ORLANDO ECONOMIC PARTNERSHIP

MONTHLY ECONOMIC SNAPSHOT | NOVEMBER 2026

SUMMARY

The Orlando region's economy is displaying mixed signals heading into the final quarter. Job growth remains strong and business confidence has rebounded from the volatility seen earlier in the year. However, job gains have been uneven, and weak consumer sentiment is weighing on the region's visitor economy. The most likely near-term trajectory is continued but moderate expansion.

		Current	Previous	Year Earlier	Change from Previous	Change from Year Earlier
BUSINESS ACTIVITY Business conditions remain mixed, with improving business expectations contrasting with softer consumer fundamentals. Local business confidence rebounded in Q3 alongside solid performance and evidence of a slow return to a more predictable political system but continues to be threatened by weak consumer sentiment following a period of high inflation.						
Total Sales[1]	Sep '26	**$16.5 billion**	$17.4 billion	$17.7 billion	**-5.0%**	**-6.6%**
Florida Consumer Sentiment Index	Oct '26	**69.1**	68.4	75.1	**0.7pp**	**-6.0pp**
Consumer Spending[2]	Sep '26	**$8.1 billion**	$8.9 billion	$8.7 billion	**-8.8%**	**-7.4%**
VC Funding	Q3 '26	**$361.7 million**	$18.9 million	$103.5 million	**1,814.7%**	**249.3%**
Business Confidence	Q3 '26	**66.7%**	61.4%	66.0%	**5.2pp**	**0.6pp**
Revenue Expectations	Q3 '26	**53.1%**	46.7%	32.7%	**6.4pp**	**20.4pp**
Hiring Expectations	Q3 '26	**29.5%**	31.7%	24.5%	**-2.2pp**	**4.9pp**
LABOR MARKET The region's labor market continues to rebalance after several years of tight conditions. Labor force growth outpaced household employment growth over the last year, inching unemployment up to 4.2% in September. The uptick in unemployment has come despite strong hiring demand and points to ongoing structural challenges in the labor market.						
Labor Force	Sep '26	**1,536,874**	1,531,971	1,533,111	**0.3%**	**0.2%**
Employed	Sep '26	**1,471,653**	1,462,224	1,470,239	**0.6%**	**0.1%**
Unemployed	Sep '26	**65,221**	69,747	62,872	**-6.5%**	**3.7%**
Unemployment Rate						
Orlando MSA	Sep '26	**4.2%**	4.6%	4.1%	**-0.4pp**	**0.1pp**
Lake County	Sep '26	**4.6%**	4.9%	4.5%	**-0.3pp**	**0.1pp**
Orange County	Sep '26	**4.2%**	4.5%	4.0%	**-0.3pp**	**0.2pp**
Osceola County	Sep '26	**4.5%**	4.8%	4.3%	**-0.3pp**	**0.2pp**
Seminole County	Sep '26	**4.0%**	4.3%	3.9%	**-0.3pp**	**0.1pp**
Average Weekly Wage	Sep '26	**$1,136.28**	$1,175.71	$1,063.60	**-3.4%**	**6.8%**
Job Postings						
New	Sep '26	**28,699**	25,849	24,599	**11.0%**	**16.7%**
Total	Sep '26	**67,938**	64,320	56,388	**5.6%**	**20.5%**

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INDUSTRY EMPLOYMENT Job growth continues to outpace that of the state. The Orlando region added 14,300 jobs in the year ending September 2026, more than the revised 5,400 added at the corresponding period last year. However, gains have been heavily concentrated in just a handful of sectors and mask losses in 7 of 13 reported sectors.						
TOTAL	Sep '26	1,507,700	1,508,100	1,493,400	0.0%	1.0%
Mining & Logging	Sep '26	300	300	300	0.0%	0.0%
Construction	Sep '26	92,500	92,700	92,400	-0.2%	0.1%
Manufacturing	Sep '26	52,800	53,300	53,300	-0.9%	-0.9%
Wholesale Trade	Sep '26	53,300	52,500	53,100	1.5%	0.4%
Retail	Sep '26	150,400	150,700	151,400	-0.2%	-0.7%
Transportation, Warehousing & Utilities	Sep '26	61,100	60,900	63,500	0.3%	-3.8%
Information	Sep '26	24,900	25,100	25,000	-0.8%	-0.4%
Financial Activities	Sep '26	92,300	92,600	94,500	-0.3%	-2.3%
Professional & Business Services	Sep '26	280,800	281,400	272,400	-0.2%	3.1%
Education & Health Services	Sep '26	211,200	207,800	202,500	1.6%	4.3%
Leisure & Hospitality	Sep '26	297,200	299,100	293,600	-0.6%	1.2%
Other Services	Sep '26	54,300	55,000	54,600	-1.3%	-0.5%
Government	Sep '26	136,600	136,700	136,800	-0.1%	-0.1%
REAL ESTATE Elevated mortgage rates continue to weigh on local home sales and prices, which both declined from their year-ago levels in October. In the commercial market, office vacancy dropped to 16.7% in Q3 in the absence of new supply while industrial vacancy rose to 8.7% alongside increased speculative development.						
Closed Sales[3]	Oct '26	**2,068**	**2,329**	2,448	-11.2%	-18.4%
Median Price[3]	Oct '26	**$400,220**	$399,610	$410,543	0.2%	-2.5%
New Housing Units Authorized						
Total	Sep '26	**1,574**	1,472	2,024	6.9%	-22.2%
Multi Family	Sep '26	**553**	352	1,168	57.1%	-52.7%
Single Family	Sep '26	**1,021**	1,120	856	-8.8%	19.3%
Office Vacancy	Q3 '26	**16.7%**	16.7%	17.1%	0.0pp	-0.5pp
Office Asking Rate	Q3 '26	**$26.74**	$26.72	$26.58	0.1%	0.6%
Industrial Vacancy	Q3 '26	**8.7%**	8.4%	7.6%	0.3pp	1.1pp
Industrial Asking Rate	Q3 '26	**$9.81**	$9.52	$9.28	3.0%	5.8%
TOURISM & TRANSPORTATION The region's visitor economy showed mixed signals in September. Hotel occupancy strengthened, rising 4.1 percentage points year-over-year to 65.1%, while passenger volume through MCO was down almost 7%.						
Hotel Occupancy	Sep '26	**65.1%**	60.3%	61.0%	4.8pp	4.1pp
Average Daily Rate	Sep '26	**$179.88**	$162.70	$173.16	10.6%	3.9%
Passengers						
Orlando International Airport	Aug '26	**4,375,567**	4,830,791	4,699,229	-9.4%	-6.9%
Orlando Sanford International Airport	Sep '26	**187,399**	248,396	163,500	-24.6%	14.6%
SunRail	Sep '26	**111,697**	106,047	99,891	5.3%	11.8%

[1]preliminary | *[2]custom OEP aggregation; NOT a published statistic* | *[3]includes Lake, Orange, Osceola, Seminole, and Volusia counties*

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