



VISIT PENSACOLA BOARD MEETING

April 26, 2023



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Board of Directors Meeting

April 26, 2023

3:00 p.m. – 5:00 p.m.

Hampton Inn – Pensacola Beach
2 Via De Luna, Pensacola Beach

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) Approval of Minutes from the March 29, 2023, Board Meeting*
4. New Business
 - a) Finance Committee Monthly Report*
 - b) 2nd Quarter CPA Compiled Financial Statements*
 - c) Revisit Pensacola Strategic Plan Committee Reports
5. Marketing/Showcase
 - a) National Travel & Tourism Week
6. President/CEO
 - a) Updates
7. Adjourn

* Action Item requiring board vote.



Visit Pensacola Board of Directors Meeting

Wednesday, March 29, 2023

Courtyard Marriott West Pensacola

Board Members Present: Terry Branch, Greg Harris, Brent Lane, Rachael Gillette, Sid Williams-Heath, Deandra Holcomb, Daé Patel, and Tim Carn

Board Members Absent: Warren Sonnen and Amanda Mills

Staff Present: Darien Schaefer, Nicole Stacey, Shawn Brown, Melissa Bailey, Blake Howerton, Wandy Samuel, Elliott Cooper, Hannah Pinson, Tia Robbins, and Robbie Rushing

The meeting was called to order by Chair Brent Lane at 3:05 p.m.

There was no public comment.

Approval of Minutes from February 28, 2023, Board Meeting

Rachael Gillette made a motion to approve the Visit Pensacola Board of Director Meeting Minutes from the February meeting, seconded by Daé Patel, and approved unanimously.

Revisit Pensacola Strategic Plan Committees

Lane shared the Revisit Pensacola Strategic Plan Committee Assignments with the board. The first meetings will be scheduled in mid to late April and will be held via zoom.

Finance Committee Monthly Report

The Unified Budget for February 2023 shows a net income of \$238K, which is due to moving the advertising income from the Balance Sheet to the Income Statement.

Major Highlights:

- Visit Pensacola has paid back \$1.5M of the advance, with a remaining balance of \$2,000,000 to be paid back by the end of the year.
- There are 2 more partners as of 2.28.23 than 2.28.22. Partnership dues collected are \$13K more than at the same time last year.
- Pensacola Sports has no submissions for February.
- ACE has no submissions for FY23 year to date. ACE has yet to sign their FY23 contract with Visit Pensacola.

Motion to approve the Finance Committee Report was made by Deandra Holcomb, seconded by Patel, and approved unanimously.

Open “At-Large Director” position

The Nominating Committee reviewed the previous applications for the “At-Large Director” from August 2022 and recommended Alison Green, Associate Dean/Associate Professor at UWF, to fill the open position.

Motion to approve Alison Green to fill the At-Large Director position was made by Gillette, seconded by Greg Harris, and approved unanimously.

Market Penetration Study, Downs & St. Germain

Joseph St. Germain gave an overview of the market penetration study. The study was conducted to identify top markets for future growth based on their potential and our current market penetration. It also identified emerging markets for further exploration. Based on the Board discussion, the communities of Denver, Dallas, Houston, and Memphis were suggested for further consideration.

Pensacola Sports Funding Request, Presentation by Ray Palmer

Pensacola Sports has submitted a letter to Visit Pensacola requesting an increase in funding. Ray Palmer gave a presentation on the funds request. Palmer noted that the SEC Women’s Soccer Tournament, SBC Basketball Championship, and NAIA Men’s Lacrosse are multi-year commitments Pensacola Sports has made resulting in additional expenses. Palmer also talked about marketing the new parks and renovations that are happening around Pensacola like Blake Doyle Skate Park and the new Roger Scott Tennis Courts. Pensacola Sports is requesting 15.75% of the current unified budget in comparison to its current 9.25%. This is a 70% increase.

Tim Carn asked how much of the current Pensacola Sports budget goes to marketing the events and Palmer replied 68%. Harris asked what Pensacola Sports staffing needs are. Palmer said that event management is what Pensacola Sports is looking for.

Schaefer noted that the economic impact of sporting events is easier to track/document than other marketing efforts. Lane asked Palmer if the board could get a projection of what the upcoming budget requirements would be and how that impacts what Pensacola Sports can and cannot do. Schaefer will make himself available to discuss the specifics of the upcoming events with Palmer.

Marketing Update

Nicole Stacey talked about what the Visit Pensacola team accomplished in the past month including media shows and trade shows. She shared upcoming commitments including the African American Meeting Conference, Connect Tradeshow, Visit Florida NYC Media Mission, and Today in Nashville. The Visit Pensacola Event Grant Program workshops kick off in April. National Travel & Tourism Week will be celebrated locally May 7 – 13, 2023.

Showcase gave an update on the overall “The Way To Beach” campaign, interest marketing campaign, website visitors, social media conversions, and sailing event destination marketing.

President/CEO Report

TDC collections received in February were up 5.6%. While the collections year to date are down 0.9%, both April and May are showing positive growth. With a planned enhancement to Key Data by June, Visit Pensacola will be able to see forecasted performance for traditional lodging as well.

The 2023 Sun Belt Conference Basketball Championships demonstrated significant growth in its third year in Pensacola. Attendance was up by 3500 unique attendees or 54% from 2022. Ticket sales were close to 60% up from 2022 and an additional 2280 room nights were generated, up 49%. The economic impact of the event was \$4.34 Million, up 74% over 2022.

Schaefer and Stacey attended Florida Tourism Day at the capitol in Tallahassee. Schaefer referenced a bill the Florida House Regulatory Reform & Economic Development Subcommittee proposed that dismantles funding for Visit Florida. Stacey said Visit Pensacola will be sending out an email to the board as well as stakeholders and partners that include materials and language to use to help defeat the bill.

Schaefer talked about the sargassum seaweed that has been circulating in the media. At this time, Visit Pensacola is telling visitors to come to enjoy the beaches. Visit Pensacola is going to create an "Our Coast is Clear" landing page that will include beach camera video, education, and resources about the naturally occurring sargassum and will launch the page as soon as possible.

The meeting was adjourned at 4:59 p.m.

Respectfully Submitted,
Blake Howerton



VISIT PENSACOLA BOARD MEETING

April 26, 2023

VP Financials



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VisitPensacola.com



Visit Pensacola Financial Report March 2023

FY23 MARCH TAKEAWAYS:

Unified March 2023 shows a net income of \$377K, which is due to billing the county for large checks including Showcase, Pensacola Sports and ACE.

MAJOR HIGHLIGHTS:

Visit Pensacola has paid \$1.75M of the advance, with a remaining balance of \$1,750,000 to be paid back by the end of the year

There are 5 more partners as of 3.31.23 than 3.31.22, which resulted in \$15K more from partnership dues.

Pensacola Sports had their submission for February and March for the total of \$167K. They have received \$560K of the \$800K advance in \$80K installments as per their FY23 agreement.

ACE has signed their FY23 contract and has received their first advance of \$600K.

B	VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
C	VP MTD PRIVATE INCOME is from partnership dues-MTD VP has received \$13K more from partnership dues than same time last year.
H	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$741,302.49 (We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$10,246.62
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$751,549.11
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$481,580.98
H	Operations \$32,008.96
H	Personnel \$97,951.80
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$611,541.74
H	VISIT PENSACOLA Only Month to Date Net Income=\$140,007.37
D	UNIFIED Year to Date TDT revenue totaled \$5,511,401.94
D	UNIFIED Year To Date Private revenue totaled \$213,471.88
D	UNIFIED Year to date total Revenue = \$5,724,873.82
	UNIFIED Year to date expense:
D	Direct Programming \$4,372,766.76
D	Operations \$255,392.67
D	Personnel \$719,019.42
D	UNIFIED Year to Date total Expense = \$5,347,178.85
D	UNIFIED Year to Date Net Income=\$377,694.97

County Submissions

*	February's submission totaled \$385K was paid on 3.22.23 with no denials.
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FORMS:

- A Balance Sheet
- B Visit Pensacola TDT Only Income Statement
- C Visit Pensacola Private Revenue Income Statement
- D Unified Income Statement
- E Summary of Income Statement
- F Submission to County table
- G YOY Report



VISIT PENSACOLA BALANCE SHEET

	Mar 31, 23	FORM A
ASSETS		
Current Assets		
Checking/Savings		
1020 · Certificate of Deposit	250,000.00	CD Account
1025 · EFT TDT #4196	543,129.30	Electronic funds from Cty
1010 · TDT Op #2290	294,336.86	TDT Operating account
1030 · Partner#2177	213,260.97	Private funds Operating account
1035 · Reserves #3955	969,701.92	Private funds Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings	2,270,544.05	
Accounts Receivable		
1200 · Accounts Receivable		
1200-99 · PSA Advance	224,237.37	
1200-4 · Tourism Receivables	1,293,315.73	March submission
Total 1200 · Accounts Receivable	1,517,553.10	
Total Accounts Receivable	1,517,553.10	
Other Current Assets		
1500 · Gift Cards	1,000.00	Gift Cards from Nick's Boathouse and Crab Trap
		Sprout Social, Arrivalist, Simpleview, VisitApps, Visa
		Vue, STR, Destinations International, VR Market Data,
1405 · Prepaid Misc.	175,809.71	Adara, Monsido
1410 · Prepaid Insurance	32,650.94	Flood, Wind, Property, D&O
1400 · Prepaid Postage	266.70	
Total Other Current Assets	209,727.35	
Total Current Assets	3,997,824.80	
Fixed Assets		
1350 · Equipment		
1361 · iMac Pro	5,757.91	
1998 · Acc Depr - Equipment	-7,147.32	Owned by VPI, purchased late Sept.2018
1359 · Apple laptop	1,449.00	
1352 · Flag & Flagpole	683.00	fully depreciated
1351 · Laminator & case	409.00	fully depreciated
Total 1350 · Equipment	1,151.59	fully depreciated
Total Fixed Assets	1,151.59	
TOTAL ASSETS	3,998,976.09	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	178,500.00	
Total Accounts Payable	178,500.00	
Credit Cards		
2000 · Visit Pensacola P-Card	61,835.33	
2002 · Regions Membership PCard	9,873.91	Current month Pcards TDT
Total Credit Cards	71,709.24	Current month Pcards Membership
Other Current Liabilities		
2660 · Pass through payment	-1,755.71	
2700 · Unearned Revenue	1,753,800.00	OAR Festival
2999 · Salaries payable	59,228.98	
25500 · Sales Tax Payable	210.75	FY22 accrual of PTO
Total Other Current Liabilities	1,811,484.02	
Total Current Liabilities	2,061,693.26	
Total Liabilities	2,061,693.26	
Equity		
32000 · Unrestricted Net Assets	1,559,587.86	
Net Income	377,694.97	FY14 to FY22 Net Income
Total Equity	1,937,282.83	FY23 Net Income
TOTAL LIABILITIES & EQUITY	3,998,976.09	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	March 23	Oct - March 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4000 · Tourism Development Tax-TDT	1,508,565.49	5,511,401.94	11,400,000.00	5,888,598.06	52%	As billed/allowed by County. Recognize Income as billed
4050 · TDT Supplemental	0.00	0.00			#DIV/0!	
4100 · Membership Dues	3,350.00	120,056.27	130,000.00	9,943.73	8%	
4150 · Advertising Income	3,750.00	78,913.22			#DIV/0!	
4155 · Partner Co-Ops	0.00	2,000.00		(2,000.00)	#DIV/0!	
4150 · Advertising Income - Other	0.00	0.00	126,200.00	126,200.00	100%	
Total 4150 · Advertising Income	3,750.00	80,913.22	126,200.00	124,200.00	98%	
4300 · Consignment Sales	9.50	55.50	0.00	(55.50)	#DIV/0!	
4400 · Gifts in Kind - Goods	0.00	0.00	170,000.00	170,000.00	100%	
4600 · Misc Income	327.12	370.89	500.00	129.11	26%	
4640 · Event Income	2,810.00	12,076.00	15,000.00	2,924.00	19%	
Total Income	1,518,812.11	5,724,873.82	11,841,700.00	6,195,739.40	52%	
Gross Profit	1,518,812.11	5,724,873.82	11,841,700.00	6,195,739.40	52%	
Expense						
1 · Direct Programming						
5080 · American Magic	0.00	1,000,000.00	1,000,000.00	0.00	0%	
5090 · Marketing Research	37,229.99	188,140.99	395,000.00	206,859.01	52%	
5100 · Advertising/Media	13,622.83	159,269.88	545,400.00	386,130.12	71%	
5110 · Public Relations	5,232.13	68,136.65	116,300.00	48,163.35	41%	
5120 · Advertising Production	0.00	13,525.45	110,700.00	97,174.55	88%	
5130 · Internet Site Production	5,374.01	88,194.19	190,000.00	101,805.81	54%	
5140 · Festivals & Events Granted	3,314.69	91,432.69	172,500.00	81,067.31	47%	
5141 · Festivals & Event Local Support	78,246.63	84,444.87	361,500.00	277,055.13	77%	
5142 · Festival & Event Mini Grants	0.00	0.00	100,000.00	100,000.00	100%	
5150 · Consumer Promotions	0.00	28,351.09	100,000.00	71,648.91	72%	
5160 · Sales Promotions	11,997.85	34,151.30	122,000.00	87,848.70	72%	
5170 · Brochures and Collateral	25,508.59	30,843.53	164,200.00	133,356.47	81%	
5190 · Showcase	272,154.79	1,468,169.70	3,460,700.00	1,992,530.30	58%	
5210 · Regional Partnership	0.00	0.00	100,000.00	100,000.00	100%	
5215 · Tourism Development Projects	0.00	4,375.00	50,000.00	45,625.00	91%	
5220 · Registration	8,786.00	59,782.34	129,500.00	69,717.66	54%	
5230 · Dues and Subscriptions	2,775.01	18,467.04	47,600.00	29,132.96	61%	
5400 · Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 · Disallowed Travel Expense	212.94	2,727.11	3,000.00	272.89	9%	
5400 · Business Travel & Entertainment -	9,971.87	44,836.39	142,000.00	97,163.61	68%	
Total 5400 · Business Travel & Entertainment	10,184.81	47,563.50	145,000.00	97,436.50	67%	
5500 · Visitor Awareness Education	7,153.65	47,717.54	86,100.00	38,382.46	45%	
7000 · PSA Sporting Events	79,666.36	340,201.00	577,200.00	236,999.00	41%	
7400 · ACE - DP	600,000.00	600,000.00	1,638,000.00	1,038,000.00	63%	
Total 1 · Direct Programming	1,161,247.34	4,372,766.76	9,611,700.00	5,238,933.24	55%	
2 · Operating Costs						
5520 · Committee Expenses	151.06	913.00	2,000.00	1,087.00	54%	
5450 · Auto/ Local Travel	623.14	3,807.49	17,000.00	13,192.51	78%	
5600 · Building Maintenance & Repair	1,923.93	48,063.90	68,000.00	19,936.10	29%	
5610 · Computer&IT Maintenance&Repair	5,139.27	15,455.25	34,500.00	19,044.75	55%	
5630 · Insurance Building & Content	3,098.23	16,890.82	28,853.00	11,962.18	41%	
5640 · D & O and Liability Insurance	943.18	3,015.63	7,000.00	3,984.37	57%	
5650 · Audit	0.00	15,000.00	19,000.00	4,000.00	21%	
5660 · Legal Services	1,136.00	6,432.50	16,000.00	9,567.50	60%	
5670 · CPA/ Financial Services	437.50	3,000.00	7,200.00	4,200.00	58%	
5690 · Depreciation Expense	0.00	0.00	0.00	0.00	#DIV/0!	
5700 · Postage	5,284.26	29,865.08	32,000.00	2,134.92	7%	
5710 · Supplies Coffee/Sodas	74.95	3,498.11	5,000.00	1,501.89	30%	
5720 · Office Supplies	6,306.45	10,260.11	15,000.00	4,739.89	32%	
5730 · Storage and Delivery	826.69	8,113.62	18,000.00	9,886.38	55%	
5750 · Rent	0.00	0.00	10.00	10.00	100%	
5760 · Telephone Service	526.24	3,216.60	9,000.00	5,783.40	64%	
5770 · Utilities	4,244.68	22,731.70	45,000.00	22,268.30	49%	
5780 · Copier	761.10	4,566.60	9,300.00	4,733.40	51%	
5790 · Capital Expenditures	0.00	3,085.23	25,000.00	21,914.77	88%	
5900 · Miscellaneous Expenses	10.30	420.84	1,217.00	796.16	65%	
5920 · Bad Debt Expense	40.00	40.00	2,500.00	2,460.00	98%	
6000 · Consignment Sales Expenses	0.00	56.97	0.00	-56.97	#DIV/0!	
6001 · Bank Service Charge	64.00	5,395.25	700.00	-4695.25	-671%	
6010 · Credit Card Processing Fee	207.23	1,801.83	2,920.00	1,118.17	38%	
6500 · Taxes	210.75	901.20	1,400.00	498.80	36%	
6940 · In Kind Expense	0.00	0.00	170,000.00	170,000.00	100%	
7001 · PSA Operations	22,142.22	48,860.94	76,960.00	28,099.06	37%	
Total 2 · Operating Costs	54,151.18	255,392.67	613,560.00	358,167.33	58%	
3 · Personnel Costs						
5800 · Salaries	71,834.11	411,806.60	972,200.00	560,393.40	58%	
5810 · Commissions	7,763.50	19,229.12	25,000.00	5,770.88	23%	
5830 · Auto	461.54	2,769.24	6,000.00	3,230.76	54%	
5840 · 401K Contribution Match	2,990.85	15,983.14	60,000.00	44,016.86	73%	
5850 · Employee Insurance	6,913.18	39,144.23	134,785.00	95,640.77	71%	
5870 · Drug Testing	32.00	177.00	400.00	223.00	56%	
5880 · Payroll Expense	7,956.62	43,209.40	107,215.00	64,005.60	60%	

