

# VISIT PENSACOLA

Monthly Dashboard  
January 2024

By Downs & St. Germain Research



# VISITOR SUMMARY – JANUARY 2024



## January 2024 Visitor Summary

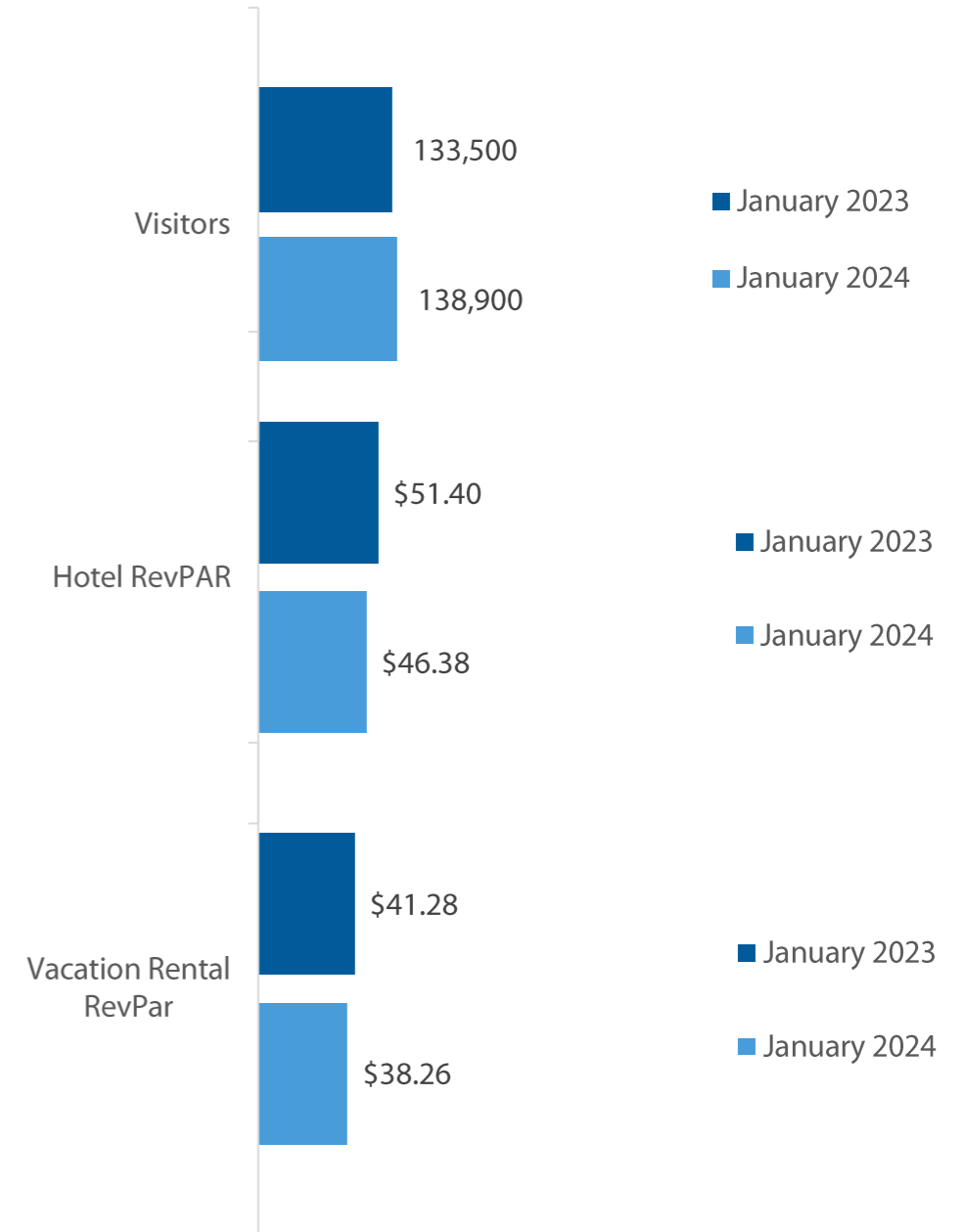
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for January increased **+4.0%** compared to last year.
  - » Compared to January 2023, there were more day trippers and hotel units, resulting in an increase in the overall number of visitors
- » Hotel occupancy was down **-6.3%** from last year and ADR was down **-3.6%**, resulting in a RevPAR that was down **-9.8%** from last year.
- » Hotel room nights were down **-0.8%** compared to January 2023.
- » Top markets for this month were Mobile and surrounding areas, Minneapolis – Saint Paul, and Atlanta

