

VISIT PENSACOLA

Monthly Dashboard
May 2020

By Downs & St. Germain Research



Visitor Dashboard Summary

- Number of visitors for *May* decreased -16.5% compared to last year.
- Airline passengers decreased -89.4% compared to last year.
- Hotel occupancy was down (22.7%) from last year and ADR was down (18.5%), resulting in a RevPAR that was down 37.1% from last year.
- Hotel room nights were down 24.7% compared to *May 2019*
- Due to COVID-19, there was no visitor data collected, so visitor data is not included in this monthly dashboard

Pensacola Dashboard - May 2020

Visitors & Airline Passengers

Visitor Statistics	May 2019	May 2020	% Change
Visitors ¹	190,514	159,068	-16.5%
Airline Passengers	207,635	22,020	-89.4%

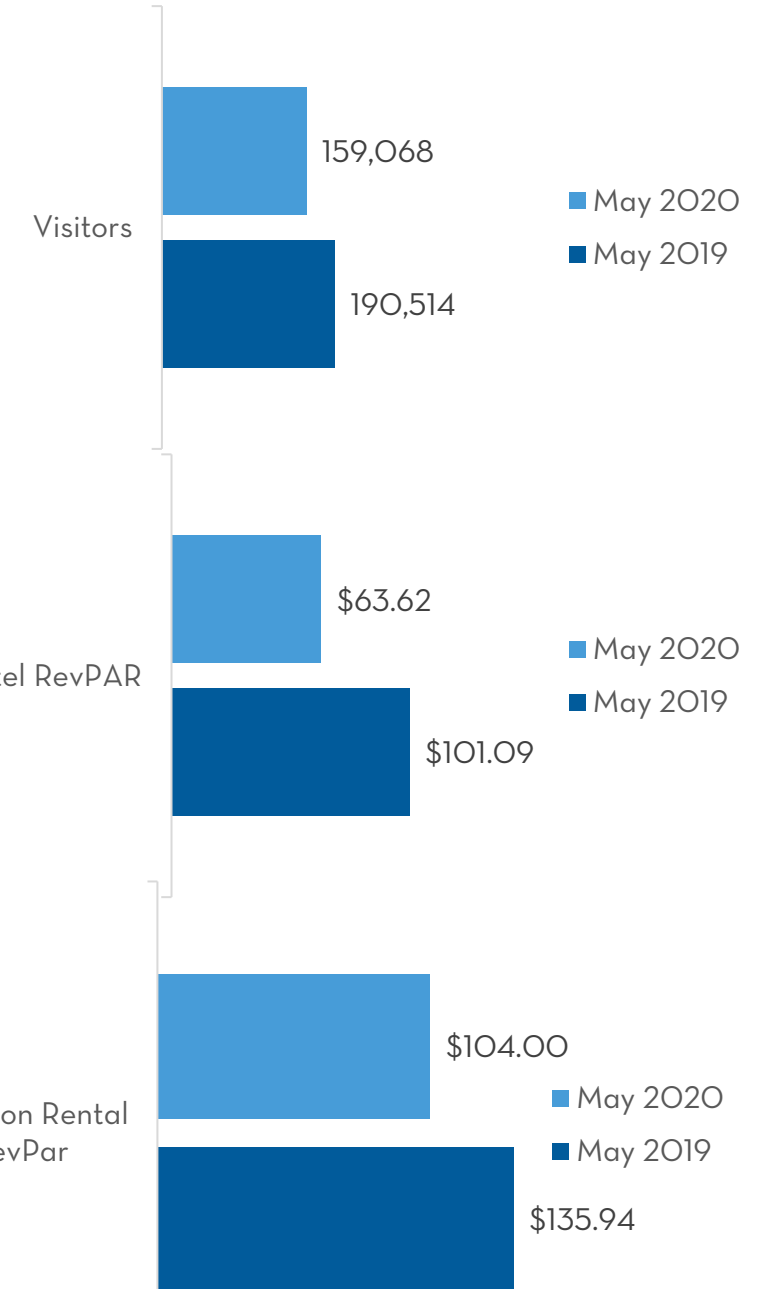
*Visitor estimates are calculated using travel profile data from previous reports, as no visitor data was collected for the month of April

Hotel Statistics

Hotel Statistics ²	May 2019	May 2020	% Change
Occupancy	76.4%	59.0%	-22.7%
Room Rates	\$132.32	\$107.83	-18.5%
RevPAR	\$101.09	\$63.62	-37.1%
Room Nights	181,831	136,971	-24.7%

