

Pensacola
FLORIDA

2022 ANNUAL REPORT

THE WAY TO BEACH™



LETTER FROM THE PRESIDENT

To our partners and stakeholders,



The Pensacola community has much to celebrate for fiscal year 2021/2022. We saw record TDT collections and year-over-year gains in nearly all key tourism metrics, even going up against record gains in fiscal year 2020/2021.

Business travel began to return this year, which also brought opportunities for Visit Pensacola to re-engage with domestic and international travel-trade groups, tour operators and meeting planners to help drive future business.

Pensacola's festivals and events made a big comeback, providing even more incentive for visitors to experience all the ways to beach in Pensacola. Visit Pensacola was able to revive its grant program to help support event organizers and draw more out-of-town guests.

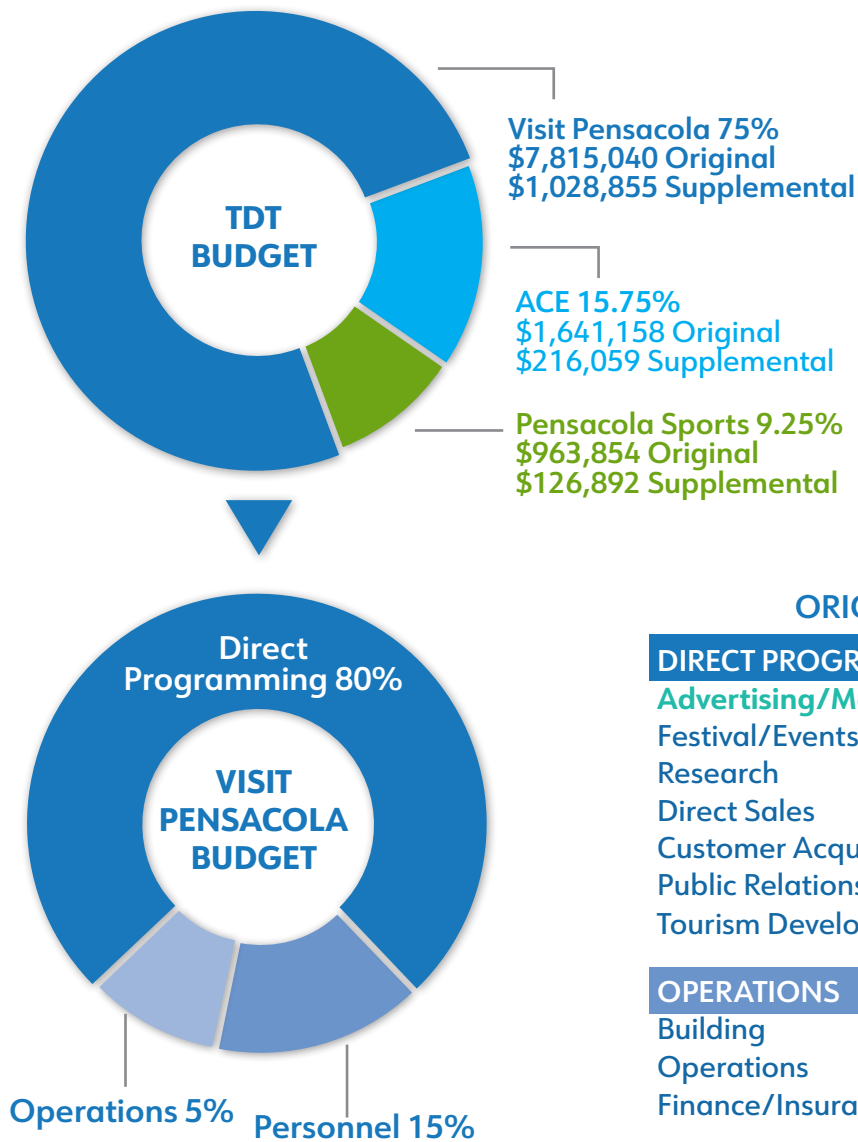
Additionally, the Visit Pensacola team ramped up its promotional efforts engaging in several successful promotions including, the Winter Visitor Campaign targeting snowbirds, hosting the inaugural Garden & Gun Seafood Rodeo and participating in the Chicago Air & Water Show featuring the Blue Angels.

