



## **VISIT PENSACOLA BOARD MEETING**

**August 26, 2020**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)



## Board of Directors Meeting

August 26, 2020

3:00 p.m. – 5:00 p.m.

Skopelos at New World

### AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
  - a) *Approval of Minutes from the June 24, 2020 meeting\**
4. New Business
  - a) *Finance Committee Monthly Report\**
  - b) *3<sup>rd</sup> Quarter ending CPA Compiled Statements\**
  - c) *Procurement Policy\**
  - d) *Contracts/Agreements Update\**
  - e) *Nominating Committee Update*
  - f) *Downs & St. Germain Quarterly Presentation*
5. Staff Updates
  - a) *Marketing/Showcase Update*
  - b) *President/CEO Update*
    - i) *Downs & St. Germain unique emotional positioning project\**

*\* Action Item requiring board vote*



**Visit Pensacola  
Board of Directors Meeting  
June 24, 2020**

**Members Present:** Sterling Gilliam, D.C. Reeves, Jessica Andrade, Suzanne Lewis, Gabe DiCianni, and Jay Bhakta

**Members Absent:** McKenzie Nicholas, Cindi Bonner, Dr. Lusharon Wiley, Cameron Price, Joe McCay

**Staff Present:** Darien Schaefer, Jack Brown, Robby Rushing, Kimberly Sparks, Nicole Stacey, Leslie White, Kaya Man, Lindsey Steck, Shawn Brown, Logan Whyner, Larry Orvis, Wandy Samuel, Lori Coppels, Barbara Williams.

**The June 24, 2020 Visit Pensacola Board of Directors meeting was called to order by Sterling Gilliam at 3:02 p.m.**

**Public Comment:** There was no public comment.

Nicole reminded everyone that this is a public meeting and was being recorded. Sterling Gilliam stated there are masks available if anyone needs one. He is very proud of the community for pulling together during this difficult time.

**Old business:**

**Meeting Minutes:** There was no discussion on the meeting minutes from May 27, 2020.

**A motion was made** by Suzanne Lewis, seconded by Gabe DiCianni, to approve the meeting minutes. The vote was unanimous for approval.

**New business/Discussion items:**

**Finance Committee Monthly Report:**

**May Financials:** Kimberly Sparks presented the May financials.

**FY 20 May Takeaways:** May 2020 as compared to May 2019 shows a better position with only a \$63K loss vs. \$320K loss. This is due to having previous months checks having cleared in the current month and being able to bill/recognize the income from the County. May 2020 had lower expenses as the offices being closed due to COVID-19, staff furloughed and staff working remotely. All invoices are current for Showcase, cleared the bank and have been billed to the County. The year-to-date loss is from outstanding checks for Simpleview, Summerfest and Think!X Innovation that were issued, yet not cleared the bank. Checks having not cleared the bank are unable to bill the County nor recognize the income.



**Major Highlights:** The budgets have been adjusted for the lower supplemental (total of \$900K to Visit Pensacola loss). Pensacola Sports forfeited their rollover funds from FY19, and ACE gave \$150K from their supplemental to Visit Pensacola to help Visit Pensacola offset their loss. FY20 year-to-date membership is 170. This is a decrease of 15 memberships from FY19 year-to-date. The level of memberships is lower (lower investment levels) overall. We have advanced Pensacola Sports \$400K as per their FY20 contract. We will advance up to \$500K for FY20. FY19 year-to-date Pensacola Sports had \$499K in expenses, as compared to FY20 year-to-date of \$404K. FY20 year-to-date ACE we have advanced \$400K with the backup provided in April and billed to the County for \$200K. FY19 we advanced \$775K during the same time frame and billed the County. This effects our TDT revenue and total expenses when comparing year over year. FY20 Visit Pensacola has \$160K increase in TDT revenue than in FY19 for the same time period, with \$239K more in TDT expenses in FY20 than FY19. This increase in expense centers in Showcase at \$174K and grants.

**Visit Pensacola month-to-date TDT income** is from being able to bill the County for the previous month for Showcase, Majority Opinion and various vendors.

**Visit Pensacola month-to-date private income** is negligible.

**Visit Pensacola month-to-date net income** is from being able to recognize income for expenses that incurred in prior months.

**For Visit Pensacola only, month-to-date TDT** revenue totaled \$289K, with month-to-date private revenue totaling \$1,344.93. Month-to-date Visit Pensacola only total revenue is \$290K. For Visit Pensacola only, month-to-date expenses are as follows – Direct programming \$166K, Operations \$20K and Personnel \$85K, giving a month to date total expense of \$271K. For Visit Pensacola only, month-to-date net income is \$19K.

**Unified year-to-date TDT revenue** totaled \$4,188K, private revenue \$105K, bringing total year-to-date revenue to \$4,294K. Unified year-to-date expenses are as follows – Direct programming \$3,062K, Operations \$302K, Personnel \$992K, bringing Unified year-to-date expense to \$4,356K. The Unified year-to-date net (loss) is **(\$62K)**.

**The County** is current with our submissions. FY 20 submissions have seen no denials to date. We have paid back \$400K of the \$2M advance.

**A motion was made** by Jessica Andrade, seconded by Suzanne Lewis, to accept the financial report. The vote was unanimous for approval.

**Marketing/Showcase Update:** Nicole reported we now have 50K followers on Instagram. The Visitor Centers opened on Monday. The Experience Pensacola app was released, and Nicole encouraged everyone to download.

Dickie Appleyard gave a Showcase update. The Experience Pensacola app has had over 1.7K downloads since June 1. The Rollout to Recovery campaign ran from April 24-June 17 and reached 81,479 users. “Save You a Spot” campaign has run from May 3-June 30 in Birmingham, Jackson, Tallahassee, Chicago, Dallas, Denver, Houston, Nashville, Philadelphia and Washington D.C. “Your Cabin Fever Cure” has run June 1-30 in the Mobile and Pensacola DMA, and





encourages those pent-up people who are ready to get out, to stay close to home, support local businesses, and take this opportunity to rediscover their backyard. “Getaway You Need/Wide Open” campaign has run from June 15-17 and is producing great results. Bryan McCall reported that traveler sentiment is that pandemic etiquette matters with over 61% being less interested in visiting destinations with reported crowding, no distancing, etc.

Suzanne Lewis asked if they have received any information from the National Park Service regarding reopening the campground. Nicole said our staff is in direct communication with the Park Service to coordinate any marketing efforts.

**Grant Committee Update:** Nicole Stacey reported the Grant Committee met last week. Typically during this meeting, we would have been bringing application recommendations. Due to the COVID-19 pandemic we decided not to have a call for grant applications in May as we normally would have done. During the Committee meeting a motion was made by Dr. Lusharon Wiley, seconded by Robbie Schrock, to recommend to the Board to pause the grant program until fiscal year 2021. If any funds are allocated in our budget for grants in FY 21, we would use those funds for marketing events. During the interim the Committee will work to refine the grant program for fiscal year 2022. We would have workshops in April 2021, followed by a call for grant applications in May 2021 for events being held October 1, 2021-April 30, 2022. We would then seek board approval for those grants in June 2021.

**After Board discussion a motion was made** by Suzanne Lewis, seconded by Jessica Andrade, to approve the recommendation of the Grant Committee to put the grant program on pause until fiscal year 2021. The vote was unanimous for approval.

**Visit Pensacola Lease:** Darien Schaefer stated the building lease for Visit Pensacola has been revised to remove the Pensacola Chamber as a party. Visit Pensacola now has a lease directly with the City of Pensacola. Visit Pensacola is responsible for maintenance of the building and grounds from sidewalk to sidewalk.

**A motion was made** by Gabe DiCianni, seconded by D.C. Reeves, to approve the lease as offered in the packet. The vote was unanimous for approval.

**President/CEO:** Darien Schaefer reported the Visitor Centers reopened and we welcomed the ambassadors back. We removed some items in the Centers for safety purposes. Darien said that due to the budget cuts, the positions of Visitor Center Supervisor for both Pensacola and Perdido Key were eliminated. He expressed thanks to Paul Cornell and Joyce Black for their many years of distinguished service. The TDT collections for May business collected in June totaled \$633,700 which is a 46.74% decrease for the same time last year – a 25% decrease for year-to-date. We have changed our vendor for vacation rentals data has changed from Destimetrics to Key Data. Darien has met with the County Administrator, Pensacola Sports and



ACE to discuss budget priorities and what has been done historically – they will have another meeting next week.

The meeting was adjourned at 4:12 p.m.

Respectfully Submitted,  
*Barbara Williams, Administrative Assistant*



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)



## **VISIT PENSACOLA BOARD MEETING**

**August 26, 2020**

### **VP Financials**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)



800.874.1234  
fax: 850.432.8211

1401 E. Gregory St.  
Pensacola, FL 32502

[www.VisitPensacola.com](http://www.VisitPensacola.com)

#### FY20 JULY TAKEAWAYS:

JULY 2020 as compared to July 2019 is an improvement albeit still at a loss, FY19=(\$186K), FY20=(\$73K). FY19 had more expenses with large outstanding checks. FY20 revenue and expenses are effected by COVID-19. VPI only expenses are lower by \$956K in FY20. This is due to COVID-19 and having to reduce marketing, canceled shows, events, furlough staff, staff working remotely, termination of staff and closing the centers. All invoices are current for Showcase, cleared the bank and have been billed to the County. The year to date loss is from annual contracts paid in FY19 seen on the balance sheet, and expenses monthly as per accounting practices.

#### MAJOR HIGHLIGHTS:

The budgets have been adjusted for the lower supplemental (total of \$900K to VPI loss), canceled programs and events. PSA relinquished their rollover funds from FY19 of \$223K, and ACE gave \$150K from their supplemental to VPI to help offset VPI's loss. There is to be another cut of \$1.5M which will be reflected in the next meeting financials. The BOCC will be voting on this cut or a portion of on 08.20.2020.

FY20 YTD Membership number is at 186 members. This is a decrease of only 4 memberships from FY19 YTD. The level of memberships are lower (lower investment levels) overall. Delinquent invoices are being collected.

PSA has been fully advance their \$500K with backup provided and billed to the County. FY19 YTD PSA had \$681K in expenses, as compared to FY20 YTD of \$503K. This effects the TDT revenue and total expenses when comparing year over year. This decrease is the result of COVID-19

FY20 YTD ACE has been fully advanced their \$400K with backup provided and billed to the County. FY19 YTD ACE had \$775K in expenses, as compared to FY20 YTD of \$400K. This effects our TDT revenue and total expenses when comparing year over year. This decrease is the result of COVID-19.

FY20 VPI has \$553K lower in TDT revenue than in FY19 same time period, with \$955K lower in TDT expenses in FY20 than FY19. This decrease is due the reduction in the supplemental, the effects of COVID-19, reduce marketing, canceled shows, events, furlough staff, staff working remotely, termination of staff and closing the centers.

<b>A</b>	VP MTD TDT INCOME is from billing all outstanding checks to the County
<b>B</b>	VP MTD PRIVATE INCOME is from following up on outstanding invoices (7) and new memberships (1) pro rated to 09.30.2020
<b>8</b>	VP MONTH TO DATE NET INCOME is from recognize the income from previous months' expenses as billed to the County

<b>A</b>	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$401K (We recognize income as billed to the County)
<b>B</b>	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$4K
<b>C</b>	VISIT PENSACOLA ONLY Month to date total Revenue = \$406K
	VISIT PENSACOLA ONLY Month to date expense:
<b>D</b>	Direct Programming Totaled \$294K
<b>E</b>	Operations totaled \$20K
<b>F</b>	Personnel total \$88K
<b>G</b>	VISIT PENSACOLA ONLY Month to Date total Expense = \$402K
<b>H</b>	<b>VISIT PENSACOLA Only Month to Date Net Income (loss) = \$3K</b>

<b>1</b>	UNIFIED Year to Date TDT revenue totaled \$5,172K
<b>2</b>	UNIFIED Year To Date Private revenue totaled \$120K
<b>3</b>	UNIFIED Year to date total Revenue = \$5,292K
	UNIFIED Year to date expense:
<b>4</b>	Direct Programming Totaled \$3,760K
<b>5</b>	Operations totaled \$345K
<b>6</b>	Personnel total \$1,260K
<b>7</b>	UNIFIED Year to Date total Expense = \$5,365K
<b>8</b>	<b>UNIFIED Year to Date Net Income (loss) = (\$73K)</b>

#### County Submissions

<b>*</b>	The County is current with our submissions. Last month submission had one denial, with the expense being pulled from the submission. We have paid back \$1.4M of the \$2M advance.
----------	--



## VISIT PENSACOLA BALANCE SHEET

	<u>Jul 31, 20</u>	NOTES
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
1025 - EFT TDT #4196	766,820.52	Restricted Electronic funds from Cty
1010 - TDT Op #2290	49,218.92	Restricted TDT Operating account
1030 - Partner#2177	273,827.60	Unrestricted funds Operating account
1035 - Reserves #3955	737,983.27	Unrestricted funds Interest bearing account
1050 - Petty Cash	115.00	Petty Cash only at Pcola VIC
<b>Total Checking/Savings</b>	<u>1,827,965.31</u>	
<b>Accounts Receivable</b>		
1200 - Accounts Receivable		
1200-98 - ACE Advance	0.02	ACE Remaining on Advance
1200-2 - Advertising Receivable	57,600.00	selling of FY21 Insider Guide ads
1200-4 - Tourism Receivables	38,638.29	June & July Submissions
1200-5 - Membership Receivable	80.00	FY19 Accrued, will probably be written off in last month
<b>Total 1200 - Accounts Receivable</b>	<u>96,318.31</u>	
<b>Total Accounts Receivable</b>	<u>96,318.31</u>	
<b>Other Current Assets</b>		
1500 - Gift Cards	1,150.00	From Partners to be used for guests/FAMS etc. Paid in FY19, expensing in FY20. Arrivalist, DMO Partnership, Adara, Reef Scapes, STR, US Travel, CrowdRiff, Destination International, Destination Florida, Sterling Valley, Sprout Social, Fla. Restaurant & Lodging, Monsido, Simpleview (Apps)
1405 - Prepaid Misc.	65,382.28	Flood, Wind, Property, D&O
1410 - Prepaid Insurance	12,658.56	month end counts and adjustments, phasing out inventory and consignment
1999 - Merchandise Inventory	783.58	Balance on account at Post Office and Pitney Bowes
1400 - Prepaid Postage	2,414.45	
<b>Total Other Current Assets</b>	<u>82,388.87</u>	
<b>Total Current Assets</b>	<u>2,006,672.49</u>	
<b>Fixed Assets</b>		
1350 - Equipment		
1361 - iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 - Acc Depr - Equipment	-3,692.58	
1359 - Apple laptop	1,449.00	fully depreciated
1352 - Flag & Flagpole	683.00	fully depreciated
1351 - Laminator & case	409.00	fully depreciated
<b>Total 1350 - Equipment</b>	<u>4,606.33</u>	
<b>Total Fixed Assets</b>	<u>4,606.33</u>	
<b>TOTAL ASSETS</b>	<u><b>2,011,278.82</b></u>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
2100 - Accounts Payable	172,878.67	PSA and Showcase
<b>Total Accounts Payable</b>	<u>172,878.67</u>	
<b>Credit Cards</b>		
2000 - Visit Pensacola P-Card	5,709.72	Current month Pcards TDT
2002 - Regions Membership PCard	33.50	Current month Pcards Membership
<b>Total Credit Cards</b>	<u>5,743.22</u>	
<b>Other Current Liabilities</b>		
2700 - Unearned Revenue	717,245.40	Advance from County, applied \$1.4M to advance YTD. Unearned Insider Guide Ad sales for FY21. \$63K
2999 - Salaries payable	34,840.63	FY19 accrual of PTO owed
25500 - Sales Tax Payable	15.00	Sales tax owed for current month paid mid following month
<b>Total Other Current Liabilities</b>	<u>752,101.03</u>	
<b>Total Current Liabilities</b>	<u>930,722.92</u>	
<b>Total Liabilities</b>	<u>930,722.92</u>	
<b>Equity</b>		
32000 - Unrestricted Net Assets	1,153,919.65	FY14 to FY19 Net Income
Net Income	-73,265.03	Current month net income -loss
<b>Total Equity</b>	<u>1,080,654.62</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>2,011,377.54</b></u>	

**UNIFIED**  
**PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES**

	Jul 20	Oct '19 - Jul 20	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
4500 · Grant Income	0.00	0.00	0.00	0.00	#DIV/0!	
4640 · Event Income	200.00	13,235.00	20,000.00	6,765.00	34%	HRT and Annual Luncheon
4000 · Tourism Development Tax-T	441,070.09	5,171,985.24	6,449,534.00	1,277,548.76	20%	As billed to County
4050 · TDT Supplemental	0.00	0.00	1,400,000.00	1,400,000.00	100%	
4100 · Membership Dues	4,000.00	92,068.78	100,000.00	7,931.22	8%	Membership Dues 10.01.19-9.30.20
4150 · Advertising Income						
4155 · Partner Co-Ops	0.00	5,400.00				
4150 · Advertising Income - Other	0.00	5,517.25	0.00			Visitor Guide ad sales will not occur this year
Total 4150 · Advertising Income	0.00	10,917.25	0.00	-10,917.25	#DIV/0!	
4300 · Consignment Sales	0.00	1,922.03	1,922.00	-0.03	0%	phased out
4400 · Gifts in Kind - Goods	0.00	1,100.00	167,000.00	165,900.00	99%	Gift cards from Partners
4600 · Misc. Income	257.19	800.45	600.00	-200.45	-33%	
Total Income	445,527.28	5,292,028.75	8,139,056.00	2,847,027.25	35%	
Gross Profit	445,527.28	5,292,028.75	8,139,056.00	2,847,027.25		
<b>Expense</b>						
<b>1 · Direct Programming</b>						
5090 · Marketing Research	50,098.33	338,830.37	454,172.00	115,341.63	25%	
5100 · Advertising/Media	15,975.00	106,019.10	110,825.00	4,805.90	4%	VPI took over social media posts from Showcase.
5110 · Public Relations	1,835.99	34,664.29	62,618.00	27,953.71	45%	
5120 · Advertising Production	0.00	20,304.84	24,305.00	4,000.16	16%	annual meeting video utilizing Simpleview more than budgeted
5130 · Internet Site Production	24,483.53	163,479.97	243,451.00	79,971.03	33%	Granted to date \$366,593 Budget remaining is for Summerfest. This was canceled. Other expenses are for New Beginnings and DIB New Year's Eve fireworks. Sertoma has cancelled their event will be used to offset overage on other DP GLs
5140 · Festivals & Events Grantec	600.00	311,427.95	334,803.00	23,375.05	7%	Granted to date \$13,500
5141 · Festivals & Event Local Su	19,250.00	100,346.35	169,872.00	69,525.65	41%	
5142 · Festival & Event Mini Gran	0.00	11,298.77	13,500.00	2,201.23	16%	
5150 · Consumer Promotions	1,500.00	15,540.29	16,540.00	999.71	6%	
5160 · Sales Promotions	0.00	65,774.12	72,750.00	6,975.88	10%	
5170 · Brochures and Collateral	0.00	5,740.31	12,015.00	6,274.69	52%	
5180 · Film Promotions	0.00	223.50	500.00	276.50	55%	
5190 · Showcase	170,205.42	1,857,312.60	2,937,000.00	1,079,687.40	37%	Invoices are current Annual Operating and Membership dues for NWFL Coalition Counsel. Will pull from other DP GL
5210 · Regional Partnership	11,920.00	26,195.00	14,275.00	-11,920.00	-84%	managing Pensacola.com refunds from canceled shows
5215 · Tourism Development Proj	0.00	17,899.50	17,899.50	0.00	0%	
5220 · Registration	-2,700.00	30,675.83	37,421.00	6,745.17	18%	Will pull from other DP GL. UWF Historic Trust not budgeted. DMAO more than budgeted
5230 · Dues and Subscriptions	1,170.83	25,747.51	24,577.00	-1,170.51	-5%	
5400 · Business Travel & Entertainment						
5400-1 · Disallowed Travel Expe	0.00	928.18	2,000.00	1,071.82	54%	
5400 · Business Travel & Entert	0.00	21,416.37	28,782.00	7,365.63	26%	
Total 5400 · Business Travel & Er	0.00	22,344.55	30,782.00	8,437.45	27%	
5540 · Grant Expense	0.00	0.00	0.00	0.00	#DIV/0!	
5500 · Visitor Awareness Educati	-124.00	28,907.15	52,900.00	23,992.85	45%	HRT luncheons, United Way Day of Caring, VIC events, credit for apps from Simpleview
7000 · PSA Sporting Events	9,409.35	177,589.67	453,840.00	276,250.33	61%	
7400 · ACE - DP	0.00	399,999.98	973,944.00	573,944.02	59%	
Total 1 · Direct Programming	303,624.45	3,760,321.65	6,057,989.50	2,297,667.85	38%	
<b>2 · Operating Costs</b>						
5520 · Committee Expenses	190.22	9,577.99	11,254.00	1,676.01	15%	
5450 · Auto/ Local Travel	506.20	5,216.86	7,817.00	2,600.14	33%	
5600 · Building Maintenance & Re	1,883.72	77,416.49	99,034.00	21,617.51	22%	
5610 · Computer&IT Maintenance	4,581.84	33,705.24	36,329.00	2,623.76	7%	
5630 · Insurance Building & Conti	1,555.14	15,291.63	15,000.00	-291.63	-2%	insurance for rental units.
5640 · D & O and Liability Insuran	451.96	5,871.40	6,000.00	128.60	2%	Insurance increase
5650 · Audit	0.00	14,000.00	14,000.00	0.00	0%	insurance increase
5660 · Legal Services	2,442.00	14,555.00	19,613.00	5,058.00	26%	
5670 · CPA/ Financial Services	680.00	4,530.00	4,875.49	345.49	7%	
5690 · Depreciation Expense	0.00	0.00	100.00	100.00	100%	
5700 · Postage	1,214.59	26,676.69	35,150.00	8,473.31	24%	
5710 · Supplies Coffee/Sodas	94.30	4,423.72	6,351.00	1,927.28	30%	
5720 · Office Supplies	673.07	10,410.54	17,820.00	7,409.46	42%	
5730 · Storage and Delivery	436.04	10,066.45	10,939.00	872.55	8%	
5750 · Rent	0.00	10.00	10.00	0.00	0%	
5760 · Telephone Service	1,011.07	9,961.65	11,690.29	1,728.64	15%	
5770 · Utilities	2,588.13	27,717.80	33,506.00	5,788.20	17%	
5780 · Copier	750.31	6,913.28	8,500.00	1,586.72	19%	
5790 · Capital Expenditures	0.00	6,746.09	17,671.37	10,925.28	62%	laptops, iPad for staff
5900 · Miscellaneous Expenses	208.84	535.90	600.00	64.10	11%	holiday inn expense, offset by income
5920 · Bad Debt Expense	0.00	0.00	1,500.00	1,500.00	100%	
6000 · Consignment Sales Expen	0.00	1,250.80	1,496.00	245.20	16%	
6001 · Bank Service Charge	40.00	520.30	640.00	119.70	19%	
6010 · Credit Card Processing Fe	237.31	3,250.46	4,416.00	1,165.54	26%	
6500 · Taxes	15.00	1,182.48	2,915.00	1,732.52	59%	
6940 · In Kind Expense	0.00	0.00	167,000.00	167,000.00	100%	
7001 · PSA Operations	4,008.65	55,396.47	67,067.00	11,670.53	17%	
Total 2 · Operating Costs	23,568.39	345,227.24	601,294.15	256,066.91	43%	



# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

	Jul 20	Oct '19 - Jul 20	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
<b>3 - Personnel Costs</b>						
5800 - Salaries	70,505.06	760,925.61	906,080.00	145,154.39	16%	
5810 - Commissions	815.90	9,330.47	20,000.00	10,669.53	53%	
5830 - Auto	461.54	6,065.95	6,000.00	-65.95	-1%	overlap in President position
5840 - 401K Contribution Match	2,055.70	19,155.93	22,293.00	3,137.07	14%	
5850 - Employee Insurance	6,844.22	49,923.32	56,174.00	6,250.68	11%	
5870 - Drug Testing	26.00	401.00	425.00	24.00	6%	
5880 - Payroll Expense	7,643.66	143,505.22	177,100.35	33,595.13	19%	includes expense for SearchWide Global
5890 - Staff Education	0.00	849.00	4,758.00	3,909.00	82%	
7002 - PSA Personnel	26,546.97	269,687.11	317,532.00	47,844.89	15%	
<b>Total 3 - Personnel Costs</b>	<b>114,899.05</b>	<b>1,259,843.61</b>	<b>1,510,362.35</b>	<b>250,518.74</b>	<b>17%</b>	
<b>Total Expense</b>	<b>442,091.89</b>	<b>5,365,392.50</b>	<b>8,169,646.00</b>	<b>2,804,253.50</b>	<b>34%</b>	
<b>Net Ordinary Income</b>	<b>3,435.39</b>	<b>-73,363.75</b>	<b>-30,590.00</b>	<b>42,773.75</b>		
<b>Net Income</b>	<b>3,435.39</b>	<b>-73,363.75</b>	<b>-30,590.00</b>	<b>42,773.75</b>		

# Jason R Loeffler, CPA, PA

---

## INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

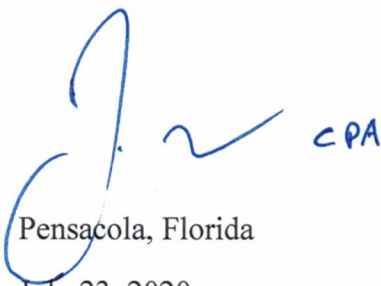
Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of June 30, 2020, and the related statement of financial income and expense – income tax basis for the period then ended. I have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or provide any assurance about whether the financial statement is in accordance with the accrual basis of accounting.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the income tax basis of accounting and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with *Statements on Standards for Accounting and Review Services* issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.



