



VISIT PENSACOLA BOARD MEETING

October 23, 2019



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800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Board of Directors Meeting

October 23, 2019

10:30 a.m.

Skopelos at New World

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the September 2019 meeting **
 - b) *President / CEO Agreement **
4. New Business/Discussion Items
 - a) *Escambia County Field House Presentation*
 - b) *Finance Committee*
 - a. *Monthly Report **
 - b. *Expenses Over \$50,000 needing approval **
 - c) *FY 2020 Budget Presentation **
 - d) *TDT Workgroup Update*
5. Visit Pensacola Updates
 - a) *Showcase*
 - b) *Staff*
 - c) *President*

** Action Item requiring board vote*



**Visit Pensacola
Board of Directors Meeting
Hilton Pensacola Beach Gulf Front
September 25, 2019**

Members Present: Rob Overton, Sterling Gilliam, Tish Patel, D.C. Reeves, Joe McCay, Dr. Lusharon Wiley, J.C. Lowe.

Members Absent: Ryan Christopher, McKenzie Nicholas, Cameron Price, Cindi Bonner.

Staff Present: Steve Hayes, Robby Rushing, Kimberly Sparks, Nicole Stacey, Kaya Man, Shawn Brown, Lindsey Steck, Leslie White, Wandy Samuel, Logan Whyner, Larry Orvis, Paul Cornell and Barbara Williams.

The September 25, 2019 Visit Pensacola Board of Directors meeting was called to order by Rob Overton at 3:00 p.m.

Public Comment: There was no public comment.

Old Business:

Approval of August meeting minutes: D.C. Reeves made a motion, seconded by Sterling Gilliam, to approve the meeting minutes. The vote was unanimous for approval.

President/CEO Agreement: Rob Overton called upon Robby Rushing to cover the proposed minor changes to the President/CEO employment agreement. The employment agreement will automatically renew on October 1. A motion was made by Sterling Gilliam, seconded by D.C. Reeves, to accept the modifications. The vote was unanimous for approval.

New business:

Escambia County Field House Presentation: Jay Patel gave a power point presentation to the board of directors and audience. The primary development team is comprised of Hunt (Development/Financier), ICC International Coliseums Company (Co-Developer), Structured Parking Solutions (Parking Consultant/Developer), CORE Construction (Design Builder), and Orcutt/Winslow (Architect of Record). The proposal contents include 80,000 s.f. field house, 6,500 fixed seat arena, mixed use parcels, pedestrian plaza/festival area and parking. They are asking the Board of County Commissioners for the \$1.3M that was previously used for the Bay Center debt. PADP has received project endorsement from Pensacola Ice Flyers, Ice Flyers Youth Hockey Association, Pensacola Adult Hockey League, Pensacola State College and the City of Pensacola. Once they are up and running they would also ask for the \$1.5M that is given to the Bay Center



for operations, which would give them \$2.8 million yearly for 30 years. They are asking for a letter of support for the project from the Visit Pensacola Board of Directors. Steve said he will circulate the previous letter of support from December 2017 to see if any changes need to be made to the wording. The Board of Directors generally agreed they do not have enough details on how the financing will work, but they are willing to provide a general letter of support for the project. Steve will prepare the letter.

Finance Committee Monthly Report:

August Financials: D.C. Reeves presented the August financials.

FY 19 August Takeaways: August 2019 as compared to August 2018 shows a (\$188K) swing to the bad. This is due to not billing the County for expenses incurred in 2019. August 2019 is showing \$7K more in expenses. (The difference is due to moving monies from PN and Ops to DP and waiting on the approval from the Board of County Commissioners.) We are unable to bill the County for expenses incurred in DP until this move happens. Visit Pensacola has currently used all of the Direct Programming TDT budget for FY 19.

Major Highlights: Due to maxing the DP bucket budget we are unable to bill the County for all the bills paid to vendors. The last submission to the County (September) will meet the remaining advance of \$1,145K. Direct Programming loss in individual GL lines will be covered by the unused portions of various line items in DP with excess. From the move of PN and Ops budget numbers to DP, assuming all expenses as known, we have requested the approval from the County Commissioners to move \$205K from Ops and \$235K from PN to DP to cover projected shortfalls. This was approved on 9/19/19. To date we have applied \$1,155K to the advance, with a balance to be covered in September of \$1,145K. The July submission (\$60K) has not been paid, as the County is requesting quarterly reports from an outside agency as per the contract. For the month of July submission there are expenses from Visit Pensacola and Pensacola Sports submitted to the County for a total owed by the County of a little over \$60K. All of Visit Pensacola's expenses were applied to the advance.

Visit Pensacola month-to-date TDT loss is from outstanding expenses paid to vendors however unable to bill the County as of August 15, 2019. Visit Pensacola cannot recognize the income until we can bill the County for the expense.

Visit Pensacola month-to-date private loss is from membership dues that are front loaded in the fiscal year. We will see a large amount in the month of October, as all current membership dues being received are for fiscal year 2020.

Visit Pensacola year-to-date net loss is waiting on the approval to move budget numbers from PN and Ops to DP. Visit Pensacola has currently spent the entire FY 19 DP budget, therefore, unable to bill for expenses for the past 2 months. This was approved on 9/19/19.

For Visit Pensacola only, month-to-date TDT revenue totaled \$256K, with month-to-date private revenue totaling \$2K, giving month-to-date Visit Pensacola only total revenue at \$258K. For Visit Pensacola only, month-to-date expenses are as follows – Direct programming \$314K, Operations \$28K and Personnel \$86K, giving a month to date total expense of \$428K. For Visit Pensacola only, month-to-date net loss is (\$172K).



Unified year-to-date TDT revenue totaled \$6,210K, private revenue \$411K, bringing total year-to-date revenue to \$7,021K. Unified year-to-date expenses are as follows – Direct programming \$5,693K, Operations \$358K, Personnel \$1,329K, bringing Unified year-to-date expense to \$7,380K. The Unified year-to-date net loss is (\$358K).

Currently July and August submissions are outstanding with the County. The County is requesting additional information from an outside agency. The payments will not be processed until they receive this information. Visit Pensacola has applied \$1,155K to the advance as repayment year-to-date for a balance owed of \$1,145K.

D.C. Reeves made a motion, seconded by Sterling Gilliam, for approval of the August 2019 Financial Report. The vote was unanimous for approval.

Expenses Over \$50K needing approval:

- 1) Steve presented the Board of Directors copies of the contracts that were recently renewed with Adara in the amount of \$45K.
- 2) We received approval from the Finance Committee to move forward with renewal with Arrivalist for the third year of a 3-year contract in the amount of \$78-\$95K. A motion was made by D.C. Reeves, seconded by J.C. Lowe, to approve the expenditure of up to \$95K for renewal with Arrivalist. The vote was unanimous for approval.
- 3) We renewed the contract for maintenance of the fish tank in Perdido Key Visitor's Center with Reefscapes for \$10K.

FY 2020 Budget Presentation: Steve gave a budget outline to board members. He said he had to remove \$1.3M from the budget since the Commissioners decided to put the allotment that normally goes to pay the Bay Center bond into the BOCC reserves instead of including in the Visit Pensacola budget. He asked board members to review and see if they are ok with the general items.

The total available dollars are estimated to be \$11,250,000. The BOCC/County Administration will take \$4,465,466 or 39.7%; Outside Agencies will take \$335,000 or 3.0%; and the Unified Budget will take \$6,449,534 or 57.3% of the budget. For the Unified Budget, ACE will receive \$773,994; Pensacola Sports \$838,439; and Visit Pensacola \$4,837,151. Of the supplemental dollars estimated at \$2,800,000, ACE should receive \$700,000 and Visit Pensacola \$2,100,000.

Unified private and public revenue projections total \$9,748,955, with total unified expenses at \$9,748,783.

Steve asked for approval of this preliminary budget and he will provide detail line items at the October meeting. A motion was made by Sterling Gilliam, seconded by Dr. Lusharon Wiley, to approve the budget as presented with detail to follow in October. The vote was unanimous for approval.

TDT Workgroup Update: This group is comprised of Steve Hayes, Rob Overton, Rusty Branch, David Bear, Ajit Patel and Ray Palmer. The group meets every few weeks to discuss and create a strategic long-term plan for the use of TDT and are looking to create a dedicated reserve.



