

# VISIT PENSACOLA

Monthly Dashboard  
September 2023

By Downs & St. Germain Research



# VISITOR SUMMARY – SEPTEMBER 2023

## September 2023 Visitor Summary



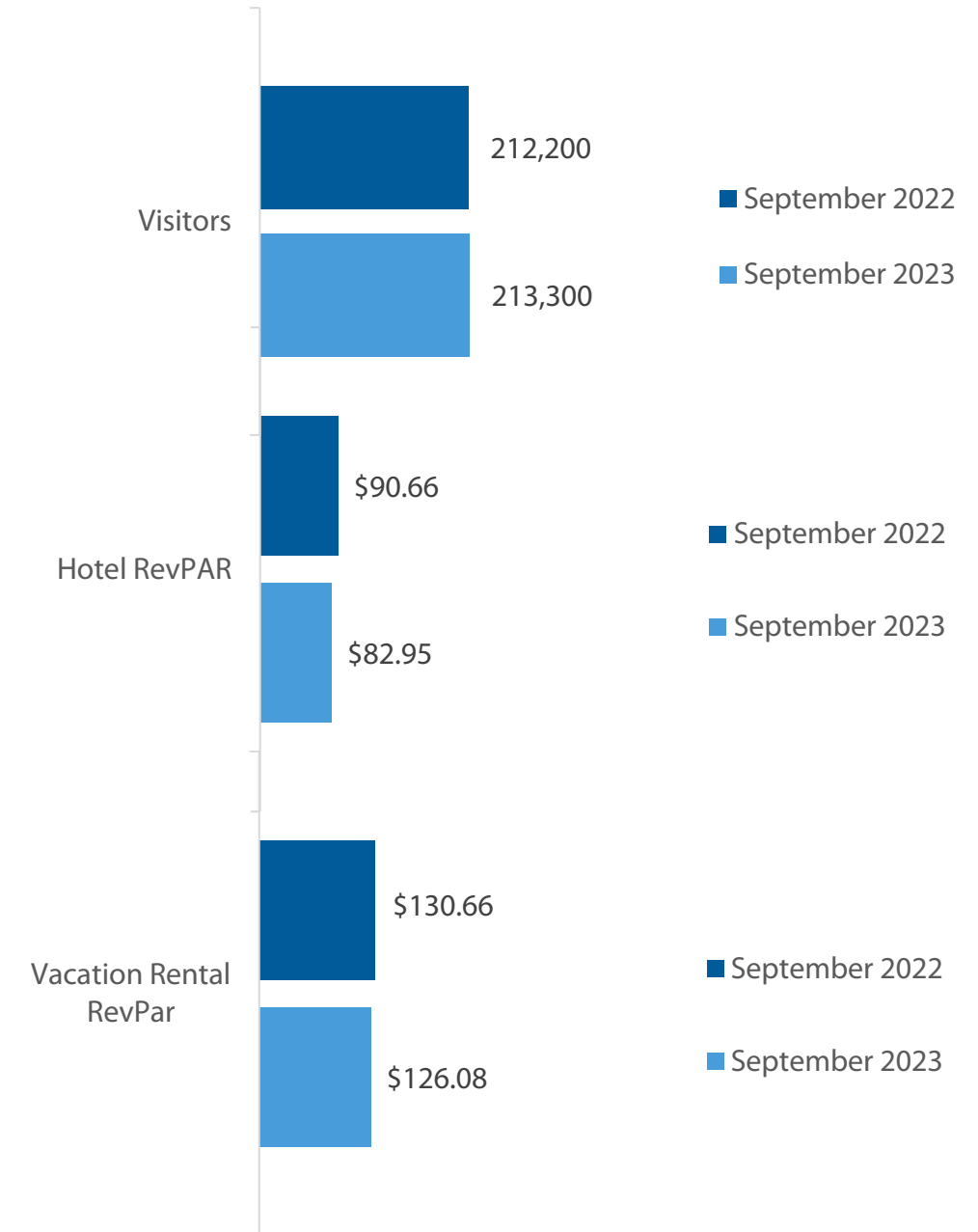
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for September increased slightly, **+0.4%** compared to last year.
- » Hotel room nights were up **+0.5%** compared to September 2022.
- » Hotel occupancy was down **-6.3%** from last year. ADR was down **-2.3%**. These factors resulted in a RevPAR that was down **-8.5%** from last year.
- » Vacation rental unit revenue increased **+7.3%** from last year.
  - » Compared to September 2022 there were more vacation rental units available (+8% more), along with an increase in occupancy and RevPAR .
- » Compared to 2022, more visitors came to the area just for the day.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, New Orleans, Nashville, and Birmingham

