

Pensacola
FLORIDA

2021 ANNUAL REPORT

THE WAY TO BEACH™



LETTER FROM THE PRESIDENT

To our partners and stakeholders,



This past year the tourism industry has faced multiple challenges – the pandemic, Hurricane Sally’s aftermath and the loss of the Three Mile Bridge. It was a test of our resiliency as a community. Together, we showed determination to fight through the uncertainty. Visit Pensacola spread the message that our beaches and businesses were open. We invited visitors to come to Pensacola, Pensacola Beach, and Perdido Key to relax and have amazing experiences that extend beyond our white sand and blue-green water.

We were confident – in our team, in our plan and in the passion and commitment of our great community. The results have exceeded expectations and the following pages showcase our accomplishments over the past year.

None of this would be possible without the engagement of our partners and our community. With the Pensacola community behind us, Visit Pensacola will continue to deliver innovative marketing initiatives and drive economic growth through tourism.

A stylized, handwritten signature in black ink, featuring a large, sweeping 'D' and a long, horizontal stroke extending to the right.

Darien Schaefer
President & CEO
Visit Pensacola

FY20/21 ANNUAL SNAPSHOT

Pensacola FY2021 visitor and lodging metrics increased significantly compared to FY2020 figures



Total Visitors UP 19.1% over FY20



Room Nights UP 21% over FY20



Direct Spending UP 31.9% over FY20

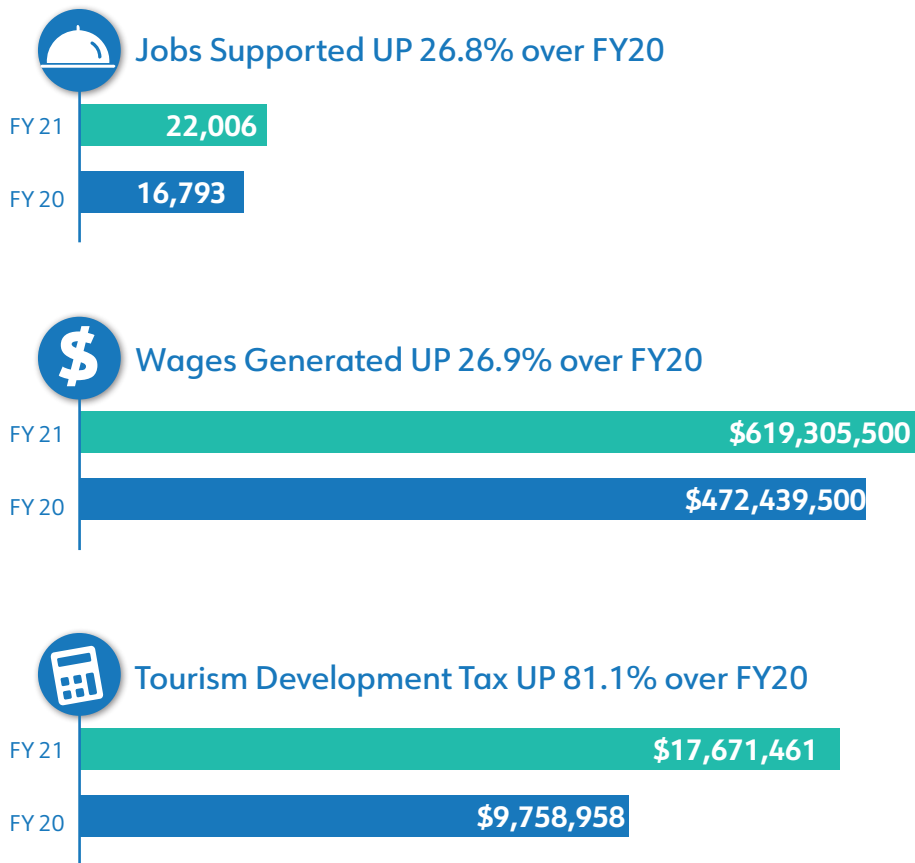


Economic Impact UP 31.3% over FY20



FY20/21 ANNUAL SNAPSHOT

Pensacola FY2021 visitor and lodging metrics increased significantly compared to FY2020 figures



FY20/21 CHALLENGES

The Pandemic

Visit Pensacola began its 2021 fiscal year in October of 2020 with the country still in the tight grip of the pandemic. As the holidays approached, government and healthcare officials were discouraging holiday travel. Citizens were encouraged to stay home and not gather in large groups.

