

VISIT PENSACOLA BOARD MEETING
October 29, 2025

Visit Pensacola Board of Directors Meeting

October 29, 2025

3:00 p.m.

Sanders Beach – Corrine Jones Resource Center
913 S I Street, Pensacola, FL 32502

AGENDA

1. Meeting Called to Order
2. Public Comment
3. President/CEO Report
4. Old Business
 - a) Approval of Minutes from the September 17, 2025, Board Meeting*
 - b) Nominating Committee*
5. New Business
 - a) Finance Committee Monthly Report*
 - b) New Partners*
 - c) Agreement Amendment for Downs & St. Germain*
6. Adjournment

** Action Item requiring board vote.*

Visit Pensacola Board of Directors Meeting Minutes

Wednesday, September 17, 2025

Pensacola Chamber of Commerce; 418 W Garden Street, 4th Floor, Suite 401, Pensacola, FL

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

Board Members Absent: Greg Harris, Brady Hale, Robin Reshard, and Yash Patel.

Staff Members Present: Darien Schaefer, Nicole Stacey, Wandy Samuel, Kaya Man, and Shawn Brown

The meeting was called to order at 3:05 PM by Sterling Gilliam.

Public Comment

There was no public comment.

Gilliam shared the resignation letter he received from Brady Hale on September 15, 2025. Hale will still be involved as a Partner with Visit Pensacola, however, he is unable to give the board his full attention at this time.

Old Business

Christina Sasser made a motion to approve the minutes from August 13, 2025, Board Meeting. Maria Goldberg seconded the motion, and it was approved unanimously.

CEO Report

Darien Schaefer walked through the latest meetings and updates of Visit Pensacola.

The new advertising and promotions agreement with Showcase Pensacola has been signed by both parties.

Visit Pensacola received an inter-local agreement from Okaloosa County and the document will be reviewed by council. Christina Sasser asked Schaefer if he foresees any concerns with the agreements. Schaefer commented that Visit Pensacola's priority is marketing and the successful deployment of the SS United States within 32 nautical miles of the Pensacola Pass. Gilliam agreed that the key component is the location of where the ship will be reefed.

Maria Goldberg asked about the agreement terms. Schaefer said the commitment is \$1 Million of TDT from Escambia County and \$100K a year in joint-marketing efforts for the next 5 years.

Schaefer shared that the TDC approved the funding for the Sun Belt Conference Sponsorship presented by Pensacola Sports. This will not affect the Unified Budget.

TDT Collections – Update

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 3,615,405	\$ 3,739,842	-3.3%	\$ 20,012,189	\$ 19,971,171	0.2%
	-	-				
Total	\$ 3,615,405	\$ 3,739,842	-3.3%	\$ 20,012,189	\$ 19,971,171	0.2%

Year-To-Date Collections				
Geographic Area	Fiscal Year	Fiscal Year	Difference	% Change
	2025	2024		
	YTD Collected	YTD Collected		
Downtown Pensacola	\$ 1,499,808.74	\$ 1,392,655.85	\$ 107,152.89	7.7%
Southeast Pensacola	2,473,262.44	2,408,883.82	64,378.62	2.7%
Southcentral & Southwest Pensacola	645,508.72	835,380.30	(189,871.58)	-22.7%
Perdido Key Area	4,199,116.88	4,220,549.12	(21,432.24)	-0.5%
Northeast Pensacola	1,113,394.26	949,210.64	164,183.62	17.3%
North Escambia & Northwest Pensacola	1,337,986.69	1,238,347.54	99,639.15	8.0%
Pensacola Beach Area	8,743,110.80	8,926,143.66	(183,032.86)	-2.1%
Total	\$ 20,012,188.53	\$ 19,971,170.93	\$ 41,017.60	0.2%

Schaefer said he sent an email to the Comptroller’s office about the discrepancy between our STR and KeyData research reports and the TDT collections. Our reports are showing growth but collections are down for more than a single month. Dae Patel asked if he could see the breakdown between traditional lodging vs rentals, he also asked Schaefer if he could get the numbers from other markets.

New Business

Finance Committee Report

Wandy Samuel presented the Finance Committee Monthly Report from August.

August Takeaways

- Unified financial statement reports a net Income of \$247K. VP was able to bill the county for invoices for Showcase, ACE and monthly VP expenses.

Major Highlights

- The TDC has approved the Unified budget request and now awaiting final approval from the BOCC.
- To date, VP has applied \$1.625M toward the advance with a remaining balance of \$375K to be paid by the end of the year.
- Expenses related to the initial \$900K advance have been submitted. Additionally, ACE has submitted a second funding request in the amount of \$903K.

Terry Branch made a motion to approve the August Financials. Sasser seconded the motion, and it was approved unanimously.

Line of Credit Renewal

Schaefer reviewed the renewal of the \$500,000 Line of Credit for FY2026. To continue to have the line of credit available, the board needs to approve the line of credit each year.

Goldberg made a motion to approve the line of credit for another year. Branch seconded the motion, and it was approved unanimously.

Vendor Agreement Approval

There are three agreements that require board approval: Adara, TravPro, and Magic Torch.

Goldberg asked why these vendors are coming to the board for approval. Schaefer said the Procurement Policy requires Board approval if the contract is over a certain dollar amount. If the amount is less than \$5,000 the President approves. If it's \$5,000 - \$25,000, the President can approve but will need to inform the Finance Committee. \$25,000 – \$49,999 requires Finance Committee approval and anything over \$50,000 has to have Finance Committee and Board approval.

Adara = Tracks ROI on Digital Marketing and Campaigns

TravPro = New platform; sales and trade. Connect with tour operators.

Magic Torch = UK representation, annual plan.

Ali Green made a motion to approve the three vendor agreements. Branch seconded the motion, and it was approved unanimously.

Presentation on Palafox Street Improvements – Walker Wilson, DIB

Walker Wilson updated the board on the planned improvements of the Palafox Street Project. Currently it is scheduled to start January 5, 2026 with construction between Garden St. and Main St. to be completed by Memorial Day. Wilson asked Visit Pensacola to help communicate the timeline and scope of this project with stakeholders and visitors.

New Partner Approval

Per the Bylaws, all new Partners need to be approved by the board. The Board discussed updating the Bylaws so the board would not have to approve the new Partners and thereby reduce the time it takes to activate a new partnership. Changes to the Bylaws require a notice sent out to the members with a 10-day comment period.

Bushwacker Landing

A new family-owned restaurant.

Family-owned waterfront restaurant in Perdido Key offering fresh food, cold drinks, and unbeatable views.

Business Category: Food & Drink

The Brent Lofts

Downtown Vacation Rentals. The Brent Lofts offer a distinctive blend of historic charm and modern luxury. Originally built in 1906, this beautifully restored building now houses 30 upscale condominiums, 16 of which are available for short-term rentals (ranging from two days to six months).

Business Category: Lodging

Goldberg made a motion to approve the new partners. Sasser seconded the motion, and it was approved unanimously.

Gilliam suggested removing the board member approval for new partners and leave it to the President to approve new partners. Robby Rushing is going to look into an amendment.

Sasser made a motion to remove the language in the bylaws that requires board approval for new members. Branch seconded that motion and it passed unanimously.

Board of Directors Discussion

As a result of the Hale resignation, Gilliam suggested that the Nominating Committee reconvene and recommend a replacement and candidate for Vice-Chair. Gilliam made a motion to reconvene the Nominating Committee for this purpose. Branch seconded that motion and it passed unanimously.

Marketing Updates – Showcase Pensacola

Nicole Stacey reviewed what the Visit Pensacola Staff has been working on and what they have coming up next month.

Public Relations:

Travel Pulse by NorthStar (Top Events in the United States this July)

The Daily Mail (UK) Feature – 15 must visit cities in the U.S.

Hosted 3 Content Creators

Social Media (*Year to date across all profiles*):

Engagements: 3,866,021 (Up 19.9%)

Post Link Clicks: 898,761 (Up 29.6%)

Engagement Rate: 5.6% (Up 31.4%)

Video Views: 39,817,489 (Up 32%)

Saves: 48,800 (Up 32.8%)

Visit Florida – UK Huddle & NWFL Beaches Media/Trade Events

America 250th with St. Augustine, Visit Florida and Visit Tallahassee (6)

Annual Meeting & NEW Sponsorship Opportunities

Wheel of Fortune – October 13, 2025...Pensacola is the featured destination

Website Refresh & Updates

Dae Patel asked Schaefer to update the County and TDC about the losses around the county with the hoteliers.

The meeting was adjourned at 5:13 PM by Gilliam.

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

VISIT PENSACOLA BOARD MEETING
October 29, 2025

VP Financials



Visit Pensacola Financial Report September 2025

FY25 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 Foo, which can not billed to the county until after the event.

* 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 and advertising income.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$2,444,647.07. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$150,654.32

VISIT PENSACOLA ONLY Month to date total Revenue = \$2,595,301.39

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$2,052,479.59

Operations \$308,397.26

Personnel \$185,988.01

VISIT PENSACOLA ONLY Month to Date total Expense = \$2,546,846.86

VISIT PENSACOLA Only Month to Date Net Income= \$48,436.53

UNIFIED Year to Date TDT revenue totaled \$13,012,868.21

UNIFIED Year To Date Private revenue totaled \$451,099.48

UNIFIED Year to date total Revenue = \$13,463,967.69

UNIFIED Year to date expense:

Direct Programming \$11,566,847.00

Operations \$691,512.32

Personnel \$1,529,059.40

UNIFIED Year to Date total Expense = \$13,787,418.72

UNIFIED Year to Date Net Loss = -\$323,451.03

County Submissions

* September's submission has been submitted to the county on October 13th. Gathering backups for the Sept Accrual for submission.

Balance Sheet

Visit Pensacola Inc

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	409,197.11
1025 EFT TDT #4196	\$355,615.06
1027 EFT TDT #4196-ACE	0.00
Total for 1025 EFT TDT #4196	\$355,615.06
1030 Partner#2177	\$178,279.83
1033 PPP LOan	0.00
Total for 1030 Partner#2177	\$178,279.83
1035 Reserves #3955	20,785.08
1050 Petty Cash	115.00
Total for Bank Accounts	\$963,992.08
Accounts Receivable	
1200 Accounts Receivable	\$2,928,896.24
1200-5 Membershp Receivable	1,350.00
1200-6 Ad Sales Receivable	1,170.00
Total for 1200 Accounts Receivable	\$2,931,416.24
Total for Accounts Receivable	\$2,931,416.24
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	66.13
1405 Prepaid Expenses	78,197.75
1410 Prepaid Insurance	7,812.69
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
Total for Other Current Assets	\$86,076.57
Total for Current Assets	\$3,981,484.89
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
Total for 1300 Furniture & Fixtures	\$0.00

Balance Sheet

Visit Pensacola Inc

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
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
Other Assets	
Total for Assets	\$3,981,484.89
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	1,874,591.52
Total for Accounts Payable	\$1,874,591.52
Credit Cards	
2000 Visit Pensacola P-Card	43,538.62
2002 Regions Membership PCard	2,916.03
Total for Credit Cards	\$46,454.65
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	61.50
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	0.00
2660 Pass through payment	0.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	210,329.40
2700 Unearned Revenue	459,174.44
2999 Salaries payable	147,357.73
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total for Other Current Liabilities	\$816,923.07
Total for Current Liabilities	\$2,737,969.24
Long-term Liabilities	
Total for Liabilities	\$2,737,969.24

Balance Sheet

Visit Pensacola Inc

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Equity	
32000 Unrestricted Net Assets	1,566,966.68
Net Income	-323,451.03
Total for Equity	\$1,243,515.65
Total for Liabilities and Equity	\$3,981,484.89

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

Aug-25

	Actual	Oct - August, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-ACE	410,254.34	1,933,395.92	1,954,375.00	20,979.08	98.93%	1.07%
4000 Tourism Development Tax-TDT	2,069,647.07	9,079,472.29	7,838,125.00	-1,241,347.29	115.84%	-15.84%
Advance Payment	375,000.00	2,000,000.00	2,000,000.00	0.00	100.00%	0.00%
4050 - TDT Supplemental			614,395.00	1,034,242.00	168.34%	0.00%
Rollover from FY24			2,245,852.00			
Total 4000 Tourism Development Tax-TDT	\$ 2,854,901.41	\$ 13,012,868.21	\$ 14,652,747.00	\$ 1,639,878.79	88.81%	11.19%
4100 Membership Dues	2,100.00	151,700.08	133,000.00	-18,700.08	114.06%	-14.06%
4150 Advertising Income	4,162.66	123,170.15	122,000.00	-1,170.15	100.96%	-0.96%
4400 Gifts in Kind - Goods	143,256.67	143,256.67	150,000.00	6,743.33	95.50%	4.50%
4600 Misc Income	45.88	14,024.43	200.00	-13,824.43	7012.22%	-6912.22%
4620 Interest Income	9.11	135.61	1,000.00	864.39	13.56%	86.44%
4640 Event Income	1,080.00	18,812.54	14,000.00	-4,812.54	134.38%	-34.38%
Total Income	\$ 3,005,555.73	\$ 13,463,967.69	\$ 15,072,947.00	\$ 1,608,979.31	89.33%	10.67%
Gross Profit	\$ 3,005,555.73	\$ 13,463,967.69	\$ 15,072,947.00	\$ 1,608,979.31	89.33%	10.67%
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	-29,795.29	327,071.94	370,720.00	43,648.06	88.23%	11.77%
5100 Advertising/Media	29,765.94	119,116.84	103,800.00	-15,316.84	114.76%	-14.76%
5110 Public Relations	19,270.60	165,937.80	196,610.00	30,672.20	84.40%	15.60%
5120 Advertising Production	7,200.00	25,581.51	21,035.83	-4,545.68	121.61%	-21.61%
5130 Internet Site Production	23,174.43	398,571.78	430,252.00	31,680.22	92.64%	7.36%
5140 Festivals & Events Granted		102,661.69	117,661.69	15,000.00	87.25%	12.75%
5141 Festivals & Event Local Support		111,128.70	121,191.05	10,062.35	91.70%	8.30%
5142 Festival & Event Mini Grants			22,000.00	22,000.00	0.00%	100.00%
5150 Consumer Promotions		47,253.69	63,720.68	16,466.99	74.16%	25.84%
5160 Sales Promotions	20,931.82	99,076.39	131,500.00	32,423.61	75.34%	24.66%
5170 Brochures and Collateral		150,736.54	156,700.00	5,963.46	96.19%	3.81%
5180 Tradeshows	5,058.33	186,023.68	200,950.00	14,926.32	92.57%	7.43%
5190 Showcase	1,956,132.33	7,621,250.57	7,655,928.75	34,678.18	99.55%	0.45%
5210 Regional Partnership	7,187.50	97,770.00	95,500.00	-2,270.00	102.38%	-2.38%
5215 Tourism Development Projects			0.00	0.00		
5220 Registration	329.95	25,329.39	47,750.00	22,420.61	53.05%	46.95%
5230 Dues and Subscriptions	3,675.18	65,520.40	69,020.00	3,499.60	94.93%	5.07%
5400 Business Travel & Entertainment	7,730.66	52,592.94	92,805.00	40,212.06	56.67%	43.33%
5400-1 Disallowed Travel Expense	450.73	2,864.24	6,395.00	3,530.76	44.79%	55.21%
Total 5400 Business Travel & Entertainment	\$ 8,181.39	\$ 55,457.18	\$ 99,200.00	\$ 43,742.82	55.90%	44.10%
5500 Visitor Awareness Education	1,367.41	84,888.12	91,790.00	6,901.88	92.48%	7.52%
7400 ACE - DP	983,470.78	1,883,470.78	2,892,705.00	1,009,234.22	34.00%	34.89%
Total 1 Direct Programming	\$ 3,035,950.37	\$ 11,566,847.00	\$ 12,888,035.00	\$ 1,321,188.00	89.75%	10.25%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	1,047.10	8,797.87	11,300.00	2,502.13	77.86%	22.14%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	4,866.08	69,649.26	100,715.00	31,065.74	69.15%	30.85%
5610 Computer&IT Maintenance&Repair	2,811.13	47,324.71	46,400.00	-924.71	101.99%	-1.99%
5630 Insurance Building & Content	1,656.94	16,814.70	38,200.00	21,385.30	44.02%	55.98%
5640 D & O and Liability Insurance	206.58	5,234.87	7,100.00	1,865.13	73.73%	26.27%
5650 Audit		25,000.00	25,000.00	0.00	100.00%	0.00%
5660 Legal Services	6,394.00	20,546.00	16,000.00	-4,546.00	128.41%	-28.41%
5670 CPA/ Financial Services	437.50	6,940.20	8,200.00	1,259.80	84.64%	15.36%
5700 Postage	2,686.61	26,255.54	42,200.00	15,944.46	62.22%	37.78%
5710 Supplies Coffee/Sodas	549.55	6,123.44	9,200.00	3,076.56	66.56%	33.44%
5720 Office Supplies	317.54	12,588.77	13,700.00	1,111.23	91.89%	8.11%
5730 Storage and Delivery	1,185.91	13,767.54	21,800.00	8,032.46	63.15%	36.85%
5750 Rent		10.00	10.00	0.00	100.00%	0.00%
5760 Telephone Service	660.10	7,528.24	8,400.00	871.76	89.62%	10.38%
5765 Cell Phone	786.43	8,938.01	9,600.00	661.99	93.10%	6.90%
5770 Utilities	3,545.66	43,187.46	49,000.00	5,812.54	88.14%	11.86%
5780 Copier	-846.33	8,665.97	11,600.00	2,934.03	74.71%	25.29%
5790 Capital Expenditures	17,840.28	30,974.47	40,000.00	9,025.53	77.44%	22.56%
5900 Miscellaneous Expenses	3.13	782.82	2,500.00	1,717.18	31.31%	68.69%
5920 Bad Debt Expense	119,902.80	169,037.57	1,300.00	-167,737.57	13002.89%	-12902.89%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	207.99	11,453.81	11,300.00	-153.81	101.36%	-1.36%
6010 Credit Card Processing Fee	820.09	7,249.47	6,800.00	-449.47	106.61%	-6.61%
6500 Taxes	61.50	1,358.19	4,065.00	2,706.81	33.41%	66.59%
6940 In Kind Expense	143,256.67	143,256.67	150,000.00	6,743.33	95.50%	4.50%
Total 2 Operating Costs	\$ 308,397.26	\$ 691,512.32	\$ 638,340.00	\$ 53,172.32	108.33%	-8.33%
3 Personnel Costs						

