

VISIT PENSACOLA

Monthly Dashboard
January 2023

By Downs & St. Germain Research



VISITOR SUMMARY – JANUARY 2023



January 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 January decreased **-7.3%** compared to last year.
 - » Compared to January 2022, visitors had a shorter length of stay and occupancy was lower, resulting in a decrease in the overall number of visitors.
- » Hotel occupancy was down **-3.6%** from last year and ADR was down **-0.9%**, resulting in a RevPAR that was down **-4.4%** from last year.
- » Hotel room nights were down **-2.2%** compared to January 2022.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, and New Orleans.

PENSACOLA DASHBOARD – JANUARY 2023

Visitors & Airline Passengers

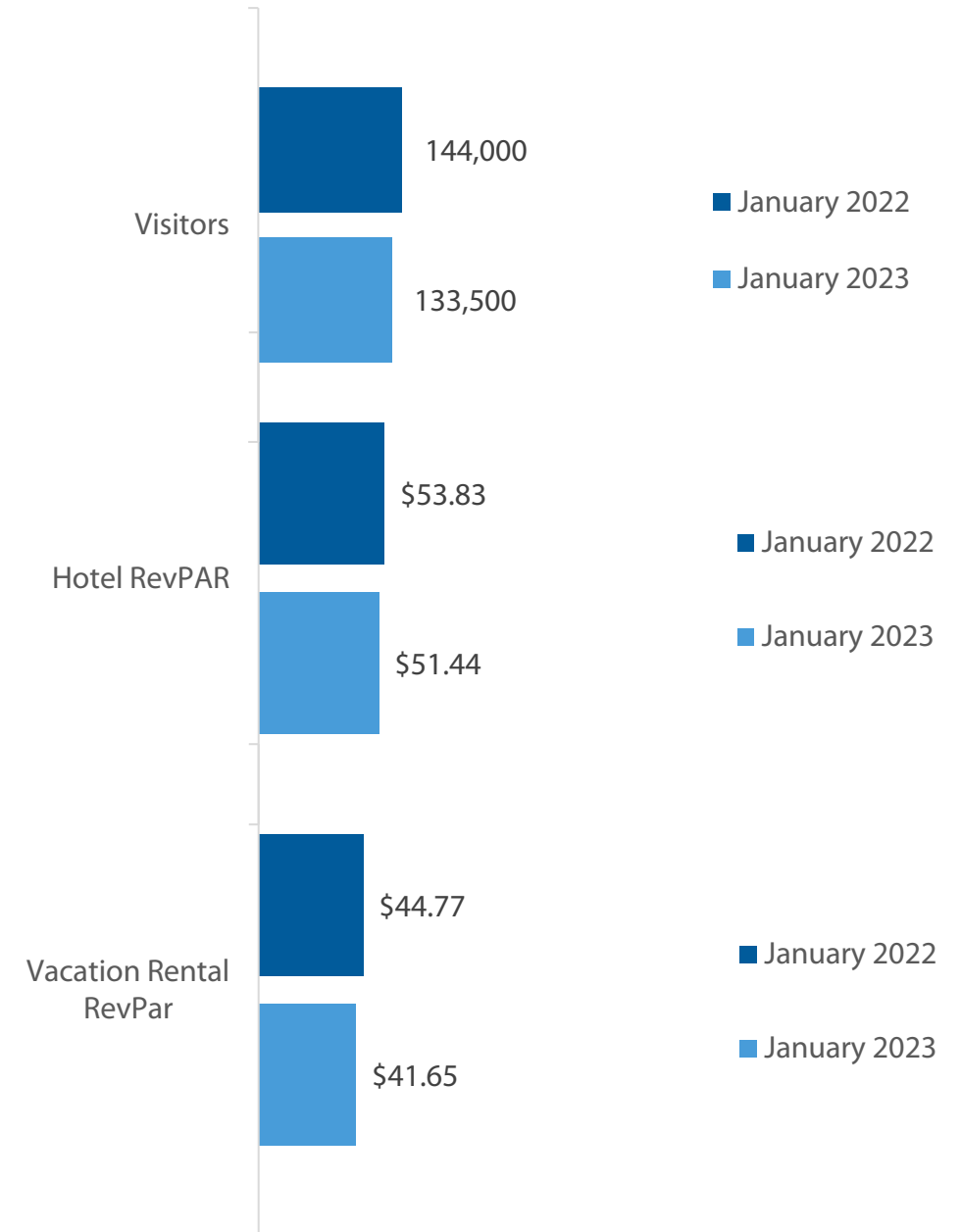
Visitor Statistics	January 2022 ¹	January 2023	% Change
Visitors ²	144,000	133,500	- 7.3%
Airline Passengers ³	TBD	TBD	TBD

