



2025 ANNUAL REPORT



THE WAY TO BEACH™

LETTER FROM THE PRESIDENT

To our partners and stakeholders,

Visit Pensacola's mission is to lead, connect, collaborate and communicate to champion tourism as a vital economic force for our community. We are dedicated to sharing Pensacola's story, continuously communicating the importance of and impact of tourism throughout the region.



In another outstanding year, Pensacola welcomed nearly 2.5 million visitors, reflecting the strength of our destination and the collective efforts of our partners. Our goal remains clear- to stay top of mind with travelers by engaging them through creative, meaningful messaging that positions Pensacola as The Way To Beach™.

Our signature campaign The Way To Beach™ invites visitors to unwind on our beautiful white sand while discovering the rich beyond-the-beach experiences that make Pensacola truly unforgettable. Time and again, research confirms what our guests already know - that our natural beauty, welcoming spirit and laid back coastal vibe create the perfect setting for the vacation they seek.

This year, we proudly shared that story across 49 markets, reaching travelers more than 520 million times throughout the southeast and beyond. Building on past successes, we explored new ways to connect with audiences, telling fresh stories, showcasing authentic experiences, and sharing the beauty of our destination across digital and social platforms. All this combined to deliver strong results through collaboration with our local partners.

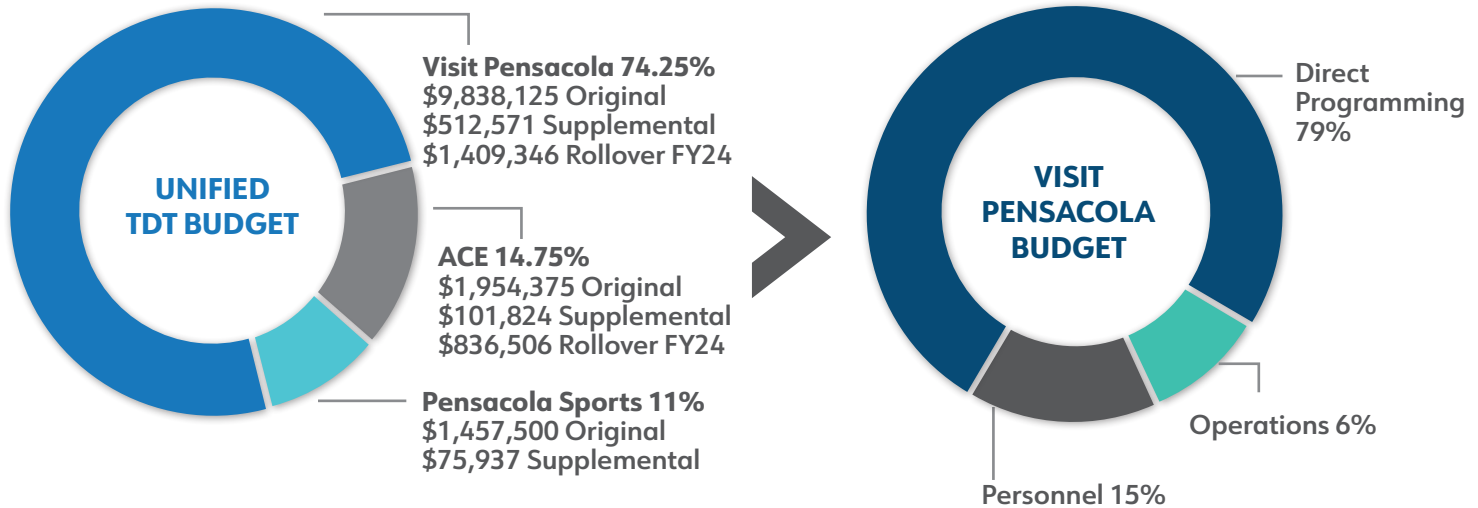
Visit Pensacola continues to amplify our message, attract group and leisure business and host media who help share our story with the world. These collective efforts have generated over \$22 million in vital TDT revenue, fueling continued growth and prosperity in our community.

Thank you to everyone who helps tell the story of why Pensacola is and will always be The Way To Beach™!

A stylized, handwritten signature in black ink, featuring a large, sweeping 'D' and a long, horizontal stroke extending to the right.

Darien Schaefer
President & CEO
Visit Pensacola

FY24/25 BUDGET OVERVIEW



FY25 Unified TDT Budget:

\$13,250,000 Original Budget Allocation
\$690,332 Supplemental Funding
\$2,245,852 Rollover FY24

Visit Pensacola Budget

TDT Original Allocation\$9,838,125
TDT Supplemental Allocation\$512,571
Private Revenue\$420,200
VP Total Budget \$10,770,896

**Advertising Agency
(Showcase Pensacola)
\$6,769,765.70**

97.8% of Advertising/Media Budget

**95% of Advertising Budget
is Spent on Media Buys**

Digital, Broadcast, Print,
Promotions, Outdoor, Etc.