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5800 Salaries	142,735.28	1,205,683.52	1,211,858.00	6,174.48	99.49%	0.51%
5810 Commissions	633.77	27,375.02	28,500.00	1,124.98	96.05%	3.95%
5830 Auto	758.24	6,016.50	6,000.00	-16.50	100.28%	-0.28%
5840 401K Contribution Match	7,018.78	49,021.97	50,400.00	1,378.03	97.27%	2.73%
5850 Employee Insurance	20,203.66	108,653.91	113,000.00	4,346.09	96.15%	3.85%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	14,638.28	128,149.86	127,414.00	-735.86	100.58%	-0.58%
5890 Staff Education		4,120.51	9,000.00	4,879.49	45.78%	54.22%
Total 3 Personnel Costs	\$ 185,988.01	\$ 1,529,059.40	\$ 1,546,572.00	\$ 17,512.60	98.87%	1.13%
Total Expenses	\$ 3,530,335.64	\$ 13,787,418.72	\$ 15,072,947.00	\$ 1,285,528.28	91.47%	8.53%
Net Operating Income	-\$ 524,779.91	-\$ 323,451.03	\$ 0.00	\$ 323,451.03		
Net Income	-\$ 524,779.91	-\$ 323,451.03	\$ 0.00	\$ 323,451.03		

VISIT PENSACOLA UNIFIED ALL SOURCES YEAR OVER YEAR

	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. FY25 to FY24	Notes
Ordinary Income/Exp Income	A	B	C	F	A+B+C+D+E+F=G	H	G-H=I	J	K	N	G-N=O	
4640 · Event Income		9,028.54	9,784.00		18,812.54	14,000.00	(4,812.54)	-34%		16,263.74	2,548.80	
4000 · Tourism Development Tax- TDT	1,933,395.92			11,079,472.29	13,012,868.21	14,038,352.00	1,025,483.79	7%		12,141,944.56	870,923.65	
4050 · TDT Supplemental					0.00	614,395.00	614,395.00				0.00	
4100 · Membership Dues			151,700.08		151,700.08	133,000.00	(18,700.08)	-14%		144,825.10	6,874.98	
4150 · Advertising Income			123,170.15		123,170.15	122,000.00	(1,170.15)	-1%		132,046.21	(8,876.06)	
4300 · Consignment Sales			102.00		102.00		(102.00)			54.50	47.50	
4620 · Interest Income			135.61		135.61	1,000.00	864.39	86%		29,185.78	(29,050.17)	
4400 · Gifts in Kind - Goods			143,256.67		143,256.67	150,000.00	6,743.33	4%		149,330.72	(6,074.05)	
4600 · Misc. Income			13,922.43		13,922.43	200.00	(13,722.43)	-6861%		34,846.07	(20,923.64)	
Total Income	1,933,395.92	9,028.54	442,070.94	11,079,472.29	13,463,967.69	15,072,947.00	1,608,979.31	11%		12,648,496.68	815,471.01	
Gross Profit	1,933,395.92	9,028.54	442,070.94	11,079,472.29	13,463,967.69	15,072,947.00	1,608,979.31					
Expense												
1 · Direct Programming	1,883,470.78	7,294.78	96,729.49	9,579,351.95	11,566,847.00	12,949,364.00	1,382,517.00	11%		10,811,041.43	755,805.57	
2 · Operating Costs		666.11	222,688.43	468,157.78	691,512.32	610,425.00	(81,087.32)	-13%		521,323.69	170,188.63	
3 · Personnel Costs			35,154.06	1,493,905.34	1,529,059.40	1,513,158.00	(15,901.40)	-1%		1,429,797.27	99,262.13	
Total Expense	1,883,470.78	7,960.89	354,571.98	11,541,415.07	13,787,418.72	15,072,947.00	1,285,528.28	9%		12,762,162.39	1,025,256.33	
Net Ordinary Income	49,925.14	1,067.65	87,498.96	-461,942.78	-323,451.03	0.00				(113,665.71)		
Net Income	49,925.14	1,067.65	87,498.96	-461,942.78	-323,451.03	0.00				(113,665.71)		

Jason R Loeffler, CPA, PA

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

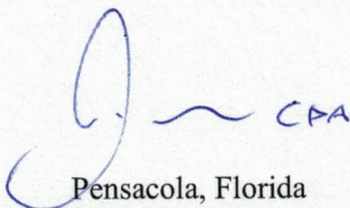
Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of September 30, 2025, and the related statement of financial income and expenses – income tax basis for the period then ended. I have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or provide any assurance about whether the financial statement is in accordance with the accrual basis of accounting.

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

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



Pensacola, Florida

October 21, 2025

Visit Pensacola Inc
Statement of Financial Position
As of September 30, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	409,197.11
1025 EFT TDT #4196	355,615.06
1030 Partner#2177	178,279.83
1035 Reserves #3955	20,785.08
1050 Petty Cash	115.00
Total Bank Accounts	\$963,992.08
Accounts Receivable	
1200 Accounts Receivable	2,928,896.24
1200-5 Membershp Receivable	1,350.00
1200-6 Ad Sales Receivable	1,170.00
Total 1200 Accounts Receivable	2,931,416.24
Total Accounts Receivable	\$2,931,416.24
Other Current Assets	
1400 Prepaid Postage	66.13
1405 Prepaid Expenses	78,197.75
1410 Prepaid Insurance	7,812.69
Total Other Current Assets	\$86,076.57
Total Current Assets	\$3,981,484.89
Fixed Assets	
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
Total 1350 Equipment	0.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$3,981,484.89

Visit Pensacola Inc
Statement of Financial Position
As of September 30, 2025

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	1,874,591.52
Total Accounts Payable	\$1,874,591.52
Credit Cards	
2000 Visit Pensacola P-Card	43,538.62
2002 Regions Membership PCard	2,916.03
Total Credit Cards	\$46,454.65
Other Current Liabilities	
25500 Sales Tax Payable	61.50
2700 Unearned Revenue	459,174.44
2700-2 Unearned Revenue-ACE	210,329.40
2999 Salaries payable	147,357.73
Total Other Current Liabilities	\$816,923.07
Total Current Liabilities	\$2,737,969.24
Total Liabilities	\$2,737,969.24
Equity	
32000 Unrestricted Net Assets	1,566,966.68
Net Income	-323,451.03
Total Equity	\$1,243,515.65
TOTAL LIABILITIES AND EQUITY	\$3,981,484.89

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
Income		
4000 Tourism Development Tax-TDT	6,595,263.17	13,012,868.21
4100 Membership Dues	3,950.01	151,700.08
4150 Advertising Income	10,332.65	122,070.15
4155 Partner Co-Ops		1,100.00
Total 4150 Advertising Income	10,332.65	123,170.15
4300 Consignment Sales	50.00	102.00
4400 Gifts in Kind - Goods	143,256.67	143,256.67
4600 Misc Income	49.10	4,922.43
4620 Interest Income	26.18	135.61
4640 Event Income	150.00	1,000.00
4640-1 HRT	2,750.00	8,578.54
4640-2 Annual Meeting		6,274.00
4640-3 NTTW	60.00	2,960.00
Total 4640 Event Income	2,960.00	18,812.54
Services		9,000.00
Total Income	\$6,755,887.78	\$13,463,967.69
GROSS PROFIT	\$6,755,887.78	\$13,463,967.69
Expenses		
1 Direct Programming		
5090 Marketing Research		
5090-1 Marketing Research-Down's & St. Germain	50,333.32	150,999.96
5090-2 Adara	12,500.06	50,000.00
5090-3 Key Data	7,000.01	28,000.02
5090-4 CoStar Suite	9,075.96	20,611.96
5090-5 Zartico	-54,000.00	72,000.00
5090-6 Mint		5,460.00
Total 5090 Marketing Research	24,909.35	327,071.94
5100 Advertising/Media	15.00	31,340.00
5100-1 Social Boosting	8,922.35	11,753.40
5100-3 VF Co-Op Campaign	44,220.34	44,220.34
5100-4 Community Advertising	875.00	7,375.00
5100-6 Int. Agency Trade	16,428.10	19,428.10
5100-7 AAA Sales Campaign	5,000.00	5,000.00
Total 5100 Advertising/Media	75,460.79	119,116.84

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
5110 Public Relations	8,154.49	9,032.58
5110-10 VF Media Mission Domestic, Canada, UK	1,775.14	1,775.14
5110-11 Trav Media IMM-NYC		4,532.00
5110-12 Magic Torch	16,000.00	48,000.00
5110-13 Southeast Tourism Society Meetups		961.52
5110-15 Trav Media Dashboard and Sponsorship	4,635.00	4,635.00
5110-16 Domestic Media Missions		437.80
5110-17 Awards		150.00
5110-18 PR Agency (activations & projects)	589.87	589.87
5110-2 CMA Nashville	-7,500.00	-7,500.00
5110-3 FAM/Site Visits	4,274.61	14,287.31
5110-4 MMGY	22,050.00	89,036.58
Total 5110 Public Relations	49,979.11	165,937.80
5120 Advertising Production		
5120-2 True Omni	7,800.00	12,600.00
5120-3 Content Creation, Outside Work & Freelance	6,000.00	12,981.51
Total 5120 Advertising Production	13,800.00	25,581.51
5130 Internet Site Production	76,991.92	398,571.78
5140 Festivals & Events Granted		102,661.69
5141 Festivals & Event Local Support		6,587.65
5141-1 Sunbelt		104,541.05
Total 5141 Festivals & Event Local Support		111,128.70
5150 Consumer Promotions	3,114.19	4,499.79
5150-1 Snowbird Programs		4,500.00
5150-2 Gallery Night		710.34
5150-3 Juneteenth Efforts-fans		1,642.06
5150-4 PRIDE Efforts-Fans		1,642.06
5150-6 Out of Home Activation-Media and Trade		32,035.16
5150-8 Beach O'ween	2,128.51	2,224.28
Total 5150 Consumer Promotions	5,242.70	47,253.69
5160 Sales Promotions		
5160-1 Staff Uniforms	3,521.69	3,935.59
5160-2 Sales FAMS and Sites Visits	2,951.24	4,774.56
5160-3 Services Supplies	34.01	836.28
5160-4 Promo Items (All Dept)	69,850.57	89,529.96
Total 5160 Sales Promotions	76,357.51	99,076.39

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
5170 Brochures and Collateral	1,781.50	150,736.54
5180 Tradeshows		
5180-10 FL Huddle & Encounter		15,186.60
5180-11 FSAE	2,419.88	4,177.25
5180-12 IPW		32,251.17
5180-13 Military Reunion Network		8,512.75
5180-14 NY Travel & Adv Show		3,749.52
5180-15 Rendezvous		6,330.06
5180-16 SMART Meeting	2,937.97	16,707.15
5180-16-1 SMART Meetings-planners	-592.37	-592.37
5180-18 VF Trade Mission	673.82	692.61
5180-19 World Travel Market	3,827.06	11,311.91
5180-2 ATL Travel and Adventure Show		9,514.59
5180-20 UK Huddle	542.09	14,920.23
5180-3 Canada-Toronto Travel & Adventure Show	1,891.56	3,796.44
5180-4 Connect DC		6,135.70
5180-5 Connect Diversity		900.00
5180-6 Connect Tech		5,925.68
5180-7 Dallas Travel & Adv Show		18,909.15
5180-8 DEMA	-20.00	14,058.69
5180-9 Denver Travel & Adv Show		13,536.55
Total 5180 Tradeshows	11,680.01	186,023.68
5190 Showcase	2,799,807.03	7,621,250.57
5210 Regional Partnership	21,562.50	97,770.00
5220 Registration	2,629.95	25,329.39
5230 Dues and Subscriptions	10,743.74	65,520.40
5400 Business Travel & Entertainment	13,887.91	55,457.18
5500 Visitor Awareness Education		710.21
5500-1 Annual Meeting		44,031.26
5500-2 Christmas Decorations		810.51
5500-3 Local Activations		582.76
5500-4 HRT Luncheons	2,339.73	14,779.88
5500-5 Local Awareness Program		6.99
5500-6 NTTW Activities		23,966.51
Total 5500 Visitor Awareness Education	2,339.73	84,888.12
7400 ACE - DP	983,470.78	1,883,470.78
Total 1 Direct Programming	4,170,644.53	11,566,847.00

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
2 Operating Costs		
5450 Auto/ Local Travel		
5450-1 Auto Local Travel-TDT	1,241.27	4,022.72
5450-2 Auto Local Travel-MEM	299.27	1,175.15
5450-3 Insider Guide Delivery	800.00	3,600.00
Total 5450 Auto/ Local Travel	2,340.54	8,797.87
5600 Building Maintenance & Repair	13,433.27	69,649.26
5610 Computer&IT Maintenance&Repair		
5610-1 Adobe Subscription	1,837.11	7,078.44
5610-2 Computer Accessories	49.00	913.04
5610-3 Digital Boardwalk	6,303.78	24,490.09
5610-4 Computers/laptops	7,156.01	14,843.14
Total 5610 Computer&IT Maintenance&Repair	15,345.90	47,324.71
5630 Insurance Building & Content	4,970.82	16,814.70
5640 D & O and Liability Insurance	619.74	5,234.87
5650 Audit		25,000.00
5660 Legal Services	13,452.00	20,546.00
5670 CPA/ Financial Services	2,432.50	6,940.20
5700 Postage	7,685.22	26,255.54
5710 Supplies Coffee/Sodas	1,010.42	6,123.44
5720 Office Supplies	2,009.86	12,588.77
5730 Storage and Delivery		
5730-1 Gilmore Storage & Delivery	828.40	3,524.22
5730-2 Storage Unit-Fairfield	584.04	2,474.16
5730-3 Storage Unit-E122	994.95	3,979.80
5730-4 Storage Unite-G133	947.34	3,789.36
Total 5730 Storage and Delivery	3,354.73	13,767.54
5750 Rent		10.00
5760 Telephone Service	1,923.64	7,528.24
5765 Cell Phone	2,295.03	8,938.01
5770 Utilities	10,931.43	43,187.46
5780 Copier	846.33	8,665.97
5790 Capital Expenditures	27,329.47	30,974.47
5900 Miscellaneous Expenses	16.82	782.82
5920 Bad Debt Expense	169,037.57	169,037.57
6000 Consignment Sales Expenses		26.74
6001 Bank Service Charge	534.88	11,453.81
6010 Credit Card Processing Fee	1,538.49	7,249.47
6500 Taxes	202.50	1,358.19
6940 In Kind Expense	143,256.67	143,256.67
Total 2 Operating Costs	424,567.83	691,512.32

Visit Pensacola Inc

Statement of Financial Income and Expenses

July - September, 2025

	TOTAL	
	JUL - SEP, 2025	OCT 2024 - SEP 2025 (YTD)
3 Personnel Costs		
5800 Salaries	332,133.51	1,205,683.52
5810 Commissions	1,695.65	27,375.02
5830 Auto	1,681.32	6,016.50
5840 401K Contribution Match	14,574.62	49,021.97
5850 Employee Insurance	38,832.23	108,653.91
5870 Drug Testing		38.11
5880 Payroll Expense	33,733.79	128,149.86
5890 Staff Education	69.99	4,120.51
Total 3 Personnel Costs	422,721.11	1,529,059.40
Total Expenses	\$5,017,933.47	\$13,787,418.72
NET OPERATING INCOME	\$1,737,954.31	\$ -323,451.03
NET INCOME	\$1,737,954.31	\$ -323,451.03

**Fund 108 - Revenue Trends
Analytical Review
As of October 15, 2025**



	FY26	% change from PY	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21
October	72,047	-95.6%	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785
November	-	-100.0%	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
	72,047	-99.7%	22,114,042	2.5%	22,014,490	2.0%	21,582,470	-1.1%	21,816,411	23.5%	17,671,461
1 - 2 Cents	28,819		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
3rd Cent	14,409		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
4th Cent	14,409		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
5th Cent	14,409		4,422,808		4,402,898		4,316,494		-		-
	72,047		22,114,042		22,014,490		21,582,470		21,816,411		17,671,461

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 \(3\) \(1\):](#)



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: October 15, 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 August 2025 returns received in the month of September 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in September 2025 were \$2,036,647 compared to \$2,052,001 in September 2024. A comparison of September 2025 to September 2024 is a 0.7% decrease.
- Year-to-date collections for FY2025 is \$22,048,835 compared to \$22,023,172 for FY2024.

