

VISIT PENSACOLA BOARD MEETING
January 28, 2026

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January 28, 2026

VP Financials



Visit Pensacola Financial Report December 2025

FY26 DECEMBER TAKEAWAYS:

Unified financial statement reports a net loss of \$1.5M. That is due to VP unable to bill the county for Showcase expenses (\$834K) while waiting for reimbursement for the previous months to cover the bill.

MAJOR HIGHLIGHTS:

To date, VP has applied \$200K toward the advance with a remaining balance of \$1.8M to be paid by the end of the year.

92% of partners have paid their partnership dues.

ACE has submitted all their backups for their Foo Foo Events and is currently been reviewed for any missing documentation before submitting to OMB.

VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.

VP MTD PRIVATE INCOME is from partnership dues-91% of invoiced partners have already paid their dues.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$1,628,446.66. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$10,528.90

VISIT PENSACOLA ONLY Month to date total Revenue = \$1,638,975.56

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$1,210,196.82

Operations \$47,188.22

Personnel \$126,187.57

VISIT PENSACOLA ONLY Month to Date total Expense = \$1,383,572.61

VISIT PENSACOLA Only Month to Date Net Income = \$255,402.95

UNIFIED Year to Date TDT revenue totaled \$2,273,896.70

UNIFIED Year To Date Private revenue totaled \$135,804.96

UNIFIED Year to date total Revenue = \$2,409,701.66

UNIFIED Year to date expense:

Direct Programming \$3,505,170.35

Operations \$124,865.58

Personnel \$360,607.08

UNIFIED Year to Date total Expense = \$3,990,643.01

UNIFIED Year to Date Net Loss = -\$1,580,941.35

County Submissions

* December's submission is submitted on Dec 20, 2026. The total amount of outstanding invoices from FY25 is \$189K.

Balance Sheet

Visit Pensacola Inc
As of December 31, 2025

Distribution account	Total
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	255,022.49
1025 EFT TDT #4196	\$175,186.51
1027 EFT TDT #4196-ACE	0.00
Total for 1025 EFT TDT #4196	\$175,186.51
1030 Partner#2177	\$124,292.22
1033 PPP LOan	0.00
Total for 1030 Partner#2177	\$124,292.22
1035 Reserves #3955	20,853.45
1050 Petty Cash	115.00
Total for Bank Accounts	\$575,469.67
Accounts Receivable	
1200 Accounts Receivable	\$1,550,405.22
1200-5 Membership Receivable	1,350.00
1200-6 Ad Sales Receivable	540.00
Total for 1200 Accounts Receivable	\$1,552,295.22
Total for Accounts Receivable	\$1,552,295.22
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	280.23
1405 Prepaid Expenses	85,504.31
1410 Prepaid Insurance	13,209.21
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00

Balance Sheet

Visit Pensacola Inc
As of December 31, 2025

	Total
Distribution account	
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
Total for Other Current Assets	\$98,993.75
Total for Current Assets	\$2,226,758.64
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
Total for 1300 Furniture & Fixtures	\$0.00
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
Total for 1350 Equipment	\$0.00
Total for Fixed Assets	\$0.00
Total for Assets	\$2,226,758.64
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	390,261.48
Total for Accounts Payable	\$390,261.48
Credit Cards	
2000 Visit Pensacola P-Card	37,119.82
2002 Regions Membership PCard	7,125.27
Total for Credit Cards	\$44,245.09
Other Current Liabilities	

Balance Sheet

Visit Pensacola Inc
As of December 31, 2025

Distribution account	Total
2500 Due to HRT	0.00
25500 Sales Tax Payable	0.00
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	0.00
2660 Pass through payment	0.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	900,000.00
2700 Unearned Revenue	1,800,300.00
2999 Salaries payable	67,866.46
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total for Other Current Liabilities	\$2,768,166.46
Total for Current Liabilities	\$3,202,673.03
Total for Liabilities	\$3,202,673.03
Equity	
32000 Unrestricted Net Assets	605,164.96
Net Income	-1,581,079.35
Total for Equity	-\$975,914.39
Total for Liabilities and Equity	\$2,226,758.64

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES
Dec-25

Income	Oct - Dec, 2025		Budget	Remaining	% of Budget	% Remaining
	Actual	(YTD)				
4000 Tourism Development Tax-TDT	1,428,446.66	1,863,567.30	8,686,744.00	6,823,176.70	21.45%	78.55%
Advance Payment	200,000.00	200,000.00	2,000,000.00	1,800,000.00	10.00%	90.00%
4001 - Tourism Development Tax-ACE	210,329.40	210,329.40	2,194,920.00	1,984,590.60	1043.56%	
Total 4000 Tourism Development Tax-TDT	\$ 1,838,776.06	\$ 2,273,896.70	\$ 12,881,664.00	\$ 10,607,767.30	17.65%	82.35%
4100 Membership Dues	8,366.00	118,072.94	129,300.00	11,227.06	91.32%	8.68%
4150 Advertising Income	2,005.00	5,065.00	115,000.00	109,935.00	4.40%	95.60%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	2.17	88.65	130.00	41.35	68.19%	31.81%
4620 Interest Income	55.73	68.37	5,000.00	4,931.63	1.37%	98.63%
4640 Event Income	100.00	12,510.00	15,000.00	2,490.00	83.40%	16.60%
Total Income	\$ 1,849,304.96	\$ 2,409,701.66	\$ 13,291,094.00	\$ 10,881,392.34	18.13%	81.87%
Gross Profit	\$ 1,849,304.96	\$ 2,409,701.66	\$ 13,291,094.00	\$ 10,881,392.34	18.13%	81.87%
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	27,564.94	62,001.19	327,700.00	265,698.81	18.92%	81.08%
5100 Advertising/Media	225,589.31	226,974.80	453,000.00	226,025.20	50.10%	49.90%
5110 Public Relations	24,376.57	62,043.86	269,100.00	207,056.14	23.06%	76.94%
5120 Advertising Production	600.00	3,800.00	45,000.00	41,200.00	8.44%	91.56%
5130 Internet Site Production	28,481.12	162,054.68	470,115.00	308,060.32	34.47%	65.53%
5140 Festivals & Events Granted			100,000.00	100,000.00	0.00%	100.00%
5141 Festivals & Event Local Support			170,000.00	170,000.00	0.00%	100.00%
5142 Festival & Event Mini Grants			50,000.00	50,000.00	0.00%	100.00%
5150 Consumer Promotions	6,893.65	11,532.23	77,100.00	65,567.77	14.96%	85.04%
5160 Sales Promotions	361.86	11,555.60	150,500.00	138,944.40	7.68%	92.32%
5170 Brochures and Collateral		1,235.71	177,500.00	176,264.29	0.70%	99.30%
5180 Tradeshows	461.83	76,954.36	272,200.00	195,245.64	28.27%	71.73%
5190 Showcase	886,532.04	1,721,460.15	5,946,224.00	4,224,763.85	28.95%	71.05%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%	0.00%
5215 Tourism Development Projects			10,000.00	10,000.00	0.00%	100.00%
5220 Registration	2,997.00	7,766.90	48,750.00	40,983.10	15.93%	84.07%
5230 Dues and Subscriptions	4,325.34	32,085.72	74,825.00	42,739.28	42.88%	57.12%
5400 Business Travel & Entertainment	1,323.76	5,466.42	115,715.00	110,248.58	4.72%	95.28%
5400-1 Disallowed Travel Expense	26.90	196.61	5,785.00	5,588.39	3.40%	96.60%
Total 5400 Business Travel & Entertainment	\$ 1,350.66	\$ 5,663.03	\$ 121,500.00	\$ 115,836.97	4.66%	95.34%
5500 Visitor Awareness Education	662.50	5,170.80	33,000.00	27,829.20	15.67%	84.33%
7400 ACE - DP		1,028,621.32	2,194,920.00	2,194,920.00	0.00%	100.00%
Total 1 Direct Programming	\$ 1,210,196.82	\$ 3,505,170.35	\$ 11,077,684.00	\$ 7,572,513.65	31.64%	68.36%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	465.41	1,704.54	8,800.00	7,095.46	19.37%	80.63%
5520 Committee Expenses			2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events	2,589.89	20,526.79	40,120.00	12,622.21	195.45%	
5600 Building Maintenance & Repair	5,386.86	18,044.31	79,000.00	60,955.69	22.84%	77.16%
5610 Computer&IT Maintenance&Repair	2,711.03	8,328.29	35,000.00	26,671.71	23.80%	76.20%
5630 Insurance Building & Content	1,656.96	5,273.84	23,200.00	17,926.16	22.73%	77.27%
5640 D & O and Liability Insurance	206.58	619.74	5,000.00	4,380.26	12.39%	87.61%
5650 Audit	18,500.00	24,000.00	30,000.00	6,000.00	80.00%	20.00%
5660 Legal Services	2,220.00	7,142.00	15,000.00	7,858.00	47.61%	52.39%
5670 CPA/ Financial Services	875.00	1,437.50	7,200.00	5,762.50	19.97%	80.03%
5700 Postage	1,216.13	4,372.69	25,620.00	21,247.31	17.07%	82.93%
5710 Supplies Coffee/Sodas	1,755.25	3,131.10	7,100.00	3,968.90	44.10%	55.90%
5720 Office Supplies	647.92	1,567.41	12,000.00	10,432.59	13.06%	86.94%
5730 Storage and Delivery	927.93	2,745.99	15,420.00	12,674.01	17.81%	82.19%
5750 Rent			10.00	10.00	0.00%	100.00%
5760 Telephone Service	1,294.37	2,591.72	8,400.00	5,808.28	30.85%	69.15%
5766 Cell Phone	786.79	2,394.71	9,600.00	7,205.29	24.94%	75.06%
5770 Utilities	1,797.11	8,157.36	47,760.00	39,602.64	17.08%	82.92%
5780 Copier	671.89	2,588.12	9,600.00	7,011.88	26.96%	73.04%
5790 Capital Expenditures			20,000.00	20,000.00	0.00%	100.00%
5900 Miscellaneous Expenses			2,000.00	2,000.00	0.00%	100.00%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses			1,500.00	1,500.00	0.00%	100.00%
6001 Bank Service Charge	139.09	435.74	1,500.00	1,064.26	29.05%	70.95%
6005 Interest Expense	2,494.44	5,887.16	8,000.00	42.37%	135.89%	
6010 Credit Card Processing Fee	845.57	3,033.81	6,000.00	2,966.19	50.56%	49.44%
6500 Taxes		882.76	2,500.00	1,617.24	35.31%	64.69%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 47,188.22	\$ 124,865.58	\$ 568,830.00	\$ 443,964.42	21.95%	78.05%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

3 Personnel Costs						
5800 Salaries	102,010.83	288,396.06	1,311,260.00	1,022,863.94	21.99%	78.01%
5810 Commissions	1,693.50	11,521.69	28,500.00	16,978.31	40.43%	59.57%
5830 Auto	461.54	1,318.69	6,020.00	4,701.31	21.91%	78.09%
5840 401K Contribution Match	4,051.00	11,260.53	55,000.00	43,739.47	20.47%	79.53%
5850 Employee Insurance	8,302.26	16,512.29	112,600.00	96,087.71	14.66%	85.34%
5870 Drug Testing		37.49	400.00	362.51	9.37%	90.63%
5880 Payroll Expense	9,668.44	30,312.46	124,000.00	93,687.54	24.45%	75.55%
5890 Staff Education		1,247.87	6,800.00	5,552.13	18.35%	81.65%
Total 3 Personnel Costs	\$ 126,187.57	\$ 360,607.08	\$ 1,644,580.00	\$ 1,283,972.92	21.93%	78.07%
Total Expenses	\$ 1,383,572.61	\$ 3,990,643.01	\$ 13,291,094.00	\$ 9,300,450.99	30.02%	69.98%
Net Operating Income	\$ 465,732.35	-\$ 1,580,941.35	\$ 0.00	\$ 1,580,941.35		
Net Income	\$ 465,732.35	-\$ 1,580,941.35	\$ 0.00	\$ 1,580,941.35		



FORM E

	MTD FY26		YTD FY26			FY26		
	VISIT PENSACOLA-TDT	VISIT PENSACOLA PRIVATE	VISIT PENSACOLA ONLY	ACE ONLY	UNIFIED	UNIFIED		
Revenue	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY26 BUDGET	% REMAINING OF BUDGET
TDT Revenue	\$1,628,446.66		\$2,063,567.30	\$210,329.40	\$2,273,896.70	\$12,881,664.00	\$ 10,607,767.30	82%
Supplemental	\$0.00				\$0.00		\$ -	#DIV/0!
Private Revenue	\$0.00	\$10,528.90	\$135,804.96		\$135,804.96	\$409,430.00	\$ 273,625.04	67%
Total Revenue	\$1,628,446.66	\$10,528.90	\$2,199,372.26	\$210,329.40	\$2,409,701.66	\$13,291,094.00	\$ 10,881,392.34	82%
			\$0.00		\$0.00			
Expense	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY26 BUDGET	% REMAINING OF BUDGET
Direct Programming	\$1,204,254.07	\$5,942.75	\$2,476,549.03	\$1,028,621.32	\$3,505,170.35	\$11,077,684.00	\$ 7,572,513.65	68%
Operations	\$39,318.80	\$7,869.42	\$124,865.58		\$124,865.58	\$568,830.00	\$ 443,964.42	78%
Personnel	\$124,127.34	\$2,060.23	\$360,607.08		\$360,607.08	\$1,644,580.00	\$ 1,283,972.92	78%
Total Expenses	\$1,367,700.21	\$15,872.40	\$2,962,021.69	\$1,028,621.32	\$3,990,643.01	\$13,291,094.00	\$9,300,450.99	70%
			\$0.00		\$0.00			
<i>Net Income (loss)</i>	\$260,746.45	-\$5,343.50	-\$762,649.43	-\$818,291.92	-\$1,580,941.35	\$0.00		
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00		

Jason R Loeffler, CPA, PA

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

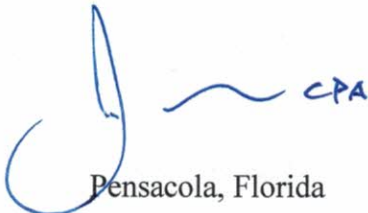
Visit Pensacola, Inc.

