

VISIT PENSACOLA

Monthly Dashboard
June 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.
- Due to the abnormal nature of June 2020 from COVID-19, comparisons are made to June 2019.
- Number of visitors for June increased 1.3% compared to June 2019.
- Airline Passengers increased 26.7% compared to June 2019.
- Hotel occupancy was up 2.1% from 2019 and ADR was up 27.1%, resulting in a RevPAR that was up 29.9% from 2019.
- Hotel room nights were up 1.2% compared to June 2019.
- Compared to 2019 more visitors drove to the Pensacola area in June 2021.
- Mobile and Atlanta were top origin markets.

Visitors & Airline Passengers

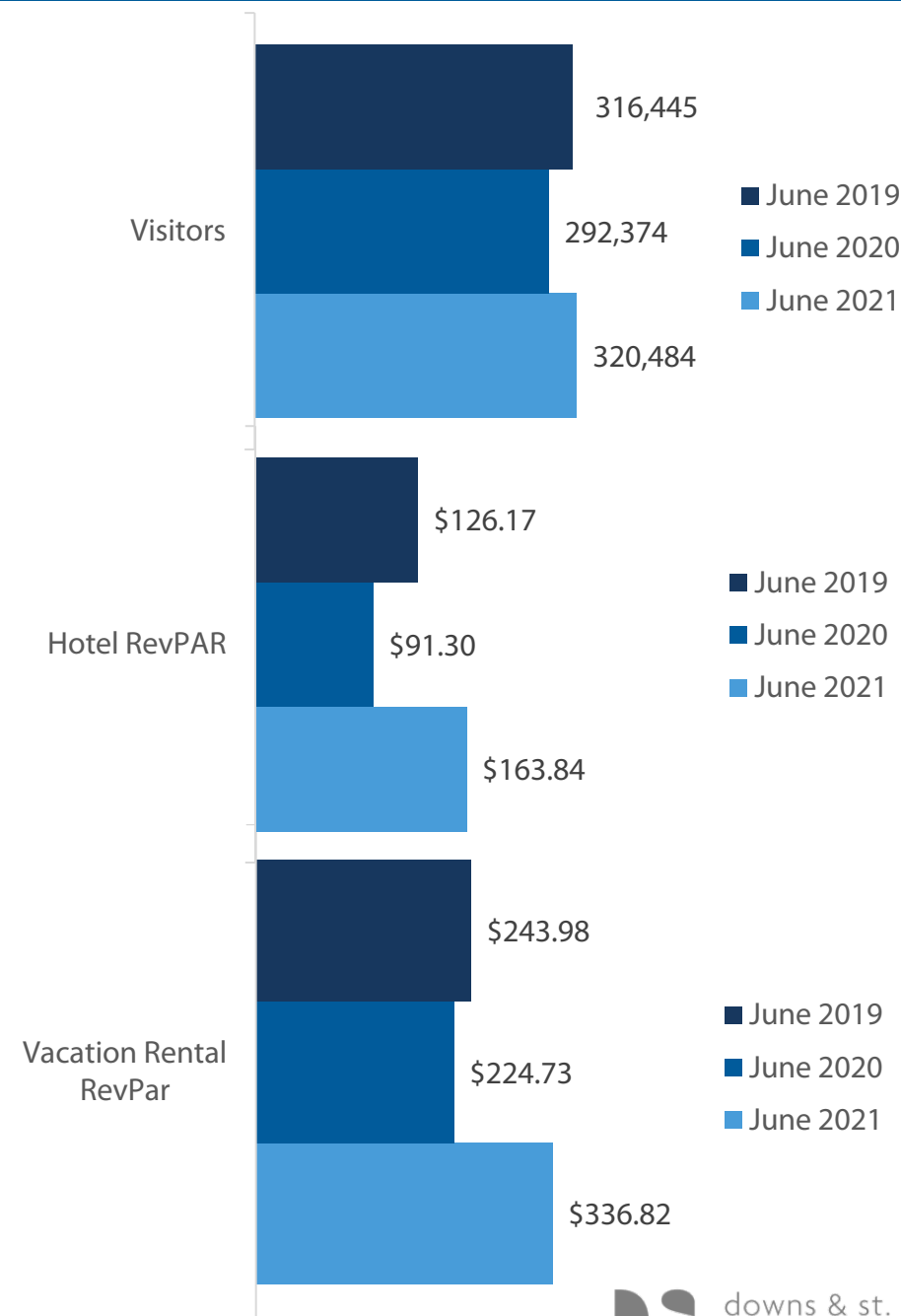
Visitor Statistics	June 2019	June 2020	June 2021	% Change 2019 to 2021
Visitors ¹	316,445	292,374	320,484	+1.3%
Airline Passengers ²	216,344	77,651	274,060	+26.7%

