

VISIT PENSACOLA

Monthly Dashboard
February 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.
- COVID-19 and the Pensacola Bay Bridge closing continued to impact visitor metrics.
- Overall, visitors staying in paid accommodations are down slightly compared to 2020, but significantly fewer visitors staying with friends or relatives or day trippers visited the Pensacola area in 2021
- Number of visitors for February decreased 36.4% compared to last year.
- Airline passengers decreased 45.9% compared to February of last year.
- Hotel occupancy was up 0.6% from last year and ADR was down 2.9%, resulting in a RevPAR that was down 2.3% from last year.
- Hotel room nights were down 8.2% compared to February 2020.
- The average length of stay in February is longer than other months.
- Mobile was the top origin market.
- Compared to February 2020, visitors to Pensacola were:
 - More likely to stay in paid accommodations
 - More likely to drive

Visitors & Airline Passengers

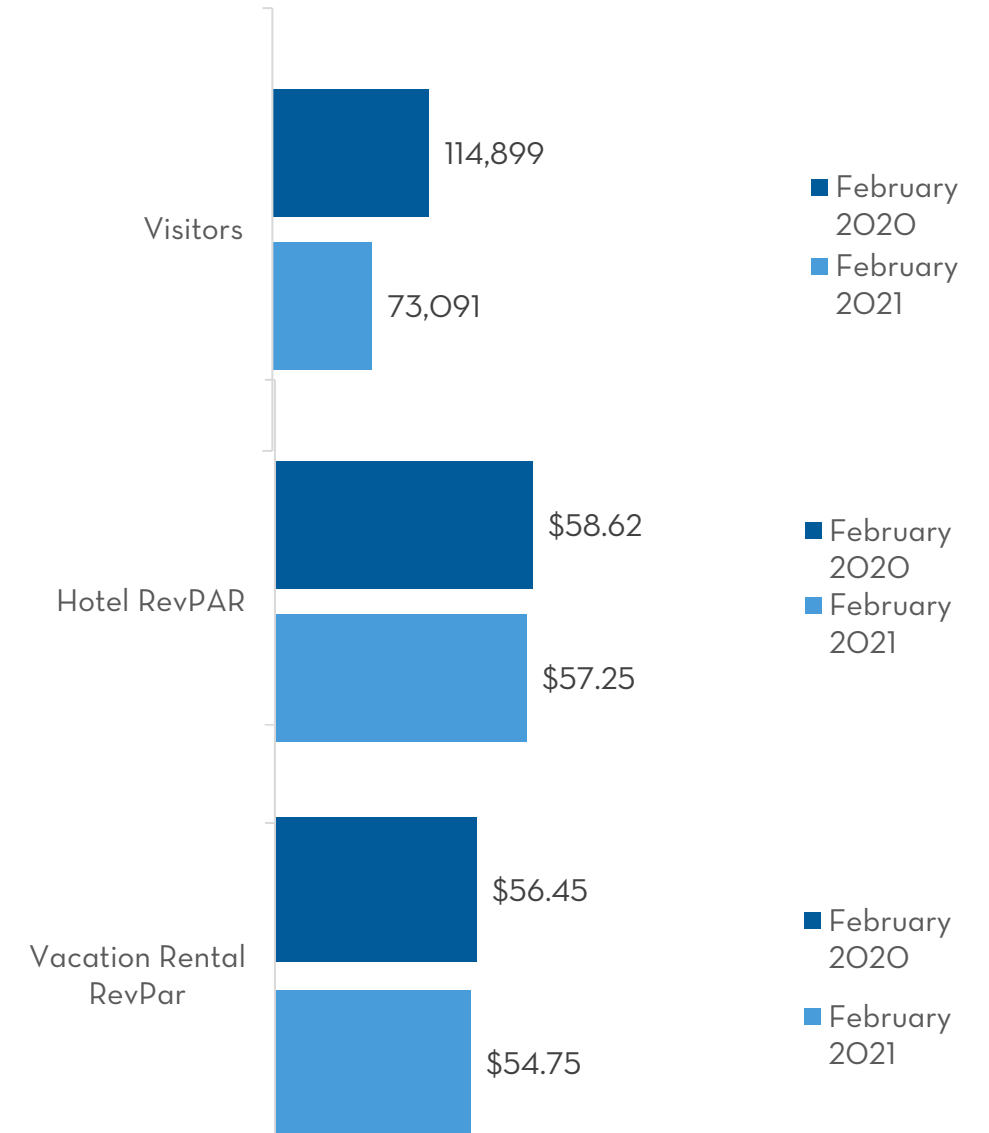
Visitor Statistics	February 2020	February 2021	% Change
Visitors ¹	114,899	73,091 ²	-36.4%
Airline Passengers ³	153,908	83,196	-45.9%

