

VISIT PENSACOLA

JULY 2026 REPORT

By Downs & St. Germain Research



VISITOR SUMMARY – JULY 2026¹



COMPARED TO JULY 2025, IN JULY 2026...

- » Visitor numbers increased by **+8.1%**.
- » Hotel occupancy was up **+1.9%** and ADR was up **+3.9%**, resulting in a RevPAR that was up **+5.8%**.
- » Hotel room nights were up **+4.1%**.
- » Vacation rental room nights were up **+14.9%** most likely due to an increase in units (+12.0%).
- » Top markets for this month were **Mobile, Atlanta, and New Orleans.**
- » 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 – JULY 2026

Visitor Statistics	July 2025	July 2026	% Change
Visitors ²	296,800	320,900	+8.1%
Airline Passengers ³	-	-	-

Hotel Statistics ⁴	July 2025 ¹	July 2026	% Change
Occupancy	75.3%	76.7%	+1.9%
Room Rates	\$196.75	\$204.39	+3.9%
RevPAR	\$148.20	\$156.87	+5.8%
Room Nights	207,772	216,342	+4.1%

Vacation Rental Statistics ⁵	July 2025 ¹	July 2026	% Change
Occupancy	81.5%	83.6%	+2.6%
Room Rates	\$423.59	\$444.00	+4.8%
RevPAR	\$345.26	\$371.28	+7.5%
Room Nights	63,850	73,335	+14.9%
Unit Revenue (Nightly)	\$20,329,770	\$22,435,812	+10.4%

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

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

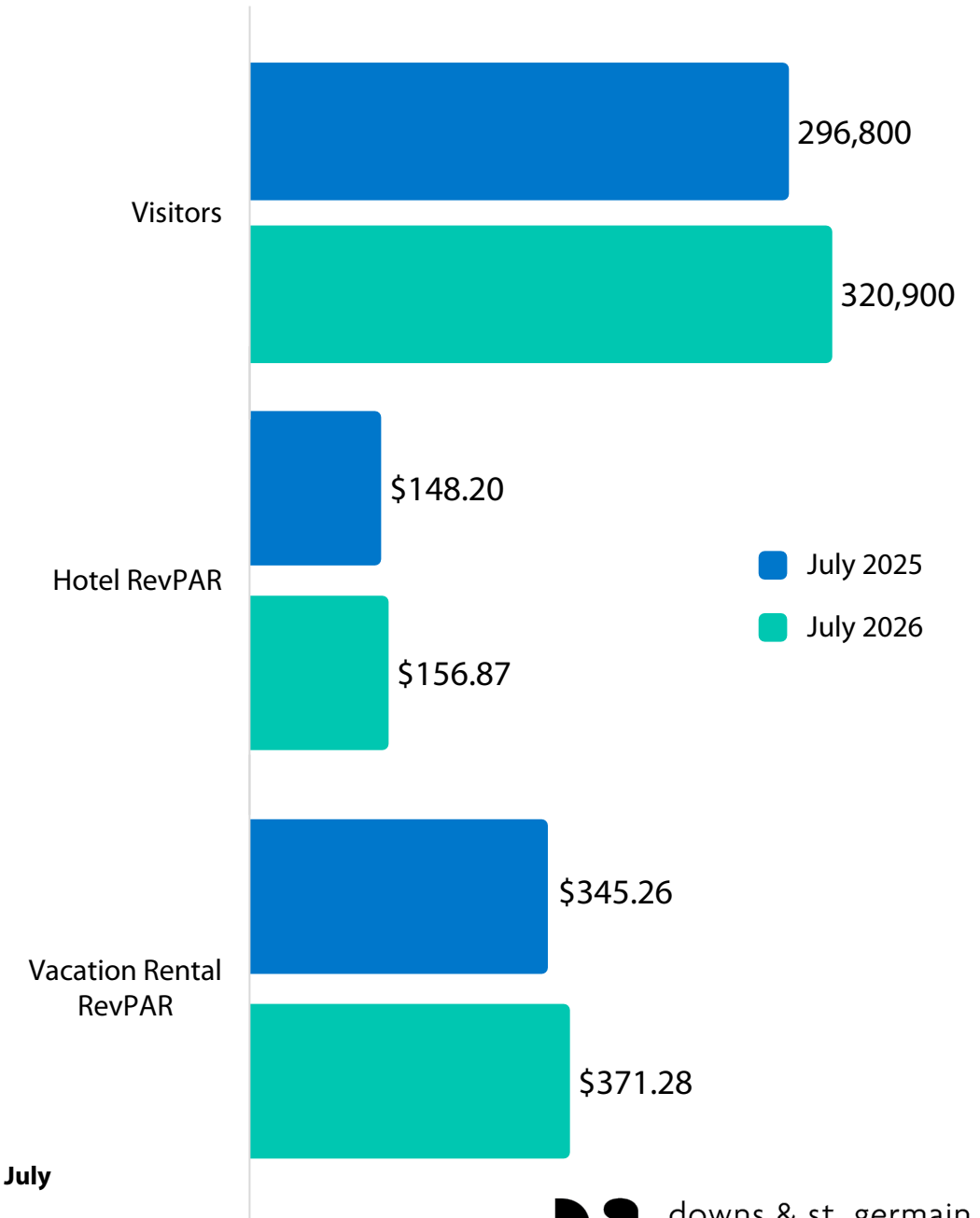
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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. **July figures were unavailable at the time of this report.**

⁴ Source: Smith Travel Research.

