

VISIT PENSACOLA BOARD MEETING
November 19, 2025

Visit Pensacola Board of Directors Meeting

November 19, 2025

3:00 p.m.

Bowden Building

120 Church Street, Pensacola, FL 32502

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Board of Director Orientation
 - Sunshine Law
 - Conflict of Interest
 - Board Portal
 - Policies and Procedures
4. President/CEO Report
5. Old Business
 - a) Approval of Minutes from October 29, 2025, Board Meeting*
6. New Business
 - a) Finance Committee Monthly Report*
 - b) New Partners*
7. Marketing Update/Showcase Pensacola
8. Adjournment

** Action Item requiring board vote.*

Visit Pensacola Board of Directors Meeting Minutes

Wednesday, October 29, 2025

Sanders Beach; 913 S I Street, Pensacola, FL

Board Members Present: Dae Patel, Terry Branch, Christina Sasser, Maria Goldberg, Ali Green, Sterling Gilliam, Robin Reshard, Yash Patel

Board Members Absent: Greg Harris

Staff Members Present: Darien Schaefer, Ashley Hendrickson, Wandy Samuel

The meeting was called to order at 3:12 PM by Sterling Gilliam.

Public Comment

There was no public comment.

Old Business

Christina Sasser made a motion to approve the minutes from September 17, 2025, Board Meeting. Terry Branch seconded the motion, and it was approved unanimously.

CEO Report

Darien Schaefer walked through the latest meetings and updates of Visit Pensacola. He updated the board on the latest TDC Meeting, SS United States, Annual Meeting, Staff Activities and the next board meeting will be on November 19th.

When speaking on the research for a conference center and updating the Bay Center, Reshard wants the committee to make sure that qualitative information be taken into consideration (gas spending, restaurant spending, etc.). Gilliam agreed that there is a community component to the research.

Gilliam stated that in the future, Visit needs to be able to capture ROI on international travel.

TDT Collections – Update

Cent	Current Year vs Prior Year					
	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 2,036,647	\$ 2,052,001	-0.7%	\$ 22,048,835	\$ 22,023,172	0.1%
	-	-				
Total	\$ 2,036,647	\$ 2,052,001	-0.7%	\$ 22,048,835	\$ 22,023,172	0.1%

Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 1,631,008.28	\$ 1,515,691.84	\$ 115,316.44	7.6%
Southeast Pensacola	2,708,662.38	2,636,477.27	72,185.11	2.7%
Southcentral & Southwest Pensacola	702,810.16	903,944.46	(201,134.30)	-22.3%
Perdido Key Area	4,646,803.52	4,664,288.33	(17,484.81)	-0.4%
Northeast Pensacola	1,218,297.54	1,054,219.95	164,077.59	15.6%
North Escambia & Northwest Pensacola	1,452,712.62	1,364,346.56	88,366.06	6.5%
Pensacola Beach Area	9,688,540.70	9,884,203.13	(195,662.43)	-2.0%
Total	\$ 22,048,835.20	\$ 22,023,171.54	\$ 25,663.66	0.1%

Christina Sasser asked Schaefer if he got any clarification on the reporting. Schaefer stated that STR responded to his email saying there was no glitch in the reporting, but the reports are off.

Nominating Committee

Gilliam updated the board that Jonathan Griffith would come in for the At-large position and Maria Goldberg as the incoming Vice-Chair.

Sasser made a motion to approve the new slate of incoming directors recommended by the nominating committee. Branch seconded the motion, and it was approved unanimously.

Goldberg brought to the attention of the board that the board terms are not accurate with the Annual meeting and the expiring dates don't line up. It would need to be a bylaws change.

Sasser made a recommendation for the nominating committee to do some type of background check. Some discussion was made and council and Schaefer are looking into the best approach.

New Business

Finance Committee Report

Wandy Samuel presented the Finance Committee Monthly Report from September.

September Takeaways

- Unified financial statement reports a net loss of \$323K. VP was unable to bill the county for \$500K in expenses related to Foo Foo.

Major Highlights

- The Board of County Commissioners (BOCC) has approved the requested Unified budget totaling \$14,392,921 for Fiscal Year 2026.
- VP has applied the remaining \$375K toward the \$2M advance to satisfy the outstanding balance.

- ACE has submitted a second funding request in the amount of \$983K. Most of the expenses are related to Foo FooFoo and cannot be billed to the county until after the event.

Branch made a motion to approve the September Financials. Reshard seconded the motion, and it was approved unanimously.

Samuel went over the independent accountant's compilation report.

Goldberg made a motion to approve the Accountant's Compilation Report. Reshard seconded the motion, and it was approved unanimously.

New Partner Approval

- Pointe South Vacation Rentals
- Celebrations
- Gulf Coast Getaways Vacation Homes

Dae Patel made a motion to approve of the new partners. Reshard seconded the motion, and it was approved unanimously.

Agreement Amendment for Downs & St. Germain

This amendment extends the contract to the end of December where the RFP process will then take place.

Goldberg made a motion to extend the contract for Downs & St. Germain to December. Sasser seconded the motion, and it was approved unanimously.

The meeting was adjourned at 4:19 PM by Gilliam.

Respectfully submitted by Ashley Hendrickson, Administration Assistant and Darien Schaefer, President & CEO.

VISIT PENSACOLA BOARD MEETING
November 19, 2025

VP Financials



Visit Pensacola Financial Report October 2025

FY26 OCTOBER TAKEAWAYS:

Unified financial statement reports a net loss of \$263K. VP was unable to bill the county for some expenses while waiting for reimbursement from the county for August and September submissions.

MAJOR HIGHLIGHTS:

The Board of County Commissioners has approved the requested \$2,900,000 toward the advance.

Visit Pensacola will receive \$2,000,000 and ACE will receive \$900,000. Both amounts must be paid back by the end of the fiscal year.

FY26 ACE TDT budget is \$2,194,920. ACE's budget is all Direct Programming. ACE has yet to submit all their backups for their Foo Foo Events.

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-73% of invoiced partners have already paid their dues.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$189,159.96. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$106,990.70

VISIT PENSACOLA ONLY Month to date total Revenue = \$296,150.66

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$285,584.38

Operations \$40,112.02

Personnel \$105,292.10

VISIT PENSACOLA ONLY Month to Date total Expense = \$430,988.50

VISIT PENSACOLA Only Month to Date Net Loss = -\$134,837.84

UNIFIED Year to Date TDT revenue totaled \$189,159.96

UNIFIED Year To Date Private revenue totaled \$106,990.70

UNIFIED Year to date total Revenue = \$296,150.66

UNIFIED Year to date expense:

Direct Programming \$414,205.70

Operations \$40,112.02

Personnel \$105,992.10

UNIFIED Year to Date total Expense = \$559,609.82

UNIFIED Year to Date Net Loss = -\$263,459.16

County Submissions

* September accrual submission has been submitted to the county.

Balance Sheet

Visit Pensacola Inc
As of October 31, 2025

Distribution account	Total
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	141,904.21
1025 EFT TDT #4196	\$43,169.58
1027 EFT TDT #4196-ACE	0.00
Total for 1025 EFT TDT #4196	\$43,169.58
1030 Partner#2177	\$182,743.83
1033 PPP LOan	0.00
Total for 1030 Partner#2177	\$182,743.83
1035 Reserves #3955	20,790.52
1050 Petty Cash	115.00
Total for Bank Accounts	\$388,723.14
Accounts Receivable	
1200 Accounts Receivable	\$5,120,476.50
1200-5 Membership Receivable	1,350.00
1200-6 Ad Sales Receivable	540.00
Total for 1200 Accounts Receivable	\$5,122,366.50
Total for Accounts Receivable	\$5,122,366.50
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	32.03
1405 Prepaid Expenses	51,240.87
1410 Prepaid Insurance	5,949.17
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 October 31, 2025

	Total
Distribution account	
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
Total for Other Current Assets	\$57,222.07
Total for Current Assets	\$5,568,311.71
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	\$5,568,311.71
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	577,796.19
Total for Accounts Payable	\$577,796.19
Credit Cards	
2000 Visit Pensacola P-Card	52,416.50
2002 Regions Membership PCard	4,459.54
Total for Credit Cards	\$56,876.04
Other Current Liabilities	

Balance Sheet

Visit Pensacola Inc
As of October 31, 2025

Distribution account	Total
2500 Due to HRT	0.00
25500 Sales Tax Payable	796.13
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	400,000.00
2660 Pass through payment	0.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	1,110,329.40
2700 Unearned Revenue	2,000,480.00
2999 Salaries payable	67,866.46
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total for Other Current Liabilities	\$3,579,471.99
Total for Current Liabilities	\$4,214,144.22
Total for Liabilities	\$4,214,144.22
Equity	
32000 Unrestricted Net Assets	1,617,626.65
Net Income	-263,459.16
Total for Equity	\$1,354,167.49
Total for Liabilities and Equity	\$5,568,311.71