Current Year vs Prior Year						
Cent	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%

**Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of September 30, 2025**



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%

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 2025
As of September 30, 2025



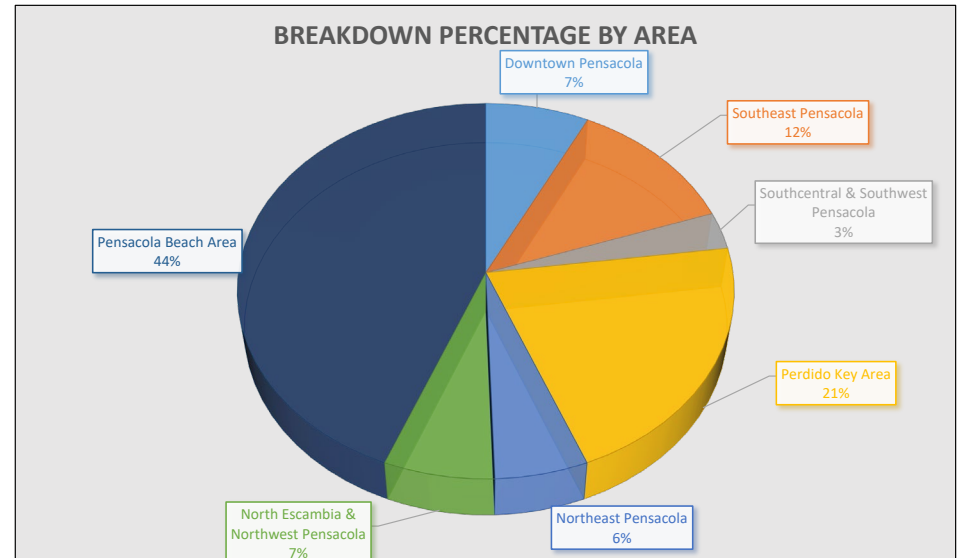
Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ 104,560.48	\$ 137,660.05	\$ 160,516.22	\$ 159,739.04	\$ 181,670.31	\$ 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%

Fiscal Year 2024														
Geographic Area	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Area Total	% of Total
Downtown Pensacola	\$ 100,905.75	\$ 103,780.77	\$ 90,323.95	\$ 94,940.29	\$ 80,202.06	\$ 107,499.88	\$ 143,380.42	\$ 134,730.14	\$ 165,407.73	\$ 179,065.55	\$ 192,419.31	\$ 123,035.99	\$ 1,515,691.84	6.9%
Southeast Pensacola	182,459.42	186,595.08	174,899.28	149,604.09	145,718.93	176,174.00	247,332.53	235,968.14	268,570.54	309,888.38	331,673.43	227,593.45	2,636,477.27	12.0%
Southcentral & Southwest Pensacola	69,121.15	72,455.89	53,218.33	51,997.09	57,254.50	58,166.21	80,528.47	72,382.75	96,893.12	103,785.09	119,577.70	68,564.16	903,944.46	4.1%
Perdido Key Area	351,016.81	317,232.57	130,558.77	97,296.25	106,669.04	145,634.91	384,036.12	282,322.13	473,243.13	949,188.78	983,350.61	443,739.21	4,664,288.33	21.2%
Northeast Pensacola	79,127.60	80,750.78	65,380.62	59,675.46	60,135.06	65,903.35	93,314.87	78,607.00	97,420.37	123,237.31	145,658.22	105,009.31	1,054,219.95	4.8%
North Escambia & Northwest Pensacola	94,741.79	101,589.98	96,412.62	83,319.05	75,780.63	88,054.95	130,266.84	122,309.48	136,166.67	149,107.08	160,598.45	125,999.02	1,364,346.56	6.2%
Pensacola Beach Area	841,276.55	675,537.46	391,491.69	305,587.15	227,653.60	334,934.45	844,947.10	744,367.41	1,117,123.40	1,636,660.14	1,806,564.71	958,059.47	9,884,203.13	44.9%
Total	\$ 1,718,649.07	\$ 1,537,942.53	\$ 1,002,285.26	\$ 842,419.38	\$ 753,413.82	\$ 976,367.75	\$ 1,923,806.35	\$ 1,670,687.05	\$ 2,354,824.96	\$ 3,450,932.33	\$ 3,739,842.43	\$ 2,052,000.61	\$ 22,023,171.54	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
North Escambia & Northwest Pensacola	32526	Bellview Area & South of I-10
	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area



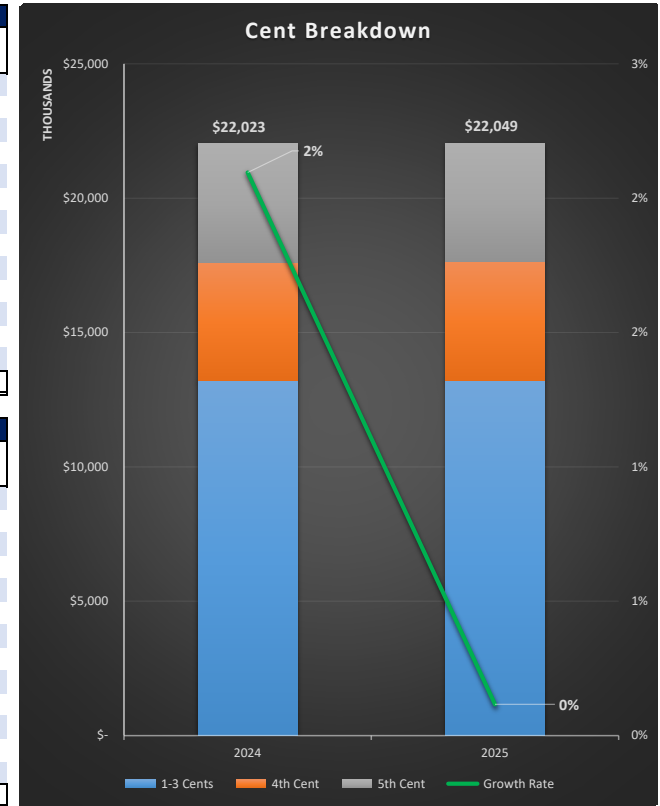
Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2025
As of September 30, 2025



Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 539,766.08	\$ 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
NOV	469,350.98	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	305,743.25	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	288,130.47	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	279,147.71	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	367,477.35	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	626,572.22	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	580,106.01	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	771,755.66	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	1,109,041.17	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	1,440,990.57	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	688,096.11	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	\$ 7,466,177.56	\$ 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

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 179,922.03	\$ 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
NOV	156,450.33	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	101,914.42	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	96,043.49	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	93,049.24	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	122,492.45	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	208,857.41	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	193,368.67	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	257,251.89	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	369,680.39	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	480,330.19	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	229,365.37	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	\$ 2,488,725.85	\$ 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

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ -	-	-	-	-	-	339,253.15	327,844.07	343,729.81	\$ 331,145.81
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



Current Year vs Prior Year				
Month of Collection	2025	2024	Variance	% Change
OCT	\$ 1,655,729.03	\$ 1,718,649.07	\$ (62,920.04)	-3.7%
NOV	1,576,682.88	1,537,942.53	38,740.35	2.5%
DEC	1,004,212.39	1,002,285.26	1,927.13	0.2%
JAN	891,760.65	842,419.38	49,341.27	5.9%
FEB	765,190.14	753,413.82	11,776.32	1.6%
MAR	1,028,071.35	976,367.75	51,703.60	5.3%
APR	1,819,528.61	1,923,806.35	(104,277.74)	-5.4%
MAY	1,816,436.28	1,670,687.05	145,749.23	8.7%
JUN	2,469,281.45	2,354,824.96	114,456.49	4.9%
JUL	3,369,890.36	3,450,932.33	(81,041.97)	-2.3%
AUG	3,615,405.39	3,739,842.43	(124,437.04)	-3.3%
SEP	2,036,646.67	2,052,000.61	(15,353.94)	-0.7%
Total	\$ 22,048,835.20	\$ 22,023,171.54	\$ 25,663.66	0.1%

*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

FIRST AMENDMENT TO TOURISM RESEARCH ANALYTICS SERVICES AGREEMENT

This First Amendment to Tourism Research Analytics Services Agreement (this "Amendment") is dated to be effective the 1st day of October 2025 (the "Effective Date"), and is between DOWNS & ST. GERMAIN RESEARCH, INC., a Florida corporation ("Contractor"); and VISIT PENSACOLA, INC., a Florida not for profit corporation ("Client").

WHEREAS, effective April 1, 2020, Contractor and Client entered into a Tourism Research Analytics Services Agreement (the "Agreement"); and

WHEREAS, the Term of the Agreement expires October 1, 2025; and

WHEREAS, Contractor and Client have agreed to amend the terms of the Agreement to extend the Term of the Agreement to December 31, 2025.

NOW THEREFORE, the parties hereby agree as follows:

1. **Capitalized Terms.** Capitalized terms not defined herein will have the meanings attributed to them in the Agreement.
2. **Recitals.** Contractor and Client acknowledge and agree that all the representations and information set forth in the above-referenced recitals to this Amendment are accurate and correct, and are a substantive, contractual part of this Amendment.
3. **Amendment.** Section 2. is deleted in its entirety in the Agreement and replaced with the following:
 - **2. Term.** The term of this Agreement shall commence upon April 1, 2020, and continue for a period of three (3) years. Upon written mutual agreement between the parties, the contract may be renewed for two (2) additional one (1) year terms providing written notice at least thirty (30) days prior to the expiration of the current term. After exercising all options to renew, the Client may unilaterally extend this Agreement until December 31, 2025, to allow completion of the solicitation process.
4. **Affirmation.** Contractor and Client hereby affirm that: a) the Agreement and this Amendment remain in full force and effect; and b) all representations and warranties set forth in the Agreement remain true and accurate; and c) that no default exists under the Agreement.
5. **Scope.** In connection with the foregoing and only in connection with the foregoing, the Agreement is hereby amended, but in all other respects all of the terms and conditions of the Agreement remain unaffected.

IN WITNESS WHEREOF, this Amendment has been signed by the undersigned parties to be effective as of the 1st day of October 2025.

DOWNS & ST. GERMAIN RESEARCH, INC.,
a Florida corporation

By _____
Joseph St. Germain, President

VISIT PENSACOLA, INC.,
a Florida not for profit corporation

By _____
Darien Schaefer, President

TOURISM RESEARCH ANALYTICS SERVICES AGREEMENT

THIS TOURISM RESEARCH ANALYTICS SERVICES AGREEMENT is entered into with an effective date of 4/01, 2020, by and between Visit Pensacola, Inc. , a Florida not-for-profit corporation, FEI/EIN Number 46-3684826 (hereinafter referred to as "Client"), whose principal and mailing address is 1401 East Gregory Street, Pensacola, Florida 32502, and Downs & St. Germain Research Inc. a Florida profit corporation, FEI/EIN Number 59-2998952 ("Contractor"), whose principal and mailing address is 2992 Habersham Drive, Tallahassee, Florida 32309.

WITNESSETH:

WHEREAS, on February 7, 2020, the Client issued a Request for Proposals (RFP 2020-02) seeking a firm that can leverage datasets to identify Client's visitors, pinpoint where Client should focus marketing, promotions and destination management efforts. Client is seeking a firm to successfully and succinctly provide the best tourism related information and predictive analytics available to Client; and

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

WHEREAS, Client desires to enter into an agreement with Contractor to provide Tourism Analytics Research Services as specified herein; and

WHEREAS, Contractor desires to enter into an agreement with Client to provide Tourism Analytics Research Services as specified herein.

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

1. Recitals. The recitals contained in the preamble of this Agreement are declared to be true and correct and are hereby incorporated into this Agreement.
2. Term. The term of this Agreement shall commence upon 4/01, 2020 and continue for a period of three (3) years. Upon written mutual agreement between the parties, the contract may be renewed for two (2) additional one (1) year terms providing written notice at least thirty (30) days prior to the expiration of the current term.

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

3. Scope of Work.

3.1 Contractor agrees to perform in accordance with the scope of work outlined in Client's Request for Proposals for Research Analytics (RFP 2020-02), a true and accurate copy of which is attached hereto and incorporated herein as **Exhibit "A"** (hereinafter Exhibit "A" shall be referred to as "RFP 2020-02"). In the event of a conflict between the terms of RFP 2020-02 referenced above and this Agreement, the terms of this Agreement shall prevail.

3.2 The Contractor agrees to perform all services requested in RFP 2020-02 at an annual flat rate of \$151,000.00 to be paid monthly at a rate of \$12,583.33. The services to be performed pursuant to RFP 2020-02, include, without limitation, the following:

- 3.2.1 Twelve (12) Monthly Lodging Statistics and Visitors Tracking Reports
- 3.2.2 One (1) Annual Lodging Statistics and Visitors Tracking Report
- 3.2.3 One (1) Annual Value of Visitors Reports
- 3.2.4 Thirty (30) to (45) Event Impact Studies as specified in the RFP
- 3.2.5 One (1) Foo Foo Festival Impact Study
- 3.2.6 One (1) Market Perception Study
- 3.2.7 One (1) Local Understanding Value of Tourism and Use of Tourism Product Study
- 3.2.8 Ad Hoc Analysis and Report as requested
- 3.2.9 Periodic Presentations and Meetings as requested
- 3.2.10 All travel cost shall be exclusively borne by the Contractor.

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

3.3.1 A Visitor Tracking Report.

a. The purpose of this marketing research is to profile Pensacola (Escambia County) visitors and their visitation statistics throughout the year, as well as to assess the experience that visitors are having in the Pensacola area. Additionally, this research tracks visitor origin, demographics, marketing communications recall, planning/booking cycles and visitor spending by category. The research also measures the awareness and use of specific in-market product to further aid in the management of the destination.

b. The Contractor shall intercept visitors throughout Escambia County and administer the survey via electronic tablets. The Contractor shall conduct three hundred (300) interviews each month to represent visitors in Downtown Pensacola, the Historic Village, Pensacola Beach, Perdido Key, Pensacola International Airport, Pensacola Lighthouse, as well as the National Naval Aviation Museum in four (4) months allowed by policy (February, April, June, and September). Special additional questions shall be asked at the museum when interviewing at the museum, data shall be compiled to report monthly, seasonally and annually with month to month, season to season and year to year trends highlighted.

c. The Contractor will as a part of its normal services make a thorough and continuing study of the Client's products and services, its competitors and the markets it is utilizing. Deliverables shall, without limitation, include:

- i. Cross-Tabulations: Data for current month, current season, rolling year, and data-to-date by total, trip type, visitor type, stayed in paid accommodations, location of accommodations, type of accommodations, marketing communications recall, travel method, and generation. Tables for all questions are also included for monthly trend, seasonal trend, and year-to-to date trend.
- ii. Monthly Report: Comparing current month to same month last year and year-to-date to year-to-date at comparable time last year. After each season (Winter, Spring, Summer, Fall) the current season is also compared to the same season last year.
- iii. National Naval Aviation Museum Data Summary: In months when interviews take place at the museum. Includes standard questions and special questions for the museum.
- iv. Lodging Statistics and Visitor Count Estimates: Combining data from Smith Travel Research (monthly average hotel rate and occupancy), DestiMetrics/Inntopia (monthly average short-term/vacation rental condos and homes rate and occupancy) and monthly visitor tracking data (average party size of those staying in hotels, average party size of those staying in vacation rentals, average length of stay in hotels, average length of stay in vacation rentals, and percent of visitors that stayed in paid accommodations), average daily rate and occupancy for the destination are calculated, as well as total unique visitors, total unique overnight visitors, total unique day/non-paid accommodation visitors, visiting parties, average monthly total visitor population, average monthly overnight visitor population, average monthly day/non-paid accommodations visitor population, average daily visitor population, average daily overnight visitor population, and average daily day/non-paid accommodations visitor population. Visit Pensacola provides STR , ADARA and Inntopia data reports each month.
- v. Value of Visitors: Annual report based on calendar year combining data from Visitor Tracking Study, Smith Travel Research, DestiMetrics, ADARA, County Tax Collector, Bureau of Labor Statistics, Census Bureau, and Santa Rosa Island Authority to calculate and track trends of Visitor Counts, Visitor Spending, Visitor Spending by Category, County Taxes Paid By Visitors, Return on Marketing Investment, and Additional Value of Tourism.

3.3.2 Event Impact Studies

The Contractor shall provide the Client with Event Impact Studies. The purpose of this marketing research is to profile the attendees at a minimum of thirty (30) and a maximum of forty-five (45) Pensacola events and festivals, evaluate the experience had by attendees, and to calculate the financial benefit to the area received from attendees. The Contractor shall intercept attendees at specific Pensacola area events and festivals and administer the survey via electronic tablets.

a. A sample size of 100 completed surveys is required for each event. Surveying must be coordinated in advance with each event to produce a survey plan and an attendance figure must be obtained from each event after its completion.

b. The Contractor shall provide the Client with a report for each event, which includes estimated visitor spending, event aided spending, and room nights. For events surveyed in the past, current results are compared to previous years.

c. The Client will provide a list of events to survey each month and have averaged 30 – 45 events surveyed per year.

3.3.3 Foo Foo Festival Impact

The Contractor shall conduct interviews with attendees of Foo Foo Festival events and in the areas around events to estimate the impact of the festival. Special questions are also added to the Visitor Tracking survey during the Foo Foo run. Each person surveyed is also asked which of the other Foo Foo events they either have attended or will attend to aid in estimating total unique visitors over the course of the festival. The interviews from all surveyed events are combined for an overall sampling of Foo Foo Festival attendees. The Contractor shall provide the Client with an analysis includes attendee profile, visit profile, marketing and influence, and festival financial impact.

3.3.4 Market Perception Study

a. The purpose of this annual or bi-annual (at Visit Pensacola's discretion) marketing research is to track the perception and consideration of Pensacola as a leisure travel destination, as well as recall of Visit Pensacola marketing communications to measure impact/success of recent marketing efforts and to provide updated scores on key metrics upon which the current marketing campaign will be measured. This study additionally explores travel planning and desires to help guide and further refine marketing and media plans, as well as providing such insights to the Pensacola tourism industry, while also measuring the importance and perception

of tourism product in the destination for the attraction of visitors to aid in both the marketing and management of the destination.

b. The Contractor shall provide an online study that is administered to adults age 30 – 54, with household incomes of at least \$75,000 in the markets targeted for specific marketing efforts, as well as currently visiting or strongly considering visiting gulf coast beach destinations for a leisure getaway or vacation.

c. of the Contractor shall conduct one thousand (1,000) surveys. The Contractor shall analyze the data to glean insights into Vacationing Habits and Practices, Visitation Funnel Status, Destination Choice Criteria, Destination Perceptions, Future Visitation, Communications, Individual Market Current Status and Trend, as well as Individual Market Detail.

3.3.10 Local Understanding of the Value of Tourism

a. The purpose of this study is to track Escambia County residents' level of understanding of the value of tourism in Pensacola and to determine the incidence and impact of Escambia County residents utilizing tourism product areas (both as a day activity and as a destination for paid accommodations). Further, since a sizable percentage of visitors come to Pensacola to visit family and friends, this study explores how locals feel about Pensacola as a place for people to come visit and the degree to which they actively encourage family and friends to come visit.

b. The Contractor shall obtain a sample of at least three hundred (300) for analysis, both online and telephone methodologies are typically required.

3.3.11 Ad Hoc Analysis and Reporting

In addition to established study reporting, to the Contractor shall fulfill on-going requests from the Client, as well as its tourism industry constituents and stake holders, including, but not limited to, specific data crosses, sub-segment analysis, and research-based opinions on ideas, concepts, and strategy.

3.3.12 The Contractor shall provide periodic in-destination presentations and meetings as needed and requested by the Client.

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

5. Termination. If the Contractor fails to provide products or services in accordance with this Agreement as determined by the Client, then the Client may terminate this agreement which shall be effective on the date of Client's written notice of termination to the Contractor. Such notice is to state the reason(s) for such intention to terminate contract. The liability of the Contractor for any and all such violation(s) shall not be affected by any such termination and his

surety, if any, shall be forfeited. This Agreement may be terminated for cause by the Contractor upon providing ninety (90) days written notice to the Client. In the event of termination by either party as provided herein, the Contractor shall be paid for services provided through the date of termination.

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

7. Insurance Requirements.

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

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

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

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

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

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

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

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

7.9 Workers Compensation Coverage

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

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

7.10 General, Automobile and Excess or Umbrella Liability Coverage

7.10.1 The Contractor shall purchase and maintain coverage on forms no more restrictive than the latest editions of the commercial general liability and business auto policies of the insurance services office.

