

VISIT PENSACOLA

Monthly Dashboard
June 2020

By Downs & St. Germain Research



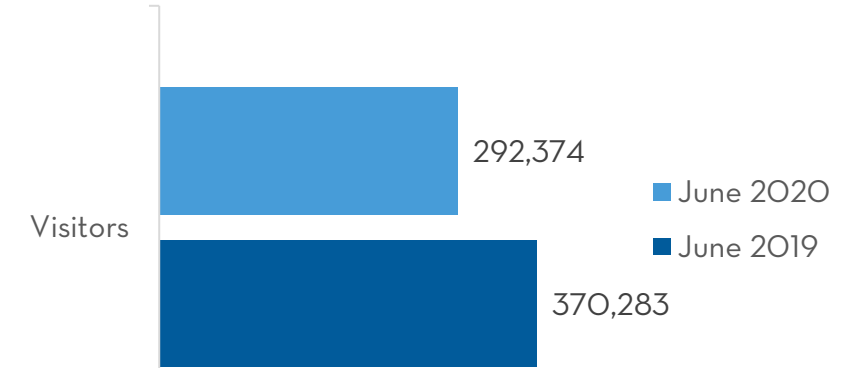
Visitor Summary - June 2020

- Number of visitors for June decreased 21.0% compared to last year.
- Airline passengers decreased 64.1% compared to last year.
- Hotel occupancy was down 17.9% from last year and ADR was down 11.9%, resulting in a RevPAR that was down 27.6% from last year.
- Hotel room nights were down 17.9% compared to June 2019
- Mobile and Atlanta were the top origin markets
- Compared to June of 2019, visitors to Pensacola were:
 - More likely to drive to Pensacola
 - More likely to travel with children

Pensacola Dashboard - June 2020

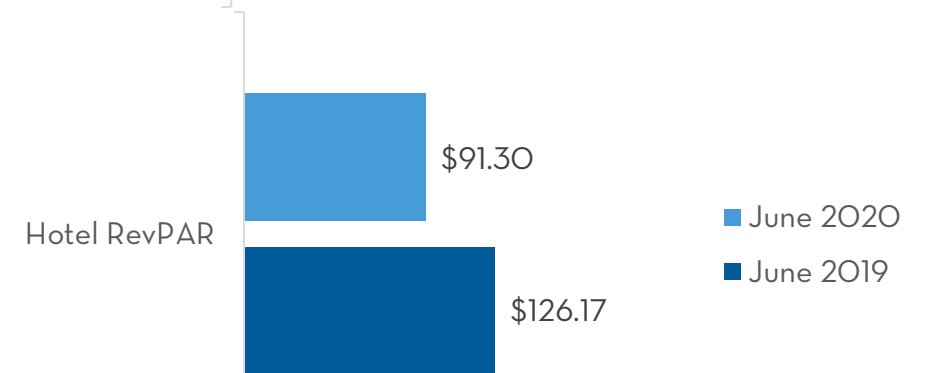
Visitors & Airline Passengers

Visitor Statistics	June 2019	June 2020	% Change
Visitors ¹	370,283	292,374	-21.0%
Airline Passengers	216,344	77,651	-64.1%



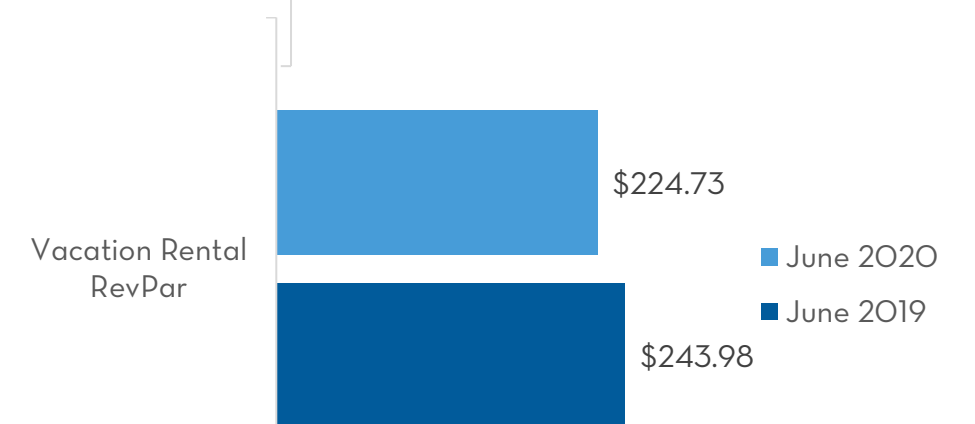
Hotel Statistics

Hotel Statistics ²	June 2019	June 2020	% Change
Occupancy	84.0%	69.0%	-17.9%
Room Rates	\$150.20	\$132.32	-11.9%
RevPAR	\$126.17	\$91.30	-27.6%
Room Nights	193,577	158,905	-17.9%



