



# Panama City Visitation Report Year 2: April 2022 – September 2022

DESTINATION  
**PANAMA CITY**  
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February 2023

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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: 193,360 total tracked mobile device trips to Panama City, FL from April 2022 to September 2022.



Overnight Base Size

132,796



Day Base Size

60,564

The sample size for October 2021 to September 2022 is:



Overnight Base Size

232,460



Day Base Size

134,962

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

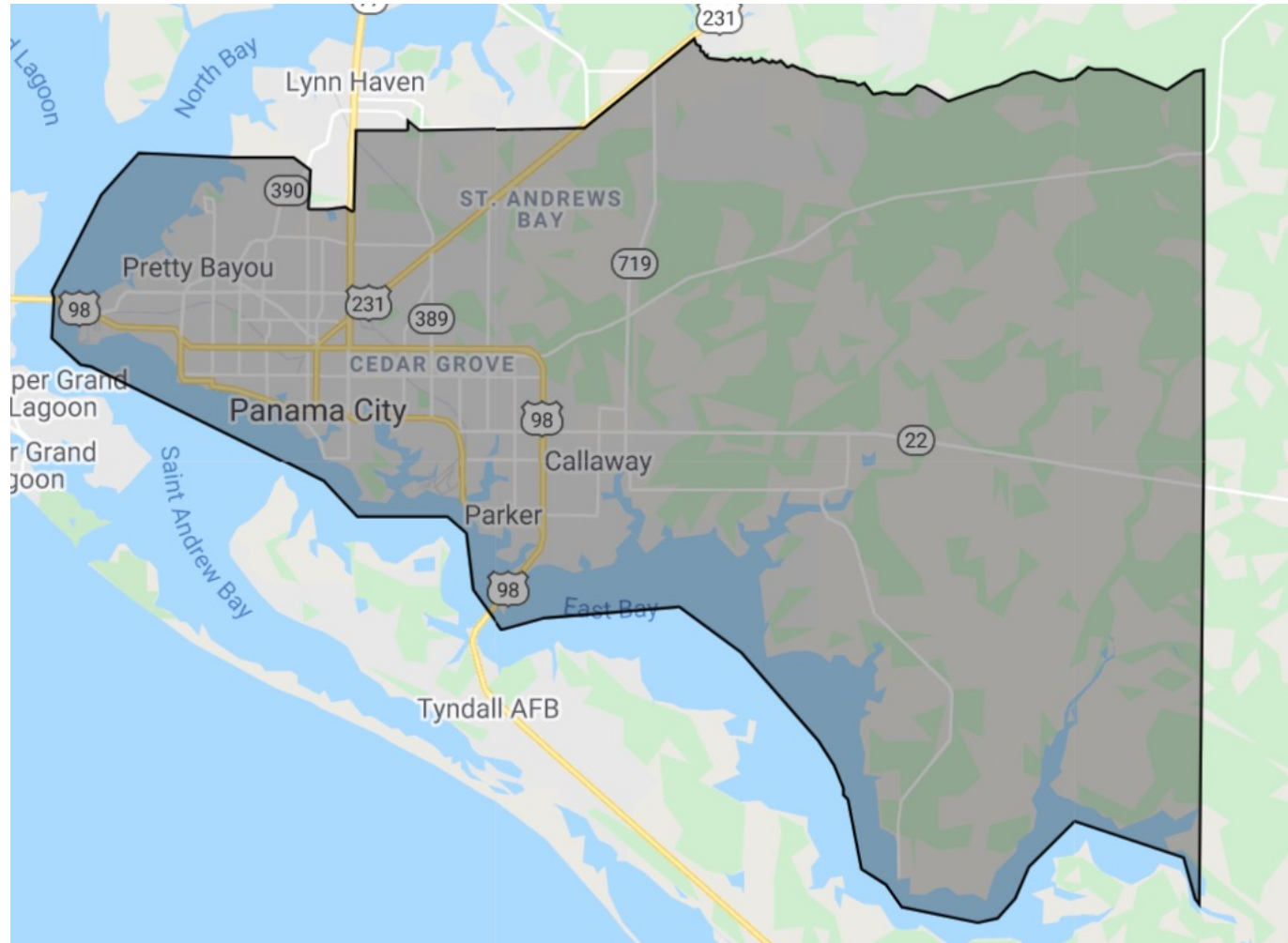


# Methodology

## 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





# Panama City Visitation: Key Findings

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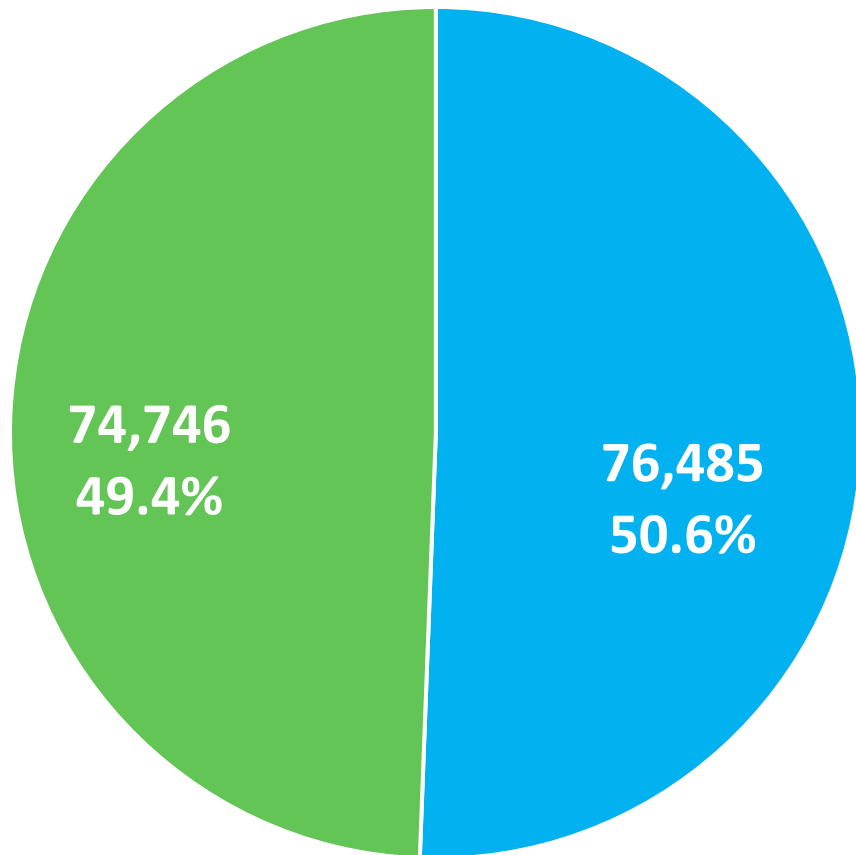
# Key Findings

- The majority of tracked trips to Panama City are now overnight trips – 63% between October 2021 – September 2022 (Year 2). Only 47% of trips were overnight ones between October 2020 – September 2021 (Year 1).
- There was strong consistency in both the top ten overnight state and DMA origin markets – the only changes in that list are South Carolina replacing Kentucky and Jacksonville replacing Tampa – St Petersburg.
  - While the top 5 states remain in the same order between Year 1 and Year 2 (Florida, Georgia, Alabama, Tennessee, and Texas), Panama City is now the top DMA of origin for overnight visitors, with Atlanta falling to second.
- There is similar consistency for the top 10 day state and DMA origin markets – here, the only changes are Ohio replacing Illinois and Orlando-Daytona Beach-Melbourne replacing Albany, GA.
  - The top 5 states are the same – Florida, Alabama, Georgia, Tennessee, and Texas, however, in Year 1 Georgia was in the second spot and Alabama was third. Panama City remains the top feeder DMA, but now Mobile, AL-Pensacola, Tallahassee, FL-Thomasville, GA, and Dothan, AL have overtaken Atlanta in share of visitors.
- On average, every overnight visitor went on 3.0 trips to Panama City, which is a strong repeat visitation pattern and significantly higher than day's 1.8 repeat visitation rate. While the day repeat visitation rate is unchanged from Year 1, Year 2's 3.0 trips is significantly higher than Year 1's 2.2.

# Key Findings

- 18.5% of Panama City overnight visitors stayed in one of the 19 hotels tracked for this study, statistically the same as year 1's 20.5%.
- Fewer overnight visitors also went to Panama City Beach In Year 2 than Year 1. Six in then overnight visitors also went to Panama City Beach, down from three-fourths in Year 1. This is tied to the increase in the Florida origin market as well as a higher frequency of repeat visitation – visitors living closer and visiting more frequently don't need to visit everywhere available to them on each trip.
- May and April were the strongest visitation month for overnight visitation, while March and April had the highest share of day visitation. In Year 1, July had the highest share of overnight visitation, and March for day trips.
- Both the average length of 2.8 days for overnight trips and 5 hours for days trips remains statistically unchanged from Year 1.
- Friday remains the most popular start day for overnight trips, and similarly, Saturday remains the day of week with the highest share of day trips.

# Visitors: Overnight vs Day



In October 2021 – August 2022, Near tracked **151,231 unique visitor mobile devices** in Panama City, FL.

**50.6%** of those trips were **overnight visitors**, while **49.4%** were **day visitors** in Panama City.

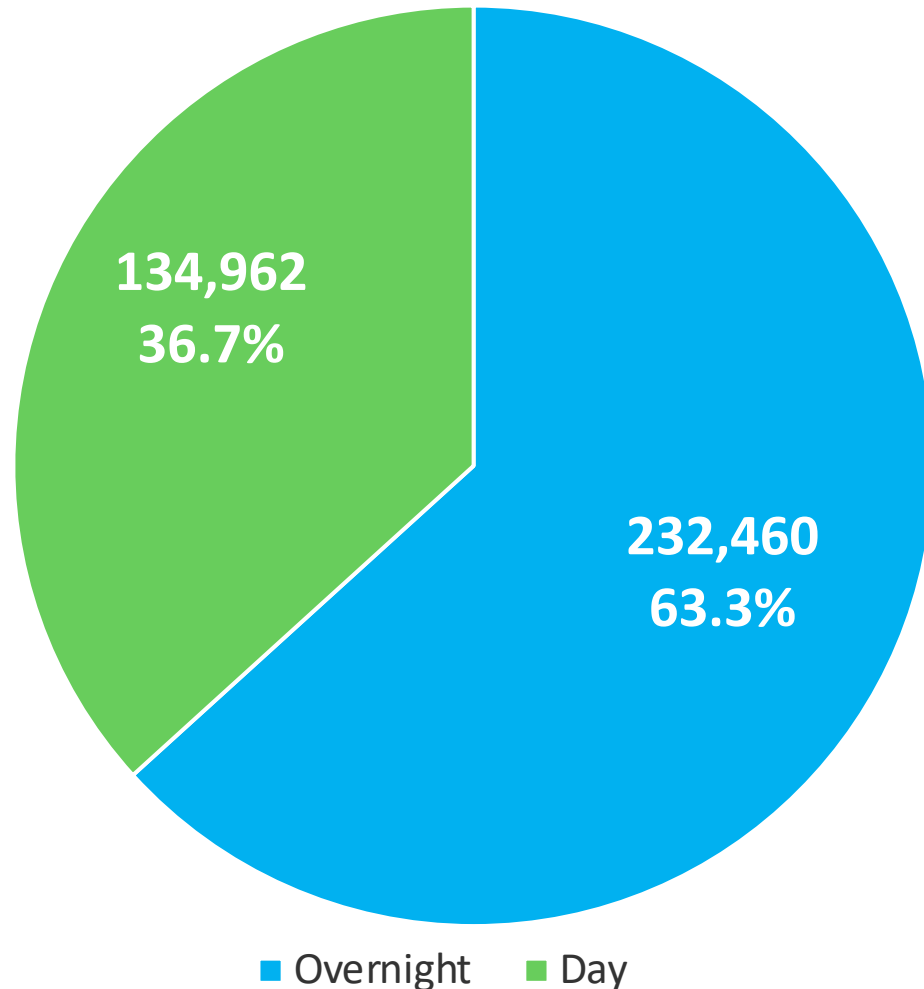
October 2020 – September 2021:  
58.5% Day, 41.5% overnight

October 2021 – March 2022:  
51.2% Day, 48.8% overnight

April – September 2022:  
36.7% Day, 63.3% overnight

■ Overnight Unique Devices    ■ Day Unique Devices

# Trips: Overnight vs Day



In October 2021 – August 2022, Near tracked **367,422 visitor trips** in Panama City, FL.

**63.3%** of those trips were **overnight trips**, while **36.7%** were **day trips** in Panama City.

October 2020 – September 2021:  
52.7% Day, 47.3% overnight

October 2021 – March 2022:  
57.3% Day, 42.7% overnight

April – September 2022:  
31.3% Day, 68.7% overnight

# Panama City Origin Markets: State October 2021 – September 2022

Top 10 States of Origin	Overnight Visitors	Day Visitors
Florida	40.1%	49.3%
Georgia	16.0%	11.9%
Alabama	14.2%	16.5%
Tennessee	4.1%	3.6%
Texas	3.1%	2.2%
Louisiana	2.1%	1.4%
Mississippi	2.0%	1.5%
North Carolina	1.6%	1.0%
Indiana	1.3%	1.2%
South Carolina	1.3%	0.8%



# Panama City Origin Markets: DMA October 2021 – September 2022

Top 10 DMAs of Origin	Overnight Visitors	Day Visitors
Panama City, FL	16.9%	26.3%
Atlanta, GA	9.4%	6.0%
Mobile, AL-Pensacola, FL	7.0%	10.2%
Tallahassee, FL-Thomasville, GA	5.8%	8.0%
Dothan, AL	4.6%	7.9%
Orlando-Daytona Beach-Melbourne, FL	4.3%	2.7%
Tampa-St. Petersburg, FL	3.6%	2.0%
Birmingham, AL	3.3%	2.7%
Jacksonville, FL	2.9%	1.9%
Columbus, GA	2.6%	2.1%

# Panama City: Hotel Visitors



18.5%

14,145 of Panama City's tracked unique visitors in October 2021 – September 2022 stayed in one of the 19 hotels included in this study.

October 2020 – September 2021 – 20.5%

# Panama City Overnight – Hotels Used October 2021 – September 2022

Hotels	% of Overnight Hotel Visitors	% of Total Overnight Visitors
Hilton Garden Inn	14.9%	12.1%
La Quinta Inn & Suites	14.6%	14.6%
Courtyard Marriott	8.0%	6.0%
Holiday Inn	7.9%	6.1%
Best Western Plus	7.0%	5.5%
Red Roof Inn	6.7%	5.3%
Days Inn by Wyndham Panama City	6.1%	6.2%
Econo Lodge	6.0%	4.5%
Comfort Inn & Suites Panama City Mall Area	5.8%	4.5%
Ramada	5.3%	4.9%

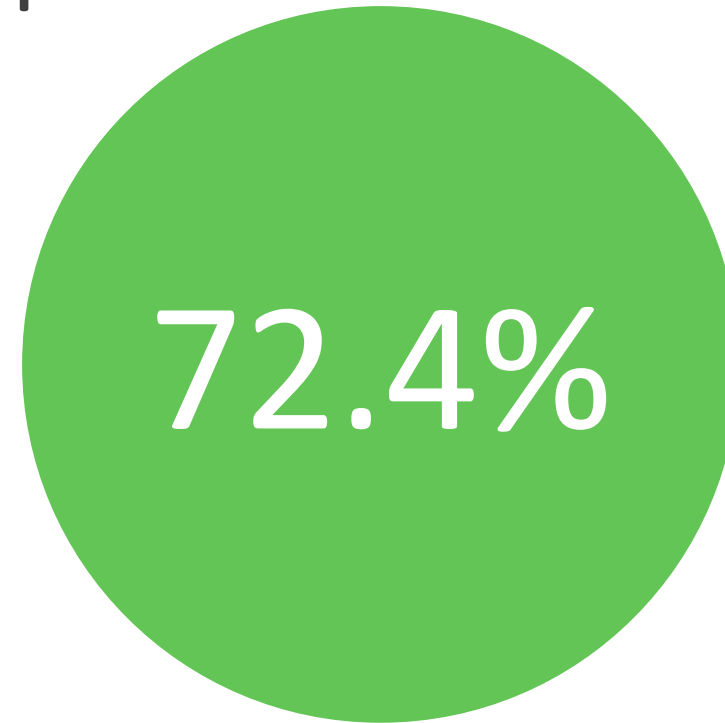
# Panama City Overnight – Hotels Used October 2021 – September 2022

Hotels	% of Overnight Hotel Visitors	% of Total Overnight Visitors
Comfort Inn & Suites	4.8%	3.1%
Suburban Extended Stay	4.6%	4.2%
Hathaway Inn	4.2%	2.4%
Quality Inn & Conference Center	4.0%	4.6%
TownePlace Suites	3.7%	4.4%
Microtel Inn & Suites by Wyndham	3.1%	3.7%
Quality Inn & Suites	3.1%	2.6%
Rodeway Inn	2.8%	2.6%
Fairway Inn	2.6%	2.6%

# Overlap: Percentage of Panama City Visitors Who Also Went to Panama City Beach, October 2021 – September 2022



Overnight



Day

October 2020 – September 2021: 76.0% Overnight, 68.4% Day

# Repeat Visitation: Average Number of Trips to Panama City, October 2021 – September 2022



Overnight



Day

October 2020 – September 2021: 2.2 Overnight, 1.8 Day

# Panama City Trip Share by Month

Month	Total Overnight Trips	Total Day Trips
October 2021	6.6%	10.5%
November 2021	6.8%	8.4%
December 2021	7.2%	8.7%
January 2022	6.0%	7.5%
February 2022	6.5%	8.9%
March 2022	9.8%	11.1%
April 2022	10.7%	10.7%
May 2022	12.7%	6.4%
June 2022	8.4%	5.7%
July 2022	7.7%	6.4%
August 2022	9.0%	7.6%
September 2022	8.6%	8.1%

# Panama City: Average Length of Trip October 2021 – September 2022



Overnight



Day

October 2020 – September 2021: 2.6 Days Overnight, 5.8 Hours Day



# Trip Start Day of Week: Panama City Trips October 2021 – September 2022

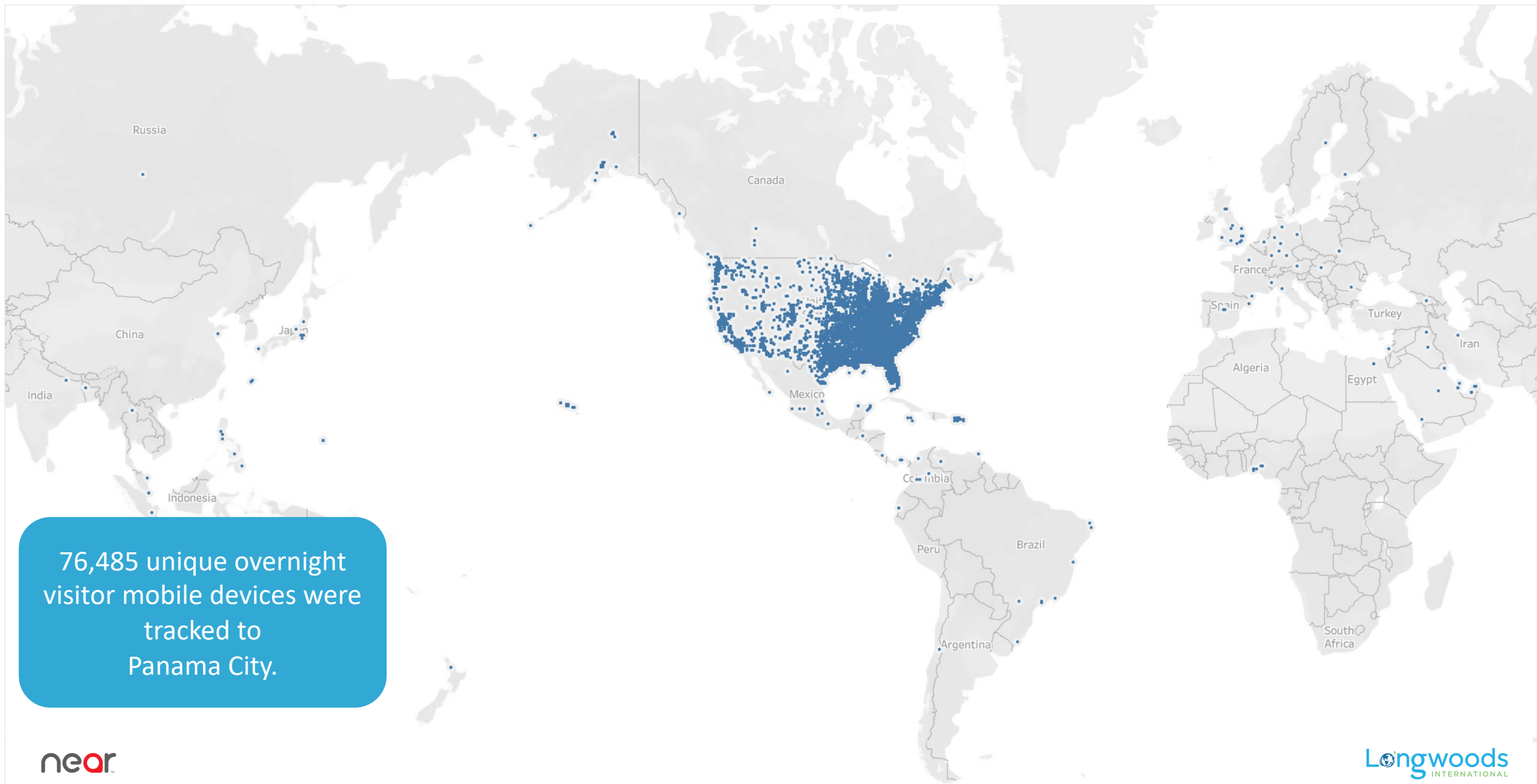
Day of Week	Total Overnight Trips	Total Day Trips
Monday	15.8%	13.9%
Tuesday	13.6%	13.6%
Wednesday	13.2%	12.6%
Thursday	12.3%	13.5%
Friday	17.3%	16.8%
Saturday	14.7%	18.7%
Sunday	13.0%	10.9%



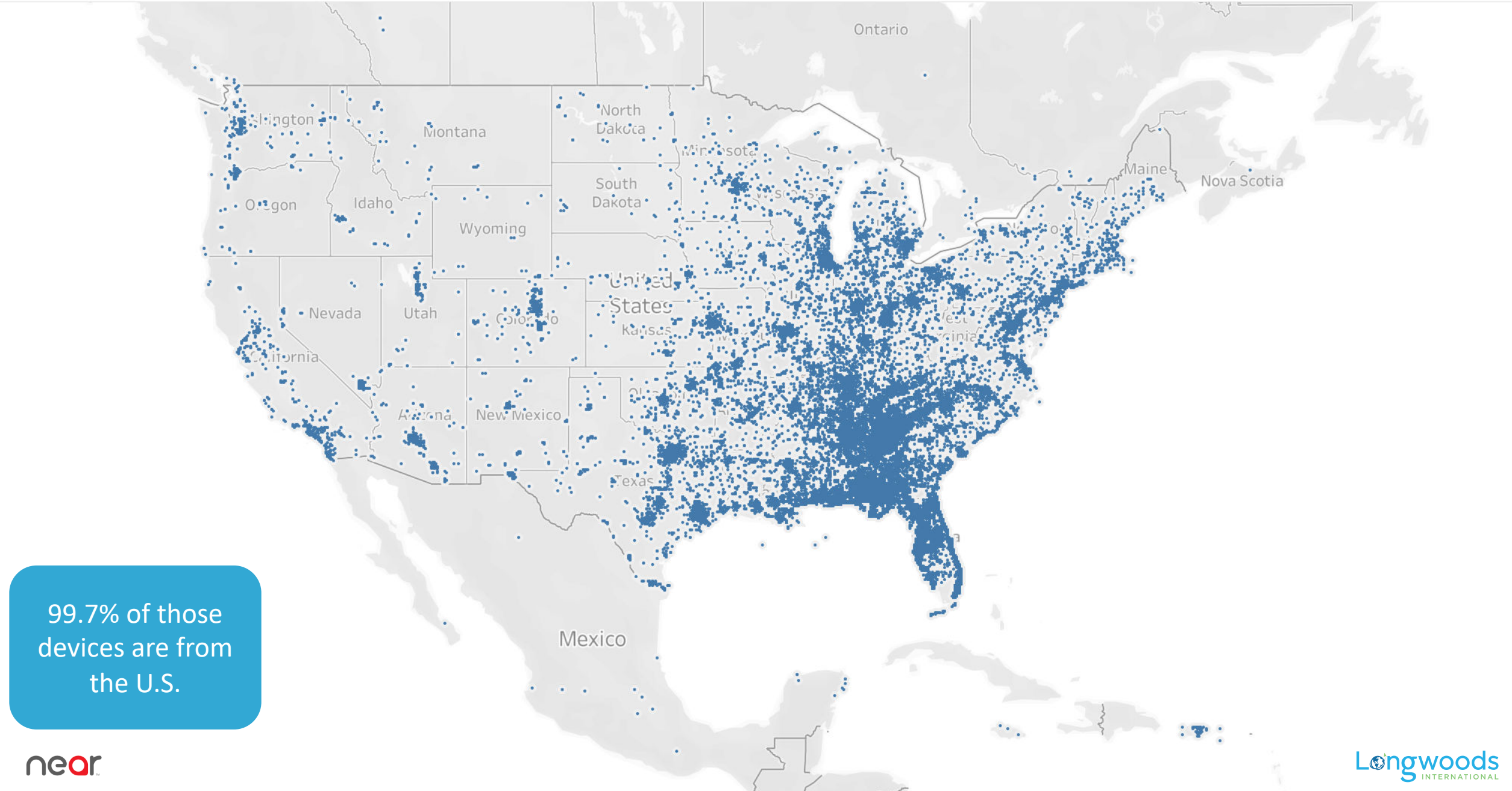
# October 2021 – September 2022 Panama City Overnight Visitation

