

VISIT PENSACOLA

MONTHLY DASHBOARD

MAY 2026

By Downs & St. Germain Research



VISITOR SUMMARY – MAY 2026¹



Compared to May 2025, in May 2026...

- » Visitor numbers increased by **+5.7%**.
- » Airline passengers decreased by **-5.1%**.
- » Hotel occupancy was down **-2.2%** and ADR was up **+1.8%**, resulting in a RevPAR that was down **-0.5%**.
- » Hotel room nights were down **-1.3%**.
- » Vacation rental room nights were up **+13.0%** most likely due to an increase in units (+13.5%).
- » 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.

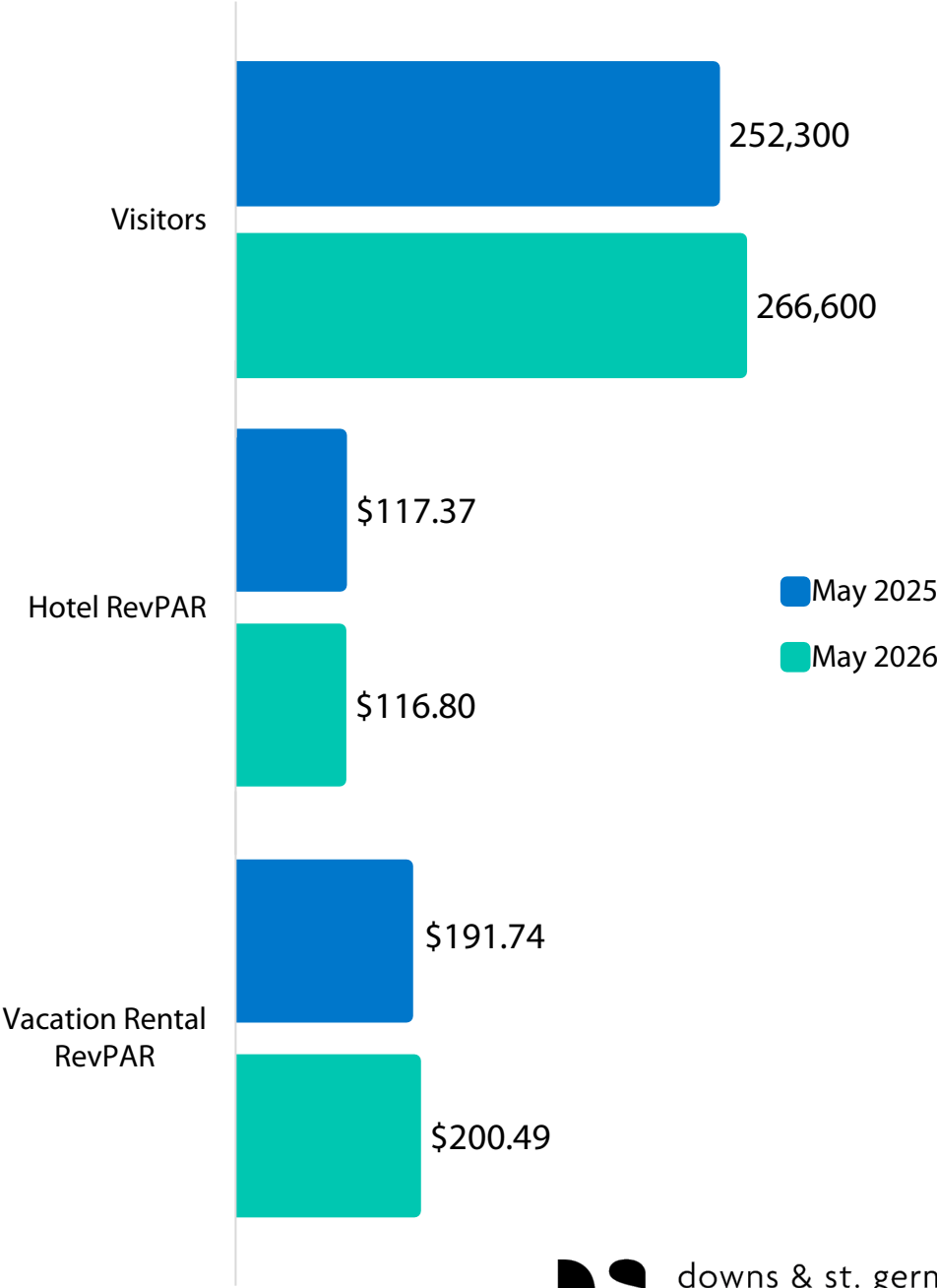
¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – MAY 2026

Visitor Statistics	May 2025	May 2026	% Change
Visitors ²	252,300	266,600	+5.7%
Airline Passengers ³	316,517	300,501	-5.1%

Hotel Statistics ⁴	May 2025 ¹	May 2026	% Change
Occupancy	72.6%	71.0%	-2.2%
Room Rates	\$161.59	\$164.42	1.8%
RevPAR	\$117.37	\$116.80	-0.5%
Room Nights	200,346	197,644	-1.3%

Vacation Rental Statistics ⁵	May 2025 ¹	May 2026	% Change
Occupancy	65.3%	65.0%	-0.5%
Room Rates	\$293.71	\$308.56	+5.1%
RevPAR	\$191.74	\$200.49	+4.6%
Room Nights	49,501	55,917	+13.0%
Unit Revenue (Nightly)	\$12,110,091	\$12,485,928	+3.1%



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.