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES
Oct-25

	Actual	Budget	Remaining	% of Budget	% Remaining
Income					
4000 Tourism Development Tax-TDT	189,159.96	10,686,744.00	10,497,584.04	1.77%	98.23%
4001 - Tourism Development Tax-ACE		2,194,920.00	2,194,920.00	0.00%	100.00%
Total 4000 Tourism Development Tax-TDT	\$ 189,159.96	\$ 12,881,664.00	\$ 12,692,504.04	1.47%	98.53%
4100 Membership Dues	94,506.94	129,300.00	34,793.06	73.09%	26.91%
4150 Advertising Income	1,325.00	115,000.00	113,675.00	1.15%	98.85%
4400 Gifts in Kind - Goods		145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	18.32	130.00	111.68	14.09%	85.91%
4620 Interest Income	5.44	5,000.00	4,994.56	0.11%	99.89%
4640 Event Income	11,135.00	15,000.00	3,865.00	74.23%	25.77%
Total Income	\$ 296,150.66	\$ 13,291,094.00	\$ 12,994,943.34	2.23%	97.77%
Gross Profit	\$ 296,150.66	\$ 13,291,094.00	\$ 12,994,943.34	2.23%	97.77%
Expenses					
1 Direct Programming			0.00		
5090 Marketing Research	6,871.31	327,700.00	320,828.69	2.10%	97.90%
5100 Advertising/Media	485.49	453,000.00	452,514.51	0.11%	99.89%
5110 Public Relations	26,317.29	269,100.00	242,782.71	9.78%	90.22%
5120 Advertising Production	600.00	45,000.00	44,400.00	1.33%	98.67%
5130 Internet Site Production	76,155.04	463,115.00	386,959.96	16.44%	83.56%
5140 Festivals & Events Granted		100,000.00	100,000.00	0.00%	100.00%
5141 Festivals & Event Local Support		177,000.00	177,000.00	0.00%	100.00%
5142 Festival & Event Mini Grants		50,000.00	50,000.00	0.00%	100.00%
5150 Consumer Promotions	4,638.58	77,100.00	72,461.42	6.02%	93.98%
5160 Sales Promotions	1,780.47	150,500.00	148,719.53	1.18%	98.82%
5170 Brochures and Collateral		177,500.00	177,500.00	0.00%	100.00%
5180 Tradeshows	42,986.60	272,200.00	229,213.40	15.79%	84.21%
5190 Showcase		5,939,924.00	5,939,924.00	0.00%	100.00%
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	5,591.90	48,750.00	43,158.10	11.47%	88.53%
5230 Dues and Subscriptions	25,123.61	74,825.00	49,701.39	33.58%	66.42%
5400 Business Travel & Entertainment	1,975.94	121,690.00	119,714.06	1.62%	98.38%
5400-1 Disallowed Travel Expense	136.89	6,110.00	5,973.11	2.24%	97.76%
Total 5400 Business Travel & Entertainment	\$ 2,112.83	\$ 127,800.00	\$ 125,687.17	1.65%	98.35%
5500 Visitor Awareness Education	6,671.26	33,000.00	26,328.74	20.22%	79.78%
7400 ACE - DP	128,621.32	2,194,920.00	2,066,298.68	5.86%	94.14%
Total 1 Direct Programming	\$ 414,205.70	\$ 11,077,684.00	\$ 10,663,478.30	3.74%	96.26%
2 Operating Costs					
5450 Auto/ Local Travel	101.12	8,800.00	8,698.88	1.15%	98.85%
5520 Committee Expenses		2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events	14,721.41	40,120.00	25,398.59	36.69%	63.31%
5600 Building Maintenance & Repair	4,838.71	79,000.00	74,161.29	6.12%	93.88%
5610 Computer&IT Maintenance&Repair	2,713.63	35,000.00	32,286.37	7.75%	92.25%
5630 Insurance Building & Content	1,959.94	23,200.00	21,240.06	8.45%	91.55%
5640 D & O and Liability Insurance	206.58	5,000.00	4,793.42	4.13%	95.87%
5650 Audit		30,000.00	30,000.00	0.00%	100.00%
5660 Legal Services		15,000.00	15,000.00	0.00%	100.00%
5670 CPA/ Financial Services	562.50	7,200.00	6,637.50	7.81%	92.19%
5700 Postage	1,749.49	25,620.00	23,870.51	6.83%	93.17%
5710 Supplies Coffee/Sodas	246.70	7,100.00	6,853.30	3.47%	96.53%
5720 Office Supplies	408.91	12,000.00	11,591.09	3.41%	96.59%
5730 Storage and Delivery	815.13	15,420.00	14,604.87	5.29%	94.71%
5750 Rent		10.00	10.00	0.00%	100.00%
5760 Telephone Service	1,297.35	8,400.00	7,102.65	15.44%	84.56%
5766 Cell Phone	821.13	9,600.00	8,778.87	8.55%	91.45%
5770 Utilities	3,351.67	47,760.00	44,408.33	7.02%	92.98%
5780 Copier	1,816.79	9,600.00	7,783.21	18.92%	81.08%
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	170.64	1,500.00	1,329.36	11.38%	88.62%
6005 Interest Expense	1,928.83	8,000.00	6,071.17	24.11%	75.89%
6010 Credit Card Processing Fee	1,605.36	6,000.00	4,394.64	26.76%	73.24%
6500 Taxes	796.13	2,500.00	1,703.87	31.85%	68.15%
6940 In Kind Expense		145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 40,112.02	\$ 568,830.00	\$ 528,717.98	7.05%	92.95%
3 Personnel Costs					
5800 Salaries	92,748.00	1,311,260.00	1,218,512.00	7.07%	92.93%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5810 Commissions	0.00	28,500.00	28,500.00	0.00%	100.00%
5830 Auto	395.61	6,020.00	5,624.39	6.57%	93.43%
5840 401K Contribution Match	3,030.69	55,000.00	51,969.31	5.51%	94.49%
5850 Employee Insurance	-1,109.57	112,600.00	113,709.57	-0.99%	100.99%
5870 Drug Testing	37.49	400.00	362.51	9.37%	90.63%
5880 Payroll Expense	10,189.88	124,000.00	113,810.12	8.22%	91.78%
5890 Staff Education		6,800.00	6,800.00	0.00%	100.00%
Total 3 Personnel Costs	\$ 105,292.10	\$ 1,644,580.00	\$ 1,539,287.90	6.40%	93.60%
Total Expenses	\$ 559,609.82	\$ 13,291,094.00	\$ 12,731,484.18	4.21%	95.79%
Net Operating Income	-\$ 263,459.16	\$ 0.00	\$ 263,459.16		
Net Income	-\$ 263,459.16	\$ 0.00	\$ 263,459.16		
Net Income	-\$ 263,459.16	\$ 0.00	\$ 263,459.16		

VISIT PENSACOLA UNIFIED ALL SOURCES YEAR OVER YEAR

FORM G

	ACE	HRT	Membership/ Partnership	TDT	TOTAL	Annual Budget Unified	Remaining of Budget	% Remaining of Budget	Current YTD Notes	Previous Yr.'s YTD	Diff in Yrs. FY26 to FY25	Notes
	A	B	C	F	A+B+C+D+E+F=G	H	G-H=I	J	K	N	G-N=O	
Ordinary Income/Exp Income												
4640 · Event Income		910.00	10,225.00		11,135.00	15,000.00	3,865.00	26%		6,844.00	4,291.00	
4000 · Tourism Development Tax- TDT				189,159.96	189,159.96	10,686,744.00	10,497,584.04	98%		3,062,500.00	(2,873,340.04)	
4001 · Tourism Development Tax- ACE					0.00	2,194,920.00						
4050 · TDT Supplemental					0.00		-	#DIV/0!			0.00	
4100 · Membership Dues			94,506.94		94,506.94	129,300.00	34,793.06	27%		102,856.93	(8,349.99)	
4150 · Advertising Income			1,325.00		1,325.00	115,000.00	113,675.00	99%		4,955.00	(3,630.00)	
4300 · Consignment Sales			0.00		0.00		-	#DIV/0!		-	0.00	
4620 · Interest Income			5.44		5.44	5,000.00	4,994.56	100%		46.76	(41.32)	
4400 · Gifts in Kind - Goods			0.00		0.00	145,000.00	145,000.00	100%		-	0.00	
4600 · Misc. Income			18.32		18.32	130.00	111.68	86%		175.56	(157.24)	
Total Income	0.00	910.00	106,080.70	189,159.96	296,150.66	13,291,094.00	10,800,023.34	81%		3,177,378.25	(2,881,227.59)	
Gross Profit	0.00	910.00	106,080.70	189,159.96	296,150.66	13,291,094.00	10,800,023.34					
Expense												
1 · Direct Programming	128,621.32	2,162.96	6,733.75	276,687.67	414,205.70	11,077,684.00	10,663,478.30	96%		209,100.54	205,105.16	
2 · Operating Costs		30.67	16,122.29	23,959.06	40,112.02	568,830.00	528,717.98	93%		23,881.02	16,231.00	
3 · Personnel Costs			26.75	105,265.35	105,292.10	1,644,580.00	1,539,287.90	94%		88,378.02	16,914.08	
Total Expense	128,621.32	2,193.63	22,882.79	405,912.08	559,609.82	13,291,094.00	12,731,484.18	96%		321,359.58	238,250.24	
Net Ordinary Income	-128,621.32	-1,283.63	83,197.91	-216,752.12	-263,459.16	0.00				2,856,018.67		
Net Income	-128,621.32	-1,283.63	83,197.91	-216,752.12	-263,459.16	0.00				2,856,018.67		

**Fund 108 - Revenue Trends
Analytical Review
As of November 18, 2025**



	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	195,062	-87.7%	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614
December	-	-100.0%	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952
January	-	-100.0%	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>1,776,126</u>	-92.0%	<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	710,450		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
3rd Cent	355,225		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
4th Cent	355,225		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
5th Cent	355,225		4,422,808		4,402,898		4,316,494		-		-
	<u>1,776,126</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):

TO: BOARD OF COUNTY COMMISSIONERS
Package of Board Meeting

FROM: Shannon Suarez
RE: TDT - Monthly Reconciliation
DATE: 11/6/2025

Attached is the BCC Recommendation for monthly TDT Collections, to be signed by Pam Childers, a copy of TDT End of Month Reconciliation of **September 2025** returns received in the month of **October 2025**.

Package includes:

- (A) TDT Memo for BCC Recommendation for monthly Tourist Development Tax.
- (B) Five Percent Tourist Development Tax Collection Data – TDT Year to Year Comparison.
- (C) Five Percent Tourist Development Tax Collection Data Fiscal Year 2026 – 2025 Geographic Area Table.
- (D) Five Percent Tourist Tax Dollars Collected.



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: November 6, 2025

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 September 2025 returns received in the month of October 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in October 2025 were \$1,573,795 compared to \$1,655,729 in October 2024. A comparison of October 2025 to October 2024 is a 4.9% decrease.
- Year-to-date collections for FY2026 is \$1,573,795 compared to \$1,655,729 for FY2025.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	\$ 1,573,795	\$ 1,655,729	-4.9%	\$ 1,573,795	\$ 1,655,729	-4.9%
	-	-				
Total	\$ 1,573,795	\$ 1,655,729	-4.9%	\$ 1,573,795	\$ 1,655,729	-4.9%

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



Year-To-Date Collections				
Geographic Area	Fiscal Year 2026 YTD Collected	Fiscal Year 2025 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 119,756.42	\$ 134,410.77	\$ (14,654.35)	-10.9%
Southeast Pensacola	184,600.75	188,725.53	(4,124.78)	-2.2%
Southcentral & Southwest Pensacola	46,666.50	57,487.05	(10,820.55)	-18.8%
Perdido Key Area	309,642.53	329,206.47	(19,563.94)	-5.9%
Northeast Pensacola	82,321.31	89,220.75	(6,899.44)	-7.7%
North Escambia & Northwest Pensacola	92,661.22	125,052.59	(32,391.37)	-25.9%
Pensacola Beach Area	738,146.39	731,625.87	6,520.52	0.9%
Total	\$ 1,573,795.12	\$ 1,655,729.03	\$ (81,933.91)	-4.9%

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 October 31, 2025



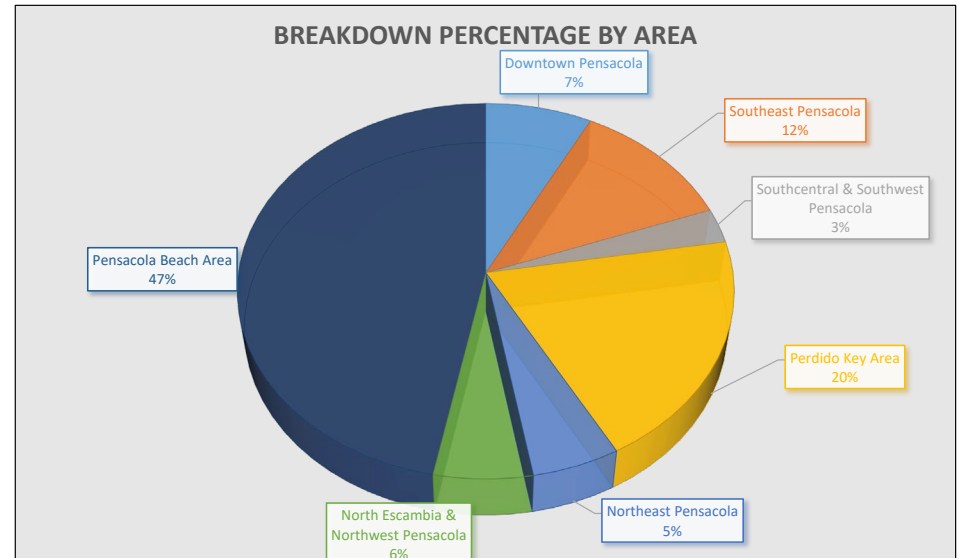
Fiscal Year 2026														
Geographic Area	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Area Total	% of Total
Downtown Pensacola	\$ 119,756.42	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 119,756.42	7.6%
Southeast Pensacola	184,600.75	-	-	-	-	-	-	-	-	-	-	-	184,600.75	11.7%
Southcentral & Southwest Pensacola	46,666.50	-	-	-	-	-	-	-	-	-	-	-	46,666.50	3.0%
Perdido Key Area	309,642.53	-	-	-	-	-	-	-	-	-	-	-	309,642.53	19.7%
Northeast Pensacola	82,321.31	-	-	-	-	-	-	-	-	-	-	-	82,321.31	5.2%
North Escambia & Northwest Pensacola	92,661.22	-	-	-	-	-	-	-	-	-	-	-	92,661.22	5.9%
Pensacola Beach Area	738,146.39	-	-	-	-	-	-	-	-	-	-	-	738,146.39	46.9%
Total	\$ 1,573,795.12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,573,795.12	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
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
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	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area



