

VISIT PENSACOLA

Monthly Dashboard
November 2022

By Downs & St. Germain Research



VISITOR SUMMARY – NOVEMBER 2022



November 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 November decreased **-4.3%** compared to last year.
 - » Compared to November 2021, there were more units available, the occupancy rate was lower, there were fewer visitors staying with friends or family, resulting in a decrease in the number of visitors.
- » Hotel occupancy was down **-6.5%** from last year and ADR was up **+0.3%**, resulting in a RevPAR that was down **-6.2%** from last year.
- » Hotel room nights were down **-5.4%** compared to November 2021.
- » Top markets for this month were Mobile, Atlanta, and Birmingham.

PENSACOLA DASHBOARD – NOVEMBER 2022

Visitors & Airline Passengers

Visitor Statistics	November 2021 ¹	November 2022	% Change
Visitors ²	169,400	162,100	-4.3%
Airline Passengers ³	192,409	TBD	TBD

Hotel Statistics

Hotel Statistics ⁴	November 2021 ¹	November 2022	% Change
Occupancy	60.1%	56.2%	-6.5%
Room Rates	\$117.30	\$117.71	+0.3%
RevPAR	\$70.50	\$66.15	-6.2%
Room Nights	142,450	134,755	-5.4%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	November 2021 ¹	November 2022	% Change
Occupancy	42.1%	30.6%	-27.3%
Room Rates	\$146.29	\$171.88	+17.5%
RevPAR	\$61.59	\$52.60	-14.6%
Room Nights	29,101	23,354	-19.7%

¹ FY22 metrics have been adjusted to reflect updated vacation rental figures.

² Visitation estimates provided here are **preliminary**.

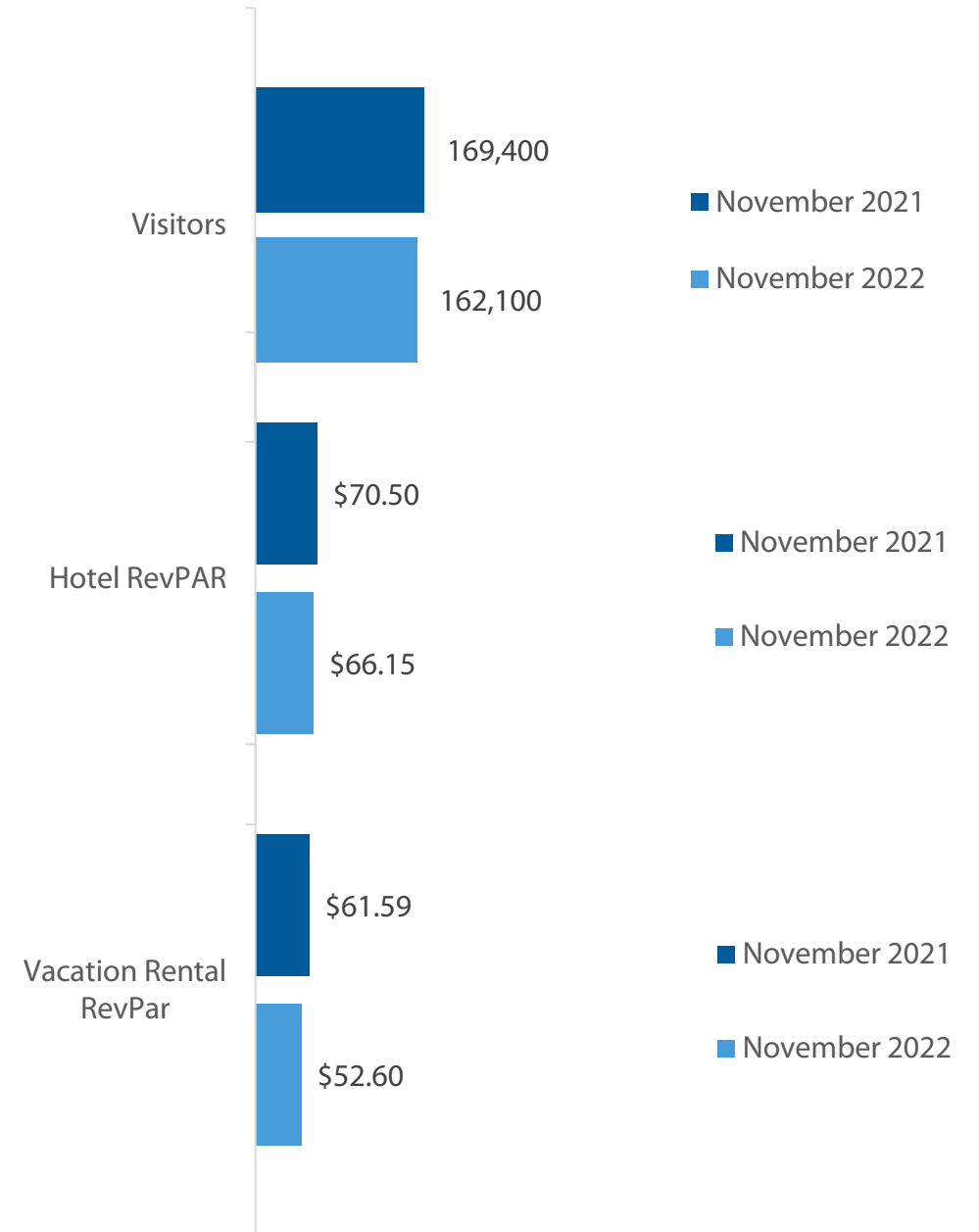
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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 – FY2022 (OCTOBER 2022 – NOVEMBER 2022)

