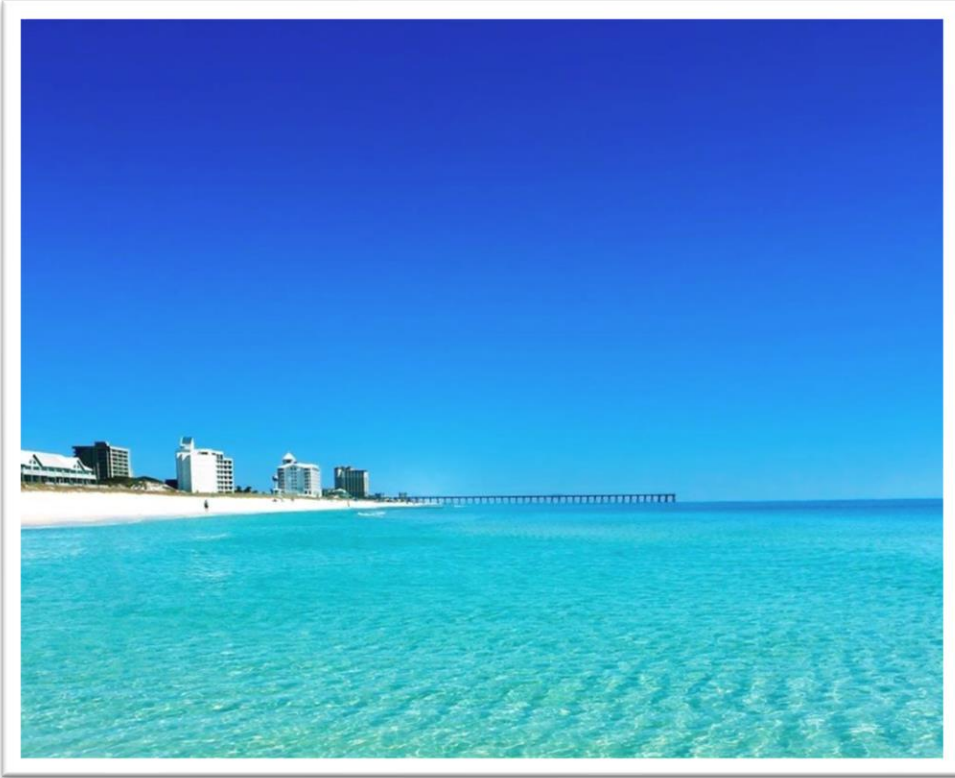


VISIT PENSACOLA

Monthly Dashboard
October 2022

By Downs & St. Germain Research





October 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 October decreased **-3.9%** compared to last year.
 - » Compared to October 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 **-9.1%** from last year and ADR was up **+2.6%**, resulting in a RevPAR that was down **-7.0%** from last year.
- » Hotel room nights were down **-6.8%** compared to October 2021.
- » Top markets for this month were Mobile, Nashville, and Atlanta.

PENSACOLA DASHBOARD – OCTOBER 2022

Visitors & Airline Passengers

Visitor Statistics	October 2021	October 2022	% Change
Visitors ¹	228,500	219,600	-3.9%
Airline Passengers ²	204,436	TBD	TBD

Hotel Statistics

Hotel Statistics ³	October 2021 ¹	October 2022	% Change
Occupancy	68.5%	62.1%	-9.3%
Room Rates	\$128.19	\$131.49	+2.6%
RevPAR	\$87.81	\$81.66	-7.0%
Room Nights	163,587	152,524	-6.8%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	October 2021 ¹	October 2022	% Change
Occupancy	66.8%	56.1%	-16.0%
Room Rates	\$189.48	\$214.00	+12.9%
RevPAR	\$126.57	\$120.05	-5.2%
Room Nights	47,000	40,225	-14.4%

