VISIT PENSACOLA

SEPTEMBER 2026 REPORT

By Downs & St. Germain Research



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VISITOR SUMMARY – SEPTEMBER 2026[1]



COMPARED TO SEPTEMBER 2025, IN SEPTEMBER 2026...

- Visitor numbers increased by **+10.4%**.
- Hotel occupancy was up **+3.5%** and ADR was up **+5.9%**, resulting in a RevPAR that was up **+1.8%**.
- Hotel room nights were up **+6.0%**.
- Vacation rental room nights were up **+26.1%** most likely due to an increase in units (+8.7%).
- Top markets for this month were **Mobile, Atlanta, Birmingham, Nashville, New Orleans, and Dallas-Fort Worth.**
- First-time visitors increased by **+5% points**.

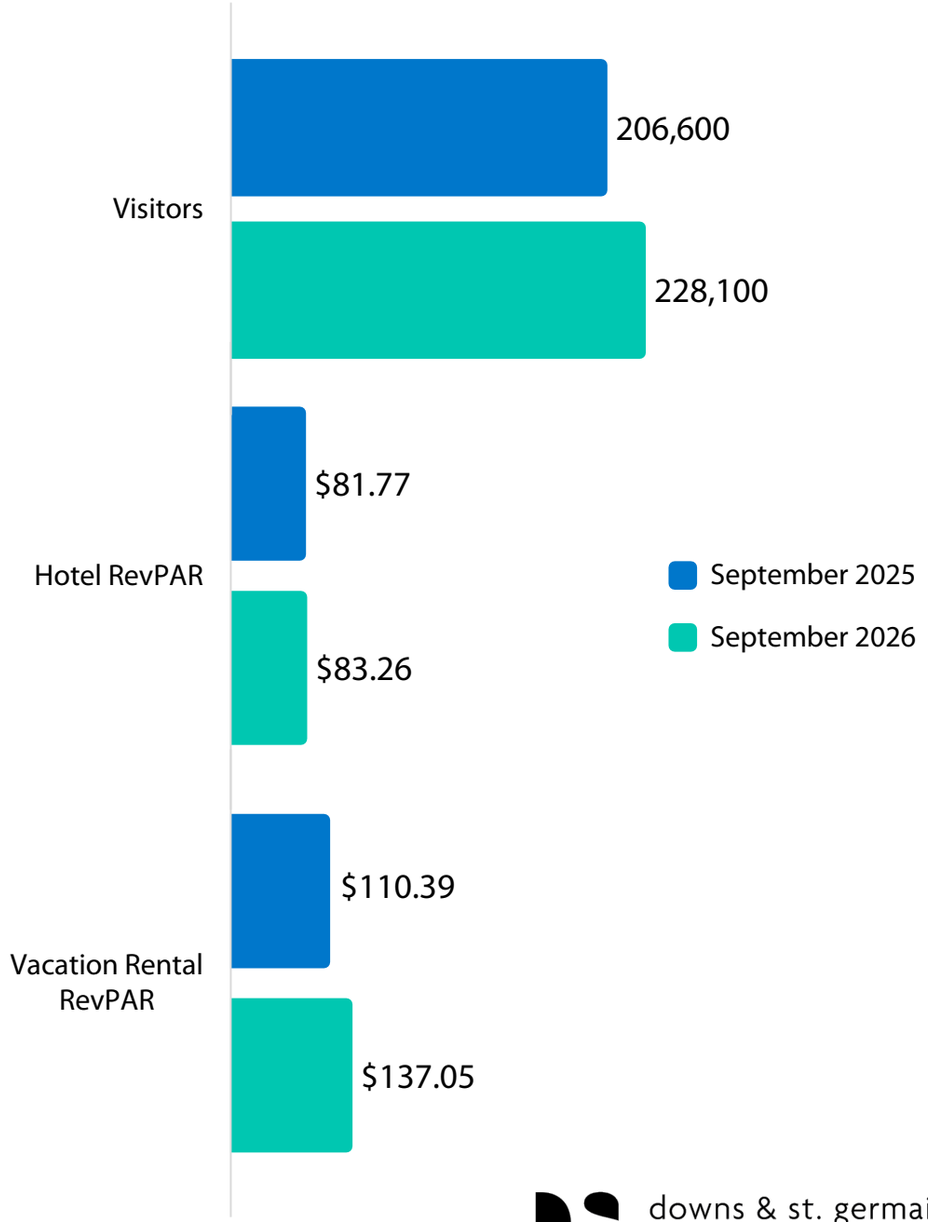
[1] Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

LODGING METRICS – SEPTEMBER 2026

Visitor Statistics	September 2025	September 2026	% Change
Visitors[2]	206,600	228,100	+10.4%
Airline Passengers[3]	254,879	254,184	-0.3%

Hotel Statistics[4]	September 2025[1]	September 2026	% Change
Occupancy	60.3%	62.4%	+3.5%
Room Rates	$135.56	$143.55	+5.9%
RevPAR	$81.77	$83.26	+1.8%
Room Nights	161,406	171,155	+6.0%

Vacation Rental Statistics[5]	September 2025[1]	September 2026	% Change
Occupancy	51.6%	59.8%	+16.0%
Room Rates	$214.00	$229.00	+7.0%
RevPAR	$110.39	$137.05	+24.2%
Room Nights	38,254	48,225	+26.1%
Unit Revenue (Nightly)	$5,536,954	$7,766,937	+40.3%



[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.

