

VISIT PENSACOLA

Monthly Dashboard
February 2022

By Downs & St. Germain Research



Visitor Summary – February 2022



February 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 February increased **35.7%** compared to last year.
 - » More visitors came to the Pensacola area just for the day compared to last year – the reopening of the Pensacola Bay Bridge in 2021 combined with a large increase of events were significant factors in this increase of day trippers to the area.
- » Airline passengers increased **+90.7%** compared to February of last year.
- » Hotel occupancy was up **+0.2%** from last year and ADR was up **+24.0%**, resulting in a RevPAR that was up **+24.2%** from last year.
- » Hotel room nights were up **+7.6%** compared to February 2021.
- » Visitors were more likely to have visited the area just for the day.

Pensacola Dashboard – February 2022

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Visitors & Airline Passengers

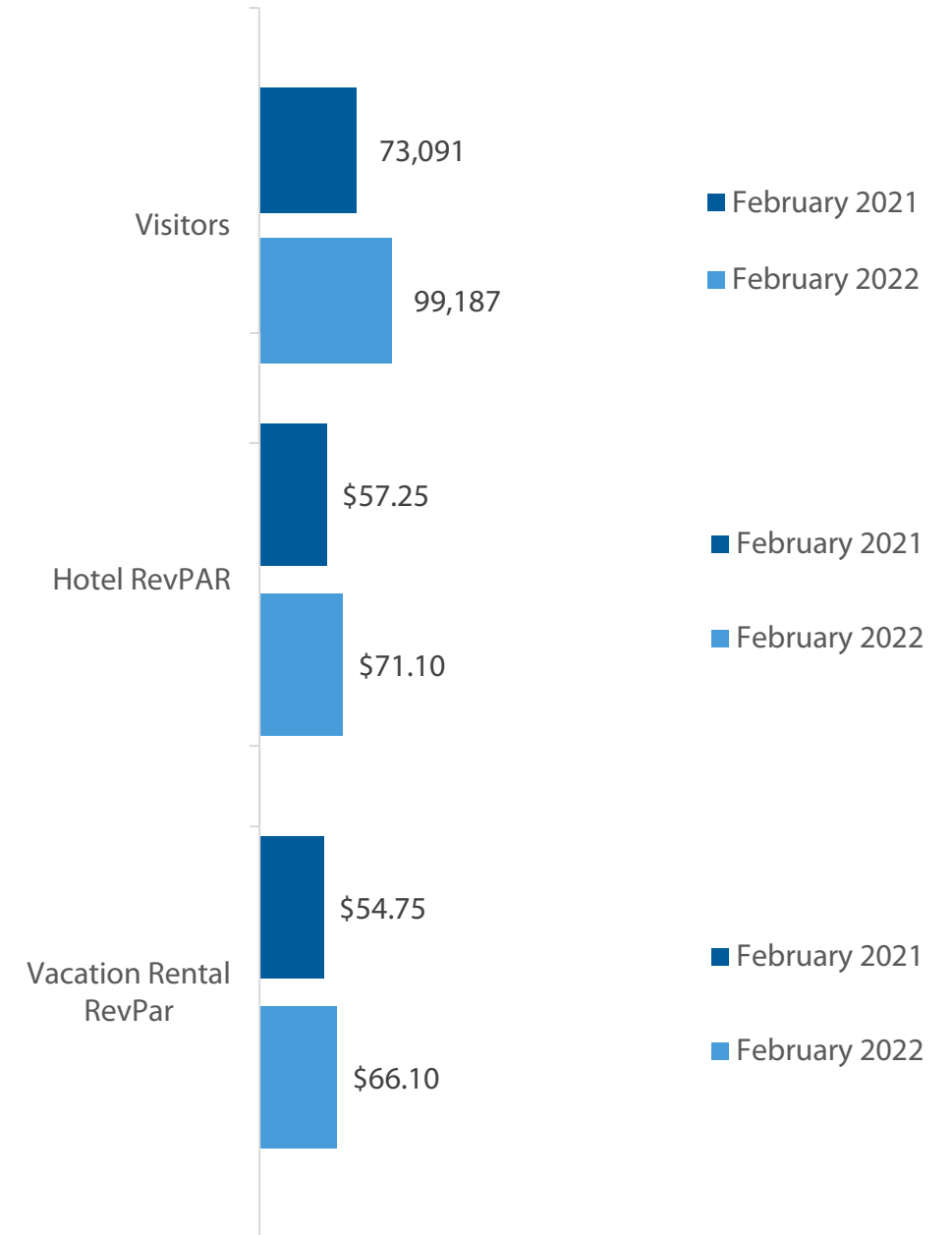
Visitor Statistics	February 2021	February 2022	% Change
Visitors ¹	73,091	99,187	+35.7%
Airline Passengers ²	83,196	158,642	+90.7%

Hotel Statistics

Hotel Statistics ³	February 2021 ¹	February 2022	% Change
Occupancy	63.0%	63.1%	+0.2%
Room Rates	\$90.88	\$112.68	+24.0%
RevPAR	\$57.25	\$71.10	+24.2%
Room Nights	129,736	139,566	+7.6%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	February 2021 ¹	February 2022	% Change
Occupancy	63.2%	71.0%	+12.3%
Room Rates	\$86.63	\$93.10	+7.5%
RevPAR	\$54.75	\$66.10	+20.7%
Room Nights	29,322	35,506	+21.1%



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. Vacation rental inventory in 2022 was greater than in 2021 due to Hurricane Sally.

