

# VISIT PENSACOLA

Monthly Dashboard  
February 2024

By Downs & St. Germain Research



# VISITOR SUMMARY – FEBRUARY 2024



## February 2024 Visitor Summary

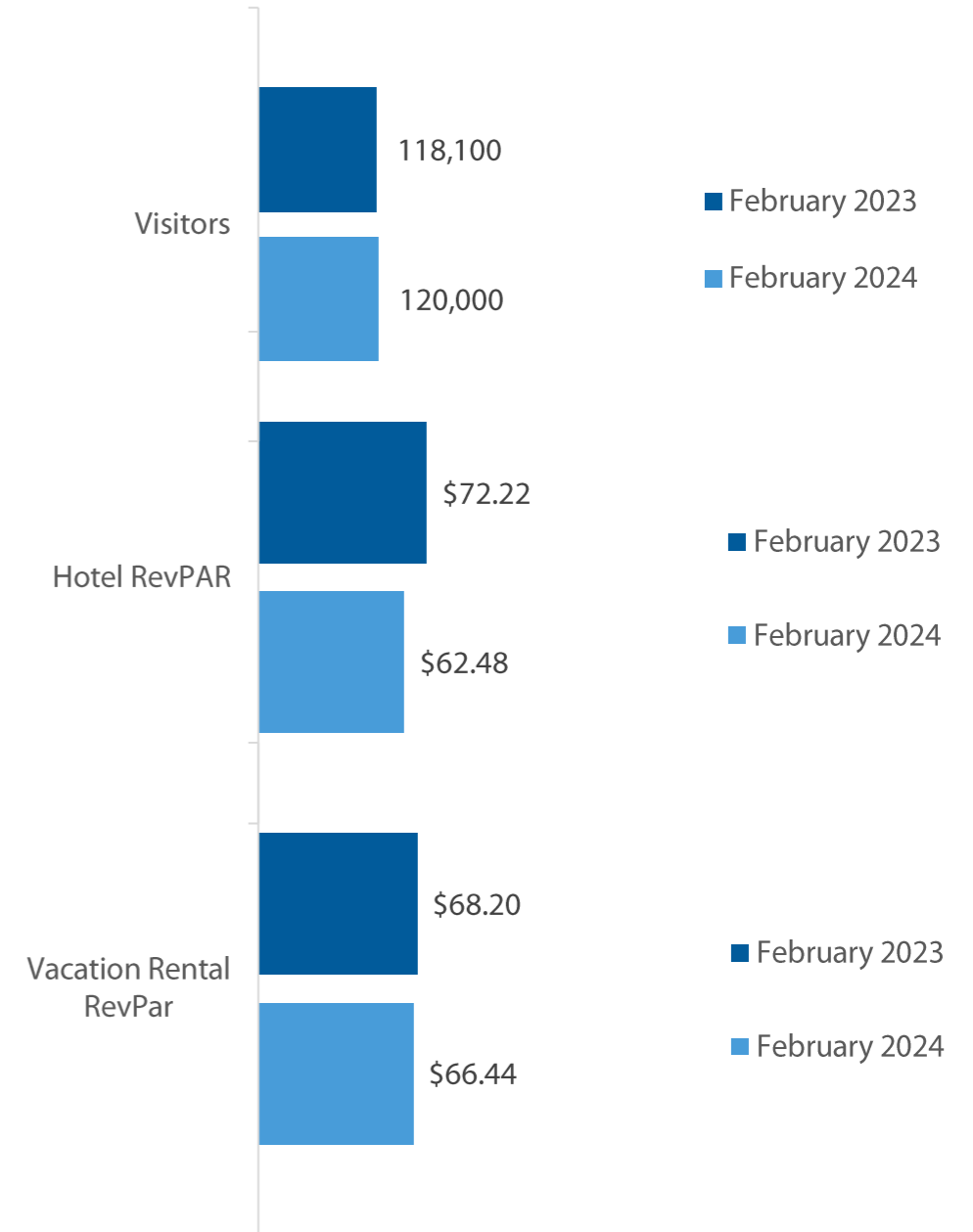
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for February increased **+1.6%** compared to last year.
  - » Compared to February 2023, visitors had a shorter length of stay and a smaller travel party size. However, the extra day due to the leap year largely contributed to a slight increase in the overall number of visitors.
- » Hotel occupancy was down **-9.0%** from last year and ADR was down **-4.9%**, resulting in a RevPAR that was down **-13.5%** from last year.
- » Vacation rental room nights were up **+5.5%** compared to February 2023.
- » Compared to 2023, more visitors traveled with children.
- » Top markets for this month were Mobile and surrounding areas, Chicago, Nashville, and Birmingham.