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



LODGING METRICS – FYTD (OCT 2025 – JUL 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	2,043,500	2,181,000	+6.7%
Airline Passengers ³	-	-	-

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	62.6%	64.7%	+3.5%
Room Rates	\$137.85	\$140.94	+2.2%
RevPAR	\$86.25	\$91.25	+5.8%
Room Nights	1,688,902	1,763,162	+4.4%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	52.7%	54.6%	+3.6%
Room Rates	\$236.71	\$241.73	+2.1%
RevPAR	\$124.69	\$131.87	+5.8%
Room Nights	382,875	445,097	+16.3%
Unit Revenue (Nightly)	\$81,625,272	\$87,672,391	+7.4%

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

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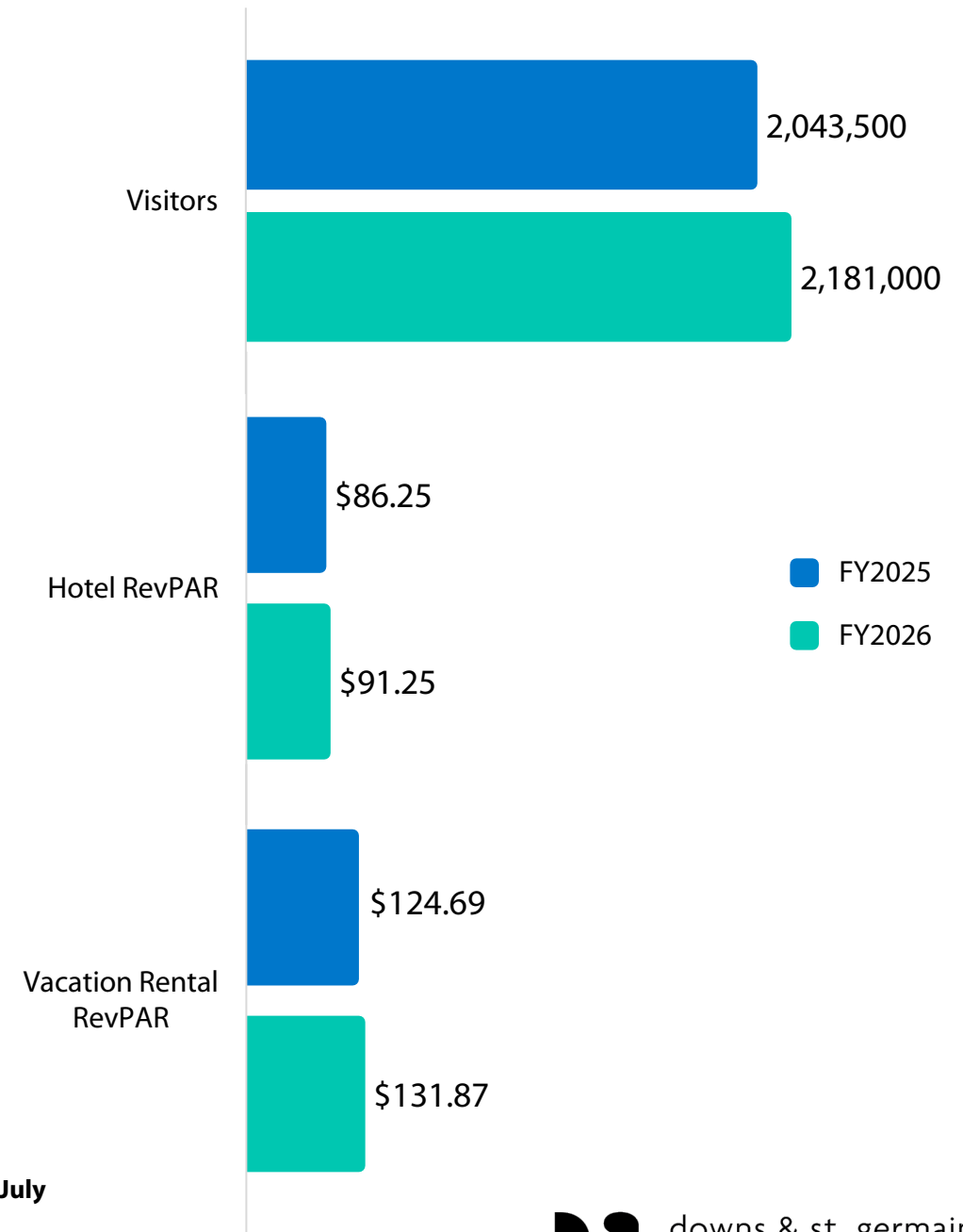
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VISITOR ORIGIN MARKETS – JULY 2026

TOP VISITOR ORIGIN MARKETS ¹		
Markets	July 2025	July 2026
Mobile ²	11.9%	12.0%
Atlanta	4.2%	4.6%
New Orleans	4.1%	4.0%
Dallas-Fort Worth	3.5%	3.0%
Birmingham	2.8%	2.8%
Nashville	2.0%	2.7%
Houston	2.0%	2.5%

¹ Sources: Zartico and Visitor Tracking Study.

