

VISIT PENSACOLA

Monthly Dashboard
March 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.
- March 2021 performed much better than March 2020, which was negatively impacted by COVID-19. In comparing March 2021 to March 2019, hotel occupancy was up 4.9% and ADR was up 2.1%, resulting in a RevPAR that was up 7.2%.
- Number of visitors for March increased 27.4% compared to last year.
- Airline passengers increased 55.0% compared to March of last year.
- Hotel occupancy was up 60.3% from last year and ADR was up 20.3%, resulting in a RevPAR that was up 92.9% from last year.
- Hotel room nights were up 46.3% compared to March 2020.
- The average length of stay in March was shorter than much of last year.
- Mobile was the top origin market.

Visitors & Airline Passengers

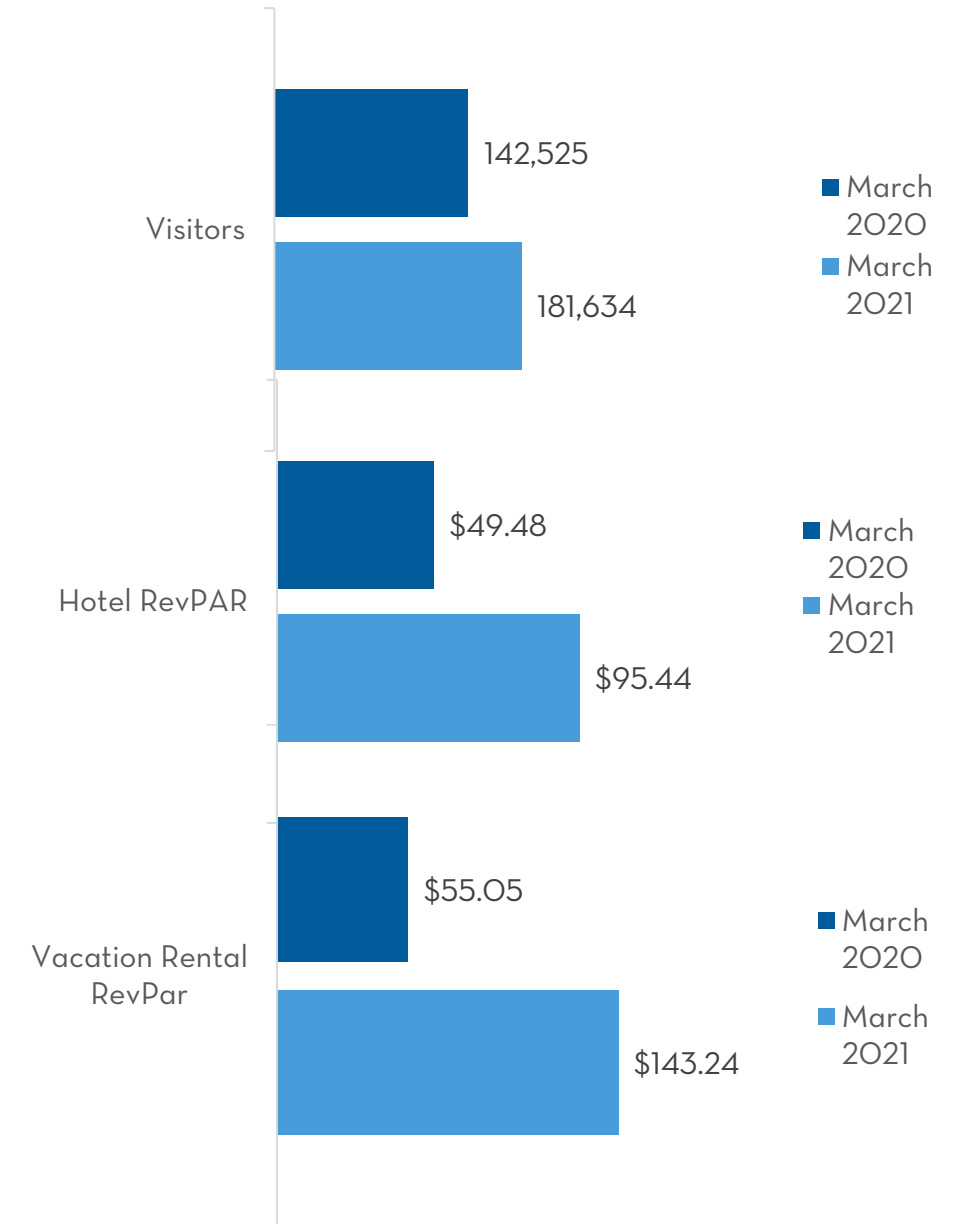
Visitor Statistics	March 2020	March 2021	% Change
Visitors ¹	142,525	181,634	+27.4%
Airline Passengers ²	100,674	156,043	+55.0%