Hotel Statistics

Hotel Statistics ³	June 2019	June 2020	June 2021	% Change 2019 to 2021
Occupancy	84.0%	69.0%	85.8%	+2.1%
Room Rates	\$150.20	\$132.32	\$190.95	+27.1%
RevPAR	\$126.17	\$91.30	\$163.84	+29.9%
Room Nights	193,577	158,905	195,871	+1.2%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	June 2019	June 2020	June 2021	% Change 2019 to 2021
Occupancy	78.2%	76.7%	89.8%	+14.8%
Room Rates	\$312.00	\$293.00	\$375.08	+20.2%
RevPAR	\$243.98	\$224.73	\$336.82	+38.1%
Room Nights	43,190	42,361	48,103	+11.4%



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

2019 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.

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.

⁴ Source: Smith Travel.

⁵ Sources: Destimetrics (2019-2020) Key Data Travel (2021).



Visitors & Airline Passengers

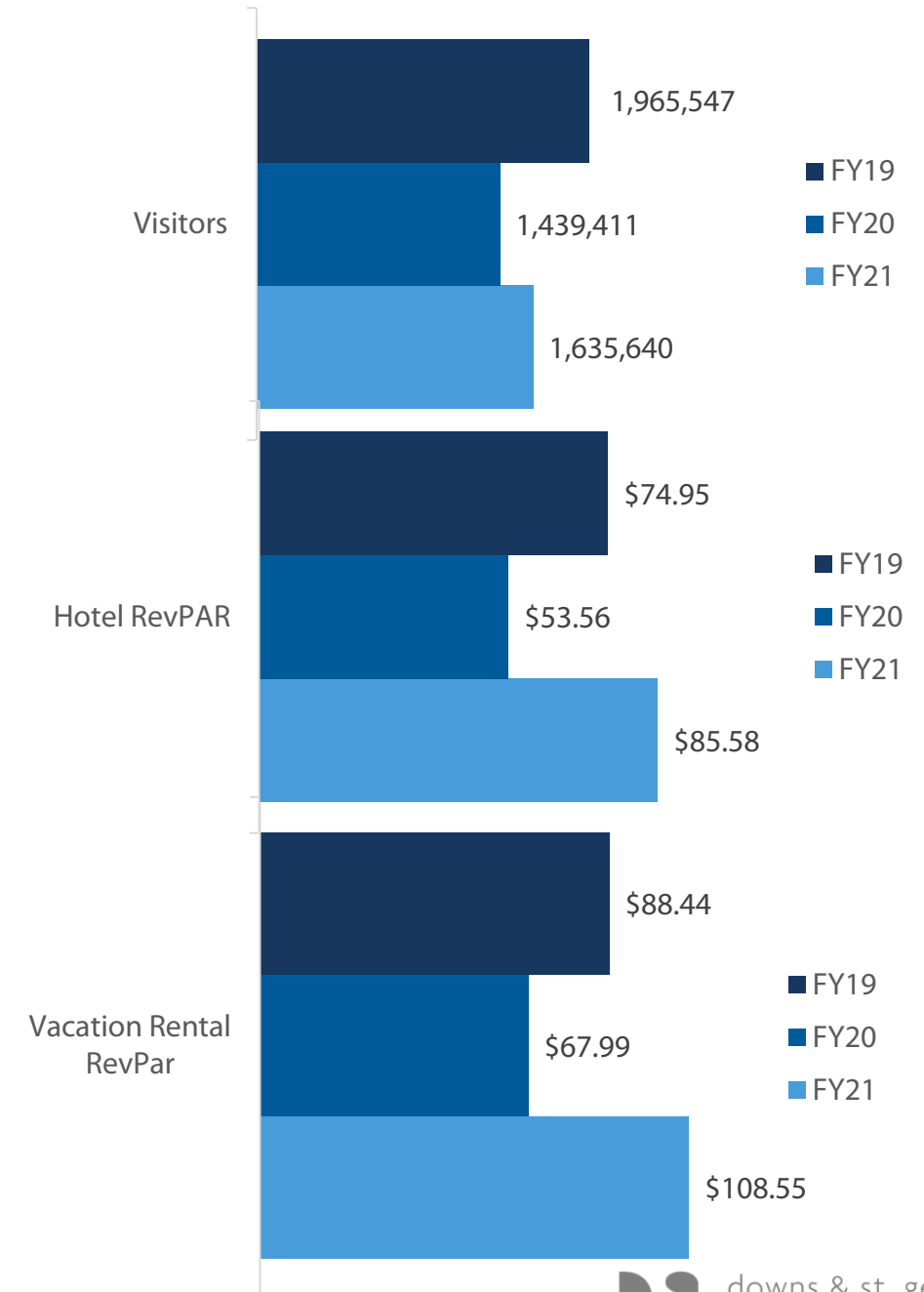
Visitor Statistics	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Visitors ¹	1,965,547	1,439,411	1,635,640	-16.8%
Airline Passengers ²	1,583,834	1,047,230	1,333,704	-15.8%

