

# VISIT PENSACOLA

Monthly Dashboard  
August 2023

By Downs & St. Germain Research



# VISITOR SUMMARY – AUGUST 2023

## August 2023 Visitor Summary



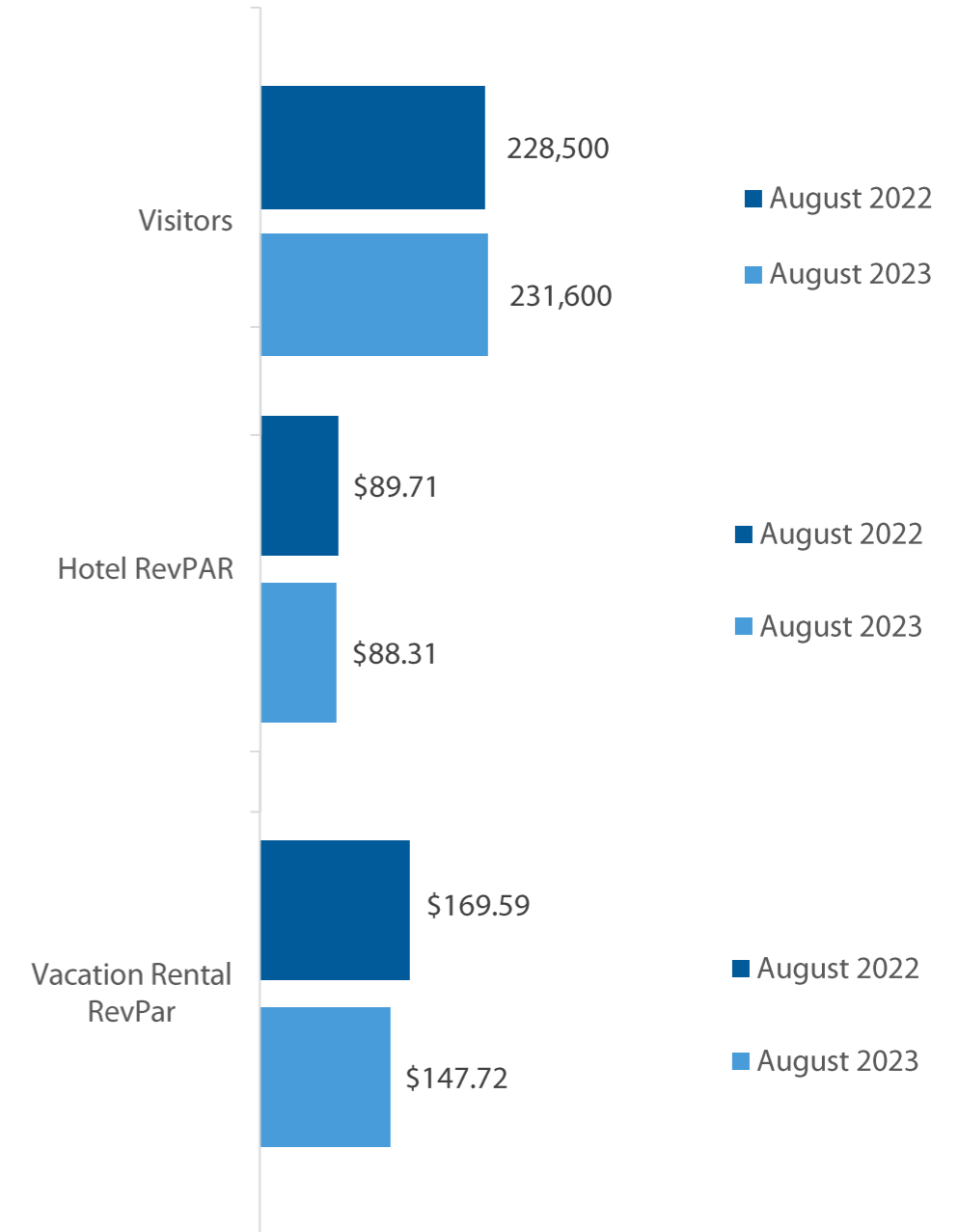
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for August increased **+1.4%** compared to last year.
- » Hotel room nights were up **+2.7%** compared to August 2022.
- » Hotel occupancy was down **-3.0%** from last year. ADR was up **+1.6%**, but the decrease in occupancy resulted in a RevPAR that was slightly down **-1.6%** from last year.
- » Vacation rental unit revenue decreased **-4.6%** from last year.
  - » Compared to August 2022 there were more vacation rental units available (+12% more), but a drop in occupancy and RevPAR resulted in decreased revenue.
- » Compared to 2022, more visitors came to the area just for the day.
- » Top markets for this month were Mobile and surrounding areas, New Orleans, Atlanta, Nashville, Birmingham, and Dallas – Fort Worth

