

VISIT PENSACOLA

Monthly Dashboard
April 2021

By Downs & St. Germain Research



- Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- Due to COVID-19, no visitor data was collected in April 2020 and are not included in this monthly dashboard. Additionally, due to the abnormal nature of April 2020, comparisons are made to April 2019.
- Number of visitors for April increased 3.1% compared to April 2019.
- Airline passengers decreased 1.2% compared to April 2019.
- Hotel occupancy was up 10.7% from 2019 and ADR was up 10.5%, resulting in a RevPAR that was up 22.3% from 2019.
- Hotel room nights were up 7.5% compared to April 2019.
- Mobile was the top origin market. Atlanta was the top market for visitors staying in paid accommodations.

Visitors & Airline Passengers

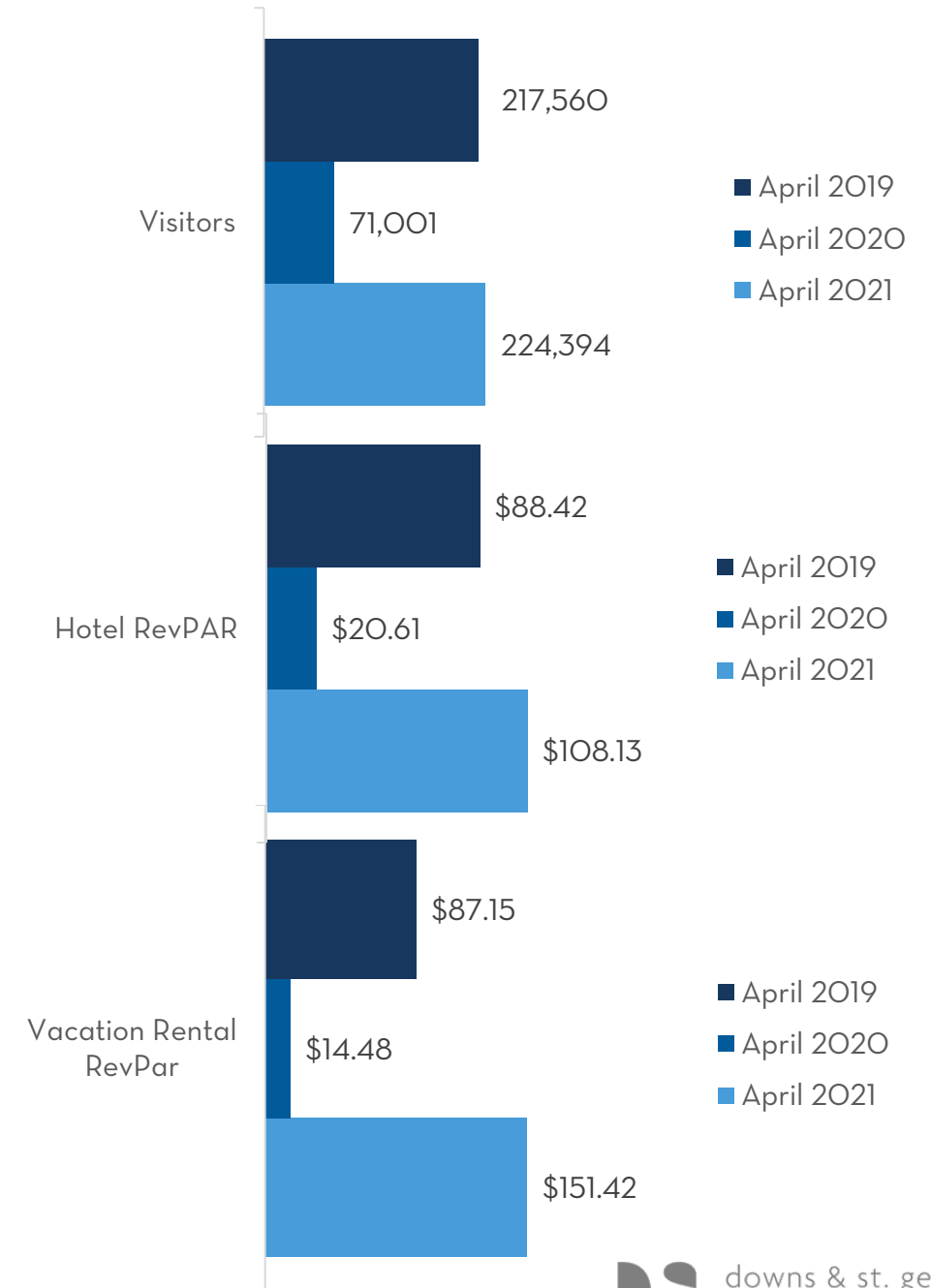
Visitor Statistics	April 2019	April 2020	April 2021	% Change 2019 to 2021
Visitors ¹	217,560	71,001	224,394	+3.1%
Airline Passengers ²	188,161	12,074	185,912	-1.2%

