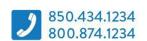


VISIT PENSACOLA BOARD MEETING April 26, 2023











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.

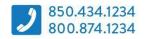
The meeting was adjourned at 4:59 p.m.

Respectfully Submitted, Blake Howerton



VISIT PENSACOLA BOARD MEETING April 26, 2023

VP Financials











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.

- В VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date. VP MTD PRIVATE INCOME is from partnership dues-MTD VP has received \$13K more from partnership dues than same time last year. С VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$741,302.49 (We recognize income as billed to the County). Н Н VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$10,246.62 Н VISIT PENSACOLA ONLY Month to date total Revenue = \$751,549.11 VISIT PENSACOLA ONLY Month to date expense: Direct Programming \$481,580.98 Н Operations \$32,008.96 Personnel \$97,951.80 Н VISIT PENSACOLA ONLY Month to Date total Expense = \$611,541.74

County Submissions

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

VISIT PENSACOLA Only Month to Date Net Income=\$140,007.37

FORMS:

Н

- 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

		FORM A
	Mar 31, 23	NOTES
ASSETS	· · · · · · · · · · · · · · · · · · ·	
Current Assets		
Checking/Savings		
1020 · Ceritificate of Deposit	250,000.00	
1025 · EFT TDT #4196	543,129.30	,
1010 · TDT Op #2290	294,336.86	. 9
1030 · Partner#2177	213,260.97	, 6
1035 · Reserves #3955	969,701.92	S S
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings Accounts Receivable	2,270,544.05	
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	omica by vi i, parchaeca late copt.2010
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 Credit Cards	178,500.00	
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	7 1,7 00.2 1	Carrone monary Carac Monacoromp
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	F)//// F)/00 N / I
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

Part	FROFII LOSS			· · · · · · · · · · · · · · · · · · ·			FORM D
		March 23	Oct - March 23	Annual Budget	_	_	NOTES
Abbility	•	-	-	- J	-		
Author Total Income Total Inco	Income						As billed/allowed by County
4100 Membership Dures	4000 · Tourism Development Tax-TDT	1,508,565.49	5,511,401.94	11,400,000.00	5,888,598.06	52%	
4150 - Advertising income 3,7500 78,91132 15,0000 10,00000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,0000 10,000000 10,0000000 10,000000 10,000000 10,000000 10,0000000 10,000000 10,000000 10,000000 10,	••						
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4150 - Advertising processes - Consignment Basics 1.00					(2,000.00)		
Addition Consequences Sept. Sept. Consequences Consequ	•			126,200.00			
400							
March Marc							
Company Comp							
Topics Terrogramming Topics Topics Terrogramming Topics T							
1- Direct Programming	-						_ =
1 Direct Programming		1,518,812.11	5,724,873.82	11,841,700.00	6,195,739.40	52%	
5889 - American Magic 0.00 1.000,000,000 0.00 0.9% 5800 Marketing Research 3.7228,98 1881,40.99 3500,000 388,130,122 77% 9100 - Advertising Production 13,222,88 188,208,88 545,400,00 381,500,12 77% 9130 - Internet Site Production 5,740,11 88,194,19 190,000,00 101,806,11 544 9140 - Festivals & Event Local Support 78,266,83 84,444,87 315,500,00 107,335 77% 9140 - Festival & Event Inclast Support 78,266,83 84,444,87 315,500,00 27,755,13 77% 9140 - Festival & Event Inclast Support 78,266,83 84,444,87 315,500,00 27,755,13 77% 9140 - Festival & Event Inclast Support 28,000,00 30,00 100,000 77,746,70 77,776 9150 - Stream Support 28,000 30,000 30,000 77,744,70 80,000 77,744,70 80,000 77,744,70 80,000 77,744,70 80,000 77,744,70 80,000 97,744,740 80,000 97,744,70 98,744,70	· · · · · · · · · · · · · · · · · · ·						
\$100 - Advertinanjikedia 13,822,83 189,298,88 545,40000 389,130,12 71% \$110 - Public Relations 5,232,13 18,830,56 110,300,00 41,833,5 41% \$120 - Advertining Production 0.00 13,825,45 110,700,00 97,774,55 88% \$140 - Festivals & Events Claritod 3,341,65 91,425,80 172,500,00 81,077,11 47% \$141 - Festivals & Events Mill Crasts 0.00 0.00 0.00 0.00 100,000 0.00 \$142 - Festivals & Events Mill Crasts 0.00 0.00 0.00 0.00 0.00 0.00 \$160 - Steep Promotions 1.00 0.00		0.00	1,000,000.00	1,000,000.00	0.00	0%	
\$110 - Public Relations				395,000.00	206,859.01		
5130 - Advertising Production 0.00 13,525-45 110,700.00 97,174-55 88% 5140 - Festivals & Events Granted 3,314-60 9142-00 112,000.00 110,003.11 47% 5141 - Festivals & Events Mini Grants 770,248-03 84,448.87 10,000.00 11,007.31 47% 5145 - Festival & Event Mini Grants 100 22,035.00 10,000.00 17,448-81 72% 5160 - Stale Fromotions 11,997.85 34,151.30 10,000.00 17,448-81 72% 5160 - Stale Fromotions 12,997.85 30,485.53 1162,000.00 133,356,47 81% 5190 - Showcase 277,518.79 1,000.00 0,000 100,000.00	<u> </u>						
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5140 - Festbrials & Events Granted 3.341.49 91,422.50 172,500.00 81,607.00 277,055.13 77% 5142 - Festbrials & Event Mini Grants 0.00 0.00 100,000.00 100,000.00 100,000.00 100,000.00 100,000.00 100,000.00 100,000.00 100,000.00 176 72% 100,000.00 177,648.91 72% 100,000.00 177,648.91 72% 100,000.00 100,000.00 177,648.91 72% 100,000.00 100,000.00 177,648.91 72% 100,000.00 10							
### 1542 - Fostwal & Event Mini Grants 0.00 0.00 100,000 1							
\$159 · Consumer Promotions 0.00 28,351.09 100,000.00 71,848.91 72% \$160 · Sales Promotions 11,907.85 34,151.03 122,000.00 133,356.47 81% \$190 · Showcase 272,154.79 30,843.53 114,000.00 133,356.47 81% \$210 · Regional Partnership 0.00 4735.00 30,000.00 100,000.00 100,000.00 100,000.00 \$215 · Tourism Development Projects 0.00 4735.00 20,000.00 40,000.00 91% \$400 · Business Travel & Entertainment 2,775.01 18,487.04 47,600.00 22,132.96 61% \$400 · Business Travel & Entertainment 1,971.87 44,880.30 112,000.00 272.28 9% \$400 · Business Travel & Entertainment 1,971.87 44,880.30 145,000.00 272.89 9% \$400 · Business Travel & Entertainment 1,971.87 44,880.30 145,000.00 97,435.50 6% \$500 · Visitor Awarenees Education 7,153.65 34,717.75 851,000.00 97,435.50 6% \$500 · Visitor Awarenees Education	• • • • • • • • • • • • • • • • • • • •				,		
\$160 - Sales Promotions 11,90 - 35 31,415,30 122,000,00 87,848,70 72% \$170 - Brochures and Colleteral 25,008,90 30,843,53 164,000,00 133,368,47 81% \$210 - Regional Partnership 0.00 0.00 100,000,00 100,							
\$170 - Brochures and Collateral 25,508.59 30,843.53 104,200.00 133,358.47 81% \$190 - Showcase 277,154.79 1,488.186.70 3,480.700.00 100,000.00							
5210 - Regional Partnership 0.00 4.375.00 50.00 100.000.00 100.000.00 100% 5220 - Registration 8.786.00 5.978.23 4 129.900.00 69.717.66 54% 5230 - Dues and Subscriptions 2.775.01 18.467.04 4.7680.00 29.132.96 60.94 5400 - Business Travel & Entertainment 5400 - Pasilowed Travel Expenses 212.94 2.727.11 3.000.00 272.88 9% 5400 - Business Travel & Entertainment 107.84.87 4.488.39 14.2000.00 97.163.61 88% 5400 - Business Travel & Entertainment 107.84.57 4.488.39 14.2000.00 97.74.55 88% 5400 - Visitor Avarenness Education 7.158.65 4.777.75.4 8.600.00 23.88.89.46 45% 7004 - PSA Sporting Ports 7.868.33 30.201.0 57.230.53.24 65% 7014 - Disciplinate Expenses 15.106 91.300.00 13.87.00 23.88.83.24 65% 5520 - Committee Expenses 15.106 91.300.00 13.07.00 13.92.51 78% 5610 - ComputerST Minishinances							
5216 - Tourism Development Projects 0.00 4,375.00 59,782.34 129,800.00 69,712.36 64% 5230 - Dues and Subscriptions 2,775.01 18,467.04 47,600.00 29,113.296 61% 5400 - Business Travel & Entertainment 2,978.17 44,883.33 142,000.00 271.89 9% 5400 - Business Travel & Entertainment 9,978.87 44,883.33 142,000.00 97,143.61 68% 5500 - Visitor Awareness Education 7,153.95 47,777.54 80,000.00 37,435.50 67% 7000 - PSA Sporting Events 75,660.36 340,201.00 77,200.00 238,999.00 41% 7004 - ACE - DP 600,000.00 600,000.00 800,000.00 1,838,000.00 1,838,000.00 1,838,000.00 8202 - Committee Expense 63,14 3,007.49 1,938,000.00 1,938,000.00 1,938,000.00 1,938,000.00 8500 - Building Maintenance & Ropair 1,923,33 40,605.90 80,000 1,938,00 54% 8520 - Committee Expense 1,938,00 1,938,00 1,938,00 1,938,00 1,938,00<							
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S230	·						
4400-1 - Disallowed Travel & Entertainment - 901/87 212.94 2,727.11 3,000.00 97,183.61 68% 4500 - Business Travel & Entertainment - 10,184.81 47,655.50 145,000.00 97,438.50 67% 5500 · Visitor Awareness Education 71,556 47,717.54 88,100.00 38,382.46 45% 7000 · PSA Sporting Events 79,666.36 340,201.00 577,200.00 236,999.00 41% 7400 · ACE - DP 600.00 43,727,687.78 9,811,700.00 5,238,933.24 55% 2 · Operating Costs 151.08 913.00 2,000.00 1,067.00 54% 5450 · Aufol Local Travel 623.14 3,807.49 170.00 1,392.51 78% 5600 · Building Maintenance & Repair 1,193.93 48,063.90 88,000.00 19,936.10 29% 5600 · Logil Sarvices 1,138.00 1,645.52 348.00 1,1962.14 34% 5600 · Logil Sarvices 1,138.00 1,642.50 1,600.00 9,937.50 60% 5600 · Logil Sarvices 1,138.00 4,642.50 1,600.00 <t< th=""><th>_</th><th></th><th></th><th></th><th></th><th></th><th></th></t<>	_						
\$400 - Business Travel & Entertainment	· · · · · · · · · · · · · · · · · · ·					#DIV/0!	
Total 1400 - Business Travel & Enterlaimen	•						
5500 - Visitor Awareness Education 7,153.65 47,717.54 88,010.00 38,382.46 45% 7000 - PSA Sporting Events 78,868.33 30,201.00 57,200.00 38,380.40 41% 7400 - ACE - DP 600,000.00 600,000.00 1,383,000.00 1,038,000.00 63% 2 - Operating Costs 151.08 913.00 2,000.00 1,087.00 54% 5450 - Autot Local Travel 623.14 3,807.49 17,000.00 13,192.51 78% 5601 - Building Matinanance Repair 19,233 44,8168.30 860.00.00 19,044.75 55% 5601 - Insurance Building & Content 30,082.31 16,809.82 28,283.30 19,044.75 55% 5601 - Insurance Building & Content 30,082.31 16,500.00 19,000.00 3,943.37 57% 5601 - Insurance Building & Content 40,000 15,000.00 19,000.00 3,943.37 57% 5602 - Lugal Services 43,750 3,000.00 7,200.00 3,943.37 57% 5609 - Legal Services 1,356.00 6,000.00 0.00							_
7000 - PSA Sporting Events 79,666.38 340,201.00 577,200.00 236,999.00 41% 7400 - ACE - DP 600,000.00 60,000.00 1,038,000.00 1,380,000.00 63% Total 1 - Direct Programming 1,161,247.34 4,372,766.76 9,611,700.00 5,238,933.24 55% 5520 - Committee Expenses 151.06 913.00 2,000.00 1,087.00 54% 5600 - Mutol Local Trivel 66.31 to 3,307.49 17,000.00 1,393.01 2,90 5610 - Computer&IT Maintenance& Repair 1,923.93 48,083.90 68,000.00 1,938.10 2,9% 5610 - Computer&IT Maintenance& Repair 5,199.27 15,455.25 34,500.00 19,944.75 55% 5610 - Computer&IT Maintenance& Repair 5,199.27 15,455.25 34,500.00 19,944.75 55% 5610 - Computer&IT Maintenance& Repair 5,199.27 15,455.25 34,500.00 19,944.75 55% 5610 - Computer&IT Maintenance& Repair 5,199.27 15,455.25 34,000.00 3,944.77 57% 5620 - Lagual Expendence 43,118 <th< th=""><th></th><th></th><th></th><th></th><th></th><th></th><th></th></th<>							
7400 - ACE - OP 600,000.00 600,000.00 1,338,000.00 6.3% Total 1 - Direct Programming 1,161,247.34 4,372,766.76 9,811,700.00 5,238,933.24 55% 2 - Operating Costs 151.08 913.00 2,000.00 1,087.00 5.4% 5450 - Autot Local Travel 623.14 3,807.49 17,000.00 13,192.51 7.8% 5600 Bullding Maintenance & Repair 1,923.93 48,063.90 6800.00 19,398.10 2.99% 5610 - ComputerAlf Maintenance & Repair 1,923.93 48,063.90 6800.00 19,398.10 2.99% 5630 - Insurance Building & Cortent 3,098.23 18,680.82 28,883.00 11,962.13 41% 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 0,00 0,00 0 0 0 0 0 0 0 0 <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>							
2- Operating Costs	7400 · ACE - DP		600,000.00	1,638,000.00	1,038,000.00		_
5520 - Committee Expenses 151.06 913.00 2,000.00 1,087.00 54% 5450 - Building Maintenance & Repair 1,923.93 4,063.90 68,000.00 19,936.10 2.9% 5610 - Computer&IT Maintenance & Repair 1,923.93 4,063.90 68,000.00 19,936.10 2.9% 5610 - Computer&IT Maintenance & Repair 1,362.81 15,485.25 34,500.00 19,041.75 55% 5640 - D & O and Liability insurance 943.18 3,015.63 7,000.00 3,994.37 57% 5650 - Legal Services 1,136.00 6,492.50 16,000.00 9,5675.50 60% 5670 - CPA Financial Services 4,37.50 3,000.00 7,200.00 56% 6699 5699 - Depreciation Expense 0.00 0.00 0.00 4,000.00 56% 5710 - Supplies Coffee/Sodas 7,495 3,496.11 1,500.00 1,501.89 30% 5720 - Office Supplies 6,306.45 10,260.11 1,500.00 1,501.89 30% 5730 - Storage and Delivery 26.69 8,133.62 18,000.00 9,866.38		1,161,247.34	4,372,766.76	9,611,700.00	5,238,933.24	55%	
5450 - Auto/ Local Travel 623 (4) 3,807.49 (7) 17,000.00 (8) 13,125.15 (78%) 5600 - Building Maintenance & Repair 1,923.93 (4) 48,083.90 (8) 68,000.00 (9) 19,936.10 (29%) 5610 - Computer&IT Maintenance&Repair 5,139.27 (15,455.25 (34,500.00 (19,044.75 (55%)) 55% 5630 - Insurance Building & Content 3,998.23 (18,890.82 (28,853.00 (11,902.18 (41%)) 41% 5650 - Audit 0.00 (15,000.00 (19,000.00 (19,000.00 (21%)) 4,000.00 (21%) 5650 - Legal Services 1,136.00 (64,825.00 (15,000.00 (19,000.00 (20%)) 4,000.00 (20%) 56% 5670 - CPAF / Financial Services 437.50 (30,000.00 (2.700.00 (20,000 (2.734.92 (2.734.9		151.06	913.00	2.000.00	1.087.00	54%	
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 18,890.82 28,853.00 19,002.00 14,196 5640 · D & O and Liability Insurance 943.18 3,015.63 7,000.00 3,984.37 57% 5650 · Legal Services 1,136.00 6,432.50 15,000.00 9,667.50 60% 5670 · CPAI Financial Services 437.50 3,000.00 7,200.00 4,200.00 55% 5690 · Depreciation Expense 0.00 0.00 0.00 0.00 0.00 55% 5710 · Supplies Coffee/Sodas 74.95 3,488.11 5,000.00 1,501.89 30% 5720 · Office Supplies 6,306.45 10,280.11 15,000.00 1,501.89 32% 5730 · Storage and Delivery 828.69 8,113.62 18,000.00 1,000 1,000 1,000 5760 · Telephone Service 562.24 3,216.60 9,000.00 5,783.40 64% 5790 · Optier 761.10 4,244.68 22,73	·						
5630 Insurance Building & Content 3,088.23 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 1,135.00 6,432.50 16,000.00 9,567.50 60% 5670 · CPAJ 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 4,000.00 2,149.2 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 4,738.89 32% 5730 · Storage and Delivery 826.69 8,113.62 18,000.00 4,738.89 32% 5750 · 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 2,2	· · · · · · · · · · · · · · · · · · ·						
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5750 · Rent 0.00 0.00 10.00 10.00 10.00 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 22,288.30 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/01 6001 · Bank Service Charge 64.00 5,395.25 700.00 -69.52 -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	• •						
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6940 ⋅ In Kind Expense	_						
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%							
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5880 · Payroll Expense 7,956.62 43,209.40 107,215.00 64,005.60 60%							
	5880 ⋅ Payroll Expense	7,956.62			64,005.60	60%	