Marketing/Showcase Update:

Dickie Appleyard gave a Showcase update. We did a facebook trip giveaway promotion that ran in August/September in the Dallas and Pensacola drive markets to win a trip to Pensacola. The results to date show we have reached over \$495K in Dallas and over \$758K in the drive market. A facebook fly markets promotion will run in September and October in Charlotte, Dallas, Houston, Nashville & Washington D.C. A Dallas TV promotion and trip giveaway has been running in September with the Dallas ABC affiliate. After 14 days, we received over 2K entries. Radio promotions have run during the months of August and September in Baton Rouge, Lafayette, Montgomery and Jackson combined with trip giveaways. A niche campaign was run in August/September in Baton Rouge and Birmingham with facebook promotion to drive fall traffic to Perdido Key. Results to date – over 144K reached in Baton Rouge and over 213K reached in Birmingham. Looking ahead we will be running print advertising in Garden & Gun/Florida Edition, Afar Magazine and Midwest Living. We will have a Hallmark TV “White Christmas” promotion and continuation of facebook direct flight/deals ads. We will have continued display, video, native and retargeting with digital partners with refined targeting and tactics.

Nicole announced that October 1 begins our new fiscal year, and with that, a new look to our .org site. October 4 we will send out our first “Flash Friday” email that is designed to consolidate the number of emails we send out to partners. It will be sent weekly.

We recently hosted an influencer from LA. We are working closely with Foo Foo to give exposure to upcoming events. Nicole will be visiting New York next month to visit with 75 different media outlets. We will be hosting a wheelchair-bound accessibility editor with AAA South. We will be hosting a Canadian Group FAM that includes 5 editors the end of October. We will have three editors coming in for Foo Foo events and to experience the destination.

Sales & Services: Leslie announced the Annual meeting will be held next month. There will be a board of directors meeting immediately prior to the luncheon.

President’s Update: Steve reported the Premier Sailing League will come to Pensacola in January. Legislature committees are in session. Two bills have been filed on behalf of continuing to fund Visit Florida. The Governor has voiced his support.

We had a great planning meeting with UWF on NCUR 2022. We will be sending out a meeting request to hoteliers the end of October to discuss room blocks, etc.

Steve had a great meeting at the airport with Spirit Airlines.

We will go to Dallas to talk to Southwest about adding additional national service.

The meeting was adjourned at 4:30 p.m. by Rob Overton.

Respectfully Submitted,

Barbara Williams, Administrative Assistant



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Research



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Sales & Services



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ACTIVITY REPORT OVERVIEW

Groups Booked: 1
 Sales Leads: 13
 Group Assists: 12
 Partner Referrals: 119
 Room Night Leads: 5,567
 Service Requests: 6
 YTD Leads: 85
 YTD Bookings: 117
 YTD Room Nights Booked: 16,486
 YTD Partner Referrals: 532

September Group Leads

- Heritage Spring 2020 Tours
- Itaka Air Charters
- 2021 Women's Leadership Conference
- 2022 Master Management Conference
- 2020 Summer Conference
- Dept. of Neurology (Vanderbilt Medical)
- 2020 Feast of Tabernacles
- 2021 ASR-ARS Rescue Salvage Divers
- 2023 NSA DaNang Association Reunion
- 2024 Annual Juggling Festival
- SAFDE April Meeting
- Int'l. Food, Wine & Travel Writers 2020 Conference

September Bookings

- Kincaid Tours of NW Arkansas

September Service Highlights

- HRT @ Flora-Bama Ole River Grill
- United Way Day of Caring Meet & Greet, Planning
- Beach O-Ween Planning
- Snowbird Roost 2020 Discussion
- NCUR 2022 Planning Meeting w/UWF Staff
- Annual Meeting & Luncheon Planning

September Trade Events:

Visit Pensacola attended the Small Market Meetings Conference in Green Bay, WI, and had pre-scheduled appointments with 25 meeting and event planners. During the conference we received 4 RFP's, 5 leads, and scheduled 1 site visit.

New Partners

- Highland Gathering
- J. Miller Furniture
- Garden and Grain
- Home 2 Suites (Pine Forest Road)
- Country Inn & Suites
- Hampton Inn I-10 Upgrade
- Morton Image Company

Partner Promotions

- **Marketing Bar-** Offering all partners 20% off any printed material to Visit Pensacola Partners

Upcoming October EVENTS

- John Appleyard: History Lectures October 8 & 22

Experience HRT- 2019 Chair: Marty Stanovich

Tuesday, October 15, 3:30 – 5 p.m.
 End of Season "Progressive" Social
 1st Stop - Red Fish Blue Fish
 2nd Stop - Jelly's Beach BBQ
 Final Stop - Island Culture Tiki Bar

October Meetings:

Executive Committee, October 15, 8:00 a.m.
 Lee House Pensacola, 400 Bayfront Pkwy.

Finance Committee, October 22, 1:00 p.m.
 Pensacola Sports, 101 W. Main St.

Marketing/Sales & Services Committees will meet in November

Board of Directors Meeting, October 23, 10:30 a.m.
 Skopelos at New World, 600 S. Palafox St.

Annual Meeting, October 23, 11:30 a.m.
 Skopelos at New World, 600 S. Palafox St.

VIC News:

Visitor Information Centers

Number of daily Visitors: **4,674**
 Direct assists: **2,255**
 Phone assists: **521**
 Group Packages assembled: 939
 Guest sign in states: **LA, AR, GA, OH, FL, TX**
 International Sign ins: **Germany, Canada**



Recently Held Meetings/Groups

Account Name	Meeting Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
VMFA 333	VMFA 333	09/03/19	LO	100	235	\$87,500.00	Definite
AME Zion Church - Talbot Chapel	147th FL Annual Conference	09/03/19	LW	100	120	\$59,375.00	Definite
Dillehay Management Group	2019 DMGCME Beach Conference	09/06/19	LW	250	870	\$312,500.00	Definite
2019 Weddings	Beckett Wedding	09/06/19	LW	40	43	\$22,500.00	Assist
ASSOC OF NAVAL PHOTO INTELLIGNECE	ASSOCIATION OF NAVAL PHOTO INTELLIGNECE	09/08/19	LO	40	88	\$30,000.00	Definite
Navy Federal Credit Union	4 Region Workshop	09/09/19	LW	60	180	\$36,000.00	Definite
2019 Weddings	McGregor/Staplin Wedding	09/12/19	LW	120	144	\$53,000.00	Assist
VA 86 SIDEWINDERS SQUADRON 67-71	VA 86 SIDEWINDERS SQUADRON 67-71	09/18/19	LO	40	86	\$35,000.00	Definite
The Lord's House	2019 Women's Beach Retreat	09/19/19	LW	50	60	\$15,000.00	Definite
US Coast Guard Auxiliary	2019 District Meeting	09/20/19	LW	50	80	\$20,000.00	Definite
UWF Conferences and Continuing Edu	ASCLS Region III Triennial Meeting	09/24/19	LW	100	150	\$41,250.00	Definite
2019 Reunions	University of Kentucky Site Visit	09/29/19	LW	30	60	\$12,000.00	Assist
TOTAL:				<u>980</u>	<u>2,116</u>	<u>\$724,125.00</u>	