Hotel Statistics

Hotel Statistics ³	April 2019	April 2020	April 2021	% Change 2019 to 2021
Occupancy	72.8%	28.9%	80.6%	+10.7%
Room Rates	\$121.46	\$71.32	\$134.16	+10.5%
RevPAR	\$88.42	\$20.61	\$108.13	+22.3%
Room Nights	167,409	68,444	179,944	+7.5%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	April 2019	April 2020	April 2021	% Change 2019 to 2021
Occupancy	58.1%	25.4%	76.5%	+31.7%
Room Rates	\$150.00	\$57.00	\$197.94	+32.0%
RevPAR	\$87.15	\$14.48	\$151.42	+73.8%
Room Nights	32,089	14,028	40,965	+27.7%



¹ Visitation estimates provided here are **preliminary**.

2019 + 2020 data have been adjusted to reflect the methodology in 2021.

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 Includes all airline travel, i.e., locals and visitors.

³ Source: Smith Travel (Approximately 7% of units in April of 2021 were unavailable due to Hurricane Sally).

⁴ Sources: Destimetrics (2019-2020) KeyData Travel (2021) (These figures assume a 3% reduction in units due to Hurricane Sally).



Visitors & Airline Passengers

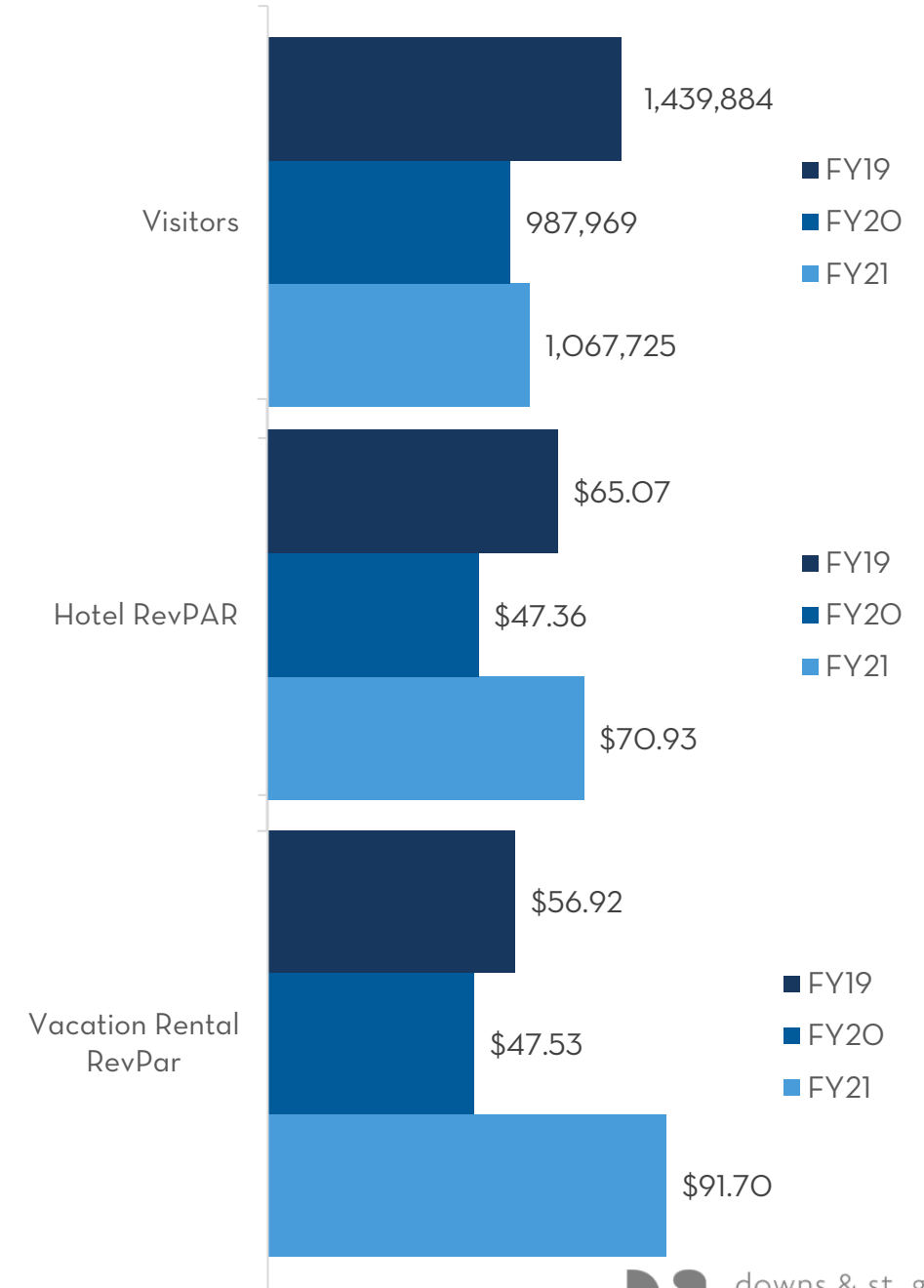