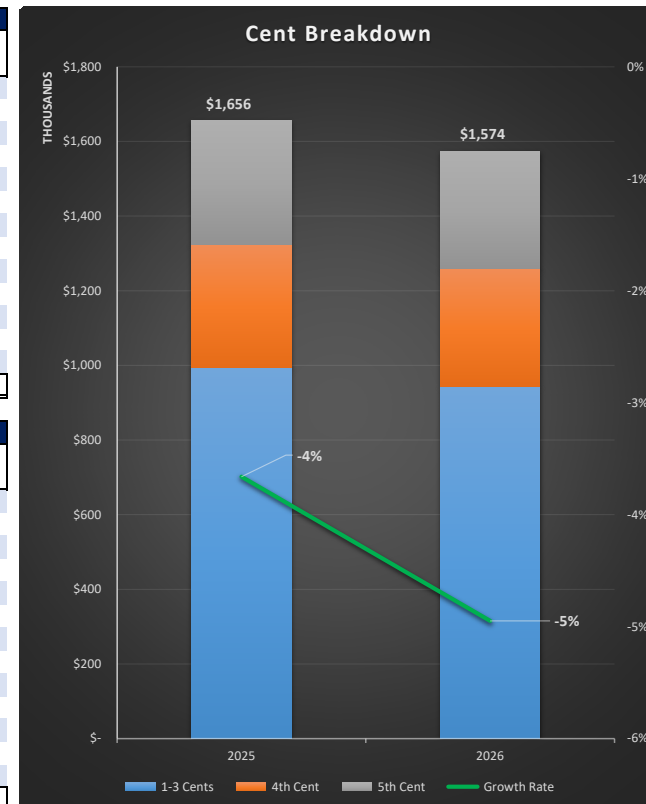
Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2026
As of October 31, 2025



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	-
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	-
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	\$ 944,277.07

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	-
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	-
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	\$ 314,759.02

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	-
DEC	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48	-
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	\$ 314,759.02



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	-	1,576,682.88	(1,576,682.88)	Pending
DEC	-	1,004,212.39	(1,004,212.39)	Pending
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	\$ 1,573,795.12	\$ 22,048,835.20	\$ (20,475,040.08)	-92.9%

*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

Date Created: Nov 17, 2025

Visit Pensacola

For the Month of October 2025



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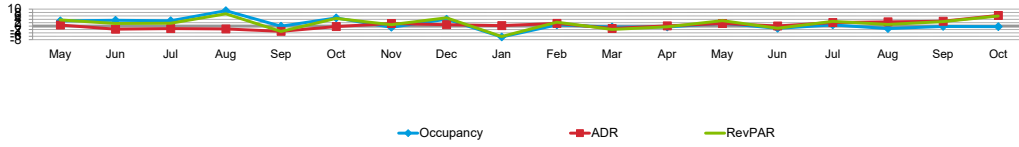
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Tab 2 - Trend Escambia Co + Zip 32561+

Currency: USD - US Dollar

Visit Pensacola
For the Month of October 2025

Monthly Percent Change



Occupancy (%)	2024												2025											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	71.5	76.2	74.9	66.7	60.5	64.0	53.4	48.0	44.5	58.1	68.1	67.1	72.7	75.2	75.4	65.7	60.4	63.7						
Last Year	69.4	73.7	72.6	61.1	60.6	61.0	53.8	46.1	47.5	57.7	68.5	67.5	71.5	76.2	74.9	66.7	60.5	64.0						
Percent Change	3.0	3.4	3.1	9.1	-0.1	4.8	-0.7	4.0	-6.4	0.7	-0.6	-0.6	1.7	-1.4	0.7	-1.5	-0.2	-0.3						

ADR	2024												2025											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	159.20	180.29	192.74	141.27	131.82	127.76	114.14	103.66	98.01	109.98	139.55	146.77	161.59	180.40	196.76	144.85	135.57	135.80						
Last Year	158.27	183.60	195.56	143.70	136.03	128.10	112.42	102.72	97.74	108.28	141.51	146.60	159.20	180.29	192.74	141.27	131.82	127.76						
Percent Change	0.6	-1.8	-1.4	-1.7	-3.1	-0.3	1.5	0.8	0.3	1.6	-1.4	0.1	1.5	0.1	2.1	2.5	2.8	6.3						

RevPAR	2024												2025											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	113.89	137.37	144.39	94.17	79.78	81.71	60.95	49.68	43.59	63.93	95.00	98.44	117.53	135.60	148.42	95.10	81.88	86.56						
Last Year	109.88	135.31	142.04	87.82	82.39	78.18	60.43	47.38	46.44	62.49	96.88	98.89	113.89	137.37	144.39	94.17	79.78	81.71						
Percent Change	3.6	1.5	1.7	7.2	-3.2	4.5	0.9	4.9	-6.2	2.3	-1.9	-0.4	3.2	-1.3	2.8	1.0	2.6	5.9						

Supply	2024												2025											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	261,888	256,050	267,809	271,653	262,890	271,653	264,210	275,435	275,435	248,780	275,435	266,550	275,435	266,550	275,435	278,473	267,210	276,117						
Last Year	248,899	251,700	260,090	263,252	254,760	263,252	254,760	263,252	263,252	237,776	258,354	250,020	261,888	250,020	261,888	267,809	271,653	262,890						
Percent Change	5.2	1.7	3.0	3.2	3.2	3.2	3.7	4.6	4.6	4.6	6.6	6.6	6.6	6.6	5.2	4.1	2.8	1.6						

Demand	2024												2025											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	187,342	195,097	200,622	181,079	159,107	173,737	141,072	132,142	122,495	144,605	187,515	178,785	200,328	200,349	207,760	182,838	161,398	175,997						
Last Year	172,806	185,497	188,907	160,886	154,301	160,661	136,948	121,416	125,100	137,223	176,877	168,648	187,342	195,097	200,622	181,079	159,107	173,737						
Percent Change	8.4	5.2	6.2	12.6	3.1	8.1	3.0	8.8	-2.1	5.4	6.0	6.0	6.9	2.7	3.6	1.0	1.4	1.3						

Revenue	2024												2025											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	29,825,533	35,173,833	38,668,493	25,581,912	20,974,224	22,197,279	16,102,519	13,684,027	12,005,552	15,904,359	26,167,165	26,240,444	32,371,741	36,143,688	40,878,714	26,483,753	21,880,405	23,900,752						
Last Year	27,349,363	34,056,788	36,943,140	23,119,025	20,990,282	20,580,486	15,395,138	12,471,679	12,226,685	14,858,087	25,030,197	24,723,435	29,825,533	35,173,833	38,668,493	25,581,912	20,974,224	22,197,279						
Percent Change	9.1	3.3	4.7	10.7	-0.1	7.9	4.6	9.7	-1.8	7.0	4.5	6.1	8.5	2.8	5.7	3.5	4.3	7.7						

Census %	2024												2025											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
Census Props	93	94	95	96	96	96	96	97	97	97	97	97	97	97	97	98	96	96						
Census Rooms	8448	8535	8639	8763	8763	8763	8807	8885	8885	8885	8885	8885	8885	8885	8885	8983	8907	8907						
% Rooms Participants	80.4	79.6	79.5	79.7	80.2	80.2	81.2	80.5	80.5	80.5	80.5	80.5	80.5	80.5	80.5	79.6	81.4	79.6						

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Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola

For the month of: October 2025

	Current Month - October 2025 vs October 2024												Year to Date - October 2025 vs October 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	73.6	76.5	149.71	144.50	110.19	110.48	-3.7	3.6	-0.3	-2.9	-2.6	-6.3	73.6	75.5	158.44	158.54	116.67	119.70	-2.5	-0.1	-2.5	-3.0	-0.5	-3.0	8	5	595	509
Airport+	59.5	65.4	102.74	110.40	61.15	72.18	-9.0	-6.9	-15.3	-11.1	4.9	-4.5	66.2	68.8	116.63	121.92	77.27	83.85	-3.7	-4.3	-7.9	-6.5	1.5	-2.2	22	18	2096	1803
Pine Forest+	50.3	55.6	70.39	78.72	35.41	43.80	-9.6	-10.6	-19.1	-15.4	4.6	-5.4	53.7	57.0	79.42	81.71	42.61	46.57	-5.9	-2.8	-8.5	-1.4	7.7	1.4	17	9	1406	889
Westside/Perdido+	58.7	54.0	88.78	101.40	52.14	54.71	8.8	-12.4	-4.7	-4.7	0.0	8.8	57.3	56.9	103.67	110.17	59.45	62.72	0.7	-5.9	-5.2	3.4	9.0	9.8	22	16	1491	1308
PNS Beach+	77.8	72.8	234.08	190.95	182.13	139.07	6.8	22.6	31.0	31.0	0.0	6.8	75.1	72.0	258.05	236.29	193.83	170.21	4.3	9.2	13.9	13.9	0.0	4.3	15	11	2108	1579
UWF+	63.5	61.4	85.59	95.14	54.34	58.42	3.4	-10.0	-7.0	-7.0	0.0	3.4	65.0	62.9	95.30	101.72	61.93	63.99	3.3	-6.3	-3.2	4.4	7.9	11.4	12	9	1211	1001

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Tab 5 - Multi-Seg Raw Zip Codes+: Visit Pensacola

Currency: USD - US Dollar

Visit Pensacola

For the Month of October 2025

	Current Month - October 2025 vs October 2024									Year to Date - October 2025 vs October 2024								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg
Downtown+	18,445	18,941	-2.6	13,576	14,482	-6.3	2,032,480	2,092,632	-2.9	184,768	185,744	-0.5	136,057	140,246	-3.0	21,557,240	22,234,197	-3.0
Airport+	64,976	61,938	4.9	38,671	40,494	-4.5	3,973,034	4,470,505	-11.1	616,408	607,392	1.5	408,355	417,738	-2.2	47,627,006	50,930,388	-6.5
Pine Forest+	43,586	41,664	4.6	21,928	23,182	-5.4	1,543,563	1,824,967	-15.4	442,004	410,346	7.7	237,159	233,865	1.4	18,834,110	19,108,154	-1.4
Westside/Perdido+	46,221	46,221	0.0	27,143	24,937	8.8	2,409,733	2,528,555	-4.7	453,264	415,704	9.0	259,915	236,653	9.8	26,946,183	26,071,586	3.4
PNS Beach+	65,348	65,348	0.0	50,846	47,592	6.8	11,902,096	9,087,640	31.0	640,832	640,832	0.0	481,362	461,621	4.3	124,214,672	109,075,309	13.9
UWF+	37,541	37,541	0.0	23,833	23,050	3.4	2,039,845	2,192,981	-7.0	368,144	341,327	7.9	239,222	214,709	11.4	22,797,361	21,840,045	4.4