Page 3

UNIFIED PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

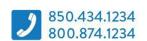
5890 · Staff Education 7002 · PSA Personnel Total 3 · Personnel Costs Total Expense Net Ordinary Income Net Income

					FORM D
March 23	Oct - March 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
0.00	0.00	3,000.00	3,000.00	100%	
65,454.42	186,700.69	307,840.00	121,139.31	39%	
163,406.22	719,019.42	1,616,440.00	897,420.58	56%	
1,378,804.74	5,347,178.85	11,841,700.00	6,494,521.15		
140,007.37	377,694.97	0.00			
140,007.37	377,694.97	0.00			



VISIT PENSACOLA BOARD MEETING April 26, 2023

Research









VISIT PENSACOLA

Monthly Dashboard March 2023

By Downs & St. Germain Research





VISITOR SUMMARY - MARCH 2023



March 2023 Visitor Summary

- in larger month-to-month variation. Data should be interpreted with caution as monthly sample sizes are modest resulting
- » 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.
- that was down -2.8% from last year. Hotel occupancy was down -2.7% from last year and ADR was flat, resulting in a RevPAR
- 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

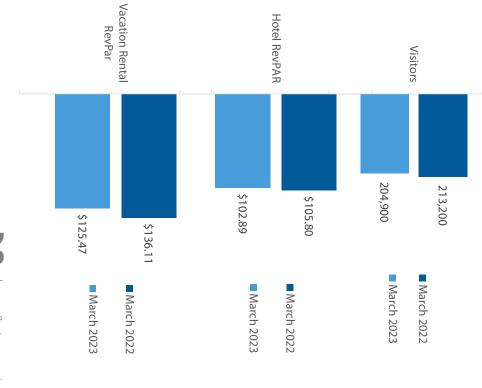
Hotel Statistics

Hotel Statistics ⁴	March 2022 ¹	March 2023	% Change
Occupancy	73.4%	71.4%	- 2.7%
Room Rates	\$144.14	\$144.10	I
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 bee	FY22 metrics have been adjusted to reflect updated vacation rental figures.	vacation rental figures.	

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers. Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.





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RESEARCH

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

Pensacola ³ Source: PNS Airport. Includes a ³ Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel

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

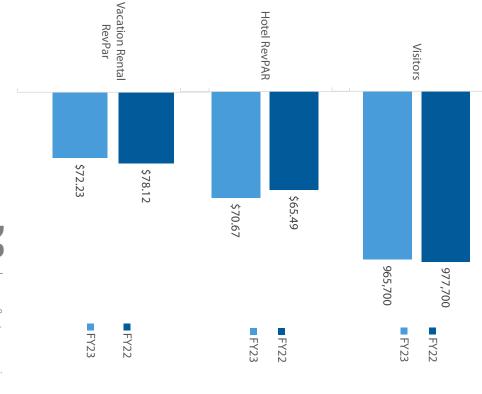
Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	67.0%	59.2%	- 11.6%
Room Rates	\$97.74	\$119.47	+ 22.2%
RevPAR	\$65.49	\$70.67	+7.9%
Room Nights	889,806	859,977	- 3.4%

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.

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.





