

FEBRUARY 2021



AGENDA

Meeting Called to Order **Public Comment** **Old Business**

Approval of Minutes*

New Business

Finance Committee Monthly Report*

Visit Pensacola Website RFP Recommendation*

Downs & St. Germain Quarterly Presentation

Staff Updates

Marketing/Showcase

President/CEO

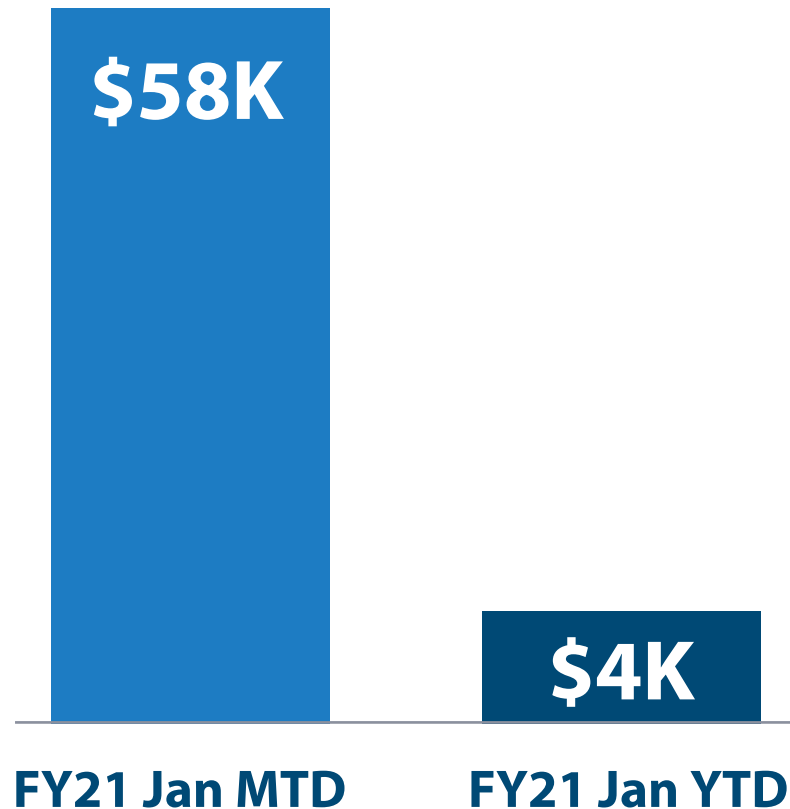
PPP Update/Organizational Chart*

** Requires Board vote*



FINANCE COMMITTEE

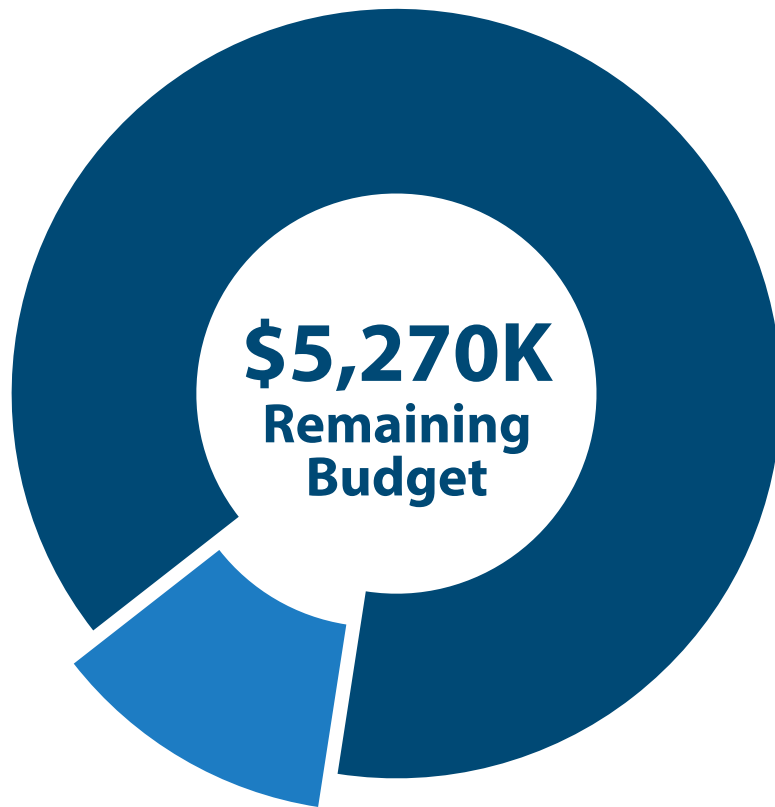
January Takeaways



- A. January MTD 21' shows a net income of \$58K
- B. The profit is due to advertising income realized by releasing payments for the Insider Guide
- C. Expenses are lower year over year due to the changes in the approved annual budget as well as COVID19

TDT Unified Budget FY21 Budget: \$5,997K

- A. FY21 TDT Unified Budget is \$5,997K and only \$990K has been used so far. This represents 17% of the total budget in the first 4 months of the fiscal year.
- B. Lack of media buys and other various projects have been held off due to COVID19
- C. VPI – profit due to the Insider Guide going to print. TDT previous months expenses billed to the County

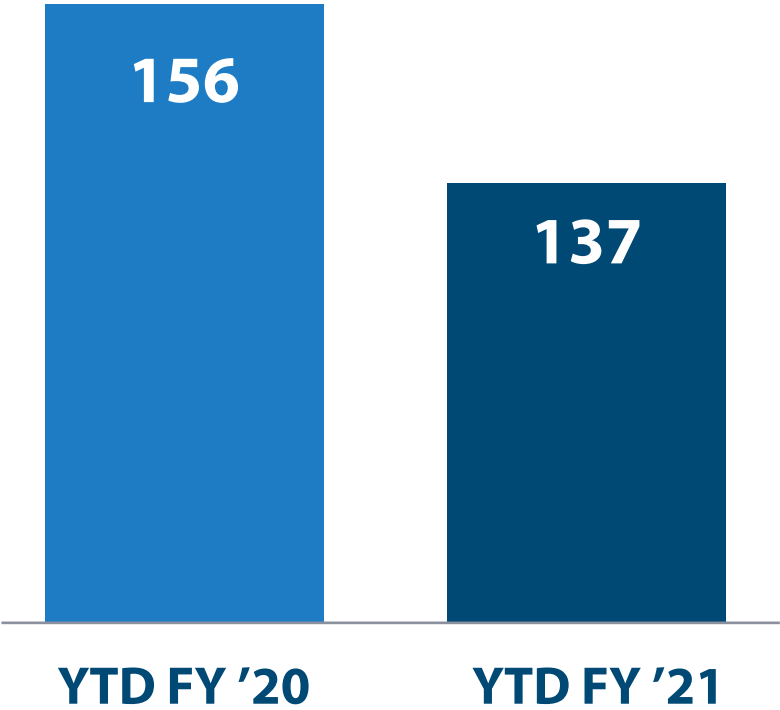


\$790K Spent Budget

Membership

- A. Membership – 19 fewer paid memberships as of 1/31/21 than 1/31/20. there is \$91 more in membership dues YTD which means fewer memberships. However, current members are at a higher level.
- B. Damage – VPI funded repair expenses caused by Hurricane Sally of \$73K. The deductible is \$24K. We are working with insurance to get full payment.

