

VISIT PENSACOLA

JUNE 2026 REPORT

By Downs & St. Germain Research



VISITOR SUMMARY – JUNE 2026¹



COMPARED TO JUNE 2025, IN JUNE 2026...

- » Visitor numbers increased by **+7.1%**.
- » Airline passengers decreased by **-4.6%**.
- » Hotel occupancy was up **+2.2%** and ADR was up **+3.0%**, resulting in a RevPAR that was up **+5.2%**.
- » Hotel room nights were up **+3.1%**.
- » Vacation rental room nights were up **+16.3%** most likely due to an increase in units (+11.5%).
- » Top markets for this month were **Mobile** and **Atlanta**.
- » First-time visitors increased by **+6%**.

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

LODGING METRICS – JUNE 2026

Visitor Statistics	June 2025	June 2026	% Change
Visitors ²	299,700	321,100	+7.1%
Airline Passengers ³	316,526	301,955	-4.6%

Hotel Statistics ⁴	June 2025 ¹	June 2026	% Change
Occupancy	75.1%	76.7%	+2.2%
Room Rates	\$180.40	\$185.75	+3.0%
RevPAR	\$135.40	\$142.48	+5.2%
Room Nights	200,362	206,530	+3.1%

Vacation Rental Statistics ⁵	June 2025 ¹	June 2026	% Change
Occupancy	79.3%	82.8%	+4.4%
Room Rates	\$415.97	\$423.94	+1.9%
RevPAR	\$330.06	\$351.11	+6.4%
Room Nights	60,034	69,844	+16.3%
Unit Revenue (Nightly)	\$19,320,982	\$20,682,624	+7.0%

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

² Visitation estimates provided here are **preliminary**.

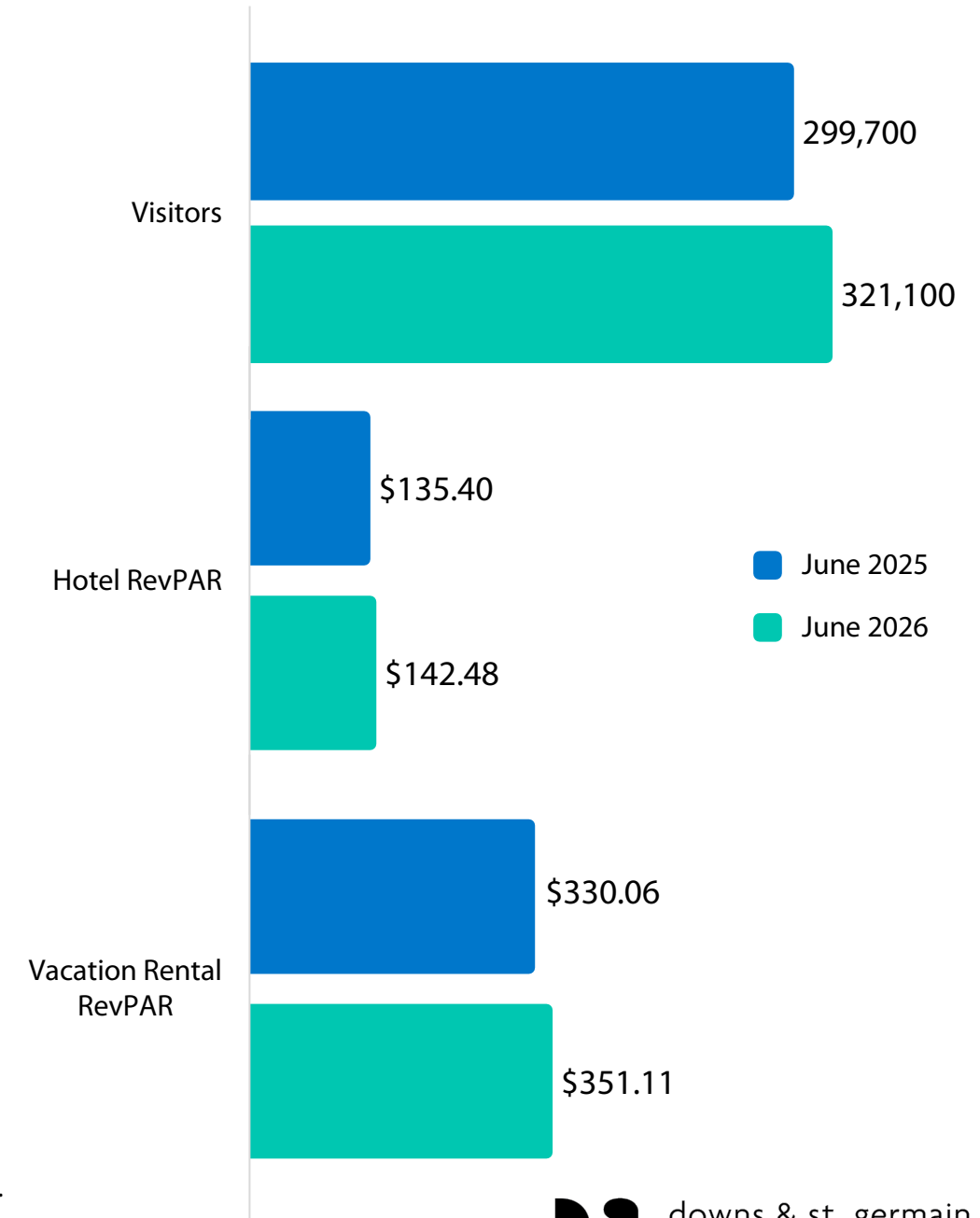
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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.

