

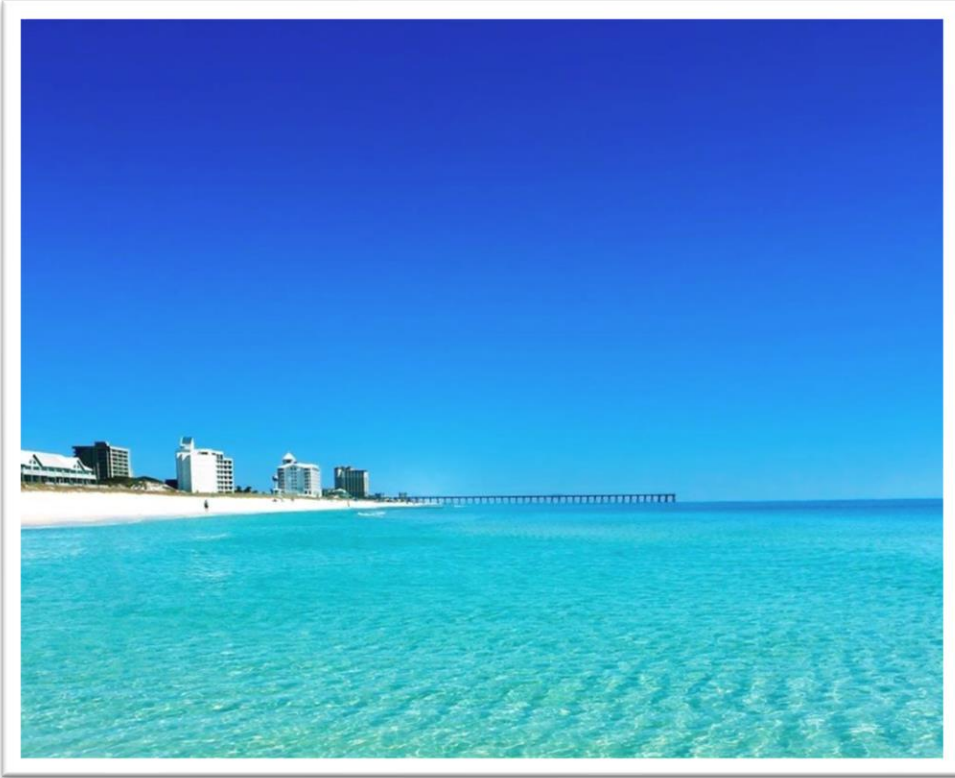
VISIT PENSACOLA

Monthly Dashboard
February 2023

By Downs & St. Germain Research



VISITOR SUMMARY – FEBRUARY 2023



February 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 February increased **+16.8%** compared to last year.
 - » Compared to February 2022, visitors had a shorter length of stay and larger travel party sizes, resulting in an increase in the overall number of visitors.
- » Hotel occupancy was up **+0.3%** from last year and ADR was up **+1.2%**, resulting in a RevPAR that was up **+1.5%** from last year.
- » Hotel room nights were up **+2.1%** compared to February 2022.
- » Compared to 2022, more visitors traveled with children.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, Nashville, and Minneapolis – Saint Paul.