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	March 23	Oct - March 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
5890 · Staff Education	0.00	0.00	3,000.00	3,000.00	100%	
7002 · PSA Personnel	65,454.42	186,700.69	307,840.00	121,139.31	39%	
Total 3 · Personnel Costs	163,406.22	719,019.42	1,616,440.00	897,420.58	56%	
Total Expense	1,378,804.74	5,347,178.85	11,841,700.00	6,494,521.15		
Net Ordinary Income	140,007.37	377,694.97	0.00			
Net Income	140,007.37	377,694.97	0.00			



VISIT PENSACOLA BOARD MEETING

April 26, 2023

Research



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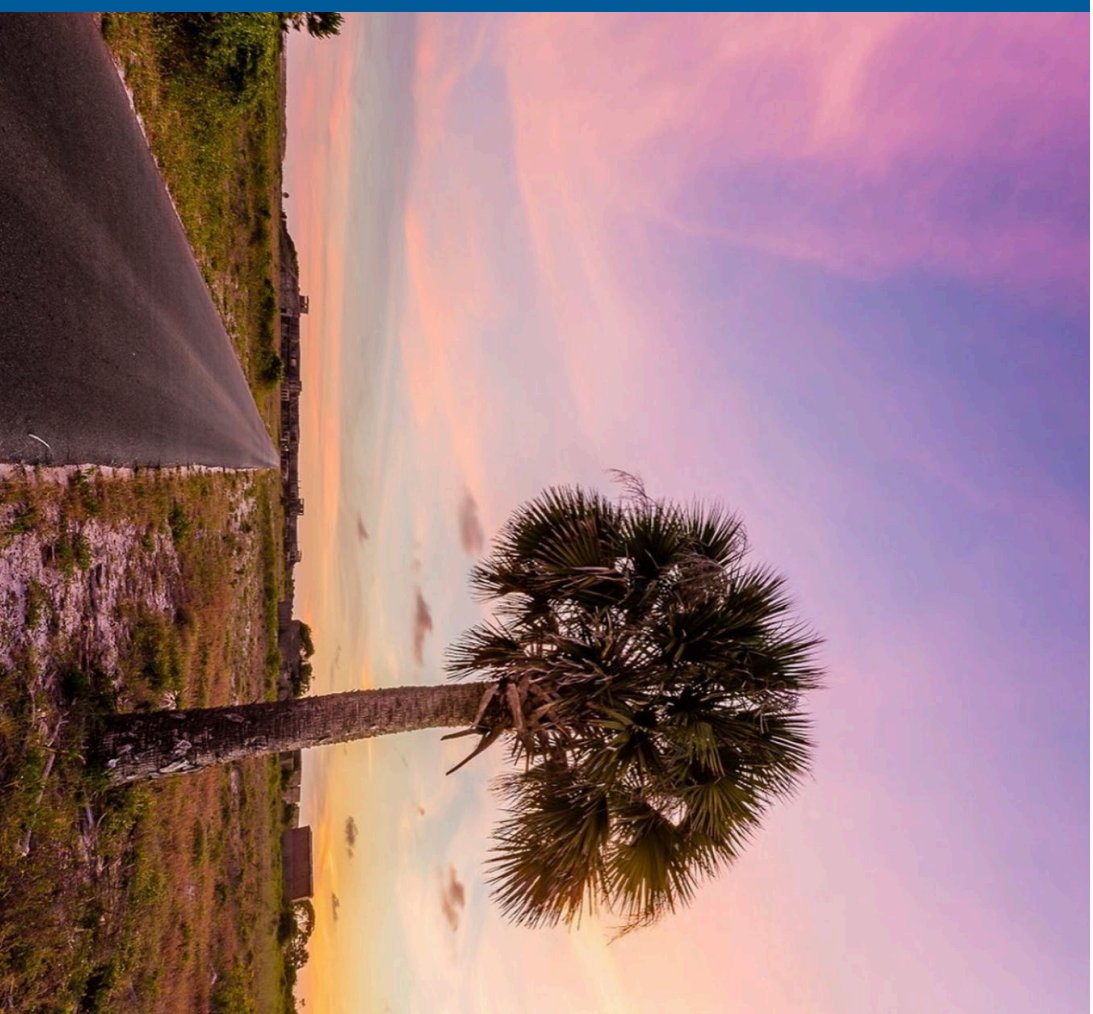
VisitPensacola.com

VISIT PENSACOLA

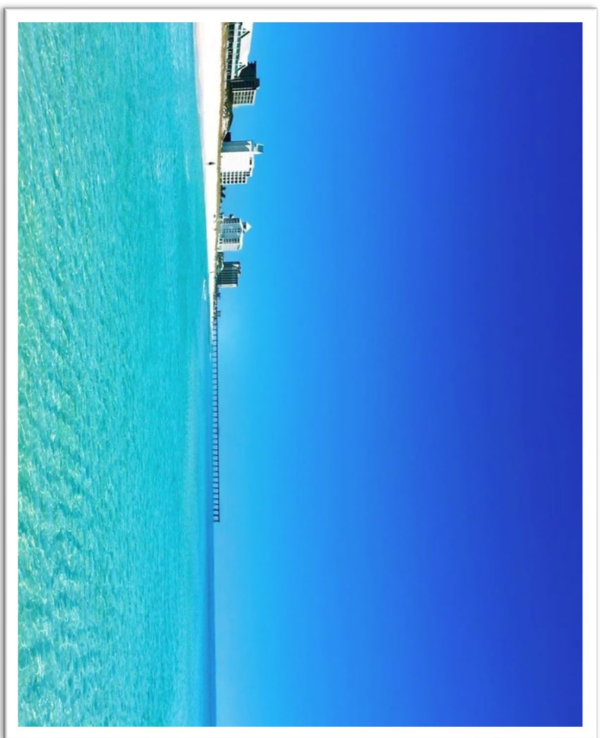
Monthly Dashboard

March 2023

By Downs & St. Germain Research



VISITOR SUMMARY - MARCH 2023



March 2023 Visitor Summary

- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for March decreased **-3.9%** compared to last year.
 - » Compared to March 2022, occupancy was lower, visitors had smaller travel party sizes and there were fewer day trippers, resulting in a decrease in the overall number of visitors.
- » Hotel occupancy was down **-2.7%** from last year and ADR was flat, resulting in a RevPAR that was down **-2.8%** from last year.
- » Hotel room nights were down **-1.1%** compared to March 2022.
- » Compared to 2022, more visitors flew to the area.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, and Nashville.

PENSACOLA DASHBOARD - MARCH 2023

Visitors & Airline Passengers

Visitor Statistics	March 2022 ¹	March 2023	% Change
Visitors ²	213,200	204,900	- 3.9%
Airline Passengers ³	221,258	TBD	TBD

Hotel Statistics

Hotel Statistics ⁴	March 2022 ¹	March 2023	% Change
Occupancy	73.4%	71.4%	- 2.7%
Room Rates	\$144.14	\$144.10	-
RevPAR	\$105.80	\$102.89	- 2.8%
Room Nights	179,712	177,719	- 1.1%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	March 2022 ¹	March 2023	% Change
Occupancy	67.2%	62.0%	- 7.7%
Room Rates	\$202.55	\$202.24	- 0.2%
RevPAR	\$136.11	\$125.47	- 7.8%
Room Nights	47,679	46,055	- 3.4%

¹ FY22 metrics have been adjusted to reflect updated vacation rental figures.

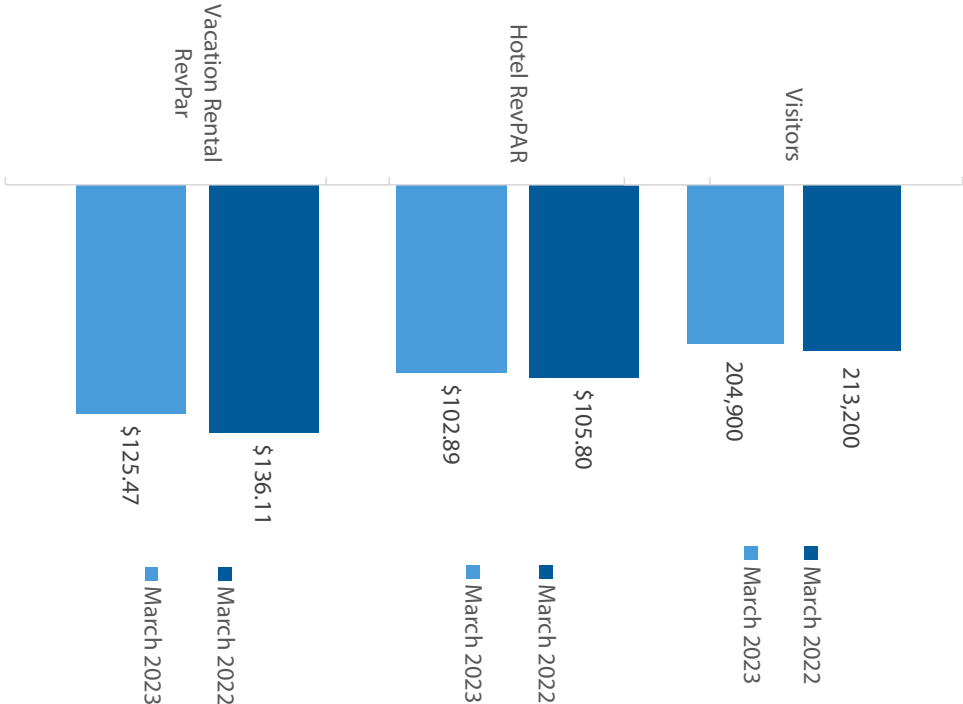
² Visitation estimates provided here are **preliminary**.

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 - FY2023

(OCTOBER 2022 - MARCH 2023)

Visitors & Airline Passengers

Visitor Statistics	FY 2022 ¹	FY 2023	% Change
Visitors ²	977,700	965,700	- 1.2%
Airline Passengers ³	1,094,095	TBD	TBD

Hotel Statistics

Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	67.0%	59.2%	- 11.6%
Room Rates	\$97.74	\$119.47	+ 22.2%
RevPAR	\$65.49	\$70.67	+ 7.9%
Room Nights	889,806	859,977	- 3.4%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	FY 2022 ¹	FY 2023	% Change
Occupancy	63.0%	46.7%	- 25.9%
Room Rates	\$124.00	\$154.56	+ 24.6%
RevPAR	\$78.12	\$72.23	- 7.5%
Room Nights	235,185	207,514	- 11.8%

¹ FY22 metrics have been adjusted to reflect updated vacation rental figures.

