-REVISIT-Pensacola



Darien Schaefer President & CEO

What's Next?



THE BIG QUESTION IN 2015

How do we rev-up tourism as an economic engine?

DESTINATION 2020

5 Strategic Areas of Focus

- 1. Increase the Economic Impact of Visitors
- 2. Asset and Product Development
- 3. Infrastructure/Community Development
- 4. Community Collaboration & Partnerships





REVISIT PENSACOLA WORK TO DATE



Held 3 focus group meetings



Received initial feedback from SCI Group



Now working in 5 strategic community focus areas

1 STRATEGIC FOCUS AREA



Increase the Economic Impact of Visitors.

- Build year-round visitation, maintain existing focus on being family friendly.
- Attract more groups associated with meetings, reunions, and conferences.
- Emphasize Pensacola as a quality Snowbird destination.
- Focus on the whole experience beach, history, culture, local dining, sports, events, and entertainment experiences.

2 STRATEGIC FOCUS AREA



Develop Destination Assets and Products.

- Build a new convention/conference center with attached hotel.
- Build a new multi-use indoor sports center.
- Open the National Museum of Naval Aviation to the general public.
- Increase diversity of food and culinary experiences.
- Celebrate our diversity develop additional experiences that address diverse groups.
- Further develop eco-tourism experiences and attractions.





Improve Infrastructure and Natural Assets.

- Support Pensacola International Airport expansion.
- Enhance Heritage tourism assets: leverage "Americas First Settlement."
- Improve and increase Downtown and Pensacola Beach parking.
- Develop more walkable/bikeable areas in the community.
- Expand mass transit options: public and private sources (bus, trolley, ferry, taxi, Uber, etc.).
- Improve community signage/wayfinding and beautification.





Foster Community Collaboration, Connections and Partnerships.

- Grow Skilled Workforce Development through stronger ties with PSC and UWF hospitality and culinary programs.
- Embrace our diversity as a destination.
- Enhance collaboration and partnerships with area organizations.
- Control growth preserve our authentic selves/uniqueness.





Evolving Role of Visit Pensacola

- Educate the public on the Value of Tourism. Tell our story to the local community so they can be our advocates.
- Enhance engagement with Government bodies stabilize tourism funding and enhance long-range planning for tourism development.
- Facilitate collaboration and partnerships among organizations, government bodies and community members to build visitation. (Lead. Collaborate. Connect. Communicate.)
- Provide hospitality worker training programs (quality service, local guides).





The Future of Travel Panel Discussion

Jason Nicholson, Innisfree Hotels

Walker Wilson, Downtown Improvement Board

Erica Grancagnolo, Pensacola International Airport

Sara Lefevers, Greater Pensacola Chamber of Commerce



Thank You for Attending!



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