

VISIT PENSACOLA

MONTHLY DASHBOARD

FEBRUARY 2026

By Downs & St. Germain Research



VISITOR SUMMARY – FEBRUARY 2026¹

Compared to February 2025, in February 2026...



- » Visitor numbers increased by **+18.7%**.
- » Airline passengers increased by **+1.0%**.
- » Hotel occupancy was up **+7.8%** and ADR was up **+0.3%**, resulting in a RevPAR that was up **+8.1%**.
- » Hotel room nights were up **+7.5%**.
- » Vacation rental room nights were up **+14.0%**.
- » 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.

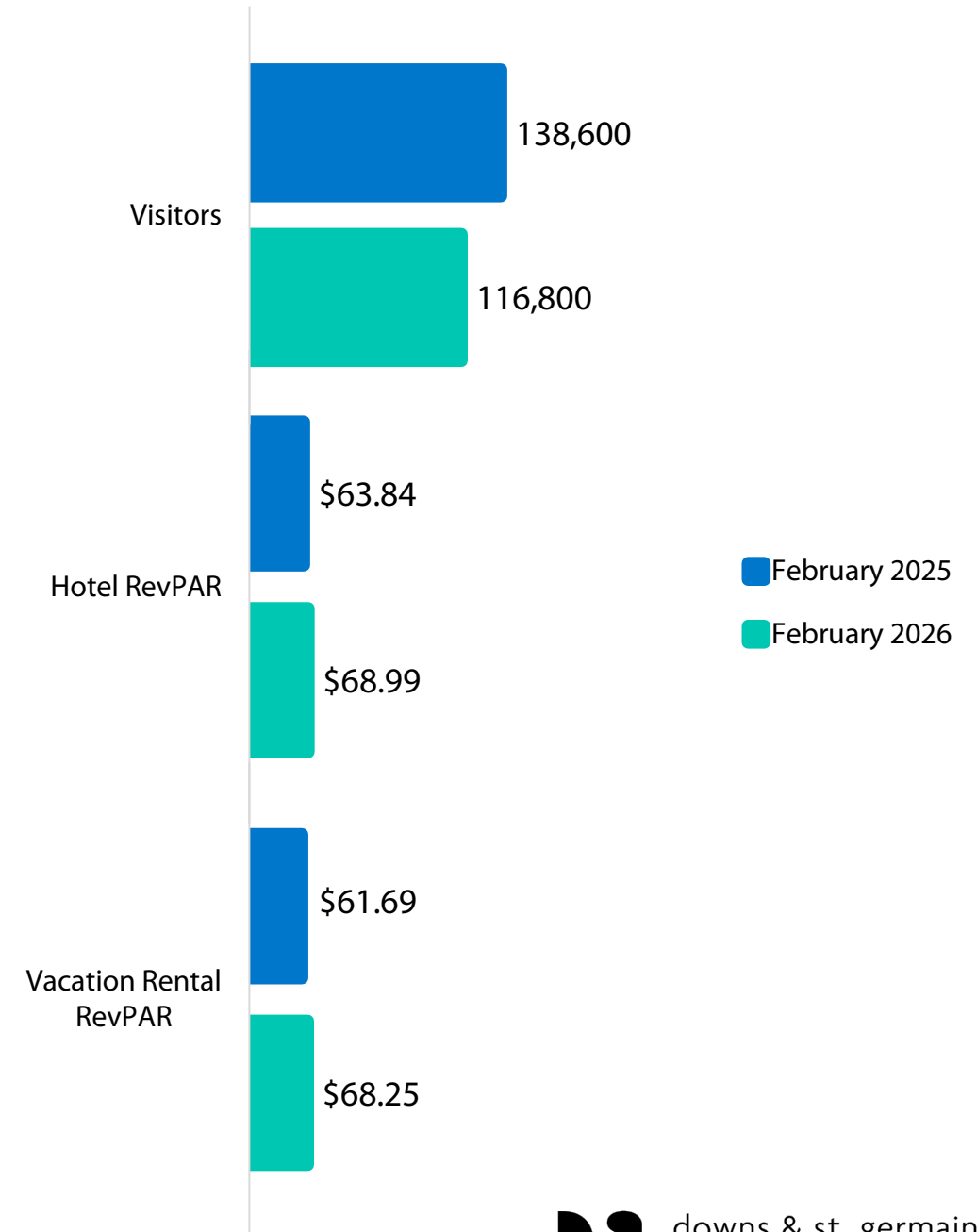
¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – FEBRUARY 2026

Visitor Statistics	February 2025	February 2026	% Change
Visitors ²	116,800	138,600	+18.7
Airline Passengers ³	194,593	196,497	+1.0%

Hotel Statistics ⁴	February 2025 ¹	February 2026	% Change
Occupancy	58.0%	62.6%	+7.8%
Room Rates	\$109.98	\$110.27	+0.3%
RevPAR	\$63.84	\$68.99	+8.1%
Room Nights	144,622	155,469	+7.5%

Vacation Rental Statistics ⁵	February 2025 ¹	February 2026	% Change
Occupancy	52.1%	55.7%	+6.8%
Room Rates	\$118.33	\$122.56	+3.6%
RevPAR	\$61.69	\$68.25	+10.6%
Room Nights	34,741	39,618	+14.0%
Unit Revenue (Nightly)	\$3,015,523	\$3,367,056	+11.7%



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.