Visitor Statistics	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Visitors ¹	1,439,884	987,969	1,067,725	-25.8%
Airline Passengers ²	1,159,855	947,559	838,883	-27.7%

Hotel Statistics

Hotel Statistics ³	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Occupancy	65.4%	52.5%	68.9%	+5.4%
Room Rates	\$99.51	\$90.22	\$102.94	+3.4%
RevPAR	\$65.07	\$47.36	\$70.93	+9.0%
Room Nights	1,058,479	884,577	1,066,906	+0.8%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Occupancy	53.7%	49.0%	65.5%	+22.0%
Room Rates	\$106.00	\$97.00	\$140.00	+32.1%
RevPAR	\$56.92	\$47.53	\$91.70	+61.1%
Room Nights	208,598	195,326	234,853	+12.6%



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- » Origin markets in April 2021 appear to be impacted much less by visitors' propensity to prefer drive markets because of COVID-19
- » Visitors coming from Mobile are primarily day trippers, with only 3% staying in paid accommodations

Top Visitor Origin Markets	
April 2021	Percentage
Mobile	11%
Atlanta	6%
Chicago	4%
Nashville	2%
Denver	2%
Indianapolis	2%
Dallas - Fort Worth	2%
New York City	2%
Saint Louis	2%
Milwaukee	2%

