

VISIT PENSACOLA

Monthly Dashboard
May 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 COVID-19, no visitor data was collected in May 2020 and are not included in this monthly dashboard. Additionally, due to the abnormal nature of May 2020, comparisons are made to May 2019.
- Number of visitors for May increased 18.3% compared to May 2019.
- Airline passengers increased 6.5% compared to May 2019.
- Hotel occupancy was up 6.8% from 2019 and ADR was up 18.4%, resulting in a RevPAR that was up 26.4% from 2019.
- Hotel room nights were up 5.8% compared to May 2019.
- Compared to 2019 more visitors traveled with children in May 2021.
- Mobile was the top origin market, particularly for day trippers coming to events in the Pensacola area.

Visitors & Airline Passengers

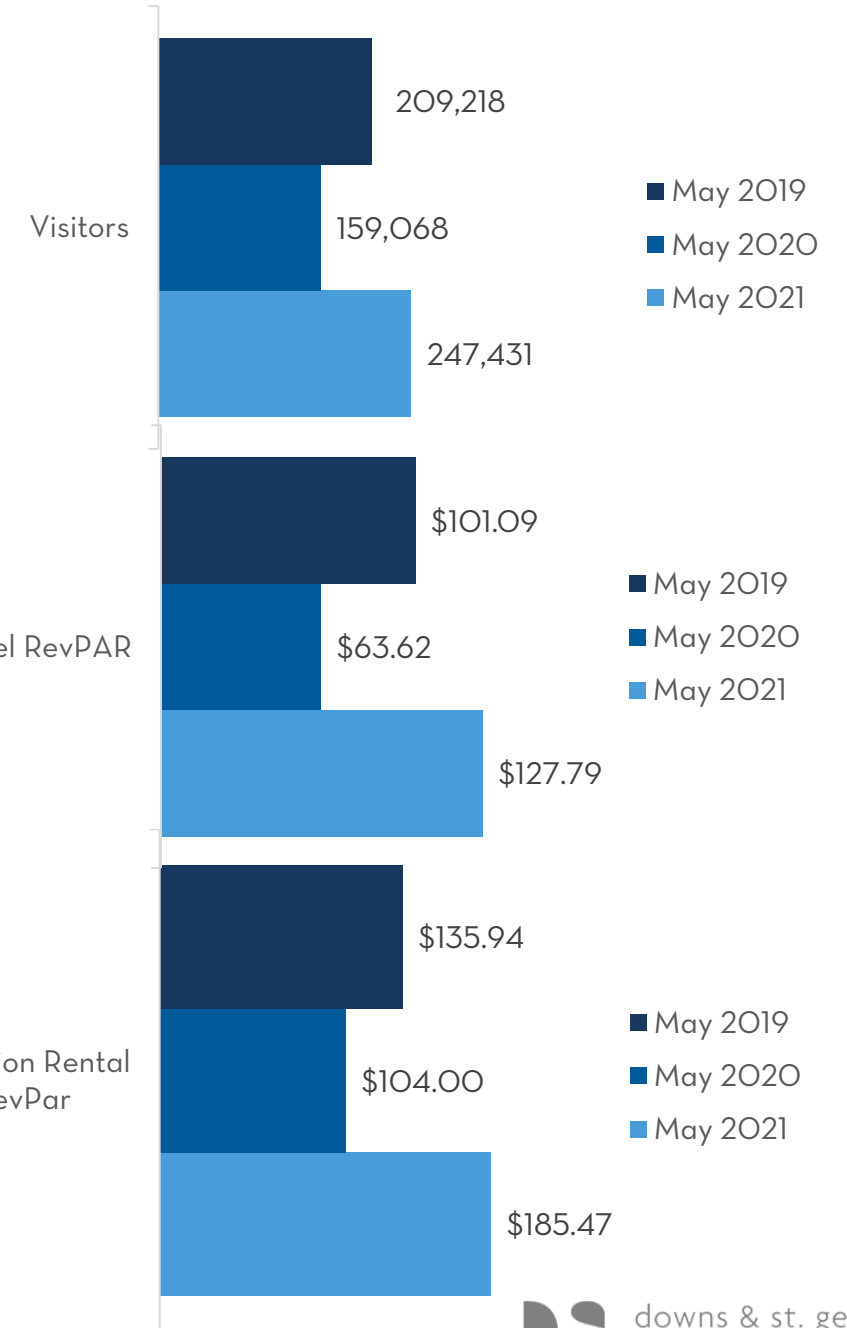
Visitor Statistics	May 2019	May 2020	May 2021	% Change 2019 to 2021
Visitors ¹	209,218	159,068	247,431	+18.3%
Airline Passengers ²	207,635	22,020	221,061	+6.5%

