

VISIT PENSACOLA

Monthly Dashboard
November 2023

By Downs & St. Germain Research



VISITOR SUMMARY – NOVEMBER 2023



November 2023 Visitor Summary

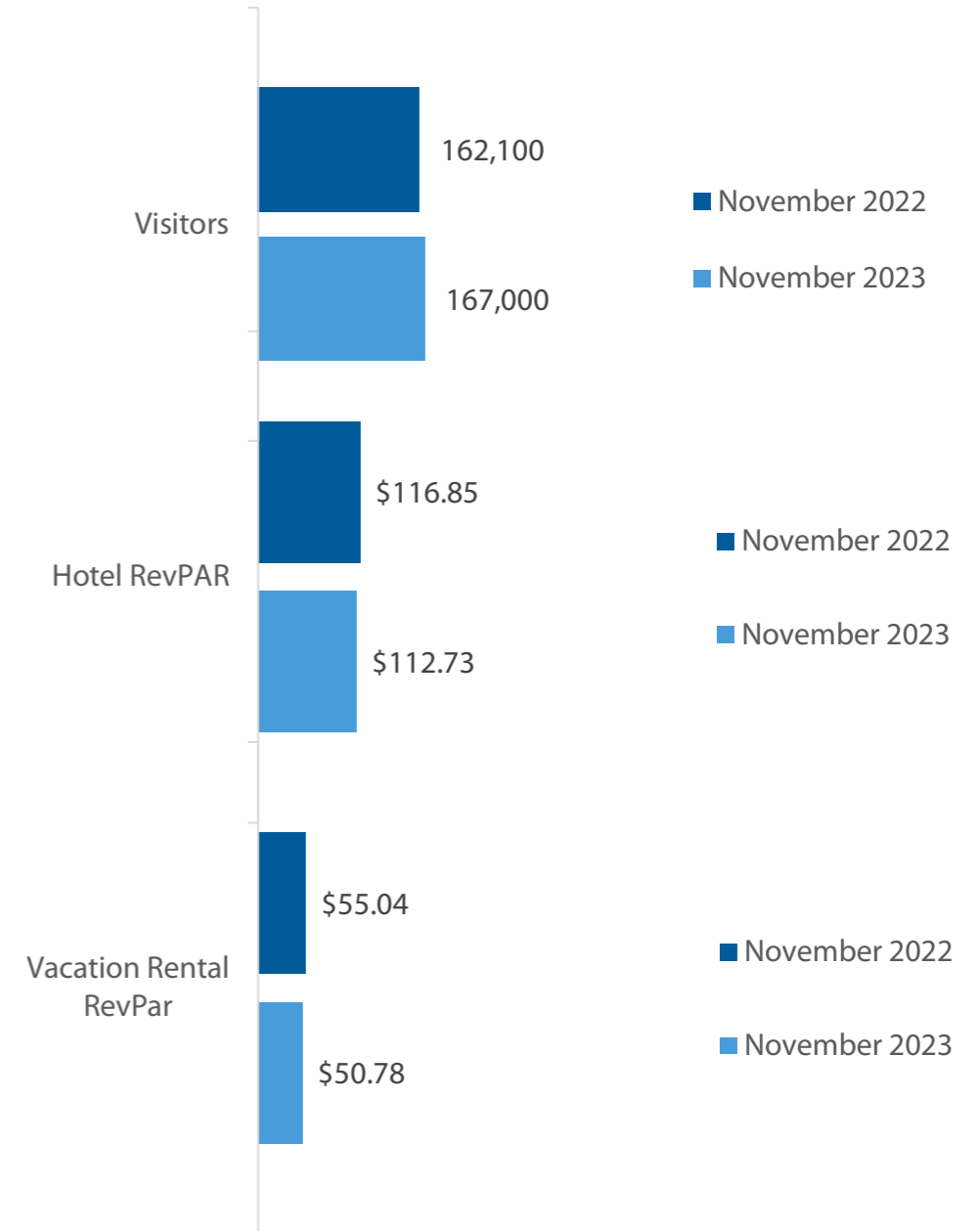
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for November increased **+3.0%** compared to last year.
 - » Despite a lower occupancy rate, there were more units available and more visitors stayed with friends or family, resulting in a slight increase in the number of visitors.
- » Airline passengers increased by **+12.6%** compared to November of last year.
- » Hotel occupancy was down **-3.4%** from last year and ADR was down **-3.5%**, resulting in a RevPAR that was down **-6.8%** from last year.
- » Hotel room nights were up **+2.3%** compared to November 2022.
- » Top markets for this month were Mobile, Atlanta, and Nashville.
- » More families traveled with children in November 2023 compared to November 2022.