PENSACOLA DASHBOARD – FEBRUARY 2023

Visitors & Airline Passengers

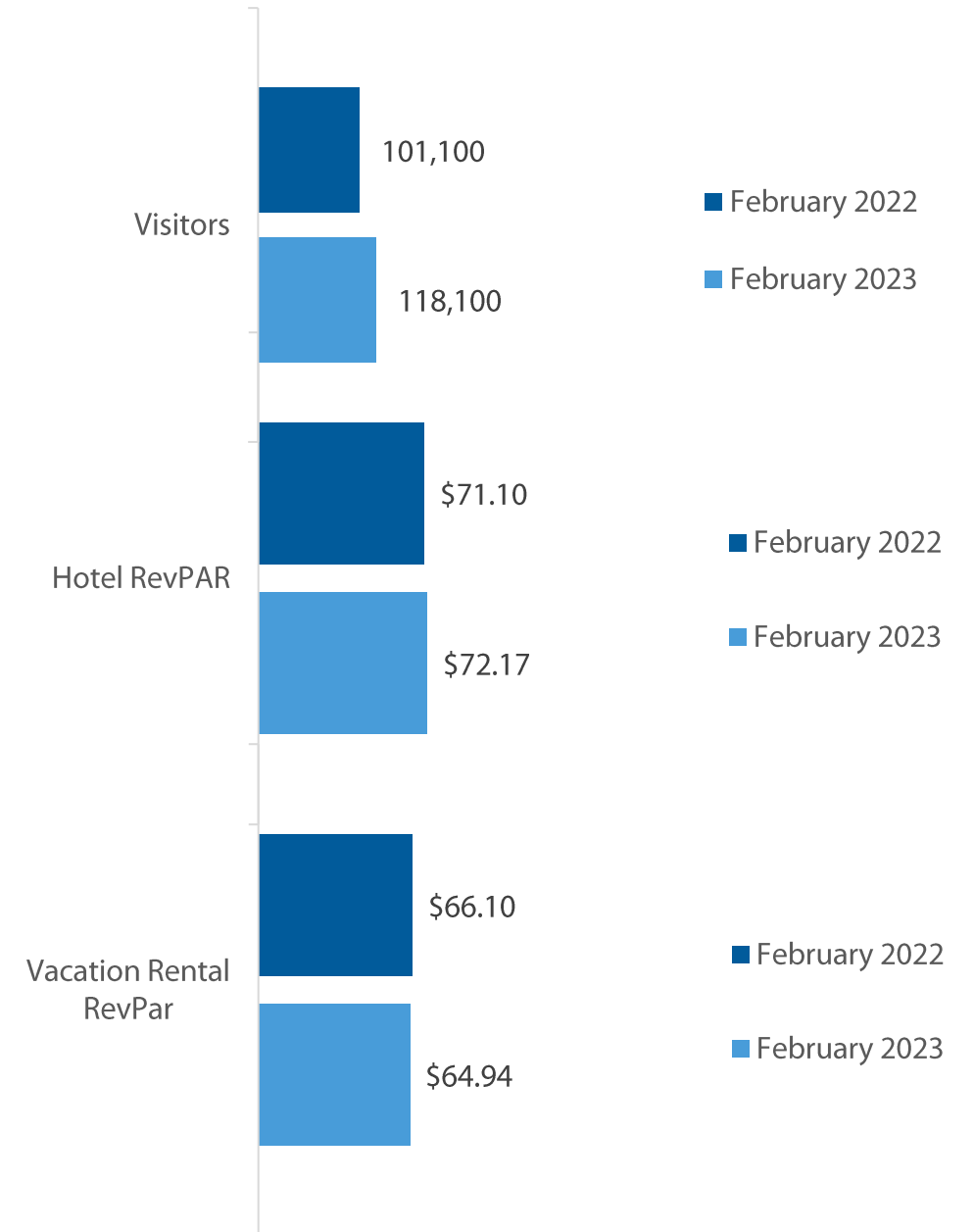
Visitor Statistics	February 2022 ¹	February 2023	% Change
Visitors ²	101,100	118,100	+ 16.8%
Airline Passengers ³	158,642	173,322	+ 9.3%

Hotel Statistics

Hotel Statistics ⁴	February 2022 ¹	February 2023	% Change
Occupancy	63.1%	63.3%	+ 0.3%
Room Rates	\$112.68	\$114.01	+ 1.2%
RevPAR	\$71.10	\$72.17	+ 1.5%
Room Nights	139,566	142,442	+ 2.1%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	February 2022 ¹	February 2023	% Change
Occupancy	71.0%	63.4%	- 10.7%
Room Rates	\$93.10	\$102.39	+ 10.0%
RevPAR	\$66.10	\$64.94	- 1.8%
Room Nights	48,970	42,232	- 13.8%



¹ FY22 metrics have been adjusted to reflect updated vacation rental figures.

² 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.

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

⁴ Source: Smith Travel Research.

⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2023 (OCTOBER 2022 – FEBRUARY 2023)

