

VISIT PENSACOLA

Monthly Dashboard
August 2020

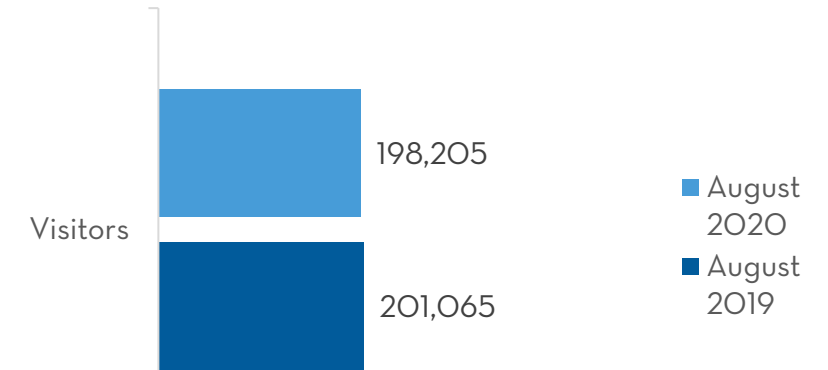
By Downs & St. Germain Research



- Number of visitors for August decreased 1.4% compared to last year.
- Airline passengers decreased 44.2% compared to last year.
- Hotel occupancy was down 10.8% from last year and ADR was down 8.5%, resulting in a RevPAR that was down 18.5% from last year.
- Hotel room nights were down 9.0% compared to August 2019.
- New Orleans and Dallas-Ft. Worth were the top origin markets.
- Compared to August of 2019, visitors to Pensacola were:
 - More likely to drive to Pensacola
 - More likely to travel with children

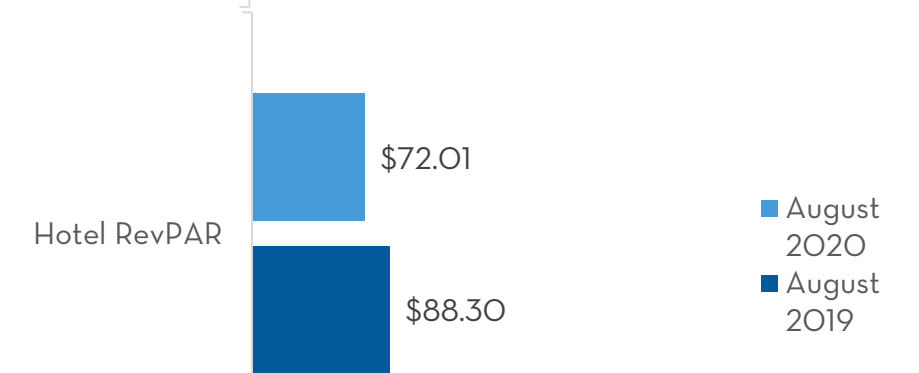
Visitors & Airline Passengers

Visitor Statistics	August 2019	August 2020	% Change
Visitors ¹	201,065	198,205	-1.4%
Airline Passengers ²	208,961	116,691	-44.2%



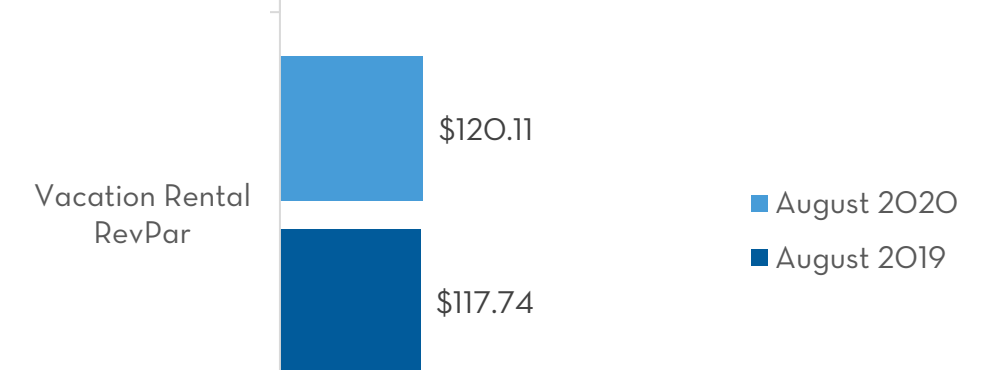
Hotel Statistics

Hotel Statistics ³	August 2019	August 2020	% Change
Occupancy	71.0%	63.3%	-10.8%
Room Rates	\$124.37	\$113.76	-8.5%
RevPAR	\$88.30	\$72.01	-18.5%
Room Nights	170,971	155,620	-9.0%



Vacation Rental Statistics

Vacation Rental Statistics ⁴	August 2019	August 2020	% Change
Occupancy	50.1%	62.8%	+20.3%
Room Rates	\$235.00	\$204.00	-13.2%
RevPAR	\$117.74	\$120.11	+2.0%
Room Nights	28,593	35,841	+25.3%



