

VISIT PENSACOLA

Monthly Dashboard
May 2023

By Downs & St. Germain Research



VISITOR SUMMARY – MAY 2023

May 2023 Visitor Summary



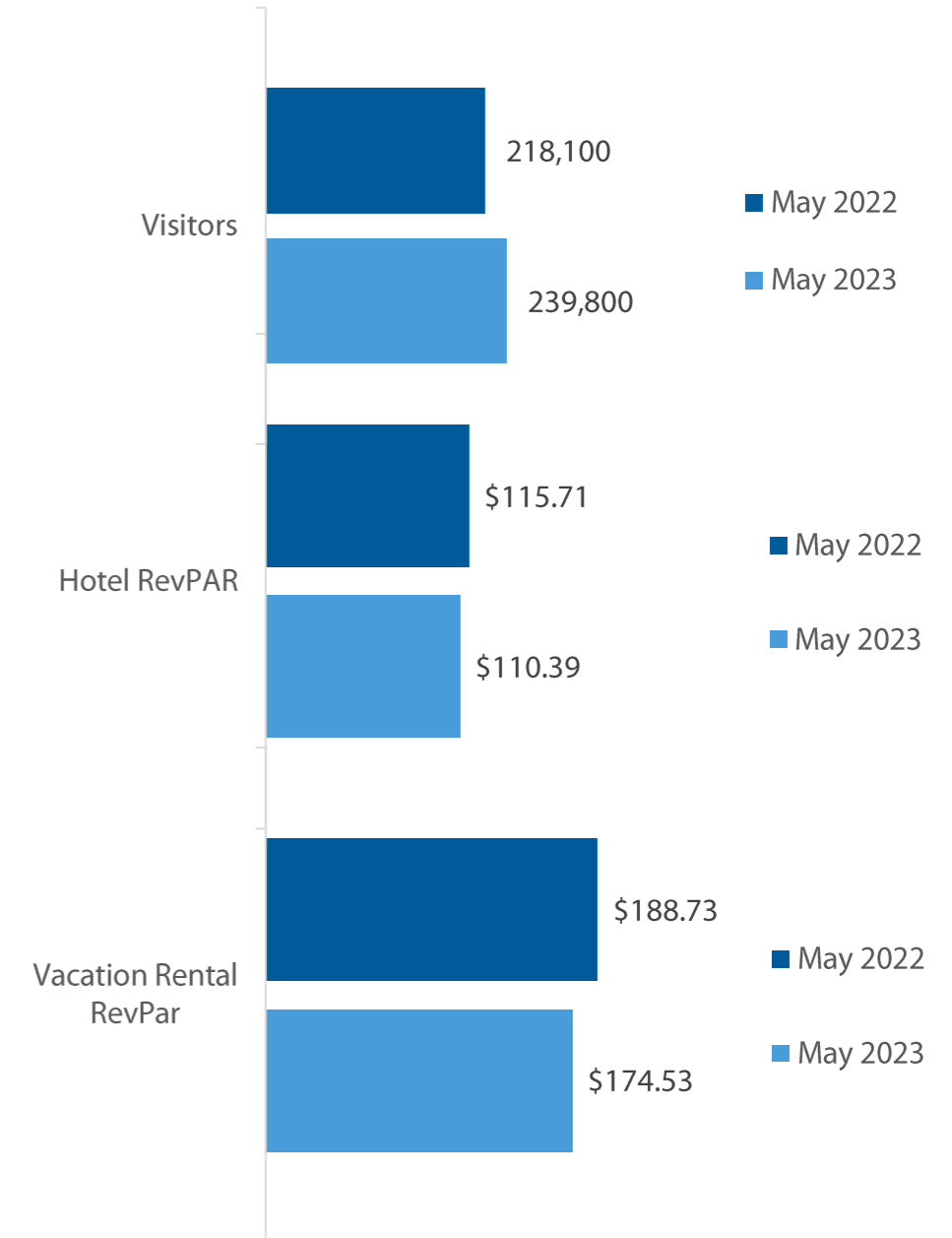
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for May increased **+9.9%** compared to last year.
 - » Compared to May 2022, occupancy was lower, however, there were more rental units available and more day trippers compared to last year, resulting in an increase in the overall number of visitors.
- » Hotel occupancy was down **-1.8%** from last year and ADR was down **-2.8%**, resulting in a RevPAR that was down **-4.6%** from last year.
- » Hotel room nights were down **-1.6%** compared to May 2022.
- » Vacation rental unit revenue increased **+8.2%** from last year.
 - » Compared to May 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, Nashville, and Birmingham.

