

VISIT PENSACOLA

Monthly Dashboard
October 2023

By Downs & St. Germain Research



VISITOR SUMMARY – OCTOBER 2023



October 2023 Visitor Summary

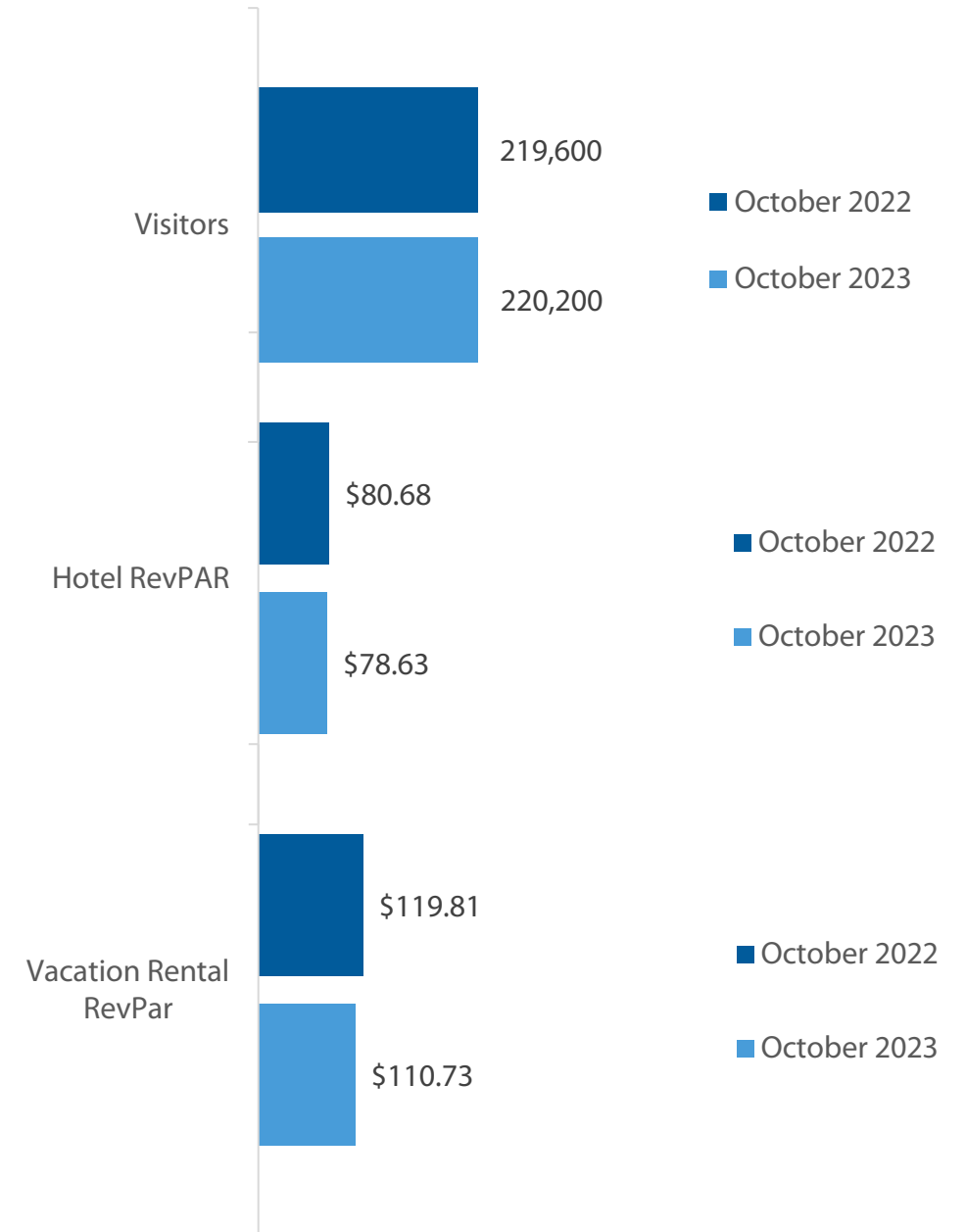
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for October increased **+0.3%** compared to last year.
 - » Despite a lower occupancy rate, there were more units available and more visitors stayed with friends or family or came for the day, resulting in a slight increase in the number of visitors.
- » Airline passengers increased by **+12.3%** compared to October of last year.
- » Hotel occupancy was down **-0.3%** from last year and ADR was down **-2.4%**, resulting in a RevPAR that was down **-2.5%** from last year.
- » Hotel room nights were up **+5.6%** compared to October 2022.
- » Top markets for this month were Mobile, Nashville, and Atlanta.
- » More families visited the area in October 2023 compared to October 2022.