Upcoming Meetings/Groups

Account Name	Lead Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
Blue Wahoos	Southern League Conference	10/06/19	LC	120	200	\$ 64,500.00	Definite
2019 Weddings	The Murphy Wedding	10/07/19	LW	100	189	\$ 84,000.00	Assist
Mike Company 1969 Reunion	Mike Company 1969 Reunion	10/08/19	LO	40	85	\$ 30,000.00	Assist
USMC Class 1-68	USMC Class 1-68	10/08/19	LO	44	82	\$ 33,000.00	Assist
IBFI Conference	IBFI Fall Fellowship Conference	10/09/19	LW	125	150	\$ 39,375.00	Assist
USS Tripoli Commissioning Committee	USS Tripoli Commissioning	10/10/19	LC	7,000	9,000	\$ 2,025,000.00	Definite
Gulf Coast Texans	October 2019 Blue Angel Classic Soccer	10/11/19	LC	1,700	1,000	\$ 405,000.00	Definite
HMM 163	HMM 163	10/13/19	LO	44	102	\$ 27,500.00	Assist
Escambia County School District	2019 Daytona, FL's Mainland High School ROTC	10/13/19	LW	61	69	\$ 22,875.00	Assist
USS AGERHOLM (DD826) 2019 REUNION	USS AGERHOLM (DD826) 2019 REUNION	10/15/19	LO	80	155	\$ 70,000.00	Definite
Select Medical	National Medical Advisory Board	10/15/19	LC	35	54	\$ 12,750.00	Definite
University of West Florida - Early American Studies	2019 Gulf South History and Humanities Conference	10/17/19	LC	90	220	\$ 54,000.00	Definite
2019 Weddings	Coward Wedding	10/18/19	LW	100	80	\$ 21,000.00	Definite
USS JOHN R PIERCE (DD 753) 2019 reunion	USS JOHN R PIERCE (DD 753) 2019 reunion	10/20/19	LO	50	134	\$ 50,000.00	Definite
Baptist Health Systems	Training / Clinical Education	10/20/19	LW	8	32	\$ 6,400.00	Assist
USS TALLAHATCHIE County LST-1154/AVB-2	USS TALLAHATCHIE COUNTY REUNION 2019	10/21/19	LO	100	200	\$ 87,500.00	Definite
USS TALLAHATCHIE COUNTY	USS TALLAHATCHIE COUNTY	10/22/19	LO	60	145	\$ 52,500.00	Assist
Gulf Breeze 74	Annual Fall Meet-up	10/25/19	LC	35	40	\$ 14,000.00	Definite
Studer Education	Destination High Performance	10/29/19	LW	100	100	\$ 30,000.00	Definite
Navy Federal Credit Union	2019 Annual Conference	10/31/19	LW	125	795	\$ 219,375.00	Definite
TOTAL:				9,349	11,086	\$2,814,000.00	



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Marketing & Communications



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VisitPensacola.com



Visit Pensacola
Public Relations Report
September 2019

OUTREACH



Highlight: Pensacola International Airport Sees Record-Breaking 2 Million Passengers



Highlight: Southern Living, Food Network, and upcoming NYC Media Mission



Highlight: Southern Living, HARO, City of Pensacola, CNN Foodie



Highlight: Vacation Artfully in Pensacola



SOCIAL MEDIA

4,044 sessions via social referral • 2,788 total social conversions



2 NEW SUBSCRIBERS, 799 TOTAL SUBSCRIBERS

1. Things to do in the Pensacola Bay Area
2. Visiting Pensacola Bay Oysters
3. Water Activities in Pensacola, FL
4. Pensacola Beach, FL
5. Pensacola's Thriving Downtown
6. State Parks in Pensacola, FL
7. World's Largest Naval Aviation Museum
8. Pensacola History
9. Sea Turtle Hatchlings
10. Tap into Pensacola
11. A Day in Pensacola
12. Dog Friendly Pensacola
13. Fall in Pensacola

14. Live in the Kitchen with Angelena's
15. Vacation Artfully in Pensacola



357 TOTAL SOCIAL CONVERSIONS

Total Engagement: 3,483 Replies, retweets and likes +215 followers, engaged 61 unique people, 261K Impressions



1,853 TOTAL SOCIAL CONVERSIONS 765 New Page Likes

117K Engaged Users with the potential of 7.4 million total impressions (all generated from likes, shares and comments on posts)



268 TOTAL SOCIAL CONVERSIONS

Engaged 147 people, 1,217 pins



192 TOTAL SOCIAL CONVERSIONS

1,227 New Followers
Total Engagement: 33k
(likes and comments)

INSTAGRAM STORIES
98 total social conversions
107k story impressions
65k story interactions



E-MARKETING CONSUMER eNEWS

463 new sign-ups
107.6% conversion rate

13.9% open rate
2.1% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Pensacola Selected as Premier Sailing League Southern Headquarters
- Exhibition Series to Take Place Jan. – April 2020
- Pensacola International Airport Sees Record-Breaking 2 Million Passengers
- October Events Release

HOSTED PRESS

- Visit FL Local Voice Campaign

MEDIA ASSISTS

- 354 Atlanta Traveler – Cant Miss Things To Do In Pensacola
- Southern Living – Best Beach Bars

MEDIA ASSISTS

- University of West FL – Marketing and Social Media lectures
- University of West FL – Hospitality Lecturer (Steve Hayes)
- Gulf Islands National Seashore
- Pensacola Sports
- Meetings Today
- Trailer Life
- Family Circle
- Gulf Power Newsletter
- Alina Sharifsoy - Images used on Futuparks app that promotes National Parks Worldwide
- Katy Macek - Image used for a Destination holiday story in BRAVA Magazine
- Bill AuCoin - Images used in December Gulf Report in Southern Boating Magazine

MEDIA ASSISTS

- 850 Magazine
- USA Today's Veterans Affairs
- Visit FL Editorial Leads
- Visit FL Brand/Video Team
- Gosh PR
- Destinations FL Quick Trip Submission
- Pensacola News Journal
- Impact 100 Global Conference
- City of Pensacola
- Pensacola International Airport
- Baptist Healthcare
- Live from Florida Friday
- Studer Communities Group
- Canadian Traveller
- InWeekly Editorial
- Garden and Gun Cocktails edition

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- Florida Beaches Put Accessibility First



215 stories

Highlights:

- Foo Foo Festival Stomps, Jives and Choirs its Way to Pensacola October 31-November 11
- Pensacola Beach's Biggest Annual Foodie Festival Moves to October



6 Accolades

Highlights:

- 20 Cities Where You Can Get By On Under \$100 a Day
- The Best Budget-Friendly Fall Escape in Each State

VisitPensacola.com

SEPTEMBER ONLINE REPORT

Summary

- **Website engagement**

- Website visits are up 11.5%
- Unique website visitors up 17.7%
- Mobile Traffic up 33.6%

- **Acquisition**

- Top converting channels:
 - Organic Traffic / 108.1%
 - Paid Search / 115.6%
 - Referral / 114.7%
 - Email / Conversion rate 107.6%

- **Email Engagement**

- Unique Open Rate 13.9%
- Unique CTR 2.1%
- Conversion Rate 107.6%

- **Social Media**

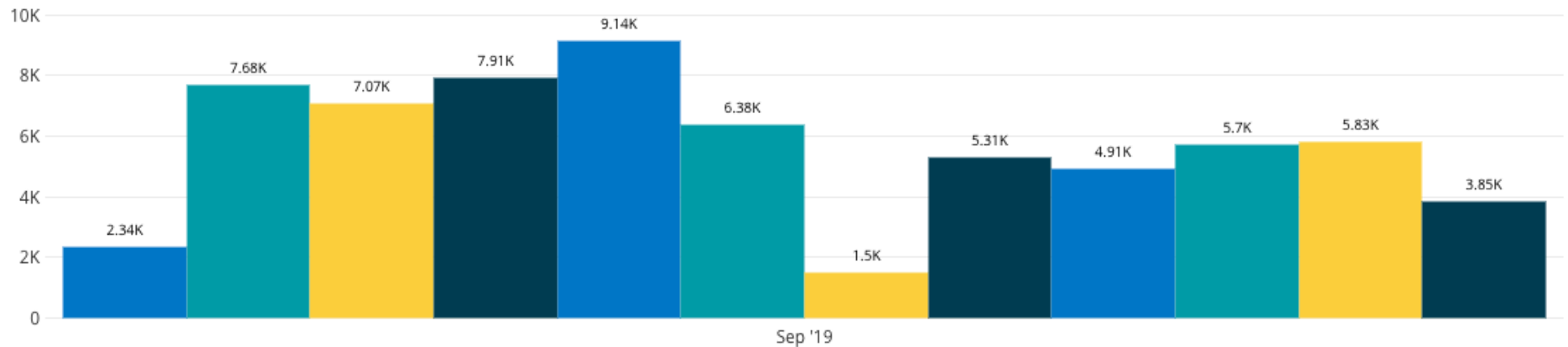
- Social Media traffic resulted in 2,788 conversions on our website (visited more than one page, signed up for our eNewsletter or visited partner listings).
- Top converting social channels: Facebook (1,853 Conversions), Twitter (357), Pinterest (268), Instagram (192), Instagram Stories (98)
- Top landing pages/sections from social: Seafood Festival, Home Page, Fall Cocktail Recipes, Cheeseburgers In Paradise, Date Night Ideas