ORIGINAL BUDGET ALLOCATION

DIRECT PROGRAMMING	BUDGET	%
Advertising/Media	\$5,722,100	55.8%
Events/Sunbelt/Mini-Grants	\$347,000	3.4%
Research	\$365,720	3.6%
Direct Sales	\$745,320	7.3%
Customer Acquisition	\$591,452	5.8%
Public Relations	\$347,850	3.4%
Tourism Development Projects	\$30,000	0.3%

OPERATIONS	BUDGET	%
Building	\$156,010	1.5%
Operations	\$333,150	3.8%
Finance/Insurance	\$106,565	1%

PERSONNEL	BUDGET	%
Personnel	\$1,513,158	14.8%

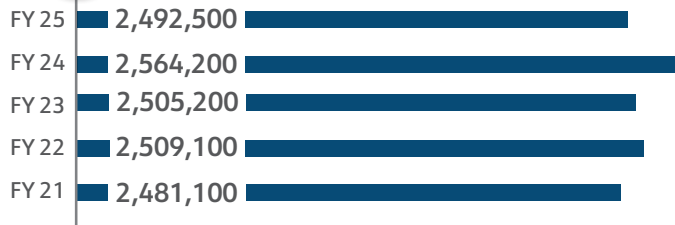
SUPPLEMENTAL FUNDING	BUDGET
Direct Programming-Advertising/Media	\$584,395
Operations-Building	\$30,000

ROLLOVER FROM FY24	BUDGET
Direct Programming-Advertising/Media	\$2,184,523
Operations-Building	\$27,915
Personnel	\$33,414

FY24/25 ANNUAL SNAPSHOT



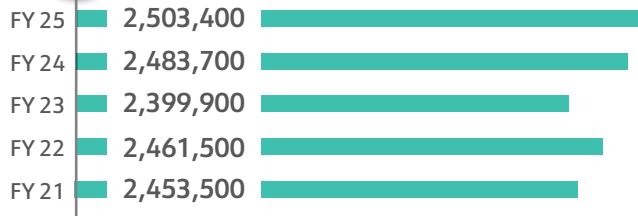
Total Visitors DOWN 2.8% over FY24



Pensacola FY25 visitor and lodging metrics increased in several key categories, despite a slight drop in total visitors.*



Room Nights UP 0.8% over FY24



Direct Spending UP 1.8% over FY24



Economic Impact UP 3.1% over FY24

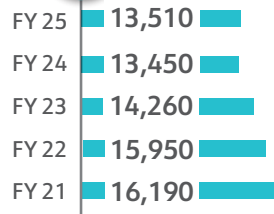


*Visit Pensacola Visitor Tracking Study FY2025 by Downs & St. Germain

FY24/25 ANNUAL SNAPSHOT



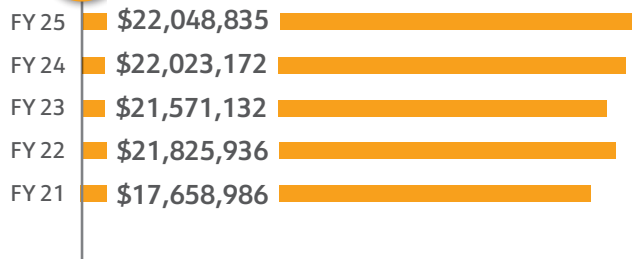
Jobs Supported UP 0.4% over FY24



Wages Generated UP 3.4% over FY24



Tourism Development Tax UP 0.4% over FY24



FY24/25 ANNUAL CHALLENGES

Increased Lodging Inventory

The addition of new hotels and vacation rentals in FY25 continues to increase competition and impact key metrics like occupancy and average daily rate (ADR) in certain geographic areas of Escambia County. According to the December 2025 Smith Travel Research (STR) Report, supply grew by 3.4%. That is in addition to a 3.9% increase in 2024 and a 3.5% increase in 2023.

Additionally, Key Data reports that vacation rentals and online travel agency (OTA) listings grew by 4.2% in 2025, increasing from 8,567 to 8,924 units between January and December. This growth in lodging options provides visitors with more choices, but it creates challenges for existing properties trying to maintain profitability.

Corporate Travel

Transient corporate travel in 2025 showed a mix of steady growth and increased caution, characterized by more intentional, purposeful trips, shorter durations (averaging 2.5 days), and heightened cost-control measures. While 70% of companies resumed travel, the overall incidence rate dropped, as companies optimized budgets, often targeting hotel rates and scrutinizing trip necessity. Single-day travel accounted for 23.6% of all business trips.

Limited Group Facilities

Face-to-face engagement remained a top priority in 2025, with approximately 65% of business travelers expected to attend at least one conference and 59% of travel buyers reported an increase in employees attending meetings in person.

Visit Pensacola has been successful in booking group business but continues to be challenged by the lack of conference space capable of hosting large scale events for 500 or more attendees. Proposed additions/renovation of the Pensacola Bay Center could provide conference space that is desperately needed in Escambia County.

External Influences

External challenges that impacted tourism for Escambia County during FY25 included a decline in international visitors, economic conditions, political factors, and the ever-present weather/hurricane perceptions.

Pensacola tourism saw a decline in Canadian, international, and regional traffic. Canadian tourism to Florida has dropped 15.5%, driven by unfavorable exchange rates, tariffs, politics, and safety concerns. Furthermore, warm weather in northern cities reduced the incentive to travel to Florida. Nationally, international visitor arrivals dropped for eight consecutive months in 2025.

Economic factors, such as inflation and rising household debt, resulted in less disposable income for both residents and visitors. Less discretionary spending and rising travel costs (airfare and lodging) have changed how visitors are spending their time and dollars in Pensacola.

Some travelers, including certain LGBTQ+ visitors, reportedly reconsidered Florida as a destination due to the state's political climate.

Marketing Budget Disparity

With travelers having more options than ever, Pensacola competes with nearby destinations like Destin, Panama City Beach, and Gulf Shores, which benefit from larger marketing budgets. This disparity continues to challenge efforts to attract travelers.