PENSACOLA DASHBOARD – NOVEMBER 2023

Visitor Statistics	November 2022	November 2023	% Change
Visitors ¹	162,100	167,000	+3.0%
Airline Passengers ²	198,593	223,510	+12.6%

Hotel Statistics ³	November 2022 ¹	November 2023	% Change
Occupancy	55.4%	53.5%	-3.4%
Room Rates	\$116.85	\$112.73	-3.5%
RevPAR	\$64.74	\$60.32	-6.8%
Room Nights	133,254	136,342	+2.3%

Vacation Rental Statistics ⁴	November 2022 ¹	November 2023	% Change
Occupancy	35.4%	32.4%	-8.5%
Room Rates	\$155.60	\$156.71	+0.7%
RevPAR	\$55.04	\$50.78	-7.7%
Room Nights	23,354	25,188	+7.9%
Unit Revenue (Nightly)	\$2,457,566	\$2,493,000	+1.4%



¹ 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.

² Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

³ Source: Smith Travel Research.

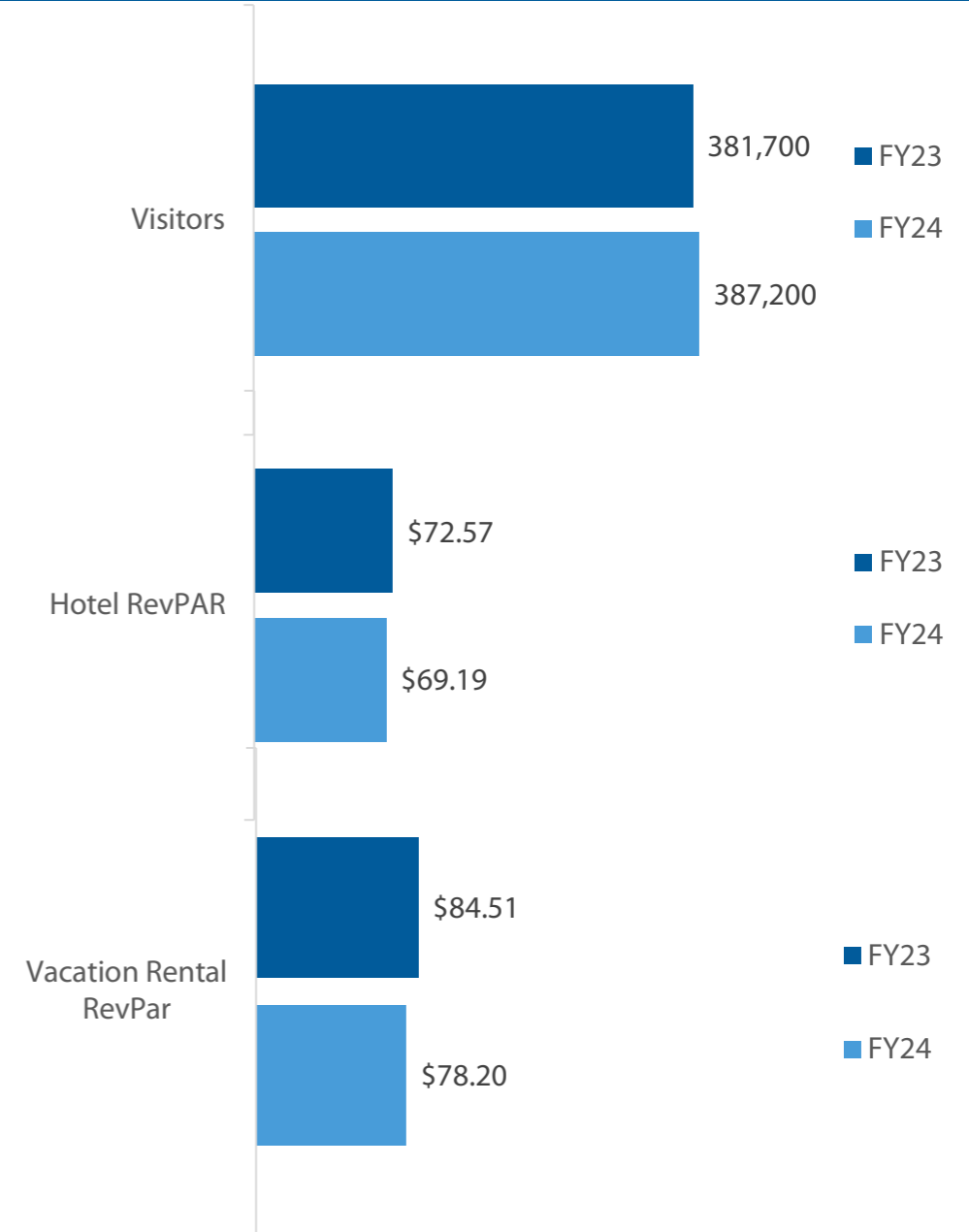
⁴ Sources: Key Data and the Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2023 (NOVEMBER 2023)