Audience

Measurement	Main	% Change (main site) <i>(September 2019 vs. 2018)</i>
Website Visits	201,599	▲ 11.5%
Unique Visits	153,447	▲ 17.7%
New Visitors	140,505	▲ 25.5%
Desktop Users	30,372	▼ 14.8%
Mobile Users	112,212	▲ 33.6%
Tablet	10,752	▼ 0.3%

Audience - Demographics

Age Group by Gender



Female 18-24 Female 25-34 Female 35-44 Female 45-54 Female 55-64 Female 65+ Male 18-24 Male 25-34 Male 35-44 Male 45-54 Male 55-64 Male 65+

2,343

Female 18-24
-24%

7,675

Female 25-34
-14%

7,070

Female 35-44
-12%

7,914

Female 45-54
-5%

9,141

Female 55-64
4%

6,379

Female 65+
31%

1,495

Male 18-24
-21%

5,309

Male 25-34
-18%

4,910

Male 35-44
-25%

5,702

Male 45-54
-18%

5,825

Male 55-64
-13%

3,852

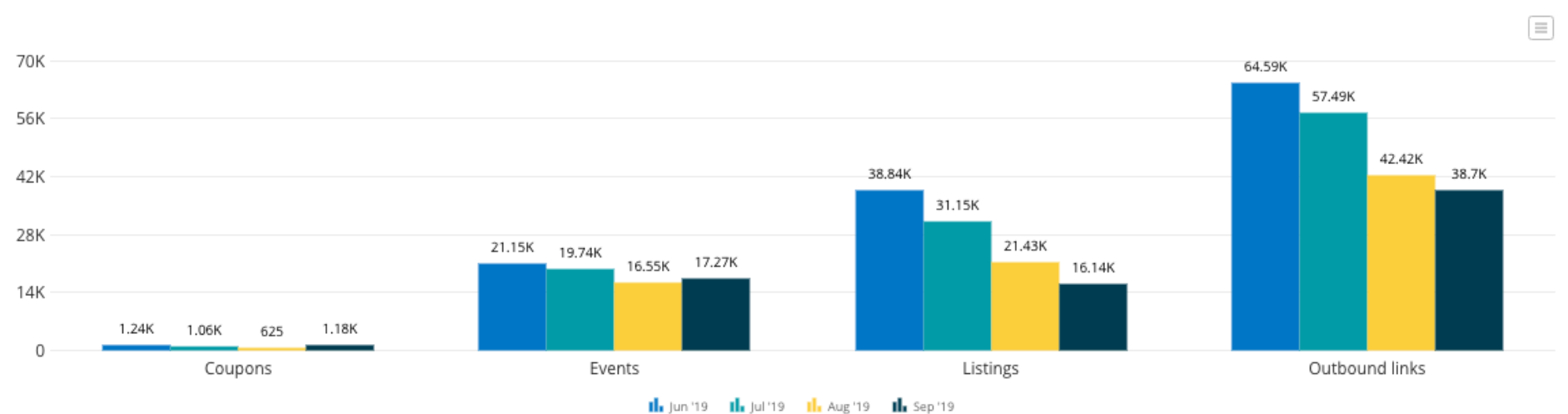
Male 65+
-4%

Audience

Metro	Users	New Users	Bounce Rate	Pages / Session	Goal Conversion Rate	Goal Conversion YOY
Mobile AL-Pensacola (Ft. Walton Beach) FL	34,568	27,736	48.7%	2.2	98.2%	▼ 3.9%
Atlanta GA	21,044	17,880	52.4%	1.9	86.3%	▲ 9.3%
New Orleans LA	13,163	10,915	51.1%	2.0	87.8%	▲ 6.3%
Dallas-Ft. Worth TX	8,405	7,722	62.9%	1.8	65.8%	▼ 13.7%
Birmingham (Ann and Tusc) AL	6,267	5,588	53.7%	1.9	85.8%	▼ 9.2%
Orlando-Daytona Beach-Melbourne FL	5,665	4,825	54.7%	1.9	81.7%	▲ 5.4%
Nashville TN	5,644	5,242	56.9%	2.3	84.2%	▼ 17.6%
Houston TX	4,697	4,443	67.9%	1.7	58.9%	▼ 12.9%
Washington DC (Hagerstown MD)	4,367	4,268	76.1%	1.5	42.1%	▼ 24.3%

Engagement

Partner Engagement on Website



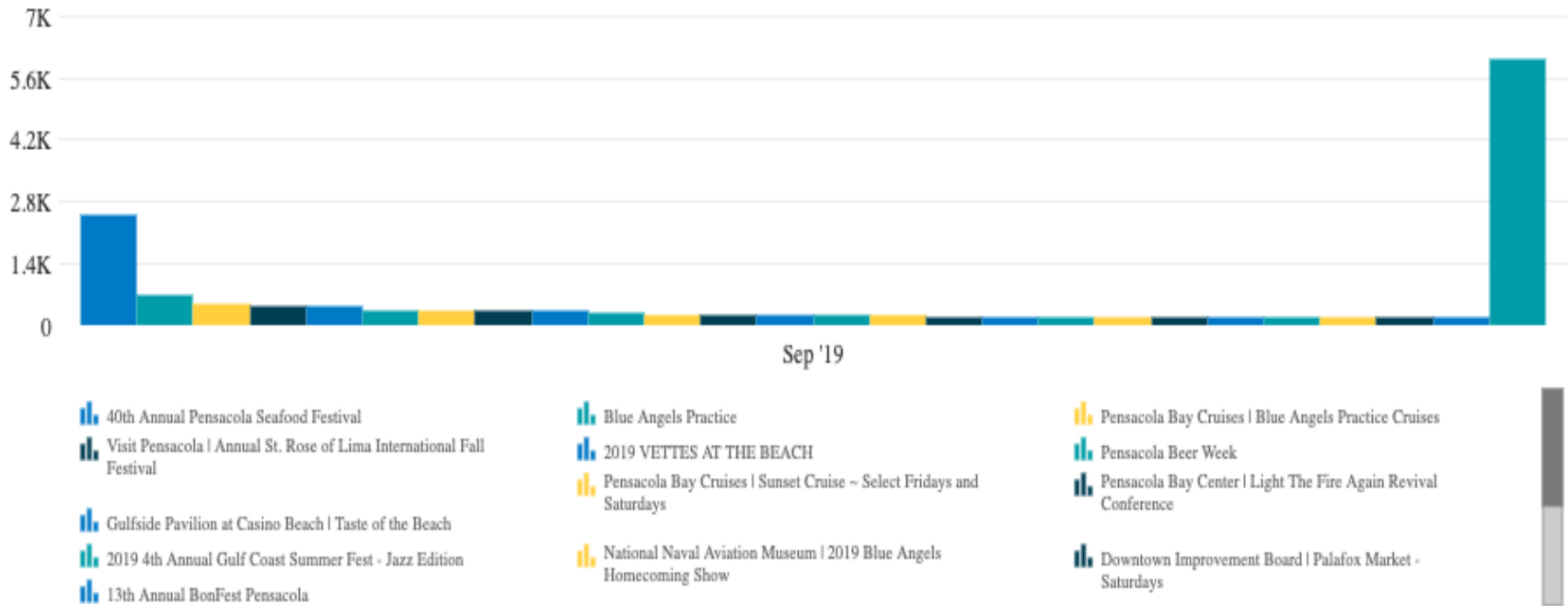
Series	Coupons	Events	Listings	Outbound links
Jun '19	1,238	21,145	38,844	64,588
Jul '19	1,059	19,737	31,147	57,492
Aug '19	625	16,552	21,432	42,422
Sep '19	1,179	17,272	16,139	38,695

73,285

Engagement – Partner Listings



Top Events



Email Engagement



SECTION 1 - PAGE 1

Pensacola Florida Dashboard [for Pensacola](#)

