

VISIT PENSACOLA BOARD MEETING

April 23, 2025

Visit Pensacola Board of Directors Meeting

April 23, 2025

3:00 p.m.

Bowden Building

120 Church Street, Pensacola, FL 32502

AGENDA

1. Meeting Called to Order
2. Public Comment
3. CEO Report
4. Old Business
 - a) Approval of Minutes from the March 19, 2025, Board Meeting*
5. New Business
 - a) Finance Committee Monthly Report*
 - b) 2nd Quarter FY25 CPA Compiled Financial Statements*
6. Marketing Update/Showcase Pensacola
7. Adjourn

** Action Item requiring board vote.*

Visit Pensacola Board of Directors Meeting
Wednesday, March 19, 2025
Bowden Building

Board Members Present: Terry Branch, Sid Williams-Heath, Dae Patel, Brady Hale, Ali Green, Robin Reshard, and Greg Harris.

Board Members Absent: Christina Sasser, Maria Goldberg, Sterling Gilliam, and Yash Patel.

Staff Members Present: Darien Schaefer, Wandy Samuel, Shawn Brown, Kaya Man, Ashley Hendrickson, and Travis Morock.

The meeting was called to order at 3:02 PM by Sid Williams-Heath.

Public Comment

There was no public comment.

CEO Report

Darien Schaefer walked the board through the most recent TDT collections.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 765,190	\$ 753,414	1.6%	\$ 5,893,575	\$ 5,854,710	0.7%
	-	-				
Total	\$ 765,190	\$ 753,414	1.6%	\$ 5,893,575	\$ 5,854,710	0.7%

Year-To-Date Collections				
Geographic Area	Fiscal Year 2025	Fiscal Year 2024	Difference	% Change
	YTD Collected	YTD Collected		
Downtown Pensacola	\$ 537,865.75	\$ 470,152.82	\$ 67,712.93	14.4%
Southeast Pensacola	864,287.83	839,276.80	25,011.03	3.0%
Southcentral & Southwest Pensacola	260,831.57	304,046.96	(43,215.39)	-14.2%
Perdido Key Area	981,272.33	1,002,773.44	(21,501.11)	-2.1%
Northeast Pensacola	404,936.88	345,069.52	59,867.36	17.3%
North Escambia & Northwest Pensacola	491,456.11	451,844.07	39,612.04	8.8%
Pensacola Beach Area	2,352,924.62	2,441,546.45	(88,621.83)	-3.6%
Total	\$ 5,893,575.09	\$ 5,854,710.06	\$ 38,865.03	0.7%

Schaefer reviewed recent events including the Sun Belt Conference Basketball Championships, Mardi Gras, McGuires Run, and Foiling Week. Visit Pensacola approved a Downs & St. Germain Research economic impact study on Foiling Week and will share the results when completed.

Schaefer mentioned that he and Ray Palmer were asked to review Pensacola Navy Day's TDT funding request. Although there are no parameters set by the TDC/OMB/BoCC regarding event funding, this is a new step being taken to help evaluate these requests.

The new bracket system for the SBC tournament changed how teams arrived in Pensacola, reducing the number of nights some teams were in market. Seat ticket sales were up 17% over last year. A full wrap report will be provided at the April Board Meeting.

Greg Harris commented on the VIP Hospitality area at the SBC tournament and asked about staff policy regarding drinking. Staff are not allowed to drink during working hours. Harris also commented that he thought some photos on the pop-up banners should be updated with newer photos. Schaefer will follow up with Harris.

The SS United States arrived in Mobile on March 3, 2025. Schaefer has been working with Okaloosa County staff on a partnership agreement. Bay County and Walton County have also shown interest in partnering with Okaloosa County. The County Commissioners have the final decision.

The Visit Pensacola Travel Policy approved by the Board of Directors in August of 2024 was approved by the county attorney. Commissioner Hofberger has questioned the allowance to upgrade a flight to comfort if the flight is over 5 hours and the difference in price is paid through Membership/private funds. A meeting is scheduled for Visit Pensacola and Commissioner Hofberger in April to discuss the policy.

Schaefer shared there are issues (soft spots) with the Visit Pensacola Office/Visitor Center flooring, and it is being bid out for repairs.

Schaefer will be flying to Charlotte to join the Pensacola Airport staff to pitch the SEC-AAAE Annual Conference to host the conference in Pensacola in 2027 or 2028.

Visit Pensacola is participating in Ali Green's "Waves of Impact" podcast.

Schaefer gave an update on the Northwest Florida Tourism Council Triumph Grant and where those funds will be utilized.

Old Business

Dae Patel made a motion to approve the minutes from February 19, 2025, Board Meeting. Terry Branch seconded the motion, and it was approved unanimously.

New Business

Finance Committee Report

Wandy Samuel presented the Finance Committee Monthly Report from February 2025.

February Takeaways

- February showed a net loss of \$32K, as we couldn't bill the county for some expenses incurred during the month. Those expenses will be processed once the related events are completed.

Major Highlights

- The auditors have requested an extension from the Clerk's Office to submit their findings due to the outstanding balance from the September accrual.
- VP did not make any payment toward the advance, due to the short payments received and longer time to process the submission.
- ACE has no expenses for February.

The board asked if the county had guidelines to help make submissions for reimbursement easier. Samuel commented that direction on submissions changes as the Comptroller's office keeps asking for different back-up.

The deadline for submitting the FY2026 Unified Budget is April 1, 2025. Schaefer is looking for approval from the board on asking the county and TDC for \$14,392,000, the same request as we made for FY2025. Dae Patel made a motion to approve the FY26 Unified Budget Request of \$14,392,000. Branch seconded the motion, and it was approved unanimously.

Branch made a motion to approve the monthly financial report, Robin Reshard seconded the motion, and it was approved unanimously.

Marketing Updates – Showcase Pensacola

The Showcase Pensacola team reviewed the upcoming campaigns. There will be a Dallas + Houston hispanic cable run, Peacock Pause Ad for the spring creative, diving & adventure guide, and an update on winter visitors.

The Santa Rosa Island Authority will be requesting \$9 Million in Beach Renourishment funding at the next TDC meeting in April.

After reviewing the bylaws and amendments, Green asked for clarification on the Compensation Committee/Executive Committee in order to ensure the CEO receives his annual review. Schaefer said the Chair will call that meeting in the next few weeks.

The meeting was adjourned at 5:01 PM.

Respectfully submitted by Ashley Hendrickson, Administration Assistant and Darien Schaefer, President & CEO.

VISIT PENSACOLA BOARD MEETING

April 23, 2025

VP Financials



Visit Pensacola Financial Report March 2025

FY25 MARCH TAKEAWAYS:

Unified March reports a net income of \$850K, which is due to invoicing the county for the remaining Foo Foo Expenses in addition to the monthly expenses.

MAJOR HIGHLIGHTS:

Advertising Income for Insider Guides has been reclassified from the Balance Sheet to the Income Statement, resulting in an additional \$76K in revenue.

To date, VP has applied \$800K toward the advance with a remaining balance of \$1.2M to be paid by the end of the year.

The remaining \$293K in Foo Foo expenses has been billed to the county and will be applied against the initial \$700K advance received for FY24.

* VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.

* VP MTD PRIVATE INCOME is from partnership dues and advertising income-93% of invoiced partners have already paid their dues

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$740,901.87. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$84,923.51

VISIT PENSACOLA ONLY Month to date total Revenue = \$825,825.38

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$591,652.55

Operations \$25,986.27

Personnel \$118,130.26

VISIT PENSACOLA ONLY Month to Date total Expense = \$735,769.08

VISIT PENSACOLA Only Month to Date Net Income = \$90,056.30

UNIFIED Year to Date TDT revenue totaled \$5,593,763.33

UNIFIED Year To Date Private revenue totaled \$247,112.05

UNIFIED Year to date total Revenue = \$5,840,875.38

UNIFIED Year to date expense:

D Direct Programming \$4,115,952.00

D Operations \$186,501.32

D Personnel \$688,815.93

D UNIFIED Year to Date total Expense = \$4,991,269.25

D UNIFIED Year to Date Net Income = \$849,606.13

County Submissions

* March submission has been submitted to the county on April 8th.

Visit Pensacola Inc

Balance Sheet

As of March 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	92,686.15
1025 EFT TDT #4196	348,016.92
1027 EFT TDT #4196-ACE	0.00
Total 1025 EFT TDT #4196	348,016.92
1030 Partner#2177	106,601.85
1033 PPP LOan	0.00
Total 1030 Partner#2177	106,601.85
1035 Reserves #3955	20,720.43
1050 Petty Cash	115.00
Total Bank Accounts	\$568,140.35
Accounts Receivable	
1200 Accounts Receivable	2,773,307.92
1200-5 Membership Receivable	0.00
Total 1200 Accounts Receivable	2,773,307.92
Total Accounts Receivable	\$2,773,307.92
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	171.33
1405 Prepaid Expenses	135,838.54
1410 Prepaid Insurance	17,014.61
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
Total Other Current Assets	\$153,024.48
Total Current Assets	\$3,494,472.75
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
Total 1300 Furniture & Fixtures	0.00

Visit Pensacola Inc

Balance Sheet

As of March 31, 2025

	TOTAL
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
Total 1350 Equipment	0.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$3,494,472.75
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	910.63
Total Accounts Payable	\$910.63
Credit Cards	
2000 Visit Pensacola P-Card	53,284.97
2002 Regions Membership PCard	4,031.51
Total Credit Cards	\$57,316.48
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	141.64
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	0.00
2660 Pass through payment	0.00
2700 Unearned Revenue	1,203,250.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	910,329.40
2999 Salaries payable	78,815.79
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total Other Current Liabilities	\$2,192,536.83
Total Current Liabilities	\$2,250,763.94
Total Liabilities	\$2,250,763.94
Equity	
32000 Unrestricted Net Assets	394,102.68
Net Income	849,606.13
Total Equity	\$1,243,708.81
TOTAL LIABILITIES AND EQUITY	\$3,494,472.75

