

VISIT PENSACOLA

Monthly Dashboard
January 2021

By Downs & St. Germain Research



- Data should be interpreted with caution as sample sizes are modest resulting in larger month-to-month changes.
- COVID-19 and the Pensacola Bay Bridge closing continued to impact visitor metrics.
- Number of visitors for January decreased 20.3% compared to last year.
 - Travel party sizes were smaller and length of stay was longer, resulting in more room nights, but fewer total visitors.
 - The number of visitors staying in accommodations were about the same in January 2020 + 2021. However, there were fewer visitors staying with friends or relatives and day trippers in January 2021.
- Airline passengers decreased 42.6% compared to last year.
- Hotel occupancy was up 11.9% from last year and ADR was up 3.3%, resulting in a RevPAR that was up 15.6% from last year.
 - Hotel units are down approximately 9% compared to January 2020.
- Hotel room nights were up 3.9% compared to January 2020.
- Mobile was the top origin market.
- Compared to January 2020, visitors to Pensacola:
 - Were more likely to travel with children
 - Were more likely to drive

Visitors & Airline Passengers

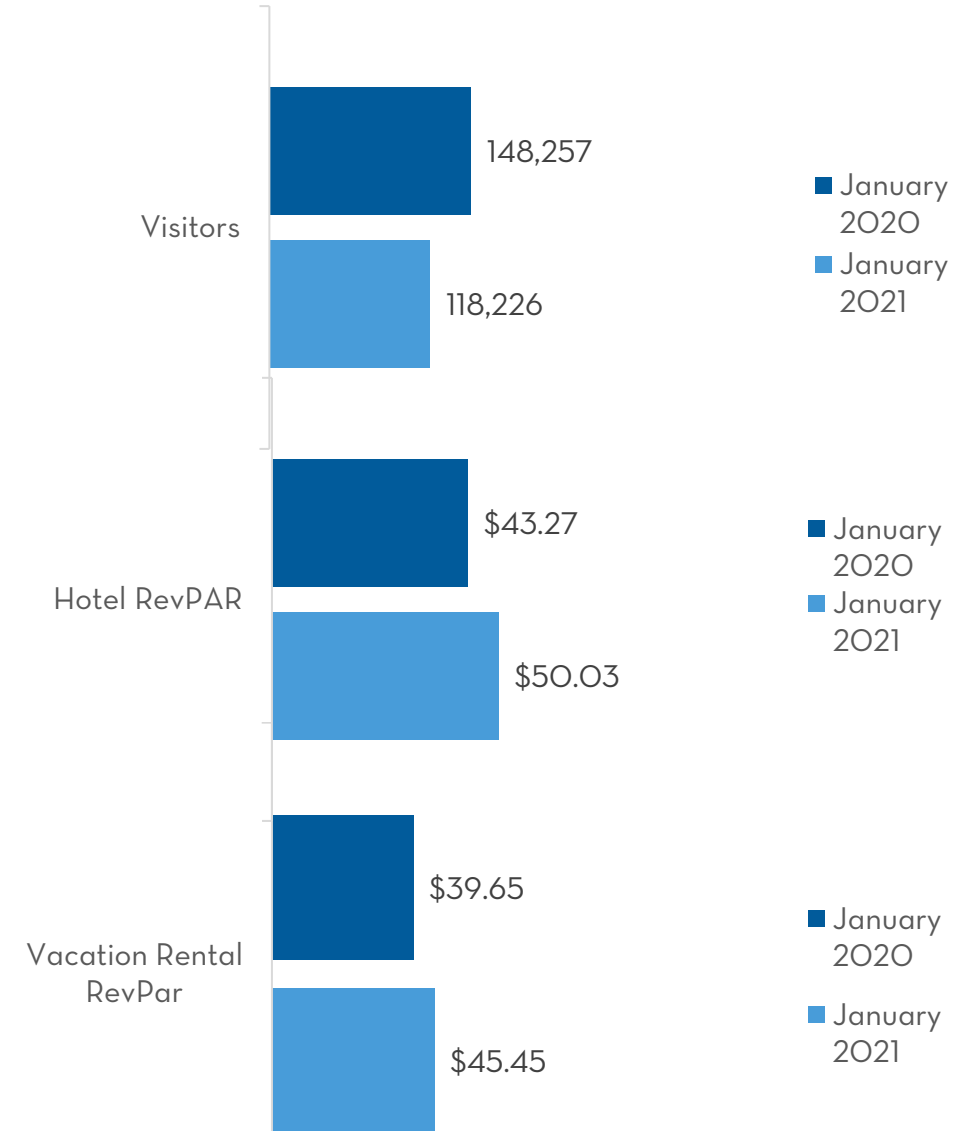
Visitor Statistics	January 2020	January 2021	% Change
Visitors ¹	148,257	118,226 ²	-20.3%
Airline Passengers ³	145,896	83,780	-42.6%

