

VISIT PENSACOLA

Monthly Dashboard
July 2023

By Downs & St. Germain Research



VISITOR SUMMARY – JULY 2023

July 2023 Visitor Summary



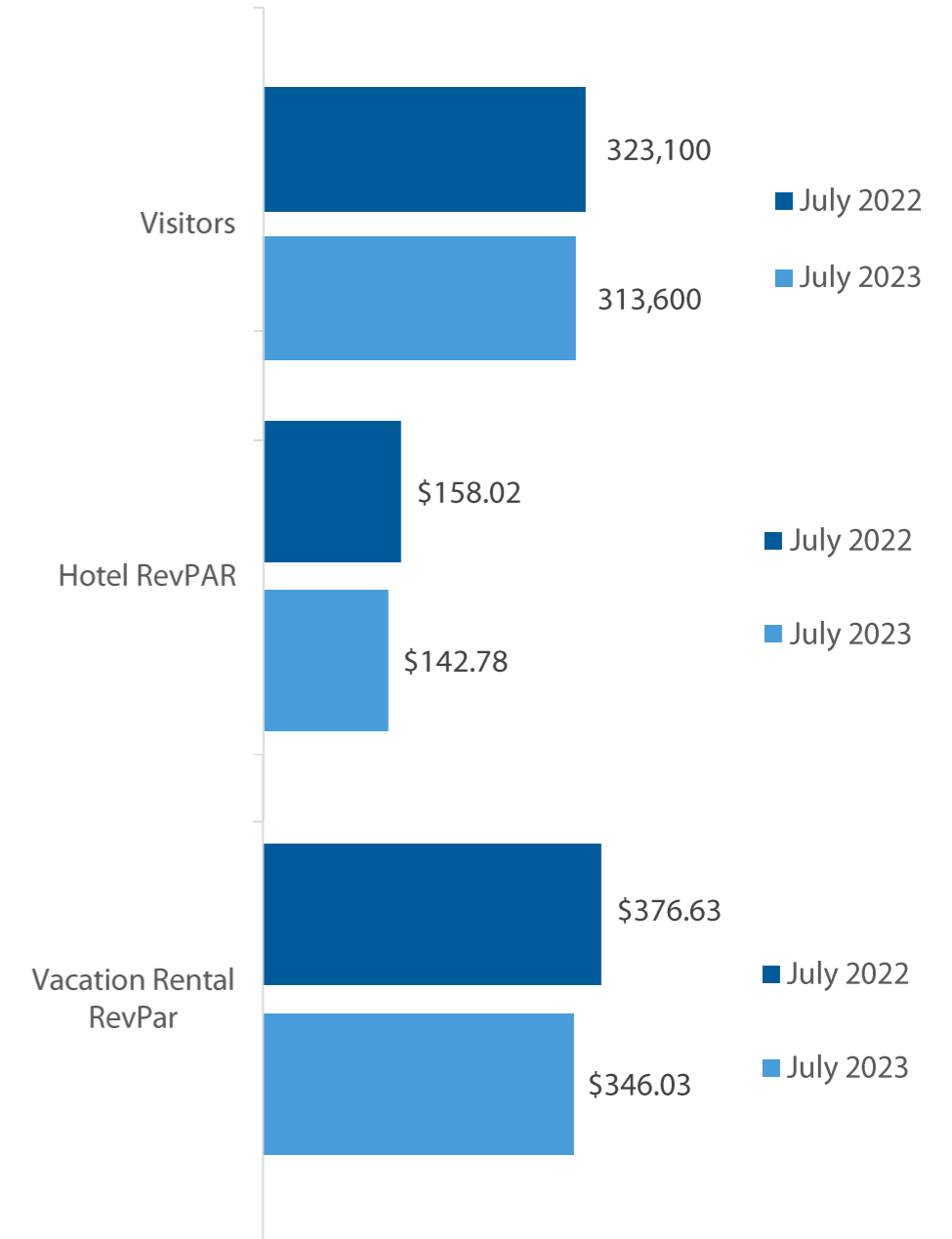
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for July decreased **-2.9%** compared to last year.
 - » Compared to July 2022, occupancy was lower, however, there were more day trippers compared to last year, resulting in a smaller decrease in the overall number of visitors than the decrease in occupancy.
- » Hotel occupancy was down **-5.6%** from last year and ADR was down **-4.3%**, resulting in a RevPAR that was down **-9.6%** from last year.
- » Hotel room nights were down **-1.2%** compared to July 2022.
- » Vacation rental unit revenue increased **+2.8%** from last year.
 - » Compared to July 2022 there were more vacation rental units available (+10% more), resulting in an increase in unit revenue despite the decrease in occupancy.
- » Compared to 2022, more visitors came to the area just for the day.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, New Orleans, and Dallas – Fort Worth.