Visitors & Airline Passengers

Visitor Statistics	FY 2021 ¹	FY 2022	% Change
Visitors ²	618,043	750,248	+21.4%
Airline Passengers ³	496,628	872,837	+75.8%

Hotel Statistics

Hotel Statistics ⁴	FY 2021 ¹	FY 2022	% Change
Occupancy	64.1%	59.5%	-7.2%
Room Rates	\$93.90	\$114.04	+21.8%
RevPAR	\$60.19	\$68.04	+13.0%
Room Nights	703,804	705,039	+0.2%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	FY 2021 ¹	FY 2022	% Change
Occupancy	56.7%	54.3%	-4.2%
Room Rates	\$99.00	\$128.14	+29.4%
RevPAR	\$56.13	\$69.58	+24.0%
Room Nights	105,068	138,581	+31.9%

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

² Visitation estimates provided here are **preliminary**.

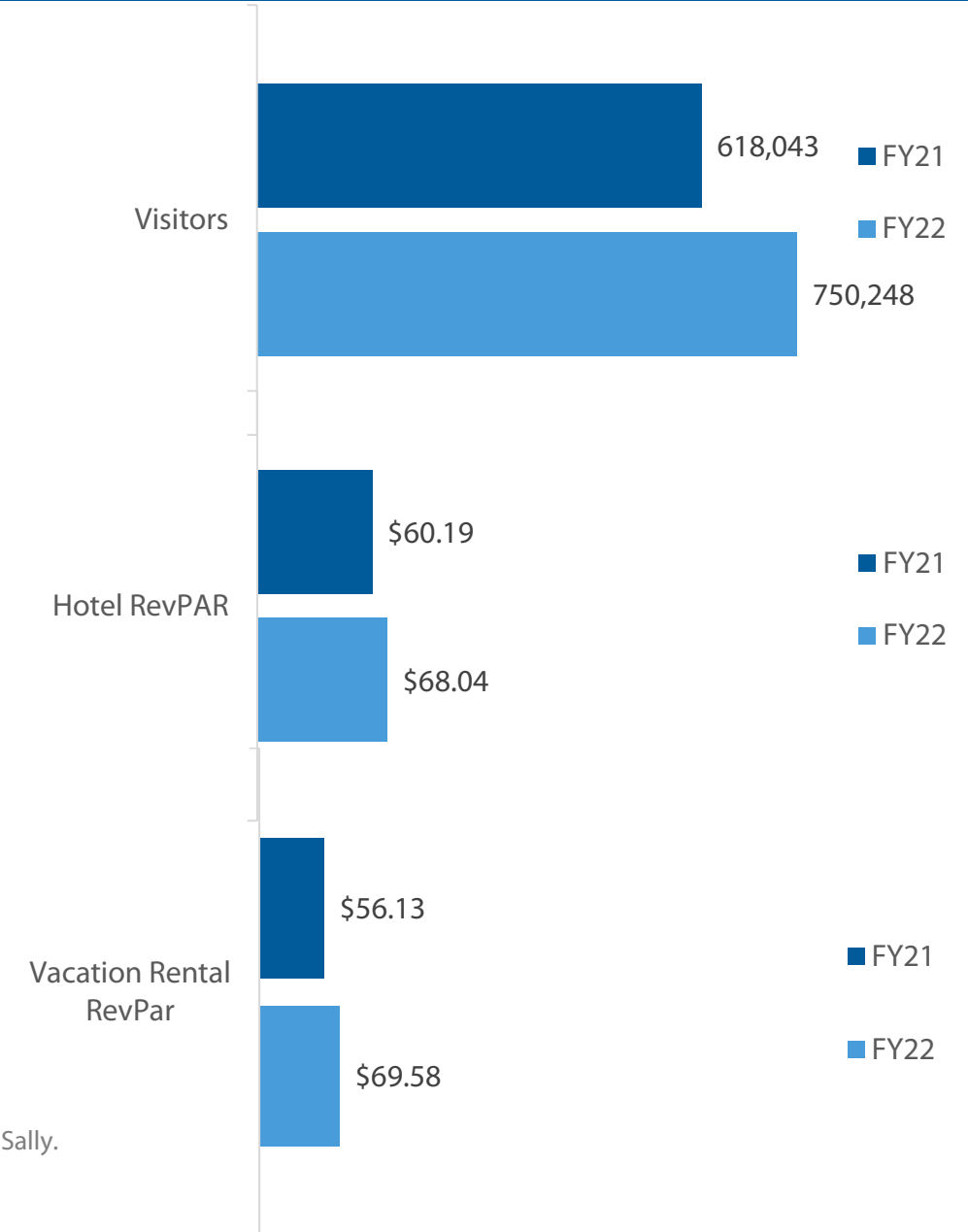
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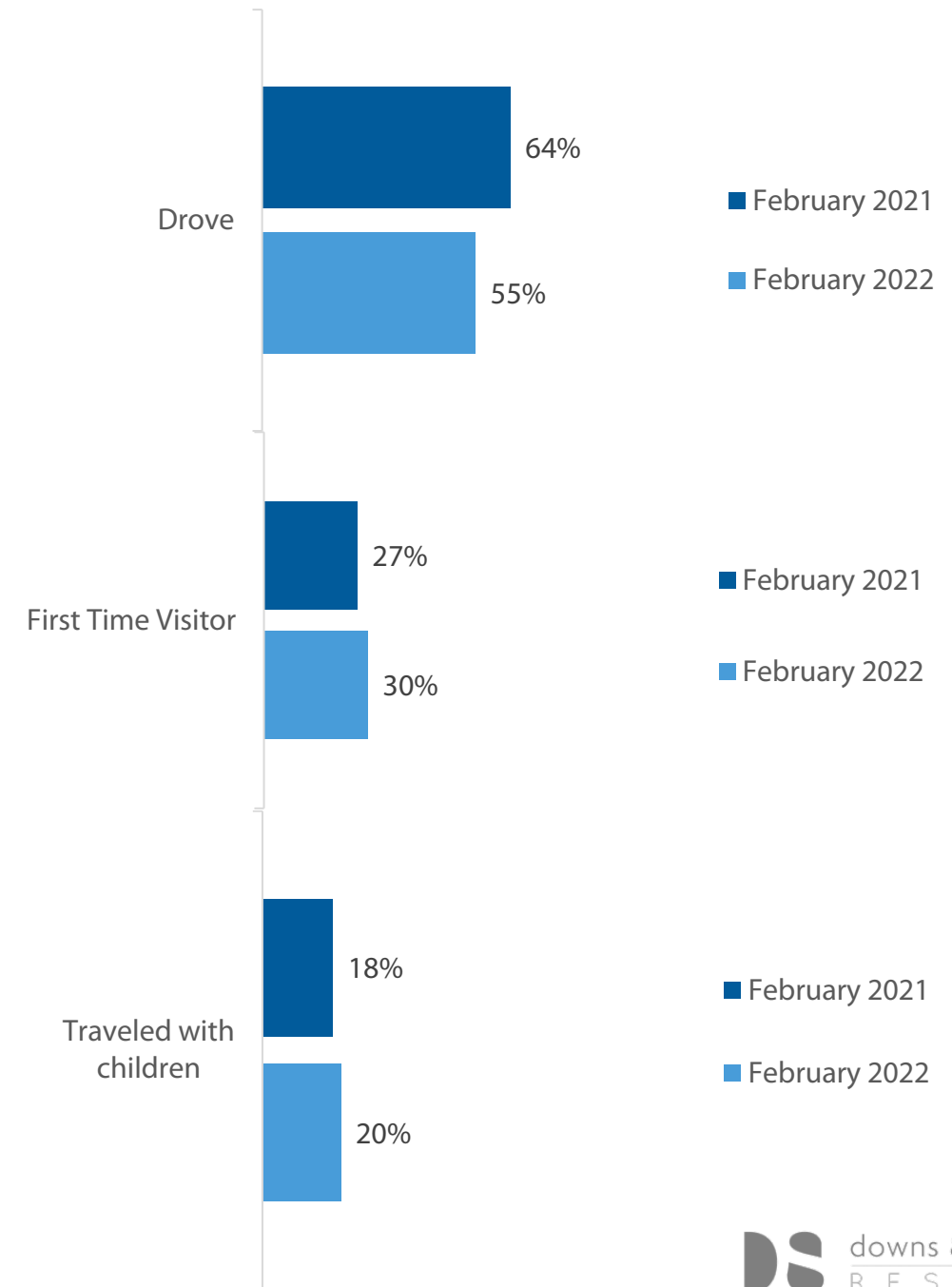
Top Visitor Origin Markets		
Markets	February 2021	February 2022
Mobile	11%	17%
Chicago	4%	5%
Minneapolis – Saint Paul	2%	2%
New York	1%	2%
Nashville	5%	2%
Denver	3%	2%
Washington DC	1%	2%
Atlanta	1%	2%
Panama City	3%	2%
New Orleans	2%	2%
Birmingham	3%	2%

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February Visitors	2021	2022
Stayed in paid accommodations	64%	55%
Drove	86%	87%
Length of stay ¹	10.4	8.8
Will recommend	98%	96%
First time visitor	27%	30%

February Visitors	2021	2022
Median Age	46	48
Gender (Female) ²	59%	56%
Household Income	\$106,900	\$86,300
Travel party size ¹	3.1	2.8
Traveled with Children	18%	20%



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Downs & St. Germain Research
850-906-3111 | www.dsg-research.com

