

# VISIT PENSACOLA

Monthly Dashboard  
April 2020

By Downs & St. Germain Research



# Visitor Dashboard Summary

- Number of visitors for April decreased 81.4% compared to last year.
- Airline passengers decreased 93.6% compared to last year.
- Hotel occupancy was down (60.3%) from last year and ADR was down (41.3%), resulting in a RevPAR that was down 76.7% from last year.
- Hotel room nights were down 59.1% compared to April 2019
- Due to COVID-19, there was no visitor data collected, so visitor data are not included in this monthly dashboard

# Pensacola Dashboard - April 2020

## Visitors & Airline Passengers

Visitor Statistics	April 2019	April 2020	% Change
Visitors <sup>1</sup>	381,427	71,001	-81.4%
Airline Passengers	188,161	12,074	-93.6%

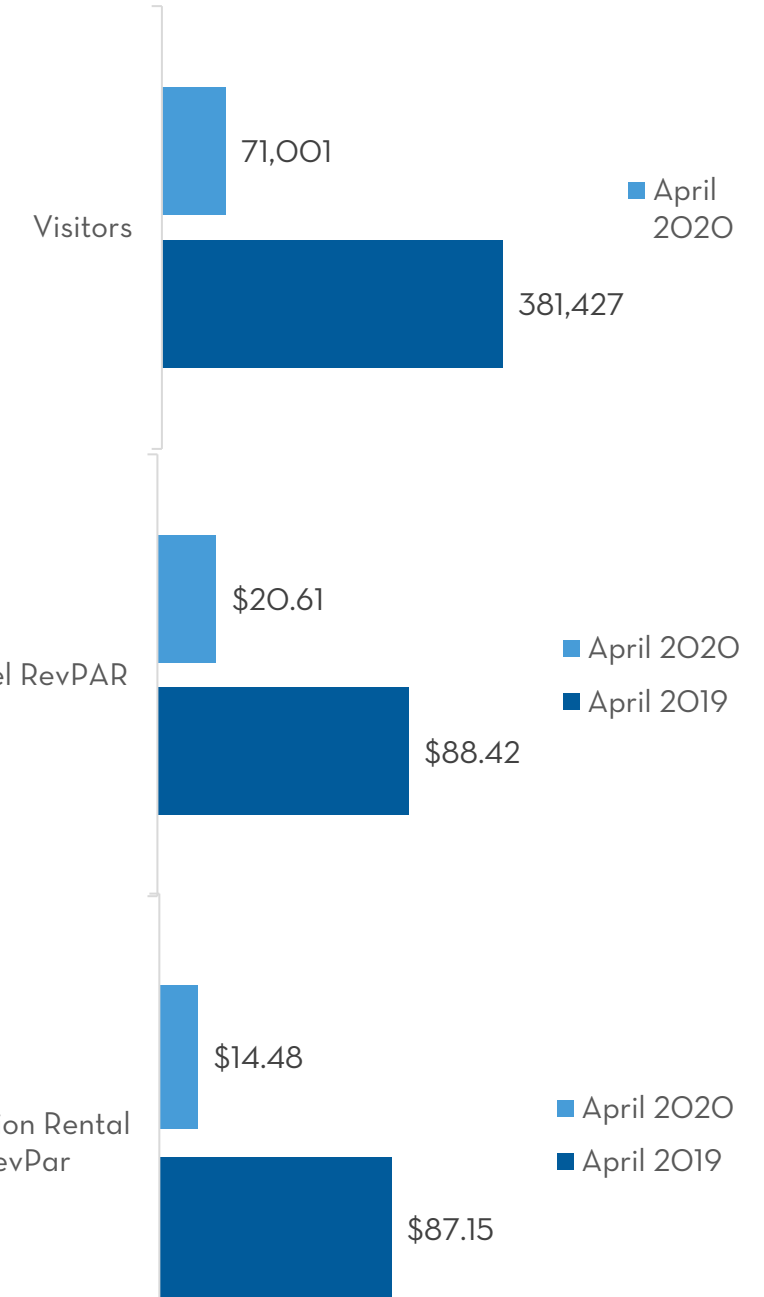
\*Visitor estimates are calculated using travel profile data from previous reports, as no visitor data was collected for the month of April

## Hotel Statistics

Hotel Statistics <sup>2</sup>	April 2019	April 2020	% Change
Occupancy	72.8%	28.9%	-60.3%
Room Rates	\$121.46	\$71.32	-41.3%
RevPAR	\$88.42	\$20.61	-76.7%
Room Nights	167,409	68,444	-59.1%

## Vacation Rental Statistics

Vacation Rental Statistics <sup>3</sup>	April 2019	April 2020	% Change
Occupancy	58.1%	25.4%	-56.3%
Room Rates	\$150.00	\$57.00	-62.0%
RevPAR	\$87.15	\$14.48	-83.4%
Room Nights	32,089	14,028	-56.3%