# PENSACOLA DASHBOARD – SEPTEMBER 2023

Visitor & Airline Passengers	September 2022 <sup>1</sup>	September 2023	% Change
Visitors <sup>2</sup>	212,200	213,000	+0.4%
Airline Passengers <sup>3</sup>	181,074	230,271	+27.1%

Hotel Statistics <sup>4</sup>	September 2022 <sup>1</sup>	September 2023	% Change
Occupancy	64.8%	60.7%	-6.3%
Room Rates	\$139.90	\$136.66	-2.3%
RevPAR	\$90.66	\$82.95	-8.5%
Room Nights	153,847	154,664	+0.5%

Vacation Rental Statistics <sup>5</sup>	September 2022 <sup>1</sup>	September 2023	% Change
Occupancy	54.4%	54.8%	+0.7%
Room Rates	\$240.19	\$230.07	-4.2%
RevPAR	\$130.66	\$126.08	-3.5%
Room Nights	37,786	42,333	+12.0%
Unit Revenue (Nightly)	\$4,711,479	\$5,053,778	+7.3%



<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.

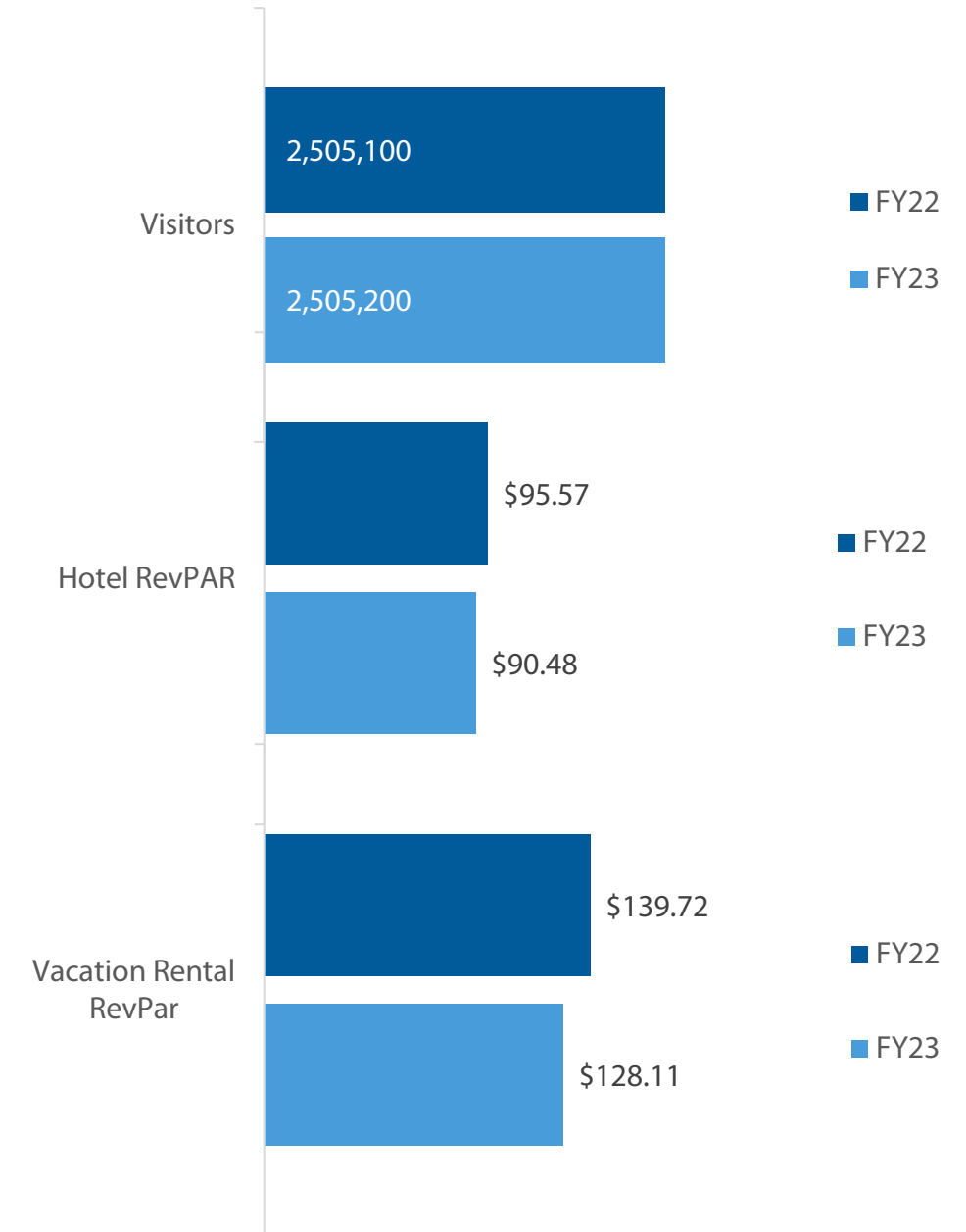
<sup>5</sup> Sources: Key Data and the Florida Department of Business & Professional Regulation.

