Quality Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	12.4%	12.8%	14.3%
Panama City, FL	9.4%	8.2%	11.2%
Birmingham, AL	7.4%	5.5%	4.3%
Mobile, AL-Pensacola, FL	6.2%	6.5%	5.3%
Tallahassee, FL-Thomasville, GA	4.5%	4.4%	4.6%
Montgomery-Selma, AL	4.2%	3.2%	2.0%
Dothan, AL	4.0%	4.3%	4.1%
Columbus, GA	3.6%	3.7%	3.6%
Huntsville-Decatur, AL	2.8%	2.2%	1.5%
Nashville, TN	2.8%	2.6%	2.3%

Ramada Panama City Visitors



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aragoza

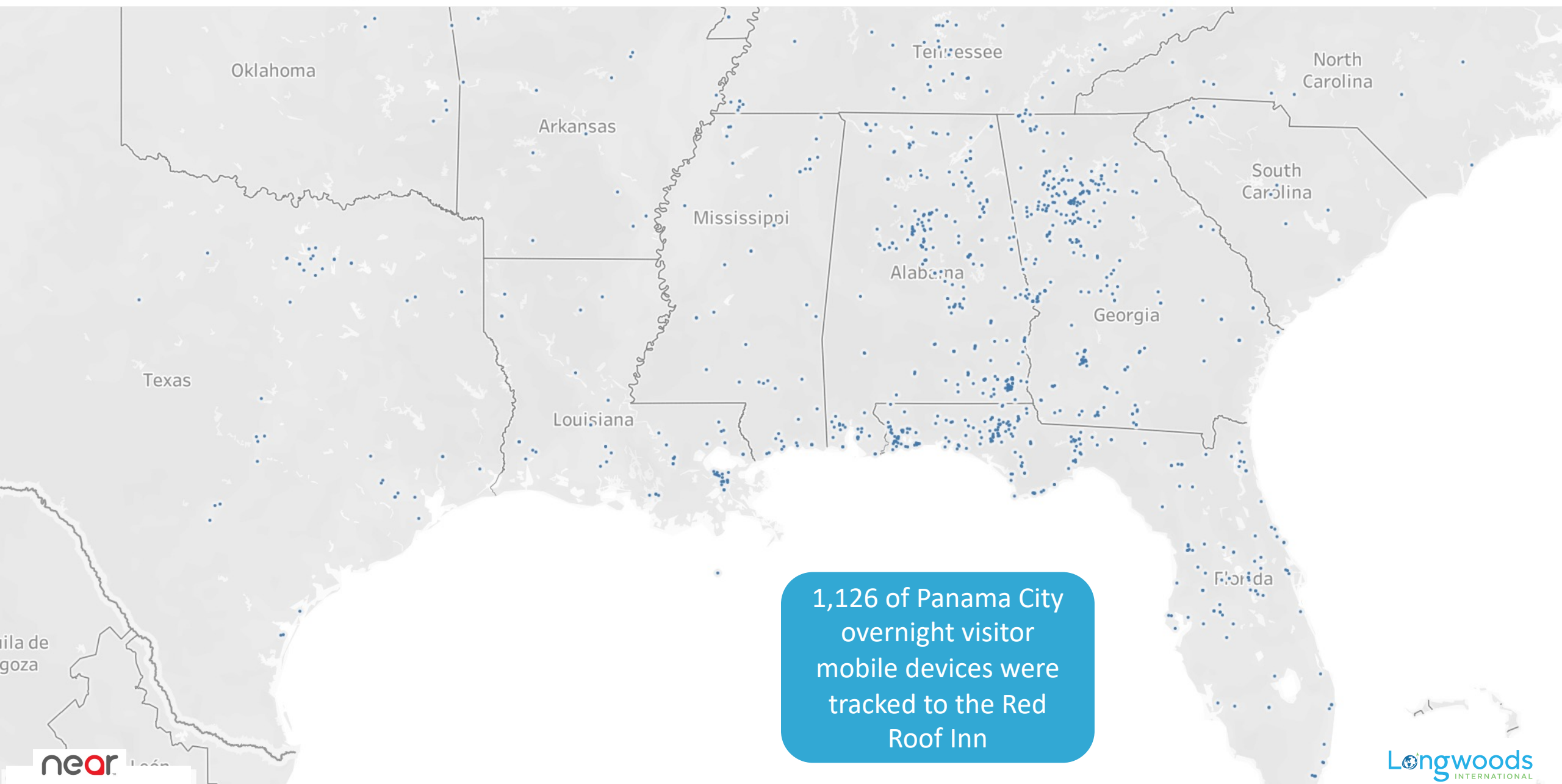
Ramada Panama City Origin Markets: State