# PENSACOLA DASHBOARD – JANUARY 2024

Visitor Statistics	January 2023	January 2024	% Change
Visitors <sup>1</sup>	133,500	138,900	+4.0%
Airline Passengers <sup>2</sup>	159,557	175,914	+10.3%

Hotel Statistics <sup>3</sup>	January 2023 <sup>1</sup>	January 2024	% Change
Occupancy	50.6%	47.4%	-6.3%
Room Rates	\$101.55	\$97.88	-3.6%
RevPAR	\$51.40	\$46.38	-9.8%
Room Nights	125,805	124,775	-0.8%

Vacation Rental Statistics <sup>4</sup>	January 2023 <sup>1</sup>	January 2024	% Change
Occupancy	41.4%	37.3%	-10.0%
Room Rates	\$99.64	\$102.56	+2.9%
RevPAR	\$41.28	\$38.26	-7.3%
Room Nights	34,386	29,210	-15.1%
Unit Revenue (Nightly)	1,982,191	2,042,954	+3.1%



<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.

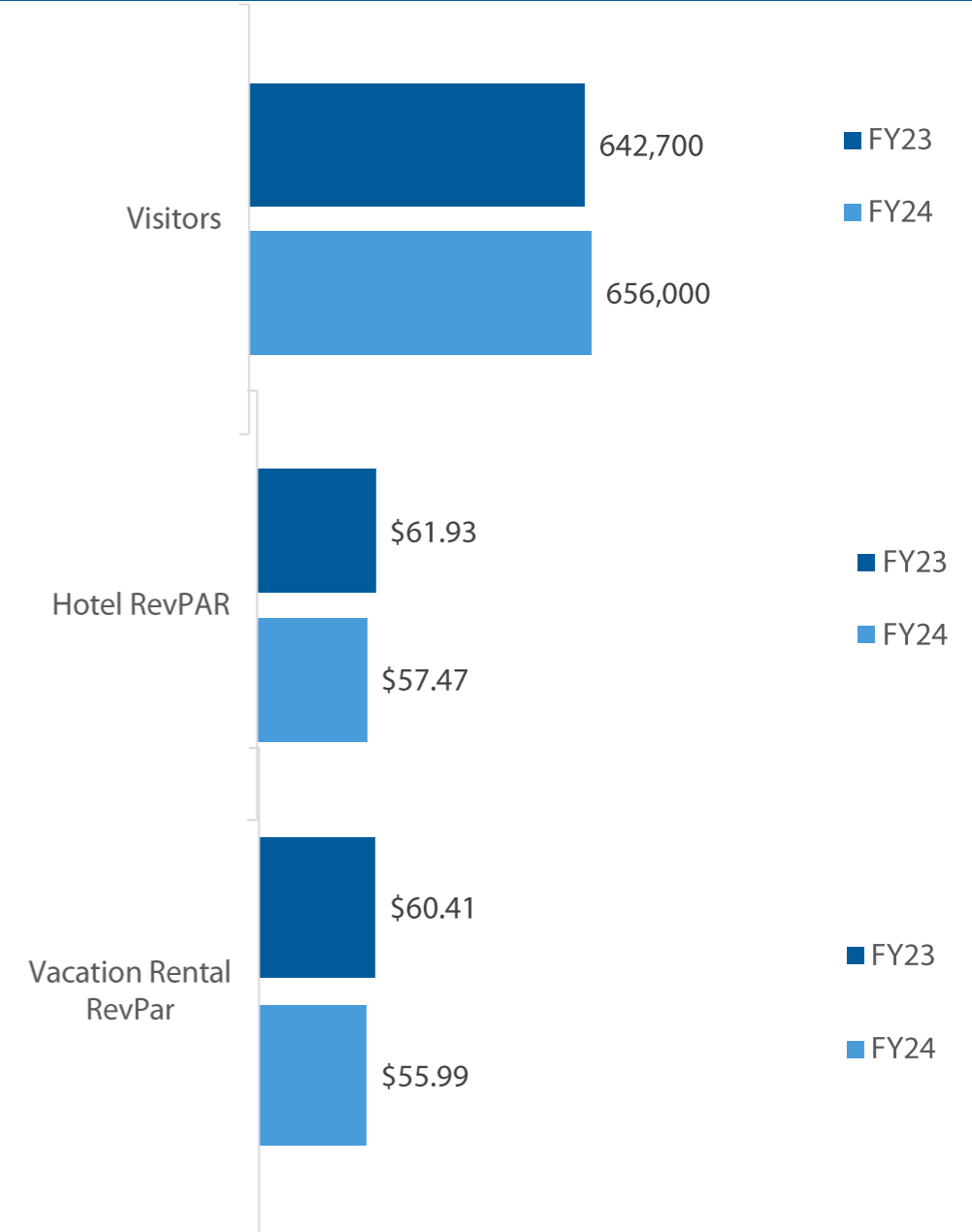
<sup>4</sup> Sources: Key Data and the Department of Business & Professional Regulation.