Vacation Rental Statistics

Vacation Rental Statistics ³	June 2019	June 2020	% Change
Occupancy	78.2%	76.7%	-1.9%
Room Rates	\$312.00	\$293.00	-6.1%
RevPAR	\$243.98	\$224.73	-7.9%
Room Nights	43,190	42,361	-1.9%



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

² Source: Smith Travel

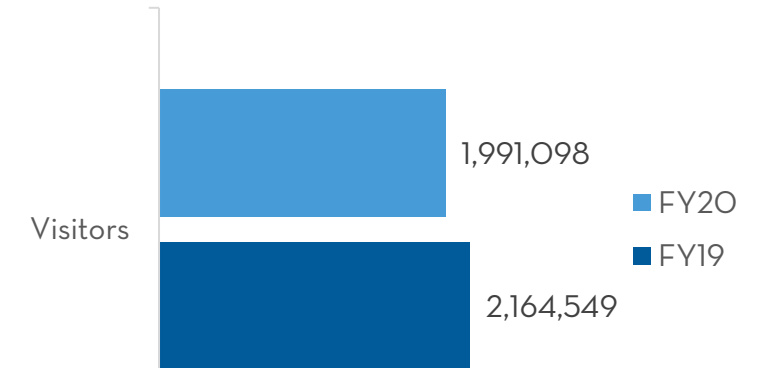
³ Source: Destimetrics



Pensacola Dashboard - FY2020 (October 2019 - June 2020)

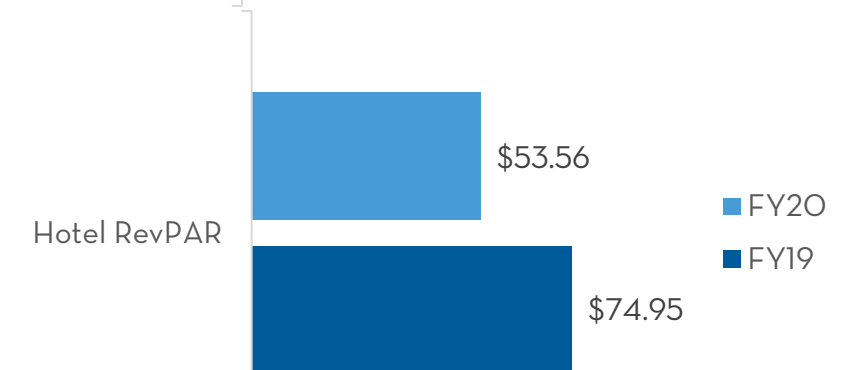
Visitors & Airline Passengers

Visitor Statistics	FY 2019	FY 2020	% Change
Visitors	2,164,549	1,991,098	-8.0%
Airline Passengers	1,583,834	1,047,230	-33.9%



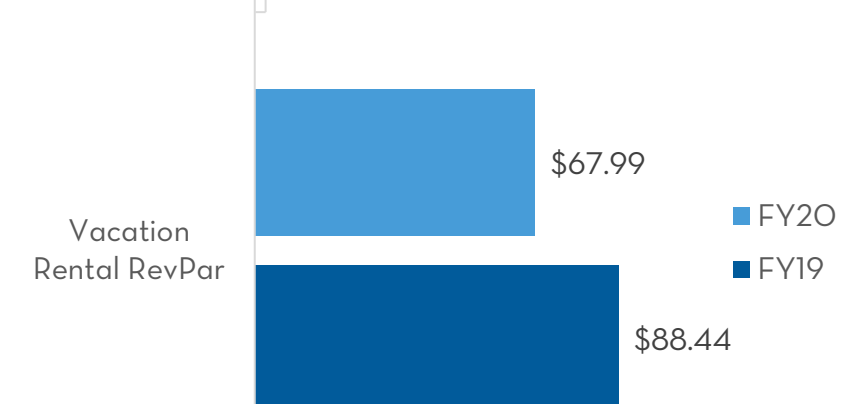
Hotel Statistics

Hotel Statistics ¹	FY 2019	FY 2020	% Change
Occupancy	68.9%	55.2%	-19.9%
Room Rates	\$108.78	\$97.03	-10.8%
RevPAR	\$74.95	\$53.56	-28.5%
Room Nights	1,433,887	1,171,430	-18.3%



Vacation Rental Statistics

Vacation Rental Statistics ²	FY 2019	FY 2020	% Change
Occupancy	55.2%	51.6%	-6.5%
Room Rates	\$160.22	\$131.78	-17.8%
RevPAR	\$88.44	\$67.99	-23.1%
Room Nights	284,661	260,439	-8.5%



