

POSITIVE

Firm-level **business confidence** rebounded modestly to 73.7% in Q1 2026 from its year-ago level of 72.0%.

The regional **labor force** remained stable, growing 0.9% (14,282) between April 2025 and April 2026.

SunRail ridership increased nearly 6.5% between April 2025 and April 2026.

NEGATIVE

The latest sales data suggest **consumer spending** declined 2.9% year-over-year in April, indicating consumers may be reining in spending.

The regional **unemployment rate** rose 1.2 percentage points (pp) to 4.5% between April 2025 and April 2026.

Construction employment declined by 1,900 jobs (2.0%) since April of 2025 amid a broader softening of the labor market.

NEUTRAL

Consumer sentiment declined 3.5pp between March and April 2026 although it has improved by 2.6pp since April 2025.

Industrial vacancy rates rose 0.9pp between Q4 2025 and Q1 2026 but declined 0.3pp between Q1 2025 and Q1 2026.

Hotel occupancy increased 4.2pp to 77.3% in April 2026 from a year earlier but decreased 1.9pp from last month.

BUSINESS ACTIVITY

		Current	Previous Month/Quarter	Year Earlier	Change from Previous	Change from Year Earlier
Total Sales ¹	Apr '26	\$21.6 billion	\$17.0 billion	\$21.1 billion	26.8%	2.4%
Florida Consumer Sentiment Index	Apr '26	74.6	78.1	72.0	-3.5pp	2.6pp
Consumer Spending ²	Apr '26	\$10.2 billion	\$8.8 billion	\$10.5 billion	15.6%	-2.9%
VC Funding	Q1 '26	\$152.5 million	\$72.3 million	\$198.6 million	111.1%	-23.2%
Business Confidence	Q1 '26	73.7%	69.9%	72.0%	3.8pp	1.7pp
Revenue Expectations	Q1 '26	65.9%	45.8%	49.5%	20.1pp	16.4pp
Hiring Expectations	Q1 '26	38.4%	29.0%	33.6%	9.4pp	4.7pp

LABOR MARKET

		Current	Previous Month	Year Earlier	Change from Previous	Change from Year Earlier	
Labor Force	Apr '26	1,531,539	1,525,247	1,517,257	0.4%	0.9%	
Employed	Apr '26	1,462,419	1,458,352	1,466,931	0.3%	-0.3%	
Unemployed	Apr '26	69,120	66,895	50,326	3.3%	37.3%	
Unemployment Rate	Orlando MSA	Apr '26	4.5%	4.4%	3.3%	0.1pp	1.2pp
	Lake County	Apr '26	4.9%	4.8%	3.6%	0.1pp	1.3pp
	Orange County	Apr '26	4.4%	4.3%	3.3%	0.1pp	1.1pp
	Osceola County	Apr '26	4.7%	4.6%	3.5%	0.1pp	1.2pp
	Seminole County	Apr '26	4.3%	4.1%	3.1%	0.2pp	1.2pp
Average Weekly Wage	Apr '26	\$1,131.29	\$1,149.30	\$1,087.11	-1.6%	4.1%	
Job Postings	New	Apr '26	23,600	25,781	24,108	-8.5%	-2.1%
	Total	Apr '26	56,513	59,011	56,821	-4.2%	-0.5%

INDUSTRY EMPLOYMENT		Current	Previous Month	Year Earlier	Change from Previous	Change from Year Earlier
TOTAL	Apr '26	1,517,900	1,506,100	1,501,700	0.8%	1.1%
Mining & Logging	Apr '26	300	300	300	0.0%	0.0%
Construction	Apr '26	91,500	90,400	93,400	1.2%	-2.0%
Manufacturing	Apr '26	52,900	53,000	53,100	-0.2%	-0.4%
Wholesale Trade	Apr '26	53,200	53,300	53,300	-0.2%	-0.2%
Retail	Apr '26	151,900	151,700	153,200	0.1%	-0.8%
Transportation, Warehousing & Utilities	Apr '26	62,700	62,500	63,100	0.3%	-0.6%
Information	Apr '26	25,300	25,000	25,600	1.2%	-1.2%
Financial Activities	Apr '26	93,000	92,600	94,600	0.4%	-1.7%
Professional & Business Services	Apr '26	279,200	275,000	275,800	1.5%	1.2%
Education & Health Services	Apr '26	209,300	208,700	201,900	0.3%	3.7%
Leisure & Hospitality	Apr '26	306,500	302,300	294,300	1.4%	4.1%
Other Services	Apr '26	54,500	53,900	55,400	1.1%	-1.6%
Government	Apr '26	137,600	137,400	137,700	0.1%	-0.1%

REAL ESTATE		Current	Previous Month/Quarter	Year Earlier	Change from Previous	Change from Year Earlier
Closed Sales	Mar '26	2,360	1,888	2,408	25.0%	-2.0%
Median Price	Mar '26	\$385,000	\$375,000	\$385,500	2.7%	-0.1%
Total	Apr '26	1,926	1,432	2,459	34.5%	-21.7%
New Housing Units Authorized	Apr '26	802	310	934	158.7%	-14.1%
Multi Family	Apr '26	802	310	934	158.7%	-14.1%
Single Family	Apr '26	1,124	1,122	1,525	0.2%	-26.3%
Office Vacancy	Q1 '26	16.5%	16.9%	16.7%	-0.4pp	-0.2pp
Office Asking Rate	Q1 '26	\$26.65	\$26.56	\$27.33	0.4%	-2.5%
Industrial Vacancy	Q1 '26	8.1%	7.2%	8.3%	0.9pp	-0.3pp
Industrial Asking Rate	Q1 '26	\$9.49	\$9.25	\$9.08	2.7%	4.6%

TOURISM & TRANSPORTATION		Current	Previous Month	Year Earlier	Change from Previous	Change from Year Earlier
Hotel Occupancy	Apr '26	77.3%	79.2%	73.1%	-1.9pp	4.2pp
Average Daily Rate	Apr '26	\$235.01	\$241.35	\$224.14	-2.6%	4.8%
Orlando International Airport	Apr '26	5,178,621	5,471,298	4,923,797	-5.3%	5.2%
Total Passengers	Apr '26	247,750	303,718	266,614	-18.4%	-7.1%
Orlando Sanford International Airport	Apr '26	247,750	303,718	266,614	-18.4%	-7.1%
SunRail	Apr '26	125,515	136,754	117,804	-8.2%	6.5%

¹preliminary

²custom OEP aggregation; NOT a published statistic

Sources: Florida Department of Revenue • University of Florida, Bureau of Economic and Business Research • Pitchbook • Orlando MSA Business Conditions Survey • FloridaCommerce • Lightcast • Orlando Regional REALTOR® Association • U.S. Census Bureau • Cushman & Wakefield • Visit Orlando • Greater Orlando Aviation Authority • Orlando Sanford International Airport • SunRail

All data represent most recent available as of June 1, 2026. Visit orlando.org/SNAPSHOT for the latest information.