

# VISIT PENSACOLA

Monthly Dashboard  
March 2023

By Downs & St. Germain Research





## March 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 March decreased **-3.9%** compared to last year.
  - » Compared to March 2022, occupancy was lower, visitors had smaller travel party sizes and there were fewer day trippers, resulting in a decrease in the overall number of visitors.
- » Hotel occupancy was down **-2.7%** from last year and ADR was flat, resulting in a RevPAR that was down **-2.8%** from last year.
- » Hotel room nights were down **-1.1%** compared to March 2022.
- » Compared to 2022, more visitors flew to the area.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, and Nashville.

# PENSACOLA DASHBOARD – MARCH 2023

## Visitors & Airline Passengers

Visitor Statistics	March 2022 <sup>1</sup>	March 2023	% Change
Visitors <sup>2</sup>	213,200	204,900	- 3.9%
Airline Passengers <sup>3</sup>	221,258	TBD	TBD

## Hotel Statistics

Hotel Statistics <sup>4</sup>	March 2022 <sup>1</sup>	March 2023	% Change
Occupancy	73.4%	71.4%	- 2.7%
Room Rates	\$144.14	\$144.10	-
RevPAR	\$105.80	\$102.89	- 2.8%
Room Nights	179,712	177,719	- 1.1%

## Vacation Rental Statistics

Vacation Rental Statistics <sup>5</sup>	March 2022 <sup>1</sup>	March 2023	% Change
Occupancy	67.2%	62.0%	- 7.7%
Room Rates	\$202.55	\$202.24	- 0.2%
RevPAR	\$136.11	\$125.47	- 7.8%
Room Nights	47,679	46,055	- 3.4%

<sup>1</sup> FY22 metrics have been adjusted to reflect updated vacation rental figures.

<sup>2</sup> Visitation estimates provided here are **preliminary**.

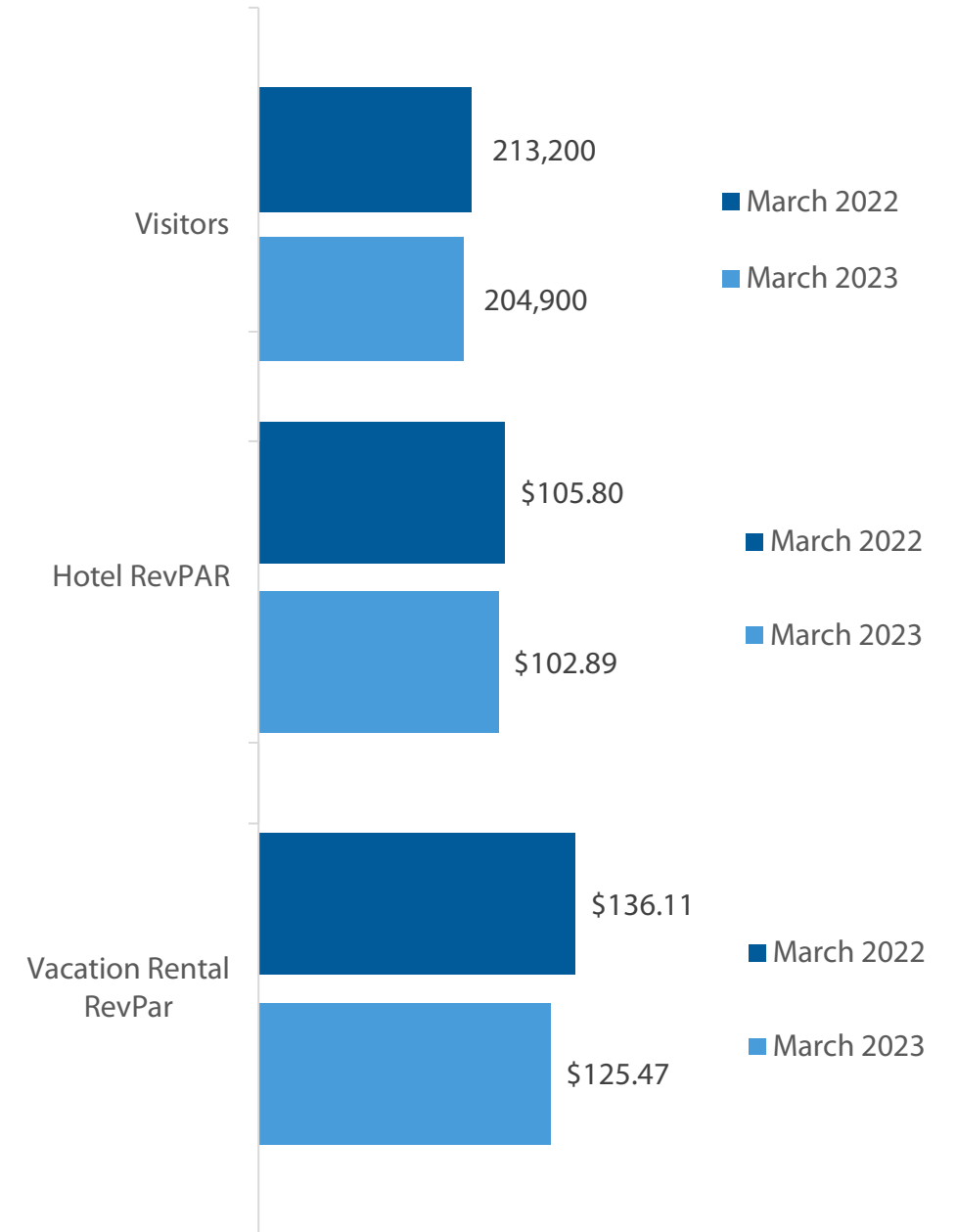
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