PENSACOLA DASHBOARD – OCTOBER 2023

Visitor Statistics	October 2022	October 2023	% Change
Visitors ¹	219,600	220,200	+0.3%
Airline Passengers ²	202,637	227,465	+12.3%

Hotel Statistics ³	October 2022 ¹	October 2023	% Change
Occupancy	61.4%	61.2%	-0.3%
Room Rates	\$131.69	\$128.54	-2.4%
RevPAR	\$80.68	\$78.63	-2.5%
Room Nights	152,574	161,076	+5.6%

Vacation Rental Statistics ⁴	October 2022 ¹	October 2023	% Change
Occupancy	57.2%	54.5%	-4.8%
Room Rates	\$209.46	\$203.21	-3.0%
RevPAR	\$119.81	\$110.73	-7.6%
Room Nights	40,225	43,698	+8.6%
Unit Revenue (Nightly)	\$7,740,702	\$8,091,099	+4.5%



¹ Visitation estimates provided here are **preliminary**.

Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

² Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

³ Source: Smith Travel Research.

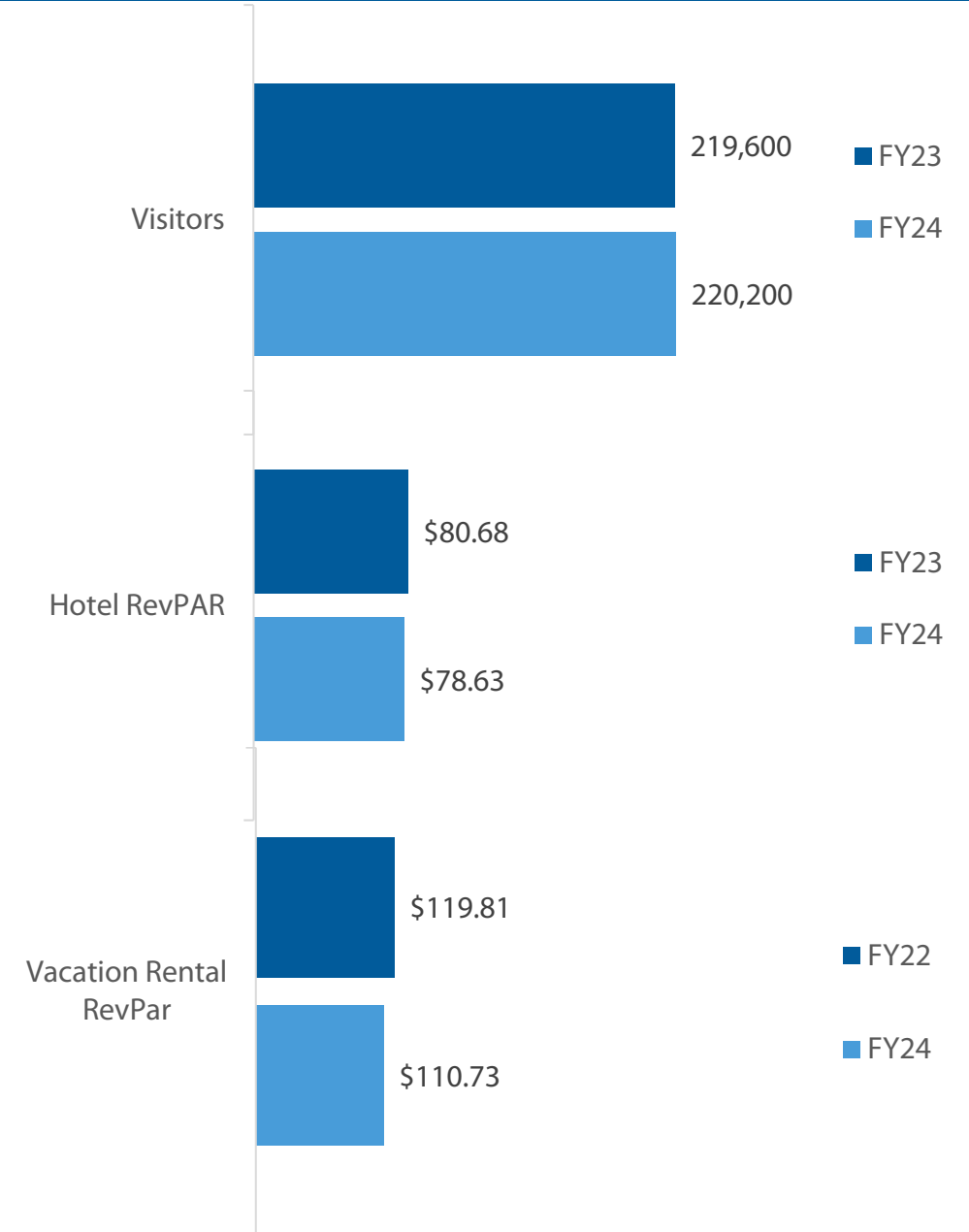
⁴ Sources: Key Data and the Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2023 (OCTOBER 2023)

Visitor Statistics	FY 2023	FY 2024	% Change
Visitors ¹	219,600	220,200	+0.3%
Airline Passengers ²	202,637	227,465	+12.3%

