

VISIT PENSACOLA

Monthly Dashboard
July 2022

By Downs & St. Germain Research



VISITOR SUMMARY – JULY 2022



July 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 July decreased **-15.0%** compared to last year.
 - » Compared to July 2021, the occupancy rate was lower, there were fewer visitors staying with friends or family and visitors stayed longer, resulting in a decrease in the number of visitors.
- » Hotel occupancy was down **-7.2%** from last year and ADR was down **-8.1%**, resulting in a RevPAR that was down **-14.7%** from last year.
- » Hotel room nights were down **-3.5%** compared to July 2021.
- » Top markets for this month were Mobile, Atlanta, and Dallas – Fort Worth.

PENSACOLA DASHBOARD – JULY 2022

Visitors & Airline Passengers

Visitor Statistics	July 2021	July 2022	% Change
Visitors ¹	373,219	317,100	-15.0%
Airline Passengers ²	301,246	TBD	TBD

Hotel Statistics

Hotel Statistics ³	July 2021 ¹	July 2022	% Change
Occupancy	85.3%	79.2%	-7.2%
Room Rates	\$220.60	\$202.74	-8.1%
RevPAR	\$188.17	\$160.57	-14.7%
Room Nights	201,060	194,094	-3.5%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	July 2021 ¹	July 2022	% Change
Occupancy	91.2%	90.5%	-0.8%
Room Rates	\$397.41	\$419.66	+5.6%
RevPAR	\$362.44	\$379.79	+4.8%
Room Nights	50,494	61,020	+20.8%

¹ Visitation estimates provided here are **preliminary**.

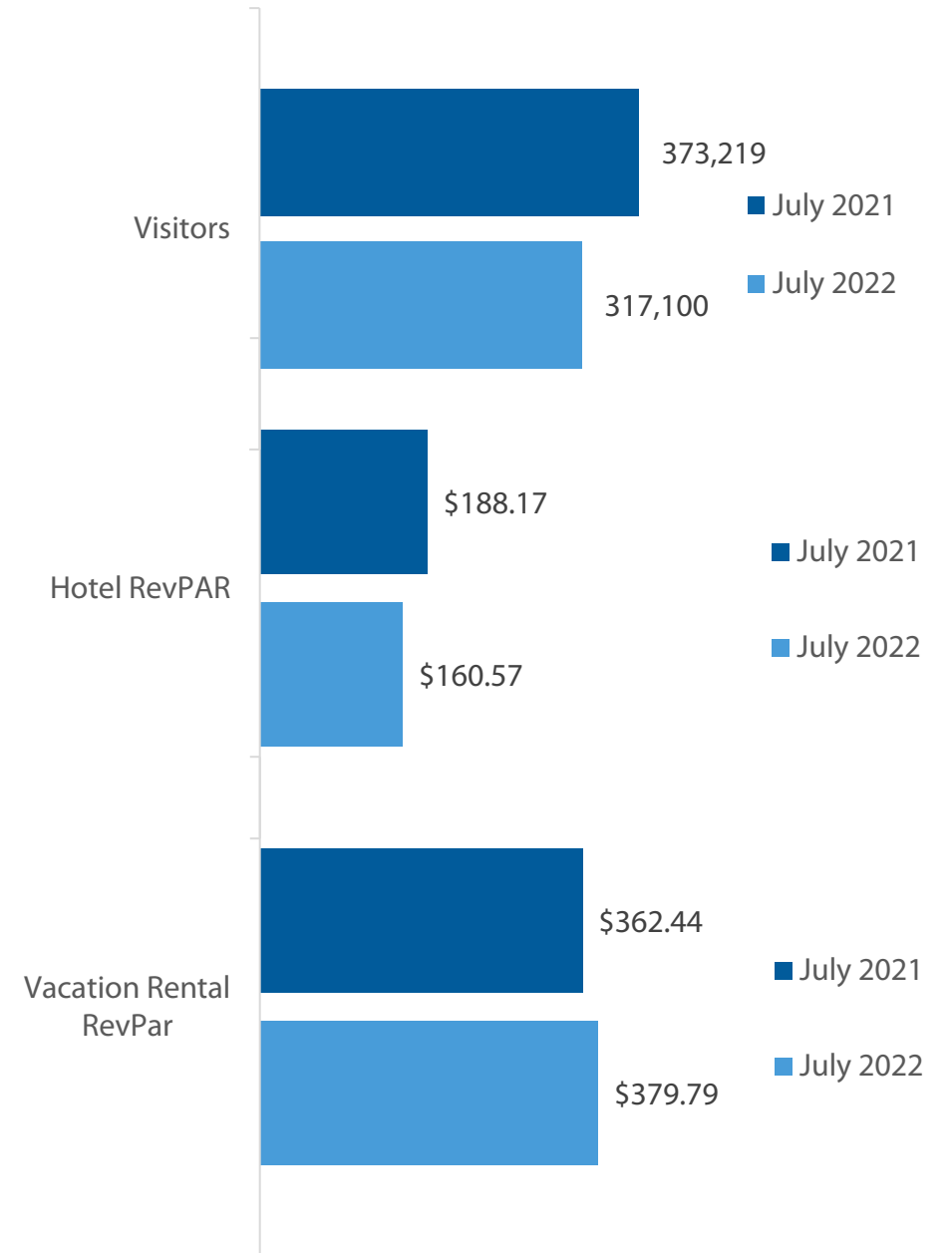
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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. Department of Business & Professional Regulation.



