

# TOURISM WORKS. LET'S TELL OUR STORY.

Tourism Works for Pensacola is a public service campaign designed to educate citizens about the economic impact and overall value of tourism to the local economy.



## JOBS & WAGES

- Tourism employs 13,510 people, representing 9% of all jobs in Escambia County.
- Tourism provides over \$524 million in wages to local citizens.
- Tourism provides employment for some of Escambia County's most vulnerable residents. These citizens are at risk if tourism declines.
- Tourism provides the quickest path to management of any industry and provides upward mobility even to those without special certifications or higher education.

## VISITOR SPENDING

- In 2025, Pensacola attracted 2.49 million visitors.
- In 2025, visitors spent over \$1.345 billion in Escambia County.
- 67% of visitor spending is outside of lodging and spent in businesses including retail shops, restaurants, and gas stations.
- In 2025, tourism had a \$1.78 billion economic impact.

## TAX REVENUE

- Visitors to Escambia County save local residents \$453 in county taxes per household every year.
- 17% of all taxes collected in Escambia County can be attributed to tourism.
- 15% of all property taxes in Escambia County can be attributed to tourism (from lodging). This helps keep homeowner property taxes affordable, maintains roads, and supports schools.
- Over \$57.4 million Escambia County tax dollars are paid by visitors.

## MARKETING

- Every dollar spent on tourism marketing for Escambia County results in \$33.77 of visitor spending.
- Visit Pensacola's marketing efforts give visibility to prospective residents and business owners that might consider relocating to the area.
- Visit Pensacola's marketing efforts are the front door for Escambia County's economic development.

## QUALITY OF PLACE

- Businesses that are created and sustained by visitors also add to the quality of place for residents.
- Our beaches are clean and well-maintained for the enjoyment of both visitors and residents alike.
- Tourism is economic development. Many who have relocated to the area and started businesses here began that journey with a vacation in Pensacola.
- Nearly 400 local businesses partner with Visit Pensacola to support Escambia County tourism.

