

VISIT PENSACOLA

Monthly Dashboard
April 2022

By Downs & St. Germain Research



Visitor Summary – April 2022



April 2022 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 April increased **+5.0%** compared to last year.
 - » Compared to April 2021, travel party sizes were larger and there were more units available, resulting in an increase in the number of visitors despite lower occupancy rates.
- » Airline passengers increased **+16.3%** compared to April of last year.
- » Hotel occupancy was down **-6.1%** from last year and ADR was up **+11.5%**, resulting in a RevPAR that was up **+4.7%** from last year.
- » Hotel room nights were down **-0.3%** compared to April 2021.
- » Visitors were more likely to have visited the area just for the day.

Visitors & Airline Passengers

Visitor Statistics	April 2021	April 2022	% Change
Visitors ¹	224,394	235,694	+5.0%
Airline Passengers ²	185,912	216,147	+16.3%

Hotel Statistics

Hotel Statistics ³	April 2021 ¹	April 2022	% Change
Occupancy	80.6%	75.7%	-6.1%
Room Rates	\$134.16	\$149.62	+11.5%
RevPAR	\$108.13	\$113.26	+4.7%
Room Nights	179,944	179,384	-0.3%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	April 2021 ¹	April 2022	% Change
Occupancy	76.5%	61.5%	-19.6%
Room Rates	\$197.94	\$220.00	+11.1%
RevPAR	\$151.42	\$135.30	-10.6%
Room Nights	40,965	34,067	-16.8%

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

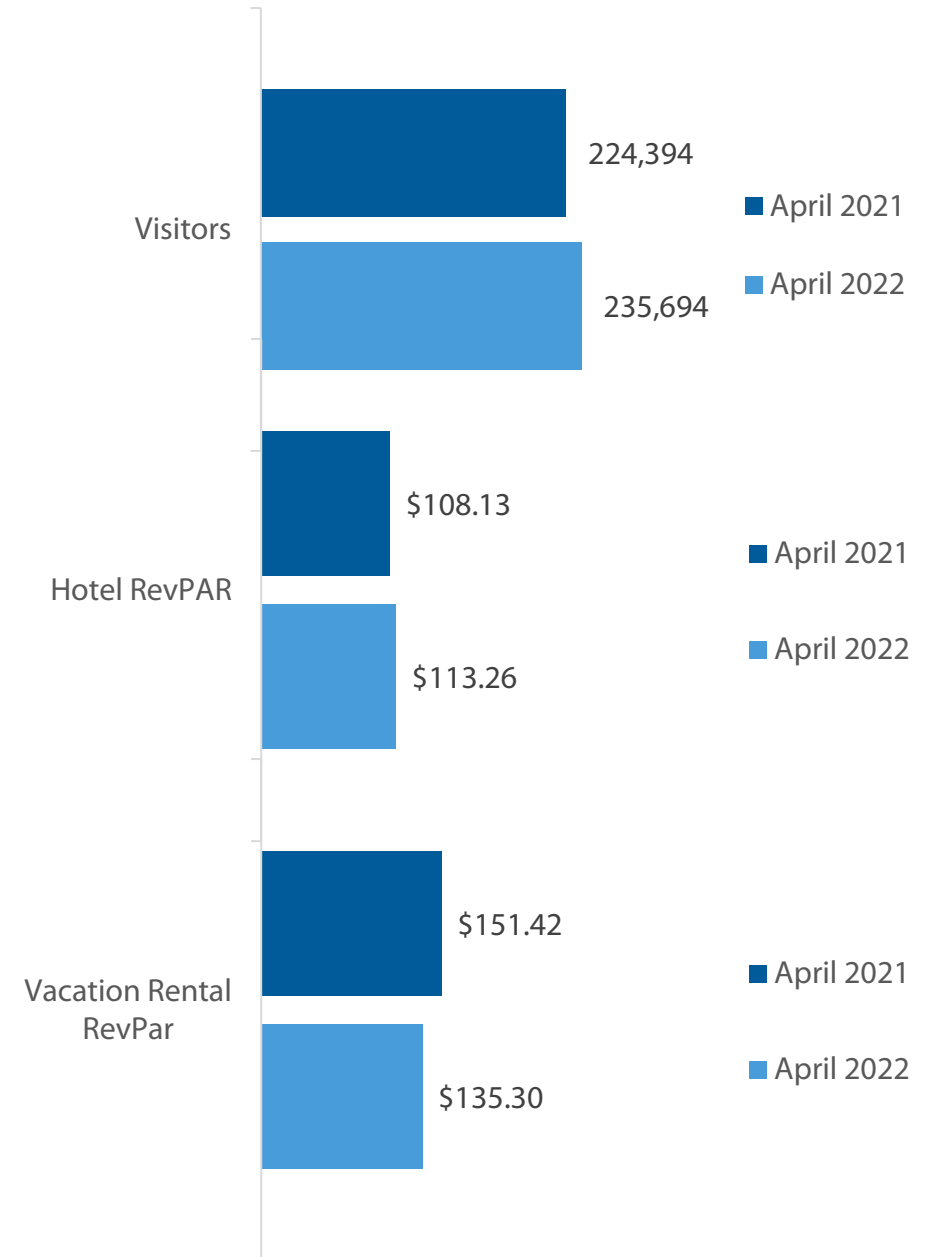
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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 Source: Key Data.