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RESEARCH

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

Pensacola ³ Source: PNS Airport. Includes a ³ Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel

⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD - MARCH 2023

Top Vis	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%

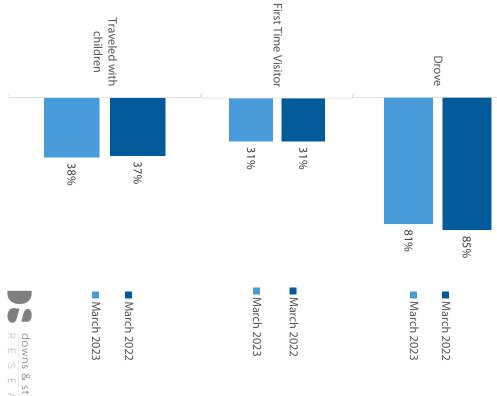




PENSACOLA DASHBOARD - MARCH 2023

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 850-906-3111 | www.dsg-research.com





Tab 3 - Resp Escambia Co + Zip 32561+

Visit Pensacola For the Month of March 2023

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Budget Inn Candlewood Suites Pensacola University Area	Suburban Studios Naval Base Area	Comfort Inn Pensacola Near NAS Corry Station	Closed - BEST WESTERN Perdido Key Beach	Anchor Inn	WoodSprings Suites Pensacola	Western IIII	Western Inn	Simer 8 Pensacola West	Red Roof Inn & Suites Pensacola - NAS Corry	Motel 6 Pensacola - N.A.S.	Mona Lisa Motel	Mayfair Motel	xpress & Suites Pensacola West Navy Base	_	Closed - Maria Moter	Closed - Maria Motel	Closed - Hospitality Inn	Circle Motel	Sweet Dream Inn	Sea Barr Of Stars	Relax Inn	Quality Inn Pensacola	Pensacola Motor Lodge	OYO Hotel Pensacola I-10 & Hwy 29	Motel 6 Pensacola West	Luxury Suites	Total Del Soi	Extended oray i charcola	Extended Stay Densacola	Executive Inn	Closed - Landmark Inn	Closed - Econo Lodge Pensacola	Closed - Days Inn Pensacola	Baymont by Wyndham Pensacola, FL	At Home Inn	TownePlace Suites Pensacola	Sweet Dream Inn - University Park	SureStay Studio by Best Western Pensacola	Super 6	Staybridge Suites Perisacola	Staybridge Strites Pensacola	SpringHill Suites Pensacola	Rest and Relay Inn	Residence Inn Densacola Airport/Medical Center	Red Roof Inn Pensacola	Ouality Inn & Suites Pensacola Bayview	Pensacola Inn	Hotel Blace Beneard Airport Forces	Hilton Garden Inn Pensacola Airport Medical Center Homewood Suites by Hilton Pensacola Airport Cordova Ma	rsity I			Extended Stay America Pensacola - University Mall	Courtvard Pensacola	True by Hitton Possessola Airport Modical Contar	s by million Pensacola Ail port Medical Center	_	Residence inn Pensacola Downtown	Pensacola Grand Hotel		Holiday Inn Express Pensacola Downtown	Hilton Garden Inn Pensacola Downtown	rd Pensacola Downtown	Lily Hall	Closed - ITavel IIIII Days Inn Pensacola-Downtown	Closed - Lown & Country Moter	Closed - Seville inn & Suites		
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Tab 3 - Resp Escambia Co + Zip 32561+

For the Month of March 2023

			 Monthly data received by STR Monthly and daily data received by STR 	received by STR	- Monthly data rec	o - Mo	9042	8		Total Properties:	Total P			
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	•	•	•	•	•	•	116	ľ	ے	Aug 2011	32561	Gulf Breeze, FL	Quality Inn & Suites On The Bay Near Pensacola Beach	
							300			Jun 2003	32561	Gulf Breeze, FL	Portofino Island Resort & Spa	59437 F
						E	35	ľ	ے	May 2005	32561	Gulf Breeze, FL	Paradise Inn Hotel	40240 F
•	•	•	•	•	•	•	162 Y	_		May 2021	32561	Pensacola Beach, FL	Margaritaville Beach Hotel Pensacola	
•	•	•	•	•	•	•	Г	_	_	Feb 202	32561	Gulf Breeze, FL	Home2 Suites by Hilton Gulf Breeze Pensacola Area	69730 H
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	•	•	•			F	76 Y	ŀ		Nov 2021	32561	Gulf Breeze, FL	Holiday Inn Express Pensacola Beach	31104
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				,			8 8	f		Mov 2042	32561	Gulf Broozo El	Cull Coast IIII	62340
							2 5		_	NON	30561	Gulf Breeze El	Fill Coast Inn	10878
							209			-	32561		Fairfield by Marriott Inn & Suites Pensacola Beach	78014 F
							0		_	Sep 2004	32561	Pensacola Beach, FL	Closed - Tiki House	49309 C
							0		_	Sep 2004	32561	Pensacola, FL	Closed - Sandpiper Gulf Aire Inn Motel	40241 C
							0		004 Jan 1979	Oct 2004	32561	Pensacola Beach, FL	Closed - Holiday Inn Express Pensacola Beach	727 C
							0		Ţ	Sep 2004	32561	Pensacola, FL	Closed - Five Flags Inn	40239 C
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	• •	•	• •	• •	• •	•	121			Sen 2022	32534	Pensacola El	Extended Stay America Select Suites Pensacola - Northwe Pensacola El	57077
		•		•			24			.lan 2021	32534	Pensacola El	Courtvard Pensacola West	
	•	•	•	•	•	•	56			Feb 2011	32534	Pensacola FL	Best Western Plus Blue Angel Inn	54636 F
							110		_	-	32526		TownePlace Suites Pensacola	77210 1
•	•	•	•	•	•	•				Jan 2019	32526	Pensacola, FL	Super 8 Pensacola	
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							15	H	_	Jun 1951	32526	Pensacola, FL	American Inn	78574 4
							143			Jul 2011	32514	Pensacola, FL	Queen Mary Inn	3842 C
	•	•	•	•	•	•	130		5	Feb 1985	32514		La Quinta Inn by Wyndham Pensacola	
•	•	•	•	•	•	•	106			Sep 2017	32514	Pensacola, FL	Home 2 Suites by Hilton Pensacola I - 10 At North Davis Hig Pensacola,	65902 H
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Date Created: Apr 17, 2023

Visit Pensacola

For the Month of March 2023

IST.

Help	Response UWF+	Response PNS Beach+	Response Westside Perdido+	Response Pine Forest+	Response Airport+	Response Downtown+	Multi-Segment Comp Set	Multi-Segment Zip Codes	Resp Escambia Co + Zip 32561+	Trend Escambia Co + Zip 32561+	Table Of Contents
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International Headquarters
T:+44 (0)207 922 1930
industryinfo@str.com www.str.com

Visit Pensacola For the Month of March 2023

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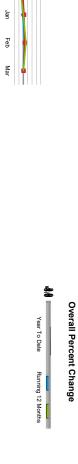
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Occupancy

♣ADR

---RevPAR

Monthly Percent Change



Currency: USD - US Dollar

Occupancy

■ADR

RevPAR

% Rooms Participants	Census Rooms	Census Props	Cellous /0	/o ms.iis %	Percent Change	Last Yea	This Year	Revenue	,	Percent Change	Last Year	This Year	Demand	Percent Change	Last Year	This Year	Codeline	Supply	Percent Change	Last Year	This Year	1001	RevPAR	Percent Change	Last Year	This Year		ADR	Percent Change	Last Yea	i i i i i i i i i i i i i i i i i i i	This Van	Occupancy (%)	
	7790	87	Oct			17,531,797	20,452,883	Oct			164,488		Oct	5.5			Oct		10.6		84.69	Oct		19.9			Oct		-7.8		00.5		9	
74.6	7983	89	Nov	2021	30.6	12,216,730	15,959,294	Nov	2021	6.1	130,860	138,836	2021 Nov	7.0	223,890	239,490	Nov	2021	22.1	54.57	66.64	Nov	2021	23.1	93.36	114.95	Nov	2021	-0.8	58.4	30.0	580	NO.	3
75.4	7982	89	Dec		29.8	10,888,881	14,133,349	Dec		4.7	123,567	129,333	Dec	6.9	231,415	247,442	Dec		21.4	47.05	57.12	Dec		24.0	88.12	109.28	Dec		-2.1	53,4	02.3	F 2 3	Dec	
75.5	8006	89	Jan		17.6	10,813,256	12,719,269	Jan		2.4	124,258	127,283	Jan	5.5	235,259	248,186	Jan		11.5	45.96	51.25	Jan		14.8	87.02	99.93	Jan		-2.9	52.8	01.0	n .	Jan	
75.5	8006	89	Feb		35.9	11,241,199	15,278,820	Feb		10.6	125,296	138,592	Feb	6.2	211,008	224,168	Feb		27.9	53.27	68.16	Feb		22.9	89.72	110.24	Feb		4.1	59.4	01.0	61.8	Feb	
75.5	8006	89	Mar			21,347,191	25,471,490	Mar		-2.3	181,980	177,747	Mar	6.2	233,616	248,186	Mar		12.3	91.38	102.63	Mar		22.2	117.31	143.30	Mar		<u>6</u>	11.9	11.0	71.6	Mar	
76.8	8006	88	Apr		12.0	23,892,584	26,751,643	Apr		-0.1	176,912	176,787	Apr	5.0	228,840	240,180	Apr		6.7	104.41	111.38	Apr		12.0	135.05	151.32	Apr		4.8	11.3	73.0	73.6	Apr	
76.9	8017	89	May			29,534,691	28,756,751	May		-6.8	189,075	176,226	May	2.9	241,490	248,527	May		-5.4	122.30	115.71	May		4 ö	156.21	163.18	May		-9.4	/8.3	8.07	70.0	Mav	
75.2	8015	89	Jun		-5.4	37,275,807	35,251,196	Jun		-5.4	194,764	184,307	Jun	2.9	233,700	240,450	Jun		-8.1	159.50	146.61	Jun		-0.1	191.39	191.26	Jun		-8.0	83.3	70.7	76.7	L L	
75.2	8015	89		2022	-10.6	43,917,827	39,266,543	Ju.	2022	3.3	198,972	192,335	2022 Jul	2.9	241,490	248,465	Jul	2022	-13.1	181.86	158.04		2022	-7.5	220.72	204.16	Jul	2022	b.0	82.4	77.4	77.4	Jul.	2
75.2	8015	89	Aug		-12.7	26,815,252	23	Aug		-7.2	172,506	160,001	Aug	2.9	241,490	248,465	Aug		-15.2	111.04	94.19	Aug		-5.9	155.45	146.26	Aug		-9.9	/1.4	1 0	844	Aug	
75.2	8015	89	Sep		5.3	22,587,275	21,388,281	Sep		3.4	158,811	153,412	Sep	2.9	233,700	240,450	Sep		-8.0	96.65	88.95	Sep		-2.0	142.23	139.42	Sep		6.1	58.0	00.0	62.6	Sen	
75.2	8015	89	Oct		-1.8	20,452,883	20,091,882	Oct		4.7	160,020	152,559	Oct	2.9	241,490	248,465	Oct		4.5	84.69	80.86	Oct		3.0	127.81	131.70	Oct		-7.3	00.3	01.4	61 4	0	
75.2	8016	88	Nov		-2.4	15,959,294	15,569,726	Nov		4.0	138,836	133,242	Nov	0.4	239,490	240,480	Nov		-2.8	66.64	64.74	Nov		1.7	114.95	116.85	Nov		4.4	58.0	00.4	55.4	Nov	
75.2	8016	89	Dec				13,131,227			4.9	129,333	123,001	Dec	0.4	247,442	248,496	Dec		-7.5	57.12	52.84	Dec		-2.3	109.28	106.76	Dec		5.3	52.3	10.0	40.5	Dec	
75.2	8016	89	Jan		0.4	12,719,269	12,774,335	Jan		-1.2	127,283	125,796	Jan	0.1	248,186	248,496	Jan		0.3	51.25	51.41	Jan		1.6	99.93	101.55	Jan		-1.3	51.3	50.0	50.6		
75.0	8031	90	Feb	2023	6.3	15,278,820	16,240,317	Feb	2023	2.8	138,592	142,437	2023 Feb	0.3	224,168	224,868	Feb	2023	6.0	68.16	72.22	Feb	2023	3.4	110.24	114.02	Feb	2023	2.5	61.8	00.0	633	Feb	203
75.0	8031	90	Mar		0.5	25,471,490	25,609,403	Mar		0.0	177,747	177,719	Mar	0.3	248,186	248,961	Mar		0.2	102.63	102.87	Mar		0.6	143.30	144.10	Mar		-0.3	/1.6	7 1.4	71.4	Mar	
					19.9	36,201,463	H	2021		9.9	392,794	431,534	2021	-8.1	739,660	679,883	2021		30.4	48.9	63.84	2021		9.1	92.16	100.5	2021		19.4	93	00.0	63	2021]
					23.2	463 43,401,646	646 53,469,579		Year To Date	2.8	94 431,534	34 443,622	Year To Dat 1 2022	6.0		83 720,540	2022	Year To Dat	16.2				Year To Date			8 120.53	2022	Year To Dat			01.0		rear lo Dau	V
						,646 53,469,579		2 2023	Date			22 445,952	Date 2023		83 720,540		2 2023	Date		4 74.21		2 2023	Date		58 120.53			Date				617		•
								23			622	952	23	2	540	325	23		9	21	62	23			53	49	23		5	ä		1	ž]
					-17.9	224,069,584	184,011,887	2021	R	-11.2	1,894,123	1,681,155	2021 Rur	-3.9	2,961,145	2,846,038	2021		-14.6	75.67	64.66	2021	Rur	-7.5	118.30	109.46	2021	Ru	-7.7	64.0	00.1	10.4	2021	
					56.5	184,011,887	288,038,541	2022	ning 12 Months	16.8	1,681,155	1,962,851	Running 12 Months 2022	0.8	2,846,038	2,869,672	2022	Running 12 Months	55.2	64.66	100.37	2022	Running 12 Months	34.1	109.46	146.74	2022	Running 12 Months	15.8	59.1	00.4	A 90	Kunning 12 Months	-1
					-3,4	288,038,541	278,233,072	2023		င်း	1,962,851	1,897,822	2023	2.0	2,869,672	2,926,303	2023		53	100.37	95.08	2023		6.2	146.74	146.61	2023		-52	68.4	9.0	0.40	2023	

