

VISIT PENSACOLA

Monthly Dashboard
June 2023

By Downs & St. Germain Research



VISITOR SUMMARY – JUNE 2023

June 2023 Visitor Summary



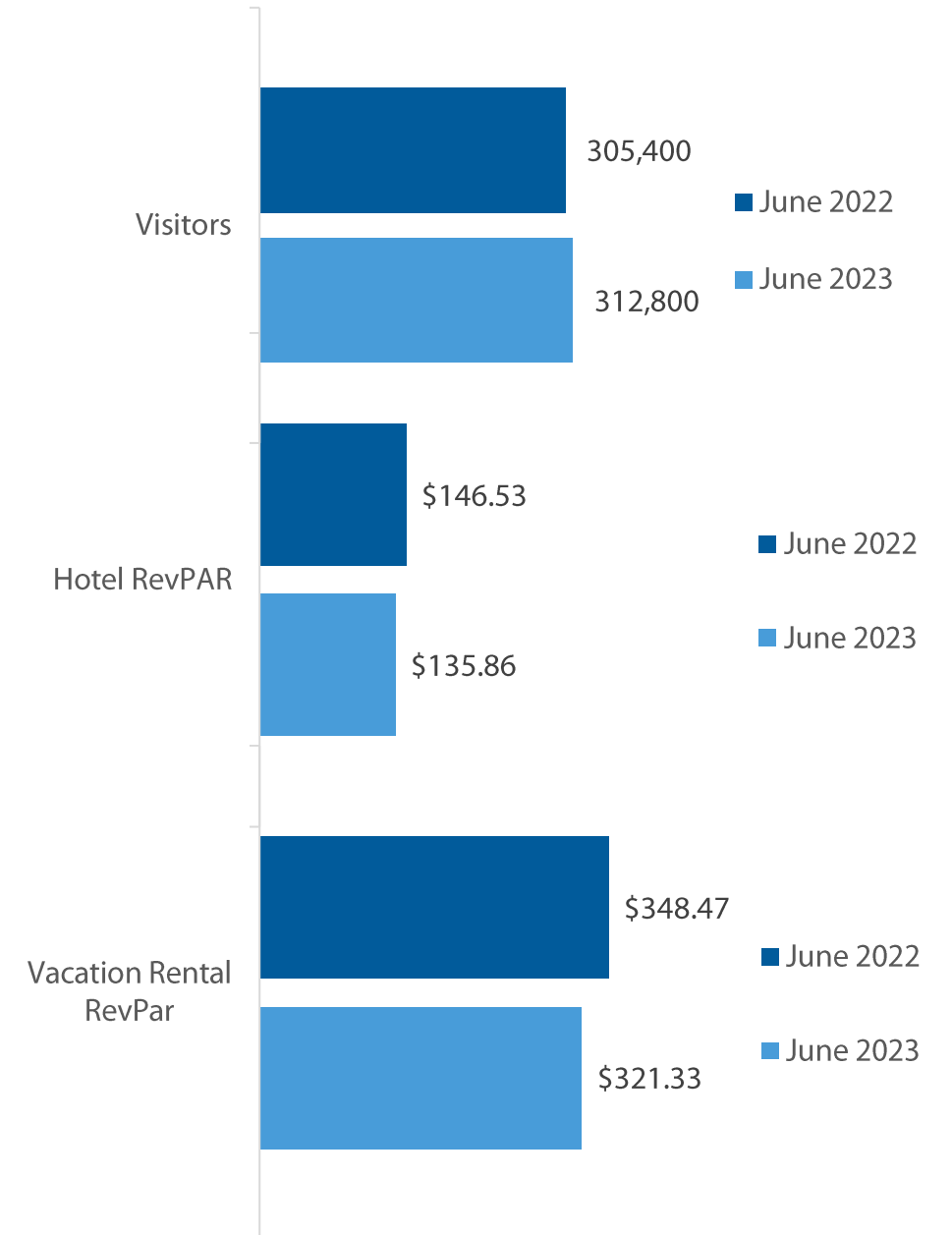
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for June increased **+2.4%** compared to last year.
 - » Compared to June 2022, occupancy was lower, however, there were more rental units available and more day trippers compared to last year, resulting in an increase in the overall number of visitors.
- » Hotel occupancy was down **-3.5%** from last year and ADR was down **-3.9%**, resulting in a RevPAR that was down **-7.3%** from last year.
- » Hotel room nights were up **+1.0%** compared to June 2022.
- » Vacation rental unit revenue increased **+6.4%** from last year.
 - » Compared to June 2022 there were more vacation rental units available (+8% 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, Dallas – Fort Worth and Nashville.