Hotel Statistics

Hotel Statistics ³	May 2019	May 2020	May 2021	% Change 2019 to 2021
Occupancy	76.4%	59.0%	81.6%	+6.8%
Room Rates	\$132.32	\$107.83	\$156.61	+18.4%
RevPAR	\$101.09	\$63.62	\$127.79	+26.4%
Room Nights	181,831	136,971	192,400	+5.8%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	May 2019	May 2020	May 2021	% Change 2019 to 2021
Occupancy	57.6%	48.6%	74.9%	+30.0%
Room Rates	\$236.00	\$214.00	\$247.62	+4.9%
RevPAR	\$135.94	\$104.00	\$185.47	+36.4%
Room Nights	32,873	27,737	41,469	+26.1%



¹ Visitation estimates provided here are **preliminary**.
 2019 + 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.
 Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.
² Includes all airline travel, i.e., locals and visitors.
³ Source: Smith Travel.
⁴ Sources: Destimetrics (2019-2020) KeyData Travel (2021).



Visitors & Airline Passengers

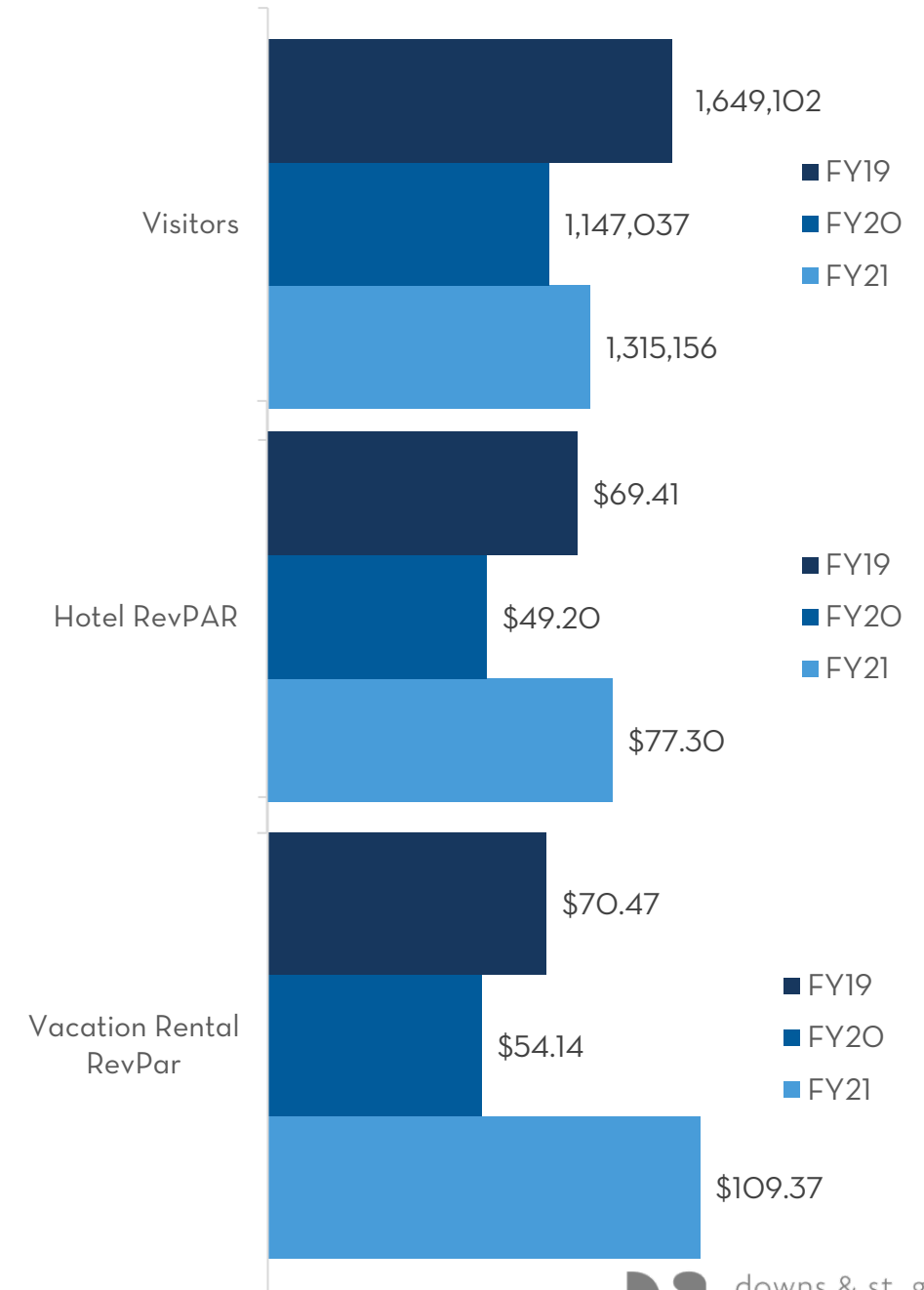
Visitor Statistics	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Visitors ¹	1,649,102	1,147,037	1,315,156	-20.3%
Airline Passengers ²	1,367,490	969,579	1,059,644	-22.5%

Hotel Statistics

Hotel Statistics ³	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Occupancy	67.0%	53.3%	70.5%	+5.2%
Room Rates	\$103.59	\$92.30	\$109.65	+5.8%
RevPAR	\$69.41	\$49.20	\$77.30	+11.4%
Room Nights	1,240,310	1,021,548	1,259,306	+1.5%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Occupancy	52.2%	48.5%	67.1%	+28.5%
Room Rates	\$135.00	\$111.63	\$163.00	+20.7%
RevPAR	\$70.47	\$54.14	\$109.37	+55.2%
Room Nights	241,471	223,063	276,322	+14.4%



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- » Events in the month of May such as Pensacon and the Grand Mardi Gras Parade drew a high percentage of day trippers from Mobile

Top Visitor Origin Markets	
May 2021	Percentage
Mobile	15%
Nashville	4%
Denver	4%
Chicago	3%
Dallas - Fort Worth	3%
Washington D.C.	3%
Atlanta	2%
Little Rock - Pine Bluff	2%
Louisville	2%
Orlando - Daytona Beach -Melbourne	2%
Memphis	2%