Our efforts are a success due to the unwavering support of our partners and our community and we are forever grateful. We are proud to be Pensacola's ambassadors, sharing the story of our beautiful, diverse, historic city and inviting visitors to find their way to beach in Pensacola.

A handwritten signature in black ink, appearing to read 'Darien Schaefer', with a long, sweeping horizontal line extending from the end of the signature.

Darien Schaefer
President & CEO
Visit Pensacola

FY21/22 BUDGET OVERVIEW



Advertising Consultants
(Showcase Pensacola)
\$4,258,855

86% of Advertising/Media Budget

91% of Advertising
Budget is Spent on
Media Buys

Digital, Broadcast, Print,
Promotions, Outdoor, Etc.

FY22 Unified TDT Budget:

\$10,420,045 Original Budget Allocation

\$1,371,806 Supplemental Funding

TDT Allocation	\$7,815,040
Private Revenue	\$386,750
VP Total Budget	\$8,201,790

ORIGINAL BUDGET ALLOCATION

DIRECT PROGRAMMING	BUDGET	%
Advertising/Media	\$3,953,225	48.20%
Festival/Events/Local Support	\$665,000	8.11%
Research	\$615,000	7.50%
Direct Sales	\$572,670	7.00%
Customer Acquisition	\$500,000	6.10%
Public Relations	\$220,725	2.70%
Tourism Development Projects	\$50,000	0.06%

OPERATIONS	BUDGET	%
Building	\$183,510	2.24%
Operations	\$141,151	1.72%
Finance/Insurance	\$73,020	0.89%

PERSONNEL	BUDGET	%
Personnel	\$1,227,474	15%

SUPPLEMENTAL FUNDING	BUDGET
Direct Programming-Advertising/Media	\$988,855
Operations Building	\$40,000

FY21/22 ANNUAL SNAPSHOT

Pensacola FY2022 visitor and lodging metrics increased significantly compared to FY 2021 and FY2020 figures



Total Visitors UP 1.1% over FY21



Room Nights UP 0.3% over FY21



Direct Spending UP 4.4% over FY21



Economic Impact UP 3.9% over FY21

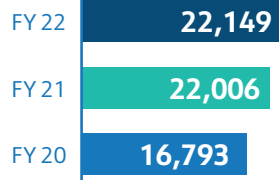


FY21/22 ANNUAL SNAPSHOT

Pensacola FY2022 visitor and lodging metrics increased significantly compared to FY2021 and FY2020 figures



Jobs Supported UP 0.6% over FY21



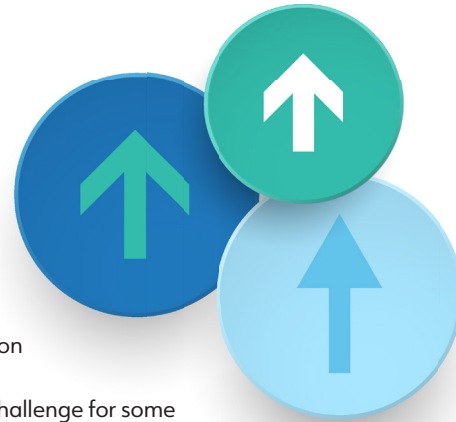
Wages Generated UP 3.1% over FY21



Tourism Development Tax UP 23.5% over FY21



FY21/22 CHALLENGES



Increase In Costs

Across the board inflation, rising gas prices and increases in the cost of travel were significant barriers to visitors considering a trip to Pensacola. Thankfully, the allure of our pristine beaches, our historic downtown and our lively festivals and events were a strong enough draw to entice visitors that the value of a Pensacola vacation was worth the spend.

Record-high average daily rates (ADR) for lodging were also a challenge for some visitors, drawing criticism from past visitors that were accustomed to lower rates. The higher ADR rates were a contributing factor to year-over-year reductions in occupancy rates (down 5.7%) and revenue per available room (RevPar), which was slightly down (\$113.80 for FY22 vs. \$114.32 for FY2021).

