

VISIT PENSACOLA

MONTHLY DASHBOARD

MARCH 2026

By Downs & St. Germain Research



VISITOR SUMMARY – MARCH 2026¹



Compared to March 2025, in March 2026...

- » Visitor numbers increased by **+6.8%**.
- » Airline passengers increased by **+5.9%**.
- » Hotel occupancy was up **+5.7%** and ADR was up **+2.9%**, resulting in a RevPAR that was up **+8.8%**.
- » Hotel room nights were up **+6.6%**.
- » Vacation rental room nights were up **+29.0%** most likely due to an increase in occupancy (+11.2%) and units (+16.0%)
- » 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.

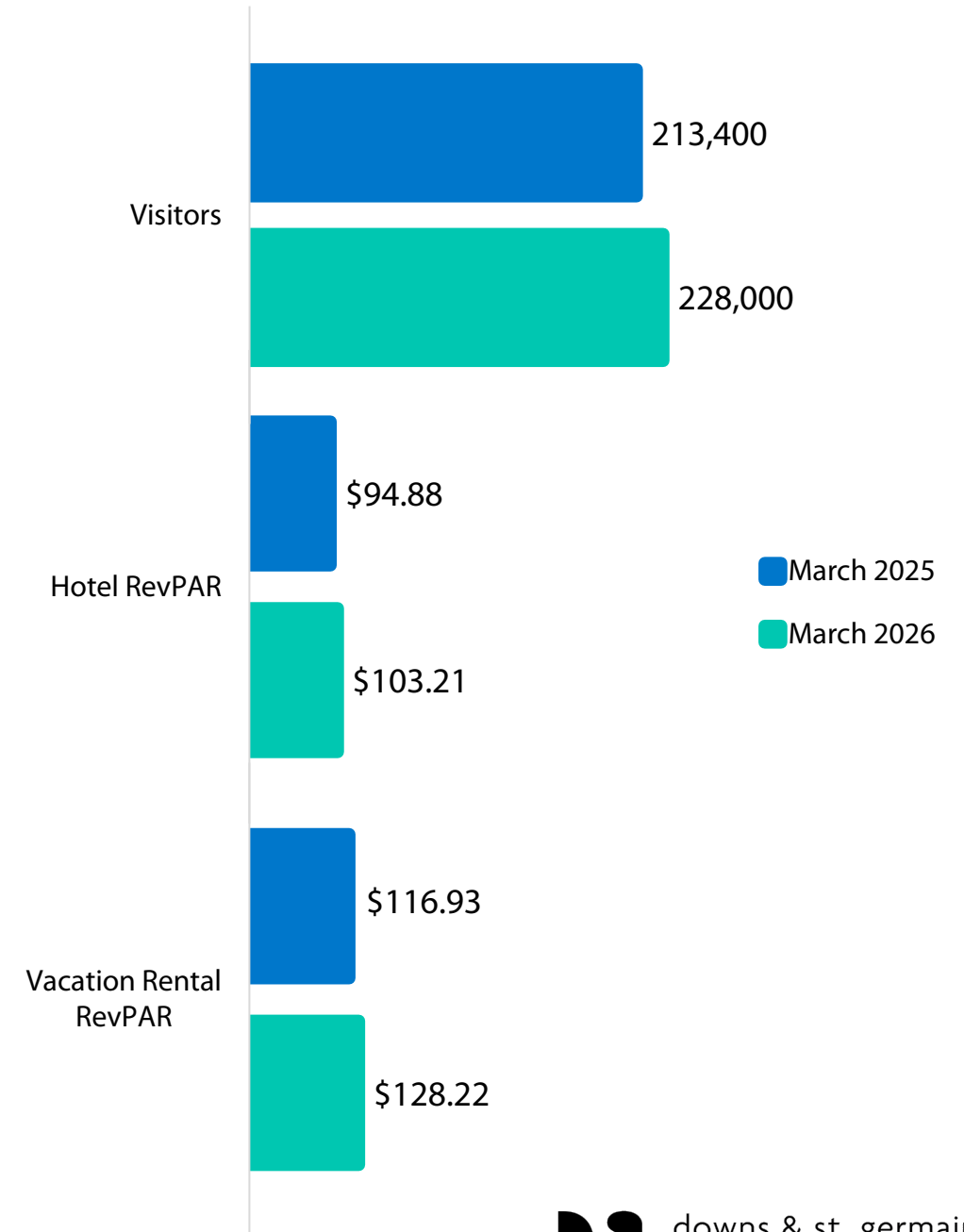
¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – MARCH 2026

Visitor Statistics	March 2025	March 2026	% Change
Visitors ²	213,400	228,000	+6.8%
Airline Passengers ³	261,760	277,220	+5.9%

Hotel Statistics ⁴	March 2025 ¹	March 2026	% Change
Occupancy	68.0%	71.8%	+5.7%
Room Rates	\$139.55	\$143.65	+2.9%
RevPAR	\$94.88	\$103.21	+8.8%
Room Nights	187,526	199,903	+6.6%

