

VISIT PENSACOLA

Monthly Dashboard
August 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.
- August 2021 performed much better than August 2020, which was negatively impacted by COVID-19.
- Number of visitors for August increased 27.6% compared to last year.
- Airline passengers increased 101.8% compared to August of last year.
 - Though, visitation and accommodation metrics began to improve at the end of August 2020, airline travel lagged behind in the speed of its recovery
- Hotel occupancy was up 16.6% from last year and ADR was up 37.5%, resulting in a RevPAR that was up 60.3% from last year.
- Hotel room nights were up 13.3% compared to August 2020.
- More visitors came to the Pensacola area just for the day compared to last year.
- New Orleans, Mobile, and Dallas – Fort Worth were the top origin markets.

Visitors & Airline Passengers

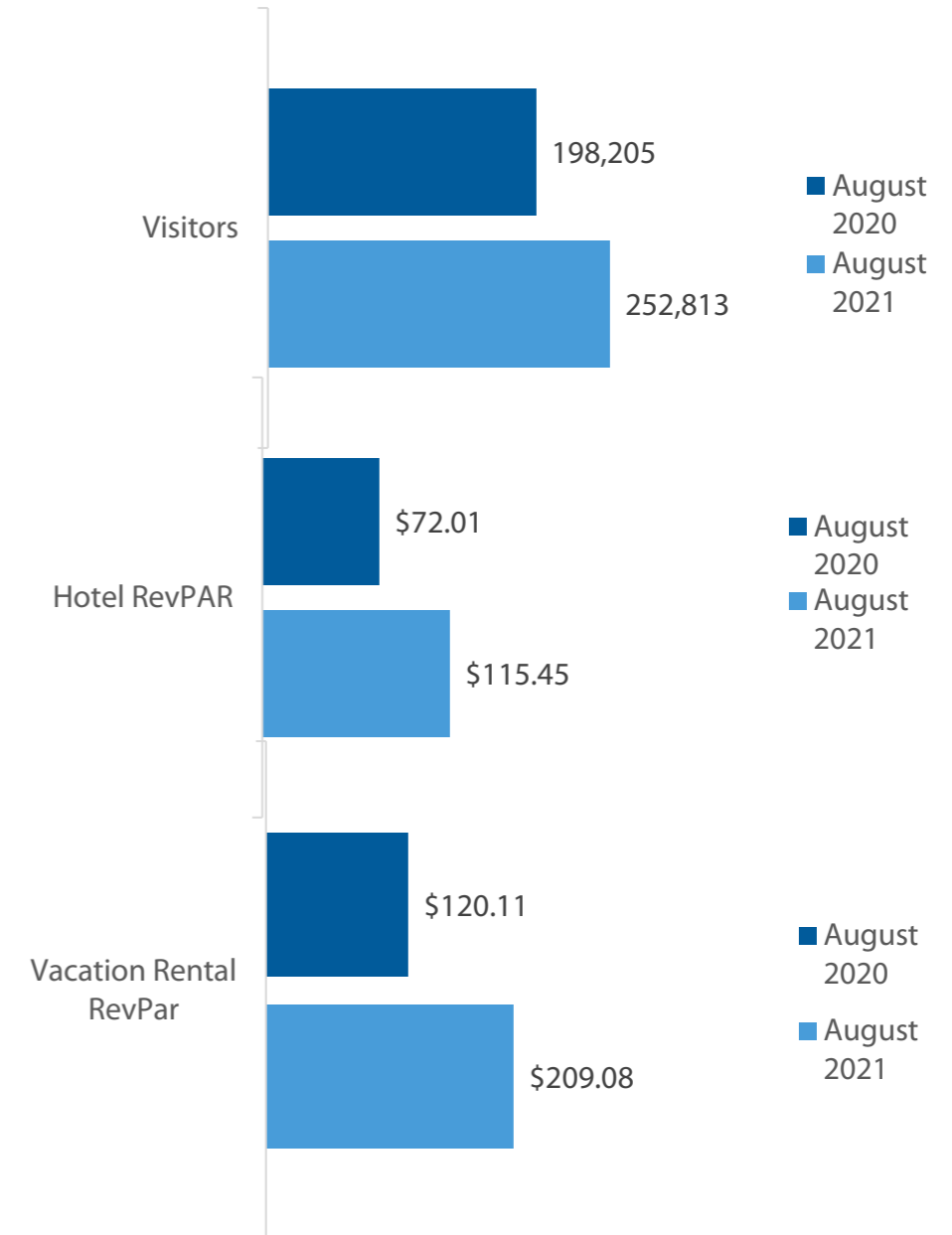
Visitor Statistics	August 2020	August 2021	% Change
Visitors ¹	198,205	252,813	+27.6%
Airline Passengers ²	116,691	235,459	+101.8%

Hotel Statistics

Hotel Statistics ³	August 2020	August 2021	% Change
Occupancy	63.3%	73.8%	+16.6%
Room Rates	\$113.76	\$156.44	+37.5%
RevPAR	\$72.01	\$115.45	+60.3%
Room Nights	155,620	176,268	+13.3%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	August 2020	August 2021	% Change
Occupancy	62.8%	75.9%	+20.9%
Room Rates	\$204.00	\$275.47	+35.0%
RevPAR	\$120.11	\$209.08	+74.1%
Room Nights	35,841	42,023	+17.2%



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.