CPA

Pensacola, Florida

July 23, 2020

**Visit Pensacola**  
**Statement of Financial Position**  
**As of June 30, 2020**

	Jun 30, 20
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1025 · EFT TDT #4196	816,820.52
1010 · TDT Op #2290	250,680.20
1030 · Partner#2177	272,702.08
1035 · Reserves #3955	732,602.46
1050 · Petty Cash	115.00
Total Checking/Savings	2,072,920.26
Accounts Receivable	
1200 · Accounts Receivable	
1200-98 · ACE Advance	0.02
1200-99 · PSA Advance	37,291.72
1200-4 · Tourism Receivables	20,154.47
1200-5 · Membership Receivable	80.00
Total 1200 · Accounts Receivable	57,526.21
Total Accounts Receivable	57,526.21
Other Current Assets	
1500 · Gift Cards	1,150.00
1405 · Prepaid Misc.	86,249.68
1410 · Prepaid Insurance	14,665.66
1999 · Merchandise Inventory	783.58
1400 · Prepaid Postage	3,144.97
Total Other Current Assets	105,993.89
Total Current Assets	2,236,440.36
Fixed Assets	
1350 · Equipment	
1361 · iMac Pro	5,757.91
1998 · Acc Depr - Equipment	-3,692.58
1359 · Apple laptop	1,449.00
1352 · Flag & Flagpole	683.00
1351 · Laminator & case	409.00
Total 1350 · Equipment	4,606.33
Total Fixed Assets	4,606.33
<b>TOTAL ASSETS</b>	<b>2,241,046.69</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 · Accounts Payable	52,660.00
Total Accounts Payable	52,660.00
Credit Cards	
2000 · Visit Pensacola P-Card	57.13
2002 · Regions Membership PCard	1,092.50
Total Credit Cards	1,149.63

**Visit Pensacola**  
**Statement of Financial Position**  
**As of June 30, 2020**

---

	Jun 30, 20
Other Current Liabilities	
2700 · Unearned Revenue	1,075,231.67
2999 · Salaries payable	34,840.63
25500 · Sales Tax Payable	44.25
	<hr/>
Total Other Current Liabilities	1,110,116.55
	<hr/>
Total Current Liabilities	1,163,926.18
	<hr/>
Total Liabilities	1,163,926.18
Equity	
32000 · Unrestricted Net Assets	1,153,919.65
Net Income	-76,799.14
	<hr/>
Total Equity	1,077,120.51
	<hr/>
TOTAL LIABILITIES & EQUITY	2,241,046.69
	<hr/> <hr/>

**Visit Pensacola**  
**Statement of Financial Income and Expense**  
**April through June 2020**

	Apr - Jun 20	Oct '19 - Jun 20	% of Income
<b>Ordinary Income/Expense</b>			
Income			
4640 · Event Income	670.00	13,035.00	0.0%
4000 · Tourism Development Tax-TDT	1,786,343.80	4,732,915.15	99.3%
4100 · Membership Dues	8,040.31	88,068.78	0.4%
4150 · Advertising Income			
4155 · Partner Co-Ops	1,350.00	5,400.00	0.1%
4150 · Advertising Income - Other	1,666.67	5,517.25	0.1%
Total 4150 · Advertising Income	3,016.67	10,917.25	0.2%
4300 · Consignment Sales	42.98	1,922.03	0.0%
4400 · Gifts in Kind - Goods	0.00	1,100.00	0.0%
4600 · Misc Income	213.76	543.26	0.0%
Total Income	1,798,327.52	4,848,501.47	100.0%
Gross Profit	1,798,327.52	4,848,501.47	100.0%
Expense			
1 · Direct Programming			
5090 · Marketing Research	55,547.20	288,732.04	3.1%
5100 · Advertising/Media	28,404.87	90,069.08	1.6%
5110 · Public Relations	8,862.31	32,828.30	0.5%
5120 · Advertising Production	5,500.00	20,304.84	0.3%
5130 · Internet Site Production	49,618.38	138,971.46	2.8%
5140 · Festivals & Events Granted	42,666.62	310,827.95	2.4%
5141 · Festivals & Event Local Support	2,660.00	81,096.35	0.1%
5142 · Festival & Event Mini Grants	0.00	11,298.77	0.0%
5150 · Consumer Promotions	0.00	14,040.29	0.0%
5160 · Sales Promotions	0.00	65,774.12	0.0%
5170 · Brochures and Collateral	162.75	5,740.31	0.0%
5180 · Film Promotions	0.00	223.50	0.0%
5190 · Showcase	390,444.56	1,687,107.18	21.7%
5210 · Regional Partnership	10,080.00	14,275.00	0.6%
5215 · Tourism Development Projects	0.00	17,899.50	0.0%
5220 · Registration	-5,810.00	33,375.83	-0.3%
5230 · Dues and Subscriptions	7,056.26	24,576.68	0.4%
5400 · Business Travel & Entertainment			
5400-1 · Disallowed Travel Expense	1.85	928.18	0.0%
5400 · Business Travel & Entertainment - Other	273.94	21,416.37	0.0%
Total 5400 · Business Travel & Entertainment	275.79	22,344.55	0.0%
5500 · Visitor Awareness Education	4,450.26	29,031.15	0.2%
7000 · PSA Sporting Events	77,134.73	168,180.32	4.3%
7400 · ACE - DP	399,999.98	399,999.98	22.2%
Total 1 · Direct Programming	1,077,053.71	3,456,697.20	59.9%
2 · Operating Costs			
5520 · Committee Expenses	845.74	9,387.77	0.0%
5450 · Auto/ Local Travel	884.35	4,710.66	0.0%
5600 · Building Maintenance & Repair	13,143.11	75,532.77	0.7%
5610 · Computer&IT Maintenance&Repair	9,303.85	29,123.40	0.5%
5630 · Insurance Building & Content	4,666.15	13,736.49	0.3%
5640 · D & O and Liability Insurance	1,355.88	5,419.44	0.1%
5650 · Audit	0.00	14,000.00	0.0%
5660 · Legal Services	3,238.00	12,113.00	0.2%
5670 · CPA/ Financial Services	680.00	3,850.00	0.0%
5700 · Postage	5,672.05	25,462.10	0.3%
5710 · Supplies Coffee/Sodas	471.98	4,329.42	0.0%
5720 · Office Supplies	3,547.85	9,737.47	0.2%
5730 · Storage and Delivery	5,921.61	9,630.41	0.3%
5750 · Rent	0.00	10.00	0.0%
5760 · Telephone Service	2,996.14	8,950.58	0.2%
5770 · Utilities	6,406.63	25,129.67	0.4%
5780 · Copier	1,879.10	6,162.97	0.1%



**Visit Pensacola**  
**Statement of Financial Income and Expense**  
**April through June 2020**

	Apr - Jun 20	Oct '19 - Jun 20	% of Income
5790 · Capital Expenditures	2,554.68	6,746.09	0.1%
5900 · Miscellaneous Expenses	0.00	327.06	0.0%
6000 · Consignment Sales Expenses	0.00	1,250.80	0.0%
6001 · Bank Service Charge	78.00	480.30	0.0%
6010 · Credit Card Processing Fee	413.24	3,013.15	0.0%
6500 · Taxes	118.34	1,167.48	0.0%
7001 · PSA Operations	12,511.91	51,387.82	0.7%
<b>Total 2 · Operating Costs</b>	<b>76,688.61</b>	<b>321,658.85</b>	<b>4.3%</b>
<b>3 · Personnel Costs</b>			
5800 · Salaries	235,411.66	692,420.55	13.1%
5810 · Commissions	335.00	8,514.57	0.0%
5830 · Auto	2,307.70	5,604.41	0.1%
5840 · 401K Contribution Match	5,733.92	17,100.23	0.3%
5850 · Employee Insurance	19,337.20	43,079.10	1.1%
5870 · Drug Testing	61.00	375.00	0.0%
5880 · Payroll Expense	23,805.80	135,861.56	1.3%
5890 · Staff Education	0.00	849.00	0.0%
7002 · PSA Personnel	93,711.46	243,140.14	5.2%
<b>Total 3 · Personnel Costs</b>	<b>380,703.74</b>	<b>1,146,944.56</b>	<b>21.2%</b>
<b>Total Expense</b>	<b>1,534,446.06</b>	<b>4,925,300.61</b>	<b>85.3%</b>
<b>Net Ordinary Income</b>	<b>263,881.46</b>	<b>-76,799.14</b>	<b>14.7%</b>
<b>Net Income</b>	<b>263,881.46</b>	<b>-76,799.14</b>	<b>14.7%</b>





## Procurement Policy

In the course of all business activity, it is the responsibility of VP staff to secure services, and purchase all equipment, materials, and supplies at the lowest available cost with consideration for quality and required performance standards. It is the policy of VP to solicit competitive quotations for all expenditures whenever feasible, and when the bid guidelines are applicable. Business transactions with VP partners are to be the primary option. The decision to approve vendor bidding on various businesses with VP will be made by the department staff, VP President or Board of Directors.

All professional service contracts, regardless of duration, are subject to review for quality, compliance, and competitive pricing. *If a contract is within 3 years from the start and the Directors and President of VPI feel it is in the best interest to stay with this vendor then, this decision will be presented to the Finance Committee for approval and the Board if necessary as per the table below.* In the event any or all of the above benchmarks are determined to be inadequate, other competitive bids will be sought preferably from qualified VP members providing the same or similar products or services.

The following expenditures require:

	No Quotes Needed <\$4,999	Quotes \$5,000 to \$24,999.99	Competitive Bid \$25,000 to \$49,999.99	RFP >\$50,000
Facility Manager	Gathers	Gathers	Gathers	Gathers
DOFA	Reviews	Reviews	Gathers	Gathers
DOSS	Reviews	Reviews	Gathers	Gathers
DOMC	Reviews	Reviews	Gathers	Gathers
President	Approves	Approves	Reviews	Reviews
Finance Committee		informed	Approves	Approves
Board Approval			informed	Approves

Approved 07.2019

Approved 04.2020

*DRAFT 08.17.2020*



### **Process for Procurement:**

- 1) Follow the threshold amounts as per the County Administration.
- 2) Prepare necessary paperwork and RFP/RFQ/RFI for the service needed (collaboration between senior staff and administrative/accounting office)
- 3) Posted to Visit Pensacola website for thirty days
- 4) Advertise in Pensacola News Journal thirty days prior to due date
- 5) Mail/email RFP/RFQ/RFP to companies and/or interested parties
- 6) Responses will be collected/processed by senior staff and administrative/accounting office and evaluated to ensure they meet the requirements.
- 7) Report generated with compiled results
- 8) For expenditures less than \$25,000
  - a. Senior staff and administrative/accounting office review with the President/CEO and provide recommendation and necessary back-up for the selected vendor
  - b. Results to be presented to the finance committee and board of directors
  - c. Staff notifies all the companies of the results of the bid process and signs agreement
- 9) For expenditures over \$25,000
  - a. Based on the service being provided staff may direct to a selection committee or handle in-house
  - b. Senior staff and administrative/accounting office review with the President/CEO and provide a recommendation and necessary back-up for the selected vendor
  - c. Results and recommendation to be presented to the finance committee and board of directors for an official approval
  - d. Staff notifies all the companies of the results of the bid process and signs agreement
  - e. **NOTE:** *During the fiscal year, any company whose winning bids exceed an aggregate of \$25,000 would require future bids to be approved by the finance committee and board of directors*

Approved 07.2019

Approved 04.2020

**DRAFT 08.17.2020**



## **VISIT PENSACOLA BOARD MEETING**

**August 26, 2020**

### **New Business**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)

## ADVERTISING AND PROMOTIONS AGREEMENT

**THIS ADVERTISING AND PROMOTIONS SERVICES AGREEMENT** is entered into with an effective date of October 1, 2020, by and between Visit Pensacola, Inc. , a Florida not-for-profit corporation, FEI/EIN Number 46-3684826 (hereinafter referred to as “Client”), whose principal and mailing address is 1401 East Gregory Street, Pensacola, Florida 32502, and Showcase Pensacola, a Florida profit corporation, FEI/EIN Number 59-1023689 (“Contractor”), whose principal and mailing address is 4400 Bayou Blvd. Suite 34, Pensacola, Florida 32503.

### **WITNESSETH:**

**WHEREAS**, on March 13, 2020, the Client issued a Request for Proposals (RFP 2020-01) seeking an advertising/marketing agency with the ability and experience in the development and implementation of integrated destination marketing programs, destination-specific expertise in cooperative advertising programs television, magazine, newspaper, social media, direct mail, outdoor, website, display and other forms of specialty advertising; and

**WHEREAS**, Contractor was the most responsive and responsible proposing to provide such services; and

**WHEREAS**, Client desires to enter into an agreement with Contractor to provide Advertising and Promotions Services as specified herein; and

**WHEREAS**, Contractor desires to enter into an agreement with Client to provide Advertising and Promotions Services as specified herein.

**NOW, THEREFORE**, consideration of the mutual terms and conditions, promises, covenants and payments hereinafter set forth, the Client and the Contractor agree as follows:

1. **Recitals**. The recitals contained in the preamble of this Agreement are declared to be true and correct and are hereby incorporated into this Agreement.
2. **Term**. The term of this Agreement shall commence upon October 1, 2020 and continue for a period of three (3) years. Upon written mutual agreement between the parties, the contract may be renewed for two (2) additional one (1) year terms providing written notice at least thirty (30) days prior to the expiration of the current term.

After exercising all options to renew, the Client may unilaterally extend this Agreement for up to an additional six (6) months to allow completion of the solicitation process. The Client shall provide written notice at least thirty (30) days prior to the expiration of the current term. The total duration of this agreement, including the exercise of all options to renew/extend shall not exceed the duration of five (5) years and six (6) months.

### 3. Scope of Work.

3.1 Contractor agrees to perform in accordance with the scope of work outlined in Client's Request for Proposals for Advertising and Promotions (RFP 2020-01), a true and accurate copy of which is attached hereto and incorporated herein as **Exhibit "A"** (hereinafter "RFP 2020-01" shall be referred to as Exhibit "A"). In the event of a conflict between the terms of Exhibit "A" referenced above and this Agreement, the terms of this Agreement shall prevail.

3.2 The Contractor agrees to perform all services requested in Exhibit "A" at an annual budgeted amount to be agreed upon during the previous year Client's budget process. Services to be performed pursuant to Exhibit "A", include, without limitation, the following:

- 3.2.1 Maintain and build year-round tourism through marketing
- 3.2.2 Brand Development & Creation
- 3.2.3 Marketing Research / Planning / Production
- 3.2.4 Interactive/Digital Marketing
- 3.2.5 Marketing Niche/Target Market Campaigns
- 3.2.6 Public Relations/ Social Media/ Event Coordinator
- 3.2.7 Marketing Media Direction / Planning / Buying
- 3.2.8 Ad Hoc Analysis and Report as requested
- 3.2.9 Presentations and Meetings as requested
- 3.2.10 All travel cost shall be exclusively borne by the Contractor.

3.3 The Contractor agrees to perform and deliver, without limitation, the following:

#### 3.3.1 Marketing:

3.3.1.1 The purpose of this is to profile Pensacola (Escambia County) visitors and their visitation statistics throughout the year, as well as to assess insight, strategic planning, media management, creative services across various media platforms, and media relations in the Pensacola area.

3.3.1.2 The Contractor will as a part of its normal services make a thorough and continuing study of the Client's products and services, its competitors and the markets it is utilizing.

#### 3.3.2 Brand

The Contractor shall conduct such services that are necessary to evolve the Client's brand during the course of this Agreement and enhance the brand.

3.3.2.1 The Contractor shall recognize, understand, and ensure that diversity is an important part of the Client's brand.

3.3.2.2 The Contractor shall make a good faith effort to use and encourage local talent whenever possible and feasible.

3.3.2.3 The Contractor shall thoroughly familiarize itself with the Client's Strategic and tactical plans, objectives, offerings, competition and markets.

3.3.2.4 The Contractor agrees to reposition the Client in a more distinctive and differentiating manner from competitor destinations.

3.3.2.5 The Contractor shall specifically target tourists in growth markets who are seeking the types of experiences and accommodation the Pensacola area has to offer.

3.3.2.6 The Contractor agrees to identify potential audiences and geographical markets with the greatest potential for return on investing (ROI) within the budget as the Client shall direct.

3.3.2.7 The Contractor shall create an advertising media plan detailing the recommended allocation of the existing annual media budget by month, by media type and by market.

3.3.2.8 The Contractor shall prepare budget estimates for the Client's consideration for creative project management, creative production, special and outside services that may be required to execute the recommended creative material.

### 3.3.3. Ongoing Strategic Consultation and Account Management Services

3.3.3.1. The Contractor shall maintain an account management, creative and media team responsible for staying up to date on the Client's Strategic and tactical plans, objectives, philosophies, products, services, challenges competition and markets.

3.3.3.2. The Contractor shall review the key performance indicators (KPIs) of each advertising initiative and report results on a regular basis to the Client along with recommendations for future optimization and improvements.

3.3.3.3. The Contractor shall develop and present new advertising strategies and business building ideas that may be recommended by the Client or requested by the Client.

3.3.3.4. The Contractor shall develop new advertising creative material concepts for the Client's consideration as necessary to fulfill the needs of the advertising media plan.

3.3.3.5. The Contractor shall provide all account management services required to prioritize, communicate and track Client Advertising projects developed by the Contractor. Account management services include, but are limited to preparation of weekly status reports, weekly conference/status calls, preparation of conference reports, daily telephone and email communications, and other administrative matters necessary for the general management of the Client's business.



3.3.3.6. The Contractor shall provide the necessary supervision to ensure all Client brand communications are consistently and effectively integrated throughout all Client advertising communications created by the Contractor.

#### 3.3.4. Project Management and Creative Production

3.3.4.1. The Contractor shall research and evaluate all advertising media according to coverage, cost and effectiveness, and submit detailed recommendations to Client.

3.3.4.2. The Contractor shall prepare comprehensive media plans recommending the best media mix to meet stated advertising objectives within allocated budgets.

3.3.4.3. The Contractor shall aggressively pursue all added-value opportunities with appropriate media outlets which may be available to Client including, but not limited to, rate discounts, spot upgrades, premium positioning, live remote broadcasts, sponsorships, bonus weight and promotions.

3.3.4.4. Subject to advanced written approval by the Client, the Contractor shall order space, time or other means of advertising, endeavoring to secure the most advantageous rates available.

3.3.4.5. The Contractor is to perform a post-buy analysis on all broadcast buys that are performed by the Contractor to ensure satisfactory media performance.

3.3.4.6. The Contractor shall provide research, planning, development, of ad groups and key words creation of Search Engine Marketing (SEM) test ads, campaign monitoring, optimization and monthly reporting for all SEM campaigns if performed by the Contractor.

3.3.4.7. The Contractor shall provide research, planning, monitoring, optimization, and monthly reports for all Facebook advertising performed by the Contractor.

3.3.4.8. The Contractor shall provide comprehensive monthly online advertising reports for advertising performed by the Contractor detailing performance in terms of impressions, clicks, click-through-rates, along with recommendations for optimization and improvement going forward.

3.3.4.9. The Contractor shall provide the Client the online tagging pixels for placement of Client website for the purposes of retargeting and determining ROI / acquisition performance of individual online campaign initiatives.

3.3.4.10. The Contractor shall negotiate refunds or make-goods on behalf of Client in the event media companies improperly or poorly execute the media instructions issued by the Contractor on the Client's behalf.

3.3.4.11. The Contractor shall pass through such charge or credit at vendor's net cost, with no Contractor commission applicable, in the event of circumstances in which media vendors contractually apply either short rates or rebates on Client's account.

### 3.3.5 Special or Miscellaneous Services.

The Contractor will provide special services to the Client as requested upon approval of a Special Services Project estimate. Special services may be approved by Client on a case-by-case basis and paid to Contractor as agreed in advance by Client. Contractor will submit to Client a description of the project and an estimate of Client fees and outside costs for advanced approval. Contractor shall take no action on such projects until Client executes approval of said activity in writing.

### 3.3.6 Periodic in-destination presentations and meetings as needed and requested by the Client.

## 4. Non-Exclusivity

The Contractor understands and agrees that the Client may, at its sole discretion contract with other vendors or utilize its internal staff to place advertising or perform any of the other services included in this Agreement.

## 5. Method of Payment/Billing.

Contractor may request payment from Client by the submission of a properly executed original invoice. Invoices shall reflect the amount due and owing for service(s) received and accepted with appropriate supporting documentation. The Client agrees that it shall make its best efforts to pay Contractor within thirty (30) days of receipt and approval of Contractor's invoice.

5.1 The Contractor shall invoice Client by the 10<sup>th</sup> of each month for all costs incurred and connected with the placement of advertising including Contractor's commission. All Contractor media invoices will include documentation that outlines the buy details including the broadcast networks, other networks, online networks, publications, magazines, outdoor locations, or other media vendors who have been contracted; the dates of publication, outdoor location, ad sizes, rating points, impressions or clicks purchased and the associated costs inclusive of the Contractor's commission.

5.2 The Contractor shall check all media invoices, tear sheets, and affidavits for proper performance and where Contractor's records prove their proper execution, pay all costs and expenses in a timely manner as required by the vendor.

5.3 The Contractor shall bill the Client once everything is complete, all advertising is placed and run. Any variances will be credited or billed to the Client on the reconciliation invoice. Balances will be due to the Contractor in 30 days.

5.4 If invoices for *Media Services* are not paid by the Client in a timely manner per the terms of this Agreement, the Contractor reserves the right to cancel associated media purchases before publication or to decline to make future purchases, until such time that the Client's account is current. Prior to implementing this portion of the contract. The Contractor must inform the Client in writing 10 days prior that they are invoking the provisions of 5.4.

5.5 The Client agrees to pay the Contractor a *monthly retainer fee* in the amount of \$15,000 per month for ongoing services (these invoices will be color coded green).

5.6 The Client agrees to pay all invoices *for project management and creative production* as outlined above that are within ten percent (10%) of the estimate if agreed to in writing. A signed estimate and hourly documentation will accompany all invoices. Client agrees to pay all invoices within 45 days of receipt thereof unless otherwise agreed to in writing. All estimates are based on information known at the time and are subject to revision (these invoices will be color coded yellow).

5.7 *For the planning and buy media (space and time)* - Client agrees to pay Contractor at current published rates or at lower rates when available for advertising run in all media. Client agrees to pay to the Contractor media rate plus an amount which together with any commission allowed by media will yield to the Contractor 15% of the amount due media from the Contractor, before cash discount (these invoices will be color coded red).

5.8 For Expenses – Client agrees to pay out-of-pocket expenses for postage, shopping, etc. relative to any Client business. Out-of-pocket expenses will be invoiced at cost on a monthly basis. Contractor shall provide to the Client documentation in support of any bills as required by the Client.

## 6. Purchasing of Outside Services and/or Products

6.1 At the Client's request, the Contractor shall research, solicit bids, coordinate, and subject to prior written approval by the Client, purchase and/or enter into contracts for outside services and products as they relate to the creation of the Contractor's projects on behalf of the Client. The purchase of outside services or products may include but are not limited to, television and radio production, printing, photography, talent, research services, mailing services, email distribution services, social media services, special digital programming, etc. The Contractor will submit estimates for Client's written approval prior to making any outside purchases.

6.2 It shall be the Contractor's responsibility to use proper diligence in obtaining the best possible price for outside services contracted on behalf of the Client, giving preference to qualified local Pensacola based entities if pricing is competitive and of the appropriate quality.

6.3 Production expense records will be maintained by the Contractor for at least five (5) years after the close of the Client's fiscal year in which each particular transaction takes place. All media products must be provided to the client.

6.4 The Contractor grants to the Client and the Clerk of Escambia County, through the Client, the right to inspect and examine the Contractor's purchasing records and files related to the Client upon reasonable advance notice and during normal business hours.

## 7. Approvals and Authority

7.1 Client shall designate in writing within the corporation whom may give direction to the Contractor, authorize work to be done, approve creative, approve cost estimates and authorize changes or revisions to those estimates.

7.2 Client agrees to provide Contractor with all pertinent information to develop and revise creative materials in a timely manner giving the Contractor a fair and reasonable amount of time to execute the requested project within normal business hours. The definition of pertinent information and fair and reasonable time will be mutually agreed upon at the beginning of each project. If services are requested without a reasonable time being afford to the Contractor to provide services during normal business hours in order to deliver the project before the requested due date, the Contractor reserves the right to decline to provide services in the timeframe requested or to request additional fees. If such a situation presents itself, the Contractor will notify the Client immediately and provide the Client with an estimate in advance for approval.

7.3 Client agrees to establish internal procedures to track projects for approval and feedback in the timeframe that has been agreed to in advance and to communicate the approved changes and direction in a clear and consolidated manner. Contractor reserves the right to request additional fees for excessive revisions (defined as more than 3 rounds of revisions, based upon the complexity of the changes) or late revisions requiring Contractor to provide services after normal business hours or weekends to meet a deadline. In all such cases, an estimate is to be provided to and approved by the Client.

7.4 Client has the right at any time to direct Contractor to cancel any plans, schedules or work in progress. In such cases, the Client agrees to pay Contractor, Contractor's subcontractors, suppliers, any commissions, fees and payments for services performed prior to Client instructions to cancel, and for advertising and materials placed or delivered thereafter if Contractor cannot halt such placement or delivery. Under no circumstances will Contractor be obligated to breach any lawful contractual commitment to others.

7.5 Client Agrees that Contractor at its sole discretion may decline to accept a request to provide special services or miscellaneous Services not stipulated above, in Exhibit "A" or the Contractors proposal, of which a true and accurate copy is attached hereto and incorporated

herein as **Exhibit “B”** (hereinafter the Contractor’s proposal in response to Exhibit “A” shall be referred to as Exhibit “B”).

## 8. Termination.

8.1 If the Contractor fails to provide products or services in accordance with this Agreement as determined by the Client in its sole discretion, then the Client may terminate this agreement which shall be effective on the date of Client’s written notice of termination to the Contractor. Such notice is to state the reason(s) for such intention to terminate contract. The liability of the Contractor for any and all such violation(s) shall not be affected by any such termination and their surety, if any, shall be forfeited. This Agreement may be terminated for cause by the Contractor upon providing ninety (90) days written notice to the Client. In the event of termination by either party as provided herein, the Contractor shall be paid for services provided through the date of termination.

8.2 Within 45 days after termination of this Agreement, and full payment of all outstanding Contractor invoices by Client, Contractor shall turn over to Client all layouts, copy, artwork, drawings, renderings, films, video, photographs, computer generated images and all other material and representations of the Creative Material which are the property of Client at no cost to the Client.

9. Indemnification. Contractor agrees to save harmless, indemnify, and defend Client and its agents, officers and employees from any and all claims, losses, penalties, interest, demands, judgments, and costs of suit, including attorneys' fees and paralegals' fees, for any expense, damage or liability incurred by any of them, whether for personal injury, death, property damage, direct or consequential damages, or economic loss, including environmental impairment, arising directly or indirectly on account of or in connection with the product and services performed by Contractor under this Agreement or by any person, firm or corporation to whom any portion of the product and services subcontracted by Contractor or resulting from the use by Contractor, or by any one for whom Contractor is legally liable, of any materials, tools, machinery or other property of Client. Client and Contractor agree the first \$100.00 of the payment by Client to Contractor under this Agreement shall be given as separate consideration for this indemnification, and any other indemnification of Client by Contractor provided for within any related documents, the sufficiency of such separate consideration being acknowledged by Contractor by Contractor's acceptance and execution of the Agreement. The Contractor's obligation shall not be limited by, or in any way to, any insurance coverage or by any provision in or exclusion or omission from any policy of insurance. The Contractor agrees to pay on behalf of Client, as well as provide a legal defense for Client, of which will be done only if and when requested by Client, for all claims made. Such payment on the behalf of Client shall be in addition to any and all other legal remedies available to Client, shall not be considered to be Client’s exclusive remedy.

## 10. Sequential Liability Agreement

The Contractor and the Client will execute a Sequential Liability Agreement that obligates the Contractor to pay media vendors once payment is received from Client by Contractor. Should a situation arise where a media vendor will not extend credit based upon the Sequential Liability Agreement, both Contractor and Client may be required to sign a media credit application with the purchase of the media.

## 11. Ownership and Use

11.1 During the term of this Agreement, Contractor will devote its creative energies to developing ideas and materials for Client. Contractor may bring to Client's attention various proposals and suggestions such as marketing, promotional or advertising plans, including those preliminary concepts which consist merely of an idea or suggestion. All Creative Material is submitted in strict confidence only for the purpose of the Client's evaluation of the Proposal. When Client accepts the Proposal, and it is paid for in full, the Creative Material will become the sole and exclusive property of Client, including any and all trade names, trademarks, copyrights, photos, B-roll, video, graphics, finalized media and intellectual property.

11.2 Contractor agrees to take all reasonable steps to ensure that no Creative Material created by the Contractor pursuant to this Agreement infringes or misappropriates any third-party materials or intellectual property. Contractor agrees to make certain that the necessary contracts and releases have been obtained for the use of names, likenesses, testimonials, scripts, musical compositions, photography or similar materials that the Contractor provides to the Client.

11.3 Client and Contractor acknowledge that Client partners and other industry related brands own certain intellectual property rights, including, but not limited to trademarks for events, logos for partner business and organizations. Client and Contractor agree to comply with the terms of any license terms and/or agreements that may be required.

## 12. Insurance Requirements.

12.1 The Contractor shall procure and maintain the following described insurance, except for coverages specifically waived by the Client. Such policies shall be from insurers with a minimum financial size of VII according to the latest edition of AM Best Rating Guide. An A or better Best Rating is "preferred"; however, other ratings if "Secure Best Ratings" may be considered. Such policies shall provide coverages for any or all claims which may arise out of, or result from, the services, work and operations carried out pursuant to and under the requirements of the contract documents, whether such services, work and operations be by the contractor, its employees, or by subcontractor(s), or anyone employed by or under the supervision of any of them, or for whose acts any of them may be legally liable.



12.2 The contractor shall require, and shall be responsible for assuring throughout the time the Agreement is in effect, that any and all of its subcontractors obtain and maintain until the completion of that subcontractor's work, such of the insurance coverages described herein as are required by law to be provided on behalf of their employees and others.

12.3 The required insurance shall be obtained and written for not less than the limits of liability specified hereinafter, or as required by law, whichever is greater. These insurance requirements shall not limit the liability of the Contractor.

12.4 Client does not represent these types or amounts of insurance to be sufficient or adequate to protect the Contractor's interests or liabilities but are merely minimums.

12.5 Except for workers compensation and professional liability, the Contractor's insurance policies shall be endorsed to name Client as additional insured to the extent of its interests arising from this Agreement.

12.6 The Contractor waives its right of recovery against Client, to the extent permitted by its insurance policies.

12.7 The Contractor's deductibles/self-insured retentions shall be disclosed to Client and may be disapproved by the Client. They shall be reduced or eliminated at the option of the Client. The Contractor is responsible for the amount of any deductible or self-insured retention.

12.8 Insurance required of the Contractor or any other insurance of the Contractor shall be considered primary, and insurance of Client, if any, shall be considered excess, as may be applicable to claims obligations which arise out of this Agreement.

#### 12.9 Workers Compensation Coverage

12.9.1 The Contractor shall purchase and maintain workers compensation insurance for all workers compensation obligations imposed by state law and with employers liability limits of at least \$100,000 each accident and \$100,000 each employee/\$500,000 policy limit for disease, or a valid certificate of exemption issued by the state of Florida, or an affidavit in accordance with the provisions of Florida Workers Compensation law.

12.9.2 Contractor shall also purchase any other coverages required by law for the benefit of employees.

12.10 Errors and Admissions – The Contractor shall maintain liability insurance for errors and omissions in the amount of at least One Million Dollars (\$1,000,000.00) with a reputable insurance carrier approved by the Client, which insurance policy shall name the Client as additionally insured on the Certificate.

#### 12.11 General Liability Coverage - Occurrence Form Required

Coverage A shall include bodily injury and property damage liability for premises, operations, products and completed operations, independent contractors, contractual liability covering this Agreement, contract or lease, broad form property damage coverages, and property damage resulting from explosion, collapse or underground (x,c,u) exposures -Coverage B shall include personal injury - Coverage C, medical payments, is not required.

#### 12.12 Business Auto Liability Coverage

The Contractor shall purchase and maintain business auto liability coverage which shall include bodily injury and property damage arising out of ownership, maintenance or use of any auto, including owned, non-owned and hired automobiles and employee non-ownership use.

#### 12.13 Evidence/Certificates of Insurance

12.13.1 Required insurance shall be documented in certificates of insurance. If and when required by Client, certificates of insurance shall be accompanied by documentation that is acceptable to Client establishing that the insurance agent and/or agency issuing the certificate of insurance has been duly authorized, in writing, to do so by and on behalf of each insurance company underwriting the insurance coverages(s) indicated on each certificate of insurance.

12.13.2 New certificates of insurance are to be provided to Client at least thirty (30) days prior to coverage renewals. Failure of the contractor to provide Client with such renewal certificates may be considered justification for Client to terminate this Agreement.

12.13.3 Certificates should contain the following additional information:

12.13.3.1 Client as an additional insured on the general liability policy.

12.13.3.2 Include a reference to “Visit Pensacola – Research and Analytics Services RFP 2020-01”. Disclose any self-insured retentions in excess of \$1,000.

12.13.3.3 Designate Client as the certificate holder as follows:

Visit Pensacola

Attention: Darien Schaefer, President/CEO, Visit Pensacola,  
1401 East Gregory, St., Pensacola, FL 32502

12.13.4 Indicate that Visit Pensacola shall be notified at least thirty (30) days in advance of cancellation on any of Contractor's insurance policies required under this Agreement.

12.13.5 Receipt of certificates or other documentation of insurance or policies or copies of policies by Client, or by any of its representatives, which indicate less coverage than required does not constitute a waiver of the Contractor's obligation to fulfill the insurance requirements herein.

12.13.6 If requested by Client, the Contractor shall furnish complete copies of the Contractor's insurance policies, forms and endorsements, and/or such additional information with respect to its insurance as may be requested.

12.13.7 For commercial general liability coverage, the contractor shall, at the option of Client, provide an indication of the amount of claims payments or reserves chargeable to the aggregate amount of liability coverage.