7.10.2 Minimum limits of \$1,000,000 per occurrence for all liability must be provided, with excess or umbrella insurance making up the difference, if any, between the policy limits of underlying policies (including employers liability required in the workers compensation coverage section) and the total amount of coverage required.

7.11 General Liability Coverage - Occurrence Form Required

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

7.12 Business Auto Liability Coverage

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

7.13 Excess or Umbrella Liability Coverage

The Contractor shall purchase and maintain umbrella liability insurance or excess liability equivalent may be allowed in Client's sole discretion. Whichever type of coverage is provided, it shall not be more restrictive than the underlying insurance policy coverages. Umbrella coverage shall drop down to provide coverage where the underlying limits are exhausted.

7.14 Evidence/Certificates of Insurance

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

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

7.14.3 Certificates should contain the following additional information:

7.14.3.1 Client is an additional insured on the general liability policy.

7.14.3.2 Include a reference to “Visit Pensacola – Research and Analytics Services RFP 2020-02”. Disclose any self-insured retentions in excess of \$1,000.

7.14.3.3 Designate Client as the certificate holder as follows:

Visit Pensacola

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

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

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

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

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

8. Warranties.

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

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

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

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

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

9.1 Maintenance of records; Contractor shall maintain all financial and non-financial records and reports directly or indirectly related to the negotiation or performance of this Contract including supporting documentation for any service rates, expenses, research or reports. Such records shall be maintained and made available for Inspection for a period of five (5) years from completing performance and receiving final payment under this Contract.

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

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

10. Public Access

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

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

11. General Provisions

- 11.1 Binding Effect. This Agreement shall be binding upon and insure to the benefit of Client and Contractor, and their legal representatives, successors, partners, and assignees.
- 11.2 Assignment. Neither the Client nor the Contractor may assign or transfer any interest in this Agreement without the express written consent of the other party.
- 11.3 Modification and Amendment. No modification or amendment of this Agreement shall be valid and or binding on the parties unless made in writing and signed by the Client and Contractor.
- 11.4 Entire Agreement. This Agreement supersedes all prior Agreements and discussions between the parties with respect to the subject matter of this Agreement, and this Agreement together with all exhibits and any other documents delivered in connection with this Agreement, comprise the sole and entire Agreement between the parties with respect to the subject matter of this Agreement.
- 11.5 Applicable Laws and Venues. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Exclusive venue for resolution of any dispute between the parties is to be Escambia County, Florida, and the parties hereby consent to the personal jurisdiction of said courts.
- 11.6 Headings. The descriptive headings contained in this Agreement are included for convenience of reference only and shall not in any way affect the interpretation of this Agreement.
- 11.7 Gender. Whenever the context so requires, the singular shall include the plural and plural shall include the singular, and the gender of any pronoun shall include other genders.
- 11.8 Severability. Wherever possible, each provision of this Agreement shall be interpreted in such a manner as to be effective and valid under applicable law, but if any provision of this Agreement shall be prohibited or invalidated under applicable law, such provision shall be ineffective to the extent of such provision only, and the remaining provisions of this Agreement shall remain fully effective as if the prohibited or invalid provision had never been contained within the Agreement.
- 11.9 Ambiguities. Each party and its counsel have participated fully in the review and any revisions of this Agreement. Any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in interpreting this Agreement. The language in this Agreement shall be interpreted as to its fair meaning and not strictly for or against any party.
- 11.10 Notices. All notices, authorizations and requests given or made in connection with this Agreement must be sent by facsimile or Certified Mail return receipt requested, and faxed and addressed respectively to the parties' head office at the following addresses:

Downs & St. Germain Research
2992 Habersham Drive
Tallahassee, Florida 32309

AND

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

Or to any different address that is provided to a party through the means of notice adopted herein.

Notices will be deemed delivered on the date shown on the postal return receipt or facsimile confirmation of delivery.


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

SIGNATURES:

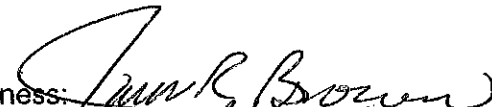
Signed and accepted by the parties as of the day and year first set forth above.


CLIENT:

Visit Pensacola, Inc.,
A Florida not for profit corporation

By:  _____
Title: President/CEO


Date: 4/29/20

Witness:  _____
Printed Name: Jack R. Brown


Witness:  _____
Printed Name: KA Sparks


CONTRACTOR:

Downs & St. Germain Research Inc.,
A Florida profit corporation

By:  Joseph St Germain
Title: President

Date: 4/22/20

Witness:  _____
Printed Name: Shanna Autry

Witness:  _____
Printed Name: Phillip Down

VISIT PENSACOLA BOARD MEETING

October 29, 2025

Research

Date Created: Oct 16, 2025

Visit Pensacola

For the Month of September 2025



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

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

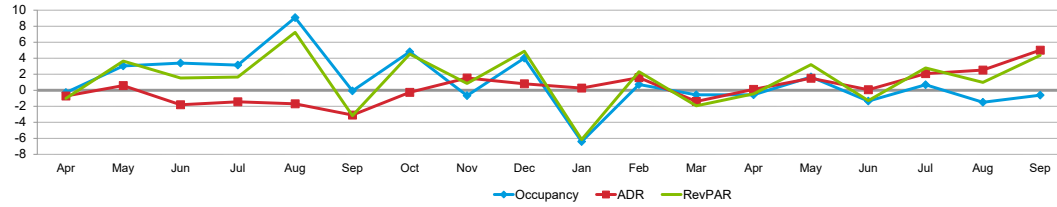
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Tab 2 - Trend Escambia Co + Zip 32561+

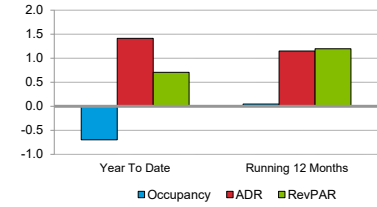
Currency: USD - US Dollar

Visit Pensacola
For the Month of September 2025

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2024										2025								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	67.5	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	60.1	
Last Year	67.7	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	
Percent Change	-0.3	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	-0.6	

Year To Date		
2023	2024	2025
65.6	65.7	65.3
67.9	65.6	65.7
-3.3	0.1	-0.7

Running 12 Months		
2023	2024	2025
63.2	62.7	62.7
65.6	63.2	62.7
-3.6	-0.9	0.0

ADR	2024										2025								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	146.60	159.20	180.29	192.74	141.27	131.82	127.76	114.14	103.56	98.01	109.98	139.55	146.77	161.59	180.40	196.76	144.85	138.43	
Last Year	147.66	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	
Percent Change	-0.7	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	5.0	

Year To Date		
2023	2024	2025
150.09	148.30	150.40
152.80	150.09	148.30
-1.8	-1.2	1.4

Running 12 Months		
2023	2024	2025
143.05	141.28	142.90
145.02	143.05	141.28
-1.4	-1.2	1.1

RevPAR	2024										2025								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	98.89	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	83.26	
Last Year	99.89	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	
Percent Change	-1.0	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	4.4	

Year To Date		
2023	2024	2025
98.51	97.46	98.15
103.74	98.51	97.46
-5.0	-1.1	0.7

Running 12 Months		
2023	2024	2025
90.45	88.56	89.62
95.16	90.45	88.56
-4.9	-2.1	1.2

Supply	2024										2025								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	250,020	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	
Last Year	240,870	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	256,050	267,809	271,653	262,890	
Percent Change	3.9	5.2	1.7	3.0	3.2	3.2	3.2	3.7	4.6	4.6	4.6	6.6	6.6	5.2	4.1	2.8	2.5	1.6	

Year To Date		
2023	2024	2025
2,241,896	2,329,692	2,429,303
2,187,232	2,241,896	2,329,692
2.5	3.9	4.3

Running 12 Months		
2023	2024	2025
2,979,337	3,110,956	3,240,601
2,915,654	2,979,337	3,110,956
2.2	4.4	4.2

Demand	2024										2025								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	168,648	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	180,722	
Last Year	162,949	172,806	185,497	188,907	160,886	154,301	160,661	136,948	121,416	125,100	137,213	176,877	168,648	187,342	195,097	200,622	181,079	159,107	
Percent Change	3.5	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	1.0	

Year To Date		
2023	2024	2025
1,471,345	1,531,085	1,585,397
1,484,940	1,471,345	1,531,085
-0.9	4.1	3.5

Running 12 Months		
2023	2024	2025
1,883,825	1,950,110	2,032,348
1,913,174	1,883,825	1,950,110
-1.5	3.5	4.2

Revenue	2024										2025								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	24,723,435	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	26,483,757	22,248,348	
Last Year	24,060,552	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	14,857,445	25,030,197	24,723,435	29,825,533	35,173,833	38,668,493	25,581,912	20,974,224	
Percent Change	2.8	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	6.1	

Year To Date		
2023	2024	2025
220,838,699	227,061,757	238,443,767
226,897,459	220,838,699	227,061,757
-2.7	2.8	5.0

Running 12 Months		
2023	2024	2025
269,484,532	275,509,060	290,427,592
277,446,449	269,484,532	275,509,060
-2.9	2.2	5.4

Census %	2024										2025								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Census Props	92	93	94	95	96	96	96	96	97	97	97	97	97	97	97	97	98	96	
Census Rooms	8334	8448	8535	8639	8763	8763	8763	8807	8885	8885	8885	8885	8885	8885	8885	8885	8983	8907	
% Rooms Participants	80.1	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	79.6	

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Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola

For the month of: September 2025

	Current Month - September 2025 vs September 2024												Year to Date - September 2025 vs September 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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+	71.9	71.3	145.16	143.45	104.44	102.30	0.9	1.2	2.1	-0.6	-2.6	-1.8	73.6	75.4	159.41	160.15	117.39	120.75	-2.3	-0.5	-2.8	-3.1	-0.3	-2.6	8	5	595	509
Airport+	57.5	63.6	105.64	109.78	60.71	69.77	-9.6	-3.8	-13.0	-8.7	4.9	-5.1	67.0	69.2	118.08	123.16	79.16	85.18	-3.1	-4.1	-7.1	-6.0	1.1	-2.0	22	18	2096	1803
Pine Forest+	48.8	51.5	71.21	79.77	34.77	41.10	-5.2	-10.7	-15.4	-11.5	4.6	-0.9	54.0	57.1	80.33	82.03	43.40	46.88	-5.5	-2.1	-7.4	0.0	8.1	2.2	17	9	1406	889
Westside/Perdido+	50.3	51.4	90.76	102.32	45.68	52.54	-2.0	-11.3	-13.1	-13.1	0.0	-2.0	57.2	57.3	105.41	111.20	60.28	63.72	-0.2	-5.2	-5.4	4.2	10.2	9.9	22	16	1491	1308
PNS Beach+	75.2	68.5	236.55	205.96	177.92	141.06	9.8	14.9	26.1	26.1	0.0	9.8	74.7	71.9	262.15	241.50	195.80	173.75	3.8	8.5	12.7	12.7	0.0	3.8	15	11	2108	1579
UWF+	58.0	57.5	85.67	95.25	49.68	54.74	0.9	-10.1	-9.3	-9.3	0.0	0.9	65.2	63.1	96.37	102.51	62.79	64.67	3.3	-6.0	-2.9	5.7	8.8	12.4	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 September 2025

	Current Month - September 2025 vs September 2024									Year to Date - September 2025 vs September 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+	17,850	18,330	-2.6	12,843	13,072	-1.8	1,864,254	1,875,151	-0.6	166,323	166,803	-0.3	122,481	125,764	-2.6	19,524,761	20,141,565	-3.1
Airport+	62,880	59,940	4.9	36,137	38,094	-5.1	3,817,636	4,182,005	-8.7	551,432	545,454	1.1	369,684	377,244	-2.0	43,653,972	46,459,883	-6.0
Pine Forest+	42,180	40,320	4.6	20,598	20,777	-0.9	1,466,690	1,657,325	-11.5	398,418	368,682	8.1	215,231	210,673	2.2	17,290,557	17,282,545	0.0
Westside/Perdido+	44,730	44,730	0.0	22,510	22,971	-2.0	2,043,108	2,350,312	-13.1	407,043	369,483	10.2	232,772	211,716	9.9	24,536,449	23,543,030	4.2
PNS Beach+	63,240	63,240	0.0	47,567	43,312	9.8	11,251,941	8,920,604	26.1	575,484	575,484	0.0	429,840	414,029	3.8	112,680,513	99,987,669	12.7
UWF+	36,330	36,330	0.0	21,067	20,881	0.9	1,804,718	1,988,826	-9.3	330,603	303,786	8.8	215,389	191,659	12.4	20,757,516	19,647,064	5.7

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola

For the month of: September 2025

	Current Month - September 2025 vs September 2024												Year to Date - September 2025 vs September 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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	60.7	60.1	122.85	122.86	74.59	73.86	1.0	-0.0	1.0	0.6	-0.4	0.6	64.8	64.2	149.77	146.22	97.01	93.87	0.9	2.4	3.3	2.6	-0.7	0.2	125	62	11100	6496
Baldwin County, AL	56.2	57.9	147.91	148.21	83.15	85.88	-3.0	-0.2	-3.2	2.5	5.9	2.7	64.0	64.5	172.29	171.34	110.32	110.52	-0.7	0.6	-0.2	1.8	1.9	1.2	74	56	7282	5643
Okaloosa County, FL	58.5	59.7	152.97	147.17	89.56	87.83	-1.9	3.9	2.0	3.2	1.2	-0.8	63.8	64.3	177.60	174.34	113.28	112.04	-0.7	1.9	1.1	4.1	2.9	2.2	92	63	8770	6037
Walton County, FL	45.4	51.7	194.74	182.10	88.47	94.19	-12.2	6.9	-6.1	-0.5	6.0	-6.9	58.3	59.1	227.24	216.58	132.45	127.92	-1.3	4.9	3.5	3.2	-0.4	-1.7	41	25	4496	3731
St Johns County, FL	48.8	51.8	147.21	149.00	71.84	77.17	-5.8	-1.2	-6.9	-5.1	1.9	-4.0	63.5	64.1	170.95	173.47	108.60	111.25	-0.9	-1.4	-2.4	-1.7	0.7	-0.3	106	55	7296	5424
Sarasota County, FL	49.5	54.9	156.34	149.80	77.40	82.27	-9.9	4.4	-5.9	-10.4	-4.7	-14.1	68.6	68.1	236.33	214.72	162.10	146.19	0.7	10.1	10.9	9.2	-1.5	-0.8	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 September 2025

	Current Month - September 2025 vs September 2024									Year to Date - September 2025 vs September 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	333,000	334,200	-0.4	202,180	200,909	0.6	24,837,118	24,683,437	0.6	3,015,910	3,036,962	-0.7	1,953,489	1,949,647	0.2	292,578,396	285,081,017	2.6
Baldwin County, AL	218,460	206,370	5.9	122,817	119,577	2.7	18,165,888	17,722,833	2.5	1,911,900	1,875,607	1.9	1,224,189	1,209,785	1.2	210,914,621	207,283,532	1.8
Okaloosa County, FL	263,100	260,070	1.2	154,038	155,209	-0.8	23,563,675	22,842,477	3.2	2,383,265	2,315,382	2.9	1,520,212	1,488,035	2.2	269,985,870	259,421,433	4.1
Walton County, FL	134,880	127,260	6.0	61,274	65,825	-6.9	11,932,692	11,986,821	-0.5	1,153,852	1,158,066	-0.4	672,536	683,987	-1.7	152,827,034	148,140,786	3.2
St Johns County, FL	218,880	214,770	1.9	106,815	111,236	-4.0	15,724,149	16,574,330	-5.1	1,970,851	1,957,701	0.7	1,252,039	1,255,582	-0.3	214,040,404	217,801,158	-1.7
Sarasota County, FL	214,560	225,180	-4.7	106,219	123,671	-14.1	16,606,113	18,526,202	-10.4	1,981,860	2,011,925	-1.5	1,359,383	1,369,818	-0.8	321,269,365	294,132,818	9.2

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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>

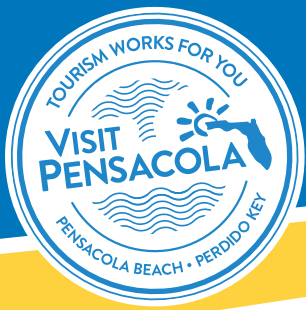
For additional support, please contact your regional office.

For the latest in industry news, visit HotelNewsNow.com.