FY24/25 SOLUTIONS

Here is a short synopsis of the programs and campaigns that were implemented:



The Way To Beach™

October 2024 – September 2025

This always-on, over-arching campaign message generates traveler awareness, interest, consideration, and bookings by positioning the Pensacola Bay Area as The Way To Beach™ for travelers. Under this umbrella, we expand and tell the whole story with other campaigns. In FY25, the campaign delivered over 285,000 room nights, more than 24,000 flights, and over 152,000 travelers.



Fly Market Support

October 2024 - September 2025

Connecting with Pensacola's direct flight markets landed almost 10,000 passengers. Chicago, Dallas and Nashville delivered nearly 50% of these passengers.



Interest Marketing

October 2024- September 2025

This native advertising effort lets history lovers, foodies, fishing enthusiasts, divers, and birders know they can explore their specific interests here. At \$186.58, this campaign's Average Daily Rate (ADR) for FY25 was 30% higher than the average for all campaigns.

Multi-Market Outdoor Campaign

October 2024 - September 2025

This multi-market billboard campaign featured unique messages promoting Pensacola in seven strategic locations. The locations spanned Interstate 10 from Baton Rouge to Baldwin County, AL with two additional locations on I-65 enticing southbound drivers approaching Pensacola. The campaign delivered more than 65.8 million annual impressions.



FY24/25 SOLUTIONS



Partner Bonus Campaign

October 2024 - July 2025

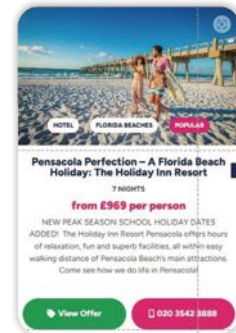
This social media campaign delivered ads to in-market visitors, highlighting the broad scope of experiences available while they're here. Ads pointed them to information on events, history, dining, outdoors, and arts & culture and generated more than 71,000 page views.



International Campaigns

October 2024 - September 2025

Visit Pensacola uses carefully curated media opportunities targeted to Canadian and UK audiences, many in conjunction with Visit Florida. A partnership with Magic Torch PR helped build awareness with UK audiences.



Alabama Football Promotion

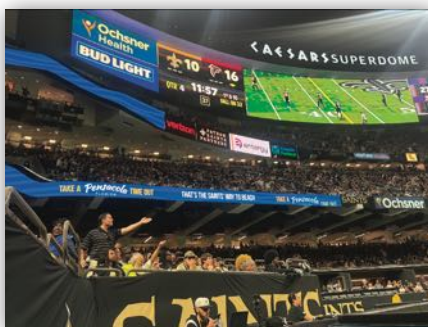
October 2024

This upper-funnel effort targeted Alabama football fans with an in-stadium promotion, digital, print, and radio advertising. It enhanced the SEC efforts and increased overall radio advertising recall.

The Way To Beach - SEC Promotion

August 2024 - January 2025

Audience research showed our target audience loves SEC football. Broadcast TV, CTV, online video, and digital display put beautiful Pensacola footage in front of these fans. Teaming with the SEC and ACC networks helped reach 121 million households during afternoon and prime-time football games.



The Saints "Way To Beach" - Promotion

October 2024 - September 2025

Year two of Visit Pensacola's three-year partnership with the New Orleans Saints delivered strong regional visibility, reaching more than **4.5 million fans** across Louisiana, Mississippi, and South Alabama. The campaign included in-game signage, weekly sponsorship of the Saints Coaches Show, radio advertising, and a season-long social media presence across the Saints' **8.8 million followers**, reinforcing Pensacola's position as a preferred Gulf Coast destination and a **"Proud Beach of the New Orleans Saints."**

FY24/25 SOLUTIONS

Carvertise –New Orleans

October '24 - February '25

August - September '25

This campaign combined the power of on-the-ground presence with digital retargeting in New Orleans.

Results: 6.6 million impressions.



Winter Visitor Campaign

October 2024 - January 2025

Inviting Snowbirds (Sunshine Seniors), empty nesters, and others to exchange their cold-weather homes for an extended stay here brought more than 8,000 travelers to the area. The multi-tactic campaign used print, digital, cable TV, OTT, and social media advertising to connect with potential travelers in Illinois, Indiana, Michigan, Minnesota, Missouri, Ohio, and Wisconsin.

Sun Belt Basketball Championship Promotion

January - March 2025

In 2025 Pensacola hosted the fifth year of a five-year commitment to host the Sun Belt Basketball Championship. This seven-day tournament brings in men's and women's teams from the 14 conference schools. The promotion plan combined digital and social advertising with television, radio, outdoor and print advertising to draw out-of-market and local fans to the games. The campaign helped drive 8,100 room nights and \$3.4 million in visitor spending.



Influencer Marketing

October 2024 - September 2025

Eleven social media influencers visited Pensacola with each promoting a central theme: food, winter travel, outdoor adventure, etc. The campaign delivered 2.3 million views valued at more than \$142,800 in earned media value.

Meetings, Incentives, Conventions & Events Targeting

October 2024 - September 2025

Connecting with meeting and travel professionals on LinkedIn and in the digital ad space generated website traffic and engagement. Over 7,000 users visited the site. LinkedIn had an engagement rate over 22%.



FY24/25 SOLUTIONS



Social Inclusion Campaign

October 2024 - September 2025

Combining The Way To Beach™ messaging with contextual targeting to connect with LGBTQ+ and African American travel-intenders generated almost 24,000 room nights and a 30x ROI.

Scuba Diving Promotion

October 2024 - September 2025

Print, digital, and social content marketing in partnership with *Scuba Diving Magazine* highlighted the area's robust diving opportunities and delivered more than 695,000 impressions.