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola

For the month of: October 2025

	Current Month - October 2025 vs October 2024												Year to Date - October 2025 vs October 2024												Participation				
	Occ %		ADR		RevPAR		Percent Change from October 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms		
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
Bay County, FL	61.6	65.6	125.91	119.62	77.56	78.46	-6.1	5.3	-1.1	-0.9	0.3	-5.8																	
Baldwin County, AL	65.2	65.8	153.48	151.78	100.04	99.85	-0.9	1.1	0.2	5.5	5.3	4.4	64.2	64.6	170.28	169.31	109.24	109.43	-0.7	0.6	-0.2	2.1	2.3	-0.6	-0.4	124	62	11075	6496
Okaloosa County, FL	57.5	61.4	152.50	141.00	87.69	86.54	-6.3	8.2	1.3	2.5	1.2	-5.2	63.2	64.0	175.25	171.01	110.71	109.39	-1.2	2.5	1.2	4.0	2.7	1.5	74	56	7245	5606	
Walton County, FL	53.3	56.2	198.13	177.46	105.68	99.68	-5.0	11.6	6.0	12.4	6.0	0.6	57.8	58.8	224.34	212.77	129.56	125.04	-1.7	5.4	3.6	3.9	0.3	-1.4	92	63	8770	6037	
St Johns County, FL	54.7	57.2	159.13	152.81	87.08	87.45	-4.4	4.1	-0.4	1.6	2.0	-2.4	62.7	63.4	169.95	171.56	106.48	108.84	-1.2	-0.9	-2.2	-1.4	0.8	-0.4	41	25	4496	3731	
Sarasota County, FL	57.5	72.4	193.36	167.51	111.13	121.23	-20.6	15.4	-8.3	-11.4	-3.3	-23.2	67.5	68.5	232.65	209.62	156.98	143.64	-1.5	11.0	9.3	7.4	-1.7	-3.2	106	57	7303	5576	
																										110	52	7152	5748

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Tab 7 - Multi-Seg Raw Comp Set+: Visit Pensacola

Currency: USD - US Dollar

Visit Pensacola

For the Month of October 2025

	Current Month - October 2025 vs October 2024									Year to Date - October 2025 vs October 2024								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg
Bay County, FL	343,325	342,364	0.3	211,494	224,562	-5.8	26,629,261	26,863,169	-0.9	3,358,485	3,379,326	-0.6	2,164,655	2,174,206	-0.4	319,196,155	311,943,986	2.3
Baldwin County, AL	224,595	213,249	5.3	146,394	140,289	4.4	22,468,274	21,292,808	5.5	2,136,495	2,088,856	2.3	1,370,583	1,350,074	1.5	233,382,895	228,576,340	2.1
Okaloosa County, FL	271,870	268,739	1.2	156,327	164,935	-5.2	23,839,781	23,256,296	2.5	2,655,135	2,584,121	2.7	1,677,399	1,652,970	1.5	293,962,060	282,677,729	4.0
Walton County, FL	139,376	131,502	6.0	74,344	73,864	0.6	14,729,649	13,107,725	12.4	1,293,228	1,289,568	0.3	746,880	757,851	-1.4	167,556,683	161,248,510	3.9
St Johns County, FL	226,393	221,929	2.0	123,891	127,002	-2.4	19,715,351	19,406,839	1.6	2,197,244	2,179,630	0.8	1,376,735	1,382,720	-0.4	233,970,498	237,223,634	-1.4
Sarasota County, FL	221,712	229,307	-3.3	127,429	165,951	-23.2	24,639,852	27,798,874	-11.4	2,203,572	2,241,232	-1.7	1,486,857	1,535,769	-3.2	345,913,712	321,931,693	7.4

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How can we assist you?

Glossary:

For all STR definitions, please visit 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.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.

VISIT PENSACOLA BOARD MEETING

November 19, 2025

Research

VISIT PENSACOLA

MONTHLY DASHBOARD

OCTOBER 2025

By Downs & St. Germain Research



VISITOR SUMMARY – OCTOBER 2025¹

Compared to October 2024, in October 2025...

- » Visitor numbers increased by **+2.6%**.
- » Hotel occupancy was down **-0.3%** and ADR was up **+6.3%**, resulting in a RevPAR that was up **+5.9%**.
- » Hotel room nights were up **+1.3%**.
- » Vacation rental room nights were up **+13.3%** primarily due to the **+13.2%** increase in units.
- » Top markets for this month were **Mobile, New Orleans, 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.



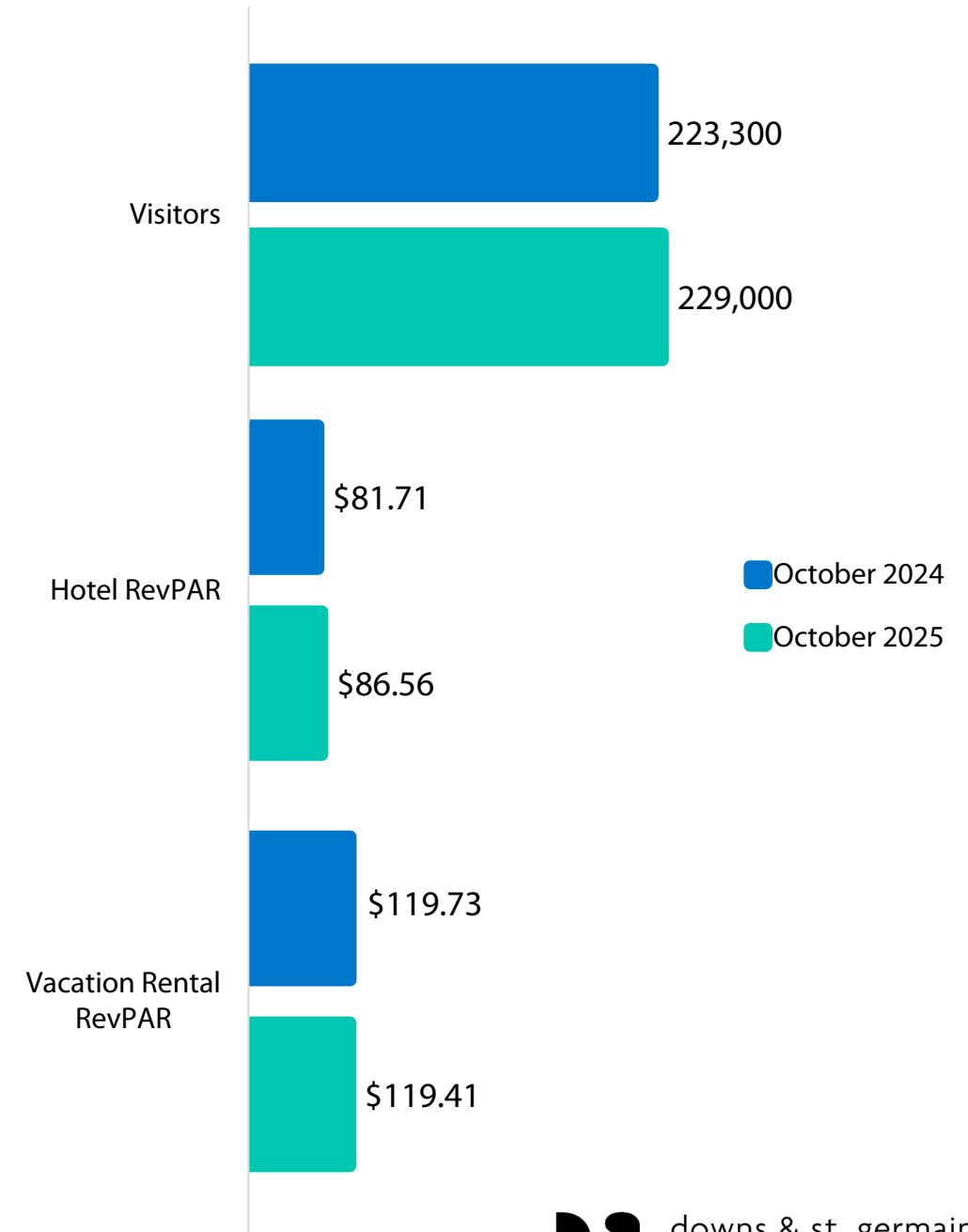
¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – OCTOBER 2025

Visitor Statistics	October 2024	October 2025	% Change
Visitors ²	223,300	229,000	+2.6%
Airline Passengers ³	263,626	-	-

Hotel Statistics ⁴	October 2024 ¹	October 2025	% Change
Occupancy	64.0%	63.7%	-0.3%
Room Rates	\$127.76	\$135.80	+6.3%
RevPAR	\$81.71	\$86.56	+5.9%
Room Nights	173,737	175,997	+1.3%

Vacation Rental Statistics ⁵	October 2024 ¹	October 2025	% Change
Occupancy	53.2%	53.3%	+0.1%
Room Rates	\$224.89	\$224.06	-0.4%
RevPAR	\$119.73	\$119.41	-0.3%
Room Nights	36,359	41,186	+13.3%
Unit Revenue (Nightly)	\$6,338,705	\$6,635,887	+4.7%



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.

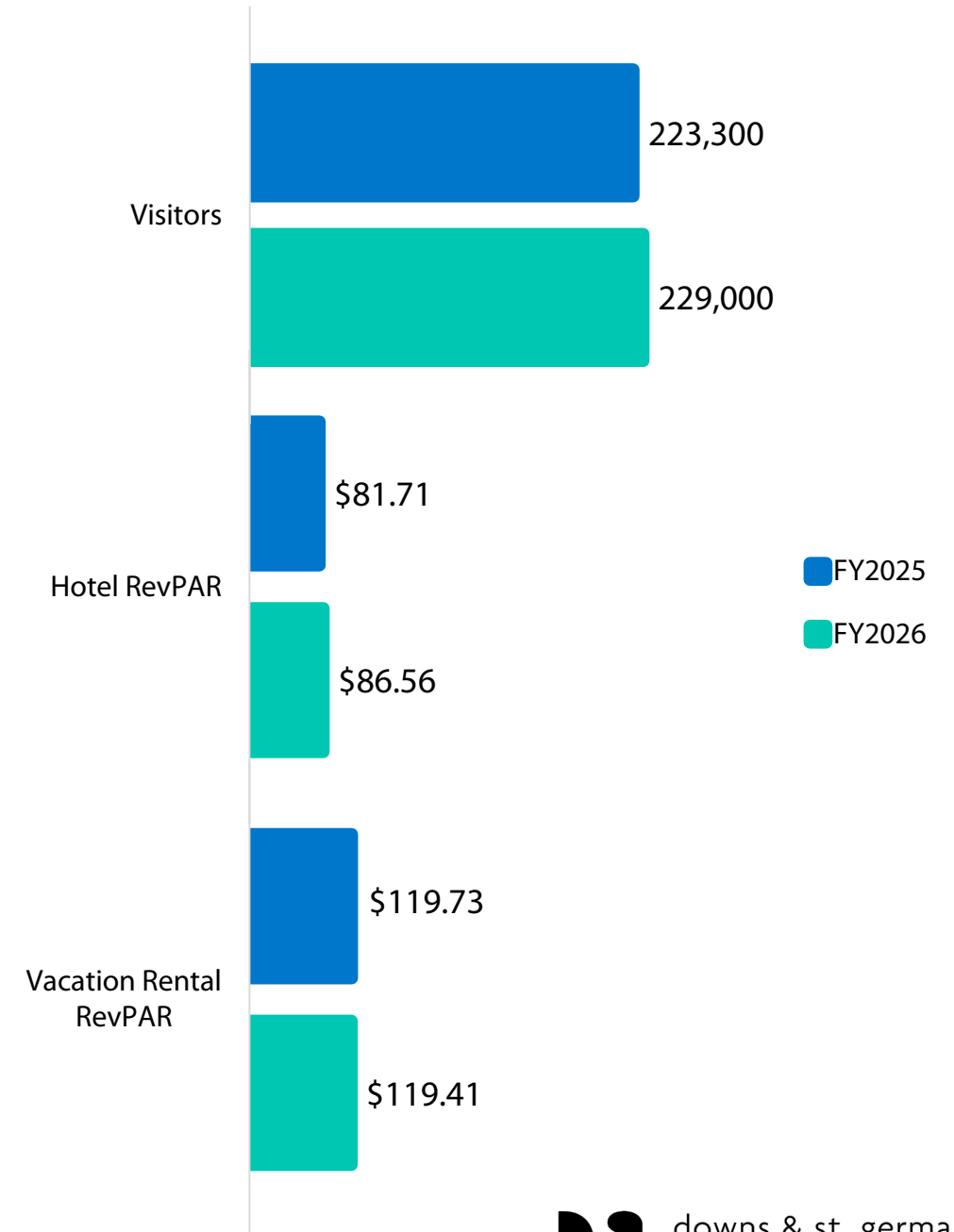
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2026 (OCT 2025)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	223,300	229,000	+2.6%
Airline Passengers ³	263,626	-	-

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	64.0%	63.7%	-0.3%
Room Rates	\$127.76	\$135.80	+6.3%
RevPAR	\$81.71	\$86.56	+5.9%
Room Nights	173,737	175,997	+1.3%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	53.2%	53.3%	+0.1%
Room Rates	\$224.89	\$224.06	-0.4%
RevPAR	\$119.73	\$119.41	-0.3%
Room Nights	36,359	41,186	+13.3%
Unit Revenue (Nightly)	\$6,338,705	\$6,635,887	+4.7%



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 – OCTOBER 2025

TOP VISITOR ORIGIN MARKETS		
Markets	October 2024	October 2025 ¹
Mobile ²	16%	17%
New Orleans	3%	3%
Atlanta	4%	3%
Birmingham	3%	3%
Nashville	4%	2%
Houston	2%	2%
Dallas – Fort Worth	2%	2%
Panama City	1%	2%

¹ Sources: Zartico and Visitor Tracking Study.