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For the month of: March 2023

				Curre	rent Month -	March 202	2023 vs March 2022	ch 2022					
	Occ %	%	ADR	עב	RevPAR	50		ercent (Percent Change from March 2022	om Marc	:h 2022		0
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room	Room Avail	Room	2023
Downtown+	74.9	75.9	166.78	164.68	124.93	125.02	-1.3	1.3	-0.1	3.0	3.1	1.7	67.
Airport+	78.5	79.4	133.42	130.71	104.75	103.73	-1.1	2.1	1.0	1.6	0.7	-0.4	67.
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.
Westside/Perdido+	70.5	68.5	116.79	111.58	82.31	76.39	2.9	4.7	7.7	7.6	6.1	2.8	60.
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.
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.
											-1		

68.3	58.3	60.2	52.8	67.9	67.8	2023	Occ %	
67.7	57.8	60.1	50.1	69.7	69.6	2022	c %	
98.58					150.29		>	
					144.88		ADR	
Г					101.84		Re	Year to Dat
					4 100.86		RevPAR	to Date - March 20
			0 5.4			000		23 vs Mar
			-1.1			ADR	Percen	ch 2022
4.1	0.1	4.6	4.3	1.0	1.0	RevPAR	Percent Change from YTD 2022	
4.1	0.1	4.4	4.3	1.6	3.0	Room	from YT	
0.0	0.0	-0.1	0.0	0.7	2.0	Room Avail	D 2022	
0.9	0.9	-0.0	5.4	-2.0	-0.7	Room		

	_		Part	Participation	
		Properties	rties	Rooms	ms
œ ŝ		Census	Sample	Census	Sample
0.7	_	8	4	503	402
2.0	_	19	15	1845	1552
5.4	_	18	œ	1376	767
0.0	_	21	14	1397	1094
0.9	_	14	1	1900	1532
9		10	മ	1010	680

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For the month of: March 2023

				ر د	rrent Month -	March 202	3 vs Mar	ch 2022					
	Occ %	%	ADR	ŽŪ	RevPAR	Ā		ercent	Percent Change from March 2022	om Mar	ch 2022		
	2023	2022	2023	2022	2023	2022	000	ADR	RevPAR	Room	Room Avail	Room	20
Bay County, FL	66.5	67.1	146.65	148.89	97.48	99.87	-0.9	-1.5	-2.4	-0.2	2.2	1.3	
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	
Okaloosa County, FL	68.0	67.2	171.43	172.44	116.64	115.88	1.2	-0.6	0.7	7.	-1.7	-0.5	
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	
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	
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	

						Year to Date - March 2023 vs March 2022	March 2023	s vs Marc	h 2022					
2022		Occ %	%	ADR	ע	RevPAR	Ź		Percent	Percent Change from YTD 2022	from YT	D 2022		Prop
ŝ	Room										Room	Room	Room	
ä	Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	evPAR	Rev	Avail	Sold	Census
2.2	1.3	56.3	55.6	121.92	122.14	68.68	67.92	1.3	-0.2	1.1	5.1		5.3	116
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
-1.7	-0.5	57.5	56.2	134.86	133.30	77.59	74.98	2.3	1.2	3.5	2.5		1.3	20
1.8	5.7	49.9	44.9	160.15	163.49	79.88	73.41	11.1	-2.0	8.8	9.9		12.2	37
0.0	-0.5	75.1	70.0	187.85	177.04	141.14	123.99	7.3	6.1	13.8	14.6		8.0	99
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	110

		Part	Participation	
	Properties	rties	Rooms	ms
Room				
Sold	Census	Sample	Census	Sample
9 5.3	116	55	9815	5614
4 3.8	70	52	6807	5158
9 1.3	84	54	7903	5166
0 12.2	37	21	4112	3346
7 8.0	99	52	6653	5223
3 0.3	110	50	7339	5718

Tab 6 - Response Downtown+

Visit Pensacola

For the Month of March 2023

							20	2021										2	2022											2	2023													
						c	Chg in	П		П			_	_	4	-	\dashv	\dashv	\dashv	٦	٦	٦	П	П	П	П	Н	\exists	\dashv	\dashv	\dashv	\dashv	\dashv	4	4	_			_1	\exists	\exists	\dashv	_	
STR Code	de Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	<u>г</u>	3		Ζ	د	ے	>	S	_	_	<u>, </u>	Ξ	~	-	É	_	ے	>	s	0	z	-	A M J J A S O N D J T M A M J J A S O N D J T M A M J J A S O N	77	3	<u>-</u>	_	≤	ے	د	≻	s	0	ž	-	J	
619	61915 Budget Inn	Pensacola, FL	32501			26								_	_	-	-	\dashv	-	\exists	\exists	\exists																						
108	10881 Closed - Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0									_	_	_	_	_										-				_	_	_							-		
460	46072 Closed - Town & Country Motel	Pensacola, FL		Aug 2010		0																																						
53	5395 Closed - Travel Inn	Pensacola, FL	32501	•	Aug 1952	0									_	_	_	_	_															_	_							_		
108	10879 Days Inn Pensacola-Downtown	Pensacola, FL	_		Jul 1987	98	•	•	•	•	•	•	•	•	•	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•												
798	79891 Lily Hall	Pensacola, FL	32501	Feb 2023	Feb 2023	15									_	_	_	_	_															_	_							_		
555	55511 Courtyard Pensacola Downtown	Pensacola, FL	32502		Jul 2007	120	•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•												
775	77590 Hilton Garden Inn Pensacola Downtown	Pensacola, FL			U/C	102									_	_	_	_	_										_					_	_							-		
655	65524 Holiday Inn Express Pensacola Downtown	Pensacola, FL	32502	Dec 2017	Dec 2017	106	•	•	•	•	•	•	•	•	•	-		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•												
432	43296 New World Inn	Pensacola, FL	32502	May 2020	Jun 1983	15											_	_												_												_		
97	9748 Pensacola Grand Hotel	Pensacola, FL	32502	Jul 2023	Jun 1984	0																																						
349	34938 Residence Inn Pensacola Downtown	Pensacola, FL	32502	_	Aug 1998	78	•	•	•	•	•	•	•	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		_	_							_		
73	7304 Sole Inn & Suites	Pensacola, FL	10	May 2020	Jun 1975	45									_	_	_																											
			Total Properties:	rties:	13	605	0	- Monthly data received by STR	ont	ş	dat	a re	ej.	éd	5	Ħ																												
							•	- Monthly and daily data received by STR	ont	ş	anc	da	Ψ	ata	rec	еivе	ğ	Š	코																									
							₩	Blank -	ž	ďς	ă	No data received by STR	ĕ	ģ	ST	æ																												
							-	Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report	닭	⊒.	ă	Ü	ğ.	₹	has	œ X	ĕ.	ň	e be	2	ĭ	add	<u>=</u>	9	dro	ā	<u></u>	ά ==	he :	μį	be	Ö.	9	ţ,	9	ğ	4						_	