Restaurants, although open, were still at limited capacity and continued to focus on take-out business in order to survive. The lodging industry was operating at limited capacity and offering modified and limited services and amenities to their customers. Things were far from normal.

Visit Pensacola was proactive and developed its "Coastal Distancing" campaign to promote the fact that travelers could safely enjoy a vacation along our miles of wide-open beaches. The "Coastal Distancing" phrase was trademarked to protect it for use in future campaigns.

As spring emerged and vaccines became available, the desire and demand for travel began to resurface.

The Pensacola area was poised to rebound. With our miles of wide-open beaches, and abundant opportunities for outdoor activities our destination was properly positioned to provide a safe destination for travel.

The summer months brought robust visitation. After months of quarantine, U.S. travelers were clearly ready to take those long-desired trips. Pensacola provided the relaxing, low-stress vacation they desired.

Late summer and early fall travel remained strong as more people became fully vaccinated and leisure tourism continued to strengthen.

Hurricane Sally Aftermath

Hurricane Sally struck the Pensacola area on September 16, 2020 - just before the beginning of the 2020/2021 fiscal year. The storm ravaged the Pensacola community and was especially damaging to the tourism industry. Several hotel properties, vacation rental properties, restaurants and attractions were severely damaged. Many were closed for extended periods of time, from several months to more than a year. To worsen matters, the Three Mile Bridge was damaged and would be out of commission for nine months, making Pensacola Beach difficult to access.



The loss of lodging inventory combined with high demand drove average daily rates for accommodations to record highs during the spring and summer months.

At the close of the budget year, most of the damaged properties were reopened or nearly ready for reopening. Average daily rates remained elevated.

Loss of the Three Mile Bridge

Visit Pensacola began the budget year with large sections of the newly constructed Three Mile Bridge missing due to Hurricane Sally damage. The remaining old bridge span was already dismantled for replacement, thus leaving Pensacola Beach isolated, though accessible via a very long detour.

The detour did not seem to deter Pensacola Beach vacationers, but exacerbated the staffing challenges that beach businesses were already facing.

Repairs to the new span were complete in June 2021, just in time for the summer travel rush.

Staffing

The Pensacola tourism industry felt the same staffing pains that businesses throughout the U.S. were experiencing during this time period. As travel ramped up, both businesses and travelers felt the pain of staffing shortages in the form of longer waits at restaurants, limited hours for businesses and limitations in service offerings.

FY20/21 SOLUTIONS

Visit Pensacola met the challenges of the new fiscal year headlong, responding with innovative marketing campaigns and programs that proved successful in sustaining and growing the Pensacola tourism industry, even in the most challenging of circumstances.

Here is a short synopsis of the programs and campaigns that were implemented:



Help Out, Take Out

October - December 2020

Visit Pensacola promoted restaurants, coffee shops and even bars highlighting their take-out offerings. Campaign elements included outdoor advertising, website promotions and social media promotions.

3MILEBRIDGE.COM

October 2020 - June 2021

Visit Pensacola developed the 3milebridge.com website to provide current information on detour routes and travel times during the time of the bridge outage.



Wide Open Fall Push

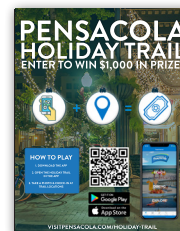
October 2020

This advertising campaign used digital and social media advertising tactics to encourage visitors to enjoy a safe and enjoyable travel experience on Pensacola's miles of wide open beaches.