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

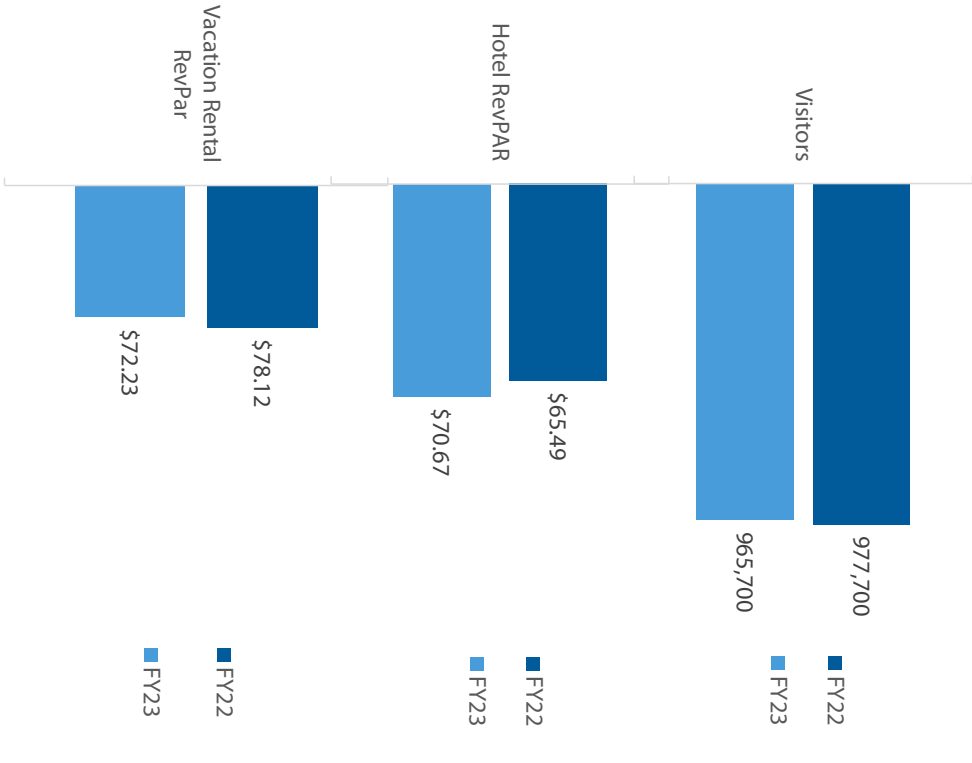
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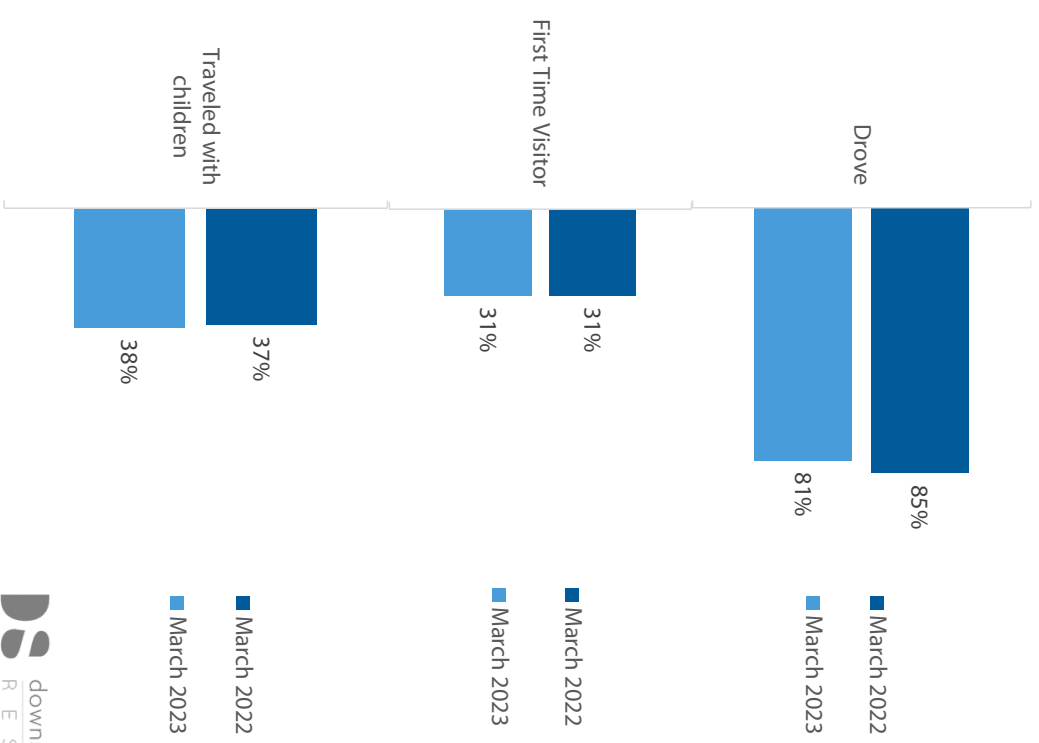
PENSACOLA DASHBOARD - MARCH 2023

Top Visitor Origin Markets		
Markets	March 2022	March 2023
Mobile	12%	15%
Atlanta	3%	4%
Nashville	3%	4%
Birmingham	3%	3%
New Orleans	2%	2%
Houston	2%	2%
Dallas – Fort Worth	2%	2%
Chicago	3%	2%
New York	2%	2%
Minneapolis – Saint Paul	2%	2%
Washington, DC – Hagerstown	1%	2%
Austin, TX	1%	2%

PENSACOLA DASHBOARD - MARCH 2023

March Visitors	2022	2023
Stayed in paid accommodations	60%	64%
Drove	85%	81%
Length of stay ¹	6.1	5.5
Will recommend	94%	93%
First time visitor	31%	31%

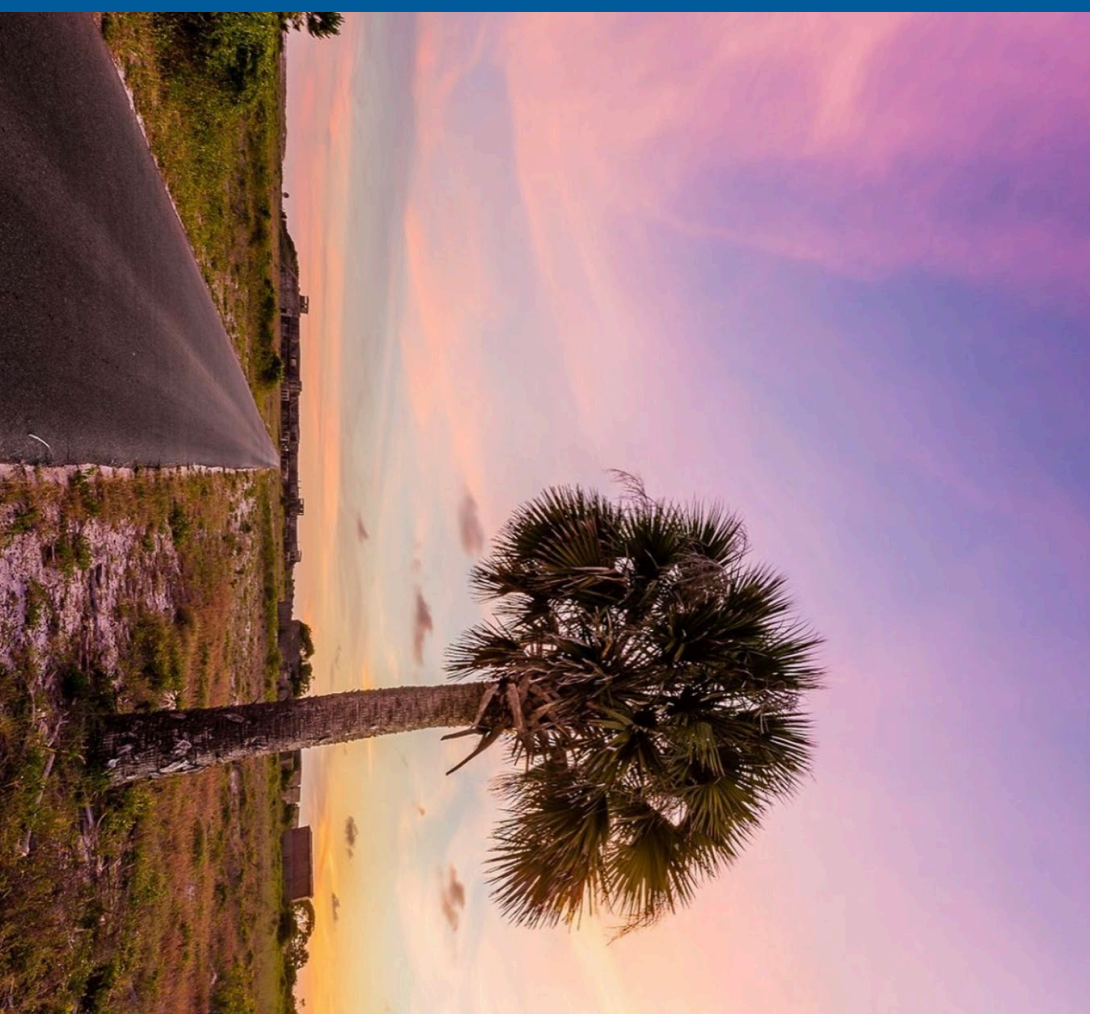
March Visitors	2022	2023
Median Age	47	46
Gender (Female) ²	56%	59%
Household Income	\$85,100	\$92,400
Travel party size ¹	3.5	3.2
Traveled with Children	37%	38%



VISIT PENSACOLA

Monthly Dashboard March 2023

Downs & St. Germain Research
contact@dsg-research.com
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Date Created: Apr 17, 2023

Visit Pensacola

For the Month of March 2023



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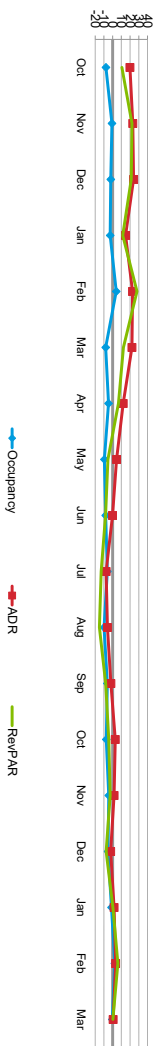
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Tab 2 - Trend Escambia Co + Zip 32561+

Visit Pensacola
For the Month of March 2023

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021		2022		2023		Year To Date		
	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023
	The Year	61.3	58.0	52.3	51.3	61.8	71.6	63.5	61.7
	Last Year	71.8	55.4	53.4	52.8	58.4	61.3	59.1	68.4
Percent Change	-7.8	-0.8	-2.1	-2.9	4.1	-8.1	-4.8	-3.0	-5.2
ADR	2021		2022		2023		Year To Date		
	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023
	The Year	152.4	156.8	160.8	158.2	162.9	165.0	158.2	162.9
	Last Year	160.8	153.3	161.2	157.0	163.4	167.8	159.4	164.9
Percent Change	-5.2	2.3	-0.8	2.6	-2.2	-1.7	-4.3	-3.6	-3.6
RevPAR	2021		2022		2023		Year To Date		
	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023
	The Year	84.69	86.64	87.12	85.25	88.16	90.86	84.69	86.64
	Last Year	76.58	54.67	47.05	45.96	54.67	47.05	76.58	54.67
Percent Change	10.6	22.1	21.4	11.5	27.9	12.3	10.6	12.3	10.6
Supply	2021		2022		2023		Year To Date		
	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023
	The Year	24,140	23,810	24,442	24,186	24,168	24,186	24,140	23,810
	Last Year	22,835	22,360	23,415	23,529	21,008	23,616	22,835	22,360
Percent Change	5.5	7.0	6.9	2.5	12.8	2.2	5.5	7.0	6.9
Demand	2021		2022		2023		Year To Date		
	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023
	The Year	160,020	158,36	123,33	127,25	138,92	177,747	158,36	158,36
	Last Year	164,088	150,680	125,937	124,285	125,936	181,980	164,088	150,680
Percent Change	-2.7	6.1	4.7	2.4	10.6	-2.3	-6.1	4.7	10.6
Revenue	2021		2022		2023		Year To Date		
	The Year	20,432,833	15,692,294	14,333,349	12,719,259	15,278,620	26,471,460	20,432,833	15,692,294
	Last Year	17,581,787	12,617,780	10,880,881	10,813,266	11,241,180	21,347,141	17,581,787	12,617,780
	Percent Change	16.7	20.6	29.6	17.6	35.9	19.3	16.7	20.6
Census %	2021		2022		2023		Year To Date		
	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023
	The Year	87	89	89	89	89	89	87	89
	Last Year	7793	7933	7892	8006	8006	8006	7793	7933
Percent Participants	72.7	74.6	75.4	75.5	75.5	76.8	72.7	74.6	75.5

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Tab 4 - Multi-Segment Zip Codes

Visit Pensacola

For the month of: March 2023

Currency: USD - US Dollar

	Current Month - March 2023 vs March 2022												Year to Date - March 2023 vs March 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	74.9	75.9	166.78	164.68	124.93	125.02	-1.3	2.1	-0.1	3.0	3.1	1.7	67.8	69.6	150.29	144.88	101.84	100.86	-2.7	3.7	1.0	3.0	2.0	-0.7	8	4	503	402
Airport+	78.5	79.4	133.42	130.71	104.75	103.73	-1.1	1.3	1.0	1.6	0.7	-0.4	67.9	69.7	118.13	113.96	80.21	79.45	-2.6	3.7	1.0	1.6	0.7	-2.0	19	15	1845	1552
Pine Forest+	63.7	59.6	92.12	91.59	58.70	54.62	6.8	0.6	7.5	7.5	0.0	6.8	52.8	50.1	80.56	81.43	42.57	40.80	5.4	-1.1	4.3	4.3	0.0	5.4	18	8	1376	767
Westside/Perdido+	70.5	68.5	116.79	111.58	82.31	76.39	2.9	4.7	7.7	7.6	-0.1	2.8	60.2	60.1	102.67	98.29	61.81	59.09	0.1	4.5	4.6	4.4	-0.1	-0.0	21	14	1397	1094
PNS Beach+	68.5	71.1	223.18	226.66	152.93	161.11	-3.6	-1.5	-5.1	-5.1	0.0	-3.6	58.3	57.8	176.45	177.80	102.79	102.88	0.9	-0.8	0.1	0.1	0.0	0.9	14	11	1900	1532
UWF+	73.7	77.2	112.45	105.64	82.87	81.56	-4.5	6.4	1.6	1.6	0.0	-4.5	68.3	67.7	98.58	95.58	67.36	64.69	0.9	3.1	4.1	4.1	0.0	0.9	10	6	1010	680