13. Warranties.

13.1 Contractor represents and warrants to Client that it has the experience and the ability to perform the services required by this Agreement.

13.2 Contractor represents and warrants that it will perform said services in a professional, competent and timely manner and will not subcontract out any of its duties under this Agreement without the prior written approval of the Client.

13.3 Contractor represents and warrants that it has the power to enter into and perform this Agreement.

13.4 Contractor represents and warrants that its performance of this Agreement shall not infringe upon or violate the rights of any third party or violate any federal, state/provincial and municipal law, and the Contractor will provide the services outlined in this Agreement in a manner consistent with all applicable local, state/provincial and federal law and regulations.

14. Records - Contractor shall maintain records, and the Client shall have inspection and audit rights as follows:

14.1 Maintenance of records; Contractor shall maintain all financial and non-financial records and reports directly or indirectly related to the negotiation or performance of this

Contract including supporting documentation for any service rates, expenses, research or reports. Such records shall be maintained and made available for Inspection for a period of five (5) years from completing performance and receiving final payment under this Contract.

14.2 Examination of records; Client or its designated agent shall have the right to examine in accordance with generally accepted auditing standards all records related to this Contract. Such examination may be made upon reasonable notice, at a reasonable time and place.

14.3 Records which relate to any litigation, appeals, or settlements of claims arising from performance under this Agreement shall be made available until a final disposition has been made of such litigation, appeals, or claims.

## 15. Public Access

15.1 Contractor shall allow public access to all project documents and materials to the extent required permitted by Chapter 119, Florida Statutes. Should the Contractor assert any exemptions to the requirements of Chapter 119, Florida Statutes, and related statutes laws, the burden of establishing such exemption, by way of injunctive or any other relief as provided by law, shall be upon the Contractor.

15.2 If the Contractor refuses to allow public access to all documents, papers, letters, or other material subject to the provisions of Chapter 119, Florida Statutes, and made or received by the Contractor in conjunction with this agreement then Client may, without prejudice to any right or remedy and after giving the Contractor and his surety, if any, seven (7) days written notice, during which period Contractor still fails to allow access, terminate the employment of the Contractor and take possession of all materials, work products, and partial work, owned by the Contractor, and may finish the project by whatever method it may deem expedient. In such case, the Contractor shall not be entitled to receive any further payment until the project is finished. Reasonable terminal expenses incurred by Visit Client may be deducted from any payments left owing the Contractor (excluding monies owed the contractor for subcontract work.)

## 16. General Provisions.

16.1 Binding Effect. This Agreement shall be binding upon and insure to the benefit of Client and Contractor, and their legal representatives, successors, partners, and assignees.

16.2 Assignment. Neither the Client nor the Contractor may assign or transfer any interest in this Agreement without the express written consent of the other party.

16.3 Modification and Amendment. No modification or amendment of this Agreement shall be valid and or binding on the parties unless made in writing and signed by the Client and Contractor.

16.4 Entire Agreement. This Agreement supersedes all prior Agreements and discussions between the parties with respect to the subject matter of this Agreement, and this Agreement together with all exhibits and any other documents delivered in connection with this Agreement, comprise the sole and entire Agreement between the parties with respect to the subject matter of this Agreement.

16.5 Applicable Laws and Venues. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Exclusive venue for resolution of any dispute between the parties is to be Escambia County, Florida, and the parties hereby consent to the personal jurisdiction of said courts.

16.6 Headings. The descriptive headings contained in this Agreement are included for convenience of reference only and shall not in any way affect the interpretation of this Agreement.

16.7 Gender. Whenever the context so requires, the singular shall include the plural and plural shall include the singular, and the gender of any pronoun shall include other genders.

16.8 Severability. Wherever possible, each provision of this Agreement shall be interpreted in such a manner as to be effective and valid under applicable law, but if any provision of this Agreement shall be prohibited or invalidated under applicable law, such provision shall be ineffective to the extent of such provision only, and the remaining provisions of this Agreement shall remain fully effective as if the prohibited or invalid provision had never been contained within the Agreement.

16.9 Ambiguities. Each party and its counsel have participated fully in the review and any revisions of this Agreement. Any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in interpreting this Agreement. The language in this Agreement shall be interpreted as to its fair meaning and not strictly for or against any party.

16.10 Notices. All notices, authorizations and requests given or made in connection with this Agreement must be sent by facsimile or Certified Mail return receipt requested, and faxed and addressed respectively to the parties' head office at the following addresses:

**Showcase Pensacola**  
4400 Bayou Blvd Suite 34  
Pensacola, Florida 32503

AND

**Visit Pensacola, Inc.**  
1401 E. Gregory Street  
Pensacola, Florida 32502

Or to any different address that is provided to a party through the means of notice adopted herein. Notices will be deemed delivered on the date shown on the postal return receipt or facsimile confirmation of delivery.

16.11 Waiver. No waiver of any breach of this Agreement will be a waiver of any other breach, and no waiver will be effective unless made in writing and signed by an authorized representative of the waiving party.

16.12 Confidentiality. It is understood between the parties that any confidential information provided to Contractor by Client shall remain the property of Client and shall be preserved in confidence by Contractor. Contractor shall not disclose such confidential information to third persons unless such disclosure is necessary for the proper performance of this Agreement or it is required by law. This provision survives termination of this Agreement.

16.13 Governing Law and Jurisdiction. This Agreement shall be governed by the laws of the state of Florida and venue and jurisdiction for any and all disputes arising hereunder shall be in the County Courts of Escambia County, Florida.

**SIGNATURES:**

Signed and accepted by t

**CLIENT:**

**Visit Pensacola, Inc.,**

**A Florida not for profit corporation**

**CONTRACTOR:**

**Showcase Pensacola**

**A Florida profit corporation**

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Witness: \_\_\_\_\_

Witness: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Witness: \_\_\_\_\_

Witness: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**This Page Left Blank on Purpose**



## **NOMINATING COMMITTEE RECOMMENDATION TO THE MEMBERSHIP FY 2021 BOARD OF DIRECTORS**

We will have two (2) board members will roll-off the board on 9/30/2020 due to term limits. In addition, the nominating committee will need to fill three (3) officer positions utilizing current members of the board.

### **Officers**

Chairman: D.C. Reeves (*moves up from FY 2020 Vice-Chairman position*)

Vice-Chairman: <OPEN >

Secretary: < OPEN >

Treasurer: < OPEN >

Current FY 2020 Board members/terms listed by category and position:

### **Lodging**

Mainland Downtown/ Airport: Joe McCay - term expires 9/30/2021

Mainland NW Gateway: Jatin Bhakta - term expires 9/30/2022

Pensacola Beach: Lodging: Gabe DiCianni – term expires 9/30/2022

Perdido Key: McKenzie Nicholas (*Treasurer FY20*) - term expires 9/30/2021

### **At-Large**

D.C. Reeves - term expires 9/30/2021

Dr. Lusharon Wiley (*Secretary FY20*) - term expires 9/30/2021

Jessica Andrade - term expires 9/30/2022

### **Visitor Experience**

Arts/Culture/Heritage: Suzanne Lewis - term expires 9/30/2022

Dining/Entertainment: Cam Price - term expires 9/30/2021

**Retail/Attractions/Events: Sterling Gilliam - term expires 9/30/2020**

**Sports/Recreation: Cindi Bonner - term expires 9/30/2020**

### **Nominating Committee Recommendations**

**Vice-Chairman:** McKenzie Nicholas

**Treasurer:** Gabe DiCianni

-----  
**Retail/Attractions/Events:** Deandra Holcomb - term expires 9/30/2023

**Sports/Recreation:** David Kemp - term expires 9/30/2023



# VISIT PENSACOLA

Visitor Tracking Study  
April – June 2020



# STUDY OBJECTIVES: VISITOR JOURNEY



# EXECUTIVE SUMMARY



# TRIP PLANNING CYCLE: ECONOMIC IMPACT



# TOURISM SNAPSHOT: APR-JUN 2020<sup>1</sup>

	April – June 2019	April – June 2020	Percent Change
<i>Occupancy</i>	74.7%	51.9%	-30.5%
<i>ADR</i>	\$159.13	\$120.10	-24.5%
<i>RevPAR</i>	\$118.87	\$62.33	-47.6%
<i>Room Nights</i>	650,969	449,446	-40.0%

	April – June 2019 <sup>2</sup>	April – June 2020	Percent Change
<i>Visitors</i>	942,224	522,443	-44.6%
<i>Direct Spend</i>	\$292,435,300	\$195,528,400	-33.1%

<sup>1</sup> Decreases in KPIs from 2019 to 2020 were impacted by COVID-19.

<sup>2</sup> Source: Majority Opinion Research



# TRIP PLANNING CYCLE: PRE-VISIT





# TRIP PLANNING CYCLE

- » Trips to Pensacola have short planning windows, as **over half** of visitors planned their trip to the Pensacola area **a month or less in advance**



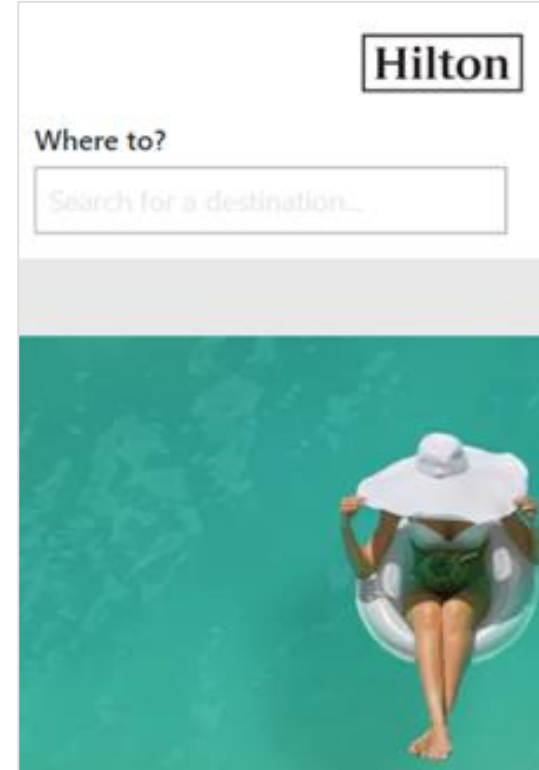
# ONLINE TRIP PLANNING SOURCES



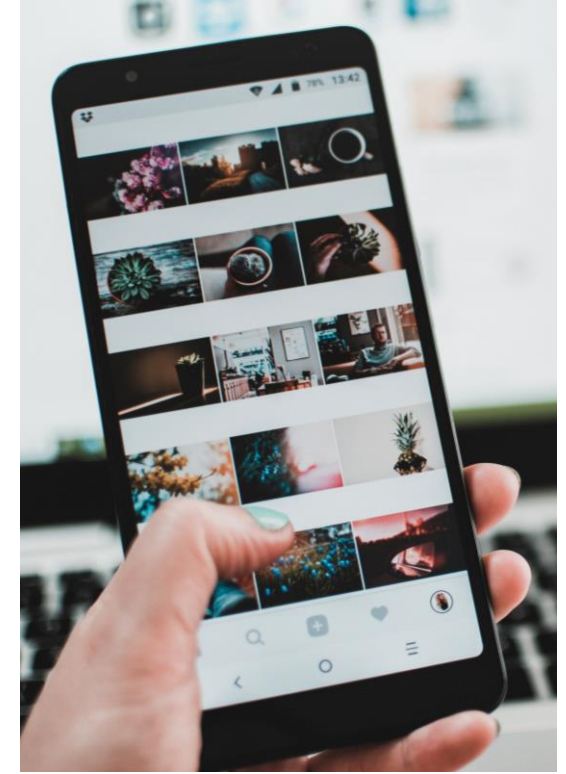
**43%** Search sites (Google, etc.)



**29%** Online travel reviews, blogs, stories



**26%** Hotel websites/apps



**19%** Destination social media



# OTHER TRIP PLANNING SOURCES



39% Talk to Friends/Family



27% Brochures, travel guides, visitor guides

# TOP REASONS FOR VISITING



**80%** Beach



**57%** Relax and unwind



**39%** Restaurants



**34%** Family time, reading  
cooking, etc.



# PRE-TRIP EXPOSURE TO ADVERTISING

- » 39% of visitors have recently noticed advertising about the Pensacola area



# SOURCES OF ADVERTISING EXPOSURE\*

Base: 39% of visitors who noticed advertising.



27% Online article



19% Visit Pensacola social media



18% Travel/Visitor Guide



16% Deal-based promotion



15% Travel reviews/blogs

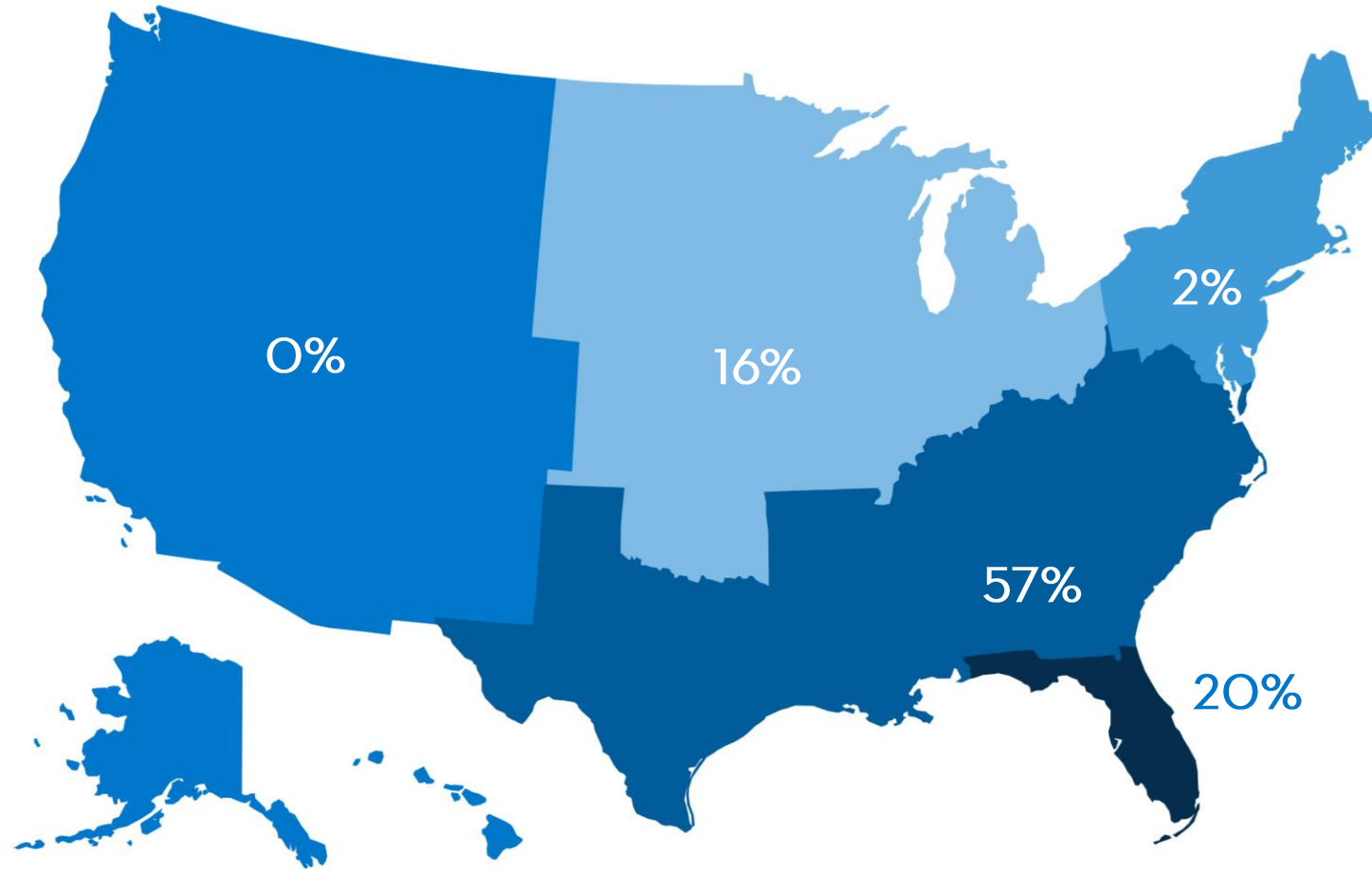
\*Multiple responses permitted.

# TRIP PLANNING CYCLE: TRAVEL PARTY PROFILE





# REGIONS OF ORIGIN



5% of visitors traveled to Pensacola from outside of the U.S.

# TOP MARKETS OF ORIGIN



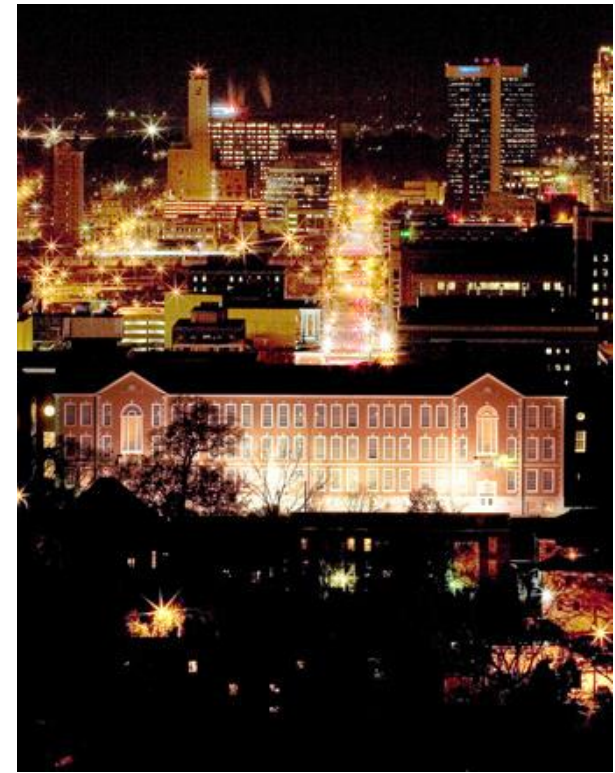
13% Mobile



8% Atlanta



5% Dallas-Ft. Worth



4% Birmingham





# TRAVEL PARTIES

- » The typical visitor traveled in a party composed of **3.8** people



- » **47%** traveled with at least one person under the age of 20





# VISITOR PROFILE

- » The typical Pensacola area Visitor:
  - » Is 42 years old
  - » Has a household income of \$82,100 per year
  - » Evenly split between males and females (50%)



# NEW & RETURNING VISITORS

- » 2 in 5 were first time visitors to Pensacola area
- » 7% of visitors were loyalists, having visited over 10 times



# TRIP PLANNING CYCLE: TRIP EXPERIENCE





# TRANSPORTATION

- » 80% of visitors drove to the Pensacola area
- » 13% of visitors flew to Pensacola through the Pensacola International Airport



# OVERNIGHT VISITORS

- » Over 2 in 5 visitors stayed overnight in a hotel, motel, or resort
- » Typical visitors spent 4.1 nights in Pensacola area





# TOP ACCOMMODATIONS



45% Hotel/Motel/Resort



21% Condo, rental house,  
etc.



13% Friends and relatives



# ACTIVITIES DURING VISIT\*



81% Beach



71% Restaurants



68% Relax and  
unwind



41% Attractions



41%  
Shopping/antiquing



\*Multiple responses permitted.

# TRAVEL PARTY SPENDING

» Travel parties spent **\$343** per day and **\$1,406** during their trip





# TRIP PLANNING CYCLE: POST-TRIP



# VISITOR SATISFACTION

- » 85% of visitors were **very satisfied** or **satisfied** with their trip to the Pensacola area
- » 81% of visitors would recommend the area to others
- » 88% of visitors would return to the Pensacola area



# AREA DESCRIPTIONS

## *White Sandy Beaches:*

*"An ideal getaway for beach parties and celebrating!"*



## *Great Atmosphere:*

*"Pensacola is the perfect balance between the beautiful Gulf Coast, southern hospitality, and a variety of affordable shopping."*

## *Beautiful:*

*"Just the right balance between small town, big city, and natural haven."*





# DETAILED FINDINGS

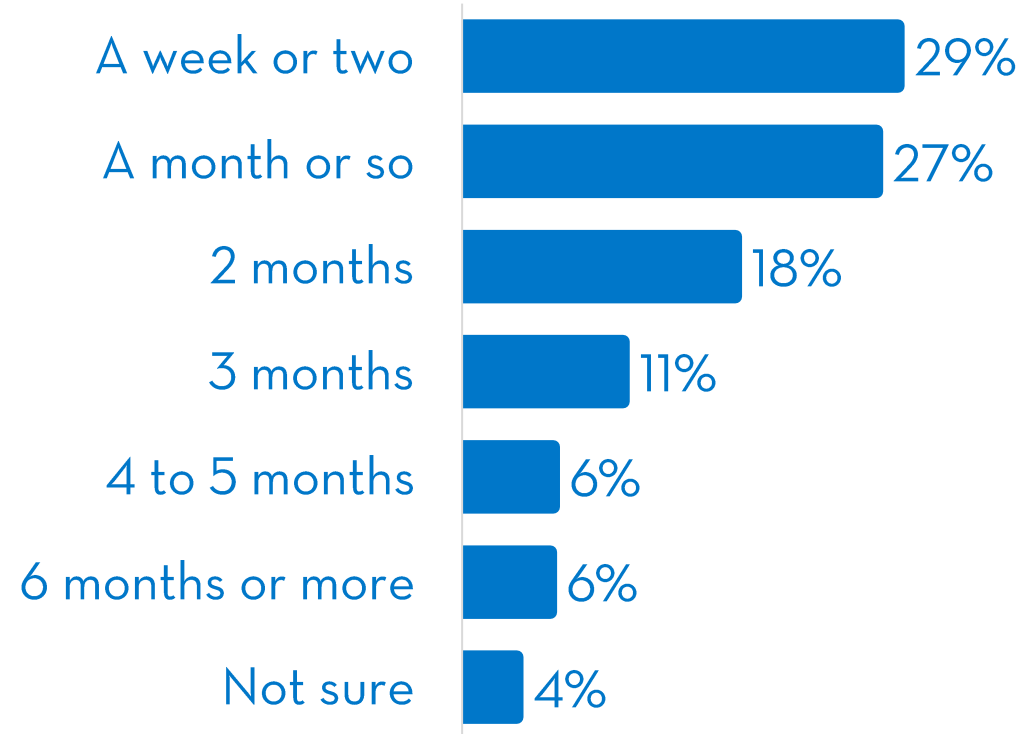


# TRIP PLANNING CYCLE: PRE-VISIT



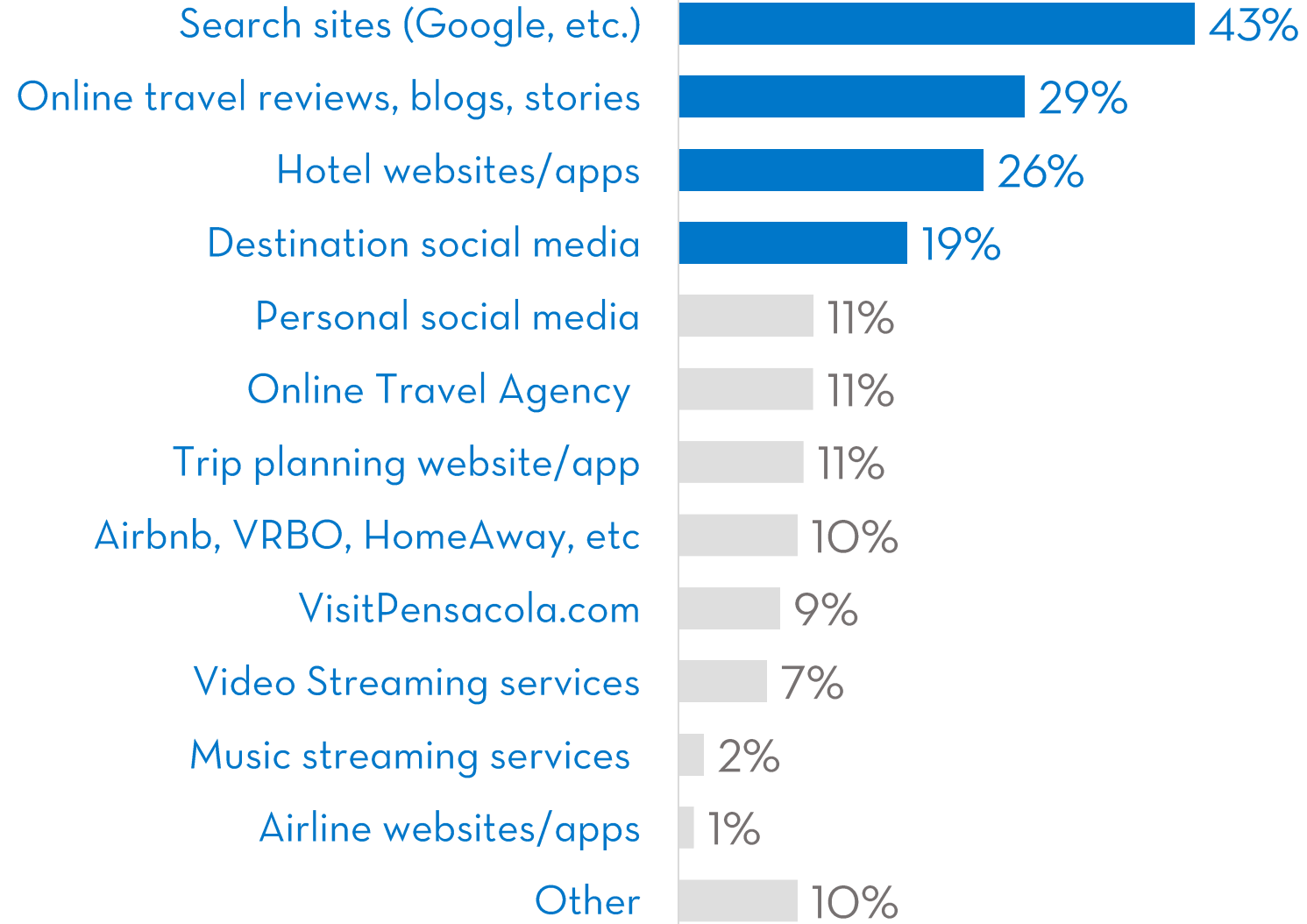
# TRIP PLANNING CYCLE

- » Visitors to Pensacola have short trip planning windows, as **over half** of visitors planned their trip to the Pensacola area **a month or less in advance**
- » On the other hand, **1 in 4** visitors planned their trips at **least 3 months in advance**



# ONLINE TRIP PLANNING SOURCES\*

- » **Google** searches are, by far, the **number one planning source** for trips to Pensacola
- » Online travel reviews, blogs, and stories are **good advertising mediums** for Pensacola as **3 in 10** visitors used these planning sources
- » **1 in 4** visitors planned their trips via **hotel websites**
- » **Nearly 1 in 5** visitors used destination social media to plan their trip

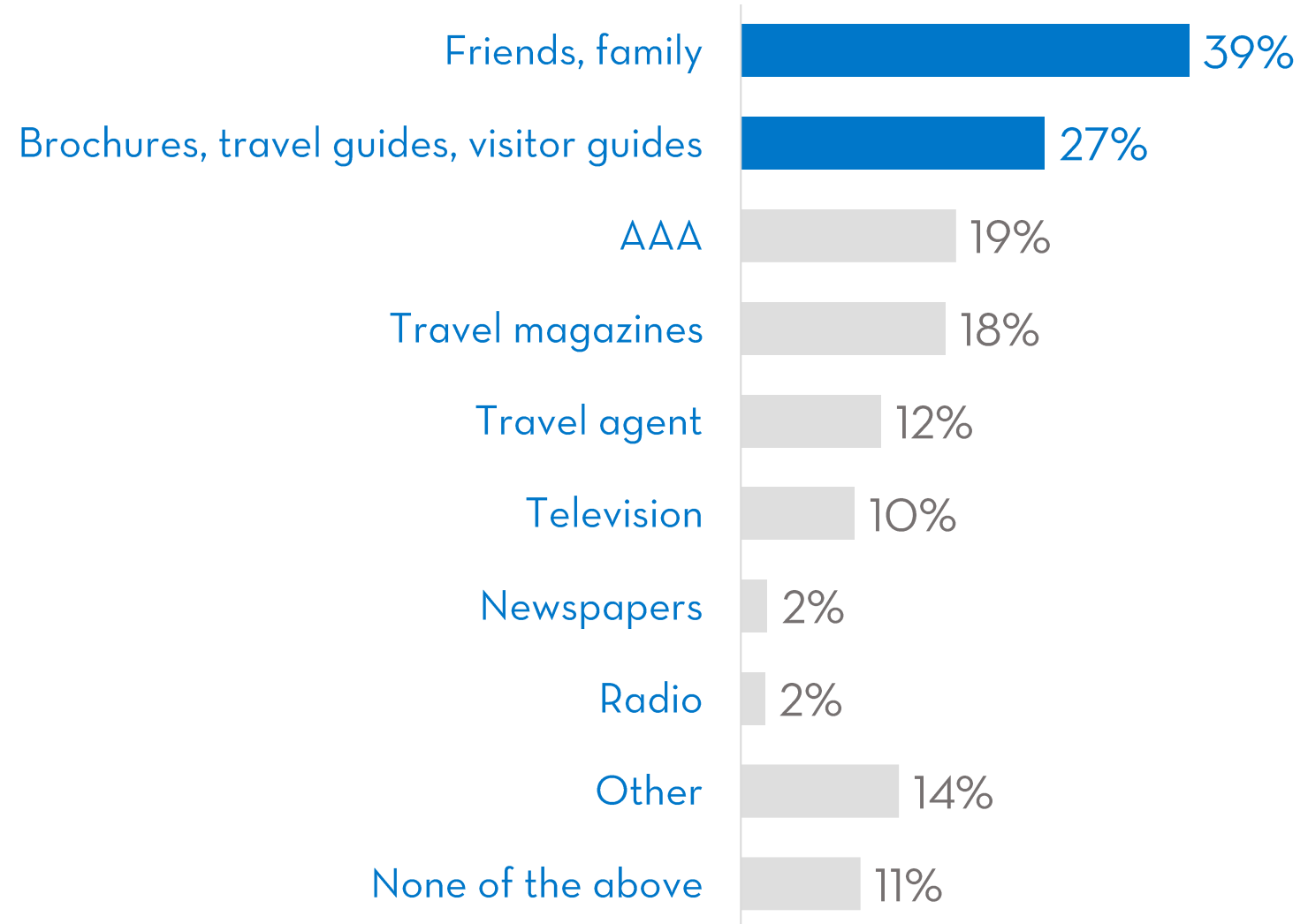


\*Multiple responses permitted



# OTHER TRIP PLANNING SOURCES\*

- » **2 in 5** visitors planned their trip to the Pensacola area through **friends/family**
- » Brochures, travel guides, and visitor guides topped the list of **traditional media** as planning sources
- » Very few visitors rely on radio and newspapers for planning trips to Pensacola