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

VISIT PENSACOLA BOARD MEETING
October 29, 2025

**Marketing &
Communications**



OUTREACH



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



Including: UK Huddle
Appointments with Visit Florida



Highlight: Pensacola Offers the Mecca of Trails for the Outdoor Adventure Enthusiast



SOCIAL MEDIA

6,303 total users visited the website from social media (up 34.8%)
11,955 page views on VisitPensacola.com from social media users (up 12.9%)
1,837 conversions from social media

-147 New Followers
Total Engagement: 1,208 • 27,313 Impressions

774 Net Page Likes (up 265%)
30,606 Engagements
3,578,768 Impressions (up 38%)

3,620 Followers
1,170 Saves • 9,090 Engagements
188,360 Impressions

69 New Followers
1,316 Post clicks (up 23.9%) • 1,795 Engagements (up 23.7%)
12,132 Impressions (up 9.4%)

10 New Videos • 197,168 Video Views
15,655 Engagements • 1,110 Profile Views
647 Net Follower Growth • 11 Website Clicks

1,930 Total Subscribers
13 New Subscribers

ManyChat – DM Automation Tool
Instagram Story Coffee / 6 Runs / 83.3% CTR



E-MARKETING CONSUMER eNEWS

353 new sign-ups **97%** engagement rate
27% open rate **3.7%** click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Pensacola and Bruce Beach Named to Conde Nast Traveler’s 2025 Bright Ideas

MEDIA ASSISTS

September PR Numbers

- 3 placements
- 5,754,248 impressions
- \$115,085 earned media
- Conde Nast Bright Ideas of Travel
- Conde Nast Traveler – The Importance of Expanding Access to Safe Waters in Communities of Color
- Conde Nast Traveler – Bright Ideas in Travel 2025
- Hosted Vanessa Infanzon – Pensacola will be featured in the December Upstate Lake Living Magazine
- Hosted three creators for FY 25 and got a jumpstart on an FY 26 partnership due to calendar availability
- Fall Destinations Without the Crowds – Travel Pulse – Noreen L Kompanik

MEDIA ASSISTS

- LGBT Wedding and Honeymoon Destinations – irishcentral.com – Cahir O’Doherty
- Best Halloween Cocktails – USA Today –
- Luxe Tasting Menus Under \$100 – Fodor’s
- 318 Central – Jeanni Ritchie – Theatre Performances in/near Louisiana
- Family-Friendly, Affordable Experiences for Broadcast – The Weather Channel – Dayvee Sutton
- Acacia Gabriel, Lonely Planet: Pitched Pensacola for story on best value destinations in the U.S. Pensacola not included in the final story.
- Crai Bower, Garden & Gun: Pitched Pensacola for story on fall birding migration in the South.
- Visit Florida inaugural UK Huddle (trade and media appointments)
- NWFL Beaches UK Media Event
- Silver Travel Advisor (UK)
- America 250 with Visit Florida and St. Augustine

MEDIA ASSISTS

- Taste of the South
- Conde Nast Bright Ideas
- Wheel of Fortune prep and planning
- BeachTV for Foo Foo Festival
- Olive Magazine (UK)
- Visit Florida editorial leads
- Quick Trip
- Sun Belt Basketball Teacher Award
- SRIA and Blue Angels Safety
- NCBMP Letter of Support
- Daily Mail (UK)
- Scuba Queens judging
- Trav Media
- Cat Country 98.7
- News Radio Expert Panel
- WEAR3
- Content Creator – My Culinary Adventures
- Content Creator – TravelKSU
- Content Creator - @Hope.maum (Tennessee couple)
- InWeekly Best of the Coast

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- Breeze Airways Offers New Florida Flights



260 Stories

Highlights:

- SEC Soccer Tournament Returns to Pensacola
- Florida’s Original Sports Destination



9 Accolades

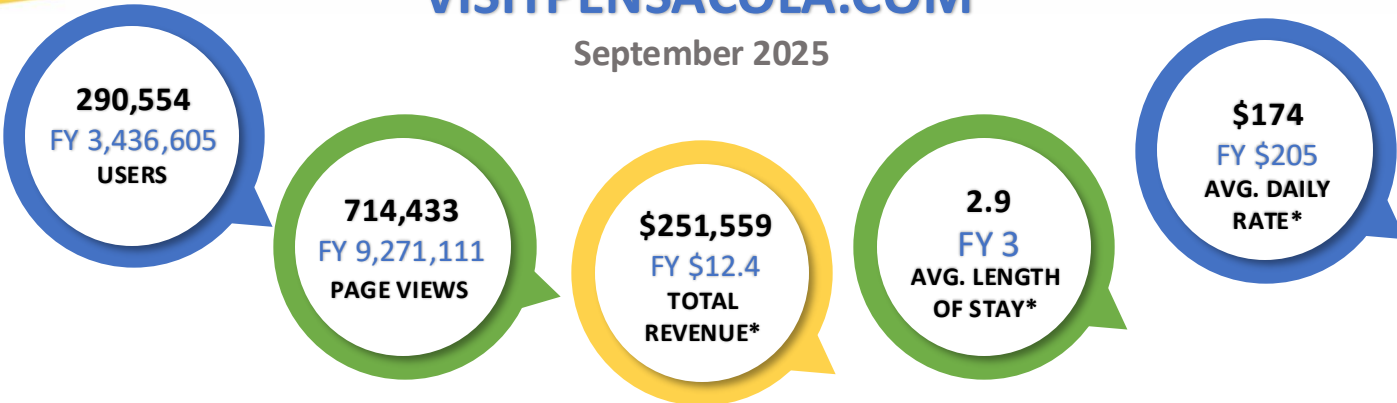
Highlights:

- 10 Epic Road Trips Every Military History Buff Should Take
- 16 Coolest Restaurants In Florida That Belong On Your Foodie Bucket List



VISITPENSACOLA.COM

September 2025



AUDIENCE

City	Users	Engagement
New York	14,326	15.89%
Chicago	10,475	27.90%
Pensacola	5,327	74.36%
Houston	5,801	44.75%
Mobile	5,125	72.23%
New Orleans	5,093	73.50%
Atlanta	4,925	54.23%
Dallas	2,996	45.16%
Indianapolis	2,854	31.12%
Minneapolis	2,617	26.84%
Detroit	2,770	23.12%

TOP PAGES

Page	Users	Engagement
Feature - Family Fun	50,850	10%
Things To Do Outdoors	45,888	15%
Events	16,746	84%
Home	20,458	64%
Feature	22,550	22%
Webcams	10,661	91%
Events This Week	8,360	86%
Warmup	17,872	49%
History & Heritage	15,158	29%
Things To Do	10,429	86%
Live Music	3,317	85%

PARTNER ENGAGEMENT

Listing Views	38,874
Visit Partner Website	16,850
Event Views	112,039
Coupons	226
Referrals (Listings/Events)	9,593

CHANNEL (How people find us)

Channel	Users	Engaged
Organic Search	78,198	116%
Paid Social	63,505	15%
Paid Search	51,006	44%
Display	34,507	33%
Direct	22,122	85%
Cross-network	7,535	71%
Organic Social	6,103	76%
Referral	5,753	61%
Organic Video	4,857	23%
Paid Other	3,354	23%
Email	1,507	97%

WEBSITE SIGNUPS

New Email Subscribers	353
Insider Guide Requests	303
Insider Guide (Online version)	121

FY = Visit Pensacola's Fiscal Year Oct. 2024 – Sep. 2025 / 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

September 2025 vs. September 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

<p>Impressions</p> <p>3,605,522</p> <p>↗ 38.7%</p>	<p>Engagements</p> <p>144,216 ↗ 28%</p>	<p>Post Link Clicks</p> <p>55,909 ↗ 17.5%</p>
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Facebook Audience Growth

See how your audience grew during the selected time period.

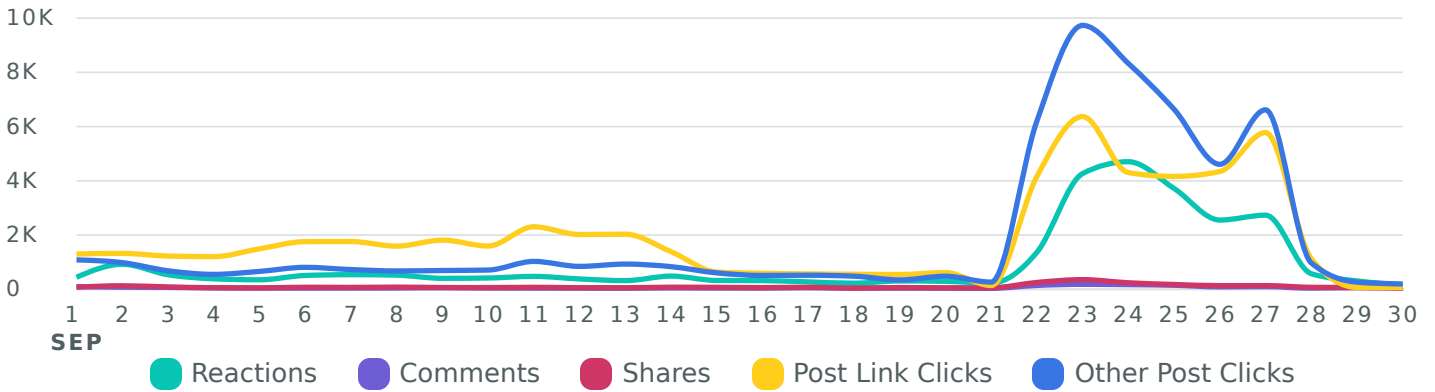
- Profile
- Reporting Period
- All Facebook Pages

Audience Metrics	Totals	% Change
Net Follower Growth	760	↘ 63.3%
Net Follower Growth	760	↘ 63.3%

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	31,354 ↘ 30.4%	112,862 ↗ 66.9%	144,216	↗ 28%
Reactions	10,460 ↘ 53.5%	17,662 ↗ 679.1%	28,122	↗ 13.5%
Comments	810 ↘ 31.4%	284 ↗ 170.5%	1,094	↘ 14.9%
Shares	1,440 ↘ 45.9%	592 ↗ 314%	2,032	↘ 27.6%
Post Link Clicks	2,070 ↗ 236.6%	53,839 ↗ 14.6%	55,909	↗ 17.5%
Other Post Clicks	16,574 ↘ 8.2%	40,485 ↗ 123%	57,059	↗ 57.6%

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 style="font-size: 24px; font-weight: bold;">1,578,463</p> <p style="font-size: 18px; color: #008000;">↗ 120.4%</p>	<p>Engagements</p> <p style="font-size: 24px; font-weight: bold;">23,530</p> <p style="font-size: 18px; color: #008000;">↘ 58.5%</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	20,109	↘ 58.6%
Organic Likes	18,896	↘ 58.4%
Organic Comments	327	↘ 53.9%
Organic Saves	857	↘ 65.5%
Story Replies	29	↗ 81.3%

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	1,584	↗ 129.6%
Followers Gained	2,646	↗ 56.8%
Followers Lost	1,062	↗ 6.5%

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

Tue 9/2/2025 1:58 pm ...

If we had a penny for every time we smiled watching the Blue Angels, we'd be rich! ...

Total Engagements	1,913
Likes	1,707
Comments	21
Shares	113
Saves	72

visitpensacola

Mon 9/1/2025 7:11 pm ...

Let the "ber" months begin 🍷🌟 We hope everyone's **#LaborDay** was filled with...

Total Engagements	1,795
Likes	1,445
Comments	7
Shares	302
Saves	41

visitpensacola

Tue 9/16/2025 2:10 pm...

If we're being honest... **#TheWayToBeach** **#ExperiencePcola...**

Total Engagements	1,348
Likes	1,010
Comments	27
Shares	264
Saves	47

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	88	↗ 18.9%

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 Back	3,258	↘ 30.1%
Story Taps Forward	76,152	↘ 1.5%
Story Exits	8,503	↘ 6.5%
Story Views	106,290	↗ 14.6%

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 27,313 ↘ 35.9%	Engagements 1,208 ↘ 45.7%	Post Link Clicks 185 ↘ 6.1%
--------------------------------------	-------------------------------------	---------------------------------------

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	-147	↘ 151.9%


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

 **X @VisitPensac...**
 Mon 9/1/2025 7:25 pm ...


Saying hello to the "ber" months today ✨❤
#TheWayToBeach...




Total Engagements	284
Likes	167
@Replies	4
Reposts	30
Post Link Clicks	2
Other Post Clicks	78
Other Engagements	3

 **X @VisitPensac...**
 Sat 9/6/2025 2:43 pm ...


Have you taken a stroll through Bruce Beach? 🌳 This newly revitalized portion of...



Total Engagements	166
Likes	41
@Replies	2
Reposts	5
Post Link Clicks	—
Other Post Clicks	118
Other Engagements	0

 **X @VisitPensac...**
 Sat 9/20/2025 2:23 pm ...

The moment you arrive on Perdido Key, you're on island time 🌴 **#TheWayToBeac...**



Total Engagements	117
Likes	37
@Replies	1
Reposts	5
Post Link Clicks	—
Other Post Clicks	74
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	1,208	↘ 45.7%
Likes	503	↘ 56%
@Replies	24	↘ 7.7%
Reposts	65	↘ 65.6%
Post Link Clicks	185	↘ 6.1%
Other Post Clicks	430	↘ 35.2%
Other Engagements	1	↘ 83.3%

TikTok Performance Summary

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

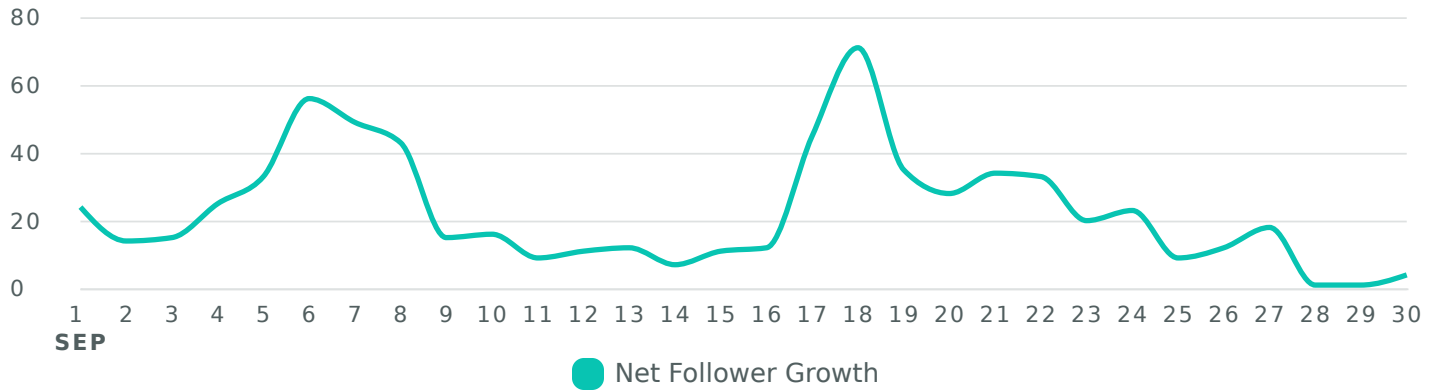
Profile
Reporting Period
All TikTok Profiles

Published Posts 10 ↗ 25%	Video Views 216,836 ↗ 343.4%	Engagements 15,734 ↗ 1,421.7%
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TikTok Audience Growth

See how your audience grew during the selected time period.

Profile
Reporting Period
All TikTok Profiles

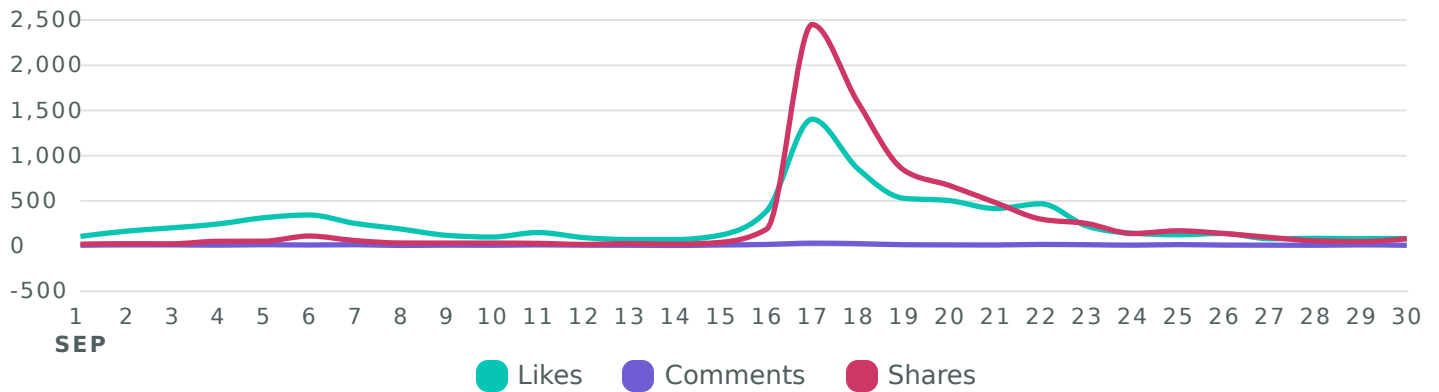


Audience Metrics	Totals	% Change
Net Follower Growth	686	↗ 2,112.9%

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	15,734	↗ 1,421.7%
Likes	7,796	↗ 820.4%
Comments	122	↗ 238.9%

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
Shares	7,816	↗5,076.2%

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




visitpensacola
Mon 9/15/2025 1:52 p...

Send this to your sunset bestie 🍷🌟 **#pensacola**
#pensacolabeach...




Total Engagements	11,420
Likes	3,900
Comments	70
Shares	7,450




visitpensacola
Fri 9/5/2025 12:28 pm...

Don't tell the other seasons, but fall might be our favorite 🥰 Cooler weather, festive...




Total Engagements	751
Likes	581
Comments	10
Shares	160



visitpensacola
Tue 9/2/2025 2:55 pm...

#TuesdayBluesday If we had a penny for every time we smiled watching the Bl...



Total Engagements	552
Likes	497
Comments	10
Shares	45

Pinterest Activity Summary

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

 Profile

 Reporting Period

 All Pinterest Profiles

Audience

3,630 ↗ 3.4%

Net Audience Growth

10 ↘ 23.1%

Published Posts

16 ↘ 15.8%

VISIT PENSACOLA

Monthly Dashboard
August 2025

By Downs & St. Germain Research



VISITOR SUMMARY – AUGUST 2025¹



Compared to August 2024, in August 2025...

- » Visitor numbers decreased by **-2.3%** due to smaller travel party sizes.
- » Airline passengers increased by **+0.7%**.
- » Hotel occupancy was down **-1.5%** and ADR was up **+2.5%**, resulting in a RevPAR that was up **+1.0%**.
- » Hotel room nights were up **+1.0%**.
- » Vacation rental room nights were down **-7.5%** primarily due to the **-11.8%** decrease in units.
- » Top markets for this month were **Mobile, Atlanta, and New Orleans**.
- » **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.

