

VISIT PENSACOLA

MONTHLY DASHBOARD

APRIL 2026

By Downs & St. Germain Research



VISITOR SUMMARY – APRIL 2026¹



Compared to April 2025, in April 2026...

- » Visitor numbers increased by **+10.9%**.
- » Airline passengers increased by **+10.2%**.
- » Hotel occupancy was up **+4.8%** and ADR was up **+5.1%**, resulting in a RevPAR that was up **+10.1%**.
- » Hotel room nights were up **+5.7%**.
- » Vacation rental room nights were up **+25.0%** most likely due to an increase in occupancy (+8.3%) and units (+15.4%)
- » Top markets for this month were **Mobile** and **Atlanta**.
- » **NOTE:** Airbnb (effective April 30, 2025) and Vrbo (effective May 30, 2025) have updated how rates are quoted through their platforms. The ADR now includes cleaning fees, platform service fees, and applicable discounts (e.g., weekly or monthly stay discounts). Therefore, the ADR of vacation rentals may appear inflated in YOY comparisons now that Key Data is capturing the inclusive price (excluding taxes) rather than the base accommodation rate.

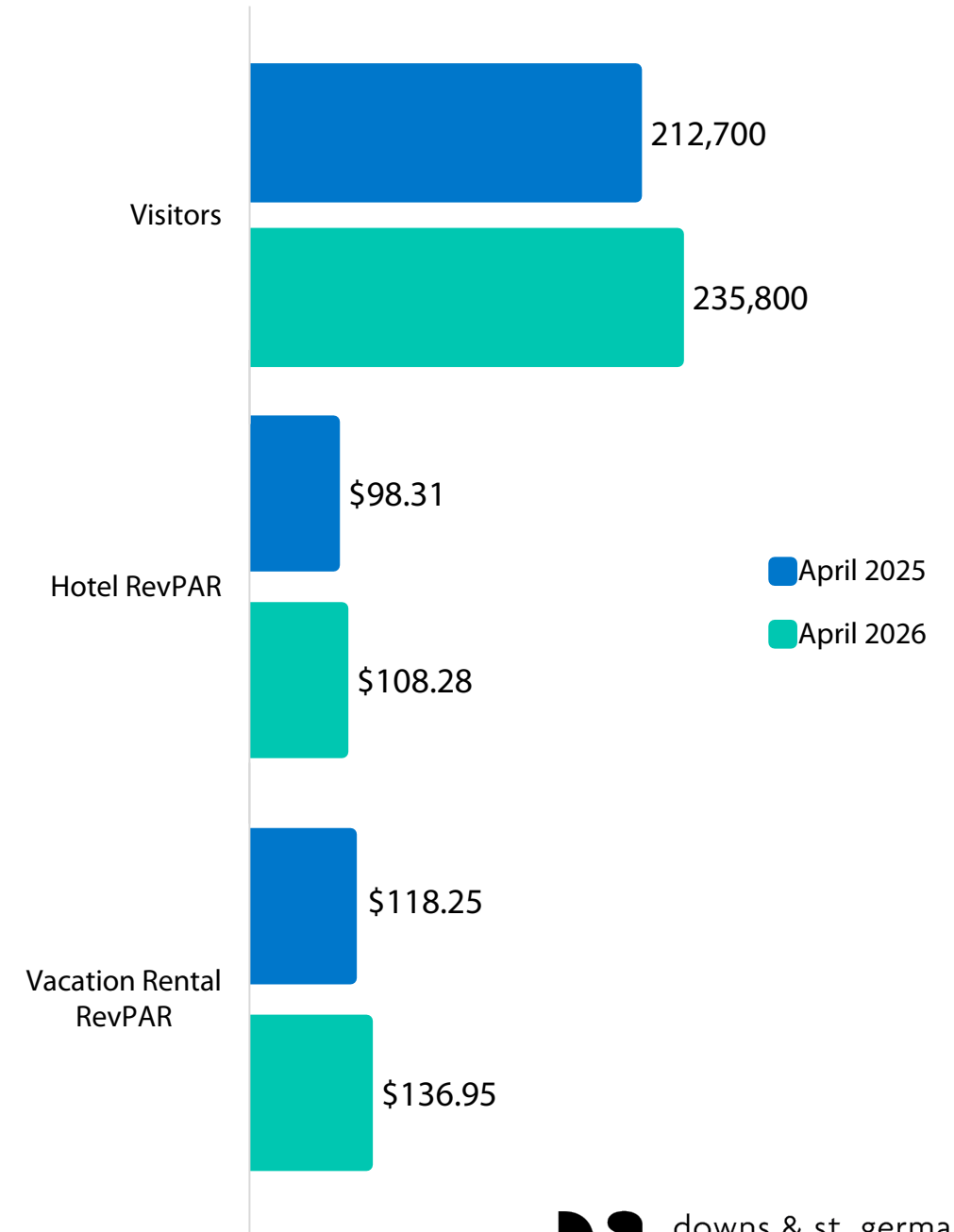
¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – APRIL 2026