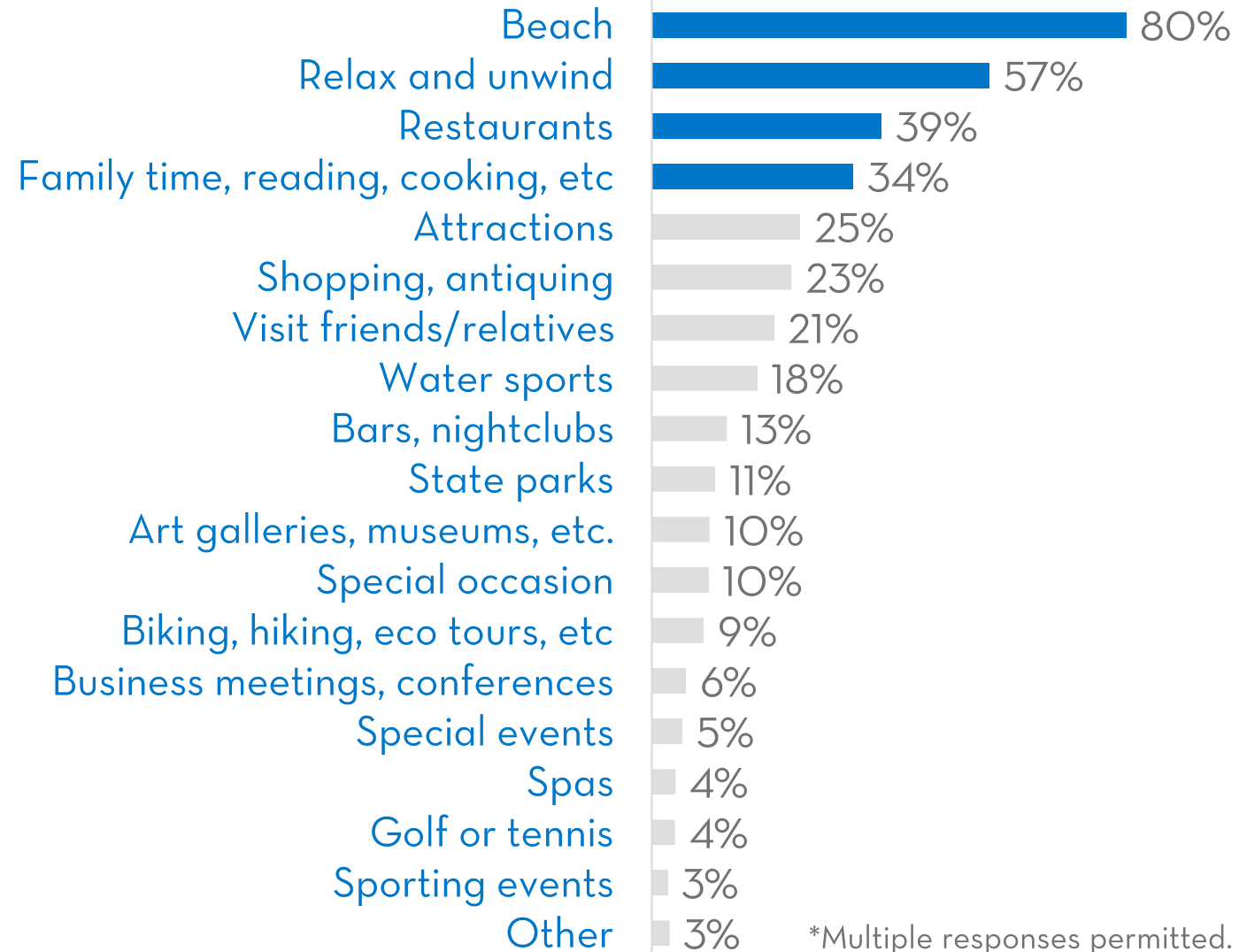


\*Multiple responses permitted



# REASONS FOR VISITING\*

- » **Beach time** is, by far, the **number one** reason for visiting as **4 in 5** visitors came to Pensacola for this reason
- » **3 in 5** visitors come to **relax & unwind**, either at or away from the beach
- » **Active pursuits** such as water sports, hiking & biking, and other sports are cited by **1 in 3** visitors as motivations for visiting Pensacola

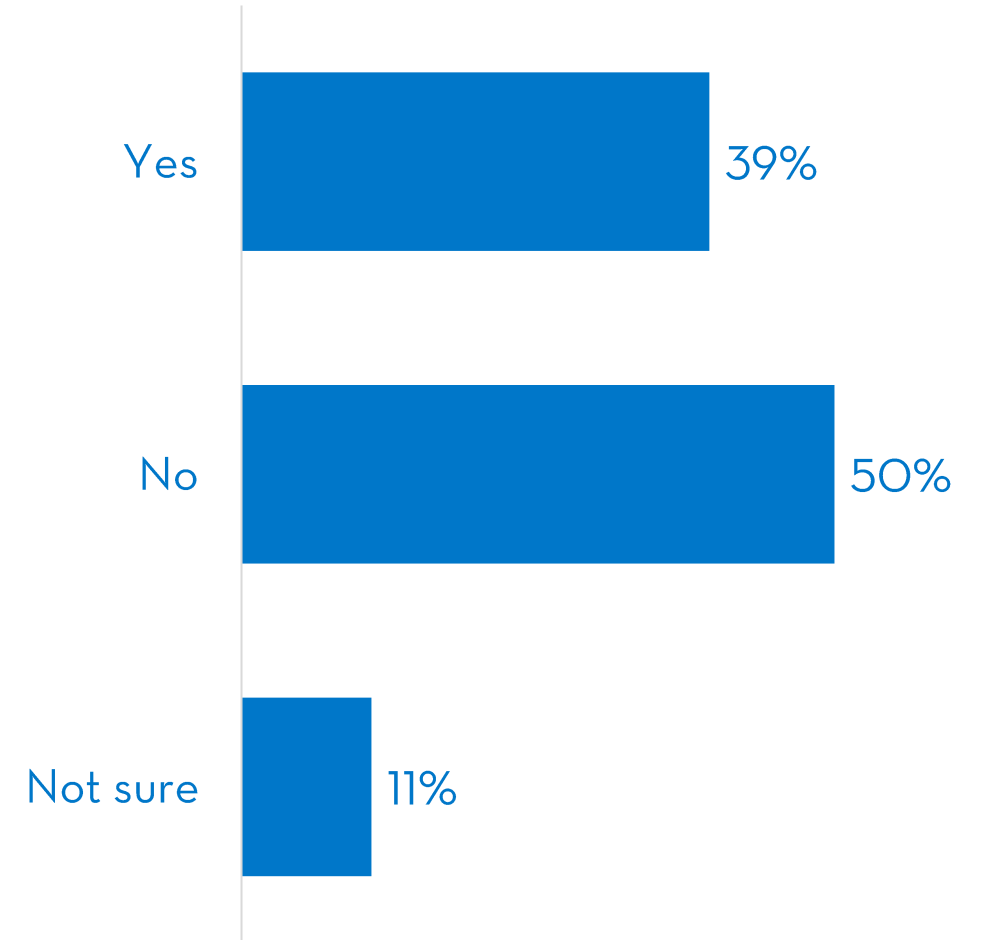


\*Multiple responses permitted.



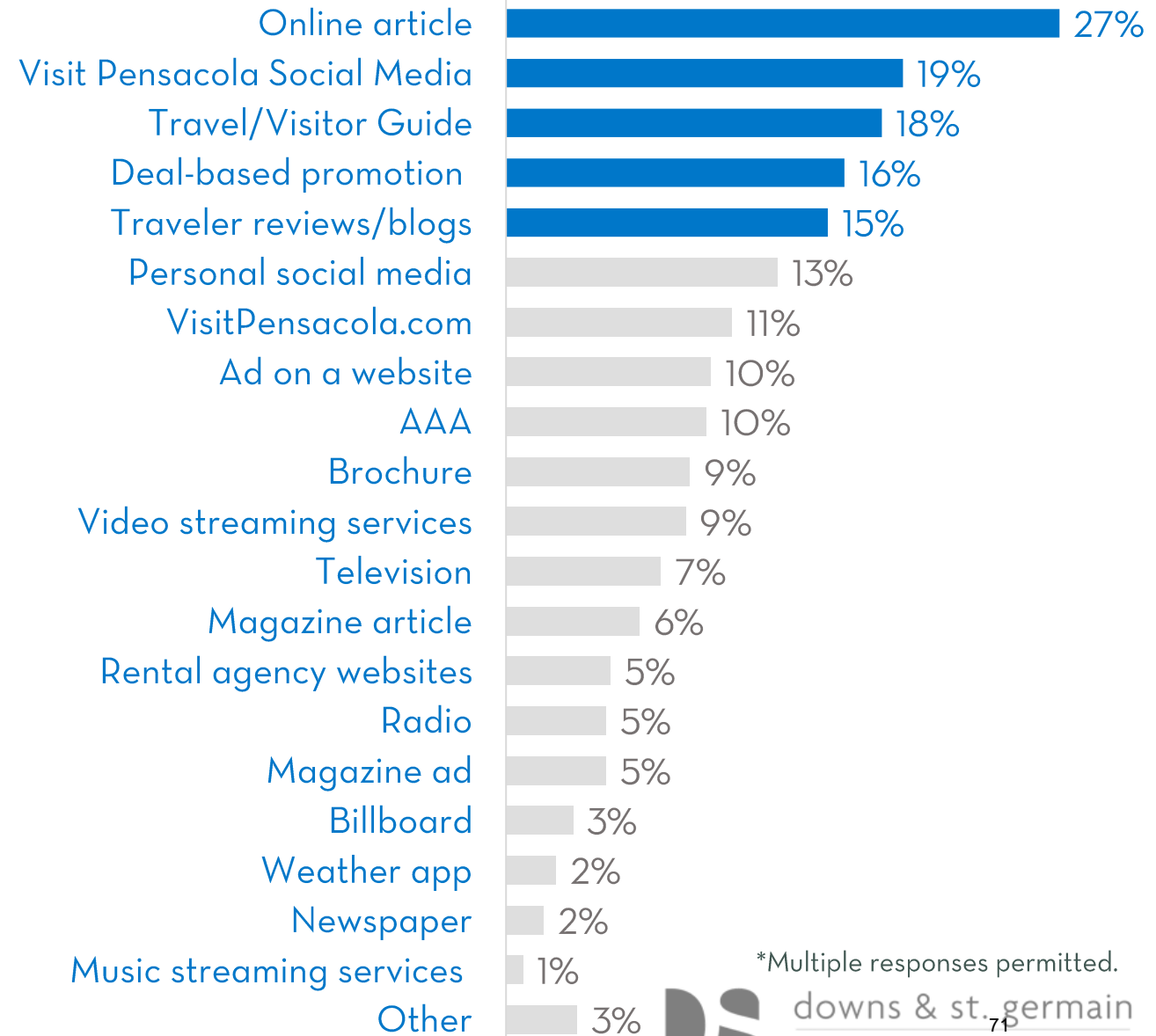
# ADVERTISING

» 39% of visitors have recently noticed advertising about the Pensacola area



# ADVERTISING SOURCE

- » About 1 in 4 visitors who have recently seen advertising for the Pensacola area, noticed it in an **online article**
- » About 3 in 10 visitors who noticed advertising saw it in **Visit Pensacola's** mediums
- » Deal-based promotions and AAA play more significant roles in Pensacola than in most other destinations in Florida
- » Relatively few visitors noticed advertising about Pensacola on traditional media

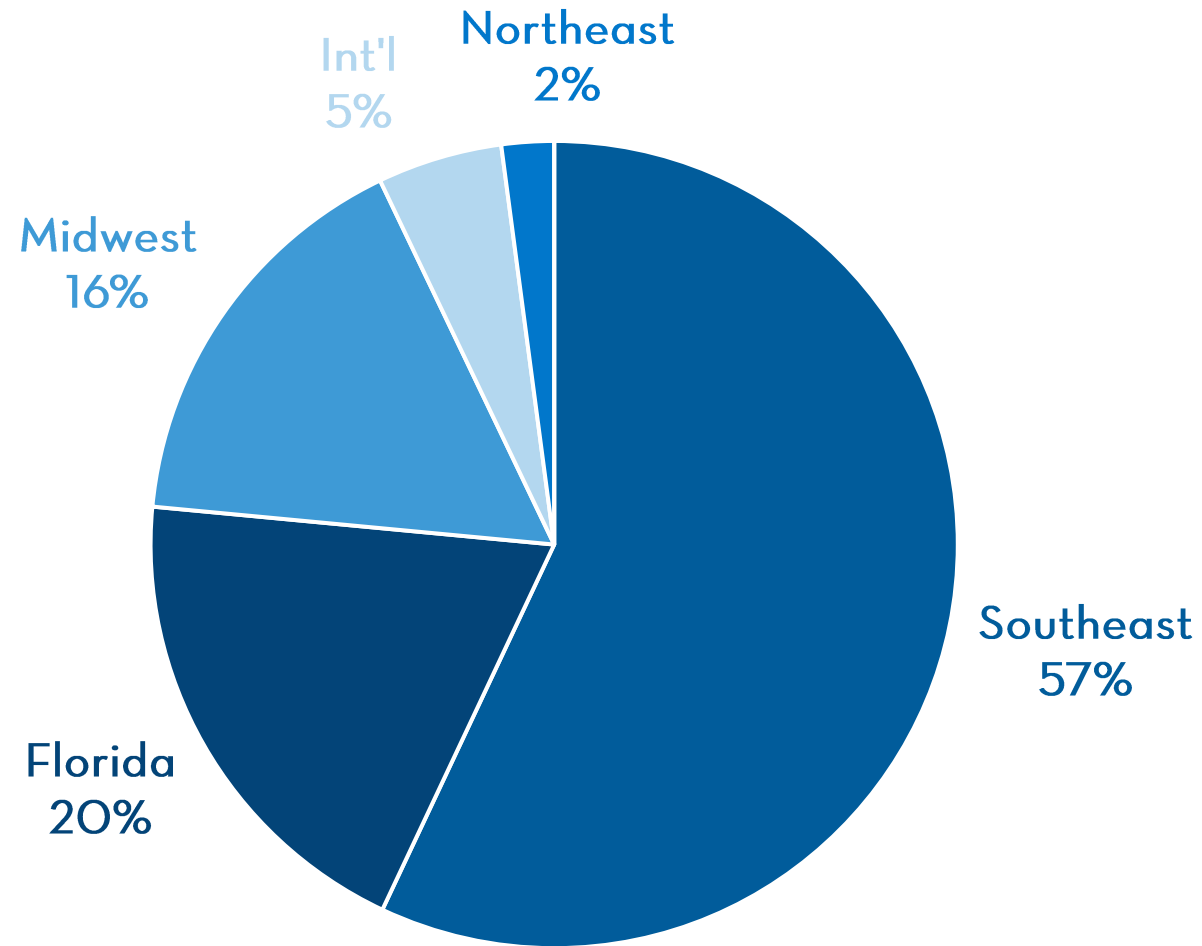


\*Multiple responses permitted.

# TRIP PLANNING CYCLE: TRAVEL PARTY PROFILE



# REGION OF ORIGIN



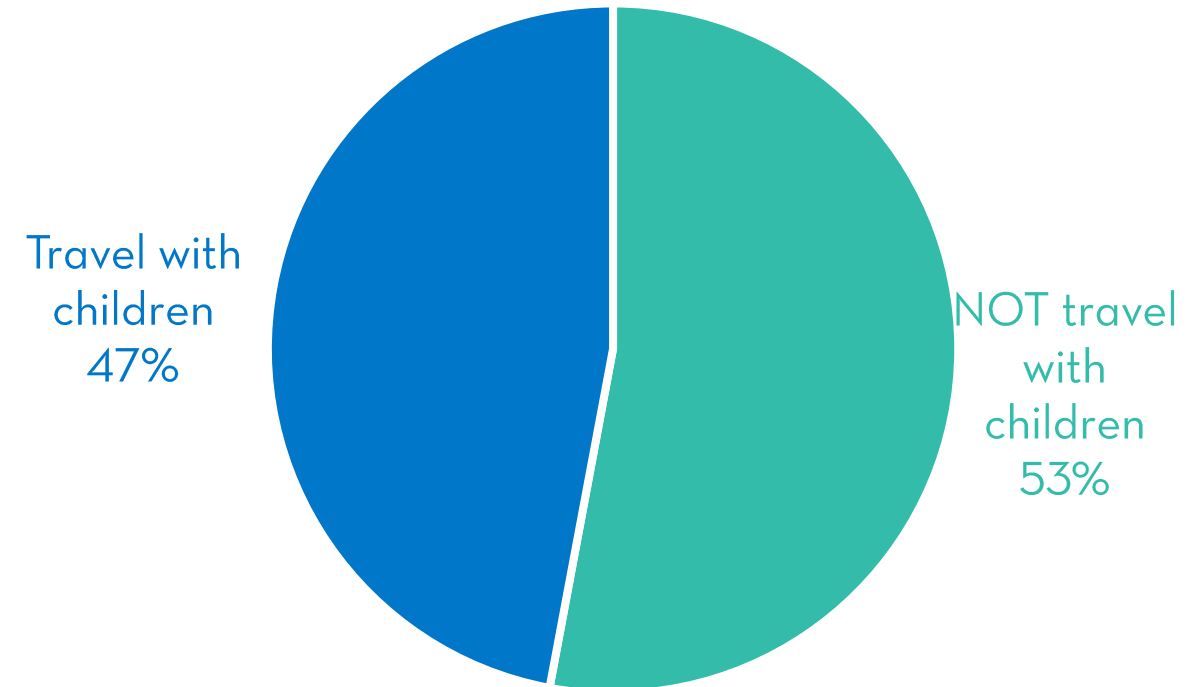
# TOP ORIGIN MARKETS

- » **Mobile** and **Atlanta** were key origin markets during this quarter
- » Alabama, Florida, Texas, and Tennessee were key origin market states for Pensacola

Market	Percent
Mobile	13%
Atlanta	8%
Dallas-Ft. Worth	5%
Birmingham	4%
New Orleans	3%
Tallahassee	3%
Orlando	3%
Nashville	2%
Houston	2%
Panama City-Destin	2%

# TRAVEL PARTIES

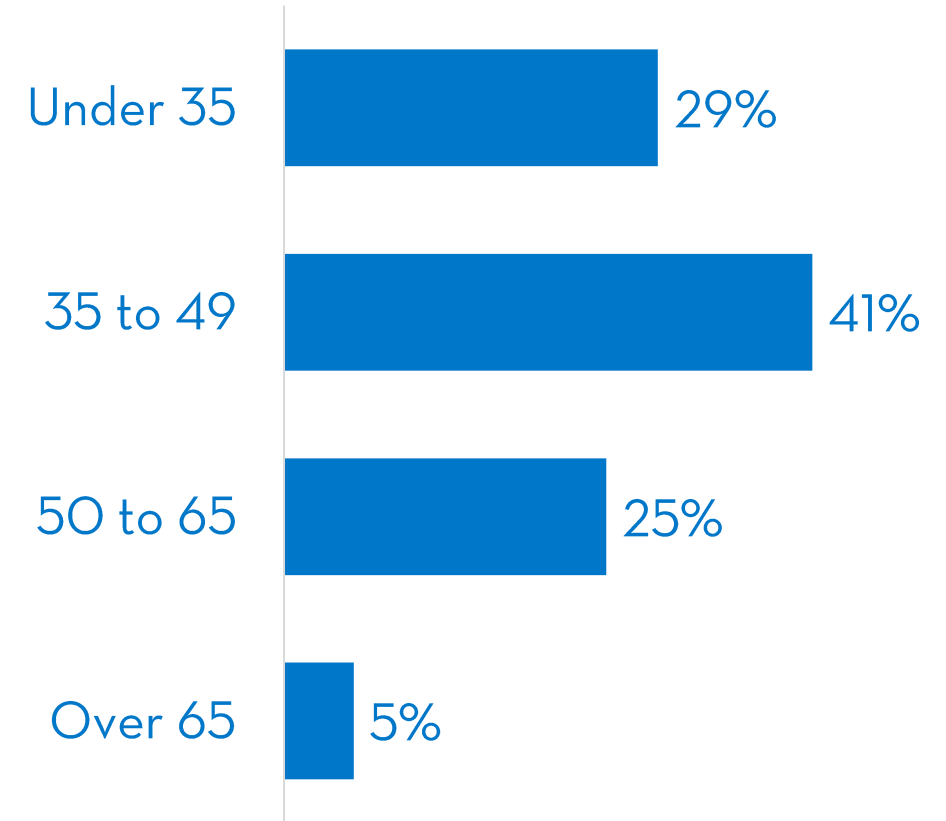
- » **Almost half** of travel parties included children under the age of 20
- » For all visitors, the typical travel party size was **3.8**





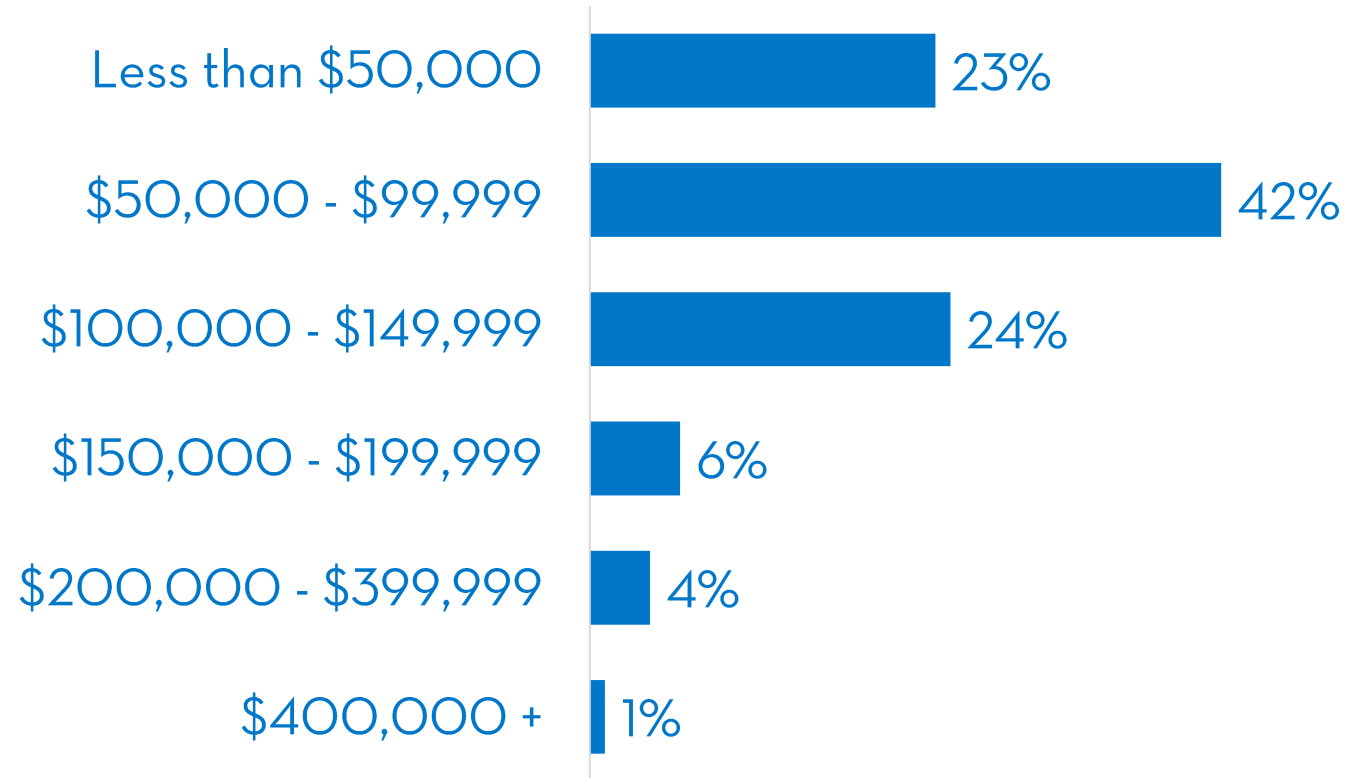
# AGE

- » The median age of visitors to the Pensacola area was **42**
- » Pensacola attracted relatively few seniors this quarter



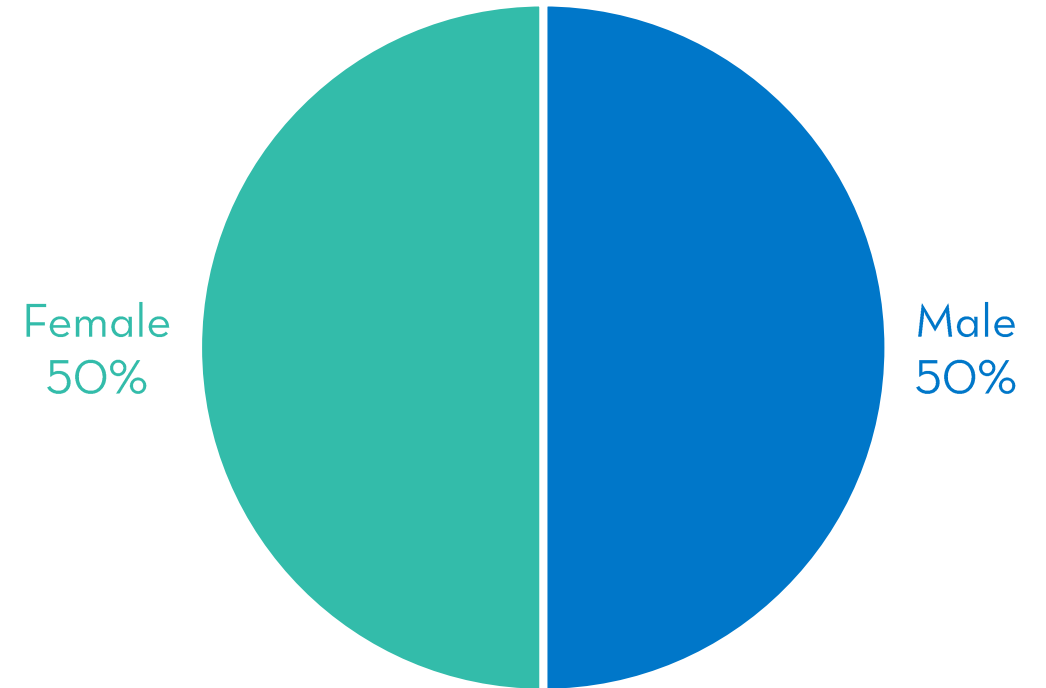
# HOUSEHOLD INCOME

- » Visitors to the Pensacola area had a median household income of **\$82,100** per year
- » **35%** of visitors had household incomes over **\$100,000**



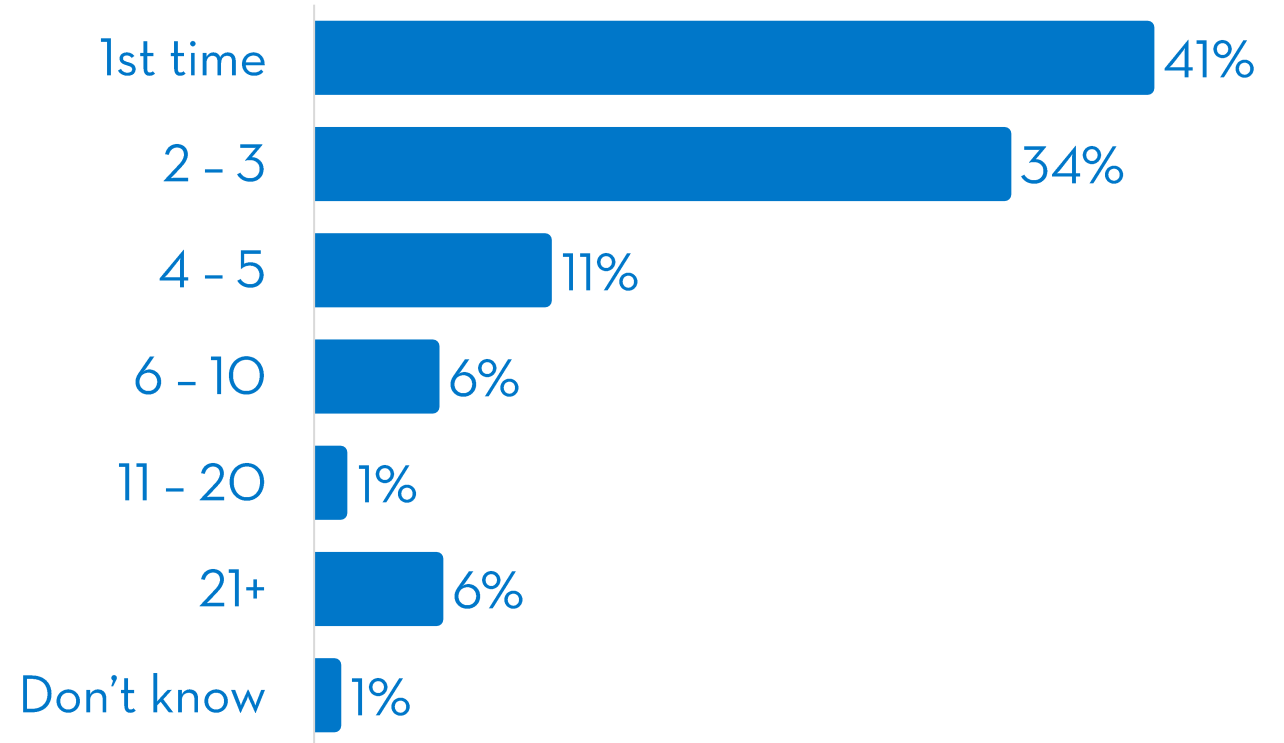
# GENDER

» 50% of visitors to Pensacola area were **male** and **female**



# NEW & RETURNING VISITORS

- » 2 in 5 visitors said **this was their first time visiting** the Pensacola area – this is higher than most destinations in Florida
- » 7% of visitors were loyalists having visited over 10 times – this is lower than many destinations in Florida