Vacation Rental Statistics ⁵	March 2025 ¹	March 2026	% Change
Occupancy	54.9%	61.1%	+11.2%
Room Rates	\$212.88	\$209.94	-1.4%
RevPAR	\$116.93	\$128.22	+9.7%
Room Nights	39,928	51,497	+29.0%
Unit Revenue (Nightly)	\$6,651,148	\$7,072,178	+6.3%



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 – MAR 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	982,000	1,036,600	+5.6%
Airline Passengers ³	1,361,715	1,361,288	-

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	56.0%	58.8%	+5.1%
Room Rates	\$115.50	\$116.78	+1.1%
RevPAR	\$64.62	\$68.65	+6.2%
Room Nights	901,619	953,576	+5.8%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	41.3%	42.8%	+3.7%
Room Rates	\$168.38	\$166.96	-0.8%
RevPAR	\$69.52	\$71.47	+2.8%
Room Nights	171,951	199,071	+15.8%
Unit Revenue (Nightly)	\$22,817,390	\$23,965,406	+5.0%

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

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

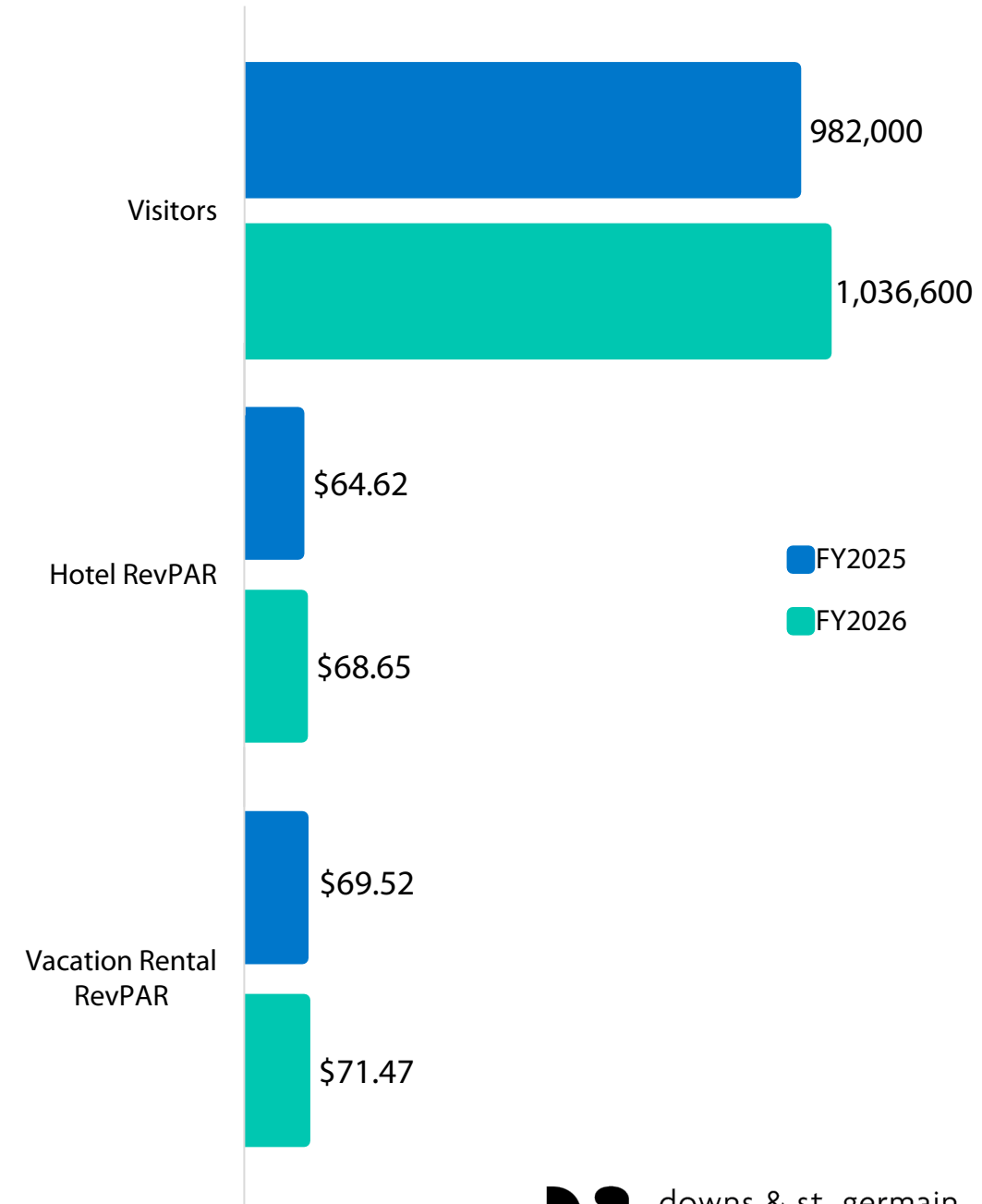
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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.