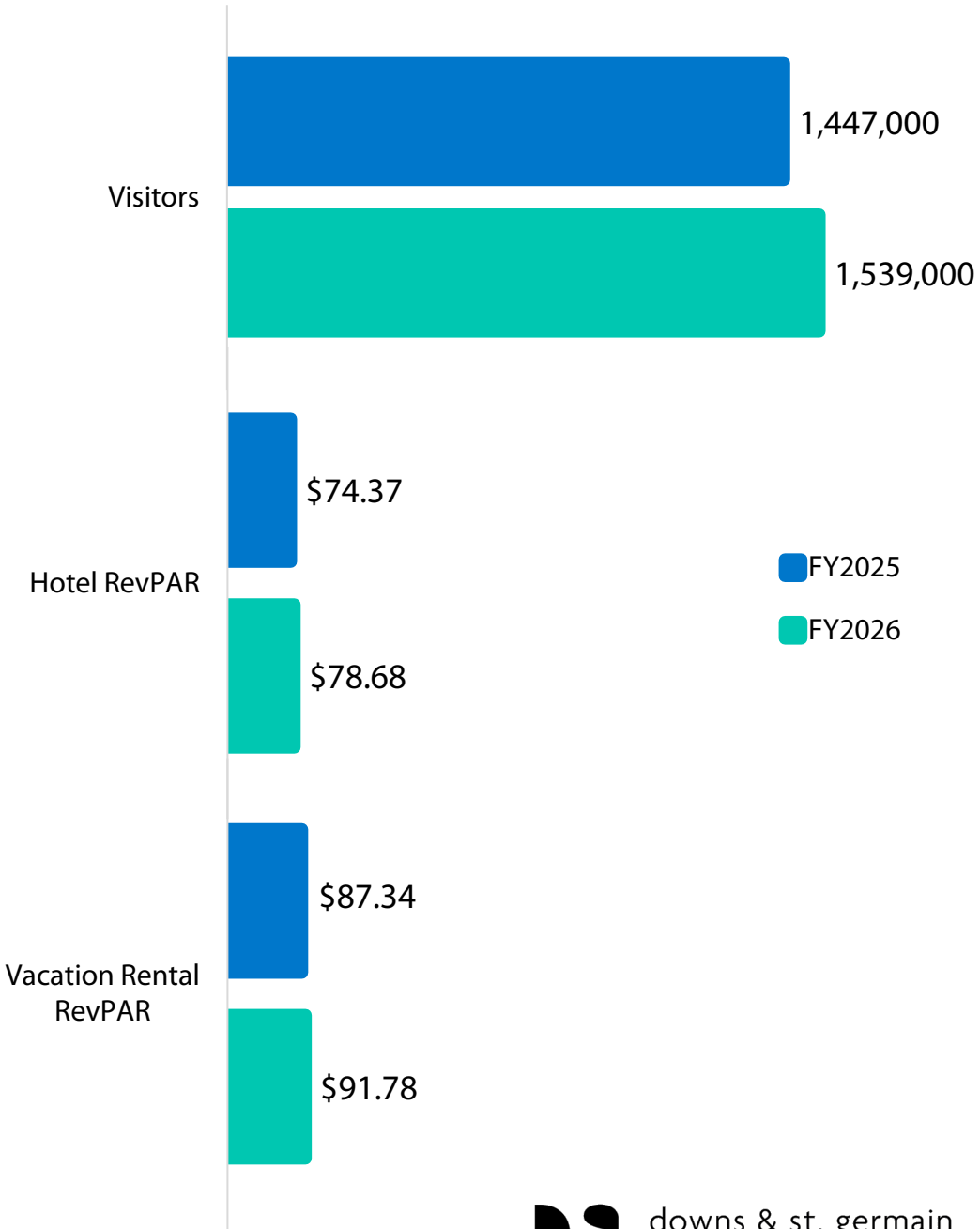
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2026 (OCT 2025 – MAY 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	1,447,000	1,539,000	+6.4%
Airline Passengers ³	1,942,010	1,952,444	+0.5%

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	59.4%	61.7%	+3.9%
Room Rates	\$125.17	\$127.41	+1.8%
RevPAR	\$74.37	\$78.68	+5.8%
Room Nights	1,280,768	1,340,290	+4.6%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	45.7%	47.4%	+3.6%
Room Rates	\$190.95	\$193.68	+1.4%
RevPAR	\$87.34	\$91.78	+5.1%
Room Nights	258,990	301,918	+16.6%
Unit Revenue (Nightly)	\$41,974,520	\$44,553,955	+6.1%



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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 – MAY 2026

TOP VISITOR ORIGIN MARKETS ¹		
Markets	May 2025	May 2026
Mobile ²	13.2%	10.9%
Atlanta	3.9%	4.2%
New Orleans	3.9%	3.9%
Nashville	2.8%	3.5%
Birmingham	3.9%	3.4%
Dallas-Fort Worth	2.4%	2.5%
Houston	1.4%	2.1%

¹ Sources: Zartico and Visitor Tracking Study.

