

VISIT PENSACOLA

Monthly Dashboard
July 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 July 2020 from COVID-19, comparisons are made to July 2019.
- Number of visitors for July increased 32.9% compared to July 2019.
- Compared to 2019, there were more day trippers coming to the Pensacola area, resulting in an increase in visitors overall.
- Airline Passengers increased 33.3% compared to July 2019.
- Hotel occupancy was up 4.0% from 2019 and ADR was up 36.5%, resulting in a RevPAR that was up 41.9% from 2019.
- Hotel room nights were up 3.1% compared to July 2019.
- Compared to 2019 more visitors came to the Pensacola area for the first time and more visitors traveled with children in July 2021.
- Mobile and Dallas – Fort Worth were top origin markets.

Visitors & Airline Passengers

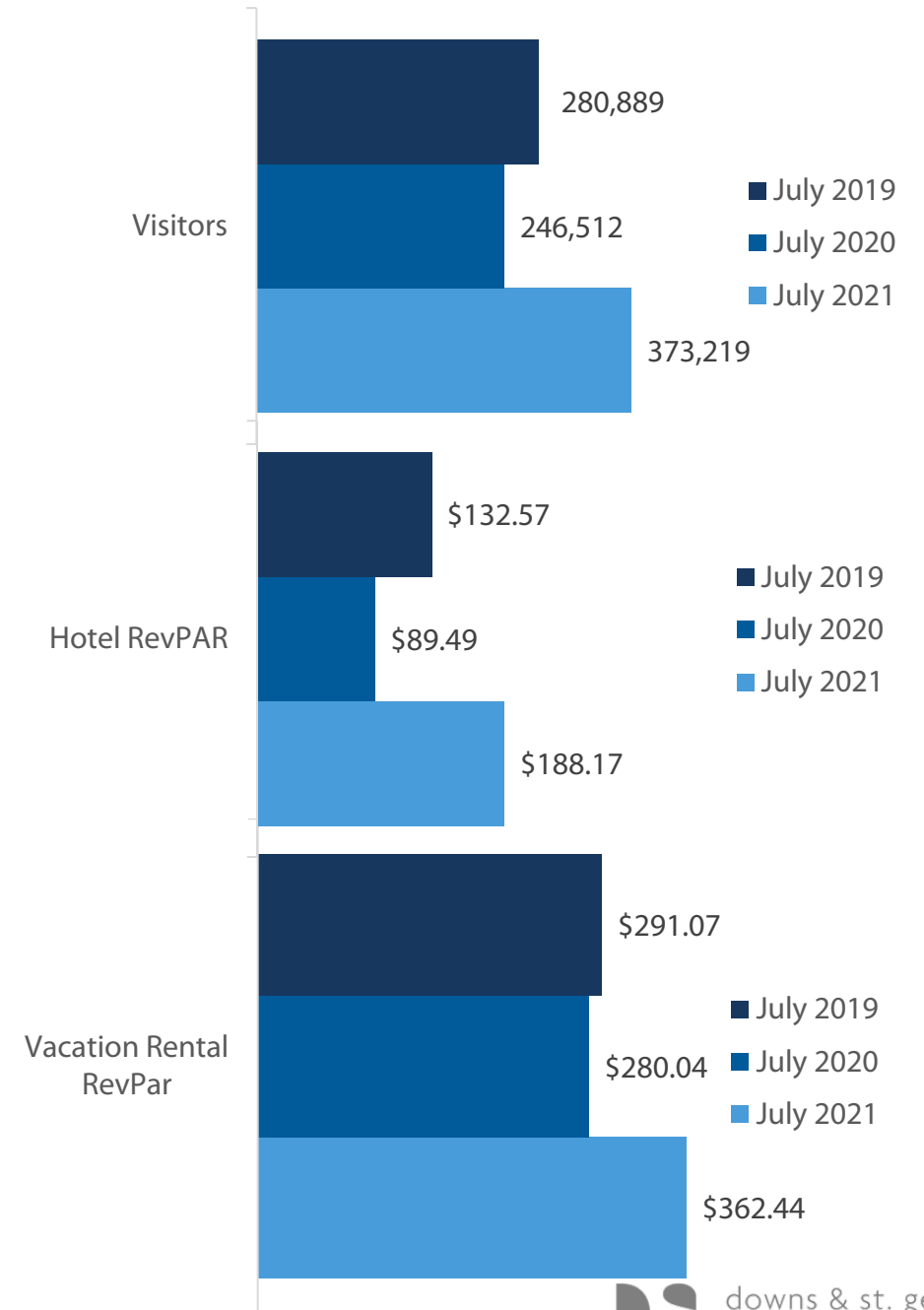
Visitor Statistics	July 2019	July 2020	July 2021	% Change 2019 to 2021
Visitors ¹	280,889	246,512	373,219	+32.9%
Airline Passengers ²	226,042	109,072	301,246	+33.3%

