

# VISIT PENSACOLA

Monthly Dashboard  
April 2025

By Downs & St. Germain Research



# VISITOR SUMMARY – APRIL 2025<sup>1</sup>



## Compared to April 2024, in April 2025...

- » Visitor numbers decreased by **-3.5%** primarily due to smaller travel party sizes, however, a higher percentage of visitors stayed in paid accommodations.
- » Airline passengers increased by **+4.9%**.
- » Hotel occupancy was down **-0.8%** and ADR was up **+0.3%**, resulting in a RevPAR that was down **-0.5%**.
- » Hotel room nights were up **+5.8%**.
- » Vacation rental room nights were down **-3.1%** primarily due to the **-10.1%** decrease in units.
- » Top markets for this month were **Mobile, Atlanta, and New Orleans**.

<sup>1</sup> Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

# PENSACOLA DASHBOARD – APRIL 2025

Visitor Statistics	April 2024	April 2025	% Change
Visitors <sup>2</sup>	220,500	212,700	-3.5%
Airline Passengers <sup>3</sup>	251,543	263,778	+4.9%

Hotel Statistics <sup>4</sup>	April 2024 <sup>1</sup>	April 2025	% Change
Occupancy	67.5%	66.9%	-0.8%
Room Rates	\$146.60	\$146.99	+0.3%
RevPAR	\$98.89	\$98.37	-0.5%
Room Nights	168,648	178,373	+5.8%

Vacation Rental Statistics <sup>5</sup>	April 2024 <sup>1</sup>	April 2025	% Change
Occupancy	50.5%	54.4%	+7.7%
Room Rates	\$211.00	\$229.00	+8.5%
RevPAR	\$106.62	\$124.62	+16.9%
Room Nights	39,883	38,628	-3.1%
Unit Revenue (Nightly)	\$5,551,482	\$6,603,081	+18.9%

<sup>1</sup> FY24 metrics have been adjusted to reflect updated lodging figures.

<sup>2</sup> Visitation estimates provided here are **preliminary**.

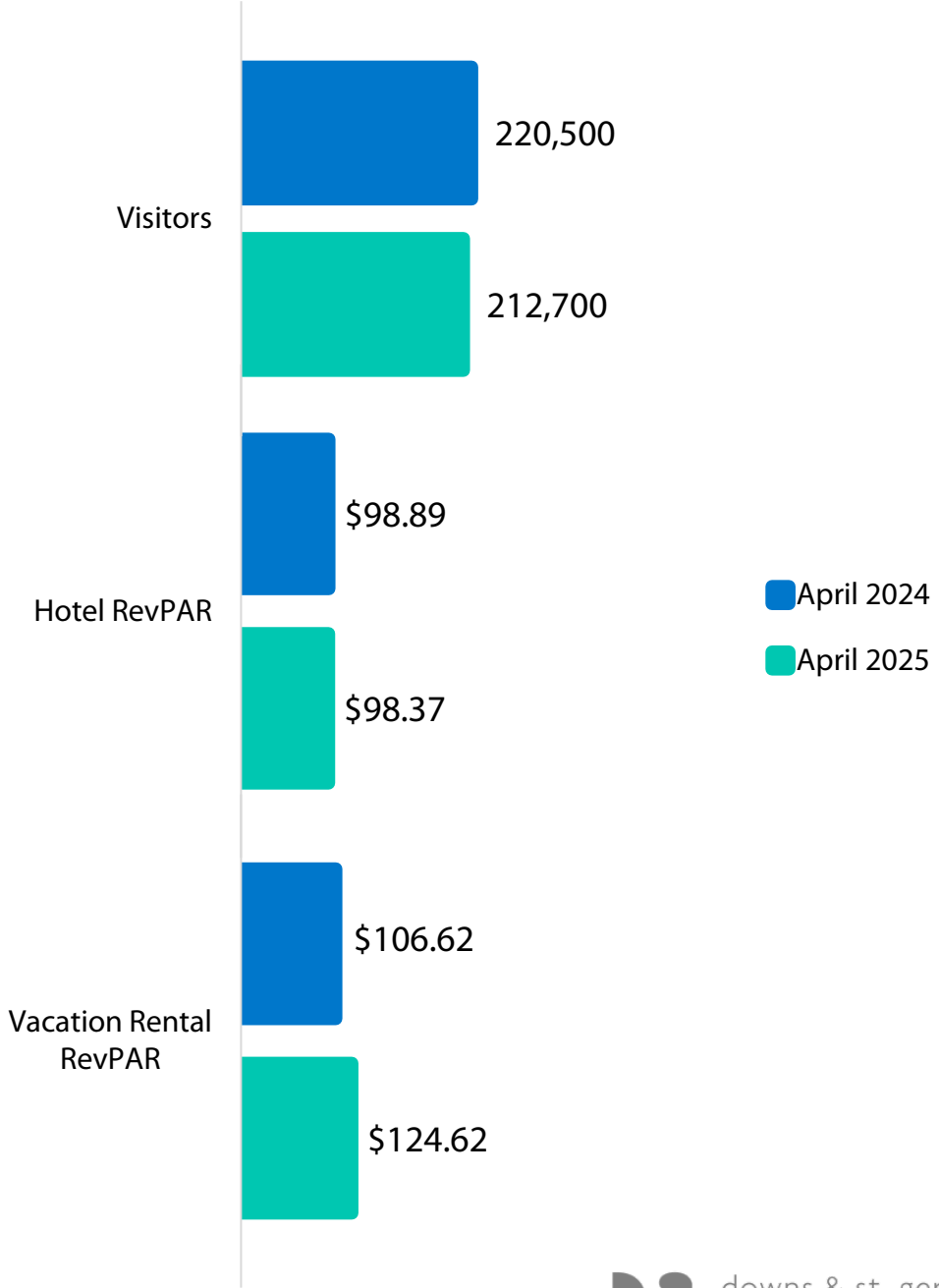
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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 – FY2025 (OCT 2024 - APR 2025)