Like all businesses, Visit Pensacola experienced overall increases in the cost of doing business. From higher advertising rates to greater costs for insurance, maintenance and cost of operations, Visit Pensacola was challenged to cover higher expenses without an increase in budget.

Supply Chain

Supply chain issues had a trickle-down effect, creating challenges for our partners. Restaurants had trouble getting certain food products, forcing them to change their menus. Cups and glassware were sometimes scarce for bar owners. Hotel renovations were halted by delayed deliveries on upholstery, case goods and landscaping materials. These issues, while seemingly small when looked at individually, have a snowball effect, making it harder for our partners to manage a successful businesses.

Staffing

The Pensacola tourism industry continued to experience staffing shortages, finding it a challenge to fill their available positions. Hotels, restaurants and attractions all felt the pinch of being short staffed, but did their best to ensure that it did not affect the customer experience.

Maintaining Share Of Voice Amid Stiff Competition

This year most travel restrictions were lifted and travel was nearly back in full-swing. Our competing destinations, all of whom have significantly larger marketing budgets, returned to their pre-pandemic spending levels. This means Visit Pensacola had to be resourceful, working hard to find ways to stay relevant and top of mind to new and repeat visitors.

FY21/22 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.

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



The Way To Beach™

October 2021 – September 2022

The Way To Beach™ is Visit Pensacola's central brand campaign and the basis upon which niche campaigns are built. The brand campaign runs throughout the year and includes all media tactics.

The Way To Beach - SEC Promotion

October 2021 - January 2022

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,



Fly Market Support

October 2021- September 2022

Visit Pensacola targeted travel intenders in markets with direct flights to Pensacola. These markets included: Charlotte, Chicago, Dallas, Denver, Houston, Indianapolis, Nashville, Philadelphia, St. Louis, Washington DC

Interest Marketing

October 2021- September 2022

This campaign targeted audiences within a 500-mile radius that demonstrated strong interest in the following categories: Fishing, Diving, Foodies, Craft Beer, Birding Enthusiasts, Sports and LGBTQ.



FY21/22 SOLUTIONS



While You're Here Campaign

October 2021 - September 2022

This always-on campaign delivered digital ads to visitors while they were in-market, showing them the variety of things there are to see and do in our destination. Ads featured messages about arts and culture, festivals and events, history and outdoor activities.

Alabama Football Promotion

October 2021

Visit Pensacola targeted Alabama football fans with an in-stadium promotion supported by digital, print and radio advertising.



Experience Pensacola App - Holiday Trail Giveaway

November - December 2021

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

Winter Visitor Campaign

November 2021 - January 2022

Visit Pensacola targeted the Sunshine Senior segment of their target audience who reside in the colder climate markets of Illinois, Indiana, Michigan, Missouri, Ohio and Wisconsin. The messaging promoted the warm weather and robust experiences that Pensacola offers its winter visitors. Tactics included print, digital, cable TV, OTT and social media advertising.



FY21/22 SOLUTIONS

Sun Belt Basketball Championship Promotion

January - March 2022

In 2022 Pensacola hosted the second 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.



Garden & Gun Seafood Rodeo

June 2022

This integrated promotion included a half-day fishing trip for guests, alongside three local chefs, and was followed by a ticketed dinner for 100 people where the fresh catch was prepared for each guest. The promotion was supported by in-magazine content and ads, as well as email, digital and social media promotion.

Chicago Air & Water Show Promotion

August 2022

Visit Pensacola made a big splash in Chicago in conjunction with the Chicago Air & Water Show, which featured the Blue Angels. Tactics included an on-site activation at the show in partnership with the National Naval Aviation Museum, a robust ad campaign including TV, outdoor, digital advertising, vehicle wrap advertising, as well as media appearances and a trip giveaway promotion.



Local Campaign

August 2022

Visit Pensacola shared The Way To Beach™ brand message with a TV campaign in the local market to encourage residents to enjoy a staycation and explore all the things to see and do, right in their own hometown.

