

VISIT PENSACOLA

AUGUST 2026 REPORT

By Downs & St. Germain Research



VISITOR SUMMARY – AUGUST 2026¹



COMPARED TO AUGUST 2025, IN AUGUST 2026...

- » Visitor numbers increased by **+5.8%**.
- » Hotel occupancy was down **-2.4%** and ADR was up **+1.5%**, resulting in a RevPAR that was down **-1.0%**.
- » Hotel room nights were down **-1.4%**.
- » Vacation rental room nights were up **+18.6%** most likely due to an increase in units (+10.8%).
- » Top markets for this month were **Mobile, Atlanta, Nashville, New Orleans, Dallas-Fort Worth, and Birmingham.**
- » First-time visitors increased by **+6% points.**

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

LODGING METRICS – AUGUST 2026

Visitor Statistics	August 2025	August 2026	% Change
Visitors ²	242,300	256,400	+5.8%
Airline Passengers ³	277,287	275,047	-0.8%

Hotel Statistics ⁴	August 2025 ¹	August 2026	% Change
Occupancy	65.6%	64.0%	-2.4%
Room Rates	\$144.85	\$147.00	+1.5%
RevPAR	\$94.97	\$94.04	-1.0%
Room Nights	182,847	180,330	-1.4%

Vacation Rental Statistics ⁵	August 2025 ¹	August 2026	% Change
Occupancy	56.9%	60.9%	+7.0%
Room Rates	\$268.00	\$257.00	-4.1%
RevPAR	\$152.58	\$156.53	+2.6%
Room Nights	43,136	51,150	+18.6%
Unit Revenue (Nightly)	\$7,933,219	\$9,425,065	+18.8%

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.

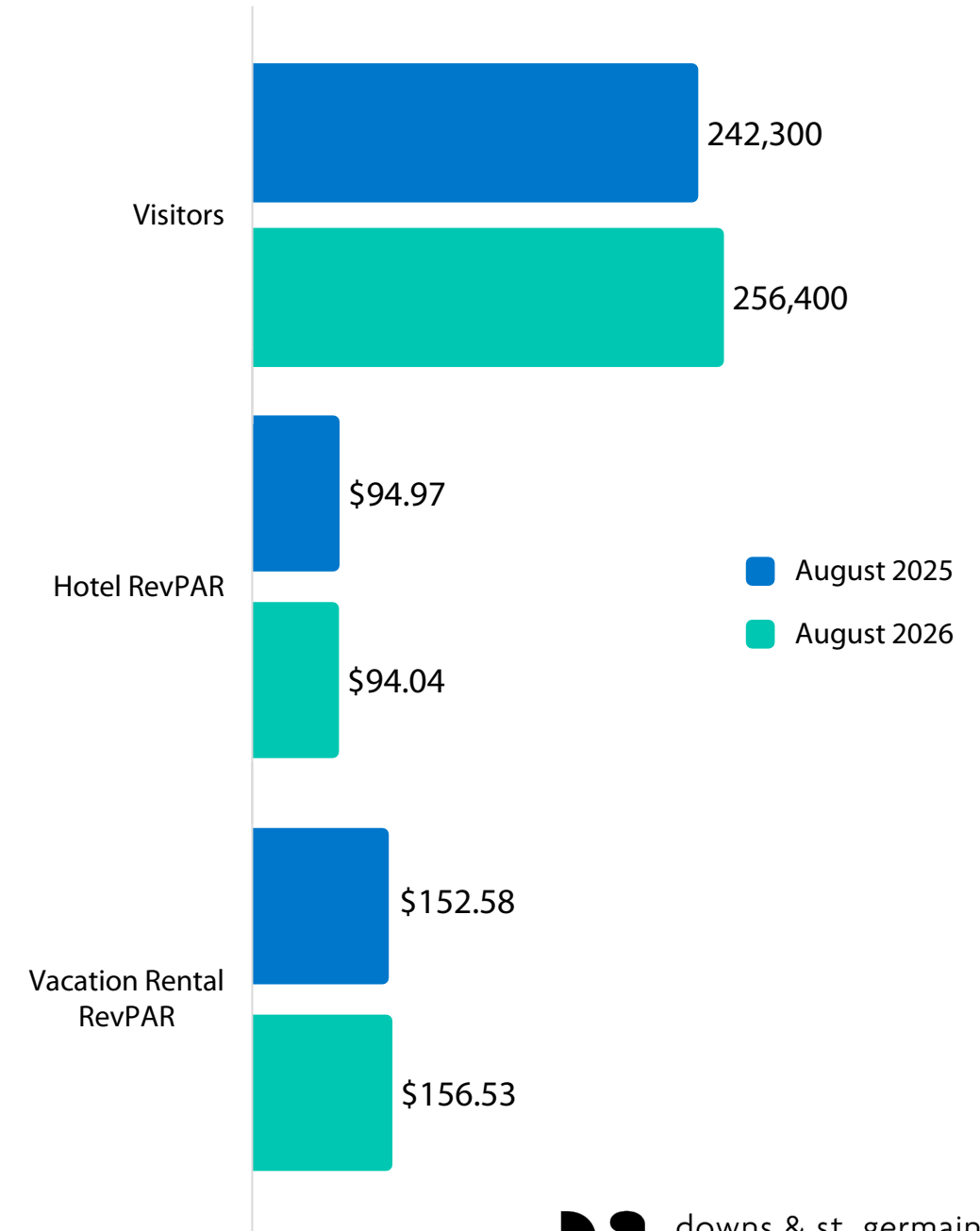
Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

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.