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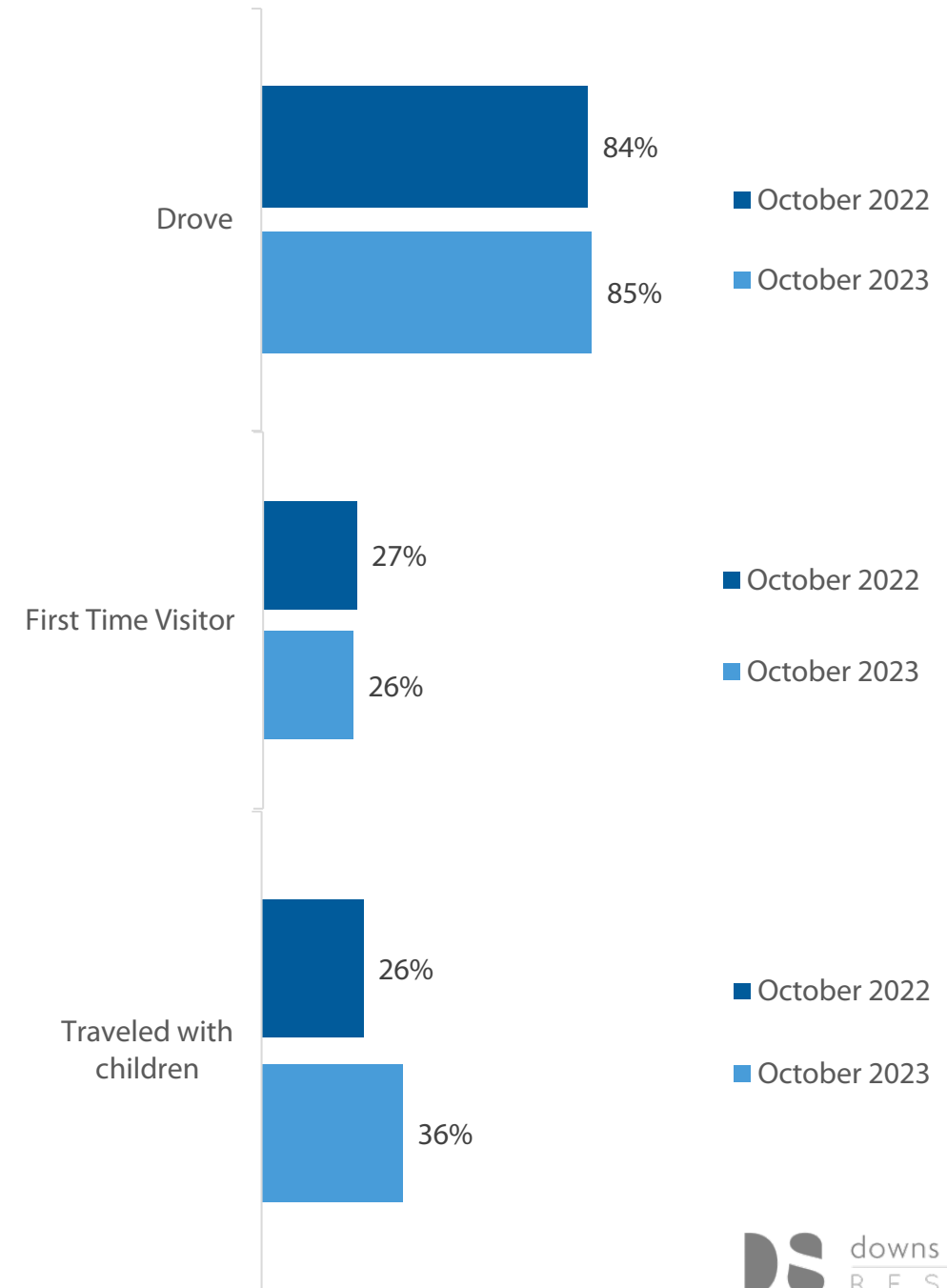
PENSACOLA DASHBOARD – OCTOBER 2023

Top Visitor Origin Markets		
Markets	October 2022	October 2023
Mobile	18%	19%
Nashville	5%	4%
Atlanta	4%	3%
New Orleans	2%	2%
Birmingham	3%	2%
Washington, DC	2%	2%
Dallas-Fort Worth	2%	2%
Houston	2%	1%
Knoxville	1%	1%
Montgomery	2%	1%
Indianapolis	1%	1%
Biloxi-Gulfport	1%	1%
Baltimore	<1%	1%
Orlando-Daytona Beach-Melbourne	2%	1%

PENSACOLA DASHBOARD – OCTOBER 2023

October Visitors	2022	2023
Stayed in paid accommodations	53%	51%
Drove	84%	85%
Length of stay ¹	5.1	5.3
Will recommend	93%	94%
First time visitor	27%	26%

October Visitors	2022	2023
Median Age	47	45
Gender (Female) ²	60%	65%
Household Income	\$91,400	\$78,900
Travel party size ¹	3.0	2.9
Traveled with Children	26%	36%



¹ Visitors staying in Paid Accommodations.

² May be influenced by visitor's willingness to complete a survey.

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