Hotel Statistics

Hotel Statistics ⁴	February 2020	February 2021	% Change
Occupancy	62.6%	63.0%	+0.6%
Room Rates	\$93.64	\$90.88	-2.9%
RevPAR	\$58.62	\$57.25	-2.3%
Room Nights	141,271	129,736	-8.2%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	February 2020	February 2021	% Change
Occupancy	80.5%	63.2%	-21.5%
Room Rates	\$70.12	\$86.63	+23.5%
RevPAR	\$56.45	\$54.75	-3.0%
Room Nights	41,481	29,322	-29.3%



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

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 Visitors staying in paid accommodations was up, but travel party size was down in February 2021.

³ Includes all airline travel, i.e., locals and visitors.

⁴ Source: Smith Travel (Approximately 9% of units in February of 2021 were unavailable due to Hurricane Sally).

⁵ Sources: KeyData Travel (Metrics may change to reflect updated number of units. These figures assume a 10% reduction in units due to Hurricane Sally).



Visitors & Airline Passengers

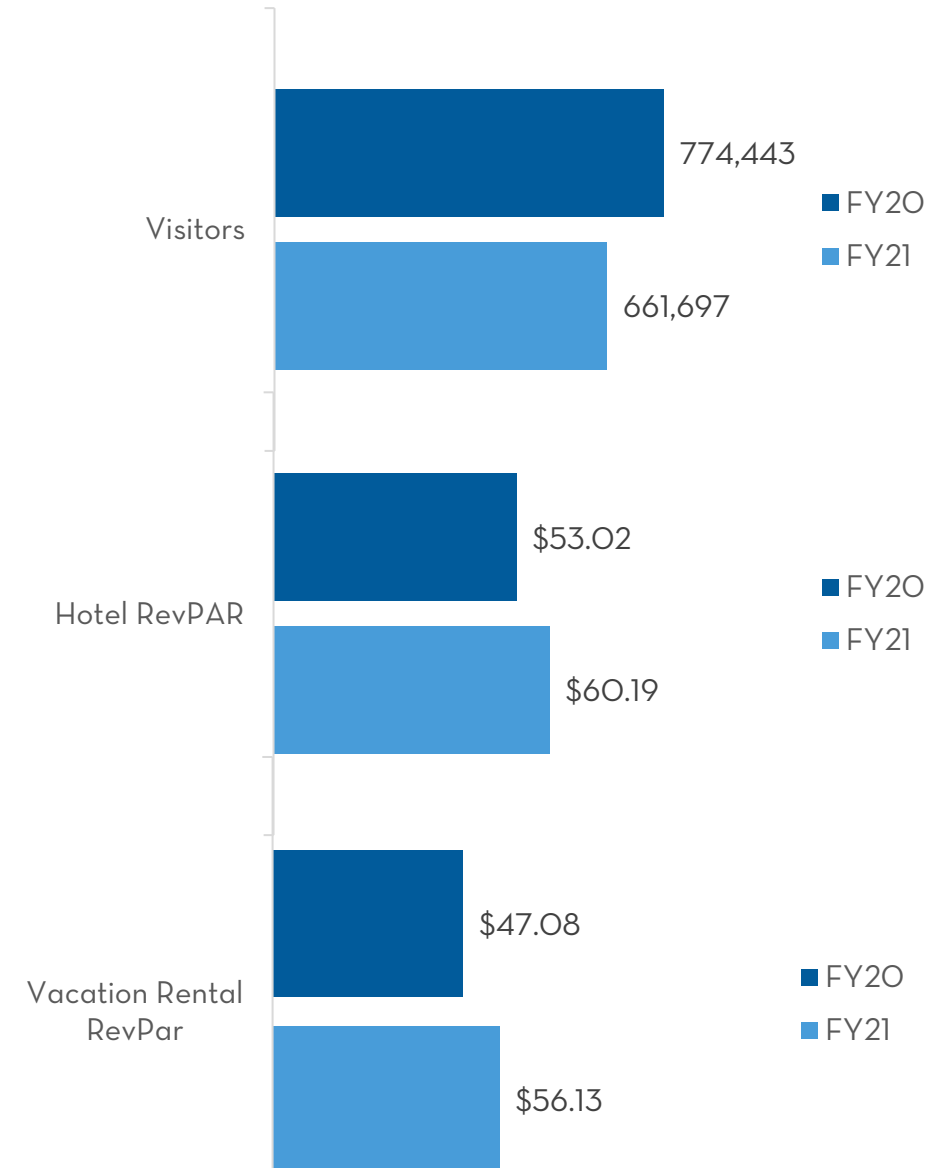
Visitor Statistics	FY 2020	FY 2021	% Change
Visitors ¹	774,443	661,697	-14.6%
Airline Passengers ²	834,811	496,628	-40.5%