# PENSACOLA DASHBOARD – FEBRUARY 2024

Visitor Statistics	February 2023	February 2024	% Change
Visitors <sup>1</sup>	118,100	120,000	+1.6%
Airline Passengers <sup>2</sup>	173,322	194,539	+12.2%

Hotel Statistics <sup>3</sup>	February 2023 <sup>1</sup>	February 2024	% Change
Occupancy	63.3%	57.6%	-9.0%
Room Rates	\$114.02	\$108.48	-4.9%
RevPAR	\$72.22	\$62.48	-13.5%
Room Nights	142,453	136,986	-3.8%

Vacation Rental Statistics <sup>4</sup>	February 2023 <sup>1</sup>	February 2024	% Change
Occupancy	62.6%	59.4%	-5.1%
Room Rates	\$109.03	\$111.94	+2.7%
RevPAR	\$68.20	\$66.44	-2.6%
Room Nights	41,652	43,942	+5.5%
Unit Revenue (Nightly)	2,981,814	3,227,322	+8.2%



<sup>1</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>2</sup> Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

<sup>3</sup> Source: Smith Travel Research.

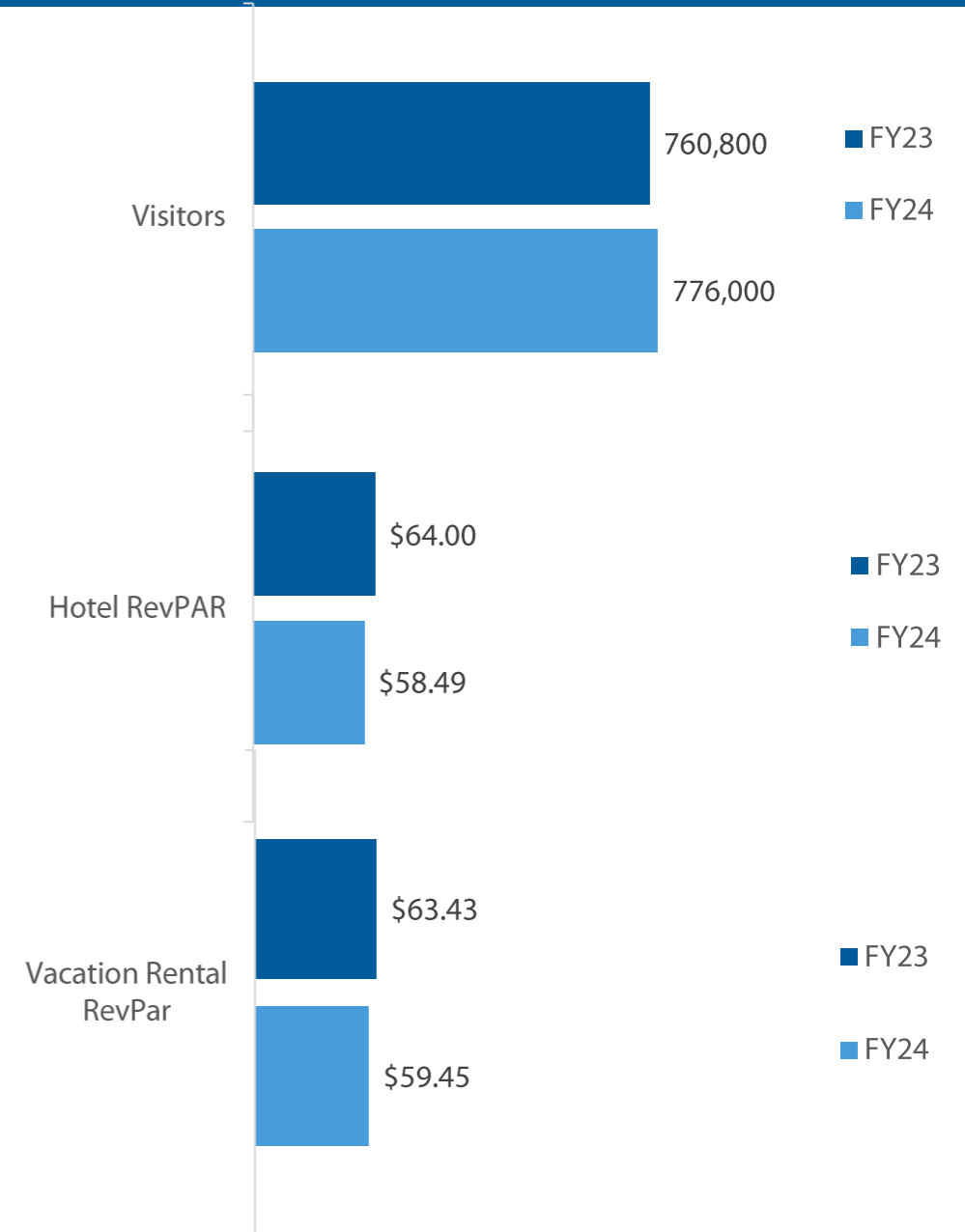
<sup>4</sup> Sources: Key Data and the Department of Business & Professional Regulation.