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Tab 5 - Multi-Segment Comp Set

Visit Pensacola

For the month of: March 2023

Currency: USD - US Dollar

Current Month - March 2023 vs March 2022													Year to Date - March 2023 vs March 2022													Participation			
Occ %		ADR		RevPAR		Percent Change from March 2022							Occ %		ADR		RevPAR		Percent Change from YTD 2022							Properties		Rooms	
2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
Bay County, FL	66.5	67.1	146.65	148.89	97.48	99.67	-0.9	-1.5	-2.4	-0.2	2.2	2.2	1.3	56.3	55.6	121.92	122.14	68.68	67.92	1.3	-0.2	1.1	5.1	3.9	5.3	116	55	9815	5614
Baldwin County, AL	69.0	68.0	162.57	161.90	112.13	110.06	1.5	0.4	1.9	2.2	0.4	1.8	57.6	55.7	137.24	132.82	79.08	73.99	3.4	3.3	6.9	7.3	0.4	3.8	70	52	6807	5158	
Okaloosa County, FL	68.0	67.2	171.43	172.44	116.64	115.88	1.2	-0.6	0.7	-1.1	-1.7	-0.5	57.5	56.2	134.86	133.30	77.59	74.98	2.3	1.2	3.5	2.5	-0.9	1.3	84	54	7903	5166	
Walton County, FL	61.5	59.2	200.58	209.55	123.28	123.99	3.9	-4.3	-0.6	1.2	1.8	5.7	49.9	44.9	160.15	163.49	79.88	73.41	11.1	-2.0	8.8	9.9	1.0	12.2	37	21	4112	3346	
St. Johns County, FL	79.7	80.1	223.76	208.38	178.28	166.91	-0.5	7.4	6.8	6.8	0.0	-0.5	75.1	70.0	187.85	177.04	141.14	123.99	7.3	6.1	13.8	14.6	0.7	8.0	99	54	6653	5223	
Sarasota County, FL	84.9	88.1	297.79	300.17	252.73	264.60	-3.7	-0.8	-4.5	-4.8	-0.3	-4.0	82.5	82.0	266.59	259.19	219.97	212.50	0.6	2.9	3.5	3.2	-0.3	0.3	110	50	7339	5718	

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Tab 6 - Response Downtown+

Visit Pensacola
For the Month of March 2023

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Cng in Rms	2021												2022												2023																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
61915	Budget Inn	Pensacola, FL	32501	Mar 2010	Jun 1964	26																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														</

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Tab 7 - Response Airport+

Visit Pensacola
For the Month of March 2023

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2021												2022												2023																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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76975	Home2 Suites by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503		U/C	74																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											</

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Tab 9 - Response Westside Perdido+

Visit Pensacola
For the Month of March 2023

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Cng in Rms	- Monthly data received by STR																									
78142	Circle Motel	Pensacola, FL	32506			30		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D		
30502	Closed - Hospitality Inn	Pensacola, FL	32506	Mar 2017	Jun 1984	0																											
4853	Closed - Maria Motel	Pensacola, FL	32506	May 2003		0																											
4061	Closed - Quality Inn NAS Corry	Pensacola, FL	32506	Oct 2020	Sep 1985	0																											
59693	Holiday Inn Express & Suites Pensacola West Navy Base	Pensacola, FL	32506	Aug 2009	Aug 2009	73		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
39981	Mayfair Motel	Pensacola, FL	32506	Jun 1980	Jun 1990	40																											
52700	Mona Lisa Motel	Pensacola, FL	32506	Jun 1966	Jun 1966	15		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
35060	Motel 6 Pensacola - N.A.S.	Pensacola, FL	32506	Jul 1997	Sep 2017	41		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
38211	Red Roof Inn & Suites Pensacola - NAS Corry	Pensacola, FL	32506	Jun 2016	May 2001	70		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
5394	Super 8 Pensacola West	Pensacola, FL	32506	Jun 2019	Jun 1972	50		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
20795	Western Inn	Pensacola, FL	32506	Jun 2005	Jun 1965	67																											
76385	WoodSprings Suites Pensacola	Pensacola, FL	32506		U/C	122																											
79701	Anchor Inn	Pensacola, FL	32507			16																											
25928	Closed - BEST WESTERN Perdido Key Beach	Pensacola, FL	32507	Sep 2004	Jul 1986	127																											
52072	Comfort Inn Pensacola Near NAS Corry Station	Pensacola, FL	32507	Sep 2022	Nov 2003	129	Y										◦	◦															
39441	Suburban Studios Naval Base Area	Pensacola, FL	32507	Sep 1999	Sep 1999	15		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
78574	American Inn	Pensacola, FL	32526	Jun 1951	Jun 1951	63		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
57589	Country Inn & Suites Pensacola West	Pensacola, FL	32526	Sep 2008	Sep 2008	93		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
16130	Days Inn by Wyndham Pensacola West	Pensacola, FL	32526	May 2013	Oct 1995	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
76258	Efficiency Lodge Mobile Hwy, Pensacola	Pensacola, FL	32526	Jun 1999	Jun 1999	87		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
68552	Fairfield Inn & Suites Pensacola West I-10	Pensacola, FL	32526	Sep 2019	Sep 2019	75		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
63307	Hampton by Hilton Inn & Suites Pensacola I-10 Pine Fores	Pensacola, FL	32526	Dec 2014	Dec 2014	64		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
53960	Holiday Inn Express & Suites Pensacola W/ I 10	Pensacola, FL	32526	Jun 2006	Jun 2006	80		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
69107	Home2 Suites by Hilton Pensacola I-10 Pine Forest Road	Pensacola, FL	32526	Feb 2020	Feb 2020	80		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
32611	Red Roof Inn Pensacola Fairgrounds	Pensacola, FL	32526	Mar 2010	Feb 1996	73	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
36435	Super 8 Pensacola	Pensacola, FL	32526	Jan 2019	May 1998	69		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
77210	TowerPlace Suites Pensacola	Pensacola, FL	32526		U/C	112		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		27	1631		◦ - Monthly data received by STR																									

- - Monthly data received by STR
- - Monthly and daily data received by STR
- Blank - No data received by STR
- Y - (Ctyg in Rms) Property has experienced a room addition or drop during the time period of the report

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Tab 11 - Response UWF+

Visit Pensacola
For the Month of March 2023

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2021												2022												2023																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/data-insights/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click [here](#) or visit <http://www.str.com/data-insights/resources/FAQ>

For additional support, please contact your regional office.

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.



VISIT PENSACOLA BOARD MEETING

April 26, 2023

Marketing & Communications



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



OUTREACH



Highlight: Visit Pensacola
Set to Celebrate 40th
Anniversary of National Travel
& Tourism Week May 7-13



Including: IMM UK -
28 deskside appointments



Highlight: Springtime in Pensacola



SOCIAL MEDIA

7,230 sessions via social referral • 6,291 total social conversions



245 TOTAL SOCIAL CONVERSIONS
8 New Followers

Total Engagement: 4,111 • 109,750 Impressions



4,906 TOTAL SOCIAL CONVERSIONS
1,289 New Page Likes

272,425 Engagements • 5.6 Million Impressions



595 TOTAL SOCIAL CONVERSIONS
450 Pins • 5,231 Followers

Total Engagement: 3,460 • 10 New Followers



73 CONVERSIONS • 108 New Followers

2,053 Engagements • 1,321 Post clicks



1,174 TOTAL SUBSCRIBERS

14 New Subscribers



9 POSTS • 9,208 VIDEO VIEWS

579 Engagements • 82 New Subscribers
306 Social Media Engagements

E-MARKETING CONSUMER eNEWS

167 new sign-ups

41.7% open rate

115.7% conversion rate

2.2% click throughs





EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola Set to Celebrate 40th Anniversary of National Travel & Tourism Week May 7-13

MEDIA ASSISTS

- Sun Belt Basketball Coverage
- Hosted Curb Free with Corey Lee
- IMM UK – Individual Deskside Appointments (28)
- Canada Travel and Adventure Shows with NWFL: Toronto, Calgary and Montreal
- NewsRadio
- PNJ
- Karyn Locke press trip itinerary
- Olivia Ebrotie press trip itinerary
- Southern Living
- South Florida Sun Sentinel
- HARO
- Atlanta Journal Constitution
- Madden Media Influencer campaign
- Julie Suman press trip itinerary
- Nashville Wifestyle

MEDIA ASSISTS

- Global Traveler Magazine
- Garden & Gun Seafood Rodeo
- Readers Digest
- Vacation Issue
- PRIDE Pensacola – group press trip itineraries
- Convention South Magazine
- Destinations Florida Quick Trip
- Florida Tourism Messaging
- Dallas Travel and Adventure Show
- Dallas Dive and Media event
- IPW Media planning and vetting of appointments
- Audobon Society
- WEAR3
- ESPN Radio
- Cat Country
- InWeekly
- Visit Florida Editorial Leads



PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- Best White Sand Beaches in the United States



200 stories

Highlights:

- Revealed – The Best Beaches in America for 2023, According to Travelers
- 15 Marvelous Places in USA to Visit in March for Beaches, Flowers & Snow!



Accolades

Highlights:

- The Top 10 Most Visited US National Park Sites in 2022
- These Small Towns in Florida Have More Charm Than We Can Handle



VISITPENSACOLA.COM

March 2023

238,418
FY 1,035,556
USERS

693,309
FY 2,960,316
PAGE VIEWS

\$1,118,663
FY \$3,996,679
TOTAL
REVENUE*

2.8
FY 2.9
AVG. LENGTH
OF STAY*

\$192.61
FY \$161.84
AVG. DAILY
RATE*

AUDIENCE

Metro Area	Users
Mobile/Pensacola	24,573
Chicago	14,227
Atlanta	12,684
Dallas-Ft. Worth	12,000
New Orleans	7,635
Houston	6,476
Columbus	5,991
New York	5,305
Nashville	4,895

TOP PAGES

Page	Pageviews
Sweepstake	73,088
Feature	34,146
Things To Do	33,974
Homepage	29,082
Webcams	18,989
Events	18,649
Pensacola Beach	15,578
Places to Stay	11,587
Events This Week	9,946

PARTNER ENGAGEMENT

Listing Views	76,473
Visit Partner Website	27,272
Event Views	84,285
Coupons	1,091
Referrals (Listings/Events)	27,272

WEBSITE SIGNUPS

New Email Subscribers	167
Insider Guide Requests	2,020
Insider Guide (Online version)	308

CHANNEL (How people find us)

Channel	Users	Conversion
Organic Search	102,936	127.2%
Paid Social	43,419	44.2%
Display	28,908	9.7%
Direct	23,409	110.7%
Paid Search	18,286	158.2%
Referral	12,644	120.7%
Native	7,752	16.9%
Social	6,434	80.4%
Email	1,769	115.7%
(Other)	381	71.1%

FY = Visit Pensacola's Fiscal Year Oct. 2022 – Sep. 2023

CLP = Visits to a specific landing page from paid advertising

*Total Revenue, Avg. Length of Stay and Avg. Daily Rate from Adara. Reflects visitors who came to our site generated the reported economic impact. Tracking an estimated 43.1% of website traffic.



EVERGREEN SOCIAL MEDIA

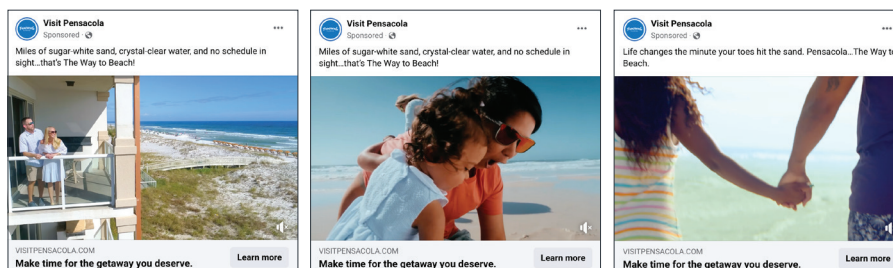
Each month multiple messages run on Facebook and Instagram. These messages cover every stage of the funnel - from awareness to consideration then to affinity.

FY23 Results (All messaging from Oct - March)

Site Visits/Sign Ups	180,595
Post Engagements.....	1,744,639
Total Reach.....	7,801,204

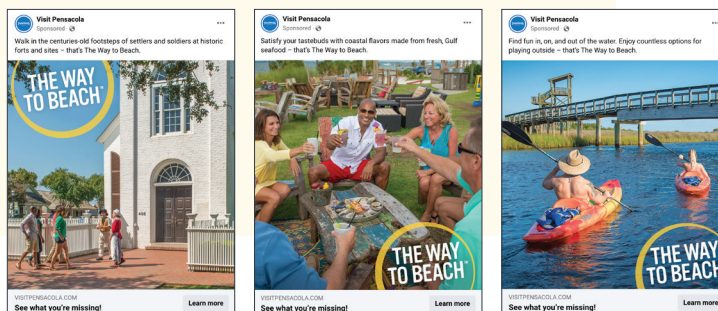
Way to Beach (AWARENESS)

Delivers our always-on prospecting message using :15 videos which highlight the beach experience.



Experiences (AWARENESS/CONSIDERATION)

Expands our story by re-targeting website visitors with “beyond the beach” options. Topics include History, Dining, Outdoors, and Local Charms. Family Fun and Vacation Artfully run seasonally.