Garden & Gun Seafood Rodeo

June 2025

This integrated promotion included a half-day fishing trip for guests, alongside three local chefs, and was followed by a ticketed dinner for 90 people where the fresh catch was prepared for each guest. The promotion was supported by in-magazine content and ads, as well as email, digital and social media promotion. The event was a sell-out and delivered more than 14.7 million impressions elevating Pensacola's culinary scene.

Early Bird Winter Visitor Campaign

August - September 2025

Historical booking data indicates that our winter visitors begin making their plans much sooner than the traditional beachgoer. A multi-touch campaign captured the attention of those cold-climate dwellers early in their planning process. In two months, over 8,000 room nights and 1,500 flights were booked.



FY24/25 MARKET PERFORMANCE

TOURISM DEVELOPMENT TAX (TDT)

Tourism Development Tax collections increased in FY 24/25, in part due to an increase in ADR, occupancy and REV PAR.

Pensacola visitors generated 2,503,400 room nights in paid accommodations, a 0.8% increase from FY24.

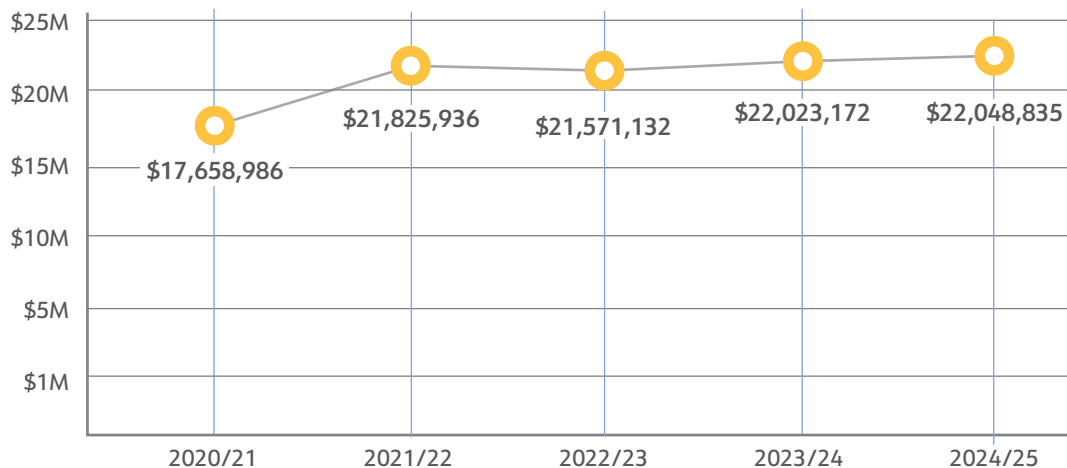
37% of overnight visitors stayed in hotel/motel/resort properties and 23% stayed in vacation rental homes.

The record increase in FY 2020/2021 was due, in part, to the implementation of the fifth cent of TDT tax. The one cent hike began in May 2021.

* Calculating on 4¢

Note: FY21 tax rate was 4% through April 2021, then 5% through the end of FY21 and beyond. Increase in TDT for FY22 is calculated with TDT at 5%.

TDT Collections



- ↑ FY22 UP 23.3% over FY21 *
- ↓ FY23 DOWN 1.1% from FY22 *
- ↑ FY24 UP 2.9% over FY23 *
- ↑ FY25 UP 0.1% over FY24 *

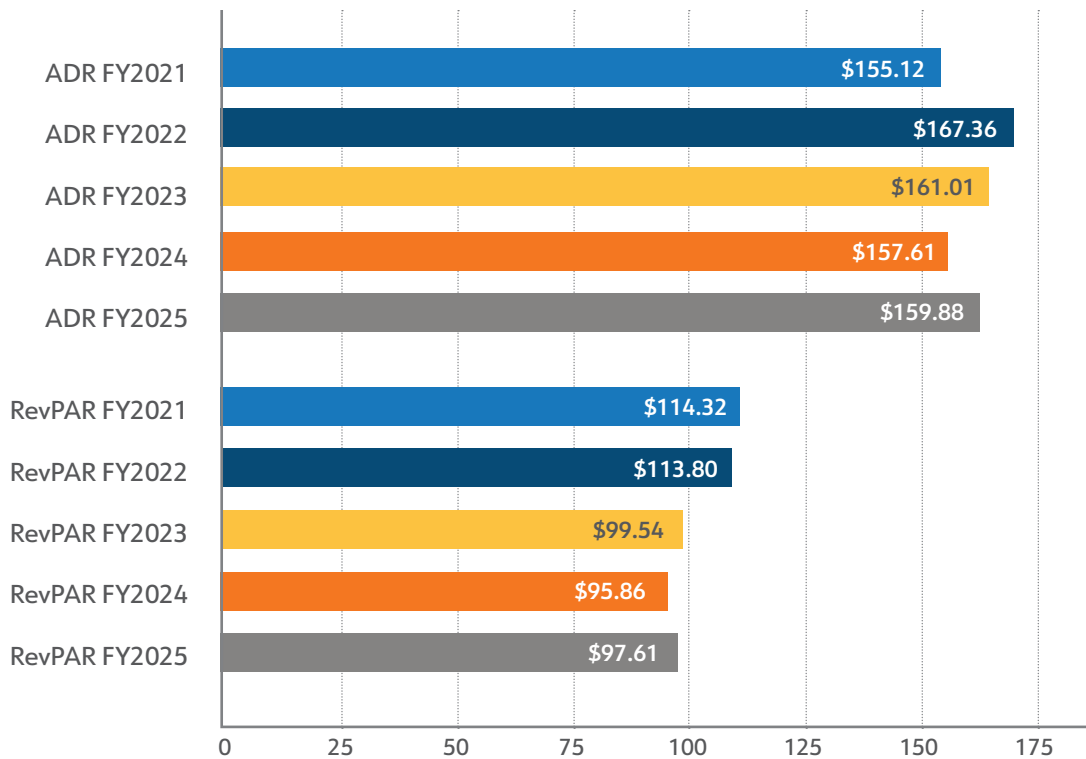
FY24/25 MARKET PERFORMANCE

OCCUPANCY, ADR AND REVPAR

Escambia County saw increases in all lodging metrics.