Hotel Statistics

Hotel Statistics ³	March 2020	March 2021	% Change
Occupancy	50.9%	81.6%	+60.3%
Room Rates	\$97.22	\$116.96	+20.3%
RevPAR	\$49.48	\$95.44	+92.9%
Room Nights	127,148	186,002	+46.3%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	March 2020	March 2021	% Change
Occupancy	49.2%	80.3%	+63.2%
Room Rates	\$111.90	\$178.38	+59.4%
RevPAR	\$55.05	\$143.24	+160.2%
Room Nights	28,074	41,260	+47.0%



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.

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 March 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

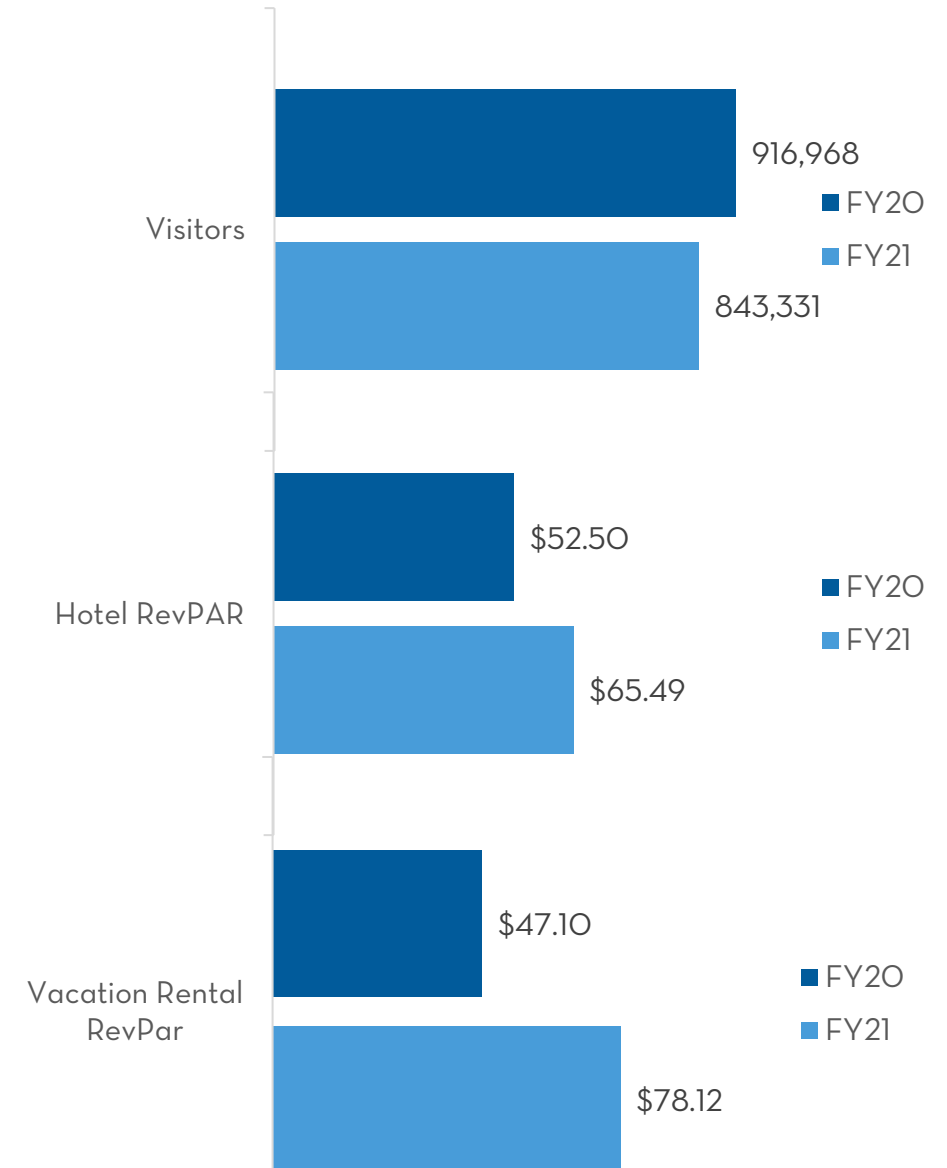
Visitor Statistics	FY 2020	FY 2021	% Change
Visitors ¹	916,968	843,331	-8.0%
Airline Passengers ²	935,485	652,971	-30.2%