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

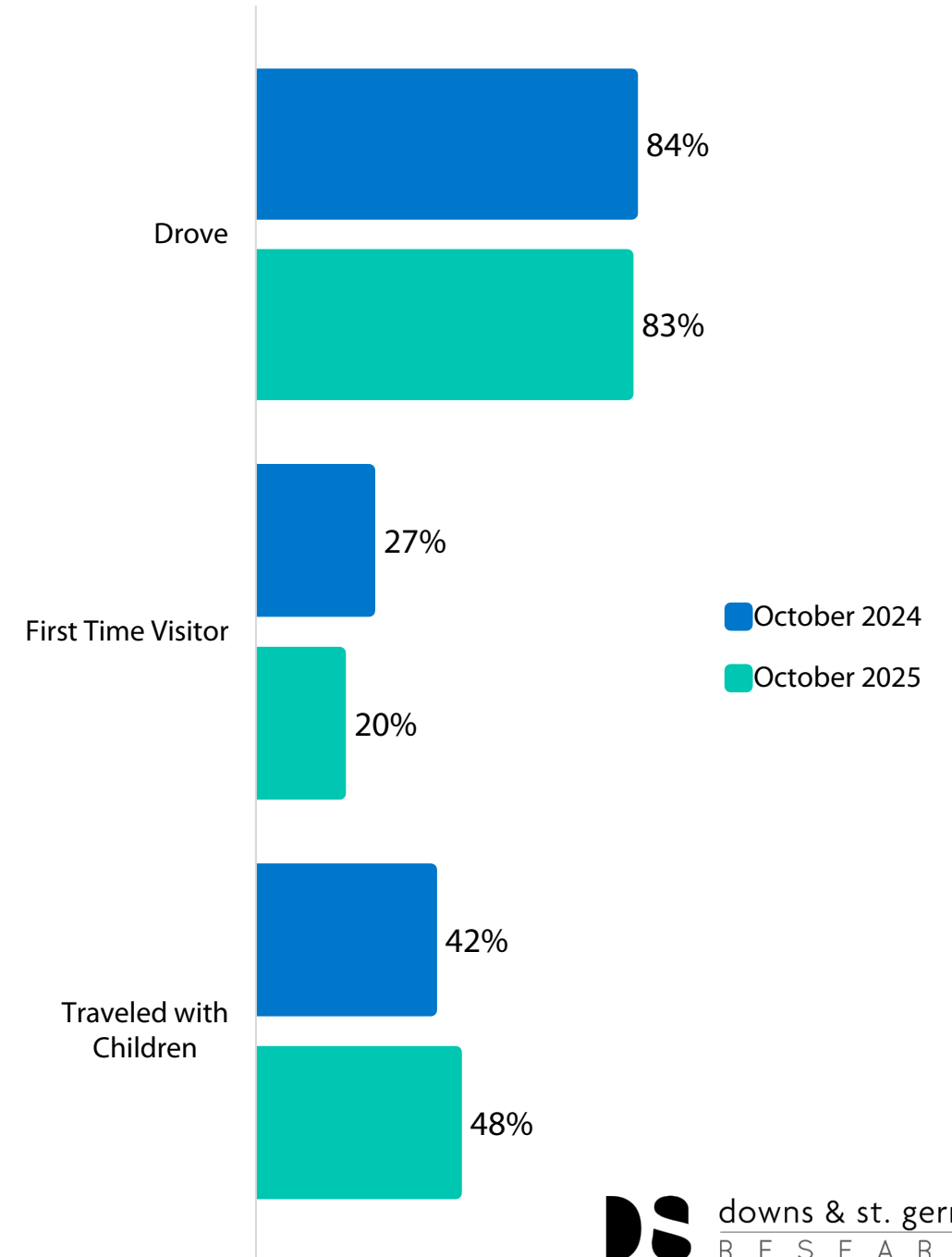
PENSACOLA DASHBOARD – OCTOBER 2025

October Visitors	2024	2025
Stayed in paid accommodations	54%	53%
Drove	84%	83%
Length of stay ¹	5.1	4.5
Will recommend	96%	97%
First time visitor	27%	20%

October Visitors	2024	2025
Median Age	45	44
Gender (Female) ²	64%	62%
Household Income	\$88,100	\$83,000
Travel party size ¹	2.9	2.5
Traveled with Children	42%	48%

¹ Visitors staying in Paid Accommodations.

² May be influenced by visitor's willingness to complete a survey.



VISIT PENSACOLA

MONTHLY DASHBOARD

SEPTEMBER 2025

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



VISIT PENSACOLA BOARD MEETING
November 19, 2025

**Marketing &
Communications**



OUTREACH



Highlight: Pensacola and Bruce Beach Named to Conde Nast Traveler's 2025 Bright Ideas



Including: Conde Nast Traveler 2025 Bright Ideas – Bruce Beach



Highlight: The Complete Guide to Coffee Shops in Pensacola



SOCIAL MEDIA

8,188 total users visited the website from social media (up 16.6%)
15,603 page views on VisitPensacola.com from social media users (up 22.1%)
1,386 conversions from social media



44 New Followers
Total Engagement: 569 • 17,324 Impressions



1,938 Net Page Likes (up 265%)
89,161 Engagements (up 197%)
1,511,363 Impressions (up 144%)



3,640 Followers
707 Saves • 6,040 Engagements
128,210 Impressions



144 New Followers
4,312 Engagements (up 167%)
24,319 Impressions (up 104.1%) • 3,309 Post clicks (up 178%)



7 New Videos • 615 Profile Views
5,107 Engagements • 81,649 Audience Reached
466 Net Follower Growth • 6 Website Clicks



1,949 Total Subscribers
17 New Subscribers



ManyChat – DM Automation Tool
Spooky Season / 8 Runs / 75% CTR
Foo Foo Festival / 68 Runs / 77.9% CTR



E-MARKETING CONSUMER eNEWS

282 new sign-ups
35% open rate

62% engagement rate
3.7% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Pensacola Names to Conde Nast Traveler Readers Choice 2025
- Visit Pensacola Celebrates Another Strong Year as Tourism Drives \$1.3 Billion in Local Economic Impact

MEDIA ASSISTS

PUBLIC RELATIONS

2 Placements – Consumer

Impressions 4,678,679

Earned Media Value \$69,776

Media Impact Score 87

PR PROJECTS

- Hosted – four media
- Corporate outreach – Wheel of Fortune and Annual Meeting
- A250 SMT Coordination with Visit Florida and St. Augustine
- Elaine Glusac, AARP
- Mark Ellwood, TODAY with Jenna & Friends

MEDIA ASSISTS

PR PROJECTS

- Gabi De la Rosa, Freelance (Southern Living)
- Sara Karnish, ConventionSouth
- Visit Florida UK press trip planning
- Cat Country 98.7
- Foo Foo Festival planning and media
- Culinary FAM
- Wheel of Fortune
- NewsRadio
- Beach O Ween
- Interstate Fair
- NWFL planning meeting and tradeshow set up
- Annual Meeting prep and media
- Foo Foo Festival Rotary
- Foo Foo Festival Kickoff
- WEAR3
- NewsRadio economic impact of NAS Homecoming
- AFAR
- Visit FL Editorial

MEDIA ASSISTS

PR PROJECTS

- Travel & Leisure
- Greatest Hits – Visit Florida
- Conde Nast
- Great Day Louisiana
- Silver Digital Media zoom interview
- USA Today
- NewsRadio Foo Foo
- Destinations Florida QuickTrip
- InWeekly, Ricks Blog
- Olive Magazine (UK)
- SRIA CEO Presentation
- TravelPulse.com
- FY25 wrap up reports
- Local Pulse
- Florida Politics
- WKRG News
- Nola.com
- eTourism Marketplace selection
- Entrecan Panel selection
- Visit Pensacola Sandbox planning

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- This Florida City Was Named Best Hidden Gem Housing Market for Its Affordability- and It Has White Sand Beaches and Small Town Charm



100 Stories

Highlights:

- 11 Great Spots for Winter Beach Vacations
- Tourism to Gulf Islands National Seashore contributes 514M to Local Economy



5 Accolades

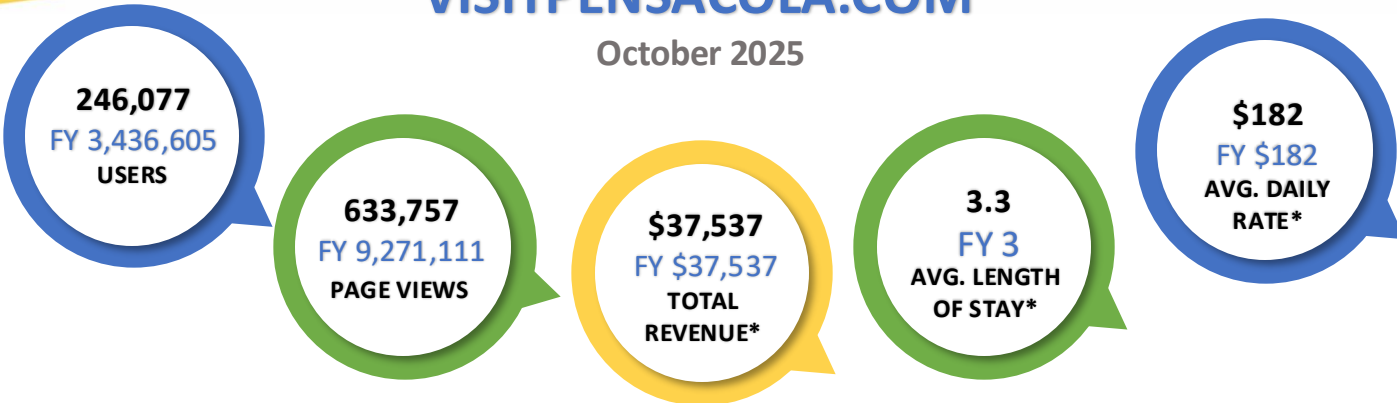
Highlights:

- 15 Military Museums Worth Exploring
- Pensacola International Airport Named One of the Best Small Airports in America



VISITPENSACOLA.COM

October 2025



AUDIENCE

City	Users	Engagement
New Orleans	8,313	72%
Pensacola	5,892	74%
New York	5,711	20%
Mobile	5,108	74%
Chicago	4,296	29%
Atlanta	4,158	53%
Houston	4,099	36%
Dallas	3,077	47%
Birmingham	2,729	55%
Nashville	1,898	45%
Charlotte	1,832	40%

TOP PAGES

Page path	Users	Engagement
Events	22,464	77%
Events This Week	10,324	83%
Webcams	9,962	92%
Home	14,460	53%
Things To Do	11,371	87%
Feature	10,979	17%
Feature Birding	12,658	5%
Feature Family	11,138	17%
Feature Food & Drink	7,918	27%
Feature Diving	8,428	6%
Events / Music	3,016	81%

PARTNER ENGAGEMENT

Listing Views	48,634
Visit Partner Website	11,613
Event Views	197,544
Coupons	164
Referrals (Listings/Events)	20,450

CHANNEL (How people find us)

Channel	Sessions	Engagement
Organic Search	126,309	76%
Paid Social	66,705	15%
Paid Search	41,111	52%
Direct	39,392	44%
Cross-network	16,951	50%
Referral	10,890	47%
Organic Social	8,728	67%
Display	7,091	9%
Email	2,893	62%
Paid Other	2,222	34%
Organic Video	289	7%

WEBSITE SIGNUPS

New Email Subscribers	282
Insider Guide Requests	363
Insider Guide (Online version)	118

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.