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LODGING METRICS – FYTD (OCT 2025 – AUG 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	2,285,800	2,437,400	+6.6%
Airline Passengers ³	2,859,550	2,855,963	-0.1%

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	62.8%	64.7%	+2.9%
Room Rates	\$138.49	\$141.49	+2.2%
RevPAR	\$87.03	\$91.51	+5.1%
Room Nights	1,871,749	1,943,492	+3.8%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	53.0%	55.1%	+4.1%
Room Rates	\$239.87	\$243.12	+1.4%
RevPAR	\$127.07	\$134.04	+5.5%
Room Nights	425,238	496,247	+16.7%
Unit Revenue (Nightly)	\$87,152,735	\$97,097,456	+11.4%

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

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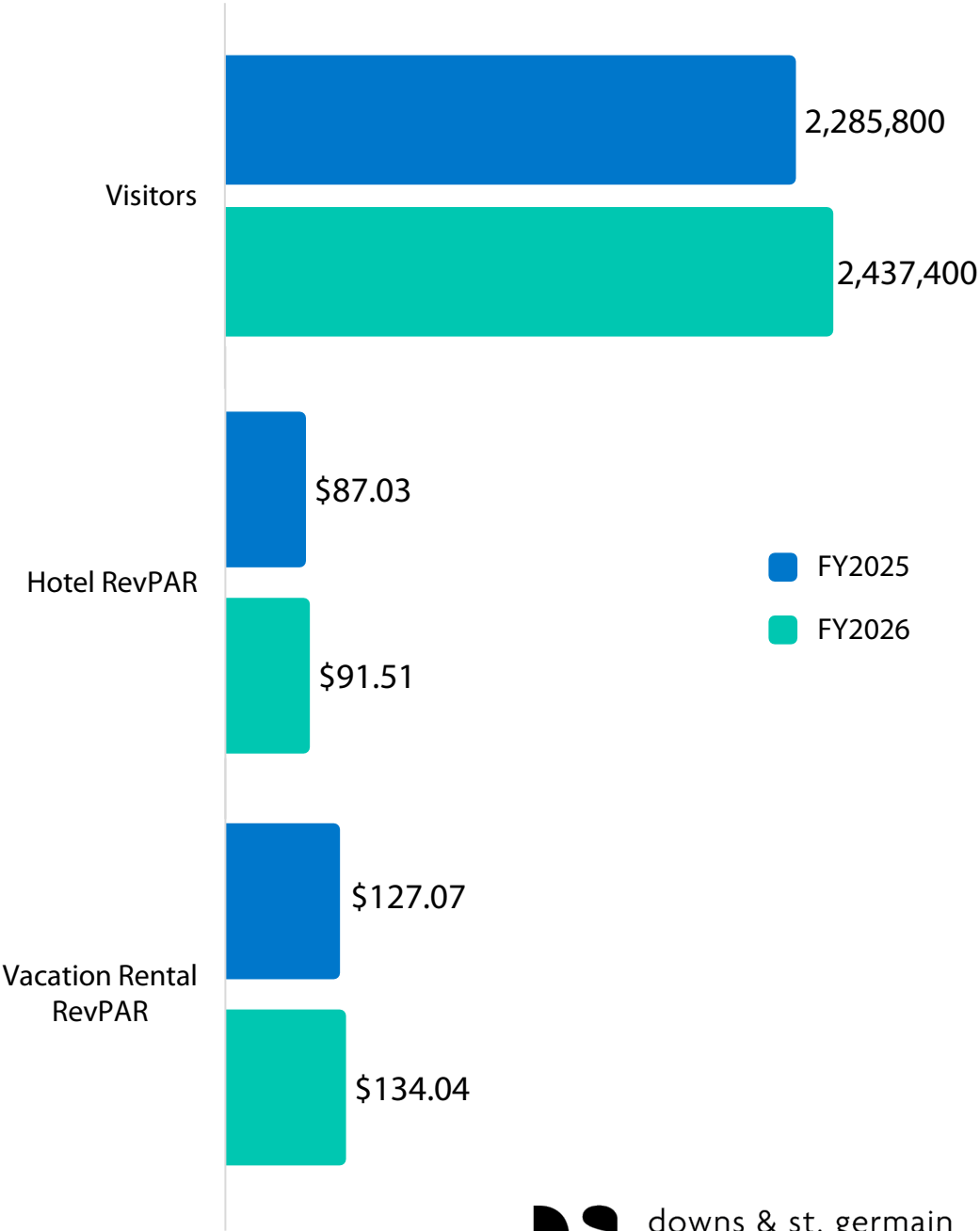
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⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.



