

# VISIT PENSACOLA

## MONTHLY DASHBOARD

### JANUARY 2026

By Downs & St. Germain Research



# VISITOR SUMMARY – JANUARY 2026<sup>1</sup>



## Compared to January 2025, in January 2026...

- » Visitor numbers increased by **+9.2%**.
- » Airline passengers increased by **+0.4%**.
- » Hotel occupancy was up **+9.5%** and ADR was down **-0.9%**, resulting in a RevPAR that was up **+8.5%**.
- » Hotel room nights were up **+9.8%**.
- » Vacation rental room nights were up **+2.6%**.
- » Top markets for this month were **Mobile** and **Atlanta**.
- » **NOTE:** YOY comparison may appear inflated due to the historic snowstorm in the Southern U.S. from January 19<sup>th</sup> to 22<sup>nd</sup> 2025.
- » **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.

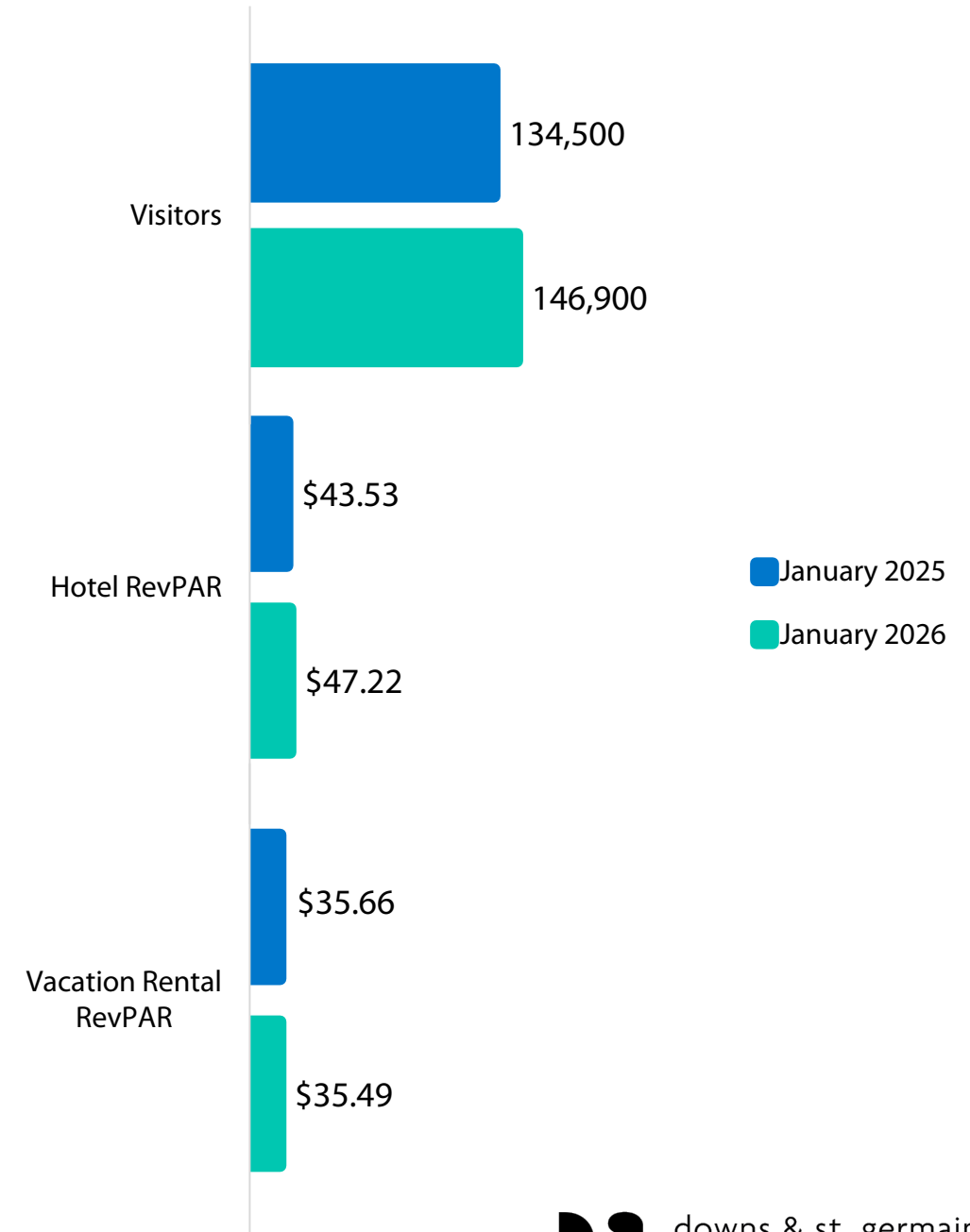
<sup>1</sup> Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

