

VISIT PENSACOLA

Monthly Dashboard
December 2023

By Downs & St. Germain Research



VISITOR SUMMARY – DECEMBER 2023



December 2023 Visitor Summary

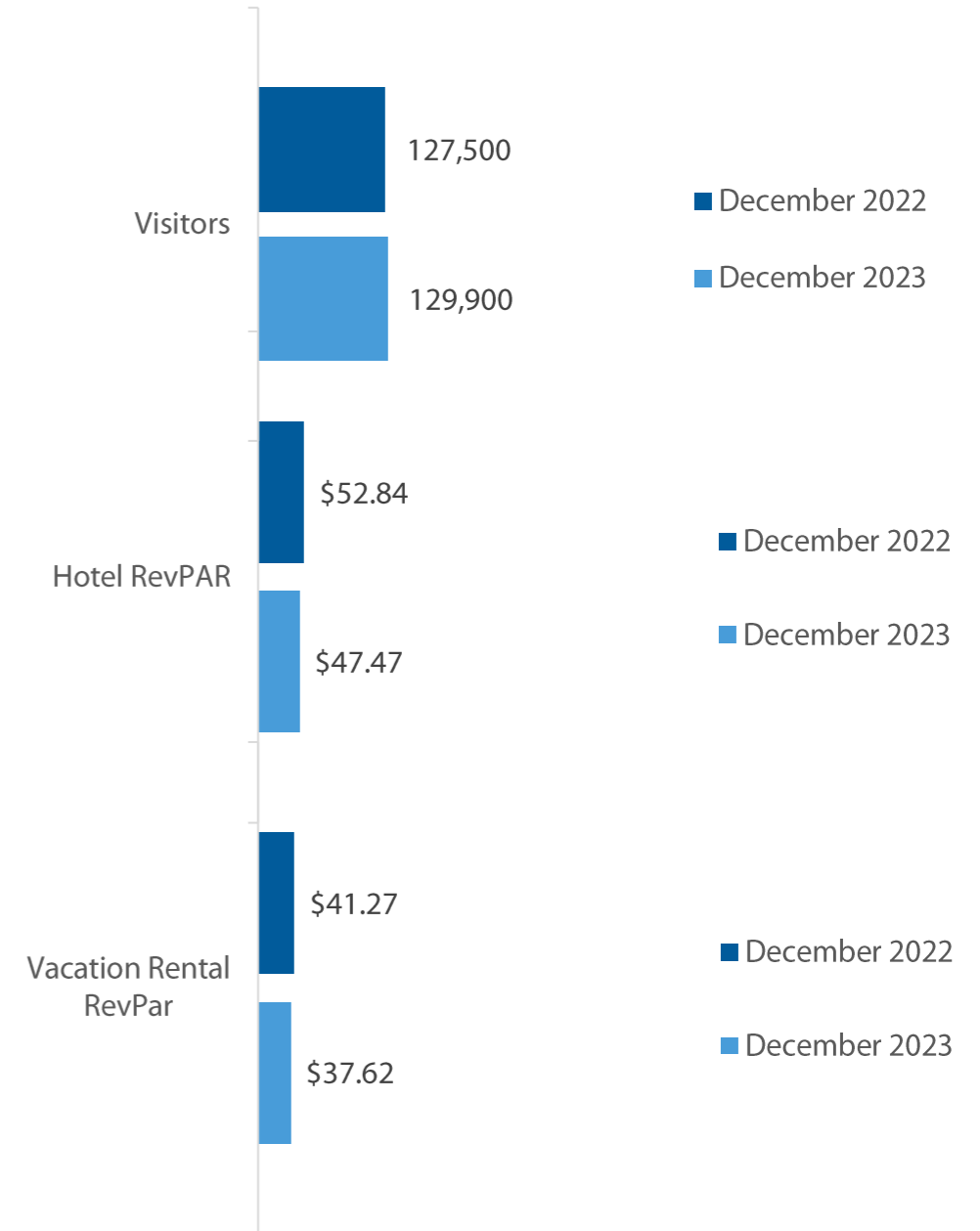
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for December increased **+1.9%** compared to last year.
 - » Despite a lower occupancy rate, there were more units available and more visitors stayed with friends or family, resulting in a slight increase in the number of visitors.
- » Airline passengers increased by **+18.5%** compared to December of last year.
- » Hotel occupancy was down **-11.7%** from last year and ADR was down **-3.8%**, resulting in a RevPAR that was down **-10.2%** from last year.
- » Hotel room nights were decreased by **-1.1%** compared to December 2022.
- » Top markets for this month were Mobile, Nashville and Atlanta.
- » More families traveled with children in December 2023 compared to December 2022.