Visitors & Airline Passengers

Visitor Statistics	FY 2021 ¹	FY 2022	% Change
Visitors ²	1,024,071	1,195,112	+16.7%
Airline Passengers ³	838,583	1,310,242	+56.2%

Hotel Statistics

Hotel Statistics ⁴	FY 2021 ¹	FY 2022	% Change
Occupancy	68.9%	+63.8%	-7.4%
Room Rates	\$102.94	\$123.65	+20.1%
RevPAR	\$70.93	\$78.89	+11.2%
Room Nights	1,069,750	1,064,135	-0.5%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	FY 2021 ¹	FY 2022	% Change
Occupancy	65.5%	57.5%	-12.0%
Room Rates	\$140.00	\$151.40	+8.1%
RevPAR	\$91.70	\$87.06	-5.1%
Room Nights	187,293	209,854	+12.0%

¹ October + November 2020 metrics have been adjusted to reflect updated STR and Key Data figures due to Hurricane Sally.

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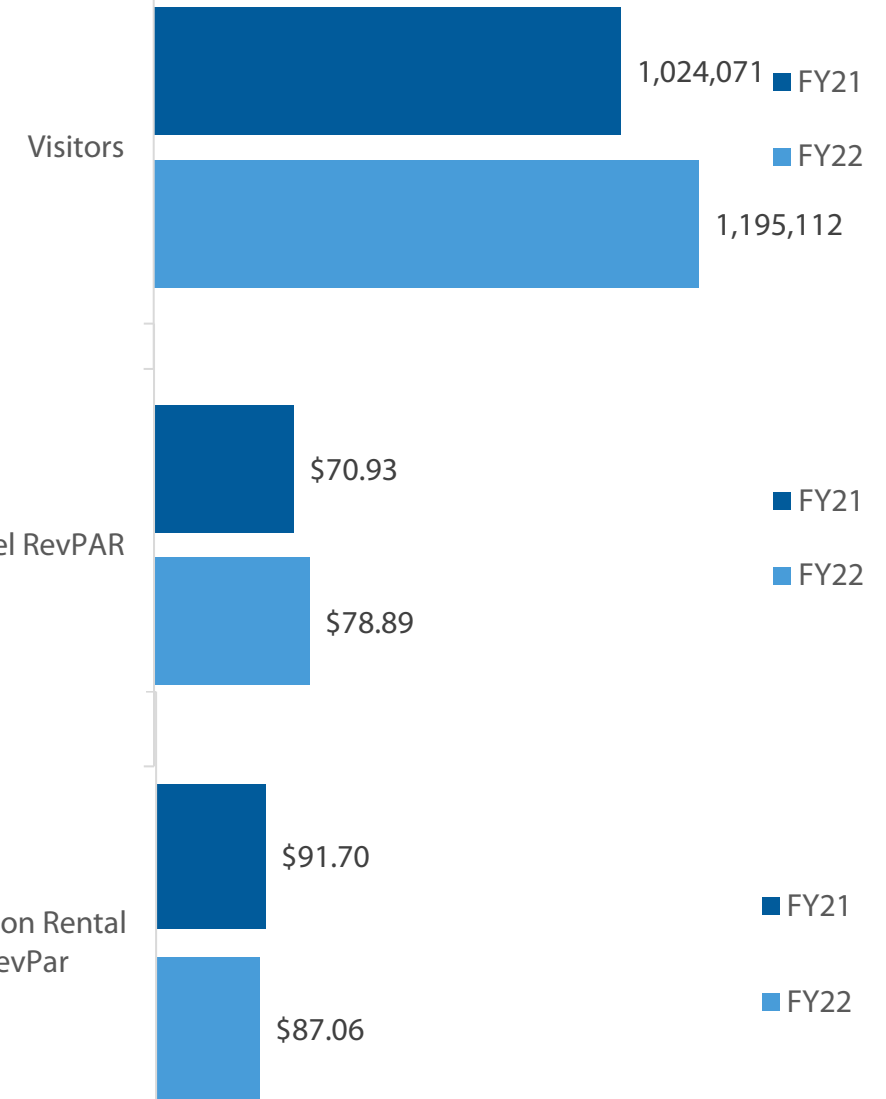