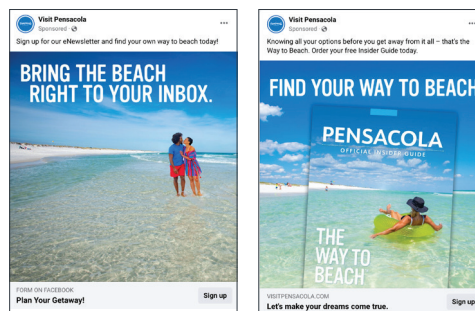


Events (CONSIDERATION)

Showcases our community’s richness by promoting our events calendar. Each month 5-7 different events are featured in a Carousel ad where viewers click through to the specific event listing on the Visit Pensacola website.

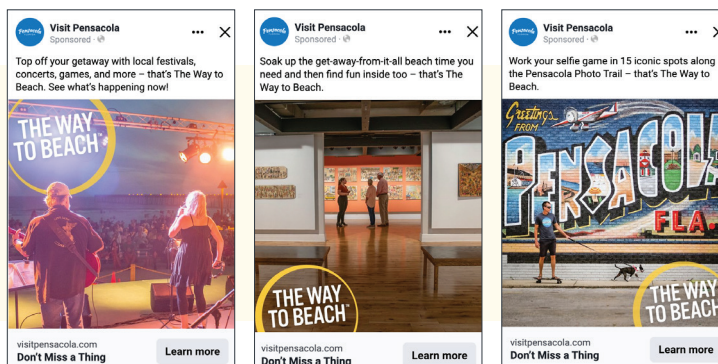
Insider Guide/eNewsletter Sign Ups (CONSIDERATION)

Promotes the Insider Guide by sending audiences to the order page on visitpensacola.com. Grows the Visit Pensacola database by allowing newsletter sign ups directly in Facebook, simplifying the process for users. VP receives new email addresses monthly.



While You’re Here (AFFINITY)

Expands in-market visitor awareness about things they can do while here. The ads lead to Event (best performing), History, Dining, Arts & Culture, Outdoor, and Local Charms information.



*Data based on Facebook reporting.



COMMUNITY IMPACT : FEBRUARY

■ 2023 ■ 2022 ■ 2021

Figures reported by STR Destination Report. The 12-month running graphs compare current 12-month period to previous 12-months.

Hotel Occupancy 63.3%

FEBRUARY YEAR-OVER-YEAR

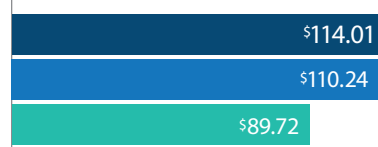


12-MONTH RUNNING AVERAGES

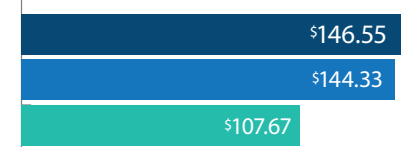


Average Daily Rate \$114.01

FEBRUARY YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



TRACKABLE RESULTS : FEBRUARY

Figures account only for those people who saw digital advertising on their phone, tablet, or computer, then booked (room night or flight) through a trackable source OR traveled into our market (arrival) during February. This does not represent all flights, or room nights. All data from vendor reports.

FEBRUARY YEAR-OVER-YEAR



WEBSITE IMPACT : FEBRUARY

VisitPensacola.com visits generated by all digital/clickable advertising tactics, reported by Google Analytics.

ALL CLICKABLE EFFORTS:

Advertising Site Visits 103,775

% of Total Site Visits 33.6%

FEBRUARY YEAR-OVER-YEAR



Social media advertising results reported by Facebook. Landing page views are visits to specific website pages.

SOCIAL MEDIA ONLY:

People Reached 1,174,864

Landing Page Views 29,854

FEBRUARY YEAR-OVER-YEAR





Social Media Board Report

March 2023

Included in this Report

 @VisitPensacola

 Visit Pensacola Inc.

 visitpensacola.inc

 Visit Pensacola

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 Visit Pensacola

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Impressions 5,677,837 ↗99.7%	Engagements 273,387 ↗282%	Post Link Clicks 67,833 ↗131.2%
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Facebook Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Net Page Likes Breakdown by Organic/Paid Likes, by Day

Audience Metrics	Totals	% Change
Net Page Likes	1,289	↗246.5%
Organic Page Likes	1,453	↗157.2%
Paid Page Likes	3	↗—
Page Unlikes	167	↘13.5%

Facebook Engagement

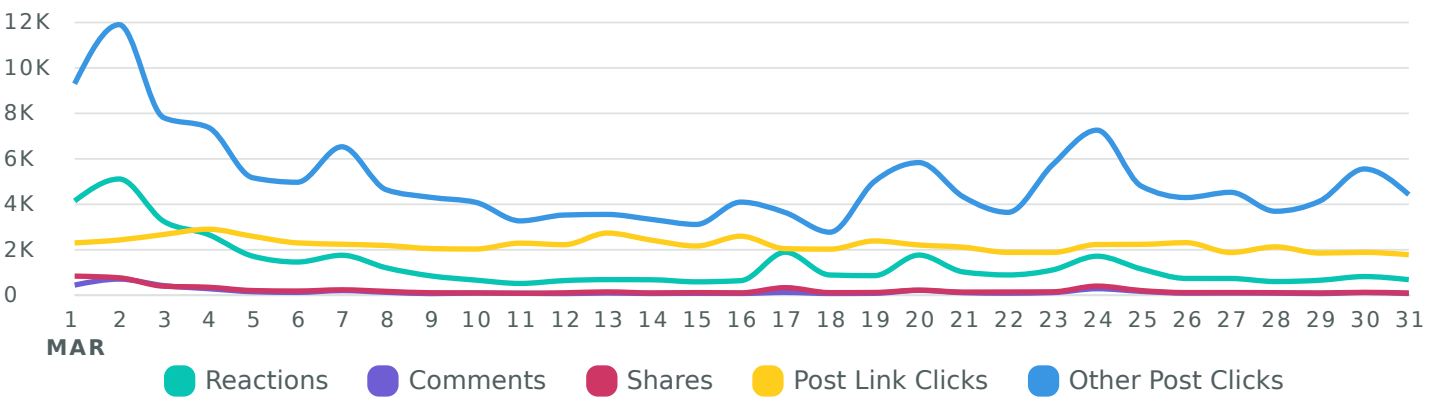
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

All Facebook Pages

Organic and Paid Reactions, Comments, Shares, Post Link Clicks, Ot... Comparison by Engagement Type, by Day



Engagement Metrics	Organic	Paid	Totals	% Change
Total Engagements	70,793 ↗ 63%	67,564 ↗ 149%	273,387	↗ 282%
Reactions	36,413 ↗ 214%	7,272 ↗ 142%	40,968	↗ 253.5%
Comments	3,518 ↗ 327%	336 ↗ 180%	3,758	↗ 356.1%
Shares	4,937 ↗ 185%	622 ↗ 120%	5,360	↗ 209.3%
Post Link Clicks	25,925 ↘ 12%	59,334 ↗ 151%	67,833	↗ 131.2%
Other Post Clicks	N/A	N/A	155,468	↗ 453.5%

Facebook Top Posts


Review your top posts published during the selected time period, based on the post’s lifetime performance.

Post

Lifetime

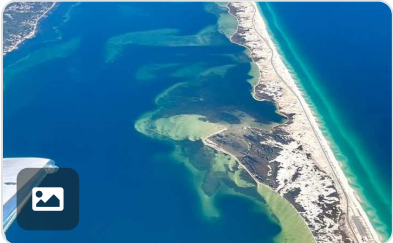
All Facebook Pages

Descending by Lifetime Engagements



Visit Pensacola
Wed 3/1/2023 7:30 am ...

When we say, "Miles of white sand beaches," we really do mean it. Talk about a bird's...



Total Engagements	48,016
Reactions	14,320
Comments	1,793
Shares	2,172
Post Link Clicks	56
Other Post Clicks	29,675




Visit Pensacola
Thu 3/23/2023 1:19 pm ...

This weekend is a public access weekend for NAS Pensacola! 🥳 On March 25t...




Total Engagements	9,001
Reactions	1,899
Comments	333
Shares	466
Post Link Clicks	567
Other Post Clicks	5,736



Visit Pensacola
Thu 3/23/2023 1:19 pm ...

This weekend is a public access weekend for NAS Pensacola! 🥳 On March 25t...



Total Engagements	8,535
Reactions	1,818
Comments	320
Shares	461
Post Link Clicks	547
Other Post Clicks	5,389

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 All Instagram Profiles

Impressions 789,472 ↗79.5%	Engagements 36,357 ↗87.1%	Profile Actions 365 ↗334.5%
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Instagram Engagement

See how people are engaging with your posts, stories, and reels during the reporting period.

 Profile

 Reporting Period

 All Instagram Profiles

Organic Likes, Comments, Saves, Story Replies Comparison by Engagement Type, by Day

Impression Metrics	Totals	% Change
Organic Engagements	33,496	↗89.1%
Organic Likes	31,178	↗ 84.1%
Organic Comments	494	↗ 70.3%
Organic Saves	1,758	↗ 279.7%
Story Replies	66	↗ 266.7%

Instagram Audience Growth

See how your audience grew during the reporting period.

 Profile

 Reporting Period

 All Instagram Profiles

Net Follower Growth Breakdown by Followers Gained/Lost, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	691	↗60.3%
Followers Gained	1,216	↗46.2%
Followers Lost	525	↗30.9%

Instagram Top Posts

Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel's lifetime performance.

Post

Lifetime

All Instagram Profiles

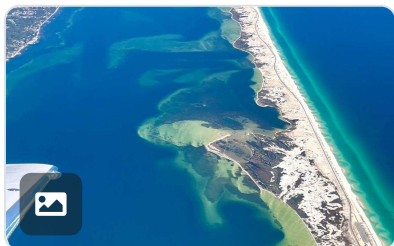
Descending by Lifetime Engagements



visitpensacola

Wed 3/1/2023 9:10 am ...

When we say, "Miles of white sand beaches," we really do mean it. Talk about a bird's...

**Total Engagements 2,525**Likes **2,426**Comments **25**Saves **74**

visitpensacola

Mon 3/20/2023 12:51 p...

Sound ON for MONDAY BLUES! Welcome home, @usnavyblueangels. We sur...

**Total Engagements 2,372**Likes **2,063**Comments **18**Shares **242**Saves **49**

visitpensacola

Sat 3/4/2023 7:00 am PST

Today's forecast? Sunny with a chance of Bushwackers xoxo - Visit Pensacola

**Total Engagements 2,170**Likes **2,082**Comments **31**Saves **57**

Instagram Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

Profile

Lifetime

All Instagram Profiles

Story Replies, Story Taps Back, Story Taps Forward, Story Exits, Story Impressions, Average Reach per Story by Day

Story Metrics	Totals	% Change
Published Stories	119	↗105.2%
Story Replies	66	↗266.7%
Story Taps Back	6,973	↗290%
Story Taps Forward	119,537	↗190.4%
Story Exits	10,683	↗168.7%
Story Impressions	144,208	↗173.9%
Average Reach per Story	1,195	↗33.7%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

@VisitPensacola

All Twitter Post Types

Impressions 109,750 ↗32.1%	Engagements 4,111 ↗28.3%	Post Link Clicks 283 ↘33.6%
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Twitter Audience Growth

See how your audience grew during the reporting period.

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Net Follower Growth, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	8	↘ 96.5%

Twitter Top Posts


Review your top posts published during the selected time period, based on the post's lifetime performance.

[Post](#)[Lifetime](#)[@VisitPensacola](#)[All Twitter Post Types](#)

Descending by Lifetime Engagements



 **@VisitPensacola**
Mon 3/27/2023 7:56 pm ...

Clarity for your Monday 💙
We're still gushing over how beautiful the water was last...

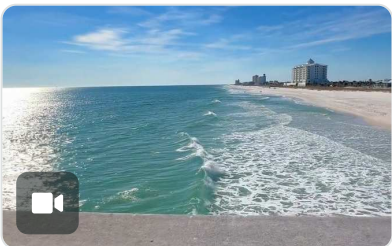


Total Engagements 448

Likes	168
@Replies	5
Retweets	22
Post Link Clicks	1
Other Post Clicks	249
Other Engagements	3



 **@VisitPensacola**
Wed 3/15/2023 5:58 pm...

Just a little slice of paradise 🌴
Have you ever walked the Pensacola Beach Gulf Pier? I...




Total Engagements 345

Likes	123
@Replies	1
Retweets	17
Post Link Clicks	2
Other Post Clicks	201
Other Engagements	1

 **@VisitPensacola**
Sat 3/4/2023 2:21 pm UTC

Today's forecast? Sunny ☀️
with a chance of Bushwackers
🌴 xoxo - Visit Pensacola...



Total Engagements 316

Likes	203
@Replies	4
Retweets	25
Post Link Clicks	2
Other Post Clicks	81
Other Engagements	1

Twitter Engagement

See how people are engaging with your posts during the reporting period.

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Engagements Comparison by Engagement Type, by Day

Engagement Metrics	Totals	% Change
Total Engagements	4,111	↗28.3%
Likes	1,910	↗80.7%
@Replies	49	↗32.4%
Retweets	295	↗57.8%
Post Link Clicks	283	↘33.6%
Other Post Clicks	1,562	↗4.3%
Other Engagements	12	↗—

TikTok Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 Visit Pensacola

Published Posts 9 ↗350%	Video Views 9,208 ↗1,127.7%	Engagements 306 ↗684.6%
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TikTok Audience Growth

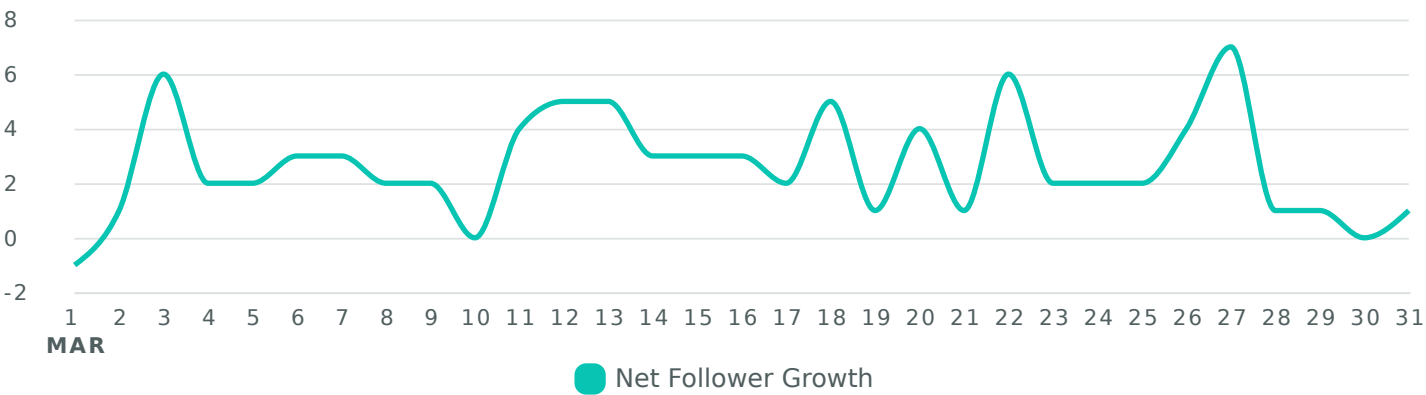
View how your audience grew during the reporting period.