¹ Source: Smith Travel

² Source: Destimetrics



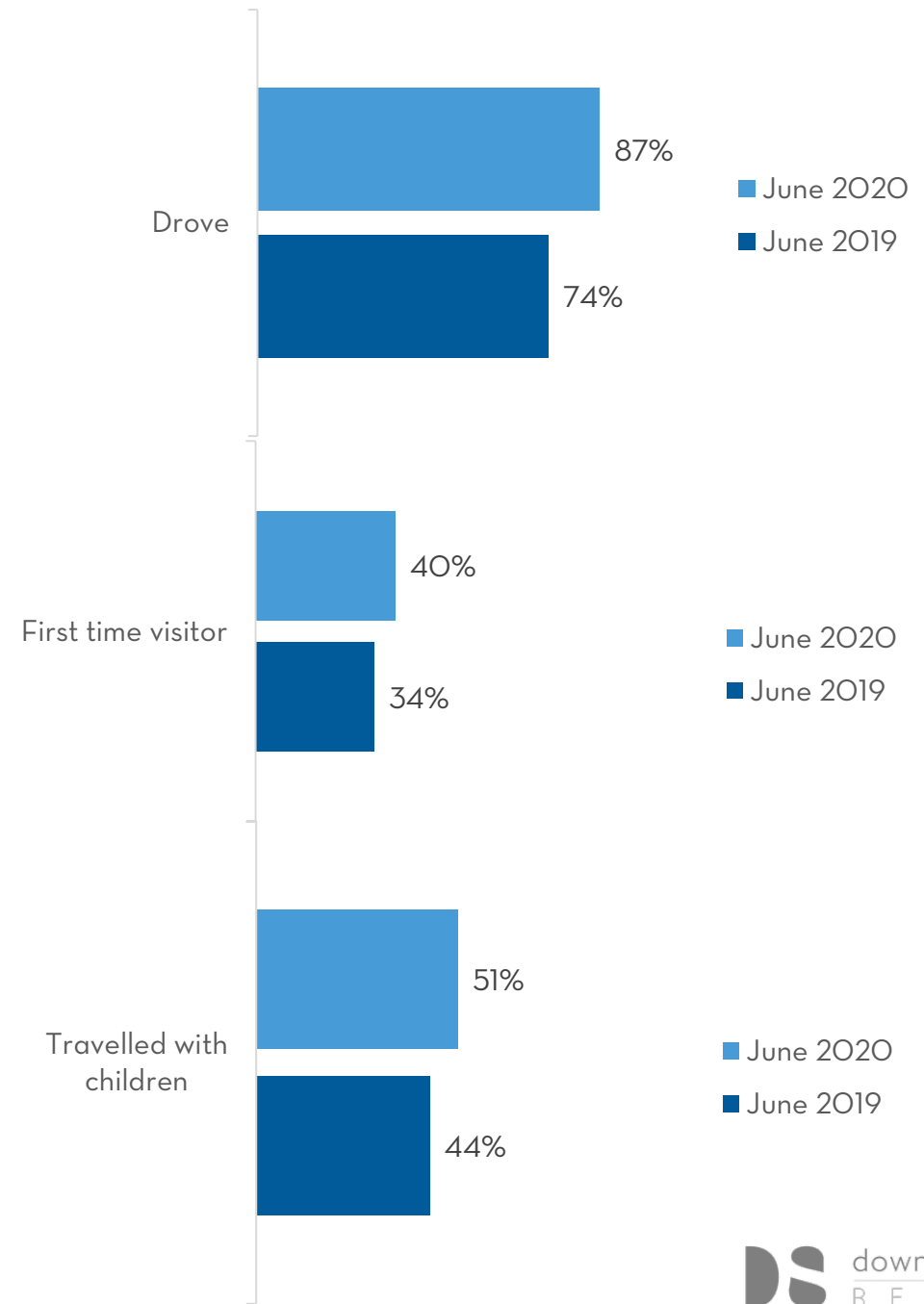
Pensacola Dashboard - June 2020

Top Visitor Origin Markets		
2019 ¹	2020	% of 2020 Visitors
Mobile	Mobile	11.8%
Atlanta	Atlanta	8.6%
Panama City	Dallas-Ft. Worth	4.9%
New Orleans	Birmingham	3.8%
Tampa-St Pete, Sarasota	Orlando	3.2%
Biloxi-Gulfport	New Orleans	2.9%
Birmingham	Tallahassee	2.9%
Huntsville-Decatur	Nashville	1.9%
Jacksonville	Panama City-Destin	1.8%
Nashville	Cincinnati	1.7%

Pensacola Dashboard - June 2020

June 2020 Visitors	2019 ¹	2020
Stayed in paid accommodations	63%	73%
Drove	74%	87%
Length of stay	4.4	4.1
Will recommend	99%	88%
First time visitor	34%	40%

June 2020 Visitors	2019 ¹	2020
Median Age	43	40
Gender (Female)	67%	55%
Household Income	\$89,700	\$80,300
Travel party size	3.7	3.7
Travelled with Children	44%	51%



¹Source: Majority Opinion Research

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June 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