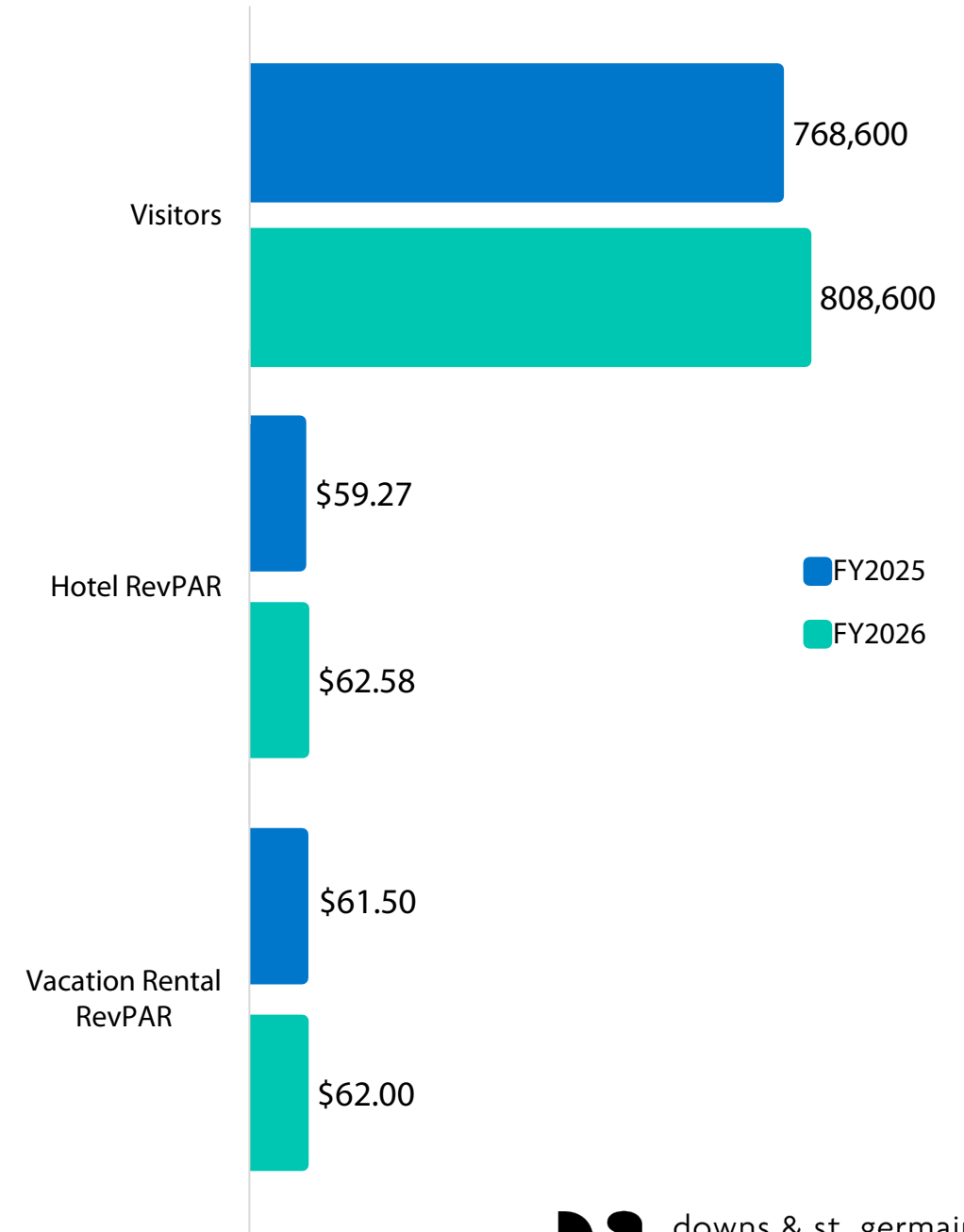
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2026 (OCT 2025 – FEB 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	768,600	808,600	+5.2%
Airline Passengers ³	1,099,955	1,084,068	-1.4%

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	53.5%	56.2%	+4.9%
Room Rates	\$110.69	\$111.41	+0.6%
RevPAR	\$59.27	\$62.58	+5.6%
Room Nights	714,093	753,673	+5.5%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	38.6%	39.2%	+1.5%
Room Rates	\$159.47	\$158.36	-0.7%
RevPAR	\$61.50	\$62.00	+0.8%
Room Nights	132,024	147,574	+11.8%
Unit Revenue (Nightly)	\$16,166,242	\$16,893,227	+4.5%



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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 – FEBRUARY 2026

TOP VISITOR ORIGIN MARKETS ¹		
Markets	February 2025	February 2026
Mobile ²	15.8%	18.9%
Atlanta	3.6%	4.1%
Nashville	2.3%	2.6%
Birmingham	2.9%	2.5%
Panama City	1.4%	2.4%
Dallas-Fort Worth	2.3%	2.3%
Montgomery-Selma	1.4%	2.2%
New Orleans	2.4%	2.1%
Chicago	1.8%	2.0%
Houston	1.5%	1.9%

¹ Sources: Zartico and Visitor Tracking Study.