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# Panama City Overnight Unique Visitors: October 2021 - September 2022



# Panama City Overnight Unique Visitors: October 2021 - September 2022



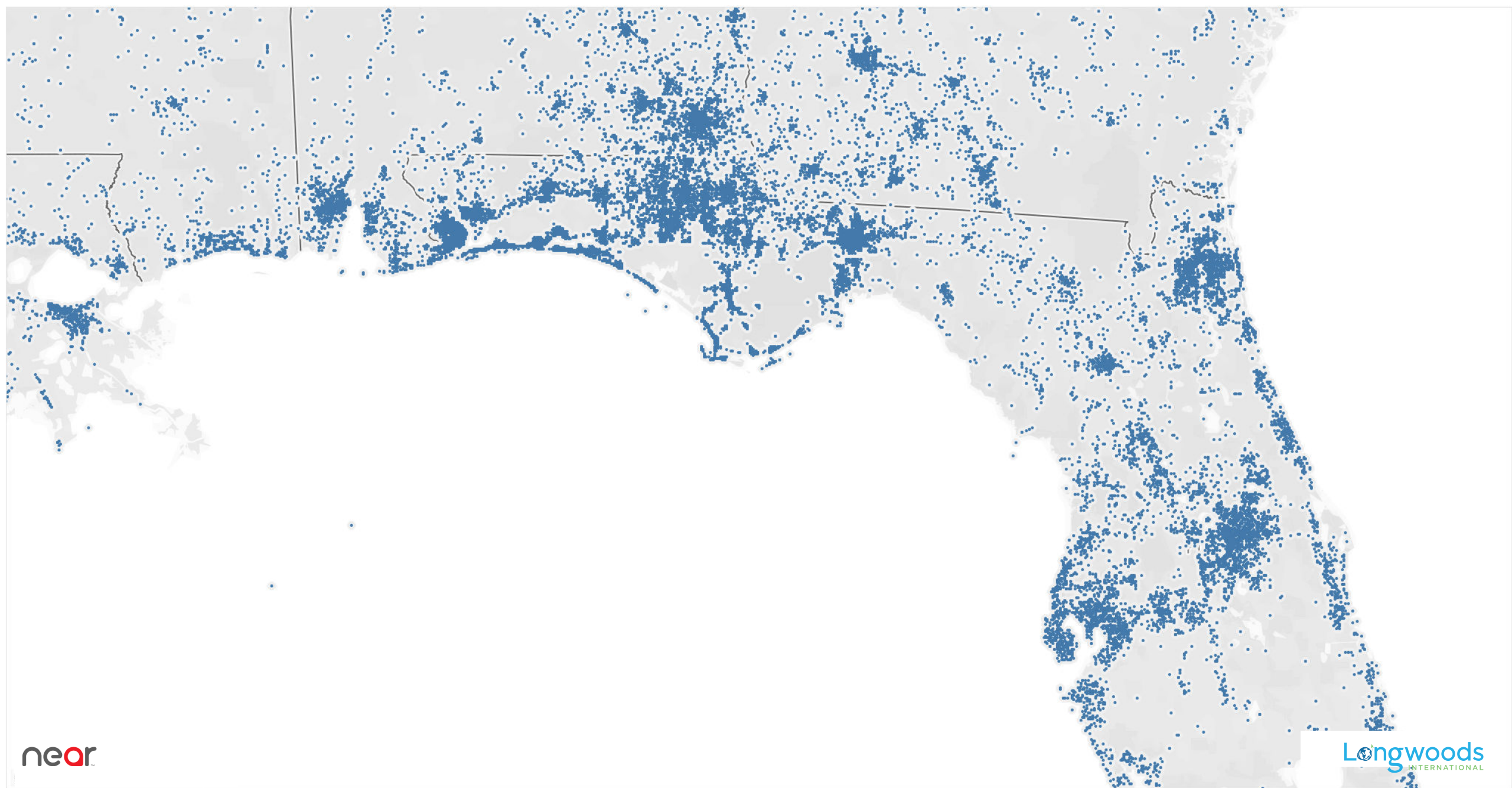
99.7% of those devices are from the U.S.

# Panama City Overnight Origin Markets: State YOY

Top 10 States of Origin	Oct 2021 – Sept 2022 Overnight Visitors	Oct 2020 – Sept 2021 Overnight Visitors
Florida	40.1%	27.6%
Georgia	16.0%	23.1%
Alabama	14.2%	15.3%
Tennessee	4.1%	4.9%
Texas	3.1%	3.7%
Louisiana	2.1%	2.6%
Mississippi	2.0%	2.4%
North Carolina	1.6%	1.6%
Indiana	1.3%	1.6%
South Carolina	1.3%	1.3%



# Panama City Overnight Unique Visitors: October 2021 - September 2022



# Panama City Overnight Origin Markets: DMA YOY

Top 10 States of Origin	Oct 21 – Sept 22 Overnight Visitors	Oct 20 – Sept 21 Overnight Visitors
Panama City, FL	16.9%	11.2%
Atlanta, GA	9.4%	14.3%
Mobile, AL-Pensacola, FL	7.0%	5.3%
Tallahassee, FL-Thomasville, GA	5.8%	4.6%
Dothan, AL	4.6%	4.1%
Orlando-Daytona Beach-Melbourne, FL	4.3%	2.8%
Tampa-St. Petersburg, FL	3.6%	2.6%
Birmingham, AL	3.3%	4.3%
Jacksonville, FL	2.9%	2.2%
Columbus, GA	2.6%	3.6%

# Overnight Repeat Visitation: Average Number of Trips to Panama City



3.0  
trips

Average number of trips taken by overnight visitors to Panama City, October 2021 – September 2022.

October 2020 – September 2021 was 2.2 trips.

October 2021 – March 2022: 2.7

April – September 2022: 3.0



# Panama City: Hotel Visitors



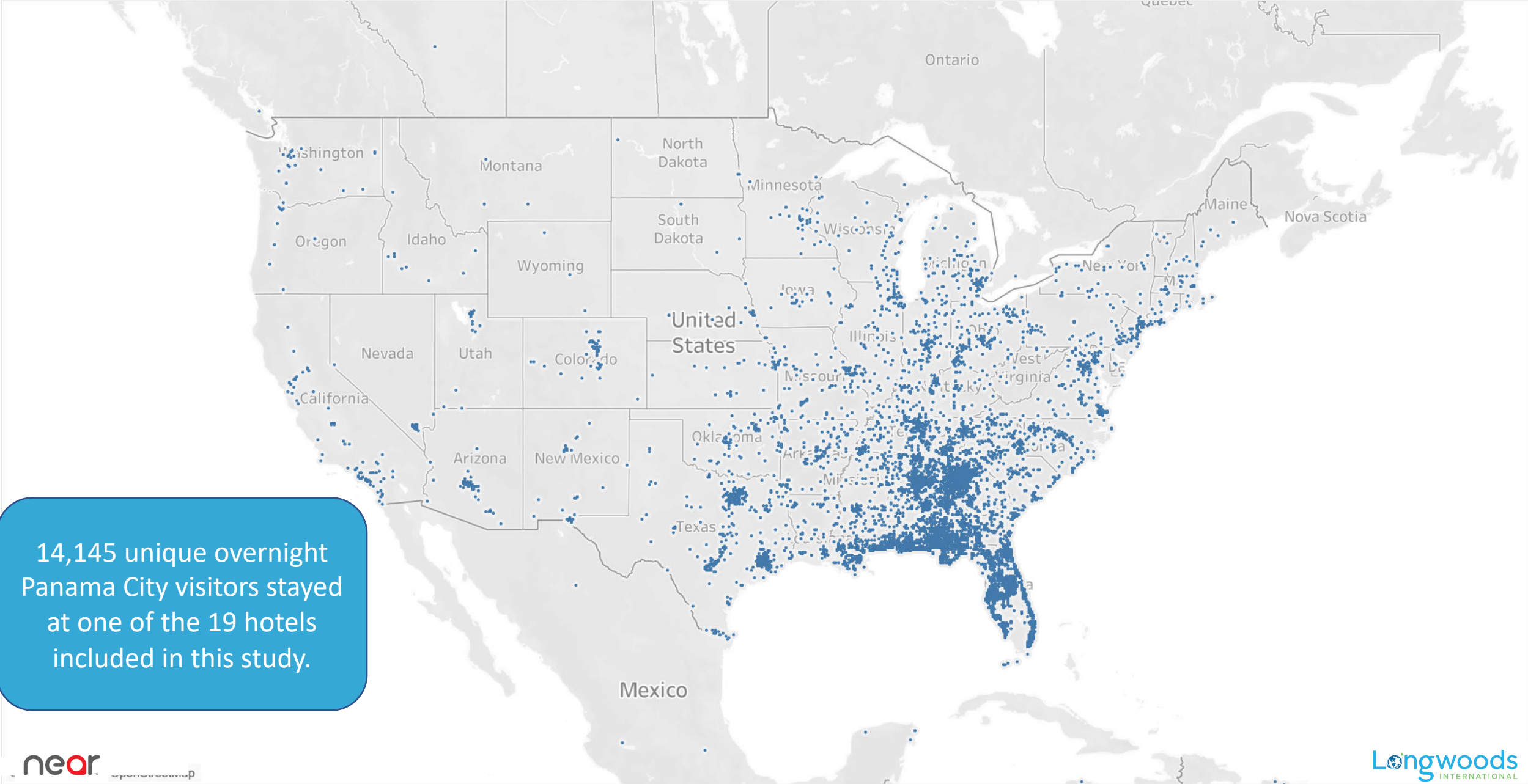
18.5%

14,145 of Panama City's tracked unique visitors in October 2021 – September 2022 stayed in one of the 19 hotels included in this study.

From October 2020 – September 2021, 20.5% of Panama City's tracked unique visitors stayed in one of the 19 hotels included in this study.

October 2021 – March 2022: 20.6%  
April – September 2022: 15.7%

# Panama City Unique Hotel Visitors: October 2021 - September 2022



14,145 unique overnight Panama City visitors stayed at one of the 19 hotels included in this study.

# Panama City Overnight: Hotels Used, October 2021 – September 2022

Hotels	Overnight Hotel Visitors	Total Overnight Visitors
Hilton Garden Inn	14.9%	12.1%
La Quinta Inn & Suites	14.6%	14.6%
Courtyard Marriott	8.0%	6.0%
Holiday Inn	7.9%	6.1%
Best Western Plus	7.0%	5.5%
Red Roof Inn	6.7%	5.3%
Days Inn by Wyndham Panama City	6.1%	6.2%
Econo Lodge	6.0%	4.5%
Comfort Inn & Suites Panama City Mall Area	5.8%	4.5%
Ramada	5.3%	4.9%

# Panama City Overnight: Hotels Used October 2021 – September 2022

Hotels	Overnight Hotel Visitors	Total Overnight Visitors
Comfort Inn & Suites	4.8%	3.1%
Suburban Extended Stay	4.6%	4.2%
Hathaway Inn	4.2%	2.4%
Quality Inn & Conference Center	4.0%	4.6%
TownePlace Suites	3.7%	4.4%
Microtel Inn & Suites by Wyndham	3.1%	3.7%
Quality Inn & Suites	3.1%	2.6%
Rodeway Inn	2.8%	2.6%
Fairway Inn	2.6%	2.6%

# Panama City Overnight: Hotels Used YOY

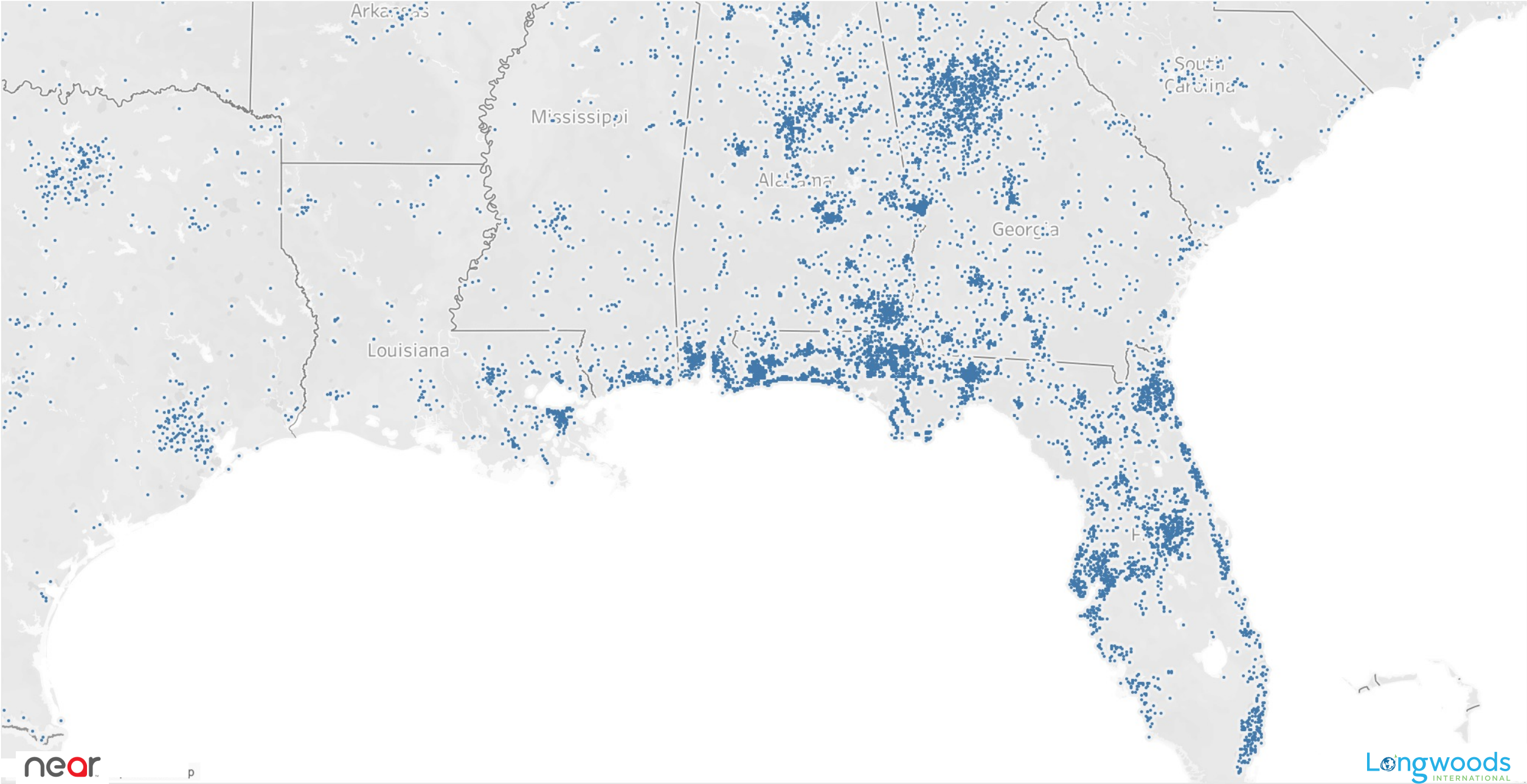
Hotels	Oct 21 – Sept 22 Overnight Hotel Visitors	Oct 20 – Sept 21 Overnight Hotel Visitors
Hilton Garden Inn	14.9%	9.5%
La Quinta Inn & Suites	14.6%	12.9%
Courtyard Marriott	8.0%	4.1%
Holiday Inn	7.9%	5.6%
Best Western Plus	7.0%	5.3%
Red Roof Inn	6.7%	4.4%
Days Inn by Wyndham Panama City	6.1%	6.4%
Econo Lodge	6.0%	7.2%
Comfort Inn & Suites Panama City Mall Area	5.8%	3.6%
Ramada	5.3%	5.0%

# Panama City Overnight: Hotels Used YOY

Hotels	Oct 21 – Sept 22 Overnight Hotel Visitors	Oct 20 – Sept 21 Overnight Hotel Visitors
Comfort Inn & Suites	4.8%	3.3%
Suburban Extended Stay	4.6%	5.0%
Hathaway Inn	4.2%	4.6%
Quality Inn & Conference Center	4.0%	7.3%
TownePlace Suites	3.7%	2.7%
Microtel Inn & Suites by Wyndham	3.1%	3.2%
Quality Inn & Suites	3.1%	3.5%
Rodeway Inn	2.8%	3.4%
Fairway Inn	2.6%	2.9%



# Panama City Unique Hotel Visitors: October 2021 - September 2022



# Panama City Hotels Overnight Origin Markets: State October 2021 – September 2022

Top 10 States of Origin: Hotels	Hotels Overnight Visitors	Total Overnight Visitors
Florida	39.0%	40.1%
Alabama	17.2%	14.2%
Georgia	14.8%	16.0%
Tennessee	3.9%	4.1%
Texas	3.6%	3.1%
Louisiana	2.7%	2.1%
Mississippi	2.6%	2.0%
North Carolina	1.5%	1.6%
South Carolina	1.2%	1.3%
Indiana	1.1%	1.3%



# Panama City Hotels Overnight Origin Markets: State YOY

Top 10 States of Origin: Hotels	Oct 21 – Sept 22 Overnight Hotel Visitors	Oct 20 – Sept 21 Overnight Hotel Visitors
Florida	39.0%	23.9%
Alabama	17.2%	19.6%
Georgia	14.8%	21.1%
Tennessee	3.9%	5.2%
Texas	3.6%	4.5%
Louisiana	2.7%	3.9%
Mississippi	2.6%	3.4%
North Carolina	1.5%	1.1%
South Carolina	1.2%	1.1%
Indiana	1.1%	1.4%

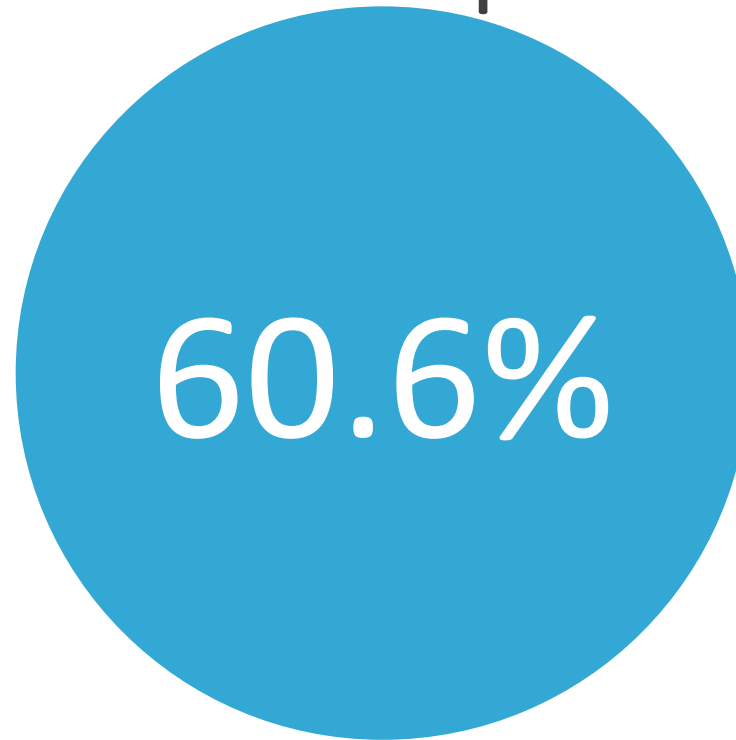
# Panama City Hotels Overnight Origin Markets: DMA, October 2021 – September 2022

Top 10 DMAs of Origin: Hotels	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	11.9%	16.9%
Mobile, AL-Pensacola, FL	9.4%	7.0%
Atlanta, GA	8.3%	9.4%
Tallahassee, FL-Thomasville, GA	5.9%	5.8%
Orlando-Daytona Beach-Melbourne, FL	5.0%	4.3%
Tampa-St. Petersburg, FL	4.8%	3.6%
Dothan, AL	4.4%	4.6%
Birmingham, AL	4.0%	3.3%
Jacksonville, FL	3.9%	2.9%
Montgomery-Selma, AL	3.1%	2.0%

# Panama City Hotels Overnight Origin Markets: DMA YOY

Top 10 DMAs of Origin: Hotels	Oct 21 – Sept 22 Overnight Hotel Visitors	Oct 20 – Sept 21 Overnight Hotel Visitors
Panama City, FL	11.9%	8.2%
Mobile, AL-Pensacola, FL	9.4%	6.5%
Atlanta, GA	8.3%	12.8%
Tallahassee, FL-Thomasville, GA	5.9%	4.4%
Orlando-Daytona Beach-Melbourne, FL	5.0%	3.6%
Tampa-St. Petersburg, FL	4.8%	2.4%
Dothan, AL	4.4%	4.3%
Birmingham, AL	4.0%	5.5%
Jacksonville, FL	3.9%	1.9%
Montgomery-Selma, AL	3.1%	3.2%

# Overlap: Percentage of Overnight Panama City Visitors Who Also Went to Panama City Beach October 2021 – September 2022



October 2020 – September 2021 - 76.0%

# Panama City Overnight – Panama City Beach Share, October 2021 – September 2022

Top 10 States of Origin	% of Overnight Visitors That Went to Panama City Beach	Total Overnight Visitors
Florida	34.8%	40.1%
Georgia	19.2%	16.0%
Alabama	15.7%	14.2%
Tennessee	4.8%	4.1%
Texas	2.9%	3.1%
Louisiana	2.1%	2.1%
Mississippi	2.0%	2.0%
Kentucky	1.6%	1.3%
Indiana	1.6%	1.3%
North Carolina	1.6%	1.6%

# Panama City Overnight – Panama City Beach Share YOY

Top 10 States of Origin	Oct 21 – Sept 22 PCB Visitors	Oct 20 – Sept 21 PCB Visitors
Florida	34.8%	22.3%
Georgia	19.2%	27.0%
Alabama	15.7%	16.3%
Tennessee	4.8%	5.6%
Texas	2.9%	3.7%
Louisiana	2.1%	2.6%
Mississippi	2.0%	2.4%
Kentucky	1.6%	2.2%
Indiana	1.6%	1.8%
North Carolina	1.6%	1.5%

# Panama City Overnight – Panama City Beach Share: DMA October 2021 – September 2022

Top 10 DMAs of Origin	% of Overnight Visitors That Went to Panama City Beach	Total Overnight Visitors
Panama City, FL	16.0%	16.9%
Atlanta, GA	11.5%	9.4%
Mobile, AL-Pensacola, FL	7.0%	7.0%
Tallahassee, FL-Thomasville, GA	5.3%	5.8%
Dothan, AL	4.7%	4.6%
Birmingham, AL	4.0%	3.3%
Columbus, GA	3.3%	2.6%
Orlando-Daytona Beach-Melbourne, FL	3.0%	4.3%
Tampa-St. Petersburg, FL	2.7%	3.6%
Nashville, TN	2.4%	2.1%

# Panama City Overnight – Panama City Beach Share: DMA

Top 10 DMAs of Origin	Oct 21 – Sept 22 PCB Visitors	Oct 20 – Sept 21 PCB Visitors
Panama City, FL	16.0%	9.0%
Atlanta, GA	11.5%	17.0%
Mobile, AL-Pensacola, FL	7.0%	4.7%
Tallahassee, FL-Thomasville, GA	5.3%	4.1%
Dothan, AL	4.7%	4.2%
Birmingham, AL	4.0%	4.9%
Columbus, GA	3.3%	4.2%
Orlando-Daytona Beach-Melbourne, FL	3.0%	2.2%
Tampa-St. Petersburg, FL	2.7%	2.0%
Nashville, TN	2.4%	2.6%