New		Retained	
FY21	9	FY21	128
FY20	21	FY20	135
	(12)		(7)



FINANCE COMMITTEE

Major Highlights



PSA is current on their submissions. They have received \$100K of their FY21' advances in \$25K installments with a remaining budget of \$478K (79% available).



ACE has received \$150K of advance organization grants and \$50K advance on Foo Foo. ACE has \$150K remaining to be advanced for Foo Foo. To date, they have no submitted backup for remittance.

NEW WEBSITE AGENCY

Website Agencies

Tempest
Miles Media
Simpleview

Hummingbird Ideas
Barkley
Bellweather

RFP Committee Recommendation

Committee Members

Darien Schaefer
Nicole Stacey
Shawn Brown

Deandra Holcomb
Visit Pensacola Board /
HO2 Pensacola Dolphin
Tours & More!

Robbie Schrock
Santa Rosa Island Authority

Sherry Hartnett
University of West Florida

Jay Massey
Hixardt Technologies

Bryan McCall
Duncan McCall / Showcase

Brent Lane
Cat Country

NEW WEBSITE AGENCY

RFP Committee Recommendation

RECOMMENDATION:
Tempest

Committee Member		Darien Schaefer	Nicole Stacey	Shawn Brown	Deandra Holcomb	Sherry Hartnett	Robbie Schrock	Jay Massey	Bryan McCall	Brent Lane	AVG. POINTS
Miles Media		85.0	70.0	83.0	60.0	91.0	85.0	90.0	93.0	0.0	73.0
Creativity	25	25.0	20.0	23.0	18.0	24.0	25.0	25.0	25.0	0.0	
Problem Solving (API Solutions)	25	20.0	15.0	18.0	15.0	23.0	15.0	25.0	23.0	0.0	
Relevant Experience (Like sized destination sites, staff size)	25	25.0	20.0	25.0	12.0	24.0	25.0	25.0	25.0	0.0	
Cost & Support Options	25	15.0	15.0	17.0	15.0	20.0	20.0	15.0	20.0	0.0	
Total	100	85.0	70.0	83.0	60.0	91.0	85.0	90.0	93.0	0.0	

Committee Member		Darien Schaefer	Nicole Stacey	Shawn Brown	Deandra Holcomb	Sherry Hartnett	Robbie Schrock	Jay Massey	Bryan McCall	Brent Lane	AVG. POINTS
Tempest		95.0	70.0	85.0	68.0	86.0	85.0	85.0	95.0	0.0	74.3
Creativity	25	25.0	15.0	20.0	13.0	20.0	20.0	20.0	25.0	0.0	
Problem Solving (API Solutions)	25	20.0	20.0	20.0	15.0	23.0	25.0	25.0	20.0	0.0	
Relevant Experience (Like sized destination sites, staff size)	25	25.0	15.0	25.0	20.0	22.0	20.0	15.0	25.0	0.0	
Cost & Support Options	25	25.0	20.0	20.0	20.0	21.0	20.0	25.0	25.0	0.0	
Total	100	95.0	70.0	85.0	68.0	86.0	85.0	85.0	95.0	0.0	

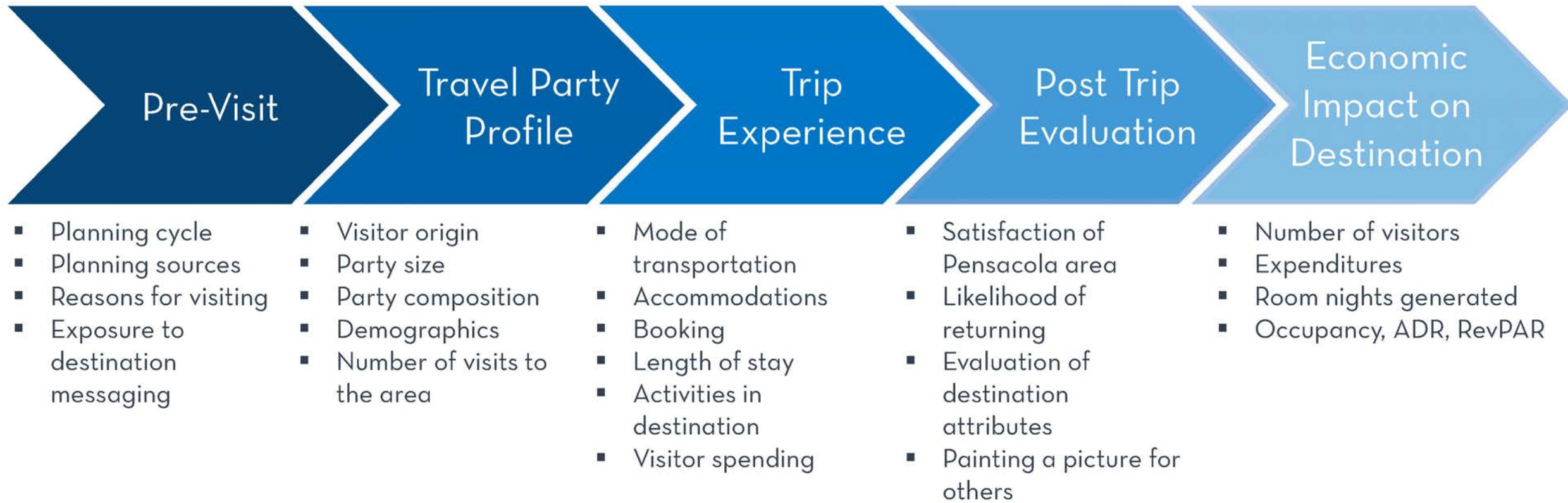
Committee Member		Darien Schaefer	Nicole Stacey	Shawn Brown	Deandra Holcomb	Sherry Hartnett	Robbie Schrock	Jay Massey	Bryan McCall	Brent Lane	AVG. POINTS
Simpleview		90.0	70.0	88.0	60.0	89.0	75.0	75.0	92.0	0.0	71.0
Creativity	25	25.0	15.0	20.0	15.0	22.0	20.0	15.0	22.0	0.0	
Problem Solving (API Solutions)	25	25.0	20.0	20.0	15.0	24.0	25.0	20.0	25.0	0.0	
Relevant Experience (Like sized destination sites, staff size)	25	25.0	20.0	25.0	20.0	24.0	20.0	25.0	25.0	0.0	
Cost & Support Options	25	15.0	15.0	23.0	10.0	19.0	10.0	15.0	20.0	0.0	
Total	100	90.0	70.0	88.0	60.0	89.0	75.0	75.0	92.0	0.0	

VISIT PENSACOLA

Visitor Tracking Study
October – December 2020



STUDY OBJECTIVES: VISITOR JOURNEY



EXECUTIVE SUMMARY



VISITOR JOURNEY: ECONOMIC IMPACT



TOURISM SNAPSHOT: OCT-DEC 2020¹

	October - December 2019	October - December 2020	Percent Change
<i>Occupancy</i>	55.2%	65.9%	+19.4% ³
<i>ADR</i>	\$99.64	\$99.30	-0.3%
<i>RevPAR</i>	\$55.00	\$65.44	+19.0%
<i>Room Nights</i>	497,696	535,578	+7.6% ³

	October - December 2019 ²	October - December 2020	Percent Change
<i>Visitors</i>	511,287	470,380	-8.0% ⁴
<i>Direct Spending</i>	\$219,407,180	\$223,130,300	+1.7%

¹ Decreases in KPIs from 2019 to 2020 were impacted by COVID-19.