FY21/22 SOLUTIONS



Tourism Works Campaign

August 2022

This education campaign helps inform and education Escambia County residents on the value and economic impact that tourism contributed to the local economy.

The Way To Beach - SEC Promotion Fall 2022

August 2022 - September 2022

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.



Early Bird Winter Visitor Campaign

August 2022 – September 2022

Visit Pensacola targeted the Sunshine Senior segment of their target audience who reside in the colder climate markets of Illinois, Indiana, Michigan, Missouri, Ohio and Wisconsin. The messaging promoted early booking for winter visitors. Tactics included print, digital, cable TV, OTT and social media advertising.

Multi-Market Outdoor Campaign

September 2022

At the close of the budget year Visit Pensacola launched a multi-market outdoor campaign that included billboards in strategic locations, each with a unique message promoting Pensacola. The six locations along US I-10 span from Baton Rouge to Baldwin County, AL and two additional locations are positioned on I-65 for southbound traffic approaching Pensacola. The campaign continues through September 2023.



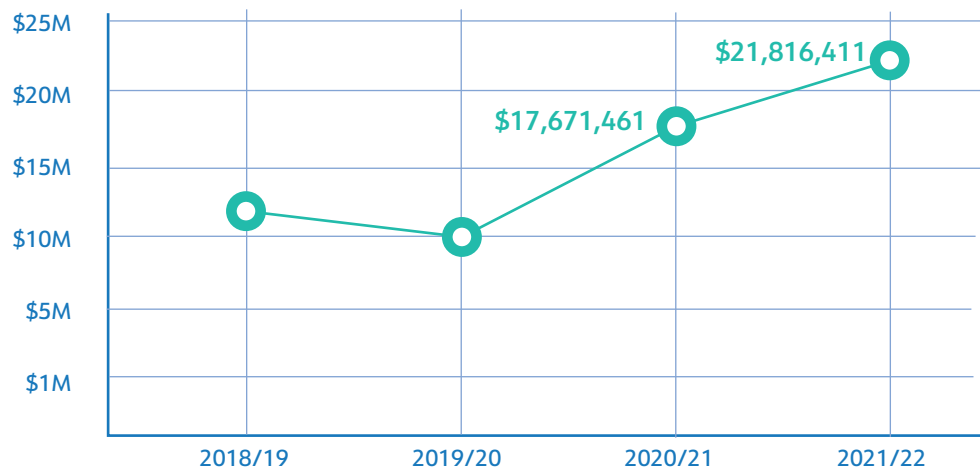
FY21/22 RESULTS

TOURISM DEVELOPMENT TAX (TDT)

Despite the challenge of facing record numbers from the 2020/2021 fiscal year, Escambia County realized increased TDT collections in FY 2021/2022.

The record increase in FY 2020/2021 was due, in part, to the implementation of the fifth cent of TDT tax. This new one-cent hike began in May 2021.

TDT Collections



UP 23.3% over FY19*
UP 55.9% over FY20*
UP 23.5% over FY21*

*Calculating on 4¢

Note: FY 2021 tax rate was 4% through April 2021, then 5% through the end of FY2021 and beyond. Increase in TDT for FY2022 is calculated with TDT at 5%. At the 4% level, FY2022 TDT exceeded FY2021 collections by 16.5%.

FY21/22 RESULTS

OCCUPANCY, ADR AND REVPAR

Visit Pensacola closed out the FY2021/22 with an increase in ADR and decreases in occupancy and RevPar.