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

² Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

³ Source: Smith Travel.

⁴ Sources: Key Data Travel.



Visitors & Airline Passengers

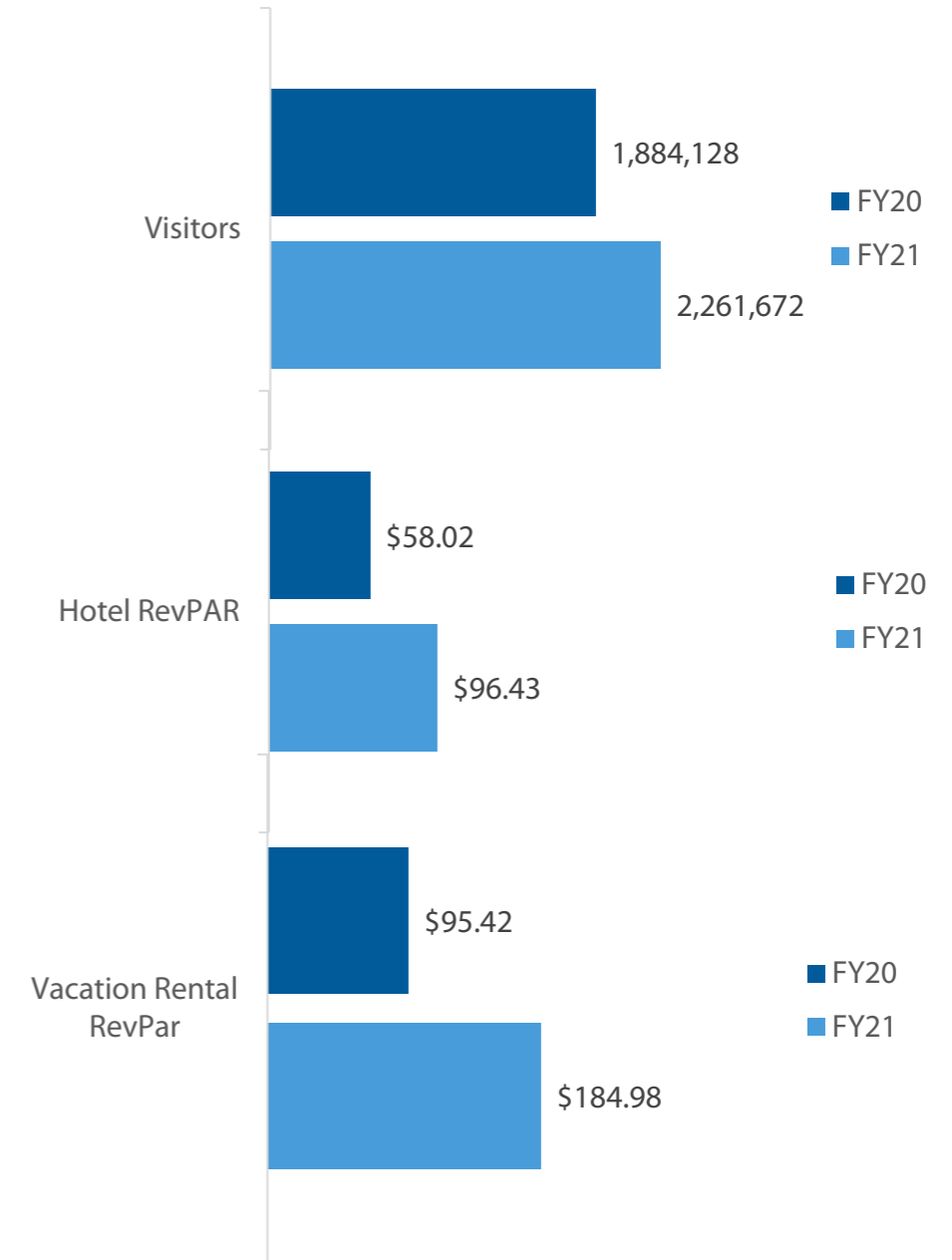
Visitor Statistics	FY 2020	FY 2021	% Change
Visitors ¹	1,884,128	2,261,672	+20.0%
Airline Passengers ²	1,272,993	1,870,409	+46.9%

Hotel Statistics

Hotel Statistics ³	FY 2020	FY 2021	% Change
Occupancy	56.7%	73.4%	+29.5%
Room Rates	\$102.32	\$131.38	+28.4%
RevPAR	\$58.02	\$96.43	+66.2%
Room Nights	1,492,027	1,832,505	+22.8%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	FY 2020	FY 2021	% Change
Occupancy	55.8%	75.5%	+35.3%
Room Rates	\$171.00	\$245.00	+43.3%
RevPAR	\$95.42	\$184.98	+93.9%
Room Nights	352,001	416,942	+18.4%