Visitor Statistics	FYTD 2024	FYTD 2025	% Change
Visitors <sup>2</sup>	1,212,100	1,194,700	-1.4%
Airline Passengers <sup>3</sup>	1,549,117	1,625,493	+4.9%

Hotel Statistics <sup>4</sup>	FYTD 2024 <sup>1</sup>	FYTD 2025	% Change
Occupancy	57.4%	57.5%	+0.2%
Room Rates	\$119.63	\$120.13	+0.4%
RevPAR	\$68.71	\$69.10	+0.6%
Room Nights	1,026,856	1,074,125	+4.6%

Vacation Rental Statistics <sup>5</sup>	FYTD 2024 <sup>1</sup>	FYTD 2025	% Change
Occupancy	46.8%	45.1%	-3.4%
Room Rates	\$164.24	\$172.77	+5.2%
RevPAR	\$76.79	\$78.00	+1.6%
Room Nights	256,331	220,351	-14.0%
Unit Revenue (Nightly)	\$27,968,900	\$29,437,800	+5.3%

<sup>1</sup> FY24 metrics have been adjusted to reflect updated lodging figures.

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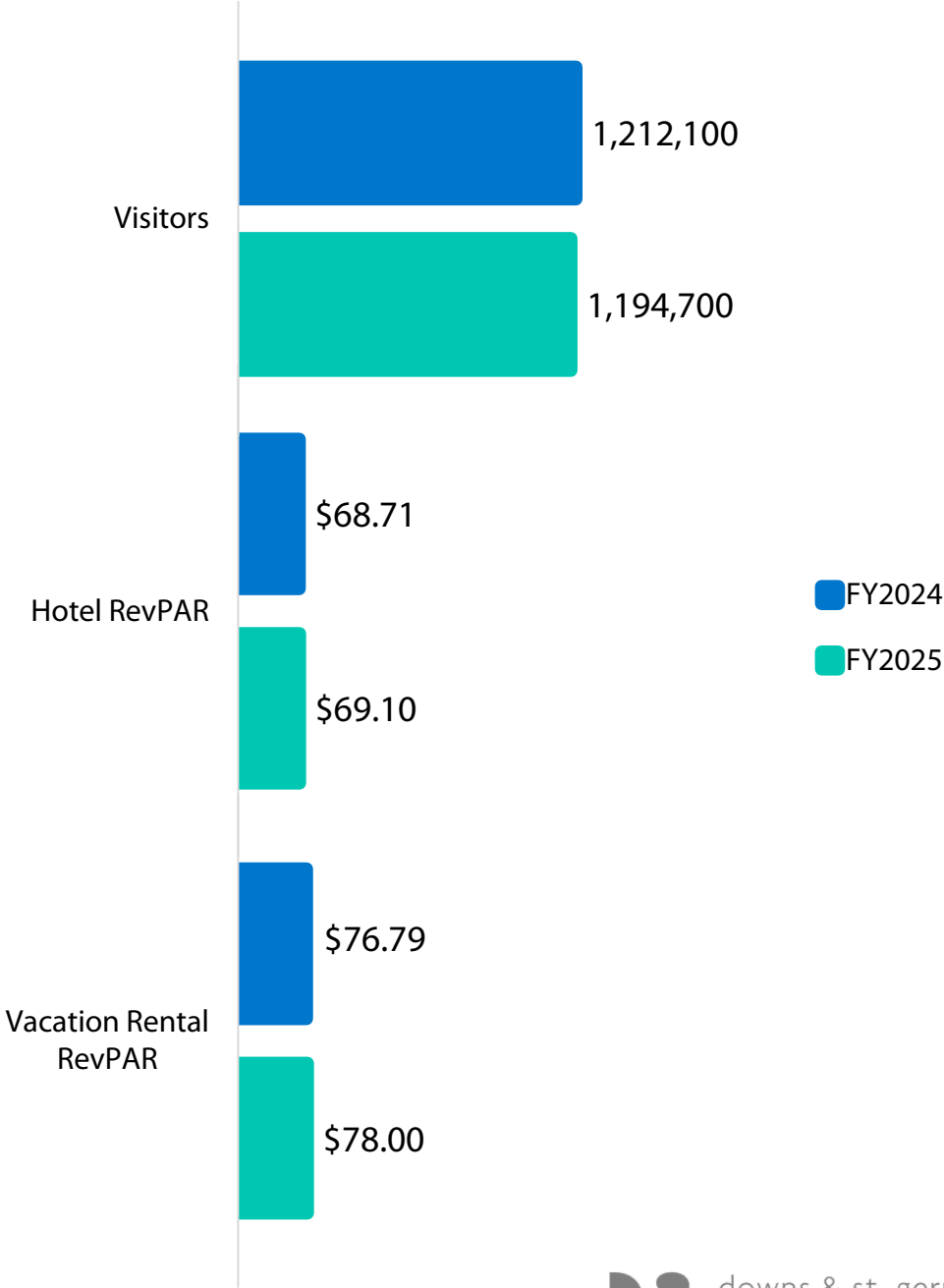
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# PENSACOLA DASHBOARD – APRIL 2025

TOP VISITOR ORIGIN MARKETS		
Markets	April 2024	April 2025 <sup>1</sup>
Mobile	19%	15%
Atlanta	4%	5%
New Orleans	2%	3%
Nashville	2%	3%
Birmingham	1%	3%
Dallas – Fort Worth	2%	2%
Minneapolis – Saint Paul	2%	2%
Montgomery – Selma	1%	2%
Chicago	1%	2%