# Panama City Overnight: Trip Share by Month YOY

Month	Oct 21 – Sept 22 Overnight Trips	Oct 20 – Sept 21 Overnight Trips
October	6.6%	7.3%
November	6.8%	6.3%
December	7.2%	6.4%
January	6.0%	6.1%
February	6.5%	6.3%
March	9.8%	10.0%
April	10.7%	10.5%
May	12.7%	8.3%
June	8.4%	8.8%
July	7.7%	13.0%
August	9.0%	10.1%
September	8.6%	6.9%

# Panama City Overnight: Start Day of Trip YOY

Day of Week	Oct 21 – Sept 22 Overnight Trips	Oct 20 – Sept 21 Overnight Trips
Monday	15.8%	17.3%
Tuesday	13.6%	13.1%
Wednesday	13.2%	11.4%
Thursday	12.3%	13.8%
Friday	17.3%	17.6%
Saturday	14.7%	15.6%
Sunday	13.0%	11.3%

# Panama City Overnight: Average Length of Trip October 2021 – September 2022

67.2  
hours

2.8  
days

October 2020 – September 2021 - 63.0 hours/2.6 days  
Oct 2021 – Mar 2022 – 63.1 hours/2.6 days – Apr 2022 – Sept 2022 – 70.2 hours/2.9 days

# Panama City Overnight: Average Length of Trip by Origin States, October 2021 – September 2022

Top 10 States of Origin	Days Spent in Panama City	Total Overnight Visitors
Florida	2.5	40.1%
Georgia	2.7	16.0%
Alabama	2.3	14.2%
Tennessee	3.4	4.1%
Texas	3.9	3.1%
Louisiana	3.7	2.1%
Mississippi	3.2	2.0%
North Carolina	3.6	1.6%
Indiana	3.4	1.3%
South Carolina	3.6	1.3%

# Panama City Overnight: Average Length of Trip by Origin States YOY

Top 10 States of Origin	Days Spent in Panama City Oct 2021 – Sept 2022	Days Spent in Panama City Oct 2020 – Sept 2021
Florida	2.5	2.3
Georgia	2.7	2.5
Alabama	2.3	2.1
Tennessee	3.4	3.0
Texas	3.9	3.4
Louisiana	3.7	3.3
Mississippi	3.2	2.9
North Carolina	3.6	3.4
Indiana	3.4	3.2
South Carolina	3.6	3.4

# Panama City Overnight: Average Length of Trip by Origin DMAs, October 2021 – September 2022

Top 10 DMAs of Origin	Days Spent in Panama City	Total Overnight Visitors
Panama City, FL	2.3	16.9%
Atlanta, GA	3.0	9.4%
Mobile, AL-Pensacola, FL	2.1	7.0%
Tallahassee, FL-Thomasville, GA	2.1	5.8%
Dothan, AL	2.1	4.6%
Orlando-Daytona Beach-Melbourne, FL	3.7	4.3%
Tampa-St. Petersburg, FL	3.5	3.6%
Birmingham, AL	3.1	3.3%
Jacksonville, FL	3.3	2.9%
Columbus, GA	1.9	2.6%

# Panama City Overnight: Average Length of Trip by Origin DMAs YOY

Top 10 DMAs of Origin	Days Spent in Panama City Oct 2021 – Sept 2022	Days Spent in Panama City Oct 2020 – Sept 2021
Panama City, FL	2.3	2.2
Atlanta, GA	3.0	2.8
Mobile, AL-Pensacola, FL	2.1	2.2
Tallahassee, FL-Thomasville, GA	2.1	2.0
Dothan, AL	2.1	1.8
Orlando-Daytona Beach-Melbourne, FL	3.7	3.3
Tampa-St. Petersburg, FL	3.5	3.1
Birmingham, AL	3.1	2.6
Jacksonville, FL	3.3	2.8
Columbus, GA	1.9	1.8

# Panama City Overnight: Average Length of Trip by Month, October 2021 – September 2022

Month	Days in Panama City	Total Overnight Trips
October 2021	2.6	6.6%
November 2021	2.7	6.8%
December 2021	2.7	7.2%
January 2022	2.9	6.0%
February 2022	2.5	6.5%
March 2022	2.5	9.8%
April 2022	3.0	10.7%
May 2022	3.0	12.7%
June 2022	2.8	8.4%
July 2022	3.3	7.7%
August 2022	2.8	9.0%
September 2022	2.6	8.6%



# Panama City Overnight: Average Length of Trip by Month YOY

Month	Days Spent in Panama City Oct 2021 – Sept 2022	Days Spent in Panama City Oct 2020 – Sept 2021
October	2.6	2.5
November	2.7	2.6
December	2.7	2.6
January	2.9	2.6
February	2.5	2.7
March	2.5	2.6
April	3.0	2.7
May	3.0	2.3
June	2.8	2.4
July	3.3	2.8
August	2.8	2.9
September	2.6	2.4

# Panama City Overnight: Average Length of Trip by Start Day of Trip, October 2021 – September 2022

Day of Week	Days in Panama City	Total Overnight Trips
Monday	2.8	15.8%
Tuesday	2.8	13.6%
Wednesday	2.5	13.2%
Thursday	2.6	12.3%
Friday	2.9	17.3%
Saturday	3.0	14.7%
Sunday	3.0	13.0%

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

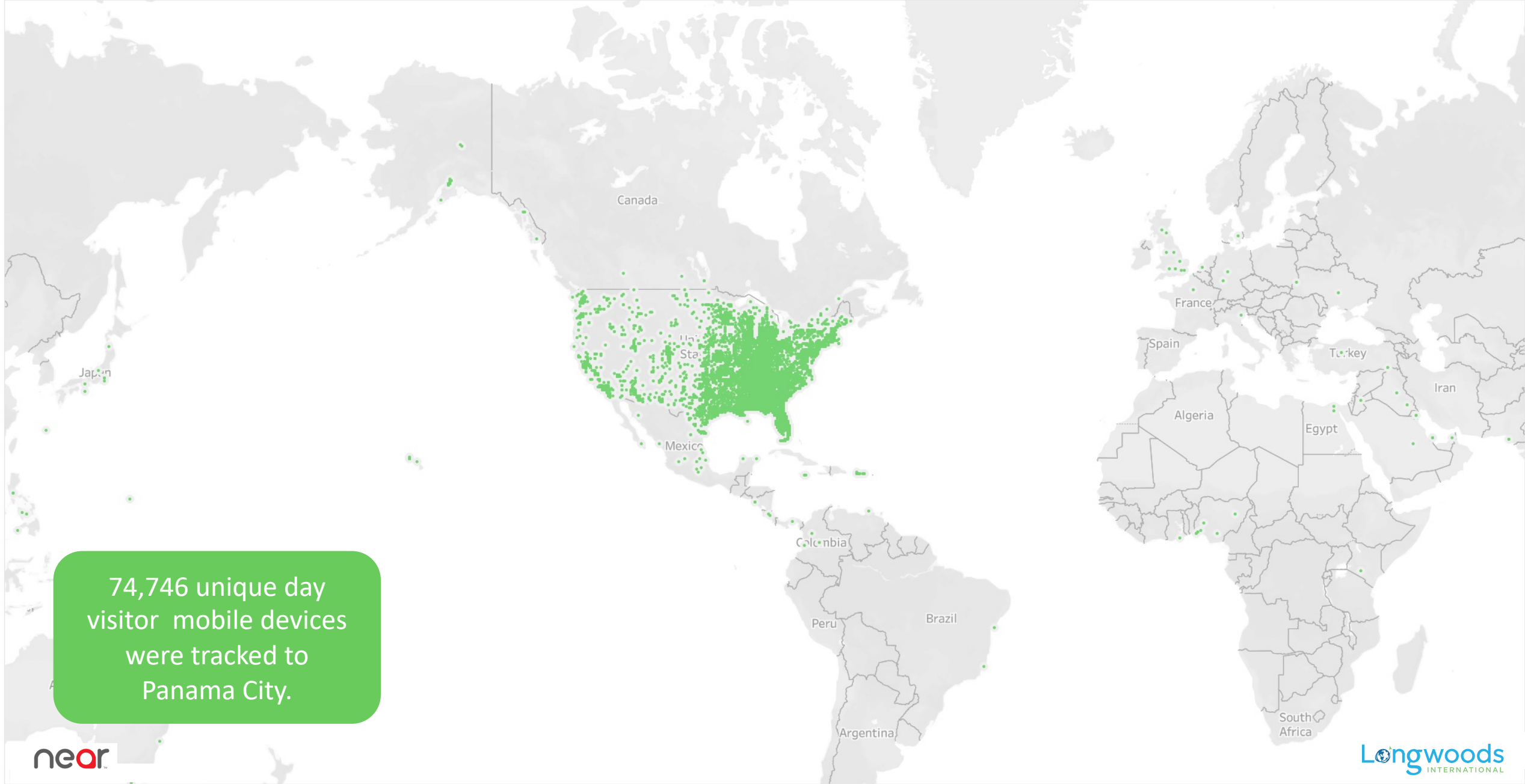
Day of Week	Days Spent in Panama City Oct 2021 – Sept 2022	Days Spent in Panama City Oct 2020 – Sept 2021
Monday	2.8	3.1
Tuesday	2.8	2.6
Wednesday	2.5	2.5
Thursday	2.6	2.6
Friday	2.9	2.2
Saturday	3.0	2.3
Sunday	3.0	3.1



# October 2021 – March 2022 Panama City Day Visitation

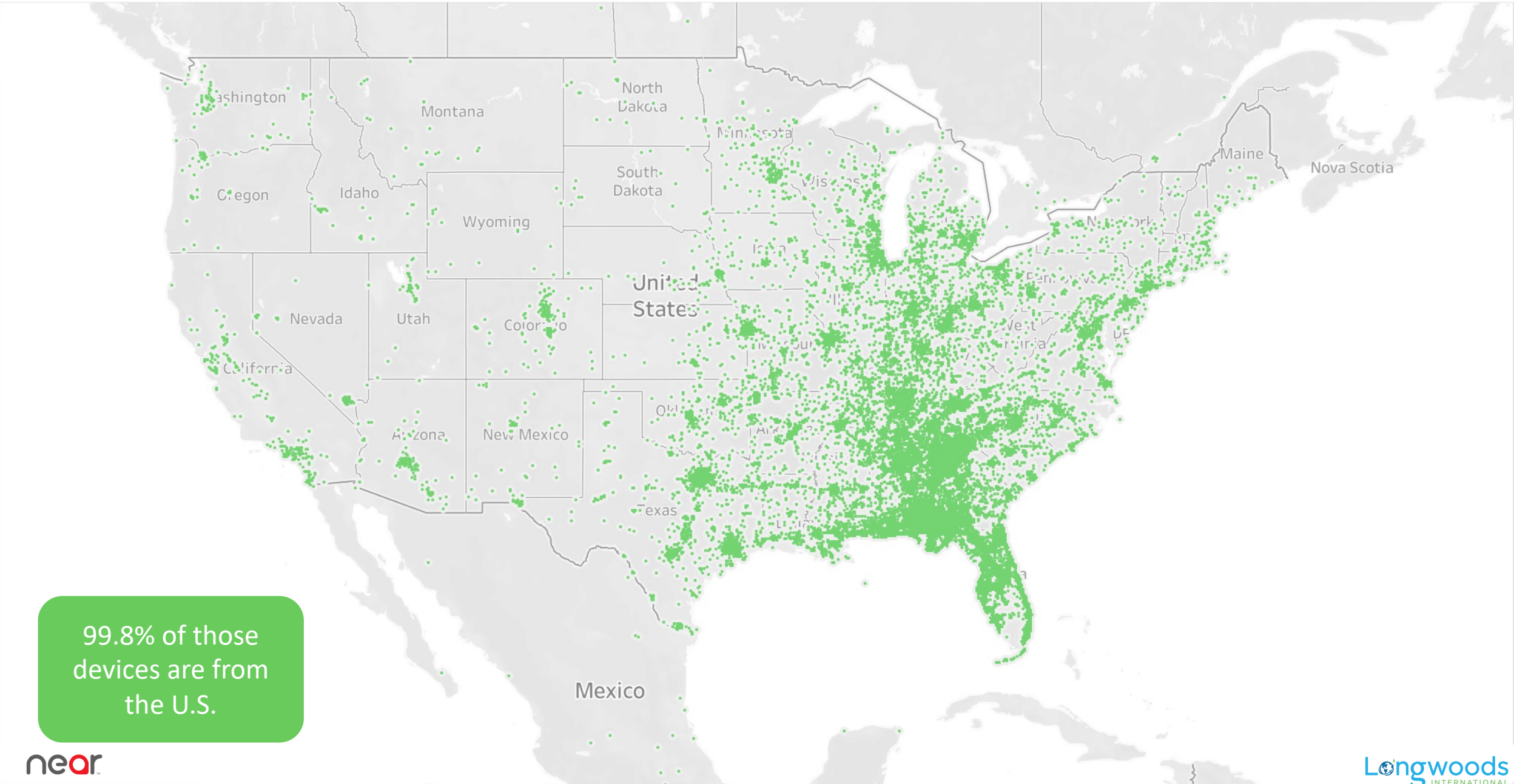
DESTINATION  
**PANAMA CITY**  
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# Panama City Day Unique Visitors - October 2021 - September 2022



74,746 unique day visitor mobile devices were tracked to Panama City.

# Panama City Day Unique Visitors - October 2021 - September 2022

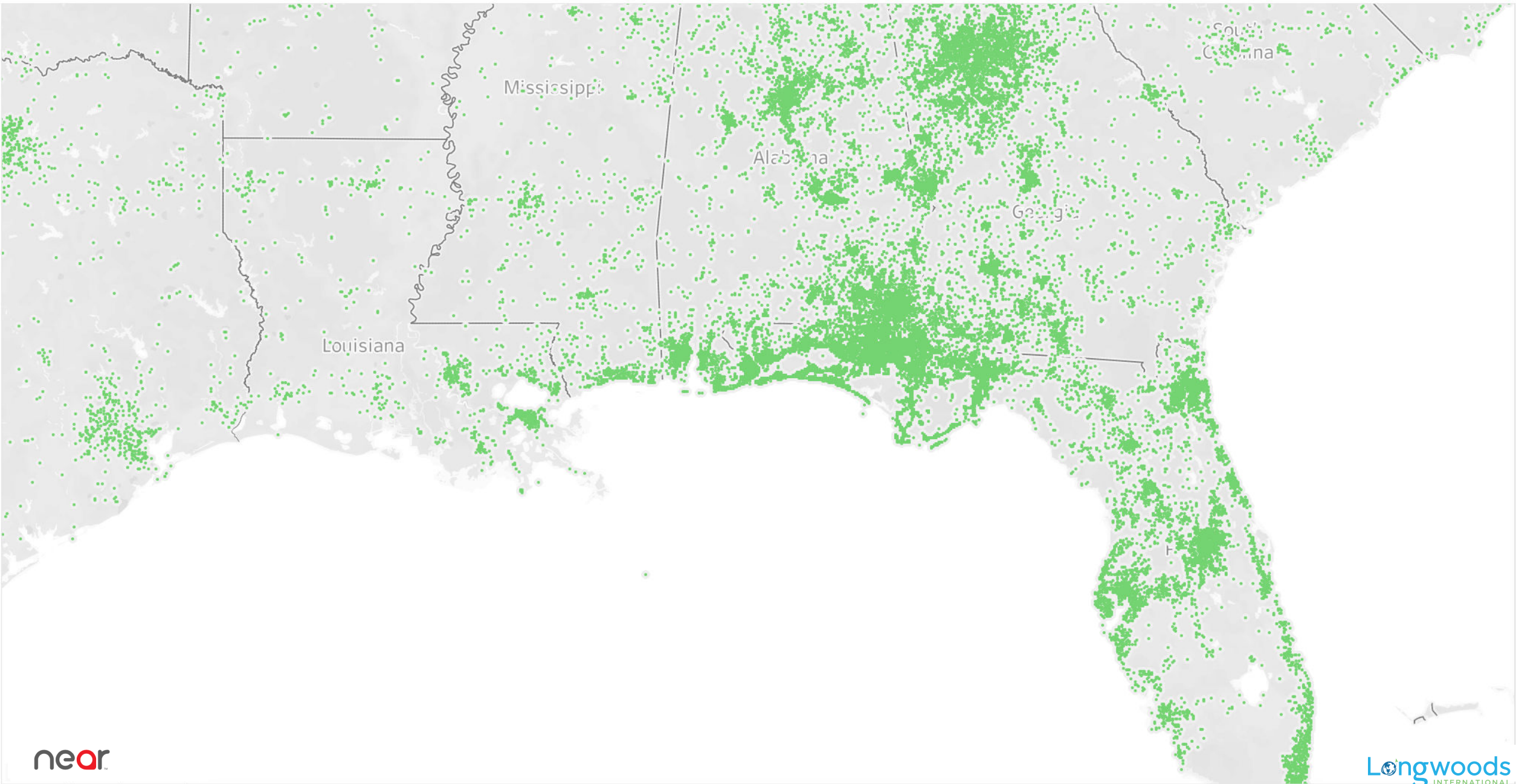


# Panama City Day Origin Markets: State YOY

Top 10 States of Origin	Oct 2021 – Sept 2022 Day Visitors	Oct 2020 – Sept 2021 Day Visitors
Florida	49.3%	34.1%
Alabama	16.5%	17.8%
Georgia	11.9%	18.7%
Tennessee	3.6%	5.0%
Texas	2.2%	3.0%
Mississippi	1.5%	1.8%
Louisiana	1.4%	1.7%
Kentucky	1.2%	2.0%
Indiana	1.2%	1.8%
Ohio	1.0%	1.4%



# Panama City Day Unique Visitors - October 2021 - September 2022

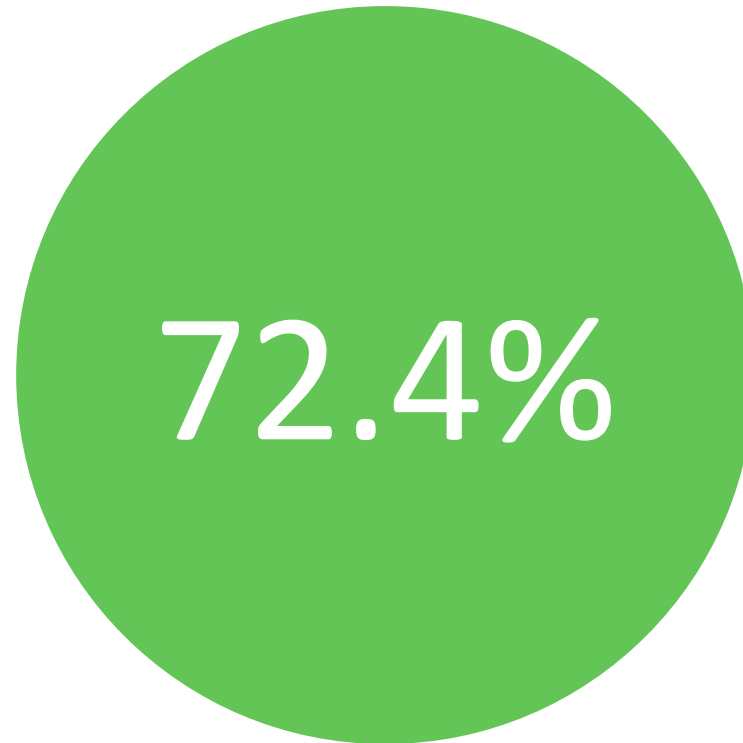




# Panama City Overnight Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 2021 – Sept 2022 Day Visitors	Oct 2020 – Sept 2021 Day Visitors
Panama City, FL	26.3%	17.3%
Mobile, AL-Pensacola, FL	10.2%	7.3%
Tallahassee, FL-Thomasville, GA	8.0%	6.5%
Dothan, AL	7.9%	7.4%
Atlanta, GA	6.0%	10.0%
Birmingham, AL	2.7%	3.8%
Orlando-Daytona Beach-Melbourne, FL	2.7%	1.9%
Columbus, GA	2.1%	3.7%
Montgomery-Selma, AL	2.1%	2.0%
Nashville, TN	2.0%	2.6%

# Overlap: Percentage of Day Panama City Visitors Who Also Went to Panama City Beach October 2021 – September 2022



68.4% October 2020 – September 2021

# Panama City Day – Panama City Beach Share. October 2021 – September 2022

Top 10 States of Origin	% of Day Visitors That Went to Panama City Beach	Total Day Visitors
Florida	30.3%	49.3%
Georgia	20.6%	11.9%
Alabama	18.7%	16.5%
Tennessee	5.6%	3.6%
Texas	2.9%	2.2%
Kentucky	2.3%	1.2%
Indiana	2.0%	1.2%
Mississippi	1.8%	1.5%
Louisiana	1.7%	1.4%
Missouri	1.5%	0.9%

# Panama City Day – Panama City Beach Share YOY

Top 10 States of Origin	Oct 21 – Sept 22 Day Visitors who Went to PCB	Oct 20 – Sept 21 Day Visitors who Went to PCB
Florida	30.3%	22.3%
Georgia	20.6%	27.0%
Alabama	18.7%	16.3%
Tennessee	5.6%	5.6%
Texas	2.9%	3.7%
Kentucky	2.3%	2.2%
Indiana	2.0%	1.8%
Mississippi	1.8%	2.4%
Louisiana	1.7%	1.6%
Missouri	1.5%	1.4%

# Panama City Day – Panama City Beach Share: DMA, October 2021 – September 2022

Top 10 DMAs of Origin	% of Day Visitors That Went to Panama City Beach	Total Day Visitors
Panama City, FL	15.9%	26.3%
Atlanta, GA	11.4%	6.0%
Mobile, AL-Pensacola, FL	7.5%	10.2%
Dothan, AL	7.4%	7.9%
Tallahassee, FL-Thomasville, GA	5.7%	8.0%
Birmingham, AL	4.4%	2.7%
Columbus, GA	4.0%	2.1%
Nashville, TN	3.0%	2.0%
Albany, GA	2.2%	1.5%
Montgomery-Selma, AL	2.1%	2.1%

# Panama City Day – Panama City Beach Share: DMA, YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Day Visitors who Went to PCB	Oct 20 – Sept 21 Day Visitors who Went to PCB
Panama City, FL	15.9%	9.0%
Atlanta, GA	11.4%	17.0%
Mobile, AL-Pensacola, FL	7.5%	4.7%
Dothan, AL	7.4%	4.2%
Tallahassee, FL-Thomasville, GA	5.7%	4.1%
Birmingham, AL	4.4%	4.9%
Columbus, GA	4.0%	4.2%
Nashville, TN	3.0%	2.6%
Albany, GA	2.2%	2.4%
Montgomery-Selma, AL	2.1%	2.1%

# Day Repeat Visitation: Average Number of Trips to Panama City, October 2021 – September 2022

1.8  
trips

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

October 2020 – September 2021 – 1.8

October 2021 – March 2022: 1.9 trips  
April – September 2022: 1.5 trips

# Panama City Day: Trip Share by Month YOY

Month	Oct 21 – Sept 22 Day Trips	Oct 20 – Sept 21 Day Trips
October	10.5%	6.8%
November	8.4%	5.6%
December	8.7%	5.8%
January	7.5%	6.0%
February	8.9%	6.9%
March	11.1%	12.8%
April	10.7%	12.2%
May	6.4%	9.6%
June	5.7%	9.7%
July	6.4%	12.0%
August	7.6%	7.0%
September	8.1%	5.7%



# Panama City Day: Day of Trip YOY

Month	Oct 21 – Sept 22 Day Trips	Oct 20 – Sept 21 Day Trips
Monday	13.9%	13.4%
Tuesday	13.6%	12.8%
Wednesday	12.6%	12.8%
Thursday	13.5%	13.8%
Friday	16.8%	15.3%
Saturday	18.7%	19.8%
Sunday	10.9%	12.0%

# Panama City Day: Average Length of Trip October 2021 – September 2022

5.0  
hours

5.8 hours - October 2020 – September 2021

# Panama City Day: Average Length of Trip by Origin States, October 2021 – September 2022

Top 10 States of Origin	Hours Spent in Panama City	Total Day Visitors
Florida	4.9	49.3%
Alabama	5.2	16.5%
Georgia	5.3	11.9%
Tennessee	5.0	3.6%
Texas	5.2	2.2%
Mississippi	5.5	1.5%
Louisiana	5.4	1.4%
Kentucky	4.8	1.2%
Indiana	4.8	1.2%
Ohio	5.2	1.0%