Experience Pensacola App - Holiday Trail Giveaway

November - December 2020

Visit Pensacola created a special Holiday Trail on its smartphone app designed to drive traffic to partner businesses during the holiday season.



FY20/21 SOLUTIONS



Coastal Distancing

November 2020 - May 2021

The Coastal Distancing campaign reinforced Visit Pensacola's position as a safe and enjoyable travel destination by highlighting all the ways visitors could enjoy a vacation here while "coastal distancing." This broad-reaching campaign included digital and social advertising, print advertising, email marketing, television, OTT and digital video advertising.

Visit Pensacola trademarked the "coastal distancing" phrase to protect the branding element for future use.

Sun Belt Basketball Championship Promotion

January - March 2021

In 2020 Pensacola began the first year of a five-year commitment to host the Sun Belt Basketball Championship.

This four day tournament brings in men's and women's teams from the 12 conference schools. A supporting promotion plan including digital and social advertising as well as television, radio outdoor and print advertising was implemented to draw both out-of-market and local fans to the games.



Remote Learners

January - May 2021

Visit Pensacola targeted the home school audience with the Remote Learners campaign which was designed to show all the immersive learning opportunities that students can experience while visiting Pensacola.

FY20/21 SOLUTIONS



Coastal Value

February - April 2021

The Coastal Value campaign carried the Coastal Distancing theme along with messaging sharing the lodging deals available during the pre-spring season. Tactics included digital and social advertising and email marketing.

065 Campaign

March - July 2021

This campaign used digital and social media marketing tactics to target travel enthusiasts over the age of 65 that were fully vaccinated and eager to travel.



Bobby Bones iHeart Radio Promotion

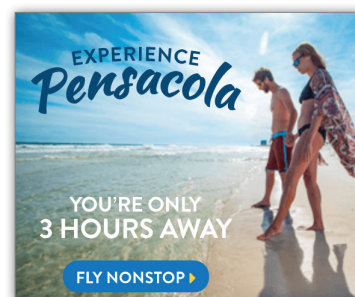
March 2021

Visit Pensacola received nationwide exposure on this syndicated radio program with a trip giveaway promotion.

Fly Market Support

June - September 2021

Visit Pensacola supported the rebound of air travel with a robust digital, social and email marketing campaign directed to travel intenders in markets with direct flights to Pensacola. These markets included: Dallas, Houston, Nashville, Chicago, Denver, Indianapolis, Washington DC, New York City, St. Louis, Kansas City, Austin Charlotte, and Philadelphia.



FY20/21 SOLUTIONS



The Way To Beach - SEC Promotion

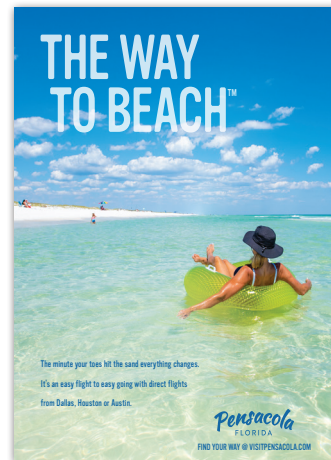
June - September 2021

Following audience research that shows strong affinity for SEC football among our target audience, Visit Pensacola launched a campaign designed to reach these fans. Tactics included TV, OTT, digital video advertising, digital advertising and social advertising.

The Way To Beach -Texas Push

July - September 2021

This campaign was designed to reach key Texas audiences in Dallas and Houston with OTT, print advertising and digital and social advertising.



The Way To Beach - Fall Push

July - September 2021

Visit Pensacola launched its new The Way To Beach branding with a campaign designed to boost fall travel. Tactics included digital and social advertising, email marketing and print advertising.