Hotel Statistics

Hotel Statistics ⁴	January 2020	January 2021	% Change
Occupancy	50.4%	56.4%	+11.9%
Room Rates	\$85.86	\$88.71	+3.3%
RevPAR	\$43.27	\$50.03	+15.6%
Room Nights	124,629	129,545	+3.9%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	January 2020	January 2021	% Change
Occupancy	62.6%	55.6%	-11.2%
Room Rates	\$63.34	\$81.75	+29.1%
RevPAR	\$39.65	\$45.45	+14.6%
Room Nights	35,726	28,560	-20.1%



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 down slightly, but there were significantly fewer visitors staying with friends or relatives and day trippers in January 2021.

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

⁴ Source: Smith Travel (Approximately 9% of units in January 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

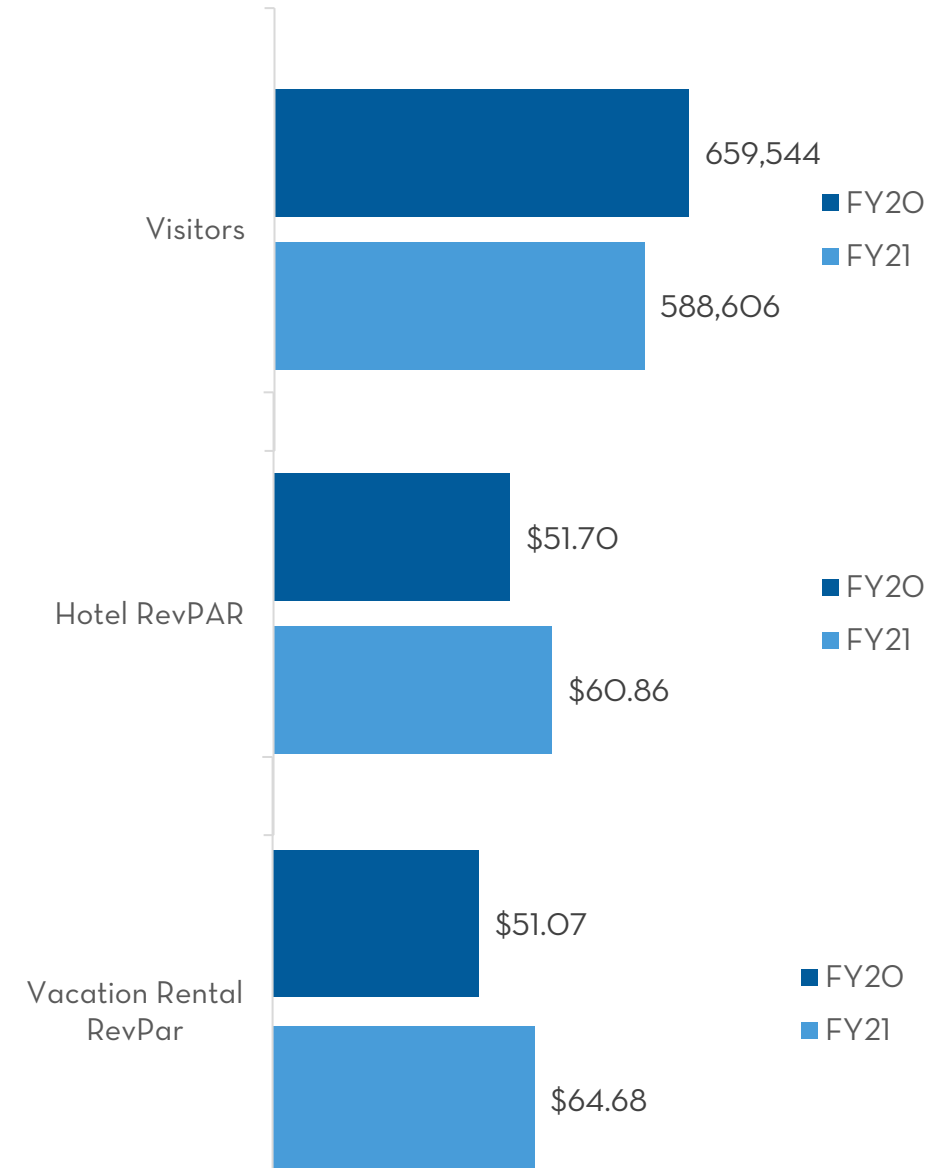
Visitor Statistics	FY 2020	FY 2021	% Change
Visitors ¹	659,544	588,606	-10.8%
Airline Passengers ²	680,903	413,432	-39.3%