Social Media Board Report

October 2025 vs. October 2024

sproutsocial

Social Media Board Report

Facebook Performance Summary

View your key profile performance metrics accrued during the selected time period.

Profile
Reporting Period
All Facebook Pages

Impressions 3,796,005 ↗ 23.5%	Engagements 198,089 ↘ 8.6%	Post Link Clicks 73,732 ↗ 48.7%
---	--------------------------------------	---

Facebook Audience Growth

See how your audience grew during the selected time period.

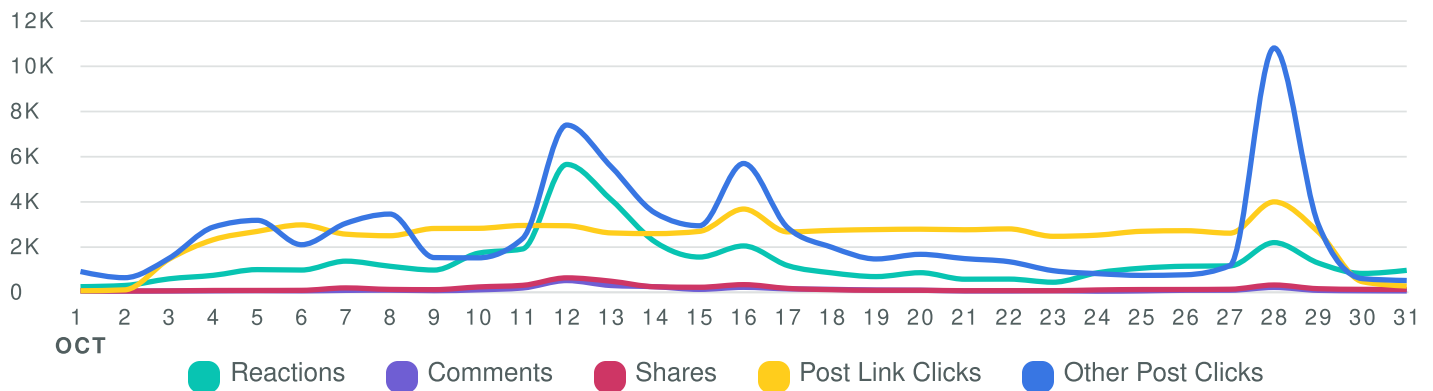
Profile
Reporting Period
All Facebook Pages

Audience Metrics	Totals	% Change
Net Follower Growth	1,938	↗ 166.6%
Net Follower Growth	1,938	↗ 166.6%

Facebook Engagements

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

Profile
Reporting Period
All Facebook Pages



Facebook Engagements

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



Profile



Reporting Period




All Facebook Pages


Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	89,162 ↗ 196.8%	108,927 ↘ 41.6%	198,089	↘ 8.6%
Reactions	30,870 ↗ 150.4%	9,388 ↘ 80.8%	40,258	↘ 34.2%
Comments	2,330 ↗ 83.3%	237 ↘ 79%	2,567	↗ 6.9%
Shares	3,852 ↗ 77.1%	263 ↘ 90.6%	4,115	↘ 17.3%
Post Link Clicks	5,873 ↗ 835.2%	67,859 ↗ 38.6%	73,732	↗ 48.7%
Other Post Clicks	46,237 ↗ 239.2%	31,180 ↘ 63.3%	77,417	↘ 21.4%

Facebook Post Performance

Review how your audience interacted with your posts.

- Post
- Lifetime
- Descending by Engagements
- All Facebook Pages
- All Post Types
- All Content Types
- Military, Blue Angels
- All Published Statuses
- All Authors





No Posts

There are no posts matching your applied filters during this date range.

Instagram Performance Summary

View your key profile performance metrics accrued during the selected time period.

- Profile
- Reporting Period
- All Instagram Profiles

<p>Views</p> <p>1,076,677 ↗ 17%</p>	<p>Engagements</p> <p>27,329 ↘ 56.3%</p>
--	---

Instagram Engagements

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

 Profile  Reporting Period  All Instagram Profiles

Engagement Metrics	Totals	% Change
Organic Engagements	22,199	↘ 47.7%
Organic Likes	20,705	↘ 47.6%
Organic Comments	431	↘ 58.2%
Organic Saves	1,021	↘ 44.1%
Story Replies	42	↘ 2.3%

Instagram Audience Growth

See how your audience grew during the selected time period.

 Profile  Reporting Period  All Instagram Profiles


Audience Metrics	Totals	% Change
Net Follower Growth	420	↘ 46.3%
Followers Gained	1,484	↘ 16.8%
Followers Lost	1,064	↗ 6.3%

Instagram Post Performance

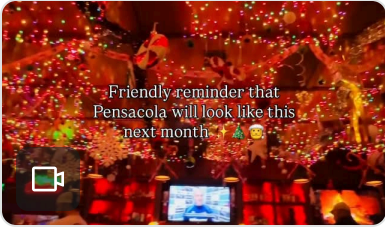
Review how your audience interacted with your posts.

Post
Lifetime
Descending by Engagements
All Instagram Profiles
All Post Types


All Content Types
All Tags
All Authors


visitpensacola
 Thu 10/23/2025 10:05 am ...


The holiday season is upon us, and Pensacola is the place to be! ✨❤️ The lights. The festivals....




Total Engagements	4,100
Likes	2,646
Comments	35
Shares	1,260
Saves	159


visitpensacola
 Fri 10/3/2025 12:48 pm CDT


Some thoughts around today's festivities 🥰🍷 @taylorswift #TheWayToBeach...



Total Engagements	3,723
Likes	3,039
Comments	61
Shares	546
Saves	77


visitpensacola
 Fri 10/24/2025 9:27 am CDT

It's Friday, I'm in love 🥰
 #TheWayToBeach
 #ExperiencePcola #LoveFI



Total Engagements	2,075
Likes	1,606
Comments	23
Shares	385
Saves	61

Instagram Stories Performance

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

Post
Lifetime
All Instagram Profiles

Story Metrics	Totals	% Change
Published Stories	131	↘ 13.8%
Story Taps Back	5,696	↘ 24%

Instagram Stories Performance

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

- Post
- Lifetime
- All Instagram Profiles

Story Metrics	Totals	% Change
Story Taps Forward	109,000	↘ 23.9%
Story Exits	10,526	↘ 25.2%
Story Views	146,582	↘ 13.2%

X Performance Summary

View your key profile performance metrics accrued during the selected time period.

- Profile
- Reporting Period
- All X Profiles
- All X Post Types

Impressions 17,324 ↘ 5.4%	Engagements 569 ↘ 27.4%	Post Link Clicks 122 ↗ 15.1%
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X Audience Growth

See how your audience grew during the selected time period.


- Profile
- Reporting Period
- All X Profiles

Audience Metrics	Totals	% Change
Net Follower Growth	-231	↘ 210%


X Post Performance

Review how your audience interacted with your posts.


- Post
- Lifetime
- Descending by Engagements
- All X Profiles
- All Post Types
- All Content Types
- All Tags
- All Authors

 **@VisitPensacola**
Sun 10/12/2025 7:46 pm...


Goodnight sand. Good sun.
Goodnight Pensacola 🌟🌙
...




Total Engagements	90
Likes	38
@Replies	2
Reposts	7
Post Link Clicks	—
Other Post Clicks	43
Other Engagements	0

 **@VisitPensacola**
Mon 10/6/2025 9:24 pm CDT

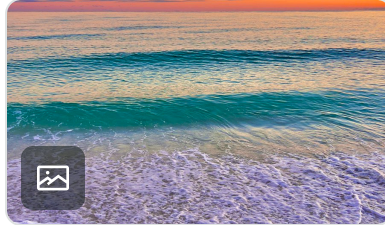
Nine decades of the Pensacola
Interstate Fair! 🎡 That's right, the
Fair is celebrating its 90th year...



Total Engagements	47
Likes	11
@Replies	0
Reposts	1
Post Link Clicks	13
Other Post Clicks	21
Other Engagements	1

 **@VisitPensacola**
Sun 10/19/2025 2:50 pm...

This is what our dreams look like
🌟 **#TheWayToBeach**
#ExperiencePcola #LoveFI...



Total Engagements	38
Likes	19
@Replies	1
Reposts	2
Post Link Clicks	—
Other Post Clicks	16
Other Engagements	0

X Engagements

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

Profile
Reporting Period
All X Profiles
All X Post Types

Engagement Metrics	Totals	% Change
Engagements	569	↘ 27.4%
Likes	207	↘ 26.9%
@Replies	11	↗ 22.2%
Reposts	20	↘ 72.6%
Post Link Clicks	122	↗ 15.1%
Other Post Clicks	208	↘ 33.1%
Other Engagements	1	↘ 50%

TikTok Performance Summary

View your key profile performance metrics accrued during the selected time period.

Profile
Reporting Period
All TikTok Profiles

<p>Published Posts</p> <p>7 ↗ 16.7%</p>	<p>Video Views</p> <p>96,724 ↗ 198.2%</p>	<p>Engagements</p> <p>5,149 ↗ 482.5%</p>
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TikTok Audience Growth

See how your audience grew during the selected time period.

Profile
Reporting Period
All TikTok Profiles

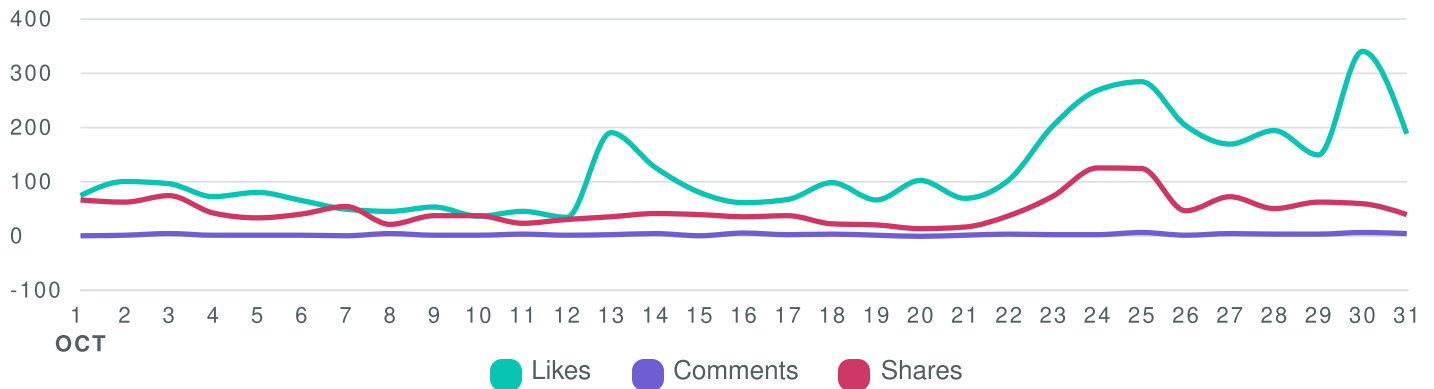


Audience Metrics	Totals	% Change
Net Follower Growth	347	↗ 328.4%

TikTok Engagements

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

Profile
Reporting Period
All TikTok Profiles



Engagement Metrics	Totals	% Change
Engagements	5,149	↗ 482.5%
Likes	3,678	↗ 433.8%

TikTok Engagements

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


- Profile
- Reporting Period
- All TikTok Profiles

Engagement Metrics	Totals	% Change
Comments	38	↘ 43.3%
Shares	1,433	↗ 1,019.5%

TikTok Post Performance


Review how your audience interacted with your posts.