From Sep 01, 2019 to Sep 30, 2019

Created On Oct 01, 2019

Overall Website Metrics



Sessions by Metro

Region	Metro	Sessions
Total		199,195
Alabama	Mobile AL-Pensacola (Ft. Walton Beach) FL	48,601
Georgia	Atlanta GA	25,801
Louisiana	New Orleans LA	17,329
Texas	Dallas-Ft. Worth TX	10,005
Maryland	Washington DC (Hagerstown MD)	7,773
Alabama	Birmingham (Ann and Tusc) AL	7,613
Florida	Orlando-Daytona Beach-Melbourne FL	6,938
Tennessee	Nashville TN	6,874
Texas	Houston TX	5,535
Illinois	Chicago IL	5,448

IBM Email Totals



Engagement

Measurement	Value	% Change
Time Spent On Site (<i>min</i>)	00:01:40	▼ 3.3%
Pages	2.1	▼ 3.1%
Bounce Rate	52.5	▼ 0.5%
Email Sign Up Completions	463	▲ 35.8%
Insider Guide Signups Completions	801	▼ 4.3%

Acquisition by Channel

Default Channel Grouping	Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
Organic Search	69,905	95,727	47.6%	2.3	128.0	108.1%
Display	45,597	51,805	63.6%	1.7	51.2	62.8%
Direct	13,059	18,260	53.5%	2.0	97.2	81.1%
Paid Search	12,254	15,433	42.3%	2.6	123.1	115.6%
Native	8,132	9,109	68.3%	1.4	12.5	31.3%
Social	3,440	4,044	41.3%	1.7	74.0	61.4%
Referral	2,861	4,384	47.2%	2.9	187.4	114.7%
Email	1,878	2,489	36.0%	2.2	136.8	107.6%
(Other)	320	348	86.5%	1.2	20.1	18.4%

Acquisition

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
google / organic	68,522	58,895	93,065	44.7%	2.5	142.5	118.4%
facebook / display	50,694	49,332	58,587	44.4%	1.9	73.6	96.5%
(direct) / (none)	12,846	12,120	18,137	55.8%	2.1	104.0	87.0%
google / cpc	12,838	11,522	16,555	41.4%	2.5	120.4	111.7%
stack_adapt / native	5,333	5,036	6,480	74.7%	1.2	19.0	19.8%
m.facebook.com / referral	3,374	2,559	3,874	32.0%	1.4	46.2	45.3%
bing / organic	3,134	2,665	4,170	33.8%	3.5	193.0	166.5%
sojern / display	2,822	2,706	3,052	85.5%	1.3	24.9	26.3%
tripadvisor / display	2,093	2,045	2,791	85.8%	1.3	33.6	26.5%
yahoo / organic	1,906	1,655	2,624	37.8%	2.9	181.1	147.7%

Acquisition - Referrals

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
m.facebook.com	1,945	1,445	2,131	48.5%	1.5	51.1	47.9%
pinterest.com	435	407	529	18.0%	1.4	55.3	45.4%
livebeaches.com	417	215	807	64.2%	1.9	77.8	67.2%
t.co	303	239	368	44.3%	1.4	41.7	48.1%
visitflorida.com	245	192	273	32.2%	3.7	249.6	181.7%
google.com	240	191	293	28.7%	1.8	95.5	79.2%
facebook.com	218	157	378	31.7%	3.1	245.0	122.8%
pensacola.com	173	150	206	66.5%	2.3	137.0	85.0%
explorepensacola.com	159	11	213	56.3%	3.2	138.8	122.5%
l.instagram.com	152	144	152	33.6%	1.6	51.4	45.4%

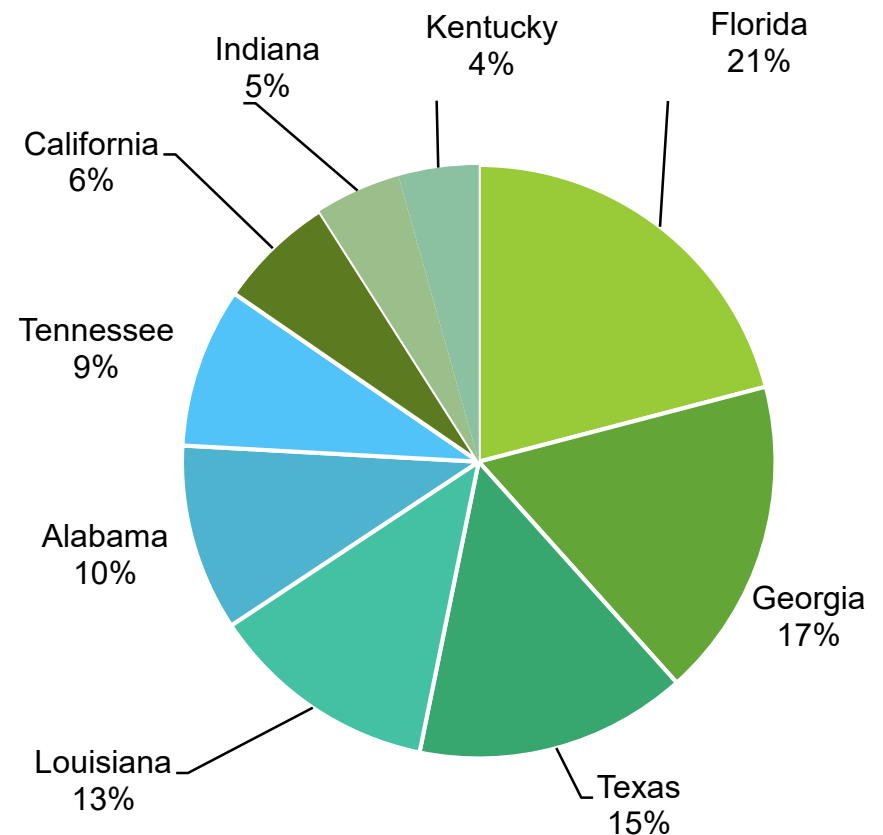
Top Pages

1. Trip > South
2. Webcams
3. Things To Do > Beaches
4. Events
5. Home Page
6. Seafood Festival
7. Plan Your Trip Free

Engagement (E-Book) *September 2019*

Measurement	Value
Unique Visits	555
Unique Page Views	15,922
Avg. Time (min.)	7.7
Total Clicks	35
PDF Download	49

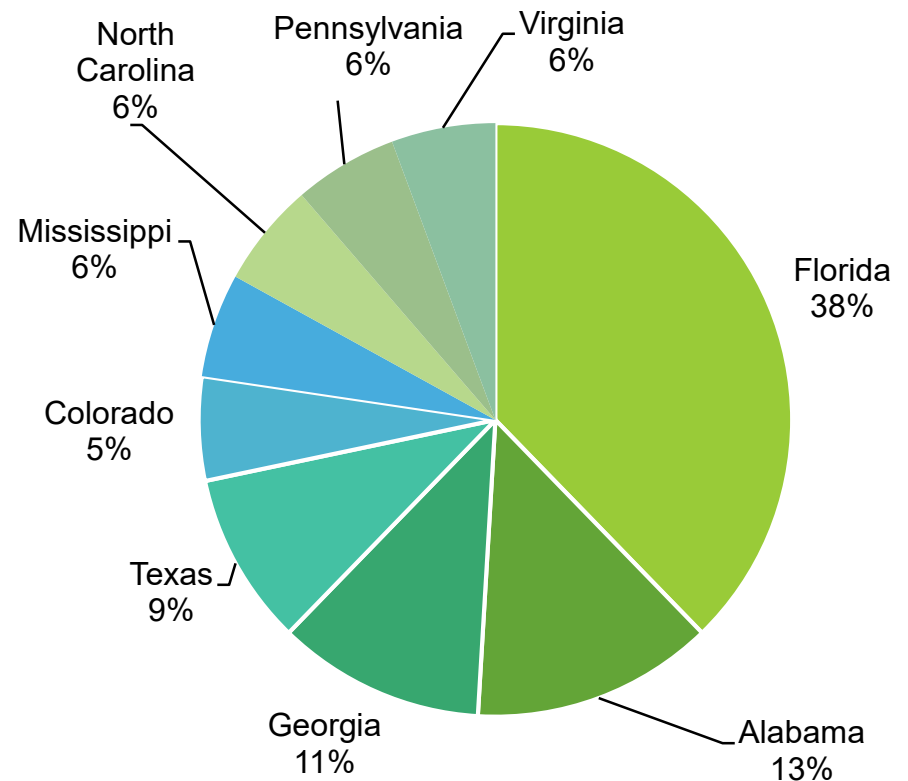
Top States – E-Book



E-Book – Multicultural *September 2019*

Measurement	Value
Unique Visits	83
Unique Page Views	1,266
Avg. Time (min.)	3.7
Total Clicks	4
PDF Download	4