# PENSACOLA DASHBOARD – JANUARY 2026

Visitor Statistics	January 2025	January 2026	% Change
Visitors <sup>2</sup>	134,500	146,900	+9.2%
Airline Passengers <sup>3</sup>	177,452	178,223	+0.4%

Hotel Statistics <sup>4</sup>	January 2025 <sup>1</sup>	January 2026	% Change
Occupancy	44.4%	48.6%	+9.5%
Room Rates	\$98.01	\$97.11	-0.9%
RevPAR	\$43.53	\$47.22	+8.5%
Room Nights	122,507	134,465	+9.8%

Vacation Rental Statistics <sup>5</sup>	January 2025 <sup>1</sup>	January 2026	% Change
Occupancy	32.8%	31.8%	-3.2%
Room Rates	\$108.69	\$111.73	+2.8%
RevPAR	\$35.66	\$35.49	-0.5%
Room Nights	24,168	24,802	+2.6%
Unit Revenue (Nightly)	\$1,900,800	\$1,918,364	+0.9%



<sup>1</sup> FY25 metrics have been adjusted to reflect updated lodging figures.

<sup>2</sup> 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.

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

<sup>4</sup> Source: Smith Travel Research.

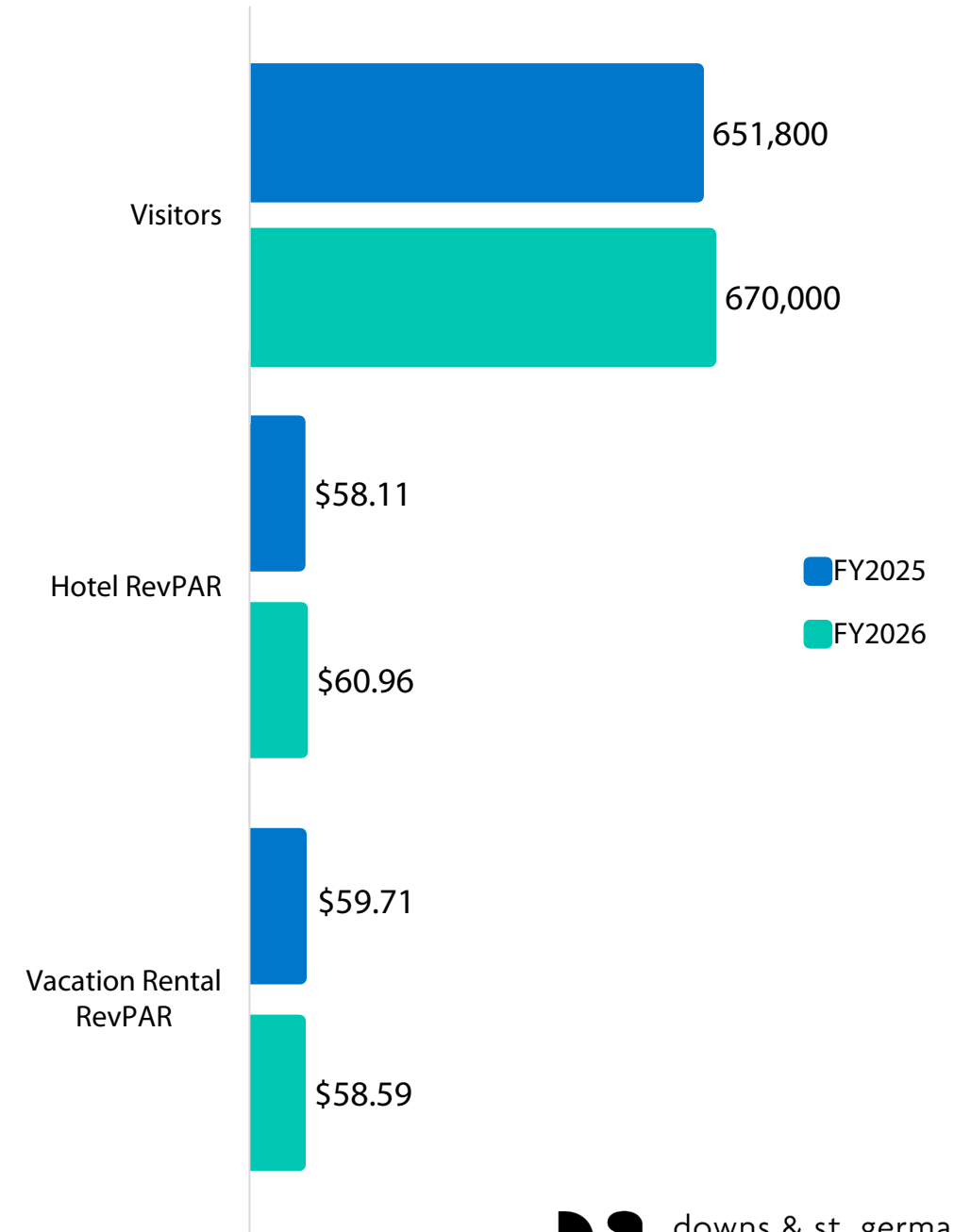
<sup>5</sup> Sources: Key Data and the Florida Department of Business & Professional Regulation.

