# -REVISIT-Pensacola

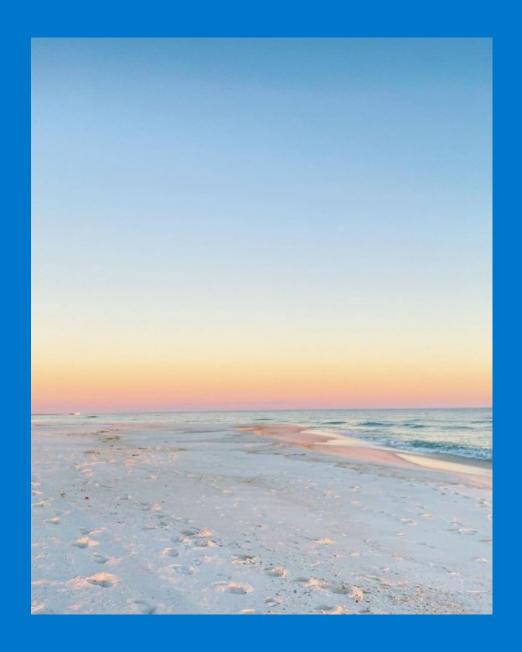




## Presentation Outline

ReVisit Pensacola Importance of Tourism in Pensacola The Future of Travel





#### ReVisit Pensacola

The Pensacola area has grown and changed a lot since 2014

The following slides will show how much

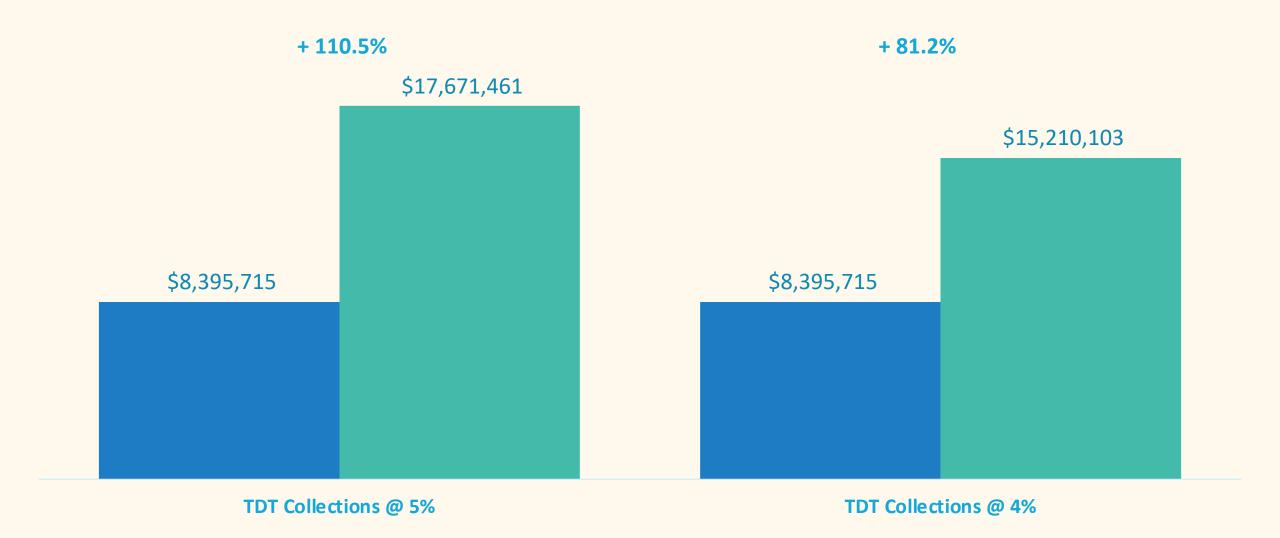


+ 79.2%



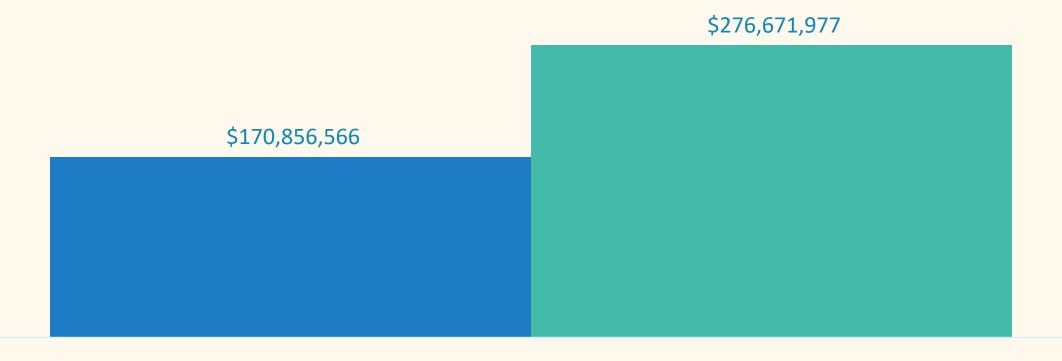
\$700,000,000

#### **TDT Collections**

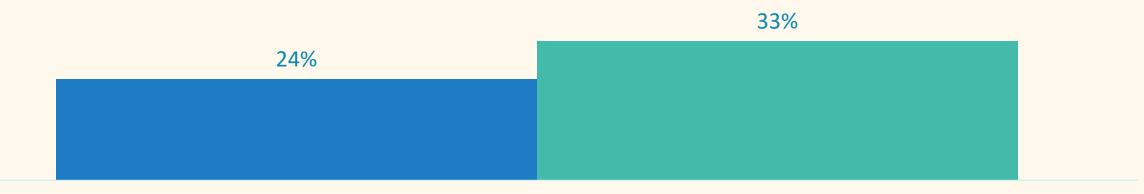




+ 61.9%







#### **Travel Party Spend/Trip**





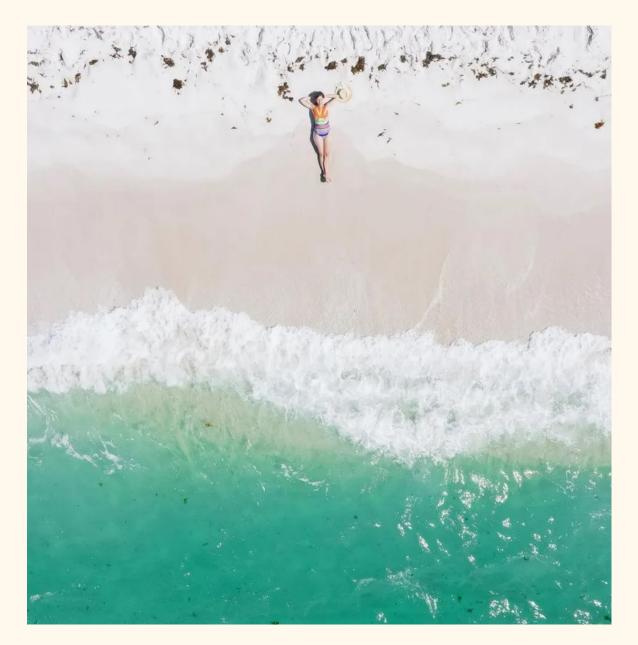
### **Economic Impact**

Visitor spending in FY2021 generated a total economic impact of

\$1,935,185,800

in the Pensacola area

An increase of +31.3% from FY2020





## Jobs & Wages

Tourism in the Pensacola area supported

22,006

local jobs in FY2021, generating

\$619,302,500

in wages and salaries

# Household Savings

Visitors to the Pensacola area save local residents

\$630

in local taxes every year





#### Beach, Beach, Beach

Previous visitors, potential visitors, meeting planners, you name it, all see the beach and the promise of relaxation as the most important and influential drivers for them to visit