Occupancy

- FY2021 - 73.7%
- FY2022 - 68.0%
- FY2023 - 61.8%
- FY2024 - 60.8%
- FY2025 - 61.1%



FY24/25 WEBSITE/ SOCIAL MEDIA

MARKETING CHANNELS OWNED BY VISIT PENSACOLA

VISITPENSACOLA.COM

In FY25, VisitPensacola.com underwent a UX refresh, allowing us to tell the Pensacola story with a clean, modern look that connects users to the beauty of our destination. These changes allowed us to incorporate more of our beautiful photographs and videos, round out the corners of images, and use more of our brand colors. Along with these changes, we introduced video into our blog posts, expanded on our existing content, and, after the refresh, the website team updated each page, adding or updating photos and making SEO changes to boost our online presence. All these helped increase our website engagement rate by 5.3% over FY24.

Website

Engaged Sessions: 2,436,605

UP 3.2% over FY24

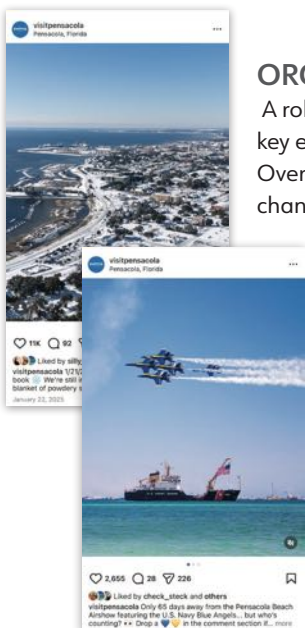
Page views: 9,271,111

UP 0.2% over FY24

Partner Listings accessed: 878k

Goal - 20% increase

UP 1.7% over FY24



ORGANIC SOCIAL MEDIA MARKETING

A robust organic social media marketing program is one of the key elements in Visit Pensacola's strategic marketing program. Over the past year, Visit Pensacola's owned social media channels attributed to 9% of travelers top trip planning sources.

The team leads with an expert mentality strategy focusing its channels on the brand's six core experiences, eight neighborhoods, over 370 partners, seasonality/time of year, events/holidays, core tourism initiatives, and stories and experiences that are unique to the area.

Visit Pensacola is one of the leading destination marketing organizations across Northwest Florida distributing 277 pieces of content across 9 social media channels.

In FY25 20% of visitors used their social media to help plan their trip. 35% of visitors had recently seen, read, or heard advertising, promotions, or travel stories about the Pensacola area.

FY24/25 WEBSITE/ SOCIAL MEDIA

SOCIAL CHANNELS OWNED BY VISIT PENSACOLA



Social To Web Conversions:
58,531 engaged sessions
UP 16% over previous year



New Social Followers: 52,063
UP 11.5% over previous year



Published 277 pieces
of partner content



Facebook
20,099 New Page Likes
661,978 Million Engagements
18.4 Million Impressions
266,714 Followers



LinkedIn
16,088 Engagements
5,366 Followers



Pinterest
119 New Followers
3,630 Followers
2.4 Million Impressions
120,290 Engagements



X
1,463 New Followers
Total Engagement: 20,658
448,148 Impressions



YouTube
1,925 Total Subscribers
220 New Subscribers



TikTok
2.8 Million Impressions
10,203 New Followers
Total Engagement: 150,527

Trend Note:

- The engagement goal for FY25 was to achieve a 5% increase. Engagement was increased by 19.2%
- Instagram saw a 59% increase in impressions and 43% increase in engagements for FY25
- Visit Pensacola had 3 reels with over 1 million views, with snow coverage reaching over 7 million views
- Pensacola Beach Air Show Coverage received 9.2 million impressions, 393K engagements and 6.4 million video views
- Engagement rate for Facebook is up 60% from FY24 and net page likes for Facebook are up 37%



FY24/25 WEBSITE/ SOCIAL MEDIA

MARKETING CHANNELS OWNED BY VISIT PENSACOLA

Email Marketing

Visit Pensacola continues to build and strengthen its email marketing programs. Email efforts are directed at one of two audiences - consumers and partners/stakeholders. Those audiences are further segmented by interest and topic for specific initiatives.

For FY25, our email campaigns reached 1.23 million inboxes. This is a slight decrease from FY24, down 5.4%. However, using better segments and keeping a clean email list, we have improved click rates by 116.7% and email delivery by 3.1%.