Hotel Statistics

Hotel Statistics ³	July 2019	July 2020	July 2021	% Change 2019 to 2021
Occupancy	82.0%	65.5%	85.3%	+4.0%
Room Rates	\$161.67	\$136.62	\$220.60	+36.5%
RevPAR	\$132.57	\$89.49	\$188.17	+41.9%
Room Nights	195,103	155,954	201,060	+3.1%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	July 2019	July 2020	July 2021	% Change 2019 to 2021
Occupancy	76.8%	88.9%	91.2%	+18.8%
Room Rates	\$379.00	\$315.00	\$397.41	+4.9%
RevPAR	\$291.07	\$280.04	\$362.44	+24.5%
Room Nights	43,831	50,736	50,494	+15.2%



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.

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

² Compared to 2019, there were more day trippers coming to the Pensacola area, resulting in an increase in visitors overall.

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

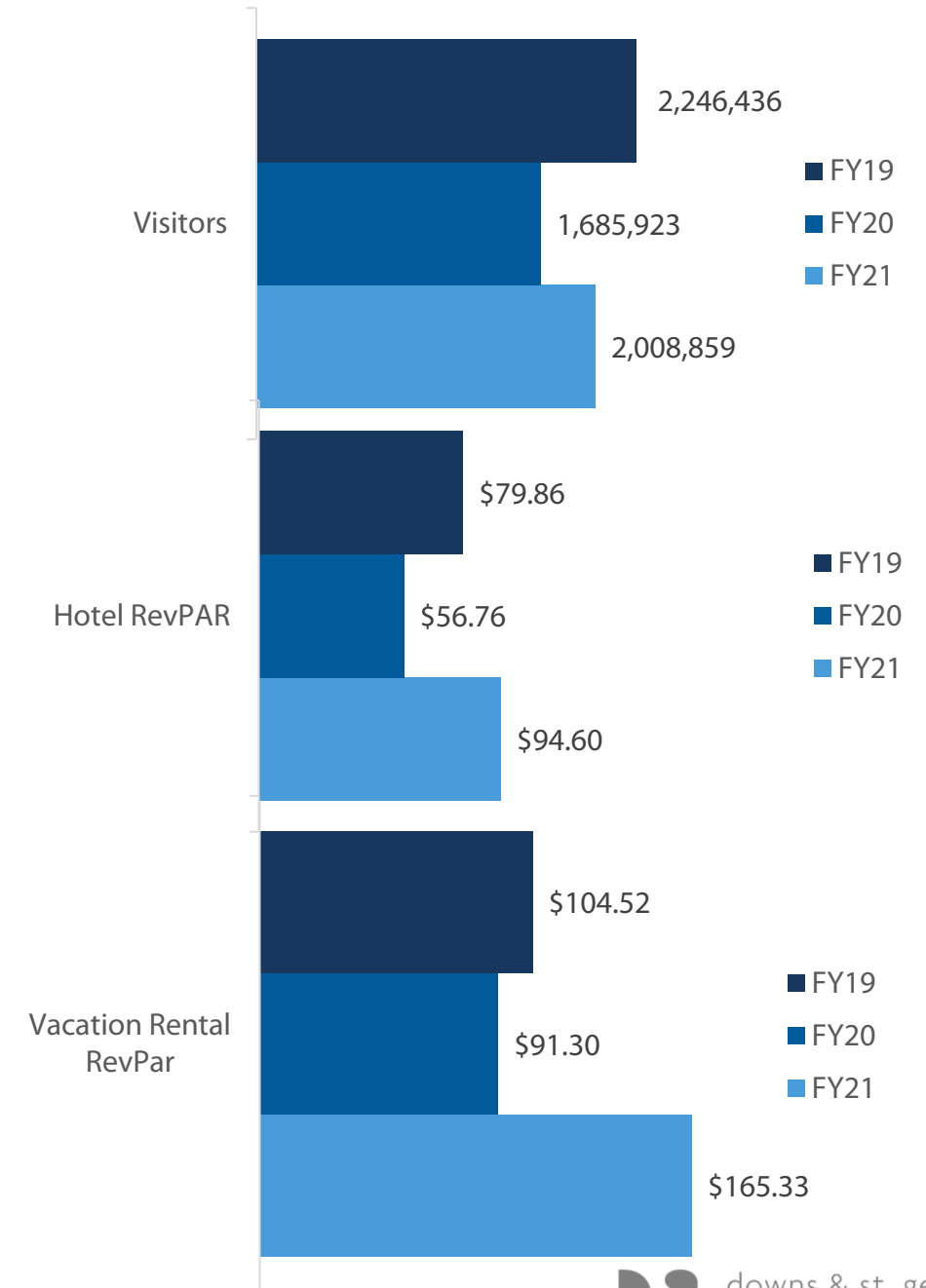
Visitor Statistics	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Visitors ¹	2,246,436	1,685,923	2,008,859	-10.6%
Airline Passengers ²	1,809,876	1,156,302	1,634,950	-9.7%