<sup>3</sup> Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

<sup>4</sup> Source: Smith Travel Research.

<sup>5</sup> Sources: Key Data and the Florida Department of Business & Professional Regulation.



# PENSACOLA DASHBOARD – FY2023 (OCTOBER 2022 – MARCH 2023)

## Visitors & Airline Passengers

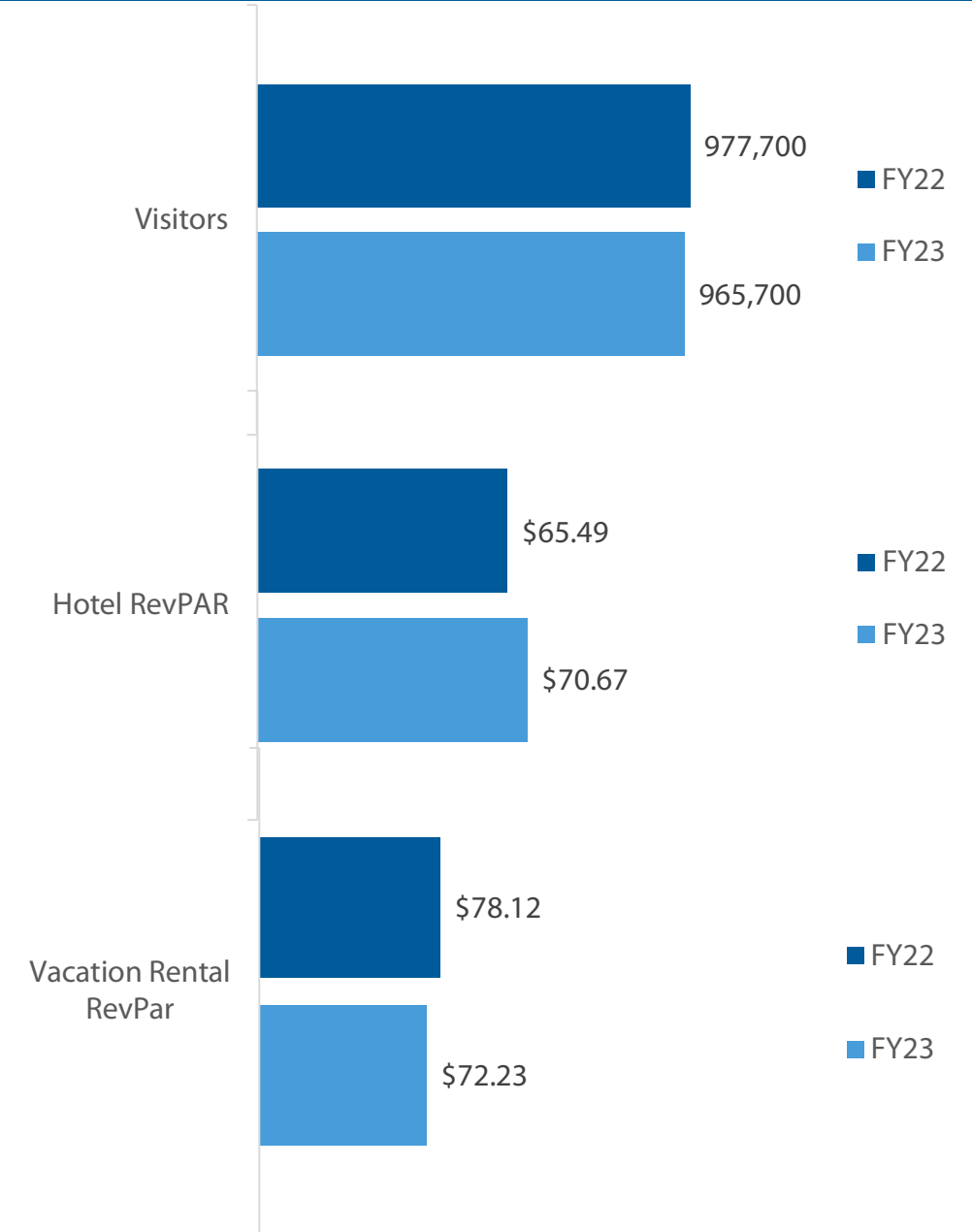
Visitor Statistics	FY 2022 <sup>1</sup>	FY 2023	% Change
Visitors <sup>2</sup>	977,700	965,700	- 1.2%
Airline Passengers <sup>3</sup>	1,094,095	TBD	TBD

## Hotel Statistics

Hotel Statistics <sup>4</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	67.0%	59.2%	- 11.6%
Room Rates	\$97.74	\$119.47	+ 22.2%
RevPAR	\$65.49	\$70.67	+ 7.9%
Room Nights	889,806	859,977	- 3.4%

## Vacation Rental Statistics

Vacation Rental Statistics <sup>5</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	63.0%	46.7%	- 25.9%
Room Rates	\$124.00	\$154.56	+ 24.6%
RevPAR	\$78.12	\$72.23	- 7.5%
Room Nights	235,185	207,514	- 11.8%



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# PENSACOLA DASHBOARD – MARCH 2023