PENSACOLA DASHBOARD – JULY 2023

Visitor & Airline Passengers	July 2022 ¹	July 2023	% Change
Visitors ²	323,100	313,600	- 2.9%
Airline Passengers ³	245,532	282,056	+ 14.9%

Hotel Statistics ⁴	July 2022 ¹	July 2023	% Change
Occupancy	77.4%	73.1%	- 5.6%
Room Rates	\$204.16	\$195.46	- 4.3%
RevPAR	\$158.02	\$142.78	- 9.6%
Room Nights	192,335	190,021	- 1.2%

Vacation Rental Statistics ⁵	July 2022 ¹	July 2023	% Change
Occupancy	89.3%	86.1%	- 3.6%
Room Rates	\$421.76	\$401.89	- 4.7%
RevPAR	\$376.63	\$346.03	- 8.1%
Room Nights	64,554	67,587	+ 4.7%
Unit Revenue (Nightly)	\$10,763,285	\$11,066,131	+ 2.8%



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.

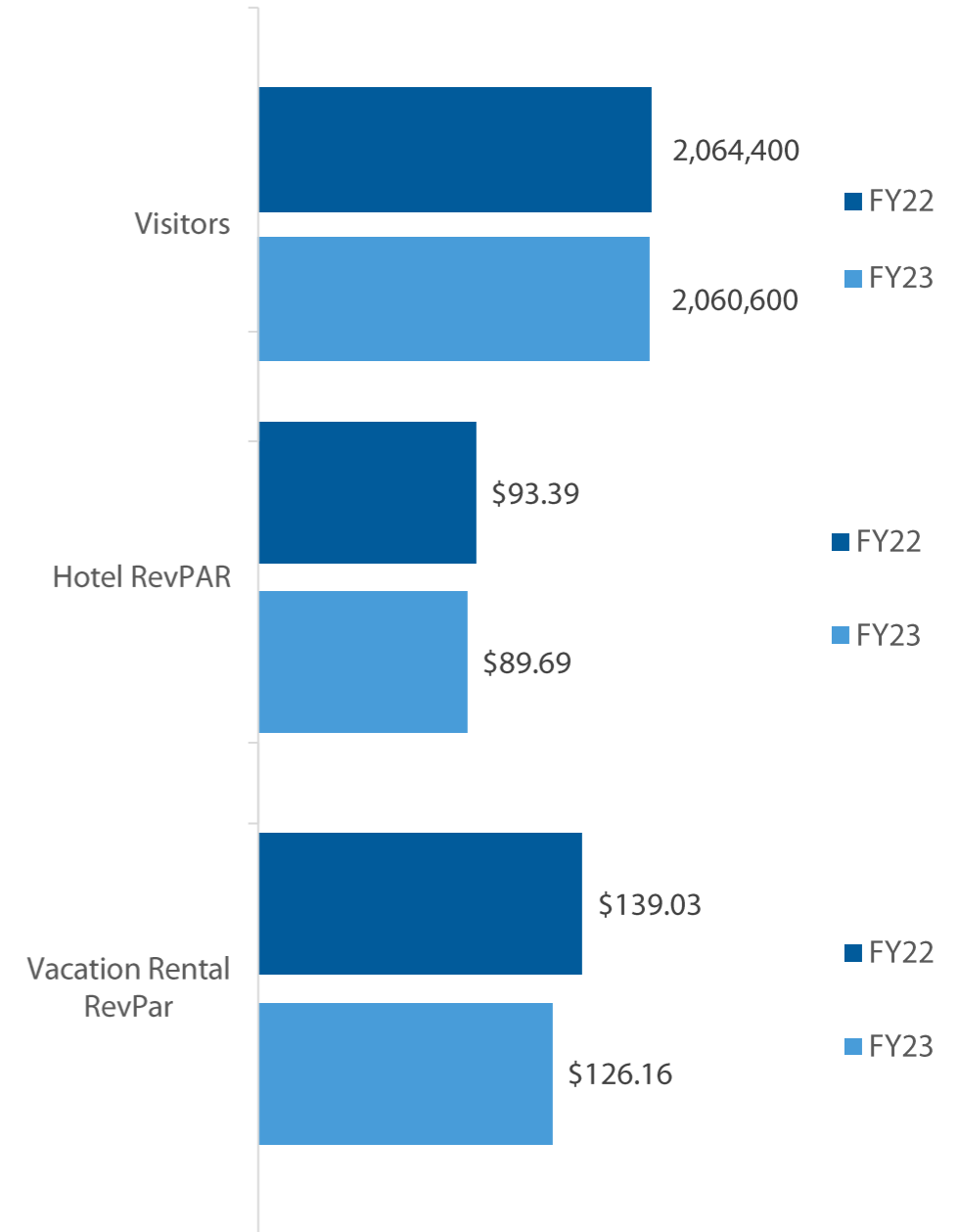
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2023 (OCTOBER 2022 – JULY 2023)

