



Talking Points: *Gulf Coast Snowbirds* Interview

Jim Hizer

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Why is the Gulf Coast an attractive location for retirees?

One feature of the Gulf Coast, in particular, typically attracts the most retirees, and that is our beautiful, pristine beaches. Soft, white sand, emerald waters and a warm gulf breeze invites retirees to spend their days on the coast. Retirees can also stay active with plenty of relaxing water activities available, including snorkeling, fishing and sailing. The Gulf Coast is just as attractive inland, exhibiting diverse, historical downtowns, ideal for an afternoon stroll and shopping trip or a romantic night out for two. Also, the area features affordable housing costs, and many locations on the coast offer tax breaks for retirees.

What major industries do Gulf Coast retirees come from?

Pensacola, dubbed the “Cradle of Naval Aviation,” is a heavily concentrated military location. The majority of Gulf Coast retirees come from a military background. In the Pensacola Bay Area alone, \$5.1 billion in salary and wages are produced annually by more than 22,000 active duty military/federal employees. Also, Pensacola Naval Air Station is consistently ranked as a favorite location to be stationed. Military retirees in the Pensacola area will find like company and military-friendly facilities and specials.

What types of efforts are being used to promote relocation of retirees to the Pensacola Bay Area?

Visit Pensacola’s “Lots to Love” TV commercial showcases the best the Pensacola Bay Area has to offer. The commercial is running on the Weather Channel and in key spot markets across the country.

Is there something about this area that retirees may not know?

Retirees may not know how many vibrant festivals are held in Pensacola every year. Some favorites include the Gulf Coast Arts Festival, Seafood Festival, Pensacola Jazz Fest and Mardi Gras.



Other facts about retirees in the Pensacola area:

- There are great inland activities to do, as well, such as golfing on one of our spacious courses, visiting a variety of art and historical museums, attending a performance at the Pensacola Little Theatre or exploring one of our scenic walking trails.
- There is plenty of health care available to retirees in the Pensacola area, including military retirees.