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Tab 7 - Response Airport+

For the Month of March 2023

		57129 T	11005 S	5275 S	8274 Super 6	75315 S	62391 S	724 R	67904 R	6641 R	7664 G	8597 P	62001 H	48787 H	60319 H	53663 H	34435 H	24639 F	35418 E	34329 C	77213 T	60962 L	76975 H	STR Code	
		57129 TownePlace Suites Pensacola	1005 Sweet Dream Inn - University Park	5275 SureStay Studio by Best Western Pensacola	uper 6	75315 Staybridge Suites Pensacola	62391 SpringHill Suites Pensacola	724 Rest and Relax Inn	67904 Residence Inn Pensacola Airport/Medical Center	6641 Red Roof Inn Pensacola	7664 Quality Inn & Suites Pensacola Bayview	8597 Pensacola Inn	62001 Hyatt Place Pensacola Airport	48787 Homewood Suites by Hilton Pensacola Airport Cordova Ma Pensacola, FL	60319 Hilton Garden Inn Pensacola Airport Medical Center	53663 Hampton Inn & Suites Pensacola I-10 North at University T Pensacola, FL	34435 Hampton by Hilton Inn Pensacola-Airport Cordova Mall	24639 Fairfield Inn Pensacola I 10	35418 Extended Stay America Pensacola - University Mall	34329 Courtyard Pensacola	77213 Tru by Hilton Pensacola Airport Medical Center	60962 Lyon's Motel	76975 Home2 Suites by Hilton Pensacola Airport Medical Center Pensacola, FI	Name of Establishment	
		Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	City & State	
	Total Properties:	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32504	32503	32503	32503	Zip Code	
	erties:	Feb 2008	Jun 2010	Dec 2021	Sep 2011		Aug 2013	May 2022	Aug 2019	Oct 1982	Dec 2010	Aug 2015	Apr 2013	Jan 2003	Mar 2010	Jul 2005	Jan 1998	Jun 1995	Sep 1997	Aug 1997				e Aff Date	
	22	Feb 2008	May 1985	Jun 1985	May 1983	U/C	Aug 2013	Feb 1981	Aug 2019	Oct 1982	Jun 1985	Sep 1985	Apr 2013	Jan 2003	Mar 2010	Jul 2005	Jan 1998	Jun 1995	Sep 1997	Aug 1997	U/C		U/C	Open Date	
	2098	97	119	6	80	100	106	135	86	107	138	58	127	107	137	85	126	62	101	90	79	20	74	Rooms	
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- Monthly and d - Monthly and d	0 -	•		•			•	•	•	•		•	•	•	•	•	•	•	•				F M A	_
- Monthly and daily d Black No data received	0 -	•		•			•	•	•	•	•		•	•	•	•	•	•	•	•				T M A M	_
- Monthly and daily data re Block No data received by S	0 -	•		•			•	•	•	•	•		•	•	•	•	•	•	•	•				т В В	_
- Monthly and daily data received Block No data received by STD	0 -	•		•			•	•	•	-<	•		• • • • • • • • • • • • • • • • • • • •	•	•	•	•	•	•	•				M A M C A S	_
 Monthly and daily data received by 	0 -	•		•			•	•	•	-<	•		•	•	•	•	•	•	•	•				T M A M L A S O N	_
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Nonthly and daily data received by STR Plant V. Sale Processor A. Carlo Plant V. Sale Processor A. Ca	0 -	• • • • • • • • • • • • • • • • • • • •	 • • 	•			•				•														2021
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Nonthly and daily data received by STR Blank - No data received by STR	0 -	• • • • • • • • • • • • • • • • • • • •	 • • 	•			•				•														2021 2022
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 - Monthly and daily data received by STR Rlank - No data received by STR 	0 -	• • • • • • • • • • • • • • • • • • • •	 • • 	•			•				•													T M A M L L A G O R D L T M A M L L A G	2021 2022

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Tab 8 - Response Pine Forest+

For the Month of March 2023

Total Properties:	41016 Studio 6 Pensacola West I-10 Pensacola, FL 32534 Jul 2021 Oct 2000	May 2008	57077 Extended Stay America Select Suites Pensacola - Northwel Pensacola, FL 32534 Sep 2022 Dec 2007	70476 Courtyard Pensacola West Pensacola, FL 32534 Jan 2021 Jan 2021	54636 Best Western Plus Blue Angel Inn Pensacola, FL 32534 Feb 2011 Mar 2007	27564 Sweet Dream Inn Pensacola, FL 32505 Nov 2020 Jun 1988	79861 Sea Barr Of Stars Pensacola, FL 32505	46197 Relax Inn Pensacola, FL 32505 May 1958 May 1958	4060 Quality Inn Pensacola Pensacola, FL 32505 Oct 2022 Nov 1983	46989 Pensacola Motor Lodge Pensacola, FL 32505 Apr 1932 Apr 1932	10 & Hwy 29 Pensacola, FL 32505 Dec 2019	6385 Motel 6 Pensacola West Pensacola, FL 32505 Oct 2005 Jun 1975	Jun 2001	18745 Hotel Del Sol Pensacola, FL 32505 Jul 2022 Jan 1986		20115 Executive Inn	24030 Closed - Landmark Inn Pensacola, FL 32505 Sep 2004 Jun 1970	54628 Closed - Econo Lodge Pensacola Pensacola, FL 32505 Jan 2010 May 20	725 Closed - Days Inn Pensacola Pensacola, FL 32505 Apr 2013 Apr 1960	2987 Baymont by Wyndham Pensacola, FL Pensacola, FL 32505 Mar 2023 Jun 1968	7663 At Home Inn	STR Code Name of Establishment City & State Zip Code Aff Date Open Date	
21 1374	000 62	l	007 121	021 124		988 60	14	958 21		932 30		975 115	001 50	986 118	_		970 0		960 0	968 78	966 104	Date Rooms	
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Tab 9 - Response Westside Perdido+

For the Month of March 2023

		7721	3643	3261	6910	53960	63307	68552	7625	1613	5758	7857	3944	5207:	25928	7970	7638	20795	5394	3821	3506	52700	3998	5969:	406	485	30502	78142	STR Code
		77210 TownePlace Suites Pensacola	36435 Super 8 Pensacola	32611 Red Roof Inn Pensacola Fairgrounds	69107 Home2 Suites by Hilton Pensacola I-10 Pine Forest Road	Holiday Inn Express & Suites Pensacola W I 10	Hampton by Hilton Inn & Suites Pensacola/I-10 Pine Fores Pensacola, FL	Pairfield Inn & Suites Pensacola West I-10	76258 Efficiency Lodge Mobile Hwy, Pensacola	16130 Days Inn by Wyndham Pensacola West	57589 Country Inn & Suites Pensacola West	78574 American Inn	39441 Suburban Studios Naval Base Area	52072 Comfort Inn Pensacola Near NAS Corry Station	Closed - BEST WESTERN Perdido Key Beach	79701 Anchor Inn	76385 WoodSprings Suites Pensacola	Western Inn	Super 8 Pensacola West	38211 Red Roof Inn & Suites Pensacola - NAS Corry	35060 Motel 6 Pensacola - N.A.S.	Mona Lisa Motel	39981 Mayfair Motel	59693 Holiday Inn Express & Suites Pensacola West Navy Base	4061 Closed - Quality Inn NAS Corry	4853 Closed - Maria Motel	2 Closed - Hospitality Inn	Circle Motel	Name of Establishment
	•	Pensacola, FL	Pensacola, FL	Pensacola, FL	≀oad Pensacola, FL	Pensacola, FL	Fores Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL		Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	City & State
- C	Total Properties:	32526	32526	32526	32526	32526	32526	32526	32526	32526	32526	32526	32507	32507	32507	32507	32506	32506	32506	32506	32506	32506	32506	32506	32506	32506	32506	32506	Zip Code
000	perties:		Jan 2019	Mar 2010	Feb 2020	Jun 2006	Dec 2014	Sep 2019	Jun 1999	May 2013	Sep 2008	Jun 1951	Sep 1999	Sep 2022	Sep 2004			Jun 2005	Jun 2019	Jun 2016	Sep 2017	Jun 1966	Jun 1990	Aug 2009	Oct 2020	May 2003	Mar 2017		e Aff Date
	27	U/C	May 1998	Feb 1996	Feb 2020	Jun 2006	Dec 2014		Jun 1999	Oct 1995	Sep 2008	Jun 1951	Sep 1999	Nov 2003	Jul 1986		U/C	Jun 1965	Jun 1972	May 2001	Jul 1997	Jun 1966	Jun 1990	Aug 2009	Sep 1985		Jun 1984		Open Date
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Tab 10 - Response PNS Beach+

For the Month of March 2023

						1202	2									N	2022											2023	6										
STR Code Name of Establishment	City & State	Zip Code	Aff Date	Open Date Rooms	Chgin Rooms Rms	s z	п	≤ .	> =		د	>	တ	0	z	_ 	π_	<u> </u>	>	3	د	د	>	σ.	0	z	0	د	П	3	 >	<u> </u>		_	د	>	s	0	z
	Pensacola Beach, FL	\rightarrow			0			_	-	-	_			-	-						_	-	-	_	-		_					_							
19856 Closed - Best Western Beachside Resort	Gulf Breeze, FL	32561		Jun 1991	0	_		_	_			П			_	-	-						_	_	_	_	_	Ш			П	-	-	_			П		-
tion Ctr	Pensacola Beach, FL	_	_	Jun 1993	0	_																																	
	Pensacola, FL		_	Jun 1995	0	_			_	_						_	_							_								_	_	_					_
press Pensacola Beach	Pensacola Beach, FL	_		Jan 1979	0	_																																	
40241 Closed - Sandpiper Gulf Aire Inn Motel	Pensacola, FL	_		Jun 1997	0	_			_	_						_	_							_								_	_	_					
	Pensacola Beach, FL	32561		Jun 1989	0	_																																	
78014 Fairfield by Marriott Inn & Suites Pensacola Beach	Pensacola Beach, FL	_		U/C	209	_			_						_																		-						
	Gulf Breeze, FL	_	Nov 1967	Nov 1967	33	_																																	
62310 Hampton by Hilton Inn & Suites Pensacola/Gulf Breeze	Gulf Breeze, FL	_	May 2013	May 2013	90	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	:		•	•	•	•		_	_	_					
	Gulf Breeze, FL	_		U/C	215	_																																	
	Pensacola Beach, FL	32561	Apr 2006	Jul 1995	189	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	-	_	_	•	•	•	•		_	_	_					
44600 Hilton Pensacola Beach	Pensacola Beach, FL		Jul 2007	Mar 2003	275	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				•	•	•	•									
uites Gulf Breeze - Pensacola Are	Sulf Breeze, FL	32561	Apr 2021	Apr 2021	92	_				•	•	•	•	•	•	•	•	•	٠	•	•	•	•	_	_	_	•	•	•	•									
31104 Holiday Inn Express Pensacola Beach	Gulf Breeze, FL	_	_	Jun 1989	76 Y									_	•	•	•	•	•	•	•	•	•	_	-	-	•	•	•	•									
Gulf Front	Gulf Breeze, FL	_		Feb 2011	206	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	-	-	-	•	•	•	•		_	_	_					
69730 Home2 Suites by Hilton Gulf Breeze Pensacola Area	Gulf Breeze, FL	_	_	Feb 2021	109	_	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•									
59695 Margaritaville Beach Hotel Pensacola	Pensacola Beach, FL	32561	May 2021	Jun 2010	162 Y	•				•	•	•	•	•	•	•	•	•	•	•	•	•	•	_	•	•	•	•	•	•									
40240 Paradise Inn Hotel	Gulf Breeze, FL	32561	May 2005	Jun 1997	35	_																																	
59437 Portofino Island Resort & Spa	Gulf Breeze, FL	32561		Jun 2003	300	_			_																														
3ay Near Pensacola Beach	Gulf Breeze, FL	32561		Jun 1967	116	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	_	_	_	•	•	•	•									
44457 SpringHill Suites by Marriott Pensacola Beach	Gulf Breeze, FL	32561		Jul 2002	117 Y	_			_						•	•	•	•	•	•	•	•	•	•	-	-	•	•	•	•			_	_					
	Gulf Breeze, FL	_	May 2018	May 1995	100	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•									
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Tab 11 - Response UWF+