Hotel Statistics

Hotel Statistics ³	FY 2020	FY 2021	% Change
Occupancy	57.1%	64.1%	+12.3%
Room Rates	\$92.85	\$93.90	+1.1%
RevPAR	\$53.02	\$60.19	+13.5%
Room Nights	688,985	700,960	+1.7%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	FY 2020	FY 2021	% Change
Occupancy	53.5%	56.7%	+6.0%
Room Rates	\$88.00	\$99.00	+12.5%
RevPAR	\$47.08	\$56.13	+19.2%
Room Nights	153,224	152,628	-0.4%



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

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² Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

³ Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel figures.

⁴ Source: Smith Travel (Approximately 9% of units in February of 2021 were unavailable due to Hurricane Sally).

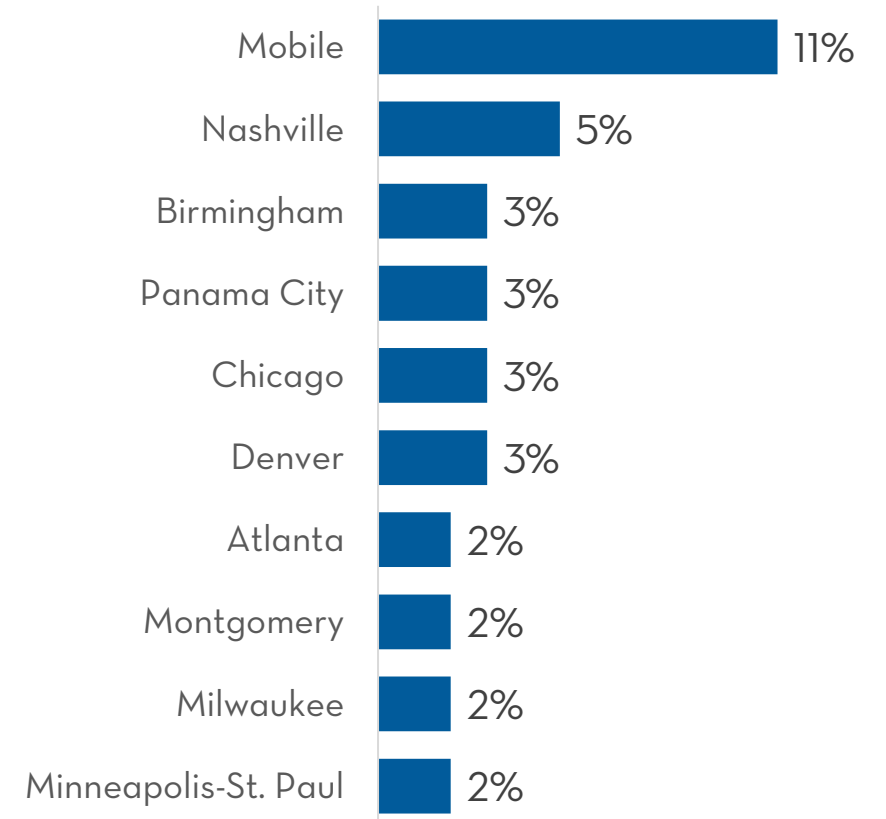
⁵ Sources: KeyData Travel (Metrics may change to reflect updated number of units. These figures assume a 10% reduction in units due to Hurricane Sally).



Top Visitor Origin Markets

2020 ¹	2021
Mobile	Mobile
Atlanta	Nashville
New Orleans	Birmingham
Panama City	Panama City
Chicago	Chicago
Champaign-Springfield-Decatur	Denver
Tallahassee	Atlanta
Montgomery	Montgomery
Orlando-Daytona Bch-Melbourne	Milwaukee
Grand Rapids-Kalamazoo-Battle Creek	Minneapolis-St. Paul