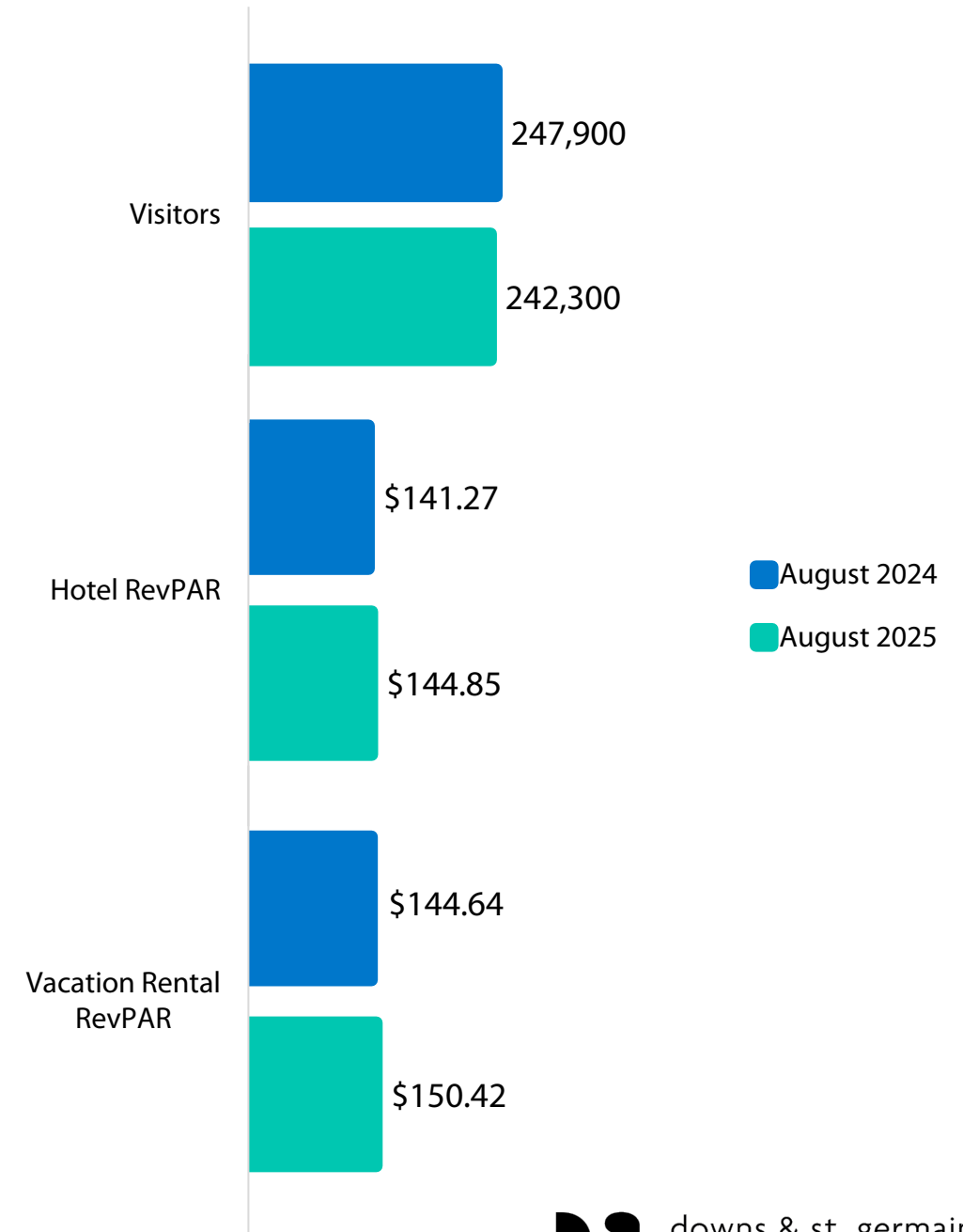
¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – AUGUST 2025

Visitor Statistics	August 2024	August 2025	% Change
Visitors ²	247,900	242,300	-2.3%
Airline Passengers ³	275,248	277,287	+0.7%

Hotel Statistics ⁴	August 2024 ¹	August 2025	% Change
Occupancy	66.7%	65.7%	-1.5%
Room Rates	\$141.27	\$144.85	+2.5%
RevPAR	\$94.17	\$95.10	+1.0%
Room Nights	181,079	182,838	+1.0%

Vacation Rental Statistics ⁵	August 2024 ¹	August 2025	% Change
Occupancy	53.8%	56.4%	+4.8%
Room Rates	\$268.67	\$266.57	-0.8%
RevPAR	\$144.64	\$150.42	+4.0%
Room Nights	46,244	42,754	-7.5%
Unit Revenue (Nightly)	\$8,134,067	\$8,746,830	+7.5%



¹ FY24 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.

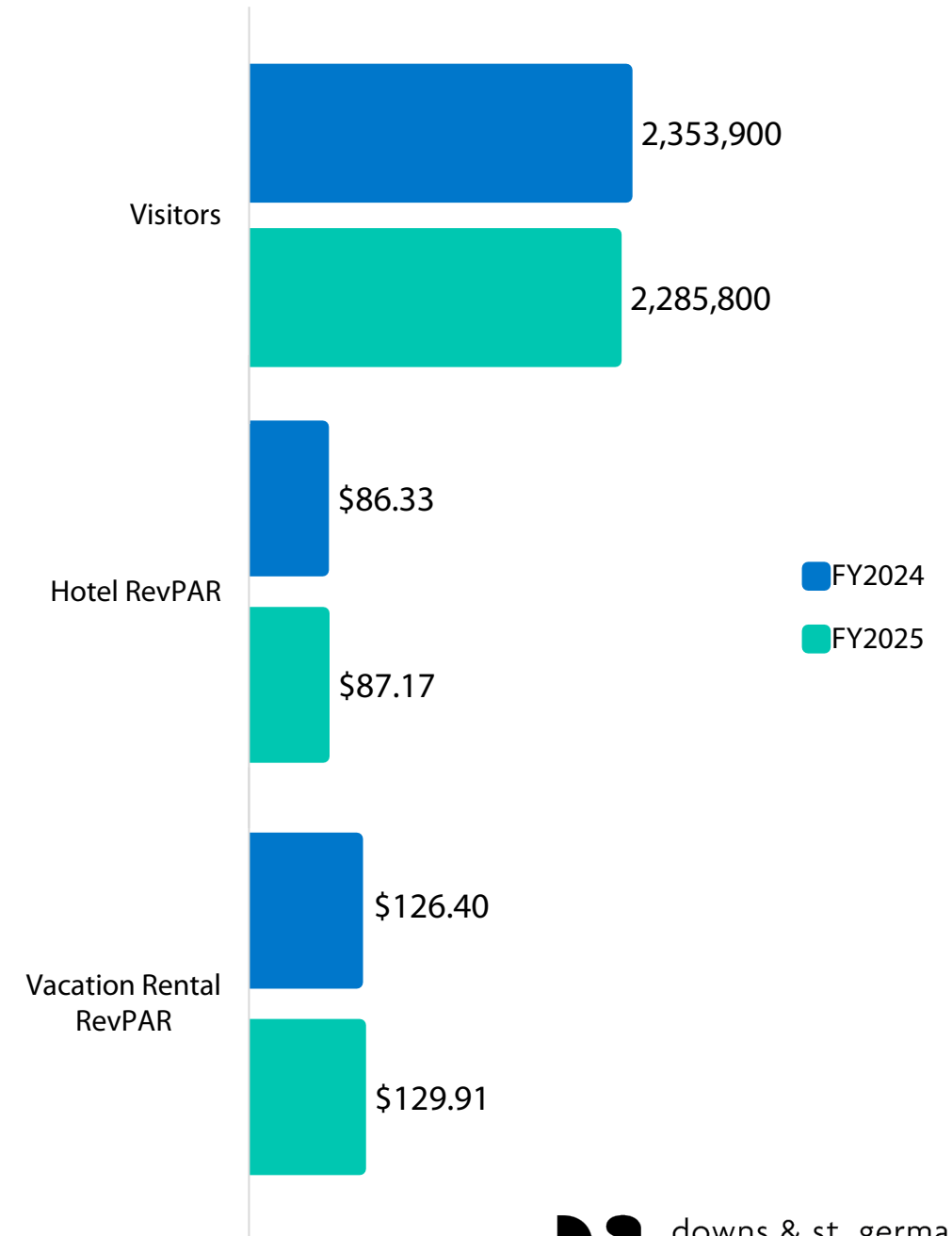
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2025 (OCT 2024 - AUG 2025)

Visitor Statistics	FYTD 2024	FYTD 2025	% Change
Visitors ²	2,353,900	2,285,800	-2.9%
Airline Passengers ³	2,785,537	2,859,550	+2.7%

Hotel Statistics ⁴	FYTD 2024 ¹	FYTD 2025	% Change
Occupancy	62.8%	62.9%	-
Room Rates	\$137.35	\$138.68	+1.0%
RevPAR	\$86.33	\$87.17	+1.0%
Room Nights	1,790,996	1,864,696	+4.1%

Vacation Rental Statistics ⁵	FYTD 2024 ¹	FYTD 2025	% Change
Occupancy	55.1%	54.7%	-0.8%
Room Rates	\$229.38	\$237.60	+3.6%
RevPAR	\$126.40	\$129.91	+2.8%
Room Nights	492,437	438,654	-10.9%
Unit Revenue (Nightly)	\$83,603,400	\$89,188,800	+6.7%



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

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⁴ Source: Smith Travel Research.

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

PENSACOLA DASHBOARD – AUGUST 2025

TOP VISITOR ORIGIN MARKETS		
Markets	August 2024	August 2025 ¹
Mobile ²	13%	14%
Atlanta	4%	5%
New Orleans	4%	4%
Birmingham	4%	4%
Dallas – Fort Worth	3%	3%
Nashville	3%	2%
Saint Louis	2%	2%
Houston	2%	2%
Baton Rouge	2%	2%
Jackson, MS	1%	2%
Montgomery – Selma	2%	2%

¹ Sources: Zartico and Visitor Tracking Study.

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

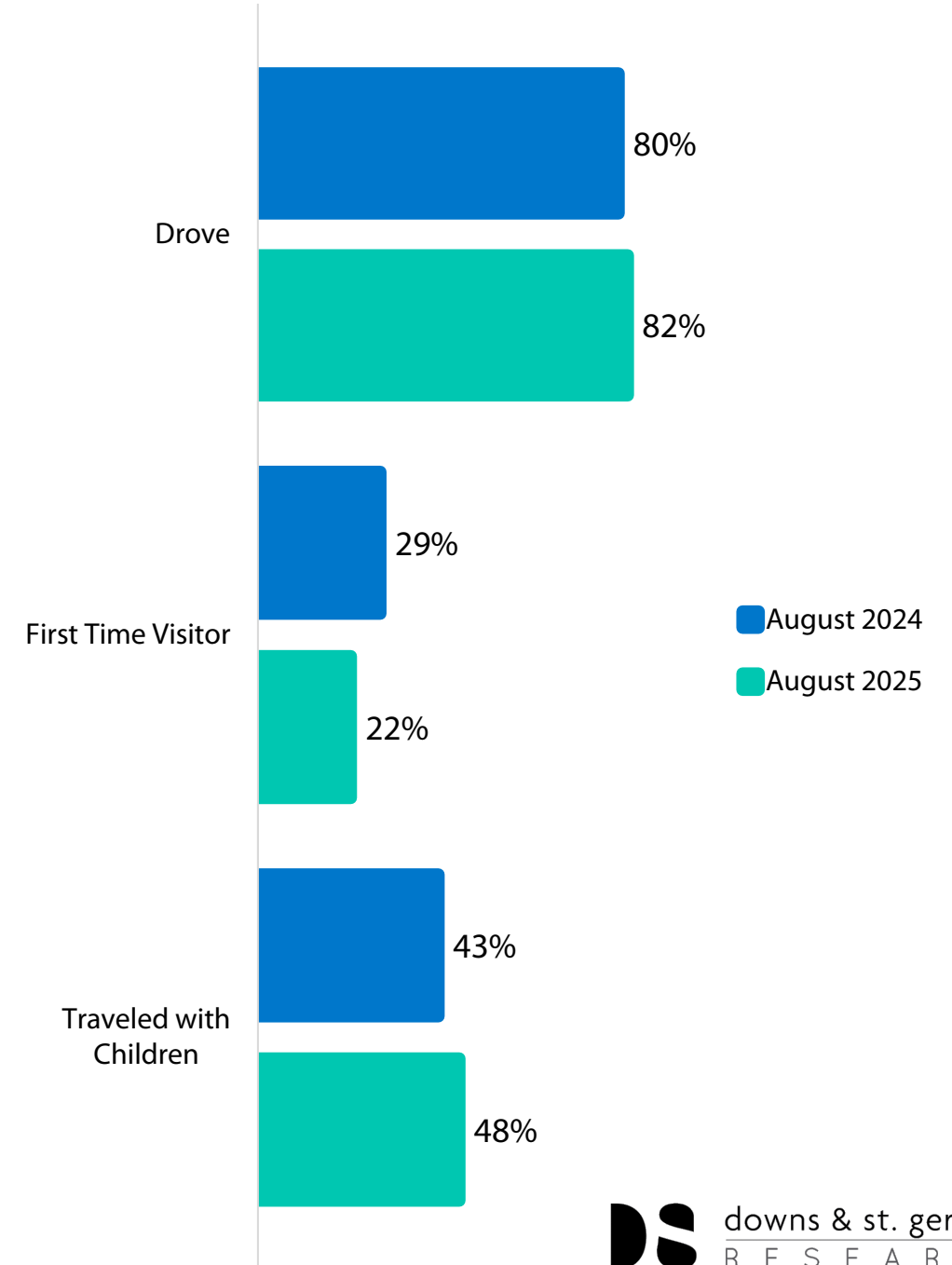
PENSACOLA DASHBOARD – AUGUST 2025

August Visitors	2024	2025
Stayed in paid accommodations	67%	66%
Drove	80%	82%
Length of stay ¹	4.5	4.4
Will recommend	93%	96%
First time visitor	29%	22%

August Visitors	2024	2025
Median Age	43	44
Gender (Female) ²	61%	60%
Household Income	\$82,200	\$89,500
Travel party size ¹	3.3	3.1
Traveled with Children	43%	48%

¹ Visitors staying in Paid Accommodations.

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



VISIT PENSACOLA

Monthly Dashboard
August 2025

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



VISIT PENSACOLA

MONTHLY DASHBOARD

SEPTEMBER 2025

By Downs & St. Germain Research



VISITOR SUMMARY – SEPTEMBER 2025¹

Compared to September 2024, in September 2025...



- » Visitor numbers decreased by **-1.7%** due to smaller travel party sizes.
- » Airline passengers increased by **+4.1%**.
- » Hotel occupancy was down **-0.6%** and ADR was up **+5.0%**, resulting in a RevPAR that was up **+4.4%**.
- » Hotel room nights were up **+1.0%**.
- » Vacation rental room nights were down **-12.5%** primarily due to the **-10.8%** decrease in units.
- » Top markets for this month were **Mobile, Atlanta, and New Orleans**.
- » **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.

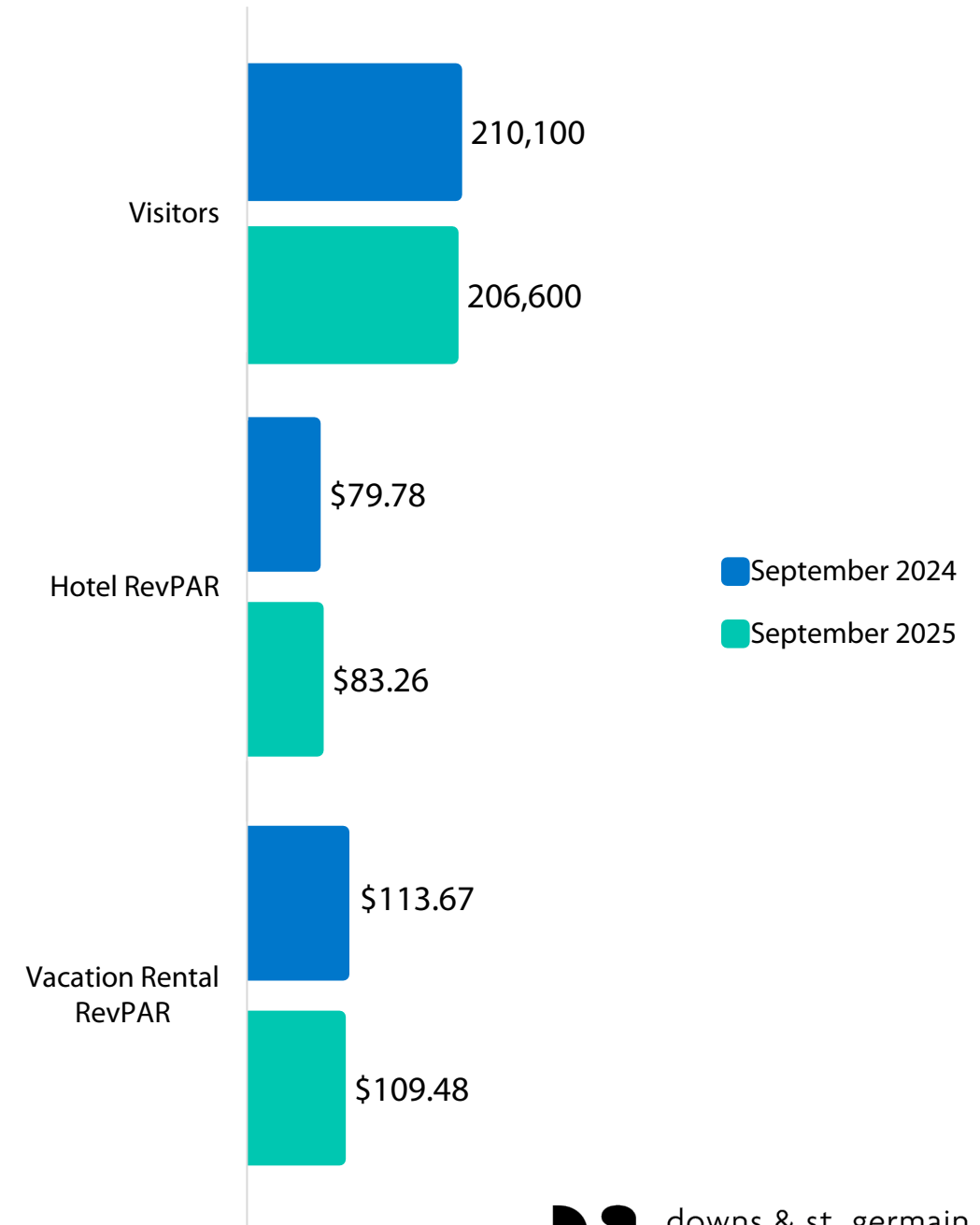
¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.

PENSACOLA DASHBOARD – SEPTEMBER 2025

Visitor Statistics	September 2024	September 2025	% Change
Visitors ²	210,100	206,600	-1.7%
Airline Passengers ³	244,874	254,879	+4.1%

Hotel Statistics ⁴	September 2024 ¹	September 2025	% Change
Occupancy	60.5%	60.1%	-0.6%
Room Rates	\$131.82	\$138.43	+5.0%
RevPAR	\$79.78	\$83.26	+4.4%
Room Nights	159,107	160,722	+1.0%

Vacation Rental Statistics ⁵	September 2024 ¹	September 2025	% Change
Occupancy	52.6%	51.5%	-2.0%
Room Rates	\$216.30	\$212.53	-1.7%
RevPAR	\$113.67	\$109.48	-3.7%
Room Nights	43,686	38,204	-12.5%
Unit Revenue (Nightly)	\$6,019,251	\$6,119,057	+1.7%



¹ FY24 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.

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⁴ Source: Smith Travel Research.