² Source: Majority Opinion Research. 2019 data have been adjusted to reflect methodology in 2020.

³ Occupancy was up, however, about 10% of units in October - December 2020 were unavailable due to Hurricane Sally.

⁴ Travel party sizes were smaller and there were fewer day trippers and people staying with friends/family, resulting in more room nights, but fewer total visitors.



VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING CYCLE

- » Trips to Pensacola have short planning windows, as almost **2 in 3** visitors planned their trip to the Pensacola area **a month or less in advance**
- » Average trip planning cycle began **54 days** before the trip (**53 days in 2019¹**)



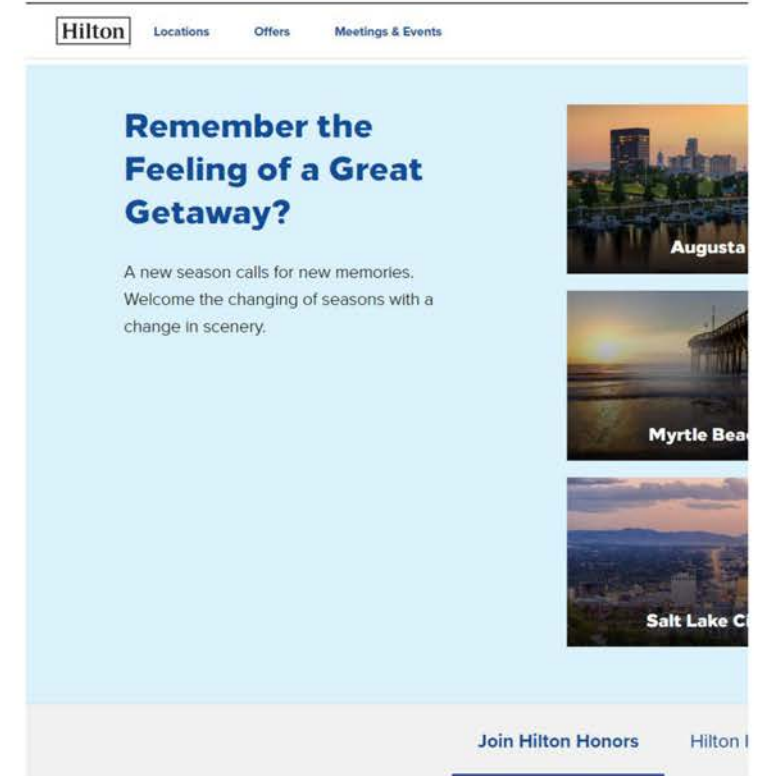
TOP TRIP PLANNING SOURCES¹



54% Search sites (Google, etc.)



50% Talk to Friends/Family



32% Hotel websites/apps

¹ Trip planning sources were not reported in October – December 2019.

VISITOR GUIDE¹

- » **14%** of visitors have requested or viewed the Pensacola Visitors Guide
- » Most visitors who use the Visitor Guide viewed it **online**



¹ Visitor Guide use was not reported in October - December 2019.

TOP REASONS FOR VISITING¹



57% Relax and unwind



55% Visit friends/relatives



44% Beach



41% Restaurants



36% Family time, reading cooking, etc.

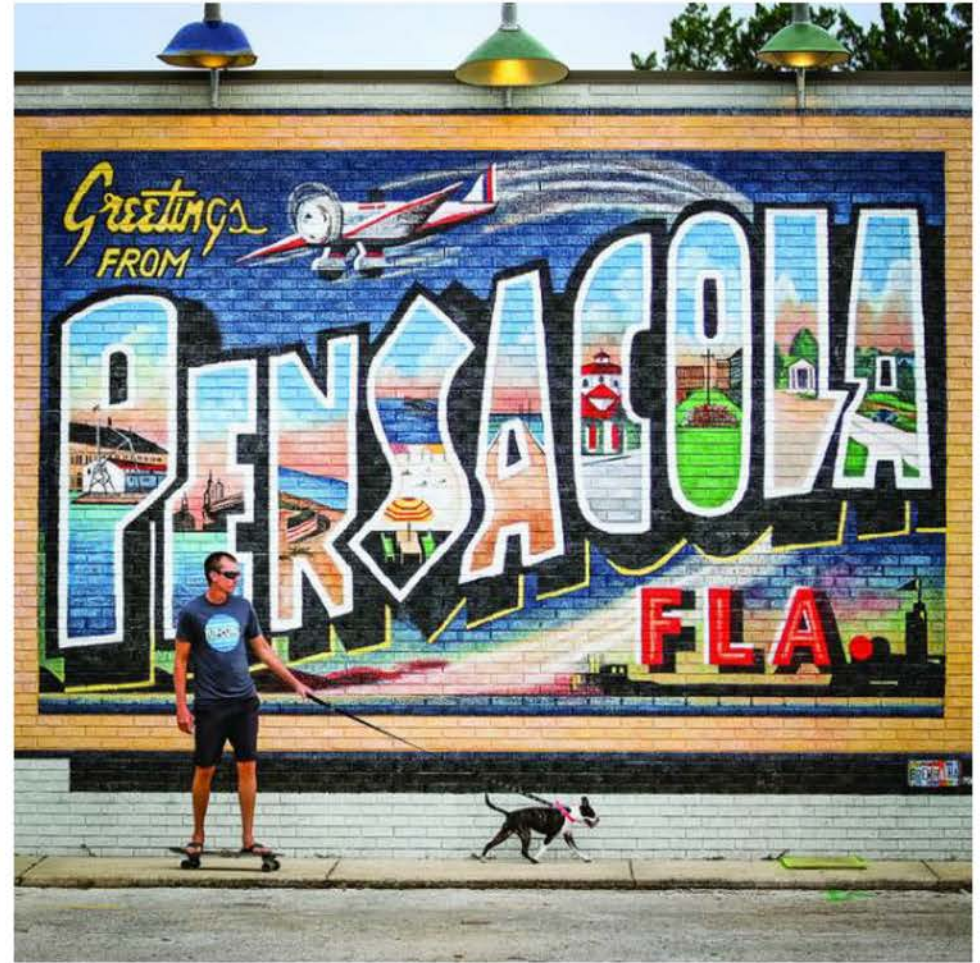


¹ This question was presented differently in October - December 2019 making comparisons unreliable.