Top States – E-Book



Social Engagement

of Sessions via Social Referral: **4,044**

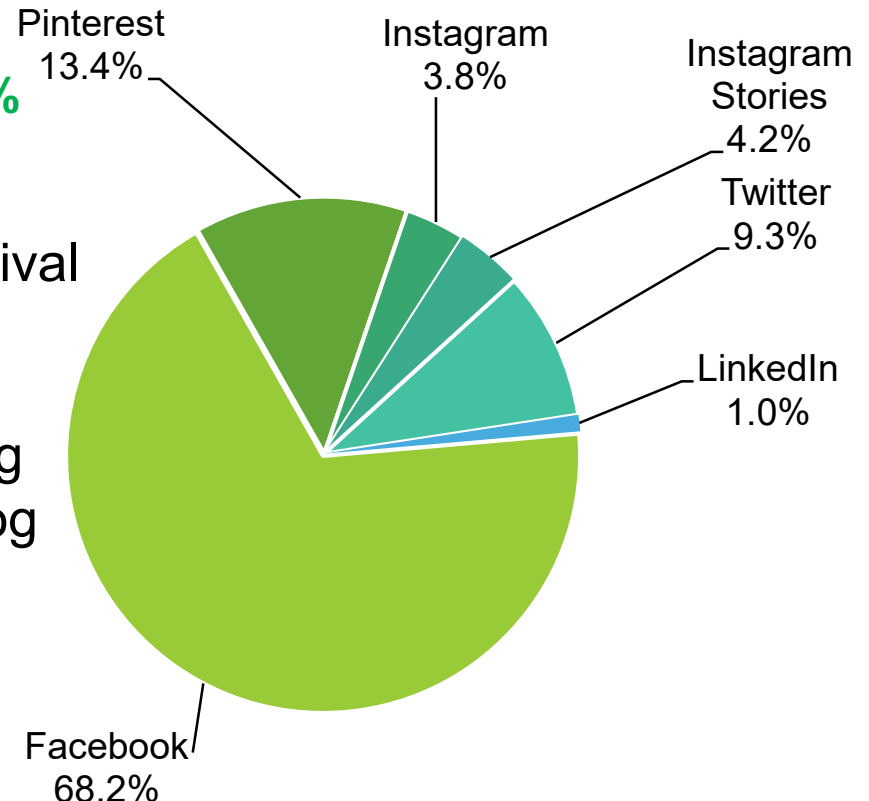
+38.4%

Total Social Conversions: **2,788 +14.83%**

Top Social Content

- Signature Events – Seafood Festival
- VisitPensacola.com
- Fall cocktail recipes – blog
- Cheeseburgers in Paradise – blog
- Pensacola Date Night Ideas – blog

Social referrals to VisitPensacola.com

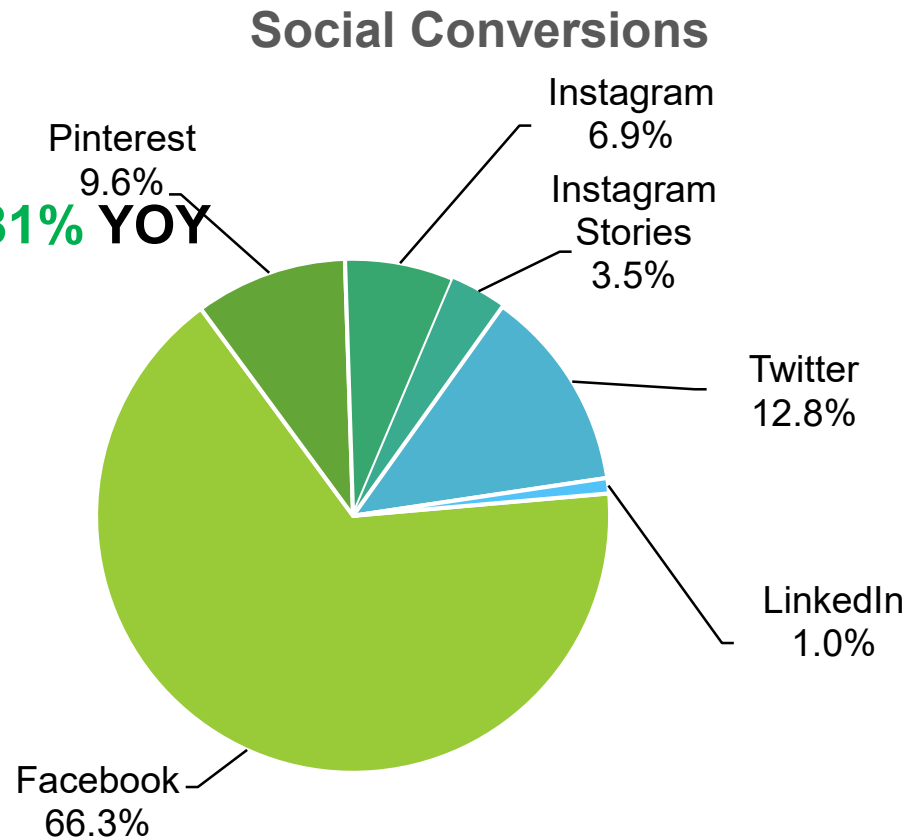


Social Conversions

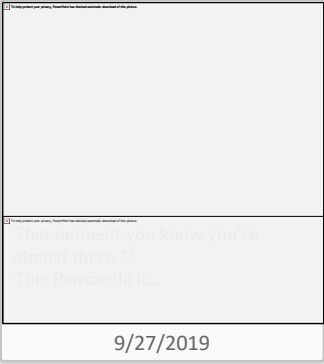
Top converting social channels

Conversions have increased 81% YOY

- Facebook / 1,853 +11.43%
- Pinterest / 268 -34%
- Instagram / 192 +166%
- Instagram Stories / 98 -37%
- Twitter / 357 +891%
- LinkedIn / 27 -6.9%