CONSUMER AUDIENCE STATISTICS



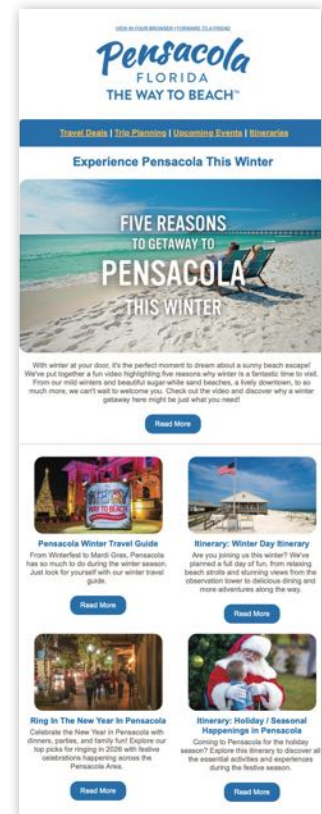
Delivery rate UP 2.9% over previous year



Open Rate - 36.52% UP 47% over previous year
Goal - 15% increase (Industry Average 20-22%)



Click-Thru Rate - 3.64% UP 2% over previous year



Blogs

Visit Pensacola posted 29 new and 21 refreshed blogs in FY 25 to VisitPensacola.com. The team worked with numerous community members for a local's perspective to share insider tips for the best places to eat, do, stay, and more.

Video Blogs

New this year is adding videos to our existing blogs. This not only increases website engagement, but also increases our visibility on YouTube. The videos are another way we can utilize our existing videos to showcase our destination.

FY24/25 PR RECAP

PUBLIC RELATIONS OVERVIEW

PR 2025 Goals:

- Raise awareness and visibility of Pensacola's tourism offerings through national and regional public relations efforts
- Position Pensacola as the ideal vacation destination, leveraging The Way To Beach marketing campaign and messaging
- Secure coverage that highlights key destination pillars: America's Best Beaches, Art/Culture/Music, Family Travel, Dining & Cuisine, Nature, History and Military Attractions
- Generate impactful media coverage that drives visitation and revenue to the area
- Raise awareness for all of Pensacola's tourism assets including Pensacola, Pensacola Beach and Perdido Key, spotlighting lesser-known and "undiscovered" attractions
- Host journalists from national, regional and trade publications in-destination to tell the stories we want them to tell



Key Performance Indicators

- Host 35 or more quality and diverse journalists and content creators that align with brand values on individual or group press trips to Pensacola
- Secure coverage in at least 25% of media hot list outlets
- Maintain an average media impact score of 85 for earned media placements
- Generate at least 400 million earned media impressions
- Write and distribute at least two, tailored proactive pitches each month on behalf of Pensacola, in addition to ongoing direct media pitching, response to reactive leads and inclusion of the destination in agency roundups

PR Tactics:

- Press Materials: Draft pitches, media alerts and press releases for any important news and initiatives
- Media Lists: Update media lists tailored for Visit Pensacola (with regional, national and international outlets, trade publications, in-flight magazines, target market publications)
- Direct Pitches: Draft a variety of pitches showcasing Pensacola to capture media interest, including adventure travel, parks/outdoors, family travel deals, national holidays, local festivals, once-in-a-lifetime opportunities and more
- TV Segments: Book appropriate segments to promote tourism, travel trends, upcoming events, major openings and more in Escambia County
- Desksides and media hostings: Coordinate media desksides for Visit Pensacola during travel and tourism-related conferences. Invite press to visit Pensacola, Perdido Key and Pensacola Beach for hostings when possible
- Profile Pieces: Set up interviews with appropriate spokespersons in preparation for profile stories (i.e. Chefs, travel officials, Darien)
- Events: Assist with conceptualization and coordination of out of market media events to promote Visit Pensacola



FY24/25 PR RECAP

Visit Pensacola Public Relations Efforts Garnered OVER \$14.7 MILLION IN EARNED MEDIA OVER 787 MILLION IMPRESSIONS

12 PRESS RELEASES

76 CONSUMER
PLACEMENTS

14 FILM REQUESTS

325 MEDIA PITCHES

13 PRESS TRIPS

443 PARTNERS FEATURED

86 MEDIA IMPACT
SCORE

398 MEDIA ASSISTS

11 CREATOR
PARTNERSHIPS

Press Highlights

Conde Nast Traveler - Bright Ideas In Travel 2025: Bruce Beach revitalization feature

Southern Living - 18 Best Beach Bars In The South: Peg Leg Pete's and Flora-Bama featured

Southern Living - The 6 Most Beautiful White Sand Beaches In Florida: Pensacola Beach and Perdido Key feature

Southern Living - The 50 Best Beach Towns In The South 2025: Perdido Key feature

Southern Living - 8 Small-Town Southern Museums That Are Underrated And Worth A Visit: Pensacola Museum of Art feature

Lonely Planet - The Best Beach On The US Gulf Coast: Pensacola Beach feature

Lonely Planet - 7 Of The Best Scuba Diving Destinations In The USA: Pensacola feature

Midwest Living - Vacations Our Editors Love: Pensacola (multiple partner) feature

The Atlanta Journal Constitution - Enjoy A Winter Getaway To These Warm Weather Destinations: Pensacola (multiple partner feature)

Travel + Leisure - I've Lived Here For 35 Years - These Are My Favorite Affordable Beach Vacation Spots: Pensacola (multiple partner feature)

Forbes - 23 Must-Try Vegan Dishes For World Vegan Month: Agapi Bistro feature

Forbes - 79 Spectacular Dishes From Restaurants Worldwide For Seafood Month: Restaurant Iron feature

Southern Living®

The 50 Best Beach Towns In The South 2025

Discover our readers' favorite beach towns, from peaceful islands to fun-filled vacation spots.

By Lisa Cericola, Tara Massouleh McCay, and Symiah Dorsey Published on March 11, 2025

**Conde Nast
Traveler**

Bright Ideas in Travel 2025

The players, places, and projects moving the travel industry into the future.