Visitor Statistics	April 2025	April 2026	% Change
Visitors ²	212,700	235,800	+10.9%
Airline Passengers ³	263,778	290,655	+10.2%

Hotel Statistics ⁴	April 2025 ¹	April 2026	% Change
Occupancy	67.0%	70.2%	+4.8%
Room Rates	\$146.77	\$154.20	+5.1%
RevPAR	\$98.31	\$108.28	+10.1%
Room Nights	178,803	189,070	+5.7%

Vacation Rental Statistics ⁵	April 2025 ¹	April 2026	% Change
Occupancy	52.9%	57.3%	+8.3%
Room Rates	\$223.60	\$239.09	+6.9%
RevPAR	\$118.25	\$136.95	+15.8%
Room Nights	37,538	46,931	+25.0%
Unit Revenue (Nightly)	\$7,047,039	\$8,102,621	+15.0%



¹ FY25 metrics have been adjusted to reflect updated lodging figures.

² 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.

³ Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

⁴ Source: Smith Travel Research.

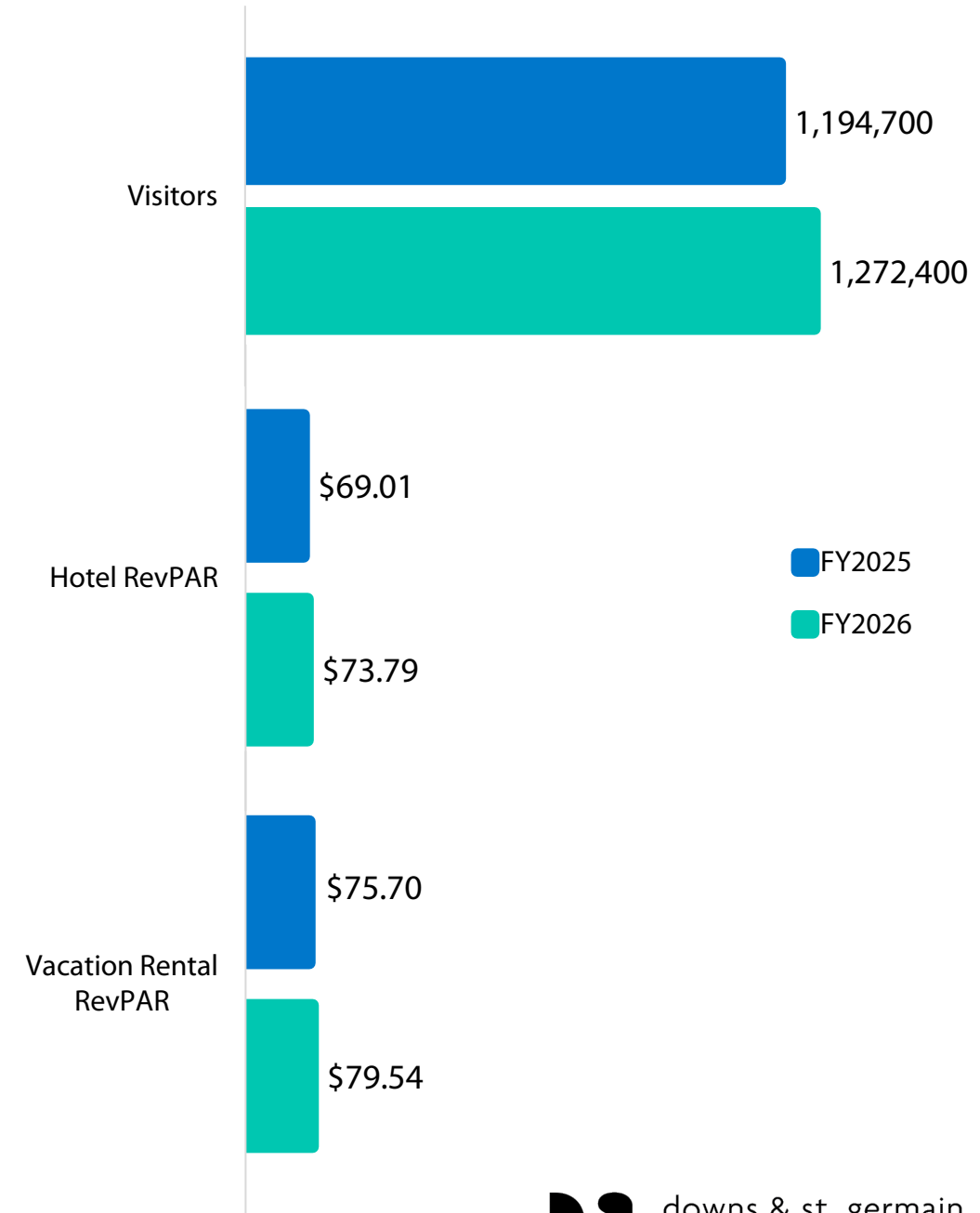
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2026 (OCT 2025 – APR 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	1,194,700	1,272,400	+6.5%
Airline Passengers ³	1,625,493	1,651,943	+1.6%

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	57.5%	60.4%	+5.0%
Room Rates	\$119.97	\$122.12	+1.8%
RevPAR	\$69.01	\$73.79	+6.9%
Room Nights	1,080,422	1,142,646	+5.8%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	42.9%	44.9%	+4.5%
Room Rates	\$176.27	\$177.26	+0.6%
RevPAR	\$75.70	\$79.54	+5.1%
Room Nights	209,489	246,002	+17.4%
Unit Revenue (Nightly)	\$29,864,429	\$32,068,027	+7.4%



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⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – APRIL 2026

TOP VISITOR ORIGIN MARKETS ¹		
Markets	April 2025	April 2026
Mobile ²	15.0%	15.8%
Atlanta	4.6%	5.8%
New Orleans	3.3%	3.0%
Dallas-Fort Worth	2.1%	2.9%
Nashville	2.9%	2.9%
Birmingham	2.6%	2.1%
Orlando-Daytona Beach-Melbourne	1.3%	2.0%
Houston	1.3%	1.9%
Chicago	1.5%	1.9%

¹ Sources: Zartico and Visitor Tracking Study.

² Mobile DMA spans across Florida, Alabama, and Mississippi.