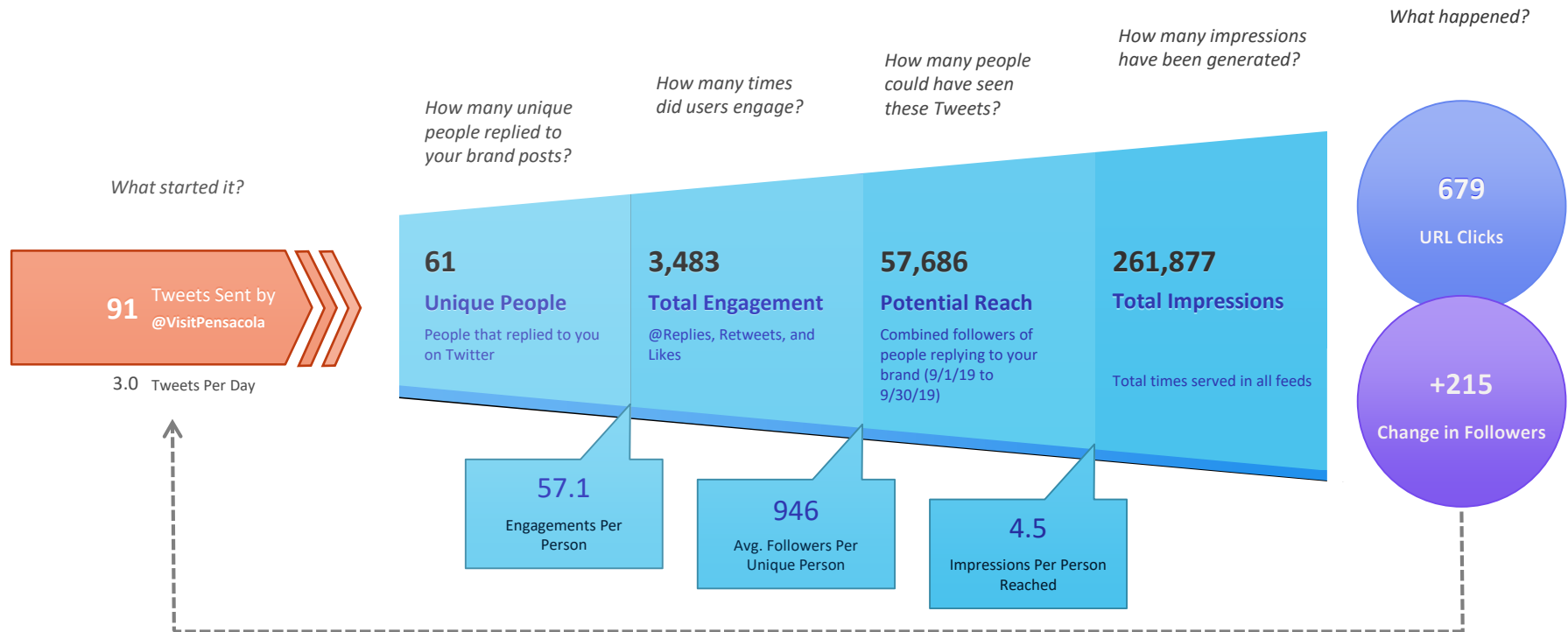


Instagram Report

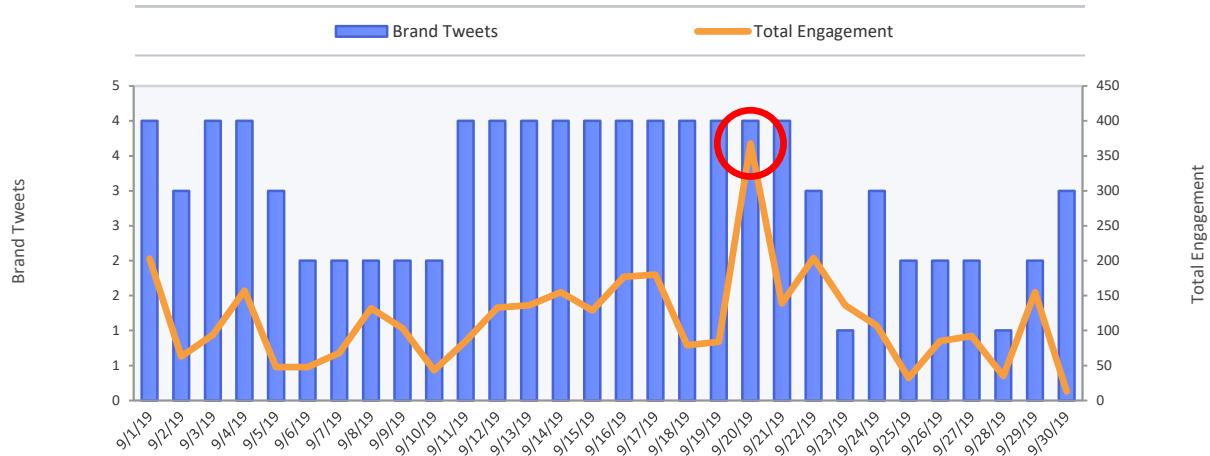
Instagram Account Report		Pensacola, Florida		
MOST ENGAGING POST	INSTAGRAM POSTS	ENGAGEMENTS	ENGAGEMENTS PER POST	
	All Posts	49	33,195	677.4
	Photo Posts	43	27,814	646.8
	Video Posts	6	5,381	896.8
	Carousel Posts	0	0	0
MOST ENGAGING FILTER		MOST ENGAGING LOCATION		
NA		NA		

Twitter

Twitter Engagement Megaphone



Brand Tweets and Engagement



ENGAGEMENT BREAKDOWN

3,483
Total Engagement

87 Replies
472 Retweets
2,924 Likes

ENGAGEMENT PEAK

9/20/19

217% more engagement than the daily average from this report period.

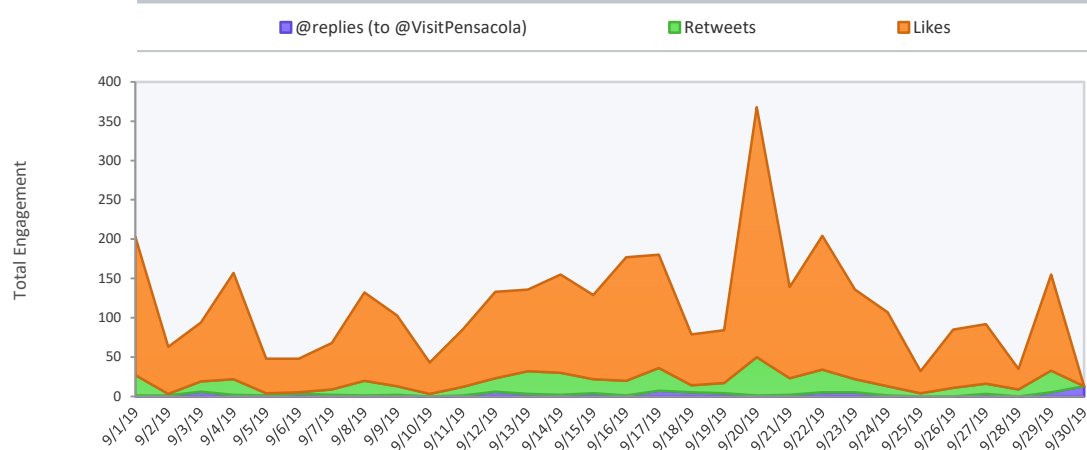
This peak appears to be overwhelmingly produced by brand-driven activity, with RTs, Replies & Likes accounting for 100% of your total engagement, and @mentions accounting for 0%.

MOST ENGAGING TWEET FROM PEAK DAY

*"Heading into the last weekend of summer 🌞
<http://pic.twitter.com/AN2wPAIZjp> (
<https://twitter.com/VisitPensacola/status/1175054860682780672/...>"*

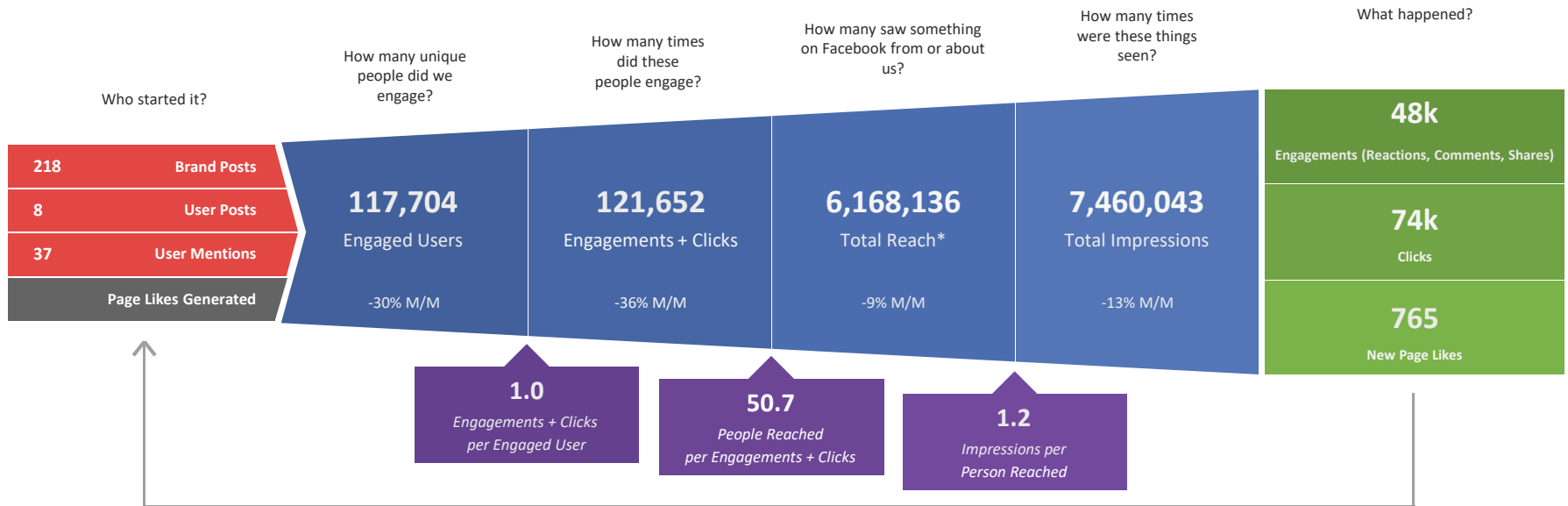
317 engagements (99.4% of the total)