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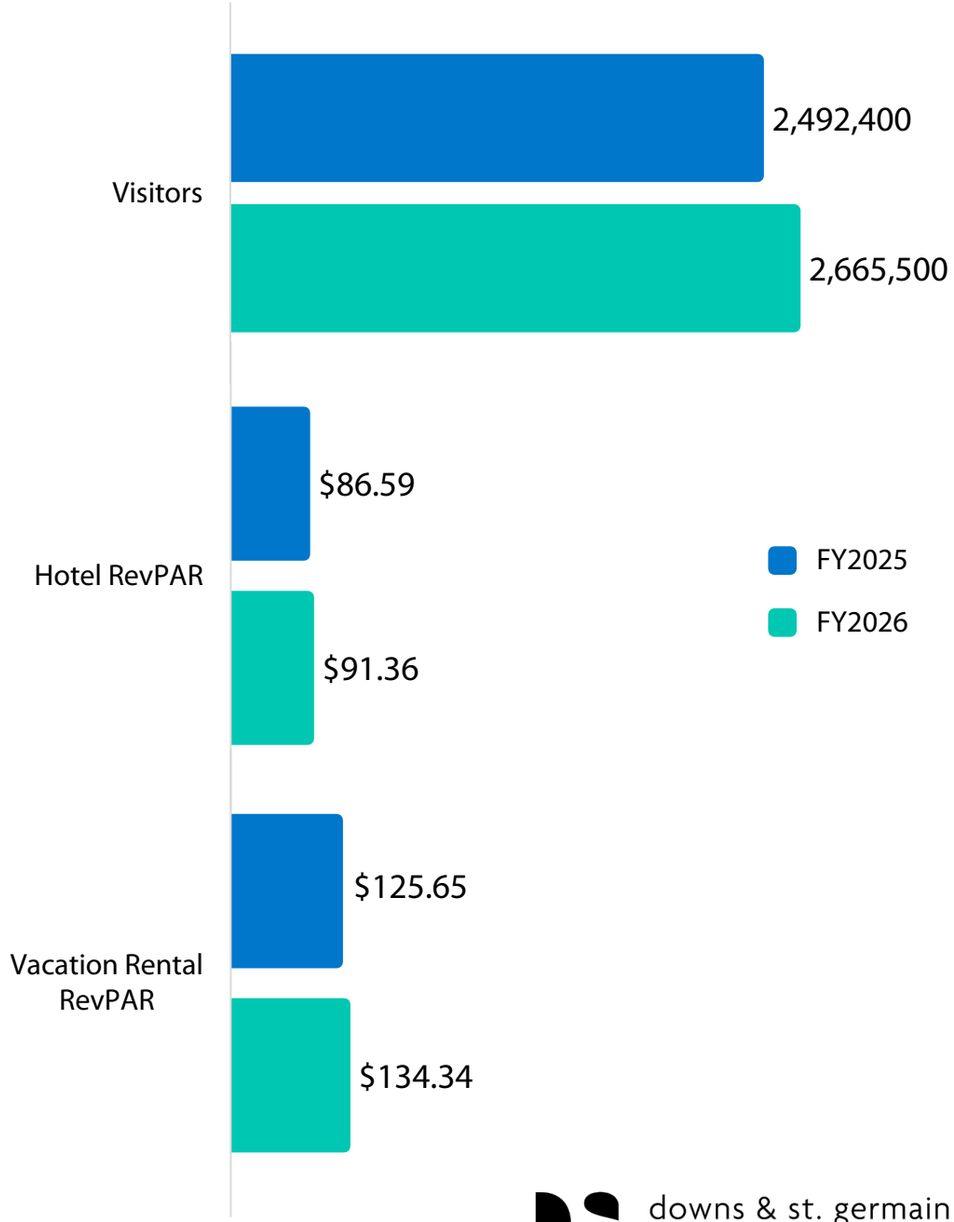
LODGING METRICS – FYTD (OCT 2025 – AUG 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors[2]	2,492,400	2,665,500	+6.9%
Airline Passengers[3]	3,114,429	3,110,147	-0.1%

Hotel Statistics[4]	FYTD 2025[1]	FYTD 2026	% Change
Occupancy	62.6%	64.5%	+3.0%
Room Rates	$138.24	$141.67	+2.5%
RevPAR	$86.59	$91.36	+5.5%
Room Nights	2,033,155	2,114,647	+4.0%

Vacation Rental Statistics[5]	FYTD 2025[1]	FYTD 2026	% Change
Occupancy	52.9%	55.5%	+5.0%
Room Rates	$237.71	$241.95	+1.8%
RevPAR	$125.65	$134.34	+6.9%
Room Nights	463,491	544,472	+17.5%
Unit Revenue (Nightly)	$92,689,689	$104,864,393	+13.1%