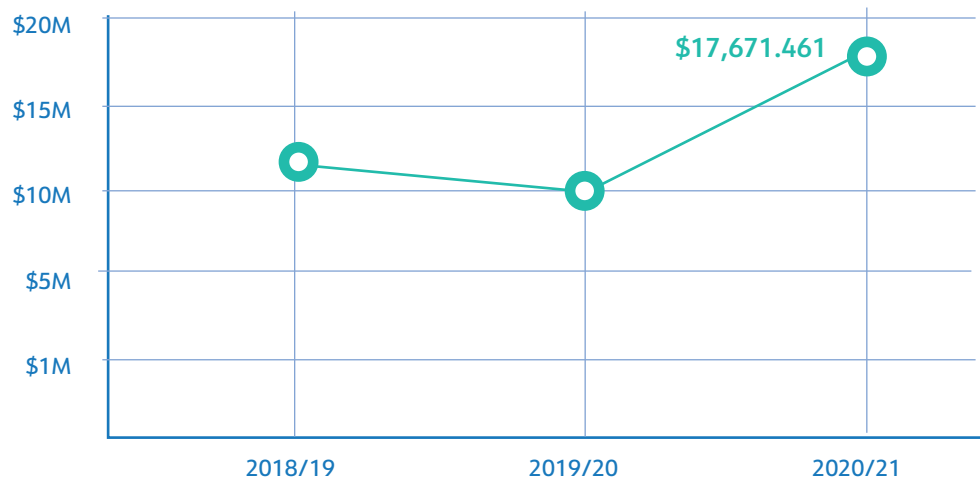
FY20/21 RESULTS

TOURISM DEVELOPMENT TAX (TDT)

Despite the challenges presented in the 2020/2021 fiscal year, Escambia County realized record TDT collections.

The increase was due, in part, to the implementation of the fifth cent of TDT tax. This new one cent hike began in May 2021 and accounted for \$2,402,896 in taxes collected for the fiscal year.

TDT Collections



UP 23.3% over FY19*
UP 55.9% over FY20*

*Calculating on 4¢

Note: The Escambia County Board of County Commissioners approved 100% of the fifth cent collections for the first year to be directed to support tourism marketing. This means that fifth cent collections will benefit the unified budget that covers Visit Pensacola, Pensacola Sports and ACE through April of 2022. It should be noted that the future use of the fifth cent has not been determined at the time of this printing.

FY20/21 RESULTS

OCCUPANCY, ADR AND REVPAR

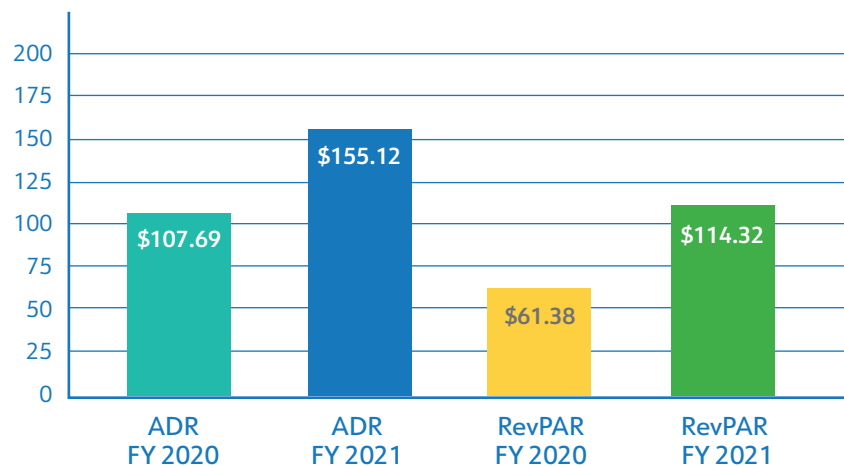
Visit Pensacola closed out the budget year with strong improvements in the key tourism metrics of occupancy, ADR and RevPar.

Both occupancy and ADR saw increases over both 2020 and 2019 numbers. These increases resulted in RevPar being significantly up over the last two years.