PENSACOLA DASHBOARD – JUNE 2023

Visitor & Airline Passengers	June 2022 ¹	June 2023	% Change
Visitors ²	305,400	312,800	+ 2.4%
Airline Passengers ³	235,343	268,266	+ 14.0%

Hotel Statistics ⁴	June 2022 ¹	June 2023	% Change
Occupancy	76.6%	73.9%	- 3.5%
Room Rates	\$191.29	\$183.84	- 3.9%
RevPAR	\$146.53	\$135.86	- 7.3%
Room Nights	184,278	186,090	+ 1.0%

Vacation Rental Statistics ⁵	June 2022 ¹	June 2023	% Change
Occupancy	86.5%	83.3%	- 3.7%
Room Rates	\$402.86	\$385.75	- 4.2%
RevPAR	\$348.47	\$321.33	- 7.8%
Room Nights	59,792	62,537	+ 4.6%
Unit Revenue (Nightly)	9,310,400	9,907,900	+ 6.4%



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.

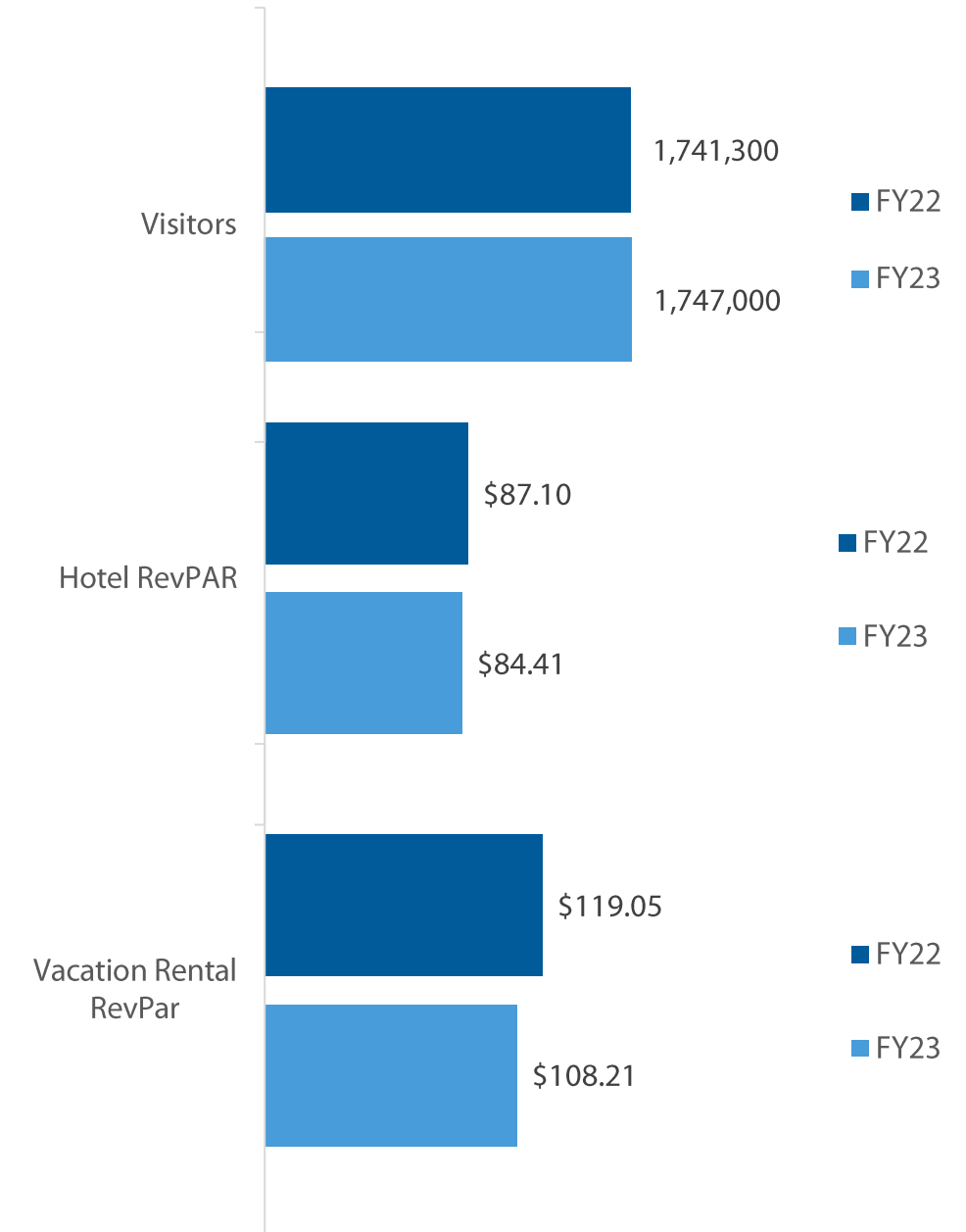
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2023 (OCTOBER 2022 – JUNE 2023)

Visitor & Airline Passengers	FY 2022 ¹	FY 2023	% Change
Visitors ²	1,741,300	1,747,000	+ 0.3%
Airline Passengers ³	1,778,200	1,896,656	+ 6.7%

Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	64.7%	62.9%	- 2.8%
Room Rates	\$134.59	\$134.17	- 0.3%
RevPAR	\$87.10	\$84.41	- 3.1%
Room Nights	1,409,077	1,382,713	- 1.9%