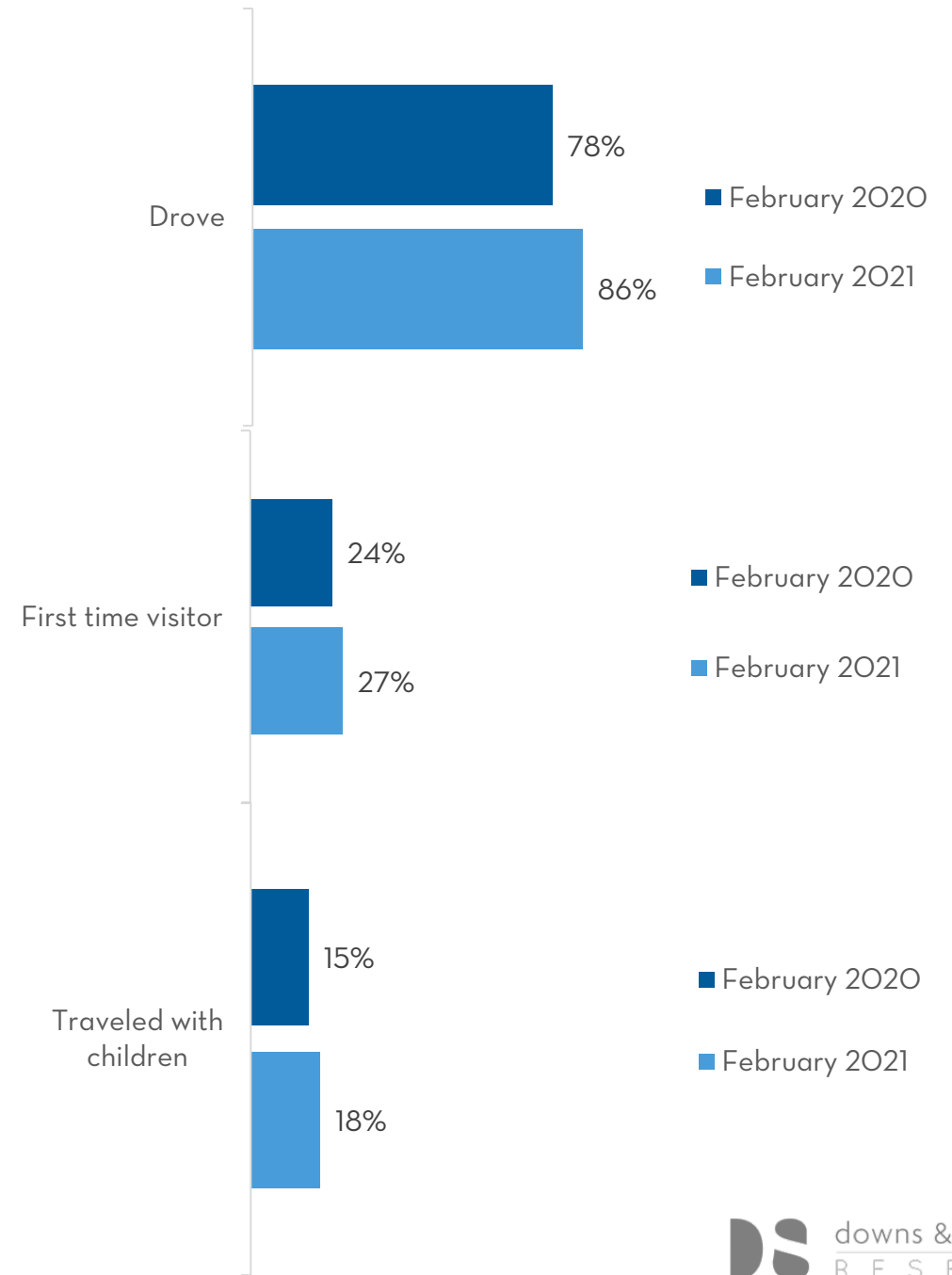
Percentage of Visitors by Top Origin Markets in 2021



¹Source: Majority Opinion Research.

February Visitors	2020 ¹	2021
Stayed in paid accommodations	59%	64%
Drove	78%	86%
Length of stay ²	10.3	10.4
Will recommend	99%	98%
First time visitor	24%	27%

February Visitors	2020 ²	2021
Median Age	48	46
Gender (Female)	65%	59%
Household Income	\$88,400	\$106,900
Travel party size ²	3.7	3.1
Traveled with Children	15%	18%



¹ Source: Majority Opinion Research.

² Visitors staying in Paid Accommodations.

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By Downs & St. Germain Research

Joseph St. Germain, Ph.D., President
Phillip Downs, Ph.D., Senior Partner
Rachael Anglin, Director of Research
Erin Dinkel, Senior Project Director
Isiah Lewis, Project Director
Glencora Haskins, Project Director
Downs & St. Germain Research
850-906-3111 | www.dsg-research.com