Visitor Statistics	FY 2023	FY 2024	% Change
Visitors ¹	381,700	387,200	+1.4%
Airline Passengers ²	401,230	450,975	+12.4%

Hotel Statistics ³	FY 2023 ¹	FY 2024	% Change
Occupancy	58.4%	57.4%	-1.8%
Room Rates	\$124.27	\$120.64	-2.9%
RevPAR	\$72.57	\$69.19	-4.7%
Room Nights	285,828	297,418	+4.1%

Vacation Rental Statistics ⁴	FY 2023 ¹	FY 2024	% Change
Occupancy	46.3%	43.5%	-6.0%
Room Rates	\$182.45	\$179.96	-1.4%
RevPAR	\$84.51	\$78.20	-7.5%
Room Nights	63,579	68,886	+8.3%
Unit Revenue (Nightly)	\$7,998,922	\$8,164,126	+2.1%



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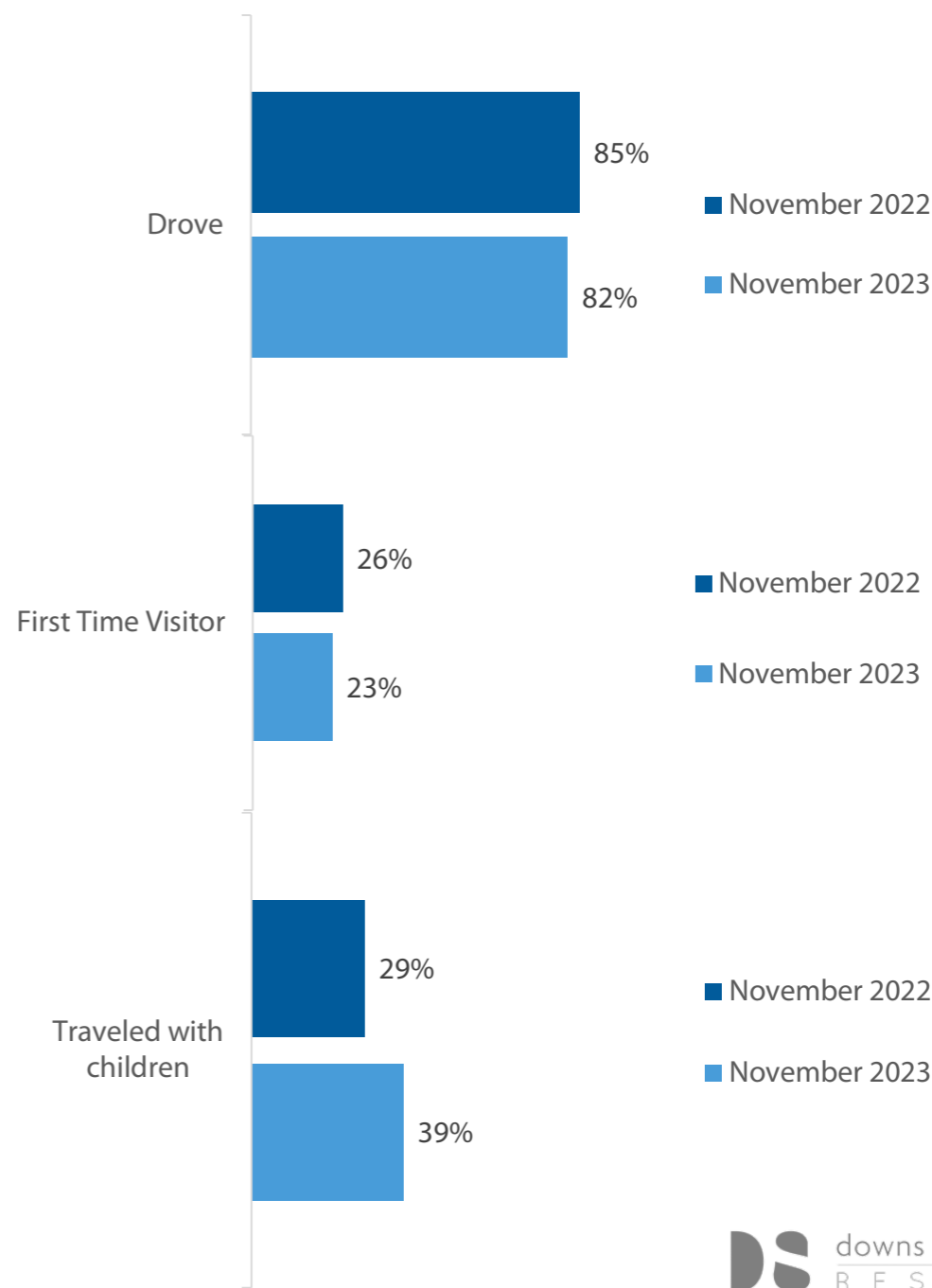
PENSACOLA DASHBOARD – NOVEMBER 2023

Top Visitor Origin Markets		
Markets	November 2022	November 2023
Mobile	17%	17%
Atlanta	5%	5%
Nashville	3%	3%
New Orleans	3%	2%
Dallas – Fort Worth	2%	2%
Indianapolis	1%	2%
Detroit	2%	2%
Saint Louis	2%	2%
Orlando – Daytona Beach – Melbourne	2%	2%
Chicago	2%	2%
Birmingham	4%	2%
Seattle – Tacoma	1%	2%

PENSACOLA DASHBOARD – NOVEMBER 2023

November Visitors	2022	2023
Stayed in paid accommodations	58%	53%
Drove	85%	82%
Length of stay ¹	4.9	5.1
Will recommend	92%	94%
First time visitor	26%	23%

November Visitors	2022	2023
Median Age	46	46
Gender (Female) ²	59%	61%
Household Income	\$89,500	\$79,300
Travel party size ¹	2.9	2.8
Traveled with Children	29%	39%



¹ Visitors staying in Paid Accommodations.

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

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