- Post
- Lifetime
- Descending by Engagements
- All TikTok Profiles
- All Tags
- All Published Statuses
- All Authors




Visit Pensacola
Thu 10/23/2025 10:51 am ...

The holiday season is upon us, and Pensacola is the place to be! ✨❤️ The lights. The festivals....




Friendly reminder that Pensacola will look like this next month

Total Engagements	1,710
Likes	1,218
Comments	13
Shares	479




Visit Pensacola
Mon 10/13/2025 1:39 pm ...

We'd like to take a moment and wish the U.S. Navy a happy 250th birthday! 🇺🇸 From the BI...




Total Engagements	783
Likes	659
Comments	6
Shares	118



Visit Pensacola
Thu 10/30/2025 10:34 am ...

Remember that time the Blue Angels and Thunderbirds did THIS? 😱 One year ago today,...



Total Engagements	364
Likes	339
Comments	5
Shares	20

Pinterest Activity Summary

View your key profile performance metrics accrued during the selected time period.

 Profile  Reporting Period  All Pinterest Profiles

Audience 3,640 ↗ 3.6%	Net Audience Growth 10 ↗ 150%	Published Posts 15 ↗ —
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ACTIVE YEAR-ROUND CAMPAIGNS

The Way to Beach

This over-arching campaign and message generate traveler awareness, interest, consideration, and bookings by positioning the Pensacola Bay Area as The Way to Beach for travelers. This message is seen across multiple tactics, including print, broadcast, outdoor, and digital efforts like display and CTV.

Under this umbrella, we expand and tell the whole story with other, more specific campaigns.

Interest Marketing

We let history lovers, foodies, divers, birders, and fishing fiends know they can explore their specific interests here. By talking with people whose interests reflect Pensacola’s offerings, we aim to grow awareness (and bookings).

Experience Campaign

This ongoing social media campaign connects with potential travelers showing interest in our area. This audience sees messages touting “beyond the beach” experiences (dining, outdoors, history, local charms, family fun, etc.).

Fly Market Support

We connect with multiple direct flight markets to remind travelers that their dream beach vacation is an easy nonstop flight away.



SEASONAL CAMPAIGNS

Winter Visitors

Beginning in August and running thru January, we invite Snowbirds (Sunshine Seniors), empty nesters, and others to exchange their cold-weather homes for an extended stay here. The multi-tactic campaign focuses on potential travelers in Illinois, Indiana, Michigan, Minnesota, Missouri, Ohio, and Wisconsin.

Value and Quick Trip Focus

Two specific efforts work to address supply growth and drive bookings. From February - April we use our low funnel/booking vendors to position the Pensacola Bay Area as an accessibly priced beach getaway. Then June - September, we remind potential visitor in our drive markets how close they are to an easy beach getaway.



COMMUNITY IMPACT : SEPTEMBER

2025 2024 2023

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

Hotel Occupancy 60.1%

SEPTEMBER YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



Average Daily Rate \$138.43

SEPTEMBER YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



TRACKABLE RESULTS : SEPTEMBER

Figures account only for those people who saw digital advertising on their phone, tablet, or computer, then booked (room night or flight) through a trackable source during September. This does not represent all flights, or room nights. All data from vendor reports.

SEPTEMBER YEAR-OVER-YEAR



WEBSITE IMPACT : SEPTEMBER

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

ALL CLICKABLE EFFORTS:

Advertising Site Visits 119,947

% of Total Site Visits 33.3%

SEPTEMBER YEAR-OVER-YEAR



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

SOCIAL MEDIA ONLY:

People Reached 1,628,841

Landing Page Views 53,414

SEPTEMBER YEAR-OVER-YEAR



October UK & Ireland Coverage Report



Contents

Coverage Highlights	3
Key Achievements	4
Online Coverage	5

Coverage Highlights

Key Achievements



2

Total pieces of coverage



\$6791

AVE



2

Pieces of Online Coverage



4.2M

Total Monthly Website Visits



1.7M

Total Monthly Unique Website Visitors



20.8k

Total Online Coverage Views

Women Online

18 September 2025

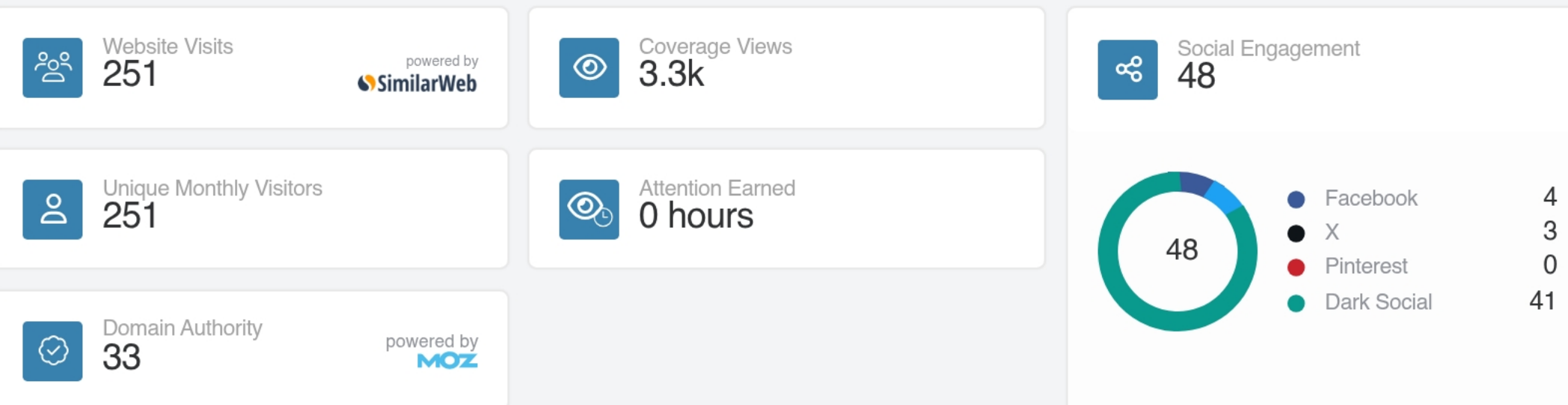
Herfstvakantie in Florida - Wellness, natuur en pure ontspanning - Women Online

Laatst geüpdatet op september 18, 2025 by Redactie
 Wanneer de zomerhitte in oktober langzaam afneemt in Florida, begint een seizoen dat perfect is voor ontspanning, mindfulness en nieuwe energie. Van 1325 kilometer ongerepte kustlijn en rustige natuurparken tot verkwikkende yogasessies en exclusieve spa-ervaringen, de Sunshine State biedt de perfecte setting in de herfst om lichaam, geest en ziel in harmonie te brengen. In charmante kustplaatsjes, op relaxte eilanden of in luxe resorts vinden reizigers de ideale combinatie van ontspanning, beweging en plezier om het koudere seizoen fris te beginnen.



In Pasco County combineren beweging en zelfzorg een holistische vakantie-ervaring. De Mouratoglou Academy in Zephyrhills biedt niet alleen ultramoderne sportfaciliteiten - waaronder 11 tennisbanen, acht pickleballbanen en vijf paddlebanen - maar ook een uitgebreid wellnessprogramma met massages, cryotherapie en een zoutlounge. Na een workout zal een bezoek aan het restaurant van het hotel zowel lichaam als geest verjongen. Pure ontspanning wacht je in de Coastline Salt Room in New Port Richey. Of het nu gaat om rustgevende hydromassages of halotherapie in een gloeiende zoutgrot - zowel reizigers als locals vinden hier een toevluchtsoord om diep adem te halen, nieuwe energie op te doen en de dagelijkse sleur achter zich te laten. In de herfst verandert Greater Fort Lauderdale in een paradijs voor wie lichaam en geest in harmonie wil brengen. In Las Olas Oceanside Park

<https://women-online.nl/herfstvakantie-in-florida-wellness-natuur-en-pure-ontspanning/>



SW SundayWorld.com

30 October 2025

Pensacola is an 'undiscovered' slice of heaven in Florida's northwest

Floridians have been trying hard to keep Pensacola to themselves for generations, so Daragh Keany headed with his family to find out why

The warm and friendly tone for our three-day break in the most north-west coastal corner of Florida was set in stone right there and then.

Rest assured, we were not holidaying in high-30-degree heat in a city we knew very little about to make friends and learn about the hilarious family dynamic of the two leathered sixtysomething holidaymakers that we met in a lift. But Pensacola is the kind of place that quickly makes you shift focus.

And it turned out to be the perfect shift after the utter chaos and exhilaration of our previous week in Universal Studios.

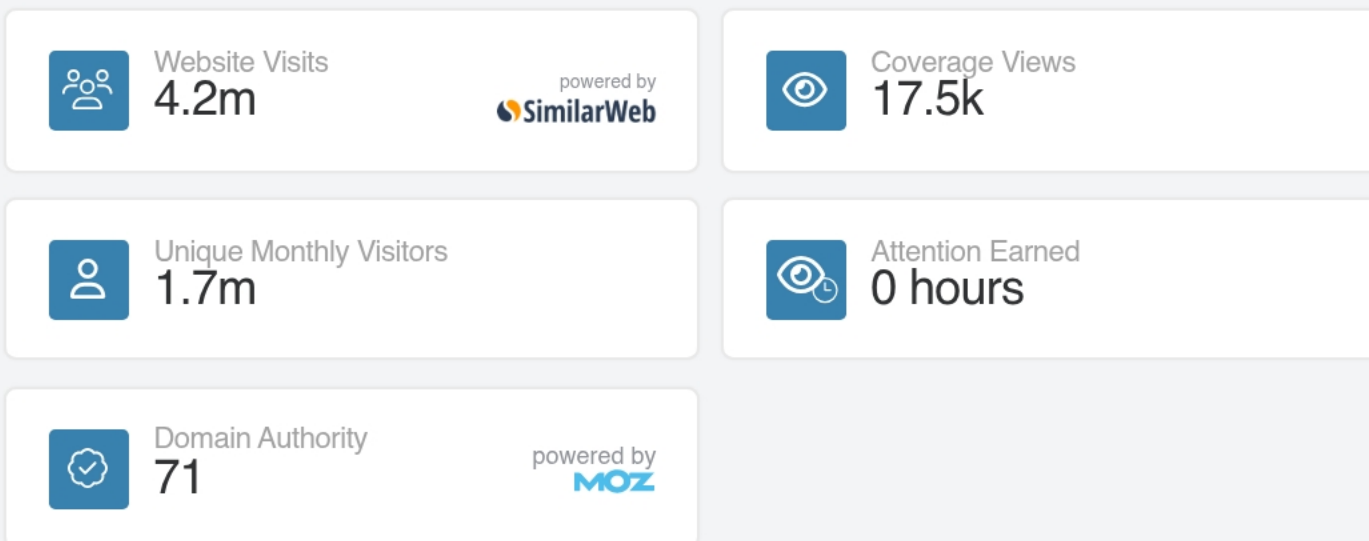
Landing into the sun-kissed city (a short flight on Spirit Airlines) on the Sunday of their annual Air Show Weekend seemed like bad luck at first, but in truth it meant we could navigate the area without the sheer madness of the city's biggest weekend.

Everyone who lived and worked there was still on a huge high after the weekend's festivities but that feeling was also matched by the relief from those working in bars and restaurants as they were "back to normal". And what a 'normal' it is.