Hotel Statistics

Hotel Statistics ⁴	January 2022 ¹	January 2023	% Change
Occupancy	52.5%	50.6%	- 3.6%
Room Rates	\$102.53	\$101.59	- 0.9%
RevPAR	\$53.83	\$51.44	- 4.4%
Room Nights	128,467	125,605	- 2.2%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	January 2022 ¹	January 2023	% Change
Occupancy	52.7%	44.4%	- 15.7%
Room Rates	\$84.97	\$93.81	+ 10.4%
RevPAR	\$44.77	\$41.65	- 7.0%
Room Nights	29,174	36,852	+ 26.3%



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 – JANUARY 2023)

Visitors & Airline Passengers

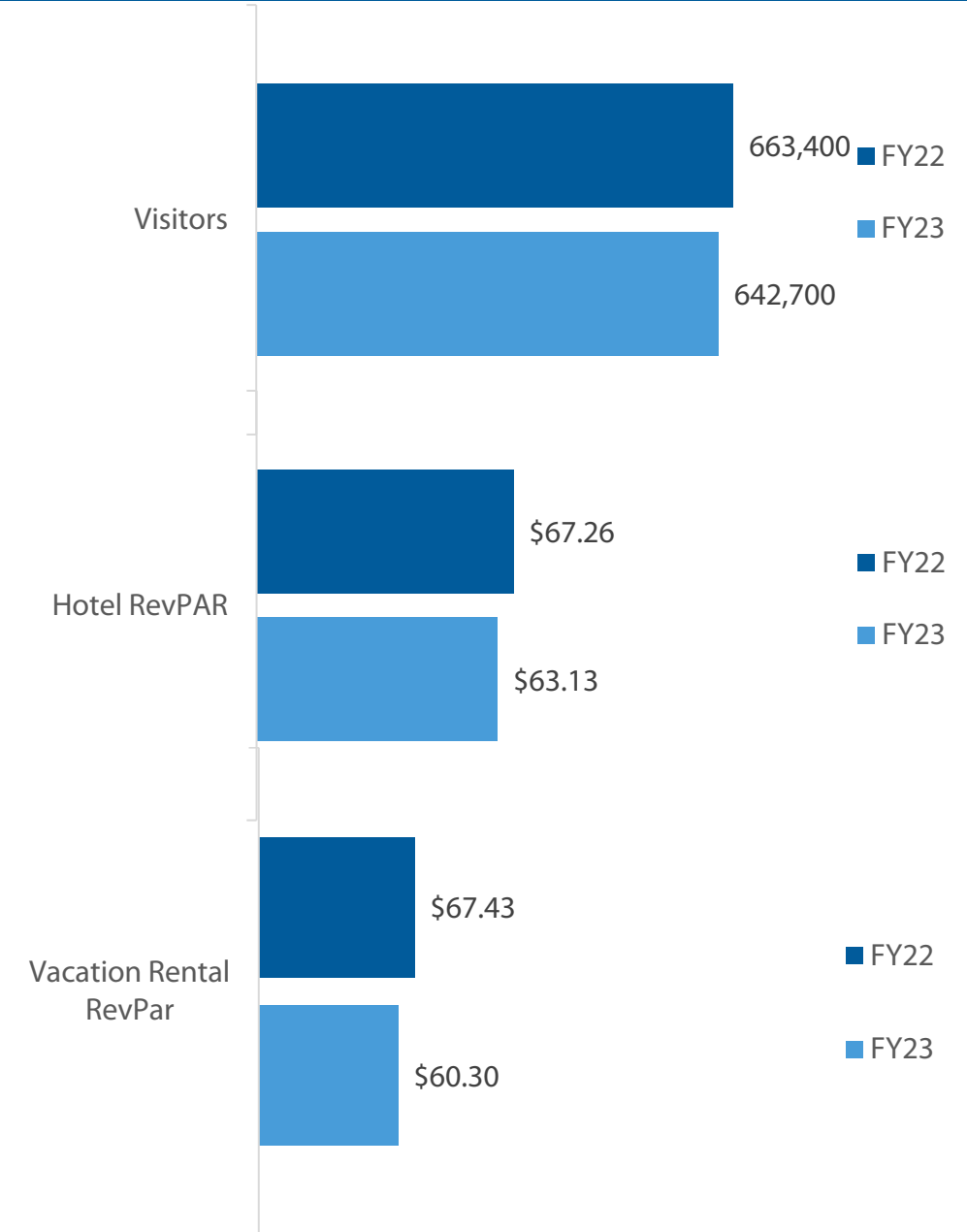
Visitor Statistics	FY 2022 ¹	FY 2023	% Change
Visitors ²	663,400	642,700	- 3.1%
Airline Passengers ³	TBD	TBD	TBD

Hotel Statistics

Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	58.6%	55.1%	- 6.0%
Room Rates	\$114.77	\$114.68	- 0.1%
RevPAR	\$67.26	\$63.13	- 6.1%
Room Nights	565,473	539,816	- 4.5%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	FY 2022 ¹	FY 2023	% Change
Occupancy	49.3%	38.7%	- 21.5%
Room Rates	\$136.78	\$155.69	+ 13.8%
RevPAR	\$67.43	\$60.30	- 10.6%
Room Nights	130,719	119,227	- 8.8%