This message is consistent across the various studies we have conducted so far





#### **Rising Costs**

- With rising travel costs, gas prices, and inflation the "Revenge traveler" trend may be waning
- 1 in 3 American travelers said that high travel prices have kept them from traveling in the past month (Destination Analysts)
- Yet, 3 in 5 say travel is a high budget priority for them (Destination Analysts)



### **Budget Changes**

- Likewise, 1 in 3 travelers said they will reduce the number or trips they take or choose a destination closer to home due to rising gas prices (Longwoods)
- They also say they will reduce the amount they spend on retail purchases, entertainment, and restaurants (Longwoods)



#### Impactful Travel

- The traveler today is different from the prepandemic traveler
- Travelers are pursuing authentic experiences that are more authentic and meaningful (Exploding Topics)
- Over 3 in 5 Americans say they want money they spend while traveling to go back into the local community and they want authentic experiences that represent the local culture (TravelAge West)



#### Representation

- 96% of travelers responded that it's important their tourism dollars make a positive impact on the communities they visit (PureWow)
- Representation and equality matters for travelers,
  - "While this is true at all levels, it is especially so amongst our storytellers, guides, local specialists and travel directors — the faces of travel in this country." (TravelAge West)



## Vacation Experiences

- The pandemic has intensified the importance of family travel as people have not been able to see family over long periods of time
- Travelers have gained a heightened sense of their personal value and are prioritizing family time
- Outdoor spaces and the beach were prime spaces to vacation during the pandemic and will continue to be sought after experiences, yet as restrictions lessen, and urban cities are revitalized, people are setting their sights on city vacations

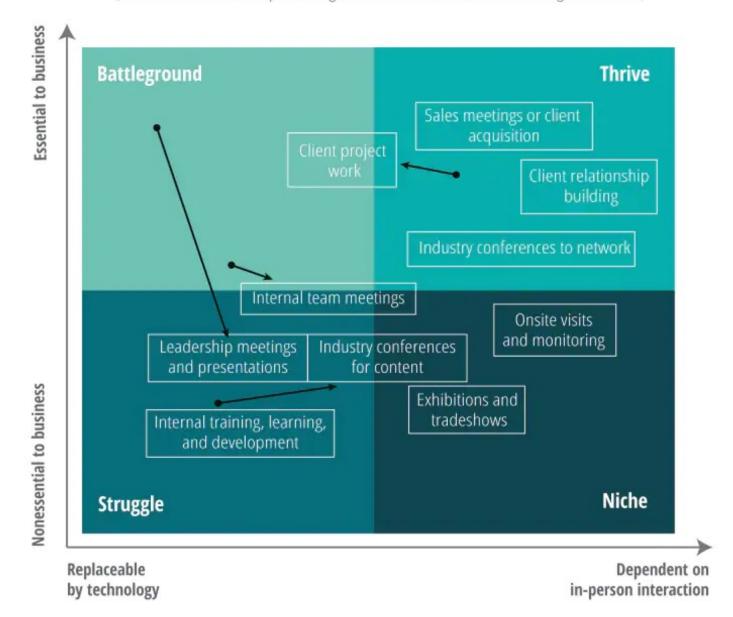


#### **Business Travel**

- Corporate travel remains below 50% of prepandemic spend (Deloitte)
- Business travel is at least 2 years from reaching pre-pandemic spend (Deloitte)
- Remote workers and digital nomads can incorporate more leisure time into their lives by being location-independent and put travel has a high priority (Exploding Topics)
- Business traveler enthusiasm is lagging: 75% of business travelers in our survey are not excited about or are indifferent to traveling again for work (PWC)

#### Technology replaceability vs. importance to business success

(Black dots indicate 2021 positioning for travel use cases that have seen significant shift.)





### Labor Shortage

- Labor crunch still an issue and resulting in many hotels cutting services and amenities
- Hotel workforce predicted to be 93% of prepandemic by the end of 2022
- More than half of U.S. hospitality workers said they wouldn't go back to their jobs, while over a third said they aren't even considering reentering the industry. (Forbes)
- Yet, over 3 in 5 visitors are now more sympathetic to frontline/hospitality staff (Destination Analysts)



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