Engagement Breakdown



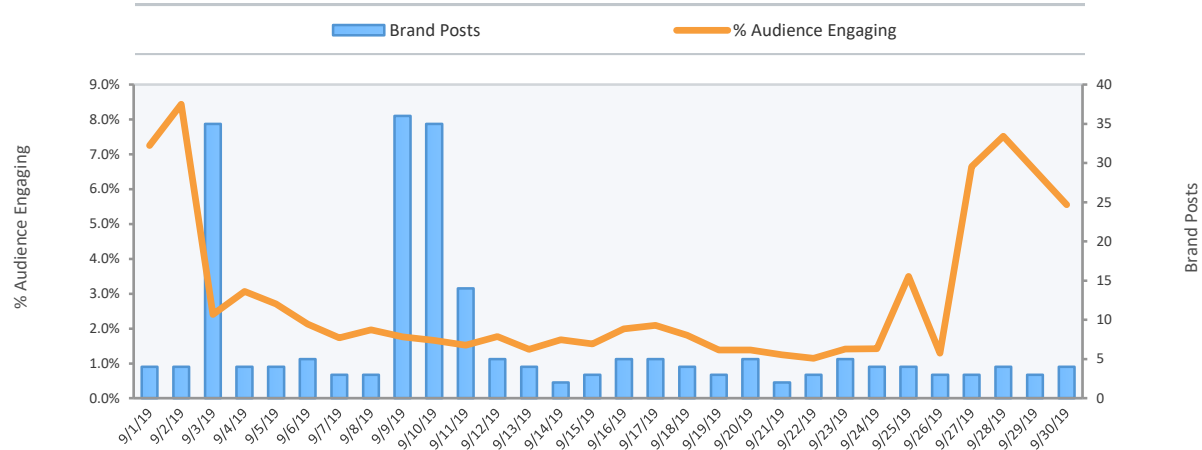
Facebook

Facebook Engagement Megaphone: Visit Pensacola



**Numbers will differ from Facebook Insights. The sum of daily Reach is provided for directional purposes. Facebook only provides this metric as a 1, 7 or 28 day trailing figure.*

Posts and % Audience Engaging Over Time



ENGAGEMENT OVERVIEW

1.91%

% Audience Engaging

118k

Engaged Users

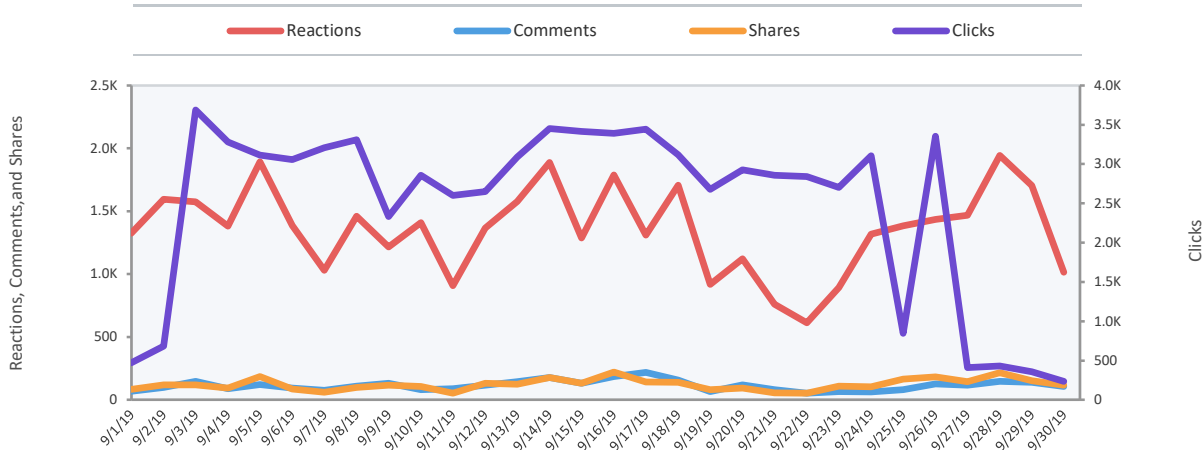
6.2M

Total Reach

218

Brand Posts

Reactions, Comments, Shares, and Clicks



INTERACTIONS BY TYPE

41k

Reactions

186.6 per post

3,398

Comments

15.6 per post

3,676

Shares

16.9 per post

74k

Clicks

339.0 per post

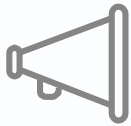
Pinterest

Visit Pensacola

PINTEREST CHANNEL REPORT

REPORTING PERIOD

9/1/19 – 9/30/19

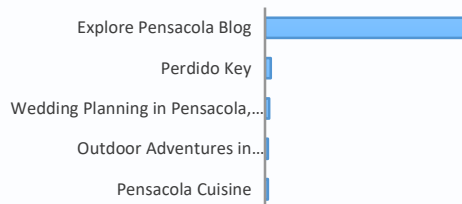


Engagement

147

On New	4
On Existing	143

Top Boards

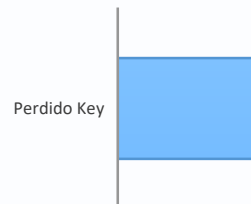


Pins

1,217

New	35
Existing	1,182

Top Boards

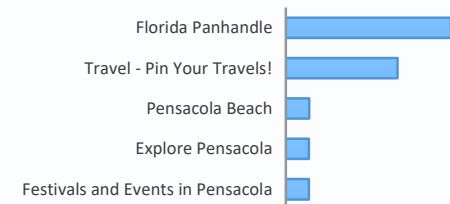


Followers

1,666

Net New	47
Existing	1,619

Top Boards



YouTube

Subscribers: 799

Views: 3.9k

Watch time: 6.0k

Top shared content:

- 5 Reasons to Visit Pensacola
- The Mullet Toss
- Pensacola Seafood Festival
- 3-Minute Adventures – Blue Angels
- Pensacola Beach Fishing

The screenshot shows the YouTube channel page for 'Visit Pensacola', which has 715 subscribers. The channel banner features a collage of images including a cocktail, a beach scene, and a historic building. The navigation bar includes links to HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT. The main content area is divided into three sections: 'Visit Local Pensacola' (featuring three live-in-the-kitchen videos), 'Vlog' (featuring four videos about local attractions), and 'Exploring Pensacola with JD Andrews' (featuring four videos about local activities and landmarks). On the right side, there is a 'POPULAR CHANNELS' section with links to 5-Minute Crafts, Like Nastya Vlog, Kids Diana Show, Badabun, Toys and Colors, and CookieSwirlC.

Visit Pensacola
715 subscribers

CUSTOMIZE CHANNEL YOUTUBE STUDIO (BETA)

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Visit Local Pensacola PLAY ALL

Visit Local Pensacola: Live in the Kitchen
Visit Pensacola
121 views • 1 year ago

Visit Local Pensacola: Live in the Kitchen
Visit Pensacola
121 views • 1 year ago

Visit Local Pensacola: Live in the Kitchen
Visit Pensacola
79 views • 1 year ago

POPULAR CHANNELS

5-Minute Crafts
SUBSCRIBE

Like Nastya Vlog
SUBSCRIBE

Kids Diana Show
SUBSCRIBE

Badabun
SUBSCRIBE

Toys and Colors
SUBSCRIBE

CookieSwirlC
SUBSCRIBE

Vlog PLAY ALL

Take an adventure with us as we explore the Pensacola Bay Area.

A trip to Joe Patti's with Ryan
Visit Pensacola
4.5K views • 3 years ago

Palafox Market in downtown Pensacola
Visit Pensacola
4.9K views • 3 years ago

Dog Friendly Pensacola
Visit Pensacola
2.4K views • 3 years ago

Tap into Pensacola
Visit Pensacola
1.9K views • 3 years ago

Exploring Pensacola with JD Andrews PLAY ALL

Water Activities
Visit Pensacola
196 views • 1 year ago

Visiting Pensacola Bay Oysters
Visit Pensacola
366 views • 1 year ago

World's Largest Naval Aviation Museum
Visit Pensacola
139 views • 1 year ago

A Thriving Downtown
Visit Pensacola
167 views • 1 year ago