Visit Pensacola

For the Month of March 2023

		3842	5112	65902	56920	55734	38034	29832	22465	10219	48494	65398	49496	STR Code
		3842 Queen Mary Inn	5114 La Quinta Inn by Wyndham Pensacola	65902 Home2 Suites by Hilton Pensacola I -10 At North Davis Hig Pensacola, FL	56920 Holiday Inn Pensacola University Area	55734 Extended Stay America Select Suites - Pensacola - Northe Pensacola, FL	38034 Efficiency Lodge Davis Hwy. Pensacola, FL	29832 Comfort Inn Pensacola University Area	22465 Closed - The Pensacola Lodge	10219 Closed - Days Inn Pensacola North	48494 Civic Inn North	65398 Candlewood Suites Pensacola University Area	49496 Budget Inn	Name of Establishment
		Pensacola, FL	Pensacola, FL	g Pensacola, FL	Pensacola, FL	e Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	Pensacola, FL	City & State
	Total Properties:	32514	32514	32514	32514	32514	32514	32514	32514	32514	32514	32514	32514	Zip Code
	erties:	Jul 2011	Feb 1985	Sep 2017	Mar 2008	Sep 2022	Mar 1999	Nov 2003	Sep 2007	Aug 2017	Jun 1985	Nov 2016	Jun 1969	Aff Date
	12	Jun 1985	Feb 1985	Sep 2017	Mar 2008	Mar 2006	Mar 1999	Mar 1994	Apr 1985	Apr 1985	Jun 1985	Nov 2016	Jun 1969	Open Date
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To learn more about the Hotel Data Conference, visit HotelDataConference.com.



VISIT PENSACOLA BOARD MEETING April 26, 2023

Marketing & Communications











Visit Pensacola Public Relations Report March 2023

OUTREACH



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

48
MEDIA
PITCHES

36
MEDIA
ASSISTS

3 BLOGS

FILM REQUESTS

Highlight: Springtime in Pensacola

Including: IMM UK - 28 deskside appointments

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-ups41.7% open rate

115.7% conversion rate2.2% click throughs





Visit Pensacola Public Relations Report March 2023

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 intineraries
- 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

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

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

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.

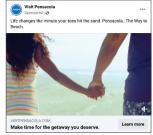
FY23 Results (All messaging from Oct - March) Site Visits/Sign Ups 180,595 Post Engagements 1,744,639 Total Reach 7,801,204

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.







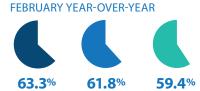
^{*}Data based on Facebook reporting.



2023 2022 2021

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

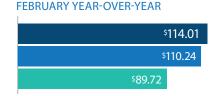
Hotel Occupancy 63.3%



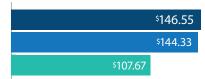




Average Daily Rate \$114.01



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





s Booked		
	2,2	10
	1,946	
	s Booked	2,2



Trackable Revenue \$3,570,714



WEBSITE IMPACT: FEBRUARY

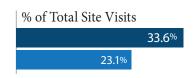
VisitPensacola.com visits generated by all digital/clickable advertising tactics, reported by Google Analytics.

ALL CLICKABLE EFFORTS:

Advertising Site Visits 103,775
% of Total Site Visits 33.6%







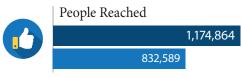
Social media advertising results reported by Facebook. Landing page views are visits to specific website pages.

SOCIAL MEDIA ONLY:

People Reached 1,174,864

Landing Page Views 29,854

FEBRUARY YEAR-OVER-YEAR







March 2023



Included in this Report

- **y**⊚VisitPensacola
- Visit Pensacola Inc.
- ©visitpensacola.inc
- **♂**Visit Pensacola

- Visit Pensacola
- visitpensacola
- Visit Pensacola



Facebook Performance Summary

View your key profile performance metrics from the reporting period.



Facebook Audience Growth

See how your audience grew during the reporting period.



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

Audience Metrics	Totals	% Change
Net Page Likes	1,289	7246.5 %
Organic Page Likes	1,453	才 157.2%
Paid Page Likes	3	7-
Page Unlikes	167	≥ 13.5%

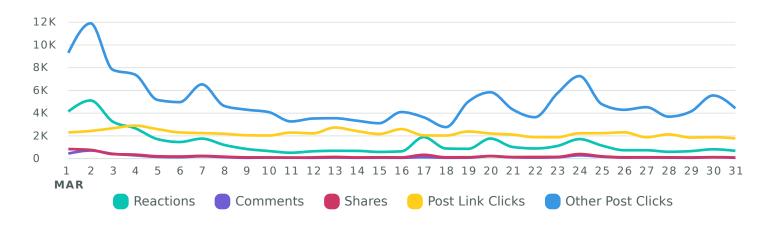


Facebook Engagement

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



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



Organic	Paid	Totals	% Change
70,793 ↗ 63%	67,564 ₹ 149%	273,387	≯282 %
36,413 🗷 214%	7,272 🗷 142%	40,968	₹253.5 %
3,518 🗷 327%	336 ↗ 180%	3,758	≯356.1 %
4,937 才 185%	622 🗷 120%	5,360	7209.3 %
25,925 🔰 12%	59,334 才 151%	67,833	≯131.2 %
N/A	N/A	155,468	⊅453.5 %
	70,793 ≯ 63% 36,413 ≯ 214% 3,518 ≯ 327% 4,937 ≯ 185% 25,925 ▶ 12%	70,793	70,793



Facebook Top Posts

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







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



(f) Visit PensacolaThu 3/23/2023 1:19 pm ...

This weekend is a public

access weekend for NAS Pensacola! On March 25t...



lotal 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



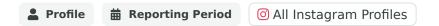
Instagram Performance Summary

View your key profile performance metrics from the reporting period.



Instagram Engagement

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



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

Impression Metrics	Totals	% Change
Organic Engagements	33,496	789.1 %
Organic Likes	31,178	≯ 84.1%
Organic Comments	494	才 70.3%
Organic Saves	1,758	才 279.7%
Story Replies	66	≯ 266.7%



Instagram Audience Growth

See how your audience grew during the reporting period.



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

Audience Metrics	Totals	% Change
Net Follower Growth	691	760.3 %
Followers Gained	1,216	才 46.2%
Followers Lost	525	才 30.9%

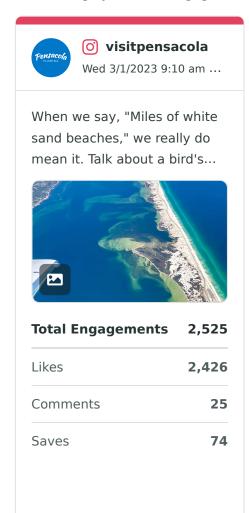


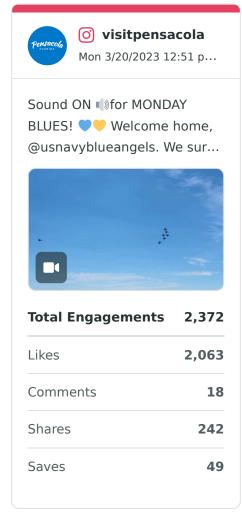
Instagram Top Posts

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



Descending by Lifetime Engagements









Instagram Stories Performance

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



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	才 266.7%
Story Taps Back	6,973	才 290%
Story Taps Forward	119,537	才 190.4%
Story Exits	10,683	才 168.7%
Story Impressions	144,208	才 173.9%
Average Reach per Story	1,195	才 33.7%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.





Twitter Audience Growth

See how your audience grew during the reporting period.



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.









Descending by Lifetime Engagements



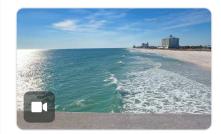
C I a r i t y for your Monday We're still gushing over how beautiful the water was last...



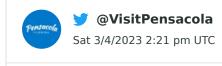
Total Engagements	448
Likes	168
@Replies	5
Retweets	22
Post Link Clicks	1
Other Post Clicks	249
Other Engagements	3



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



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.



Engagements Comparison by Engagement Type, by Day

Engagement Metrics	Totals	% Change
Total Engagements	4,111	⊅28.3 %
Likes	1,910	≯ 80.7%
@Replies	49	才 32.4%
Retweets	295	⊅ 57.8%
Post Link Clicks	283	≥ 33.6%
Other Post Clicks	1,562	才 4.3%
Other Engagements	12	7-

TikTok Performance Summary

View your key profile performance metrics from the reporting period.





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 7446.7%

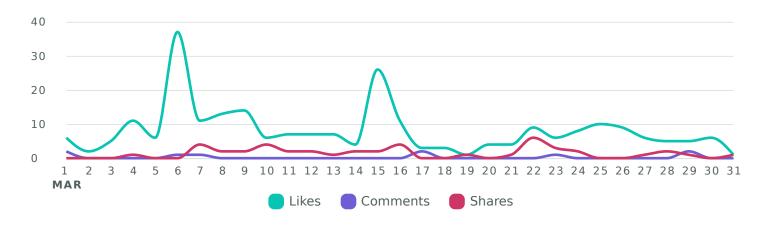


TikTok Engagement

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	7684.6 %
Likes	253	才 772.4%
Comments	9	≯ —
Shares	44	≯ 340%

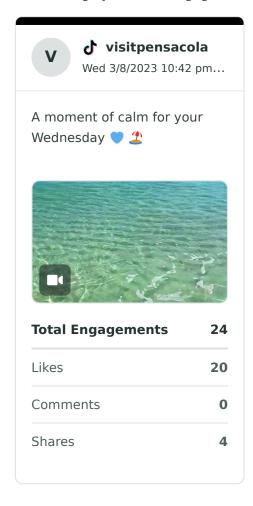


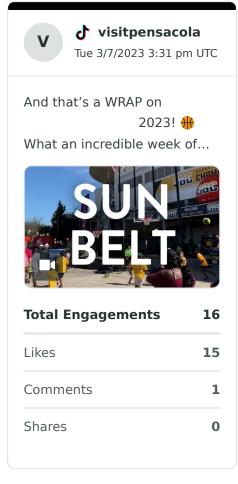
TikTok Top Posts

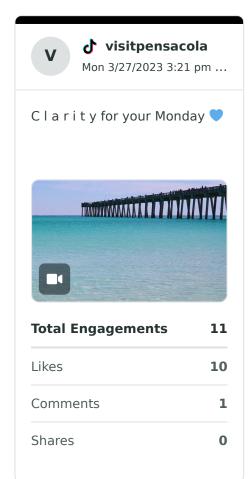
Review your top posts published during the selected time period, based on the post's lifetime performance.



