

# VISIT PENSACOLA

Monthly Dashboard  
April 2023

By Downs & St. Germain Research



# VISITOR SUMMARY – APRIL 2023

## April 2023 Visitor Summary



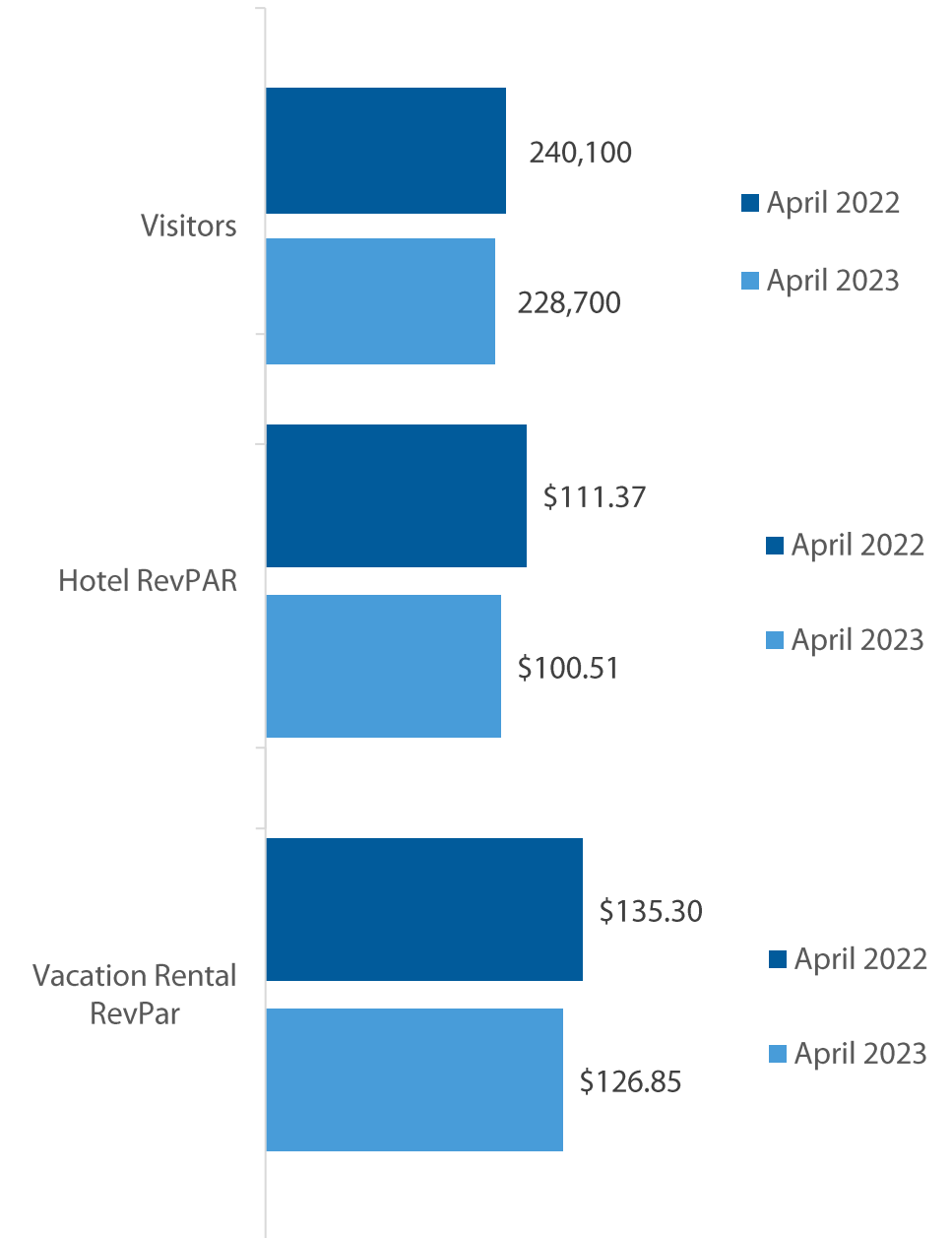
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for April decreased **-4.7%** compared to last year.
  - » Compared to April 2022, occupancy was lower and visitors had smaller travel party sizes resulting in a decrease in the overall number of visitors.
  - » However, the decrease in visitors was not as large as the decrease in occupancy due to more day trippers compared to last year.
- » Hotel occupancy was down **-7.9%** from last year and ADR was down **-2.0%**, resulting in a RevPAR that was down **-9.8%** from last year.
- » Hotel room nights were down **-7.6%** compared to April 2022.
- » Vacation rental unit revenue increased **+10.7%** from last year.
  - » Compared to April 2022 there were more vacation rental units available (+6% more), resulting in an increase in unit revenue despite the decrease in occupancy and ADR.
- » Compared to 2022, more visitors came to the area just for the day.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, Nashville, and New Orleans.