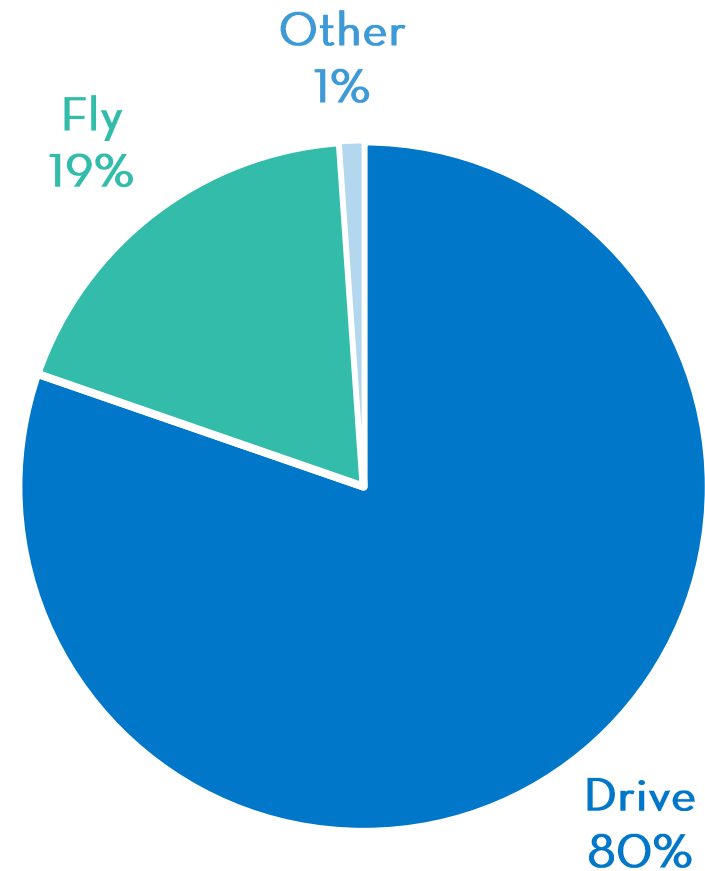
# TRIP PLANNING CYCLE: TRIP EXPERIENCE





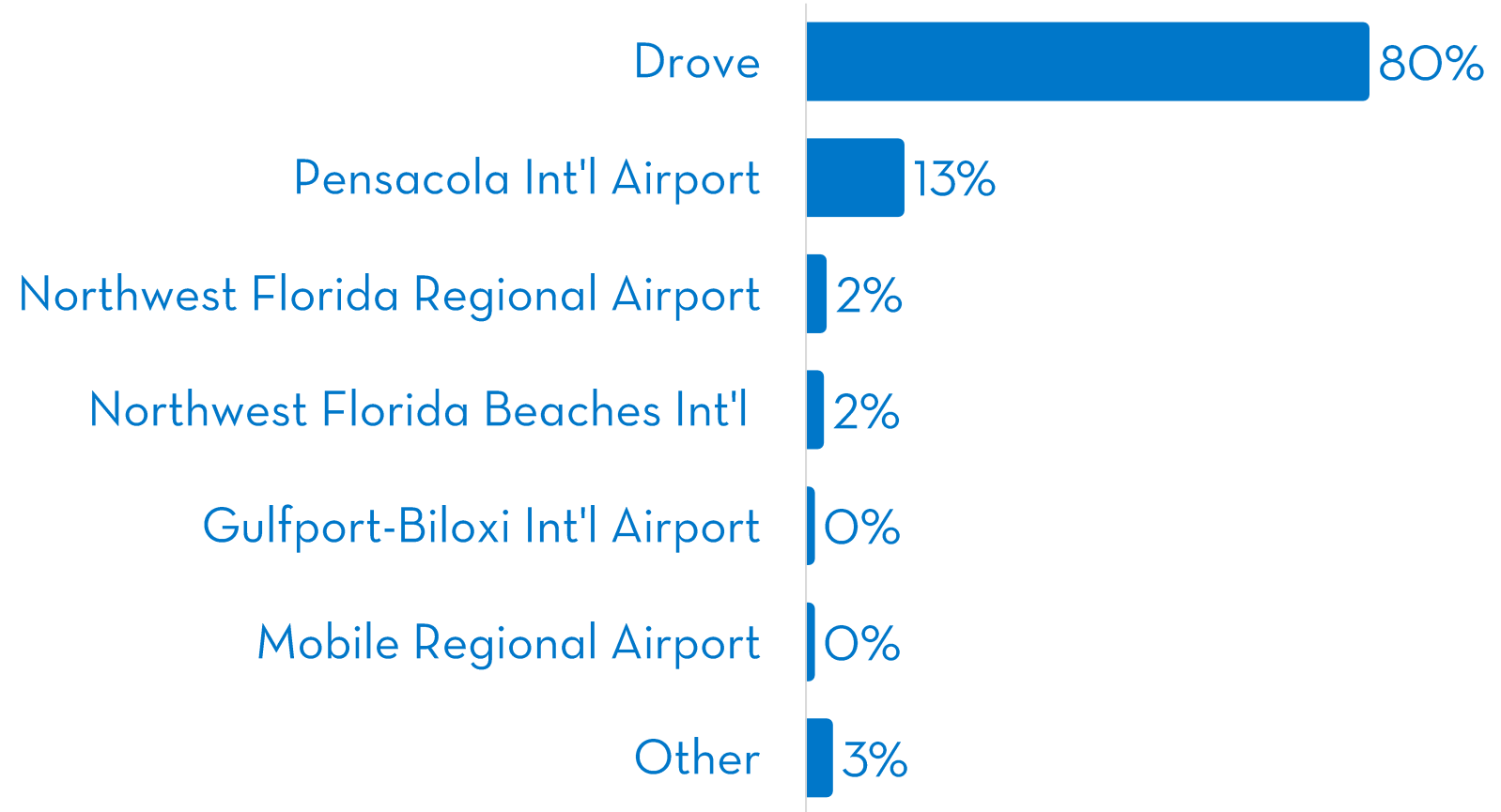
# TRANSPORTATION

» 80% of visitors drove to Pensacola area for their trip



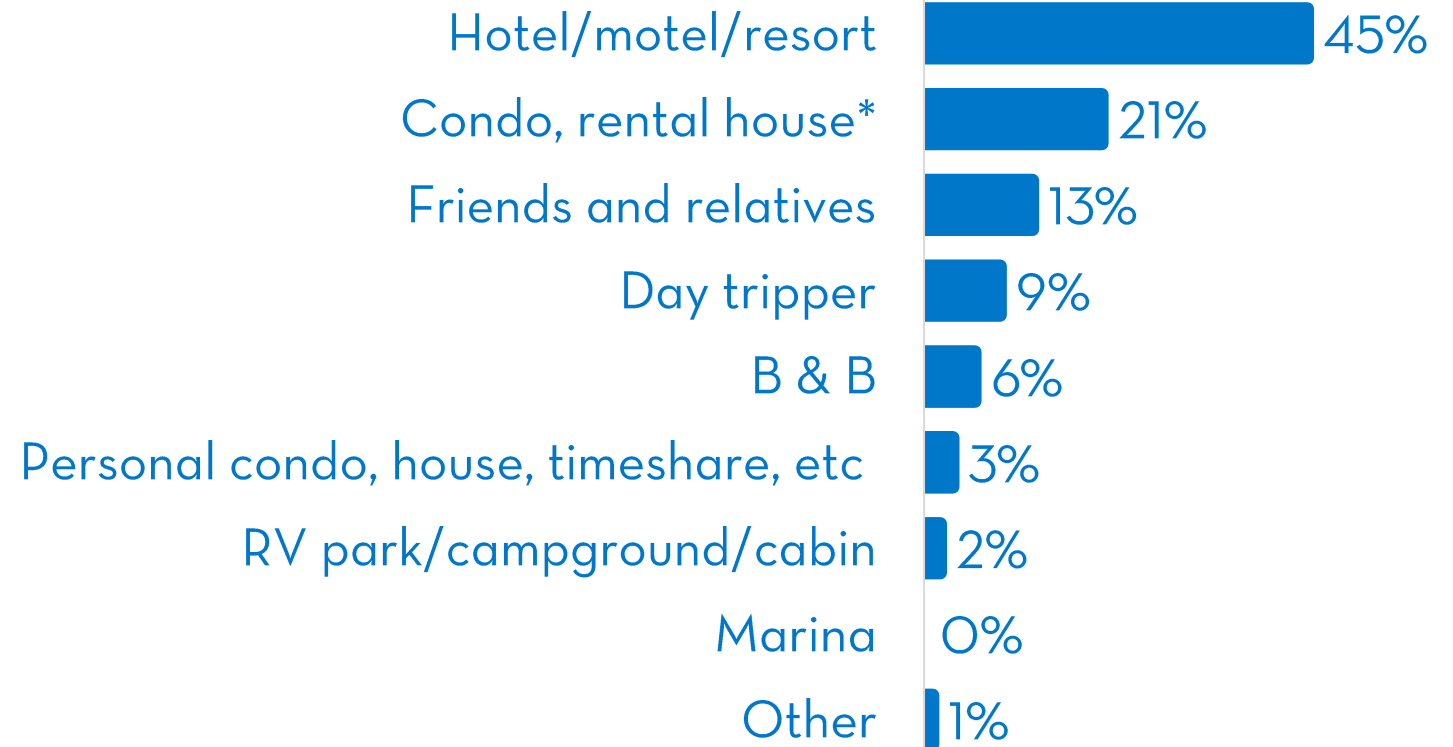
» 13% of **all** visitors used the **Pensacola International Airport**

» Of visitors who flew to Pensacola, **2 in 3** used Pensacola International



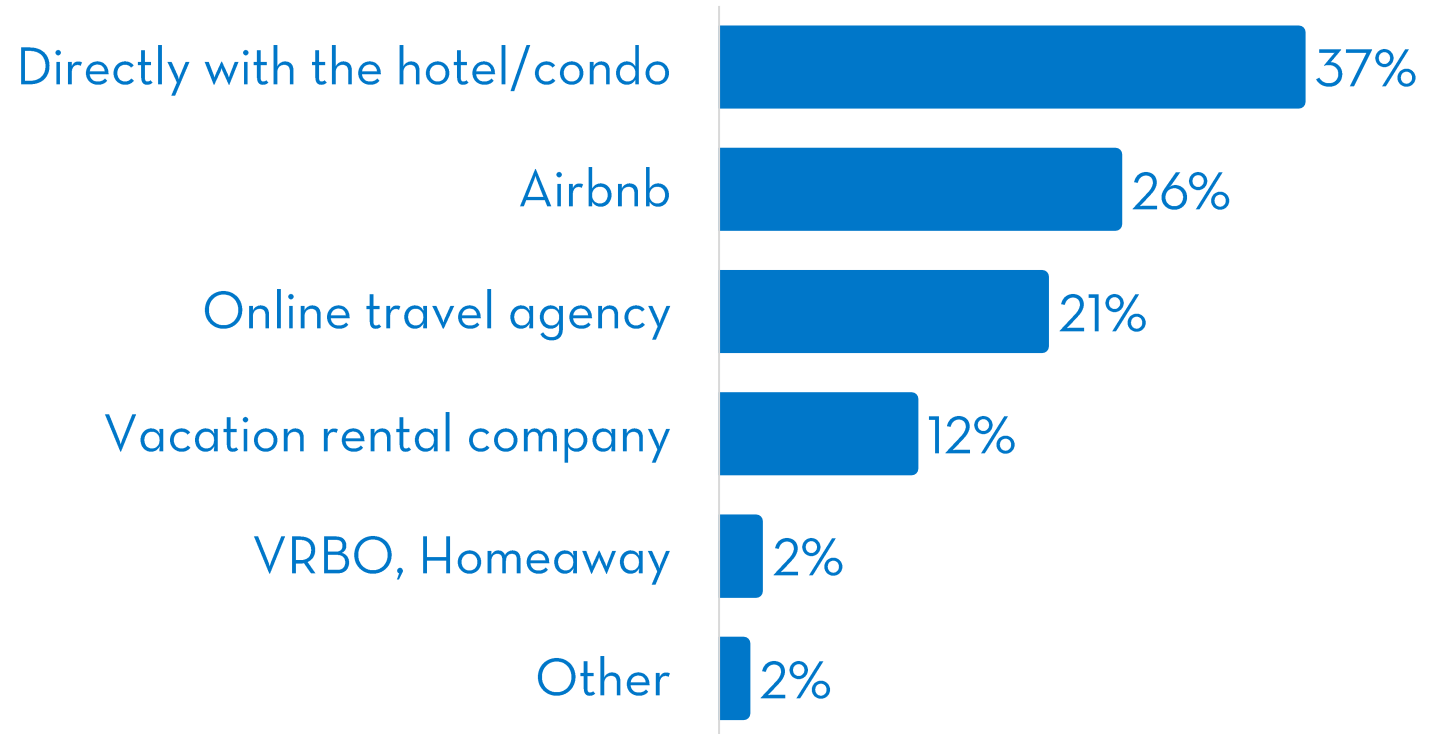
# ACCOMMODATIONS

- » Over 2 in 5 visitors stayed overnight in a **hotel, motel, or resort**
- » Typical visitors stayed **4.1** nights in Pensacola area
- » Typical visitors staying in paid accommodations stayed **3.6** nights in the Pensacola area



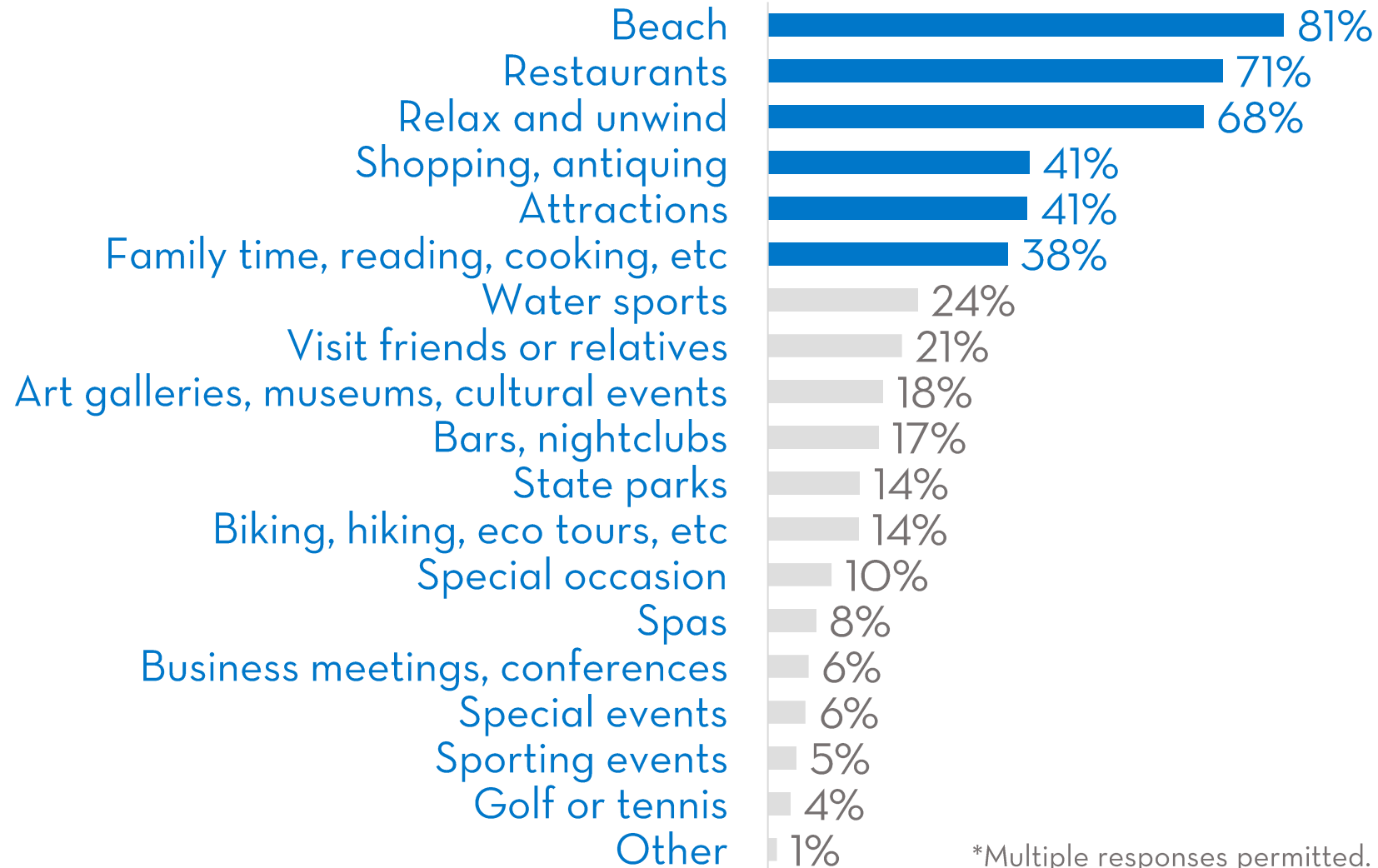
# TRIP PLANNING CYCLE - BOOKING

- » Over 1 in 3 visitors booked their trip to the Pensacola area **directly with the hotel/condo**
- » Nearly 3 in 10 visitors booked with short-term rental operators such as **VRBO and Airbnb**



# VISITOR ACTIVITIES\*

- » The beach is then number one activity as over **4 in 5** visitors went to the beach
- » **7 in 10** enjoy the area's restaurants
- » **2 in 3** visitors enjoy relaxing, whether at or away from the beach
- » **2 in 5** visitors enjoy shopping and attractions in the area

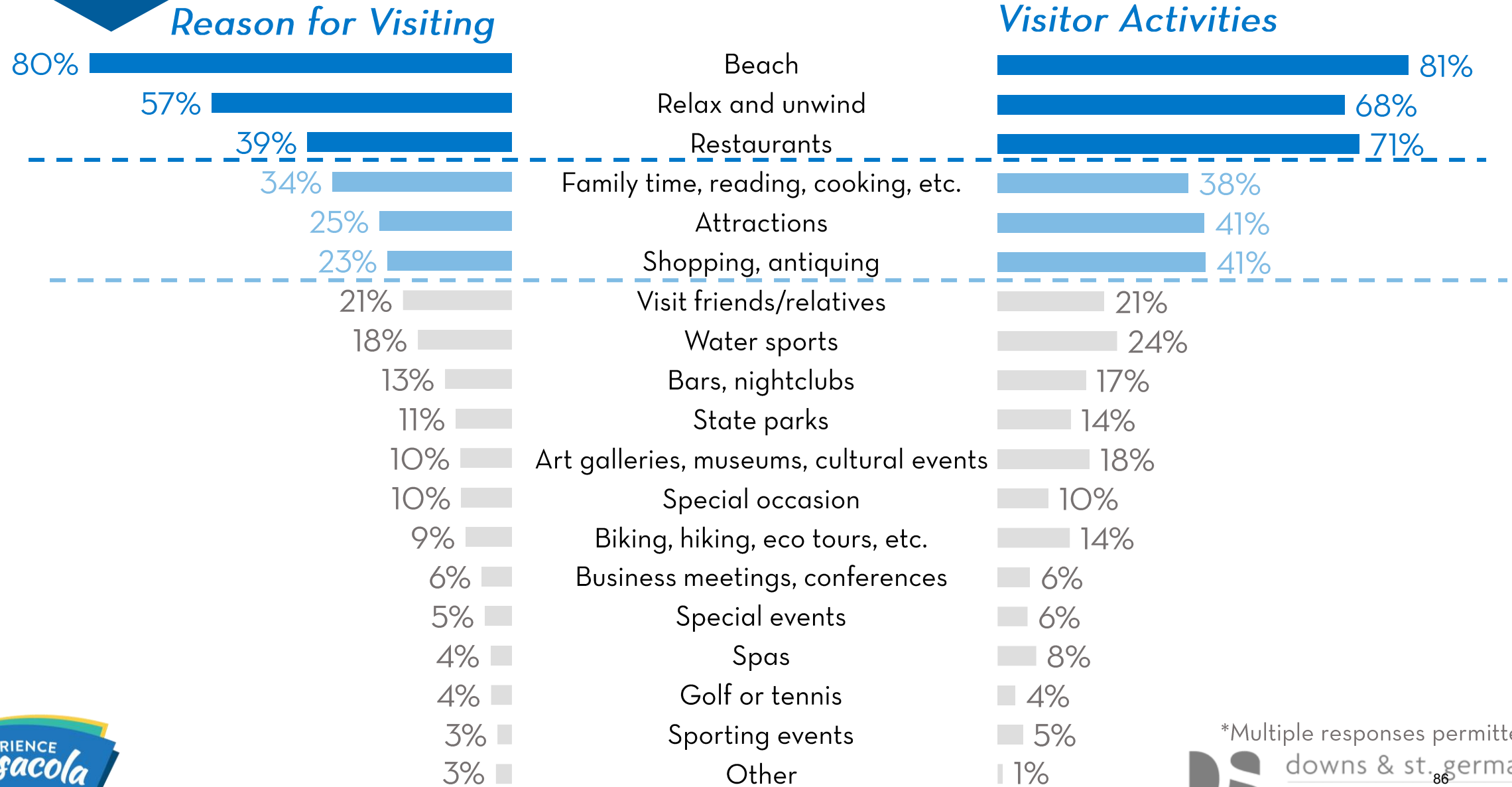


\*Multiple responses permitted.





# ACTIVITIES V. REASON FOR VISIT\*



# DAILY TRAVEL PARTY SPENDING

	<i>All Visitors</i>
<i>Accommodations</i>	\$126
<i>Restaurants</i>	\$49
<i>Groceries</i>	\$28
<i>Shopping</i>	\$40
<i>Activities &amp; attractions</i>	\$37
<i>Transportation</i>	\$30
<i>Other</i>	\$33
<i>Daily Spending</i>	<b>\$343</b>

# TOTAL TRAVEL PARTY SPENDING

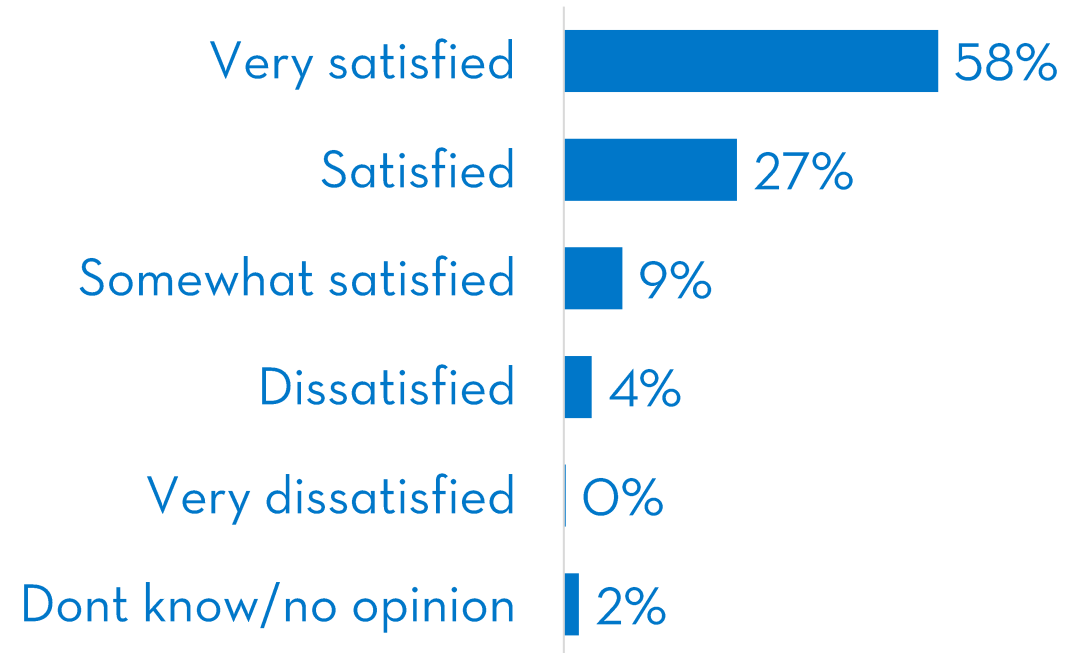
	<i>All Visitors</i>
<i>Accommodations</i>	\$517
<i>Restaurants</i>	\$201
<i>Groceries</i>	\$115
<i>Shopping</i>	\$164
<i>Activities &amp; attractions</i>	\$151
<i>Transportation</i>	\$123
<i>Other</i>	\$135
<i>Total Spending</i>	<i>\$1,406</i>

# TRIP PLANNING CYCLE: POST-TRIP



# VISITOR SATISFACTION

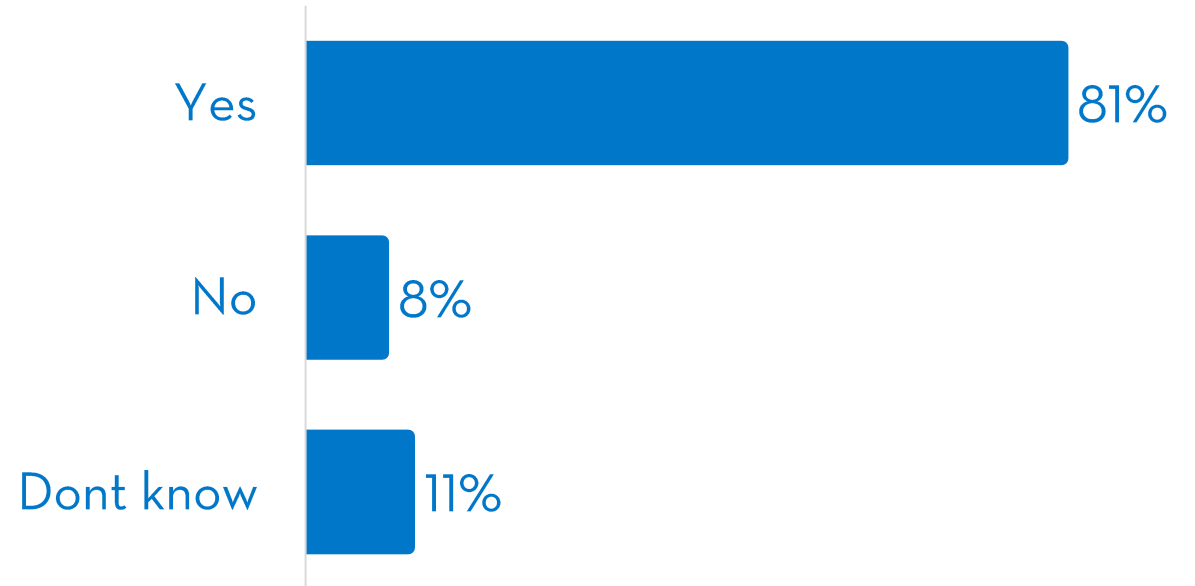
- » 85% of visitors were **satisfied** with their trip to Pensacola, with over half being **very satisfied**
- » The relatively few who were dissatisfied cited **traffic** and **crowds**





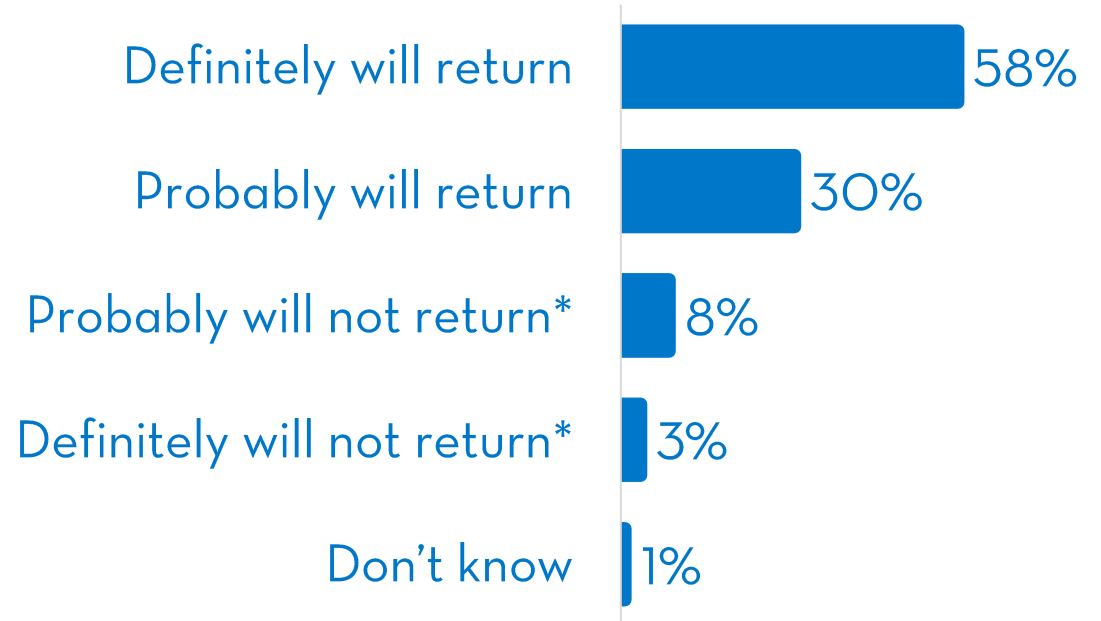
# RECOMMENDATION

» 4 in 5 visitors would recommend the Pensacola area to others



# LIKELIHOOD OF RETURNING

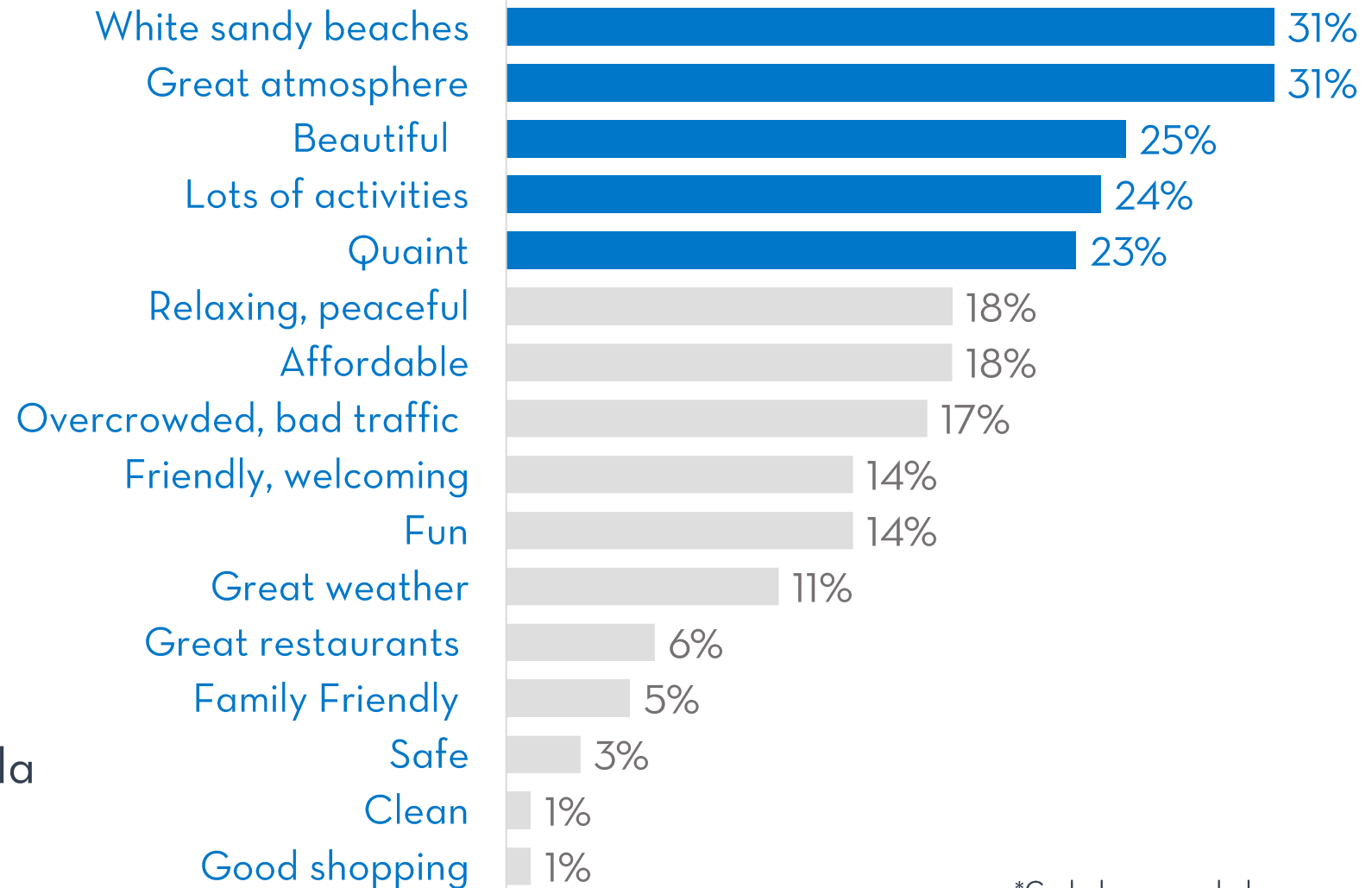
- » Nearly **9 in 10** of visitors would **return** to the Pensacola area
- » Of visitors who would not return, **parking and crowds** were listed as the least liked feature



\*Those who said they will not return were asked why they were uncertain.