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

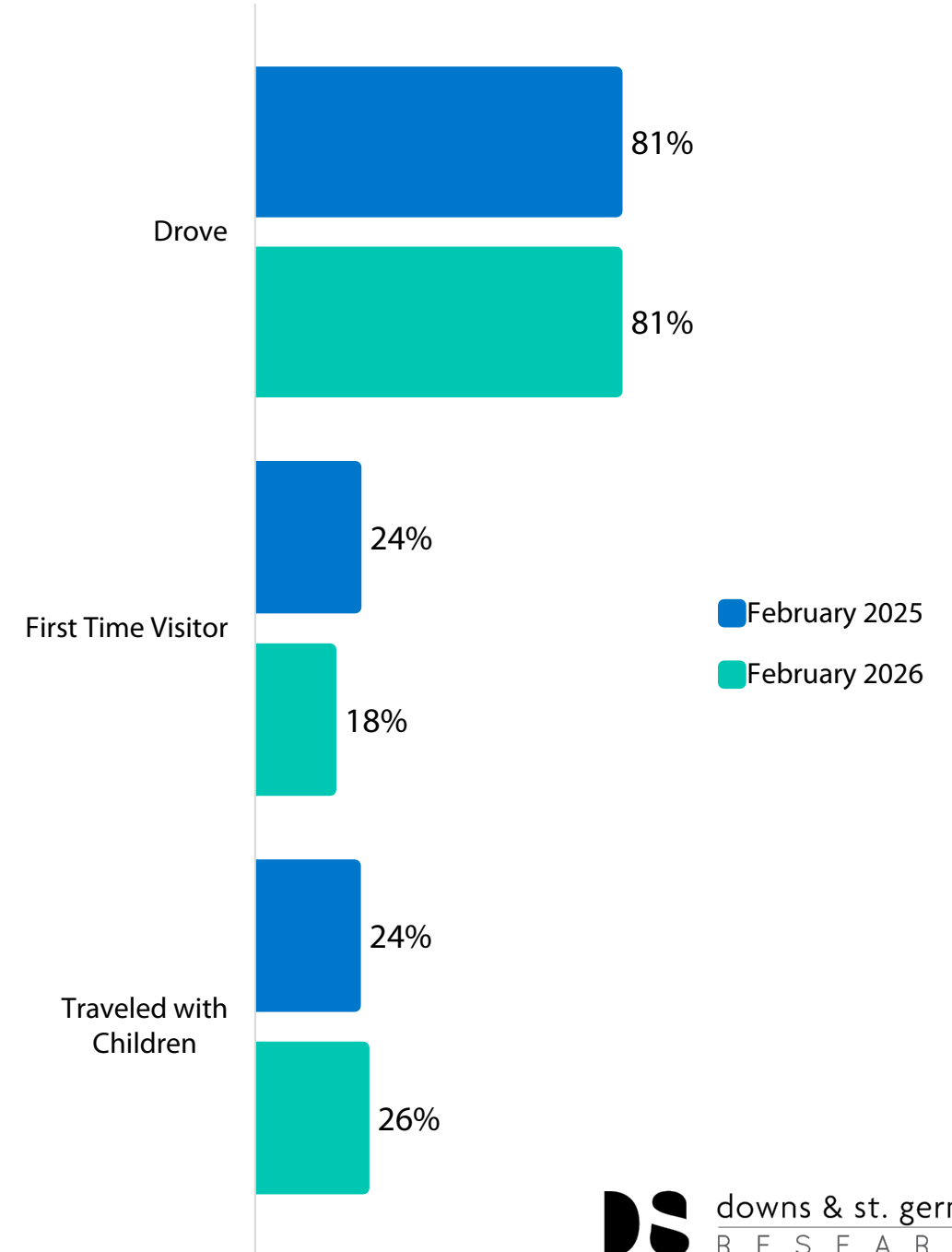
PENSACOLA DASHBOARD – FEBRUARY 2026

February Visitors	2025	2026
Stayed in paid accommodations	59%	61%
Drove	81%	81%
Length of stay ¹	6.8	6.0
Will recommend	96%	95%
First time visitor	24%	18%

February Visitors	2025	2026
Median Age ²	45	45
Gender (Female) ²	60%	58%
Household Income	\$79,500	\$91,900
Travel party size ¹	2.6	2.6
Traveled with Children	24%	26%

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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