Profile

Reporting Period

Visit Pensacola

Net Follower Growth, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	82	↗446.7%

TikTok Engagement

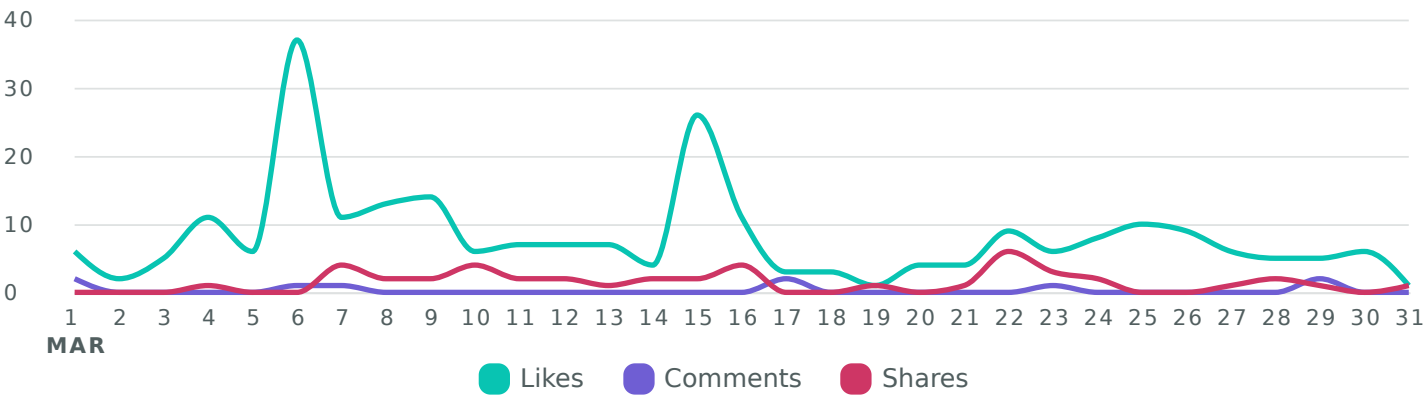
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

Visit Pensacola

Engagements Comparison by Engagement Type, by Day



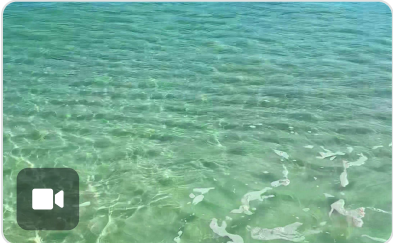


Engagement Metrics	Totals	% Change
Total Engagements	306	↗684.6%
Likes	253	↗772.4%
Comments	9	↗—
Shares	44	↗340%

TikTok Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

[📌 Post](#)[📌 Lifetime](#)[📌 Visit Pensacola](#)

Descending by Lifetime Engagements

<div><div><div>V</div><div><div>visitpensacola</div><div>Wed 3/8/2023 10:42 pm...</div></div></div><div><div>A moment of calm for your Wednesday 🌊🏖️</div><div></div><div><div>Total Engagements24</div><div>Likes20</div><div>Comments0</div><div>Shares4</div></div></div></div>	<div><div><div>V</div><div><div>visitpensacola</div><div>Tue 3/7/2023 3:31 pm UTC</div></div></div><div><div>And that's a WRAP on 2023! 🏀</div><div>What an incredible week of...</div><div></div><div><div>Total Engagements16</div><div>Likes15</div><div>Comments1</div><div>Shares0</div></div></div></div>	<div><div><div>V</div><div><div>visitpensacola</div><div>Mon 3/27/2023 3:21 pm ...</div></div></div><div><div>Clarity for your Monday 🌊</div><div></div><div><div>Total Engagements11</div><div>Likes10</div><div>Comments1</div><div>Shares0</div></div></div></div>
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Pinterest Activity Summary

 Profile

 Reporting Period

 Visit Pensacola

<div>Audience</div> <div>3,108 ↗5.1%</div>	<div>Net Audience Growth</div> <div>10 ↗100%</div>	<div>Published Posts</div> <div>3 ↗—</div>
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Visit Pensacola

March 2023 PR Report



Press Materials: March 2023

*Press materials include the creation of Giant Noises pitches to media, press releases, PR plans, and targeted lists

- Drafted suggested talking points for IMM UK 2023
- Drafted "LGBTQ+ Activities" pitch for HARO
 - Included: Portofino Island Resort and Spa, Stamped LGBTQIA+ Film Fest, Roundup and Cabaret, Dolce and Gelato
- Drafted "Best towns/cities for antique shopping in Florida" pitch for *Southern Living* consideration
 - Included: Blue Moon Antique Mall, Rusty Relic, Poor Richards Antiques
- Drafted "Destinations for Families With Young Kids" pitch for *InsideHook* consideration
 - Edited based on Visit Pensacola team feedback
 - Included: Condor Sailing Adventures, Laguna's, Perdido Key, Flora-Bama, A1S Trail, Blue Angels
- Drafted "Events in Florida" pitch for *South Florida Sun Sentinel* consideration
 - Included: Gulfside Pavilion at Casino Beach, Fiesta Days Celebration, Grand Fiesta Parade, World Ocean Day Open House, *Garden & Gun* Seafood Rodeo, 52nd Annual Bill Hargreaves Fishing Rodeo, Gallery Nights, Pensacola Splash Fest, 9th Annual Bulls On The Beach, Annual Emerald Coast Beer Festival, Annual Pensacola Seafood Festival, Pensacola Bay Music Fest, Blue Angels Shows
- Drafted "National Parks Across the Seasons" pitch for *USA Today* consideration
 - Included: Gulf Islands National Seashore
- Drafted "U.S. Small Towns With the Cutest Main Streets" pitch for *Best Life* consideration
 - Included: Palafox Street
- Drafted "Historic Way to Beach" for evergreen pitching purposes
 - Included: Fort Pickens, A1S Trail, Pensacola Historic Village, General Daniel Chappie James Museum of Pensacola, Pensacola Museum of History, Lily Hall
- Drafted "Culinary Way to Beach" for evergreen pitching purposes
 - Included: The Grand Marlin, Drift, Agapi Bistro + Garden, Brother Fox, Sister Hen, Seville Savories Food Tours, The Well Floridan Lounge, The Kennedy, Flora-Bama
- Drafted "Nicest Places in America" nomination submission for *Reader's Digest*

Media Outreach: March 2023

*Media outreach includes day-to-day conversations with journalists, monitoring press releases and pitches that are sent out, scheduling client interviews and meetings with media..

- Submitted "LGBTQ+ Activities" pitch for HARO
- Submitted "Best towns/cities for antique shopping in Florida" pitch for *Southern Living* consideration
- Submitted "Destinations for Families With Young Kids" pitch for *InsideHook* consideration
- Submitted "Events in Florida" pitch for *South Florida Sun Sentinel* consideration
- Submitted "National Parks Across the Seasons" pitch for *USA Today* consideration
- Submitted "U.S. Small Towns With the Cutest Main Streets" pitch for *Best Life* consideration
- Shared available budget and requested deliverables with Ravi Roth's team for consideration for PRIDE Weekend visit
 - Conversations ongoing
- Advised Visit Pensacola that Sucheta Rawal will not be available for May hosting due to scheduling conflicts
- Connected with David Perry to explore 2023 hosting dates
 - Conversations ongoing for Fall 2023 visit
- Shared proposed hosting dates and mileage reimbursement request for freelance writer Karyn Locke
 - Confirmed for April 2023 press visit
- Coordinated deskside with Julie Suman to explore 2023 hosting
 - Confirmed April 2023 hosting
 - Explored angles to pitch for *Roadtrippers* feature
 - Researched and identified flight options
 - Booked flight using Giant Noise remaining allotted funds
- Coordinated deskside with Noel Burgess to explore 2023 hosting
- Shared finalized influencer contract with Olivia Ebrotie for signature
 - Coordinated follow-up meeting to discuss details for April 2023 hosting
 - Advised Olivia would be responsible for majority of in-market transportation
 - Requested content approval prior to posting; confirmed
 - Booked Olivia Ebrotie lodging at Celestina Bed & Breakfast using Giant Noise remaining allotted funds
- Vetted *Reach TV* following Lindsey's meeting with Tomeka Jones
- Connected with Johnny Chisholm for further details on PRIDE 2023 events
- Connected with Ricky Cornish and Ivan Quintanilla to explore potential PRIDE hosting
 - Confirmed interest; conversations ongoing
- Vetted *Wherever Family* and *Global Traveler Magazine*
- Shared Lily Hall information with Tracy Kaler at *Atlanta Journal-Constitution*
 - Coverage pending
 - Connected with Jessica Foreman for images

Media Outreach: March 2023

*Media outreach includes day-to-day conversations with journalists, monitoring press releases and pitches that are sent out, scheduling client interviews and meetings with media..

- Verified wallpaper details at Brother Fox with Jessica Foreman for upcoming pitch
- Coordinated deskside with *That Couple Who Travels*
 - Currently prioritizing paid opportunities; Visit Pensacola requested to hold at this time
- Connected with Jim Brady to explore birding guide opportunity for Julie Suman hosted visit
 - Confirmed Audubon contact to escort Julie for birding experiences
- Connected with *Nashville Wifestyles* to explore potential hosting opportunities

Additional Work: March 2023

*Additional work encompasses miscellaneous tasks, reporting, research, etc.

- Provided feedback regarding St. Patrick's Day HARO opportunity
- Shared blurb regarding Julie Suman's publication metrics for Visit Pensacola partner awareness
- Shared blurb regarding Olivia Ebrotie for Visit Pensacola partners
- Provided Visit Pensacola team with progress / ongoing conversations update regarding all in-progress press hostings
- Shared Jim Brady at the Audubon Society's contact info with Visit Pensacola team
- Shared list of suggested Dallas media with Visit Pensacola team
- Shared IPW/ 2023 media preference suggestions with Nicole
- Discussed sargassum monitoring + messaging needs with Visit Pensacola
 - Continuing to monitor progression at this time
- Compiled and shared top March press hits

Press Snapshot

Pensacola FLORIDA THE WAY TO BEACH™

Secured Coverage:

26

Combined Print, Online,
Broadcast & Social Features

8,502,530

Estimated Total Media
Impressions

\$118,972.02

Estimated Total Media
Value

Organic Coverage:

25

Combined Print, Online,
Broadcast & Social Features

1,307,958,217

Estimated Total Media
Impressions

\$389,480.14

Estimated Total Media
Value

VISIT PENSACOLA SECURED COVERAGE: MARCH 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Media Impressions	Media Value
3/2/2023	Southern Living (Newsletter)	"How Pensacola Became Florida's Artistest Beach Town"	https://giantnoise.blog.com/s/dcei8w54thagqx9ir1kf3e8wy2dtijsr	Saenger Theatre, Fish House, Pensacola Opera, Ballet Pensacola, Pensacola Symphony Orchestra and Pensacola Children's Chorus	Giant Noise for Vacation Artfully	N/A	N/A
3/2/2023	Garden & Gun (Newsletter)	"Talk of the South"	https://giantnoise.blog.com/s/ul77f7f1d3yg11zicwpcndc4z862ie0h	Saenger Theatre, Pensacola Opera, Ballet Pensacola, Pensacola Symphony Orchestra and Pensacola Children's Chorus	Giant Noise for Vacation Artfully	N/A	N/A
3/3/2023	Southern Living (Newsletter)	"Best of the South"	https://giantnoise.blog.com/s/baq03ms8xe73wrxgslc25fn e4a1btv8l	Perdido Key	Giant Noise	N/A	N/A
3/7/2023	Travel + Leisure (Online)	"Vacation Artfully in Pensacola"	https://sponsored.travelandleisure.com/original-plus/vacation-artfully-in-pensacola-vacation-artfully-2023	Pensacola Little Theatre, Saenger Theatre, Vinyl Music Hall, and the Clark Family Cultural Center, Bodacious Cafe, The Nest Coffee Bar, Dharma Blue Cafe, The Kennedy Bar, The Well, Old Hickory Whiskey Bar, Pensacola Blue Wahoos, Mess Hall, Gallery Night, The Cabaret, Seville Quarter	Giant Noise for Vacation Artfully	33,700	\$404.40
GIANT NOISE							

3/9/2023	Texas Monthly (Online)	"Vacation Artfully in Pensacola"	https://www.texasmonthly.com/sponsored/vacation-artfully-in-pensacola/	Pensacola Little Theater, Stamped Film Festival, Angelenas' Ristorante Italiano, Old Hickory Whiskey Bar, The Kennedy Bar	Giant Noise for Vacation Artfully	1,700,000	\$20,400.00
3/15/2023	Cory Lee (Instagram)	"#sponsored I'm in Pensacola, Florida for the next couple days and staying at the Margaritaville Beach Hotel! I am a big fan of all things Margaritaville, so I'm loving this hotel! 🍍 My wheelchair accessible room has two beds (there is plenty of clearance underneath them for a hoier lift/hoist) and a beautiful view of the ocean. There is also a mini fridge, a desk, and there's plenty of space to maneuver within the room. Unfortunately, the balcony is not wheelchair accessible, as it has a step to get onto it, but I'm still enjoying the view.In the bathroom, there is a pull-under sink, grab bars, and a roll-in shower with smooth entry. The bathroom really couldn't be any better for my needs. This hotel also has an on-site restaurant, a zero-entry pool, and an accessible route to the beach. The Margaritaville Beach Hotel is definitely worth considering for any trip to Pensacola! 🏖️ Swipe through my photos to see my accessible room! 🧑🏻‍🦽"	https://www.instagram.com/p/CpZ_v5wrDBL/?igshid=MDJmNzVKmY=	Margaritaville	Visit Pensacola / Giant Noise	34,000	\$1,091.74