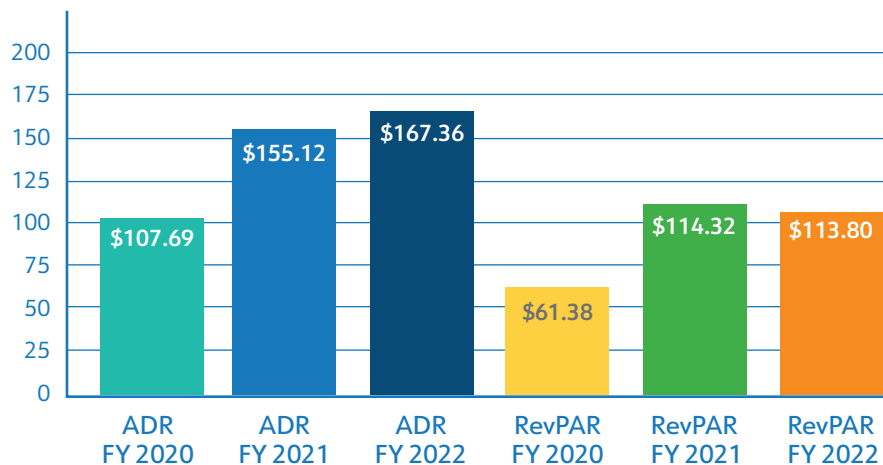
FY2021/2022 demonstrated a return to more normal visitation levels compared to the previous year, which was an exceptional year for tourism in the Pensacola area.

Destinations and travel opportunities that were not available in 2021 became available in 2022 as states opened, cruises resumed and international travel began again. With more vacation choices, travel spread out and Pensacola visitation growth levels stabilized.

Lodging occupancy was down 7.7%, and ADR was up 7.9%, resulting in a RevPAR that was down 0.5% for the year.

Occupancy

- FY2020 - 57.0%
- FY2021 - 73.7%
- FY2022 - 68.0%

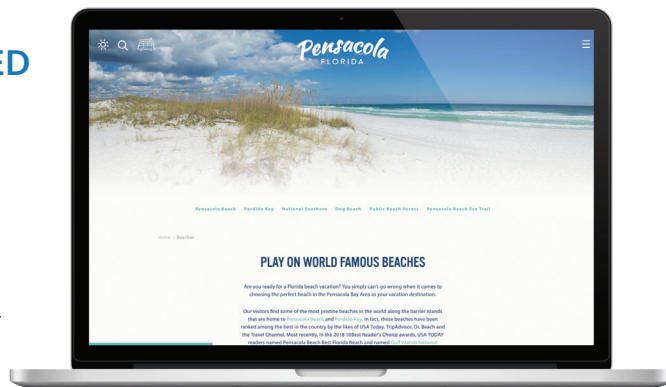


MARKETING CHANNELS OWNED BY VISIT PENSACOLA

VISITPENSACOLA.COM

In February 2022, Visit Pensacola unveiled a new website that enhances the trip-planning process and gives users a smooth and immersive experience that helps prospective visitors discover all the ways to beach in Pensacola.

The new site is built on advanced technology that delivers unparalleled flexibility, allowing Visit Pensacola to execute its mission of driving economic impact for the Pensacola community through travel.



Website session: 1,761,345
Partner listings accessed: 547,262
Average time on site: 1:33



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:



FY 21/22 Social Media Conversions: 51,822
DOWN 8.7% over previous year



FY 21/22 New Social Followers: 16,327
DOWN 10.5% over previous year



FY 21/22 Live Videos: 18

MARKETING CHANNELS OWNED BY VISIT PENSACOLA



Facebook

37,855 TOTAL SOCIAL CONVERSIONS
4,856 New Page Likes • 1,080,093 Engagements
35,109,809 Impressions



LinkedIn

703 Conversions • 15,213 Engagements
2,711 Followers



Pinterest

3,511 TOTAL SOCIAL CONVERSIONS
Engaged 87,139 • 5,554 Saves



Twitter

1,743 total Social conversions • 2,698 new followers
Total Engagement: 35,126 • 1,026,531 Impressions



YouTube

43 new videos including YouTube shorts
1,146 total followers • 120 new subscribers



TikTok

533,429 video views • 2,343 new subscribers
Engaged 19,217 • 325 Conversions



Notable achievements:

- Highest viewed organic video in history: 333k
- Posted about partners over 1,000 on social media posts (just posts, engagements, etc.!)
- Published nearly 4,000 pieces of content on eight different social channels
- Started telling unique destination stories with Local Guides and Neighborhood Videos