# PENSACOLA DASHBOARD – APRIL 2023

Visitor & Airline Passengers	April 2022 <sup>1</sup>	April 2023	% Change
Visitors <sup>2</sup>	240,100	228,700	- 4.7%
Airline Passengers <sup>3</sup>	216,147	231,661	+ 7.2%

Hotel Statistics <sup>4</sup>	April 2022 <sup>1</sup>	April 2023	% Change
Occupancy	73.6%	67.8%	- 7.9%
Room Rates	\$151.32	\$148.24	- 2.0%
RevPAR	\$111.37	\$100.51	- 9.8%
Room Nights	176,787	163,329	- 7.6%

Vacation Rental Statistics <sup>5</sup>	April 2022 <sup>1</sup>	April 2023	% Change
Occupancy	61.5%	56.8%	- 7.6%
Room Rates	\$220.00	\$223.32	+1.5%
RevPAR	\$135.30	\$126.85	- 6.2%
Room Nights	43,178	41,518	- 3.8%
Unit Revenue (Nightly)	\$3,246,800	\$3,594,700	+ 10.7%



<sup>1</sup> FY22 metrics have been adjusted to reflect updated vacation rental figures.

<sup>2</sup> 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.

<sup>3</sup> Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

<sup>4</sup> Source: Smith Travel Research.

