

## Most popular spring-break beaches by Facebook check-ins

By Ben Abramson



For spring break, Facebook determined the most popular beaches for check-ins for both college-age visitors and those 25+. Pictured: Panama City beach, renowned for its spring break party scene, was the top spot for spring break check-ins for 18-24 year old Facebook users. Getty Images

If you're bringing your family to the beach, the last thing you want to do is have to hide your children's eyes when the hard bodies contest gets out of hand. And if you're there to party, you surely don't want grampa telling you to turn down the music.

Facebook can help you avoid a fateful vacation mistake. The social media giant has sliced its data to show which beaches are frequented by its college-age users, and where the grownups go.

The beach with the most Facebook check-ins for 18-24 year olds during last year's spring break window was Panama City Beach on the Florida Panhandle, the self-proclaimed "Spring Break Capital of the World." Changing the search to users over 25, the most popular spot is Myrtle Beach, S.C.

Lest you think 25+ automatically means families pouring out of minivans, Miami's South Beach, L.A.'s Santa Monica and Santa Cruz, Calif.'s Main Beach appear on both lists, indicating the older crowd may be partying right along with the college crew, or at least coexisting with them.

What's most clear from these lists is the enduring appeal of southern sunshine, as Americans flock to Florida and California to celebrate the end of a long winter.

### **Most popular college spring break beaches**

1. Panama City Beach, Fla.
2. Santa Monica Beach, Calif.
3. South Beach, Fla.
4. Gulf Shores Beach, Alab.
5. Port Aransas, Texas
6. Main Beach, Santa Cruz, Calif.
7. Venice Beach, Calif.
8. Fort Myers Beach, Fla.
9. Cocoa Beach, Fla.
10. Mission Beach, Calif.

### **Most popular beaches for Facebook users 25 and over**

1. Myrtle Beach, S.C.
2. Main Beach, Santa Cruz, Calif.
3. Santa Monica Beach, Calif.
4. South Beach, Fla.
5. Jupiter Beach, Fla.
6. Orange Beach, Alab.
7. Banana Bend Beach, Texas
8. Huntington Beach, Calif.
9. Long Beach, Calif.

10. Newport Beach, Calif.

*Methodology: These lists show the top 10 most popular beach destinations based on volume and increase in Facebook check-ins (related to beaches) during the month of March relative to the previous month for people 18-24 and people over 25 years old.*