

# VISIT PENSACOLA

Monthly Dashboard  
July 2020

By Downs & St. Germain Research



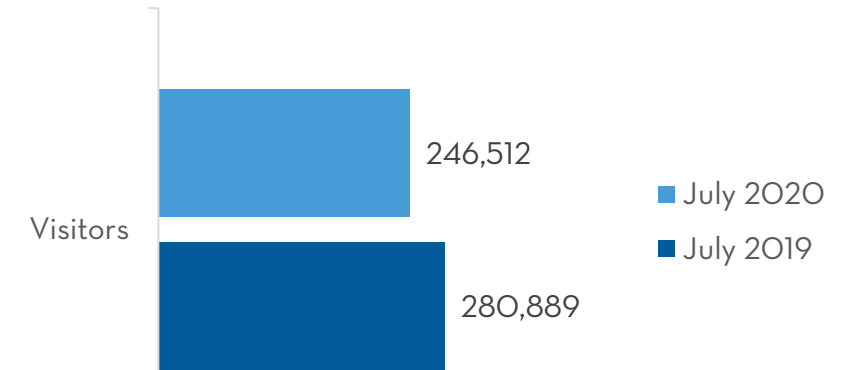
# Visitor Summary - July 2020

- Number of visitors for July decreased 12.2% compared to last year.
- Airline passengers decreased 51.8% compared to last year.
- Hotel occupancy was down 20.1% from last year and ADR was down 15.5%, resulting in a RevPAR that was down 32.5% from last year.
- Hotel room nights were down 20.1% compared to July 2019
- New Orleans and Dallas-Ft. Worth were the top origin markets
- Compared to July of 2019, visitors to Pensacola were:
  - More likely to be a first-time visitor
  - More likely to travel with children

# Pensacola Dashboard - July 2020

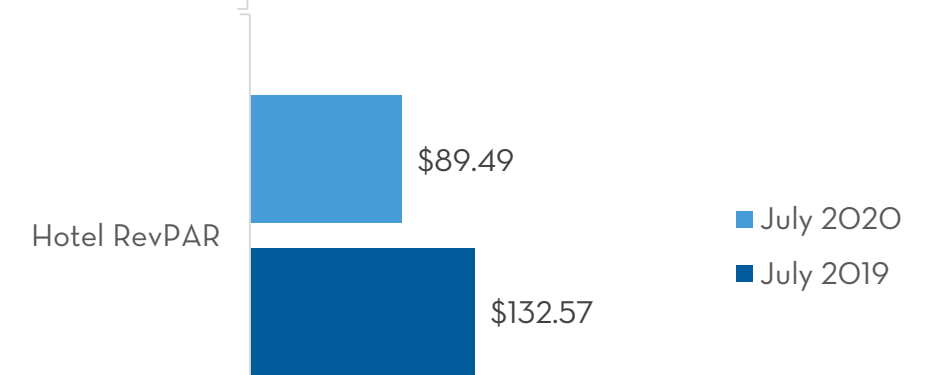
## Visitors & Airline Passengers

Visitor Statistics	July 2019	July 2020	% Change
Visitors <sup>1</sup>	280,889	246,512	-12.2%
Airline Passengers <sup>2</sup>	226,042	109,072	-51.8%



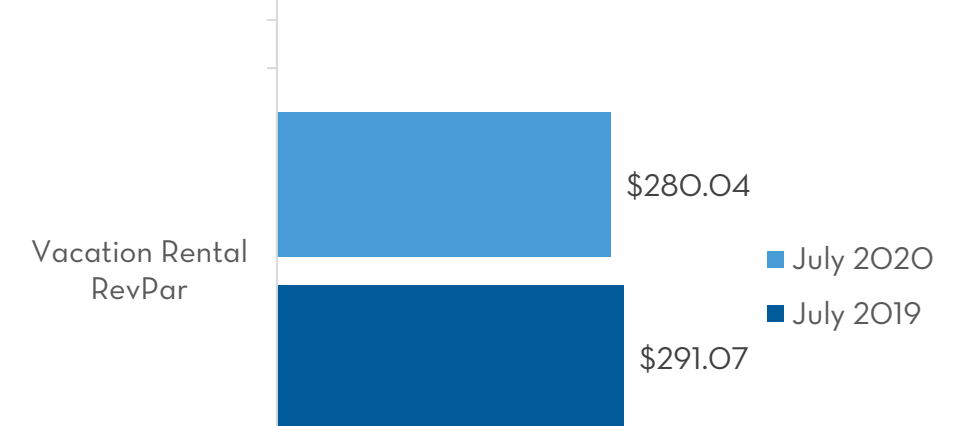
## Hotel Statistics

Hotel Statistics <sup>3</sup>	July 2019	July 2020	% Change
Occupancy	82.0%	65.5%	-20.1%
Room Rates	\$161.67	\$136.62	-15.5%
RevPAR	\$132.57	\$89.49	-32.5%
Room Nights	195,103	155,954	-20.1%