Hotel Statistics

Hotel Statistics ³	FY 2020	FY 2021	% Change
Occupancy	55.8%	64.3%	+15.2%
Room Rates	\$92.65	\$94.65	+2.2%
RevPAR	\$51.70	\$60.86	+17.7%
Room Nights	547,714	571,224	+4.3%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	FY 2020	FY 2021	% Change
Occupancy	53.2%	62.8%	+18.0%
Room Rates	\$96.00	\$103.00	+7.3%
RevPAR	\$51.07	\$64.68	+26.7%
Room Nights	111,743	123,306	+10.3%



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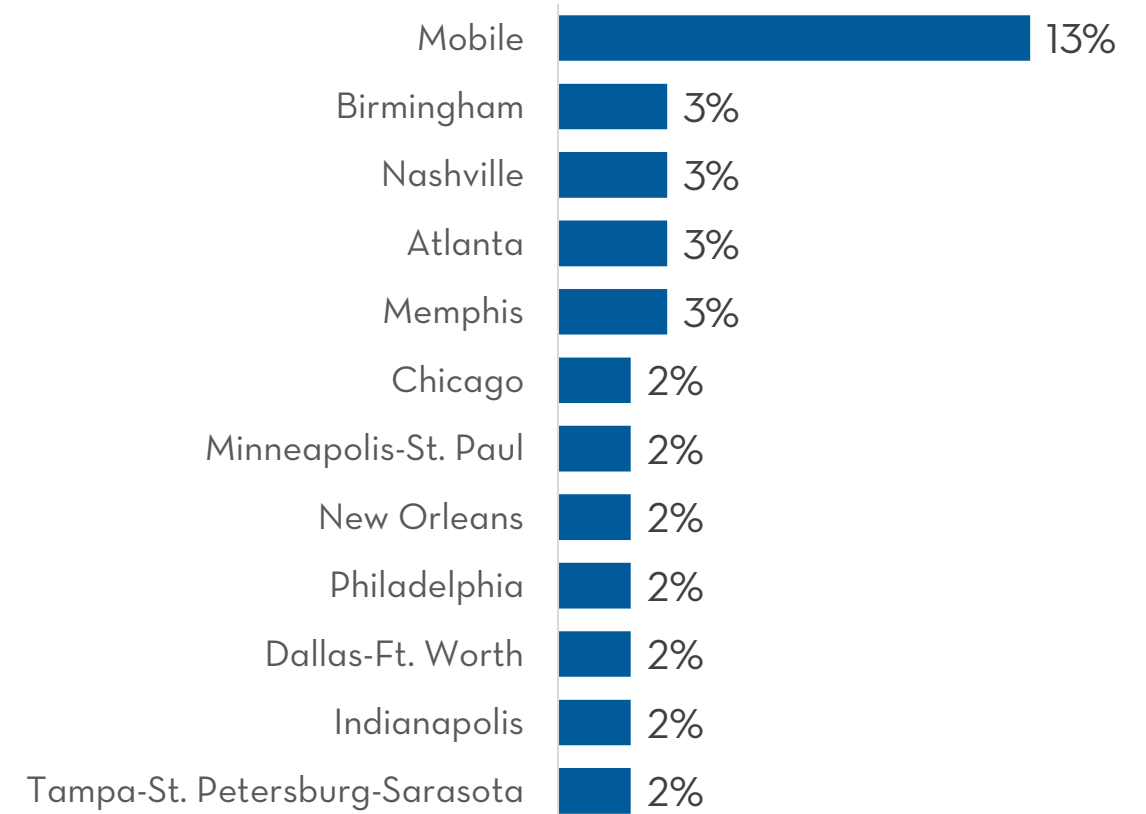
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Top Visitor Origin Markets

2020 ¹	2021
Mobile	Mobile
Atlanta	Birmingham
New Orleans	Nashville
Omaha	Atlanta
Birmingham	Memphis
Biloxi-Gulfport	Chicago
Hartford-New Haven	Minneapolis-St. Paul
Knoxville	New Orleans
Huntsville-Decatur	Philadelphia
Tampa-St. Petersburg-Sarasota	Dallas-Ft. Worth
NA	Indianapolis
NA	Tampa-St. Petersburg-Sarasota