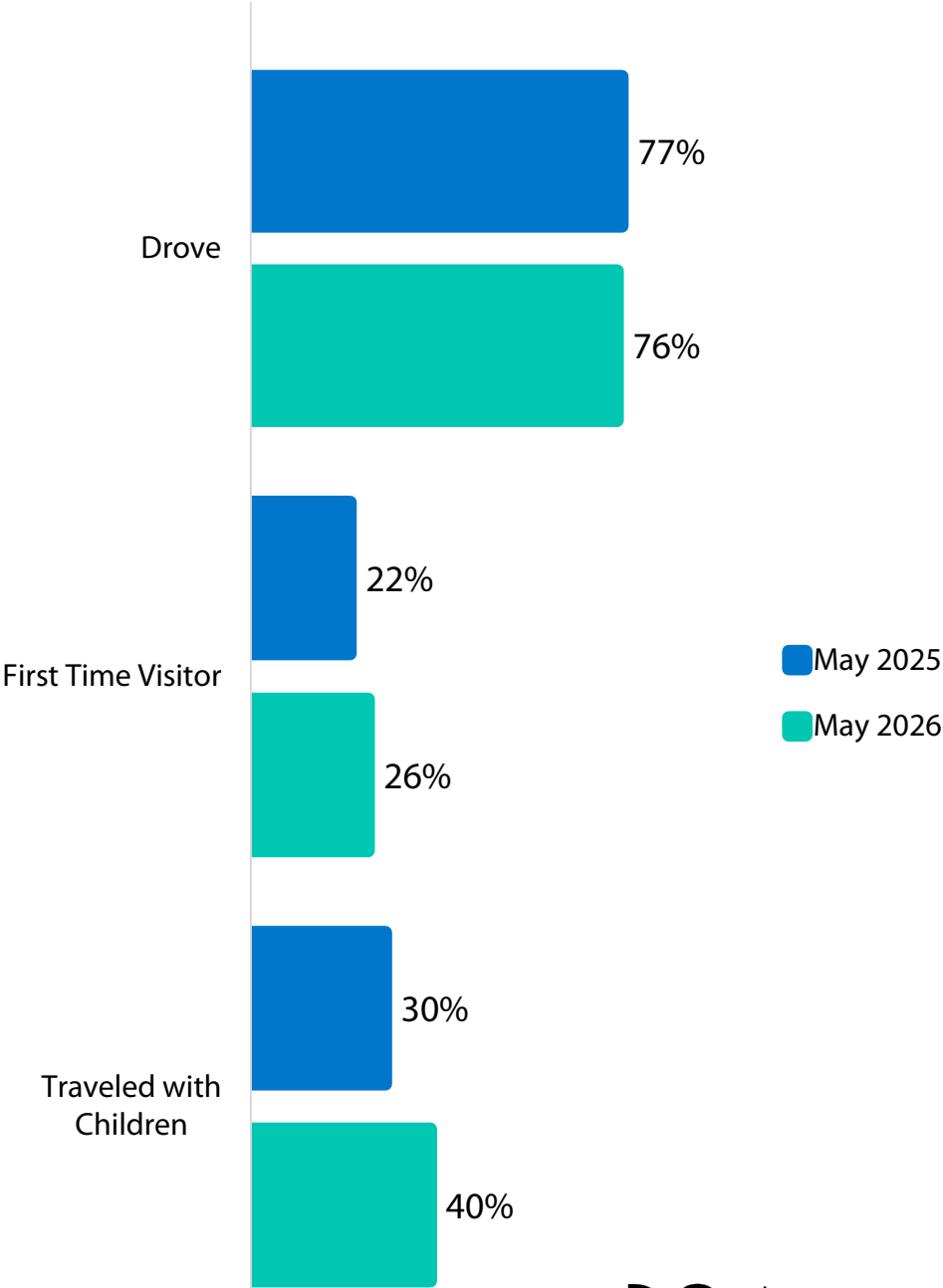
² Mobile DMA spans across Florida, Alabama, and Mississippi.

PENSACOLA DASHBOARD – MAY 2026

May Visitors	2025	2026
Stayed in paid accommodations	69%	70%
Drove	77%	76%
Length of stay ¹	4.3	4.1
Will recommend	96%	96%
First time visitor	22%	26%

May Visitors	2025	2026
Median Age ²	42	44
Gender (Female) ²	55%	62%
Household Income	\$88,100	\$104,300
Travel party size ¹	3.0	3.0
Traveled with Children	30%	40%

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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