## Vacation Rental Statistics

Vacation Rental Statistics <sup>4</sup>	July 2019	July 2020	% Change
Occupancy	76.8%	88.9%	+15.8%
Room Rates	\$379.00	\$315.00	-16.9%
RevPAR	\$291.07	\$280.04	-3.8%
Room Nights	43,831	50,736	+15.8%



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

<sup>2</sup> Includes all airline travel, i.e. locals and visitors

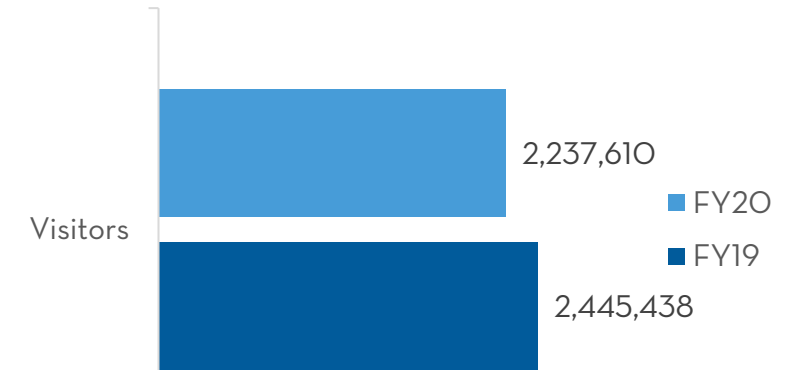
<sup>3</sup> Source: Smith Travel

<sup>4</sup> Sources: KeyData (2020) and Destimetrics (2019)

# Pensacola Dashboard - FY2020 (October 2019 - July 2020)

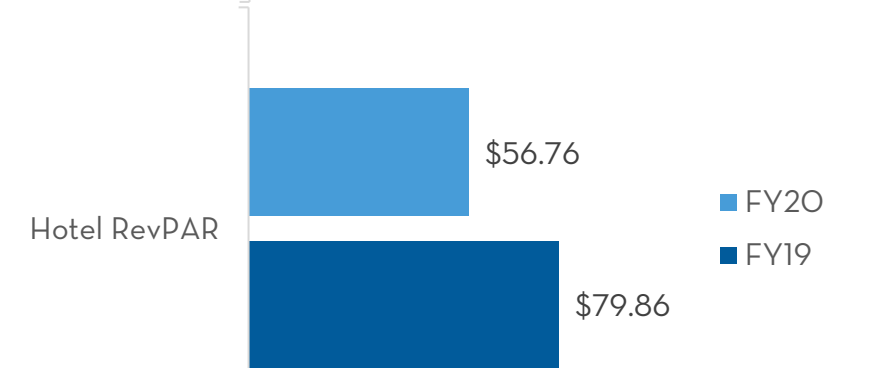
## Visitors & Airline Passengers

Visitor Statistics	FY 2019	FY 2020	% Change
Visitors	2,445,438	2,237,610	-8.5%
Airline Passengers <sup>1</sup>	1,809,876	1,156,302	-36.1%



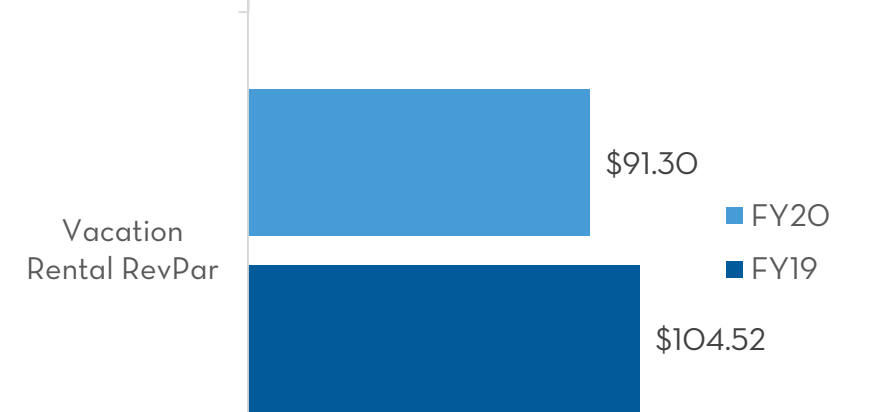
## Hotel Statistics

Hotel Statistics <sup>2</sup>	FY 2019	FY 2020	% Change
Occupancy	70.0%	56.1%	-19.9%
Room Rates	\$114.08	\$101.18	-11.3%
RevPAR	\$79.86	\$56.76	-28.9%
Room Nights	1,628,990	1,327,384	-18.5%



## Vacation Rental Statistics

Vacation Rental Statistics <sup>3</sup>	FY 2019	FY 2020	% Change
Occupancy	57.4%	55.0%	-4.2%
Room Rates	\$182.10	\$166.00	-8.8%
RevPAR	\$104.52	\$91.30	-12.7%
Room Nights	328,492	311,175	-5.3%



<sup>2</sup> Includes all airline travel, i.e. locals and visitors

<sup>3</sup> Source: Smith Travel

<sup>4</sup> Sources: KeyData (2020) and Destimetrics (2019)