# PENSACOLA DASHBOARD – FY2026 (OCT 2025 – JAN 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors <sup>2</sup>	651,800	670,000	+2.8%
Airline Passengers <sup>3</sup>	905,362	887,571	-2.0%

Hotel Statistics <sup>4</sup>	FYTD 2025 <sup>1</sup>	FYTD 2026	% Change
Occupancy	52.4%	54.6%	+4.1%
Room Rates	\$110.87	\$111.69	+0.7%
RevPAR	\$58.11	\$60.96	+4.9%
Room Nights	569,471	598,204	+5.0%

Vacation Rental Statistics <sup>5</sup>	FYTD 2025 <sup>1</sup>	FYTD 2026	% Change
Occupancy	35.2%	35.0%	-0.4%
Room Rates	\$169.76	\$167.32	-1.4%
RevPAR	\$59.71	\$58.59	-1.9%
Room Nights	97,283	107,956	+11.0%
Unit Revenue (Nightly)	\$13,150,719	\$13,526,172	+2.9%



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# PENSACOLA DASHBOARD – JANUARY 2026

TOP VISITOR ORIGIN MARKETS <sup>1</sup>		
Markets	January 2025	January 2026
Mobile <sup>2</sup>	15.5%	18.7%
Atlanta	3.9%	5.2%
New Orleans	2.6%	3.4%
Birmingham	4.0%	3.2%
Nashville	2.6%	2.3%
Dallas-Fort Worth	1.8%	1.5%
New York City <sup>3</sup>	0.6%	1.5%

<sup>1</sup> Sources: Zartico and Visitor Tracking Study.

<sup>2</sup> Mobile DMA spans across Florida, Alabama, and Mississippi.

<sup>3</sup>New York market includes some areas Connecticut, New Jersey, and Pennsylvania.