Visitors & Airline Passengers

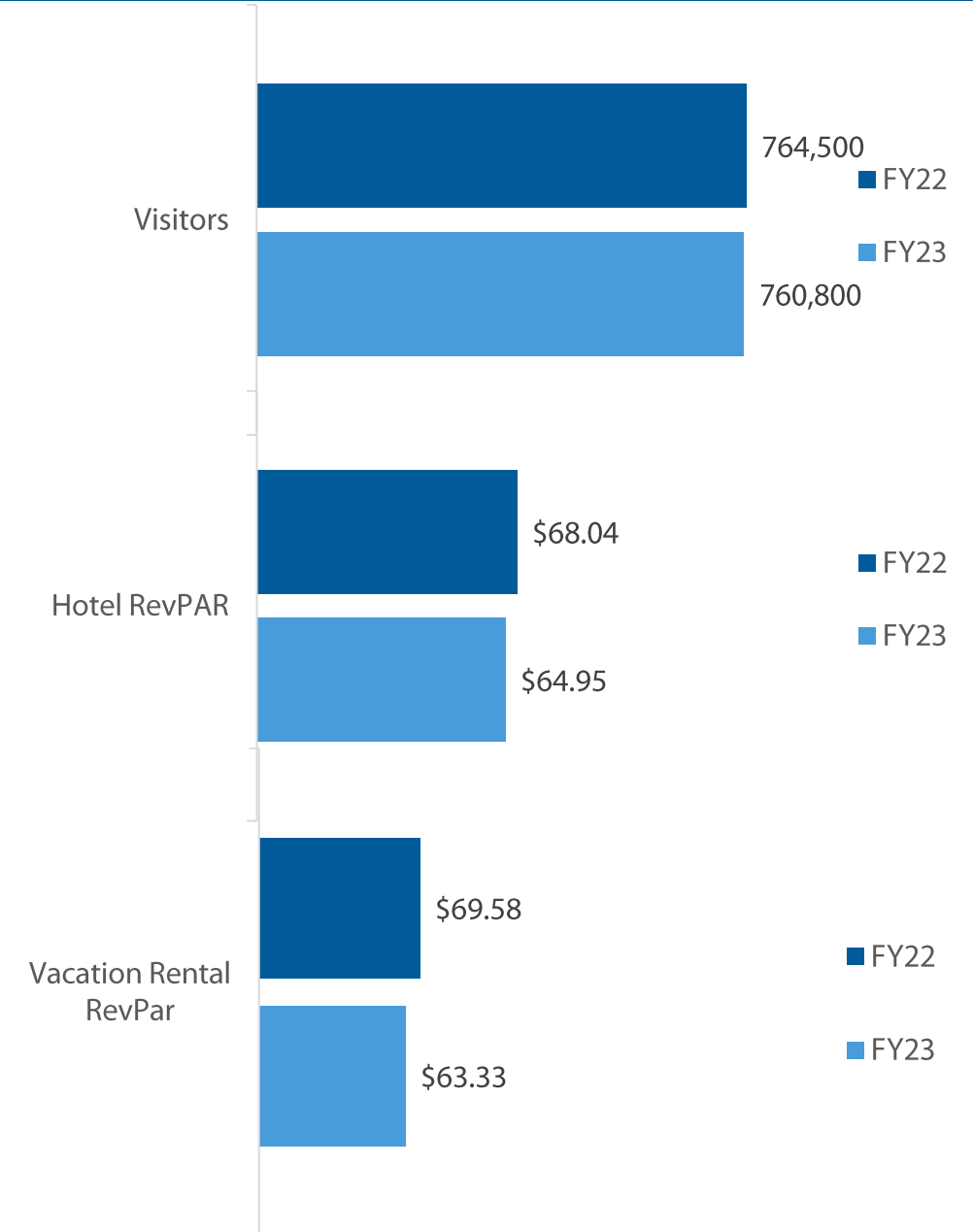
Visitor Statistics	FY 2022 ¹	FY 2023	% Change
Visitors ²	764,500	760,800	- 0.5%
Airline Passengers ³	872,837	918,358	+ 5.2%

Hotel Statistics

Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	59.5%	56.7%	- 4.7%
Room Rates	\$114.04	\$114.54	+ 0.4%
RevPAR	\$68.04	\$64.95	- 4.5%
Room Nights	705,039	682,258	- 3.2%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	FY 2022 ¹	FY 2023	% Change
Occupancy	54.3%	43.7%	- 19.5%
Room Rates	\$128.14	\$145.03	+ 13.2%
RevPAR	\$69.58	\$63.33	- 9.0%
Room Nights	187,506	161,459	- 13.9%