PENSACOLA DASHBOARD – DECEMBER 2023

Visitor Statistics	December 2022	December 2023	% Change
Visitors ¹	127,500	129,900	+1.9%
Airline Passengers ²	184,249	218,290	+18.5%

Hotel Statistics ³	December 2022 ¹	December 2023	% Change
Occupancy	52.3%	46.2%	- 11.7%
Room Rates	\$106.75	\$102.73	- 3.8%
RevPAR	\$52.84	\$47.47	- 10.2%
Room Nights	123,011	121,684	- 1.1%

Vacation Rental Statistics ⁴	December 2022 ¹	December 2023	% Change
Occupancy	29.0%	27.1%	-6.7%
Room Rates	\$142.15	\$138.98	-2.2%
RevPAR	\$41.27	\$37.62	-8.8%
Room Nights	18,796	21,784	+15.9%
Unit Revenue (Nightly)	1,931,860	1,894,250	-1.9%



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.

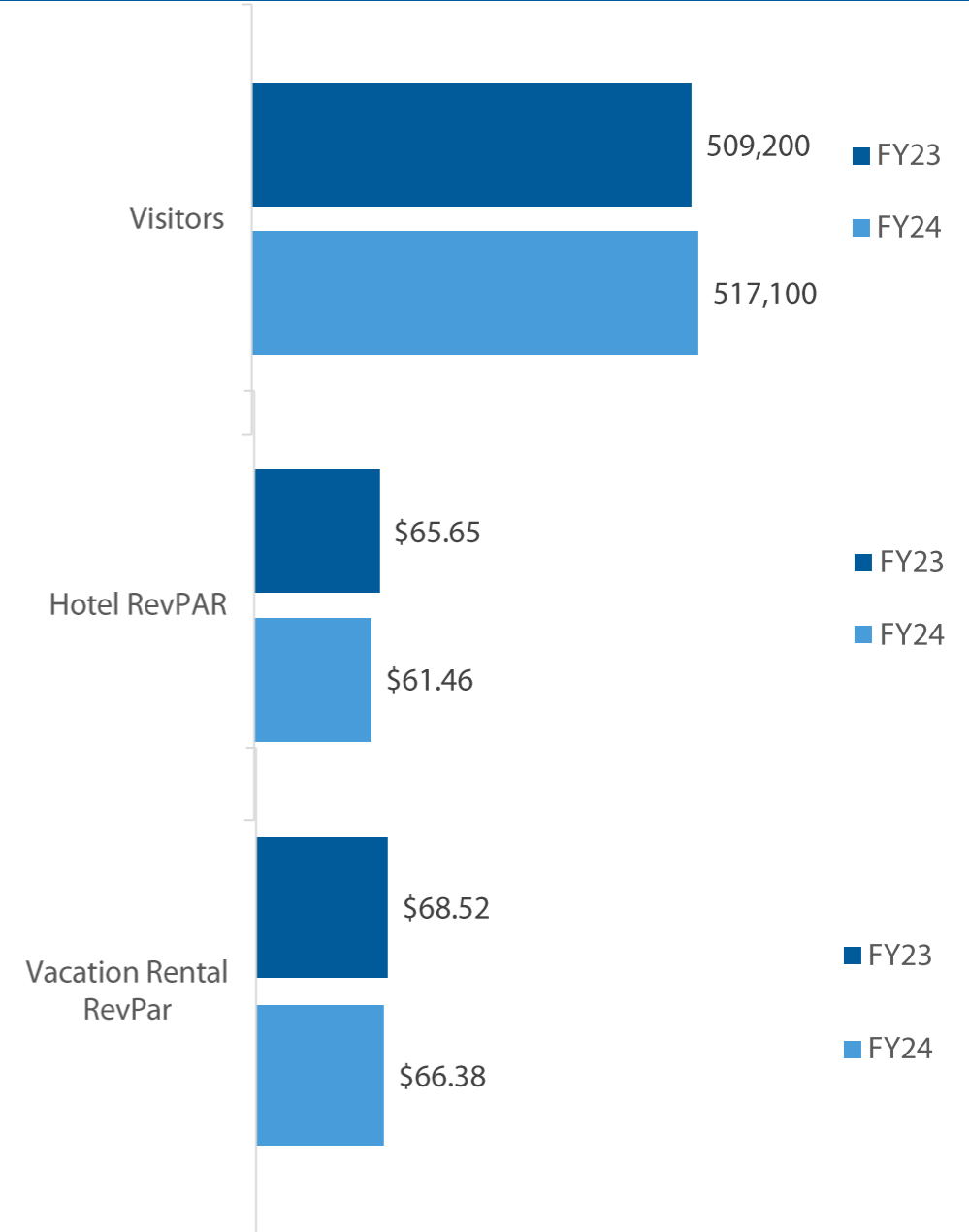
⁴ Sources: Key Data and the Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2024 (OCT -DEC 2023)

Visitor Statistics	FY 2023	FY 2024	% Change
Visitors ¹	509,200	517,100	+1.6%
Airline Passengers ²	585,479	669,265	+14.0%

Hotel Statistics ³	FY 2023 ¹	FY 2024	% Change
Occupancy	55.4%	53.6%	-3.2%
Room Rates	\$118.43	\$114.67	-3.2%
RevPAR	\$65.65	\$61.46	-6.4%
Room Nights	408,839	419,102	+2.5%