Top 10 States of Origin	% of Ramada Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Alabama	23.4%	19.6%	15.3%
Florida	19.8%	23.9%	27.6%
Georgia	19.5%	21.1%	23.1%
Tennessee	7.2%	5.2%	4.9%
Louisiana	4.7%	3.9%	2.6%
Texas	4.5%	4.5%	3.7%
Mississippi	2.8%	3.4%	2.4%
Arkansas	2.0%	1.3%	1.0%
Kentucky	2.0%	2.2%	1.9%
Illinois	1.9%	1.4%	1.4%

Ramada Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Ramada Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	12.0%	12.8%	14.3%
Birmingham, AL	7.3%	5.5%	4.3%
Mobile, AL-Pensacola, FL	6.6%	6.5%	5.3%
Panama City, FL	6.2%	8.2%	11.2%
Montgomery-Selma, AL	4.2%	3.2%	2.0%
Columbus, GA	4.1%	3.7%	3.6%
Tallahassee, FL-Thomasville, GA	3.9%	4.4%	4.6%
Dothan, AL	3.6%	4.3%	4.1%
Nashville, TN	3.3%	2.6%	2.3%
Huntsville-Decatur, AL	2.8%	2.2%	1.5%

Red Roof Inn Panama City Visitors



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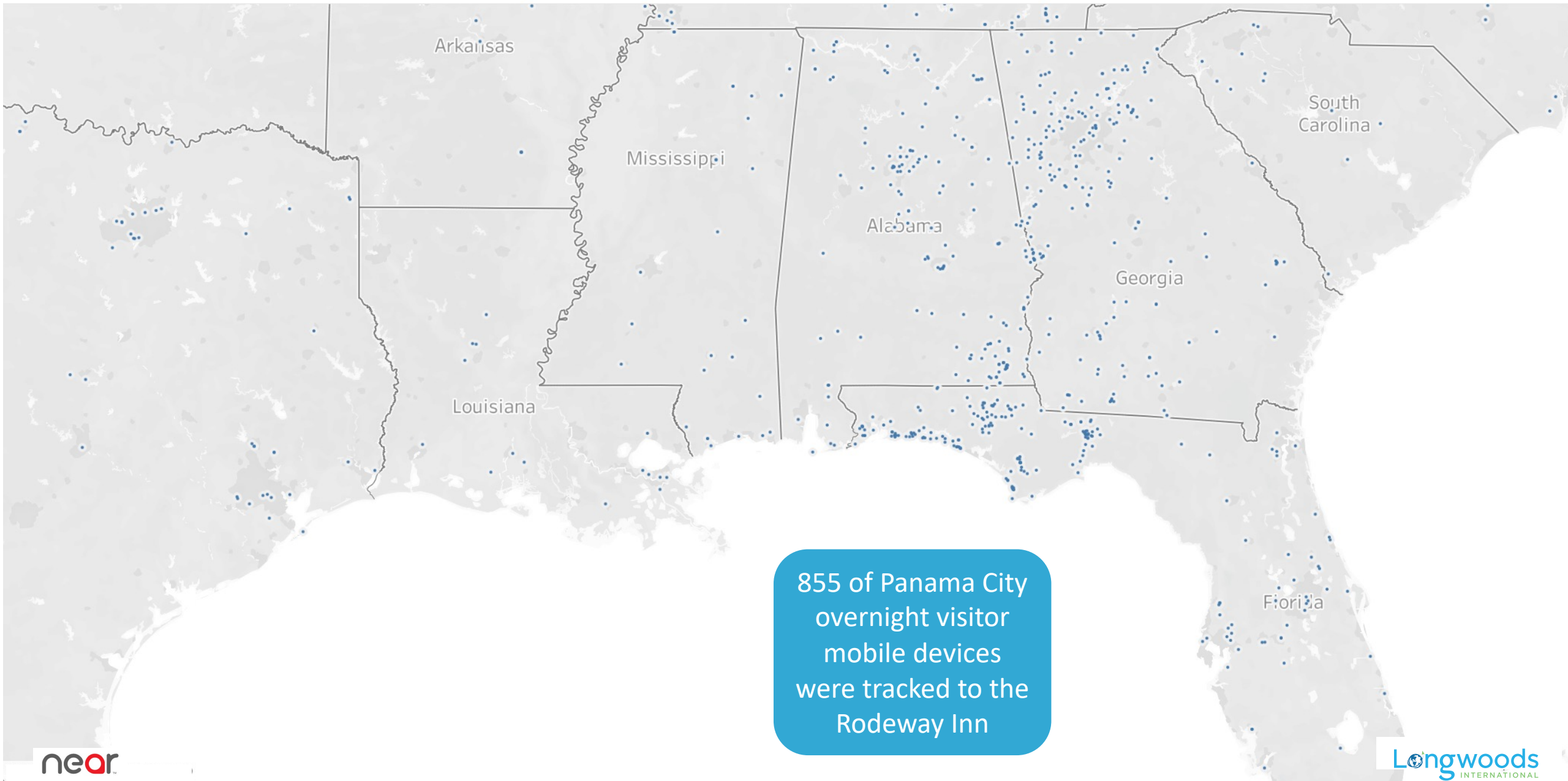
Red Roof Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Red Roof Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Alabama	22.6%	19.6%	15.3%
Florida	21.0%	23.9%	27.6%
Georgia	21.0%	21.1%	23.1%
Louisiana	5.1%	3.9%	2.6%
Tennessee	4.6%	5.2%	4.9%
Mississippi	4.2%	3.4%	2.4%
Texas	3.9%	4.5%	3.7%
Kentucky	2.8%	2.2%	1.9%
Illinois	1.7%	1.4%	1.4%
Missouri	1.7%	1.3%	1.3%