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

	Mar-25					
	Actual	Oct - March, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-ACE	296,540.18	689,669.33	1,954,375.00	1,264,705.67	35.29%	64.71%
4000 Tourism Development Tax-TDT	540,903.14	4,104,094.00	7,838,125.00	3,734,031.00	52.36%	47.64%
Advance Payment	200,000.00	800,000.00	2,000,000.00	1,200,000.00	40.00%	60.00%
4050 - TDT Supplemental			614,395.00	1,034,242.00	168.34%	0.00%
Total 4000 Tourism Development Tax-TDT	\$ 1,037,443.32	\$ 5,593,763.33	\$ 12,406,895.00	\$ 6,813,131.67	45.09%	54.91%
4100 Membership Dues	6,891.33	129,950.76	133,000.00	3,049.24	97.71%	2.29%
4150 Advertising Income	75,816.67	93,788.34	122,000.00	28,211.66	76.88%	23.12%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	31.95	10,889.45	200.00	-10,689.45	5444.73%	-5344.73%
4620 Interest Income	15.02	70.96	1,000.00	929.04	7.10%	92.90%
4640 Event Income	2,168.54	12,412.54	14,000.00	1,587.46	88.66%	11.34%
Total Income	\$ 1,122,366.83	\$ 5,840,875.38	\$ 12,827,095.00	\$ 6,986,219.62	45.54%	54.46%
Gross Profit	\$ 1,122,366.83	\$ 5,840,875.38	\$ 12,827,095.00	\$ 6,986,219.62	45.54%	54.46%
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	26,525.32	153,570.26	350,720.00	197,149.74	43.79%	56.21%
5100 Advertising/Media		7,974.43	445,300.00	437,325.57	1.79%	98.21%
5110 Public Relations	13,647.74	73,597.62	261,050.00	187,452.38	28.19%	71.81%
5120 Advertising Production	4,800.00	7,156.51	40,000.00	32,843.49	17.89%	82.11%
5130 Internet Site Production	51,895.66	236,443.78	425,252.00	188,808.22	55.60%	44.40%
5140 Festivals & Events Granted		102,661.69	115,000.00	12,338.31	89.27%	10.73%
5141 Festivals & Event Local Support	57,929.33	63,590.08	162,000.00	98,409.92	39.25%	60.75%
5142 Festival & Event Mini Grants			45,000.00	45,000.00	0.00%	100.00%
5150 Consumer Promotions		6,071.16	87,950.00	81,878.84	6.90%	93.10%
5160 Sales Promotions	1,227.75	7,592.74	146,500.00	138,907.26	5.18%	94.82%
5170 Brochures and Collateral	2,043.06	11,770.53	156,700.00	144,929.47	7.51%	92.49%
5180 Tradeshows	18,171.54	146,709.08	198,950.00	52,240.92	73.74%	26.26%
5190 Showcase	393,052.47	2,202,611.53	5,785,131.00	3,582,519.47	38.07%	61.93%
5210 Regional Partnership	8,729.17	62,410.12	86,500.00	24,089.88	72.15%	27.85%
5215 Tourism Development Projects			25,000.00	25,000.00	0.00%	100.00%
5220 Registration	775.00	12,926.24	47,750.00	34,823.76	27.07%	72.93%
5230 Dues and Subscriptions	3,397.83	30,380.86	63,020.00	32,639.14	48.21%	51.79%
5400 Business Travel & Entertainment	6,062.19	28,780.04	92,805.00	64,024.96	31.01%	68.99%
5400-1 Disallowed Travel Expense	362.04	1,428.39	4,895.00	3,466.61	29.18%	70.82%
Total 5400 Business Travel & Entertainment	\$ 6,424.23	\$ 30,208.43	\$ 97,700.00	\$ 67,491.57	30.92%	69.08%
5500 Visitor Awareness Education	3,033.45	60,276.94	102,790.00	42,513.06	58.64%	41.36%
7400 ACE - DP		900,000.00	2,056,199.00	2,056,199.00	0.00%	100.00%
Total 1 Direct Programming	\$ 591,652.55	\$ 4,115,952.00	\$ 10,698,512.00	\$ 6,582,560.00	38.47%	61.53%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	862.51	4,066.74	8,800.00	4,733.26	46.21%	53.79%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	8,187.75	37,601.60	119,000.00	81,398.40	31.60%	68.40%
5610 Computer&IT Maintenance&Repair	2,564.37	23,460.42	37,000.00	13,539.58	63.41%	36.59%
5630 Insurance Building & Content	-41.12	6,873.09	38,200.00	31,326.91	17.99%	82.01%
5640 D & O and Liability Insurance	1,847.53	3,442.18	7,100.00	3,657.82	48.48%	51.52%
5650 Audit		20,000.00	24,000.00	4,000.00	83.33%	16.67%
5660 Legal Services		5,086.00	16,000.00	10,914.00	31.79%	68.21%
5670 CPA/ Financial Services	437.50	3,070.20	7,200.00	4,129.80	42.64%	57.36%
5700 Postage	2,399.60	12,370.47	42,000.00	29,629.53	29.45%	70.55%
5710 Supplies Coffee/Sodas	481.17	4,328.52	9,200.00	4,871.48	47.05%	52.95%
5720 Office Supplies	873.96	7,961.34	15,000.00	7,036.66	53.08%	46.92%
5730 Storage and Delivery	954.91	5,832.06	22,000.00	16,167.94	26.51%	73.49%
5750 Rent		10.00	10.00	10.00	0.00%	100.00%
5760 Telephone Service	626.04	3,714.12	8,400.00	4,685.88	44.22%	55.78%
5766 Cell Phone	739.54	4,379.66	9,600.00	5,220.34	45.62%	54.38%
5770 Utilities	4,036.38	23,160.95	49,000.00	25,839.05	47.27%	52.73%
5780 Copier	924.76	5,359.08	9,600.00	4,240.92	55.82%	44.18%
5790 Capital Expenditures			15,000.00	15,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	193.49	706.79	2,500.00	1,793.21	28.27%	71.73%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	123.20	10,572.48	10,300.00	-272.48	102.65%	-2.65%
6010 Credit Card Processing Fee	633.04	3,640.19	6,000.00	2,359.81	60.67%	39.33%
6500 Taxes	141.64	848.69	4,065.00	3,216.31	20.88%	79.12%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 25,986.27	\$ 186,501.32	\$ 615,425.00	\$ 428,923.68	30.30%	69.70%
3 Personnel Costs						
5800 Salaries	94,556.87	543,861.66	1,197,858.00	653,996.34	45.40%	54.60%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5810 Commissions	627.27	14,103.11	28,500.00	14,396.89	49.48%	50.52%
5830 Auto	461.54	2,719.79	6,000.00	3,280.21	45.33%	54.67%
5840 401K Contribution Match	3,575.08	21,663.29	50,400.00	28,736.71	42.98%	57.02%
5850 Employee Insurance	8,667.37	42,516.37	113,000.00	70,483.63	37.63%	62.37%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,808.65	59,883.08	108,000.00	48,116.92	55.45%	44.55%
5890 Staff Education	433.48	4,030.52	9,000.00	4,969.48	44.78%	55.22%
Total 3 Personnel Costs	\$ 118,130.26	\$ 688,815.93	\$ 1,513,158.00	\$ 824,342.07	45.52%	54.48%
Total Expenses	\$ 735,769.08	\$ 4,991,269.25	\$ 12,827,095.00	\$ 7,835,825.75	38.91%	61.09%
Net Operating Income	\$ 386,597.75	\$ 849,606.13	\$ 0.00	-\$ 849,606.13		
Net Income	\$ 386,597.75	\$ 849,606.13	\$ 0.00	-\$ 849,606.13		

**Fund 108 - Revenue Trends
Analytical Review
As of April 15, 2025**



	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21	% change from PY	FY20
October	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785	19.2%	901,449
November	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614	10.4%	852,961
December	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952	14.2%	528,851
January	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570	9.3%	499,165
February	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276	5.6%	487,937
March	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963	-5.4%	593,800
April	148,227	-92.3%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509	125.3%	497,729
May	-	-100.0%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114	351.6%	353,670
June	-	-100.0%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820	194.5%	712,562
July	-	-100.0%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405	86.8%	1,588,804
August	-	-100.0%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112	92.7%	1,836,978
Sept	-	-100.0%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341	132.5%	905,051
	7,057,300	-67.9%	22,014,490	0.9%	21,582,470	-1.1%	21,816,411	23.5%	17,671,461	81.1%	9,758,958
1 - 2 Cents	2,822,920		8,805,796		8,632,988		8,726,564		8,835,730		4,879,479
3rd Cent	1,411,460		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
4th Cent	1,411,460		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
5th Cent	1,411,460		4,402,898		4,316,494		4,363,282		-		-
	7,057,300		22,014,490		21,582,470		21,816,411		17,671,461		9,758,958

Enabling Legislation

[Ordinance #80-16 \(referendum election on 11-4-1980\)](#)

[Ordinance #89-7](#)

[Ordinance #92-30](#)

[Ordinance #94-10](#)

[Ordinance #2000-22](#)

[Ordinance #2003-11](#)

[Ordinance #2013-40](#)

[Ordinance #2020-33 \(add 5th Cent\)](#)

[Florida Statutes 125.0104 \(3\) \(c\):](#)

[Florida Statutes 125.0104 \(3\) \(d\):](#)

[Florida Statutes 125.0104 \(3\) \(1\):](#)



Pam Childers

Clerk of the Circuit Court and Comptroller, Escambia County

Clerk of Courts • County Comptroller • Clerk of the Board of County Commissioners • Recorder • Auditor

MEMORANDUM



TO: Board of County Commissioners

DATE: April 3, 2025

SUBJECT: Tourist Development Tax (TDT) Collections

RECOMMENDATION:

That the Board accepts, for filing with the Board's Minutes, the Tourist Development Tax (TDT) Collections Data for the February 2025 returns received in the month of March 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in March 2025 were \$1,028,071 compared to \$976,368 in March 2024. A comparison of March 2025 to March 2024 is a 5.3% increase.
- Year-to-date collections for FY2025 is \$6,921,646 compared to \$6,831,078 for FY2024.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 1,028,071	\$ 976,368	5.3%	\$ 6,921,646	\$ 6,831,078	1.3%
	-	-				
Total	\$ 1,028,071	\$ 976,368	5.3%	\$ 6,921,646	\$ 6,831,078	1.3%

**Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of March 31, 2025**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 642,426.23	\$ 577,652.70	\$ 64,773.53	11.2%
Southeast Pensacola	1,032,951.40	1,015,450.80	17,500.60	1.7%
Southcentral & Southwest Pensacola	327,687.36	362,213.17	(34,525.81)	-9.5%
Perdido Key Area	1,169,860.63	1,148,408.35	21,452.28	1.9%
Northeast Pensacola	495,806.72	410,972.87	84,833.85	20.6%
North Escambia & Northwest Pensacola	581,037.64	539,899.02	41,138.62	7.6%
Pensacola Beach Area	2,671,876.46	2,776,480.90	(104,604.44)	-3.8%
Total	\$ 6,921,646.44	\$ 6,831,077.81	\$ 90,568.63	1.3%

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
Southcentral & Southwest Pensacola	32505	South of Michigan, East of Mobile Hwy, & West of Pace Blvd
	32506	Myrtle Grove, Lillian Hwy & Hwy 98 Area
Perdido Key Area	32507	Bayou Chico to Perdido Key South of Sorrento Area
Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
North Escambia & Northwest Pensacola	32526	Bellview Area & South of I-10
	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area

Five Percent Tourist Development Tax Collection Data By Geographic Area
Escambia County, Florida
Fiscal Year 2025
As of March 31, 2025



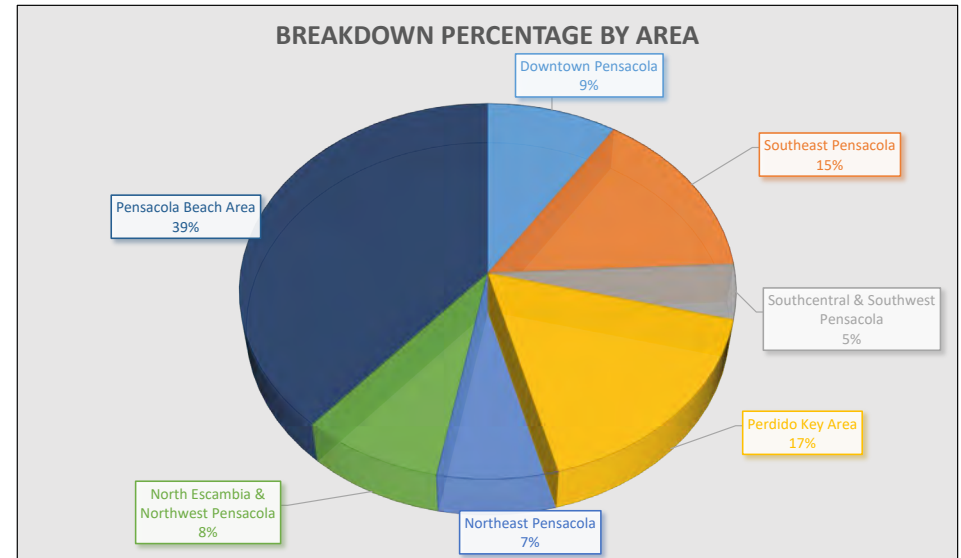
Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ 104,560.48	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 642,426.23	9.3%
Southeast Pensacola	188,725.53	198,565.51	160,501.72	155,355.76	161,139.31	168,663.57	-	-	-	-	-	-	1,032,951.40	14.9%
Southcentral & Southwest Pensacola	57,487.05	57,626.70	44,979.30	48,666.49	52,072.03	66,855.79	-	-	-	-	-	-	327,687.36	4.7%
Perdido Key Area	329,206.47	277,113.00	138,933.97	105,715.89	130,303.00	188,588.30	-	-	-	-	-	-	1,169,860.63	16.9%
Northeast Pensacola	89,220.75	94,553.22	77,553.02	68,782.80	74,827.09	90,869.84	-	-	-	-	-	-	495,806.72	7.2%
North Escambia & Northwest Pensacola	125,052.59	109,288.21	89,565.90	98,308.82	69,240.59	89,581.53	-	-	-	-	-	-	581,037.64	8.4%
Pensacola Beach Area	731,625.87	717,608.98	389,354.93	312,420.95	201,913.89	318,951.84	-	-	-	-	-	-	2,671,876.46	38.6%
Total	\$ 1,655,729.03	\$ 1,576,682.88	\$ 1,004,212.39	\$ 891,760.65	\$ 765,190.14	\$ 1,028,071.35	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,921,646.44	100.0%