Hotel Statistics

Hotel Statistics ³	FY 2020	FY 2021	% Change
Occupancy	56.1%	67.0%	+19.4%
Room Rates	\$93.58	\$97.74	+4.4%
RevPAR	\$52.50	\$65.49	+24.7%
Room Nights	816,133	886,962	+8.7%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	FY 2020	FY 2021	% Change
Occupancy	51.2%	63.0%	+23.0%
Room Rates	\$92.00	\$124.00	+34.8%
RevPAR	\$47.10	\$78.12	+65.9%
Room Nights	181,298	193,888	+6.9%



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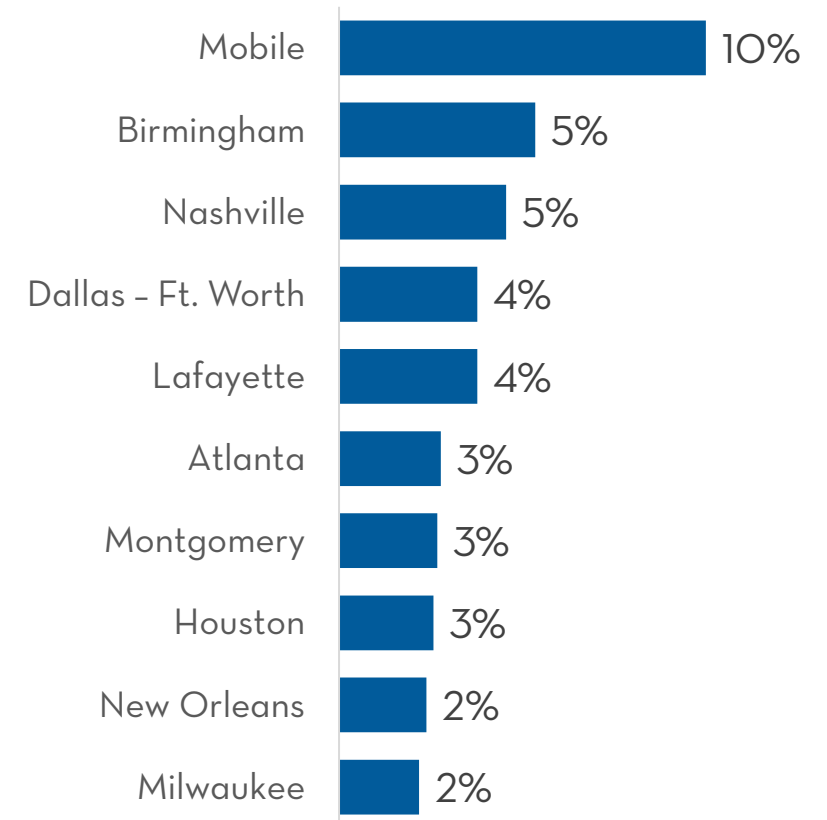
⁵ Sources: KeyData Travel (Metrics may change to reflect updated number of units. These figures assume a 10% reduction in units due to Hurricane Sally).



» Origin markets in March 2021 appear to be impacted much less by visitors' propensity to prefer drive markets because of COVID-19

Top Visitor Origin Markets	
2020 ¹	2021
Mobile	Mobile
Atlanta	Birmingham
Dallas-Ft. Worth	Nashville
Jacksonville	Dallas - Ft. Worth
Huntsville-Decatur	Lafayette
Biloxi-Gulfport	Atlanta
Nashville	Montgomery
Tallahassee	Houston
Panama City	New Orleans
New Orleans	Milwaukee