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VISITOR ORIGIN MARKETS – SEPTEMBER 2026

TOP VISITOR ORIGIN MARKETS[1]		
Markets	**September 2025**	**September 2026**
Mobile[2]	19.6%	18.7%
Atlanta	4.5%	4.8%
Birmingham	3.5%	4.0%
Nashville	3.3%	3.7%
New Orleans	3.7%	3.7%
Dallas-Fort Worth	2.3%	2.5%

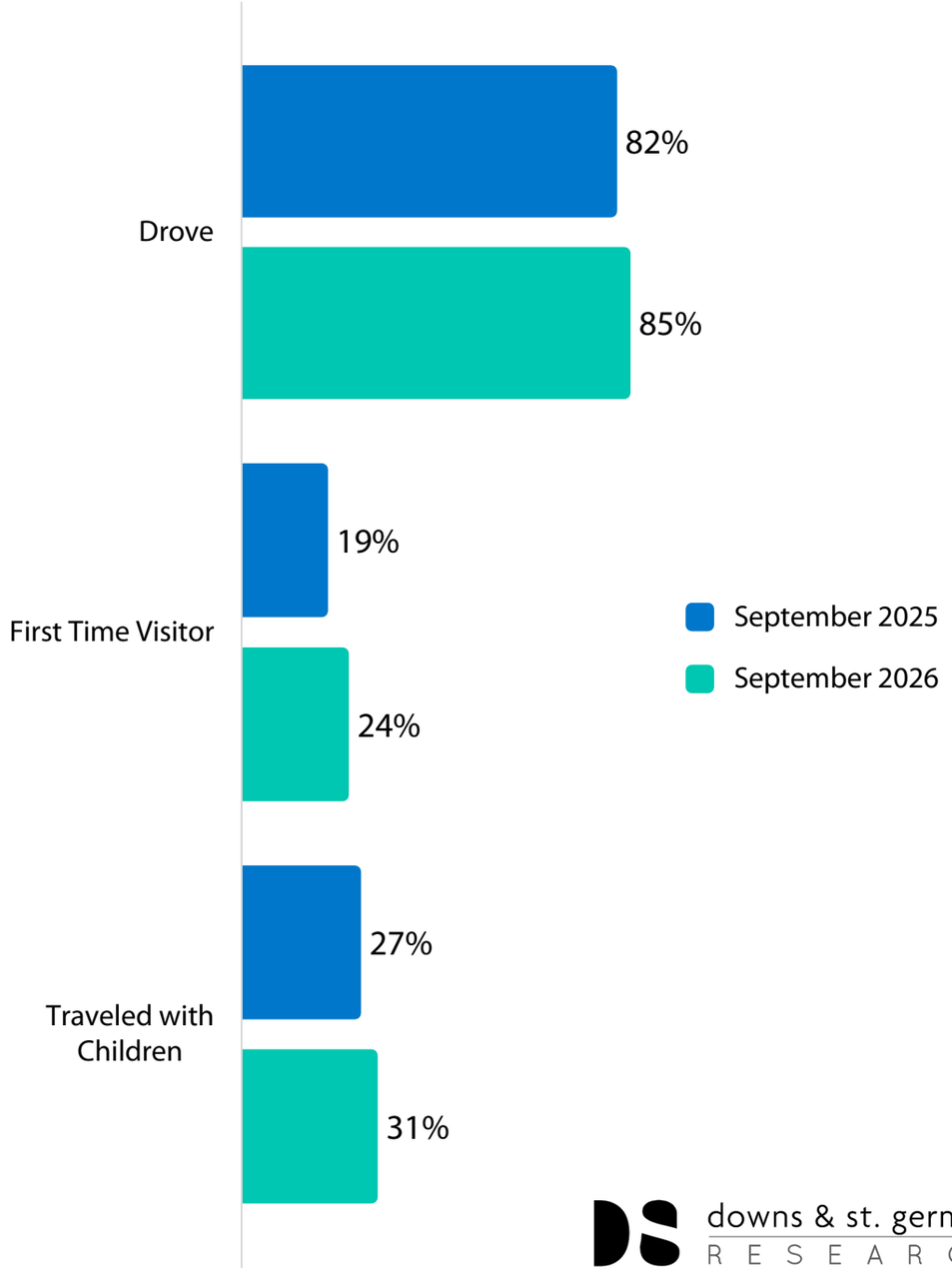
[1] Sources: Zartico and Visitor Tracking Study.
[2] Mobile DMA spans across Florida, Alabama, and Mississippi but does not include Escambia County residents.

VISITOR PROFILE – SEPTEMBER 2026

September Visitors	2025	2026
Stayed in paid accommodations	60%	61%
Drove	82%	85%
Length of stay[1]	4.5	4.4
Will recommend	97%	96%
First time visitor	19%	24%

September Visitors	2025	2026
Median Age[2]	46	45
Gender (Female)[2]	64%	56%
Household Income	$82,000	$96,200
Travel party size[1]	2.8	2.8
Traveled with Children	27%	31%

[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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