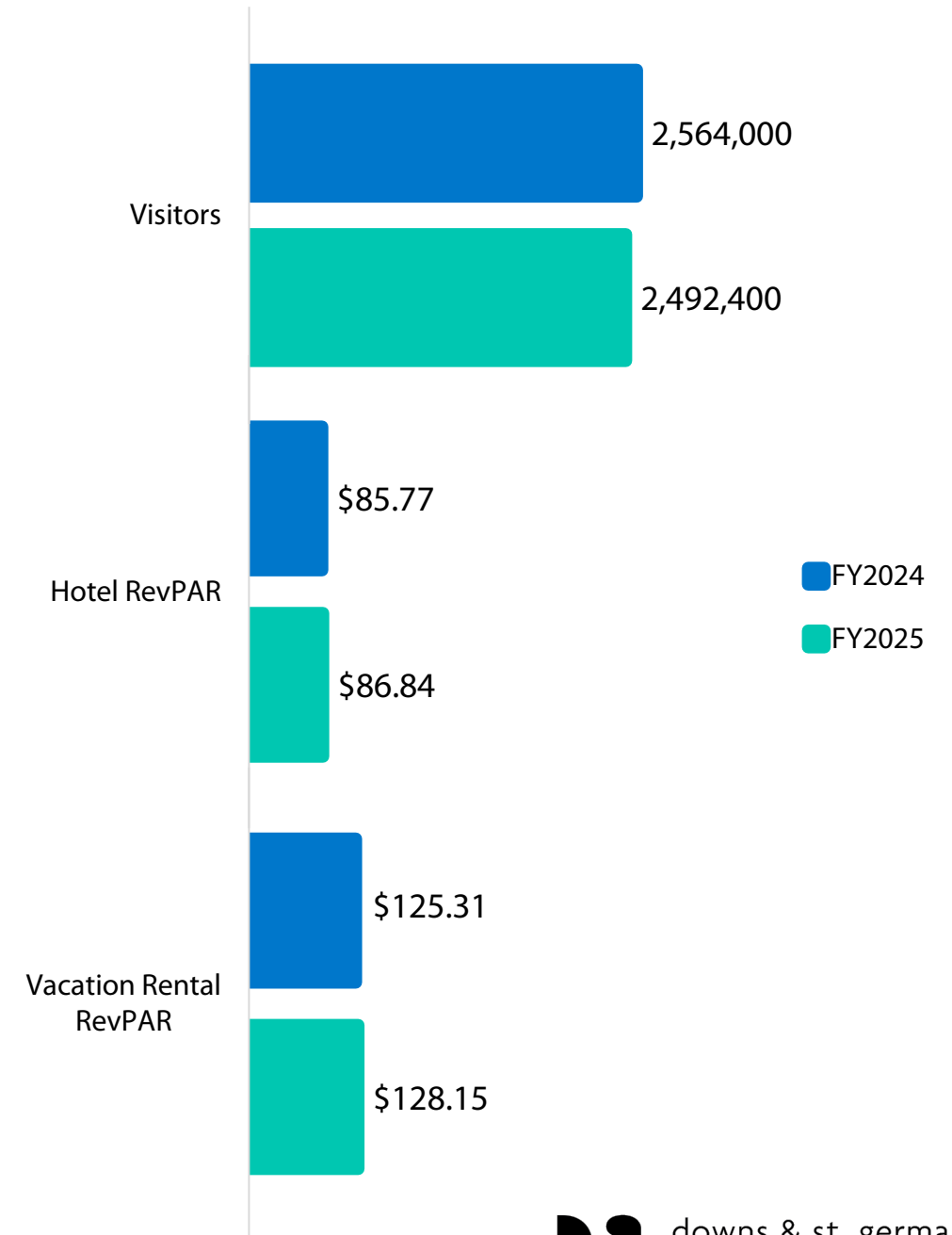
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2025 (OCT 2024 - SEP 2025)

Visitor Statistics	FYTD 2024	FYTD 2025	% Change
Visitors ²	2,564,000	2,492,400	-2.8%
Airline Passengers ³	3,030,411	3,114,429	+2.8%

Hotel Statistics ⁴	FYTD 2024 ¹	FYTD 2025	% Change
Occupancy	62.7%	62.6%	-
Room Rates	\$136.89	\$138.66	+1.3%
RevPAR	\$85.77	\$86.84	+1.2%
Room Nights	1,950,103	2,025,418	+3.9%

Vacation Rental Statistics ⁵	FYTD 2024 ¹	FYTD 2025	% Change
Occupancy	54.9%	54.4%	-0.9%
Room Rates	\$228.29	\$235.51	+3.2%
RevPAR	\$125.31	\$128.15	+2.3%
Room Nights	536,123	476,858	-11.1%
Unit Revenue (Nightly)	\$89,622,700	\$95,307,900	+6.3%



¹ FY24 metrics have been adjusted to reflect updated lodging figures.

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

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⁴ Source: Smith Travel Research.

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

PENSACOLA DASHBOARD – SEPTEMBER 2025

TOP VISITOR ORIGIN MARKETS		
Markets	September 2024	September 2025 ¹
Mobile ²	21%	20%
Atlanta	5%	5%
New Orleans	3%	4%
Birmingham	3%	4%
Nashville	3%	3%
Dallas – Fort Worth	2%	2%
Memphis	2%	2%
Montgomery – Selma	1%	2%

¹ Sources: Zartico and Visitor Tracking Study.

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

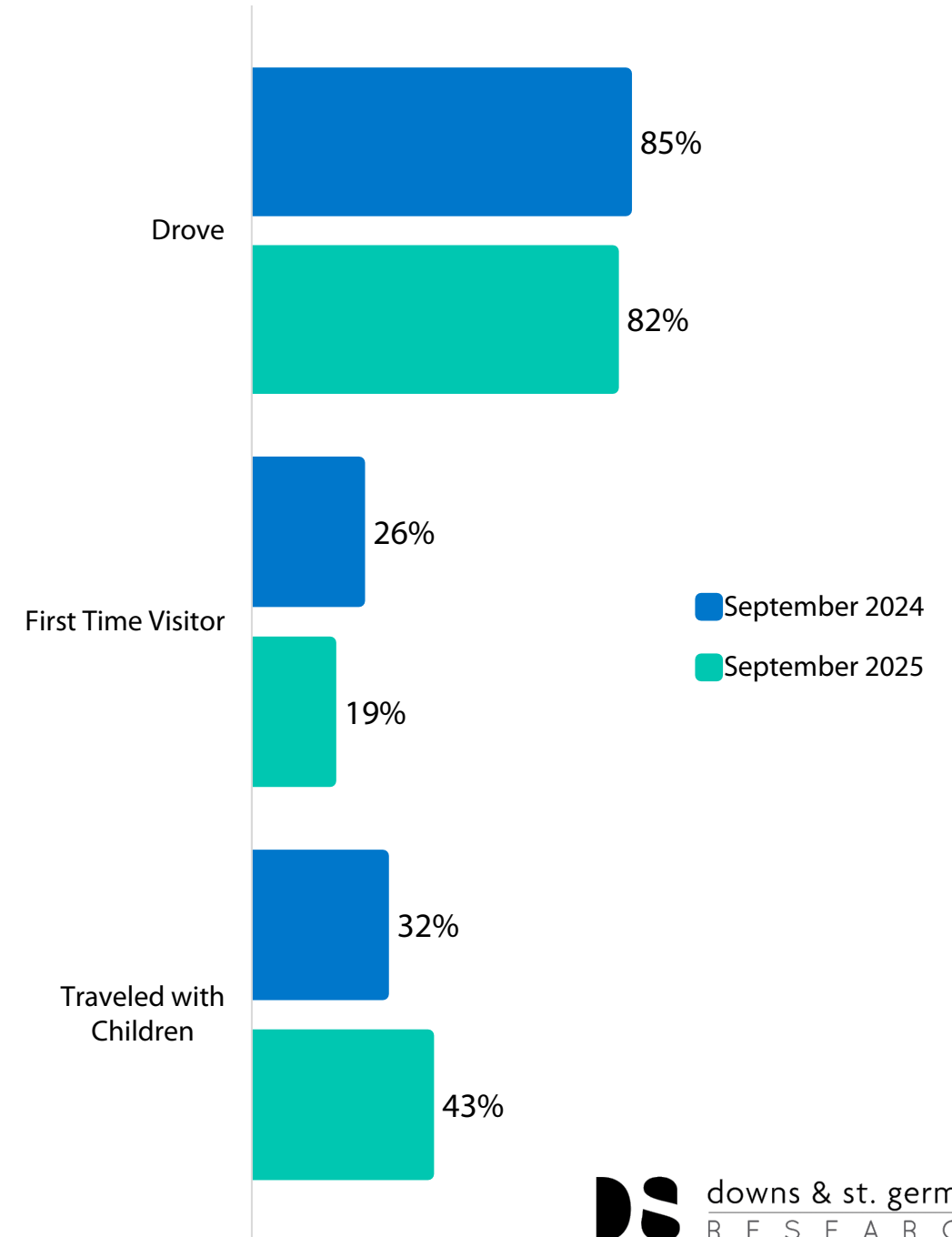
PENSACOLA DASHBOARD – SEPTEMBER 2025

September Visitors	2024	2025
Stayed in paid accommodations	62%	60%
Drove	85%	82%
Length of stay ¹	4.7	4.5
Will recommend	95%	97%
First time visitor	26%	19%

September Visitors	2024	2025
Median Age	45	46
Gender (Female) ²	60%	64%
Household Income	\$86,200	\$82,000
Travel party size ¹	3.0	2.8
Traveled with Children	32%	43%

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
Monthly PR Activity & Status Report
September 2025

Media Coverage

- Condé Nast Traveler (UVM: 2,866,554 | Ad Value: \$57,331)
 - [The Importance of Expanding Access to Safe Waters in Communities of Color](#)
 - [Bright Ideas in Travel 2025](#)
- Taste of the South (UVM: 21,140 | Ad Value: \$423): [Gulf Coast Perfection: Pensacola, Florida](#)

Planning

FY 2026 Planning

- Discussed additional FY26 public relations plan components with Visit Pensacola, including media hot list, pitching strategy and brand partnership opportunities to incorporate into the final version to be delivered in early October.

Media Hosting

Individual Press Trips

- **Vanessa Infanzon, Freelance (Upstate Lake Living) – Sept. 15 - 20**
 - Visit Pensacola finalized itinerary and shared with Vanessa ahead of her trip. MMGY followed up with Vanessa to gauge post trip feedback and offer editorial support.
- **Taryn Shorr, Freelance (Lonely Planet, Matador Network, Midwest Living) – Oct. 16 - 19**
 - Visit Pensacola began drafting itinerary and notified Taryn of updated rental car policy.
- **Fall Media Hosting**
 - Continued conducting outreach for fall individual press trips. Received interest from the following journalist.
 - **Marisa Roman, Only in Your State:** Began discussing availability for a Pensacola visit in early 2026.

Group Press Trips

- **Culinary Group Press Trip – Oct. 10 - 14**
 - Distributed invite to additional media. Developed media briefing book with background information and traveler details for the following confirmed attendees:
 - **Jan Potter, Taste of the South**
 - **Nikki Miller-Ka, Matador Network**
 - **Brendan O'Connor, Orlando Shine, Orlando Magazine**
 - Provided feedback on itinerary outline shared by Visit Pensacola.

Media Relations

Media Initiatives and Activations

- **America 250: From the 1500s with Love, Pensacola & St. Augustine**
 - Aligned with Visit Florida and St. Augustine on shifting focus and efforts from a group press trip to a dedicated satellite media tour and individual media hostings.
 - After distributing initial group press trip invites, began following up with media that expressed interest for individual press trip opportunities.

Proactive Outreach

- **Q4 Pitching Priorities & Strategy**
 - Conducted direct outreach to hot list media outlets that have not featured Pensacola this year. Secured coverage in Taste of the South, noted above and began conversations regarding an individual press trip with Only in Your State editor Marisa Roman.

Reactive Outreach

- **Acacia Gabriel, Lonely Planet:** Pitched Pensacola for story on best value destinations in the U.S. Pensacola not included in the final [story](#).
- **Crai Bower, Garden & Gun:** Pitched Pensacola for story on fall birding migration in the South.
- **Aly Walansky, Forbes:** Flagged lead on unique offerings for National Coffee Day, National Taco Day and National Vodka Day.
- **Jeannie Ritchie, Freelance (318 Central):** Visit Pensacola pitched destination for story on live theatre performances near Louisiana.
- **Jamie Smith, Freelance (The Mag, Daily Newspapers):** Visit Pensacola shared Halloween-themed drinks for consideration for upcoming story.
- **Dayvee Sutton, Broadcast Correspondent:** Visit Pensacola pitched family-friendly, affordable experiences in September and October.
- **Amber Gibson, Freelance (Fresh Cup Magazine, TravelAge West):** Visit Pensacola shared offerings at Agapi Bistro and Angelena's Ristorante Italiano for consideration for story on luxe tasting menus.
- **Noreen Kompanik, TravelPulse:** Visit Pensacola pitched destination for story on fall destination without crowds.
- **Cahir O'Doherty, Freelance (IrishCentral):** Visit Pensacola pitched destination for story on LGBT wedding and honeymoon destinations.

Additional Activity

- Conducted PR status calls on Sept. 2, 16 and 30; drafted and shared agendas and recaps.
- Monitored for earned media placements.



APP

September 2025

292

Total Users

61%

Engagement
Rate

2.8

AVG Engagement
Time

317

Pages

KIOSK

AIRPORT

106

SESSIONS

4

SCREENS/
SESSION

2:24

AVG. DURATION

KIOSK

A1S

305

SESSIONS

11

SCREENS/
SESSION

08:19

AVG. DURATION

VISIT PENSACOLA BOARD MEETING

October 29, 2025

Sales & Services



VISIT PENSACOLA SALES & SERVICE SUMMARY

September 2025

10
FY 137
LEADS

4
FY 42
BOOKINGS

20
56
ASSISTS

2
FY 4
LOST LEADS

0
FY 4
SITE VISITS

Leads

Meeting Name	Leads	Room Nights	Delegates	Econ. Impact
Johnson and Hunter Family Reunion	1	60	60	\$31,500.00
The Pensacola Rainbow Stroll	1	160	40	\$47,500.00
-	2	220	100	\$79,000.00
2026 AE/AOE/AUX Sailors Association	1	200	80	\$50,000.00
2026 Naval Order Congress	0	59	0	\$79,800.00
Economic Development - Blue Angels Homecoming	0	0	0	\$0.00
2026 BASE White Sand World Series	0	0	0	(\$375,000.00)
2025 SEC Women's Soccer Tournament- Fans/Families	1	2550	600	\$2,160,000.00
2025 NAIA Women's Soccer National Championship	1	1125	500	\$968,000.00
2026 Sun Belt Conference (SBC) Basketball Championship	1	5300	2484	\$2,173,500.00
2026 National Conference and Expo	1	300	75	\$103,125.00
2026 South Central Tennessee Development District	1	75	15	\$15,000.00
2026 Gonzalez Wedding	1	90	30	\$36,750.00
2027 USS Richard E Byrd Reunion	1	200	80	\$70,000.00
-	8	9,899	3,864	\$5,281,175.00
-	10	10,119	3,964	\$5,360,175.00

Bookings

Company	Meeting Name	Booked	Assist	Total	Room Nights	Delegates	Economic Impact
Tech recruiting - AI - Pensacola	Tech recruiting - AI - Pensacola	0	1	1	0	20	\$10,000.00
-	-	0	1	1	0	20	\$10,000.00
Naval Order of the United States	2026 Naval Order Congress	1	0	1	282	76	\$171,000.00
Economic Development - City of Pensacola	Economic Development - Blue Angels Homecoming	1	0	1	36	12	\$9,600.00
Pensacola Sports	2025 SEC Women's Soccer Tournament- Fans/Families	1	0	1	2550	600	\$2,920,000.00
Pensacola Sports	2025 NAIA Women's Soccer National Championship	1	0	1	1050	500	\$1,324,000.00
-	-	4	0	4	3,918	1,188	\$4,424,600.00
-	-	4	1	5	3,918	1,208	\$4,434,600.00
-	-	4	1	5	3,918	1,208	\$4,434,600.00

Lost Leads

Group	Lost/Cancelled Date	Account	Lead Name	Status	EET	Requested Rooms	Contracted Rooms	Room Attendees	Show Attendees
Sales	08/14/2025	Noria Corporation	Reliable Plant 2027 Conference and Exhibition	Lost (lead was never definite)	\$475,000.00	1,450	0	400	1,000
Total: 1					\$475,000.00	1,450	0	400	1,000

Lead Room Nights & Delegates

10,119 Room Nights
69,529 YTD

3,964 Delegates
23,323 YTD

Booked Room Nights & Delegates

3,918 Room Nights
14,028 YTD

1,208 Delegates
9,396 YTD

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

September 2025



Pensacola Visitor Center

Perdido Key Visitor Center

Personal Assists:	471
Phone Assists	365
Total visitors	1164
Total Non-visitors	693
First Time Visitors	159
FY25 Total Visitors	16,581
FY25 Non-Visitors	9610

Personal Assists	246
Phone Assists	30
Total Visitors	432
Total Non-Visitors	186
First Time Visitors	82
FY25 Total Visitors	7146
FY25 Non-Visitors	3951
Total Guides Mailed	971
Total Guides Downloaded	144

Pensacola Beach Visitor Center

Top States

Personal Assists	2677
Phone Assists	63
Total Visitors	3399
First-Time Visitors	2738
FY25 Total Visitors	33421
FY25 Non-Visitors	3775
Guides Emailed / Mailed	65