The city, that is home to just 54,000 (according to Wikipedia), became a temporary mecca for over 250,000 thrill-seeking out of towners for a few



<https://www.sundayworld.com/lifestyle/travel/pensacola-is-an-undiscovered-slice-of-heaven-in-floridas-northwest/a617043636.html>



Press snapshot: October 2025



Secured Coverage:

2

Combined Print, Online,
Broadcast and Social
Features

\$6791

Estimated Total Media
Value

20.8k

Total Online Coverage
Views

1.7m

Total Monthly Unique
Website Visitors

4.2m

Total Monthly Website
Visits

1

Piece of coverage as a
result of media visits





Visit Pensacola
Monthly PR Activity & Status Report
October 2025

Media Coverage

- **Condé Nast Traveler November 2025 Issue (Circulation: 724,850 | Ad Value: \$12,445):** The 2025 Readers' Choice Awards
- **Condé Nast Traveler Online (UVM: 2,866,554 | Ad Value: \$57,331):** [The Best Cities in the United States: 2025 Readers' Choice Awards](#)
 - **Instagram @cntraveler (Followers: 3,400,000):** [The Best Cities in the U.S. according to our readers](#)
 - **NOLA.com (UVM: 2,663,501 | \$53,270):** [New Orleans and a Gulf Coast beach town ranked among best 10 cities in US by Condé Nast](#)
 - **WKRG News 5 (UVM: 524,695 | Ad Value: \$10,494):** [Pensacola named one of best small cities in the U.S. by a national magazine](#)
 - **Florida Politics (UVM: 235,247 | Ad Value: \$4,705):** [St. Augustine, Pensacola both among best small cities in U.S.](#)
 - **Pensacola News Journal (UVM: 385,338 | Ad Value: \$7,707):** [Pensacola named top U.S. small city by Condé Nast Traveler](#)
 - **WEAR News ABC 3 at 6 a.m. (Audience: 27,263 | Ad Value: \$379):** Pensacola Named to Condé Nast Traveler's Readers' Choice Awards 2025 Best Cities
 - **Local Pulse Pensacola (UVM: 2,662 | Ad Value: \$53):** [Pensacola Ranks Among America's Best Small Cities Again!](#)

Planning

FY 2026 Planning

- Shared expanded FY26 public relations plan and incorporated Visit Pensacola feedback. Awaiting input from Visit Pensacola on media hot list to finalize.
- **James Beard Awards**
 - Provided suggestions for communicating best practices with partners and identified restaurants / chefs best suited for nominations across relevant categories.

Media Hosting

Individual Press Trips

- **Kathy Barnett, Extended Weekend Getaways – Oct. 15 - 17**
 - Connected with Kathy to provide support for destination visit in conjunction with St. Augustine and America 250 initiative. Followed up with writer post-trip to inquire about coverage plans.

- **Taryn Shorr, Freelance (Lonely Planet, Matador Network, Midwest Living) – Oct. 16 - 19**
 - Visit Pensacola finalized itinerary and shared with Taryn ahead of her trip. MMGY followed up with the writer to gauge her trip experience and offer editorial support as needed.
- **Marisa Roman, Only in Your State – March 9 - 12, 2026:** Confirmed travel dates for individual press trip to Pensacola and secured signed media waiver form.
- **Emily Hord, Texas Lifestyle Magazine:** Followed up with Emily to schedule an introductory call with Visit Pensacola and confirm press trip dates and itinerary interests.
- **Brendan O’Connor, Orlando Shine, Orlando Magazine:** Following Brendan’s last-minute inability to attend the fall culinary group press trip, coordinated with him to plan a future visit.
- **Allison Entrekin, Atlanta Magazine:** Connected with Allison during her personal travel to Pensacola and followed up to coordinate an individual hosting in 2026.

Group Press Trips

- **Culinary Group Press Trip – Oct. 10 - 14**
 - Confirmed itinerary preferences and shared the final version with the following attendees:
 - **Jan Potter, Taste of the South**
 - **Nikki Miller-Ka, Matador Network**
 - Discussed post-trip experiences with Visit Pensacola and followed up with attending journalists.
- **Outdoors FAM – April 20 - 24**
 - Developed media invite list and draft invitation and shared with Visit Pensacola for review. Incorporated Visit Pensacola feedback for early November outreach.

Media Relations

Media Initiatives and Activations

- **America 250: From the 1500s with Love, Pensacola & St. Augustine**
 - Continued following up with media that expressed interest during the initial group press trip outreach for individual hosting opportunities. Began discussing dates with the following journalists:
 - Gabi de la Rosa, Freelance (Chron.com, Southern Living)
 - Skye Sherman, Freelance (Travel + Leisure, Southern Living)

Media Events

- **DEMA Orlando 2025 (Nov. 11 - 14)**
 - Developed Orlando media list and distributed invites for desk-side appointments with Visit Pensacola’s Lindsey Steck while in market for DEMA 2025. Began coordinating meetings with the following media:
 - Kelsey Glennon, Freelance (Southern Living)
 - Brendan O’Connor, Orlando Magazine | Orlando Shine

Proactive Outreach

- **Blue Angels 80th Anniversary**
 - Held agency-wide brainstorm to discuss media initiative surrounding the Blue Angels 80th anniversary in 2026.
- **Virtual Meetings & Holiday Gifting**
 - Prepared media list for holiday gifting and corresponding virtual appointments to establish new media relationships and shared with Visit Pensacola for review and approval.

Reactive Outreach

- **Elaine Glusac, AARP:** Pitched Pensacola for story on best affordable destinations with a news hook in 2026, focusing on the Blue Angels 80th anniversary and Pensacola as a historic city for America 250. Pensacola not included in final [story](#).
- **Mark Ellwood, TODAY with Jenna & Friends:** Submitted Pensacola for broadcast segment highlighting destinations to visit during "Twixmas," the week between Christmas and New Year's Day, focusing on affordability, fun activities and great weather.
- **Gabi De la Rosa, Freelance (Southern Living):** Shared Pensacola November events, attractions and images for upcoming story on best beach destinations to visit in November.
- **Sara Karnish, ConventionSouth:** Visit Pensacola began coordinating meeting with journalist to discuss what makes the destination appealing to meeting/event attendees who want to travel with their family.

Additional Activity

- Conducted PR status calls on Oct. 14 and 30; drafted and shared agendas and recaps.
- Monitored for earned media placements.

VISIT PENSACOLA BOARD MEETING

November 19, 2025

Sales & Services



VISIT PENSACOLA SALES & SERVICE SUMMARY

October 2025

9
FY 9
LEADS

3
FY 3
BOOKINGS

0
0
ASSISTS

1
FY 1
LOST LEADS

0
FY 0
SITE VISITS

Leads

Meeting Name	Leads	Room Nights	Delegates	Econ. Impact
Black Naval Aviators	1	135	45	\$51,000.00
Innisfree Hotels Beach Basketball Tournament	1	600	300	\$292,500.00
TBS 5/74 Reunion	1	42	14	\$18,400.00
Veterans Day Vietnam Dustoff Congressional Gold Medal award recognition	1	39	13	\$11,100.00
smith Reunion	1	28	28	\$15,400.00
Nemours Retreat	1	15	15	\$7,500.00
-	6	859	415	\$395,900.00
2025 Scuba Queen USA	0	0	0	\$70,950.00
2025 Nursing Director Retreat	1	0	25	\$2,500.00
2027 Feast of Tabernacles	1	2700	1000	\$1,575,000.00
2025 Fleet Tankers Association	1	270	45	\$74,250.00
-	3	2,970	1,070	\$1,722,700.00
-	9	3,829	1,485	\$2,118,600.00

Bookings

Company	Meeting Name	Booked	Assist	Total	Room Nights	Delegates	Economic Impact
Vampire Rugby	Vampire Beach Rugby Tournament	1	0	1	20	10	\$26,250.00
Southeast Chapter of the American Association of Airport Executives (SEC-AAAE)	2027 SEC-AAAE Annual Conference	1	0	1	1600	400	\$280,000.00
Scuba Queen USA	2025 Scuba Queen USA	1	0	1	60	14	\$154,700.00
-	-	3	0	3	1,680	424	\$460,950.00
-	-	3	0	3	1,680	424	\$460,950.00
-	-	3	0	3	1,680	424	\$460,950.00

Lost Leads

Group	Lost/Cancelled Date	Account	Lead Name	Status	EEI	Requested Rooms	Contracted Rooms	Room Attendees	Show Attendees
Sales	10/06/2025	Site Selection Plus Incorporated	2025 Southern Electric Exchange Committee Meeting	Lost (lead was never definite)	\$26,000.00	70	0	20	35
Total: 1					\$26,000.00	70	0	20	35

Lead Room Nights & Delegates

3,829 Room Nights
3,829 YTD

1,485 Delegates
1,485 YTD

Booked Room Nights & Delegates

1,680 Room Nights
1,680 YTD

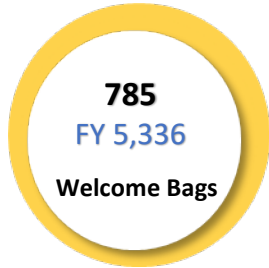
424 Delegates
424 YTD

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

October 2025



Pensacola Visitor Center

Perdido Key Visitor Center

Personal Assists:	598
Phone Assists	448
Total visitors	1508
Total Non-visitors	910
First Time Visitors	330
FY26 Total Visitors	1508
FY26 Non-Visitors	910

Personal Assists	245
Phone Assists	36
Total Visitors	509
Total Non-Visitors	264
First Time Visitors	70
FY26 Total Visitors	509
FY26 Non-Visitors	264
Total Guides Distributed	38211
Total Guides Downloaded	106

Pensacola Beach Visitor Center

Top States

Personal Assists	1641
Phone Assists	92
Total Visitors	1903
First-Time Visitors	1326
FY26 Total Visitors	1903
FY26 Non-Visitors	1326
Guides Distributed	266

- Florida
- Tennessee
- Georgia
- North Carolina

Top Countries

- Hungry
- Germany
- France



VISIT PENSACOLA SALES & SERVICE SUMMARY

October 2025



New Partners

- Celebrations the Florist
- Pointe South Vacation Rentals
- Gulf Coast Getaways Pensacola Beach

Community Outreach

- FRLA Meeting for AI Solutions
- Beach-O-Ween

Partner Activity Report

Activity	Added	Updated
Accounts	1	24
Contacts	7	47
Listing	5	30
Events	4	263

Upcoming Events & Meetings

Hospitality Roundtable Luncheon
 Date: Tuesday, December 16 - 11:30 AM
 Location: Union Public House

Finance Committee
 Date: Tuesday, December 16 - 1:00 PM
 Location: Zoom

Partner Visits

- Sanders Beach
- The Oar House
- Stay APT
- Reservoir
- Jacksons
- Pensacola Beach Chamber
- Paradise Inn
- Bavaria
- UWF Historic Trust
- Home2Suites
- Alla Prima
- Calverts
- Intracoastal
- Ron Jons
- Senor Frogs
- Bamboo Willies
- Crabs
- The Wharf
- Casino Beach Bar
- Endive
- Courtyard By Marriott Pensacola
- Holiday Inn Express
- Residence Inn
- Beach Getaways
- Pensacola Bay Ferry
- FLRA
- First City Arts
- Pacific Kava
- O'Reily's
- Jerry's Drive Inn
- 1216
- Pensacola RV Park

Partner News

- Winter Escape Has Started
- Don't forget your partnership dues!

Sales / Trade snapshot: October 2025

Headline stats:

5
Agents trained

NEW
Packages available with
Hays Travel

15 follow ups
With tour operator
product managers

One tour operator
Campaigns in market

Three
Tour operator campaigns
in planning

30
Agents contacted with
Pensacola update