3/15/2023	Cory Lee (Facebook)	"#sponsored For the next few days, I'm in Pensacola, Florida! I've been here several times in the past and absolutely love this destination, but I'm so excited to check out some new accessible attractions and restaurants this time. 🌴 Have you been to Pensacola?? What's your favorite thing to do here? Visit Pensacola #VisitPensacola"	https://www.facebook.com/100047368681524/posts/pfbid0teyQnenZqsZBwp3miZoCNfG4A3pG2Xs9stcYw9tyor2qFh2tWJ7j2Z8d9AjbG3nl/?mibextid=tejx2t	N/A	Visit Pensacola / Giant Noise	39,000	\$396.80
3/15/2023	Cory Lee (Instagram)	"#sponsored I'm in Pensacola, Florida for the next couple days and staying at the Margaritaville Beach Hotel! I am a big fan of all things Margaritaville, so I'm loving this hotel! 🍹 My wheelchair accessible room has two beds (there is plenty of clearance underneath them for a hooyer lift/hoist) and a beautiful view of the ocean. There is also a mini fridge, a desk, and there's plenty of space to maneuver within the room. Unfortunately, the balcony is not wheelchair accessible, as it has a step to get onto it, but I'm still enjoying the view. In the bathroom, there is a pull-under sink, grab bars, and a roll-in shower with smooth entry. The bathroom really couldn't be any better for my needs. This hotel also has an on-site restaurant, a zero-entry pool, and an accessible route to the beach. The Margaritaville Beach Hotel is definitely worth considering for any trip to Pensacola! 📱 Swipe through my photos to see my accessible room! 🗺️ @visitpensacola #VisitPensacola #pensacola #pensacolabeach #pensacolaflorida #margaritaville #accessibletravel #wheelchairtravel #wheelchairlife #wheelchairuser	https://www.instagram.com/p/Cpz_v5wrDBL/?igshid=YmMyMTA2M2Y%3D	Margaritaville Beach Hotel	Visit Pensacola / Giant Noise	34,000	\$1,091.74

MARCH 2023 PR REPORT

3/15/2023	Cory Lee (Instagram)	Instagram Story	https://giantnoise.box.com/s/wvxyzbb8vt122vs21imdm_bqxhlxaowww9k	Grand Marlin	Visit Pensacola / Giant Noise	N/A	N/A
3/16/2023	Cory Lee (Facebook)	"#sponsored I have visited Pensacola, Florida multiple times in the past, but I've never explored Gulf Islands National Seashore until now... and WOW, I was really missing out!! 🤩 This area has an accessible beach with a MobiMat, a fort that you can roll throughout as a wheelchair user, and there's even a museum. I spent about half a day exploring this area & had so much fun! Also, be sure to use your National Parks Access Pass for free entry to Gulf Islands National Seashore! 🏠 Visit Pensacola #VisitPensacola #accessibletravel #wheelchairtravel #pensacola #pensacolaflorida See less"	https://fb.watch/jq_TaE-U0B/?mibextid=teix2t	GINs, MobiMat, Fort Pickens	Visit Pensacola / Giant Noise	39,000	\$411.20

3/16/2023	Cory Lee (Facebook)	"#sponsored While here in Pensacola, Florida, I'm staying at the Margaritaville Beach Hotel! I am a big fan of all things Margaritaville, so I'm loving this hotel! 🍹 My wheelchair accessible room has two beds (there is plenty of clearance underneath them for a hoier lift/hoist) and a beautiful view of the ocean. There is also a mini fridge, a desk, and there's plenty of space to maneuver within the room. Unfortunately, the balcony is not wheelchair accessible, as it has a step to get onto it, but I'm still enjoying the view. In the bathroom, there is a pull-under sink, grab bars, and a roll-in shower with smooth entry. The bathroom really couldn't be any better for my needs. This hotel also has an on-site restaurant, a zero-entry pool, and an accessible route to the beach. The Margaritaville Beach Hotel is definitely worth considering for any trip to Pensacola! 🏖️ Check out these photos of my accessible room! 🧑🏻🦽 Visit Pensacola #VisitPensacola"	https://www.facebook.com/100047368681524/posts/pfbid01KgOLHZankrWE CZ4rz5xpm8XTkPoJg299kpn9F-dooP4n2531jdPipZuvAVLgIkK9l/?mibextid=teix2t	Margaritaville	Visit Pensacola / Giant Noise	39,000	\$676.80
3/16/2023	Cory Lee (Instagram)	"#sponsored I have visited Pensacola, Florida multiple times in the past, but I've never explored Gulf Islands National Seashore until now... and WOW, I was really missing out!! This area has an accessible beach with a MobiMat, a fort that you can roll throughout as a wheelchair user, and there's even a museum. I spent about half a day exploring this area & had so much fun! Also, be sure to use your National Parks Access Pass for free entry to Gulf Islands National Seashore! 🧑🏻🦽 @visitpensacola #VisitPensacola #pensacola #pensacolabeach #gulflands #gulflandsnationalseashore #fortpickens #accessibletravel #wheelchairlife #wheelchairtravel #wheelchairuser #wheelchair"	https://www.instagram.com/reel/Cp2l_XHqqW_/?igshid=MDJmNzVzMjY=	GINs, Fort Pickens, MobiMat	Visit Pensacola / Giant Noise	34,000	\$2,095.08

MARCH 2023 PR REPORT

3/17/2023	Cory Lee (Facebook)	"#sponsored As I said a couple days ago, I've been to Pensacola, Florida several times in the past, but I have never explored downtown Pensacola until now! And this is such a fun and lively downtown area with sooo much to do! 😊 We wandered along Palafox Street, which is downtown Pensacola main street with lots of shops and restaurants. Some of my favorite shops/eateries were Bodacious (I loved trying all of the different olive oils here, but they also have a coffee shop!), Bubba's Sweet Spot (lots of yummy candy and ice cream!), and Peterbrooke Chocolatier (even more yummy candy!). If you'll be in Pensacola, be sure to take some time away from the beach and explore downtown. I promise you'll love it and it's very wheelchair-friendly as well! 🦽 Visit Pensacola #VisitPensacola"	https://www.facebook.com/100047368681524/posts/pfbid02fYm4BRy8C57pAZHku1NmnrSptzHqcv3gKtDK729LT5jaxUHJq9hAt9QFeQuVagHhI/?mibextid=teix2t	Palafox Street, Historic Village, Bubba's Sweet Spot, Peterbrooke Chocolatier, Bodacious	Visit Pensacola / Giant Noise	39,000	\$243.20
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3/17/2023	Cory Lee (Facebook)	"#sponsored I usually don't post about food on here, but y'all... this meal at The Pensacola Fish House was too good not to tell you about! 😊😋 We started with the "Soul Rolls" for an appetizer and they are spring rolls stuffed with roasted chicken & collard greens. They serve them with peach chutney and it is phenomenal! Then, for my entree, I had The Fish House's signature dish, "Grits à Ya Ya", which is spiced gulf jumbo shrimp topped with sautéed spinach, portobello mushrooms, applewood smoked bacon, garlic, shallots, and cream over a bed of smoked Gouda cheese grits. Without a doubt, it was THE BEST shrimp & grits I've ever had... and I'm not exaggerating at all. I am already looking forward to visiting Pensacola again (and I haven't even left yet) just so that I can eat this again. 😊 If you're in Pensacola, I'm telling you... do yourself a favor & eat at The Fish House! Visit Pensacola #VisitPensacola"	https://www.facebook.com/100047368681524/posts/pfbid0iV27Sc4vx7pweaYao41e434VFwvz7HcXbJm15aVFvXFWAeXNbNqswXFz7mwAx1b3l/?mibextid=teix2t	Fishhouse	Visit Pensacola / Giant Noise	39,000	\$480.00
3/17/2023	Cory Lee (Facebook)	"#sponsored I was so happy to see this great MobiMat here in Pensacola Beach, Florida! It's at Casino Beach, which is right by the Pensacola Beach Pier. 🌴🦆 Nothing makes me happier than accessible beaches! When I was growing up, there was no such thing as MobiMats, but now I can easily enjoy a beach day in my Quicke Wheelchairs wheelchair. So awesome! Visit Pensacola #VisitPensacola"	https://www.facebook.com/100047368681524/posts/pfbid0cZE6NcAQSiFYeo52N8WaFNzCpP94pnBGvVWX3r26vG4nGWwAc5MReynC7i3FNUYzdl/?mibextid=teix2t	Pensacola Beach Pier, MobiMat	Visit Pensacola / Giant Noise	39,000	\$16,539.20
3/17/2023	Cory Lee (Instagram)	Instagram Story	https://giantnoise.box.com/s/xts47iizct0q5m9vahqibmuvx6liixb1	GINs, Fort Pickens, Water Pig BBQ	Visit Pensacola / Giant Noise	N/A	N/A

3/17/2023	Cory Lee (Instagram)	Instagram Reel	https://www.instagram.com/reel/Cp5ZLctrYT6/?igshid=MDJmNzVkMjY=	Pensacola Beach Pier, MobiMat	Visit Pensacola / Giant Noise	34,000	\$1,821.04
3/17/2023	Cory Lee (Instagram)	"One of the best wheelchair-friendly beaches in Pensacola, Florida is Casino Beach! This public beach is right by the Pensacola Beach Pier and has a MobiMat, but if you'd like to rent a beach wheelchair, they are available from "Access Mobility of Pensacola". I love this beach! 🌴🌊 @visitpensacola #visitpensacola #pensacolabeach #pensacola #accessibletravel #wheelchairlife #wheelchairtravel #wheelchairuser #wheelchair"	https://www.instagram.com/reel/Cp5ZLctrYT6/?igshid=MDJmNzVkMjY=	Pensacola Beach Pier, MobiMat	Visit Pensacola / Giant Noise	34,000	\$1,821.04
3/18/2023	Cory Lee (Facebook)	"#sponsored The past few days in Pensacola, Florida have been so much fun! I've relaxed on accessible beaches, rolled around forts, visited numerous museums, eaten delicious food, and more. This is a destination that I will keep coming back to for years to come! 🌴 Do you have any questions for me about Pensacola?? If so, ask me in the comments! Visit Pensacola #VisitPensacola"	https://www.facebook.com/100047368681524/posts/pfbid0RueGcX8tWed6AXUJ93BDLdwTeoWBLXAqNvBppoTn9zkeJugpvChIM9ybNzuowl_4fl/?mibextid=teix2	N/A	Visit Pensacola / Giant Noise	39,000	\$201.60

3/18/2023	Cory Lee (Facebook)	"#sponsored if you're a history buff and want to learn all about Pensacola, Florida's fascinating past, you should definitely consider visiting Historic Pensacola. When you buy a ticket to Historic Pensacola (just \$12), you get access to the Historic Pensacola Village, which is a living history museum, but you also get access to the Pensacola Museum of Art, the Pensacola Museum of History, the Pensacola Children's Museum, and more. It's really mind blowing that you can do all of these museums for that low of a price! 🤯 All of the museums are wheelchair accessible, but some of the buildings in the Historic Village aren't. However, there is enough that is accessible that you could stay busy for a full day with the Historic Pensacola ticket! Visit Pensacola #VisitPensacola"	https://www.facebook.com/100047368681524/posts/pfbid05T5Msmatcmah7333YauVvgtzanQUkur4XxigqvUftwgiolJhA9Crs9aFidPdUW6zk4nI/?mibextid=teix2t	Historic Village, Pensacola History Museum, Pensacola Museum of Art, Pensacola Children's Museum	Visit Pensacola / Giant Noise	39,000	\$153.60
3/18/2023	Cory Lee (Instagram)	Instagram Reel	https://www.instagram.com/reel/Cp7xxS3PCCt/?igshid=MDJmNzVkMjY=	Bodacious Shops, Peterbrooke Chocolatier, Historic Village, Museum of Industry, Pensacola History Museum, Pensacola Museum of Art, Fish House	Visit Pensacola / Giant Noise	34,000	\$1,571.31
3/18/2023	Cory Lee (Instagram)	Instagram Story	https://giantnoise.blog.com/s/guc9uom20p4o0qhqsltw95tk2e26z67g	Bodacious Shops, Peterbrooke Chocolatier, Historic Village, Museum of Industry, Pensacola History Museum, Pensacola Museum of Art, Fish House	Visit Pensacola / Giant Noise	34,000	N/A

3/18/2023	Cory Lee (Instagram)	<p>"#sponsored I've been to Pensacola, Florida several times in the past, but I have never explored downtown Pensacola until now! And this is such a fun and lively downtown area with sooo much to do! 😊 We wandered along Palafox Street, which is downtown Pensacola main street with lots of shops and restaurants. Some of my favorite shops/eateries were Bodacious (I loved trying all of the different olive oils here, but they also have a coffee shop!), Bubba's Sweet Spot (lots of yummy candy and ice cream!), and Peterbrooke Chocolatier (even more yummy candy!). And if you're a history buff and want to learn all about Pensacola, Florida's fascinating past, you should definitely consider visiting @HistoricPensacola, which is downtown. When you buy a ticket to Historic Pensacola (just \$12), you get access to the Historic Pensacola Village, which is a living history museum, but you also get access to the Pensacola Museum of Art, the Pensacola Museum of History, the Pensacola Children's Museum, and more. It's really mind blowing that you can do all of these museums for that low of a price! 🤔 All of the museums are wheelchair accessible, but some of the buildings in the Historic Village aren't. However, there is enough that is accessible that you could stay busy for a full day with the Historic Pensacola ticket! If you'll be in Pensacola, be sure to take some time away from the beach and explore downtown. I promise you'll love it and it's very wheelchair-friendly as well! 🦽 @VisitPensacola #VisitPensacola #pensacola #pensacolafirst #downtownpensacola #accessibletravel #wheelchairtravel #wheelchairlife #wheelchairuser"</p>	https://www.instagram.com/reel/Cp7xXs3PCCt/?igshid=MDJmNzVkMjY=	Palafox Street, Historic Village, Bubba's Sweet Spot, Peterbrooke Chocolatier, Pensacola History Museum, Pensacola Museum of Art	Visit Pensacola / Giant Noise	34,000.00	\$1,571.31
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MARCH 2023 PR REPORT