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

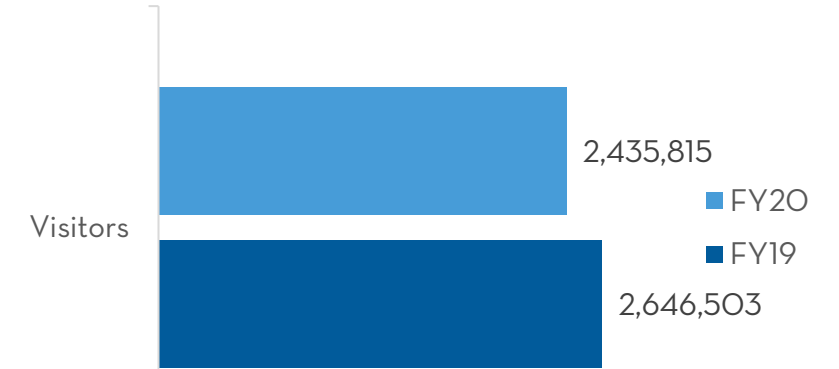
² Includes all airline travel, i.e. locals and visitors

³ Source: Smith Travel

⁴ Sources: KeyData (2020) and Destimetrics (2019)

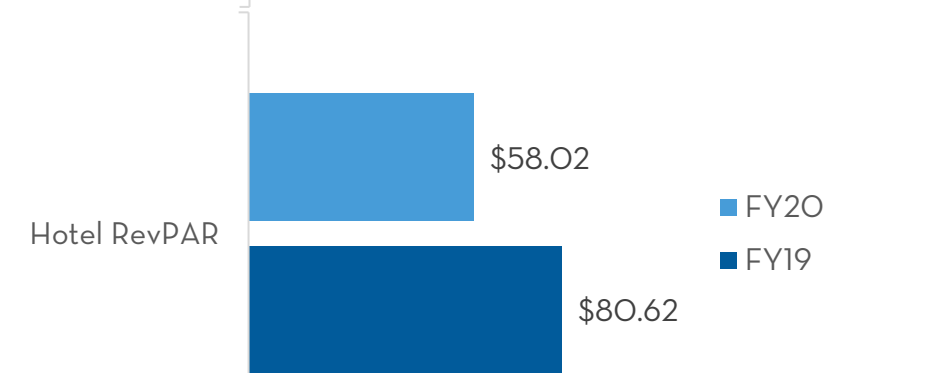
Visitors & Airline Passengers

Visitor Statistics	FY 2019	FY 2020	% Change
Visitors	2,646,503	2,435,815	-8.0%
Airline Passengers ¹	2,018,837	1,272,993	-36.9%



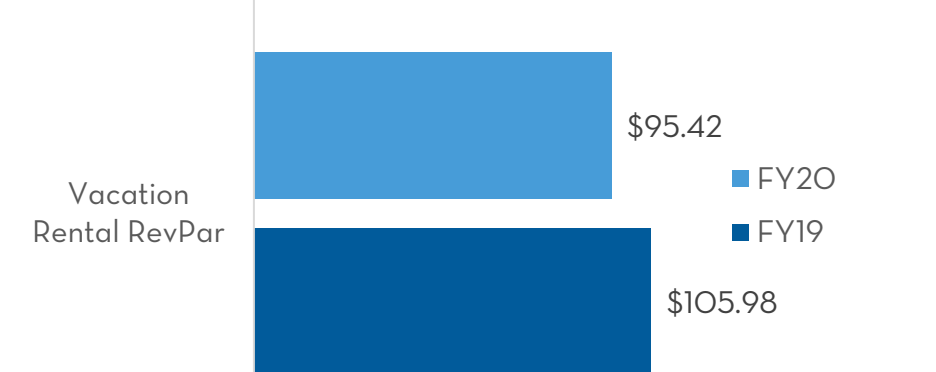
Hotel Statistics

Hotel Statistics ²	FY 2019	FY 2020	% Change
Occupancy	70.1%	56.7%	-19.1%
Room Rates	\$115.01	\$102.32	-11.0%
RevPAR	\$80.62	\$58.02	-28.0%
Room Nights	1,799,961	1,483,004	-17.6%



Vacation Rental Statistics

Vacation Rental Statistics ³	FY 2019	FY 2020	% Change
Occupancy	56.7%	55.8%	-1.6%
Room Rates	\$186.91	\$171.00	-8.5%
RevPAR	\$105.98	\$95.42	-10.0%
Room Nights	357,085	347,016	-2.8%



² Includes all airline travel, i.e. locals and visitors

³ Source: Smith Travel

⁴ Sources: KeyData (2020) and Destimetrics (2019)