# PENSACOLA DASHBOARD – AUGUST 2023

Visitor & Airline Passengers	August 2022 <sup>1</sup>	August 2023	% Change
Visitors <sup>2</sup>	228,500	231,600	+ 1.4%
Airline Passengers <sup>3</sup>	218,623	244,535	+11.9%

Hotel Statistics <sup>4</sup>	August 2022 <sup>1</sup>	August 2023	% Change
Occupancy	63.0%	61.1%	- 3.0%
Room Rates	\$142.32	\$144.54	+ 1.6%
RevPAR	\$89.71	\$88.31	- 1.6%
Room Nights	156,632	160,854	+ 2.7%

Vacation Rental Statistics <sup>5</sup>	August 2022 <sup>1</sup>	August 2023	% Change
Occupancy	56.9%	53.3%	- 6.3%
Room Rates	\$298.20	\$276.98	- 7.1%
RevPAR	\$169.59	\$147.72	- 12.9%
Room Nights	40,131	42,428	+ 5.7%
Unit Revenue (Nightly)	\$6,504,900	\$6,205,700	- 4.6%



<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.

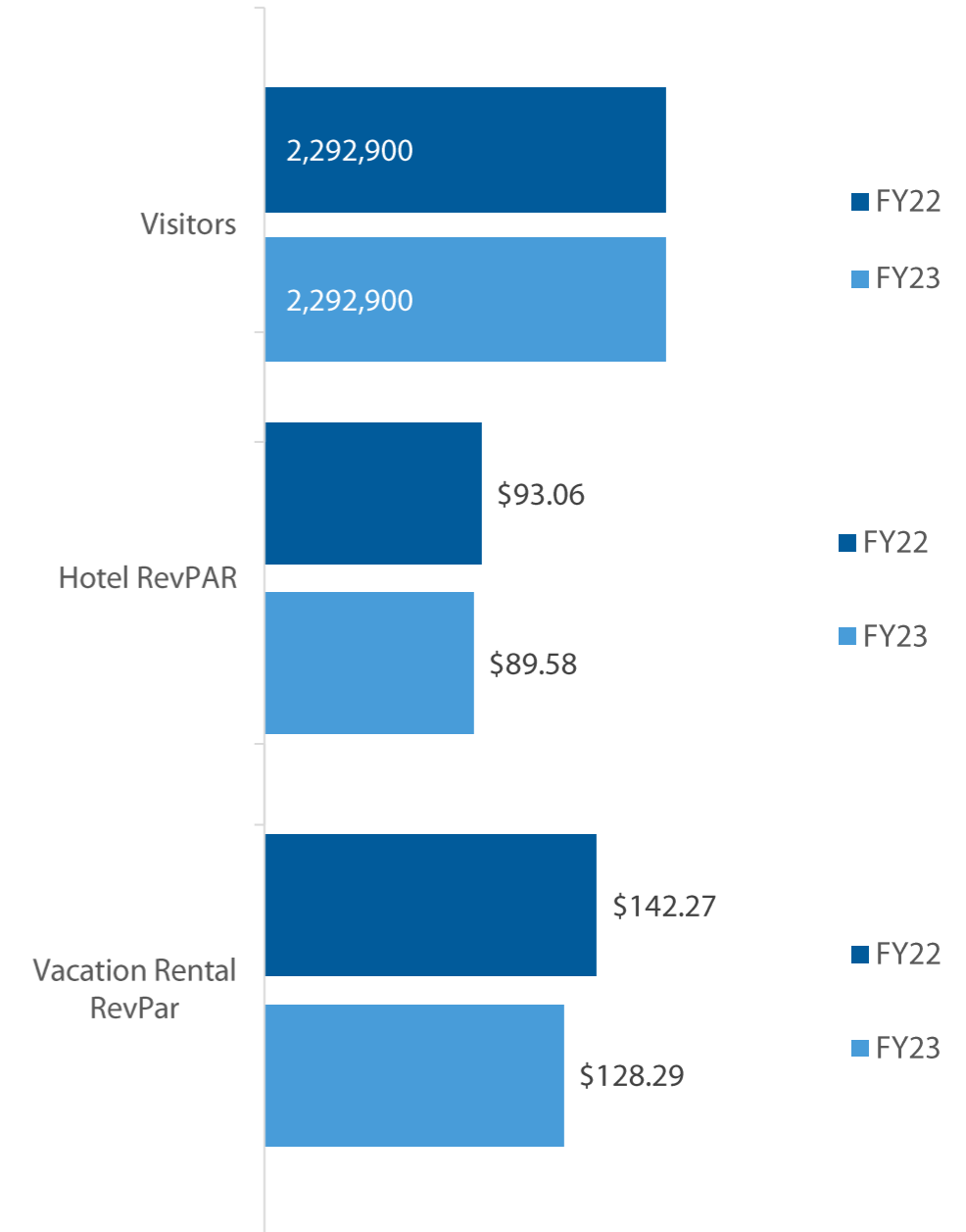
<sup>5</sup> Sources: Key Data and the Florida Department of Business & Professional Regulation.