Fiscal Year 2024														
Geographic Area	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Area Total	% of Total
Downtown Pensacola	\$ 100,905.75	\$ 103,780.77	\$ 90,323.95	\$ 94,940.29	\$ 80,202.06	\$ 107,499.88	\$ 143,380.42	\$ 134,730.14	\$ 165,407.73	\$ 179,065.55	\$ 192,419.31	\$ 123,035.99	\$ 1,515,691.84	6.9%
Southeast Pensacola	182,459.42	186,595.08	174,899.28	149,604.09	145,718.93	176,174.00	247,332.53	235,968.14	268,570.54	309,888.38	331,673.43	227,593.45	2,636,477.27	12.0%
Southcentral & Southwest Pensacola	69,121.15	72,455.89	53,218.33	51,997.09	57,254.50	58,166.21	80,528.47	72,382.75	96,893.12	103,785.09	119,577.70	68,564.16	903,944.46	4.1%
Perdido Key Area	351,016.81	317,232.57	130,558.77	97,296.25	106,669.04	145,634.91	384,036.12	282,322.13	473,243.13	949,188.78	983,350.61	443,739.21	4,664,288.33	21.2%
Northeast Pensacola	79,127.60	80,750.78	65,380.62	59,675.46	60,135.06	65,903.35	93,314.87	78,607.00	97,420.37	123,237.31	145,658.22	105,009.31	1,054,219.95	4.8%
North Escambia & Northwest Pensacola	94,741.79	101,589.98	96,412.62	83,319.05	75,780.63	88,054.95	130,266.84	122,309.48	136,166.67	149,107.08	160,598.45	125,999.02	1,364,346.56	6.2%
Pensacola Beach Area	841,276.55	675,537.46	391,491.69	305,587.15	227,653.60	334,934.45	844,947.10	744,367.41	1,117,123.40	1,636,660.14	1,806,564.71	958,059.47	9,884,203.13	44.9%
Total	\$ 1,718,649.07	\$ 1,537,942.53	\$ 1,002,285.26	\$ 842,419.38	\$ 753,413.82	\$ 976,367.75	\$ 1,923,806.35	\$ 1,670,687.05	\$ 2,354,824.96	\$ 3,450,932.33	\$ 3,739,842.43	\$ 2,052,000.61	\$ 22,023,171.54	100.0%

*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

**Effective August 1st, 2021, collections reflected by managed property locations

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
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	32506	Myrtle Grove, Lillian Hwy & Hwy 98 Area
Perdido Key Area	32507	Bayou Chico to Perdido Key South of Sorrento Area
Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
North Escambia & Northwest Pensacola	32526	Bellview Area & South of I-10
	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area



Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2025
As of March 31, 2025



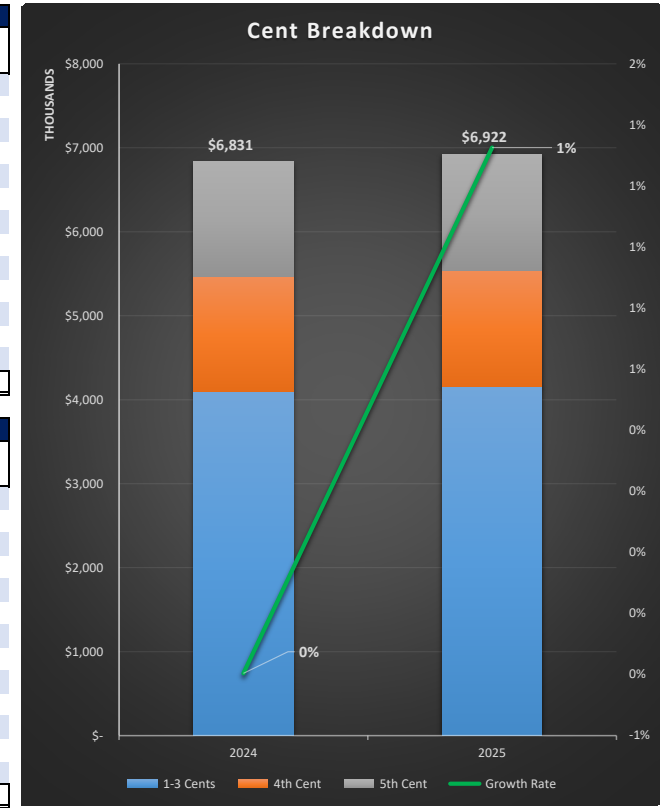
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42
NOV	469,350.98	532,756.66	510,223.45	686,079.62	638,167.25	701,529.66	894,119.99	913,888.59	922,765.52	946,009.73
DEC	305,743.25	362,364.41	382,803.40	426,808.31	396,942.52	451,000.35	610,134.89	593,281.75	601,371.16	602,527.43
JAN	288,130.47	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15	516,261.52	505,451.63	535,056.39
FEB	279,147.71	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78	486,593.99	452,048.29	459,114.08
MAR	367,477.35	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24	621,387.38	585,820.65	616,842.81
APR	626,572.22	646,982.44	740,116.85	805,865.41	396,024.16	841,528.91	1,073,234.53	1,122,845.48	1,154,283.81	-
MAY	580,106.01	698,384.24	682,509.49	768,483.99	241,476.27	956,332.84	1,132,305.74	1,101,571.29	1,002,412.23	-
JUN	771,755.66	839,021.02	826,731.43	951,378.19	537,731.75	1,264,865.60	1,431,971.86	1,340,563.77	1,412,894.98	-
JUL	1,109,041.17	1,109,688.85	1,278,311.55	1,440,622.52	1,190,777.81	1,778,429.23	1,869,733.28	1,785,559.79	2,070,559.40	-
AUG	1,440,990.57	1,484,514.23	1,587,418.67	1,520,689.42	1,377,953.89	2,130,708.20	2,320,131.53	2,304,511.93	2,243,905.46	-
SEP	688,096.11	725,615.95	828,137.60	906,222.70	703,791.08	1,264,568.32	1,161,684.89	1,172,681.69	1,231,200.37	-
Total	\$ 7,466,177.56	\$ 7,949,384.12	\$ 8,521,866.08	\$ 9,251,771.35	\$ 7,344,327.75	\$ 11,395,513.79	\$ 13,095,561.35	\$ 12,942,679.39	\$ 13,213,902.92	\$ 4,152,987.86

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 179,922.03	\$ 193,635.08	\$ 212,944.11	\$ 211,660.02	\$ 225,049.94	\$ 261,622.10	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81
NOV	156,450.33	177,585.55	170,074.48	228,693.21	212,722.42	233,843.22	298,040.00	304,629.53	307,588.51	315,336.58
DEC	101,914.42	120,788.14	127,601.13	142,269.44	132,314.17	150,333.45	203,378.30	197,760.58	200,457.05	200,842.48
JAN	96,043.49	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05	172,087.17	168,483.88	178,352.13
FEB	93,049.24	99,468.67	104,264.50	116,592.59	121,815.34	128,966.94	155,780.93	162,198.00	150,682.76	153,038.03
MAR	122,492.45	125,987.35	131,184.63	140,216.95	148,662.41	141,765.42	188,791.75	207,129.13	195,273.55	205,614.27
APR	208,857.41	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84	374,281.83	384,761.27	-
MAY	193,368.67	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	377,435.25	367,190.43	334,137.41	-
JUN	257,251.89	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	470,964.99	-
JUL	369,680.39	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	-
AUG	480,330.19	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	747,968.49	-
SEP	229,365.37	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	-
Total	\$ 2,488,725.85	\$ 2,649,794.71	\$ 2,840,622.03	\$ 3,083,923.78	\$ 2,448,109.25	\$ 3,798,504.60	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 1,384,329.29

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ -	-	-	-	-	-	339,253.15	327,844.07	343,729.81	\$ 331,145.81
NOV	-	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58
DEC	-	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48
JAN	-	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13
FEB	-	-	-	-	-	-	155,780.93	162,198.00	150,682.76	153,038.03
MAR	-	-	-	-	-	-	188,791.75	207,129.13	195,273.55	205,614.27
APR	-	-	-	-	-	-	357,744.84	374,281.83	384,761.27	-
MAY	-	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	-
JUN	-	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	-
JUL	-	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	-
AUG	-	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	-
SEP	-	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	-
Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 1,384,329.29

*Collection rate increased from 4% to 5% on April 1st, 2021 (reflected in Jun 2021 collections)

**Effective August 1st, 2021, collections reflected by managed property locations



Current Year vs Prior Year				
Month of Collection	2025	2024	Variance	% Change
OCT	\$ 1,655,729.03	\$ 1,718,649.07	\$ (62,920.04)	-3.7%
NOV	1,576,682.88	1,537,942.53	38,740.35	2.5%
DEC	1,004,212.39	1,002,285.26	1,927.13	0.2%
JAN	891,760.65	842,419.38	49,341.27	5.9%
FEB	765,190.14	753,413.82	11,776.32	1.6%
MAR	1,028,071.35	976,367.75	51,703.60	5.3%
APR	-	1,923,806.35	(1,923,806.35)	Pending
MAY	-	1,670,687.05	(1,670,687.05)	Pending
JUN	-	2,354,824.96	(2,354,824.96)	Pending
JUL	-	3,450,932.33	(3,450,932.33)	Pending
AUG	-	3,739,842.43	(3,739,842.43)	Pending
SEP	-	2,052,000.61	(2,052,000.61)	Pending
Total	\$ 6,921,646.44	\$ 22,023,171.54	\$ (15,101,525.10)	-68.6%

Jason R Loeffler, CPA, PA

INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

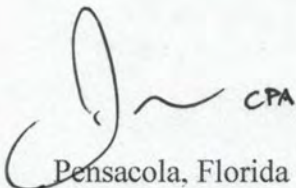
Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of March 31, 2025, and the related statement of financial income and expenses – income tax basis for the period then ended. I have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or provide any assurance about whether the financial statement is in accordance with the accrual basis of accounting.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the income tax basis of accounting and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with *Statements on Standards for Accounting and Review Services* issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.



Pensacola, Florida

April 17, 2025

Visit Pensacola Inc
Statement of Financial Position
As of March 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	92,686.15
1025 EFT TDT #4196	348,016.92
1030 Partner#2177	106,601.85
1035 Reserves #3955	20,720.43
1050 Petty Cash	115.00
Total Bank Accounts	\$568,140.35
Accounts Receivable	
1200 Accounts Receivable	2,773,307.92
Total Accounts Receivable	\$2,773,307.92
Other Current Assets	
1400 Prepaid Postage	171.33
1405 Prepaid Expenses	135,838.54
1410 Prepaid Insurance	17,014.61
Total Other Current Assets	\$153,024.48
Total Current Assets	\$3,494,472.75
Fixed Assets	
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
Total 1350 Equipment	0.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$3,494,472.75
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	910.63
Total Accounts Payable	\$910.63
Credit Cards	
2000 Visit Pensacola P-Card	53,284.97
2002 Regions Membership PCard	4,031.51

Visit Pensacola Inc
Statement of Financial Position
As of March 31, 2025

	TOTAL
Total Credit Cards	\$57,316.48
Other Current Liabilities	
25500 Sales Tax Payable	141.64
2700 Unearned Revenue	1,203,250.00
2700-2 Unearned Revenue-ACE	910,329.40
2999 Salaries payable	78,815.79
Total Other Current Liabilities	\$2,192,536.83
Total Current Liabilities	\$2,250,763.94
Total Liabilities	\$2,250,763.94
Equity	
32000 Unrestricted Net Assets	394,102.68
Net Income	849,606.13
Total Equity	\$1,243,708.81
TOTAL LIABILITIES AND EQUITY	\$3,494,472.75

Visit Pensacola Inc

Statement of Financial Income and Expenses

January - March, 2025

	TOTAL	
	JAN - MAR, 2025	OCT 2024 - MAR 2025 (YTD)
Income		
4000 Tourism Development Tax-TDT	3,761,426.90	5,593,763.33
4100 Membership Dues	12,107.33	129,950.76
4150 Advertising Income	86,603.34	93,788.34
4300 Consignment Sales	25.00	25.00
4600 Misc Income	1,616.72	1,864.45
4620 Interest Income	17.81	70.96
4640 Event Income	850.00	850.00
4640-1 HRT	2,548.54	4,758.54
4640-2 Annual Meeting	330.00	6,274.00
4640-3 NTTW	530.00	530.00
Total 4640 Event Income	4,258.54	12,412.54
Services	9,000.00	9,000.00
Total Income	\$3,875,055.64	\$5,840,875.38
GROSS PROFIT	\$3,875,055.64	\$5,840,875.38
Expenses		
1 Direct Programming		
5090 Marketing Research	2,884.00	9,885.67
5090-1 Marketing Research-Down's & St. Germain	37,749.99	62,916.65
5090-2 Adara	12,499.98	24,999.96
5090-3 Key Data	6,999.99	13,999.98
5090-4 CoStar Suite	1,442.00	5,768.00
5090-5 Zartico	18,000.00	36,000.00
Total 5090 Marketing Research	79,575.96	153,570.26
5100 Advertising/Media		495.00
5100-1 Social Boosting		979.43
5100-4 Community Advertising		6,500.00
Total 5100 Advertising/Media		7,974.43
5110 Public Relations	412.09	412.09
5110-11 Trav Media IMM-NYC		4,532.00
5110-12 Magic Torch	20,000.00	20,000.00
5110-16 Domestic Media Missions		437.80
5110-3 FAM	2,066.33	3,279.15
5110-4 MMGY	22,886.58	44,936.58
Total 5110 Public Relations	45,365.00	73,597.62
5120 Advertising Production		
5120-2 True Omni	4,800.00	4,800.00
5120-3 Content Creation, Outside Work & Freelance	2,356.51	2,356.51
Total 5120 Advertising Production	7,156.51	7,156.51