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 December 31, 2025, and the related statement of financial income and expenses – 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.



Pensacola, Florida

January 17, 2026

Visit Pensacola Inc
Statement of Financial Position
As of December 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	255,022.49
1025 EFT TDT #4196	175,186.51
1030 Partner#2177	124,292.22
1035 Reserves #3955	20,853.45
1050 Petty Cash	115.00
Total Bank Accounts	\$575,469.67
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Other Current Assets	
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1405 Prepaid Expenses	85,504.31
1410 Prepaid Insurance	13,209.21
Total Other Current Assets	\$98,993.75
Total Current Assets	\$2,226,758.64
Fixed Assets	
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
Total 1350 Equipment	0.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$2,226,758.64
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	\$390,261.48
Credit Cards	
2000 Visit Pensacola P-Card	37,119.82
2002 Regions Membership PCard	7,125.27
Total Credit Cards	\$44,245.09
Other Current Liabilities	
2700 Unearned Revenue	1,800,300.00
2700-2 Unearned Revenue-ACE	900,000.00
2999 Salaries payable	67,866.46
Total Other Current Liabilities	\$2,768,166.46
Total Current Liabilities	\$3,202,673.03
Total Liabilities	\$3,202,673.03
Equity	

Visit Pensacola Inc
Statement of Financial Position
As of December 31, 2025

	TOTAL
32000 Unrestricted Net Assets	605,164.96
Net Income	-1,581,079.35
Total Equity	\$ -975,914.39
TOTAL LIABILITIES AND EQUITY	\$2,226,758.64

Visit Pensacola Inc

Statement of Financial Income and Expenses

October - December, 2025

	TOTAL	
	OCT - DEC, 2025	OCT - DEC, 2025 (YTD)
Income		
4000 Tourism Development Tax-VP	2,273,896.70	2,273,896.70
4100 Membership Dues	118,072.94	118,072.94
4150 Advertising Income	4,865.00	4,865.00
4155 Partner Co-Ops	200.00	200.00
Total 4150 Advertising Income	5,065.00	5,065.00
4600 Misc Income	88.65	88.65
4620 Interest Income	68.37	68.37
4640 Event Income	260.00	260.00
4640-1 HRT	2,090.00	2,090.00
4640-2 Annual Meeting	10,160.00	10,160.00
Total 4640 Event Income	12,510.00	12,510.00
Total Income	\$2,409,701.66	\$2,409,701.66
GROSS PROFIT	\$2,409,701.66	\$2,409,701.66
Expenses		
1 Direct Programming		
5090 Marketing Research		
5090-1 Marketing Research-Down's & St. Germain	25,166.66	25,166.66
5090-3 Key Data	6,999.99	6,999.99
5090-4 CoStar Suite	5,834.54	5,834.54
5090-5 Zartico	24,000.00	24,000.00
Total 5090 Marketing Research	62,001.19	62,001.19
5100 Advertising/Media		
5100-1 Social Boosting	1,974.80	1,974.80
5100-3 VF Co-Op Campaign	100,000.00	100,000.00
Total 5100 Advertising/Media	101,974.80	101,974.80
5110 Public Relations		
5110-1 Beach O'Ween	2,895.00	2,895.00
5110-12 Magic Torch	8,000.00	8,000.00
5110-18 PR Agency (activations & projects)	6,841.48	6,841.48
5110-2 CMA Nashville	7,500.00	7,500.00
5110-3 FAM/Site Visits	4,072.29	4,072.29
5110-4 MMGY	22,050.00	22,050.00
5110-7 Local Media Spots-NewRadio	4,500.00	4,500.00
Total 5110 Public Relations	62,043.86	62,043.86
5120 Advertising Production		
5120-2 True Omni	1,800.00	1,800.00
5120-3 Content Creation, Outside Work & Freelance	2,000.00	2,000.00
Total 5120 Advertising Production	3,800.00	3,800.00

Visit Pensacola Inc

Statement of Financial Income and Expenses

October - December, 2025

	TOTAL	
	OCT - DEC, 2025	OCT - DEC, 2025 (YTD)
5130 Internet Site Production	162,054.68	162,054.68
5150 Consumer Promotions	6,538.07	6,538.07
5150-1 Snowbird Programs	4,000.00	4,000.00
5150-2 Gallery Night	393.65	393.65
5150-8 Beach O'ween	600.51	600.51
Total 5150 Consumer Promotions	11,532.23	11,532.23
5160 Sales Promotions	148.97	148.97
5160-2 Sales FAMS and Sites Visits	10,174.03	10,174.03
5160-3 Services Supplies	573.59	573.59
5160-4 Promo Items (All Dept)	659.01	659.01
Total 5160 Sales Promotions	11,555.60	11,555.60
5170 Brochures and Collateral	1,235.71	1,235.71
5180 Tradeshows		
5180-10 FL Huddle & Encounter	12,577.23	12,577.23
5180-11 FSAE	1,640.02	1,640.02
5180-12 IPW	8,000.00	8,000.00
5180-14 NY Travel & Adv Show	897.34	897.34
5180-15 Rendezvous	1,900.89	1,900.89
5180-16 SMART Meeting	9,042.38	9,042.38
5180-16-1 SMART Meetings-planners	25.00	25.00
5180-20 UK Huddle	28.57	28.57
5180-22 Chicago Travel and Show	10,831.72	10,831.72
5180-7 Dallas Travel & Adv Show	10,035.00	10,035.00
5180-8 DEMA	11,941.21	11,941.21
5180-9 Denver Travel & Adv Show	10,035.00	10,035.00
Total 5180 Tradeshows	76,954.36	76,954.36
5190 Showcase	1,681,460.15	1,681,460.15
5190-1 Agency Fee	40,000.00	40,000.00
Total 5190 Showcase	1,721,460.15	1,721,460.15
5210 Regional Partnership	86,250.00	86,250.00
5220 Registration	132,766.90	132,766.90
5230 Dues and Subscriptions	32,085.72	32,085.72
5400 Business Travel & Entertainment	5,663.03	5,663.03
5500 Visitor Awareness Education		
5500-1 Annual Meeting	3,808.30	3,808.30
5500-4 HRT Luncheons	1,362.50	1,362.50
Total 5500 Visitor Awareness Education	5,170.80	5,170.80
7400 ACE - DP	1,028,621.32	1,028,621.32
Total 1 Direct Programming	3,505,170.35	3,505,170.35

Visit Pensacola Inc

Statement of Financial Income and Expenses

October - December, 2025

	TOTAL	
	OCT - DEC, 2025	OCT - DEC, 2025 (YTD)
2 Operating Costs		
5450 Auto/ Local Travel		
5450-1 Auto Local Travel-TDT	1,028.02	1,028.02
5450-2 Auto Local Travel-MEM	276.52	276.52
5450-3 Insider Guide Delivery	400.00	400.00
Total 5450 Auto/ Local Travel	1,704.54	1,704.54
5530 Meeting & Events		
5530-1 Annual Meeting	15,773.94	15,773.94
5530-2 HRT Lucnheons	4,752.85	4,752.85
Total 5530 Meeting & Events	20,526.79	20,526.79
5600 Building Maintenance & Repair	18,044.31	18,044.31
5610 Computer&IT Maintenance&Repair	190.00	190.00
5610-1 Adobe Subscription	1,837.11	1,837.11
5610-3 Digital Boardwalk	6,301.18	6,301.18
Total 5610 Computer&IT Maintenance&Repair	8,328.29	8,328.29
5630 Insurance Building & Content	5,273.84	5,273.84
5640 D & O and Liability Insurance	619.74	619.74
5650 Audit	24,000.00	24,000.00
5660 Legal Services	7,142.00	7,142.00
5670 CPA/ Financial Services	1,437.50	1,437.50
5700 Postage	4,372.69	4,372.69
5710 Supplies Coffee/Sodas	3,131.10	3,131.10
5720 Office Supplies	1,567.41	1,567.41
5730 Storage and Delivery		
5730-1 Gilmore Storage & Delivery	300.60	300.60
5730-2 Storage Unit-Fairfield	565.98	565.98
5730-3 Storage Unit-E122	962.43	962.43
5730-4 Storage Unite-G133	916.98	916.98
Total 5730 Storage and Delivery	2,745.99	2,745.99
5760 Telephone Service	2,591.72	2,591.72
5765 Cell Phone	2,394.71	2,394.71
5770 Utilities	8,157.36	8,157.36
5780 Copier	2,588.12	2,588.12
6001 Bank Service Charge	573.74	573.74
6005 Interest Expense	5,887.16	5,887.16
6010 Credit Card Processing Fee	3,033.81	3,033.81
6500 Taxes	882.76	882.76
Total 2 Operating Costs	125,003.58	125,003.58

Visit Pensacola Inc

Statement of Financial Income and Expenses

October - December, 2025

	TOTAL	
	OCT - DEC, 2025	OCT - DEC, 2025 (YTD)
3 Personnel Costs		
5800 Salaries	288,396.06	288,396.06
5810 Commissions	11,521.69	11,521.69
5830 Auto	1,318.69	1,318.69
5840 401K Contribution Match	11,260.53	11,260.53
5850 Employee Insurance	16,512.29	16,512.29
5870 Drug Testing	37.49	37.49
5880 Payroll Expense	30,312.46	30,312.46
5890 Staff Education	1,247.87	1,247.87
Total 3 Personnel Costs	360,607.08	360,607.08
Total Expenses	\$3,990,781.01	\$3,990,781.01
NET OPERATING INCOME	\$ -1,581,079.35	\$ -1,581,079.35
NET INCOME	\$ -1,581,079.35	\$ -1,581,079.35

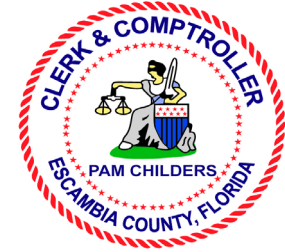


Pam Childers

Clerk of the Circuit Court and Comptroller, Escambia County

Clerk of Courts • County Comptroller • Clerk of the Board of County Commissioners • Recorder • Auditor

MEMORANDUM



TO: Board of County Commissioners

DATE: January 5, 2026

SUBJECT: Tourist Development Tax (TDT) Collections

RECOMMENDATION:

That the Board accepts, for filing with the Board's Minutes, the Tourist Development Tax (TDT) Collections Data for the November 2025 returns received in the month of December 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in December 2025 were \$1,022,222 compared to \$1,004,212 in December 2024. A comparison of December 2025 to December 2024 is a 1.8% increase.
- Year-to-date collections for FY2026 is \$4,199,646 compared to \$4,236,624 for FY2025. A comparison of FY2026 to FY2025 is a .9% decrease.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	\$ 1,022,222	\$ 1,004,212	1.8%	\$ 4,199,646	\$ 4,236,624	-0.9%
	-	-				
Total	\$ 1,022,222	\$ 1,004,212	1.8%	\$ 4,199,646	\$ 4,236,624	-0.9%

**Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of December 31, 2025**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2026 YTD Collected	Fiscal Year 2025 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 321,850.78	\$ 359,661.58	\$ (37,810.80)	-10.5%
Southeast Pensacola	543,751.71	547,792.76	(4,041.05)	-0.7%
Southcentral & Southwest Pensacola	138,101.77	160,093.05	(21,991.28)	-13.7%
Perdido Key Area	774,828.97	745,253.44	29,575.53	4.0%
Northeast Pensacola	241,345.16	261,326.99	(19,981.83)	-7.6%
North Escambia & Northwest Pensacola	301,029.86	323,906.70	(22,876.84)	-7.1%
Pensacola Beach Area	1,878,737.32	1,838,589.78	40,147.54	2.2%
Total	\$ 4,199,645.57	\$ 4,236,624.30	\$ (36,978.73)	-0.9%

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
Southcentral & Southwest Pensacola	32505	South of Michigan, East of Mobile Hwy, & West of Pace Blvd
	32506	Myrtle Grove, Lillian Hwy & Hwy 98 Area
Perdido Key Area	32507	Bayou Chico to Perdido Key South of Sorrento Area
Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
North Escambia & Northwest Pensacola	32526	Bellview Area & South of I-10
	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
Pensacola Beach Area	32577	Molino Area
	32561	Pensacola Beach Area

Five Percent Tourist Development Tax Collection Data By Geographic Area
Escambia County, Florida
Fiscal Year 2026
As of December 31, 2025