With lower hotel inventory available due to four hotels still remaining closed, the number of rooms sold is only slightly higher than 2019 but the ADR difference drove the significant growth in revenue.

Occupancy

■ FY2020 - 57%
■ FY2021 - 73.7%

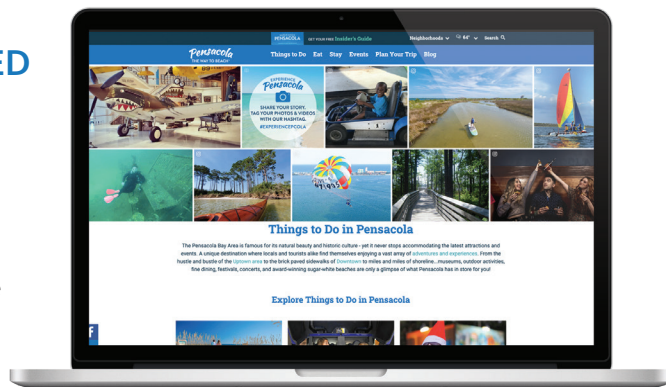


MARKETING CHANNELS OWNED BY VISIT PENSACOLA

VISITPENSACOLA.COM

Visit Pensacola's website continues to be a critical tool for communicating with prospective visitors. The fluid nature of conducting business during the pandemic made it even more invaluable during this year.

The Visit Pensacola team issued a RFP to select a vendor to create an entirely new website for visitpensacola.com. Tempest was the firm selected to develop the new site, and at the close of the fiscal year the design was underway. Construction and launch of the new site is expected in February 2022.



Website session: 1,605,520
Partner listings accessed: 544,667
Average time on site: 1:43



SOCIAL MEDIA MARKETING

A robust social media marketing program is one of the key elements in Visit Pensacola's marketing program. A focused effort, rooted in our core marketing strategies keeps fans engaged and helps drive audience growth.

Channels:



In September of 2021 Visit Pensacola launched a TikTok channel



FY 20/21 Social Media Conversions: 58,410
UP 14% over previous year



FY 20/21 New Social Followers: 18,244



FY 20/21 Live Videos: 25

MARKETING CHANNELS OWNED BY VISIT PENSACOLA



Facebook

37,253 TOTAL SOCIAL CONVERSIONS
7,612 Net Page Likes • 1,526,129 Engagements
31,443,005 million Impressions



LinkedIn

656 Conversions • 16,136 Engagements



Pinterest

4,335 TOTAL SOCIAL CONVERSIONS
Engaged 93,924 • 7,597 saves
554-net follower growth



Twitter

2,262 total Social conversions • 147 new followers
Total Engagement: 65,707 • 1,991,995 Impressions



YouTube

56 new videos and 5 YouTube shorts – 61 total
1,012 total followers • 93 new subscribers



Notable achievements:

- Remained a driving force for information and business to our community and its partners through the Covid-19 pandemic, Hurricane Sally, and 3-mile bridge destruction and construction.
- Added Reels to our content plan and developed 53 this past year – also used these as YouTube Shorts

Published
1,178
STORIES

Launched
TikTok
IN AUGUST

- *InWeekly* Best of the Coast: Voted best website - visitpensacola.com
- *InWeekly* Best of the Coast: Voted runner-up for best social media – shows how much the community enjoys and depends on our messaging
- YouTube garnered 186,389 views
- Implemented Foodie Friday to bring awareness to the Food Scene in Pensacola and drive business to partners
- Launched weekly event announcements in stories

MARKETING CHANNELS OWNED BY VISIT PENSACOLA

Email Marketing

Visit Pensacola continues to build and strengthen its email marketing programs. Email efforts are directed at one of two audiences - consumers and partners/stakeholders. Those audiences are further segmented by interest and topic for specific initiatives.