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

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

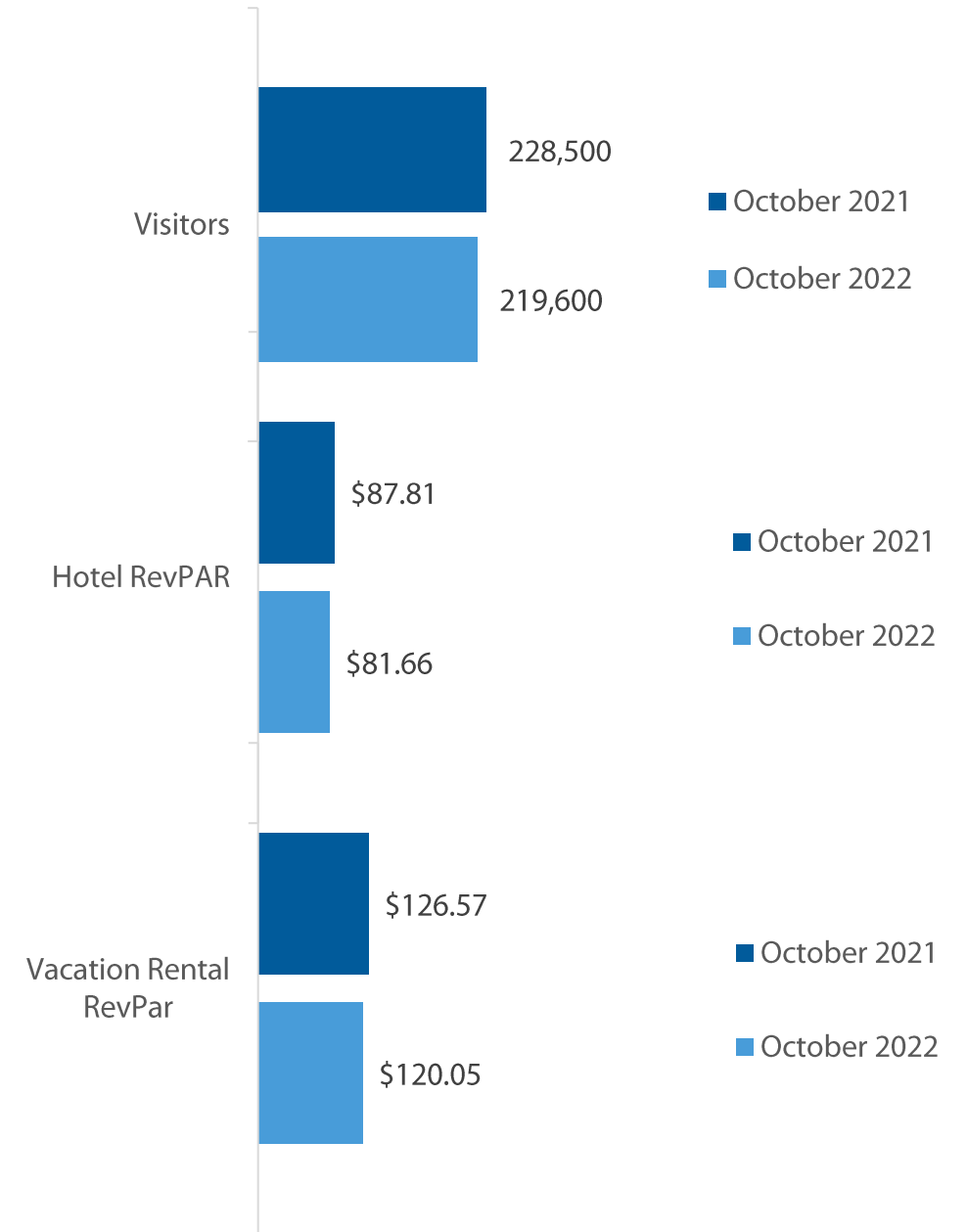
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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 Source: Key Data. Department of Business & Professional Regulation.



PENSACOLA DASHBOARD – FY2022 (OCTOBER 2021 – OCTOBER 2022)