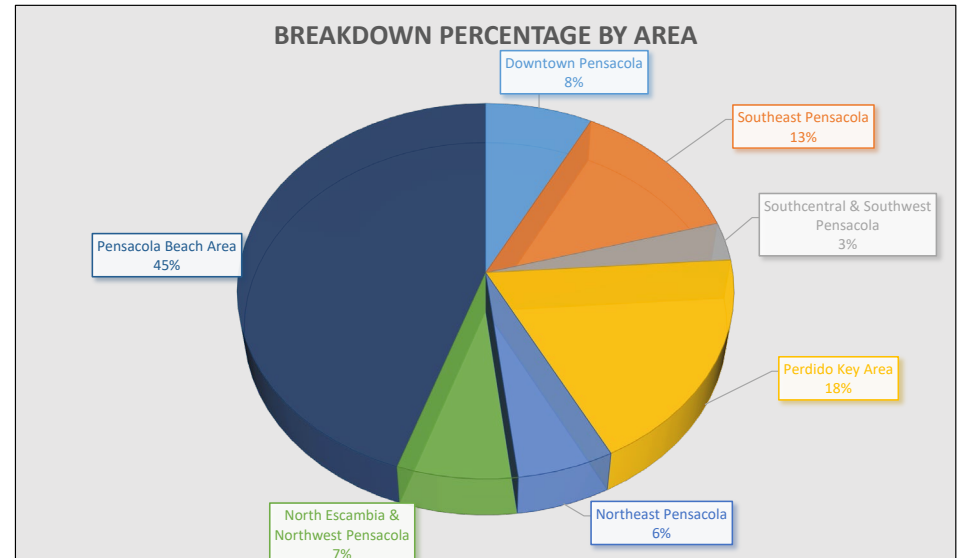
Fiscal Year 2026														
Geographic Area	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Area Total	% of Total
Downtown Pensacola	\$ 119,756.42	\$ 118,845.86	\$ 83,248.50	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 321,850.78	7.7%
Southeast Pensacola	184,600.75	190,893.03	168,257.93	-	-	-	-	-	-	-	-	-	543,751.71	12.9%
Southcentral & Southwest Pensacola	46,666.50	43,913.67	47,521.60	-	-	-	-	-	-	-	-	-	138,101.77	3.3%
Perdido Key Area	309,642.53	322,888.37	142,298.07	-	-	-	-	-	-	-	-	-	774,828.97	18.4%
Northeast Pensacola	82,321.31	89,217.73	69,806.12	-	-	-	-	-	-	-	-	-	241,345.16	5.7%
North Escambia & Northwest Pensacola	92,661.22	106,558.79	101,809.85	-	-	-	-	-	-	-	-	-	301,029.86	7.2%
Pensacola Beach Area	738,146.39	731,310.84	409,280.09	-	-	-	-	-	-	-	-	-	1,878,737.32	44.7%
Total	\$ 1,573,795.12	\$ 1,603,628.29	\$ 1,022,222.16	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,199,645.57	100.0%

Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ 104,560.48	\$ 137,660.05	\$ 160,516.22	\$ 159,739.04	\$ 181,670.31	\$ 217,567.06	\$ 131,429.37	\$ 1,631,008.28	7.4%
Southeast Pensacola	188,725.53	198,565.51	160,501.72	155,355.76	161,139.31	168,663.57	244,602.44	253,923.88	279,980.56	315,246.56	346,557.60	235,399.94	2,708,662.38	12.3%
Southcentral & Southwest Pensacola	57,487.05	57,626.70	44,979.30	48,666.49	52,072.03	66,855.79	51,934.79	49,467.28	59,124.97	66,705.63	90,632.93	57,257.20	702,810.16	3.2%
Perdido Key Area	329,206.47	277,113.00	138,933.97	105,715.89	130,303.00	188,588.30	344,501.05	314,649.60	528,547.43	925,211.67	916,346.50	447,686.64	4,646,803.52	21.1%
Northeast Pensacola	89,220.75	94,553.22	77,553.02	68,782.80	74,827.09	90,869.84	116,258.49	103,288.84	121,861.77	131,016.77	145,161.67	104,903.28	1,218,297.54	5.5%
North Escambia & Northwest Pensacola	125,052.59	109,288.21	89,565.90	98,308.82	69,240.59	89,581.53	140,914.09	113,370.86	153,994.74	158,597.76	190,131.01	114,666.52	1,452,712.62	6.6%
Pensacola Beach Area	731,625.87	717,608.98	389,354.93	312,420.95	201,913.89	318,951.84	783,657.70	821,219.60	1,166,032.94	1,591,441.66	1,709,008.62	945,303.72	9,688,540.70	43.9%
Total	\$ 1,655,729.03	\$ 1,576,682.88	\$ 1,004,212.39	\$ 891,760.65	\$ 765,190.14	\$ 1,028,071.35	\$ 1,819,528.61	\$ 1,816,436.28	\$ 2,469,281.45	\$ 3,369,890.36	\$ 3,615,405.39	\$ 2,036,646.67	\$ 22,048,835.20	100.0%

*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

**Effective August 1st, 2021, collections reflected by managed property locations

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
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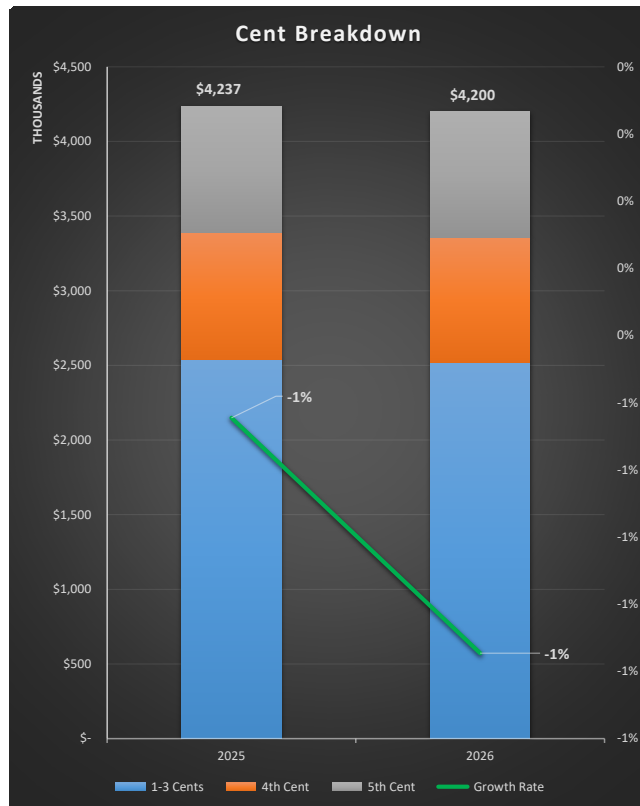
Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2026
As of December 31, 2025



Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42	\$ 944,277.07
NOV	532,756.66	510,223.45	686,079.62	638,167.25	701,529.66	894,119.99	913,888.59	922,765.52	946,009.73	962,176.97
DEC	362,364.41	382,803.40	426,808.31	396,942.52	451,000.35	610,134.89	593,281.75	601,371.16	602,527.43	613,333.30
JAN	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15	516,261.52	505,451.63	535,056.39	-
FEB	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78	486,593.99	452,048.29	459,114.08	-
MAR	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24	621,387.38	585,820.65	616,842.81	-
APR	646,982.44	740,116.85	805,865.41	396,024.16	841,528.91	1,073,234.53	1,122,845.48	1,154,283.81	1,091,717.17	-
MAY	698,384.24	682,509.49	768,483.99	241,476.27	956,332.84	1,132,305.74	1,101,571.29	1,002,412.23	1,089,861.77	-
JUN	839,021.02	826,731.43	951,378.19	537,731.75	1,264,865.60	1,431,971.86	1,340,563.77	1,412,894.98	1,481,568.87	-
JUL	1,109,688.85	1,278,311.55	1,440,622.52	1,190,777.81	1,778,429.23	1,869,733.28	1,785,559.79	2,070,559.40	2,021,934.22	-
AUG	1,484,514.23	1,587,418.67	1,520,689.42	1,377,953.89	2,130,708.20	2,320,131.53	2,304,511.93	2,243,905.46	2,169,243.23	-
SEP	725,615.95	828,137.60	906,222.70	703,791.08	1,264,568.32	1,161,684.89	1,172,681.69	1,231,200.37	1,221,988.00	-
Total	\$ 7,949,384.12	\$ 8,521,866.08	\$ 9,251,771.35	\$ 7,344,327.75	\$ 11,395,513.79	\$ 13,095,561.35	\$ 12,942,679.39	\$ 13,213,902.92	\$ 13,229,301.12	\$ 2,519,787.34

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 193,635.08	\$ 212,944.11	\$ 211,660.02	\$ 225,049.94	\$ 261,622.10	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81	\$ 314,759.02
NOV	177,585.55	170,074.48	228,693.21	212,722.42	233,843.22	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	120,788.14	127,601.13	142,269.44	132,314.17	150,333.45	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05	172,087.17	168,483.88	178,352.13	-
FEB	99,468.67	104,264.50	116,592.59	121,815.34	128,966.94	155,780.93	162,198.00	150,682.76	153,038.03	-
MAR	125,987.35	131,184.63	140,216.95	148,662.41	141,765.42	188,791.75	207,129.13	195,273.55	205,614.27	-
APR	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84	374,281.83	384,761.27	363,905.72	-
MAY	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	-
JUN	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	-
JUL	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
AUG	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	-
SEP	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
Total	\$ 2,649,794.71	\$ 2,840,622.03	\$ 3,083,923.78	\$ 2,448,109.25	\$ 3,798,504.60	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 4,409,767.04	\$ 839,929.11

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81	\$ 314,759.02
NOV	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13	-
FEB	-	-	-	-	-	155,780.93	162,198.00	150,682.76	153,038.03	-
MAR	-	-	-	-	-	188,791.75	207,129.13	195,273.55	205,614.27	-
APR	-	-	-	-	-	357,744.84	374,281.83	384,761.27	363,905.72	-
MAY	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	-
JUN	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	-
JUL	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
AUG	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	-
SEP	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
Total	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 4,409,767.04	\$ 839,929.11



Current Year vs Prior Year				
Month of Collection	2026	2025	Variance	% Change
OCT	\$ 1,573,795.12	\$ 1,655,729.03	\$ (81,933.91)	-4.9%
NOV	1,603,628.29	1,576,682.88	26,945.41	1.7%
DEC	1,022,222.16	1,004,212.39	18,009.77	1.8%
JAN	-	891,760.65	(891,760.65)	Pending
FEB	-	765,190.14	(765,190.14)	Pending
MAR	-	1,028,071.35	(1,028,071.35)	Pending
APR	-	1,819,528.61	(1,819,528.61)	Pending
MAY	-	1,816,436.28	(1,816,436.28)	Pending
JUN	-	2,469,281.45	(2,469,281.45)	Pending
JUL	-	3,369,890.36	(3,369,890.36)	Pending
AUG	-	3,615,405.39	(3,615,405.39)	Pending
SEP	-	2,036,646.67	(2,036,646.67)	Pending
Total	\$ 4,199,645.57	\$ 22,048,835.20	\$ (17,849,189.63)	-81.0%

*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)
 **Effective August 1st, 2021, collections reflected by managed property locations

**Fund 108 - Revenue Trends
Analytical Review
As of January 15, 2026**



	FY26	% change from PY	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21
October	1,581,065	-4.3%	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785
November	1,605,146	1.0%	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614
December	1,017,307	1.5%	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952
January	93,787	-89.3%	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570
February	-	-100.0%	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276
March	-	-100.0%	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963
April	-	-100.0%	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509
May	-	-100.0%	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114
June	-	-100.0%	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820
July	-	-100.0%	3,355,509	-2.7%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405
August	-	-100.0%	3,704,289	-1.5%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112
Sept	-	-100.0%	2,056,218	-0.1%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341
	<u>4,297,304</u>	-80.6%	<u>22,114,042</u>	2.5%	<u>22,014,490</u>	2.0%	<u>21,582,470</u>	-1.1%	<u>21,816,411</u>	23.5%	<u>17,671,461</u>
1 - 2 Cents	1,718,922		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
3rd Cent	859,461		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
4th Cent	859,461		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
5th Cent	859,461		4,422,808		4,402,898		4,316,494		-		-
	<u>4,297,304</u>		<u>22,114,042</u>		<u>22,014,490</u>		<u>21,582,470</u>		<u>21,816,411</u>		<u>17,671,461</u>

Enabling Legislation

- Ordinance #80-16 (referendum election on 11-4-1980)
- Ordinance #89-7
- Ordinance #92-30
- Ordinance #94-10
- Ordinance #2000-22
- Ordinance #2003-11
- Ordinance #2013-40
- Ordinance #2020-33 (add 5th Cent)

- Florida Statutes 125.0104 (3) (c):
- Florida Statutes 125.0104 (3) (d):
- Florida Statutes 125.0104 (3) (1):

VISIT PENSACOLA BOARD MEETING

January 28, 2026

Research

VISIT PENSACOLA

MONTHLY DASHBOARD

DECEMBER 2025

By Downs & St. Germain Research



VISITOR SUMMARY – DECEMBER 2025¹



Compared to December 2024, in December 2025...

- » Visitor numbers decreased by **-0.9%**.
- » Hotel occupancy was up **+3.2%** and ADR was up **+0.1%**, resulting in a RevPAR that was up **+3.3%**.
- » Hotel room nights were up **+3.5%**.
- » Vacation rental room nights were up **+20.1%** primarily due to the **+13.5%** increase in units.
- » Top markets for this month were **Mobile and Atlanta**.
- » **Note:** Airbnb (effective April 30, 2025) and Vrbo (effective May 30, 2025) have updated how rates are quoted through their platforms. The ADR now includes cleaning fees, platform service fees, and applicable discounts (e.g., weekly or monthly stay discounts). Therefore, the **ADR of vacation rentals may appear inflated** in YOY comparisons now that Key Data is capturing the inclusive price (excluding taxes) rather than the base accommodation rate.