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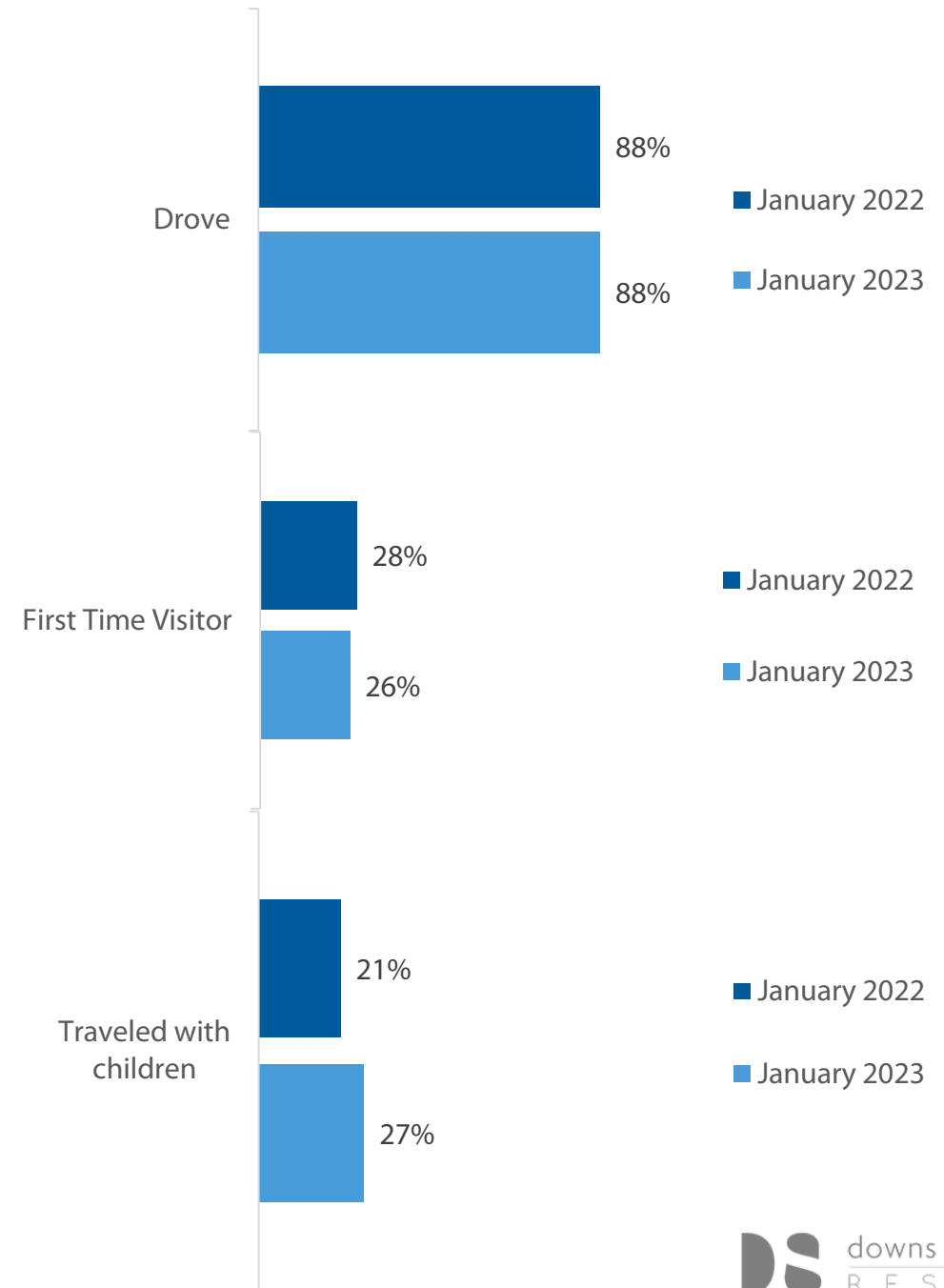
PENSACOLA DASHBOARD – JANUARY 2023

Top Visitor Origin Markets		
Markets	January 2022	January 2023
Mobile	17%	19%
Atlanta	2%	5%
New Orleans	1%	3%
Panama City	2%	2%
Minneapolis – Saint Paul	3%	2%
Nashville	1%	2%
Birmingham	2%	2%
Houston	<1%	2%
Dallas – Fort Worth	2%	2%
Chicago	2%	2%

PENSACOLA DASHBOARD – JANUARY 2023

January Visitors	2022	2023
Stayed in paid accommodations	51%	56%
Drove	88%	88%
Length of stay ¹	6.7	6.3
Will recommend	93%	92%
First time visitor	28%	26%

January Visitors	2022	2023
Median Age	47	46
Gender (Female) ²	55%	61%
Household Income	\$87,800	\$87,200
Travel party size ¹	3.1	2.9
Traveled with Children	21%	27%



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