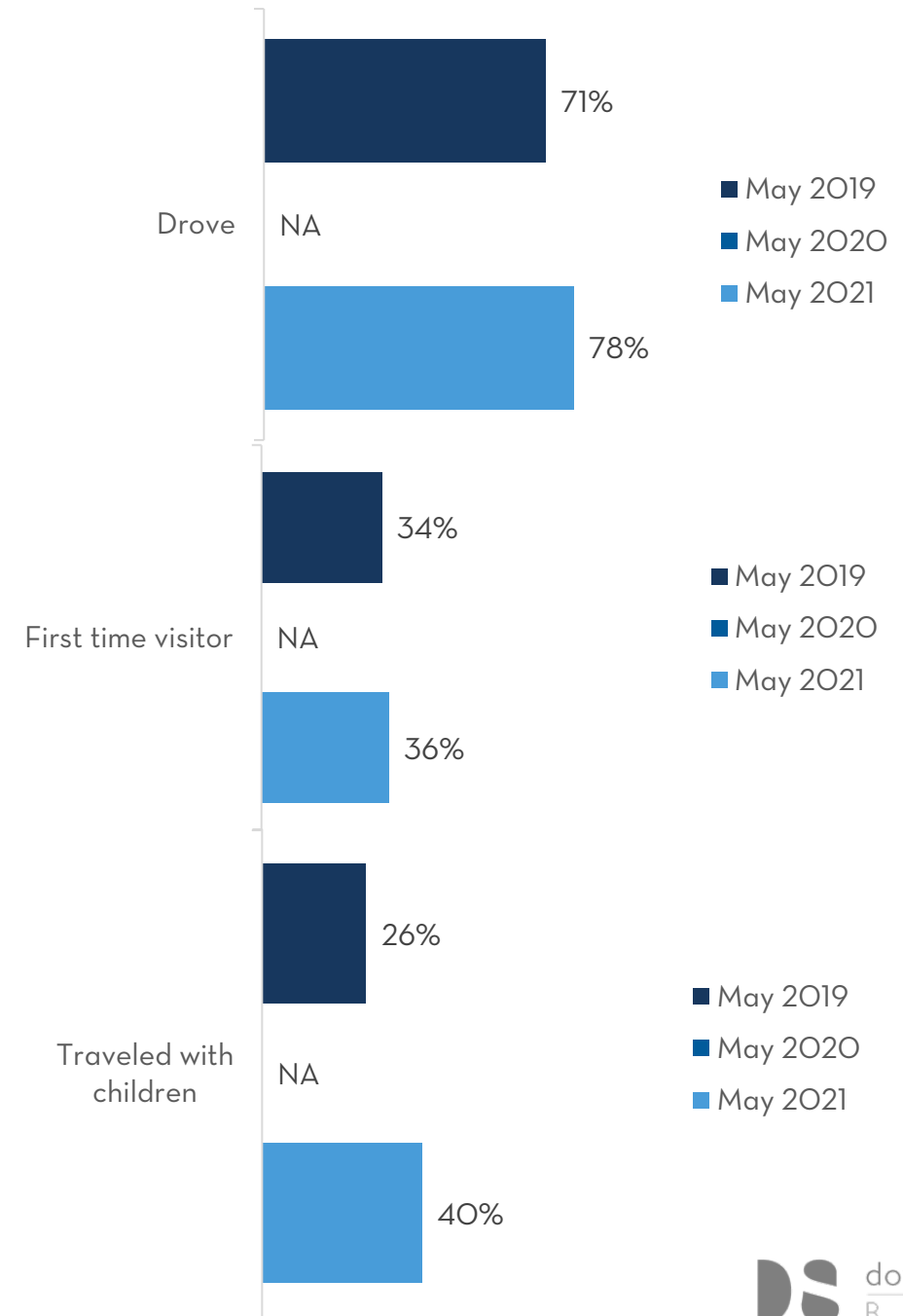
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Pensacola Dashboard - May 2021

May Visitors	2019	2020 ¹	2021
Stayed in paid accommodations	67%	NA	58%
Drove	71%	NA	78%
Length of stay ²	5.1	NA	4.6
Will recommend	100%	NA	92%
First time visitor	34%	NA	36%

May Visitors	2019	2020 ¹	2021
Median Age	43	NA	39
Gender (Female)	63%	NA	50%
Household Income	\$82,000	NA	\$77,700
Travel party size ²	3.0	NA	3.3
Traveled with Children	26%	NA	40%



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² Visitors staying in Paid Accommodations.

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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