Red Roof Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Red Roof Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	11.9%	12.8%	14.3%
Birmingham, AL	7.4%	5.5%	4.3%
Panama City, FL	7.1%	8.2%	11.2%
Mobile, AL-Pensacola, FL	6.6%	6.5%	5.3%
Dothan, AL	5.2%	4.3%	4.1%
Tallahassee, FL-Thomasville, GA	3.8%	4.4%	4.6%
Montgomery-Selma, AL	3.6%	3.2%	2.0%
Nashville, TN	3.1%	2.6%	2.3%
Columbus, GA	2.8%	3.7%	3.6%
Orlando-Daytona Beach-Melbourne, FL	2.7%	2.6%	2.8%

Rodeway Inn Panama City Visitors



855 of Panama City
overnight visitor
mobile devices
were tracked to the
Rodeway Inn

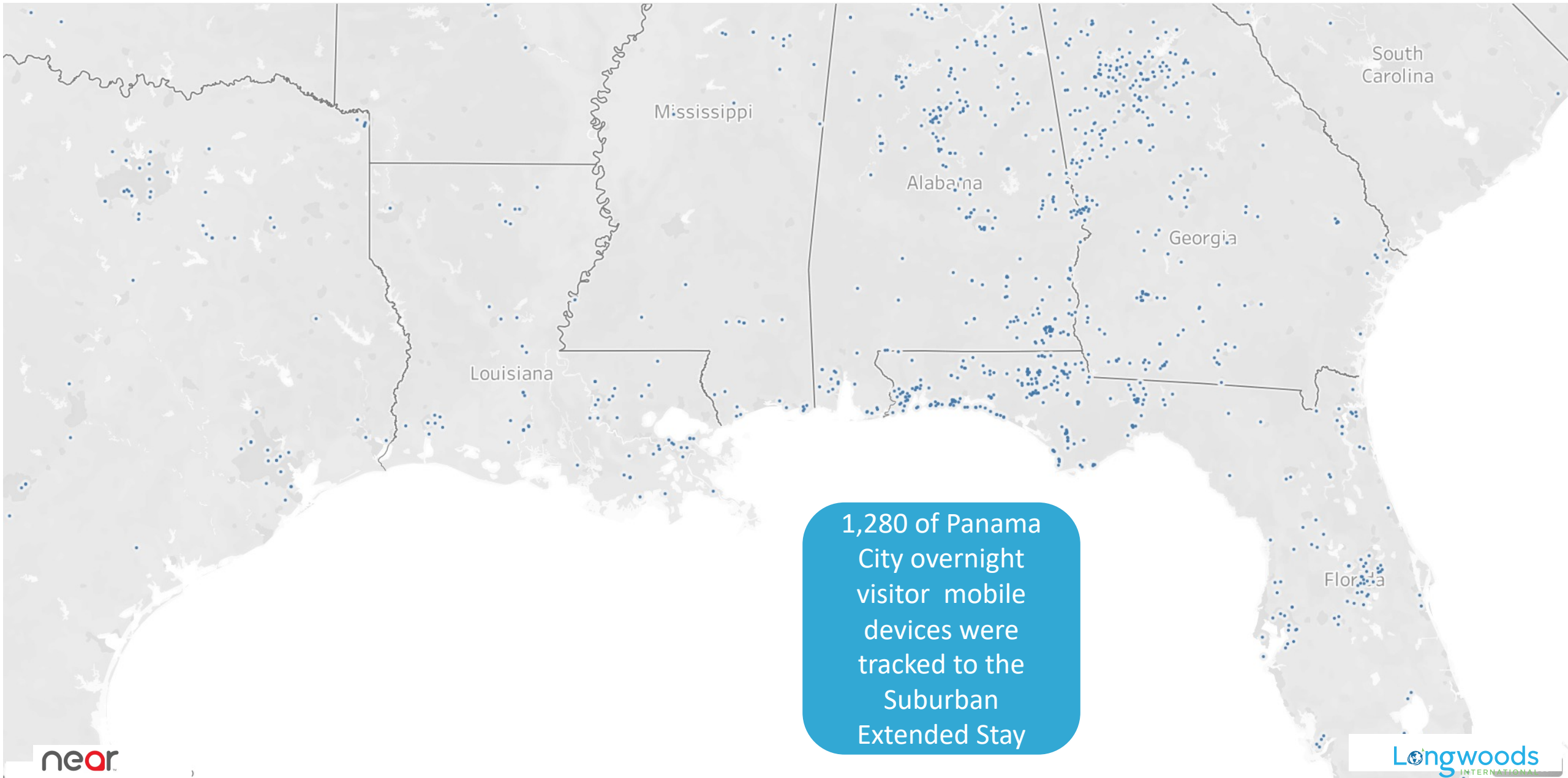
Rodeway Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Rodeway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	24.3%	23.9%	27.6%
Georgia	22.0%	21.1%	23.1%
Alabama	18.6%	19.6%	15.3%
Tennessee	6.4%	5.2%	4.9%
Texas	5.0%	4.5%	3.7%
Mississippi	3.2%	3.4%	2.4%
Kentucky	1.9%	2.2%	1.9%
Louisiana	1.8%	3.9%	2.6%
Arkansas	1.6%	1.3%	1.0%
Michigan	1.6%	0.7%	0.8%