PENSACOLA DASHBOARD – FY2022 (OCTOBER 2021 – JULY 2022)

Visitors & Airline Passengers

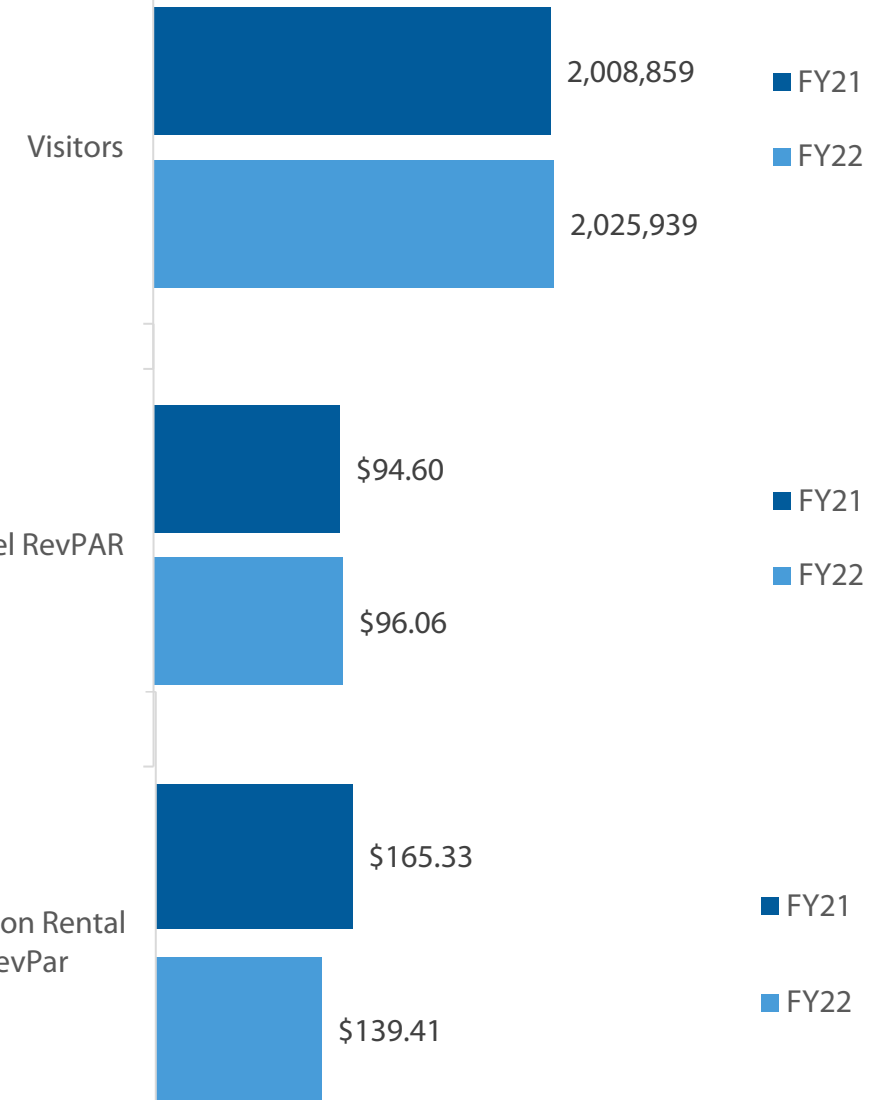
Visitor Statistics	FY 2021 ¹	FY 2022	% Change
Visitors ²	2,008,859	2,025,939	+0.9%
Airline Passengers ³	1,634,950	TBD	TBD

Hotel Statistics

Hotel Statistics ⁴	FY 2021 ¹	FY 2022	% Change
Occupancy	73.4%	67.6%	-7.9%
Room Rates	\$128.88	\$142.10	+10.3%
RevPAR	\$94.60	\$96.06	+1.5%
Room Nights	1,656,237	1,620,728	-2.1%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	FY 2021 ¹	FY 2022	% Change
Occupancy	68.6%	64.3%	-6.3%
Room Rates	\$241.00	\$216.81	-10.0%
RevPAR	\$165.33	\$139.41	-15.7%
Room Nights	374,919	365,113	-2.6%



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

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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 Source: Key Data. Department of Business & Professional Regulation. Vacation rental inventory in 2022 was greater than in 2021 due to Hurricane Sally.