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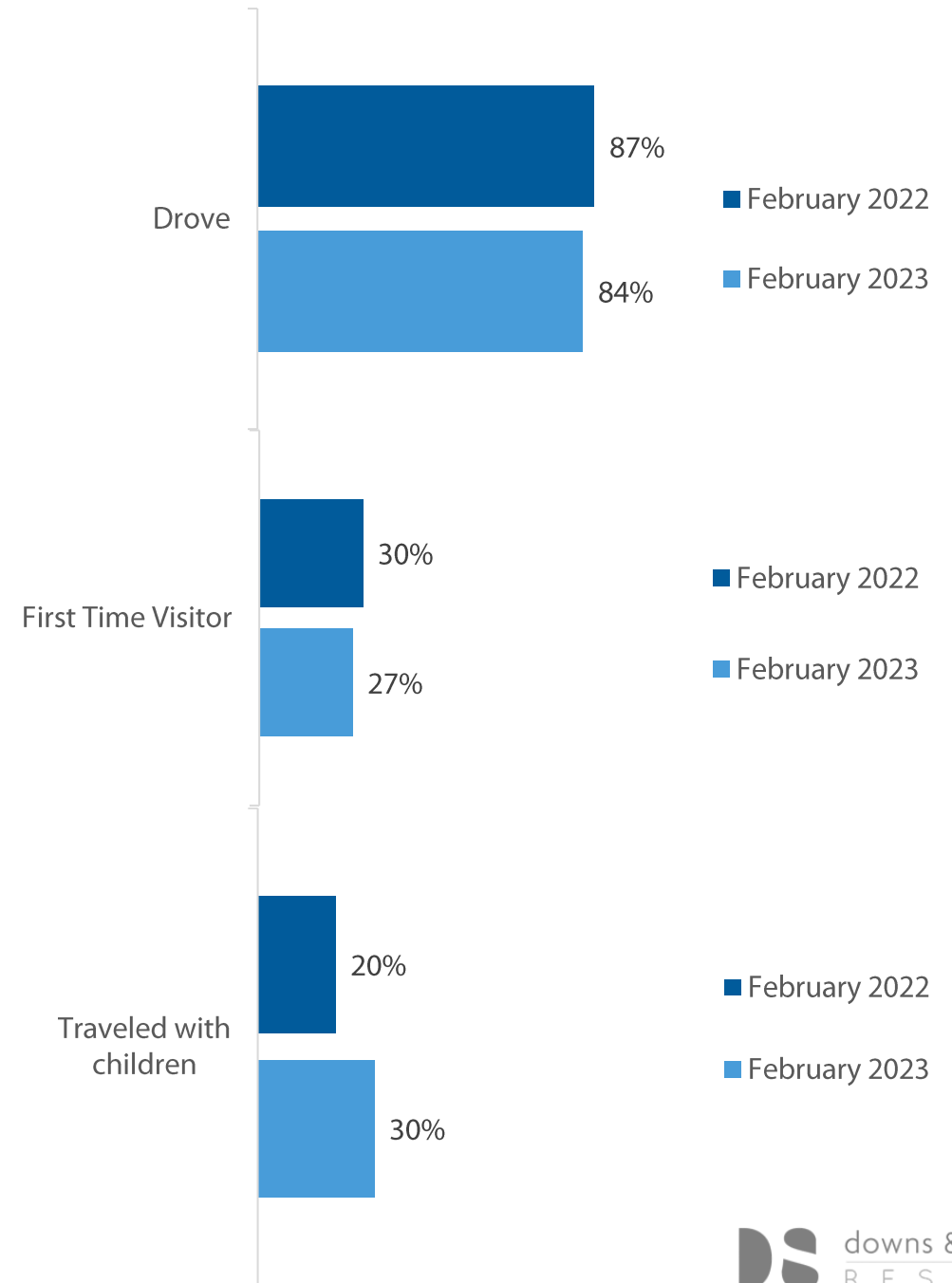
PENSACOLA DASHBOARD – FEBRUARY 2023

Top Visitor Origin Markets		
Markets	February 2022	February 2023
Mobile	17%	19%
Nashville	2%	4%
Atlanta	2%	3%
Minneapolis – Saint Paul	2%	3%
Kansas City	1%	2%
Charlotte	1%	2%
Milwaukee	1%	2%
Little Rock – Pine Bluff	<1%	2%
Panama City	2%	2%
Birmingham	2%	2%
New Orleans	2%	2%
Portland, OR	1%	2%
Raleigh – Durham	<1%	2%
Chicago	5%	2%
Montgomery – Selma	1%	2%
Houston	1%	2%

PENSACOLA DASHBOARD – FEBRUARY 2023

February Visitors	2022	2023
Stayed in paid accommodations	55%	59%
Drove	87%	84%
Length of stay ¹	8.8	8.0
Will recommend	96%	94%
First time visitor	30%	27%

February Visitors	2022	2023
Median Age	48	47
Gender (Female) ²	56%	63%
Household Income	\$86,300	\$87,800
Travel party size ¹	2.8	3.0
Traveled with Children	20%	30%



VISIT PENSACOLA

Monthly Dashboard February 2023

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