

VISIT PENSACOLA

Blue Angels Air Show: Pensacola Beach Economic Impact Report July 9-12, 2025

By Downs & St. Germain Research



EXECUTIVE SUMMARY

- » The 2025 Blue Angels Air Show attracted **124,000 unique attendees**¹, 61,000 out-of-county attendees and 63,000 locals.
- » **49%** of attendees were out-of-county visitors.
- » Out-of-county visitors spent **\$20,615,900**² in the Pensacola area during this event, generating **\$31,542,400 in economic impact**³.
- » Out-of-county visitors who attended the 2025 Blue Angels Air Show generated **31,900 nights in paid accommodations** in the Pensacola area.
- » The typical out-of-county attendee traveled in parties of **3.1 people** with an average length of stay of **2.1 nights**.
- » **63% of out-of-county visitors** chose to stay overnight in **paid accommodations** while attending this event, staying an average of **3.7 nights**.
- » **59%** of out-of-county visitors said this event was their main reason for coming to the area.
- » On average, out-of-county visitor travel parties spent **\$1,050** in the area while attending this event.

¹ The 2025 Blue Angels Air Show estimated attendance was 206,500. Downs & St. Germain Research determined that there were 124,000 unique attendees. "Unique" attendees are visitors who may attend more than one day of the event and is based on the total event attendee estimate divided by the average days of attendance.

Economic Impact is calculated based on "unique" visitors rather than the full attendance estimate.

² Spending by **out-of-county visitors** on accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and "other" expenses.

³ Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

Local spending does not affect total economic impact.

ECONOMIC IMPACT METRICS

	2024	2025
Total Unique Attendees	129,200	124,000
Unique Out-of-Town Attendees	71,400	61,000
Unique Locals	57,800	63,000
Economic Impact ¹	\$30,006,100	\$31,542,400
Direct Spending ²	\$19,484,500	\$20,615,900
Local Spending ³	\$2,562,000	\$2,812,500
Room Nights	31,800	31,900

¹ Including indirect and induced effects of direct spending. Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars. Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier on direct expenditure data. Pensacola's multiplier is 1.53.

² For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and "other" expenses.

³ Locals are defined as Escambia County residents.
Spending by locals does NOT directly affect economic impact.

OUT-OF-COUNTY VISITOR KEY METRICS

	2024	2025
Out-of-County Visitors	55%	49%
Travel Party Size	3.3	3.1
Length of Stay	1.9	2.1
Staying in Paid Accommodations	55%	63%
Event Was Main Reason for Visiting	58%	59%
Average Travel Party Spend	\$900	\$1,050

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