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

Visitor & Airline Passengers	FY 2022 <sup>1</sup>	FY 2023	% Change
Visitors <sup>2</sup>	2,505,100	2,505,200	+<0.1%
Airline Passengers <sup>3</sup>	2,423,429	2,653,518	+9.5%

Hotel Statistics <sup>4</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	67.2%	63.2%	-6.0%
Room Rates	\$142.22	\$140.19	-1.4%
RevPAR	\$95.57	\$90.48	-5.3%
Room Nights	1,911,882	1,888,252	-1.2%

Vacation Rental Statistics <sup>5</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	62.6%	56.6%	-9.6%
Room Rates	\$223.25	\$226.51	+1.5%
RevPAR	\$139.72	\$128.11	-8.3%
Room Nights	529,147	511,669	-3.3%
Unit Revenue (Nightly)	\$50,188,300	\$52,671,900	+4.9%



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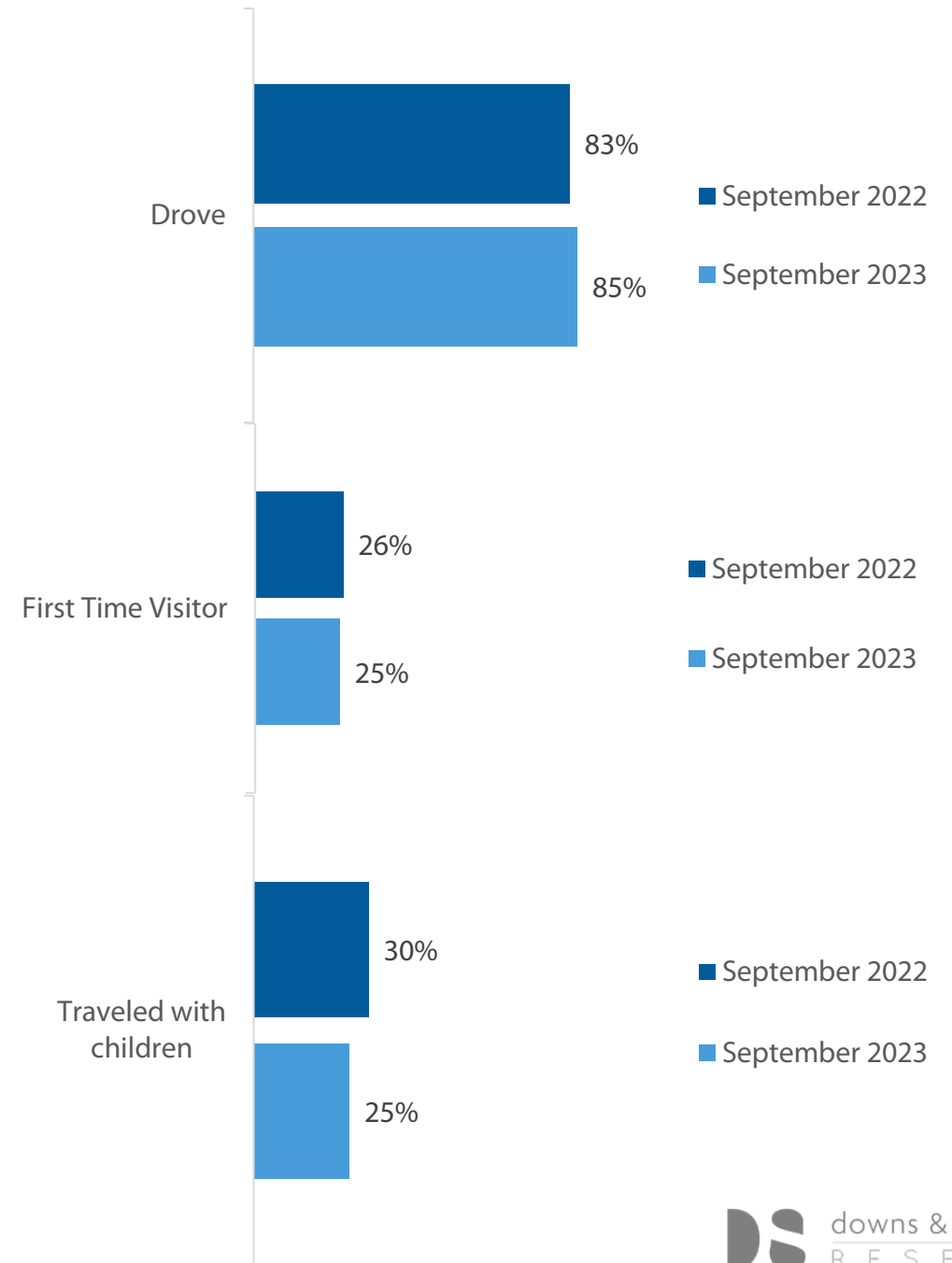
# PENSACOLA DASHBOARD – SEPTEMBER 2023

Top Visitor Origin Markets		
Markets	September 2022	September 2023
Mobile	15%	21%
Atlanta	5%	5%
New Orleans	4%	5%
Nashville	3%	3%
Birmingham	3%	3%
Dallas-Fort Worth	3%	2%
Panama City	1%	2%
Montgomery-Selma	2%	1%
Biloxi-Gulfport	1%	1%
Baton Rouge	2%	1%

# PENSACOLA DASHBOARD – SEPTEMBER 2023

September Visitors	2022	2023
Stayed in paid accommodations	64%	61%
Drove	83%	85%
Length of stay <sup>1</sup>	4.7	4.7
Will recommend	93%	96%
First time visitor	26%	25%

September Visitors	2022	2023
Median Age	47	47
Gender (Female) <sup>2</sup>	62%	61%
Household Income	\$89,500	\$84,400
Travel party size <sup>1</sup>	3.3	3.1
Traveled with Children	30%	25%



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Downs & St. Germain Research  
[contact@dsg-research.com](mailto:contact@dsg-research.com)  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)