Hotel Statistics

Hotel Statistics ³	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Occupancy	70.0%	56.1%	73.4%	+4.9%
Room Rates	\$114.08	\$101.18	\$128.88	+13.0%
RevPAR	\$79.86	\$56.76	\$94.60	+18.5%
Room Nights	1,628,990	1,336,407	1,656,237	+1.7%

Vacation Rental Statistics

Vacation Rental Statistics ⁴	FY 2019	FY 2020	FY 2021	% Change FY2019 to FY2021
Occupancy	57.4%	55.0%	68.6%	+19.5%
Room Rates	\$182.10	\$166.00	\$241.00	+32.3%
RevPAR	\$104.52	\$91.30	\$165.33	+58.2%
Room Nights	328,492	316,160	374,919	+14.1%



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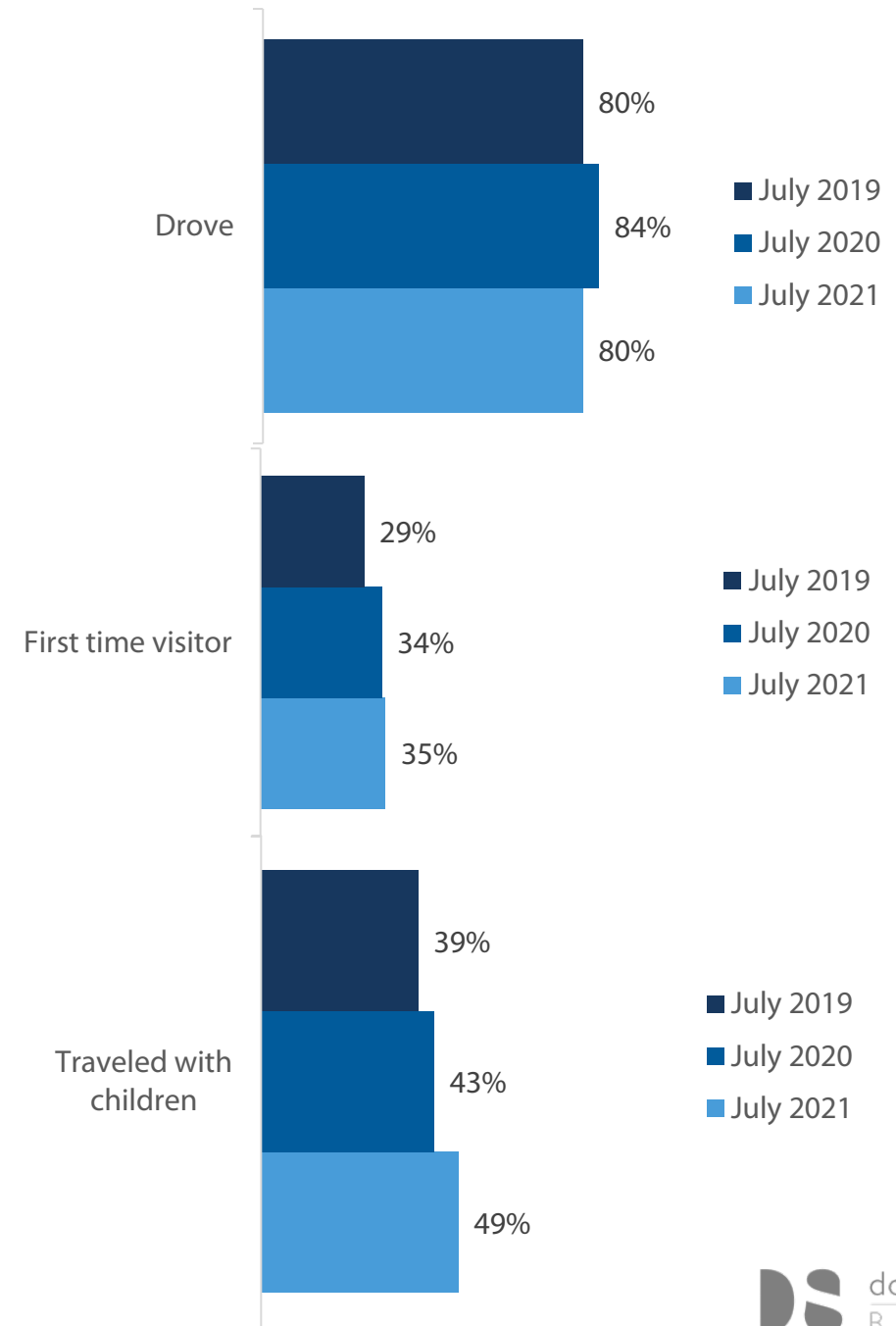
Top Visitor Origin Markets		
Markets	July 2020	July 2021
Mobile	6%	7%
Dallas – Fort Worth	7%	5%
Atlanta	6%	4%
New Orleans	7%	3%
Louisville	2%	3%
Nashville	3%	3%
Tallahassee – Thomasville	2%	3%
Washington D.C.	3%	2%
Birmingham	3%	2%
Jackson, MS	2%	2%
Tulsa	2%	2%
Kansas City	1%	2%
Shreveport	1%	2%
Little Rock	3%	2%
Houston	3%	2%



Pensacola Dashboard – July 2021

July Visitors ¹	2019 ³	2020 ⁴	2021 ⁴
Stayed in paid accommodations	71%	75%	64%
Drove	80%	84%	80%
Length of stay ²	4.8	4.4	4.3
Will recommend	99%	84%	96%
First time visitor	29%	34%	35%

July Visitors ¹	2019 ³	2020 ⁴	2021 ⁴
Median Age	40	42	42
Gender (Female)	66%	59%	61%
Household Income	\$82,962	\$93,100	\$84,100
Travel party size ²	4.0	3.8	4.1
Traveled with Children	39%	43%	49%



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

² Visitors staying in Paid Accommodations.

³ Source: Majority Opinion Research.

⁴ Source: Downs & St. Germain Research.



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July 2021

By Downs & St. Germain Research

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