# Panama City Day: Average Length of Trip by Origin States YOY

Top 10 States of Origin	Oct 21 – Sept 22 Hours in Panama City	Oct 20 – Sept 21 Hours in Panama City
Florida	4.9	5.8
Alabama	5.2	6.0
Georgia	5.3	5.8
Tennessee	5.0	5.5
Texas	5.2	5.6
Mississippi	5.5	5.6
Louisiana	5.4	5.7
Kentucky	4.8	5.3
Indiana	4.8	5.8
Ohio	5.2	5.6

# Panama City Day: Average Length of Trip by Origin DMAs, October 2021 – September 2022

Top 10 DMAs of Origin	Hours Spent in Panama City	Total Day Visitors
Panama City, FL	4.7	26.3%
Mobile, AL-Pensacola, FL	5.2	10.2%
Tallahassee, FL-Thomasville, GA	5.4	8.0%
Dothan, AL	5.2	7.9%
Atlanta, GA	5.3	6.0%
Birmingham, AL	4.9	2.7%
Orlando-Daytona Beach-Melbourne, FL	5.7	2.7%
Columbus, GA	5.5	2.1%
Montgomery-Selma, AL	5.1	2.1%
Nashville, TN	4.9	2.0%

# Panama City Day: Average Length of Trip by Origin DMAs YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Hours in Panama City	Oct 20 – Sept 21 Hours in Panama City
Panama City, FL	4.7	5.7
Mobile, AL-Pensacola, FL	5.2	6.0
Tallahassee, FL-Thomasville, GA	5.4	6.2
Dothan, AL	5.2	6.2
Atlanta, GA	5.3	5.6
Birmingham, AL	4.9	5.3
Orlando-Daytona Beach-Melbourne, FL	5.7	6.0
Columbus, GA	5.5	6.0
Montgomery-Selma, AL	5.1	5.9
Nashville, TN	4.9	5.5

# Panama City Day: Average Length of Trip by Month October 2021 – September 2022

Month	Hours in Panama City	Oct 21 – Sept 22 Day Trips
October	5.0	10.5%
November	4.8	8.4%
December	4.8	8.7%
January	4.9	7.5%
February	4.8	8.9%
March	4.8	11.1%
April	5.1	10.7%
May	5.2	6.4%
June	5.3	5.7%
July	5.3	6.4%
August	5.3	7.6%
September	5.4	8.1%

# Panama City Day: Average Length of Trip by Month YOY

Month	Oct 21 – Sept 22 Day Trips	Oct 20 – Sept 21 Day Trips
October	5.0	4.9
November	4.8	5.2
December	4.8	5.1
January	4.9	5.9
February	4.8	7.1
March	4.8	6.9
April	5.1	6.2
May	5.2	5.5
June	5.3	5.5
July	5.3	5.4
August	5.3	5.2
September	5.4	5.1



# Panama City Day: Average Length of Trip by Day of Trip, October 2021 – September 2022

Day of Week	Hours in Panama City	Total Day Trips
Monday	5.0	13.9%
Tuesday	4.9	13.6%
Wednesday	4.9	12.6%
Thursday	4.9	13.5%
Friday	5.0	16.8%
Saturday	5.3	18.7%
Sunday	5.1	10.9%

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

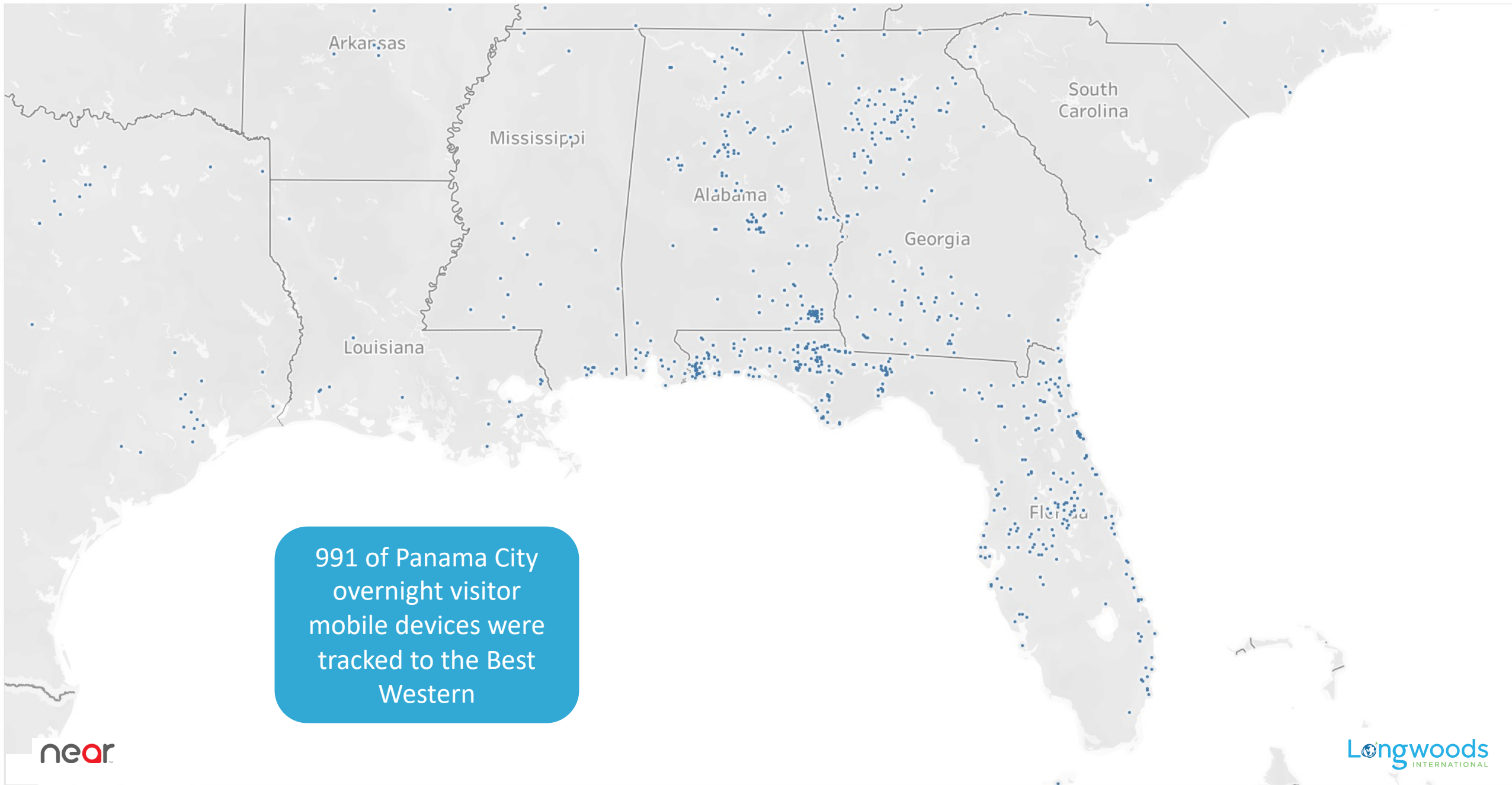
Day of Week	Oct 21 – Sept 22 Hours in Panama City	Oct 20 – Sept 21 Hours in Panama City
Monday	5.0	5.8
Tuesday	4.9	5.6
Wednesday	4.9	5.6
Thursday	4.9	5.6
Friday	5.0	5.6
Saturday	5.3	6.2
Sunday	5.1	5.9



# October 2021 – September 2022 Panama City Hotels Origin Markets

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# Best Western Panama City Visitors - October 2021 - September 2022



991 of Panama City overnight visitor mobile devices were tracked to the Best Western

# Best Western Panama City Origin Markets: State

Top 10 States of Origin	% of Best Western Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	39.0%	39.0%	40.1%
Alabama	17.6%	17.2%	14.2%
Georgia	13.4%	14.8%	16.0%
Tennessee	4.1%	3.9%	4.1%
Texas	3.4%	3.6%	3.1%
Mississippi	3.1%	2.6%	2.0%
Arkansas	1.9%	0.8%	0.7%
North Carolina	1.8%	1.5%	1.6%
Indiana	1.7%	1.1%	1.3%
Louisiana	1.7%	2.7%	2.1%

# Best Western Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Best Western Visitors	Oct 20 – Sept 21 Best Western Visitors
Florida	39.0%	21.8%
Alabama	17.6%	20.7%
Georgia	13.4%	20.3%
Tennessee	4.1%	5.2%
Texas	3.4%	4.5%
Mississippi	3.1%	4.7%
Arkansas	1.9%	0.8%
North Carolina	1.8%	1.4%
Indiana	1.7%	1.8%
Louisiana	1.7%	4.6%

# Best Western Panama City Origin Markets: DMA

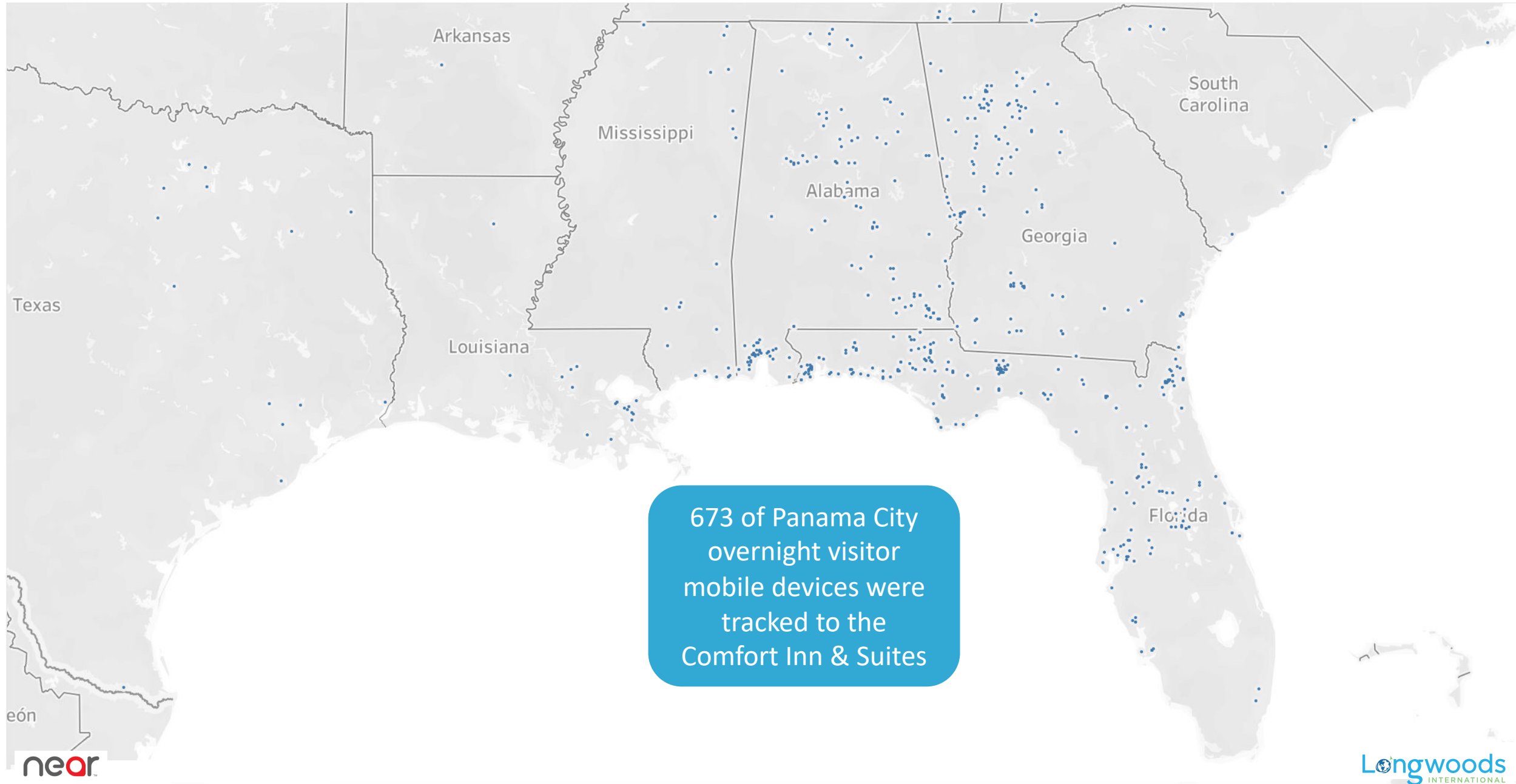
Top 10 DMAs of Origin	% of Best Western Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	9.7%	11.9%	16.9%
Orlando-Daytona Beach-Melbourne, FL	7.4%	5.0%	4.3%
Mobile, AL-Pensacola, FL	7.0%	9.4%	7.0%
Atlanta, GA	6.7%	8.3%	9.4%
Jacksonville, FL	5.2%	3.9%	2.9%
Tampa-St. Petersburg, FL	5.0%	4.8%	3.6%
Dothan, AL	4.9%	4.4%	4.6%
Tallahassee, FL-Thomasville, GA	4.8%	5.9%	5.8%
Birmingham, AL	4.2%	4.0%	3.3%
Montgomery-Selma, AL	3.8%	3.1%	2.0%

# Best Western Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Best Western Visitors	Oct 20 – Sept 21 Best Western Visitors
Panama City, FL	9.7%	7.1%
Orlando-Daytona Beach-Melbourne, FL	7.4%	3.0%
Mobile, AL-Pensacola, FL	7.0%	4.6%
Atlanta, GA	6.7%	12.8%
Jacksonville, FL	5.2%	1.9%
Tampa-St. Petersburg, FL	5.0%	2.4%
Dothan, AL	4.9%	4.8%
Tallahassee, FL-Thomasville, GA	4.8%	4.2%
Birmingham, AL	4.2%	5.4%
Montgomery-Selma, AL	3.8%	3.7%



# Comfort Inn & Suites Panama City Visitors - October 2021 - September 2022



# 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
Florida	34.3%	39.0%	40.1%
Alabama	19.9%	17.2%	14.2%
Georgia	16.8%	14.8%	16.0%
Tennessee	3.9%	3.9%	4.1%
Mississippi	3.4%	2.6%	2.0%
Louisiana	2.7%	2.7%	2.1%
Texas	2.1%	3.6%	3.1%
North Carolina	1.8%	1.5%	1.6%
Indiana	1.6%	1.1%	1.3%
Missouri	1.6%	0.8%	1.0%

# Comfort Inn & Suites Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Comfort Inn Visitors	Oct 20 – Sept 21 Comfort Inn Visitors
Florida	34.3%	18.8%
Alabama	19.9%	23.5%
Georgia	16.8%	22.1%
Tennessee	3.9%	5.4%
Mississippi	3.4%	5.7%
Louisiana	2.7%	4.0%
Texas	2.1%	5.0%
North Carolina	1.8%	1.3%
Indiana	1.6%	1.5%
Missouri	1.6%	1.3%

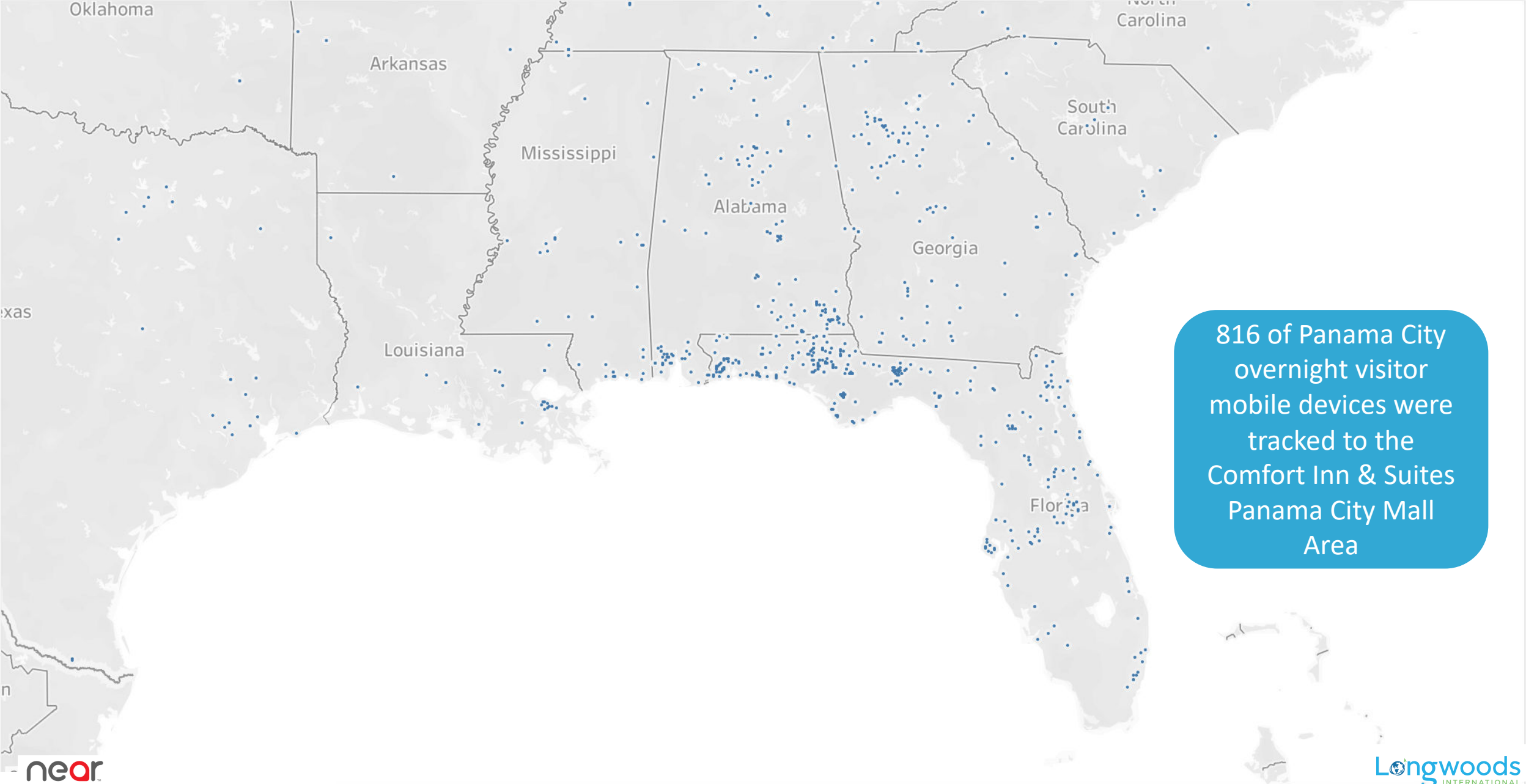
# Comfort Inn & Suites Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Comfort I&S Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Mobile, AL-Pensacola, FL	11.7%	9.4%	7.0%
Atlanta, GA	10.1%	8.3%	9.4%
Panama City, FL	8.3%	11.9%	16.9%
Tallahassee, FL-Thomasville, GA	6.8%	5.9%	5.8%
Jacksonville, FL	5.3%	3.9%	2.9%
Birmingham, AL	4.9%	4.0%	3.3%
Orlando-Daytona Beach-Melbourne, FL	4.5%	5.0%	4.3%
Tampa-St. Petersburg, FL	4.2%	4.8%	3.6%
Dothan, AL	4.0%	4.4%	4.6%
Columbus, GA	2.8%	2.2%	2.6%

# Comfort Inn & Suites Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Comfort Inn Visitors	Oct 20 – Sept 21 Comfort Inn Visitors
Mobile, AL-Pensacola, FL	11.7%	6.5%
Atlanta, GA	10.1%	15.4%
Panama City, FL	8.3%	5.7%
Tallahassee, FL-Thomasville, GA	6.8%	3.2%
Jacksonville, FL	5.3%	1.3%
Birmingham, AL	4.9%	6.4%
Orlando-Daytona Beach-Melbourne, FL	4.5%	1.8%
Tampa-St. Petersburg, FL	4.2%	3.1%
Dothan, AL	4.0%	4.2%
Columbus, GA	2.8%	3.3%

# Comfort Inn & Suites Mall Area Panama City Visitors - October 2021 - September 2022



# 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	42.4%	39.0%	40.1%
Alabama	17.4%	17.2%	14.2%
Georgia	12.6%	14.8%	16.0%
Tennessee	4.8%	3.9%	4.1%
Mississippi	3.9%	2.6%	2.0%
Louisiana	2.9%	2.7%	2.1%
Texas	2.8%	3.6%	3.1%
North Carolina	2.0%	1.5%	1.6%
South Carolina	1.6%	1.2%	1.3%
Virginia	1.1%	1.1%	0.9%

# Comfort Inn Mall Area Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Comfort Inn Mall Area Visitors	Oct 20 – Sept 21 Comfort Inn Mall Area Visitors
Florida	42.4%	26.2%
Alabama	17.4%	21.8%
Georgia	12.6%	18.3%
Tennessee	4.8%	5.1%
Mississippi	3.9%	4.6%
Louisiana	2.9%	4.3%
Texas	2.8%	2.1%
North Carolina	2.0%	1.0%
South Carolina	1.6%	1.2%
Virginia	1.1%	0.2%



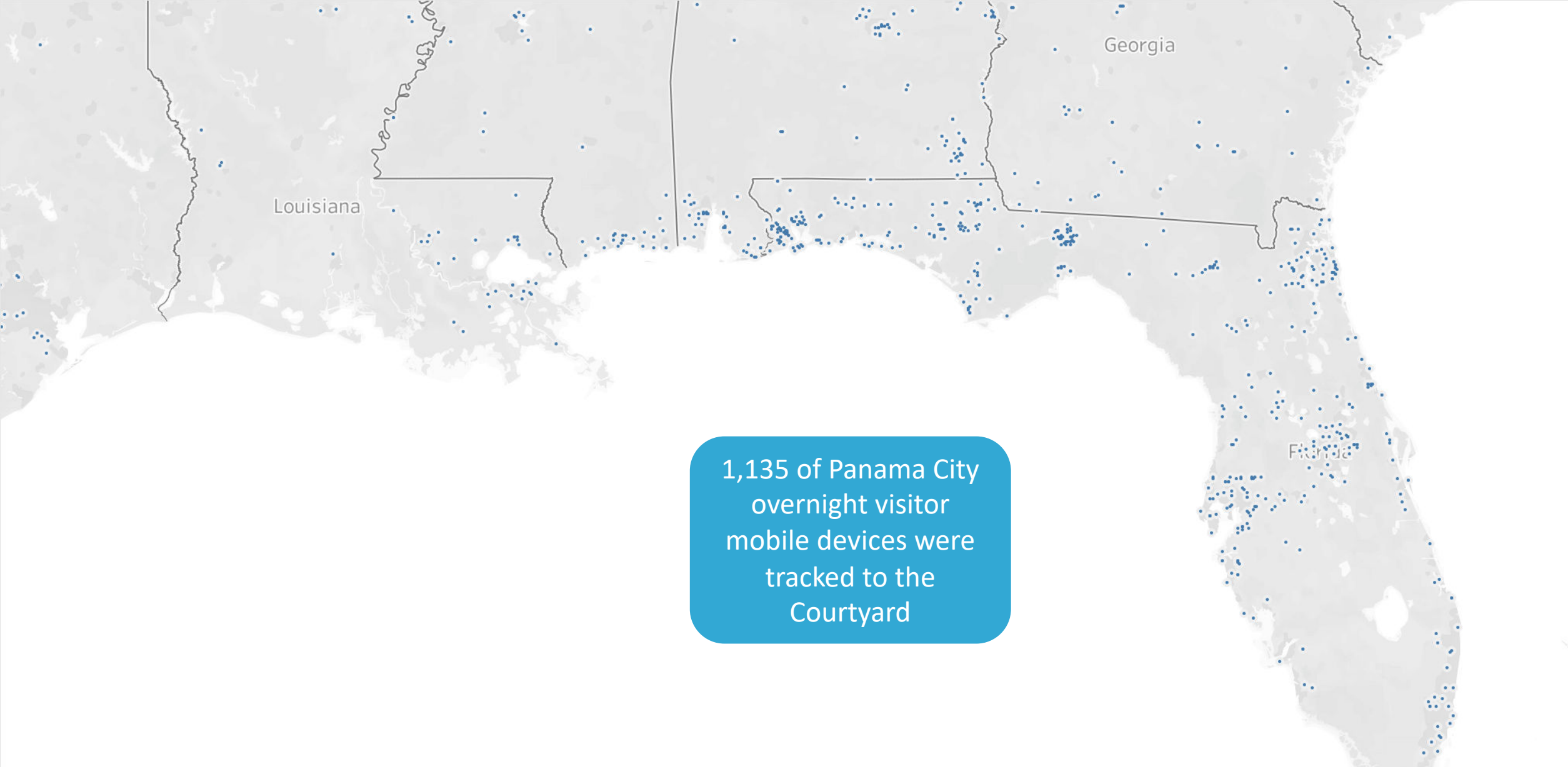
# Comfort Inn Mall Area Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Comfort Mall Area Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	13.6%	11.9%	16.9%
Mobile, AL-Pensacola, FL	11.2%	9.4%	7.0%
Tallahassee, FL-Thomasville, GA	7.4%	5.9%	5.8%
Atlanta, GA	6.5%	8.3%	9.4%
Dothan, AL	4.8%	4.4%	4.6%
Orlando-Daytona Beach-Melbourne, FL	4.5%	5.0%	4.3%
Birmingham, AL	4.0%	4.0%	3.3%
Tampa-St. Petersburg, FL	3.7%	4.8%	3.6%
Jacksonville, FL	3.3%	3.9%	2.9%
Montgomery-Selma, AL	3.1%	3.1%	2,0%