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

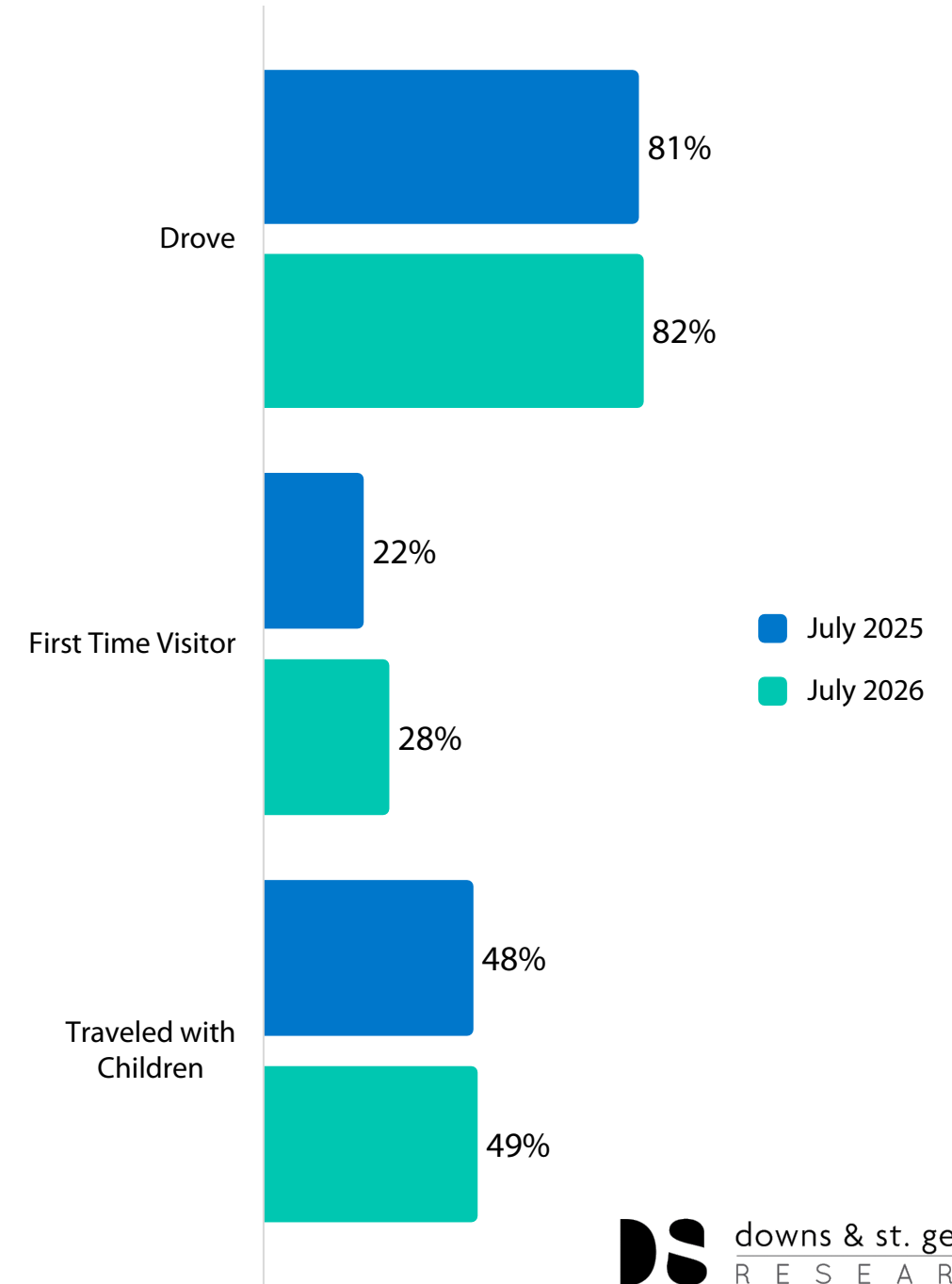
VISITOR PROFILE – JULY 2026

July Visitors	2025	2026
Stayed in paid accommodations	67%	68%
Drove	81%	82%
Length of stay ¹	4.5	4.5
Will recommend	97%	95%
First time visitor	22%	28%

July Visitors	2025	2026
Median Age ²	45	45
Gender (Female) ²	64%	58%
Household Income	\$92,700	\$98,600
Travel party size ¹	3.3	3.4
Traveled with Children	48%	49%

¹ Visitors staying in Paid Accommodations.

²Age 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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Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com