Vacation Rental Statistics

Vacation Rental Statistics ³	May 2019	May 2020	% Change
Occupancy	57.6%	48.6%	-15.6%
Room Rates	\$236.00	\$214.00	-9.3%
RevPAR	\$135.94	\$104.00	-23.5%
Room Nights	32,873	27,737	-15.6%



¹ Visitation estimates provided here are **preliminary**. Adjustments will 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 - May 2020)

Visitors & Airline Passengers

Visitor Statistics	FY 2019	FY 2020	% Change
Visitors ¹	1,794,266	1,698,724	-5.3%
Airline Passengers	1,367,490	969,579	-29.1%

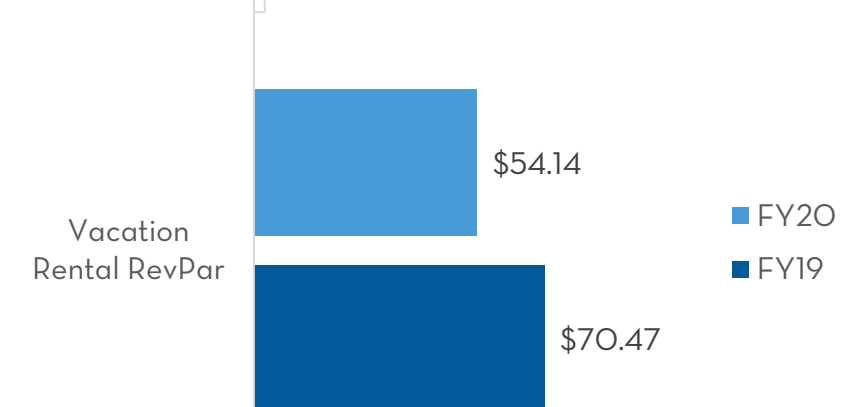
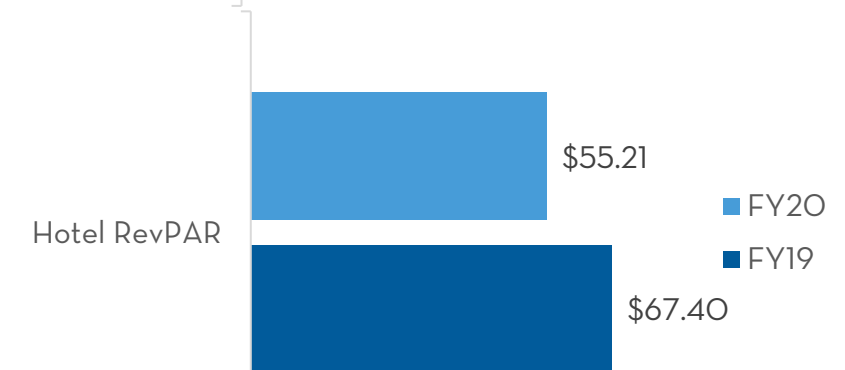
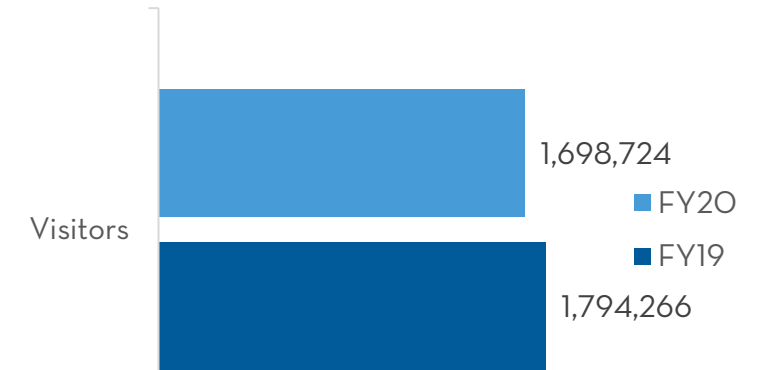
*Visitor estimates are calculated using travel profile data from previous reports, as no visitor data was collected for the month of April

Hotel Statistics

Hotel Statistics ²	FY 2019	FY 2020	% Change
Occupancy	67.0%	53.3%	-20.4%
Room Rates	\$103.59	\$92.30	-10.9%
RevPAR	\$67.40	\$55.21	-18.1%
Room Nights	1,240,310	1,012,525	-18.4%

Vacation Rental Statistics

Vacation Rental Statistics ³	FY 2019	FY 2020	% Change
Occupancy	52.2%	48.5%	-7.1%
Room Rates	\$135.00	\$111.63	-17.3%
RevPAR	\$70.47	\$54.14	-23.2%
Room Nights	241,471	218,078	-9.7%



¹ Source: Majority Opinion Research previous reports

² Source: Smith Travel

³ Source: Destimetrics

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