# Comfort Inn Mall Area Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Comfort Inn Mall Area Visitors	Oct 20 – Sept 21 Comfort Inn Mall Area Visitors
Panama City, FL	13.6%	9.5%
Mobile, AL-Pensacola, FL	11.2%	9.3%
Tallahassee, FL-Thomasville, GA	7.4%	4.2%
Atlanta, GA	6.5%	9.9%
Dothan, AL	4.8%	4.8%
Orlando-Daytona Beach-Melbourne, FL	4.5%	2.2%
Birmingham, AL	4.0%	4.8%
Tampa-St. Petersburg, FL	3.7%	2.1%
Jacksonville, FL	3.3%	1.9%
Montgomery-Selma, AL	3.1%	5.2%

# Courtyard Panama City Visitors - October 2021 - September 2022



1,135 of Panama City overnight visitor mobile devices were tracked to the Courtyard

# Courtyard Panama City Origin Markets: State

Top 10 States of Origin	% of Courtyard Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	43.2%	39.0%	40.1%
Alabama	14.4%	17.2%	14.2%
Georgia	9.9%	14.8%	16.0%
Louisiana	3.9%	2.7%	2.1%
Texas	3.8%	3.6%	3.1%
Mississippi	3.3%	2.6%	2.0%
Tennessee	3.1%	3.9%	4.1%
North Carolina	2.1%	1.5%	1.6%
Virginia	1.9%	1.1%	0.9%
California	1.4%	0.6%	0.6%

# Courtyard Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Courtyard Visitors	Oct 20 – Sept 21 Courtyard Visitors
Florida	43.2%	26.8%
Alabama	14.4%	17.9%
Georgia	9.9%	17.0%
Louisiana	3.9%	5.7%
Texas	3.8%	3.9%
Mississippi	3.3%	4.5%
Tennessee	3.1%	5.9%
North Carolina	2.1%	1.6%
Virginia	1.9%	0.7%
California	1.4%	1.0%

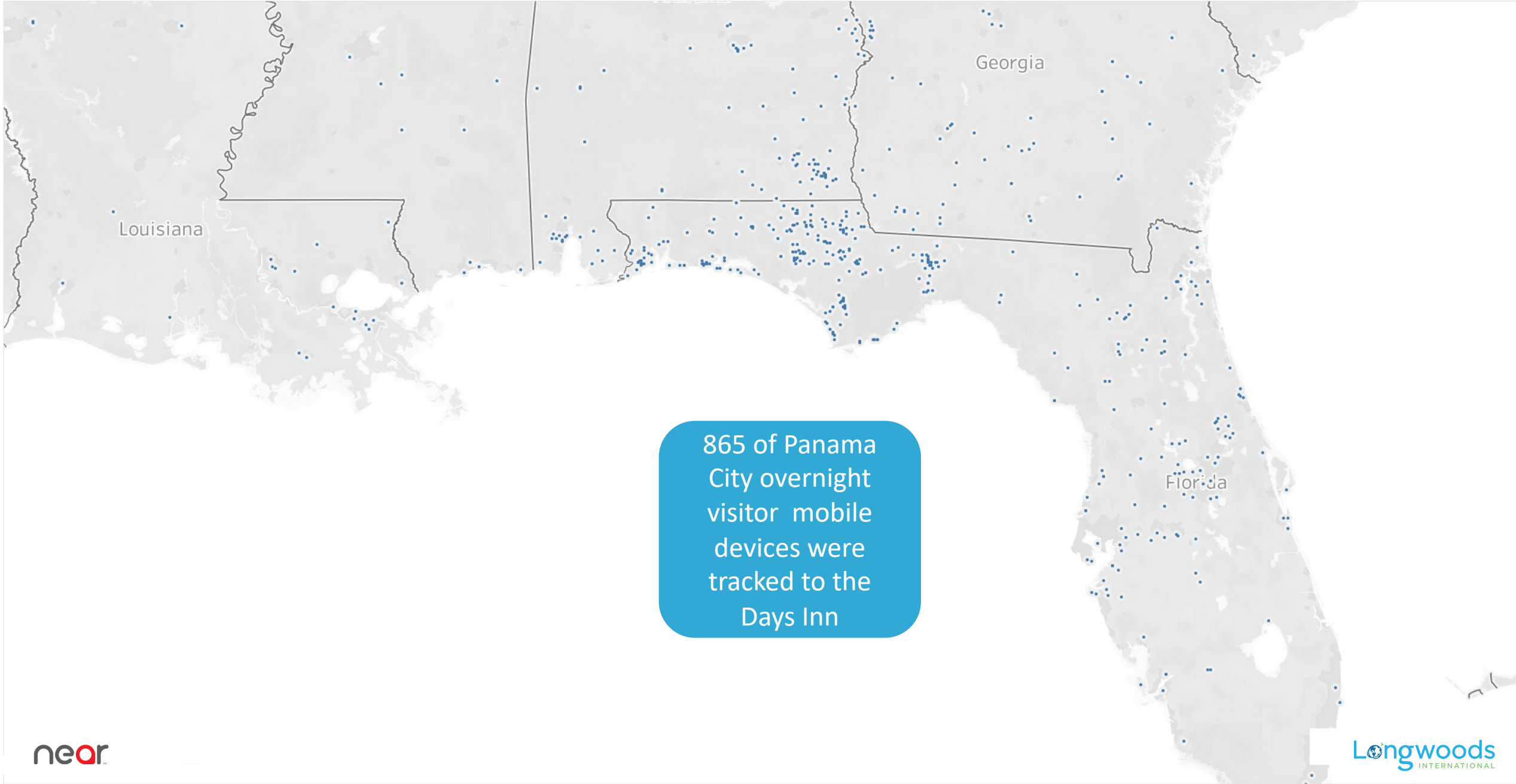
# Courtyard Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Courtyard Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Mobile, AL-Pensacola, FL	10.7%	9.4%	7.0%
Tampa-St. Petersburg, FL	7.8%	4.8%	3.6%
Jacksonville, FL	7.4%	3.9%	2.9%
Orlando-Daytona Beach-Melbourne, FL	6.9%	5.0%	4.3%
Panama City, FL	6.3%	11.9%	16.9%
Atlanta, GA	6.1%	8.3%	9.4%
Tallahassee, FL-Thomasville, GA	5.3%	5.9%	5.8%
Birmingham, AL	3.5%	4.0%	3.3%
Montgomery-Selma, AL	2.8%	3.1%	2.0%
Dothan, AL	2.6%	4.4%	4.6%

# Courtyard Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Courtyard Visitors	Oct 20 – Sept 21 Courtyard Visitors
Mobile, AL-Pensacola, FL	10.7%	10.1%
Tampa-St. Petersburg, FL	7.8%	3.0%
Jacksonville, FL	7.4%	2.7%
Orlando-Daytona Beach-Melbourne, FL	6.9%	3.5%
Panama City, FL	6.3%	5.7%
Atlanta, GA	6.1%	10.5%
Tallahassee, FL-Thomasville, GA	5.3%	5.7%
Birmingham, AL	3.5%	5.7%
Montgomery-Selma, AL	2.8%	2.3%
Dothan, AL	2.6%	2.2%

# Days Inn Panama City Visitors - October 2021 - September 2022



865 of Panama City overnight visitor mobile devices were tracked to the Days Inn



# Days Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Days Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	46.1%	39.0%	40.1%
Alabama	16.6%	17.2%	14.2%
Georgia	15.1%	14.8%	16.0%
Tennessee	3.4%	3.9%	4.1%
Texas	3.1%	3.6%	3.1%
Louisiana	2.4%	2.7%	2.1%
Mississippi	1.5%	2.6%	2.0%
Arkansas	1.4%	0.8%	0.7%
Kentucky	1.0%	1.0%	1.3%
South Carolina	1.0%	1.2%	1.3%

# Days Inn Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Days Inn Visitors	Oct 20 – Sept 21 Days Inn Visitors
Florida	46.1%	27.7%
Alabama	16.6%	18.5%
Georgia	15.1%	20.6%
Tennessee	3.4%	5.1%
Texas	3.1%	3.8%
Louisiana	2.4%	3.4%
Mississippi	1.5%	3.4%
Arkansas	1.4%	1.3%
Kentucky	1.0%	2.1%
South Carolina	1.0%	1.1%

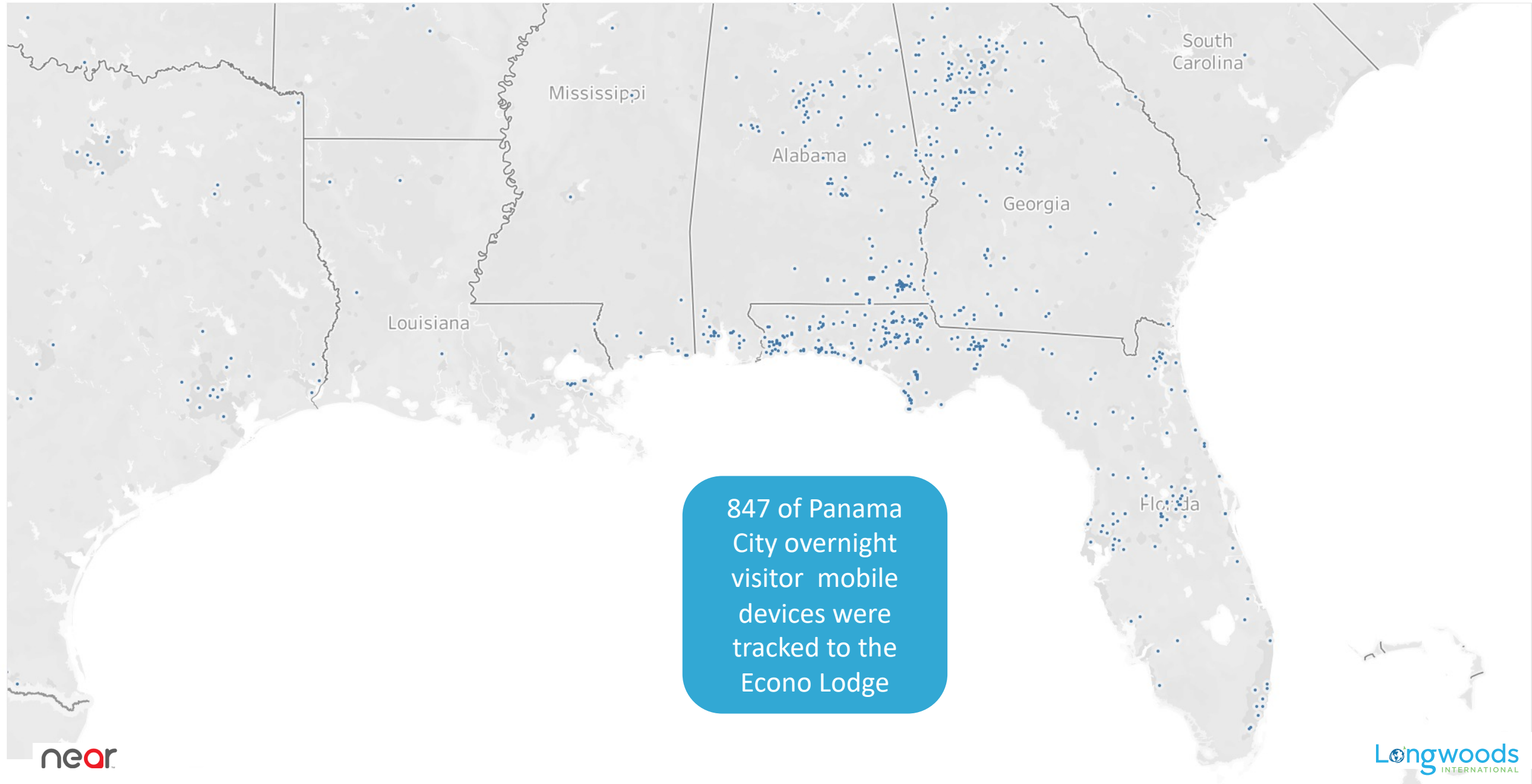
# Days Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Days Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	19.5%	11.9%	16.9%
Atlanta, GA	8.1%	8.3%	9.4%
Mobile, AL-Pensacola, FL	8.0%	9.4%	7.0%
Tallahassee, FL-Thomasville, GA	5.9%	5.9%	5.8%
Orlando-Daytona Beach-Melbourne, FL	5.0%	5.0%	4.3%
Dothan, AL	4.6%	4.4%	4.6%
Tampa-St. Petersburg, FL	4.5%	4.8%	3.6%
Birmingham, AL	3.9%	4.0%	3.3%
Jacksonville, FL	3.9%	3.9%	2.9%
Columbus, GA	2.5%	2.2%	2.6%

# Days Inn Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Best Western Visitors	Oct 20 – Sept 21 Best Western Visitors
Panama City, FL	19.5%	12.7%
Atlanta, GA	8.1%	12.7%
Mobile, AL-Pensacola, FL	8.0%	5.7%
Tallahassee, FL-Thomasville, GA	5.9%	5.0%
Orlando-Daytona Beach-Melbourne, FL	5.0%	2.8%
Dothan, AL	4.6%	5.0%
Tampa-St. Petersburg, FL	4.5%	2.2%
Birmingham, AL	3.9%	5.0%
Jacksonville, FL	3.9%	1.6%
Columbus, GA	2.5%	3.7%

# Econo Lodge Panama City Visitors - October 2021 - September 2022



# Econo Lodge Panama City Origin Markets: State

Top 10 States of Origin	% of Econo Lodge Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	33.8%	39.0%	40.1%
Alabama	20.4%	17.2%	14.2%
Georgia	16.4%	14.8%	16.0%
Texas	5.1%	3.6%	3.1%
Tennessee	3.9%	3.9%	4.1%
Louisiana	2.1%	2.7%	2.1%
Missouri	1.9%	0.8%	1.0%
Kentucky	1.8%	1.0%	1.3%
Mississippi	1.8%	2.6%	2.0%
Indiana	1.4%	1.1%	1.3%

# Econo Lodge Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Econo Lodge Visitors	Oct 20 – Sept 21 Econo Lodge Visitors
Florida	33.8%	23.2%
Alabama	20.4%	22.1%
Georgia	16.4%	22.9%
Texas	5.1%	3.8%
Tennessee	3.9%	4.6%
Louisiana	2.1%	3.2%
Missouri	1.9%	1.3%
Kentucky	1.8%	1.8%
Mississippi	1.8%	1.7%
Indiana	1.4%	2.2%

# Econo Lodge Panama City Origin Markets: DMA

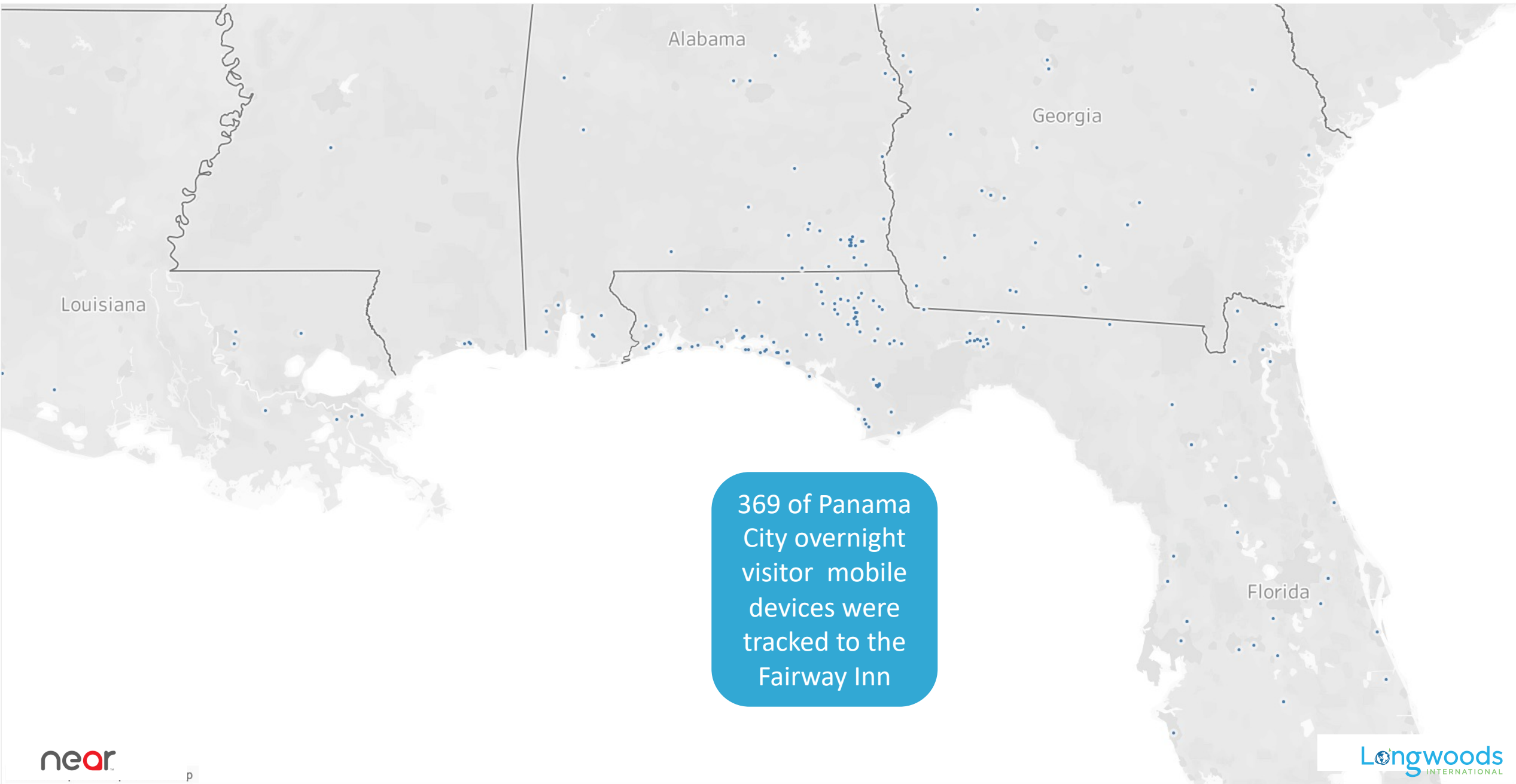
Top 10 DMAs of Origin	% of Econo Lodge Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	11.8%	11.9%	16.9%
Mobile, AL-Pensacola, FL	10.3%	9.4%	7.0%
Atlanta, GA	9.6%	8.3%	9.4%
Dothan, AL	6.6%	4.4%	4.6%
Tallahassee, FL-Thomasville, GA	5.3%	5.9%	5.8%
Birmingham, AL	5.1%	4.0%	3.3%
Orlando-Daytona Beach-Melbourne, FL	3.4%	5.0%	4.3%
Columbus, GA	3.1%	2.2%	2.6%
Montgomery-Selma, AL	2.5%	3.1%	2.0%
Tampa-St. Petersburg, FL	2.5%	4.8%	3.6%



# Econo Lodge Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Econo Lodge Visitors	Oct 20 – Sept 21 Econo Lodge Visitors
Panama City, FL	11.8%	9.2%
Mobile, AL-Pensacola, FL	10.3%	5.3%
Atlanta, GA	9.6%	13.5%
Dothan, AL	6.6%	5.0%
Tallahassee, FL-Thomasville, GA	5.3%	4.4%
Birmingham, AL	5.1%	7.5%
Orlando-Daytona Beach-Melbourne, FL	3.4%	2.2%
Columbus, GA	3.1%	4.3%
Montgomery-Selma, AL	2.5%	3.5%
Tampa-St. Petersburg, FL	2.5%	1.9%

# Fairway Inn Panama City Visitors, October 2021 - September 2022



369 of Panama City overnight visitor mobile devices were tracked to the Fairway Inn

# Fairway Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Fairway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	35.8%	39.0%	40.1%
Georgia	17.1%	14.8%	16.0%
Alabama	14.1%	17.2%	14.2%
Texas	4.6%	3.6%	3.1%
Tennessee	3.5%	3.9%	4.1%
Louisiana	2.4%	2.7%	2.1%
Indiana	2.2%	1.1%	1.3%
Mississippi	1.9%	2.6%	2.0%
Oklahoma	1.9%	0.6%	0.6%
Illinois	1.6%	0.7%	1.1%

# Fairway Inn Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Fairway Inn Visitors	Oct 20 – Sept 21 Fairway Inn Visitors
Florida	35.8%	28.8%
Georgia	17.1%	21.9%
Alabama	14.1%	18.7%
Texas	4.6%	4.3%
Tennessee	3.5%	3.9%
Louisiana	2.4%	2.0%
Indiana	2.2%	0.9%
Mississippi	1.9%	2.0%
Oklahoma	1.9%	0.5%
Illinois	1.6%	1.2%

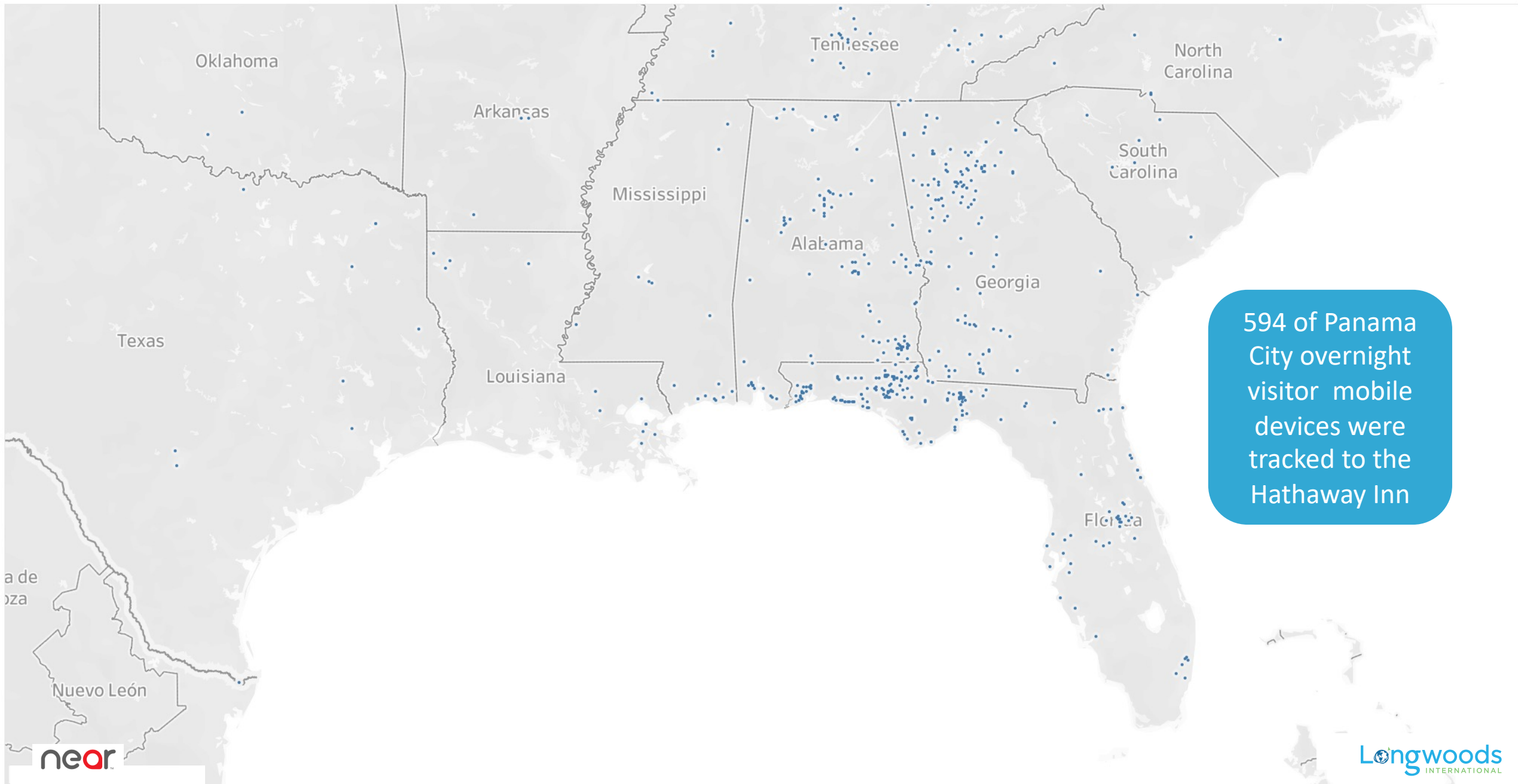
# Fairway Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Fairway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	17.6%	11.9%	16.9%
Atlanta, GA	10.8%	8.3%	9.4%
Mobile, AL-Pensacola, FL	6.8%	9.4%	7.0%
Dothan, AL	5.4%	4.4%	4.6%
Tallahassee, FL-Thomasville, GA	5.4%	5.9%	5.8%
Tampa-St. Petersburg, FL	3.5%	4.8%	3.6%
Albany, GA	2.7%	1.8%	1.6%
Birmingham, AL	2.4%	4.0%	3.3%
Orlando-Daytona Beach-Melbourne, FL	2.2%	5.0%	4.3%
Columbus, GA	1.6%	2.2%	2.6%