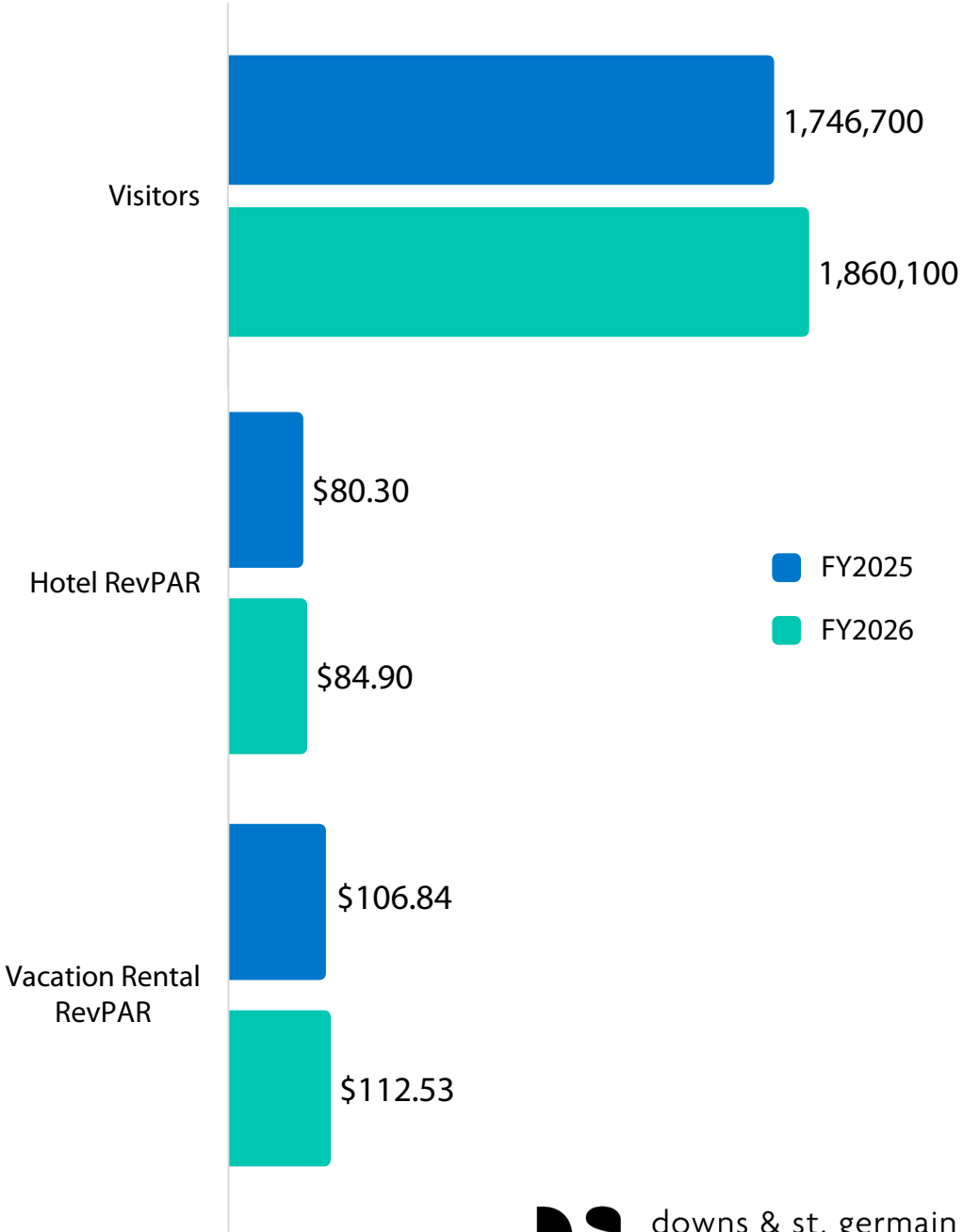


LODGING METRICS – FYTD (OCT 2025 – JUN 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	1,746,700	1,860,100	+6.5%
Airline Passengers ³	2,258,536	2,254,399	-0.2%

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	61.2%	63.4%	+3.7%
Room Rates	\$131.31	\$133.89	+2.0%
RevPAR	\$80.30	\$84.90	+5.7%
Room Nights	1,481,130	1,546,820	+4.4%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	49.5%	51.3%	+3.7%
Room Rates	\$215.95	\$219.26	+1.5%
RevPAR	\$106.84	\$112.53	+5.3%
Room Nights	319,024	371,762	+16.5%
Unit Revenue (Nightly)	\$61,295,502	\$65,236,579	+6.4%



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⁴ Source: Smith Travel Research.
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

VISITOR ORIGIN MARKETS – JUNE 2026

TOP VISITOR ORIGIN MARKETS ¹		
Markets	June 2025	June 2026
Mobile ²	12.7%	10.2%
Atlanta	4.0%	4.2%
New Orleans	3.6%	3.5%
Dallas-Fort Worth	4.0%	3.5%
Nashville	2.6%	3.4%
Birmingham	3.5%	2.6%
Houston	1.7%	2.1%
Memphis	1.1%	1.8%

¹ Sources: Zartico and Visitor Tracking Study.