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: 67,988
DOWN 31.5% due to list clean-up

CONSUMER AUDIENCE STATISTICS



New sign-ups - 14,716 UP 5.7% over previous year



Conversion Rate - 118.2% DOWN 6.19% over previous year



Open Rate - 34.79% UP 82.05% over previous year



Click-Thru Rate - 4.6% UP 43.75% 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



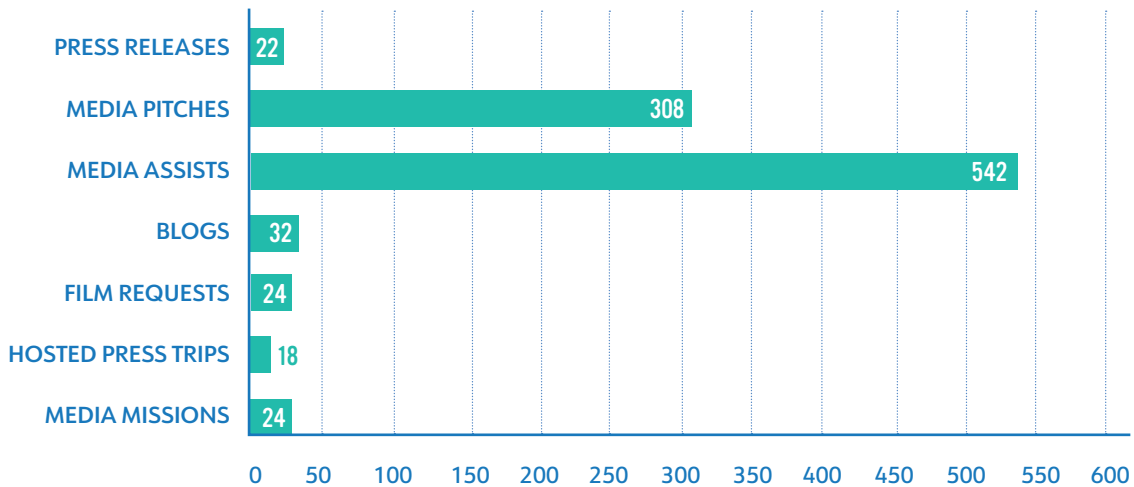
PR Tactics:

- 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

FY21/22 PR RECAP

OVER 24
BILLION
IN EARNED
MEDIA

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.

America's First Settlement Trail Launch – In honor of Pensacola's 462nd birthday, Visit Pensacola launched the "America's 1st Settlement Trail." Nicknamed the "A1S Trail" the purpose of the 3-mile pedestrian trail is to celebrate and educate individuals on the rich history of the destination.

Chicago Air & Water Show Activation – Visit Pensacola made a big splash in Chicago in conjunction with the Chicago Air & Water Show, which featured the Blue Angels. An on-site activation at the show, in partnership with the National Naval Aviation Museum, was supported with a robust ad campaign including TV, outdoor, digital advertising, vehicle wrap advertising, as well as media appearances and a trip giveaway promotion.

Top Press Hits

- *MSN Travel* – Divine Drives: America's most stunning roads 67 million impressions, media value \$15,444
- *AL.com* – Shift to Pensacola Beach keeps Blue Angels homecoming in the air • 22.2 million impressions, media value \$1,788
- *Yahoo Finance* – Paintscaping Highlights Foo Foo Festival with a Celebration of Art • 32.6 million impressions, media value \$7,516
- *Chron.com* – Top 3 Florida hotels where you can mix business and pleasure • 11.4 million impressions, media value \$26,243
- *CNN International Online* – The top 10 most visited US National Park sites in 2021 are... 13.5 million impressions, media value \$10,875
- *Travel + Leisure Online* – The Best National Parks in Florida 2 million impressions, media value \$1,614
- *MSN Travel Canada* – 25 American Destinations Where Summer Starts Early • 67 millions impressions, media value \$15,444
- *Southern Living Online* – 12 Destinations Every Southern Kid Should Go On Vacation • 1.9 million impressions – media value \$1,565
- *USA Today Online* – Who has the best fish? Travel site ranks the '15 Best Seafood Restaurants in Florida' • 20.6 million impressions, media value \$47,411

FY21/22 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.