Hotel Statistics

Hotel Statistics ³	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Occupancy	68.9%	55.2%	72.1%	+4.6%
Room Rates	\$108.78	\$97.03	\$118.69	+9.1%
RevPAR	\$74.95	\$53.56	\$85.58	+14.2%
Room Nights	1,433,887	1,180,453	1,455,177	+1.5%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Occupancy	55.2%	51.6%	65.0%	+17.8%
Room Rates	\$160.22	\$131.78	\$167.00	+4.2%
RevPAR	\$88.44	\$67.99	\$108.55	+22.7%
Room Nights	284,661	265,424	324,425	+14.0%



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³ Source: Smith Travel.

⁴ Sources: Destimetrics (2019-2020) Key Data Travel (2021).

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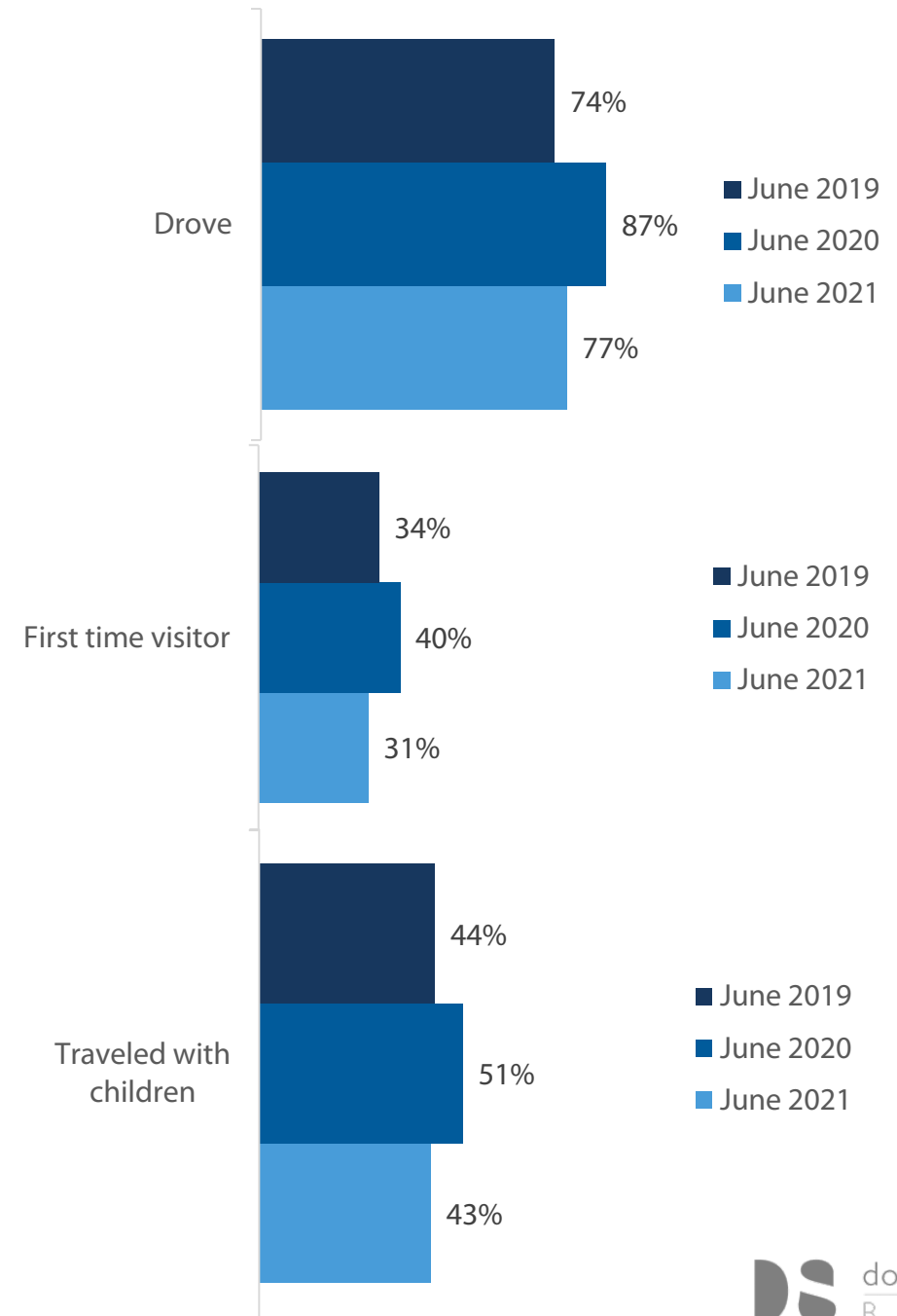


Top Visitor Origin Markets		
Markets	% of June 2020 Visitors	% of June 2021 Visitors
Mobile	12%	11%
Atlanta	9%	6%
Dallas – Fort Worth	5%	4%
Nashville	2%	4%
New Orleans	3%	4%
Saint Louis	<1%	3%
Memphis	1%	3%
Dothan	1%	3%
Evansville	<1%	3%
Los Angeles	<1%	3%
Chicago	1%	2%
Houston	1%	2%



June Visitors ¹	2019 ³	2020 ⁴	2021 ⁴
Stayed in paid accommodations	63%	73%	65%
Drove	74%	87%	77%
Length of stay ²	4.4	3.9	4.4
Will recommend	99%	88%	94%
First time visitor	34%	40%	31%

June Visitors ¹	2019 ³	2020 ⁴	2021 ⁴
Median Age	43	40	41
Gender (Female)	67%	55%	62%
Household Income	\$89,700	\$80,300	\$82,900
Travel party size ²	3.7	3.8	3.8
Traveled with Children	44%	51%	43%



¹ Due to the abnormal nature of June 2020, comparisons are also made to June 2019.

² Visitors staying in Paid Accommodations.

³ Source: Majority Opinion Research.

⁴ Source: Downs & St. Germain Research.

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June 2021

By Downs & St. Germain Research

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