# Pensacola Dashboard - July 2020

Top Visitor Origin Markets		
2019 <sup>1</sup>	2020	% of 2020 Visitors
Mobile	New Orleans	6.9%
Atlanta	Dallas - Ft. Worth	6.6%
Montgomery	Atlanta	6.3%
New Orleans	Mobile	5.6%
Biloxi-Gulfport	Nashville	2.8%
Nashville	Birmingham	2.5%
Birmingham	Houston	2.5%
Panama City	Washington DC-Baltimore	2.5%
Tallahassee	Louisville	2.2%
Jacksonville	Denver-Aurora-Broomfield	2.2%

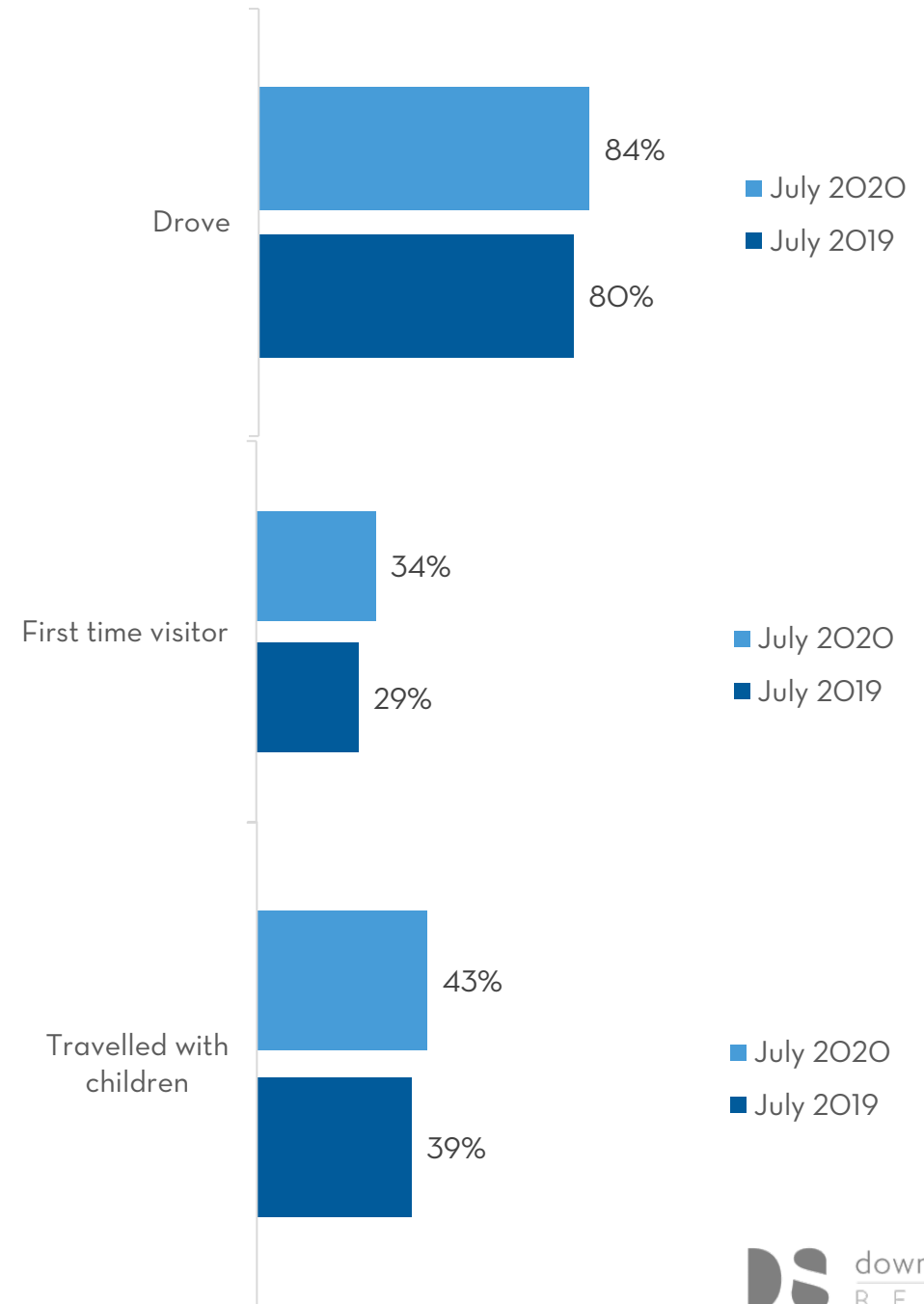


<sup>1</sup>Source: Majority Opinion Research

# Pensacola Dashboard - July 2020

July 2020 Visitors	2019 <sup>1</sup>	2020
Stayed in paid accommodations	71%	75%
Drove	80%	84%
Length of stay	4.8	4.4
Will recommend	99%	84%
First time visitor	29%	34%

July 2020 Visitors	2019 <sup>1</sup>	2020
Median Age	40	42
Gender (Female)	66%	59%
Household Income	\$82,962	\$93,100
Travel party size	3.6	3.8
Travelled with Children	39%	43%



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





# VISIT PENSACOLA

Monthly Dashboard  
July 2020

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](http://www.dsg-research.com)