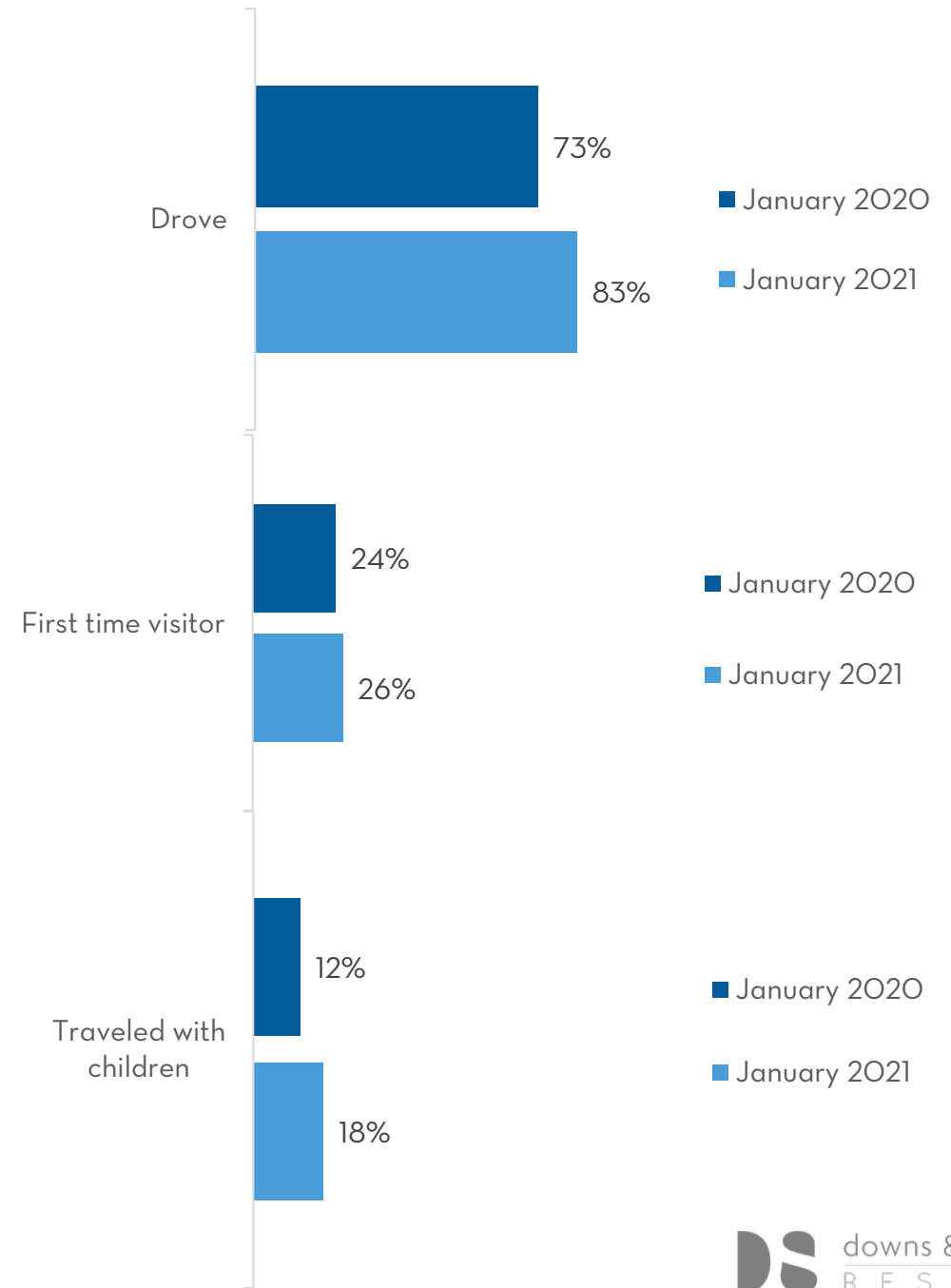
Percentage of Visitors by Top Origin Markets in 2021



¹Source: Majority Opinion Research.

January Visitors	2020 ¹	2021
Stayed in paid accommodations	44%	53%
Drove	73%	83%
Length of stay ²	6.5	7.0
Will recommend	100%	95%
First time visitor	24%	26%

January Visitors	2020 ²	2021
Median Age	44	44
Gender (Female)	60%	52%
Household Income	\$80,600	\$91,400
Travel party size ²	2.9	2.7
Traveled with Children	12%	18%



¹ Source: Majority Opinion Research.

² Visitors staying in Paid Accommodations.

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By Downs & St. Germain Research

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