PENSACOLA DASHBOARD – MAY 2023

| Visitor & Airline Passengers | May 2022 ¹ | May 2023 | % Change |
|---------------------------------|-----------------------|----------|----------|
| Visitors ² | 218,100 | 239,800 | + 9.9% |
| Airline Passengers ³ | 232,615 | TBD | TBD |

| Hotel Statistics ⁴ | May 2022 ¹ | May 2023 | % Change |
|-------------------------------|-----------------------|----------|----------|
| Occupancy | 70.9% | 69.6% | - 1.8% |
| Room Rates | \$163.20 | \$158.61 | - 2.8% |
| RevPAR | \$115.71 | \$110.39 | - 4.6% |
| Room Nights | 176,201 | 173,317 | - 1.6% |

| Vacation Rental Statistics ⁵ | May 2022 ¹ | May 2023 | % Change |
|---|-----------------------|-----------|----------|
| Occupancy | 67.8% | 64.0% | - 5.6% |
| Room Rates | \$278.36 | \$272.70 | - 2.0% |
| RevPAR | \$188.73 | \$174.53 | - 7.5% |
| Room Nights | 48,521 | 47,752 | - 1.6% |
| Unit Revenue (Nightly) | 4,865,200 | 5,265,200 | + 8.2% |



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.

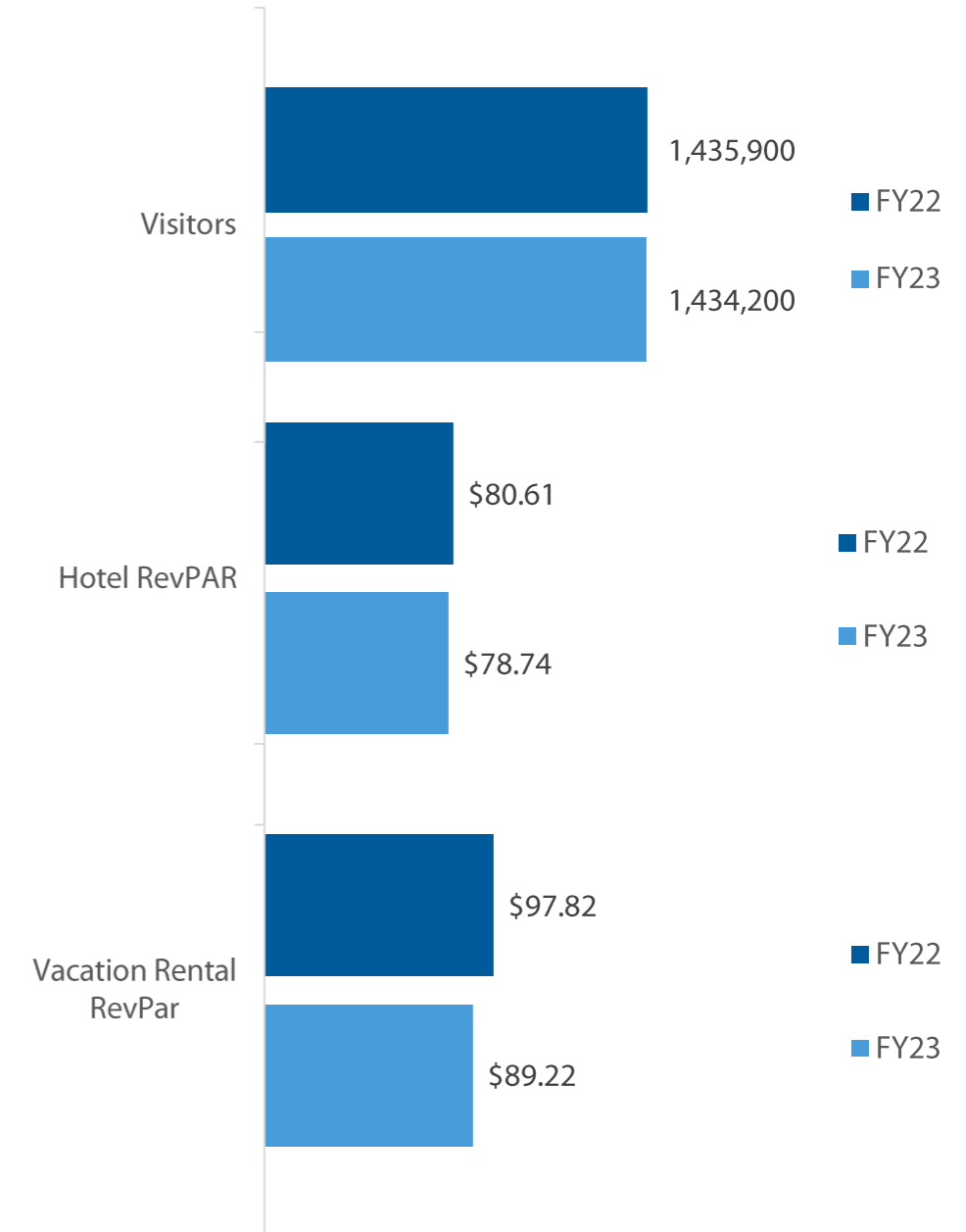
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2023 (OCTOBER 2022 – MAY 2023)