# AREA DESCRIPTIONS\*

- » In their own words, visitors reference **white sandy beaches** and a great atmosphere most frequently when describing a vacation in the Pensacola area
- » About **1 in 4** visitors describe Pensacola area vacations as “**beautiful,**” “**quaint,**” or “**full of activities**”
- » **1 in 6** visitors reference **traffic** or **crowds** when describing Pensacola area vacations



\*Coded open-ended responses.  
Multiple responses permitted.



# AREA DESCRIPTIONS\*



## White sandy beaches

*“Beaches are really nice, nice town, overall a nice place to visit.”*

## Great atmosphere

*“A delight of a spot – we will be coming here next year too!”*

## Beautiful

*“A perfect corner of the Gulf Coast.”*

## Lots of activities

*“The best part of small southern towns, with the best of seaside developed Florida.”*

\*Coded open-ended responses.  
Multiple responses permitted.

# AREA DESCRIPTIONS\*



## *White sandy beaches*

*"A great American getaway and the best beaches!"*

## *Great atmosphere*

*"Nice place, good food , and a nice place to bring your family for vacation."*

## *Beautiful*

*"An ideal spot for outdoor activities and bonding with family."*

## *Lots of activities*

*"A mini wonderland for aquatic sport getaways."*



# AREA DESCRIPTIONS\*



## *White sandy beaches*

*“Beaches are beautiful and it’s low key!”*

## *Great atmosphere*

*“A great place to pass a day on the Gulf Coast, so cheap and friendly.”*

## *Beautiful*

*“Beautiful, natural, small-big town!”*

## *Lots of activities*

*“So many things to do and the days are so brief to spend on the Gulf Coast.”*



## Visitor Tracking Study

- » Interviews were completed in person and online with **602 visitors** at local hotels, the airport, parks, and events between **April 1<sup>st</sup> 2020 and June 31<sup>st</sup> 2020**<sup>1</sup>

<sup>1</sup>Due to COVID-19 intercept surveys did not begin until June 1<sup>st</sup>

# VISIT PENSACOLA

## Visitor Tracking Study April – June 2020

Joseph St. Germain, Ph.D., President  
Phillip Downs, Ph.D., Senior Partner  
Rachael Anglin, Director of Research  
Erin Dinkel, Senior Project Director  
Isiah Lewis, Project Director  
Glencora Haskins, Project Director  
Downs & St. Germain Research  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)





## VISIT PENSACOLA BOARD MEETING

### August 26, 2020

## Research



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)

Date Created: Aug 17, 2020

# Visit Pensacola

For the Month of July 2020



Table Of Contents	1
Trend Escambia Co + Zip 32561+	2
Resp Escambia Co + Zip 32561+	3
Trend Beach+	4
Resp Beach+	5
Trend Inland+	6
Resp Inland+	7
Multi-Segment Zip Codes	8
Multi-Segment Comp Set	9
Response Downtown+	10
Response Airport+	11
Response Pine Forest+	12
Response Westside Perdido+	13
Response PNS Beach+	14
Response UWF+	15
Help	16

Corporate North American Headquarters  
T : +1 (615) 824 8664  
destininfo@str.com    www.str.com

International Headquarters  
T : +44 (0)207 922 1930  
industryinfo@str.com    www.str.com

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

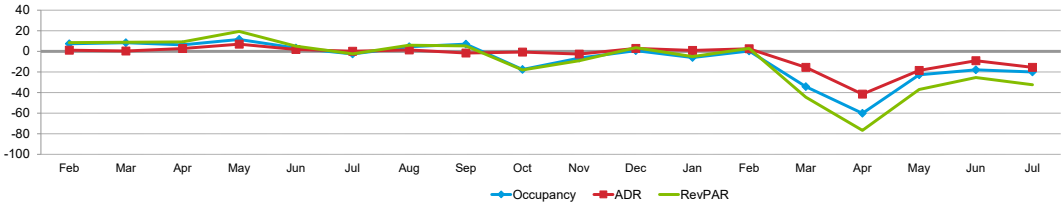


Tab 2 - Trend Escambia Co + Zip 32561+

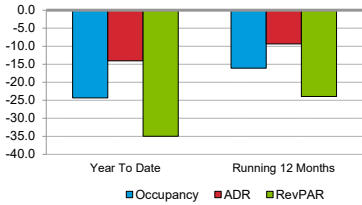
Visit Pensacola  
For the Month of July 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	62.5	77.8	72.8	76.4	84.0	82.0	71.0	67.1	64.1	57.0	52.7	50.6	62.7	51.2	29.0	59.0	69.0	65.5
Last Year	58.2	71.7	68.4	68.5	81.4	84.1	67.9	62.7	77.8	61.0	52.4	53.8	62.5	77.8	72.8	76.4	84.0	82.0
Percent Change	7.3	8.4	6.3	11.6	3.2	-2.5	4.5	7.0	-17.5	-6.6	0.7	-5.9	0.4	-34.2	-60.2	-22.8	-17.9	-20.0

Year To Date			
2018	2019	2020	
68.5	72.9	55.1	
72.2	68.5	72.9	
-5.2	6.4	-24.3	

Running 12 Months			
2018	2019	2020	
64.3	69.3	58.2	
67.5	64.3	69.3	
-4.8	7.9	-16.1	

ADR	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	91.35	114.43	121.46	132.32	150.20	161.67	124.38	109.64	104.22	91.50	87.70	86.04	93.65	96.65	70.98	107.85	136.56	136.62
Last Year	90.32	113.98	118.22	123.66	147.49	161.47	122.72	111.39	104.88	93.99	85.23	85.27	91.35	114.43	121.46	132.32	150.20	161.67
Percent Change	1.1	0.4	2.7	7.0	1.8	0.1	1.4	-1.6	-0.6	-2.6	2.9	0.9	2.5	-15.5	-41.6	-18.5	-9.1	-15.5

Year To Date			
2018	2019	2020	
124.50	126.07	108.34	
117.76	124.50	126.07	
5.7	1.3	-14.1	

Running 12 Months			
2018	2019	2020	
116.03	117.79	106.77	
109.99	116.03	117.79	
5.5	1.5	-9.4	

RevPAR	2019												2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	57.11	89.01	88.37	101.08	126.21	132.51	88.34	73.59	66.85	52.19	46.23	43.54	58.76	49.44	20.57	63.62	94.21	89.52	
Last Year	52.61	81.76	80.88	84.67	120.11	135.76	83.37	69.86	81.59	57.38	44.63	45.88	57.11	89.01	88.37	101.08	126.21	132.51	
Percent Change	8.6	8.9	9.3	19.4	5.1	-2.4	6.0	5.3	-18.1	-9.0	3.6	-5.1	2.9	-44.5	-76.7	-37.1	-25.4	-32.4	

Year To Date			
2018	2019	2020	
85.23	91.87	59.73	
85.03	85.23	91.87	
0.2	7.8	-35.0	

Running 12 Months			
2018	2019	2020	
74.56	81.67	62.13	
74.22	74.56	81.67	
0.5	9.5	-23.9	

Supply	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	214,788	237,801	230,100	238,018	230,370	238,049	240,715	235,560	243,412	235,560	243,412	243,412	222,096	245,892	236,160	232,004	230,310	237,987
Last Year	214,648	237,646	229,980	237,646	229,920	237,584	237,584	229,920	235,228	227,640	235,228	235,445	214,788	237,801	230,100	238,018	230,370	238,049
Percent Change	0.1	0.1	0.1	0.2	0.2	0.2	1.3	2.5	3.5	3.5	3.5	3.4	3.4	3.4	2.6	-2.5	0.0	0.0

Year To Date			
2018	2019	2020	
1,625,070	1,624,571	1,647,861	
1,602,959	1,625,070	1,624,571	
1.4	0.0	1.4	

Running 12 Months			
2018	2019	2020	
2,783,765	2,790,171	2,846,520	
2,764,390	2,783,765	2,790,171	
0.7	0.2	2.0	

Demand	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	134,285	184,976	167,409	181,831	193,577	195,103	170,976	158,103	156,145	134,357	128,300	123,186	139,347	125,775	68,444	136,858	158,881	155,954
Last Year	125,024	170,471	157,350	162,715	187,235	199,745	161,409	144,199	182,990	138,970	123,170	126,679	134,285	184,976	167,409	181,831	193,577	195,103
Percent Change	7.4	8.5	6.4	11.7	3.4	-2.3	5.9	9.6	-14.7	-3.3	4.2	-2.8	3.8	-32.0	-59.1	-24.7	-17.9	-20.1

Year To Date			
2018	2019	2020	
1,112,501	1,183,860	908,445	
1,157,470	1,112,501	1,183,860	
-3.9	6.4	-23.3	

Running 12 Months			
2018	2019	2020	
1,788,904	1,934,598	1,656,326	
1,865,402	1,788,904	1,934,598	
-4.1	8.1	-14.4	

Revenue	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	12,266,399	21,166,404	20,333,252	24,059,569	29,075,873	31,542,878	21,265,711	17,334,164	16,272,742	12,293,645	11,252,064	10,599,333	13,049,794	12,155,676	4,858,316	14,759,746	21,696,785	21,305,688
Last Year	11,292,662	19,430,369	18,601,832	20,121,111	27,614,928	32,253,299	19,807,799	16,062,795	19,191,404	13,061,435	10,498,370	10,801,613	12,266,399	21,166,404	20,333,252	24,059,569	29,075,873	31,542,878
Percent Change	8.6	8.9	9.3	19.6	5.3	-2.2	7.4	7.9	-15.2	-5.9	7.2	-1.9	6.4	-42.6	-76.1	-38.7	-25.4	-32.5

Year To Date			
2018	2019	2020	
138,508,378	149,245,989	98,425,338	
136,305,952	138,508,378	149,245,989	
1.6	7.8	-34.1	

Running 12 Months			
2018	2019	2020	
207,560,587	227,867,792	176,843,664	
205,168,902	207,560,587	227,867,792	
1.2	9.8	-22.4	

Census %	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	81	81	81	81	81	81	82	83	83	83	83	83	84	84	82	80	82	82
Census Rooms	7671	7671	7670	7678	7679	7679	7765	7852	7852	7852	7852	7852	7932	7932	7872	7484	7677	7677
% Rooms Participants	73.5	74.5	74.5	74.6	74.4	74.4	74.7	75.0	75.0	75.0	75.0	76.6	76.8	76.8	77.4	76.0	76.6	76.6

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately.

Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.



Visit Pensacola  
For the Month of July 2020

102

Visit Pensacola  
For the Month of July 2020

A blank row indicates insufficient data.

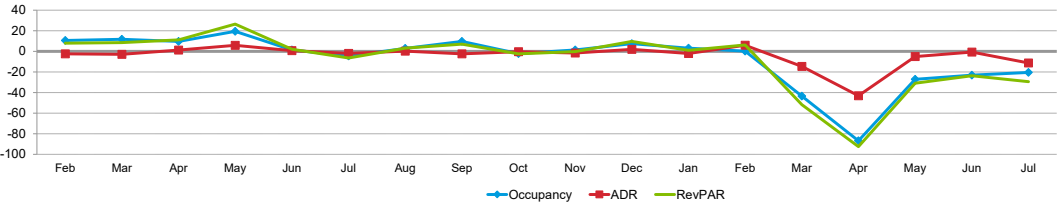
This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR." © CoStar Realty Information, Inc.

Tab 4 - Trend Beach+

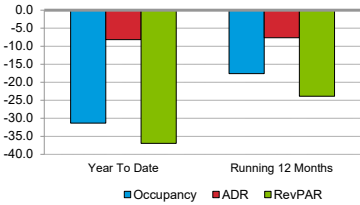
Visit Pensacola  
For the Month of July 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	64.9	80.3	80.5	84.8	90.2	87.3	83.1	82.1	77.8	60.8	55.4	49.3	65.1	45.4	10.6	61.8	69.4	69.4
Last Year	58.7	71.9	73.4	71.0	89.0	91.4	80.7	74.9	79.5	59.9	51.5	47.8	64.9	80.3	80.5	84.8	90.2	87.3
Percent Change	10.5	11.7	9.7	19.4	1.3	-4.5	2.9	9.6	-2.2	1.4	7.5	3.1	0.2	-43.4	-86.8	-27.2	-23.1	-20.5

Year To Date			
2018	2019	2020	
70.9	76.9	52.8	
75.9	70.9	76.9	
-6.5	8.4	-31.3	

Running 12 Months			
2018	2019	2020	
68.9	73.8	60.9	
73.7	68.9	73.8	
-6.6	7.2	-17.6	

ADR	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	120.99	185.68	194.47	218.60	271.65	295.02	209.65	174.44	158.56	127.53	119.26	111.28	128.17	158.49	110.68	207.49	269.79	261.85
Last Year	123.92	191.18	191.93	206.43	269.80	300.91	209.15	178.77	159.02	129.59	116.91	113.57	120.99	185.68	194.47	218.60	271.65	295.02
Percent Change	-2.4	-2.9	1.3	5.9	0.7	-2.0	0.2	-2.4	-0.3	-1.6	2.0	-2.0	5.9	-14.6	-43.1	-5.1	-0.7	-11.2

Year To Date			
2018	2019	2020	
214.11	211.62	194.31	
205.92	214.11	211.62	
4.0	-1.2	-8.2	

Running 12 Months			
2018	2019	2020	
191.45	193.31	178.56	
183.70	191.45	193.31	
4.2	1.0	-7.6	

RevPAR	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	78.55	149.15	156.56	185.38	245.15	257.54	174.21	143.27	123.31	77.51	66.05	54.84	83.40	72.03	11.74	128.14	187.16	181.70
Last Year	72.78	137.46	140.90	146.57	240.26	275.10	168.89	133.92	126.41	77.65	60.25	54.29	78.55	149.15	156.56	185.38	245.15	257.54
Percent Change	7.9	8.5	11.1	26.5	2.0	-6.4	3.1	7.0	-2.5	-0.2	9.6	1.0	6.2	-51.7	-92.5	-30.9	-23.7	-29.4

Year To Date			
2018	2019	2020	
151.88	162.68	102.55	
156.25	151.88	162.68	
-2.8	7.1	-37.0	

Running 12 Months			
2018	2019	2020	
131.84	142.75	108.65	
135.45	131.84	142.75	
-2.7	8.3	-23.9	

Supply	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	43,288	47,926	46,380	48,174	46,650	48,205	48,205	46,650	48,205	46,650	48,205	48,205	43,940	48,205	46,650	42,222	46,650	48,205
Last Year	43,120	47,740	46,200	47,740	46,170	47,709	47,709	46,170	45,353	43,690	45,353	45,570	43,288	47,926	46,380	48,174	46,650	48,205
Percent Change	0.4	0.4	0.4	0.9	1.0	1.0	1.0	1.0	6.3	6.3	6.3	5.8	0.6	0.6	0.6	-12.4	0.0	0.0

Year To Date			
2018	2019	2020	
326,419	326,193	323,677	
311,900	326,419	326,193	
4.7	-0.1	-0.8	

Running 12 Months			
2018	2019	2020	
562,039	554,668	561,592	
542,498	562,039	554,668	
3.6	-1.3	1.2	

Demand	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	28,103	38,496	37,338	40,852	42,099	42,080	40,055	38,316	37,489	28,352	26,698	23,758	28,330	21,906	4,946	26,076	32,362	33,450
Last Year	25,326	34,326	33,917	33,896	41,114	43,617	38,524	34,587	36,054	26,298	23,372	21,783	28,103	38,496	37,338	40,852	42,099	42,080
Percent Change	11.0	12.1	10.1	20.5	2.4	-3.5	4.0	10.8	4.0	7.8	14.2	9.1	0.8	-43.1	-86.8	-36.2	-23.1	-20.5

Year To Date			
2018	2019	2020	
231,551	250,751	170,828	
236,668	231,551	250,751	
-2.2	8.3	-31.9	

Running 12 Months			
2018	2019	2020	
387,026	409,586	341,738	
399,995	387,026	409,586	
-3.2	5.8	-16.6	

Revenue	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	3,400,065	7,147,932	7,261,139	8,930,289	11,436,168	12,414,490	8,397,562	6,683,733	5,944,305	3,615,862	3,183,893	2,643,729	3,631,028	3,471,982	547,440	5,410,407	8,730,783	8,758,781
Last Year	3,138,313	6,562,560	6,509,712	6,997,035	11,092,759	13,124,983	8,057,423	6,183,249	5,733,161	3,407,910	2,732,418	2,473,939	3,400,065	7,147,932	7,261,139	8,930,289	11,436,168	12,414,490
Percent Change	8.3	8.9	11.5	27.6	3.1	-5.4	4.2	8.1	3.7	6.1	16.5	6.9	-5.4	-51.4	-92.5	-39.4	-23.7	-29.4

Year To Date			
2018	2019	2020	
49,576,863	53,064,022	33,194,150	
48,733,934	49,576,863	53,064,022	
1.7	7.0	-37.4	

Running 12 Months			
2018	2019	2020	
74,097,586	79,178,183	61,019,505	
73,480,606	74,097,586	79,178,183	
0.8	6.9	-22.9	

Census %	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	7	9	9
Census Rooms	1546	1546	1546	1554	1555	1555	1555	1555	1555	1555	1555	1555	1555	1555	1555	1362	1555	1555
% Rooms Participants	75.7	80.6	80.6	80.7	80.7	80.7	80.7	80.7	80.7	80.7	80.7	80.7	80.7	80.7	80.7	78.0	80.7	80.7

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately.

Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 5 - Resp Beach+

Visit Pensacola  
For the Month of July 2020

								2018												2019												2020																		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D							
19856	Best Western Beachside Resort	Pensacola Beach, FL	32561	Jan 2019	Jun 1991	130	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●				
31312	Hampton by Hilton Inn Pensacola Beach	Pensacola Beach, FL	32561	Apr 2006	Jul 1995	189	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			
44600	Hilton Pensacola Beach	Pensacola Beach, FL	32561	Jul 2007	Mar 2003	275		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
31104	Holiday Inn Express Pensacola Beach	Pensacola Beach, FL	32561	Jun 2020	Jun 1989	76	Y	●	●	●	●	●	●	●	●	○					●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●			
60897	Holiday Inn Resort Pensacola Beach Gulf Front	Pensacola Beach, FL	32561	Feb 2011	Feb 2011	206		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
59695	Margaritaville Beach Hotel Pensacola	Pensacola Beach, FL	32561	Apr 2017	Jun 2010	162		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	○	●	●	●	●	●	●	●	●	●	●		
59437	Portofino Island Resort & Spa	Pensacola Beach, FL	32561	Jun 2003	Jun 2003	300																																												
44457	SpringHill Suites Pensacola Beach	Pensacola Beach, FL	32561	Jun 2020	Jul 2002	117	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●		
31548	Surf & Sand Hotel	Pensacola Beach, FL	32561	May 2018	May 1995	100		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
			Total Properties:		9	1555	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																											

A blank row indicates insufficient data.

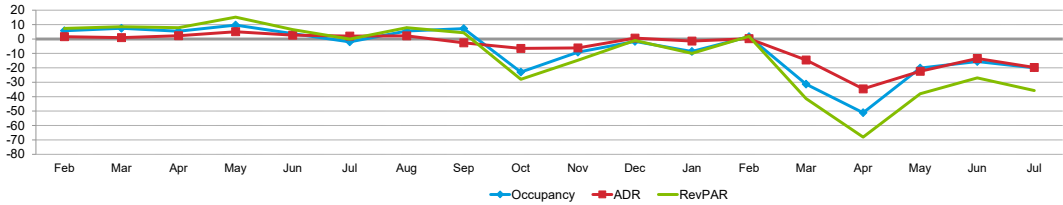
This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 6 - Trend Inland+

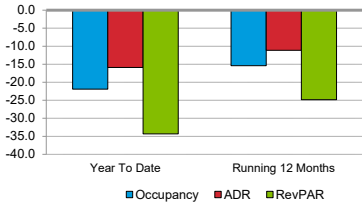
Visit Pensacola  
For the Month of July 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	60.5	76.2	69.6	73.4	81.6	79.8	67.5	62.9	59.4	54.7	50.5	49.5	61.5	52.3	34.0	58.6	68.9	63.9
	Last Year	57.2	70.9	66.1	66.9	78.7	81.5	64.0	58.7	77.1	60.2	51.3	54.2	60.5	76.2	69.6	73.4	81.6	79.8
Percent Change	5.7	7.5	5.4	9.6	3.8	-2.0	5.5	7.2	-22.9	-9.1	-1.6	-8.7	1.6	-31.4	-51.1	-20.1	-15.6	-20.0	

Year To Date			
2018	2019	2020	
67.0	70.9	55.3	
71.0	67.0	70.9	
-5.7	5.8	-21.9	

Running 12 Months			
2018	2019	2020	
62.3	67.3	56.9	
65.7	62.3	67.3	
-5.3	8.0	-15.4	

ADR	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	81.31	93.51	98.10	105.10	114.25	123.10	95.94	86.03	83.85	78.22	75.86	76.62	81.51	79.93	64.18	81.62	98.86	98.83
Last Year	80.03	92.61	95.90	100.05	111.28	120.63	93.85	88.35	89.66	83.34	75.41	77.70	81.31	93.51	98.10	105.10	114.25	123.10
Percent Change	1.6	1.0	2.3	5.0	2.7	2.0	2.2	-2.6	-6.5	-6.1	0.6	-1.4	0.3	-14.5	-34.6	-22.3	-13.5	-19.7

Year To Date			
2018	2019	2020	
99.17	101.01	84.96	
94.50	99.17	101.01	
4.9	1.9	-15.9	

Running 12 Months			
2018	2019	2020	
93.75	95.46	84.85	
89.26	93.75	95.46	
5.0	1.8	-11.1	

RevPAR	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	49.18	71.28	68.32	77.12	93.26	98.29	64.77	54.15	49.83	42.76	38.28	37.91	50.11	41.82	21.84	47.84	68.09	63.15
Last Year	45.80	65.68	63.35	66.96	87.54	98.30	60.03	51.89	69.12	50.15	38.69	42.09	49.18	71.28	68.32	77.12	93.26	98.29
Percent Change	7.4	8.5	7.8	15.2	6.5	0.0	7.9	4.4	-27.9	-14.7	-1.0	-10.0	1.9	-41.3	-68.0	-38.0	-27.0	-35.8

Year To Date			
2018	2019	2020	
66.41	71.59	47.03	
67.10	66.41	71.59	
-1.0	7.8	-34.3	

Running 12 Months			
2018	2019	2020	
58.37	64.22	48.28	
58.66	58.37	64.22	
-0.5	10.0	-24.8	

Supply	2019												2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	160,804	178,033	172,260	178,002	172,260	178,002	178,002	172,260	178,002	172,260	178,002	178,002	160,776	178,002	170,460	170,097	164,610	170,097
	Last Year	160,832	178,064	172,320	178,064	172,290	178,033	178,033	172,290	178,033	172,290	178,033	178,033	160,804	178,033	172,260	178,002	172,260	178,002
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-1.0	-4.4	-4.4	-4.4	

Year To Date			
2018	2019	2020	
1,217,667	1,217,394	1,192,044	
1,255,019	1,217,667	1,217,394	
-3.0	0.0	-2.1	

Running 12 Months			
2018	2019	2020	
2,098,514	2,096,073	2,070,570	
2,168,582	2,098,514	2,096,073	
-3.2	-0.1	-1.2	

Demand	2019												2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	This Year	97,266	135,701	119,971	130,613	140,613	142,133	120,164	108,419	105,779	94,179	89,833	88,056	98,841	93,135	57,998	99,686	113,372	108,684
	Last Year	92,044	126,297	113,833	119,166	135,540	145,077	113,873	101,178	137,238	103,669	91,344	96,450	97,266	135,701	119,971	130,613	140,613	142,133
Percent Change	5.7	7.4	5.4	9.6	3.7	-2.0	5.5	7.2	-22.9	-9.2	-1.7	-8.7	1.6	-31.4	-51.7	-23.7	-19.4	-23.5	

Year To Date			
2018	2019	2020	
815,429	862,747	659,772	
891,123	815,429	862,747	
-8.5	5.8	-23.5	

Running 12 Months			
2018	2019	2020	
1,306,571	1,410,049	1,178,146	
1,425,116	1,306,571	1,410,049	
-8.3	7.9	-16.4	

Revenue	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	7,908,702	12,689,806	11,768,707	13,727,183	16,065,409	17,496,114	11,529,054	9,327,254	8,869,582	7,366,370	6,814,609	6,747,187	8,056,865	7,444,083	3,722,538	8,136,604	11,208,049	10,741,138
Last Year	7,366,107	11,695,901	10,916,087	11,922,918	15,082,846	17,500,080	10,686,810	8,939,426	12,305,377	8,639,574	6,887,999	7,494,062	7,908,702	12,689,806	11,768,707	13,727,183	16,065,409	17,496,114
Percent Change	7.4	8.5	7.8	15.1	6.5	0.0	7.9	4.3	-27.9	-14.7	-1.1	-10.0	1.9	-41.3	-68.4	-40.7	-30.2	-38.6

Year To Date			
2018	2019	2020	
80,865,895	87,149,984	56,056,463	
84,213,994	80,865,895	87,149,984	
-4.0	7.8	-35.7	

Running 12 Months			
2018	2019	2020	
122,490,309	134,609,170	99,963,332	
127,200,331	122,490,309	134,609,170	
-3.7	9.9	-25.7	

Census %	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	68	68	68	68	68	68	68	68	68	68	68	68	68	68	66	66	66	66
Census Rooms	5743	5743	5742	5742	5742	5742	5742	5742	5742	5742	5742	5742	5742	5742	5682	5487	5487	5487
% Rooms Participants	71.2	71.2	71.2	71.2	71.1	71.1	71.1	71.1	71.1	71.1	71.1	73.2	73.2	73.2	73.9	72.7	72.7	72.7

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately.

Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 7 - Resp Inland+

Visit Pensacola  
For the Month of July 2020

							2018												2019												2020																				
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D								
61915	Budget Inn	Pensacola, FL	32501			26																																													
10881	Closed - Independent Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0																																													
46072	Closed - Independent Town & Country Motel	Pensacola, FL	32501	Aug 2010		0																																													
5395	Closed - Independent Travel Inn	Pensacola, FL	32501	Sep 2017	Aug 1952	0																																													
10879	Days Inn Pensacola Historic Downtown	Pensacola, FL	32501	Jun 1962	Jun 1962	98		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
43296	New World Inn	Pensacola, FL	32501	May 2020	Jun 1983	15	Y																																												
7304	Sole Inn & Suites	Pensacola, FL	32501	Sep 2020	Jun 1975	0	Y																																												
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
9748	Pensacola Grand Hotel	Pensacola, FL	32502	Sep 2020	Jun 1984	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Aug 1998	Aug 1998	78		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
60962	Lyon's Motel	Pensacola, FL	32503			20																																													
11005	Baymont Inn & Suites Pensacola	Pensacola, FL	32504	Oct 2010	May 1985	108		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
34329	Courtyard Pensacola	Pensacola, FL	32504	Aug 1997	Aug 1997	90		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
35418	Extended Stay America Pensacola - University Mall	Pensacola, FL	32504	Sep 1997	Sep 1997	101		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
24639	Fairfield Inn Pensacola I 10	Pensacola, FL	32504	May 1995	May 1995	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
53663	Hampton by Hilton Inn & Suites Pensacola I-10 North at U	Pensacola, FL	32504	Jul 2005	Jul 2005	85		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
34435	Hampton by Hilton Inn Pensacola-Airport Cordova Mall	Pensacola, FL	32504	Jan 1998	Jan 1998	126		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
60319	Hilton Garden Inn Pensacola Airport Medical Center	Pensacola, FL	32504	Mar 2010	Mar 2010	137		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
48787	Homewood Suites by Hilton Pensacola Airport Cordova Ma	Pensacola, FL	32504	Jan 2003	Jan 2003	107		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
62001	Hyatt Place Pensacola Airport	Pensacola, FL	32504	Apr 2013	Apr 2013	127		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
5275	Mainstay Suites Pensacola	Pensacola, FL	32504	Mar 2011	Jun 1985	64		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
8597	Pensacola Inn	Pensacola, FL	32504	Aug 2015	Sep 1985	58																																													
7664	Quality Inn & Suites Pensacola Bayview	Pensacola, FL	32504	Dec 2010	Jun 1985	138		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
724	Quality Inn & Suites University Area Pensacola	Pensacola, FL	32504	May 2017	Feb 1981	133		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
6641	Red Roof Inn Pensacola	Pensacola, FL	32504	Oct 1982	Oct 1982	108		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
62391	SpringHill Suites Pensacola	Pensacola, FL	32504	Aug 2013	Aug 2013	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
8274	Super 6	Pensacola, FL	32504	Sep 2011	May 1983	80																																													
57129	TownePlace Suites Pensacola	Pensacola, FL	32504	Feb 2008	Feb 2008	97		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
27564	Americas Best Value Inn & Suites Pensacola	Pensacola, FL	32505	Feb 2007	Jun 1988	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4060	Clarion Inn Pensacola	Pensacola, FL	32505	Jun 2017	Nov 1983	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•														



Tab 7 - Resp Inland+

Visit Pensacola  
For the Month of July 2020

							2018												2019												2020																	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
32611	Red Roof Inn Pensacola Fairgrounds	Pensacola, FL	32526	Mar 2010	Feb 1996	74		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
36435	Super 8 Pensacola	Pensacola, FL	32526	Jan 2019	May 1998	69		•	•	•	•	•	•	•	•	•	•	•	•	•	○	○	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		•	•	•	•	•	•	•	•	•	•	•	•	•	○	○	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
10880	Garden Inn & Suites	Pensacola, FL	32534	May 2008	Jun 1973	96																																										
41016	Quality Inn Pensacola West I-10	Pensacola, FL	32534	May 2013	Oct 2000	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
57077	WoodSpring Suites Pensacola Northwest	Pensacola, FL	32534	Oct 2016	Dec 2007	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
2988	Closed Beachside Resort & Conf Center	Pensacola Beach, FL	32561	Sep 2004		0																																										
29160	Closed Clarion Suites Resort & Convention Ctr	Pensacola Beach, FL	32561	Sep 2004	Jun 1993	0																																										
40239	Closed Five Flags Inn	Pensacola, FL	32561	Sep 2004	Jun 1995	0																																										
727	Closed Holiday Inn Express Pensacola Beach	Pensacola Beach, FL	32561	Oct 2004	Jan 1979	0																																										
40241	Closed Sandpiper Gulf Aire Inn Motel	Pensacola, FL	32561	Sep 2004	Jun 1997	0																																										
49309	Closed Tiki House	Pensacola Beach, FL	32561	Sep 2004	Jun 1989	0																																										
10878	Gulf Coast Inn	Gulf Breeze, FL	32561	Nov 1967	Nov 1967	33																																										
62310	Hampton by Hilton Inn & Suites Pensacola/Gulf Breeze	Gulf Breeze, FL	32561	May 2013	May 2013	90		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
40240	Paradise Inn Hotel	Pensacola, FL	32561	May 2005	Jun 1997	55																																										
726	Quality Inn & Suites On The Bay Near Pensacola Beach	Gulf Breeze, FL	32561	Aug 2011	Jun 1967	116		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		85	5487	○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																									

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 8 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola  
For the month of: July 2020

	Current Month - July 2020 vs July 2019												Year to Date - July 2020 vs July 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	65.9	86.3	132.70	148.68	87.44	128.24	-23.6	-10.7	-31.8	-56.7	-36.5	-51.5	51.1	73.7	117.72	133.17	60.18	98.20	-30.7	-11.6	-38.7	-49.2	-17.1	-42.5	6	4	443	402
Airport+	65.2	86.3	103.68	129.81	67.56	112.05	-24.5	-20.1	-39.7	-36.7	4.9	-20.8	58.3	79.0	92.84	108.89	54.16	86.07	-26.2	-14.7	-37.1	-34.0	4.9	-22.6	19	16	1833	1675
Pine Forest+	62.0	70.4	80.69	101.87	50.00	71.75	-12.0	-20.8	-30.3	-30.3	0.0	-12.0	53.8	60.7	67.01	79.20	36.02	48.08	-11.5	-15.4	-25.1	-25.1	-0.0	-11.5	16	6	1249	595
Westside/Perdido+	61.9	78.3	102.64	121.97	63.50	95.49	-21.0	-15.9	-33.5	-23.6	14.8	-9.3	52.1	69.7	89.49	98.69	46.62	68.79	-25.3	-9.3	-32.2	-22.9	13.8	-14.9	18	14	1293	1068
PNS Beach+	69.1	87.4	245.26	275.65	169.53	240.84	-20.9	-11.0	-29.6	-29.6	0.0	-20.9	53.4	76.5	180.86	199.40	96.66	152.50	-30.1	-9.3	-36.6	-37.0	-0.6	-30.6	13	10	1849	1461
UWF+	68.6	79.9	96.30	111.30	66.03	88.91	-14.2	-13.5	-25.7	-25.7	0.0	-14.2	60.2	73.6	81.34	91.54	48.95	67.42	-18.3	-11.1	-27.4	-27.4	0.0	-18.3	10	6	1010	680

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 9 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola  
For the month of: July 2020

	Current Month - July 2020 vs July 2019												Year to Date - July 2020 vs July 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Bay County, FL	71.3	85.0	185.63	225.93	132.29	192.13	-16.2	-17.8	-31.1	-24.0	10.3	-7.5	56.1	76.3	149.90	179.35	84.08	136.82	-26.5	-16.4	-38.5	-29.2	15.2	-15.3	90	42	8697	4526
Baldwin County, AL	74.3	80.0	193.26	179.38	143.63	143.52	-7.1	7.7	0.1	0.1	0.0	-7.1	51.1	66.2	139.25	143.50	71.18	95.05	-22.8	-3.0	-25.1	-24.1	1.3	-21.8	62	50	6321	5041
Okaloosa County, FL	69.0	82.3	199.72	223.57	137.80	184.10	-16.2	-10.7	-25.1	-23.4	2.4	-14.2	50.1	71.2	144.71	160.74	72.47	114.43	-29.7	-10.0	-36.7	-36.3	0.6	-29.3	80	50	7699	4864
Walton County, FL	60.3	79.6	238.04	257.61	143.51	205.07	-24.3	-7.6	-30.0	-25.2	6.9	-19.1	40.0	61.8	172.89	194.91	69.11	120.36	-35.3	-11.3	-42.6	-41.9	1.3	-34.5	27	19	3671	3316
St Johns County, FL	48.7	72.8	135.87	146.82	66.11	106.86	-33.2	-7.5	-38.1	-39.4	-2.0	-34.5	48.0	71.3	132.81	148.86	63.73	106.10	-32.7	-10.8	-39.9	-42.4	-4.1	-35.4	84	52	6155	5061
Sarasota County, FL	49.8	65.4	126.76	128.40	63.07	84.01	-23.9	-1.3	-24.9	-22.3	3.5	-21.3	50.9	71.5	154.15	158.10	78.44	113.08	-28.9	-2.5	-30.6	-28.6	2.9	-26.8	82	47	6425	5276

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 10 - Response Downtown+

Visit Pensacola  
For the Month of July 2020

								2018												2019												2020																				
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D									
61915	Budget Inn	Pensacola, FL	32501			26																																														
10881	Closed - Independent Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0																																														
46072	Closed - Independent Town & Country Motel	Pensacola, FL	32501	Aug 2010		0																																														
5395	Closed - Independent Travel Inn	Pensacola, FL	32501	Sep 2017	Aug 1952	0																																														
10879	Days Inn Pensacola Historic Downtown	Pensacola, FL	32501	Jun 1962	Jun 1962	98		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
43296	New World Inn	Pensacola, FL	32501	May 2020	Jun 1983	15	Y																																													
7304	Sole Inn & Suites	Pensacola, FL	32501	Sep 2020	Jun 1975	0	Y																																													
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
65524	Holiday Inn Express Pensacola Downtown	Pensacola, FL	32502	Dec 2017	Dec 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
9748	Pensacola Grand Hotel	Pensacola, FL	32502	Sep 2020	Jun 1984	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Aug 1998	Aug 1998	78		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		11	443	<div>○ - Monthly data received by STR</div> <div>• - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																													

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 11 - Response Airport+

Visit Pensacola  
For the Month of July 2020

								2018												2019												2020															
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D				
60962	Lyon's Motel	Pensacola, FL	32503			20																																									
11005	Baymont Inn & Suites Pensacola	Pensacola, FL	32504	Oct 2010	May 1985	108		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
34329	Courtyard Pensacola	Pensacola, FL	32504	Aug 1997	Aug 1997	90		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
35418	Extended Stay America Pensacola - University Mall	Pensacola, FL	32504	Sep 1997	Sep 1997	101		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
24639	Fairfield Inn Pensacola I 10	Pensacola, FL	32504	May 1995	May 1995	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
53663	Hampton by Hilton Inn & Suites Pensacola I-10 North at U	Pensacola, FL	32504	Jul 2005	Jul 2005	85		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
34435	Hampton by Hilton Inn Pensacola-Airport Cordova Mall	Pensacola, FL	32504	Jan 1998	Jan 1998	126		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
60319	Hilton Garden Inn Pensacola Airport Medical Center	Pensacola, FL	32504	Mar 2010	Mar 2010	137		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
48787	Homewood Suites by Hilton Pensacola Airport Cordova Me	Pensacola, FL	32504	Jan 2003	Jan 2003	107		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
62001	Hyatt Place Pensacola Airport	Pensacola, FL	32504	Apr 2013	Apr 2013	127		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
5275	Mainstay Suites Pensacola	Pensacola, FL	32504	Mar 2011	Jun 1985	64		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
8597	Pensacola Inn	Pensacola, FL	32504	Aug 2015	Sep 1985	58		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
7664	Quality Inn & Suites Pensacola Bayview	Pensacola, FL	32504	Dec 2010	Jun 1985	138		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
724	Quality Inn & Suites University Area Pensacola	Pensacola, FL	32504	May 2017	Feb 1981	133		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
6641	Red Roof Inn Pensacola	Pensacola, FL	32504	Oct 1982	Oct 1982	108		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
67904	Residence Inn Pensacola Airport/Medical Center	Pensacola, FL	32504	Aug 2019	Aug 2019	86		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
62391	SpringHill Suites Pensacola	Pensacola, FL	32504	Aug 2013	Aug 2013	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
8274	Super 6	Pensacola, FL	32504	Sep 2011	May 1983	80		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
57129	TownePlace Suites Pensacola	Pensacola, FL	32504	Feb 2008	Feb 2008	97		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:			19	1833	○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																							

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 12 - Response Pine Forest+

Visit Pensacola  
For the Month of July 2020

							2018												2019												2020																					
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D									
27564	Americas Best Value Inn & Suites Pensacola	Pensacola, FL	32505	Feb 2007	Jun 1988	60																																														
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104																																														
4060	Clarion Inn Pensacola	Pensacola, FL	32505	Jun 2017	Nov 1983	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
725	Closed - Days Inn Pensacola	Pensacola, FL	32505	Apr 2013	Apr 1960	0																																														
54628	Closed - Econo Lodge Pensacola	Pensacola, FL	32505	Jan 2010	May 2006	0																																														
24030	Closed Landmark Inn	Pensacola, FL	32505	Sep 2004	Jun 1970	0																																														
20115	Executive Inn	Pensacola, FL	32505	Nov 1984	Nov 1984	36																																														
18745	Key West Inn Pensacola	Pensacola, FL	32505	Oct 2011	Jan 1986	118																																														
52761	Luxury Suites	Pensacola, FL	32505	Jun 2001	Jun 2001	50																																														
6385	Motel 6 Pensacola West	Pensacola, FL	32505	Oct 2005	Jun 1975	115		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
6967	OYO Hotel Pensacola I-10 & Hwy 29	Pensacola, FL	32505	Dec 2019	Jun 1972	121																																														
36709	Pensacola Inn & Suites	Pensacola, FL	32505	Jun 2019	Jun 1998	59	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
46989	Pensacola Motor Lodge	Pensacola, FL	32505	Apr 1932	Apr 1932	30																																														
2987	Regency Inn Pensacola	Pensacola, FL	32505	Feb 2019	Jun 1968	80		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
46197	Relax Inn	Pensacola, FL	32505	May 1958	May 1958	21																																														
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
10880	Garden Inn & Suites	Pensacola, FL	32534	May 2008	Jun 1973	96																																														
41016	Quality Inn Pensacola West I-10	Pensacola, FL	32534	May 2013	Oct 2000	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
57077	WoodSpring Suites Pensacola Northwest	Pensacola, FL	32534	Oct 2016	Dec 2007	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Total Properties:							19	1249	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																											

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.



Tab 13 - Response Westside Perdido+

Visit Pensacola  
For the Month of July 2020

								2018												2019												2020																					
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D										
30502	Closed - Independent Hospitality Inn	Pensacola, FL	32506	Mar 2017	Jun 1984	0																																															
4853	Closed Maria Motel	Pensacola, FL	32506	May 2003		0																																															
59693	Holiday Inn Express & Suites Pensacola West Navy Base	Pensacola, FL	32506	Aug 2009	Aug 2009	73		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
39981	Mayfair Motel	Pensacola, FL	32506	Jun 1990	Jun 1990	40																																															
52700	Mona Lisa Motel	Pensacola, FL	32506	Jun 1966	Jun 1966	15																																															
35060	Motel 6 Pensacola - N.A.S.	Pensacola, FL	32506	Sep 2017	Jul 1997	41		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
4061	Quality Inn NAS Corry	Pensacola, FL	32506	Oct 2008	Sep 1985	100		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
38211	Red Roof Inn & Suites Pensacola	Pensacola, FL	32506	Jun 2016	May 2001	70	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
5394	Super 8 Pensacola West	Pensacola, FL	32506	Jun 2019	Jun 1972	50																					•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
20795	Western Inn	Pensacola, FL	32506	Jun 2005	Jun 1965	67																																															
52072	Ashton Inn & Suites	Pensacola, FL	32507	Nov 2003	Nov 2003	103																																															
25928	Closed BEST WESTERN Perdido Key Beach	Pensacola, FL	32507	Sep 2004	Jul 1986	0																																															
39441	Suburban Extended Stay Hotel Naval Base Area Pensacol	Pensacola, FL	32507	Sep 1999	Sep 1999	129		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
57589	Country Inn & Suites Pensacola West	Pensacola, FL	32526	Sep 2008	Sep 2008	63		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
16130	Days Inn Pensacola West	Pensacola, FL	32526	May 2013	Oct 1995	93		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
68552	Fairfield Inn & Suites Pensacola West I-10	Pensacola, FL	32526	Sep 2019	Sep 2019	87																																															
63307	Hampton by Hilton Inn & Suites Pensacola/I-10 Pine Fores	Pensacola, FL	32526	Dec 2014	Dec 2014	75		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
53960	Holiday Inn Express & Suites Pensacola W I 10	Pensacola, FL	32526	Jun 2006	Jun 2006	64		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
69107	Home2 Suites by Hilton Pensacola I-10 Pine Forest Road	Pensacola, FL	32526	Feb 2020	Feb 2020	80																																															
32611	Red Roof Inn Pensacola Fairgrounds	Pensacola, FL	32526	Mar 2010	Feb 1996	74		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
36435	Super 8 Pensacola	Pensacola, FL	32526	Jan 2019	May 1998	69		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		21	1293	<div>○ - Monthly data received by STR</div> <div>• - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																														

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Visit Pensacola  
For the Month of July 2020

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR," ©CoStar Realty Information, Inc.

Tab 15 - Response UWF+

Visit Pensacola  
For the Month of July 2020

								2018												2019												2020																
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
49496	Budget Inn	Pensacola, FL	32514	Jun 1969	Jun 1969	38																																										
65398	Candlewood Suites Pensacola University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
48494	Civic Inn North	Pensacola, FL	32514	Jun 1985	Jun 1985	29																																										
10219	Closed - Days Inn Pensacola North	Pensacola, FL	32514	Aug 2017	Apr 1985	0																																										
22465	Closed The Pensacola Lodge	Pensacola, FL	32514	Sep 2007	Apr 1985	0																																										
29832	Comfort Inn Pensacola University Area	Pensacola, FL	32514	Nov 2003	Mar 1994	115		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
56920	Holiday Inn Pensacola University Area	Pensacola, FL	32514	Mar 2008	Mar 2008	114		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
65902	Home2 Suites by Hilton Pensacola I -10 At North Davis Hig	Pensacola, FL	32514	Sep 2017	Sep 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
38034	Homestay Lodge	Pensacola, FL	32514	Mar 1999	Mar 1999	120																																										
5114	La Quinta Inns & Suites Pensacola	Pensacola, FL	32514	Feb 1985	Feb 1985	130		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3842	Queen Mary Inn	Pensacola, FL	32514	Jul 2011	Jun 1985	143																																										
55734	WoodSpring Suites Pensacola Northeast	Pensacola, FL	32514	Sep 2016	Mar 2006	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		12	1010	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																									

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.



## How can we assist you?

**Glossary:**

For all STR definitions, please visit [www.str.com/data-insights/resources/glossary](http://www.str.com/data-insights/resources/glossary)

**Frequently Asked Questions (FAQ):**

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

For additional support, please contact your regional office.

For the latest in industry news, visit [HotelNewsNow.com](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).



## VISIT PENSACOLA BOARD MEETING

August 26, 2020

### Marketing & Communications



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)



## OUTREACH



**Highlight:** Pensacola Beach Chamber – Sea Turtle Red Flashlight Filters Available to the Public



**Including:** UpRoxx: Best Whiskeys for Chill 4th of July Weekend



**Including:** Conde Nast Traveler - 7 Black History Museums Across the U.S. Worth Visiting



**Highlight:** 10 Things You Must Do on a Trip to Pensacola



- Crisp Video Group
- Catalina Content
- Yellow Orchid Productions

## SOCIAL MEDIA

8,034 sessions via social referral • 5,765 total social conversions



### 521 total Social conversions

Total Engagement: 10,488 Replies, retweets and likes + 48 new followers, 216k Impressions



### 3,878 TOTAL SOCIAL CONVERSIONS

#### 352 New Page Likes

79,465 Engaged Users with the potential of 1.3 million total impressions (all generated from likes, shares and comments on posts)



### 693 TOTAL SOCIAL CONVERSIONS

Engaged 19,298 people, 1,813 pins

## E-MARKETING CONSUMER eNEWS

612 new sign-ups

126% conversion rate

51% open rate

8% click throughs







## EARNED MEDIA

### ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

#### PRESS RELEASES

- Pensacola Beach Airshow Canceled
- Pensacola Beach Fireworks Canceled
- Pensacola Beach Chamber – Sea Turtle Red Flashlight Filters Available to the Public

#### MEDIA ASSISTS

- UK Podcast – Not Just Travel, Pensacola Culinary with the Grand Marlin
- UK Podcast – Not Just Travel, Florida Beach Destination panel discussion
- NewsRadio Expert Panel - Pep Talk
- La Cucina Italiana feature
- SpaceX Infographic/social feature
- Florida West – imagery for Cyber Coast Florida
- PNS Airport
- Visit Florida media pitch submission

#### MEDIA ASSISTS

- Southern Boating
- Visit Florida PR Submissions
  - Self-guided tours
  - Public Art Trails
  - Virtual experiences
  - Florida state and national parks
  - Iconic Florida Recipes
- HARO (Help A Reporter Out) Pitches
  - Chris Elliott – Socially Distant Activities – Forbes
  - Outstanding / Unusual Nature Destinations – British
  - Best Hidden US Vacation Destination
  - 15 destinations that could feel like your canceled vacation abroad
  - Best places to travel with your dog
  - Florida Travel that is safe – Daily Mom
  - Veteran's Memorial Park: Pensacola, FL – City parks with quirky attractions or unique style

#### MEDIA ASSISTS

- UWF Hospitality Research Committee
- WEAR3
- Pensacola News Journal
- Taste of the South Magazine
- UpRox.com
- Pensacola Chamber of Commerce – Mask Up video
- Destination Florida – Quicktrip Submission
- Visit Florida PR Lead – Black Owned Businesses
- Quina House Museum
- AAA
- Andrews Institute Presentation
- Rotary NWFL Presentation
- UWF Community Spotlight on Visit Pensacola
- Giant Noise PR social media submission
- Travelocity – Outdoor and Adventure

## PRESS MENTIONS – STORIES MENTIONING PENSACOLA



### STORIES MENTIONING PENSACOLA

#### Highlights:

- History Making NASA SpaceX Astronauts Returning from International Space Station



#### 210 stories

##### Highlights:

- 17 Top Beach Camping Spots in the U.S.
- What is a Bushwacker? The Best Milkshake Cocktail Ever



#### Accolades

##### Highlights:

- The Best Beaches You Can Drive To in the Continental U.S., According to Trip Advisor
- America's Most Beautiful Roads

# VisitPensacola.com

---

*JULY ONLINE REPORT*

# Summary

---

- **Website engagement**

- Website visits are down 27%
- Unique website visitors down 27%
- Mobile Traffic down 26%

- **Acquisition**

- Top converting channels:
  - Email / 126%
  - Organic Search / 122%
  - Paid Search / 124%
  - Other / 106%

- **Email Engagement**

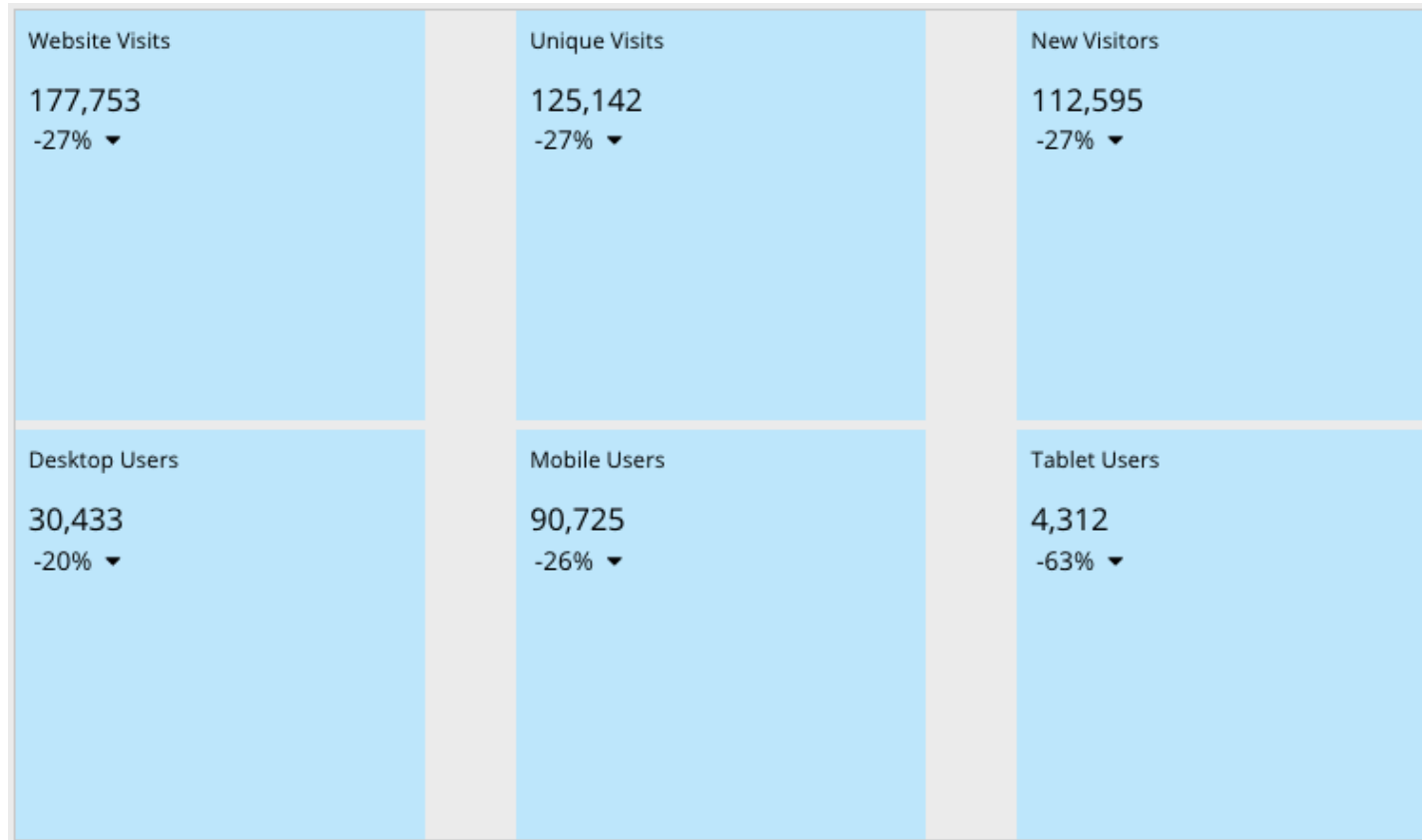
- Unique Open Rate 51%
- Unique CTR 9%
- Conversion Rate 126%

- **Social Media**

- Social Media traffic resulted in 5,765 conversions on our website (visited more than one page, signed up for our eNewsletter or visited partner listings).
- Top converting social channels: Facebook, Pinterest, Instagram, Instagram Stories, Twitter & LinkedIn
- Top landing pages/sections from social: Healthy Travel, Beach Webcams, Blog-5 Fall Cocktail recipe, Neighborhoods, Homepage

# Audience

---



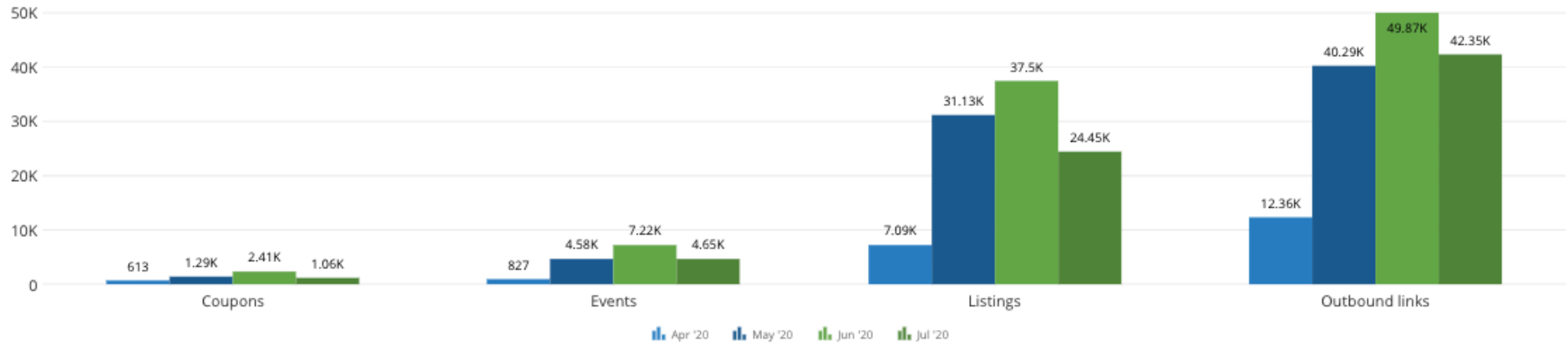
# Audience

---

Metro	Users	New Users	Bounce Rate	Pages / Session	Goal Conversion Rate
Mobile AL-Pensacola (Ft. Walton Beach) FL	29,730	25,069	46.2%	2.6	114.6%
Atlanta GA	13,747	11,549	52.0%	2.2	103.0%
Dallas-Ft. Worth TX	8,442	7,389	43.9%	2.5	110.7%
New Orleans LA	6,024	5,019	48.9%	2.4	109.0%
Houston TX	5,564	4,922	45.5%	2.5	112.7%
Nashville TN	3,993	3,447	46.6%	2.4	104.2%
(not set)	3,848	3,330	49.6%	2.4	107.4%
Orlando-Daytona Beach-Melbourne FL	3,073	2,564	63.6%	2.0	81.8%
Chicago IL	2,811	2,423	58.0%	2.1	78.5%
Birmingham (Ann and Tusc) AL	2,448	2,114	49.7%	2.5	112.3%