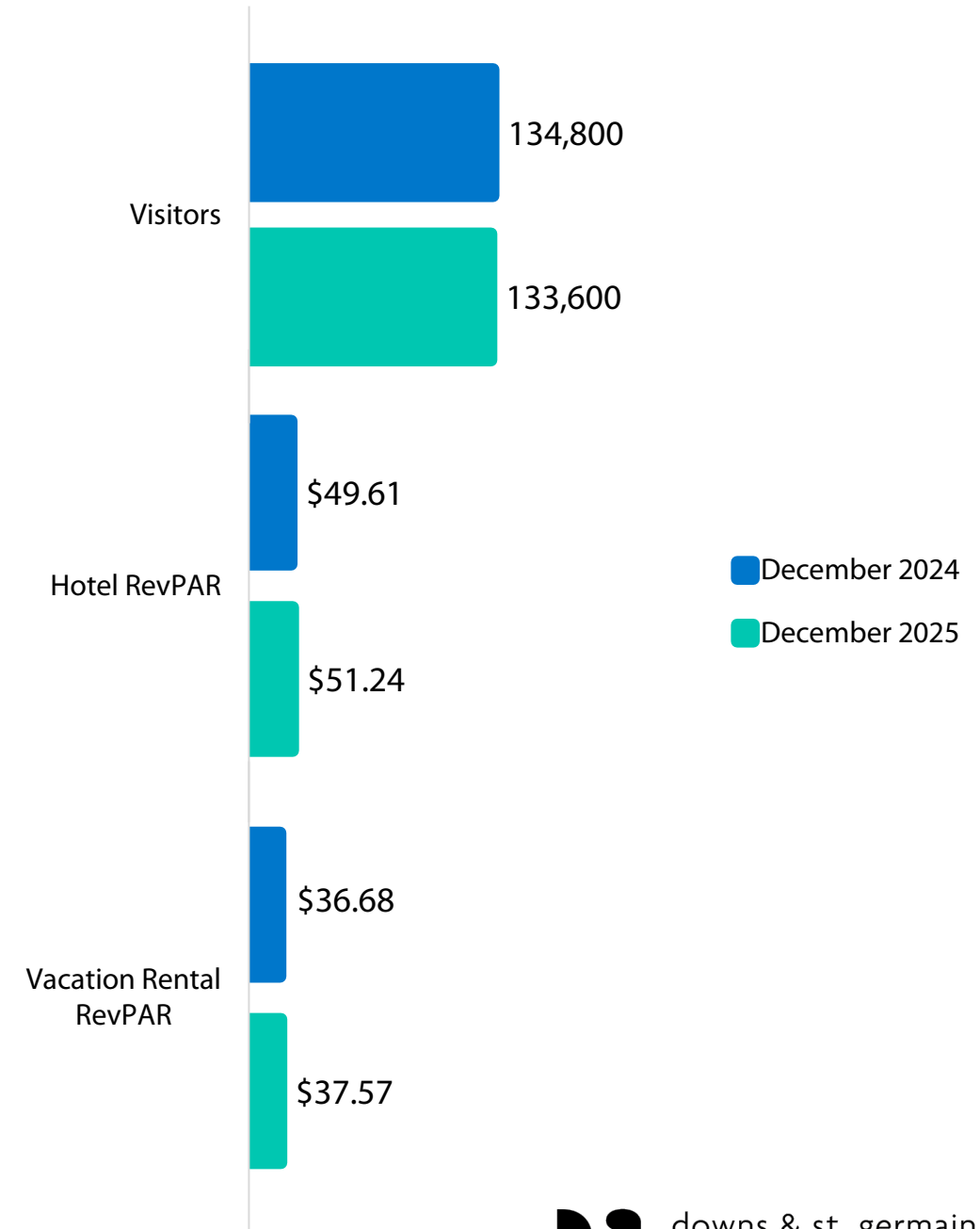
¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – DECEMBER 2025

Visitor Statistics	December 2024	December 2025	% Change
Visitors ²	134,800	133,600	-0.9%
Airline Passengers ³	234,269	222,275	-5.1%

Hotel Statistics ⁴	December 2024 ¹	December 2025	% Change
Occupancy	47.9%	49.5%	+3.2%
Room Rates	\$103.55	\$103.62	+0.1%
RevPAR	\$49.61	\$51.24	+3.3%
Room Nights	132,155	136,755	+3.5%

Vacation Rental Statistics ⁵	December 2024 ¹	December 2025	% Change
Occupancy	22.5%	23.8%	+5.8%
Room Rates	\$162.74	\$157.57	-3.2%
RevPAR	\$36.68	\$37.57	+2.4%
Room Nights	15,496	18,606	+20.1%
Unit Revenue (Nightly)	\$1,941,989	\$2,055,439	+5.8%



¹ FY25 metrics have been adjusted to reflect updated lodging figures.

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

Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

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

⁴ Source: Smith Travel Research.

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

PENSACOLA DASHBOARD – FY2026 (OCT 2025 – DEC 2025)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	517,300	523,100	+1.1%
Airline Passengers ³	727,910	709,348	-2.6%

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	55.1%	56.6%	+2.7%
Room Rates	\$115.15	\$116.55	+1.2%
RevPAR	\$63.43	\$65.92	+3.9%
Room Nights	446,964	463,739	+3.8%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	36.0%	36.1%	+0.4%
Room Rates	\$190.12	\$185.84	-2.2%
RevPAR	\$68.36	\$67.10	-1.8%
Room Nights	73,115	83,153	+13.7%
Unit Revenue (Nightly)	\$11,249,919	\$11,607,808	+3.2%

¹ FY25 metrics have been adjusted to reflect updated lodging figures.

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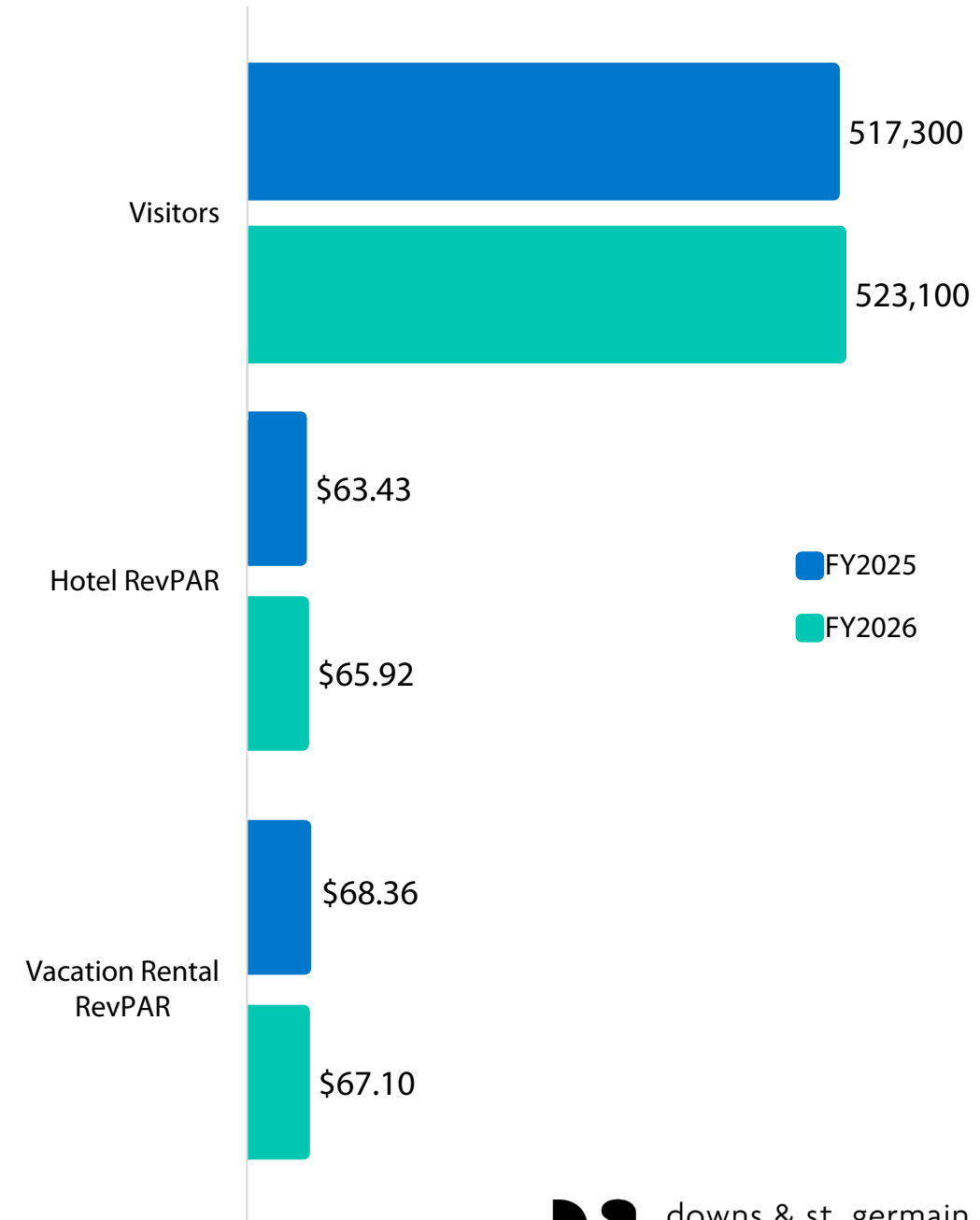
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PENSACOLA DASHBOARD – DECEMBER 2025

TOP VISITOR ORIGIN MARKETS ¹		
Markets	December 2024	December 2025
Mobile ²	22.5%	17.0%
Atlanta	3.9%	3.3%
Birmingham	2.6%	2.5%
Dallas – Fort Worth	1.1%	2.5%
Nashville	2.4%	2.4%
New Orleans	1.3%	2.1%
Chicago	1.4%	1.8%
New York ³	1.1%	1.7%
Kansas City	1.3%	1.5%
Minneapolis – Saint Paul	1.0%	1.5%
Washington, DC – Hagerstown	1.1%	1.5%

¹ Sources: Zartico and Visitor Tracking Study.

² Mobile DMA spans across Florida, Alabama, and Mississippi.

³New York market includes some areas Connecticut, New Jersey, and Pennsylvania.

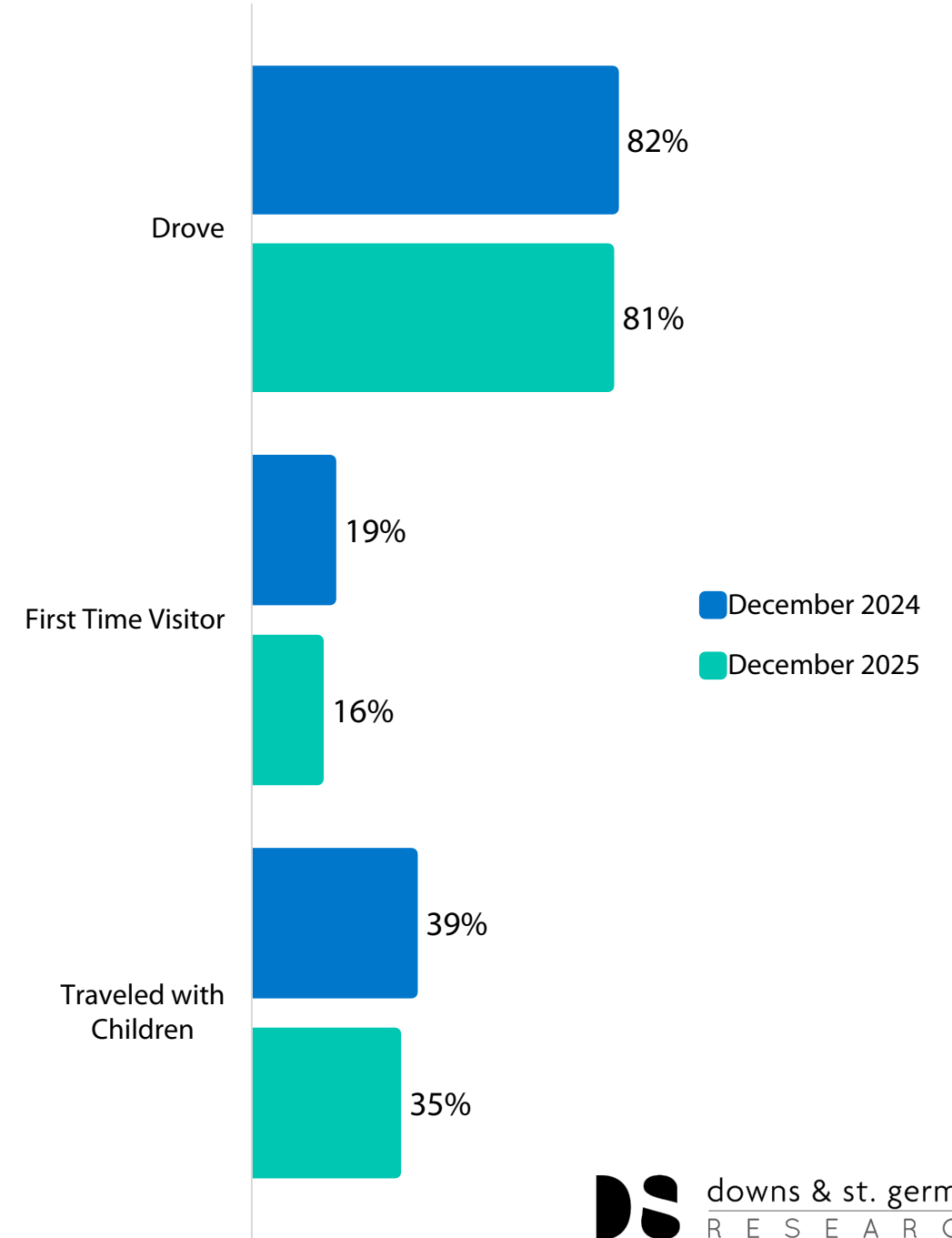
PENSACOLA DASHBOARD – DECEMBER 2025

December Visitors	2024	2025
Stayed in paid accommodations	56%	59%
Drove	82%	81%
Length of stay ¹	5.4	5.1
Will recommend	96%	97%
First time visitor	19%	16%

December Visitors	2024	2025
Median Age ²	45	44
Gender (Female) ²	62%	61%
Household Income	\$83,000	\$85,700
Travel party size ¹	2.8	2.6
Traveled with Children	39%	35%

¹ Visitors staying in Paid Accommodations.