Vacation Rental Statistics ⁵	FY 2022 ¹	FY 2023	% Change
Occupancy	61.0%	53.8%	- 11.8%
Room Rates	\$195.30	\$201.02	+ 2.9%
RevPAR	\$119.05	\$108.21	- 9.1%
Room Nights	386,676	359,321	- 7.1%
Unit Revenue (Nightly)	28,208,700	30,346,300	+ 7.6%



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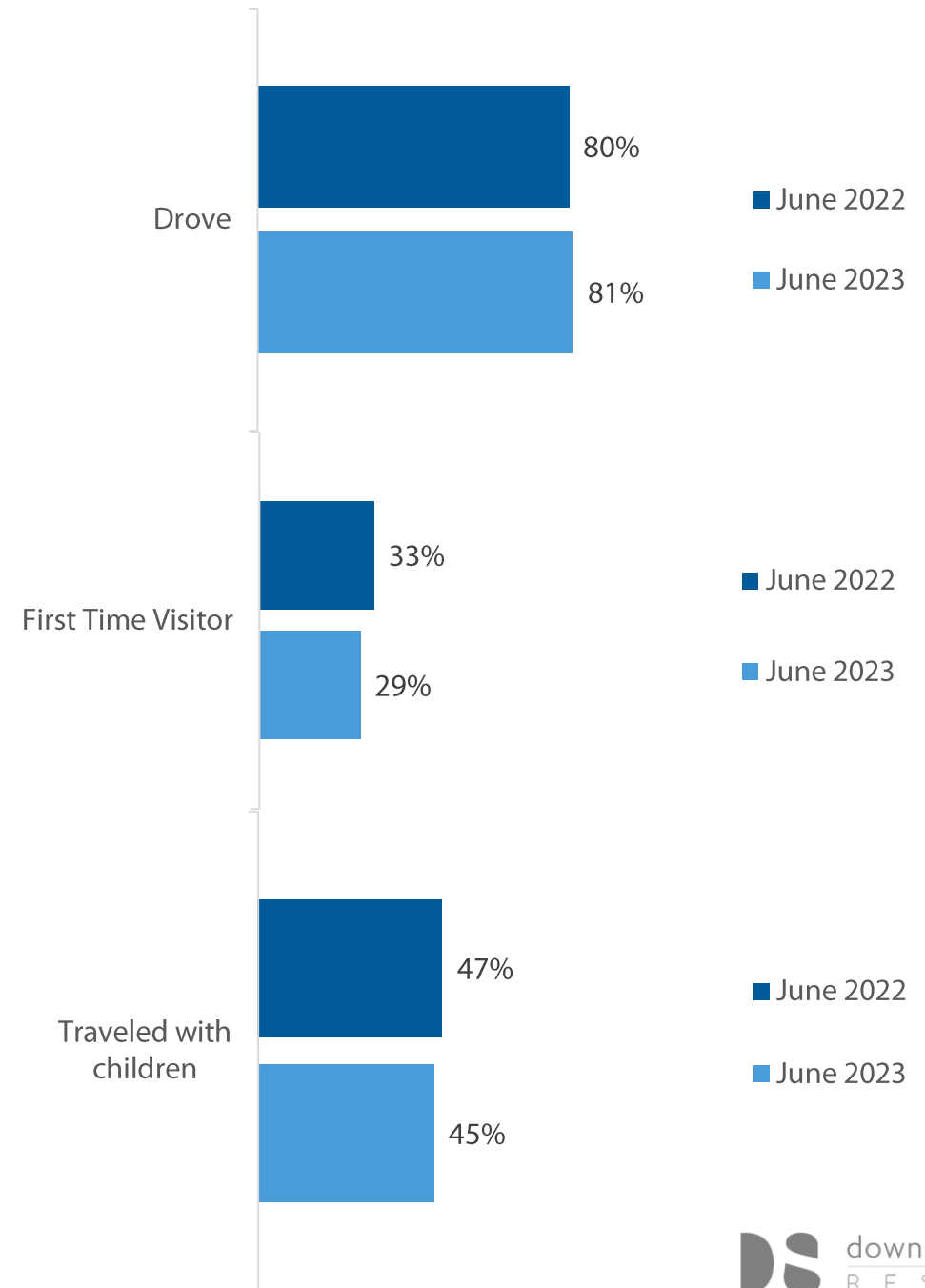
PENSACOLA DASHBOARD – JUNE 2023

Top Visitor Origin Markets		
Markets	June 2022	June 2023
Mobile	10%	16%
Atlanta	6%	6%
New Orleans	4%	3%
Dallas – Fort Worth	3%	3%
Nashville	4%	3%
Houston	2%	2%
Birmingham	5%	2%
Chicago	3%	2%
Memphis	3%	2%
New York	2%	2%

PENSACOLA DASHBOARD – JUNE 2023

June Visitors 90%	2022	2023
Stayed in paid accommodations	73%	66%
Drove	80%	81%
Length of stay ¹	4.5	4.7
Will recommend	90%	90%
First time visitor	33%	29%

June Visitors	2022	2023
Median Age	44	42
Gender (Female) ²	57%	61%
Household Income	\$82,500	\$81,700
Travel party size ¹	3.8	3.9
Traveled with Children	47%	45%



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