Total Email Audience: 93,424

New Subscribers for FY20/21: 13,262 • UP 20% over previous year

CONSUMER AUDIENCE STATISTICS



New sign-ups UP 20% over previous year



Conversion Rate - 126% UP 11% over previous year



Open Rate - 19.11% DOWN 20% over previous year



Click-Thru Rate - 3.2% UP 32% over previous year

PUBLIC RELATIONS OVERVIEW

PR Objectives:

- Increase overall awareness of Visit Pensacola and Escambia County
- Bring awareness to how Pensacola is a safe, enjoyable travel destination in all segments of travel
- Make announcements on behalf of Visit Pensacola in relation to tourism, growth, adventure travel, family travel, restaurant openings, major events and more
- Garner coverage from regional and national media surrounding tourism to Pensacola and Escambia County
- Explore opportunities to establish regional media interest, especially in drive market and new direct flight cities

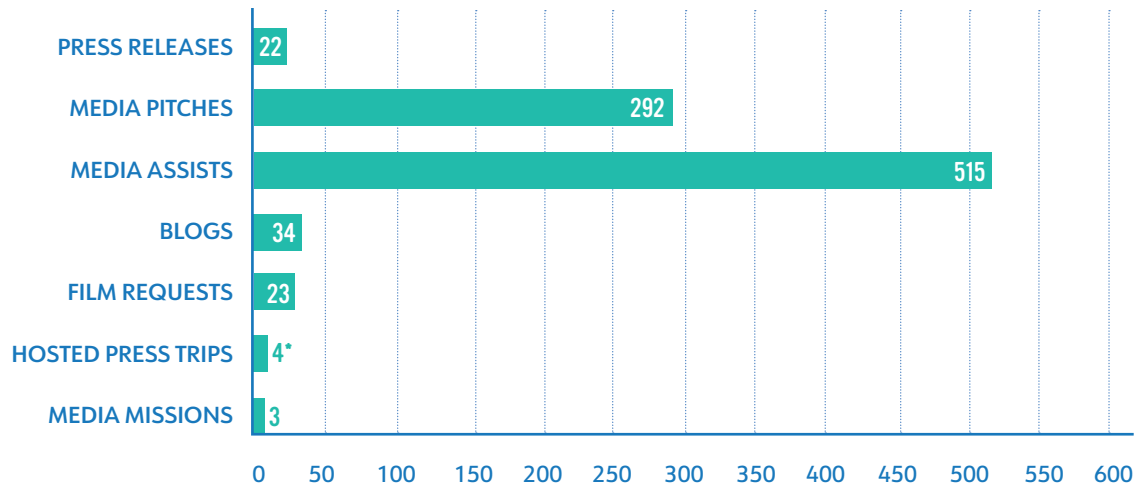


PR Tactics:

- Press Materials: Draft pitches, media alerts and press releases for any important news and initiatives
- Media Lists: Update media lists tailored for Visit Pensacola (with regional, national and international outlets, trade publications, in-flight magazines, target market publications)
- Direct Pitches: Draft a variety of pitches showcasing Pensacola to capture media interest, including adventure travel, parks/outdoors, family travel deals, national holidays, local festivals, once-in-a-lifetime opportunities and more
- TV Segments: Book appropriate segments to promote tourism, travel trends, upcoming events, major openings and more in Escambia County
- Desksides and media hostings: Coordinate media desksides for Visit Pensacola during travel and tourism-related conferences. Invite press to visit Pensacola, Perdido Key and Pensacola Beach for hostings when possible
- Profile Pieces: Set up interviews with appropriate spokespersons in preparation for profile stories (i.e. Chefs, travel officials, Darien)
- Events: Assist with conceptualization and coordination of out of market media events to promote Visit Pensacola

FY20/21 PR RECAP

PR ACHIEVEMENTS



Special Events Highlights

Sun Belt Basketball Championship PR – Campaign elements included a press conference, website landing page, event planning, press releases, media assists and interviews.