² Age and gender of member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



VISIT PENSACOLA

MONTHLY DASHBOARD

DECEMBER 2025

Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com



VISIT PENSACOLA BOARD MEETING
January 28, 2026

**Marketing &
Communications**



OUTREACH



Including: Convention South:
Meetings & Conferences



Highlight: Wicked Ways to
Explore Pensacola from Emerald
Waters to Downtown Delights



SOCIAL MEDIA

4,020 total users visited the website from social media
7,777 page views on VisitPensacola.com from social media users
868 conversions from social media

39 New Followers
Total Engagement: 630 • 16,518 Impressions

7 New Videos • 329 Profile Views
2,419 Engagements • 41,813 Audience Reached
146 Net Follower Growth • 5 Website Clicks

296 Net Page Likes
25,509 Engagements (up 105%)
782,983 Impressions (up 107%)

1,995 Total Subscribers
19 New Subscribers

3,657 Followers
534 Saves (Up 9.4%) • 1,220 Engagements
90,920 Impressions

596 Net New Followers
Total Engagement: 35,173 • 1,483 Saves
1,089,616 Impressions (Up 54%)
INSTAGRAM STORIES
78,138 story impressions • 68,365 story interactions

58 New Followers
1,696 Engagements (up 139%)
6,408 Impressions (Up 42%)
1,465 Post clicks (Up 165%)

ManyChat – DM Automation Tool
Holiday Shopping / 20 Runs / 65% CTR

OVERARCHING SOCIAL GOALS YTD

- Increase social media organic engagement by 10% across all profiles
 - 700,940 (down 14%)
- Grow social media followers by 5% across all profiles
 - 4,387 (down 13.9%)
- Increase organic views by 10%
 - 16.8M (up 14.4%)

E-MARKETING CONSUMER eNEWS

412 new sign-ups	96% engagement rate
39% open rate	9.4% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PUBLIC RELATIONS

EARNED MEDIA

- 5 placements
- \$348,788
- 17,104,615 impressions
- Winter Is The Best Time To Visit This Florida Beach Town For Less Crowds And Crystal-Clear Waters – Southern Living
- The Best Beaches in the US, according to the Readers' Choice Awards - Conde Nast
- The 14 Best US Town for Solo Travelers - Inside Hook

PITCHES AND ASSISTS

- Trips & Events Celebrating America's 250th - msn.com - Monica Fish
- Us Destinations worth visiting in 2026 - Ivy Caruth
- 2026 News Stories - Business Traveler - Chris Chamberlain
- Convention South Assist - Interview with Kaya and article assist

- Jan Potter Assist - Taste of the South - working on photos for future coverage
- Irish Independent
- Women Online – Netherlands
- Sunday World
- Daily Echo UK
- America 250th Visit Florida SMT
- American Travel
- Upstate Lake
- Go RV'ing
- Baptist Healthcare Video assist
- Visit Florida Editorial Leads
- WKRG/Cox Christmas Parade
- Visit Florida America 250th Florida Version (Pensacola)
- City of Pensacola
- NewsRadio Expert Panel
- Cat Country co host
- FPL Economic Symposium
- eTourism Marketplace DMO representative
- Visit Pensacola Holiday Card
- 2025 Foo Foo Recap
- Visit Pensacola Research RFP
- Gallery Night
- UWF Historic Trust 250th Parntership
- QuickTrip
- NWFL Custom Program and Results
- American Idol film permit
- Southern Living
- Conde Nast Traveler

BLOGS

- **Page Views: 25,110**
1.6% decrease vs. prior period; 34.5% decrease year over year
- **Engaged Sessions: 14,989**
4.6% increase vs. prior period
- **Average Time on Page: 1:13**
3.6% increase vs. prior period; 4.0% increase year over year

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- Pensacola Beach Named Conde Nast Traveler's Best U.S. Beach



165 Stories

Highlights:

- Five Reasons to Visit Pensacola Over Destin
- This Secret Florida Paradise Is A Must-Visit Winter Sun Getaway



14 Accolades

Highlights:

- 5 Florida Beach Camping Spots With Unmatched Ocean Views
- 15 Historic Southern Cities That Beat Charleston and Savannah

Condé Nast Traveler

The Best Beaches in the US, According to the *Readers' Choice Awards*

From Alabama to Hawaii, these are your favorite beaches in the US for some fun in the sun.

By Kat Chen
December 9, 2025



Pensacola Beach takes the top spot for the best beach in the US, according to the 2025 *Readers' Choice Awards*.

Michael Warren

For the 38th edition of the globe-weighty award, and [spas](#), the final you answered, list of the [best](#) Augustine's daughter Beach, your pick fly-and-flop coast as the 50 state

1. Pensacola Beach, Florida

Taking the top spot on this list, Pensacola is so much more than its beach. Venture beyond its perpetually summery sands and discover a thriving arts and culture scene well worth its own full itinerary. The so-called "Festival City of the South," Pensacola has a fully booked dance card of cultural programming to catch, including Mural Fest, the Great Gulfoeast Arts Festival, and the Pensacola Foo Foo Festival, all of which happen in [November](#) and showcase a wide range of regional artistic talent. Add on a revitalized nightlife scene plus a culinary landscape where you can tell the chefs are having fun, and you have the ingredients for a formidable *Readers' Choice Awards* winner.

Southern Living®

Winter Is The Best Time To Visit This Florida Beach Town For Less Crowds And Crystal-Clear Waters

Head to this Gulf Coast destination for cooler weather and a packed cultural calendar.

By [Kelsey Glennon](#) Published on December 12, 2025



Credit: Courtesy Visit Pensacola

Sure, you could flock to South Florida for the winter and spend January in shorts and flip-flops. But if you're okay with a light jacket, then you might

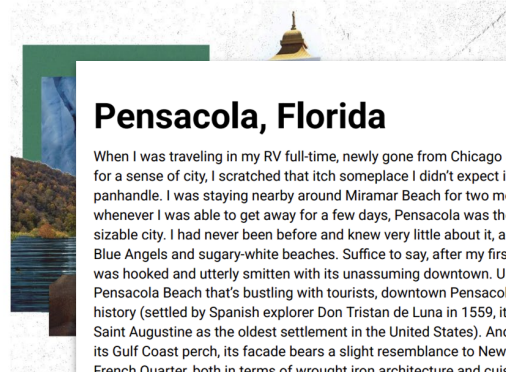
Southern Living

InsideHook

The 14 Best US Towns for Solo Travelers

A guide to the most welcoming spots in the country for exploring on your own

By [Matt Kirouac](#) December 12, 2025 4:39 pm EST



Pensacola, Florida

When I was traveling in my RV full-time, newly gone from Chicago and homesick for a sense of city, I scratched that itch someplace I didn't expect it: the Florida panhandle. I was staying nearby around Miramar Beach for two months, but whenever I was able to get away for a few days, Pensacola was the closest sizable city. I had never been before and knew very little about it, aside from its Blue Angels and sugary-white beaches. Suffice to say, after my first solo visit, I was hooked and utterly smitten with its unassuming downtown. Unlike Pensacola Beach that's bustling with tourists, downtown Pensacola teems with history (settled by Spanish explorer Don Tristan de Luna in 1559, it outpaces Saint Augustine as the oldest settlement in the United States). And considering its Gulf Coast perch, its facade bears a slight resemblance to New Orleans' French Quarter, both in terms of wrought iron architecture and cuisine. The smaller size of the city makes it accessible for solo travelers, with plenty of friendly restaurants doling out fresh takes on fresh catch (go to [Pearl & Horn](#), [Atlas Oyster House](#) and [Carmen's Lunch Bar & Tapas](#)). My favorite place to stay is [Lily Hall](#), an adorable boutique hotel in a former church with an [on-site speakeasy](#). And be sure to catch a show or event at [Pensacola Little Theatre](#), a non-profit cornerstone with shows ranging from *Jekyll & Hyde* to *Camelot*.

There's so
expectation
sleep in as
as your bel

InsideHook



VISITPENSACOLA.COM

December 2025

244,293
FY 720,845
USERS

571,076
FY 1,788,942
PAGE VIEWS

\$450,543
FY \$1,471,851
TOTAL
REVENUE*

3.8
FY 4.8
AVG. LENGTH
OF STAY*

\$171.91
FY \$170
AVG. DAILY
RATE*

AUDIENCE

City	Users	Engagement
Mobile	5,261	71%
Pensacola	5,085	74%
Atlanta	4,488	56%
New York	4,137	43%
Houston	3,653	36%
New Orleans	3,414	66%
Chicago	3,224	36%
Dallas	3,004	44%
Birmingham	2,210	54%
Charlotte	1,797	31%
Columbus	1,625	27%

TOP PAGES

Page	Sessions	Engagement
Events	34,884	69%
Events This Week	12,808	80%
Home	15,630	51%
Feature	14,625	25%
Webcams	11,715	90%
Feature - Family	13,532	16%
Things To Do	12,024	83%
Warm Up	13,271	12%
Holidays	4,882	86%
Feature - Diving	8,648	7%
Feature - Birding	8,448	7%

PARTNER ENGAGEMENT

Listing Views	40,065
Visit Partner Website	41,403
Event Views	225,597
Coupons	142
Referrals (Listings/Events)	24,225

CHANNEL (How people find us)

Channel	Users	Engagement
Paid Social	61,348	14%
Organic Search	63,311	121%
Direct	53,032	39%
Paid Search	25,394	67%
Cross-network	12,432	101%
Display	11,014	25%
Referral	4,635	64%
Organic Social	3,940	66%
Paid Other	3,822	22%
Email	635	96%
Paid Video	516	13%

WEBSITE SIGNUPS

New Email Subscribers	412
Insider Guide Requests	435
Insider Guide (Online version)	72

FY = Visit Pensacola's Fiscal Year Oct. 2025 – Sep. 2026 / Feature = Visits to a specific landing page from paid advertising *Total Revenue, Avg. Length of Stay and Avg. Daily Rate from Adara. Reflects visitors who came to our site generated the reported economic impact. Tracking an estimated 43.1% of website traffic.



Visit Pensacola
Monthly PR Activity & Status Report
December 2025

Media Coverage

- **Southern Living (UVM: 13,767,544 | Ad Value: \$275,351):** [Winter Is The Best Time To Visit This Florida Beach Town For Less Crowds And Crystal-Clear Waters](#)
- **Condé Nast Traveler (UVM: 2,536,940 | Ad Value: \$50,739):** [The Best Beaches in the US, According to the Readers' Choice Awards](#)
- **InsideHook (UVM: 722,222 | Ad Value: \$14,444):** [The 14 Best US Town for Solo Travelers](#)
- **Go RVing (UVM: 52,909 | Ad Value: \$1,058):** [Saltwater and Songbirds: An RV Journey Along The Gulf Coast](#)
- **Upstate Lake Living Winter 2025 issue (Circulation: 10,000 | Ad Value: \$7,196):** From Sky to Shore: Experiencing Natural Pensacola

Planning

FY26 Public Relations Plan

- Finalized with Visit Pensacola the media hot list and overall impressions goal.

Media Hosting

Individual Press Trips

- **Eugene Buchanan, Paddling Life:** Began discussing a paddling-focused individual press trip after early April and extended an invite to the April 2026 outdoors FAM. MMGY will continue conversations in 2026 to secure dates for an outdoor-focused trip.
- **Kelsey Glennon, Freelance (Southern Living):** Followed up with Kelsey to gauge availability for a 2026 individual press trip to Pensacola following her meeting with Visit Pensacola's Lindsey Steck in November.

Group Press Trips

- **Outdoors FAM – April 20 - 24**
 - Conducted media follow ups and secured RSVPs from the following journalists. Shared media form to collect traveler information used to book flights.
 - **Teresa Bergen, Freelance (USA Today 10Best, Wander with Wonder, Bluedot)**
 - **Mike Richard, The Manual**
 - **Marika Flatt, Texas Lifestyle Magazine**
 - **Robert Isenberg, Freelance (Lonely Planet, [Explore.com](#))**

Media Relations

Media Initiatives and Activations

- **America 250: From the 1500s with Love, Pensacola & St. Augustine**
 - Followed up with the following media contacts to confirm availability for individual press trip opportunities through early next spring.
 - Gabi de la Rosa, Freelance (Chron.com, Southern Living)
 - Skye Sherman, Freelance (Travel + Leisure, Southern Living)
 - Matt Kirouac, Freelance (Thrillist, InsideHook)
 - Trudy Haywood Saunders, Freelance (Garden & Gun, Travel + Leisure)

Media Events

- **TravMedia Summit + IMM (Jan. 21 - 22) + Travel & Adventure Show (Jan. 24 - 25)**
 - Began developing invitation and media invite list for media deskside appointments with Visit Pensacola's Nicole Stacey and Lindsey Steck while in market.
 - Conducted agency review of IMM attendee list to develop recommended preferencing list for Visit Pensacola in early January.

Proactive Outreach

- **Virtual Meetings & Holiday Gifting**
 - Coordinated and attended virtual media meetings alongside Visit Pensacola's Lindsey Steck to share new and upcoming offerings in Pensacola and discuss press trip opportunities. Updated media briefing book with background information on the following journalists for meeting preparation.
 - **Trudy Haywood Saunders, Freelance (Southern Living)**
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Reactive Outreach

- **Dayvee Sutton, Broadcast Correspondent:** Pitched Pensacola for consideration for 2026 Black History Month broadcast segments.
- **Jennifer Juergens, Meetings Today:** Provided suggestions for story on top group activities to enjoy in Pensacola.
- **Kristin Braswell, TripAdvisor:** Pitched destination for stories on family travel, outdoors, national parks and Black history.
- **Tam Morales, Food 52:** Submitted Pensacola for call for pitches for new social media series called "52 Hours in..."
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Additional Activity

- Shared latest issues of MMGY's "The News Beat" media and trends newsletter on Dec. 19.
- Conducted PR status calls on Dec. 9 and 19; drafted and shared agenda and recap.
- Monitored for earned media placements.