| Visitor & Airline Passengers | FY 2022 ¹ | FY 2023 | % Change |
|---------------------------------|----------------------|-----------|----------|
| Visitors ² | 1,435,900 | 1,434,200 | - 0.1% |
| Airline Passengers ³ | 1,542,857 | TBD | TBD |

| Hotel Statistics ⁴ | FY 2022 ¹ | FY 2023 | % Change |
|-------------------------------|----------------------|-----------|----------|
| Occupancy | 63.2% | 61.5% | - 2.7% |
| Room Rates | \$127.50 | \$127.96 | + 0.4% |
| RevPAR | \$80.61 | \$78.74 | - 2.3% |
| Room Nights | 1,224,799 | 1,196,623 | - 2.3% |

| Vacation Rental Statistics ⁵ | FY 2022 ¹ | FY 2023 | % Change |
|---|----------------------|------------|----------|
| Occupancy | 57.8% | 50.1% | - 13.3% |
| Room Rates | \$169.35 | \$177.92 | + 5.1% |
| RevPAR | \$97.82 | \$89.22 | - 8.8% |
| Room Nights | 326,884 | 296,784 | - 9.2% |
| Unit Revenue (Nightly) | 18,898,300 | 20,438,300 | + 8.1% |



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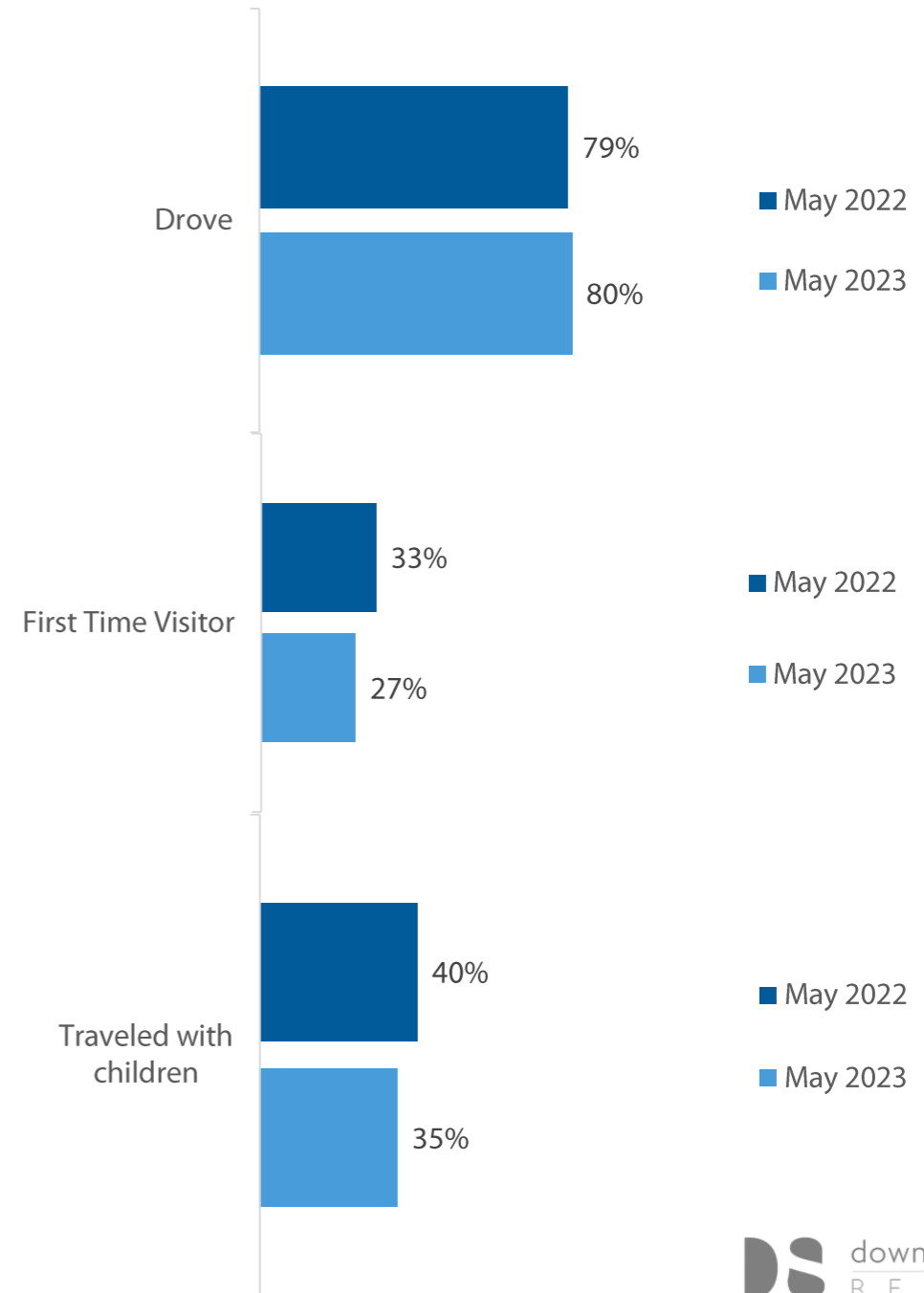
PENSACOLA DASHBOARD – MAY 2023