Visitor & Airline Passengers	FY 2022 ¹	FY 2023	% Change
Visitors ²	2,064,400	2,060,600	- 0.2%
Airline Passengers ³	2,023,732	2,178,712	+ 7.6%

Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	66.0%	63.9%	- 3.2%
Room Rates	\$141.55	\$140.30	- 0.9%
RevPAR	\$93.39	\$89.69	- 4.0%
Room Nights	1,601,412	1,572,734	- 1.8%

Vacation Rental Statistics ⁵	FY 2022 ¹	FY 2023	% Change
Occupancy	63.8%	57.1%	- 10.5%
Room Rates	\$217.94	\$221.10	+ 1.4%
RevPAR	\$139.03	\$126.16	- 9.3%
Room Nights	451,230	426,908	- 5.4%
Unit Revenue (Nightly)	\$38,972,000	\$41,412,400	+ 6.3%



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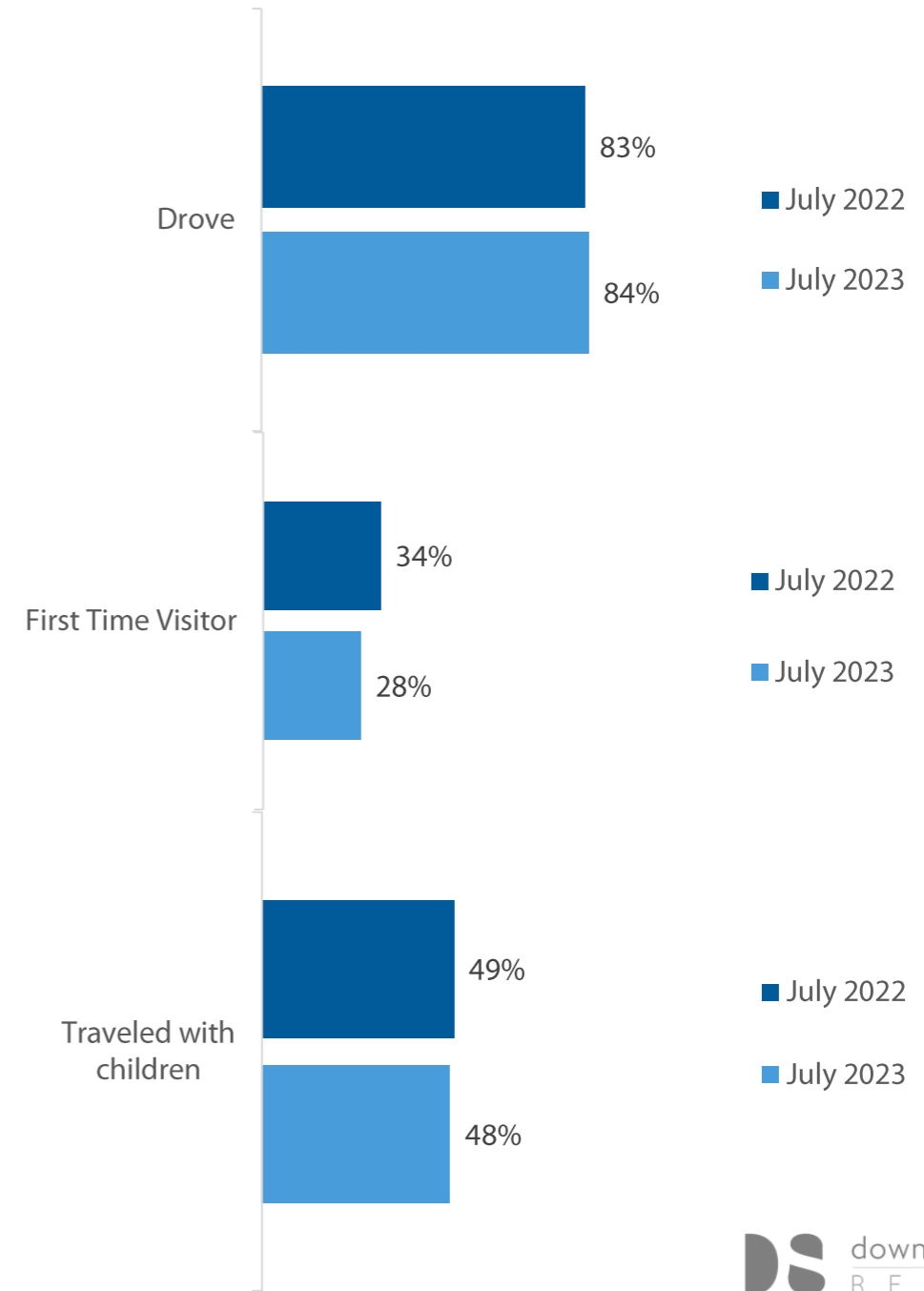
PENSACOLA DASHBOARD – JULY 2023

Top Visitor Origin Markets		
Markets	July 2022	July 2023
Mobile	13%	11%
Atlanta	5%	5%
New Orleans	4%	4%
Dallas – Fort Worth	4%	4%
Birmingham	2%	2%
Nashville	2%	2%
Chicago	3%	2%
Memphis	2%	2%
New York	2%	2%
Houston	1%	2%
Little Rock – Pine Bluff	2%	2%

PENSACOLA DASHBOARD – JULY 2023

July Visitors	2022	2023
Stayed in paid accommodations	71%	68%
Drove	83%	84%
Length of stay ¹	4.8	4.7
Will recommend	93%	92%
First time visitor	34%	28%

July Visitors	2022	2023
Median Age	43	42
Gender (Female) ²	59%	59%
Household Income	\$87,800	\$89,500
Travel party size ¹	4.2	3.9
Traveled with Children	49%	48%



¹Visitors staying in Paid Accommodations.

²May be influenced by visitor's willingness to complete a survey.

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