# PENSACOLA DASHBOARD – FY2024

Visitor Statistics	FY 2023	FY 2024	% Change
Visitors <sup>1</sup>	642,700	656,000	+2.1%
Airline Passengers <sup>2</sup>	745,036	845,179	+13.4%

Hotel Statistics <sup>3</sup>	FY 2023 <sup>1</sup>	FY 2024	% Change
Occupancy	54.2%	52.0%	-4.1%
Room Rates	\$114.21	\$110.53	-3.2%
RevPAR	\$61.93	\$57.47	-7.2%
Room Nights	534,644	543,139	+1.6%

Vacation Rental Statistics <sup>4</sup>	FY 2023 <sup>1</sup>	FY 2024	% Change
Occupancy	39.8%	37.3%	-6.3%
Room Rates	\$151.69	\$150.21	-1.0%
RevPAR	\$60.41	\$55.99	-7.3%
Room Nights	116,761	119,880	+2.7%
Unit Revenue (Nightly)	11,920,700	12,101,000	+1.5%



<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 – JANUARY 2024

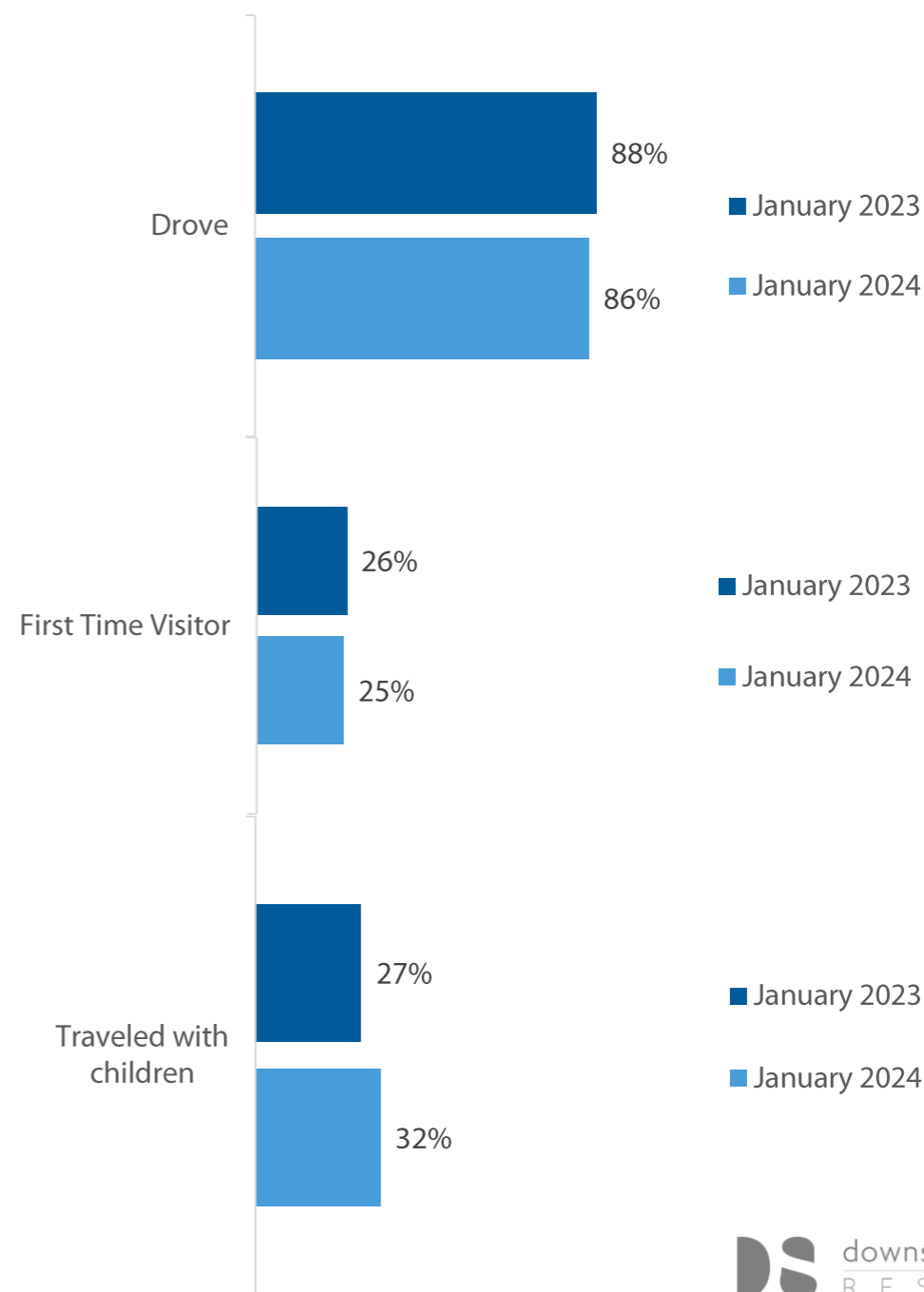
Top Visitor Origin Markets		
Markets	January 2023	January 2024
Mobile	19%	19%
Minneapolis – Saint Paul	2%	4%
Atlanta	5%	3%
Dallas – Fort Worth	2%	2%
Birmingham	2%	2%
Panama City	2%	2%
Orlando	1%	2%
Nashville	2%	2%
New York <sup>1</sup>	1%	2%

<sup>1</sup> Includes some markets in New Jersey, Pennsylvania, and Connecticut

# PENSACOLA DASHBOARD – JANUARY 2024

January Visitors	2023	2024
Stayed in paid accommodations	56%	51%
Drove	88%	86%
Length of stay <sup>1</sup>	6.3	6.1
Will recommend	92%	95%
First time visitor	26%	25%

January Visitors	2023	2024
Median Age	46	49
Gender (Female) <sup>2</sup>	61%	56%
Household Income	\$87,200	\$85,000
Travel party size <sup>1</sup>	2.9	2.8
Traveled with Children	27%	32%



# VISIT PENSACOLA

## Monthly Dashboard January 2024

Downs & St. Germain Research  
[contact@dsg-research.com](mailto:contact@dsg-research.com)  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)