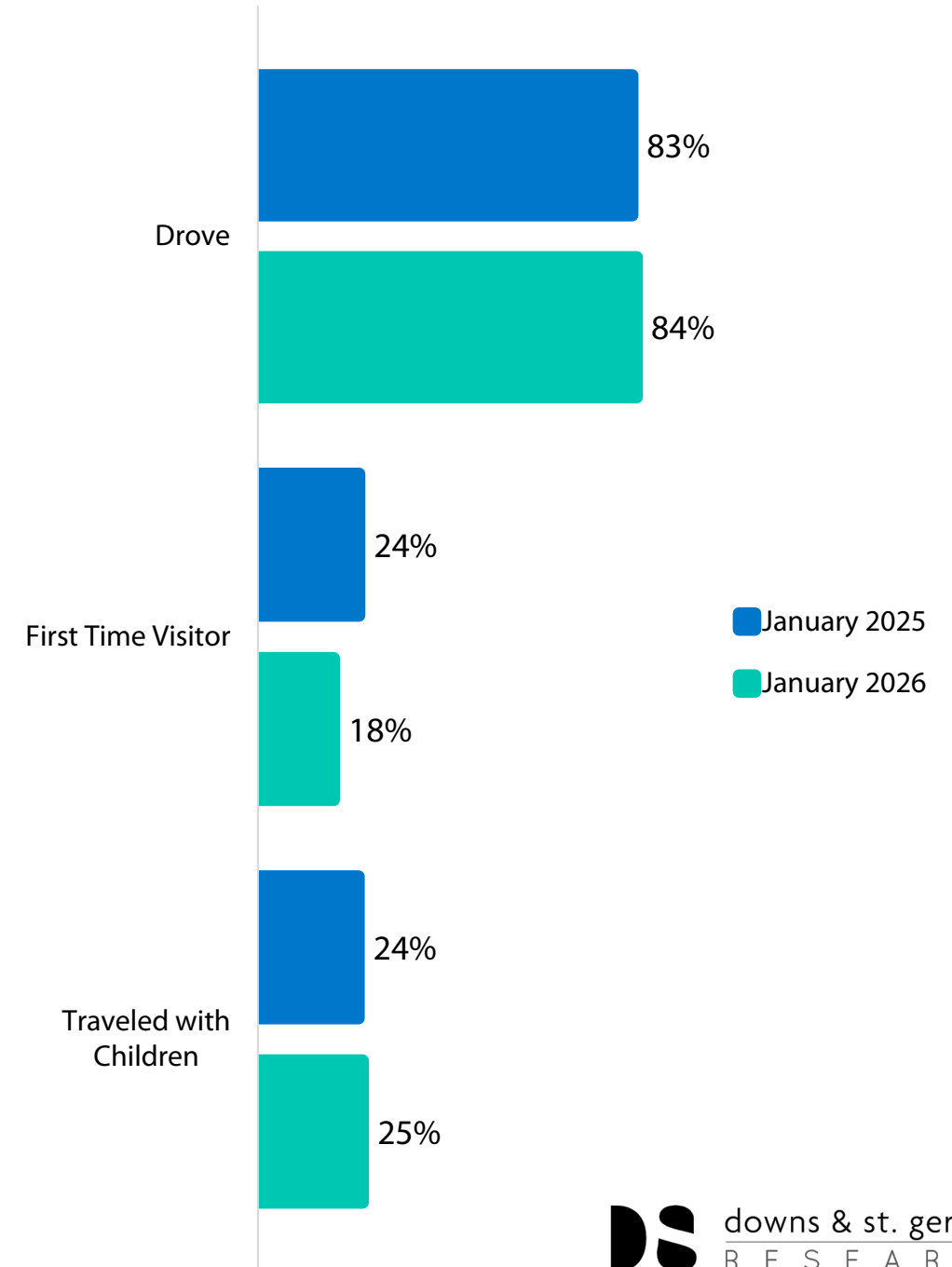
# PENSACOLA DASHBOARD – JANUARY 2026

December Visitors	2025	2026
Stayed in paid accommodations	54%	55%
Drove	83%	84%
Length of stay <sup>1</sup>	5.5	4.9
Will recommend	96%	98%
First time visitor	24%	18%

December Visitors	2025	2026
Median Age <sup>2</sup>	48	47
Gender (Female) <sup>2</sup>	59%	60%
Household Income	\$86,600	\$87,500
Travel party size <sup>1</sup>	2.7	2.5
Traveled with Children	24%	25%

<sup>1</sup> Visitors staying in Paid Accommodations.

<sup>2</sup> 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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