Visit Pensacola Inc

Statement of Financial Income and Expenses

January - March, 2025

	TOTAL	
	JAN - MAR, 2025	OCT 2024 - MAR 2025 (YTD)
5130 Internet Site Production	116,362.68	236,443.78
5140 Festivals & Events Granted	23,734.79	102,661.69
5141 Festivals & Event Local Support		1,837.65
5141-1 Sunbelt	61,752.43	61,752.43
Total 5141 Festivals & Event Local Support	61,752.43	63,590.08
5150 Consumer Promotions		765.05
5150-1 Snowbird Programs	500.00	4,500.00
5150-2 Gallery Night		710.34
5150-8 Beach O'ween		95.77
Total 5150 Consumer Promotions	500.00	6,071.16
5160 Sales Promotions	1,227.75	1,227.75
5160-1 Staff Uniforms		413.90
5160-2 Sales FAMS and Sites Visits	595.57	595.57
5160-3 Services Supplies		802.27
5160-4 Promo Items (All Dept)	3,027.40	4,553.25
Total 5160 Sales Promotions	4,850.72	7,592.74
5170 Brochures and Collateral	6,665.56	11,770.53
5180 Tradeshows	-500.00	-500.00
5180-10 FL Huddle & Encounter	6,886.60	15,186.60
5180-12 IPW	468.37	28,768.37
5180-13 Military Reunion Network	7,687.36	7,687.36
5180-14 NY Travel & Adv Show	3,320.57	3,749.52
5180-15 Rendezvous	1,635.06	6,330.06
5180-16 SMART Meeting		6,269.18
5180-18 VF Trade Mission	1,830.61	1,830.61
5180-19 World Travel Market	36.00	7,484.85
5180-2 ATL Travel and Adventure Show	4,883.92	9,514.59
5180-3 Canada-Toronto Travel & Adventure Show	1,904.88	1,904.88
5180-4 Connect DC		6,135.70
5180-5 Connect Diversity		900.00
5180-6 Connect Tech		5,925.68
5180-7 Dallas Travel & Adv Show	17,176.10	17,176.10
5180-8 DEMA		14,078.69
5180-9 Denver Travel & Adv Show	14,266.89	14,266.89
Total 5180 Tradeshows	59,596.36	146,709.08
5190 Showcase	1,238,458.05	2,202,611.53
5210 Regional Partnership	37,764.28	62,410.12
5220 Registration	6,688.86	12,926.24
5230 Dues and Subscriptions	6,091.99	30,380.86
5400 Business Travel & Entertainment	18,463.75	30,208.43

Visit Pensacola Inc

Statement of Financial Income and Expenses

January - March, 2025

	TOTAL	
	JAN - MAR, 2025	OCT 2024 - MAR 2025 (YTD)
5500 Visitor Awareness Education		136.74
5500-1 Annual Meeting	901.35	41,074.97
5500-2 Christmas Decorations	319.41	664.87
5500-3 Local Activations		582.76
5500-4 HRT Luncheons	4,378.63	11,146.45
5500-6 NTTW Activities	6,671.15	6,671.15
Total 5500 Visitor Awareness Education	12,270.54	60,276.94
7400 ACE - DP		900,000.00
Total 1 Direct Programming	1,725,297.48	4,115,952.00
2 Operating Costs		
5450 Auto/ Local Travel		
5450-1 Auto Local Travel-TDT	783.71	1,610.89
5450-2 Auto Local Travel-MEM	320.41	455.85
5450-3 Insider Guide Delivery	800.00	2,000.00
Total 5450 Auto/ Local Travel	1,904.12	4,066.74
5600 Building Maintenance & Repair	20,579.32	37,601.60
5610 Computer&IT Maintenance&Repair		
5610-1 Adobe Subscription	1,747.11	3,494.22
5610-2 Computer Accessories		328.82
5610-3 Digital Boardwalk	6,011.75	11,950.25
5610-4 Computers/laptops	7.19	7,687.13
Total 5610 Computer&IT Maintenance&Repair	7,766.05	23,460.42
5630 Insurance Building & Content	2,829.50	6,873.09
5640 D & O and Liability Insurance	2,485.39	3,442.18
5650 Audit		20,000.00
5660 Legal Services	2,375.00	5,086.00
5670 CPA/ Financial Services	1,632.70	3,070.20
5700 Postage	8,307.27	12,370.47
5710 Supplies Coffee/Sodas	1,351.72	4,328.52
5720 Office Supplies	1,933.31	7,961.34
5730 Storage and Delivery		
5730-1 Gilmore Storage & Delivery	413.40	641.40
5730-2 Storage Unit-Fairfield	722.04	1,306.08
5730-3 Storage Unit-E122	994.95	1,989.90
5730-4 Storage Unite-G133	947.34	1,894.68
Total 5730 Storage and Delivery	3,077.73	5,832.06
5760 Telephone Service	1,254.44	3,714.12
5765 Cell Phone	2,202.78	4,379.66
5770 Utilities	13,133.07	23,160.95
5780 Copier	2,820.09	5,359.08
5900 Miscellaneous Expenses	143.49	706.79

Visit Pensacola Inc

Statement of Financial Income and Expenses

January - March, 2025

	TOTAL	
	JAN - MAR, 2025	OCT 2024 - MAR 2025 (YTD)
6000 Consignment Sales Expenses		26.74
6001 Bank Service Charge	958.66	10,572.48
6010 Credit Card Processing Fee	1,644.29	3,640.19
6500 Taxes	298.39	848.69
Total 2 Operating Costs	76,697.32	186,501.32
3 Personnel Costs		
5800 Salaries	282,007.24	543,861.66
5810 Commissions	2,007.32	14,103.11
5830 Auto	1,384.62	2,719.79
5840 401K Contribution Match	10,726.94	21,663.29
5850 Employee Insurance	26,259.82	42,516.37
5870 Drug Testing		38.11
5880 Payroll Expense	31,804.11	59,883.08
5890 Staff Education	453.48	4,030.52
Total 3 Personnel Costs	354,643.53	688,815.93
Total Expenses	\$2,156,638.33	\$4,991,269.25
NET OPERATING INCOME	\$1,718,417.31	\$849,606.13
NET INCOME	\$1,718,417.31	\$849,606.13

VISIT PENSACOLA BOARD MEETING
April 23, 2025

Research

Date Created: Apr 16, 2025

Visit Pensacola

For the Month of March 2025



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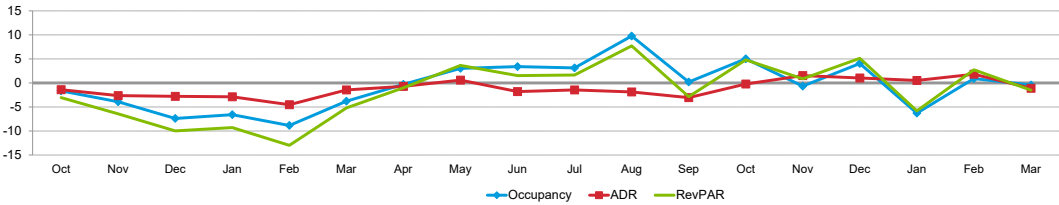
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Tab 2 - Trend Escambia Co + Zip 32561+

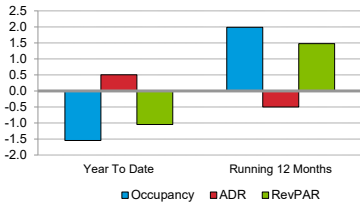
Visit Pensacola
For the Month of March 2025

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2023			2024												2025			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
	This Year	61.0	53.8	46.1	47.5	57.7	68.5	67.5	71.5	76.2	74.9	67.1	60.7	64.1	53.4	48.0	44.5	58.2	68.2
	Last Year	62.1	55.9	49.8	50.9	63.3	71.2	67.7	69.4	73.7	72.6	61.1	60.6	61.0	53.8	46.1	47.5	57.7	68.5
	Percent Change	-1.7	-3.9	-7.4	-6.6	-8.9	-3.8	-0.3	3.0	3.4	3.1	9.8	0.2	5.0	-0.7	4.0	-6.3	0.9	-0.4

Year To Date			
2023	2024	2025	
61.7	57.8	56.9	
61.6	61.7	57.8	
0.3	-6.3	-1.5	

Running 12 Months			
2023	2024	2025	
64.9	61.6	62.8	
68.4	64.9	61.6	
-5.1	-5.2	2.0	

ADR	2023			2024												2025			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
	This Year	128.10	112.42	102.72	97.74	108.29	141.51	146.60	159.20	180.29	192.74	141.01	131.87	127.83	114.14	103.79	98.23	110.26	139.95
	Last Year	129.94	115.46	105.67	100.64	113.43	143.61	147.66	158.27	183.60	195.56	143.70	136.03	128.10	112.42	102.72	97.74	108.29	141.51
	Percent Change	-1.4	-2.6	-2.8	-2.9	-4.5	-1.5	-0.7	0.6	-1.8	-1.4	-1.9	-3.1	-0.2	1.5	1.0	0.5	1.8	-1.1

Year To Date			
2023	2024	2025	
121.79	118.66	119.26	
120.53	121.79	118.66	
1.1	-2.6	0.5	

Running 12 Months			
2023	2024	2025	
145.49	141.80	141.09	
146.74	145.49	141.80	
-0.9	-2.5	-0.5	

RevPAR	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	78.18	60.43	47.38	46.44	62.50	96.88	98.89	113.89	137.37	144.39	94.59	80.03	81.93	60.95	49.81	43.75	64.22	95.42
Last Year	80.64	64.59	52.63	51.20	71.83	102.20	99.89	109.88	135.31	142.04	87.82	82.39	78.18	60.43	47.38	46.44	62.50	96.88
Percent Change	-3.0	-6.4	-10.0	-9.3	-13.0	-5.2	-1.0	3.6	1.5	1.7	7.7	-2.9	4.8	0.9	5.1	-5.8	2.7	-1.5

Year To Date			
2023	2024	2025	
75.20	68.63	67.91	
74.20	75.20	68.63	
1.4	-8.7	-1.0	

Running 12 Months			
2023	2024	2025	
94.45	87.28	88.57	
100.38	94.45	87.28	
-5.9	-7.6	1.5	

Supply	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	This Year	263,252	254,760	263,252	263,252	237,776	258,354	250,020	261,888	256,050	267,809	271,653	262,890	271,653	264,210	273,017	246,596	273,017
	Last Year	248,465	240,480	248,496	248,496	224,868	248,961	240,870	248,899	251,700	260,090	263,252	254,760	263,252	254,760	263,252	237,776	258,354
Percent Change	6.0	5.9	5.9	5.9	5.7	3.8	3.8	5.2	1.7	3.0	3.2	3.2	3.2	3.7	3.7	3.7	5.7	

Year To Date			
2023	2024	2025	
722,325	759,362	792,630	
720,695	722,325	759,362	
0.2	5.1	4.4	

Running 12 Months			
2023	2024	2025	
2,926,303	3,060,217	3,171,820	
2,869,627	2,926,303	3,060,217	
2.0	4.6	3.6	

Demand	2023			2024												2025			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
	This Year	160,661	136,948	121,416	125,100	137,236	176,877	168,648	187,342	195,097	200,622	182,233	159,540	174,119	141,072	131,011	121,589	143,626	186,139
	Last Year	154,188	134,529	123,763	126,425	142,397	177,177	162,949	172,806	185,497	188,907	160,886	154,301	160,661	136,948	121,416	125,100	137,236	176,877
Percent Change	4.2	1.8	-1.9	-1.0	-3.6	-0.2	3.5	8.4	5.2	6.2	13.3	3.4	8.4	3.0	7.9	-2.8	4.7	5.2	

Year To Date			
2023	2024	2025	
445,999	439,213	451,354	
443,667	445,999	439,213	
0.5	-1.5	2.8	

Running 12 Months			
2023	2024	2025	
1,899,752	1,883,584	1,991,038	
1,963,059	1,899,752	1,883,584	
-3.2	-0.9	5.7	

Revenue	2023			2024												2025			
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
	This Year	20,580,486	15,395,138	12,471,679	12,226,685	14,861,555	25,030,197	24,723,435	29,825,533	35,173,833	38,668,493	25,696,537	21,038,983	22,257,078	16,102,519	13,598,014	11,943,987	15,835,528	26,050,232
	Last Year	20,035,091	15,532,553	13,078,188	12,723,951	16,151,965	25,443,634	24,060,552	27,349,363	34,056,788	36,943,140	23,119,025	20,990,282	20,580,486	15,395,138	12,471,679	12,226,685	14,861,555	25,030,197
Percent Change	2.7	-0.9	-4.6	-3.9	-8.0	-1.6	2.8	9.1	3.3	4.7	11.1	0.2	8.1	4.6	9.0	-2.3	6.6	4.1	

Year To Date			
2023	2024	2025	
54,319,549	52,118,437	53,829,747	
53,473,082	54,319,549	52,118,437	
1.6	-4.1	3.3	

Running 12 Months			
2023	2024	2025	
276,389,758	267,084,891	280,914,172	
288,058,919	276,389,758	267,084,891	
-4.1	-3.4	5.2	