APP

December 2025

225

Total Users

59.6%

Engagement
Rate

3.7

AVG Engagement
Time

1.7

Screen Views

KIOSK

AIRPORT

71

SESSIONS

3

SCREENS/
SESSION

2:14

AVG. DURATION

KIOSK

A1S

293

SESSIONS

3

SCREENS/
SESSION

3:40

AVG. DURATION



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VISIT PENSACOLA FY26 COVERAGE TRACKER

Date	Type	Headline	Outlet	Journalist
December 2025				
12/12/25	Online	The 14 Best US Town for Solo Travelers	InsideHook	Matt Kirouac
12/12/25	Online	Winter Is The Best Time To Visit This Florida Beach Town For Less Crowds And Crystal-Clear Waters	Southern Living	Kelsey Glennon
12/9/25	Online	The Best Beaches in the US, According to the <i>Readers' Choice Awards</i>	Condé Nast Traveler	Kat Chen
12/1/25	Online	Saltwater and Songbirds: An RV Journey Along The Gulf Coast	Go RVing	Mindy Smith
Winter 2025	Print	From Sky to Shore: Experiencing Natural Pensacola	Upstate Lake Living	Vanessa Infanzon
December Totals		5 Placements		
November 2025				
11/11/25	Online	Where to Play, Eat, and Stay on a Food-Focused Trip to Pensacola, Florida	Matador Network	Nikki Miller-Ka
11/7/25	Online	Top Travel Destinations for the 2025 Holidays Season	TODAY with Jenna & Friends	Mark Ellwood

11/7/25	Broadcast	Top Travel Destinations for the 2025 Holidays Season	TODAY with Jenna & Friends	Mark Ellwood
11/7/25	Online	4 Beach Towns That Are Even Better In November	Southern Living	Gabi De la Rosa
November Totals		4 Placements		
October 2025				
November 2025	Print	The 2025 Readers' Choice Awards	Condé Nast Traveler	Condé Nast Traveler Editors
10/7/25	Online	The Best Cities in the United States: 2025 Readers' Choice Awards	Condé Nast Traveler	Condé Nast Traveler Editors
October Totals		2 Placements		
Cumulative Annual Totals		11 Placements		

UVM/Readership /Viewership	Impressions	Ad Value	Media Impact Score	Content Theme	Resulted From
722,222	722,222	\$14,444	92	Solo Travel	Ongoing Media Relationship Previous FY Hosting
13,767,544	13,767,544	\$275,351	100	Winter Travel Destination Guide	Orlando Deskside Meeting
2,536,940	2,536,940	\$50,739	87	Best Beaches	Ongoing Media Relationship
52,909	52,909	\$1,058	92	Birding RV Travel	Proactive Outreach
10,000	25,000	\$7,196	90	Winter Travel Destination Guide	Media Hosting
17,089,615	17,104,615	\$348,788	90		
324,415	324,415	\$6,488	100	Culinary	Media Hosting
14,034,889	14,034,889	\$280,698	94	Holiday Travel	Reactive Lead

924,415	924,415	\$29,997	94 Holiday Travel	Reactive Lead Reactive Lead Ongoing Media
13,767,544	13,767,544	\$275,351	94 November Travel	Beach Towns Relationship
29,051,263	29,051,263	\$592,534	94	
724,850	1,812,125	\$12,445	87 U.S.	Best Cities in the Ongoing Media Relationship
2,866,554	2,866,554	\$57,331	87 U.S.	Best Cities in the Ongoing Media Relationship
3,591,404	4,678,679	\$69,776	87	
49,732,282	50,834,557	\$1,011,098	90	

Secured By	Partners	URL
Visit Pensacola	Blue Angels, Pearl & Horn, Atlas Oyster House, Carmen's Lunch Bar & Tapas, Lily Hall, Pensacola Little Theatre, THE PENSACOLA MUSEUM OF HISTORY, Historic Pensacola Village, Fort Pickens, Pensacola Symphony Orchestra, Pensacola Opera, Ballet Pensacola, the Saenger Theatre, the Pensacola Museum of Art, Pensacola Little Theatre, Palafox Market, Borthor Fox, Pearl & Horn, Water Pig BBQ, The Fish House, National Naval Aviation Museum, The Oyster Bay	https://www.insidehook.com/travel/best-towns-solo-travelers
MMGY Visit Pensacola	Boutique Hotel and Celestine Bed and Breakfast	https://www.southernliving.com/pensacola-fl-winter-getaway-11864604 https://www.cntraveler.com/story/the-best-beaches-in-the-us-according-to-the-readers-choice-awards
MMGY Visit Pensacola	Pensacola Beach, Mural Fest, Great Gulfcoast Arts Festival, Foo Foo Festival	https://www.gorving.com/tips-inspiration/travel-guides/saltwater-and-songbirds-rv-journey-along-gulf-coast
MMGY	Big Lagoon State Park, Uncle Sandy's Macaw Bird Park, Gulf Islands National Seashore, Pensacola Beach RV Resort	
MMGY Visit Pensacola	Fish Heads, Fairfield Inn Pensacola Beach, Flounder's Chowder House, The Grand Marlin, The Wharf Fish and Oyster Bar, Naval Air Station Pensacola, Flora-Bama Yacht Club, Gulf Islands National Seashore, Tarkiln Bayou Preserve State Park, The Wine Bar, Five Sisters Blues Cafe, Big Lagoon State Park	N/A
MMGY Visit Pensacola	Foo Foo Festival, Blue Angels, Flounder's Chowder House, Five Sisters Blues Cafe, Fairfield Inn & Suites Pensacola Beach, Lily Hall, Pearl & Horn, Bruce Beach, Blue Dot, Alga Beer Co., Lamonte Gelato, Sandshaker, The Grand Marlin, Atlas Oyster House, Odd Colony Brewing Co., Old Hickory, Brother Fox, Sister Hen, Alla Prima Coffee Roaster	https://matadornetwork.com/read/where-to-eat-in-pensacola/ https://www.today.com/video/top-holiday-travel-destinations-pensacola-montreal-more-251544645788
MMGY	Fiarfield Inn & Suites Pensacola Beach	251544645788

MMGY Fiarfield Inn & Suites Pensacola Beach <https://insight.tveyes.com/public/media-center/8625c713-6ecc-42f8-8994-c29a70230394/bbb9f8a7-8cfb-4a69-b639-544c6ab43ae9>
Foo Foo Festival, Blue Angels,
Historic Pensacola, Palafox Market, <https://www.southernliving.com/best-cities-better-in-november-11841259#toc-pensacola-florida>
Frank Brown Songwriters Festival,
MMGY Great Gulfcoast Arts Festival

MMGY | Visit Gulf Islands National Seashore,
Pensacola Chappie James Museum

MMGY | Visit Gulf Islands National Seashore, <https://www.cntraveler.com/gallery/best-cities-us>
Pensacola Chappie James Museum

VISIT PENSACOLA FY26 SYNDICATED COVERAGE

Date	Type	Headline	Outlet	Journalist
December 2025				
12/12/25	Online	Winter Is The Best Time To Visit This Florida Beach Town For Less Crowds And Crystal-Clear Waters	AOL	Kelsey Glennon
12/12/25	Online	Winter Is The Best Time To Visit This Florida Beach Town For Less Crowds And Crystal-Clear Waters	Yahoo Life!	Kelsey Glennon
12/8/25	Online	The Best Beaches in the US, According to the Readers' Choice Awards	Yahoo Life!	Kat Chen
December Totals		3 Placements		
November 2025				
11/7/25	Online	4 Beach Towns That Are Even Better In November	Yahoo! Life	Gabi De la Rosa
November Totals		1 Placement		
October 2025				
N/A				
October Totals		0 Placements		
Cumulative Annual Totals		4 Placements		

UVM/Readership /Viewership	Impressions	Ad Value	Content Theme	Resulted From
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23,631,422	23,631,422	\$472,628	Winter Travel Destination Guide	Orlando Deskside Meeting
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379,430,737	379,430,737	\$7,588,615	Winter Travel Destination Guide	Orlando Deskside Meeting
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379,430,737	379,430,737	\$7,588,615	Best Beaches	Ongoing Media Relationship
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782,492,896	782,492,896	\$15,649,858		
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379,430,737	379,430,737	\$7,588,615	Beach Towns November Travel	Reactive Lead Ongoing Media Relationship
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379,430,737	379,430,737	\$7,588,615		
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1,161,923,633	1,161,923,633	23,238,473		
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Partners	URL	Original Story Link
The Pensacola Museum of History, Historic Pensacola Village, Fort Pickens, Pensacola Symphony Orchestra, Pensacola Opera, Ballet Pensacola, the Saenger Theatre, the Pensacola Museum of Art, Pensacola Little Theatre, Palafox Market, Borthor Fox, Pearl & Horn, Water Pig BBQ, The Fish House, National Naval Aviation Museum, The Oyster Bay Boutique Hotel and Celestine Bed and Breakfast	https://www.aol.com/articles/winter-best-time-visit-florida-151000454.html?guccounter=1&gucce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xLMnVbS8&gucce_referrer_sig=AQAAACWMUXvxh-6tFFsjRDgGQ00YWOMigy0JEu-z79NK_41u52rRhUGGL4aKGWzuYwsOpOyu5AmKAFkahw6yVvk8grkvL9s_QK5uHwa0KnhvrTq3IRGVrYRvdBkFW9M2kAK9oYzc8pM6Qq_FHgxGGIa9UsL_x1pVhSYUyhnq8zGT4IU	https://www.southernliving.com/pensacola-fl-winter-getaway-11864604
The Pensacola Museum of History, Historic Pensacola Village, Fort Pickens, Pensacola Symphony Orchestra, Pensacola Opera, Ballet Pensacola, the Saenger Theatre, the Pensacola Museum of Art, Pensacola Little Theatre, Palafox Market, Borthor Fox, Pearl & Horn, Water Pig BBQ, The Fish House, National Naval Aviation Museum, The Oyster Bay Boutique Hotel and Celestine Bed and Breakfast	https://www.yahoo.com/lifestyle/articles/winter-best-time-visit-florida-151000133.html	https://www.southernliving.com/pensacola-fl-winter-getaway-11864605 https://www.cntraveler.com/story/the-best-beaches-in-the-us-according-to-the-readers-choice-awards
Pensacola Beach, Mural Fest, Great Gulfcoast Arts Festival, Foo Foo Festival	https://www.yahoo.com/lifestyle/articles/best-beaches-us-according-readers-050928790.html	https://www.southernliving.com/best-beaches-in-the-us-according-to-the-readers-choice-awards
Foo Foo Festival, Blue Angels, Historic Pensacola, Palafox Market, Frank Brown Songwriters Festival, Great Gulfcoast Arts Festival	https://www.yahoo.com/lifestyle/articles/4-beach-towns-even-better-155600698.html?guccounter=1&gucce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xLMnVbS8&gucce_referrer_sig=AQAAAFilk0t1oasxXAn4nFBjFXT5zN0zmV5hVVcfQLom5b2LQB9Vf0UzR1o-DIEHL6q36O61fUkMKKdfUd1Lu3Eprwvni2obo2BcpSMoO6XR87-4-74OBCOWPhw6y8VI-4VGPKn6kzNEWFRlasO53MddzEMcJEHKZONBWuZjF-kmbhp2	https://www.southernliving.com/best-beach-towns-better-in-november-11841259#toc-pensacola-florida

VISIT PENSACOLA FY26 SOCIAL MEDIA COVERAGE

Date	Platform	Creator	Content Description	Followers
December 2025				
N/A				
December Totals				
November 2025				
			Watch TODAY with Jenna & Friends Full Episode - November 7	
11/7/25	YouTube	Mark Ellwood		207,000
November Totals			1 Placement	
October 2025				
10/8/25	Instagram	Condé Nast Traveler	Best Cities in the U.S.	3,400,000
October Totals			1 Placement	
Cumulative Annual Totals			2 Placements	3,607,000

Content Theme	Resulted From	Partners
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Holiday Travel	Reactive Lead	Fiarfield Inn & Suites Pensacola Beach
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Best Cities in the U.S. Ongoing Media Relationship		Gulf Islands National Seashore, Chappie James Museum
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URL

https://youtu.be/VMBP-zZf_QE?si=sPJO4bMTu1fnEXIR

https://www.instagram.com/p/DPjYSVljpTk/?utm_source=ig_web_copy_link&igsh=eW5qM2JnZDFtZDd6

VISIT PENSACOLA FY26 COVERAGE TRACKER

Date	Type	Headline	Outlet	Journalist
December 2025				
12/30/25	Online	Pensacola Beach, Navarre Beach top travel magazine's list of best U.S. beaches	WEAR News 3	WEAR Staff
12/30/25	Online	Pensacola and Navarre beaches judged top 2 in U.S. by Conde Nast readers	Pensacola News Journal	Tom McLaughlin
December Totals		2 Placements		
November 2025				
N/A				
November Totals				
October 2025				
10/13/25	Online	St. Augustine, Pensacola both among best small cities in U.S.	Florida Politics	Drew Dixon
10/9/25	Online	New Orleans and a Gulf Coast beach town ranked among best 10 cities in US by Condé Nast	Nola.com	Poet Wolfe
10/8/25	Online	Pensacola named top U.S. small city by Condé Nast Traveler	Pensacola News Journal	Ashley Ferrer
10/7/25	Broadcast	Pensacola Named to Condé Nast Traveler's Readers' Choice Awards 2025 Best Cities	WEAR News ABC 3 at 6:19 a.m.	N/A
10/7/25	Online	Pensacola named one of best small cities in the U.S. by a national magazine	WKRK News 5	Theresa Grundman
10/7/25	Online	Pensacola Ranks Among America's Best Small Cities Again!	Local Pulse Pensacola	Pulse Staff
October Totals		6 Placements		
Cumulative Annual Totals		8 Placements		