# Engagement

Partner Engagement on Website



Series	Coupons	Events	Listings	Outbound links
Apr '20	613	827	7,086	12,361
May '20	1,286	4,580	31,126	40,293
Jun '20	2,412	7,223	37,500	49,869
Jul '20	1,064	4,649	24,449	42,348

72,510 Engagement - Events -34%



# Email Engagement

---

## Monthly Comparison

Counts are Totals

	MAY 2020	JUNE 2020	JULY 2020
Sent	61,004	67,350 ↑ 10% vs MAY	54,784 ↓ 19% vs JUN
Opens	39,503	34,219 ↓ 13% vs MAY	27,978 ↓ 18% vs JUN
Clicks	5,898	4,767 ↓ 19% vs MAY	4,784 0% vs JUN

Click-through rate: 8.7%

# Engagement

---

Measurement	Value	% Change
Time Spent On Site ( <i>min</i> )	00:01:49	▼ 13.4%
Pages	2.5	▲ 0.4%
Bounce Rate	48.2	▼ 3.3%
Email Sign Up Completions	612	▲ 21.4%
Insider Guide Signups Completions	367	▼ 40.8%

# Acquisition by

---

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
Organic Search	76,229	105,619	44.4%	2.6	123.1	122.7%
Paid Search	13,707	18,812	44.3%	2.9	111.1	124.4%
Direct	12,346	19,584	54.1%	2.2	95.7	91.2%
Paid Social	8,873	9,797	92.0%	1.2	10.2	15.7%
Referral	7,237	10,212	41.7%	2.1	125.1	80.3%
Social	6,536	8,034	51.6%	1.8	57.0	65.0%
Email	2,541	3,284	36.0%	2.7	129.1	126.5%
Display	1,825	2,141	55.2%	1.9	31.9	66.7%
Native	146	196	64.8%	1.9	48.7	61.7%
(Other)	67	74	40.5%	2.3	127.1	106.8%

# Acquisition

---

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
google / organic	71,496	64,171	98,583	44.7%	2.6	121.4	120.9%
(direct) / (none)	12,346	11,627	19,584	54.1%	2.2	95.7	91.2%
google / cpc	12,105	10,363	16,833	44.5%	2.8	108.0	122.3%
facebook / paid_social	8,869	5,976	9,795	92.0%	1.2	10.2	15.6%
m.facebook.com / referral	3,903	2,982	4,670	56.9%	1.7	43.9	58.2%
visitflorida.com / referral	3,580	2,974	5,022	38.8%	1.5	97.2	50.4%
bing / organic	2,644	2,265	3,768	37.0%	3.4	157.9	156.5%
Consumer Newsletter / Email	2,239	1,902	2,655	31.3%	2.8	121.3	134.6%
yahoo / organic	1,723	1,520	2,340	43.6%	2.8	133.7	139.9%
bing / cpc	1,632	1,474	1,979	42.5%	3.2	136.9	142.7%

# Top Pages

---

1. Webcams
2. Home
3. Healthy Travel Updates
4. Things to do Pensacola Beach
5. Experience
6. Newsletter Signup
7. 25 Free Things To Do
8. Things To Do
9. Things to do Perdido Key
10. Events

# Experience Pensacola App

User Overview	Value
Users	1.7K
New Users	751
Weekly	418
Daily	86

## Demographics

Users ▾ by Country



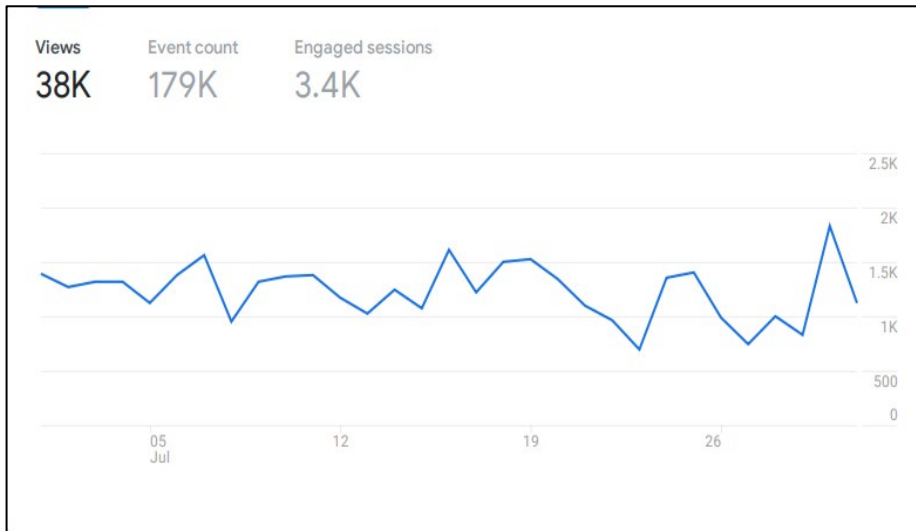
COUNTRY	USERS
United States	1.3K
Singapore	3
United Kingdom	3
Canada	2
Germany	2
Bangladesh	1
Brazil	1

Users ▾ by City

CITY	USERS
Lowell	194
Pensacola	139
San Francisco	102
Dallas	77
Destin	74
Houston	68
Pensacola Beach	66



# App Behavior Overview

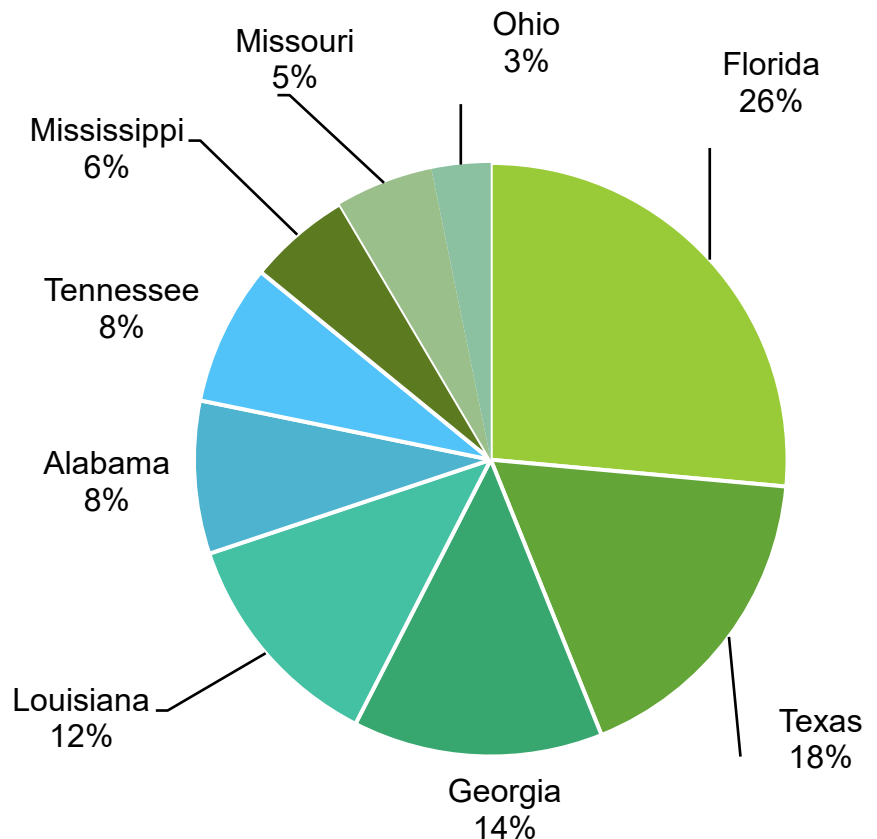


Top Pages	Value
Experiences	5.9K
Beach Cams	1.9K
Beach	1.1K
All Events	990
Health & Safety	795
Explore	872

# Engagement (E-Book) *July 2020*

Measurement	Value
Unique Visits	847
Unique Page Views	24,562
Avg. Time (min.)	8.3
Total Clicks	62
PDF Download	43

## Top States – E-Book



# Social Engagement

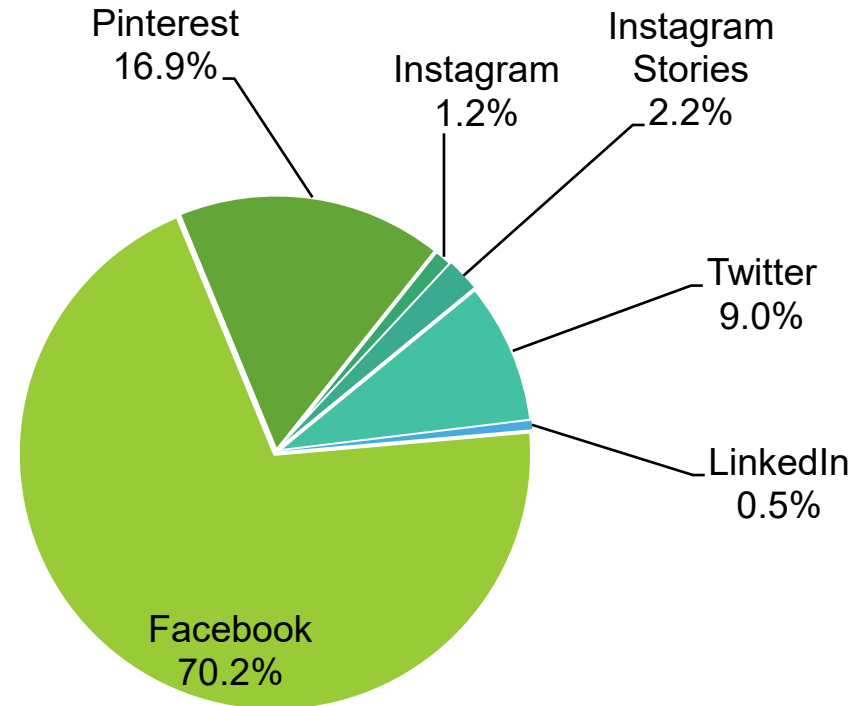
# of Sessions via Social Referral: 8,034

Contributed Social Conversions: 5,765

## Top Social Content

- Healthy Travel Updates
- Beach Webcams
- Blog -5 Fall Cocktail recipes you need
- Neighborhoods
- VisitPensacola.com

## Social referrals to VisitPensacola.com



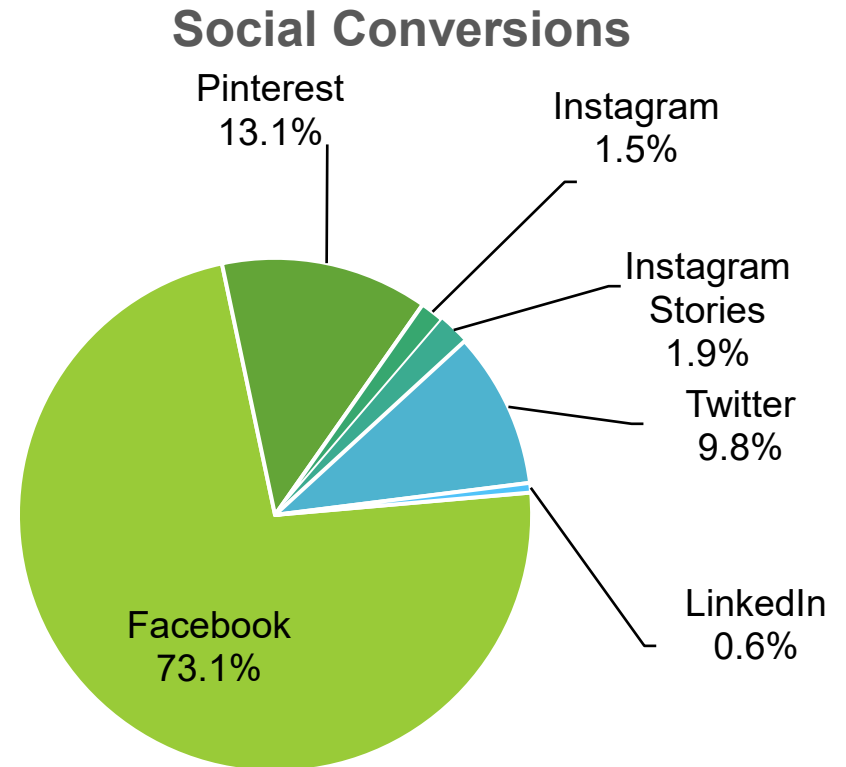
# Social Conversions

---

Top converting social channels

## Conversions

- Facebook / 3,878
- Pinterest / 693
- Instagram / 81
- Instagram Stories / 102
- Twitter / 521
- LinkedIn / 8



# YouTube

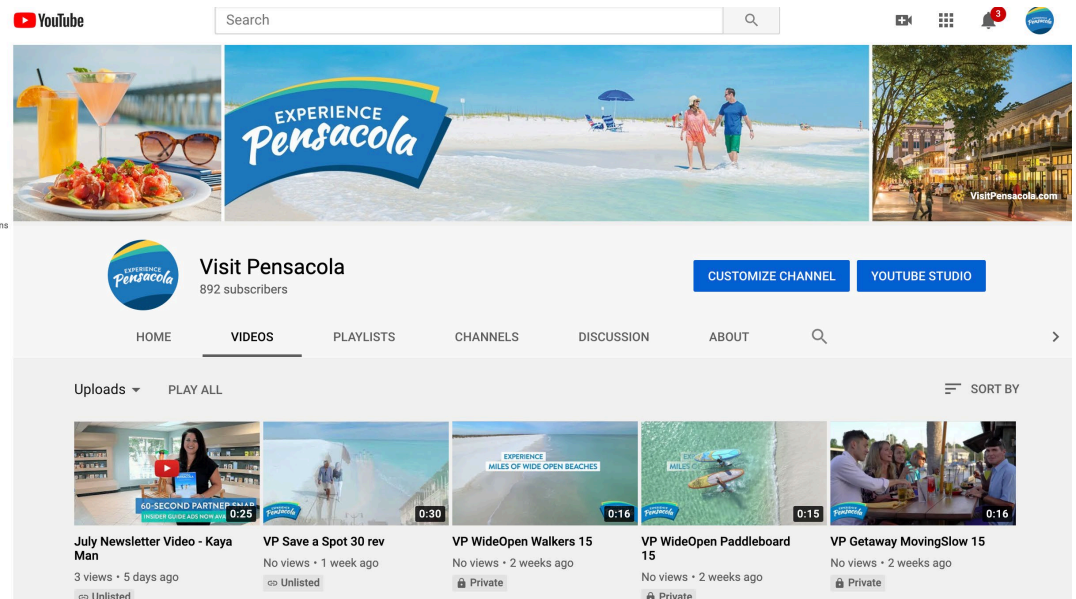
Subscribers: 892

New Subscribers +16

Views: 8,102

## Top viewed content:

1. 3-Minute Adventures – Ziplining
2. We'll Save a Place
3. The Mullet Toss
4. 5 Reasons to Visit Pensacola
5. 3-Minute Adventures – Blue Angels



# Pinterest

Engagements: 19,298

Link Clicks: 1,400

Saves: 1,813

## Top Link Clicks:

- Five Pensacola Cocktails Straight to Your Home
- 5 Outdoor Restaurants with the Best View
- Five Must See Murals
- Video – VisitPensacola.com



**Experience Pensacola...**

25 Pins

**1,395**

Engagements





## Social Media Board Report

July 2020

## Facebook Performance Summary

View your key profile performance metrics from the reporting period.

Impressions <b>1,372,296</b> ↘ 74.8%	Engagements <b>79,465</b> ↘ 70.6%	Post Link Clicks <b>16,028</b> ↘ 36.7%
--	--------------------------------------	---

## Facebook Audience Growth

See how your audience grew during the reporting period.

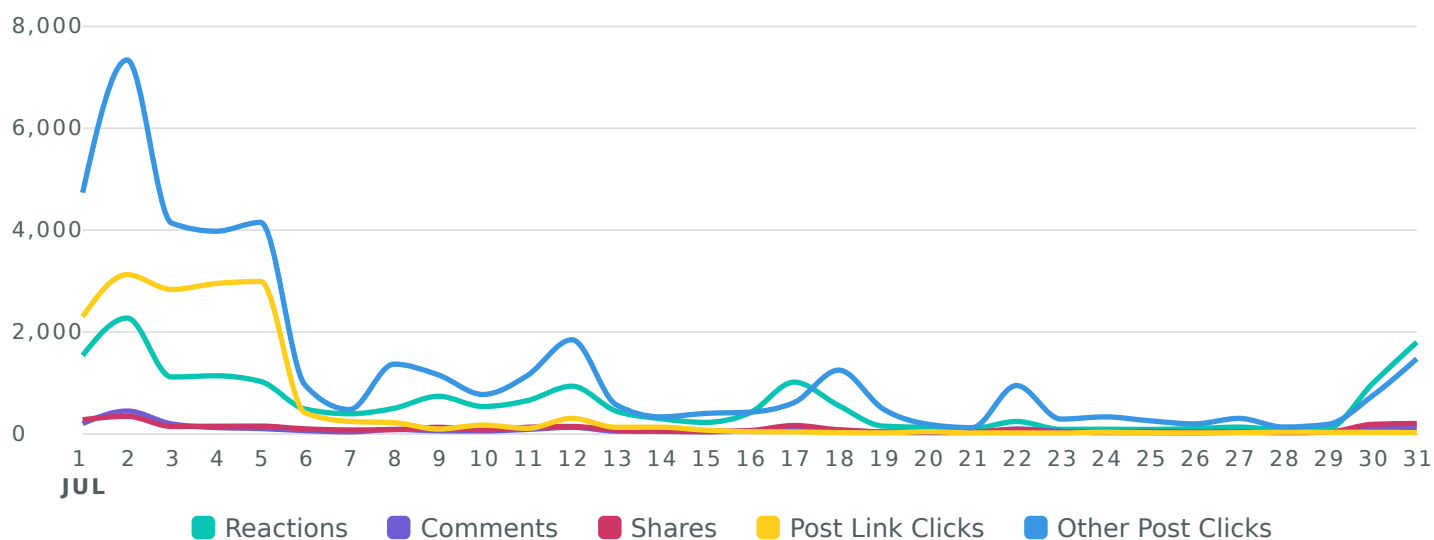
Net Page Likes Breakdown by Organic/Paid Likes, by Day

Audience Metrics	Totals	% Change
<b>Net Page Likes</b>	<b>352</b>	↘ 83.50%
Organic Page Likes	<b>745</b>	↘ 70.02%
Paid Page Likes	<b>0</b>	→ 0.00%
Page Unlikes	<b>393</b>	↗ 11.65%

## Facebook Engagement

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

Reactions, Comments, Shares, Post Link Clicks, Other Post Clicks Comparison by Engagement Type, by Day





Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>79,502</b>	↘ 70.61%
Reactions	<b>17,895</b>	↘ 79.81%
Comments	<b>2,085</b>	↘ 75.93%
Shares	<b>2,660</b>	↘ 78.30%
Post Link Clicks	<b>16,028</b>	↘ 36.72%
Other Post Clicks	<b>40,834</b>	↘ 69.88%
<b>Engagement Rate (per Impression)</b>	<b>5.8%</b>	↗ 16.86%

## Facebook Top Posts


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

By Lifetime Engagements




**Visit Pensacola**  
 Thu 7/30/2020 10:15 am...

World's whitest sand 🏖️  
 Emerald green water 🌊  
 Endless sunshine ☀️ Happy



<b>Total Engagements</b>	<b>10,083</b>
Reactions	<b>6,114</b>
Comments	<b>458</b>
Shares	<b>743</b>
Post Link Clicks	-
Other Post Clicks	<b>2,768</b>






**Visit Pensacola**  
 Thu 7/2/2020 9:56 am PDT

If you ask us, we're out of this world 🛸 Happy  
**#WorldUFODay** In case




<b>Total Engagements</b>	<b>4,981</b>
Reactions	<b>1,572</b>
Comments	<b>384</b>
Shares	<b>265</b>
Post Link Clicks	<b>310</b>
Other Post Clicks	<b>2,450</b>




**Visit Pensacola**  
 Thu 7/16/2020 2:15 pm ...

Suddenly we're craving cotton candy 🍬 Tag your sunset buddy 🌅 Local Guides



<b>Total Engagements</b>	<b>2,063</b>
Reactions	<b>1,349</b>
Comments	<b>49</b>
Shares	<b>119</b>
Post Link Clicks	<b>15</b>
Other Post Clicks	<b>531</b>

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Impressions <b>449,072</b> ↘ 78.7%	Engagements <b>22,192</b> ↘ 44.8%	Profile Actions <b>105</b> ↘ 22.2%
---------------------------------------	--------------------------------------	---------------------------------------

Instagram Engagement

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

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

Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>22,192</b>	↘ 44.83%
Likes	<b>21,310</b>	↘ 44.53%
Comments	<b>423</b>	↘ 50.12%
Saves	<b>414</b>	↘ 54.61%
Story Replies	<b>45</b>	↘ 10.00%
<b>Engagement Rate (per Impression)</b>	<b>4.9%</b>	↗ 159.35%

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
Followers	51,150	<span>↗ 30.22%</span>
Net Follower Growth	793	<span>↘ 45.94%</span>
Followers Gained	1,286	<span>↘ 33.37%</span>
Followers Lost	493	<span>↗ 6.48%</span>


## Instagram Top Posts & Stories

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

By Lifetime Engagements


 **visitpensacola**  
Thu 7/30/2020 11:53 am...

World's whitest sand 🏖️  
Emerald green water 🌊  
Endless sunshine ☀️ Happy

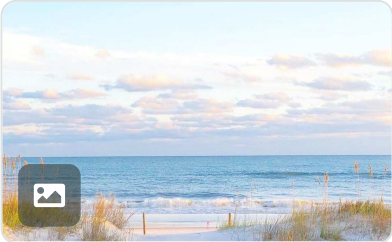


**Total Engagements** 2,650

Likes	2,534
Comments	64
Saves	52

 **visitpensacola**  
Thu 7/16/2020 4:30 pm ...

Suddenly we're craving cotton candy 🍭 Tag your sunset buddy 🌅 Local Guides



**Total Engagements** 1,880

Likes	1,796
Comments	31
Saves	53

 **visitpensacola**  
Thu 7/9/2020 2:47 pm PDT

Inspiring hope and freedom since 1946 ✈️💛 We're missing the @usnavyblueangels just



**Total Engagements** 1,645

Likes	1,596
Comments	22
Saves	27



## Instagram Stories Performance

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

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

Story Metrics	Totals	% Change
<b>Published Stories</b>	<b>46</b>	<b>↘43.2%</b>
Story Replies	<b>45</b>	<b>↘10%</b>
Story Taps Back	<b>1,927</b>	<b>↘36.3%</b>
Story Taps Forward	<b>45,518</b>	<b>↘33.3%</b>
Story Exits	<b>6,154</b>	<b>↘6.9%</b>
Story Impressions	<b>74,878</b>	<b>↘30.3%</b>
Average Reach per Story	<b>1,497</b>	<b>↗26.2%</b>

## Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Impressions <b>216,783</b> ↘49.7%	Engagements <b>10,488</b> ↘39%	Post Link Clicks <b>1,245</b> ↘27.4%
--------------------------------------	-----------------------------------	---

Twitter Audience Growth

See how your audience grew during the reporting period.


Net Follower Growth, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	48	↘ 84.7%


## Twitter Top Posts

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

By Lifetime Engagements



**VisitPensacola**  
 Sun 7/19/2020 12:17 pm...

Pensacola Lovers ! We want to know - What are Pensacola's signature and most well-know




4 items

<b>Total Engagements</b>	<b>1,056</b>
Likes	76
@Replies	27
Retweets	10
Post Link Clicks	5
Other Post Clicks	938
Other Engagements	0


**VisitPensacola**  
 Wed 7/8/2020 4:57 pm U...

Nature Break 🌿🌳  
 Take a walk with us down the Edward Ball Nature Trail in North Pensacola  
[#ExperiencePcola](#)  
[#lovefl](#)  
[pscp.tv/w/cdSg6TFN](https://pscp.tv/w/cdSg6TFN)

<b>Total Engagements</b>	<b>584</b>
Likes	74
@Replies	4
Retweets	21
Post Link Clicks	88
Other Post Clicks	397
Other Engagements	0


**VisitPensacola**  
 Thu 7/30/2020 4:52 pm ...

World's whitest sand 🏖️  
 Emerald green water 🌊  
 Endless sunshine ☀️ Happy




Image placeholder

<b>Total Engagements</b>	<b>559</b>
Likes	128
@Replies	1
Retweets	23
Post Link Clicks	4
Other Post Clicks	403
Other Engagements	0

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	10,488	↘39%
Likes	1,668	↘62.9%
@Replies	89	↘29.4%
Retweets	376	↘53.2%
Post Link Clicks	1,245	↘27.4%
Other Post Clicks	7,108	↘29.2%
Other Engagements	2	↘50%
Engagement Rate (per Impression)	4.8%	↗21.4%



## **VISIT PENSACOLA BOARD MEETING**

**August 26, 2020**

### **Sales & Services**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)



## ACTIVITY REPORT OVERVIEW

Sales Leads: 4  
 Room Night Leads: 9,090  
 Assists: 5  
 YTD Leads: 52  
 YTD Lead Room Nights: 31,510  
 YTD Bookings: 68  
 YTD Room Nights Booked: 13,730  
 Partner Referrals: 224

### Leads

- Holiday Senior Tour
- LA Monroe Women's Basketball @ Sun Belt Tournament
- USS Downes DE/FF-1070
- 2021 Sun Belt Conference Basketball Championship

### Assists

- Cox Wedding
- Locker Weeding
- Maizon Wedding
- Rashadi Travel Vacation 2020

### Partner News

Insider Guide ads are now available until October 1, 2020. First Rights of Refusals are due Aug 15th for existing partner ads. 2021 Insider Guides will have 8 more pages of ads available to our partners, based on a first come first serve basis. Print and release date January of 2021. For the month of July: Insider Guide Ad Sales are at \$67,600.00. DTN Gross Revenue at \$533.36 and EDN Gross Revenue at \$166.67.

Renewal Memberships start September 1, 2020 for fiscal year 2021.

### New Partners

Bonsai at the Hilton  
 Pensacola Beach Sunshine Weddings  
 Saltwater Seduction

## Upcoming Events

HRT Experience – August 19 @ Pensacola Bay Cruises  
 Speaker: Dan Brown, National Park Service

HRT Luncheon – September 15 @ Pensacola International Airport  
 Topic: Airport Update

If you have an event that was cancelled or postponed, please let us know so it can be corrected or removed from our calendar of events. Email Shawn Brown at sbrown@visitpensacola.com.

To submit a Virtual Event for our calendar, please visit <https://www.visitpensacola.com/events/submit-your-event/>.

## July Meetings

**Finance Committee:** July 28, 1:00 p.m., Visit Pensacola conference room

## Upcoming Meetings

**Nominating Committee:** August 12, 3:30 p.m., Lee House

**Finance Committee:** August 25, 1:00 p.m., VP Conference Room

**Board of Directors:** August 26, 3:00 p.m., Skopelos at New World

## Visitor Information Centers:

Both visitor centers reopened to the public on June 22, 2020. We welcomed a new tourism ambassador, Kendra Perkins.

Hours at both centers changed. **Pensacola** location is open M-F, 9-5pm with 1 ambassador on duty. Weekends, 9-4 pm with 2 ambassadors on duty. **Perdido Key** location is open daily, 7 days a week, 9-4 pm with 2 ambassadors on duty.

<b>Pensacola Visitor Center</b>	<u>June</u>	<u>July</u>
Personal Assists	27	1,040
Phone Assists	349	520
Visitors	445	1,451
Non-Visitors	75	377
FY 2020 Total Visitors		18,857
FY 2020 Total Non-Visitors		293

## Perdido Key Visitor Center

Personal Assists	33	130
Phone Assists	27	93
Visitors	234	810
Non-Visitors	130	119
FY 2020 Total Visitors		10,699
FY 2020 Total Non-Visitors		1,008



## **VISIT PENSACOLA BOARD MEETING**

**August 26, 2020**

**President/CEO**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)





downs & st. germain  
R E S E A R C H

**Scope of Work**  
**Unique Emotional Positioning Research**  
**Visit Pensacola**

**Purpose**

This research will determine what distinguishes Pensacola from other beach areas in the minds of consumers. The goal is to identify emotional determinant(s) that Pensacola “owns” in the hearts and minds of consumers. Once identified, these unique emotional elements will become the underpinning of Visit Pensacola’s marketing strategy.

**Methodology**

- Focus groups
  - Explore emotions associated with the destination (can also do limited testing of brand assets (creative, logo, tagline, etc.))
  - 8 focus groups (2 each in 4 feeder markets to be determined in discussions with Visit Pensacola)
    - Groups typically have 7 to 10 participants per group – COVID-19 may impact group size.
    - Groups will be screened on: 1. income, 2. vacation decision makers, 3. have visited Pensacola or have knowledge of the area, 4. do not work in research or marketing, 5. actively planning to travel in the next few months, and 6. have taken an overnight vacation and stayed in paid accommodations in the past year.
- Internet survey
  - To test words and phrases (identified in the focus groups) that Pensacola “owns” vs. competitive markets

**Cost**

- Focus Groups
  - \$64,000 for 8 groups
- Internet survey
  - \$15,000
- Total cost
  - \$79,000
- Payable
  - By 9.30.2002

**Time Frame**

- 1 week – determine markets & recruiting criteria
- 2 weeks – recruit participants & developing discussion script

2992 Habersham Dr. • Tallahassee, Florida 32309  
(850) 906-3111 • FAX (850) 906-3112 • <http://www.dsg-research.com>



downs & st. germain  
R E S E A R C H

- 1 week – conduct focus groups
- 2 weeks – develop report

### **Deliverables**

- Summary report for focus group results
- Summary report for internet survey results
- Strategic recommendations
- Presentation of results

### **Signatures**

---

Darien Schaefer, President & CEO  
Visit Pensacola

8.19.2020

Phillip Downs, Senior Partner  
Downs & St. Germain Research