Census %	2023			2024												2025		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	Census Props	94	94	94	94	94	92	92	93	94	95	96	96	96	96	96	96	96
	Census Rooms	8492	8492	8492	8492	8492	8334	8334	8448	8535	8639	8763	8763	8763	8807	8807	8807	8807
% Rooms Participants	80.2	80.2	80.2	80.2	80.2	80.1	80.1	80.4	79.6	79.5	78.3	78.9	78.9	81.2	81.2	81.2	81.2	81.2

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Visit Pensacola
For the Month of March 2025

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Visit Pensacola
For the Month of March 2025

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Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola
For the month of: March 2025

	Current Month - March 2025 vs March 2024												Year to Date - March 2025 vs March 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	70.6	73.5	159.10	160.81	112.35	118.20	-3.9	-1.1	-4.9	-4.9	0.0	-3.9	66.0	68.5	141.90	142.94	93.62	97.91	-3.7	-0.7	-4.4	-4.4	0.0	-3.7	9	5	611	509
Airport+	72.2	72.2	116.26	122.21	83.99	88.29	0.0	-4.9	-4.9	-4.9	0.0	0.0	60.3	62.4	107.23	110.82	64.66	69.12	-3.3	-3.2	-6.5	-6.5	0.0	-3.3	21	17	1998	1705
Pine Forest+	57.6	59.6	77.43	79.17	44.62	47.20	-3.3	-2.2	-5.5	-2.4	3.3	-0.2	49.1	51.4	70.48	71.85	34.62	36.93	-4.4	-1.9	-6.2	-4.6	1.8	-2.7	17	9	1388	889
Westside/Perdido+	59.7	61.6	105.50	111.40	63.01	68.67	-3.1	-5.3	-8.2	8.3	18.1	14.4	50.1	50.6	96.29	98.39	48.21	49.82	-1.1	-2.1	-3.2	7.1	10.7	9.5	22	16	1491	1308
PNS Beach+	76.5	73.7	227.99	219.74	174.47	161.91	3.9	3.8	7.8	7.8	0.0	3.9	59.1	58.4	182.17	171.09	107.64	99.92	1.2	6.5	7.7	7.7	0.0	1.2	15	12	2108	1740
UWF+	68.2	67.3	97.10	99.01	66.24	66.68	1.3	-1.9	-0.7	19.1	19.9	21.5	60.5	59.5	88.47	88.24	53.56	52.54	1.7	0.3	2.0	22.2	19.9	21.9	12	9	1211	1001

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Tab 5 - Multi-Seg Raw Zip Codes+: Visit Pensacola

Currency: USD - US Dollar

Visit Pensacola
For the Month of March 2025

	Current Month - March 2025 vs March 2024									Year to Date - March 2025 vs March 2024								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg
Downtown+	18,941	18,941	0.0	13,376	13,922	-3.9	2,128,101	2,238,750	-4.9	54,990	54,990	0.0	36,278	37,667	-3.7	5,148,013	5,384,165	-4.4
Airport+	61,938	61,938	0.0	44,748	44,748	0.0	5,202,396	5,468,462	-4.9	179,820	179,820	0.0	108,431	112,165	-3.3	11,627,031	12,429,803	-6.5
Pine Forest+	43,028	41,664	3.3	24,794	24,839	-0.2	1,919,802	1,966,415	-2.4	124,920	122,730	1.8	61,369	63,078	-2.7	4,325,040	4,532,422	-4.6
Westside/Perdido+	46,221	39,153	18.1	27,605	24,134	14.4	2,912,200	2,688,479	8.3	134,190	121,222	10.7	67,183	61,382	9.5	6,469,328	6,039,480	7.1
PNS Beach+	65,348	65,348	0.0	50,007	48,149	3.9	11,401,096	10,580,479	7.8	189,720	189,720	0.0	112,105	110,800	1.2	20,422,303	18,957,077	7.7
UWF+	37,541	31,310	19.9	25,609	21,085	21.5	2,486,637	2,087,613	19.1	108,990	90,900	19.9	65,988	54,121	21.9	5,838,033	4,775,490	22.2

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola

For the month of: March 2025

	Current Month - March 2025 vs March 2024												Year to Date - March 2025 vs March 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Bay County, FL	66.2	65.2	134.54	133.66	89.01	87.14	1.5	0.7	2.1	2.0	-0.2	1.3	53.3	54.5	113.61	112.48	60.54	61.35	-2.3	1.0	-1.3	-1.5	-0.2	-2.5	124	60	11009	6253
Baldwin County, AL	68.8	67.2	163.61	165.01	112.64	110.89	2.4	-0.8	1.6	1.6	0.0	2.4	56.0	56.1	140.85	137.86	78.93	77.39	-0.2	2.2	2.0	2.0	0.0	-0.2	71	52	6879	5140
Okaloosa County, FL	64.9	65.1	158.15	160.95	102.68	104.76	-0.3	-1.7	-2.0	1.3	3.3	3.1	52.9	55.5	127.62	127.10	67.49	70.50	-4.6	0.4	-4.3	-0.7	3.8	-1.1	89	61	8614	5953
Walton County, FL	58.0	56.3	198.62	194.80	115.14	109.61	3.0	2.0	5.0	3.2	-1.8	1.2	45.6	45.1	160.55	154.73	73.25	69.73	1.2	3.8	5.0	3.2	-1.8	-0.6	38	22	4166	3401
St Johns County, FL	74.2	74.9	214.29	220.86	158.91	165.38	-1.0	-3.0	-3.9	-3.5	0.5	-0.5	70.1	69.0	188.91	189.31	132.37	130.72	1.5	-0.2	1.3	1.2	-0.1	1.4	103	53	6912	5323
Sarasota County, FL	82.4	82.7	317.21	303.70	261.24	251.24	-0.4	4.4	4.0	4.7	0.7	0.2	79.7	77.9	279.62	266.22	222.85	207.37	2.3	5.0	7.5	7.1	-0.3	2.0	109	52	7386	5883

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Tab 7 - Multi-Seg Raw Comp Set+: Visit Pensacola

Currency: USD - US Dollar

Visit Pensacola
For the Month of March 2025

	Current Month - March 2025 vs March 2024									Year to Date - March 2025 vs March 2024								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg
Bay County, FL	341,279	341,806	-0.2	225,780	222,835	1.3	30,377,254	29,784,590	2.0	990,161	991,691	-0.2	527,637	540,922	-2.5	59,946,649	60,842,424	-1.5
Baldwin County, AL	213,249	213,249	0.0	146,813	143,306	2.4	24,020,175	23,647,226	1.6	616,750	616,750	0.0	345,610	346,220	-0.2	48,680,491	47,729,097	2.0
Okaloosa County, FL	267,034	258,447	3.3	173,369	168,226	3.1	27,417,981	27,075,996	1.3	778,505	750,330	3.8	411,716	416,163	-1.1	52,541,819	52,895,931	-0.7
Walton County, FL	129,146	131,502	-1.8	74,866	73,994	1.2	14,869,990	14,414,318	3.2	374,940	381,780	-1.8	171,065	172,059	-0.6	27,464,143	26,623,329	3.2
St Johns County, FL	214,272	213,249	0.5	158,893	159,679	-0.5	34,049,596	35,267,384	-3.5	618,658	619,110	-0.1	433,514	427,485	1.4	81,893,067	80,927,343	1.2
Sarasota County, FL	228,966	227,478	0.7	188,569	188,187	0.2	59,815,220	57,152,361	4.7	656,775	658,823	-0.3	523,448	513,177	2.0	146,364,820	136,619,477	7.1

A blank row indicates insufficient data.

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Tab 8 - Response Downtown+

Visit Pensacola
For the Month of March 2025

							2023												2024												2025																
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D				
61915	Budget Inn	Pensacola, FL	32501			26																																									
10881	Closed - Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0																																									
46072	Closed - Town & Country Motel	Pensacola, FL	32501	Aug 2010		0																																									
5395	Closed - Travel Inn	Pensacola, FL	32501	Sep 2017	Aug 1952	0																																									
10879	Days Inn by Wyndham Pensacola - Historic Downtown	Pensacola, FL	32501	Jul 1987	Jul 1987	103		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
79891	Lily Hall	Pensacola, FL	32501	Feb 2023	Feb 2023	15																																									
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
77590	Hilton Garden Inn Pensacola Downtown	Pensacola, FL	32502	Aug 2023	Aug 2023	102										•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
65524	Holiday Inn Express Pensacola Downtown	Pensacola, FL	32502	Dec 2017	Dec 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
77362	Hotel Tristan Pensacola, Tapestry Collection by Hilton	Pensacola, FL	32502		U/C	148										•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
43296	New World Inn	Pensacola, FL	32502	May 2020	Jun 1983	16																																									
9748	Pensacola Grand Hotel	Pensacola, FL	32502	Aug 2025	Jun 1984	0																																									
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Nov 2020	Aug 1998	78		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
7304	Sole Inn & Suites	Pensacola, FL	32502	May 2020	Jun 1975	45																																									
			Total Properties:		14	759	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.</div>																																								

A blank row indicates insufficient data.

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Tab 9 - Response Airport+

Visit Pensacola
For the Month of March 2025

							2023												2024												2025																		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D						
76975	Home2 Suites by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	74									•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
60962	Lyon's Motel	Pensacola, FL	32503			20																																											
77213	Tru by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	79									•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
34329	Courtyard Pensacola	Pensacola, FL	32504	Aug 1997	Aug 1997	90		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
35418	Extended Stay America Pensacola - University Mall	Pensacola, FL	32504	Sep 1997	Sep 1997	101		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
24639	Fairfield Inn Pensacola I-10	Pensacola, FL	32504	Jun 1995	Jun 1995	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
34435	Hampton by Hilton Inn Pensacola-Airport Cordova Mall	Pensacola, FL	32504	Jan 1998	Jan 1998	126		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
53663	Hampton Inn & Suites Pensacola I-10 North at University T	Pensacola, FL	32504	Jul 2005	Jul 2005	85		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
60319	Hilton Garden Inn Pensacola Airport Medical Center	Pensacola, FL	32504	Mar 2010	Mar 2010	137		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
62001	Hyatt Place Pensacola Airport	Pensacola, FL	32504	Apr 2013	Apr 2013	127		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
8597	Pensacola Inn	Pensacola, FL	32504	Aug 2015	Sep 1985	58																																											
48787	Pensacola Suites Hotel	Pensacola, FL	32504	Feb 2025	Jan 2003	107		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
7664	Quality Inn & Suites Pensacola Bayview	Pensacola, FL	32504	Dec 2010	Jun 1985	138		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
6641	Red Roof Inn Pensacola - I-10 at Davis Highway	Pensacola, FL	32504	Oct 1982	Oct 1982	107		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
67904	Residence Inn Pensacola Airport/Medical Center	Pensacola, FL	32504	Aug 2019	Aug 2019	86		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
724	Rest and Relax Inn	Pensacola, FL	32504	May 2022	Feb 1981	135																																											
62391	SpringHill Suites Pensacola	Pensacola, FL	32504	Aug 2013	Aug 2013	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
8274	Super 6	Pensacola, FL	32504	Sep 2011	May 1983	80																																											
5275	SureStay Studio by Best Western Pensacola	Pensacola, FL	32504	Dec 2021	Jun 1985	64		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
11005	Sweet Dream Inn - University Park	Pensacola, FL	32504	Jun 2010	May 1985	119		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
57129	TownePlace Suites Pensacola	Pensacola, FL	32504	Feb 2008	Feb 2008	97		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
80643	Tru by Hilton Pensacola I-10 North Davis Highway	Pensacola, FL	32504		U/C	98																																											

A blank row indicates insufficient data.