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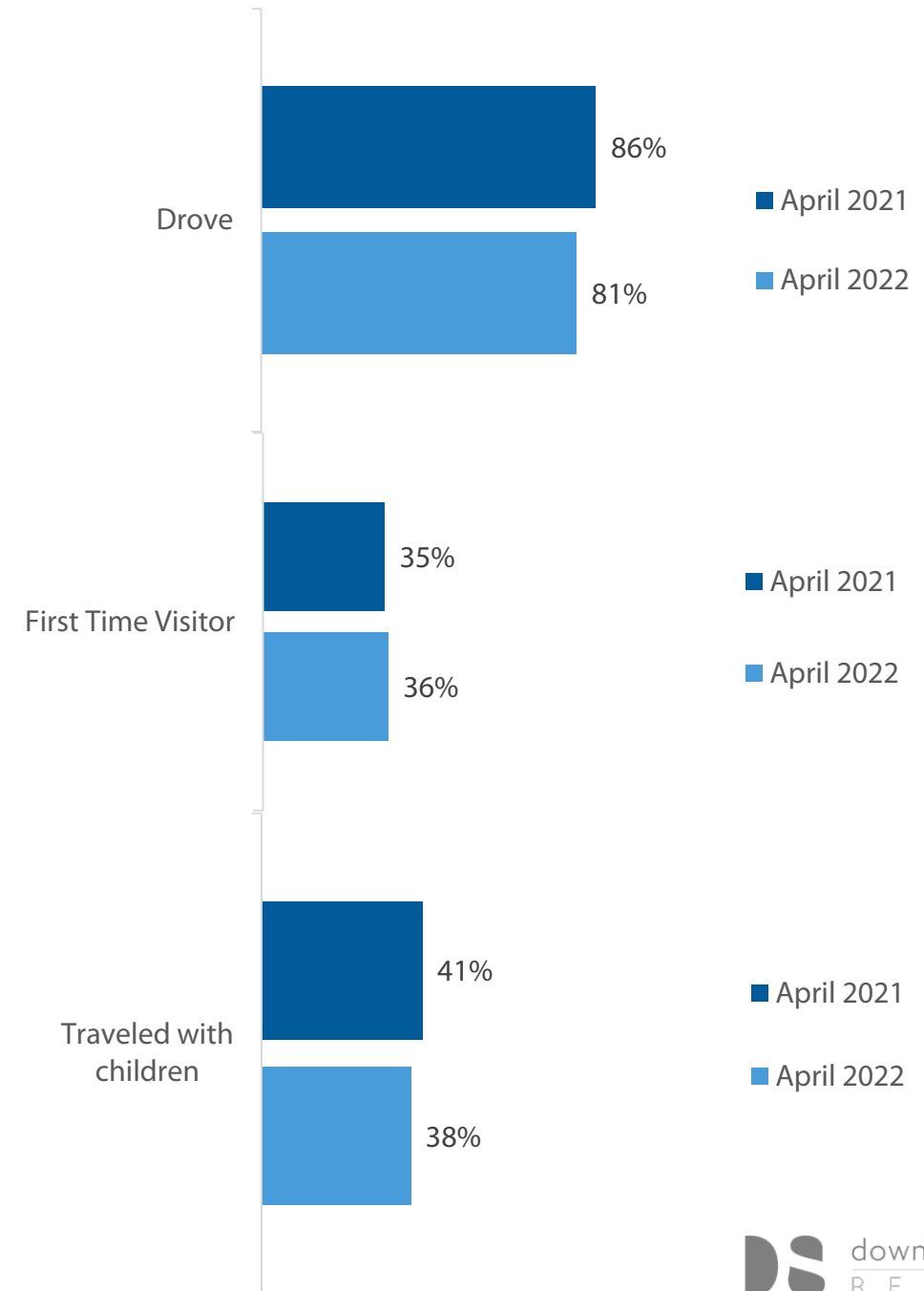
⁵ Source: Key Data. Vacation rental inventory in 2022 was greater than in 2021 due to Hurricane Sally.



Top Visitor Origin Markets		
Markets	April 2021	April 2022
Mobile	11%	16%
Atlanta	6%	5%
Chicago	4%	3%
Dallas – Fort Worth	2%	2%
Nashville	2%	2%
Houston	1%	2%
Indianapolis	2%	2%
New York	2%	2%
Denver	2%	2%
Minneapolis – Saint Paul	2%	2%

April Visitors	2021	2022
Stayed in paid accommodations	65%	65%
Drove	86%	81%
Length of stay ¹	4.6	4.5
Will recommend	97%	92%
First time visitor	35%	36%

April Visitors	2021	2022
Median Age	40	44
Gender (Female) ²	51%	55%
Household Income	\$97,100	\$86,900
Travel party size ¹	3.1	3.3
Traveled with Children	41%	38%



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