Rodeway Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Rodeway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	13.8%	12.8%	14.3%
Panama City, FL	9.9%	8.2%	11.2%
Tallahassee, FL-Thomasville, GA	5.8%	4.4%	4.6%
Birmingham, AL	5.5%	5.5%	4.3%
Mobile, AL-Pensacola, FL	5.5%	6.5%	5.3%
Dothan, AL	4.6%	4.3%	4.1%
Columbus, GA	3.6%	3.7%	3.6%
Huntsville-Decatur, AL	2.8%	2.2%	1.5%
Nashville, TN	2.6%	2.6%	2.3%
Chattanooga, TN	2.5%	1.5%	1.5%

Suburban Extended Stay Panama City Visitors



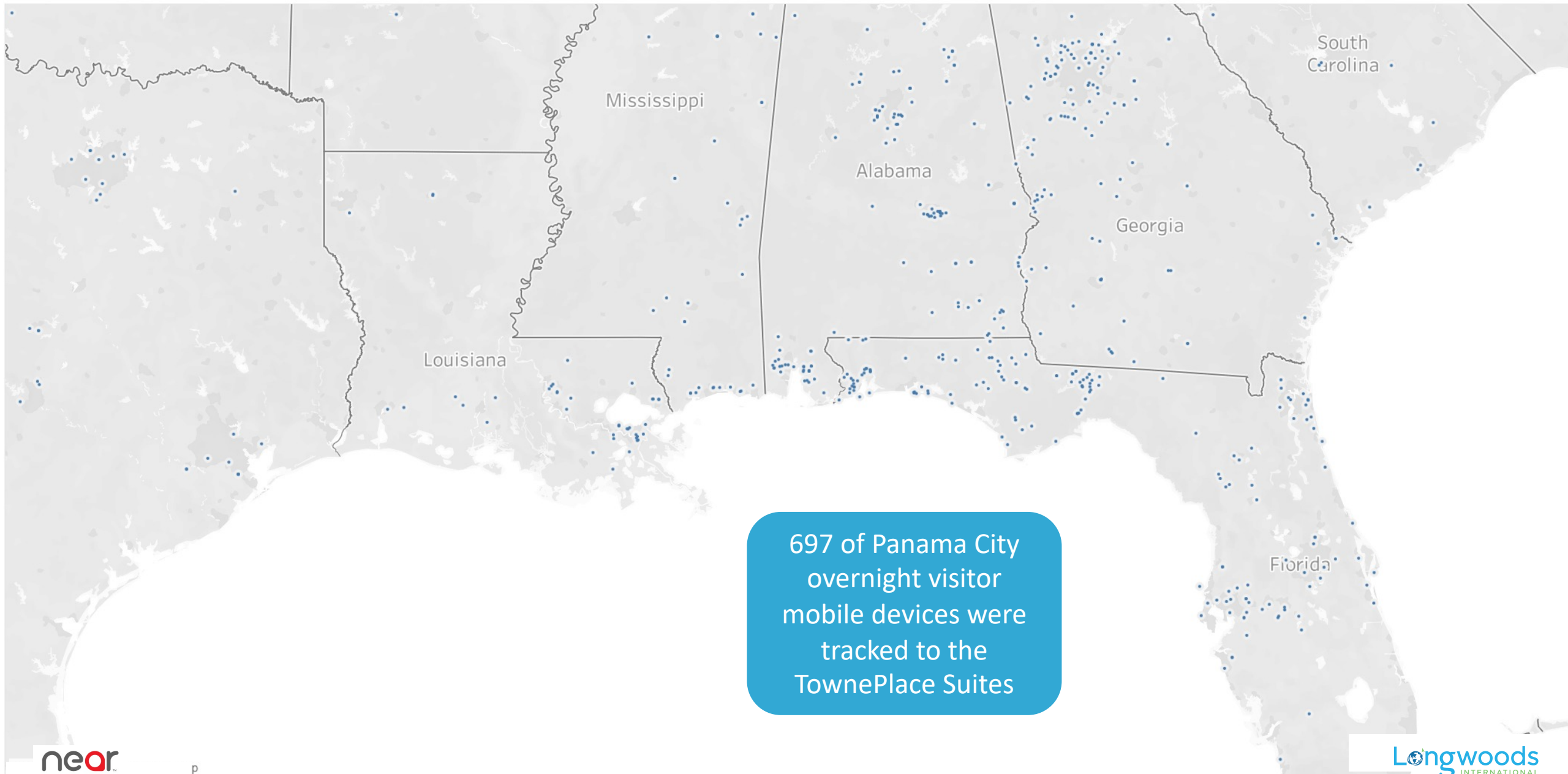
Suburban Extended Stay Panama City Origin Markets: State

Top 10 States of Origin	% of Suburban Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	23.8%	23.9%	27.6%
Alabama	20.0%	19.6%	15.3%
Georgia	19.4%	21.1%	23.1%
Tennessee	7.0%	5.2%	4.9%
Louisiana	5.2%	3.9%	2.6%
Texas	4.8%	4.5%	3.7%
Mississippi	2.8%	3.4%	2.4%
Kentucky	2.3%	2.2%	1.9%
Indiana	2.0%	1.4%	1.6%
Arkansas	1.5%	1.3%	1.0%

Suburban Extended Stay Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Suburban Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	11.6%	12.8%	14.3%
Panama City, FL	9.5%	8.2%	11.2%
Birmingham, AL	6.7%	5.5%	4.3%
Mobile, AL-Pensacola, FL	6.7%	6.5%	5.3%