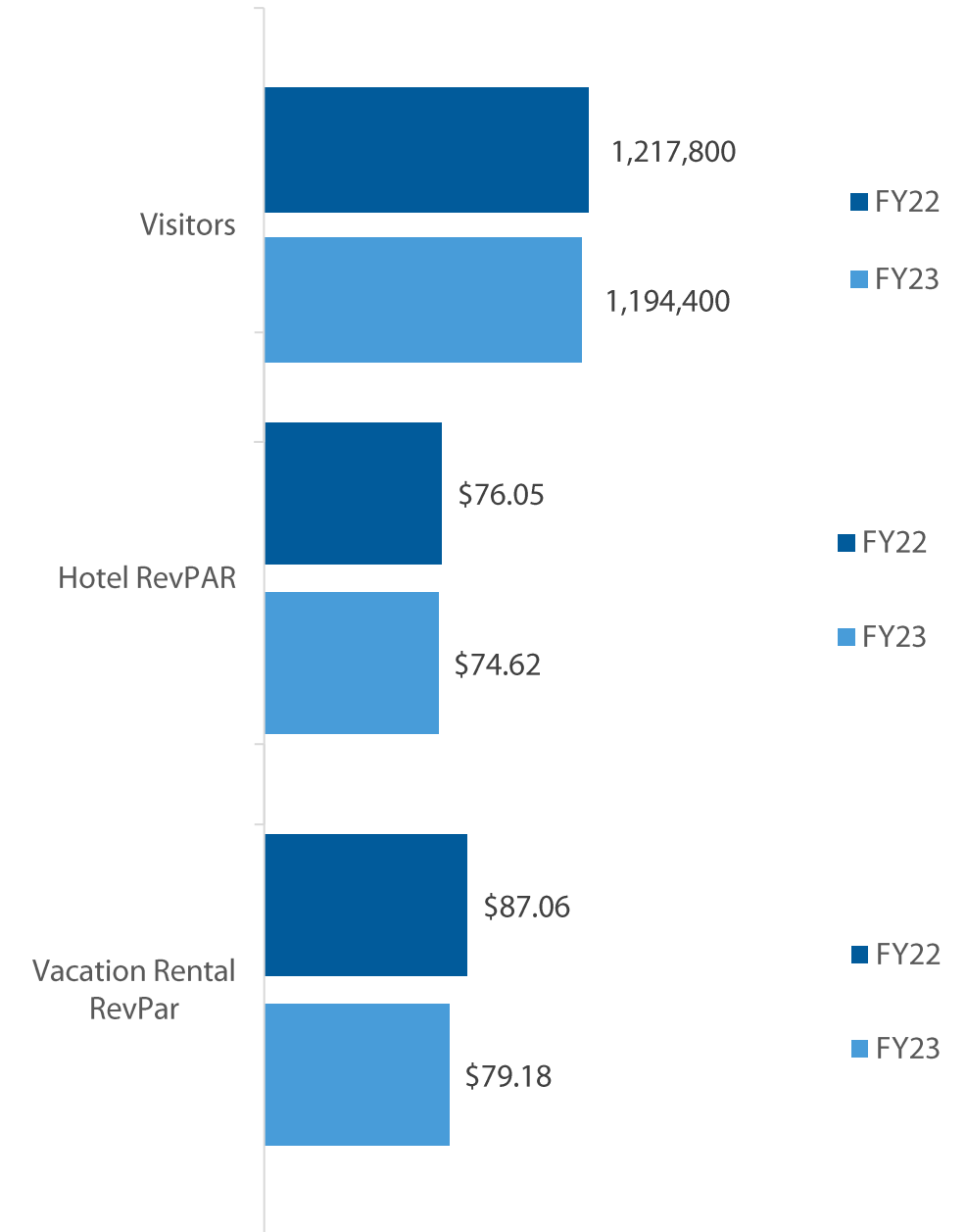
<sup>5</sup> Sources: Key Data and the Florida Department of Business & Professional Regulation.

# PENSACOLA DASHBOARD – FY2023 (OCTOBER 2022 – APRIL 2023)

Visitor & Airline Passengers	FY 2022 <sup>1</sup>	FY 2023	% Change
Visitors <sup>2</sup>	1,217,800	1,194,400	-1.9%
Airline Passengers <sup>3</sup>	1,310,242	1,373,384	+ 4.8%

Hotel Statistics <sup>4</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	62.1%	60.4%	-2.7%
Room Rates	\$122.40	\$123.58	1.0%
RevPAR	\$76.05	\$74.62	-1.9%
Room Nights	1,048,598	1,023,306	-2.4%

Vacation Rental Statistics <sup>5</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	57.5%	48.2%	- 16.2%
Room Rates	\$151.40	\$164.38	+ 8.6%
RevPAR	\$87.06	\$79.18	- 9.1%
Room Nights	278,363	249,032	- 10.5%
Unit Revenue (Nightly)	\$15,173,100	\$14,033,100	- 7.5%