# Fairway Inn Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Fairway Inn Visitors	Oct 20 – Sept 21 Fairway Inn Visitors
Panama City, FL	17.6%	13.0%
Atlanta, GA	10.8%	13.8%
Mobile, AL-Pensacola, FL	6.8%	8.1%
Dothan, AL	5.4%	3.7%
Tallahassee, FL-Thomasville, GA	5.4%	3.6%
Tampa-St. Petersburg, FL	3.5%	2.1%
Albany, GA	2.7%	1.5%
Birmingham, AL	2.4%	6.4%
Orlando-Daytona Beach-Melbourne, FL	2.2%	2.3%
Columbus, GA	1.6%	4.4%

# Hathaway Inn Panama City Visitors - October 2021 - September 2022



# Hathaway Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Hathaway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	34.0%	39.0%	40.1%
Georgia	22.6%	14.8%	16.0%
Alabama	18.2%	17.2%	14.2%
Tennessee	6.1%	3.9%	4.1%
Mississippi	2.7%	2.6%	2.0%
Louisiana	2.0%	2.7%	2.1%
Texas	1.7%	3.6%	3.1%
Kentucky	1.3%	1.0%	1.3%
North Carolina	1.2%	1.5%	1.6%
Virginia	1.2%	1.1%	0.9%



# Hathaway Inn Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Hathaway Inn Visitors	Oct 20 – Sept 21 Hathaway Inn Visitors
Florida	34.0%	24.1%
Georgia	22.6%	21.7%
Alabama	18.2%	20.8%
Tennessee	6.1%	5.8%
Mississippi	2.7%	2.8%
Louisiana	2.0%	4.4%
Texas	1.7%	4.3%
Kentucky	1.3%	3.4%
North Carolina	1.2%	0.7%
Virginia	1.2%	0.3%

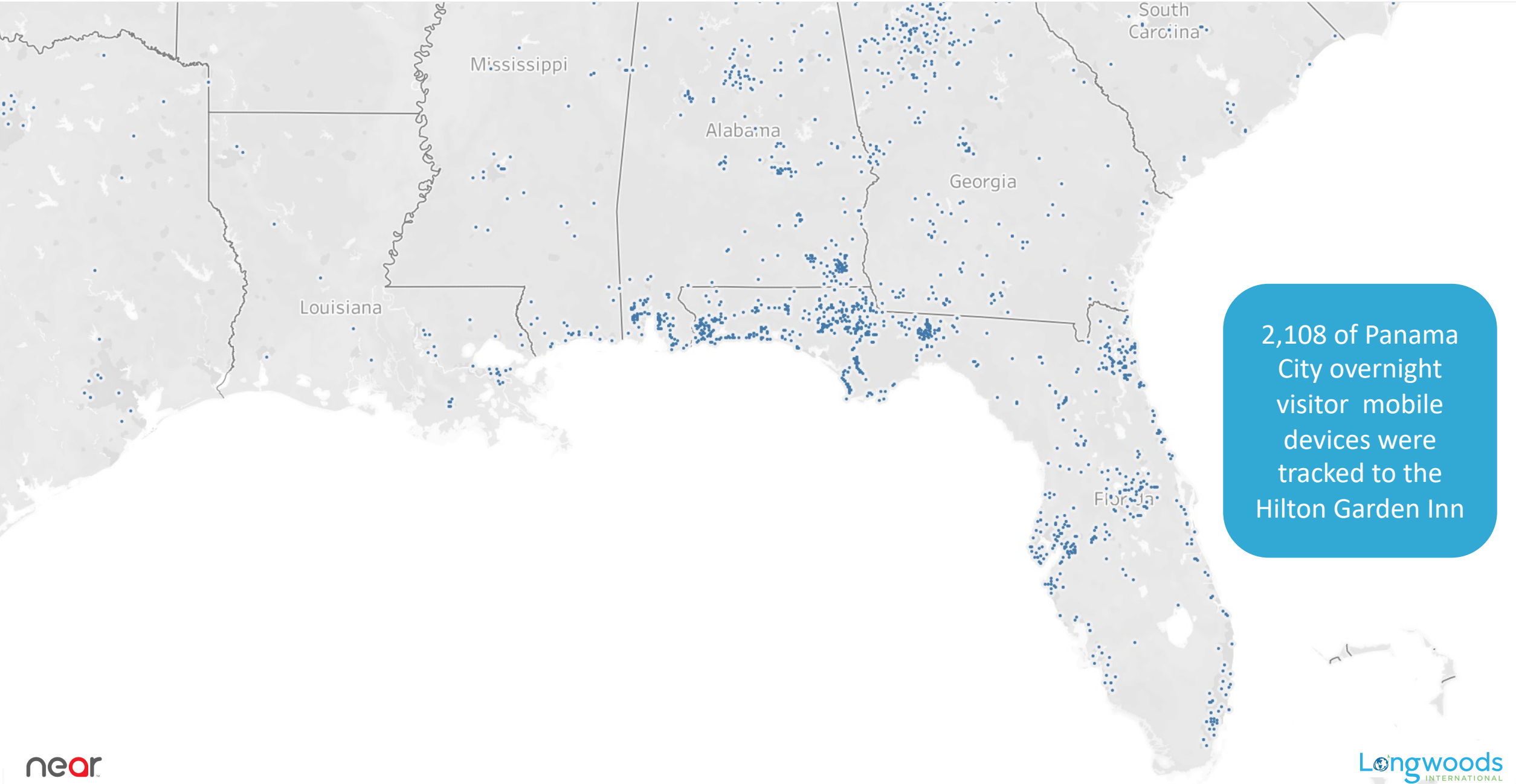
# Hathaway Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Hathaway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	15.5%	11.9%	16.9%
Atlanta, GA	14.0%	8.3%	9.4%
Mobile, AL-Pensacola, FL	7.7%	9.4%	7.0%
Tallahassee, FL-Thomasville, GA	7.6%	5.9%	5.8%
Dothan, AL	4.7%	4.4%	4.6%
Birmingham, AL	4.4%	4.0%	3.3%
Orlando-Daytona Beach-Melbourne, FL	3.7%	5.0%	4.3%
Nashville, TN	3.4%	1.8%	2.1%
Columbus, GA	3.2%	2.2%	2.6%
Montgomery-Selma, AL	2.7%	3.1%	2.0%

# Hathaway Inn Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Hathaway Inn Visitors	Oct 20 – Sept 21 Hathaway Inn Visitors
Panama City, FL	15.5%	10.4%
Atlanta, GA	14.0%	13.4%
Mobile, AL-Pensacola, FL	7.7%	5.0%
Tallahassee, FL-Thomasville, GA	7.6%	5.9%
Dothan, AL	4.7%	5.2%
Birmingham, AL	4.4%	6.1%
Orlando-Daytona Beach-Melbourne, FL	3.7%	2.6%
Nashville, TN	3.4%	2.4%
Columbus, GA	3.2%	3.6%
Montgomery-Selma, AL	2.7%	2.9%

# Hilton Garden Inn Panama City Visitor - October 2021 - September 2022



2,108 of Panama City overnight visitor mobile devices were tracked to the Hilton Garden Inn

# Hilton Garden Inn Panama City Origin Markets: State

Top 10 States of Origin	% of HGI Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	44.6%	39.0%	40.1%
Alabama	15.4%	17.2%	14.2%
Georgia	12.3%	14.8%	16.0%
Tennessee	4.0%	3.9%	4.1%
Mississippi	2.8%	2.6%	2.0%
Texas	2.6%	3.6%	3.1%
Louisiana	1.8%	2.7%	2.1%
South Carolina	1.6%	1.2%	1.3%
North Carolina	1.4%	1.5%	1.6%
Ohio	1.2%	1.0%	1.3%

# Hilton Garden Inn Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 HGI Visitors	Oct 20 – Sept 21 HGI Visitors
Florida	44.6%	30.1%
Alabama	15.4%	18.1%
Georgia	12.3%	19.7%
Tennessee	4.0%	4.3%
Mississippi	2.8%	3.7%
Texas	2.6%	4.1%
Louisiana	1.8%	3.1%
South Carolina	1.6%	1.3%
North Carolina	1.4%	1.2%
Ohio	1.2%	1.2%

# Hilton Garden Inn Panama City Origin Markets: DMA

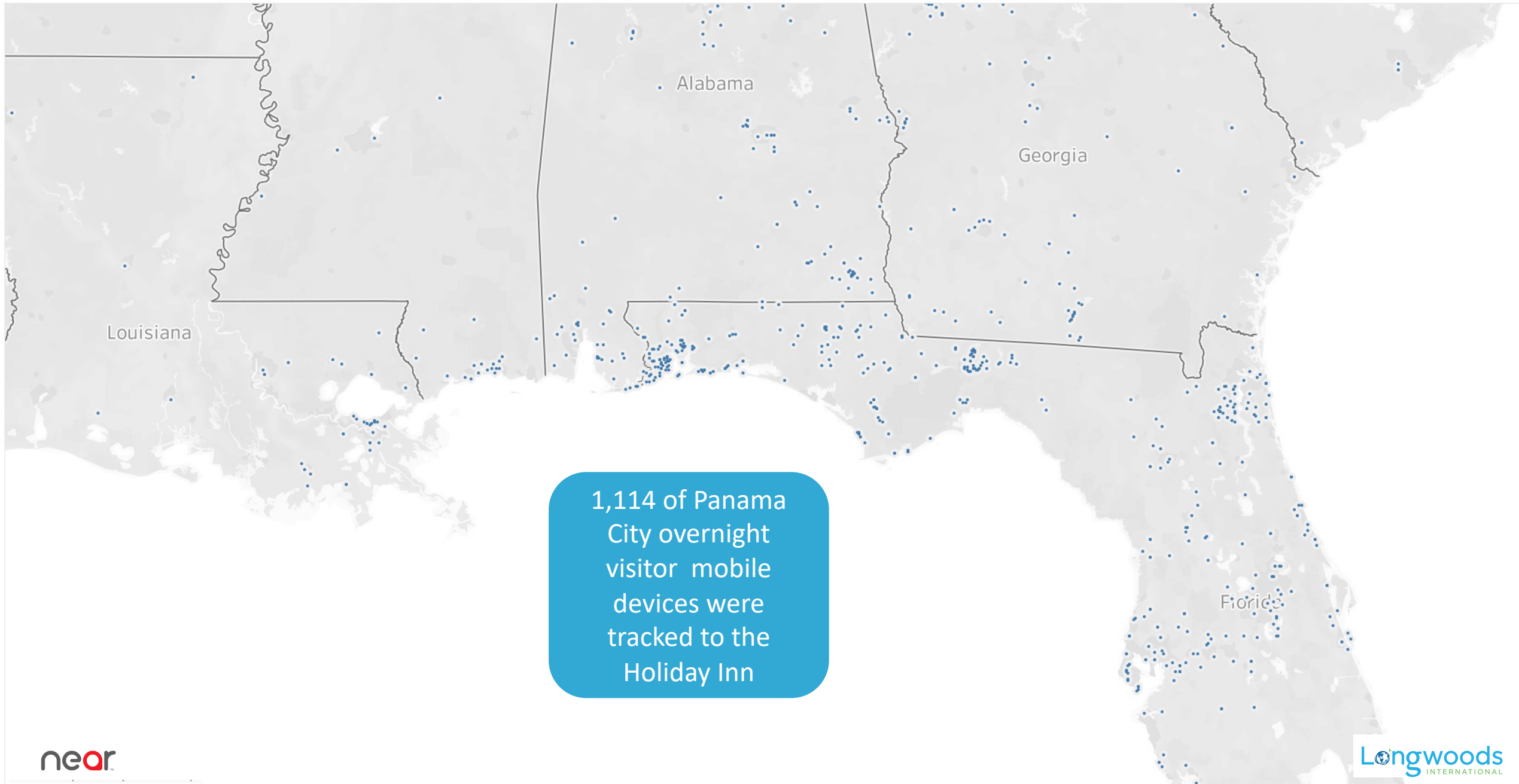
Top 10 DMAs of Origin	% of HGI Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	14.2%	11.9%	16.9%
Mobile, AL-Pensacola, FL	11.0%	9.4%	7.0%
Atlanta, GA	6.9%	8.3%	9.4%
Tallahassee, FL-Thomasville, GA	6.0%	5.9%	5.8%
Tampa-St. Petersburg, FL	5.7%	4.8%	3.6%
Jacksonville, FL	4.8%	3.9%	2.9%
Orlando-Daytona Beach-Melbourne, FL	4.7%	5.0%	4.3%
Dothan, AL	3.7%	4.4%	4.6%
Birmingham, AL	3.2%	4.0%	3.3%
Montgomery-Selma, AL	2.4%	3.1%	2.0%

# Hilton Garden Inn Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 HGI Visitors	Oct 20 – Sept 21 HGI Visitors
Panama City, FL	14.2%	11.4%
Mobile, AL-Pensacola, FL	11.0%	7.9%
Atlanta, GA	6.9%	11.7%
Tallahassee, FL-Thomasville, GA	6.0%	4.1%
Tampa-St. Petersburg, FL	5.7%	2.7%
Jacksonville, FL	4.8%	2.6%
Orlando-Daytona Beach-Melbourne, FL	4.7%	2.8%
Dothan, AL	3.7%	5.1%
Birmingham, AL	3.2%	4.4%
Montgomery-Selma, AL	2.4%	2.7%



# Holiday Inn Panama City Visitors - October 2021 - September 2022



# Holiday Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Holiday Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	41.3%	39.0%	40.1%
Alabama	13.1%	17.2%	14.2%
Georgia	12.8%	14.8%	16.0%
Texas	4.4%	3.6%	3.1%
Louisiana	3.6%	2.7%	2.1%
Tennessee	2.7%	3.9%	4.1%
Mississippi	2.6%	2.6%	2.0%
North Carolina	1.8%	1.5%	1.6%
South Carolina	1.7%	1.2%	1.3%
Kentucky	1.3%	1.0%	1.3%

# Holiday Inn Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Holiday Inn Visitors	Oct 20 – Sept 21 Holiday Inn Visitors
Florida	41.3%	22.8%
Alabama	13.1%	20.2%
Georgia	12.8%	18.2%
Texas	4.4%	7.8%
Louisiana	3.6%	3.8%
Tennessee	2.7%	5.1%
Mississippi	2.6%	2.9%
North Carolina	1.8%	0.8%
South Carolina	1.7%	1.2%
Kentucky	1.3%	1.6%

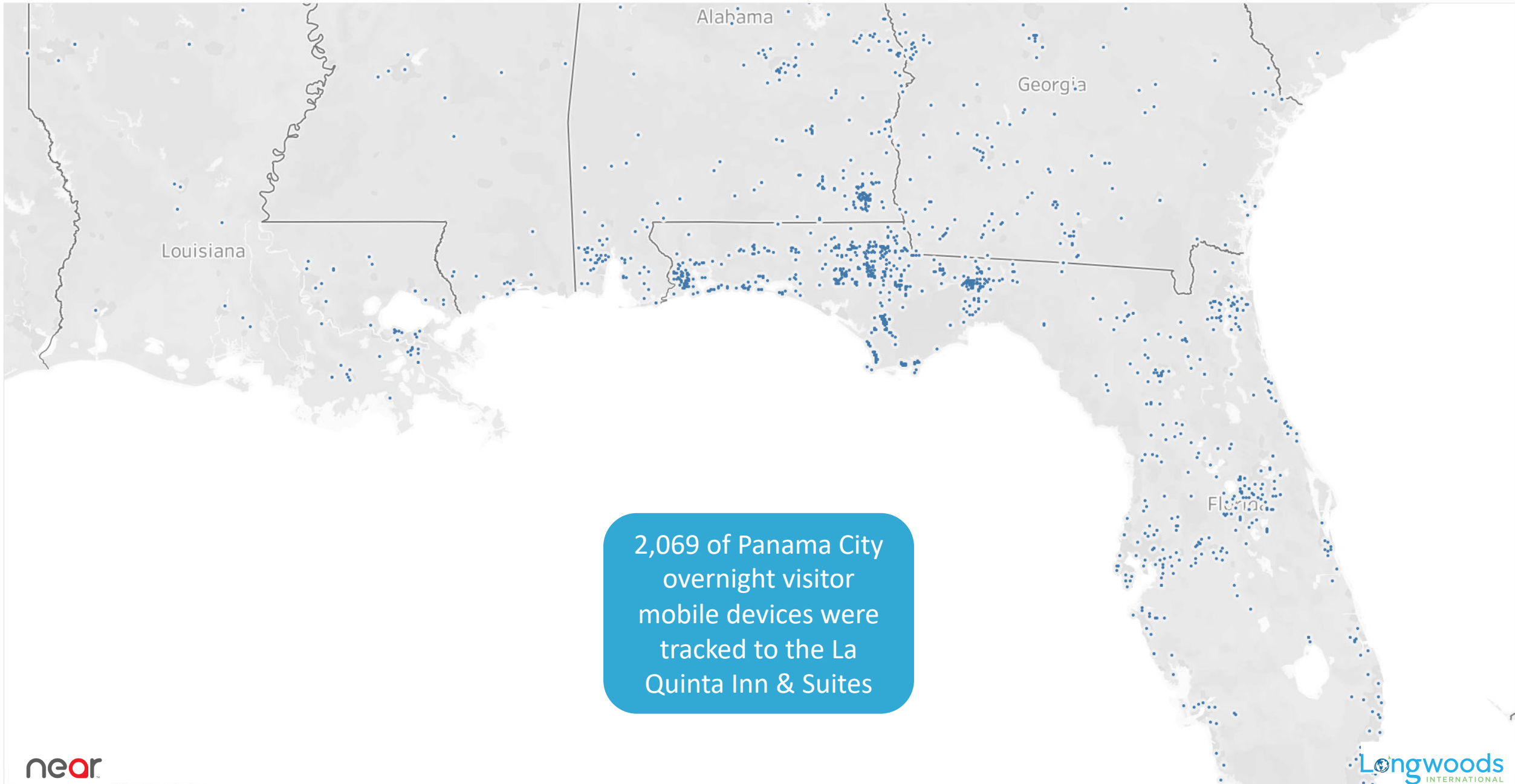
# Holiday Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Holiday Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Mobile, AL-Pensacola, FL	12.3%	9.4%	7.0%
Atlanta, GA	7.5%	8.3%	9.4%
Tampa-St. Petersburg, FL	7.2%	4.8%	3.6%
Panama City, FL	6.6%	11.9%	16.9%
Tallahassee, FL-Thomasville, GA	6.0%	5.9%	5.8%
Jacksonville, FL	5.8%	3.9%	2.9%
Orlando-Daytona Beach-Melbourne, FL	5.7%	5.0%	4.3%
Birmingham, AL	3.3%	4.0%	3.3%
New Orleans, LA	3.0%	1.8%	1.3%
Dothan, AL	2.7%	4.4%	4.6%

# Holiday Inn Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Holiday Inn Visitors	Oct 20 – Sept 21 Holiday Inn Visitors
Mobile, AL-Pensacola, FL	12.3%	8.6%
Atlanta, GA	7.5%	11.6%
Tampa-St. Petersburg, FL	7.2%	2.9%
Panama City, FL	6.6%	5.5%
Tallahassee, FL-Thomasville, GA	6.0%	4.0%
Jacksonville, FL	5.8%	2.4%
Orlando-Daytona Beach-Melbourne, FL	5.7%	2.6%
Birmingham, AL	3.3%	5.0%
New Orleans, LA	3.0%	2.4%
Dothan, AL	2.7%	2.7%

# La Quinta Inn & Suites Panama City Visitors - October 2021 - September 2022



# 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	47.7%	39.0%	40.1%
Alabama	14.5%	17.2%	14.2%
Georgia	14.3%	14.8%	16.0%
Louisiana	2.8%	2.7%	2.1%
Texas	2.6%	3.6%	3.1%
Tennessee	2.3%	3.9%	4.1%
North Carolina	1.7%	1.5%	1.6%
Mississippi	1.5%	2.6%	2.0%
Virginia	1.3%	1.1%	0.9%
Missouri	1.0%	0.8%	1.0%

# La Quinta Inn & Suites Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 La Quinta Visitors	Oct 20 – Sept 21 La Quinta Visitors
Florida	47.7%	31.3%
Alabama	14.5%	17.4%
Georgia	14.3%	20.1%
Louisiana	2.8%	3.5%
Texas	2.6%	3.8%
Tennessee	2.3%	4.2%
North Carolina	1.7%	1.7%
Mississippi	1.5%	3.4%
Virginia	1.3%	0.7%
Missouri	1.0%	1.1%



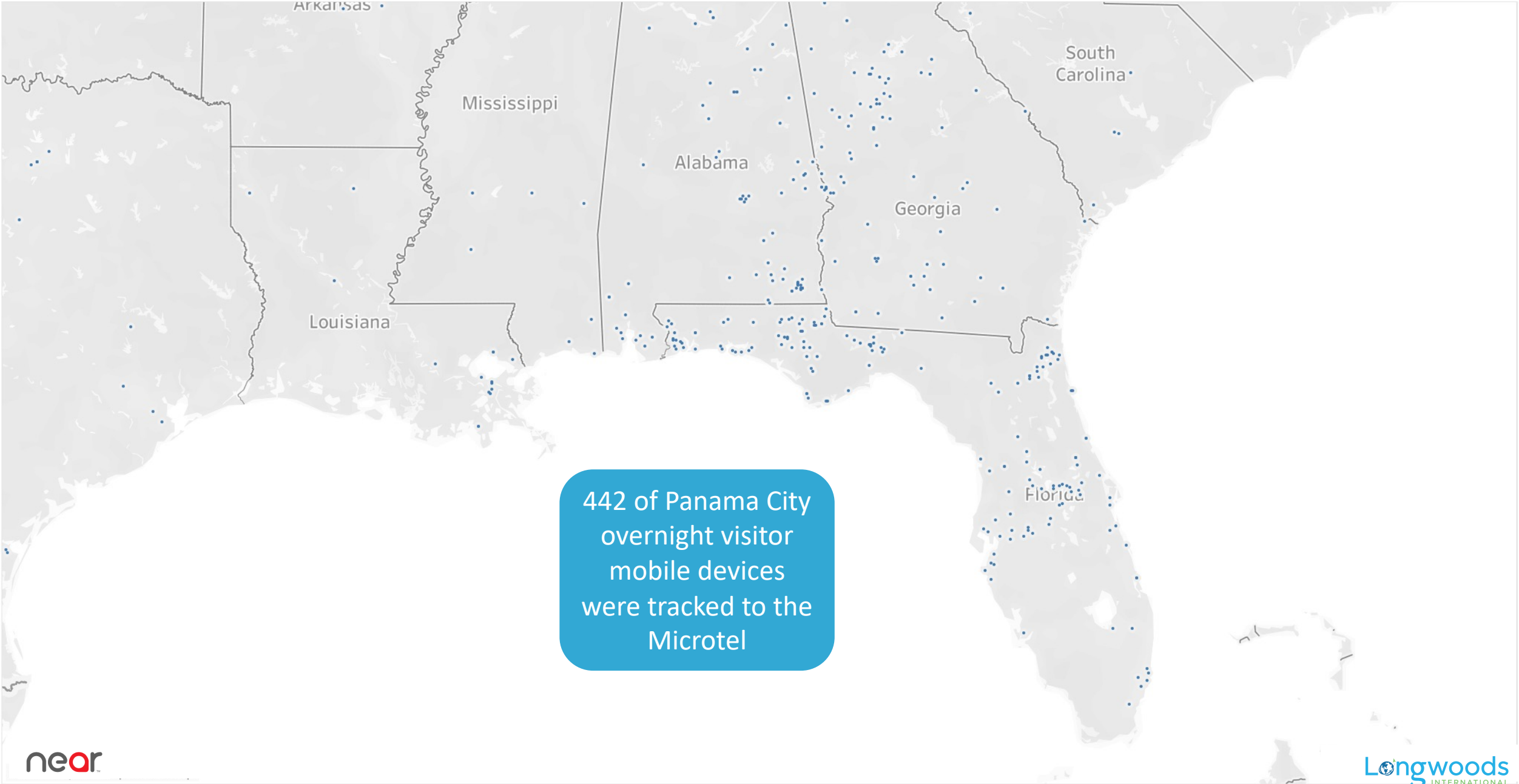
# La Quinta Inn & Suites Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of La Quinta Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	20.0%	11.9%	16.9%
Mobile, AL-Pensacola, FL	8.5%	9.4%	7.0%
Atlanta, GA	7.3%	8.3%	9.4%
Tallahassee, FL-Thomasville, GA	7.0%	5.9%	5.8%
Orlando-Daytona Beach-Melbourne, FL	5.3%	5.0%	4.3%
Dothan, AL	4.8%	4.4%	4.6%
Tampa-St. Petersburg, FL	4.4%	4.8%	3.6%
Jacksonville, FL	3.5%	3.9%	2.9%
Birmingham, AL	2.8%	4.0%	3.3%
Columbus, GA	2.5%	2.2%	2.6%