Visitors & Airline Passengers

Visitor Statistics	FY 2022 ¹	FY 2023	% Change
Visitors ²	397,900	381,700	-4.1%
Airline Passengers ³	396,845	TBD	TBD

Hotel Statistics

Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	64.3%	59.2%	-7.9%
Room Rates	\$122.75	\$124.60	+1.5%
RevPAR	\$78.93	\$73.70	-6.6%
Room Nights	306,037	287,279	-6.1%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	FY 2022 ¹	FY 2023	% Change
Occupancy	54.5%	43.4%	-20.4%
Room Rates	\$167.91	\$192.94	+14.9%
RevPAR	\$91.51	\$83.64	-8.6%
Room Nights	76,101	63,579	-16.5%

¹ FY22 metrics have been adjusted to reflect updated vacation rental figures.

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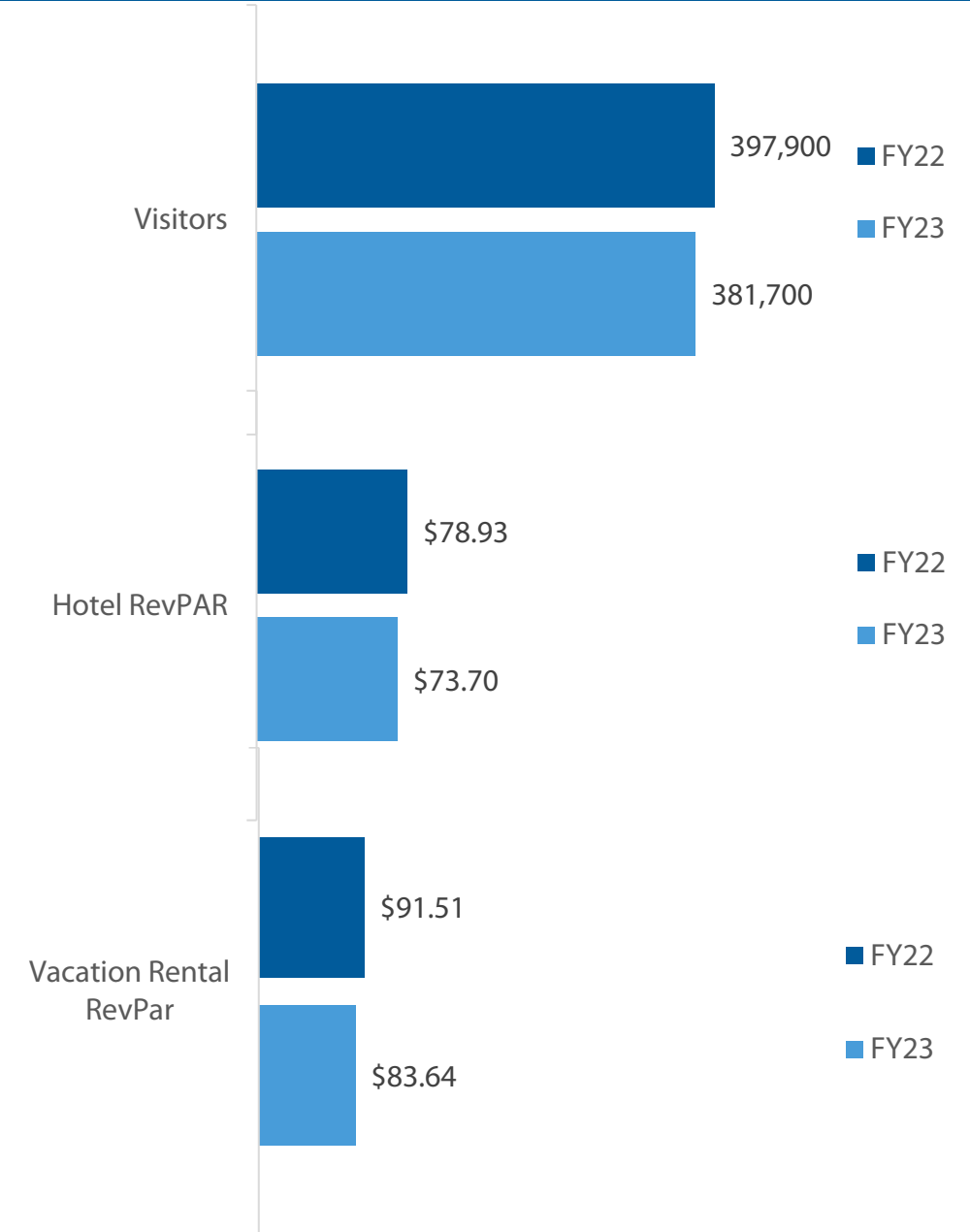
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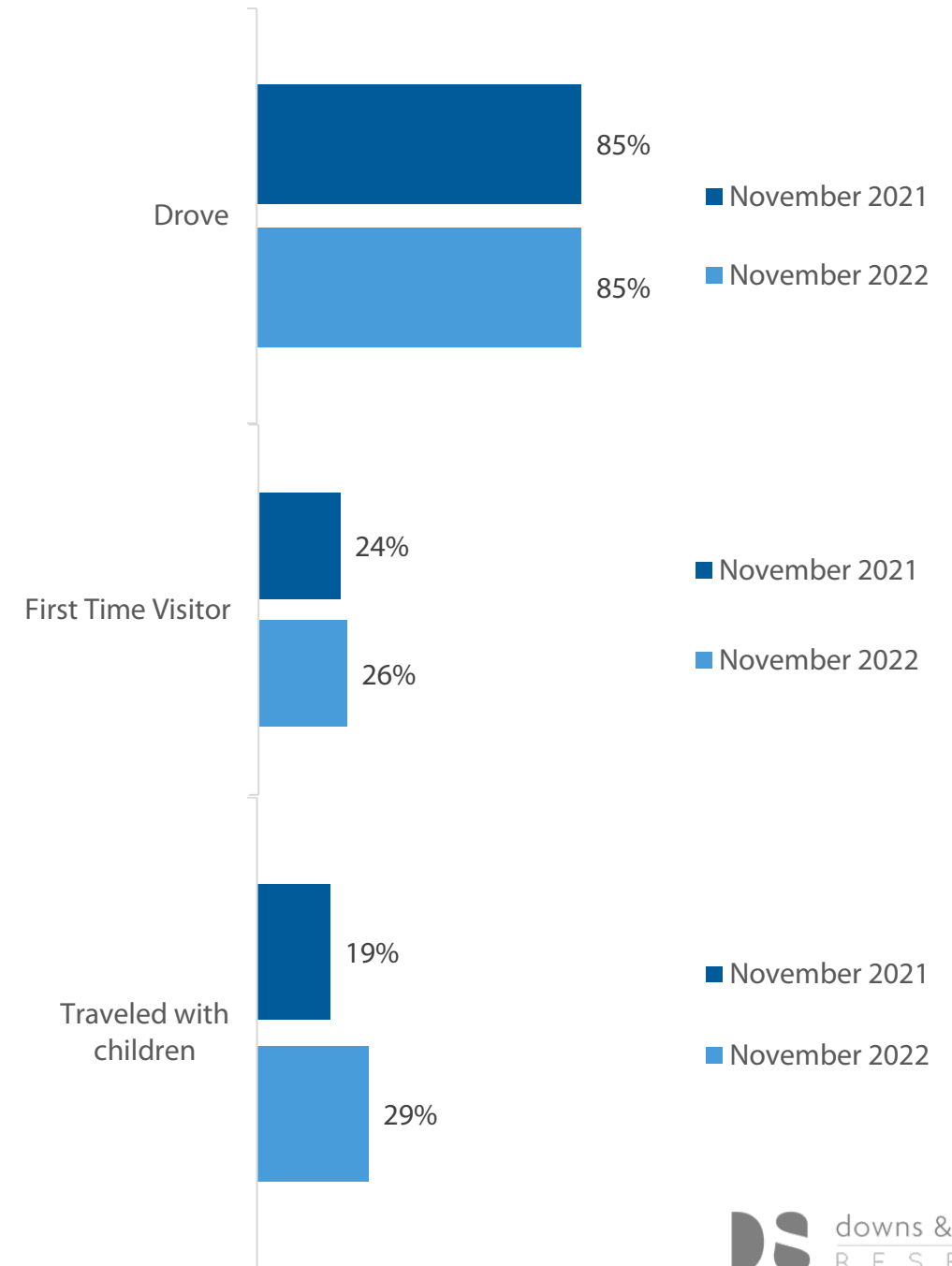
PENSACOLA DASHBOARD – NOVEMBER 2022

Top Visitor Origin Markets		
Markets	November 2021	November 2022
Mobile	13%	17%
Atlanta	5%	5%
Birmingham	2%	4%
New Orleans	4%	3%
Nashville	3%	3%
Houston	2%	2%
Dallas – Fort Worth	1%	2%
Montgomery – Selma	1%	2%
Chicago	2%	2%
Orlando – Daytona Beach – Melbourne	3%	2%
Detroit	<1%	2%
Jackson, MS	1%	2%
Saint Louis	2%	2%
New York City	1%	2%

PENSACOLA DASHBOARD – NOVEMBER 2022

November Visitors	2021	2022
Stayed in paid accommodations	54%	58%
Drove	85%	85%
Length of stay ¹	5.2	4.9
Will recommend	95%	92%
First time visitor	24%	26%

November Visitors	2021	2022
Median Age	50	46
Gender (Female) ²	58%	59%
Household Income	\$92,700	\$89,500
Travel party size ¹	2.8	2.9
Traveled with Children	19%	29%



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