UVM/Readership /Viewership	Impressions	Ad Value	Media Impact Score	Content Theme	Resulted From
742,285	742,285	\$14,846		Best Beaches	Condé Nast Traveler Readers' Choice Awards
376,354	376,354	\$7,527		Best Beaches	Condé Nast Traveler Readers' Choice Awards
1,118,639	1,118,639	\$22,373			

235,247	235,247	\$4,705		Top Cities / Best Destinations	Condé Nast Traveler Readers' Choice Awards
2,663,501	2,663,501	\$53,270		Top Cities / Best Destinations	Condé Nast Traveler Readers' Choice Awards
385,338	385,338	\$7,707		Top Cities / Best Destinations	Condé Nast Traveler Readers' Choice Awards
27,263	27,263	\$379		Top Cities / Best Destinations	Condé Nast Traveler Readers' Choice Awards
524,695	524,695	\$10,494		Top Cities / Best Destinations	Condé Nast Traveler Readers' Choice Awards
2,662	2,662	\$53		Top Cities / Best Destinations	Condé Nast Traveler Readers' Choice Awards
3,838,706	3,838,706	\$76,607			
4,957,345	4,957,345	\$98,980			

Secured By

Partners

URL

<https://weartv.com/news/local/pensacola-beach-navarre-beach-top-travel-magazines-list-of-best-us-beaches>
<https://www.pnj.com/story/news/local/pensacola/beaches/2025/12/30/pensacola-beach-and-navarre-beach-best-beaches-in-u-s-conde-nast-says/87958175007/>

<https://floridapolitics.com/archives/760433-st-augustine-pensacola-both-among-small-cities-in-u-s/>
https://www.nola.com/news/gulf-coast/gulf-coast-cities-ranking/article_89782dcb-9b8b-45ab-8a79-32eb15aa2a6e.html
<https://www.pnj.com/videos/news/2025/10/08/pensacola-top-us-small-city-conde-nast-traveler-2025-readers-choice-awards/86590015007/>

<https://www.wkrq.com/northwest-florida/escambia-county/pensacola-named-one-of-best-small-cities-in-the-u-s-by-a-national-magazine/>

<https://localpulse.com/2025/10/pensacola-ranks-among-americas-best-small-cities-again/>

VISIT PENSACOLA FY26 MEDIA HOSTING

Dates of Stay	Contact Name	Title	Outlet(s)	Anticipated Coverage
Oct. 10 -14, 2025	Jan Potter	Food Editor Freelance	Taste of the South Matador Network,	Culinary Offerings
Oct. 10 -14, 2025 Oct. 15 - 17, 2025	Nikki Miller-Ka	Writer	Gulfshore Life Extended Weekend	Culinary Offerings
Oct. 16 - 19, 2025	Kathy Barnett Taryn Shorr- McKee	Editor in Chief Freelance Writer	Getaways Midwest Living, Matador Network	Historical Offerings Destination Highlights

Trip Type	Lead Generated	Secured By	Coverage Status
Group Press Trip	Culinary Group Press Trip Outreach	MMGY	Pending
Group Press Trip	Culinary Group Press Trip Outreach	MMGY	Pending
Individual Press Trip	St. Augustine America 250 Collaboration	Visit Pensacola MMGY	Pending
Individual Press Trip	Proactive Outreach	MMGY	Pending

Placement is in Media Hot List Outlet (20 Pts) Not on Hot List, But Relevant Placement (15 pts) Not Relevant Placement (10 pts)	Coverage Type (10 Possible)	Points	Guidelines
Media Hot List	Feature Article or Broadcast Segment	10	A main story in a print or digital publication or broadcast outlet that focuses on the destination or its offerings as the primary subject of the coverage.
AAA Outlets	Roundup Inclusion or Lengthy Mention	7	Roundup inclusion, dedicated mention or smaller news item in a print or digital publication/outlet.
AARP	Brief Mention	5	Brief mention in a story
ABC News GMA			
AFAR	DMAs/Markets (10 Possible)	Points	Guidelines
Atlanta Journal Constitution Atlanta Magazine Southbound	National	10	Any national placement
Birds and Blooms	Top Origin Markets	10	Alabama, Georgia, Florida, Louisiana, Tennessee,
BizBash	Secondary Origin Markets	7	Colorado, Illinois, Mississippi, Missouri, New York,
Boating Magazine	All Other U.S. Regional Coverage	5	Placements in non-target, domestic markets
Bon Appétit			
CBS News CBS Mornings			
City Lifestyles (outlets in several key metros)	FY25 Key Messages (30 possible)	Points	
CNN	3 or More Key Messages	30	
	Priority Messages:		
	Arts & Culture		
	Attractions		
	Beaches		
	Culinary (food, dining, beverage, restaurants)		
	Family Friendly		
	Festivals & Events		
	History		
	National Seashore & State Parks		
	Nature / Wildlife Viewing / Birding		
	Outdoor Recreation (water sports, fishing, paddling, etc.)		
Coastal Living	Perdido Key	10	
	Secondary Messages:		
	Accommodations		
	Budget Friendly		
	Bars & Nightlife		
	Groups & Meetings (MICE)		
	Inclusive Traveler Audiences (Black Travelers, LBTQIA+, Hispanic Travelers, etc.)		
	Military Tourism		
	Shopping		
Condé Nast Traveler	Weddings	7	
Convention South			
	Assets / Call to Action (10 possible)	Points	
Country Living			
Cruising World	Link	5	
Delish	Photo / Video	5	
Fodor's Travel	Direct Quote Interview	4	
Food & Wine	Package/Rate/Deal	4	
Food52			
Forbes			
Fox News	Tone (10 possible)	Points	
Garden & Gun	Positive	10	
Go RVing	Neutral	5	
Good Grit	Negative	0	
Good Housekeeping			
Houstonia	PR Involvement (10 Possible)	Points	
InsideHook	Hosted / Pitched	10	
Liquor.com	Assisted / Reactive Pitch	7	
	Ongoing Relationship / Received Materials / Provide Photos or Assets	5	
Lonely Planet			
Matador Network			
Midwest Living			
National Geographic			
National Parks Traveler Magazine			
NBC News TODAY			
New Orleans Magazine			
Nola.com			
Only In Your State			

Orlando Magazine					
Outside					
Paddling Magazine					
PaperCity (Dallas + Houston)					
Parade					
Parents					
Reader's Digest					
Salt Water Sportsman					
Scary Mommy					
Scuba Diving Magazine					
Serious Eats					
Smithsonian					
Southeast Meetings + Events					
Southern Living					
Southern Travel & Lifestyles					
Sports Illustrated					
Stars and Stripes					
TASTE					
Taste of the South					
Texas Lifestyle Magazine					
The Local Palate					
The Manual					
The New York Times					
The Points Guy					
The Washington Post					
The Weather Channel					
thirsty					
Thrillist					
TIME					
Time Out					
Travel + Leisure					
Travel Noire					
TravelPulse					
U.S. News & World Report					
USA Today 10 Best Go Escape Outdoors Wire					
Veranda (Perfect Weekend)					

Visit Pensacola FY25 Performance Update

FY25 PR Performance Metric	Progress to Date	FY25 Goal
Media Impressions	50,834,557	450,000,000
Media Visits/Press Trips	4	15
Hot List Saturation	7%	30%
Media Impact Score Average	90	86

Digital Coverage Impressions* = Unique Monthly VisitorsAd Value = (UMV / 1,000) x Cost F

VISIT PENSACOLA BOARD MEETING

January 28, 2026

Sales & Services



VISIT PENSACOLA SALES & SERVICE SUMMARY

December 2025



Leads

Meeting Name	Leads	Room Nights	Delegates	Econ. Impact
Dimitrius and Associates Mock Trial	1	0	12	\$9,300.00
-	1	0	12	\$9,300.00
2026 NAPHSIS BOD Meeting	0	-13	0	\$0.00
2027 FACCC Summer Conference and Academy	1	655	200	\$312,000.00
2028 FRA Annual Meeting	1	833	250	\$555,000.00
-	2	1,475	450	\$867,000.00
-	3	1,475	462	\$876,300.00

Bookings

Meeting Name	Booked	Assist	Total	Room Nights	Delegates	Economic Impact
-	0	0	0	0	0	\$0.00

Lost Leads

N/A

Lead Room Nights & Delegates

1,475 Room Nights
14,585 YTD

462 Delegates
4,616 YTD

Booked Room Nights & Delegates

0 Room Nights
1,680 YTD

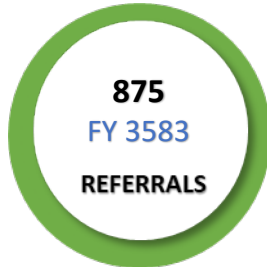
0 Delegates
424 YTD

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

December 2025



Pensacola Visitor Center

Perdido Key Visitor Center

Personal Assists:	279
Phone Assists	488
Total visitors	1274
Total Non-visitors	995
First Time Visitors	126
FY26 Total Visitors	2782
FY26 Non-Visitors	1905

Personal Assists	136
Phone Assists	56
Total Visitors	421
Total Non-Visitors	285
First Time Visitors	70
FY26 Total Visitors	1318
FY26 Non-Visitors	782
Total Guides Distributed	48
Total Guides Downloaded	72

Pensacola Beach Visitor Center

Top States

Personal Assists	2402
Phone Assists	73
Total Visitors	2948
First-Time Visitors	1478
FY26 Total Visitors	6736
FY26 Non-Visitors	929
Guides Distributed	91

- Florida
- Virginia
- S. Carolina
- Tennessee

Top Countries

- Canada
- Germany
- United Kingdom



VISIT PENSACOLA SALES & SERVICE SUMMARY

December 2025



New Partners

- Mrs. Jones

Community Outreach

- Gallery Night
- Pensacola Chamber Breakfast

Partner Activity Report

Activity	Added	Updated
Accounts	1	11
Contacts	7	16
Listing	1	10
Events	8	148

Events & Meetings

Hospitality Roundtable Luncheon
 Date: Tuesday, Jan 20th - 11:30 AM
 Location: Voices

Board Meeting
 Date: Wednesday, January 28 - 3 PM
 Location: J Earl Bowden Building

Partner Visits

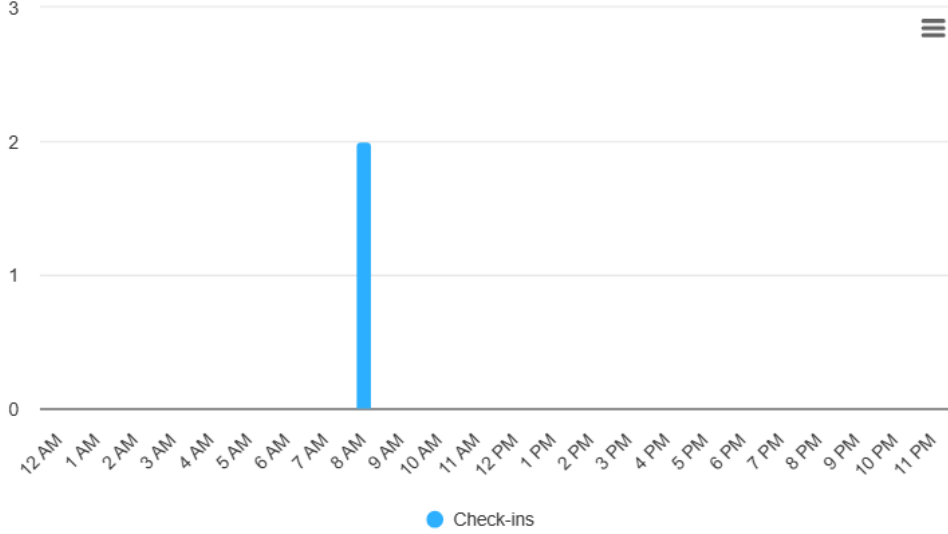
- Celebrations
- Bistology
- The Wine Bar
- Bamboo Willies
- Topsy Scoop
- Pensacola Little Theater
- O'Reilly's
- Carmen's
- Pensacola Beach Chamber
- Holiday Inn Resort
- The Hilton
- Hot Spot Charters
- Float My Boat
- Angelina's
- Residence Inn
- Pensacola Airport
- Sake Café
- Alga

Partner News

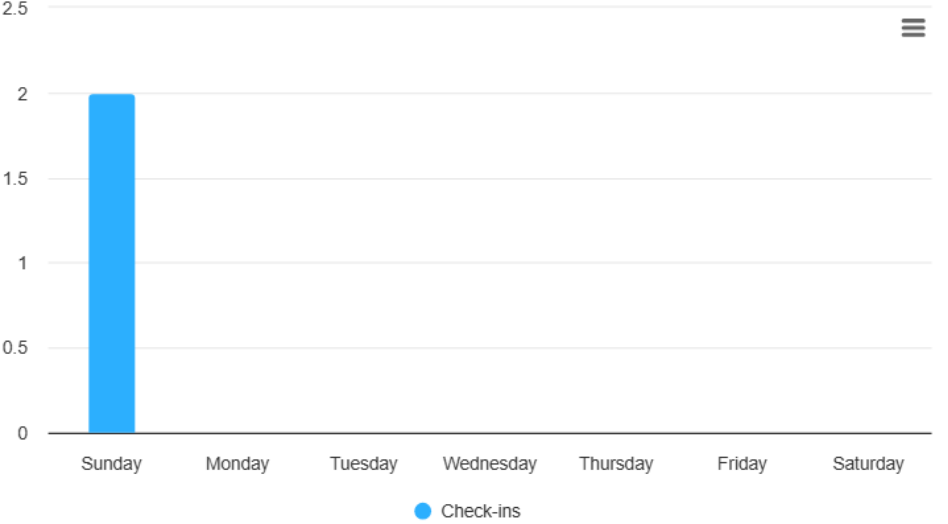
- Don't forget your partnership dues!
- NEW HRT dates have been released!