Visitors & Airline Passengers

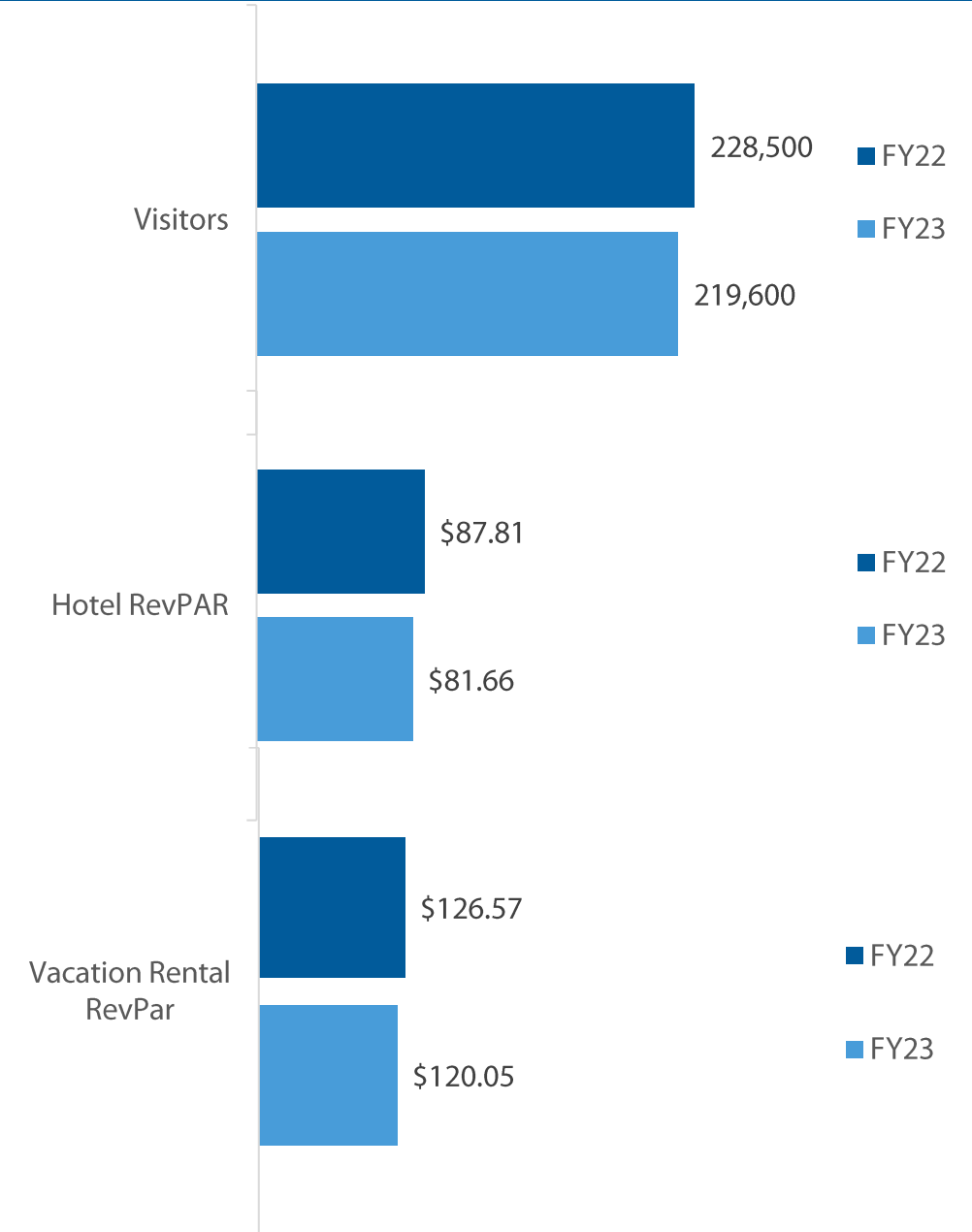
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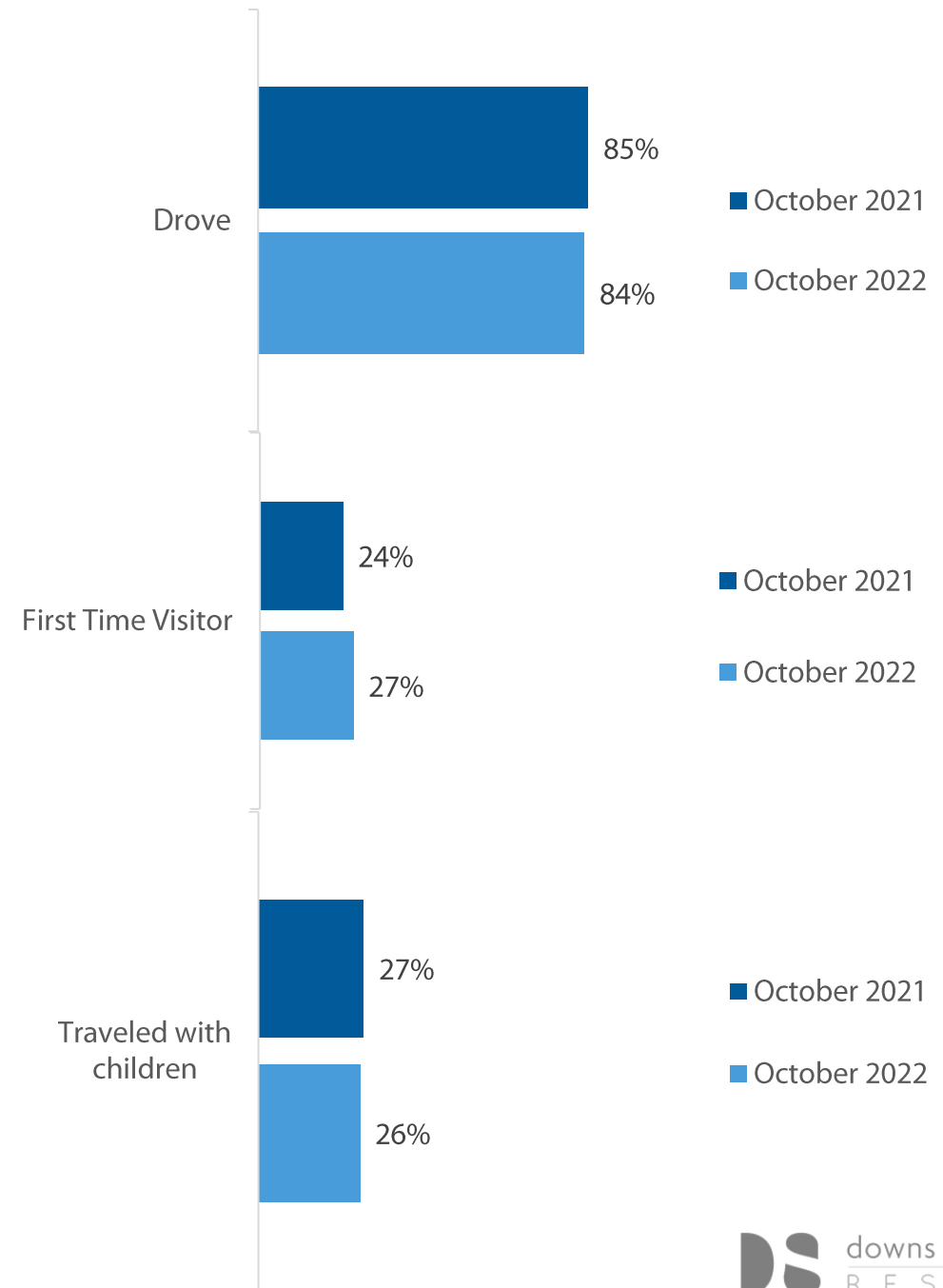
PENSACOLA DASHBOARD – OCTOBER 2022

Top Visitor Origin Markets		
Markets	October 2021	October 2022
Mobile	10%	18%
Nashville	5%	5%
Atlanta	5%	4%
Birmingham	3%	3%
Tampa – St. Petersburg	1%	3%
Dallas – Fort Worth	3%	3%
New Orleans	2%	2%
Washington, D.C.	1%	2%
Panama City	2%	2%
Montgomery	1%	2%
Houston	2%	2%
Orlando – Daytona Beach – Melbourne	2%	2%
Huntsville – Decatur – Florence	1%	2%
Philadelphia	1%	2%
Louisville	1%	2%

PENSACOLA DASHBOARD – OCTOBER 2022

October Visitors	2021	2022
Stayed in paid accommodations	61%	53%
Drove	85%	84%
Length of stay ¹	4.7	5.1
Will recommend	97%	93%
First time visitor	24%	27%

October Visitors	2021	2022
Median Age	47	47
Gender (Female) ²	63%	60%
Household Income	\$91,900	\$91,400
Travel party size ¹	3.1	3.0
Traveled with Children	27%	26%



VISIT PENSACOLA

Monthly Dashboard October 2022

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