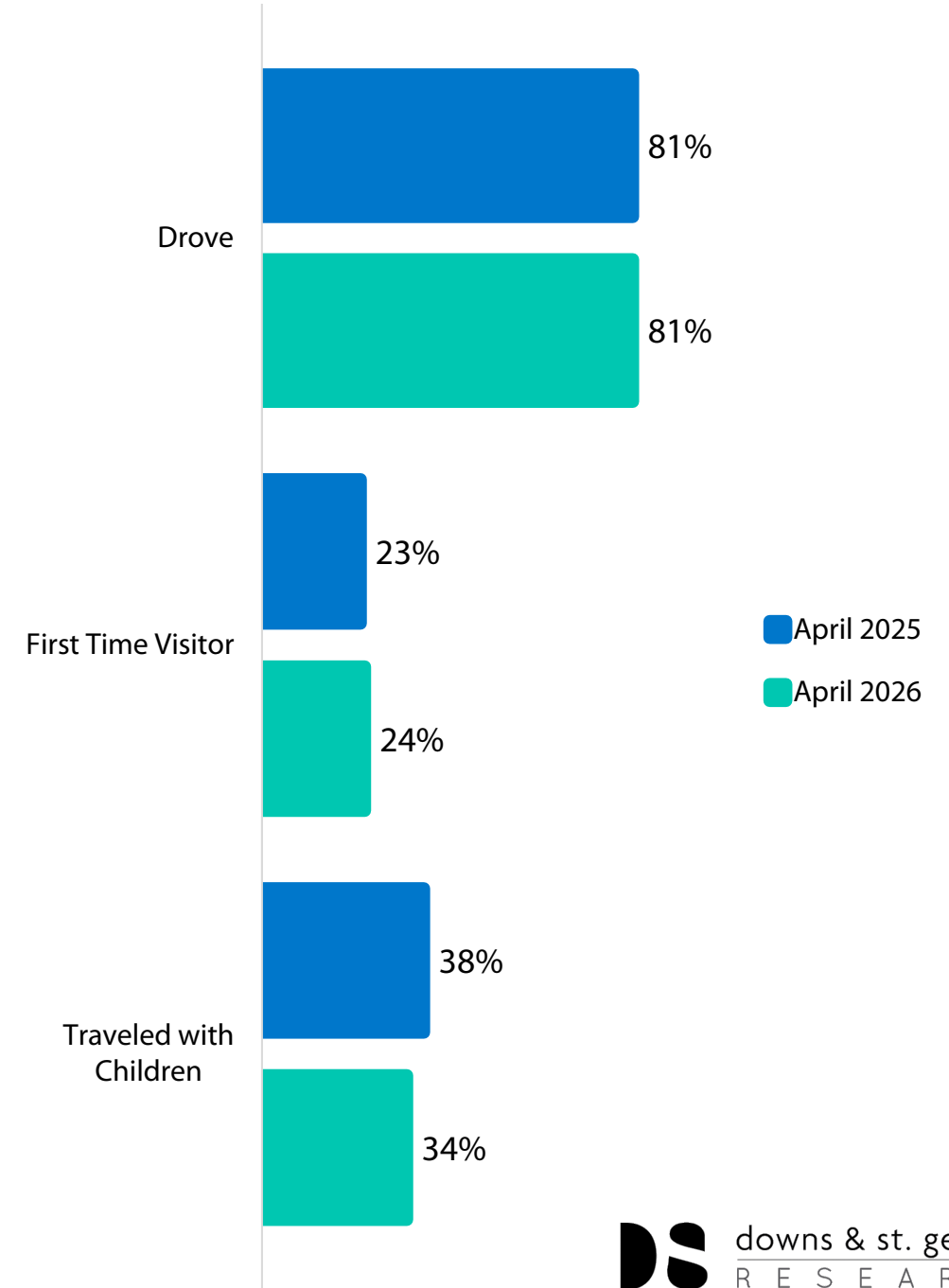
PENSACOLA DASHBOARD – APRIL 2026

April Visitors	2025	2026
Stayed in paid accommodations	62%	64%
Drove	81%	81%
Length of stay ¹	4.6	4.4
Will recommend	97%	98%
First time visitor	23%	24%

April Visitors	2025	2026
Median Age ²	46	46
Gender (Female) ²	61%	57%
Household Income	\$90,500	\$97,200
Travel party size ¹	2.8	2.8
Traveled with Children	38%	34%

¹ Visitors staying in Paid Accommodations.

² Age and gender of member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



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