Florida's Territorial Bicentennial Celebration – Campaign elements included a series of newspaper articles, logo development, website landing page, event planning, press releases, media assists and interviews.

*Visit Pensacola hosted fewer press trips this year due to Covid-related travel restrictions and the outage of the Three Mile Bridge.

Top Press Hits

- **Your Tango** - 18 Best Travel Locations In The U.S. That Feel Just Like Europe
1.3 million impressions, media value: \$16,382
- **Uproxx** - We Asked Bartenders To Name Their Favorite IPAs for November
6.9 million impressions, media value: \$83,760
- **Southern Living** - Best of the South
2.8 million impressions, media value \$266,400
- **Market Watch** - 5 U.S. Cities With Rich Black History That You May Not Know About
42,388 impressions, media value \$508,662
- **Eat This, Not That!** - These Are The Most Fun Restaurants In Your State. Florida - Water Pig BBQ In Pensacola Beach
4.2 million impressions, media value: \$51,448
- **Skyscanner** - Pride 2021: Your Guide To Parades, Parties And Virtual Events Around The World
6.6 million impressions, media value \$79,522
- **Travel Awaits** - 6 Best Hikes Near Pensacola, Florida
1 million impressions, media value \$13,171
- **Garden & Gun** - The Ultimate Guide To Southern Cocktails
320,000 impressions, media value: \$3,840
- **Conde Nast Traveler** - 11 State and National Parks In Florida Everyone Should Visit
976,400 impressions, media value \$11,716

FY20/21 SALES & SERVICES RECAP

SALES AND SERVICES OVERVIEW

Visit Pensacola's Sales and Services Team had multiple hurdles to overcome this budget year as they adapted to the challenges presented by COVID concerns and restrictions while also onboarding new team members. Collaborating with the marketing team, they were successful in launching new tradeshow and reunion initiatives and keeping partners engaged.

Supported partners
with the Help Out,
Take Out program

Hosted monthly
Hospitality Roundtable
Luncheons/
Experiences

230 Total
Tourism Partners

25 New
Partners
for FY 20/21

15 Military
Reunions Hosted

6,509
Partner
Referrals
for FY 20/21

39 RFPs/Leads
Generated

21 Sales Leads
Booked

\$67,478,000
Total Value of
Sales Leads

\$26,552,125
Total Value of
Sales Bookings

CONFERENCES AND TRADE SHOWS

Florida Huddle

Florida Huddle is the official travel trade show for Florida and is the premier appointment tradeshow showcasing the Sunshine State to international and domestic tour operators, wholesalers, and media. We conducted 35 one-on-one appointments with qualified domestic and international buyers and wholesalers interested in Pensacola's hotels, resorts, attractions, and events.

Small Market Meeting Summit and Conference

The Small Market Meetings Summit and Conference is a gathering of destinations, hotels, conference centers and meeting planners looking for small to medium size conferences. 50 meeting planners are matched with destinations resulting in 50 one-on-one meetings showing interest in Pensacola.

Military Reunion Network

Military Reunion Network Summit offers resources, education, connections, and support to veterans around the country planning military reunions. Destinations, hotels, and meeting planners meet one on one with over 50 reunion planners.

IPW

U.S Travel Association's IPW is the leading international inbound travel trade show. It is a national showcase of America, where U.S. travel exhibitors connect with travel buyers and media from more than 70 countries to promote their product, negotiate future business and build relationships. Destinations are paired with 50 pre-scheduled appointments with international tour operators and travel buyers.

Connect

Connect Marketplace is the premier hosted-buyer event that brings together the most active planners, suppliers, and experts in CORPORATE, ASSOCIATION, and SPECIALTY meetings. Pensacola joined forces with Panama City and Destin/Fort Walton to create a 40X40 booth presence for the Northwest Florida Region. Visit Pensacola had three representatives for one-on-one appointments with Florida Meetings, Sport, Specialty, and Association meeting planners resulting in over 120 appointments.