3/20/2023	Nashville Lifestyles (Online)	"Beach Guide 2023"	https://nashvillelifestyles.com/living/travel/beach-guide-2023/	N/A	Visit Pensacola	34,800	\$417.60
3/21/2023	Garden & Gun (Instagram)	Instagram Story	https://giantnoise.box.com/s/05ezsu2mlisracuhf0u745esZiqv9b1	N/A	Visit Pensacola / Giant Noise for Vacation Artfully	484,000	N/A
3/27/2023	Atlanta Magazine (Online)	"So Much More Than a Beautiful Beach"	https://www.atlantamagazine.com/travel/so-much-more-than-a-beautiful-beach/	Pensacola Opera, the Pensacola Symphony Orchestra, Ballet Pensacola, Saenger Theatre, Great Gulfcoast Arts Festival, Foo Foo Fest, Pensacola Museum of Art, America's First Settlement Trail, National Naval Aviation Museum	Giant Noise for Vacation Artfully	393,500	\$4,722.00
TOTAL: 8,502,530							\$118,972.02

VISIT PENSACOLA ORGANIC COVERAGE: MARCH 2023							
Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Media Impressions	Media Value
3/1/2023	Thrillist (Online)	Pensacola mentioned in "These Are the Cheapest and Most Expensive Airports to Fly Out of"	https://www.thrillist.com/news/nation/us-airports-cheapest-most-expensive-airfare-ranked	N/A	Press	3,421,923	\$41,063.08
3/1/2023	Yahoo! News (Online)	"Florida lands 2 beaches in TripAdvisor's annual Top 10 list"	https://news.yahoo.com/florida-lands-2-beaches-tripadvisor-135700988.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2x1LnNvbS8&guce_referrer_sig=AQAAANvYPaLVpjtA0I7ahCnmGPnBITCAjBF6VPjBmGdixDFcckqM4bk_QUM5yoc-zv8_01E9TMkylUGUnqweReJtgczv9xJIEXeRqoTaWfLB11y03eLr8mylnw_bXMT3ag-foAcSml6v1VpknUHaGXdSzoWlKd6gfQIAPItI40LNScsG-Z	N/A	Press	488,259,189	\$25,000.00
3/1/2023	Sun-Sentinel (Online)	"Florida lands 2 beaches in TripAdvisor's annual Top 10 list"	https://www.sun-sentinel.com/travel/florida/os-tr-2023-tripadvisor-best-beach-list-2-florida-beaches-20230301-io2axs2dnvhiZavqn7wi4mwl4m-story.html	N/A	Press	1,265,880	\$15,190.56

MARCH 2023 PR REPORT

3/5/2023	Forbes (Online)	"8 Easy-To-Enter Contests And Sweepstakes For Free Spring Travel"	https://www.forbes.com/sites/ramseyqubein/2023/03/05/8-easy-to-enter-contests-and-sweepstakes-for-free-spring-travel/?sh=1333f78b7e91	The Fairfield Inn & Suites	Press	25,236,993	\$168,315.00
3/5/2023	AZ Animals (Online)	"The 10 Oldest Cities in Florida (And Which are Best to Visit Today)"	https://a-z-animals.com/blog/the-oldest-cities-in-florida-and-which-are-best-to-visit-today/	Blue Angels	Press	6,088,320	\$73,059.84
3/6/2023	Scuttlebutt Sailing News (Online)	"America's Cup: New fish killer on Pensacola Bay"	https://www.sailingscuttlebutt.com/2023/03/06/americas-cup-new-fish-killer-on-pensacola-bay/	N/A	Press	116,400	\$1,396.80
3/6/2023	Travel Off Path (Online)	Pensacola mentioned in "Top 6 Reasons Why Travelers Should Visit The Gulf Coast Instead Of Miami This Summer"	https://www.traveloffpath.com/top-6-reasons-why-travelers-should-visit-the-gulf-coast-instead-of-miami-this-summer/	N/A	Press	533,940	\$6,407.28
3/8/2023	Racing America (Online)	"Plenty To Do Around Inaugural ASA STARS Event at Five Flags Speedway"	https://www.racingamerica.com/news/latest-models/plenty-to-do-around-inaugural-asa-stars-event-at-five-flags-speedway	Five Flag Speedway	Press	67,700	\$812.40
3/8/2023	Mommy Travels (Online)	"Best White Sand Beaches in the United States"	https://www.mommytravels.net/best-white-sand-beaches-in-the-united-states/	N/A	Press	44,500	\$534.00

GIANT NOISE

3/8/2023	MSN (Online)	"Best White Sand Beaches in the United States"	https://www.msn.com/en-us/travel/tripideas/best-white-sand-beaches-in-the-united-states/ar-AA18mx0e?li=BBnbkLE	N/A	Press	372,403,200	\$4,468,838.40
3/10/2023	The Travel (Online)	"Hit The Road In Florida: Explore The State's 10 Best Scenic Routes"	https://www.thetravel.com/most-scenic-road-trip-routes-in-florida/	Pensacola Scenic Bluffs Highway	Press	871,140	\$10,489.68
3/14/2023	Canadian Geographic (Online)	"The Essential Itinerary: Pensacola, Florida"	https://canadiangeographic.ca/articles/the-essential-itinerary-pensacola-florida/	Fosko Coffee Barre, The Nest, Bodacious Brew, Buzzed Brew, Seville Savories coffee tour, A1S Trail, GINS, Fort Pickens, Glow Paddle, Foo Foo Fest, Pensacola Museum of Art, Bubble Alley, Pensacola Little Theatre, Perfect Plain Brewery, The Well, Hilton Pensacola Beach,	Press	94,000	\$1,128.00
3/14/2023	Scuttlebutt Sailing News (Online)	"February update for 37th America's Cup"	https://www.sailingscuttlebutt.com/2023/03/14/february-update-for-37th-americas-cup/	N/A	Press	116,400	\$1,396.80
3/14/2023	Malta Valletta (Online)	"Pensacola Waterfront Restaurants"	https://original.newsbreak.com/@maltavalletta-1626752/2957532239181-pensacola-waterfront-restaurants	The Fish House, The Oar House, Jacob's Bayfront Bar and Grille, Grand Marlin	Press	702,000	\$8,424.00
3/17/2023	Florida Back Roads Travel (Online)	"FLORIDA SNORKELING"	https://www.florida-backroads-travel.com/best-places-for-snorkeling-in-florida.html	GINs, Snorkeling	Press	98,700	\$1,184.40

3/17/2023	WAFB (Online)	"Travel TVL: How to eat, drink and beach in Pensacola"	https://www.wafb.com/2023/03/17/travel-tvl-how-eat-drink-beach-pensacola/	Pensacola Beach Fishing Pier, Pensacola Beach Boardwalk, Fort Pickens, National Naval Aviation Museum, Joe Patti's Seafood, Flora-Bama, Palafox Street, Pensacola Bay Brewery, The Fish House, Native Café	Press	309,700	\$3,716.40
3/19/2023	Foodie Flashpacker (Online)	"The 7 Best Seafood Restaurants in Pensacola, FL"	https://www.foodieflashpacker.com/seafood-restaurants-in-pensacola-fl/	The Grand Marlin, Jaco's Bayfront Bar and Grill, Red Fish Blue Fish, Five Sisters Blues Café, Casino Beach Bar and Grill, The Fish House, Flounder's Chowder House	Press	187,400	\$2,248.80
3/20/2023	The Travel (Online)	Pensacola mentioned in "Discover The Sunshine State: 10 Epic Road Trips To Take Through Florida"	https://www.thetravel.com/best-road-trips-to-take-in-florida/	N/A	Press	871,140	\$10,489.68
3/21/2023	WEAR (Online)	"Blue Angels announce 2023 practice schedule"	https://weartv.com/news/local/blue-angels-announce-2023-practice-schedule	Blue Angels	Press	485,760	\$5,829.12
3/21/2023	U.S News and World Report (Online)	"The 10 Best Beach Towns to Retire in the U.S."	https://money.usnews.com/money/retirement/baby-boomers/slide-shows/the-best-beach-towns-to-retire-in-the-us	N/A	Press	1,879,920	\$22,559.04

GIANT NOISE

MARCH 2023 PR REPORT

3/21/2023	MSN (Online)	"The Best Beach Towns to Retire in the U.S."	https://www.msn.com/en-us/travel/news/the-best-beach-towns-to-retire-in-the-u-s/ar-AA18UBlx?li=BBnbkIE	N/A	Press	372,403,200	\$4,468,838.40
3/22/2023	The Travel (Online)	"Tallahassee And The Emerald Coast: 10 Scenic Road Trips Through Florida's Panhandle"	https://www.thetravel.com/most-scenic-road-trips-through-tallahassee/#pensacola-to-seaside	Gulf Breeze Zoo	Press	871,140	\$10,489.68
3/22/2023	World Atlas (Online)	"The 9 Best Small Towns To Retire In Florida"	https://www.worldatlas.com/cities/the-9-best-small-towns-to-retire-in-florida.html	GINS, Gulf Breeze Zoo	Press	870,610	\$20,447.32
3/22/2023	USA Today (Online)	"The 15 best waterfront restaurants in Florida, as chosen by USA TODAY Network writers"	https://www.usatoday.com/story/travel/experience/america/2023/03/22/best-waterfront-restaurant-florida/11521046002/	Grand Marlin	Press	29,887,922	\$358,655.06
					TOTAL:	1,307,958,217	\$389,480.14

GIANT NOISE

Thank you!





VISIT PENSACOLA BOARD MEETING

April 26, 2023

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



VISITPENSACOLA SALES & SERVICE SUMMARY

March 23

10
FY 25
LEADS

3
FY 23
BOOKINGS

0
FY 4
ASSISTS

3371
FY 12,268
REFERRALS

0
FY 15
SERVICE
REQUEST

Leads

Group	Economic Impact
'25 Sleep Medicine Trends	\$613,125.00
'23 (NAIA) Men's Lacrosse Championship	\$344,400.00
'24 Southeast AeroCultural Fair	\$84,375.00
'23 Strength to Stand Student Mission Trip	\$157,500.00
'23 VR-21 Pineapple Airlines (reunion)	\$60,000.00
'24 Strength to Stand Student Mission Trip	\$157,500.00
'23 Regional Managers Meeting	\$16,800.00
Louisiana Credit Union	\$50,625.00
2024 Florida Ports Annual Meeting	\$0.00
2025 Sleep Medicine Trends	\$613,125.00
Total	\$2,097,450.00

Bookings

Group	Economic Impact
'23 Strength to Stand Student Mission Trip	\$312,500.00
Choco Rally 2023	\$46,875.00
St. Paul Lutheran Church Interview Event	\$8,000.00
Total	\$367,375.00

Perdido Key Visitor Center

Personal Assists	682
Phone Assists	79
Total Visitors	848
Total Non-Visitors	166
First Time Visitors	159
FY23 Total Visitors	3667
FY23 Non-Visitors	727
Total Guides Mailed	7374
Total Guides Downloaded	335

Pensacola Visitor Center

Personal Assists:	1107
Phone Assists	467
Total visitors	1658
Total Non-visitors	551
First Time Visitors	439
FY23 Total Visitors	4437
FY23 Non-Visitors	2919

Pensacola Beach Visitor Center

Personal Assists	1722
Phone Assists	186
Total Visitors	2181
First-Time Visitors	1466
Guides Emailed / Mailed	186

FY = Visit Pensacola's Fiscal Year Oct. 20 – Sep. 21



VISITPENSACOLA SALES & SERVICE SUMMARY

March 2023

33
Partner
Visits

2
Partner
Inquiries

2
Community
Outreach

275
Partner
Assists

38
Hospitality
Round Table

New Partners

1. Fairfield Inn and Suites by Marriott Pensacola Beach
2. Black Cafe & Bookstore
3. Pensacola Beach Boat Charters
4. True Omni
5. Lux on Lakeview in East Hill by Simplified Lux Life
6. East King's Corner Café
7. Fairfield Inn by Marriott Pensacola I-10, Davis Hwy

Community Outreach

1. Florida Restaurant and Lodging Assoc. Meeting
2. Sun Belt Fan Fest

Partner Activity Report

Activity	Added	Updated
Accounts	13	40
Listings	14	43
Contact	25	37
Events	53	141

Upcoming Events & Meetings

Hospitality Roundtable Breakfast

Date: Tuesday, May 9 - 11:30 AM

Location: The Palafox House | Register

Board of Directors Meeting

Date: Wednesday, April 26 - 3:00 PM

Location: Hampton Inn Pensacola Beach

Partner Visits

1. Escape Wellness Spa
2. Wacked Out Weiner Pensacola
3. Courtyard by Marriott Pensacola West
4. Pensacola Victorian Bed and Breakfast
5. Niuhi Dive Charters
6. Entertainer Fishing Charters
7. Dive Pros
8. The Wine Bar
9. McGuire's Irish Pub
10. African American Heritage Society
11. Fairfield Inn and Suites by Marriott Pensacola Beach
12. Artisan Restaurant Group
13. Celestines
14. Hyatt Place Pensacola Airport
15. Holiday Inn Express Pensacola Downtown
16. Sanders Beach
17. DeLuna Lanes and Peter B's Sport Grill
18. SpringHill Suites/Creighton Rd.
19. East King's Corner Cafe
20. Seville Quarter
21. Hampton Inn by Hilton Pensacola Airport
22. Comfort Inn Pensacola
23. SpringHill Suites/Creighton Rd.
24. Lux on Lakeview in East Hill by Simplified Lux Life
25. Vista Event Pro
26. Residence Inn by Marriott - Pensacola
27. Holiday Inn Express Pensacola
28. Hampton Inn by Hilton Pensacola Beach
29. Strikers
30. Maker's
31. First Tee
32. Pensacola Beach Chamber
33. Pensacola Bay City Ferry

Partner News

1. National Travel and Tourism Week!
2. 2023-2024 Insider Guides are here!