DS downs & st. germain
RESEARCH

PRE-TRIP EXPOSURE TO ADVERTISING¹

- » **17%** of visitors have recently noticed advertising about the Pensacola area



¹ This question was presented differently in October - December 2019 making comparisons unreliable.

SOURCES OF ADVERTISING EXPOSURE*

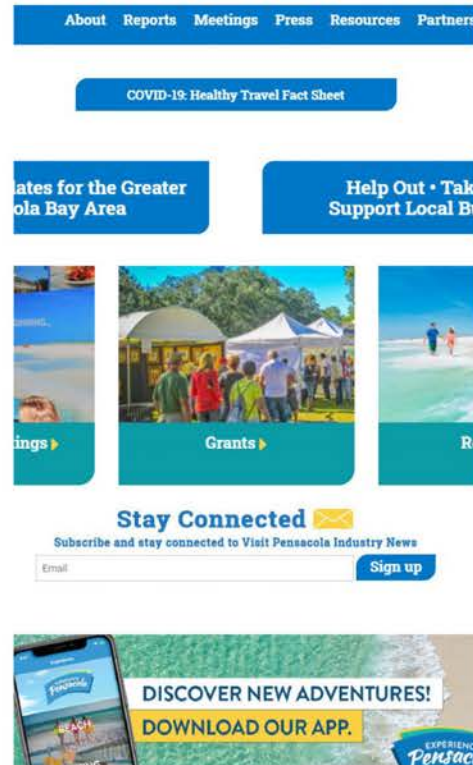
Base: 17% of visitors who noticed advertising.



27% Television



25% Visit Pensacola social media



19% VisitPensacola.com



17% Billboard



16% Online article



16% Personal social media



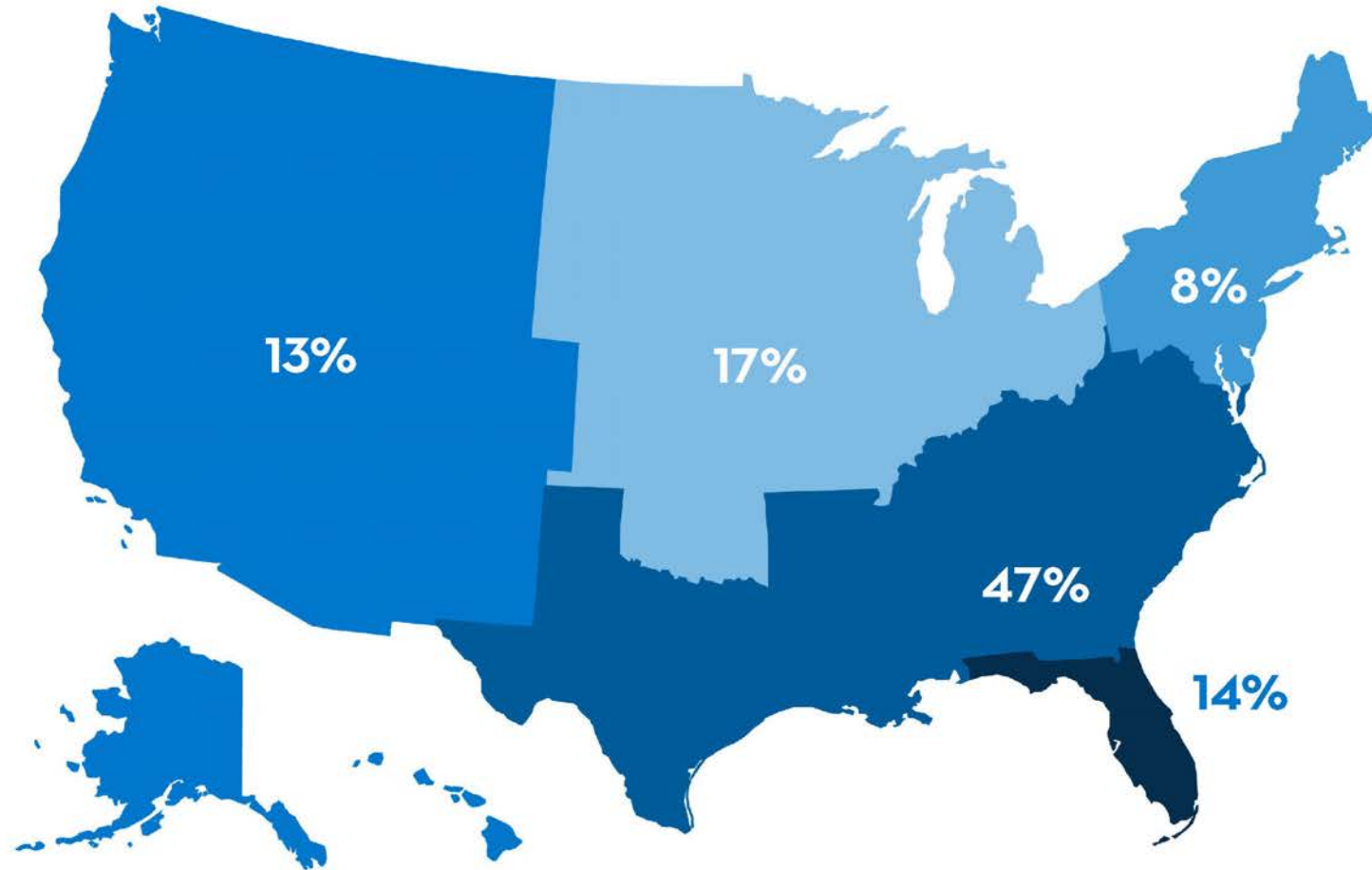
*Multiple responses permitted.

This question was presented differently in October - December 2019 making comparisons unreliable.