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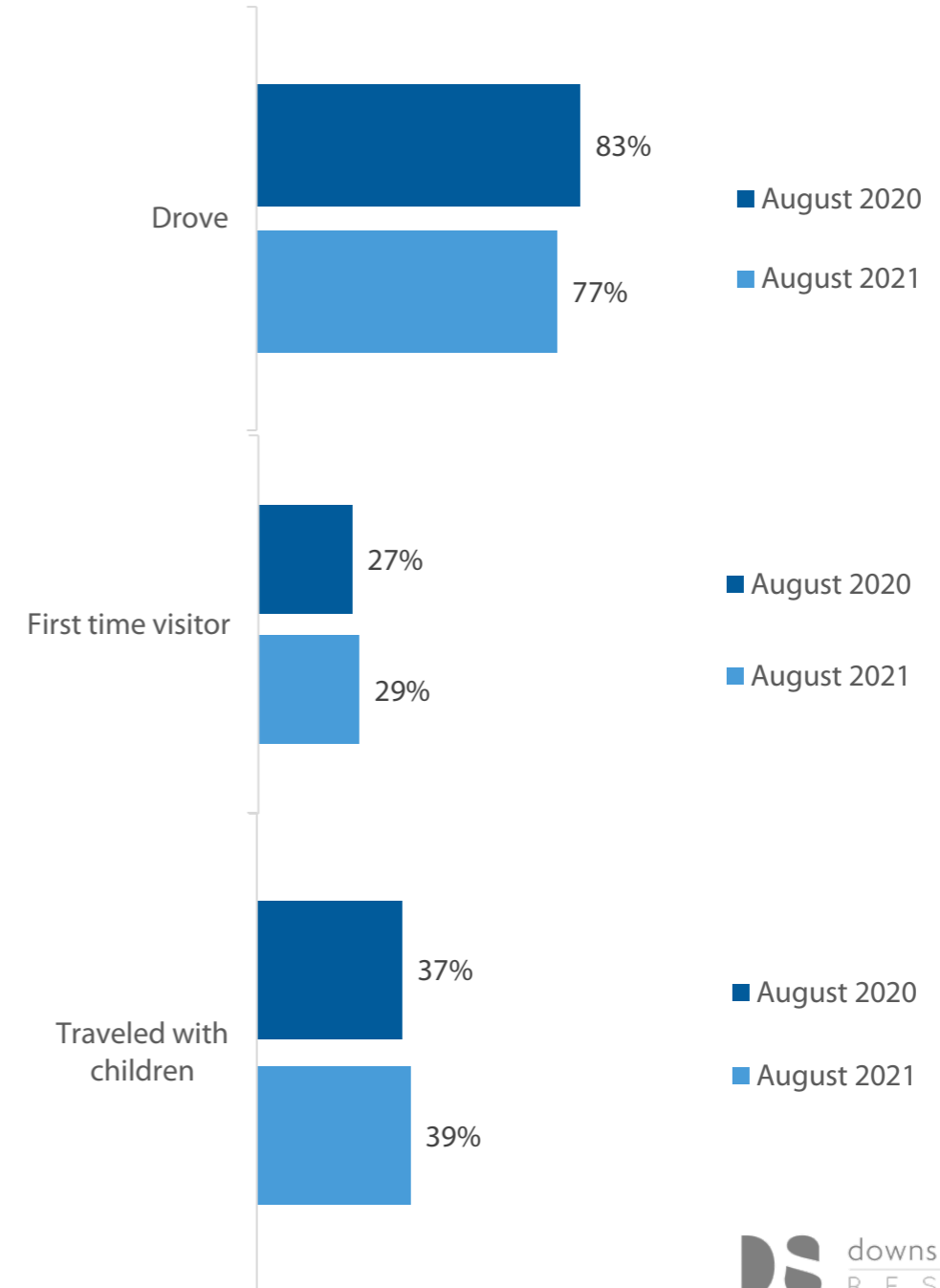
Top Visitor Origin Markets		
Markets	August 2020	August 2021
New Orleans ¹	8%	7%
Mobile	6%	7%
Dallas – Fort Worth	9%	4%
Saint Louis	1%	4%
Kansas City	1%	3%
Philadelphia	1%	3%
Nashville	3%	2%
Washington, D.C.	1%	2%
Huntsville	1%	2%
New York	1%	2%
Atlanta	7%	2%
Birmingham	2%	2%



¹ Hurricane Ida made landfall in New Orleans on August 26, 2021, which may have contributed to an influx of visitors from the area to the Pensacola area during the month of August.

August Visitors	2020	2021
Stayed in paid accommodations	80%	69%
Drove	83%	77%
Length of stay ¹	4.4	4.6
Will recommend	82%	88%
First time visitor	27%	29%

August Visitors	2020 ²	2021
Median Age	43	44
Gender (Female)	59%	58%
Household Income	\$95,749	\$82,500
Travel party size ¹	3.9	3.7
Traveled with Children	37%	39%



¹ Visitors staying in Paid Accommodations.

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