<sup>1</sup> Visitation estimates provided here are **preliminary**. Adjustments will be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

<sup>2</sup> Source: Smith Travel

<sup>3</sup> Source: Destimetrics



# Pensacola Dashboard - FY 2020 (October 2019 - April 2020)

## Visitors & Airline Passengers

Visitor Statistics	FY 2019	FY 2020	% Change
Visitors <sup>1</sup>	1,603,752	1,539,656	-4.0%
Airline Passengers	1,159,855	947,559	-18.3%

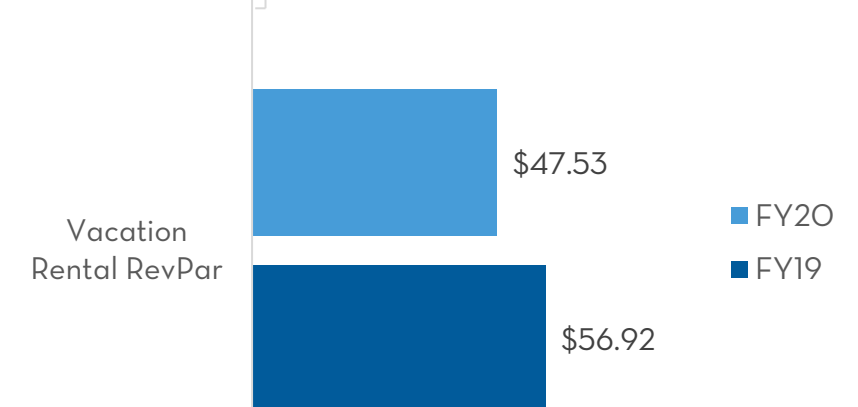
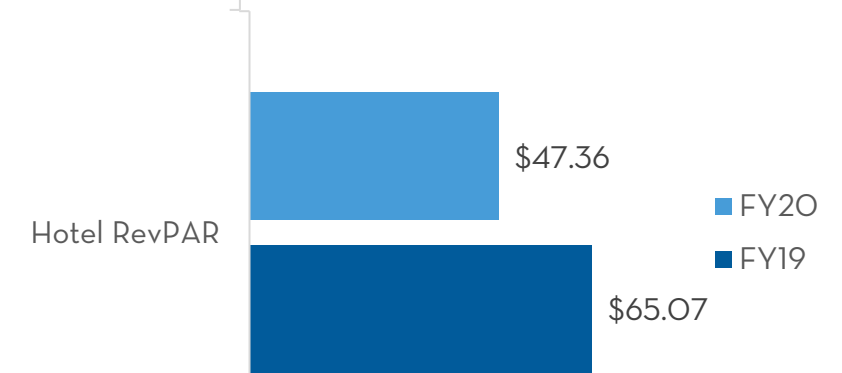
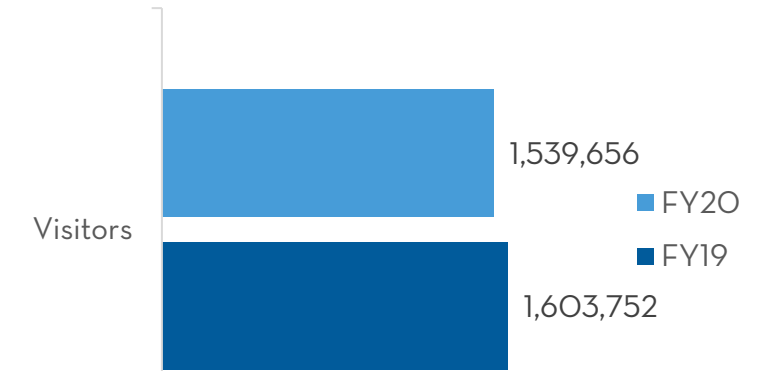
\*Visitor estimates are calculated using travel profile data from previous reports, as no visitor data was collected for the month of April

## Hotel Statistics

Hotel Statistics <sup>2</sup>	FY 2019	FY 2020	% Change
Occupancy	65.4%	52.5%	-19.7%
Room Rates	\$99.51	\$90.22	-9.3%
RevPAR	\$65.07	\$47.36	-27.3%
Room Nights	1,058,479	875,554	-17.3%

## Vacation Rental Statistics

Vacation Rental Statistics <sup>3</sup>	FY 2019	FY 2020	% Change
Occupancy	53.7%	49.0%	-8.8%
Room Rates	\$106.00	\$97.00	-8.5%
RevPAR	\$56.92	\$47.53	-16.5%
Room Nights	208,598	190,341	-8.8%



<sup>1</sup> Source: Majority Opinion Research previous reports

<sup>2</sup> Source: Smith Travel

<sup>3</sup> Source: Destimetrics



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