VISITOR JOURNEY: TRAVEL PARTY PROFILE



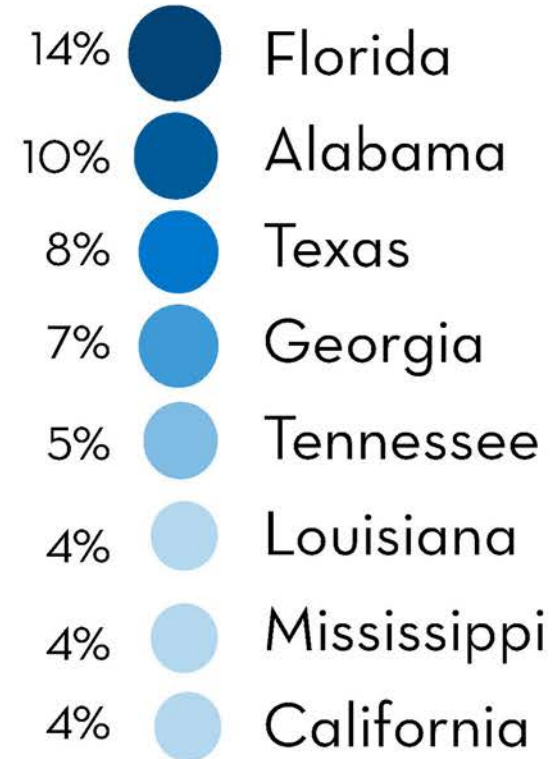
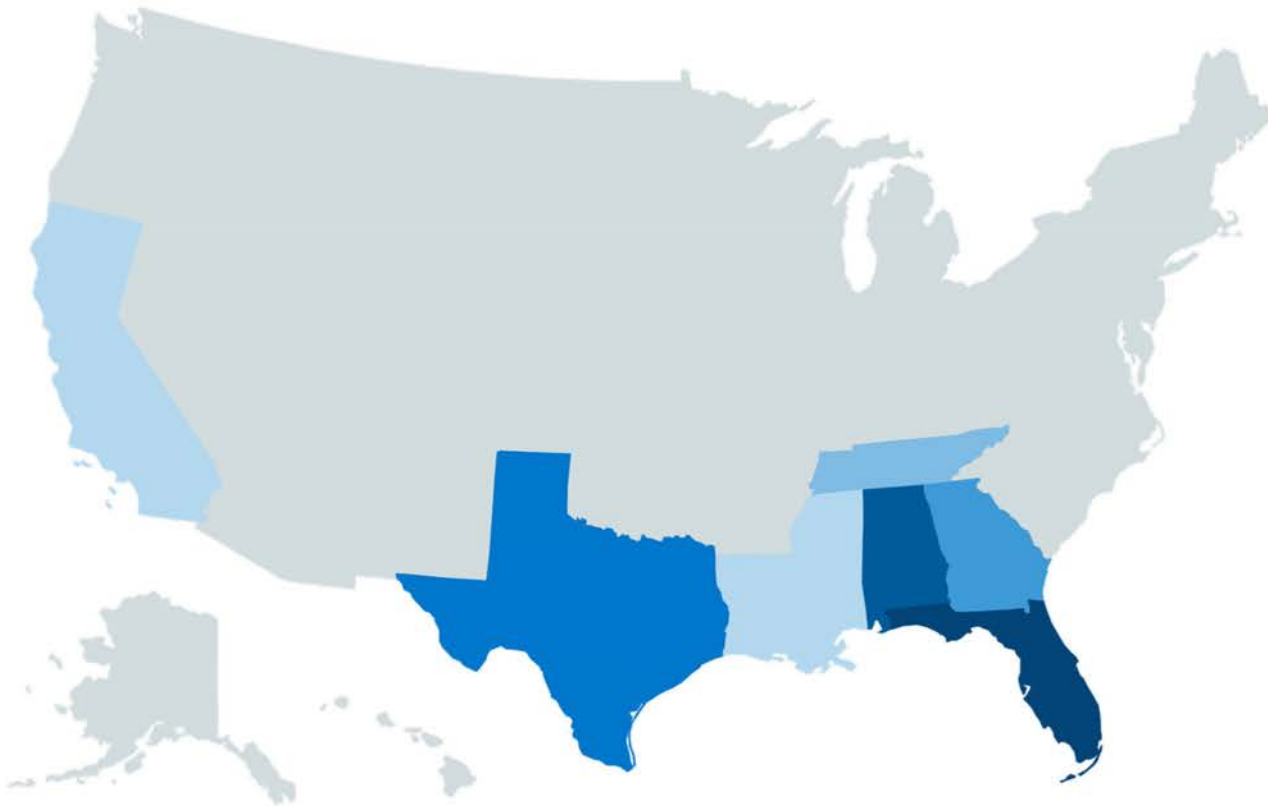
REGIONS OF ORIGIN¹



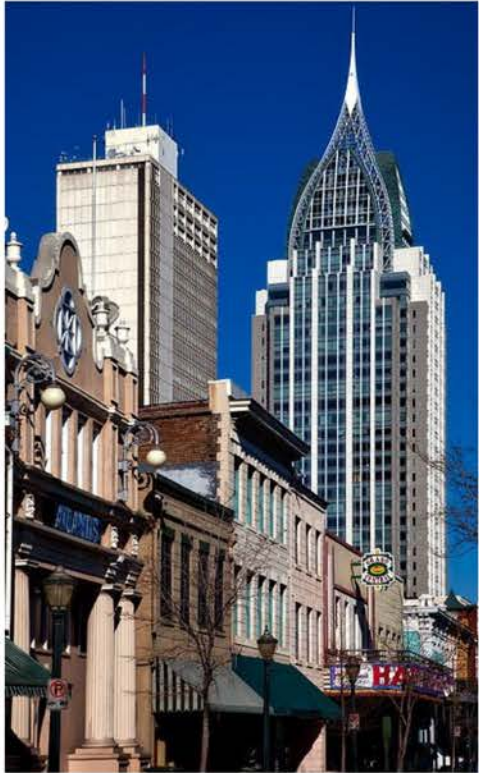
1% of visitors traveled to Pensacola from outside of the U.S.

¹ Regional breakdown of visitor origins were not reported in October - December 2019.

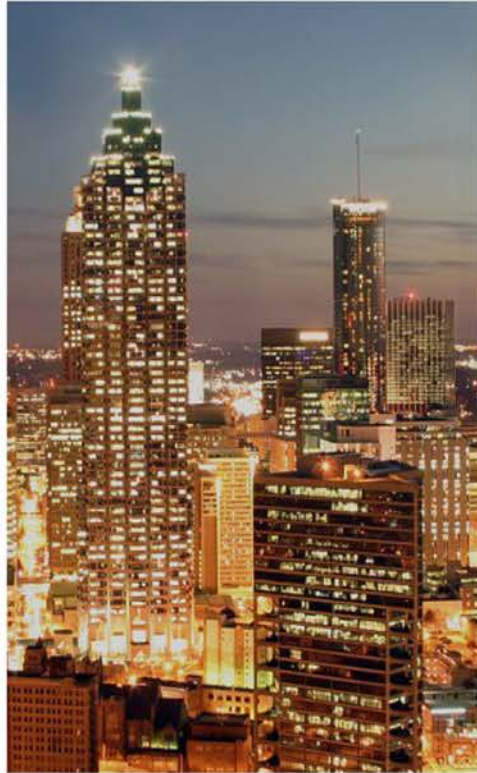
TOP STATES OF ORIGIN¹



TOP MARKETS OF ORIGIN¹



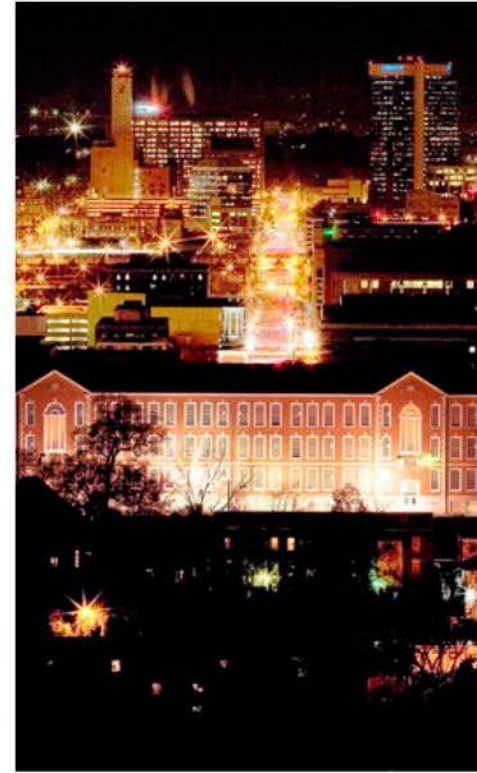
7% Mobile



5% Atlanta



3% Dallas-Ft. Worth



3% Birmingham



3% Nashville

¹Top ten origin markets in 2019 from Majority Opinion Research:

Mobile, Atlanta, New Orleans, Birmingham, Nashville, Houston, Biloxi-Gulfport, Jackson, Montgomery, Dallas-Ft. Worth

TRAVEL PARTIES

- » The typical visitor traveled in a party composed of **2.5** people (3.2 in 2019¹)



- » **25%** traveled with at least one person under the age of 20 (24% in 2019¹)



VISITOR PROFILE

- » The typical Pensacola area Visitor:
 - » Is **43** years old (44 in 2019¹)
 - » Has a household income of **\$106,250** per year (\$85,700 in 2019¹)
 - » Female (60%, 61% in 2019¹)



NEW & RETURNING VISITORS

- » **1 in 5 visitors** were first time visitors to Pensacola area (34% in 2019¹)
- » **31%** of visitors were loyalists, having visited over 10 times



VISITOR JOURNEY: TRIP EXPERIENCE



TRANSPORTATION

- » **79%** of visitors drove to the Pensacola area (73% in 2019¹)
- » **18%** of **all** visitors flew to Pensacola through the Pensacola International Airport



OVERNIGHT VISITORS

- » **Nearly 2 in 5** visitors stayed overnight in a **hotel, motel, or resort**
- » Typical visitors spent **5.9** nights in Pensacola area (3.6 in 2019¹)



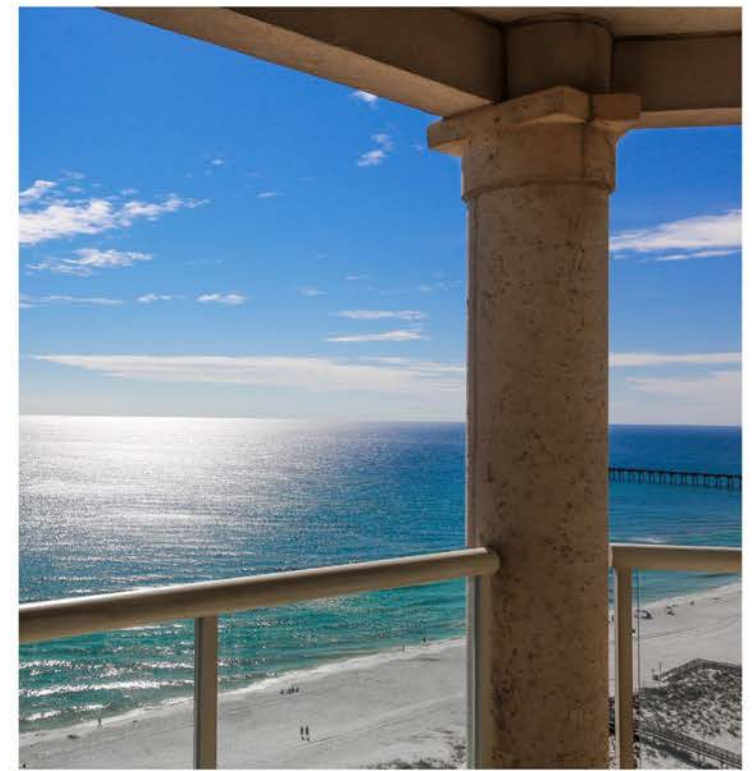
TOP ACCOMMODATIONS



38% Hotel/Motel/Resort
(35% in 2019¹)



22% Friends and relatives
(26% in 2019¹)



19% Condo, rental house, etc.
(21% in 2019¹)



¹ Source: Majority Opinion Research.



TOP ACTIVITIES DURING VISIT*



85% Restaurants



82% Relax and unwind



68% Beach

TRAVEL PARTY SPENDING

» Travel parties spent **\$225** per day and **\$1,318** during their trip (\$311 per day and \$1,105 per trip in 2019¹)



VISITOR JOURNEY: POST-TRIP



VISITOR SATISFACTION

- » **95%**² of visitors were **very satisfied** or **satisfied** with their trip to the Pensacola area
- » **94%** of visitors would recommend the area to others (97% in 2019¹)
- » **98%**² of visitors would return to the Pensacola area



AREA DESCRIPTIONS

White Sandy Beaches:

"Mile after mile of the most beautiful accessible white sand beaches in the US. Peace and quiet. 15 minutes from town and restaurants if you want it."



Great Atmosphere:

"Wonderful atmosphere! Beautiful weather and friendly people!"



Relaxing, Peaceful and Quiet:

"Relaxing and friendly. Unexpected. Picturesque."





Marketing Update



Sun Belt Conference Championship



Tickets on Sale!

Coastal Distancing: Campaign Extended



Promote safe travel by combining our natural resources with county prevention recommendations.



MARKETS

TV: Atlanta, Birmingham, Dallas, Houston, Jackson, Nashville, New Orleans, Tallahassee
Digital/Social: Drive Markets + Dallas



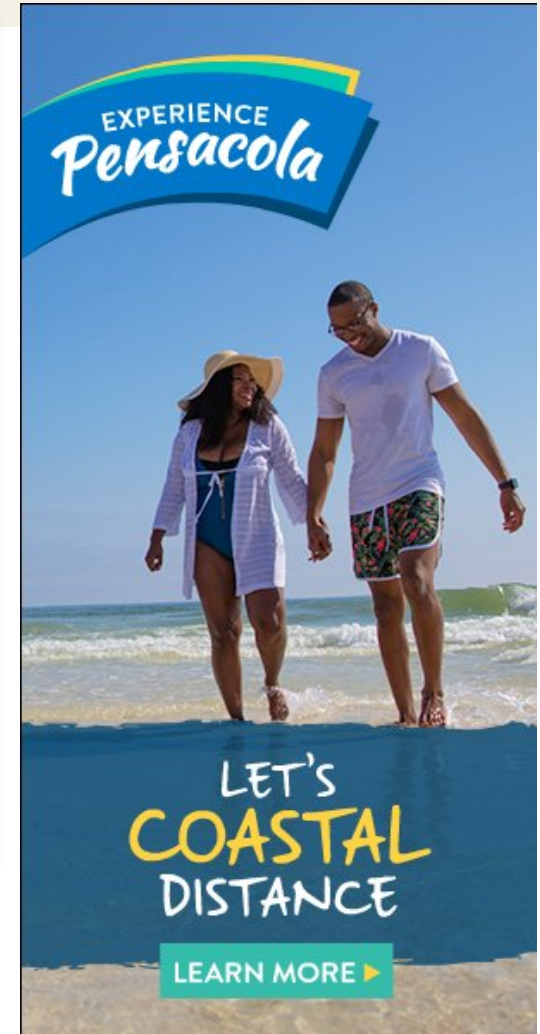
TACTICS

TV, digital, social, native



RUN DATES

Nov 10 – March 31



INITIAL RESULTS

Nov 12 – Jan 31


Room Nights	2,870
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Flights	493
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Trackable Revenue	\$859,289
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Website Sessions	45,781
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Booking data pulled within 60-day attribution window and based on partial trackable booking and revenue results.