# La Quinta Inn & Suites Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 La Quinta Visitors	Oct 20 – Sept 21 La Quinta Visitors
Panama City, FL	20.0%	14.1%
Mobile, AL-Pensacola, FL	8.5%	6.3%
Atlanta, GA	7.3%	11.7%
Tallahassee, FL-Thomasville, GA	7.0%	4.9%
Orlando-Daytona Beach-Melbourne, FL	5.3%	2.8%
Dothan, AL	4.8%	5.2%
Tampa-St. Petersburg, FL	4.4%	2.4%
Jacksonville, FL	3.5%	2.5%
Birmingham, AL	2.8%	3.6%
Columbus, GA	2.5%	3.5%

# Microtel Inn & Suites Panama City Visitors - October 2021 - September 2022



# Microtel Panama City Origin Markets: State

Top 10 States of Origin	% of Microtel Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	36.9%	39.0%	40.1%
Alabama	17.9%	17.2%	14.2%
Georgia	17.2%	14.8%	16.0%
Tennessee	3.6%	3.9%	4.1%
Texas	3.6%	3.6%	3.1%
Louisiana	3.4%	2.7%	2.1%
Indiana	1.6%	1.1%	1.3%
Mississippi	1.6%	2.6%	2.0%
North Carolina	1.6%	1.5%	1.6%
Virginia	1.4%	1.1%	0.9%

# Microtel Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Microtel Visitors	Oct 20 – Sept 21 Microtel Visitors
Florida	36.9%	22.9%
Alabama	17.9%	22.0%
Georgia	17.2%	18.2%
Tennessee	3.6%	5.7%
Texas	3.6%	4.6%
Louisiana	3.4%	4.5%
Indiana	1.6%	1.7%
Mississippi	1.6%	4.2%
North Carolina	1.6%	1.1%
Virginia	1.4%	0.6%

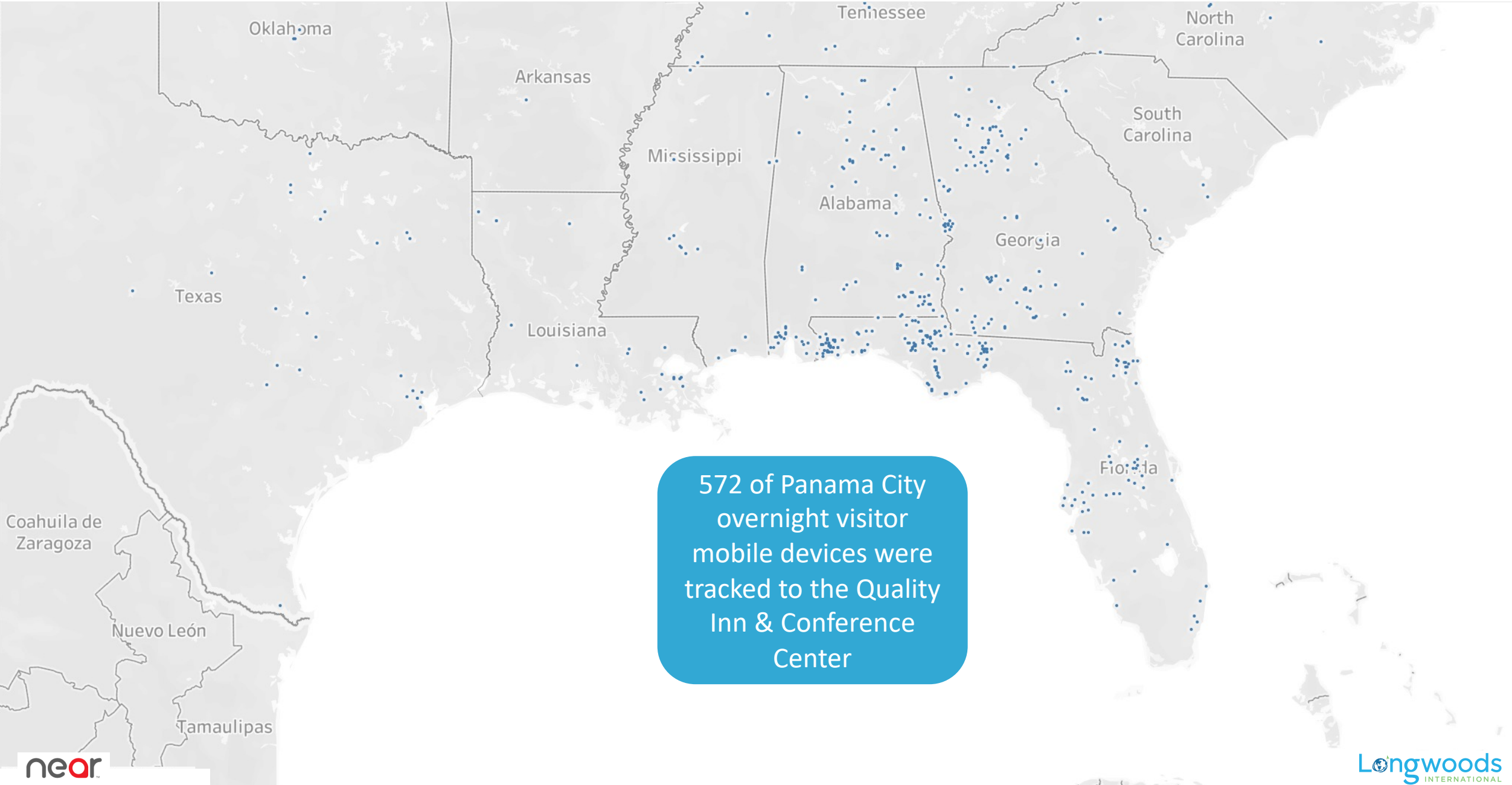
# Microtel Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Microtel Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	8.8%	8.3%	9.4%
Panama City, FL	8.8%	11.9%	16.9%
Mobile, AL-Pensacola, FL	7.0%	9.4%	7.0%
Orlando-Daytona Beach-Melbourne, FL	6.8%	5.0%	4.3%
Dothan, AL	5.7%	4.4%	4.6%
Jacksonville, FL	5.7%	3.9%	2.9%
Tampa-St. Petersburg, FL	5.2%	4.8%	3.6%
Tallahassee, FL-Thomasville, GA	4.5%	5.9%	5.8%
Columbus, GA	4.3%	2.2%	2.6%
Birmingham, AL	2.9%	4.0%	3.3%

# Microtel Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Microtel Visitors	Oct 20 – Sept 21 Microtel Visitors
Atlanta, GA	8.8%	11.2%
Panama City, FL	8.8%	6.7%
Mobile, AL-Pensacola, FL	7.0%	8.1%
Orlando-Daytona Beach-Melbourne, FL	6.8%	2.5%
Dothan, AL	5.7%	6.1%
Jacksonville, FL	5.7%	1.9%
Tampa-St. Petersburg, FL	5.2%	1.9%
Tallahassee, FL-Thomasville, GA	4.5%	3.1%
Columbus, GA	4.3%	3.2%
Birmingham, AL	2.9%	5.6%

# Quality Inn & Conference Center Panama City Visitor - October 2021 - September 2022





# 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	37.2%	39.0%	40.1%
Georgia	19.6%	14.8%	16.0%
Alabama	18.5%	17.2%	14.2%
Texas	4.7%	3.6%	3.1%
Tennessee	3.8%	3.9%	4.1%
Louisiana	3.1%	2.7%	2.1%
Mississippi	2.6%	2.6%	2.0%
North Carolina	1.4%	1.5%	1.6%
South Carolina	1.0%	1.2%	1.3%
Ohio	0.9%	1.0%	1.3%

# Quality Inn & Conference Center Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Quality Conference Visitors	Oct 20 – Sept 21 Quality Conference Visitors
Florida	37.2%	26.4%
Georgia	19.6%	23.6%
Alabama	18.5%	19.1%
Texas	4.7%	3.5%
Tennessee	3.8%	4.7%
Louisiana	3.1%	3.2%
Mississippi	2.6%	3.2%
North Carolina	1.4%	1.6%
South Carolina	1.0%	1.1%
Ohio	0.9%	0.9%

# Quality Inn & Conference Center Panama City

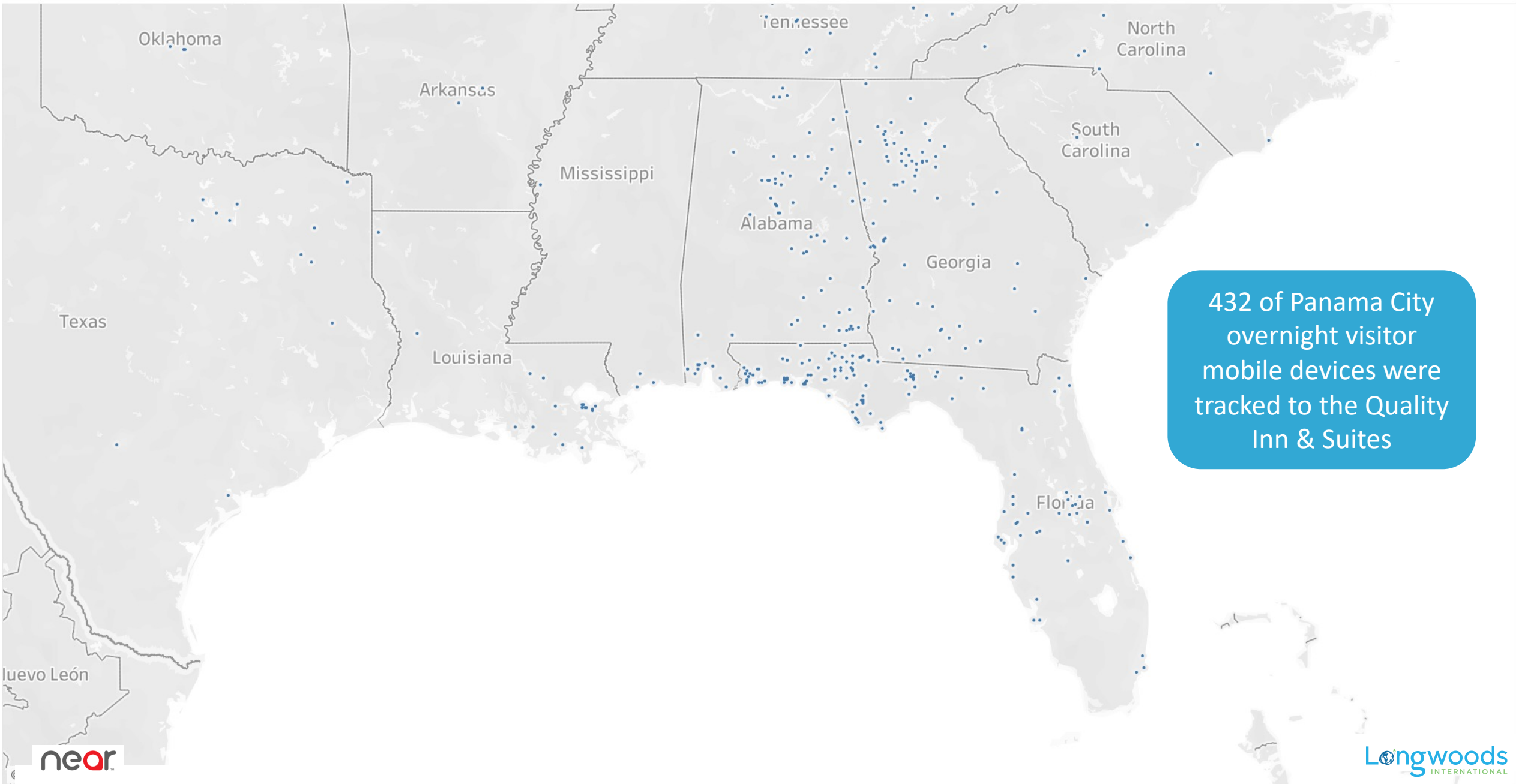
## Origin Markets: DMA

Top 10 DMAs of Origin	% of Quality Conference Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Mobile, AL-Pensacola, FL	13.5%	9.4%	7.0%
Panama City, FL	11.4%	11.9%	16.9%
Atlanta, GA	9.6%	8.3%	9.4%
Tallahassee, FL-Thomasville, GA	6.8%	5.9%	5.8%
Dothan, AL	4.5%	4.4%	4.6%
Birmingham, AL	4.4%	4.0%	3.3%
Jacksonville, FL	4.4%	3.9%	2.9%
Albany, GA	3.8%	1.8%	1.6%
Columbus, GA	3.3%	2.2%	2.6%
Tampa-St. Petersburg, FL	3.1%	4.8%	3.6%

# Quality Inn & Conference Center Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Quality Conference Visitors	Oct 20 – Sept 21 Quality Conference Visitors
Mobile, AL-Pensacola, FL	13.5%	5.9%
Panama City, FL	11.4%	11.8%
Atlanta, GA	9.6%	13.8%
Tallahassee, FL-Thomasville, GA	6.8%	5.1%
Dothan, AL	4.5%	4.9%
Birmingham, AL	4.4%	5.2%
Jacksonville, FL	4.4%	2.2%
Albany, GA	3.8%	1.9%
Columbus, GA	3.3%	3.7%
Tampa-St. Petersburg, FL	3.1%	1.9%

# Quality Inn & Suites Panama City Visitors - October 2021 - September 2022



# Quality Inn & Suites Panama City Origin Markets: State

Top 10 States of Origin	% of Quality Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	32.6%	39.0%	40.1%
Alabama	18.8%	17.2%	14.2%
Georgia	16.9%	14.8%	16.0%
Louisiana	4.2%	2.7%	2.1%
Tennessee	3.9%	3.9%	4.1%
Texas	3.7%	3.6%	3.1%
North Carolina	2.3%	1.5%	1.6%
Kentucky	1.9%	1.0%	1.3%
Ohio	1.9%	1.0%	1.3%
Michigan	1.2%	0.7%	0.8%

# Quality Inn & Suites Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Quality Inn Visitors	Oct 20 – Sept 21 Quality Inn Visitors
Florida	32.6%	22.0%
Alabama	18.8%	24.2%
Georgia	16.9%	19.1%
Louisiana	4.2%	4.2%
Tennessee	3.9%	5.3%
Texas	3.7%	3.4%
North Carolina	2.3%	1.2%
Kentucky	1.9%	4.7%
Ohio	1.9%	1.6%
Michigan	1.2%	0.8%

# Quality Inn & Suites Panama City Origin Markets: DMA

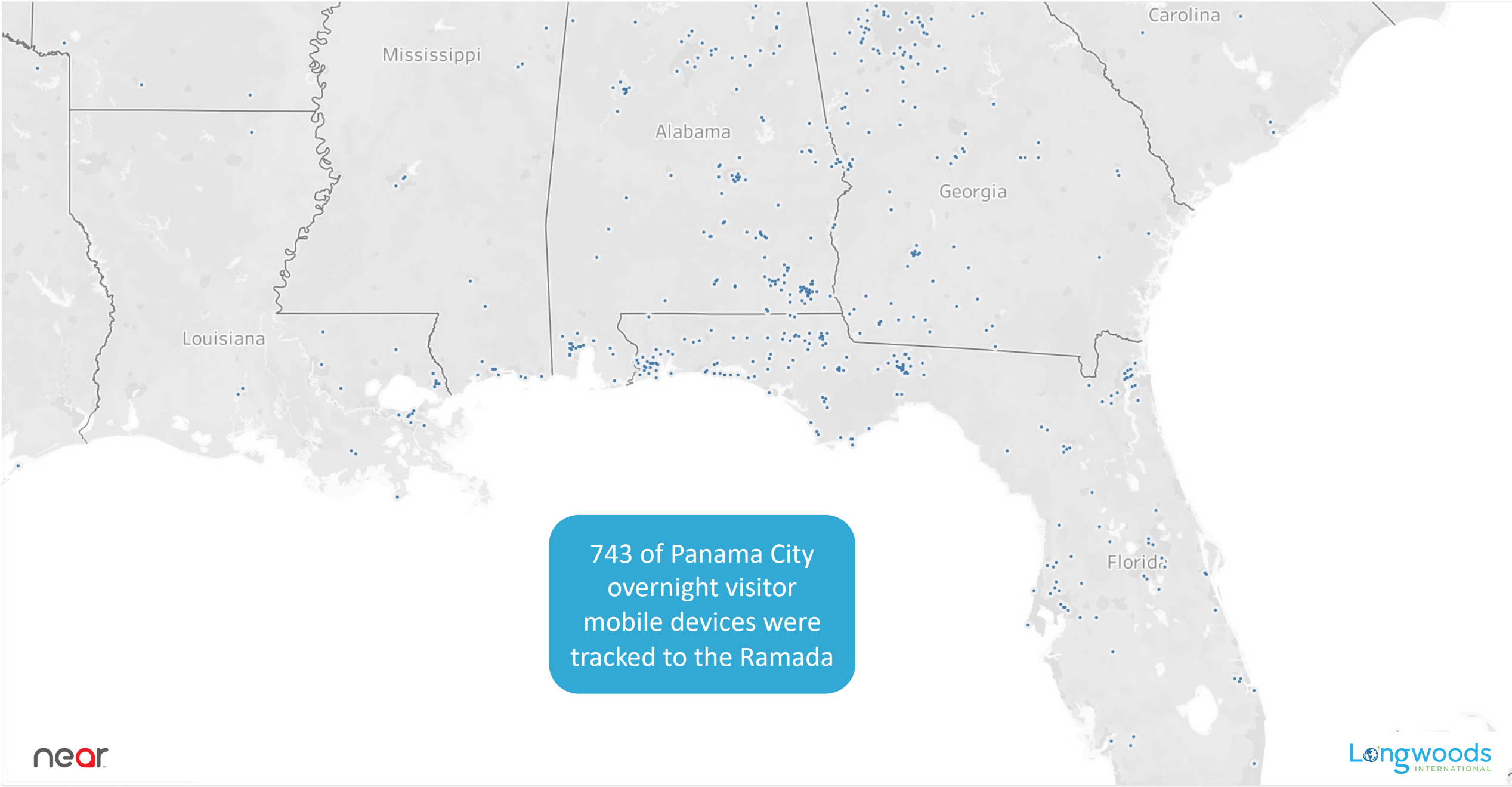
Top 10 DMAs of Origin	% of Quality Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	12.5%	11.9%	16.9%
Mobile, AL-Pensacola, FL	10.2%	9.4%	7.0%
Atlanta, GA	9.7%	8.3%	9.4%
Birmingham, AL	6.5%	4.0%	3.3%
Tallahassee, FL-Thomasville, GA	6.0%	5.9%	5.8%
Tampa-St. Petersburg, FL	4.2%	4.8%	3.6%
Columbus, GA	3.2%	2.2%	2.6%
Montgomery-Selma, AL	3.2%	3.1%	2.0%
Orlando-Daytona Beach-Melbourne, FL	3.0%	5.0%	4.3%
New Orleans, LA	2.8%	1.8%	1.3%



# Quality Inn & Suites Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Quality Inn Visitors	Oct 20 – Sept 21 Quality Inn Visitors
Panama City, FL	12.5%	9.4%
Mobile, AL-Pensacola, FL	10.2%	6.2%
Atlanta, GA	9.7%	12.4%
Birmingham, AL	6.5%	7.4%
Tallahassee, FL-Thomasville, GA	6.0%	4.5%
Tampa-St. Petersburg, FL	4.2%	1.8%
Columbus, GA	3.2%	3.6%
Montgomery-Selma, AL	3.2%	4.2%
Orlando-Daytona Beach-Melbourne, FL	3.0%	1.8%
New Orleans, LA	2.8%	2.0%

# Ramada Panama City Visitors - October 2021 - September 2022



# Ramada Panama City Origin Markets: State

Top 10 States of Origin	% of Ramada Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	26.4%	39.0%	40.1%
Alabama	23.4%	17.2%	14.2%
Georgia	19.4%	14.8%	16.0%
Tennessee	4.2%	3.9%	4.1%
Louisiana	3.5%	2.7%	2.1%
Texas	3.5%	3.6%	3.1%
Mississippi	3.1%	2.6%	2.0%
Arkansas	1.6%	0.8%	0.7%
Ohio	1.5%	1.0%	1.3%
South Carolina	1.5%	1.2%	1.3%

# Ramada Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Ramada Visitors	Oct 20 – Sept 21 Ramada Visitors
Florida	26.4%	19.8%
Alabama	23.4%	23.4%
Georgia	19.4%	19.5%
Tennessee	4.2%	7.2%
Louisiana	3.5%	4.7%
Texas	3.5%	4.5%
Mississippi	3.1%	2.8%
Arkansas	1.6%	2.0%
Ohio	1.5%	0.9%
South Carolina	1.5%	0.9%