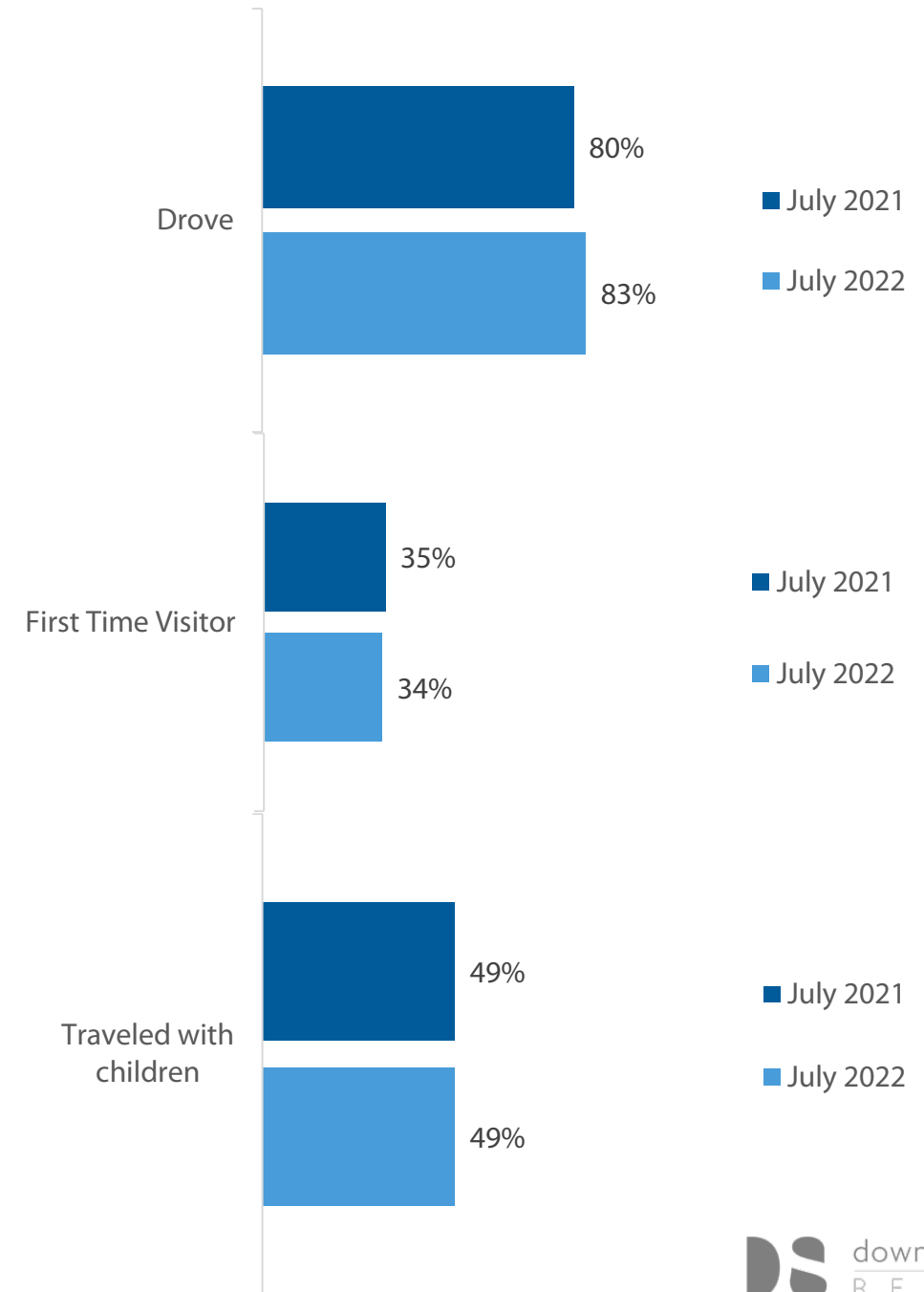
PENSACOLA DASHBOARD – JULY 2022

Top Visitor Origin Markets		
Markets	July 2021	July 2022
Mobile	7%	11%
Atlanta	4%	4%
Dallas – Fort Worth	5%	4%
New Orleans	3%	3%
Birmingham	2%	3%
Nashville	3%	3%
Houston	2%	3%
Memphis	1%	2%
Chicago	1%	2%
Huntsville	2%	2%
Washington, D.C.	2%	2%
Montgomery	1%	2%
Cleveland	<1%	2%
New York	1%	2%
Orlando – Daytona Beach – Melbourne	<1%	2%

PENSACOLA DASHBOARD – JULY 2022

July Visitors	2021	2022
Stayed in paid accommodations	64%	70%
Drove	80%	83%
Length of stay ¹	4.3	4.7
Will recommend	96%	93%
First time visitor	35%	34%

July Visitors	2021	2022
Median Age	42	43
Gender (Female) ²	61%	59%
Household Income	\$84,100	\$87,800
Travel party size ¹	4.1	4.1
Traveled with Children	49%	49%



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