PENSACOLA DASHBOARD – MARCH 2026

TOP VISITOR ORIGIN MARKETS ¹		
Markets	March 2025	March 2026
Mobile ²	12.1%	15.3%
Atlanta	4.1%	4.4%
Dallas-Fort Worth	2.1%	2.8%
Birmingham	2.5%	2.7%
Nashville	2.2%	2.7%
Montgomery-Selma	2.1%	2.3%
Huntsville-Decatur-Florence	1.3%	2.0%
New Orleans	3.3%	2.0%

¹ Sources: Zartico and Visitor Tracking Study.

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

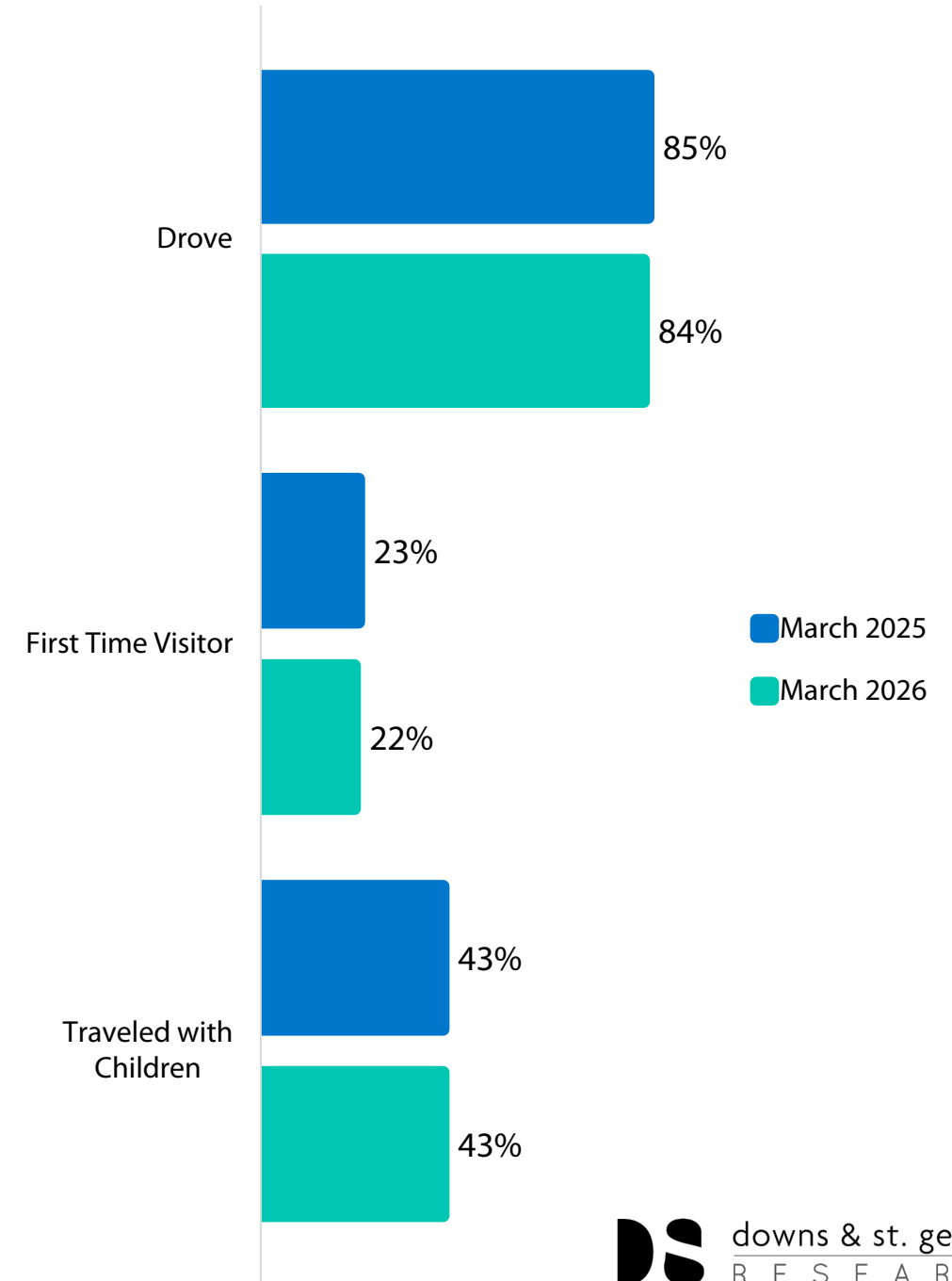
PENSACOLA DASHBOARD – MARCH 2026

March Visitors	2025	2026
Stayed in paid accommodations	63%	66%
Drove	85%	84%
Length of stay ¹	5.1	4.8
Will recommend	97%	96%
First time visitor	23%	22%

March Visitors	2025	2026
Median Age ²	45	44
Gender (Female) ²	61%	59%
Household Income	\$84,900	\$95,800
Travel party size ¹	3.0	2.9
Traveled with Children	43%	43%

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.



VISIT PENSACOLA

MONTHLY DASHBOARD

MARCH 2026

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