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

Visitor & Airline Passengers	FY 2022 <sup>1</sup>	FY 2023	% Change
Visitors <sup>2</sup>	2,292,900	2,292,200	0.0%
Airline Passengers <sup>3</sup>	2,242,355	2,423,247	+ 8.1%

Hotel Statistics <sup>4</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	65.7%	63.7%	- 3.0%
Room Rates	\$141.62	\$140.68	- 0.7%
RevPAR	\$93.06	\$89.58	- 3.7%
Room Nights	1,758,035	1,733,588	- 1.4%

Vacation Rental Statistics <sup>5</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	63.2%	56.7%	- 10.3%
Room Rates	\$225.24	\$226.18	+ 0.4%
RevPAR	\$142.27	\$128.29	- 9.8%
Room Nights	491,361	469,336	- 4.5%
Unit Revenue (Nightly)	\$45,476,800	\$47,618,100	+ 4.7%



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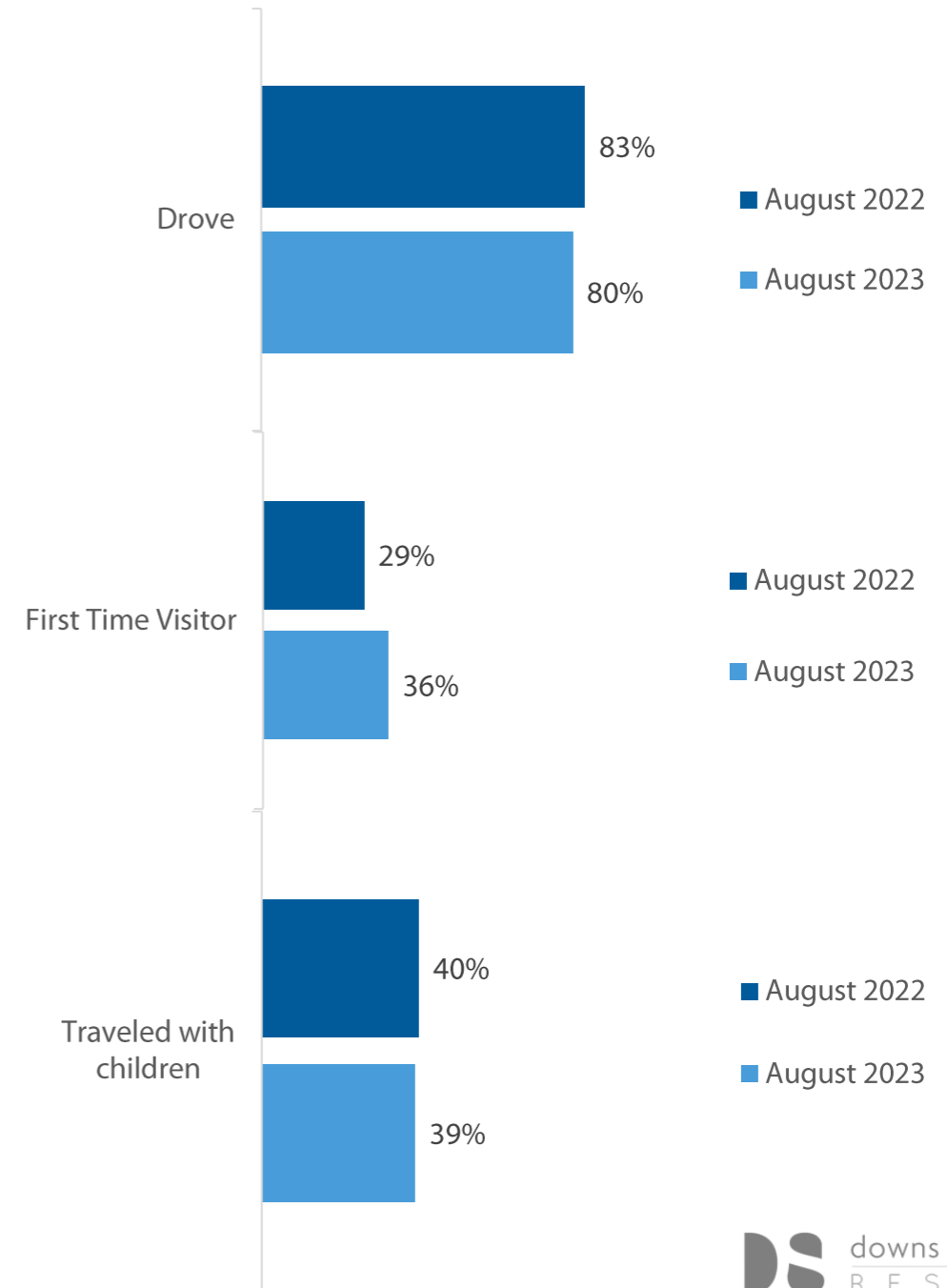
# PENSACOLA DASHBOARD – AUGUST 2023

Top Visitor Origin Markets		
Markets	August 2022	August 2023
Mobile	9%	11%
New Orleans	4%	4%
Atlanta	4%	3%
Nashville	3%	3%
Birmingham	3%	3%
Dallas - Fort Worth	4%	3%
Saint Louis	2%	2%
Baton Rouge	2%	2%
Memphis	2%	2%
Panama City	1%	2%
Little Rock – Pine Bluff	1%	2%

# PENSACOLA DASHBOARD – AUGUST 2023

August Visitors	2022	2023
Stayed in paid accommodations	71%	67%
Drove	83%	80%
Length of stay <sup>1</sup>	4.6	4.6
Will recommend	89%	89%
First time visitor	29%	36%

August Visitors	2022	2023
Median Age	44	44
Gender (Female) <sup>2</sup>	59%	59%
Household Income	\$88,200	\$85,700
Travel party size <sup>1</sup>	3.7	3.6
Traveled with Children	40%	39%



<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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## Monthly Dashboard August 2023

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