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

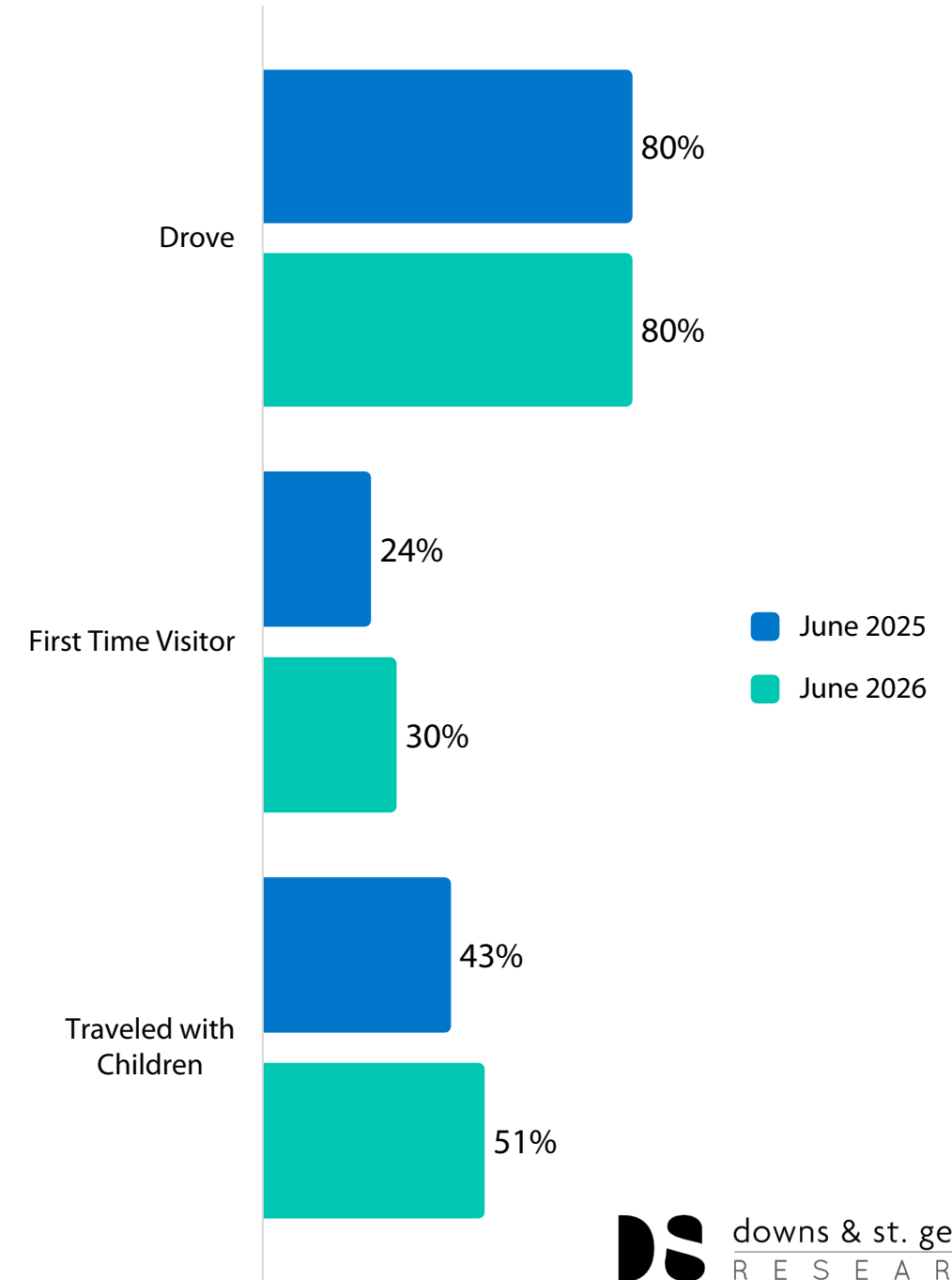
VISITOR PROFILE – JUNE 2026

June Visitors	2025	2026
Stayed in paid accommodations	64%	66%
Drove	80%	80%
Length of stay ¹	4.5	4.5
Will recommend	96%	96%
First time visitor	24%	30%

June Visitors	2025	2026
Median Age ²	44	44
Gender (Female) ²	65%	60%
Household Income	\$90,200	\$95,900
Travel party size ¹	3.3	3.5
Traveled with Children	43%	51%

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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