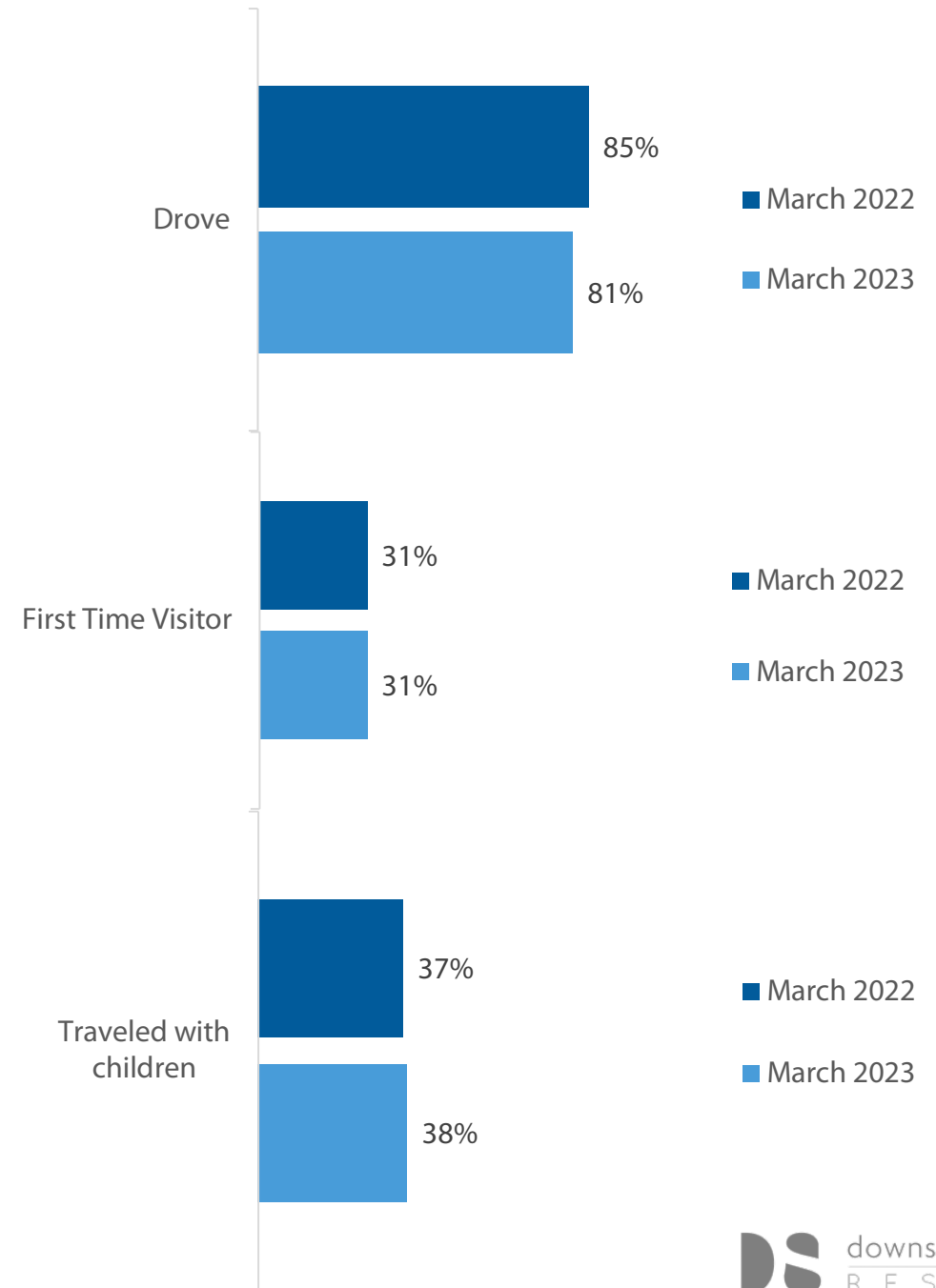
Top Visitor Origin Markets		
Markets	March 2022	March 2023
Mobile	12%	15%
Atlanta	3%	4%
Nashville	3%	4%
Birmingham	3%	3%
New Orleans	2%	2%
Houston	2%	2%
Dallas – Fort Worth	2%	2%
Chicago	3%	2%
New York	2%	2%
Minneapolis – Saint Paul	2%	2%
Washington, DC – Hagerstown	1%	2%
Austin, TX	1%	2%



# PENSACOLA DASHBOARD – MARCH 2023

March Visitors	2022	2023
Stayed in paid accommodations	60%	64%
Drove	85%	81%
Length of stay <sup>1</sup>	6.1	5.5
Will recommend	94%	93%
First time visitor	31%	31%

March Visitors	2022	2023
Median Age	47	46
Gender (Female) <sup>2</sup>	56%	59%
Household Income	\$85,100	\$92,400
Travel party size <sup>1</sup>	3.5	3.2
Traveled with Children	37%	38%



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## Monthly Dashboard March 2023

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