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Tab 10 - Response Pine Forest+

Visit Pensacola
For the Month of March 2025

							2023												2024												2025																		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D						
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104																																											
725	Closed - Days Inn Pensacola	Pensacola, FL	32505	Apr 2013	Apr 1960	0																																											
54628	Closed - Econo Lodge Pensacola	Pensacola, FL	32505	Jan 2010	May 2006	0																																											
24030	Closed - Landmark Inn	Pensacola, FL	32505	Sep 2004	Jun 1970	0																																											
46989	Closed - Pensacola Motor Lodge	Pensacola, FL	32505	Mar 2024	Apr 1932	0	Y																																										
20115	Executive Inn	Pensacola, FL	32505	Nov 1984	Nov 1984	36																																											
36709	Extended Stay Pensacola	Pensacola, FL	32505	Jun 2019	Jun 1998	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
18745	Hotel Del Sol	Pensacola, FL	32505	Jul 2022	Jan 1986	118																																											
52761	Luxury Suites	Pensacola, FL	32505	Jun 2001	Jun 2001	50																																											
6385	Motel 6 Pensacola West	Pensacola, FL	32505	Oct 2005	Jun 1975	115		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
6967	OYO Hotel Pensacola I-10 & Hwy 29	Pensacola, FL	32505	Dec 2019	Jun 1972	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
2987	Pensacola Hotel	Pensacola, FL	32505	May 2025	Jun 1968	0	Y				◦	◦	◦	◦	◦	◦	◦	◦	◦	◦	◦	◦	◦	◦	◦	◦	◦	◦																					
4060	Quality Inn Pensacola	Pensacola, FL	32505	Oct 2022	Nov 1983	108		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
46197	Relax Inn	Pensacola, FL	32505	May 1958	May 1958	21																																											
79861	Sea Barr Of Stars	Pensacola, FL	32505			14																																											
27564	Sweet Dream Inn	Pensacola, FL	32505	Nov 2020	Jun 1988	60																																											
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
70476	Courtyard Pensacola West	Pensacola, FL	32534	Jan 2021	Jan 2021	124		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
57077	Extended Stay America Select Suites Pensacola - Northwe	Pensacola, FL	32534	Sep 2022	Dec 2007	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
10880	Garden Inn & Suites	Pensacola, FL	32534	May 2008	Jun 1973	96																																											
41016	Studio 6 Pensacola, FL - West I-10	Pensacola, FL	32534	Jul 2021	Oct 2000	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
81180	WoodSpring Suites Pensacola West	Pensacola, FL	32534	Nov 2024	Nov 2024	122																																											
			Total Properties:		22	1388	◦ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																										

A blank row indicates insufficient data.

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Tab 11 - Response Westside Perdido+

Visit Pensacola
For the Month of March 2025

							2023												2024												2025																						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D										
78142	Circle Motel	Pensacola, FL	32506			30																																															
30502	Closed - Hospitality Inn	Pensacola, FL	32506	Mar 2017	Jun 1984	0																																															
4853	Closed - Maria Motel	Pensacola, FL	32506	May 2003		0																																															
4061	Closed - Quality Inn NAS Corry	Pensacola, FL	32506	Oct 2020	Sep 1985	0																																															
59693	Holiday Inn Express & Suites Pensacola West Navy Base	Pensacola, FL	32506	Aug 2009	Aug 2009	73		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
39981	Mayfair Motel	Pensacola, FL	32506	Jun 1990	Jun 1990	40																																															
52700	Mona Lisa Motel	Pensacola, FL	32506	Jun 1966	Jun 1966	15																																															
35060	Motel 6 Pensacola, FL - Nas	Pensacola, FL	32506	Sep 2017	Jul 1997	41		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
38211	Red Roof Inn & Suites Pensacola - NAS Corry	Pensacola, FL	32506	Jun 2016	May 2001	70		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
5394	Super 8 Pensacola West	Pensacola, FL	32506	Jun 2019	Jun 1972	50		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
20795	Western Inn	Pensacola, FL	32506	Jun 2005	Jun 1965	67																																															
79701	Anchor Inn	Pensacola, FL	32507			16																																															
39441	Candlewood Suites Pensacola FL	Pensacola, FL	32507	May 2025	Sep 1999	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•																																
25928	Closed - BEST WESTERN Perdido Key Beach	Pensacola, FL	32507	Sep 2004	Jul 1986	0																																															
52072	Comfort Inn Pensacola Near NAS Corry Station	Pensacola, FL	32507	Sep 2022	Nov 2003	127		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
81268	Extended Stay America Premier Suites Pensacola- NAS Corry	Pensacola, FL	32507	Aug 2024	Aug 2024	124																																															
78574	American Inn	Pensacola, FL	32526	Jun 1951	Jun 1951	15																																															
57589	Country Inn & Suites Pensacola West FL	Pensacola, FL	32526	Sep 2008	Sep 2008	63		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
16130	Days Inn by Wyndham Pensacola I-10	Pensacola, FL	32526	May 2013	Oct 1995	88		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
76258	Efficiency Lodge - Mobile Hwy. Pensacola, FL	Pensacola, FL	32526	Jun 1999	Jun 1999	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
68552	Fairfield Inn & Suites Pensacola West I-10	Pensacola, FL	32526	Sep 2019	Sep 2019	87		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
63307	Hampton by Hilton Inn & Suites Pensacola/I-10 Pine Forest Road	Pensacola, FL	32526	Dec 2014	Dec 2014	75		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
53960	Holiday Inn Express & Suites Pensacola W I 10	Pensacola, FL	32526	Jun 2006	Jun 2006	64		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
69107	Home2 Suites by Hilton Pensacola I-10 Pine Forest Road	Pensacola, FL	32526	Feb 2020	Feb 2020	80		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
32611	Red Roof Inn Pensacola Fairgrounds	Pensacola, FL	32526	Mar 2010	Feb 1996	73		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																		

A blank row indicates insufficient data.

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Tab 12 - Response PNS Beach+

Visit Pensacola
For the Month of March 2025

							2023												2024												2025																		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D						
2988	Closed - Beachside Resort & Conf Center	Pensacola Beach, FL	32561	Sep 2004		0																																											
19856	Closed - Best Western Beachside Resort	Gulf Breeze, FL	32561	Oct 2020	Jun 1991	0																																											
29160	Closed - Clarion Suites Resort & Convention Ctr	Pensacola Beach, FL	32561	Sep 2004	Jun 1993	0																																											
40239	Closed - Five Flags Inn	Pensacola, FL	32561	Sep 2004	Jun 1995	0																																											
727	Closed - Holiday Inn Express Pensacola Beach	Pensacola Beach, FL	32561	Oct 2004	Jan 1979	0																																											
40241	Closed - Sandpiper Gulf Aire Inn Motel	Pensacola, FL	32561	Sep 2004	Jun 1997	0																																											
49309	Closed - Tiki House	Pensacola Beach, FL	32561	Sep 2004	Jun 1989	0																																											
78014	Fairfield Inn & Suites Pensacola Beach	Pensacola Beach, FL	32561	Jun 2023	Jun 2023	209								•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
10878	Gulf Coast Inn	Gulf Breeze, FL	32561	Nov 1967	Nov 1967	33																																											
62310	Hampton Inn & Suites Pensacola/Gulf Breeze	Gulf Breeze, FL	32561	May 2013	May 2013	90		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•											
78961	Hampton Inn by Hilton Pensacola Beach	Gulf Breeze, FL	32561		U/C	215																																											
31312	Hampton Inn Pensacola Beach	Pensacola Beach, FL	32561	Apr 2006	Jul 1995	189		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
44600	Hilton Pensacola Beach	Pensacola Beach, FL	32561	Jul 2007	Mar 2003	275		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
74089	Holiday Inn Express & Suites Gulf Breeze - Pensacola Area	Gulf Breeze, FL	32561	Apr 2021	Apr 2021	92		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
31104	Holiday Inn Express Pensacola Beach	Pensacola Beach, FL	32561	Nov 2021	Jun 1989	76		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
60897	Holiday Inn Resort Pensacola Beach Gulf Front	Gulf Breeze, FL	32561	Feb 2011	Feb 2011	206		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
69730	Home2 Suites by Hilton Gulf Breeze Pensacola Area	Gulf Breeze, FL	32561	Feb 2021	Feb 2021	109		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
40240	Paradise Inn Hotel	Gulf Breeze, FL	32561	May 2005	Jun 1997	35																																											
59437	Portofino Island Resort & Spa	Gulf Breeze, FL	32561	Jun 2003	Jun 2003	300																																											
726	Quality Inn & Suites Gulf Breeze Bayside near Pensacola	Gulf Breeze, FL	32561	Aug 2011	Jun 1967	116		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
44457	SpringHill Suites Pensacola Beach	Gulf Breeze, FL	32561	Nov 2021	Jul 2002	117		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
31548	Surf & Sand Hotel	Gulf Breeze, FL	32561	May 2018	May 1995	100		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
59695	The Pensacola Beach Resort	Pensacola Beach, FL	32561	Jun 2023	Jun 2010	161	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		23	2323		○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																									

A blank row indicates insufficient data.

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Tab 13 - Response UWF+

Visit Pensacola
For the Month of March 2025

							2023												2024												2025																			
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D							
49496	Budget Inn	Pensacola, FL	32514	Jun 1969	Jun 1969	38																																												
65398	Candlewood Suites Pensacola - University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
48494	Civic Inn North	Pensacola, FL	32514	Jun 1985	Jun 1985	29																																												
10219	Closed - Days Inn Pensacola North	Pensacola, FL	32514	Aug 2017	Apr 1985	0																																												
22465	Closed - The Pensacola Lodge	Pensacola, FL	32514	Sep 2007	Apr 1985	0																																												
29832	Comfort Inn Pensacola University Area	Pensacola, FL	32514	Nov 2003	Mar 1994	115		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
38034	Efficiency Lodge - Davis Hwy. Pensacola, FL	Pensacola, FL	32514	Mar 1999	Mar 1999	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
55734	Extended Stay America Select Suites - Pensacola - North	Pensacola, FL	32514	Sep 2022	Mar 2006	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
80785	Holiday Inn Express & Suites Pensacola Airport North - I-10	Pensacola, FL	32514	May 2024	May 2024	114																		○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
56920	Holiday Inn Pensacola University Area	Pensacola, FL	32514	Mar 2008	Mar 2008	114		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
65902	Home2 Suites by Hilton Pensacola I -10 At North Davis Highway	Pensacola, FL	32514	Sep 2017	Sep 2017	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
5114	La Quinta Inn by Wyndham Pensacola	Pensacola, FL	32514	Feb 1985	Feb 1985	130		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
3842	Queen Mary Inn	Pensacola, FL	32514	Jul 2011	Jun 1985	143																																												
81476	stayAPT Suites Pensacola-UWF/West Florida Hospital Area	Pensacola, FL	32514	Jun 2024	Jun 2024	87																				●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Total Properties:							14	1211	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																									

A blank row indicates insufficient data.

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How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/data-insights/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit <http://www.str.com/data-insights/resources/FAQ>

For additional support, please contact your regional office.

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.

VISIT PENSACOLA BOARD MEETING
April 23, 2025

**Marketing &
Communications**



OUTREACH



SOCIAL MEDIA

5,305 total users visited the website from social media
12,130 page views on VisitPensacola.com from social media users
2,176 conversions from social meaning they completed a website KPI



E-MARKETING CONSUMER eNEWS

670 new sign-ups
36% open rate
69% engagement rate
3.2% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola coming to the UK – Trade Release
- Visit Pensacola Celebrates Florida Tourism Day with Record-Breaking 2024 Metrics: \$2.01 Billion in Economic Impact and 18,700 Local Jobs Supported

MEDIA ASSISTS

- Southern Living – 18 Best Bars in the South
- USA Today 10 Best – Michele Herman – Traditional Easter Dishes and Desserts – Deviled eggs – Jacksons'
- WEAR3
- The Sunday (UK)
- Visit USA webinar and presentation (UK trade)
- 20 Agent trainings have been planned for FY25
- IPW Media Appointment requests
- IPW Trade Appointment requests
- Broadcast planning:
 - Nashville Today
 - Houston
 - Dallas
- Sun Belt Basketball coverage

MEDIA ASSISTS, cont.

- Perdido Key Chamber Women in Leadership Luncheon
- Denver Travel & Adventure Show
- Life on the Water production
- New Orleans Broadcast
- Cat Country 98.7
- NewsRadio
- Dallas Travel & Adventure Show
- Florida Tourism Day
- NWFL Beaches Activation at Florida Tourism Day
- Visit Pensacola UK & Ireland Media/Trade Mission planning
- HERicane Escambia County assist
- ESPN
- Today Show Spring Break
- UWF Capstone
- Visit Florida News to Use
- Destinations Florida Quicktrip
- D Magazine
- WUWF Interview
- Pensacola News Journal
- 55+ Living
- InWeekly – Rick's Blog
- Island Times
- Lisa Mowry – Cobb Life Magazine

MEDIA ASSISTS, cont.