By CNT Editors
September 26, 2025



In a complicated world, in which a million headlines vie for our attention, it can be easy to lose sight of the great work being done to make the world a brighter place. That is the purpose of *Conde Nast Traveler's* Bright Ideas in Travel, an *annual list* we first launched in 2022: to recognize the players, places, and projects that are approaching travel's most pressing issues with thoughtfulness and zeal.

For our fourth iteration of this franchise, we've identified an impressive collection of airlines, cruise lines, destinations, hotels,



FY24/25 SALES & SERVICE RECAP

SALES AND SERVICES OVERVIEW

The Visit Pensacola Sales and Service team was out in full force in FY24/25 representing the destination at multiple travel and trade shows. Locally the team focused on partner engagement, educating tourism stakeholders on the many ways to collaborate with Visit Pensacola to boost their business.

- Hosted monthly Hospitality Roundtable Luncheons, providing partners with actionable insights, best practices, and networking opportunities to grow their tourism impact.
- Conducted 8 Partner Portal Trainings to help local businesses leverage Visit Pensacola's tools to drive results.
- Organized 3 Sales & Service Committee meetings to equip stakeholders with strategies and best practices for submitting RFPs, securing bookings, and growing their tourism-related business.



CONFERENCES AND TRADE SHOWS

- Travel and Adventure Shows- Denver, Chicago, Dallas, New York, Toronto
- Florida Huddle and Encounter
- Military Reunion Network Summit
- IPW
- UK Huddle
- Smart Meetings Incentives and Corporate
- MPI: Meeting Professionals International
- DEMA: Dive Equipment and Marketing Association
- NCBMP: National Coalition of Black Meeting Professionals
- FSAE: Florida Society of Association Executives
- Rendezvous South
- ACTA/Brand USA

Total Tourism Partners 380
 New Partners for FY 24/25 49
 Partner Visits..... 376
 Partner Assists FY 24/25 1,794
 VIC Visitors 57,148
 Shows..... 18

RFP/Leads Generated 137
 Total Value of Sales Leads..... \$127 Million
 Total Sales Leads Booked 42
 Total Value of Sales Bookings \$10.2 Million
 Group Sales FAM & Site Tours/Visits..... 12

FY24/25 COMMUNITY ENGAGEMENT RECAP

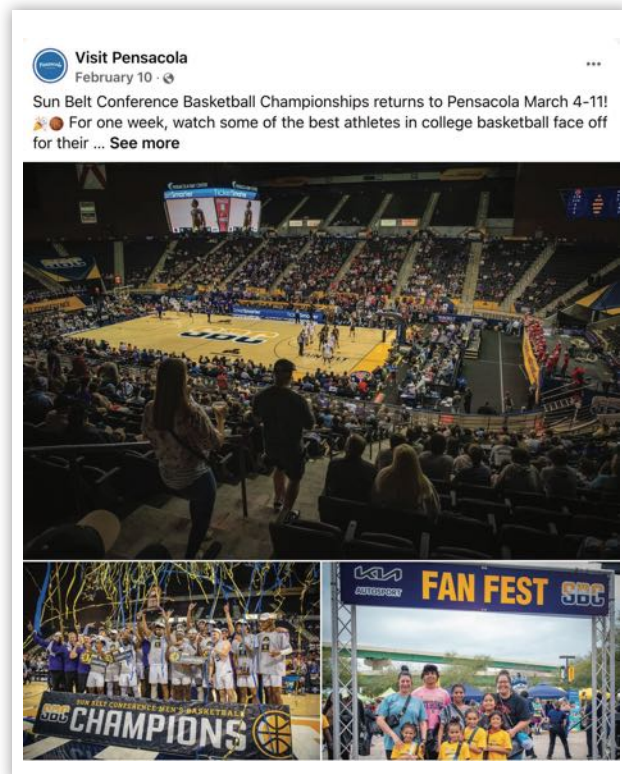
Community engagement was a priority for Visit Pensacola in FY 24/25

Here are a few highlights of our accomplishments:

Museum Plaza Cube

October 2025

This interactive art installation is designed to generate awareness and excitement among locals and in-market visitors about the county's primary areas of interest and overall brand position. Downtown Pensacola's Museum Plaza features multiple eight-foot cubes, each with four original murals. These easily accessed, permanent art pieces engage visitors and provide colorful photo backdrops. Visit Pensacola received one of these structures. This four-sided canvas offered a rich opportunity to share Pensacola's multi-faceted story.



Sun Belt Basketball Championship Fan Fest

March 2025

Visit Pensacola spearheaded organizing the Fan Fest for the 2025 Sun Belt Basketball Championship. The team organized vendor booths, games and entertainment to help draw crowds and drive attendance.

FY24/25 COMMUNITY ENGAGEMENT RECAP

National Travel & Tourism Week May 2025

Visit Pensacola celebrates and promotes tourism during this week-long event that includes the following activities:

- Hospitality Heroes Luncheon
- Travel & Tourism Workshop
- Beach Cleanup
- Hospitality Olympics
- Open Houses at each Visitor Center



America's First Settlement Trail Urban Adventure

October 2024

Visit Pensacola spearheaded the second annual A1S Urban Adventure - a special event with a series of games that involved hunting, solving clues, challenging other participants to "duels", and so much more.