Tallahassee, FL-Thomasville, GA	4.1%	4.4%	4.6%
Dothan, AL	3.8%	4.3%	4.1%
Nashville, TN	3.6%	2.6%	2.3%
Columbus, GA	3.4%	3.7%	3.6%
Huntsville-Decatur, AL	3.1%	2.2%	1.5%
Montgomery-Selma, AL	2.7%	3.2%	2.0%

TownePlace Suites Panama City Visitors



TownePlace Suites Panama City Origin Markets: State

Top 10 States of Origin	% of TownePlace Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	24.7%	23.9%	27.6%
Alabama	17.1%	19.6%	15.3%
Georgia	16.9%	21.1%	23.1%
Louisiana	5.7%	3.9%	2.6%
Mississippi	5.3%	3.4%	2.4%
Tennessee	5.0%	5.2%	4.9%
Texas	4.7%	4.5%	3.7%
North Carolina	1.9%	1.1%	1.6%
Missouri	1.7%	1.3%	1.3%
South Carolina	1.4%	1.1%	1.3%

TownePlace Suites Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of TownePlace Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	11.5%	12.8%	14.3%
Mobile, AL-Pensacola, FL	9.0%	6.5%	5.3%
Birmingham, AL	5.5%	5.5%	4.3%
Panama City, FL	5.0%	8.2%	11.2%
Tallahassee, FL-Thomasville, GA	4.9%	4.4%	4.6%
Tampa-St. Petersburg, FL	4.2%	2.4%	2.6%
New Orleans, LA	3.9%	2.0%	1.4%
Montgomery-Selma, AL	3.4%	3.2%	2.0%
Columbus, GA	2.9%	3.7%	3.6%
Nashville, TN	2.7%	2.6%	2.3%

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