Hosted
monthly Hospitality
Roundtable
Luncheons/
Experiences

296 Total
Tourism Partners

77 New
Partners
for FY 21/22

400
Partner Visits

6 Military
FAM Tours Hosted

12 International
Travel Planner
FAM Tours

12,255
Partner Referrals
for FY 21/22

66 RFPs/Leads
Generated

38 Sales Leads
Booked

\$13,049,975
Total Value of
Sales Leads

\$64,577,055
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.

FY21/22 COMMUNITY ENGAGEMENT RECAP

**Community engagement was a priority
for Visit Pensacola in FY 21/22.**

**Here are a few highlights of our
accomplishments:**

Holiday Cube Promotion

December 2021

Visit Pensacola's "Holiday Cube" is a four-sided structure placed in Plaza Ferdinand that features four postcard-style photo-op scenes. Visitors and locals are encouraged to snap photos in front of the cube and share their images on social media.



Stay and Play

January - March 2022

Visit Pensacola worked with partners to create "stay and play" offers to entice visitors to extend the length of their stay. Incentives including things like bike rentals, dining options, parasailing, fishing charters, chair rentals, etc.



Sun Belt Basketball Championship Fan Fest and Host Bars

March 2022

Visit Pensacola spearheaded organizing the Fan Fest for the 2022 Sun Belt Basketball Championship. The team organized vendor booths, games and entertainment to help draw crowds and drive attendance. Visit Pensacola also recruited four downtown bars to serve as host bars for the event. Each location was decorated in Sun Belt themed colors, displayed promotional materials and played the games on their TV screens.

FY21/22 COMMUNITY ENGAGEMENT RECAP

National Travel & Tourism Week

May 2022

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

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



Cutter Barque Eagle Tall-Ship Visit

June 2022

Visit Pensacola helped coordinate and promote a visit from “America’s Tall Ship” the US Coast Guard’s 295-foot Barque Eagle. Tours were available to the public over the ship’s three-day stay.

America’s First Settlement Trail

August 2022

Visit Pensacola was a key partner in planning and launching the America’s First Settlement Trail — a three-mile marked path through downtown Pensacola and the Pensacola Historic District. Along this trail are twenty stops and over 70 points of interest that provide visitors to Pensacola a deeper look into the coastal port city’s long, rich history.



Visit Pensacola participated in the following community events:

- A Secret Place
- ACE
- EntreCon
- Fiesta
- Foo Foo Fest
- Gallery Night
- Keep Pensacola Beautiful
- Leadership Pensacola
- Litter Rodeo
- Northwest Florida Beaches Association
- Paddle The Gulf Monthly
- Perdido Bay Estuary Cleanup
- Pensacola Association of Realtors
- Pensacola Beach Chamber Meeting
- Pensacola Chamber Meetings
- Pensacola Sports Events
- Perdido Key Chamber Meetings
- Public Art PopUp
- Scuba Diving Safety Symposium
- Sea Grant Advisory Meeting
- Service Club Presentations
- University of West Florida Events

FY21/22 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:



Visitor Insight Surveys

October 2021 - September 2022

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

Meeting Planner Study

March 2022

This study was conducted to determine how meeting planners view Pensacola's current environment and offerings as a meetings destination and what areas we should focus on to gain more meetings business.

Market Perception Study

March 2022

This study measured current perceptions prospective visitors have about Pensacola and what attributes of our destination differentiate us from our competitors.

Pensacola Resident Opinion Study

June 2022

Pensacola residents were surveyed to determine current perceptions of tourism in Pensacola, Pensacola Beach and Perdido Key.

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

Pensacola

FLORIDA



Visit Pensacola
1401 E. Gregory Street • Pensacola, FL 32502
850-434-1234 • visitpensacola.com