Descending by Lifetime Engagements









Pinterest Activity Summary



Visit Pensacola

March 2023 PR Report



Press Materials: March 2023

*Press materials include the creation of Giant Noise's 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 Richard's 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 S*outh Florida Sun Sentinel* consideration
- Included: Gulfside Pavilion at Casino Beach, Fiesta Days Celebration, Grand Fiesta Annual Bulls On The Beach, Annual Emerald Coast Beer Festival, Annual Annual Bill Hargreaves Fishing Rodeo, Gallery Nights, Pensacola Splash Fest, 9th Parade, World Ocean Day Open House, *Garden & Gun* Seafood Rodeo, <u>5</u>2nd 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
- Seville Savories Food Tours, The Well Floridan Lounge, The Kennedy, Flora-Bama Included; The Grand Marlin, Drift, Agapi Bistro + Garden, Brother Fox, Sister Hen,
- Drafted "Nicest Places in America" nomination submission for *Reader's Digest*

March 2023 Media Outreach

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

- "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
- Visit Shared available budget and requested deliverables with Ravi Roth's team for consideration for PRIDE Weekend
- 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
- Vetted Reach TV following Lindsey's meeting with Tomeka Jones Booked Olivia Ebrotie lodging at Celestina Bed & Breakfast using Giant Noise remaining allotted funds
- 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
- 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
- Connected with Jim Brady to explore birding guide opportunity for Julie Suman hosted visit Currently prioritizing paid opportunities; Visit Pensacola requested to hold at this time
- 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
- 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



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

1,307,958,217

Estimated Total Media Impressions

Combined Print, Online, Broadcast & Social Features

\$389,480.14

Estimated Total Media Value

VISIT PENSACOLA SECURED COVERAGE: MARCH 2023

3/7/2023	3/3/2023	3/2/2023	3/2/2023	Date
Travel + Leisure (Online)	Southern Living (Newsletter)	Garden & Gun (Newsletter)	Southern Living (Newsletter)	Outlet
"Vacation Artfully in Pensacola"	"Best of the South"	"Talk of the South"	"How Pensacola Became Florida's Artsiest Beach Town"	Coverage
https://sponsored.t ravelandleisure.co m/original-plus/vac ation-artfully-in-pe nsacola-vacation-a rtfully-2023	https://giantnoise.b ox.com/s/bag03ms 8xe73wrxgslc25fn e4a1btv8l	https://giantnoise.b ox.com/s/ul77f7f1d 3yg11zitcwpndc4z 862ie0h	https://giantnoise.b ox.com/s/dcei8w5 4thaqx9ir1kf3e8wy 2djtijsr	Link
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	Perdido Key	Saenger Theatre, Pensacola Opera, Ballet Pensacola, Pensacola Symphony Orchestra and Pensacola Children's Chorus	Saenger Theatre, Fish House, Pensacola Opera, Ballet Pensacola, Pensacola Symphony Orchestra and Pensacola Children's Chorus	Partners Mentioned
Giant Noise for Vacation Artfully	Giant Noise	Giant Noise for Vacation Artfully	Giant Noise for Vacation Artfully	Secured By
33,700	N/A	N/A	N/A	Media Media Impressi Value ons
\$404.40	N/A	N/A	N/A	Media i Value

					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! 3"		
					underneath them for a hoyer 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		
\$1,091.74	34,000	Visit Pensacol a / Giant Noise	Margaritaville	https://www.instagram.co m/p/Cpz_v5wrDBL/?igshi d=MDJmNzVkMjY=	"#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 hods (there is plenty of clearance)	Cory Lee (Instagram)	3/15/2023
1,700,000 \$20,400.00	1,700,000	Giant Noise for Vacation Artfully	d Film a's te Old Whiskey	https://www.texasmonthly com/sponsored/vacation-artfully-in-pensacola/ Festival, Angelen Ristoran Italiano, Hickory Mensacola/ Restroan Ristoran Italiano, Hickory Mensacola/ Restroan Ristoran Italiano, Hickory Mensacola/ Restroan Italiano, Hickory Mensacola/ R	Texas Monthly "Vacation Artfully in Pensacola" (Online)	Texas Monthly (Online)	3/9/2023

3/15/2023 Cory Lee "#sponsored I couple days a Hotel! I am a loving this hot has two beds them for a hot ocean. There plenty of space Unfortunately, accessible, as enjoying the vertical pull-under sin smooth entry. better for my is restaurant, a to the beach. definitely word pull-under sin smooth entry. better for my is restaurant, a to the beach. definitely word pull-under sin smooth entry. better for my is restaurant, a to the beach. definitely word pull-under sin smooth entry. better for my is restaurant, a to the beach. definitely word pull-under sin smooth entry. better for my is restaurant, a the to the beach. definitely word pull-under sin smooth entry. The to the beach word pull-under sin smooth entry better for my is restaurant, a the to the beach. The to the beach word pull-under sin smooth entry better for my is restaurant. The to the beach word pull-under sin smooth entry better for my is restaurant. The to the beach word pull-under sin smooth entry better for my is restaurant. The to the beach word pull-under sin smooth entry better for my is restaurant. The the the the three that the three t	3/15/2023 Cory Lee "#sponsored For the nex (Facebook) absolutely love this desticheck out some new accrestaurants this time. Althing to do here? Visit Pensacola #VisitPensacola #VisitPensacola
"#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 hoyer 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! Swipe through my photos to see my accessible room! Wisitpensacola #VisitPensacola #Wheelchairtravel #wheelchairlife #wheelchairuser	"#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. Are you been to Pensacola?? What's your favorite thing to do here? Visit Pensacola #VisitPensacola"
https://www.instagram.com/p/Cpz_v5wrDBL/?igshid= YmMyMTA2M2Y%3D	https://www.facebook.com/ 100047368681524/posts/p fbid0teyQnenZqsZBwp3mi 7oCNfG4A3pG2Xs9stcYw 9tyor2gFh2tWJ7j2Z8d9Aj5 bG3nl/?mibextid=tejx2t
Margaritaville Beach Hotel	N/A
Visit Pensacola / Giant Noise	Visit Pensacola / Giant Noise
34,000	39,000
\$1,091.74	\$396.80

3/15/2023 Cory Lee (Instagrar	3/16/2023
Cory Lee (Instagram)	Cory Lee (Facebook)
Instagram Story	"#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://giantnoise.box.com	https://fb.watch/jq_TaE-U0 B/?mibextid=tejx2t
Grand Marlin	GINS, Visit MobiMat, Fort Pensacola , Pickens Giant Noise
Visit Pensacola / Giant Noise	Visit Pensacola / Giant Noise
N/A	39,000
N N	\$411.20

GIANT NOISE

10

\$2,095.08	34,000	Visit Pensacola / Giant Noise	GINS, Fort Pickens, MobiMat	https://www.instagram.com/r eel/Cp2l_XHgqW_/?igshid= MDJmNzVkMjY=	"#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! (3) @visitpensacola #VisitPensacola #pensacola #pensacolabeach #gulfislandsnationalseashore #fortpickens #accessibletravel #wheelchairlife #wheelchairtravel #wheelchair"	Cory Lee (Instagram)	3/16/2023
\$676.80	39,000	Visit Pensacola / Giant Noise	Margaritaville	https://www.facebook.com/1 00047368681524/posts/pfbi d01KgoLHZankrwECZ4rz5x pm8XTkPoJg299kpN9Fdoo P4n2531jdPipZuvAVLgjkk9l/ ?mibextid=tejx2t	"#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 hoyer 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"	Cory Lee (Facebook)	3/16/2023

3/17/2023 Cory Lee (Faceboc
Š
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! Suit Pensacola #VisitPensacola"
https://www.facebook.com/1 00047368681524/posts/pfbi d02fYm4BRY8C57pAZHku 1NmnrSptzHqcV3gKtDK729 LT5jaxUHJq9hAt9QFeQuV agHhl/?mibextid=tejx2t Bodacious
Palatox Street, Historic Village, Bubba's Sweet Spot, Peterbrooke Chocolatier, Bodacious
Visit Pensacol a / Giant Noise
39,000
\$243.20

GIANT NOISE

12

77			C C				
		Pensacola / Giant Noise	Pickens, Water Pig	s/xts47ii7ct0g5m9vahgjbm uvx6iijxb1		(Instagram)	
N/A	N/A	Visit	GINS, Fort	https://giantnoise.box.com/	Instagram Story	Cory Lee	3/17/2023
\$16,539.20	39,000	Visit Pensacola / Giant Noise	Pensacola Beach Pier, MobiMat	https://www.facebook.com/ 100047368681524/posts/pf bid0cZE6NcAQSiFYEo52N 8WaFNzCpP94pnBGVWX 3r26yG4nGWwAc5MReyn C7i3FNUYzdl/?mibextid=te jx2t	"#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. A 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 Quickie Wheelchairs wheelchair. So awesome! Visit Pensacola #VisitPensacola"	Cory Lee (Facebook)	3/17/2023
\$480.00	39,000	Visit Pensacola / Giant Noise	Fishhouse	https://www.facebook.com/ 100047368681524/posts/pf bid0iV27Sc4vx7pweaYao4 1e434VFwvz7HcXbJm15a VFvXFwAeXNbNqsWXFz7 mwAx1b3l/?mibextid=tejx2t	"#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"	(Facebook)	3/17/2023

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3/18/2023	3/17/2023	3/17/2023
Cory Lee (Facebook)	Cory Lee (Instagram)	Cory Lee (Instagram)
"#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"	"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! Access Mobility of Pensacola #visitpensacola #pensacola #pensacola #wheelchairlife #wheelchairtravel #wheelchairlife #wheelchairtravel	Instagram Reel
https://www.facebook.com/ 100047368681524/posts/p fbid0RueGcX8tWed6AXUJ 93BDLdwTeoWBLXAqNyB ppoTn9zkeJuqpvChjM9yb NzucwL4fl/?mibextid=tejx2 t	https://www.instagram.com /reel/Cp5ZLctrYT6/?igshid =MDJmNzVkMjY=	https://www.instagram.com /reel/Cp5ZLctrYT6/?igshid =MDJmNzVkMjY=
N/A	Pensacola Beach Pier, MobiMat	Pensacola Beach Pier, MobiMat
Visit Pensacola / Giant Noise	Visit Pensacola / Giant Noise	Visit Pensacola / Giant Noise
39,000	34,000	34,000
\$201.60	\$1,821.04	\$1,821.04