Ispy Pensacola Trail

Check-Ins by Hour



Check-Ins by Day



venue	product	qty	expense	revenue
Pelican	Check-In Quiz	1	0	0
Sailboat	Check-In Quiz	1	0	0
Total		2		0

Daily Check-Ins

0 0%

% change compares today to yesterday's check-ins

Weekly Check-Ins

0 -100%

% change shows last week up to today. First day of week is Monday

Monthly Check-Ins

0 0%

% change compares to last month up to today.

Quarterly Check-Ins

0 0%

% change compares to last full quarter.

Annual Check-Ins

0 -100%

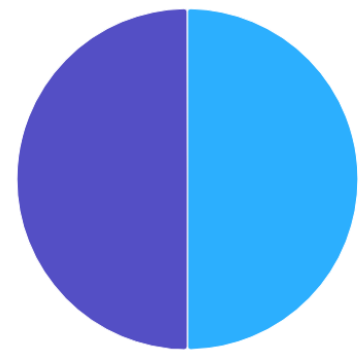
% change compares to last year up to today.

Venue Check-Ins

Name	Check-ins
Pelican	1
Sailboat	1
Total	2

Rows per page: 20 1-2 of 2 < 1 >

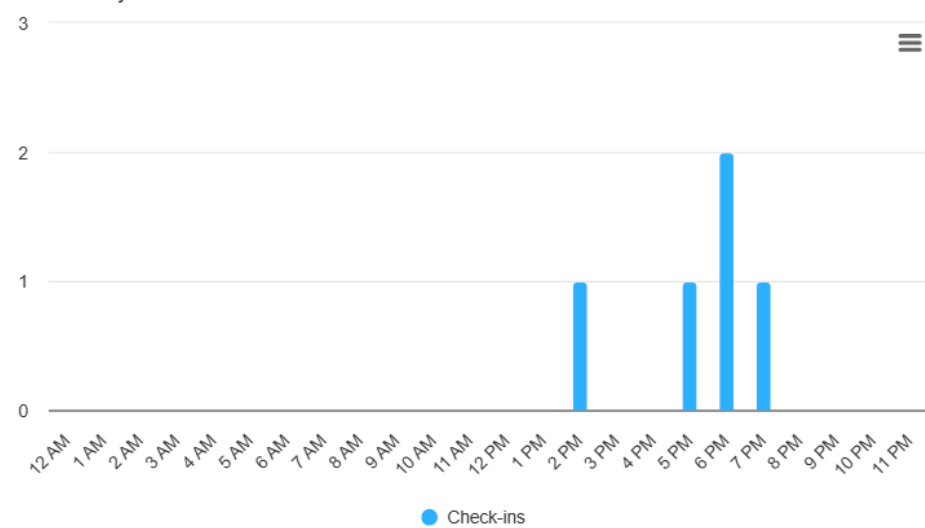
Venue Check-Ins



● Pelican ● Sailboat

Pensacola Bushwacker Trail

Check-Ins by Hour



A	B	C	D	E
venue	product	qty	expense	revenue
Flounder's Chowder House	Check-In	2	0	0
Crabs	Check-In	1	0	0
The Jellyfish - Seafood Restaurant and Bar	Check-In	1	0	0
Lillian's Pan Pizza	Check-In	1	0	0
	Total	5		0

Daily Check-Ins

0 -100%

% change compares today to yesterday's check-ins

Weekly Check-Ins

1 0%

% change shows last week up to today. First day of week is Monday

Monthly Check-Ins

1 -50%

% change compares to last month up to today.

Quarterly Check-Ins

1 0%

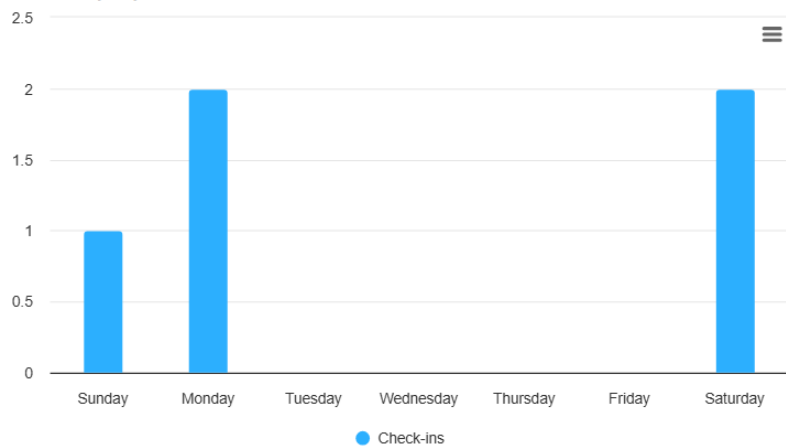
% change compares to last full quarter.

Annual Check-Ins

1 -99.74%

% change compares to last year up to today.

Check-Ins by Day

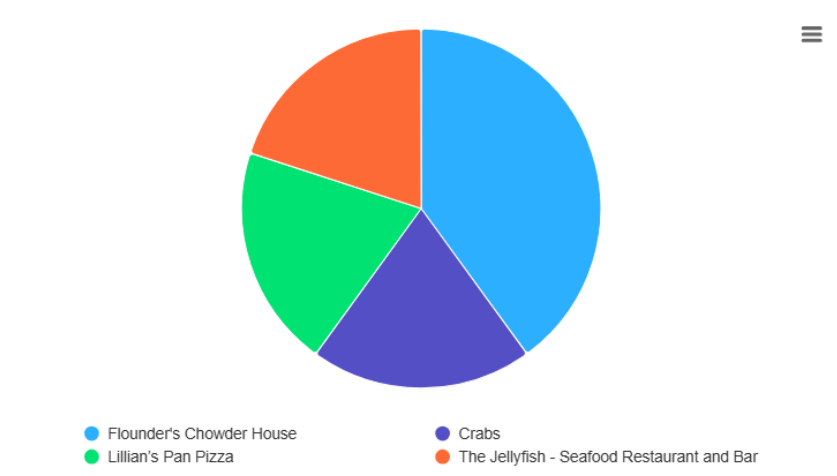


Venue Check-Ins

Name	Check-ins
Flounder's Chowder House	2
Crabs	1
Lillian's Pan Pizza	1
The Jellyfish - Seafood Restaurant and Bar	1
Total	5

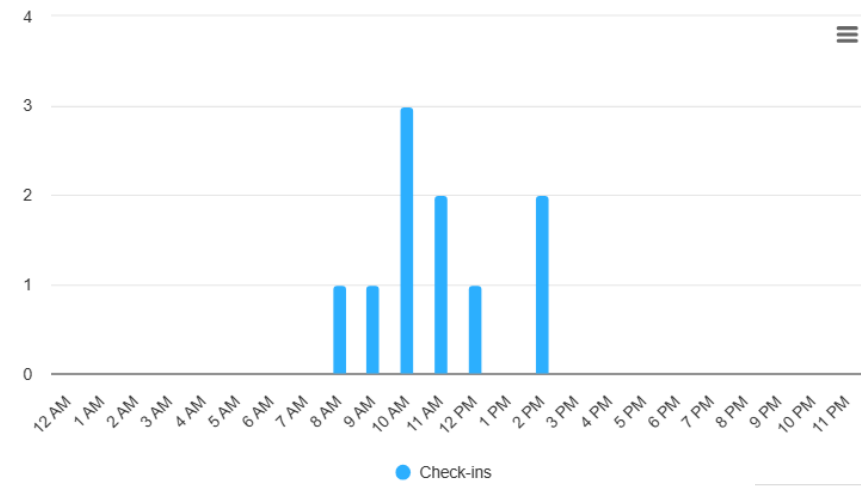
Rows per page: 20 1-4 of 4

Venue Check-Ins



Pensacola Coffee Trail

Check-Ins by Hour



venue	product	qty	expense	revenue
The Rex Cafe	Check-In	2	0	0
Jitterbug Beverage Co.	Check-In	2	0	0
Bodacious Shops	Check-In	2	0	0
Bagelheads	Check-In	1	0	0
Maker's Cafe & Espresso Bar	Check-In	1	0	0
Buzzed Brew Coffee	Check-In	1	0	0
Pacific Kava & Coffee Bar	Check-In	1	0	0
	Total	10		0

Daily Check-Ins

0

0%

% change compares today to yesterday's check-ins

Weekly Check-Ins

0

0%

% change shows last week up to today. First day of week is Monday

Monthly Check-Ins

1

-75%

% change compares to last month up to today.

Quarterly Check-Ins

1

0%

% change compares to last full quarter.

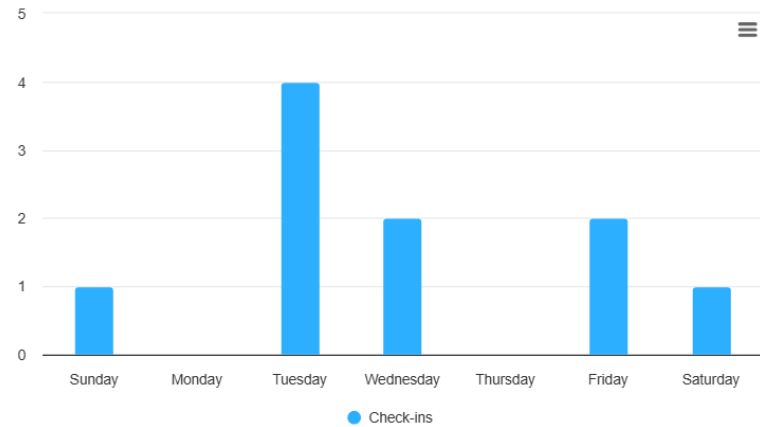
Annual Check-Ins

1

-99.7%

% change compares to last year up to today.

Check-Ins by Day

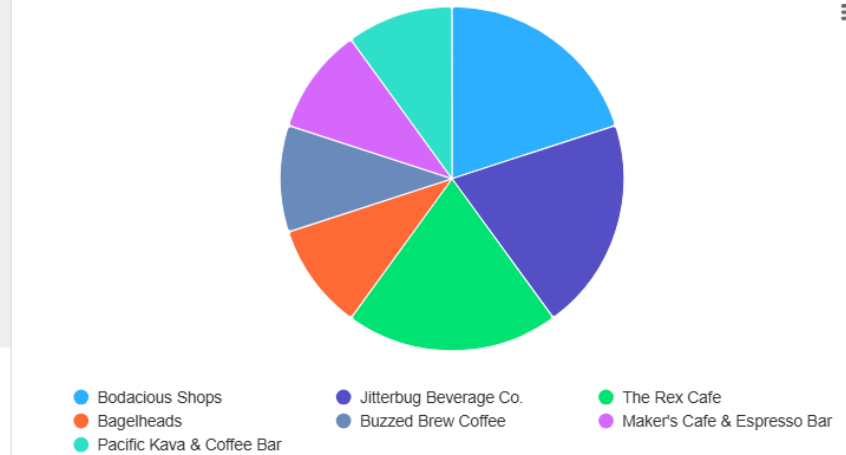


Venue Check-Ins

Export

Name	Check-ins
Bodacious Shops	2
Jitterbug Beverage Co.	2
The Rex Cafe	2
Bagelheads	1
Buzzed Brew Coffee	1
Maker's Cafe & Espresso Bar	1
Pacific Kava & Coffee Bar	1
Total	10

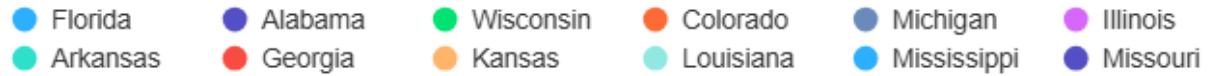
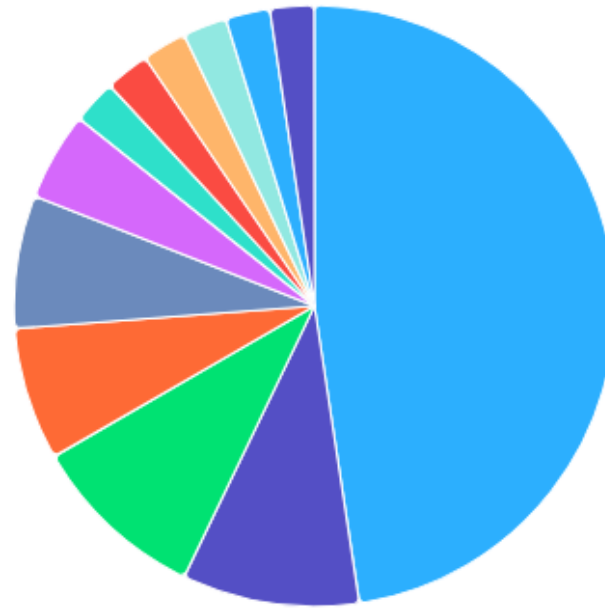
Venue Check-Ins



All Pass Geographics

Customer's State

count	redemptions	state
20	1	Florida
4	0	Alabama
4	2	Wisconsin
3	0	Colorado
3	0	Michigan
2	0	Illinois
1	0	Arkansas
1	0	Georgia
1	0	Kansas
1	0	Louisiana
1	0	Mississippi
1	0	Missouri
42	3	Total



All Pass Performance

Passes Currently Live								Export
Name	Attribute	Total	Redemptions	Avg Redemptions	Unused	Expense	Avg Expense	Revenue
Pensacola Bushwacker Trail		3	0	0.00	3	\$0.00	\$0.00	\$0.00
Pensacola Coffee Trail		1	0	0.00	1	\$0.00	\$0.00	\$0.00
Total		4	0	0.00	4	\$0.00	\$0.00	\$0.00