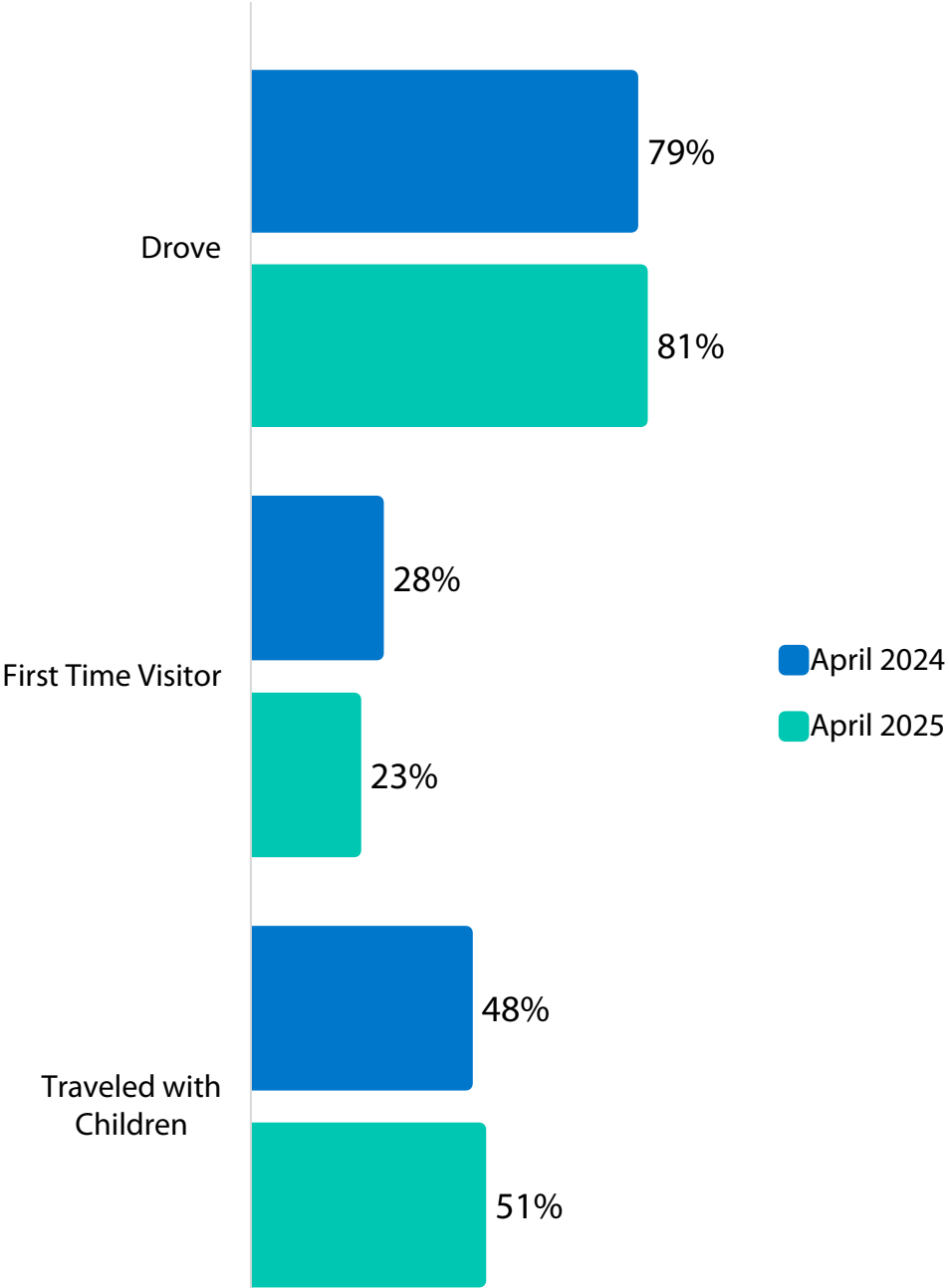
<sup>1</sup> Sources: Zartico and Visitor Tracking Study.

# PENSACOLA DASHBOARD – APRIL 2025

April Visitors	2024	2025
Stayed in paid accommodations	61%	62%
Drove	79%	81%
Length of stay <sup>1</sup>	4.5	4.6
Will recommend	94%	97%
First time visitor	28%	23%

April Visitors	2024	2025
Median Age	44	46
Gender (Female) <sup>2</sup>	63%	61%
Household Income	\$85,400	\$90,500
Travel party size <sup>1</sup>	2.9	2.8
Traveled with Children	48%	51%

<sup>1</sup> Visitors staying in Paid Accommodations.  
<sup>2</sup> May be influenced by visitor’s willingness to complete a survey.



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