Visit Pensacola participated in the following community events:

- A1S Board of Directors
- ACE
- Beach-O-Ween
- CivicCon
- Coastal Sustainable Advisory Committee
- EntreCon
- Equity Project Alliance/Innisfree Hive Events
- Fiesta
- Florida Public Relations Association - Pensacola Chapter
- Foo Foo Fest
- Gallery Night
- Gulf Coast Diplomacy
- Jack and Jill of America- Pensacola Executive Board
- Junior League of Pensacola
- Leadership Pensacola
- Northwest Florida Tourism Council
- Oyster Corps
- Pensacola and Perdido Key Estuary Program
- Pensacola Beach Chamber Meetings
- Pensacola Chamber Meetings
- Pensacola Historic Trust
- Pensacola Sports Events
- Perdido Key Chamber Meetings
- POP Mural Project
- Scuba Diving Safety Symposium
- Sea Grant Advisory Committee
- Service Club Presentations
- Unity Fest
- University of West Florida Events
- Watson's Family Foundation Juneteenth Event
- Winterfest



FY24/25 RESEARCH AND STRATEGIC PARTNERSHIPS

UK & IRELAND MARKET SUMMARY

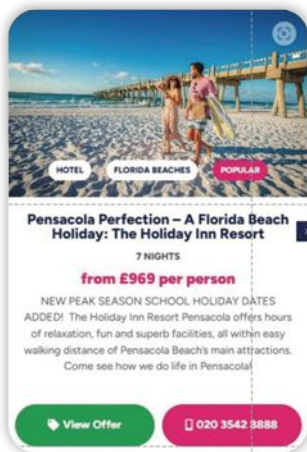
Magic Torch PR & Trade Representation

In FY24/25, Visit Pensacola's UK and Ireland marketing efforts delivered strong visibility, increased trade engagement, and measurable booking growth in one of Florida's most valuable international markets.

Despite economic pressures impacting UK travelers, Florida remained the top long-haul destination, and Pensacola continued to gain traction through a targeted strategy focused on public relations, trade development, and consumer conversion.

Key Results

- 49 pieces of earned media coverage
- 8.6 million total impressions
- \$465,560 in earned media value
- ROI of \$15 for every \$1 invested
- 279% increase in UK bookings
- 347,000+ consumer and trade touchpoints



Trade & Sales Impact

The program emphasized strong relationships with tour operators and travel agents to drive long-term growth:

- 247 UK travel agents trained
- 82 trade meetings conducted
- New and expanded packages with **Hays Travel, USAir Tours, Silver Travel Advisor, and Travel Planners**
- Increased distribution through major bedbanks including Hotelbeds and Stuba

Campaign Performance

Targeted digital and social campaigns delivered strong engagement and return:

- High-performing paid and organic social campaigns
- Strong click-through rates and engagement
- Over \$10,000 in added value generated from a \$3,000 investment
- Estimated visitor spend exceeding \$5,500 from campaign activity

Daily Mail

Date: 30 August 2025
Page: 50.51.49.52

NLA eClips



Coverage appeared in leading outlets including *The Times*, *The Independent*, *Daily Mail*, *Travel Weekly*, and *Wanderlust*, reinforcing Pensacola's position as an appealing alternative to more crowded Florida destinations.

These efforts resulted in increased product availability and meaningful gains in bookings to Pensacola.

The UK and Ireland market continues to show strong momentum. With increased trade penetration, growing consumer awareness, and proven ROI, this market remains a key component of Visit Pensacola's international growth strategy.

FY24/25 RESEARCH AND STRATEGIC PARTNERSHIPS

RESEARCH

Consumer research continues to be a key focus area for Visit Pensacola in FY24/25:

Visitor Insight Surveys

October 2024 - September 2025

In this ongoing research initiative 300 surveys are conducted each month at key locations and events throughout Escambia County.

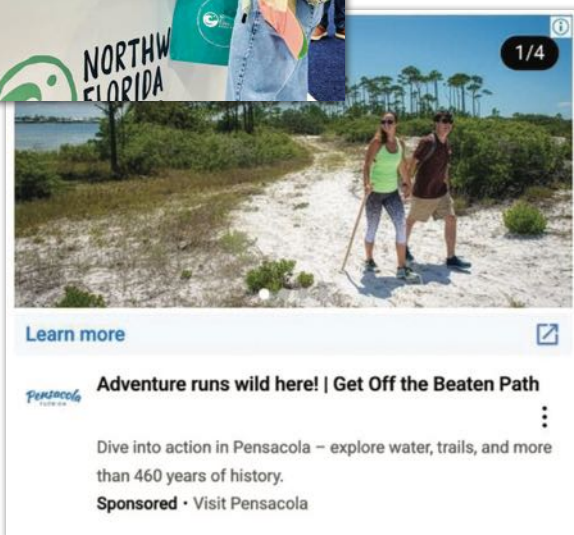
Research reports can be found at
visitpensacola.com/industry/reports/



STRATEGIC PARTNERSHIPS

Northwest Florida Tourism Council

Escambia County is represented by Visit Pensacola in this eight county regional collaboration. Darien Schaefer serves as the Chair for the Council, Nicole Stacey is Co-Lead on the Brand Team and Kaya Man is the Lead on the Sales Team.



Visit Pensacola's partnership with Northwest Florida Beaches expanded the destination's reach through a coordinated, multi-market digital campaign designed to grow awareness, extend seasonality, and encourage travel beyond peak summer months. Pensacola's custom Spring and Fall placements complemented the broader regional effort, driving traffic directly to VisitPensacola.com while highlighting outdoor adventure, history, and "off-the-beaten-path" experiences. The campaign generated 67 million impressions and more than 423,000 clicks, exceeding performance benchmarks and driving strong engagement in priority domestic markets as well as the UK.

Pensacola FLORIDA



Visit Pensacola
1401 E. Gregory Street • Pensacola, FL 32502
850-434-1234 • visitpensacola.com