 **Visit Pensacola**
Published by Erin Kaylor · November 12 at 9:30 AM · 🌐

Looking for a bit of personal space? Get away from the crowds with some Pensacola “coastal” distancing.



KEEP YOUR DISTANCE

6 FEET
(OR 2 UMBRELLAS)

EXPERIENCE
Pensacola

VISITPENSACOLA.COM
See What You're Missing

[Learn More](#)

👍❤️👎 340

24 Comments 41 Shares

Remote Learners



Connect with remote/distance learning families and offer our local "classrooms" as an option for their schoolcation.



MARKETS

Drive Markets + Dallas



TACTICS

Social advertising, email



RUN DATES

Feb 1 - Apr 30

EXPERIENCE
HANDS-ON-HISTORY



EXPERIENCE
THE NEW FIELD TRIP



INSPIRE A FUTURE
AERONAUTICAL ENGINEER

Coastal Value Promotion



Position the area as a “value” and lead potential travelers to Partner offers for Spring getaways.



MARKETS

Drive Markets + Dallas



TACTICS

Online video, digital display, native, paid social media



RUN DATES

Feb 15 – Mar 31



EXPERIENCE
MORE FOR LESS



EXPERIENCE
Pensacola
COASTAL DISTANCE FOR LESS
SEE THE SAVINGS ►

Visit Pensacola One Sheet



COMMUNITY IMPACT : DECEMBER

Figures reported by STR Destination Report. The 12-month running graphs compare current 12-month period to previous 12-months.

2020 2019 2018

Hotel Occupancy 59.1

DECEMBER YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



Average Daily Rate \$89.06

DECEMBER YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



Visit Pensacola One Sheet



TRACKABLE RESULTS : DECEMBER

2020 2019

Figures account only for those people who saw digital advertising on their phone, tablet, or computer, then booked (room night or flight) through a trackable source OR traveled into our market (arrival) during December. This does not represent all flights, room nights, or arrivals. All data from vendor reports.

Room Nights Booked 2,042

Flights Booked 386

Arrivals in Market 356

Advertising Spend \$51,951

12-MONTH RUNNING TOTALS: NIGHTS, FLIGHTS, ARRIVALS, AD SPEND



29,113

67,645



8,752

14,038



7,113

38,446



\$907,135

\$1,847,449

Trackable accommodation and flight revenue figures as reported by ADARA and Expedia. This does not represent all revenue.

Trackable Revenue \$545,182

Return on Ad Spend 10.5

DECEMBER YOY: RETURN ON AD SPEND

10.5

11.0

Visit Pensacola One Sheet



DIGITAL IMPACT : DECEMBER

2020 2019

Social media advertising results reported by Facebook.

SOCIAL MEDIA ADS:

People Reached	413,119
Landing Page Views	9,314



12-MONTH RUNNING TOTALS: SOCIAL MEDIA

People Reached	Landing Page Views
8,999,204	223,140
9,079,963	227,289

Site visits generated by all digital/clickable advertising tactics, reported by Google Analytics.

WEBSITE IMPACT:

Advertising Site Visits	19,479
% of Total Site Visits	22.6%



Advertising Site Visits	% of Total Site Visits
441,051	22%
560,992	23%

AGENDA

President/CEO Update

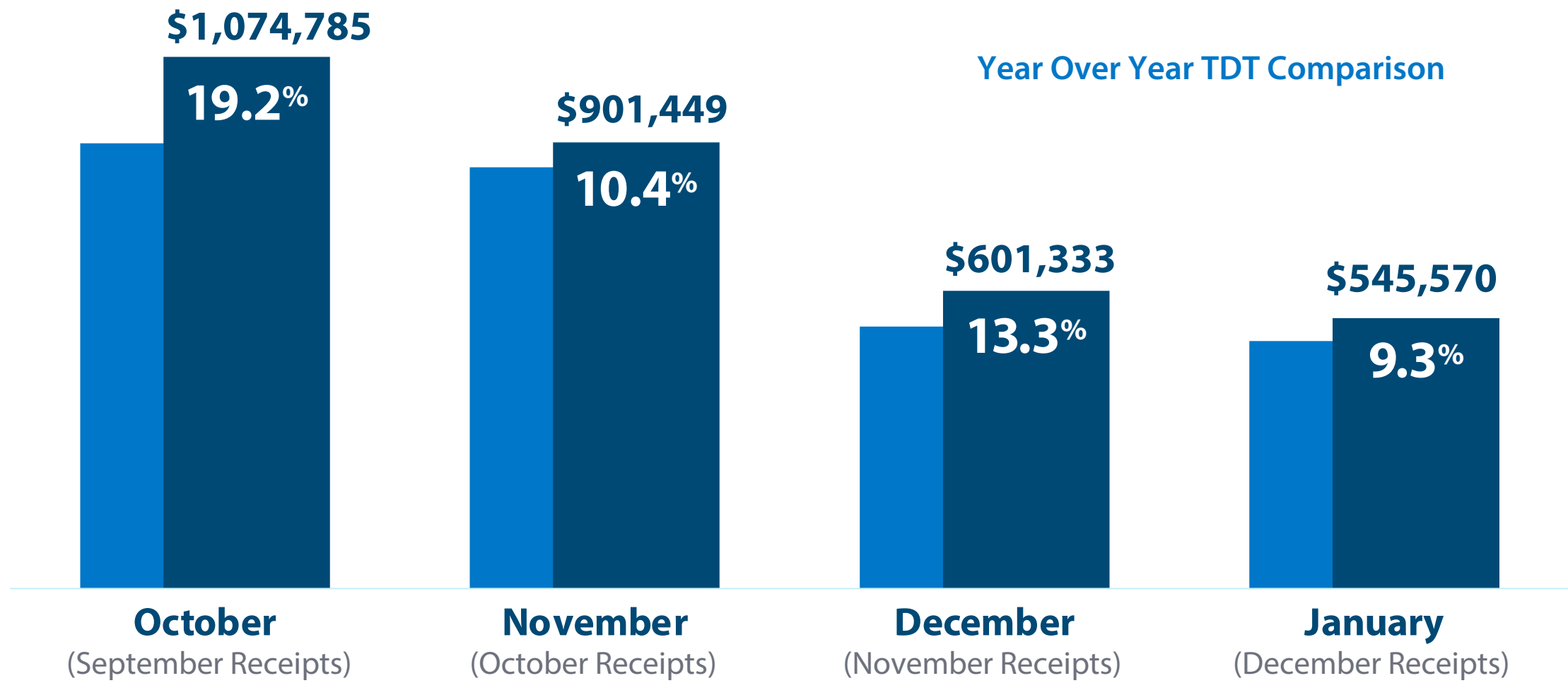
PPP Update/Organizational Chart*

** Requires Board vote*

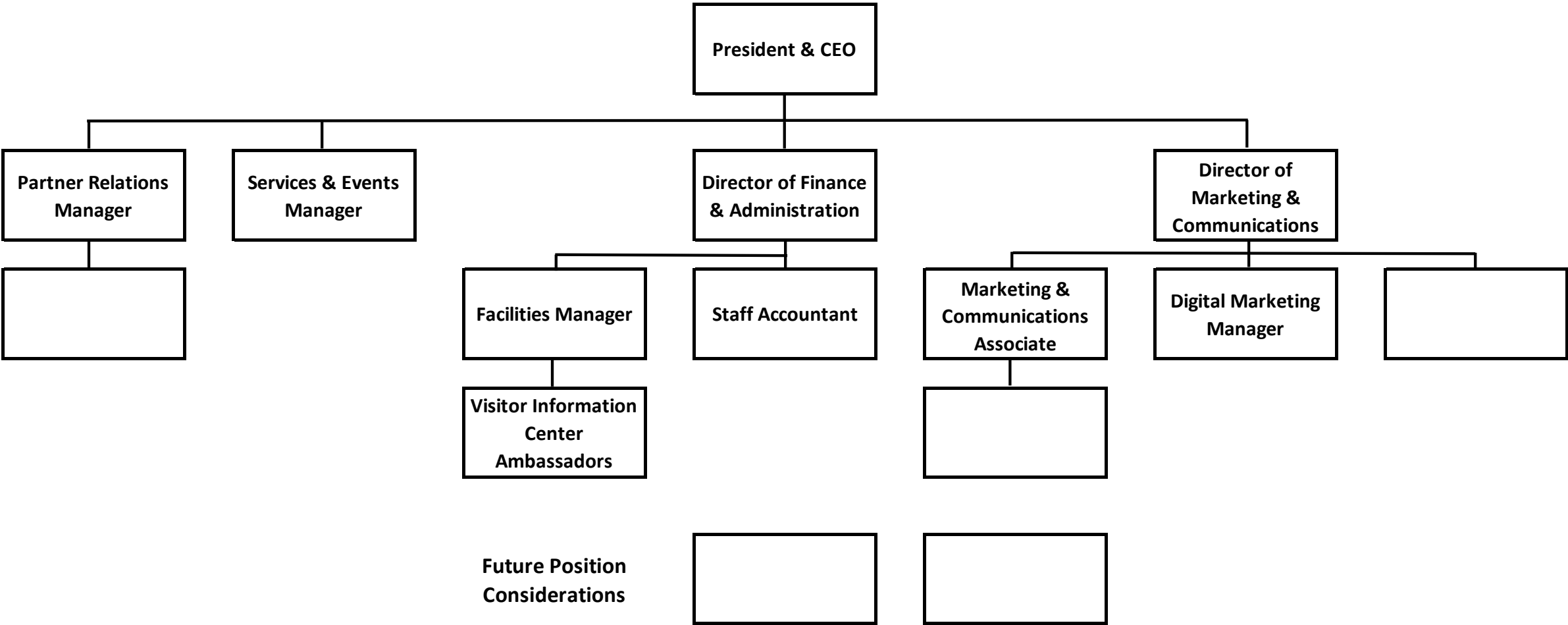


PRESIDENT’S REPORT

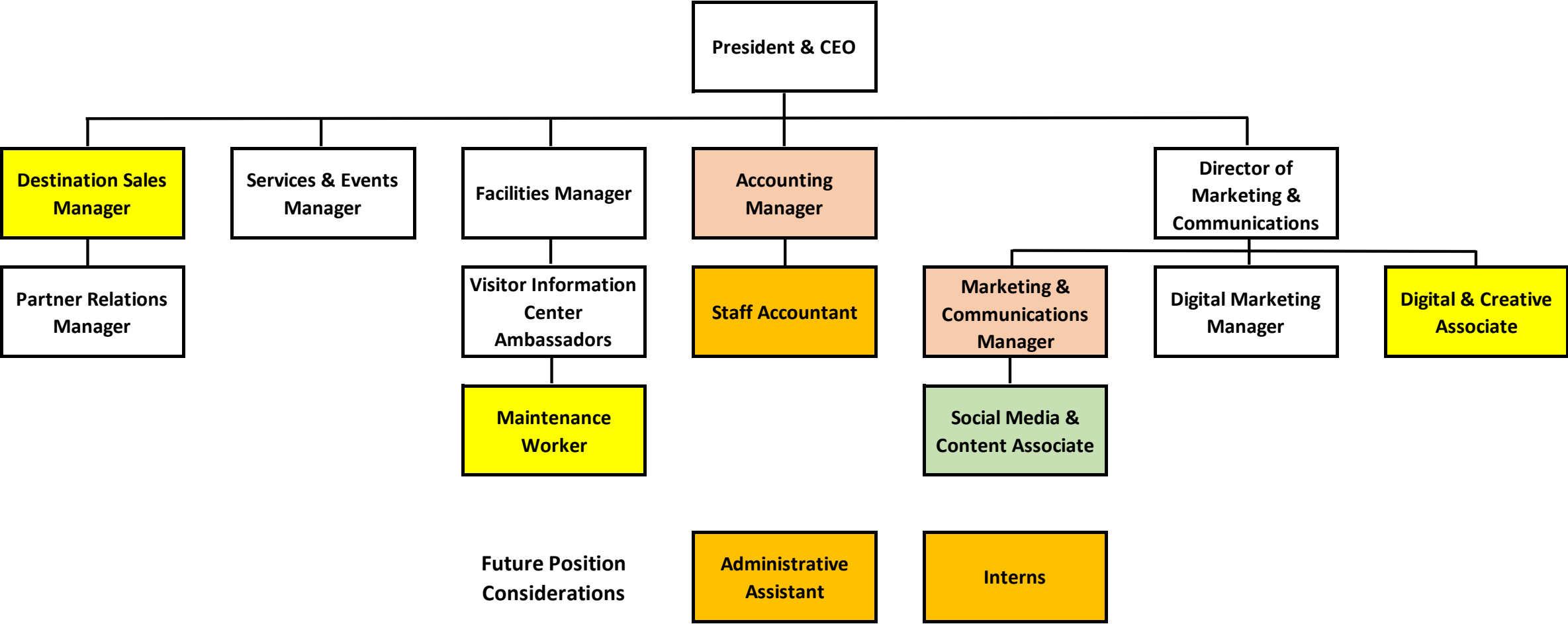
TDT Receipts Collections & Forecast



Visit Pensacola Organizational Chart



Visit Pensacola Organizational Chart



FEBRUARY 2021