FY20/21 COMMUNITY ENGAGEMENT RECAP

Community engagement was a priority for Visit Pensacola in FY 20/21.

The year began with extensive efforts to support tourism-related business that were suffering from the after-effects of Hurricane Sally and COVID restrictions. Later efforts expanded to promote and support the tourism economy as COVID restrictions relaxed and travel demand began to increase.



Here are a few highlights of our accomplishments:

Help Out, Take Out

October - December 2020

Visit Pensacola promoted restaurants, coffee shops and even bars highlighting their take-out offerings. Campaign elements included outdoor advertising, website promotions and social media promotions.

3MILEBRIDGE.COM

October 2020 - June 2021

Visit Pensacola developed the 3milebridge.com website to provide current information on detour routes and travel times during the time of the bridge outage.

Experience Pensacola App - Holiday Trail Giveaway

November - December 2020

Visit Pensacola created a special Holiday Trail on their smartphone app designed to drive traffic to partner businesses during the holiday season.



Coffee With The CEO

Launched May 2020

Visit Pensacola CEO hosts casual coffee meeting with stakeholders and community members the first Tuesday of each month. The location changes each month and rotates throughout different areas of Escambia County.

FY20/21 COMMUNITY ENGAGEMENT RECAP

Here are a few highlights of our accomplishments:

Bridge The Gap Community Event

October 2020 - Small Business Benefit

December 2020 - Holiday Market

Visit Pensacola helped create and promote a vendor market designed to help support businesses in Gulf Breeze and Pensacola Beach that were negatively affected by the 3 Mile Bridge closure. These businesses were invited to set up pop-up shops and information tables along Garden Street in Downtown Pensacola during the event, giving them an opportunity to generate business and encourage the community support.



Florida's Territorial Bicentennial Celebration

July 2020

Visit Pensacola played a key role in helping promote this historic event. A landing page on visitpensacola.com generated more than 9,000 views with visitors spending an average of 2:25 minutes on the website.

National Travel & Tourism Week

May 2021

Visit Pensacola celebrates and promotes tourism during this week long event that includes the following activities:

- Hospitality Heroes Luncheon
- Virtual Travel & Tourism Workshop
- Beach Cleanup
- Open Houses at each Visitor Center



Visit Pensacola participated in the following community events:

- A Secret Place
- ACE
- EntreCon
- Fiesta
- Gallery Night
- Keep Pensacola Beautiful
- Leadership Pensacola
- Litter Rodeo
- Legion Field Splashpad Ribbon Cutting
- Northwest Florida Beaches Association
- Paddle The Gulf Monthly
- Perdido Bay Estuary Cleanup
- Pensacola Association of Realtors
- Pensacola Beach Chamber Meeting
- Pensacola Chamber Meetings
- Pensacola Ice Flyers
- Pensacola Sports
- Perdido Key Chamber Meetings
- Public Art PopUp
- Scuba Diving Safety Symposium
- Sea Grant Advisory Meeting
- Service Club Presentations
- Spirit Airlines Inaugural Flight
- University of West Florida

FY20/21 RESEARCH INITIATIVES RECAP

Consumer research was a key focus area for Visit Pensacola in FY 20/21 with several research initiatives conducted and completed. Research partner Downs & St. Germain led the following initiatives:



Unique Emotional Positioning Focus Groups

October 2020

Eight focus groups were conducted in Dallas, Houston, Nashville and Atlanta to determine the unique factors that make people choose Pensacola as their vacation destination.

Visitor Insight Surveys

November 2020 - September 2021

In this ongoing research initiative 300 surveys are conducted each month at key locations and events throughout Escambia County.

Lifestyle Segmentation Study

August 2021

This study was conducted to identify the lifestyle, psychographics and media preferences of those most likely to visit Pensacola.

Reports for each research initiative can be found at
www.visitpensacola.com/industry/reports/.

Pensacola FLORIDA



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