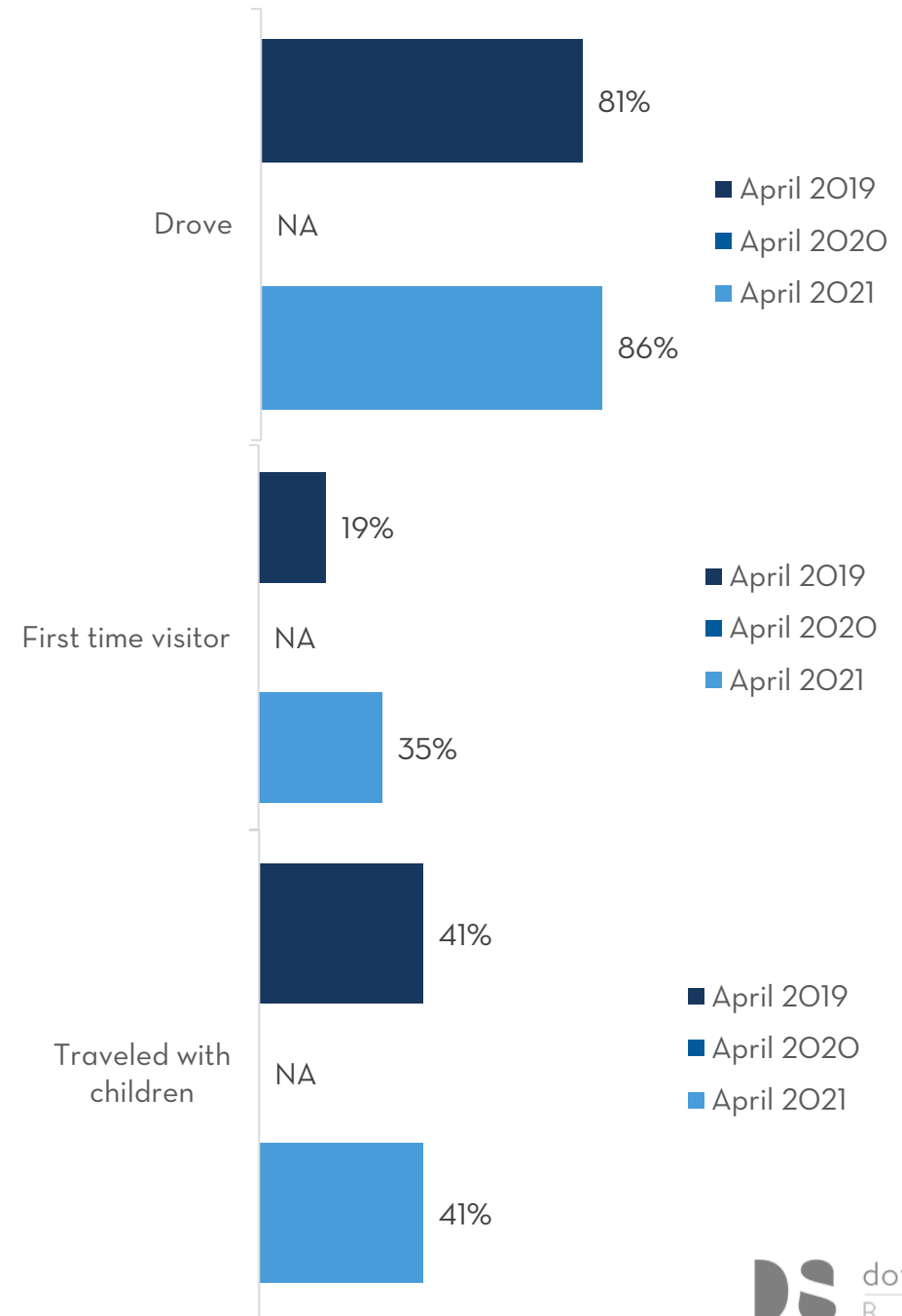
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Pensacola Dashboard - April 2021

April Visitors	2019	2020 ¹	2021
Stayed in paid accommodations	59%	NA	65%
Drove	81%	NA	86%
Length of stay ²	4.4	NA	4.6
Will recommend	98%	NA	97%
First time visitor	19%	NA	35%

April Visitors	2019	2020 ¹	2021
Median Age	45	NA	40
Gender (Male)	40%	NA	51%
Household Income	\$83,266	NA	\$132,700
Travel party size ²	3.0	NA	3.1
Traveled with Children	41%	NA	41%



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² Visitors staying in Paid Accommodations.

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By Downs & St. Germain Research

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