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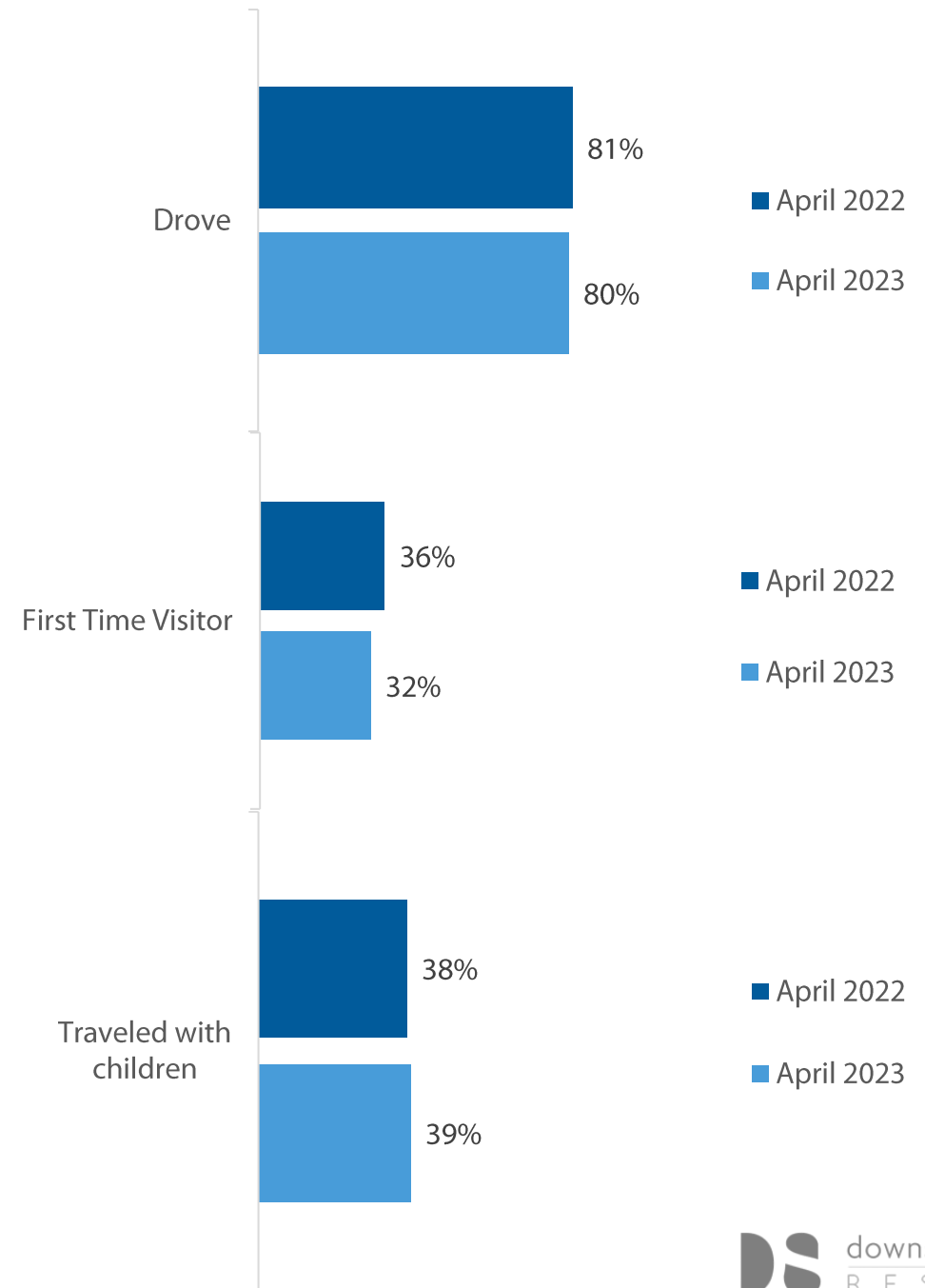
# PENSACOLA DASHBOARD – APRIL 2023

Top Visitor Origin Markets		
Markets	April 2022	April 2023
Mobile	16%	20%
Atlanta	5%	5%
Nashville	2%	4%
New Orleans	1%	3%
Birmingham	1%	2%
New York	2%	2%
Houston	2%	2%
Panama City	<1%	2%
Minneapolis – Saint Paul	2%	2%
Orlando – Daytona Beach – Melbourne	<1%	2%
Montgomery – Selma	1%	2%
Philadelphia	1%	2%
Denver	2%	2%
Dallas – Fort Worth	3%	2%

# PENSACOLA DASHBOARD – APRIL 2023

April Visitors	2022	2023
Stayed in paid accommodations	65%	60%
Drove	81%	80%
Length of stay <sup>1</sup>	4.5	4.8
Will recommend	92%	95%
First time visitor	36%	32%

April Visitors	2022	2023
Median Age	44	44
Gender (Female) <sup>2</sup>	55%	61%
Household Income	\$86,900	\$89,000
Travel party size <sup>1</sup>	3.3	3.2
Traveled with Children	38%	39%



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