- Mississippi
- Florida
- California
- Georgia

Top Countries

- Italy
- Belgium
- France



VISIT PENSACOLA SALES & SERVICE SUMMARY

September 2025



New Partners

- The Brent Lofts
- Jordan Valley

Community Outreach

- Greater Pensacola Chamber Dinner

Partner Activity Report

Activity	Added	Updated
Accounts	1	27
Contacts	11	35
Listing	3	21
Events	11	211

Upcoming Events & Meetings

Board of Directors

Date: Wednesday, November 19 - 3:00 PM

Location: Bowden Building

Hospitality Roundtable Luncheon

Date: Tuesday, November 18 - 11:30 AM

Location: Holiday Inn Resort Pensacola Beach

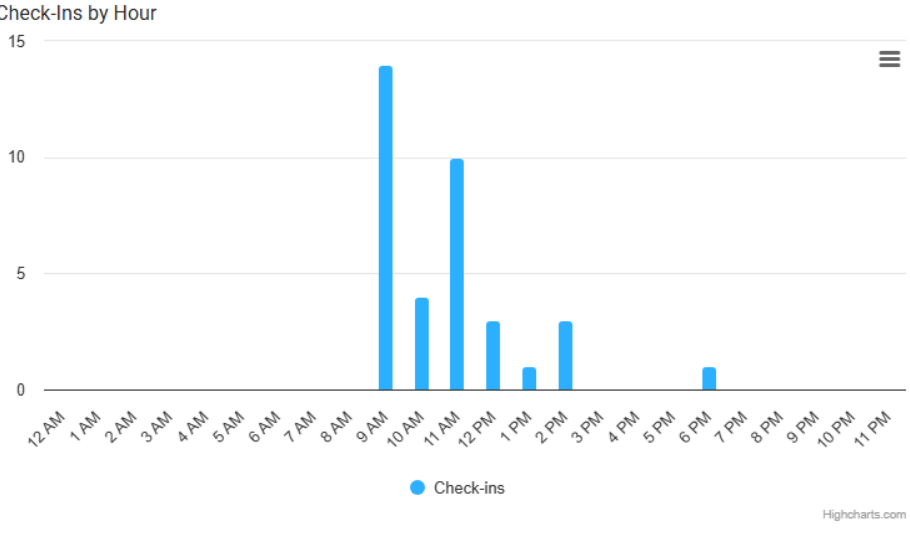
Partner Visits

- Bushwacker Landing
- Entertainer
- Salted pearl
- Home2 Airport
- The Burrow
- UT Boutique
- 850 Fusion
- Hilton Garden Inn
- Jordan Valley
- South Market
- Pensacola Smoke House
- Supposey
- Courtyard Davis
- Frisky Mermaid
- Gulf Coast Getaways
- Alla Prima
- Carmens
- Makers
- Bavaria
- First City Bee
- UWF Historic Trust
- Pensacola Greater Chamber
- 1216 North
- Angelina's
- Dog House
- Jerry's
- Hilton Pensacola Beach
- 200 South Palafox
- Seville Quarter
- The Drop In

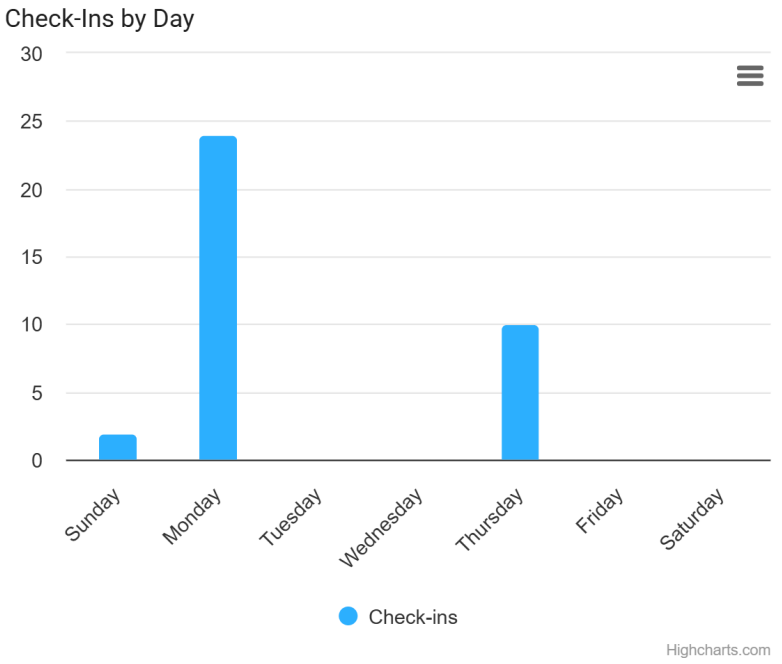
Partner News

- Winter Escape
- Annual Meeting

Ispy Pensacola Trail



venue	product	qty	expense	revenue
Foot Prints in the Sand	Check-In Quiz	4	0	0
Fisherman	Check-In Quiz	4	0	0
Sailboat	Check-In Quiz	5	0	0
Beach Safety Flag	Check-In Quiz	4	0	0
Pirate	Check-In Quiz	3	0	0
Seashells	Check-In Quiz	3	0	0
Blue Angel	Check-In Quiz	2	0	0
Trolley	Check-In Quiz	4	0	0
Pelican	Check-In Quiz	4	0	0
Dolphin	Check-In Quiz	3	0	0
	Total	36		0



Daily Check-Ins 0%

0

% change compares today to yesterday's check-ins

Weekly Check-Ins -100%

0

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

Monthly Check-Ins -100%

0

% change compares to last month up to today.

Quarterly Check-Ins 0%

0

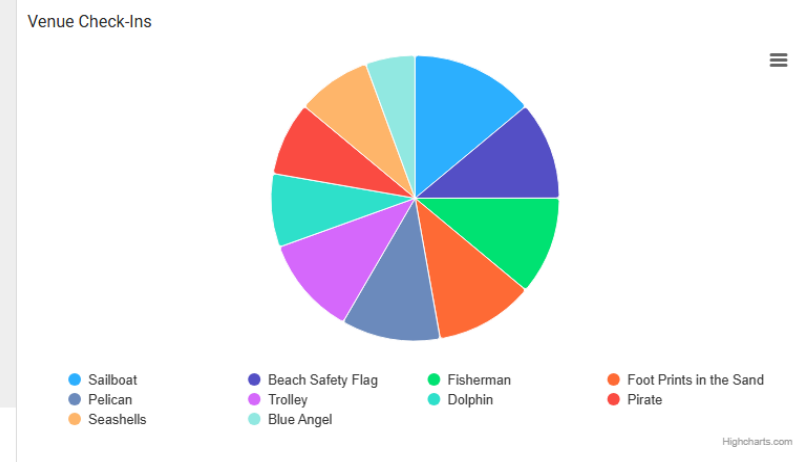
% change compares to last full quarter.

Annual Check-Ins 0%

328

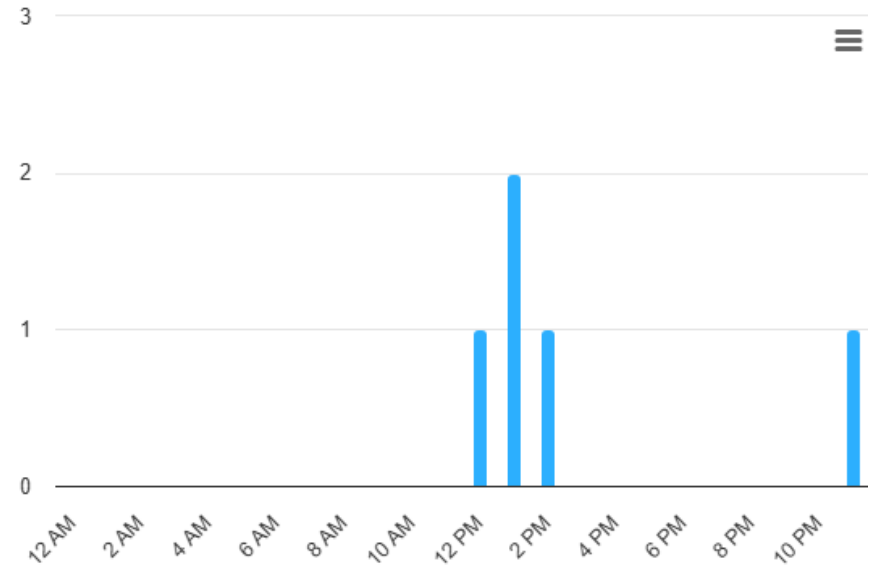
% change compares to last year up to today.

Name	Check-ins
Sailboat	5
Beach Safety Flag	4
Fisherman	4
Foot Prints in the Sand	4
Pelican	4
Trolley	4
Dolphin	3
Pirate	3
Seashells	3
Blue Angel	2
Total	36

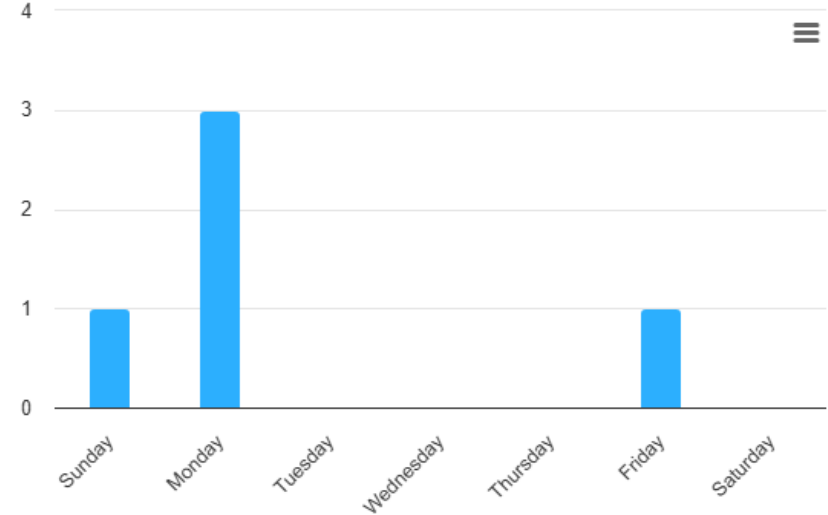


Pensacola Bushwacker Trail

Check-Ins by Hour



Check-Ins by Day



Venue	Redemptions
Casino Beach Bar & Grille	2
Crabs	1
Hideaway Beach Bar	1
Sandshaker Lounge	1
Total	5

Daily Check-Ins

0 0%
% change compares today to yesterday's check-ins

Weekly Check-Ins

0 0%
% change shows last week up to today. First day of week is Monday

Monthly Check-Ins

0 -100%
% change compares to last month up to today.

Quarterly Check-Ins

0 0%
% change compares to last full quarter.

Annual Check-Ins

303 0%
% change compares to last year up to today.

Venue Check-Ins

Name	Check-ins
Casino Beach Bar & Grille	2
Crabs	1
Hideaway Beach Bar	1
Sandshaker Lounge	1
Total	5

Rows per page: 20 1-4 of 4 < 1 >

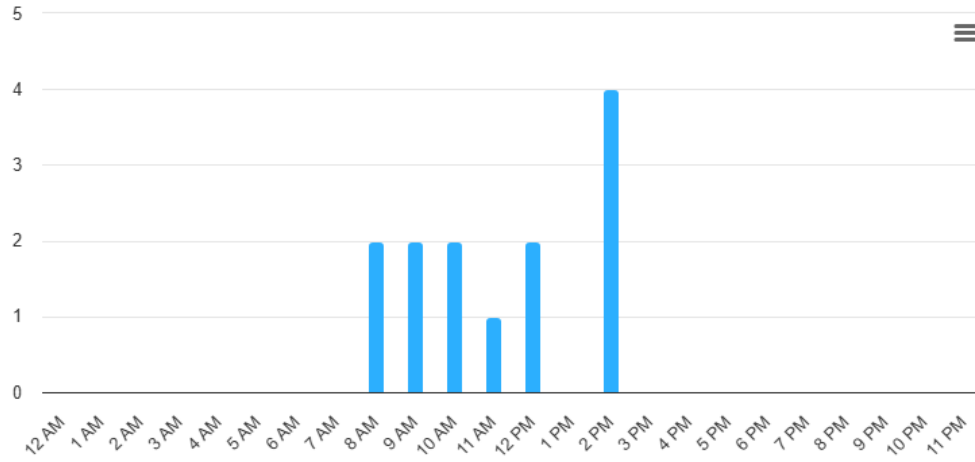
Venue Check-Ins



● Casino Beach Bar & Grille
 ● Crabs
 ● Hideaway Beach Bar
 ● Sandshaker Lounge

Pensacola Coffee Trail

Check-Ins by Hour



Venue	Redemptions
Jitterbug Beverage Co.	3
Lamonte Gelato	2
The Rex Cafe	2
Alla Prima Coffee Roaster	1
Bodacious Bookstore and Cafe	1
Bodacious Brew Thru	1
Buzzed Brew Coffee	1
Coffee Cup Restaurant	1
Polonza Bistro	1
Total	13

Daily Check-Ins

0 0%
% change compares today to yesterday's check-ins

Weekly Check-Ins

1 0%
% change shows last week up to today. First day of week is Monday

Monthly Check-Ins

1 -50%
% change compares to last month up to today.

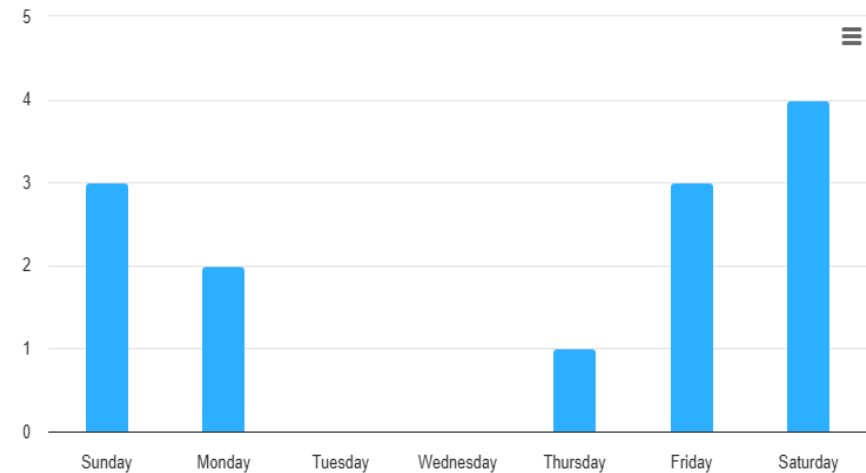
Quarterly Check-Ins

1 0%
% change compares to last full quarter.

Annual Check-Ins

232 0%
% change compares to last year up to today.

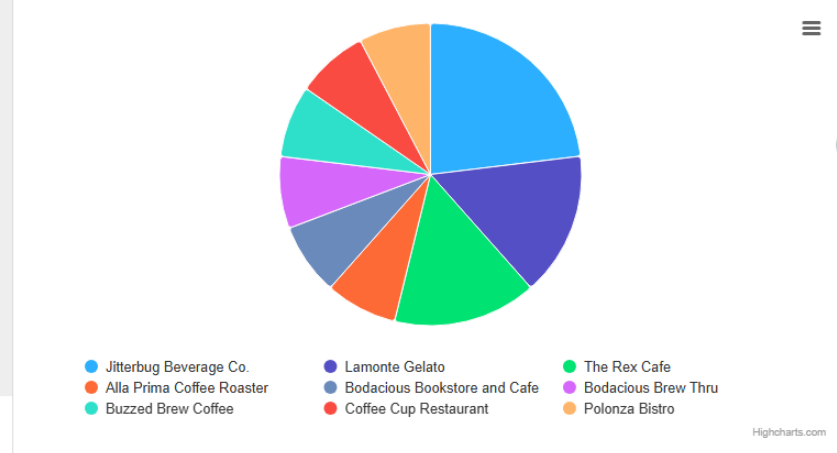
Check-Ins by Day



Venue Check-Ins

Name	Check-ins
Jitterbug Beverage Co.	3
Lamonte Gelato	2
The Rex Cafe	2
Alla Prima Coffee Roaster	1
Bodacious Bookstore and Cafe	1
Bodacious Brew Thru	1
Buzzed Brew Coffee	1
Coffee Cup Restaurant	1
Polonza Bistro	1
Total	13

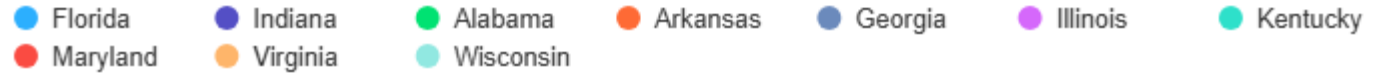
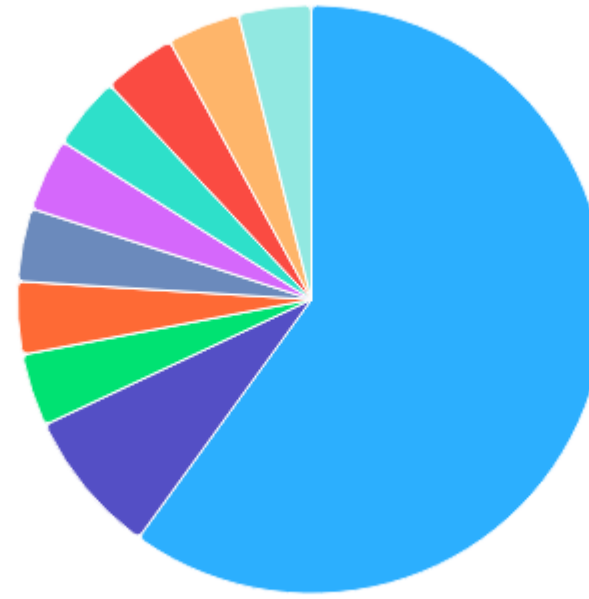
Venue Check-Ins



count	redemptions	state
297	366	Florida
40	27	Texas
37	13	Alabama
29	63	Louisiana
23	33	Tennessee
22	18	Georgia
17	20	Missouri
16	115	Oklahoma
14	21	Arkansas
12	11	Kansas
11	0	Mississippi
11	10	Kentucky
11	2	Indiana
9	9	Illinois
9	6	Ohio
8	36	Arizona
8	10	California
6	0	Pennsylvania
6	2	--
5	10	New Jersey
4	14	Virginia
4	0	Minnesota
3	9	Wisconsin
3	3	Oregon
3	6	North Carolina
2	9	New York
2	0	Colorado
2	0	New Mexico
2	0	Nebraska
2	16	Michigan
2	1	Massachusetts
2	2	Maryland
2	0	Iowa
1	0	Montana
1	0	Connecticut
1	0	Santa Cruz Province
1	0	Hawaii
1	0	Utah
1	31	Vermont
1	0	Idaho
1	0	West Virginia
1	0	Western Cape
633	863	Total

All Pass Geographics

Customer's State



All Pass Performance

Passes Currently Live

Name	Attribute	Total	Redemptions	Avg Redemptions	Unused	Expense	Avg Expense	Revenue	± Export
I Spy Pensacola		7	13	1.86	5	\$0.00	\$0.00	\$0.00	
Pensacola Bushwacker Trail		16	3	0.19	14	\$0.00	\$0.00	\$0.00	
Pensacola Coffee Trail		14	0	0.00	14	\$0.00	\$0.00	\$0.00	
Total		37	16	0.43	33	\$0.00	\$0.00	\$0.00	