Top Visitor Origin Markets		
2019 ¹	2020	% of 2020 Visitors
Mobile	Dallas-Ft. Worth	9.4%
Atlanta	New Orleans	8.1%
Birmingham	Atlanta	6.9%
Jacksonville	Houston	6.8%
Nashville	Mobile	5.7%
Tallahassee	Nashville	3.2%
Biloxi - Gulfport	San Antonio	1.9%
Columbus	Denver-Aurora-Broomfield	1.8%
Tampa - St. Pete - Sarasota	Miami-Ft. Lauderdale	1.7%
Orlando - Daytona Beach- Melbourne	Jackson	1.6%
NA	Tallahassee	1.6%

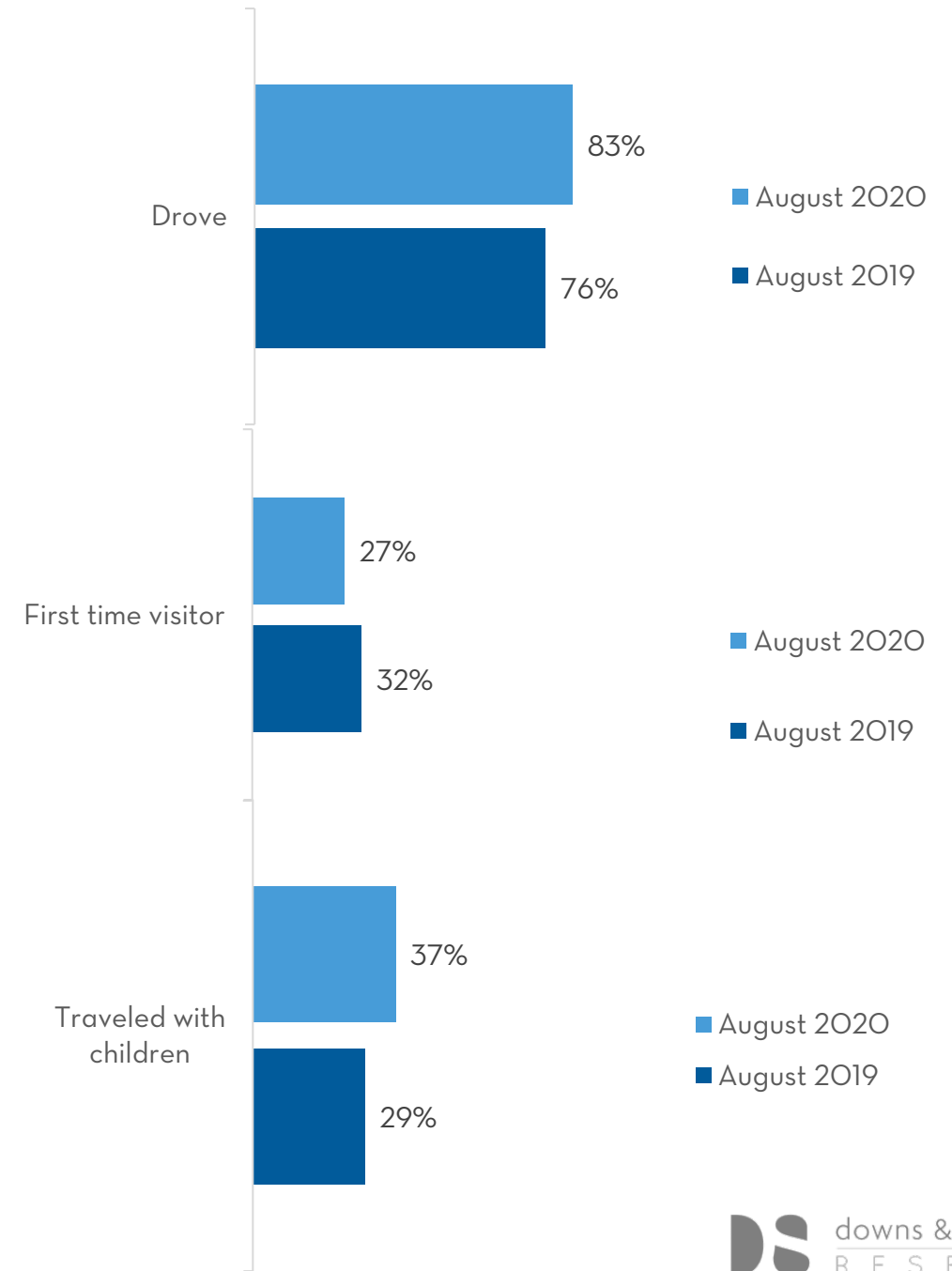
¹Source: Majority Opinion Research



Pensacola Dashboard - August 2020

August 2020 Visitors	2019 ¹	2020
Stayed in paid accommodations	77%	80%
Drove	76%	83%
Length of stay	4.6	4.4
Will recommend	97%	82%
First time visitor	32%	27%

August 2020 Visitors	2019 ¹	2020
Median Age	42	43
Gender (Female)	63%	59%
Household Income	\$90,410	\$95,749
Travel party size	3.4	3.9
Traveled with Children	29%	37%



¹Source: Majority Opinion Research

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By Downs & St. Germain Research

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