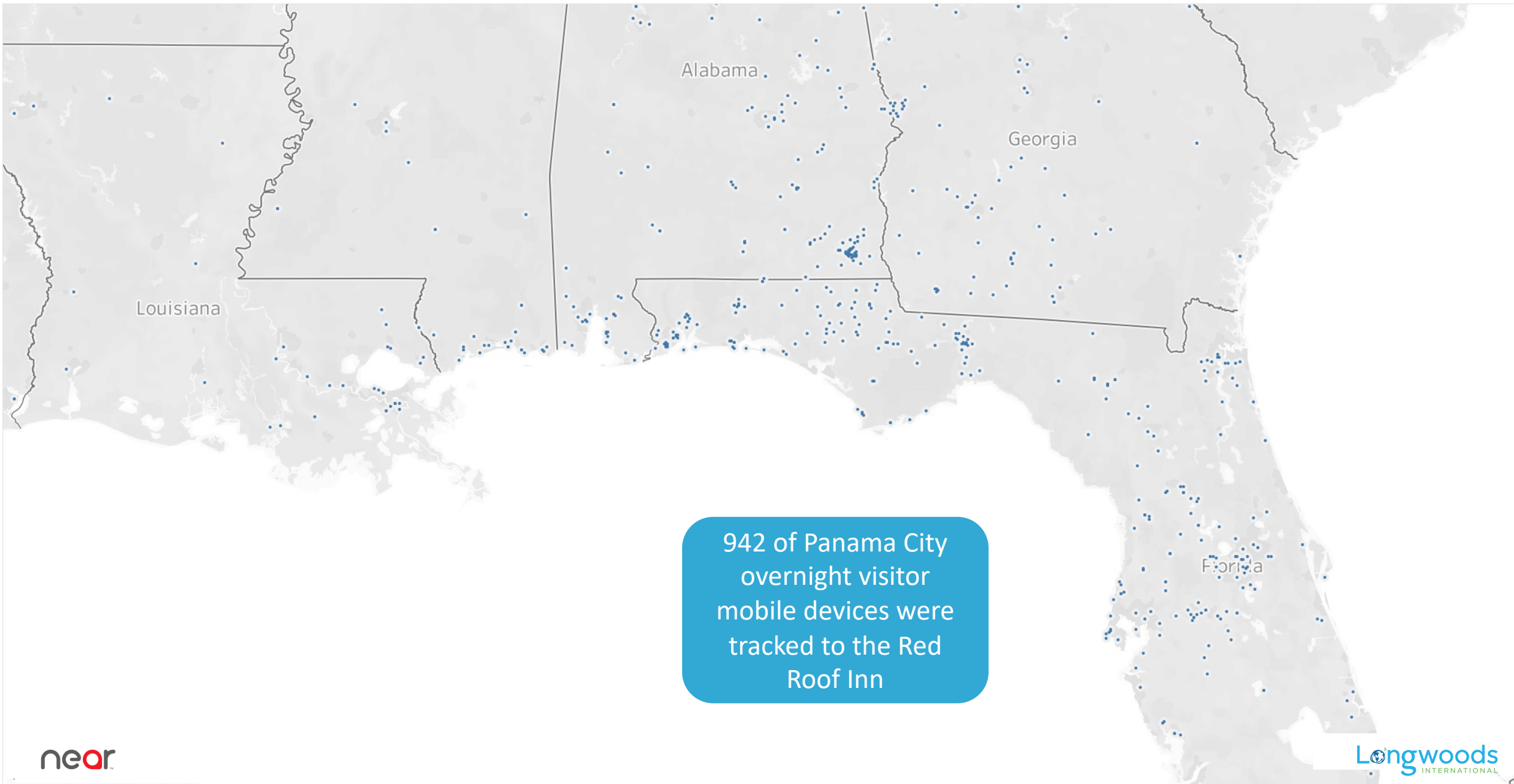
# Ramada Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Ramada Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	10.5%	8.3%	9.4%
Panama City, FL	8.1%	11.9%	16.9%
Mobile, AL-Pensacola, FL	7.8%	9.4%	7.0%
Dothan, AL	6.3%	4.4%	4.6%
Birmingham, AL	5.7%	4.0%	3.3%
Montgomery-Selma, AL	5.7%	3.1%	2.0%
Tallahassee, FL-Thomasville, GA	5.4%	5.9%	5.8%
Columbus, GA	3.1%	2.2%	2.6%
Tampa-St. Petersburg, FL	3.0%	4.8%	3.6%
Jacksonville, FL	2.7%	3.9%	2.9%

# Ramada Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Ramada Visitors	Oct 20 – Sept 21 Ramada Visitors
Atlanta, GA	10.5%	12.0%
Panama City, FL	8.1%	6.2%
Mobile, AL-Pensacola, FL	7.8%	6.6%
Dothan, AL	6.3%	3.6%
Birmingham, AL	5.7%	7.3%
Montgomery-Selma, AL	5.7%	4.2%
Tallahassee, FL-Thomasville, GA	5.4%	3.9%
Columbus, GA	3.1%	4.1%
Tampa-St. Petersburg, FL	3.0%	1.7%
Jacksonville, FL	2.7%	1.6%

# Red Roof Inn Panama City Visitor - October 2021 - September 2022



# 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
Florida	32.0%	39.0%	40.1%
Alabama	20.2%	17.2%	14.2%
Georgia	16.6%	14.8%	16.0%
Texas	5.7%	3.6%	3.1%
Mississippi	3.7%	2.6%	2.0%
Tennessee	3.6%	3.9%	4.1%
Louisiana	3.5%	2.7%	2.1%
Illinois	1.4%	0.7%	1.1%
Indiana	1.2%	1.1%	1.3%
Kentucky	1.2%	1.0%	1.3%



# Red Roof Inn Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Red Roof Inn Visitors	Oct 20 – Sept 21 Red Roof Inn Visitors
Florida	32.0%	21.0%
Alabama	20.2%	22.6%
Georgia	16.6%	21.0%
Texas	5.7%	3.9%
Mississippi	3.7%	4.2%
Tennessee	3.6%	4.6%
Louisiana	3.5%	5.1%
Illinois	1.4%	1.7%
Indiana	1.2%	1.1%
Kentucky	1.2%	2.8%

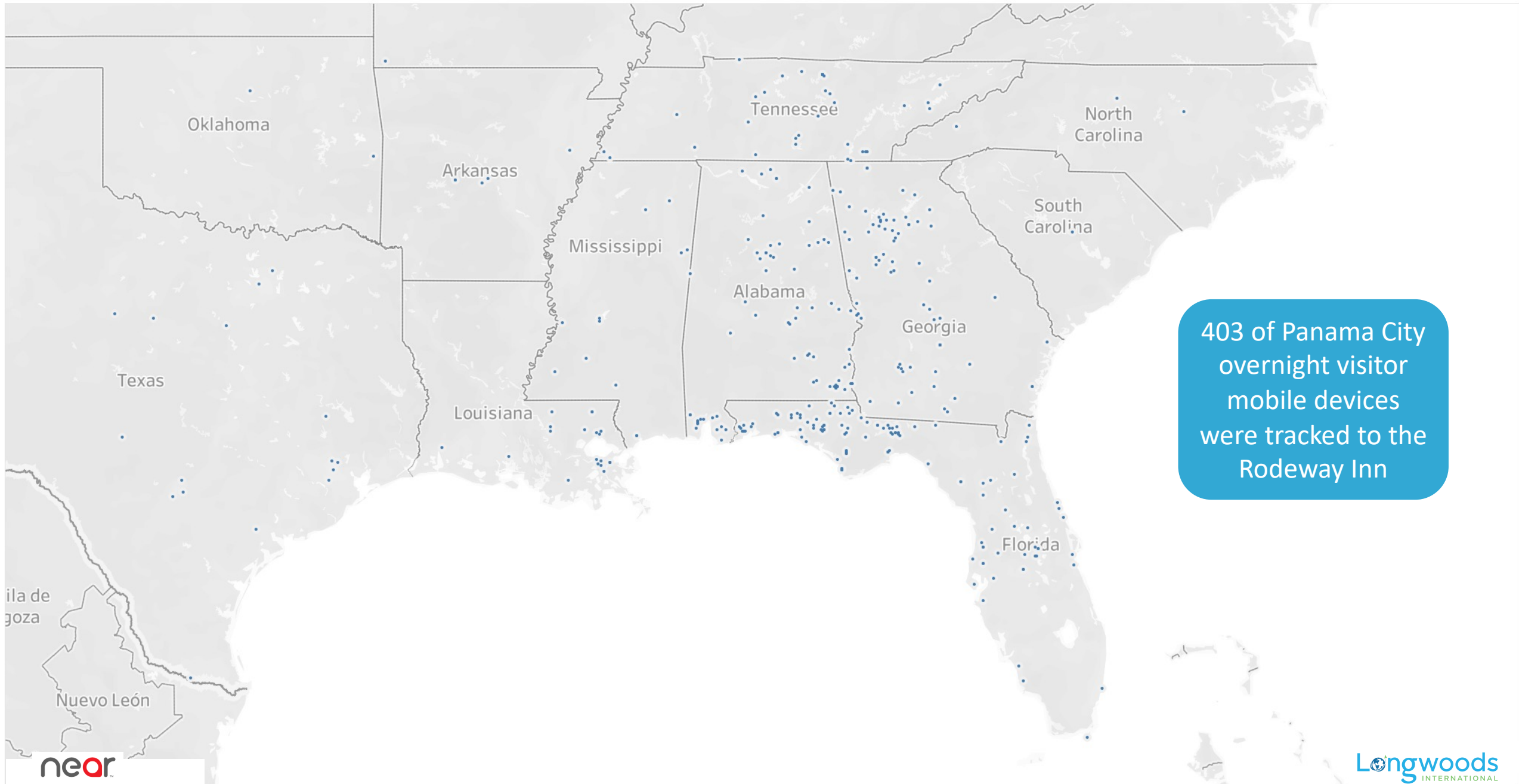
# Red Roof Inn Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Red Roof Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Atlanta, GA	8.8%	8.3%	9.4%
Mobile, AL-Pensacola, FL	8.7%	9.4%	7.0%
Tampa-St. Petersburg, FL	6.3%	4.8%	3.6%
Panama City, FL	5.9%	11.9%	16.9%
Dothan, AL	5.8%	4.4%	4.6%
Orlando-Daytona Beach-Melbourne, FL	5.8%	5.0%	4.3%
Tallahassee, FL-Thomasville, GA	4.9%	5.9%	5.8%
Birmingham, AL	4.4%	4.0%	3.3%
Montgomery-Selma, AL	4.2%	3.1%	2.0%
Columbus, GA	2.8%	2.2%	2.6%

# Red Roof Inn Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Red Roof Inn Visitors	Oct 20 – Sept 21 Red Roof Inn Visitors
Atlanta, GA	8.8%	11.9%
Mobile, AL-Pensacola, FL	8.7%	6.6%
Tampa-St. Petersburg, FL	6.3%	2.1%
Panama City, FL	5.9%	7.1%
Dothan, AL	5.8%	5.2%
Orlando-Daytona Beach-Melbourne, FL	5.8%	2.7%
Tallahassee, FL-Thomasville, GA	4.9%	3.8%
Birmingham, AL	4.4%	7.4%
Montgomery-Selma, AL	4.2%	3.6%
Columbus, GA	2.8%	2.8%

# Rodeway Inn Panama City Visitors - October 2021 - September 2022



# Rodeway Inn Panama City Origin Markets: State

Top 10 States of Origin	% of Rodeway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	29.3%	39.0%	40.1%
Georgia	17.6%	14.8%	16.0%
Alabama	17.4%	17.2%	14.2%
Tennessee	8.9%	3.9%	4.1%
Louisiana	4.7%	2.7%	2.1%
Texas	4.0%	3.6%	3.1%
Mississippi	3.0%	2.6%	2.0%
Michigan	1.7%	0.7%	0.8%
Illinois	1.5%	0.7%	1.1%
Ohio	1.5%	1.0%	1.3%

# Rodeway Inn Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Rodeway Inn Visitors	Oct 20 – Sept 21 Rodeway Inn Visitors
Florida	29.3%	24.3%
Georgia	17.6%	22.0%
Alabama	17.4%	18.6%
Tennessee	8.9%	6.4%
Louisiana	4.7%	1.8%
Texas	4.0%	5.0%
Mississippi	3.0%	3.2%
Michigan	1.7%	1.6%
Illinois	1.5%	0.7%
Ohio	1.5%	1.1%

# Rodeway Inn Panama City Origin Markets: DMA

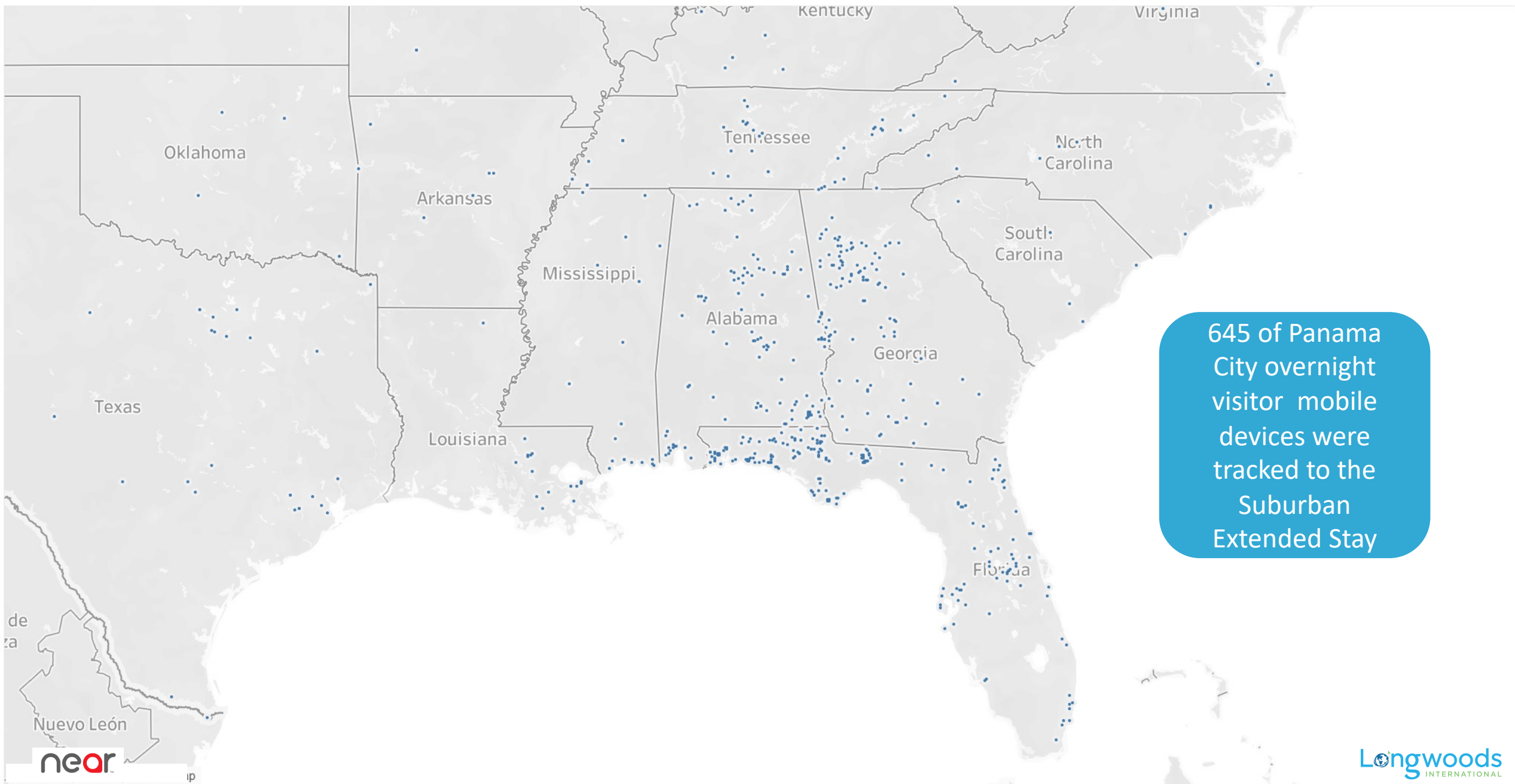
Top 10 DMAs of Origin	% of Rodeway Inn Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	10.7%	11.9%	16.9%
Atlanta, GA	9.9%	8.3%	9.4%
Mobile, AL-Pensacola, FL	6.7%	9.4%	7.0%
Tallahassee, FL-Thomasville, GA	6.5%	5.9%	5.8%
Nashville, TN	5.5%	1.8%	2.1%
Birmingham, AL	4.2%	4.0%	3.3%
New Orleans, LA	4.0%	1.8%	1.3%
Dothan, AL	3.7%	4.4%	4.6%
Tampa-St. Petersburg, FL	3.5%	4.8%	3.6%
Orlando-Daytona Beach-Melbourne, FL	3.2%	5.0%	4.3%

# Rodeway Inn Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Rodeway Inn Visitors	Oct 20 – Sept 21 Rodeway Inn Visitors
Panama City, FL	10.7%	9.9%
Atlanta, GA	9.9%	13.8%
Mobile, AL-Pensacola, FL	6.7%	5.5%
Tallahassee, FL-Thomasville, GA	6.5%	5.8%
Nashville, TN	5.5%	2.6%
Birmingham, AL	4.2%	5.5%
New Orleans, LA	4.0%	1.3%
Dothan, AL	3.7%	4.6%
Tampa-St. Petersburg, FL	3.5%	2.2%
Orlando-Daytona Beach-Melbourne, FL	3.2%	2.1%



# Suburban Extended Stay Panama City Visitors - October 2021 - September 2022



645 of Panama City overnight visitor mobile devices were tracked to the Suburban Extended Stay

# Suburban Extended Stay Panama City Origin Markets: State

Top 10 States of Origin	% of Suburban Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	32.6%	39.0%	40.1%
Alabama	18.3%	17.2%	14.2%
Georgia	15.5%	14.8%	16.0%
Tennessee	6.2%	3.9%	4.1%
Texas	4.3%	3.6%	3.1%
Mississippi	2.9%	2.6%	2.0%
Louisiana	2.8%	2.7%	2.1%
Indiana	2.3%	1.1%	1.3%
Ohio	1.6%	1.0%	1.3%
North Carolina	1.4%	1.5%	1.6%

# Suburban Extended Stay Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 Suburban Visitors	Oct 20 – Sept 21 Suburban Visitors
Florida	32.6%	23.8%
Alabama	18.3%	20.0%
Georgia	15.5%	19.4%
Tennessee	6.2%	7.0%
Texas	4.3%	4.8%
Mississippi	2.9%	2.8%
Louisiana	2.8%	5.2%
Indiana	2.3%	2.0%
Ohio	1.6%	0.8%
North Carolina	1.4%	1.3%

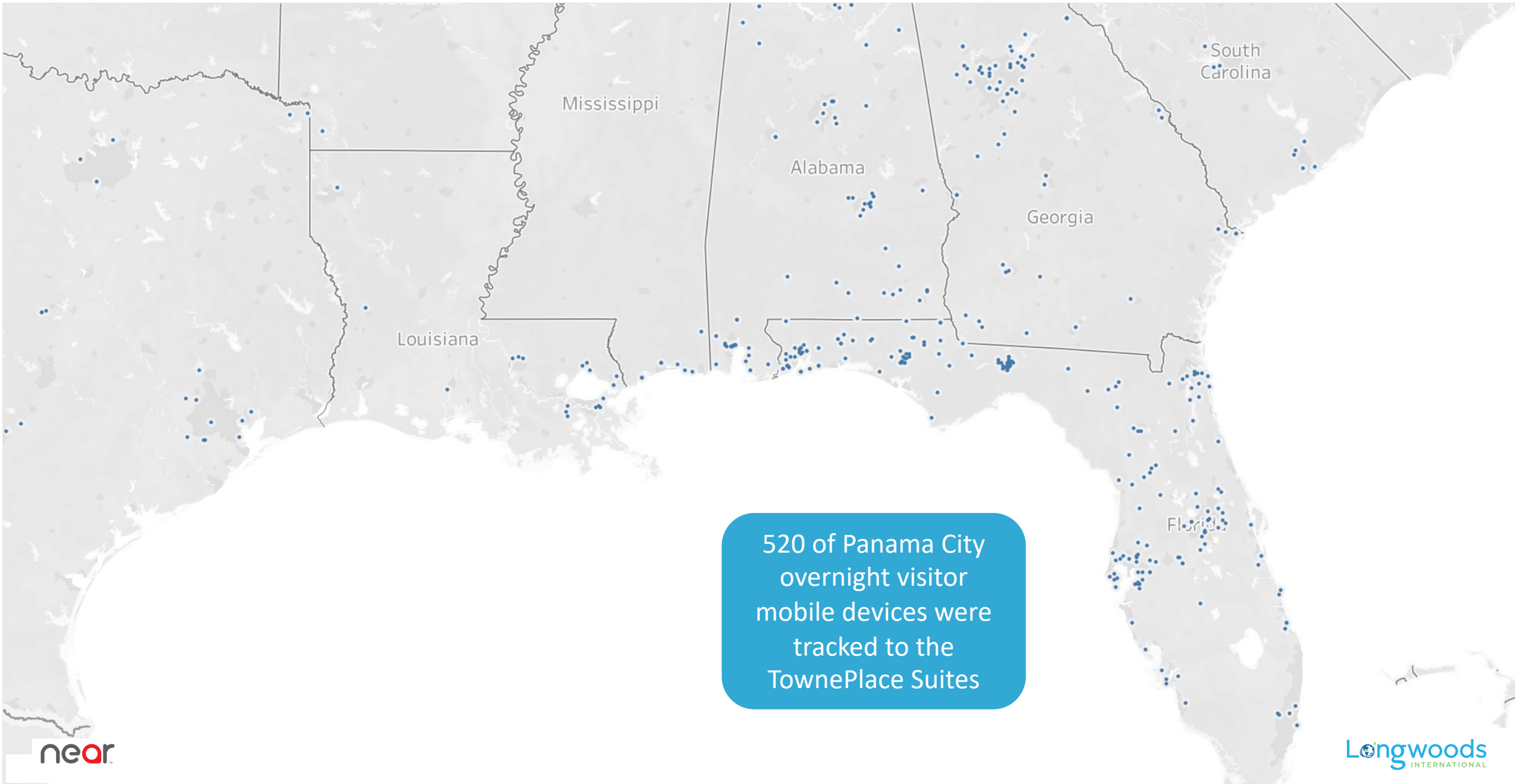
# Suburban Extended Stay Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of Suburban Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Panama City, FL	12.2%	11.9%	16.9%
Atlanta, GA	9.9%	8.3%	9.4%
Mobile, AL-Pensacola, FL	8.2%	9.4%	7.0%
Tallahassee, FL-Thomasville, GA	4.7%	5.9%	5.8%
Birmingham, AL	4.5%	4.0%	3.3%
Orlando-Daytona Beach-Melbourne, FL	4.3%	5.0%	4.3%
Dothan, AL	4.2%	4.4%	4.6%
Montgomery-Selma, AL	4.0%	3.1%	2.0%
Nashville, TN	2.6%	1.8%	2.1%
Columbus, GA	2.5%	2.2%	2.6%

# Suburban Extended Stay Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 Suburban Visitors	Oct 20 – Sept 21 Suburban Visitors
Panama City, FL	12.2%	9.5%
Atlanta, GA	9.9%	11.6%
Mobile, AL-Pensacola, FL	8.2%	6.7%
Tallahassee, FL-Thomasville, GA	4.7%	4.1%
Birmingham, AL	4.5%	6.7%
Orlando-Daytona Beach-Melbourne, FL	4.3%	2.6%
Dothan, AL	4.2%	3.8%
Montgomery-Selma, AL	4.0%	2.7%
Nashville, TN	2.6%	3.6%
Columbus, GA	2.5%	3.4%

# TownePlace Suites Panama City Visitors - October 2021 - September 2022



# TownePlace Suites Panama City Origin Markets: State

Top 10 States of Origin	% of TownePlace Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Florida	38.7%	39.0%	40.1%
Alabama	12.5%	17.2%	14.2%
Georgia	12.3%	14.8%	16.0%
Texas	4.4%	3.6%	3.1%
Virginia	3.7%	1.1%	0.9%
Louisiana	3.5%	2.7%	2.1%
Tennessee	3.3%	3.9%	4.1%
Arkansas	1.9%	0.8%	0.7%
Kentucky	1.9%	1.0%	1.3%
North Carolina	1.7%	1.5%	1.3%

# TownePlace Suites Panama City Origin Markets: State YOY

Top 10 States of Origin	Oct 21 – Sept 22 TownePlace Suites Visitors	Oct 20 – Sept 21 TownePlace Suites Visitors
Florida	38.7%	24.7%
Alabama	12.5%	17.1%
Georgia	12.3%	16.9%
Texas	4.4%	4.7%
Virginia	3.7%	0.9%
Louisiana	3.5%	5.7%
Tennessee	3.3%	5.0%
Arkansas	1.9%	0.9%
Kentucky	1.9%	0.7%
North Carolina	1.7%	1.9%



# TownePlace Suites Panama City Origin Markets: DMA

Top 10 DMAs of Origin	% of TownePlace Overnight Visitors	Hotels Overnight Visitors	Total Overnight Visitors
Mobile, AL-Pensacola, FL	10.8%	9.4%	7.0%
Atlanta, GA	7.7%	8.3%	9.4%
Tampa-St. Petersburg, FL	7.3%	4.8%	3.6%
Orlando-Daytona Beach-Melbourne, FL	6.2%	5.0%	4.3%
Panama City, FL	5.8%	11.9%	16.9%
Tallahassee, FL-Thomasville, GA	5.6%	5.9%	5.8%
Jacksonville, FL	3.7%	3.9%	2.9%
Montgomery-Selma, AL	3.5%	3.1%	2.0%
New Orleans, LA	2.7%	1.8%	1.3%
Birmingham, AL	2.3%	4.0%	3.3%

# TownePlace Suites Panama City Origin Markets: DMA YOY

Top 10 DMAs of Origin	Oct 21 – Sept 22 TownePlace Suites Visitors	Oct 20 – Sept 21 TownePlace Suites Visitors
Mobile, AL-Pensacola, FL	10.8%	9.0%
Atlanta, GA	7.7%	11.5%
Tampa-St. Petersburg, FL	7.3%	4.2%
Orlando-Daytona Beach-Melbourne, FL	6.2%	2.4%
Panama City, FL	5.8%	5.0%
Tallahassee, FL-Thomasville, GA	5.6%	4.9%
Jacksonville, FL	3.7%	2.2%
Montgomery-Selma, AL	3.5%	3.4%
New Orleans, LA	2.7%	3.9%
Birmingham, AL	2.3%	5.5%

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