| Top Visitor Origin Markets | | |
|----------------------------|----------|----------|
| Markets | May 2022 | May 2023 |
| Mobile | 13% | 17% |
| Atlanta | 5% | 7% |
| Nashville | 3% | 5% |
| Birmingham | 5% | 4% |
| New Orleans | 3% | 3% |
| Montgomery – Selma | 1% | 2% |
| Houston | 2% | 2% |
| Dallas – Fort Worth | 3% | 2% |
| Tampa – Saint Petersburg | 1% | 2% |
| Panama City | 1% | 2% |
| Saint Louis | 1% | 2% |
| Louisville | 1% | 1% |
| Denver | 1% | 1% |

PENSACOLA DASHBOARD – MAY 2023

| May Visitors | 2022 | 2023 |
|-------------------------------|------|------|
| Stayed in paid accommodations | 72% | 67% |
| Drove | 79% | 80% |
| Length of stay ¹ | 4.7 | 4.6 |
| Will recommend | 91% | 90% |
| First time visitor | 33% | 27% |

| May Visitors | 2022 | 2023 |
|--------------------------------|----------|----------|
| Median Age | 43 | 42 |
| Gender (Female) ² | 55% | 58% |
| Household Income | \$82,900 | \$85,400 |
| Travel party size ¹ | 3.4 | 3.3 |
| Traveled with Children | 40% | 35% |



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