# PENSACOLA DASHBOARD – FY2024 (OCTOBER 2023 – FEBRUARY 2024)

Visitor Statistics	FY 2023	FY 2024	% Change
Visitors <sup>1</sup>	760,800	776,000	+2.0%
Airline Passengers <sup>2</sup>	918,843	1,039,718	+13.0%

Hotel Statistics <sup>3</sup>	FY 2023 <sup>1</sup>	FY 2024	% Change
Occupancy	56.0%	53.1%	-5.2%
Room Rates	\$114.12	\$110.12	-3.5%
RevPAR	\$64.00	\$58.49	-8.6%
Room Nights	677,097	680,111	+0.4%

Vacation Rental Statistics <sup>4</sup>	FY 2023 <sup>1</sup>	FY 2024	% Change
Occupancy	44.3%	41.7%	-5.9%
Room Rates	\$143.11	\$142.48	-0.4%
RevPAR	\$63.43	\$59.45	-6.3%
Room Nights	158,376	163,991	-3.4%
Unit Revenue (Nightly)	14,878,600	15,330,500	+3.0%



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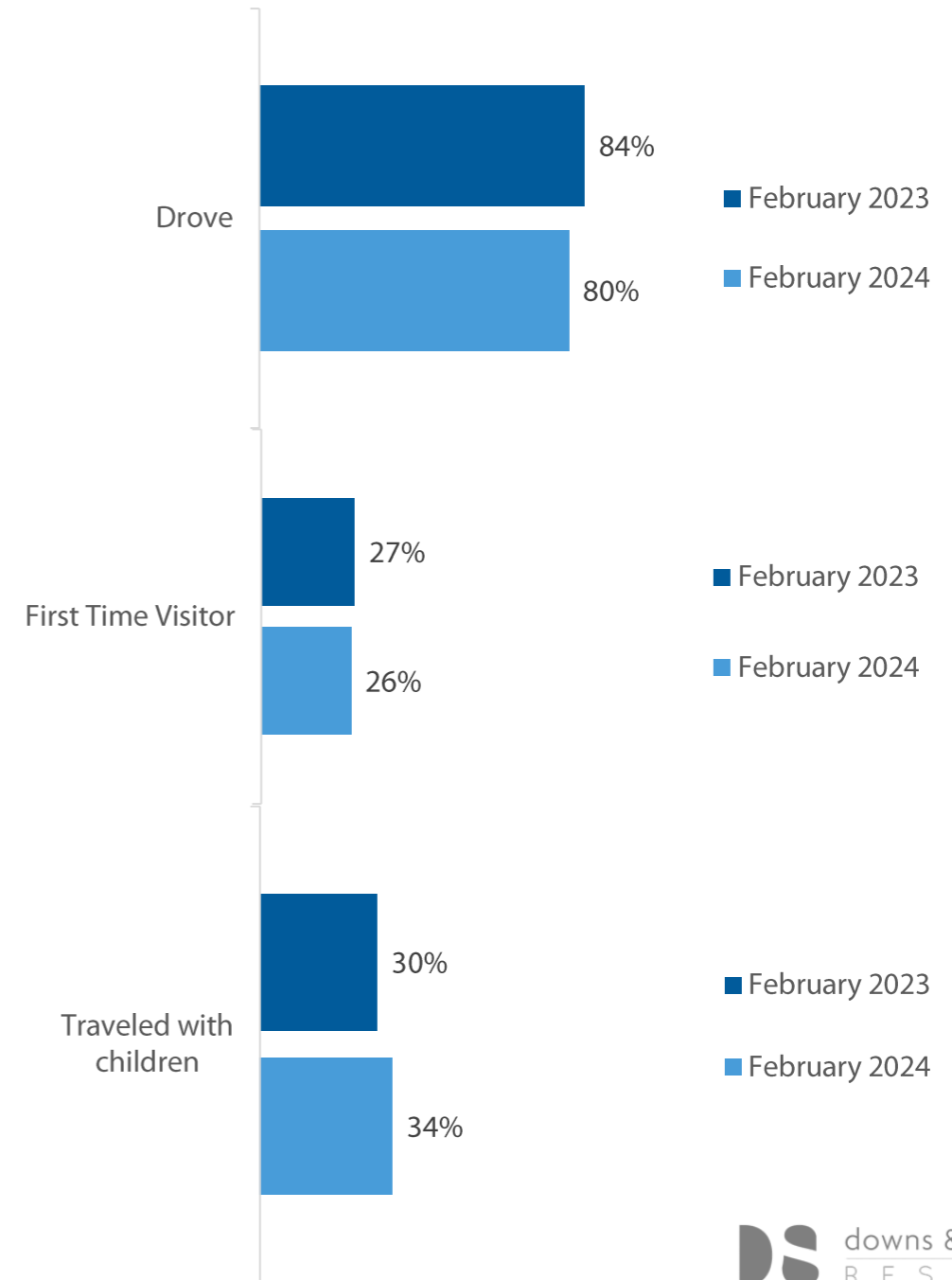
# PENSACOLA DASHBOARD – FEBRUARY 2024

Top Visitor Origin Markets		
Markets	February 2023	February 2024
Mobile	19%	19%
Chicago	2%	3%
Nashville	4%	2%
Birmingham	2%	2%
Philadelphia	1%	2%
New Orleans	2%	2%
Minneapolis-Saint Paul	3%	2%
Atlanta	3%	2%
Panama City	2%	2%
Charlotte	2%	1%
Madison	<1%	1%
Saint Louis	1%	1%
Houston	2%	1%
Portland, OR	2%	1%
Milwaukee	2%	1%
Dallas-Fort Worth	1%	1%
Kansas City	2%	1%

# PENSACOLA DASHBOARD – FEBRUARY 2024

February Visitors	2023	2024
Stayed in paid accommodations	59%	55%
Drove	84%	80%
Length of stay <sup>1</sup>	8.0	7.6
Will recommend	94%	94%
First time visitor	27%	26%

February Visitors	2023	2024
Median Age	47	47
Gender (Female) <sup>2</sup>	63%	57%
Household Income	\$87,800	\$82,100
Travel party size <sup>1</sup>	3.0	2.7
Traveled with Children	30%	34%



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