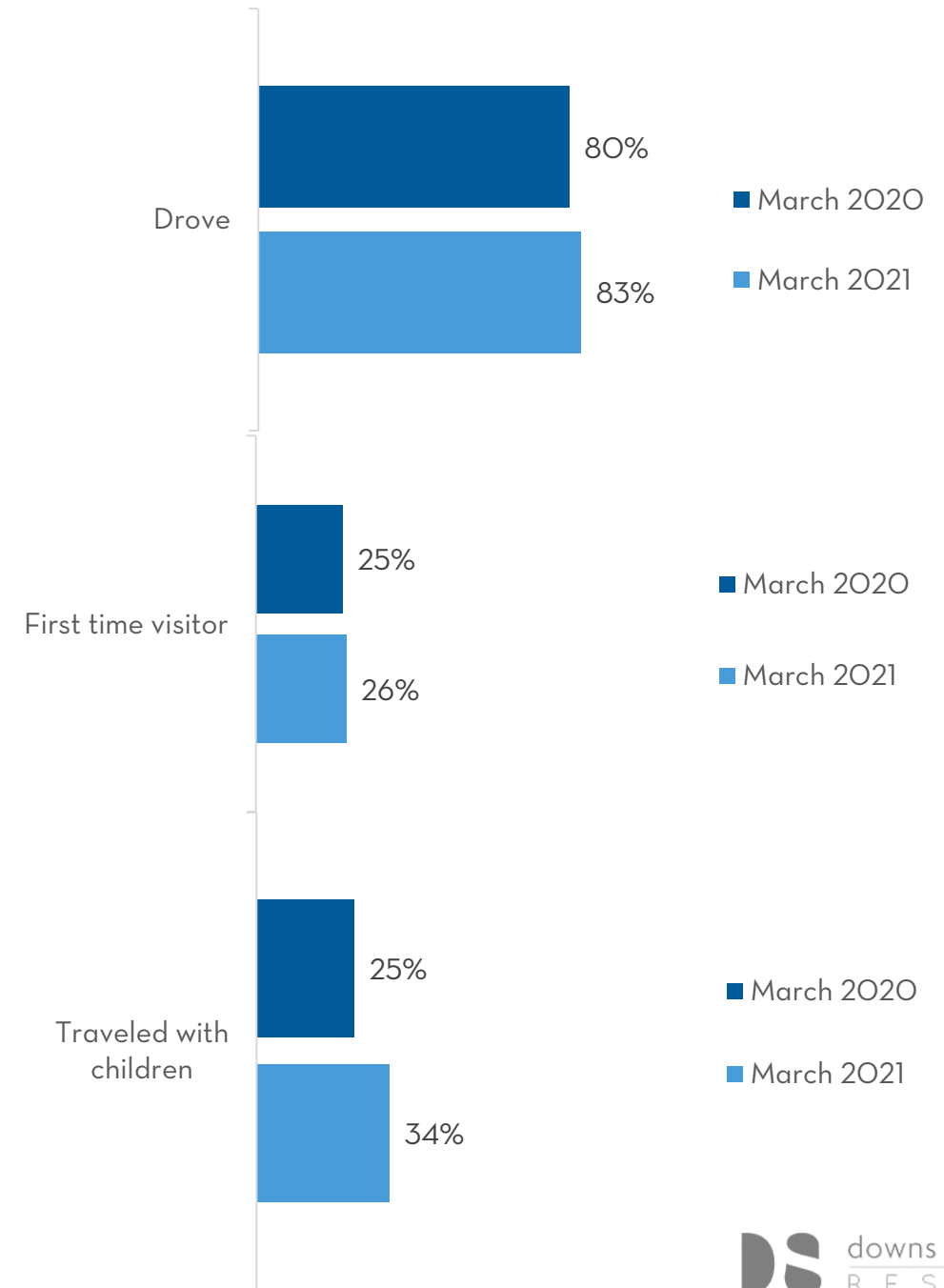
Percentage of Visitors by Top Origin Markets in 2021



¹Source: Majority Opinion Research.

March Visitors	2020 ¹	2021
Stayed in paid accommodations	59%	64%
Drove	80%	83%
Length of stay ²	6.3	5.9
Will recommend	98%	97%
First time visitor	25%	26%

March Visitors	2020 ²	2021
Median Age	42	46
Gender (Female)	63%	57%
Household Income	\$73,800	\$91,900
Travel party size ²	3.4	3.4
Traveled with Children	25%	34%



¹ Source: Majority Opinion Research.

² Visitors staying in Paid Accommodations.

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By Downs & St. Germain Research

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