VISITOR ORIGIN MARKETS – AUGUST 2026

TOP VISITOR ORIGIN MARKETS ¹		
Markets	August 2025	August 2026
Mobile ²	13.9%	13.8%
Atlanta	5.0%	4.2%
Nashville	2.4%	3.9%
New Orleans	4.1%	3.6%
Dallas-Fort Worth	3.3%	3.6%
Birmingham	3.5%	2.7%

¹ Sources: Zartico and Visitor Tracking Study.

² Mobile DMA spans across Florida, Alabama, and Mississippi but does not include Escambia County residents.

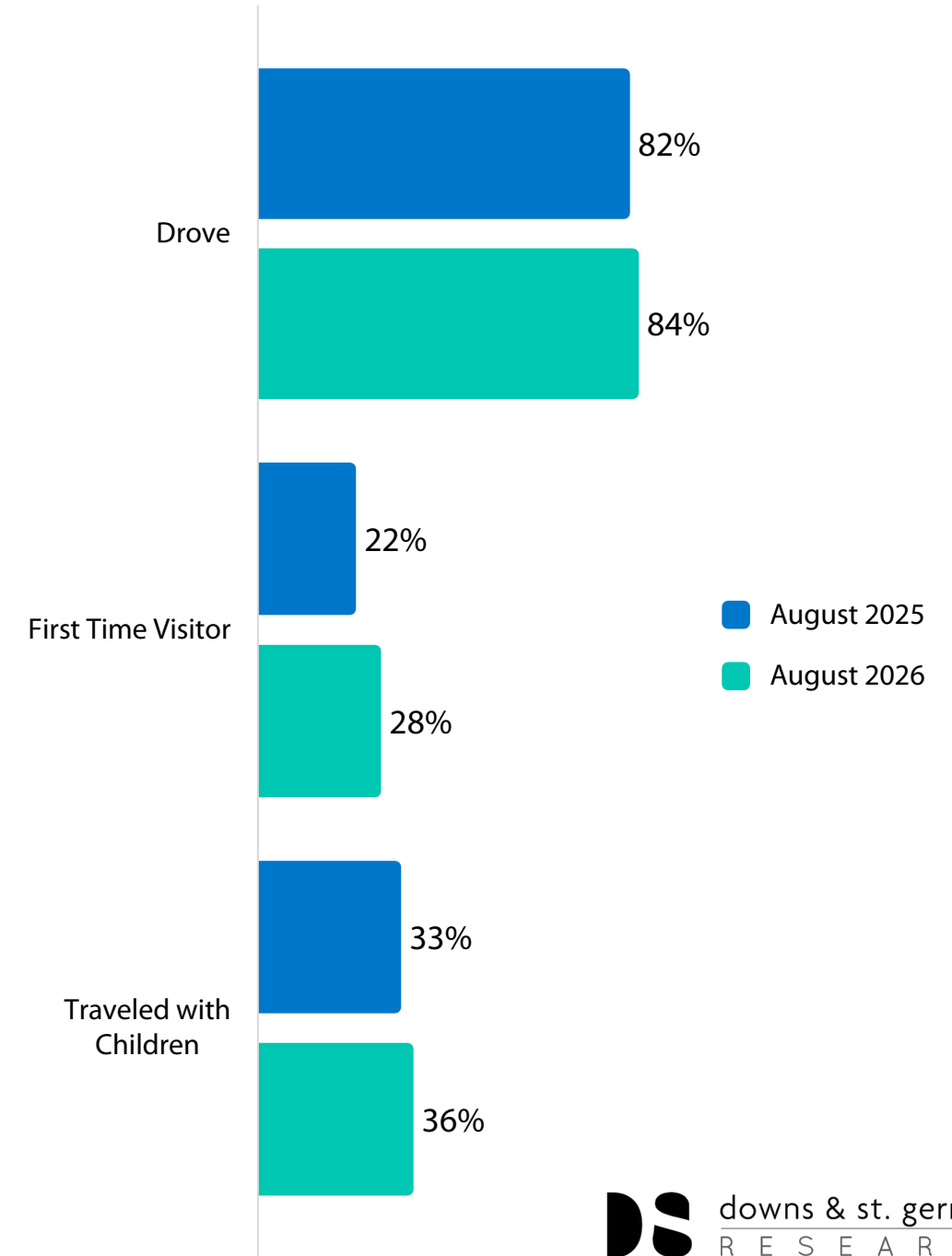
VISITOR PROFILE – AUGUST 2026

August Visitors	2025	2026
Stayed in paid accommodations	66%	64%
Drove	82%	84%
Length of stay ¹	4.4	4.4
Will recommend	96%	94%
First time visitor	22%	28%

August Visitors	2025	2026
Median Age ²	44	45
Gender (Female) ²	60%	58%
Household Income	\$89,500	\$90,500
Travel party size ¹	3.1	3.1
Traveled with Children	33%	36%

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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