34,000 N/A		https://giantnoise.bo	https://giantnoise.bo x.com/s/guc9uom20 p4o0ghqsitw95tk2e2 6z67g	Instagram Story	Cory Lee (Instagram)	3/18/2023
34,000 \$1,571.31		Bodacious Shops, Peterbrooke Chocolatier, Historic Village, Museum of Industry, Pensacola History Museum, Pensacola Museum of Art, Fish House	https://www.instagra m.com/reel/Cp7xXs 3PCCt/?igshid=MDJ mNzVkMjY=	Instagram Reel	Cory Lee (Instagram)	3/18/2023
39,000 \$153.60	Visit 39, Pensacola / Giant Noise	Historic Village, Pensacola History Museum, Pensacola Museum of Art, Pensacola Children's Museum	https://www.facebook.com/10004736868 1524/posts/pfbid05T 5Msmafcmah7333Y aUVgfzanQUkur4Xx iggvUfwgioJhA9Crs 9aFidPdUW6zk4nl/? mibextid=tejx2t	Cory Lee "#sponsored If you're a history buff and want to learn (Facebook) 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 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"	Cory Lee (Facebook)	3/18/2023

3/18/2023
Cory Lee (Instagram)
"#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 Wuseum 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! @WisitPensacola #VisitPensacola #pensacola #accessibletravel #wheelchairtravel #wheelchairlife #wheelchairuser"
gram.com/reel/Cp 7xXs3PCCt/?igsh id=MDJmNzVkMj Y= Historic Village Bubba's Sweet Spot, Peterbrooke Chocolatier, Pensacola History Museum of Art
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
\$1,571.31

	3/27/2023	3/21/2023	3/20/2023
	Atlanta Magazine (Online)	Garden & Gun (Instagram)	Nashville Lifestyles (Online)
	"So Much More Than a Beautiful Beach"	Instagram Story	"Beach Guide 2023"
	https://www.atlantamagazine.com/travel/so-much-more-than-a-beautiful-beach/	https://giantnoise.box.com/s/05ezsu2mljsracuhif0u745es7iqv9b1	https://nashvillelifestyles.co m/living/travel/beach-guide- 2023/
	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	N/A	N/A
TOTAL:	Giant Noise for Vacation Artfully	Visit Pensacola / 484,000 Giant Noise for Vacation Artfully	Visit Pensacola
: 8,502,530	393,500	484,000	34,800
TOTAL: 8,502,530 \$118,972.02	\$4,722.00	N/A	\$417.60

	Outlet	
	Coverage	VISIT PENS
	Link	VISIT PENSACOLA ORGANIC COVERAGE
Mentioned	Partners	E: MARCH
	Secured By	H 2023
Impressions	Media	
	Media Valu	

3/1/2023	3/1/2023	3/1/2023	Date
Sun-Sentinel (Online)	Yahoo! News (Online)	Thrillist (Online)	Outlet
"Florida lands 2 beaches in TripAdvisor's annual Top 10 list"	"Florida lands 2 beaches in TripAdvisor's annual Top 10 list"	Pensacola mentioned in "These Are the Cheapest and Most Expensive Airports to Fly Out of"	Coverage
"Florida lands 2 beaches in https://www.sun-sentinel.com/travel/florid a/os-tr-2023-tripadvisor-best-beach-list-2-florida-beaches-20230301-jo2axs2dnvhj7 avgn7wi4mwl4m-story.html	"Florida lands 2 beaches in https://news.yahoo.com/florida-lands-2-b TripAdvisor's annual Top 10 eaches-tripadvisor-135700988.html?gucc Ounter=1&guce_referrer=aHR0cHM6Ly9 3d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAANyPaLVpjtaOl7ahCnmGPnB TCAjBF6VPjBmGqlxDFcckqM4bk_QUM 5yoc-zv8_01E9TMkyUGUngwEReJtgczy 9xJiEXeRqoTaWfLB11y03eLr8mylnw_bX Mt3aq-foAcSml6v1VpkNUHaGXdSzovwl Kd6gfQlAPltl40LNScsG-Z	https://www.thrillist.com/news/nation/us-a irports-cheapest-most-expensive-airfare-r anked	Link
N/A	N/A	N/A	Partners Mentioned
Press	Press	Press	Secured By
1,265,880	488,259,189	3,421,923	Media Impressions
\$15,190.56	\$25,000.00	\$41,063.08	Media Value

GIANT NOISE

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3/17/2023	3/14/2023	3/14/2023	3/14/2023	3/10/2023	3/8/2023
Florida Back Roads Travel (Online)	Malta Valletta (Online)	Scuttlebutt Sailing News (Online)	Canadian Geographic (Online)	The Travel (Online)	MSN (Online)
"FLORIDA SNORKELING"	"Pensacola Waterfront Restaurants"	"February update for 37th America's Cup"	"The Essential Itinerary: Pensacola, Florida"	"Hit The Road In Florida: Explore The State's 10 Best Scenic Routes"	"Best White Sand Beaches in the United States"
https://www.florida-backroads-travel.com/best-places-for-snorkeling-in-florida.html	https://original.newsbreak.com/@ma ltavalletta-1626752/2957532239181 -pensacola-waterfront-restaurants	https://www.sailingscuttlebutt.com/2 023/03/14/february-update-for-37th- americas-cup/	https://canadiangeographic.ca/articles/the-essential-itinerary-pensacola-florida/	https://www.thetravel.com/most-sce nic-road-trip-routes-in-florida/	https://www.msn.com/en-us/travel/tripideas/best-white-sand-beaches-in-the-united-states/ar-AA18mx0e?li=B
GINS, Snorkeling	The Fish House, The Oar House, Jaco's Bayfront Bar and Grille, Grand Marlin	N/A	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,	Pensacola Scenic Bluffs Highway	N/A
Press	Press	Press	Press	Press	Press
98,700	702,000	116,400	94,000	871,140	372,403,200
\$1,184.40	\$8,424.00	\$1,396.80	\$1,128.00	\$10,489.68	372,403,200 \$4,468,838.40

GIANT NOISE

20

3/21/2023	3/21/2023	3/20/2023	3/19/2023	3/17/2023
U.S News and World Report (Online)	WEAR (Online)	The Travel (Online)	Foodie Flashpacker (Online)	WAFF (Online)
"The 10 Best Beach Towns to Retire in the U.S."	"Blue Angels announce 2023 practice schedule"	Pensacola mentioned in "Discover The Sunshine State: 10 Epic Road Trips To Take Through Florida"	"The 7 Best Seafood Restaurants in Pensacola, FL"	"Travel TVL: How to eat, drink and beach in Pensacola"
https://money.usnews.com/money/retirement/baby-boomers/slideshows/the-best-beach-towns-to-retire-in-the-us	https://weartv.com/news/local/blue-angels-announce-2023-practice-schedule	https://www.thetravel.com/best-road-trips-to-take-in-florida/	https://www.foodieflashpacker.com/seafood-restaurants-in-pensacola-fl/	https://www.waff.com/2023/03/1 7/travel-tvl-how-eat-drink-beach- pensacola/
N/A	Blue Angels	N/A	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	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	Press	Press	Press	Press
1,879,920	485,760	871,140	187,400	309,700
1,879,920 \$22,559.04	\$5,829.12	\$10,489.68	\$2,248.80	\$3,716.40

	3/22/2023 USA Today (Online)	3/22/2023 World Atlas (Online)	3/22/2023 The Travel (Online)	3/21/2023 MSN (Online)
	"The 15 best waterfront restaurants in Florida, as chosen by USA TODAY Network writers"	To Retire In Florida"	"Tallahassee And The Emerald Coast: 10 Scenic Road Trips Through Florida's Panhandle"	"The Best Beach Towns to Retire in the U.S."
	https://www.usatoday.com/story/ travel/experience/america/2023/ 03/22/best-waterfront-restaurant s-florida/11521046002/	https://www.worldatlas.com/cities/the-9-best-small-towns-to-retire-in-florida.html	https://www.thetravel.com/most-scenic-road-trips-through-tallahassee/#pensacola-to-seaside	"The Best Beach Towns to https://www.msn.com/en-us/travel/news/the-best-beach-towns-terms-in-the-u-s/ar-AA18UBIx?
	Grand Marlin	GINS, Gulf Breeze Zoo	Gulf Breeze Zoo	Z/A
TOTAL:	Press	Press	Press	Press
1,307,958,217	29,887,922	870,610	871,140	372,403,200
\$389,480.14	\$358,655.06	\$20,447.32	\$10,489.68	\$4,468,838.40

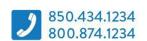
Thank you!





VISIT PENSACOLA BOARD MEETING April 26, 2023

Sales & Services



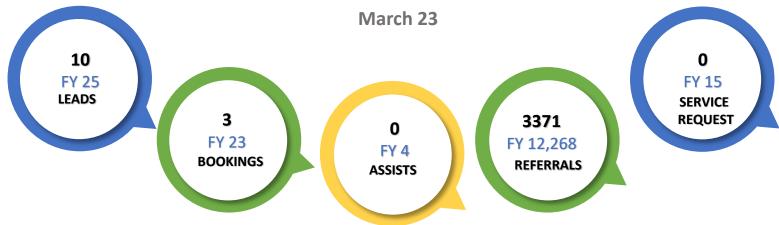








VISITPENSACOLA SALES & SERVICE SUMMARY



Leads

Group Econom	nic 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	p\$157,500.00
'23 VR-21 Pineapple Airlines (reunion)	\$60,000.00
'24Strength 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 Tri	p \$312,500.00
Choco Rally 2023	\$46,875.00
St. Paul Lutheran Church Interview Event	\$8,000.00
Total	\$367,375.00

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

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

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



VISITPENSACOLA SALES & SERVICE SUMMARY



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 2. Hill by Simplified Lux Life
- 6. East King's Corner Café
- 7. Fairfield Inn by Marriott Pensacola I-10, Davis Hwv

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

- Escape Wellness Spa Wacked Out Weiner
 - Pensacola
 - Courtyard by Marriott Pensacola West
- 4. Pensacola Victorian Bed 20. Seville Quarter and Breakfast
- 5. Niuhi Dive Charters
- 6. Entertainer Fishing Charters
- 7. Dive Pros
- The Wine Bar
- 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
- 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!
- 2023-2024 Insider Guides are here!