- Elisabeth Abrahamson – AAA Westways
- Southern Living – 50 Best Beach Towns in the South 2025
- Travepulse.com – top April events in every state – Scott Harbeck
- Southern Living – Kelsey Glennon - The 10 Best Camping Destinations in Florida
- Terri Guthrie – Freelance
- Coordinating the following press trips:
 - Michele Herrmann
 - Sarah Bisacca
 - Kara Kimbrough
 - Johnae De Felicis
- Scuba – What it's like to dive the USS Oriskany
- 70s Glass – Wine Enthusiast
- Visit Florida
- History Lover's Guide to Exploring Americas First
- Pensacola for Bird Watchers
- Soaring High with the Blue Angels
- The New York Times
- Planning and pitching National Beach Day
- Carrie Honaker – Travel & Leisure
- Carrie Honaker – Food & Wine
- Travel Gossip (UK)

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- This Iconic Drink is Celebrating 50 Years as a Gulf Coast Staple



210 Stories

Highlights:

- Southern Living Ranks 5 Local Hot Spots Among The Best Southern Beach Towns
- The South's Best Beach Bars 2025



12 Accolades

Highlights:

- These Are The Best Beaches In The U.S. For Spring Break 2025
- 26 Coastal Towns That Are Becoming Retirement Hot Spots



VISITPENSACOLA.COM

March 2025

258,873
FY 1,475,535
USERS

736,270
FY 3,844,750
PAGE VIEWS

\$971,407
FY \$4.5
TOTAL
REVENUE*

2.4
FY 2.9
AVG. LENGTH
OF STAY*

\$206
FY \$177
AVG. DAILY
RATE*

AUDIENCE

City	Users
Pensacola	23,109
New Orleans	11,487
Chicago	7,996
Mobile	7,613
Atlanta	7,565
Dallas	6,110
New York	5,393
Houston	3,336
Ashburn	2,926
Jacksonville	2,527

TOP PAGES

Page	Users	Engagement
Events	34,870	87%
Home	21,760	56%
Things To Do	20,632	87%
Webcams	11,128	87%
Family Fun	8,004	75%
Amusement Parks	5,016	91%
Sunbelt	8,137	38%
Things To Do Outdoors	9,066	32%
Pensacola Beach	6,749	80%
Places To Stay	6,437	99%
Blue Angels Practice	7,167	74%
Live Music	3,626	88%
Food & Drink	4,328	88%

PARTNER ENGAGEMENT

Listing Views	344,957
Visit Partner Website	13,804
Event Views	176,978
Coupons	2,715
Referrals (Listings/Events)	24,213

CHANNEL (How people find us)

Channel	Users	Engagement
Organic Search	99,773	120%
Paid Social	76,973	24%
Display	20,900	27%
Direct	22,009	90%
Paid Search	20,615	103%
Referral	6,686	58%
Organic Social	5,051	83%
Organic Video	1,341	16%
Email	1,215	69%

WEBSITE SIGNUPS

New Email Subscribers	670
Insider Guide Requests	3,803
Insider Guide (Online version)	830

FY = Visit Pensacola's Fiscal Year Oct. 2024– Sep. 2025 / CLP = Visits to a specific landing page from paid advertising

*Total Revenue, Avg. Length of Stay and Avg. Daily Rate from Adara. Reflects visitors who came to our site generated the reported economic impact. Tracking an estimated 43.1% of website traffic.



EVERGREEN SOCIAL MEDIA

Facebook and Instagram advertising covers every stage of the marketing funnel.

► FY25 Results (All advertising from Oct - March*)

Total Reach.....	5,654,458
Site Visits / Sign Ups	371,824 / 2,231
Post Engagements.....	2,710,227



Way to Beach (AWARENESS)

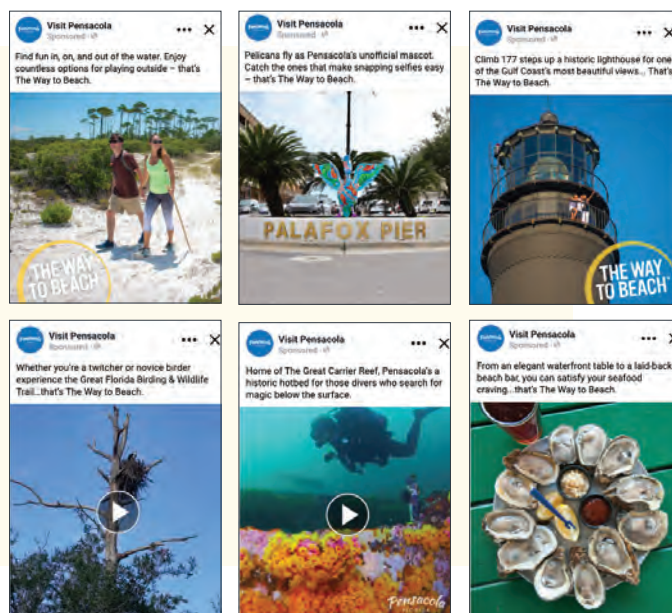
Highlights the beach experience with our always-on prospecting message that uses multiple :15 videos.

Experiences (AWARENESS/CONSIDERATION)

Expands our story by re-targeting website visitors with “beyond the beach” options like History, Dining, Outdoors, Local Charms, and Family Fun. Vacation Artfully runs seasonally.

Interests (AWARENESS/CONSIDERATION)

Shows off the area’s unique offerings to history enthusiasts, foodies, craft beer lovers, divers, birders, and fishing fiends and makes a “you can do what you love here” connection. This helps create affinity for Pensacola and differentiates us from our neighbors.



Events (CONSIDERATION)

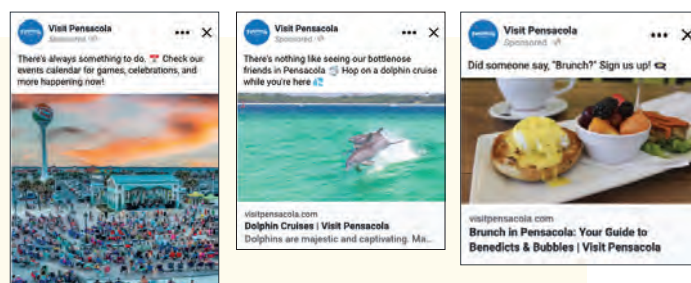
Showcases our community’s richness by promoting 5-7 events each month. A carousel ad format lets viewers click through to the specific event listing on visitpensacola.com.

eNewsletter Sign Up/Insider Guide (CONSIDERATION)

Grows the Visit Pensacola database by allowing newsletter sign ups directly in Facebook, simplifying the process for users. Promotes the Insider Guide by sending audiences to the order page on visitpensacola.com.

Partner Bonus (AFFINITY)

Promotes Visit Pensacola partner activities and county events to locals and in-market visitors. The effort boosts Organic Posts that lead viewers to pages containing partner listings and uses event-focused ads that drive to the “This Week’s Events” landing page.





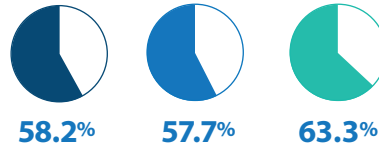
COMMUNITY IMPACT : FEBRUARY

2025 2024 2023

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

Hotel Occupancy 58.2

FEBRUARY YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



Average Daily Rate \$110.34

FEBRUARY YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



TRACKABLE RESULTS : FEBRUARY

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 during February. This does not represent all flights, or room nights. All data from vendor reports.

FEBRUARY YEAR-OVER-YEAR



WEBSITE IMPACT : FEBRUARY

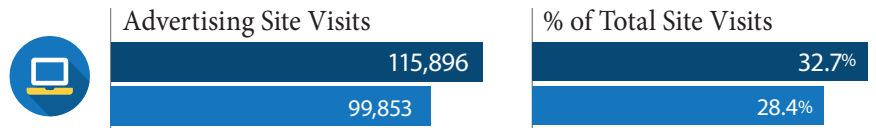
VisitPensacola.com visits generated by all digital/clickable advertising tactics, reported by Google Analytics.

ALL CLICKABLE EFFORTS:

Advertising Site Visits 115,896

% of Total Site Visits 32.7%

FEBRUARY YEAR-OVER-YEAR



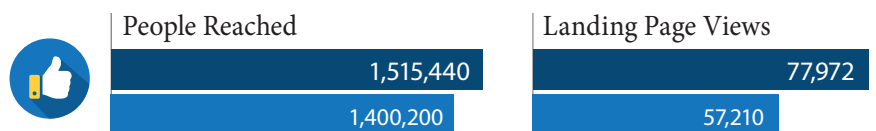
Social media advertising results reported by Facebook. Landing page views are visits to specific website pages.

SOCIAL MEDIA ONLY:

People Reached 1,515,440

Landing Page Views 77,972

FEBRUARY YEAR-OVER-YEAR





Social Media Board Report

March 2025 vs. March 2024

sproutsocial

Social Media Board Report

Facebook Performance Summary

View your key profile performance metrics accrued during the selected time period.

- Profile
- Reporting Period
- All Facebook Pages

Impressions 4,105,728 ↗23.1%	Engagements 143,728 ↗7%	Post Link Clicks 83,100 ↗50.3%
---	-----------------------------------	--

Facebook Audience Growth

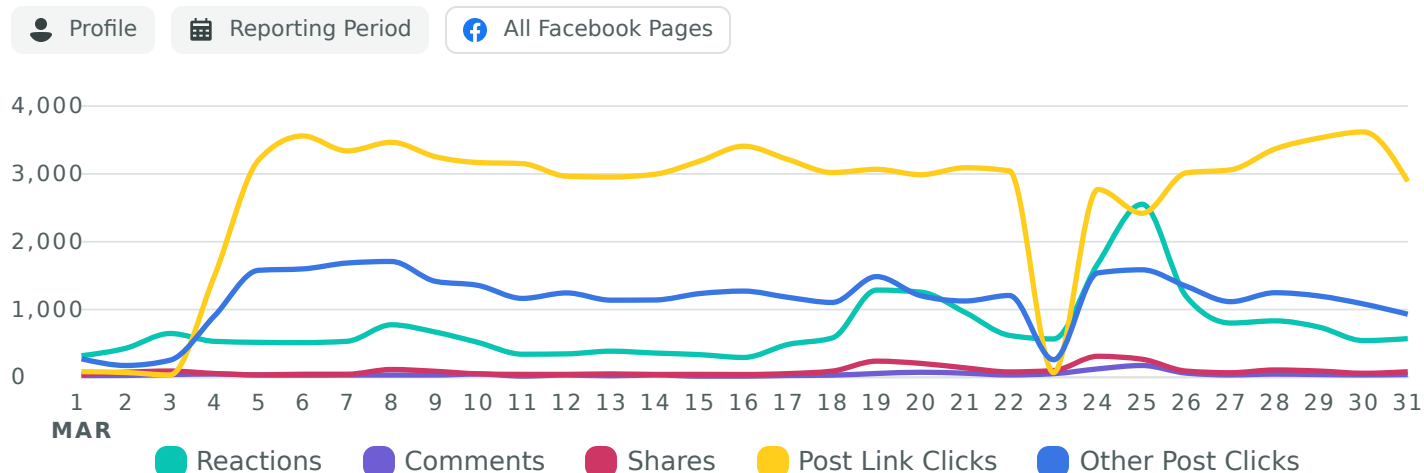
See how your audience grew during the selected time period.

- Profile
- Reporting Period
- All Facebook Pages

Audience Metrics	Totals	% Change
Net Follower Growth	1,478	↗39.6%
Net Follower Growth	1,478	↗39.6%

Facebook Engagements

See how people are engaging with your posts during the selected time period.



Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	26,155 ↘46.6%	117,573 ↗37.8%	143,728	↗7%
Reactions	15,539 ↘25%	6,220 ↗29.8%	21,759	↘14.7%
Comments	854 ↘49.7%	147 ↘41.7%	1,001	↘48.6%
Shares	2,211 ↘15%	305 ↘27.7%	2,516	↘16.8%
Post Link Clicks	1,123 ↘5.2%	81,977 ↗51.5%	83,100	↗50.3%
Other Post Clicks	6,428 ↘71.8%	28,924 ↗12.3%	35,352	↘27.2%

Facebook Post Performance

Review how your audience interacted with your posts.


Post Lifetime Descending by Engagements All Facebook Pages All Post Types All Content Types All Tags All Published Statuses All Authors


**Visit Pensacola**
Thu 3/6/2025 4:06 pm...


Swipe left! Festive food, mullet tossin', and dancing to live music in the sand -...

Visit Pensacola


Total Engagements	6,385
Reactions	77
Comments	1
Shares	6
Post Link Clicks	5,597
Other Post Clicks	704


**Visit Pensacola**
Tue 3/4/2025 8:02 am...

 For all things beach safety, tap here:
<https://bit.ly/47MAuFs> We...




Total Engagements	6,212
Reactions	1,547
Comments	40
Shares	93
Post Link Clicks	60
Other Post Clicks	4,472

Boosted

**Visit Pensacola**
Mon 3/24/2025 3:40 p...

Even when there's rain, our Blues know how to make our day bright! 🌈☀️Welcome...



Total Engagements	5,575
Reactions	3,844
Comments	257
Shares	497
Post Link Clicks	—
Other Post Clicks	977

Instagram Performance Summary

View your key profile performance metrics accrued during the selected time period.

- Profile
- Reporting Period
- All Instagram Profiles

Impressions	Engagements
768,152 ↘30.7%	52,519 ↗16%

Instagram Engagements

See how people are engaging with your posts, stories, and reels during the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Engagement Metrics	Totals	% Change
Organic Engagements	45,464	↗17.3%
Organic Likes	42,949	↗18.6%
Organic Comments	539	↗14.2%
Organic Saves	1,935	↘3.6%
Story Replies	41	↘42.3%

Instagram Audience Growth

See how your audience grew during the selected time period.