Vacation Rental Statistics ⁴	FY 2023 ¹	FY 2024	% Change
Occupancy	40.5%	38.0%	-6.2%
Room Rates	\$169.02	\$166.30	-1.6%
RevPAR	\$68.52	\$66.38	-3.1%
Room Nights	82,375	90,670	+10.1%
Unit Revenue (Nightly)	9,930,782	10,058,376	+1.3%



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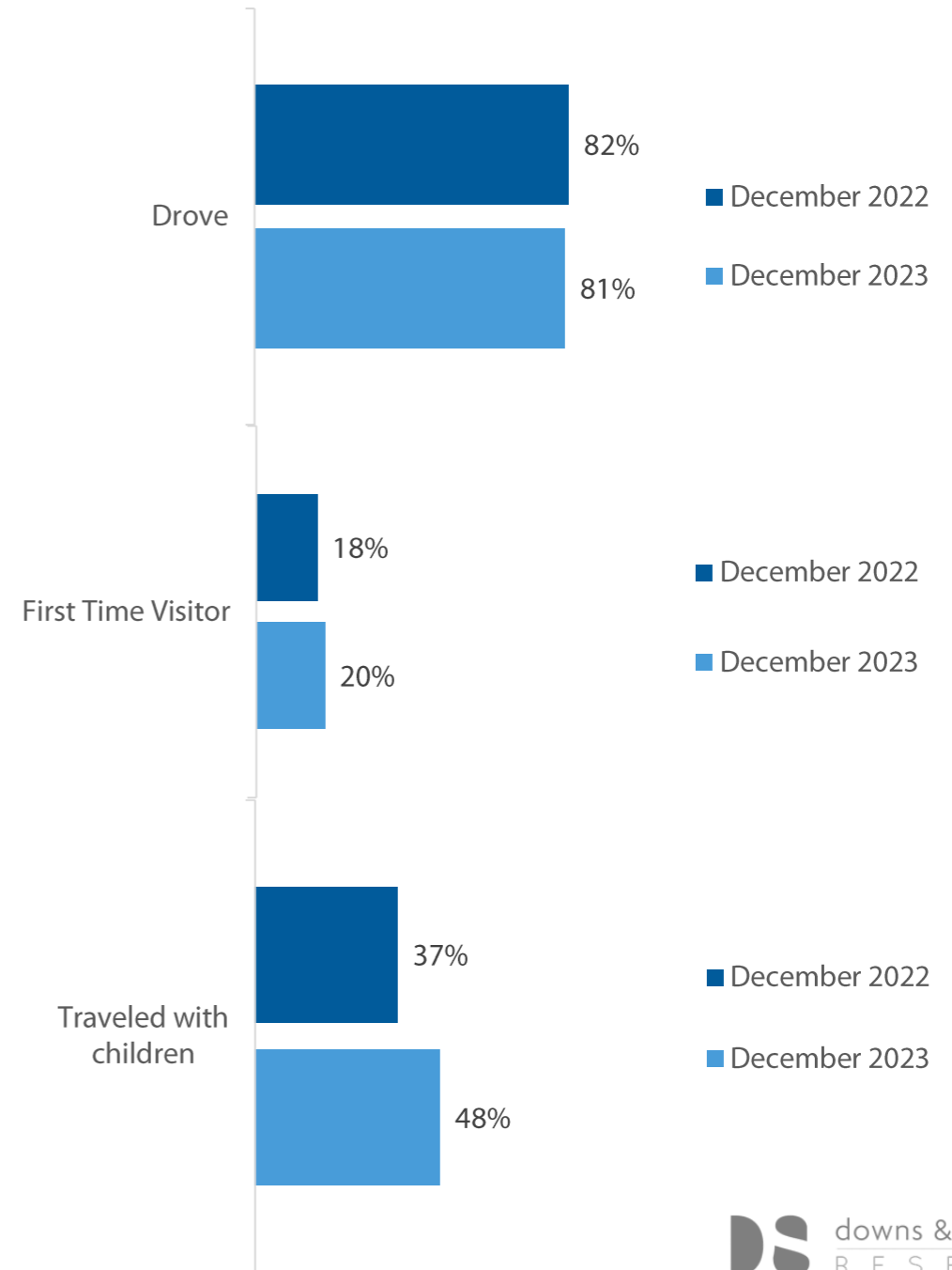
PENSACOLA DASHBOARD – DECEMBER 2023

Top Visitor Origin Markets		
Markets	December 2022	December 2023
Mobile	26%	23%
Nashville	2%	3%
Atlanta	3%	2%
Houston	2%	2%
Birmingham	3%	2%
Chicago	2%	2%
New Orleans	2%	2%
Minneapolis	1%	1%
Montgomery	2%	1%
New York	2%	1%
San Antonio	<1%	1%
Raleigh	1%	1%

PENSACOLA DASHBOARD – DECEMBER 2023

December Visitors	2022	2023
Stayed in paid accommodations	55%	53%
Drove	82%	81%
Length of stay ¹	6.4	6.1
Will recommend	89%	94%
First time visitor	18%	20%

December Visitors	2022	2023
Median Age	43	44
Gender (Female) ²	60%	61%
Household Income	\$88,200	\$80,300
Travel party size ¹	3.1	2.9
Traveled with Children	37%	48%



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