- Profile
- Reporting Period
- All Instagram Profiles

Audience Metrics	Totals	% Change
Net Follower Growth	973	↘64.3%
Followers Gained	2,020	↘40.8%
Followers Lost	1,047	↗52.8%

Instagram Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements

All Instagram Profiles

All Post Types

All Content Types

All Tags

All Authors

 visitpensacola Wed 3/26/2025 1:13 p...	 visitpensacola Mon 3/24/2025 3:38 p...	 visitpensacola Tue 3/18/2025 11:06 a...
That water. That sand. That sky. P a r a d i s e ❤️ #TheWayToBeach...	Even when there's rain, our Blues sure know how to make our day bright! 🌞☀️...	We can smell the sunscreen and salt air already 🧴☀️ We're ready to dive into all...
Total Engagements 3,623	Total Engagements 3,452	Total Engagements 3,245
Likes 3,329	Likes 2,920	Likes 2,588
Comments 18	Comments 22	Comments 20
Saves 93	Shares 425	Shares 560
	Saves 85	Saves 77

Instagram Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

Post

Lifetime

All Instagram Profiles

Story Metrics	Totals	% Change
Published Stories	109	↘ 42.9%

Instagram Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

 Post Lifetime All Instagram Profiles

Story Metrics	Totals	% Change
Story Taps Back	3,874	↘ 46.8%
Story Taps Forward	96,988	↘ 42.3%
Story Exits	10,981	↘ 30.7%
Story Impressions	117,982	↘ 40.5%

X Performance Summary

View your key profile performance metrics accrued during the selected time period.

 Profile Reporting Period All X Profiles All X Post Types

Impressions 40,063 ↘ 20%	Engagements 2,222 ↗ 13.4%	Post Link Clicks 195 ↘ 10.1%
------------------------------------	-------------------------------------	--

X Audience Growth

See how your audience grew during the selected time period.

 Profile Reporting Period All X Profiles

Audience Metrics	Totals	% Change
Net Follower Growth	283	↘ 17.7%

X Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements

All X Profiles

All Post Types

All Content Types

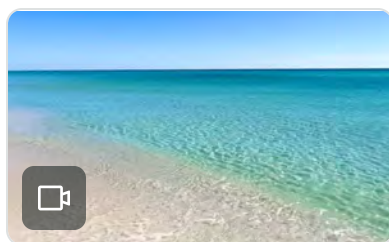
All Tags

All Authors

**X @VisitPensac...**

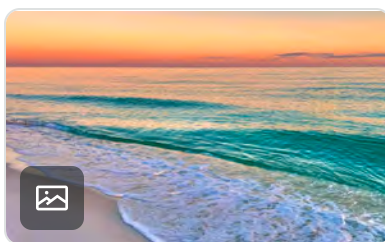
Thu 3/20/2025 1:10 p...

Salt air and not a single care
🌊 Happy first day of spring,
Pensacola!...

**Total Engagements 374**Likes **251**@Replies **5**Reposts **45**Post Link Clicks **1**Other Post Clicks **68**Other Engagements **4****X @VisitPensac...**

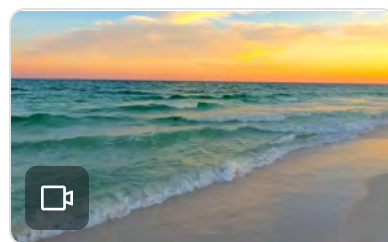
Sun 3/2/2025 5:52 pm...

Went to the doctor, and they
recommended a hefty dose
of salt air and sunsets. 🌊❤️...

**Total Engagements 335**Likes **241**@Replies **5**Reposts **37**Post Link Clicks **1**Other Post Clicks **48**Other Engagements **3****X @VisitPensac...**

Thu 3/27/2025 6:26 p...

Nothing like a Pensacola
sunset 🌅🌊 Where's your
favorite place to watch?...

**Total Engagements 244**Likes **167**@Replies **2**Reposts **27**Post Link Clicks **1**Other Post Clicks **45**Other Engagements **2**

X Engagements

See how people are engaging with your posts during the selected time period.

Profile

Reporting Period

All X Profiles

All X Post Types

Engagement Metrics	Totals	% Change
Engagements	2,222	↗13.4%
Likes	1,415	↗47.9%
@Replies	23	↘62.9%
Reposts	227	↘1.3%
Post Link Clicks	195	↘10.1%
Other Post Clicks	351	↘28.4%
Other Engagements	11	↗266.7%

TikTok Performance Summary

View your key profile performance metrics accrued during the selected time period.

Profile

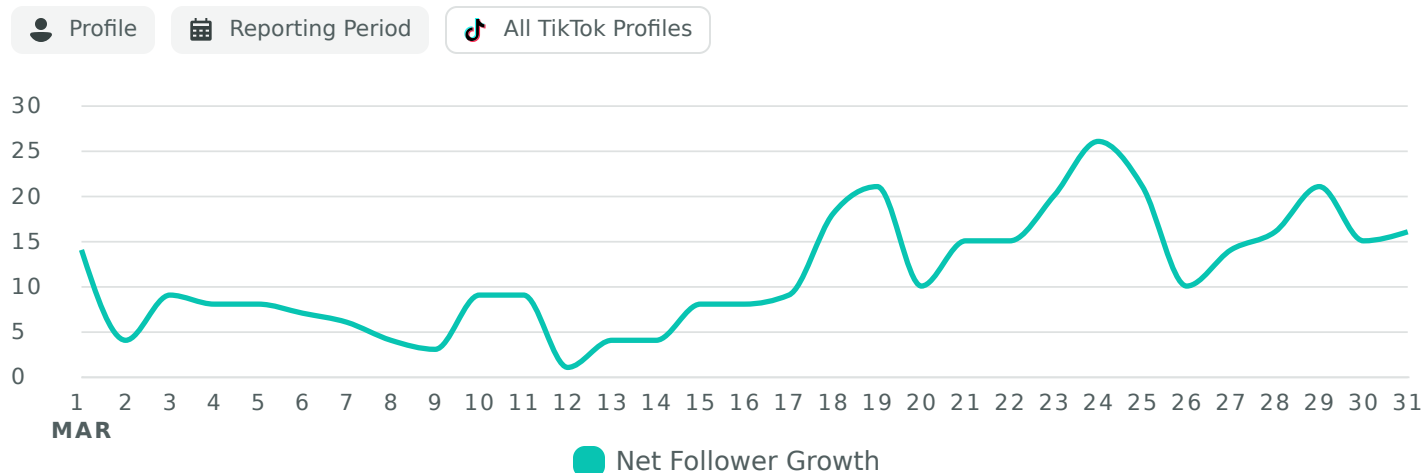
Reporting Period

All TikTok Profiles

Published Posts 12 ↘33.3%	Video Views 134,940 ↗63%	Engagements 4,939 ↗45.7%
------------------------------	-----------------------------	-----------------------------

TikTok Audience Growth

See how your audience grew during the selected time period.



Audience Metrics

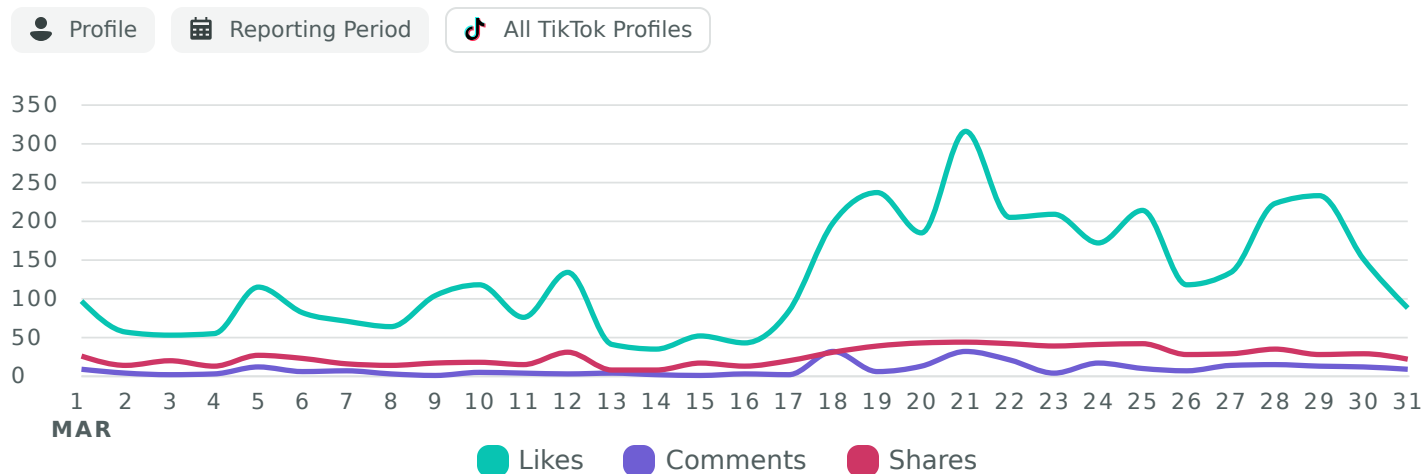
Totals

% Change

Net Follower Growth**353** ↗ **173.1%**

TikTok Engagements

See how people are engaging with your posts during the selected time period.



Engagement Metrics

Totals

% Change

Engagements**4,939** ↗ **45.7%**

Likes

3,933

↗ 42.2%

TikTok Engagements

See how people are engaging with your posts during the selected time period.

- Profile
- Reporting Period
- All TikTok Profiles

Engagement Metrics	Totals	% Change
Comments	245	↗50.3%
Shares	761	↗64.4%

TikTok Post Performance

Review how your audience interacted with your posts.

- Post
- Lifetime
- Descending by Engagements
- All TikTok Profiles
- All Tags
- All Authors

<div><div>V</div><div><div>visitpensacola</div><div>Thu 3/20/2025 6:47 p...</div></div></div> <div><p>Salt air and not a single care 🌊 #TheWayToBeach #ExperiencePcola #LoveFl</p><div></div></div> <div><div>Total Engagements548</div><div>Likes451</div><div>Comments8</div><div>Shares89</div></div>	<div><div>V</div><div><div>visitpensacola</div><div>Mon 3/17/2025 3:49 p...</div></div></div> <div><p>Our favorite place 💙🌟 #florida #pensacola #pensacolabeach...</p><div></div></div> <div><div>Total Engagements548</div><div>Likes428</div><div>Comments6</div><div>Shares114</div></div>	<div><div>V</div><div><div>visitpensacola</div><div>Thu 3/27/2025 6:50 p...</div></div></div> <div><p>Nothing like a Pensacola sunset 🌅🌊 Where's your favorite place to watch?...</p><div></div></div> <div><div>Total Engagements332</div><div>Likes289</div><div>Comments2</div><div>Shares41</div></div>
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Pinterest Activity Summary

View your key profile performance metrics accrued during the selected time period.

- Profile
- Reporting Period
- All Pinterest Profiles

<div>Audience</div> <div>3,534 ↗4.6%</div>	<div>Net Audience Growth</div> <div>0 ↘100%</div>	<div>Published Posts</div> <div>26 ↗160%</div>
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March UK & Ireland Coverage Report

Key Achievements



2

Total pieces of coverage



1

Pieces of Print Coverage



\$15,642

AVE



278.4k

Total Print Coverage Circulation



1

Pieces of Online Coverage



76.1k

Total Monthly Website Visits

Key Achievements



39.2k

Total Monthly Unique Website Visitors



17.1k

Total Online Coverage Views

Coverage Highlights

 Travel Gossip 



Visit Pensacola announces UK trade mission

<https://www.travelgossip.co.uk/latestnews/visit-pensacola-announces-uk-trade-mission>

 WEBSITE
VISITS

76.1k

 COVERAGE
VIEWS

17.1k

Scottish Sun

the Sunday

Food • Money • Pets • Motors
Health • Puzzles • Deidre • Travel

2 MORE PAGES

THE gorgeous island of Grenada has been crowned the number one Caribbean destination for 2025 by consumer organisation VisitU.K.

Known as the 'Spice Isle' for its abundance of nutmeg, clove, cinnamon, and ginger, it has a lively culinary scene and was also voted the best for families in the region by the popular magazine.

Petra Beach, CEO of Grenada Tourism Authority, says: "Being recognised as the Caribbean's number one destination for 2025 is a tremendous honour that celebrates the extraordinary diversity of our beautiful island."

From the powdery expanses of Grand Anse Beach to the emerald depths of our lush rainforests, Grenada offers a landscape that is breathtaking and intimately compelling.

"This accolade reflects not only our remarkable natural beauty but also plays tribute to the warmth and dedication of our people in providing visitors with an authentic, unforgettable experience."

A week B&B at the 5★ Silversands Grand Anse, arriving June 3 is from £2,270pp B&B. See bestattravel.co.uk.

For more about Grenada, visit puregrenada.com.

hot spot

TENERIFE is 23C – seven nights self-catering at Villa Lory in Caliao Salvaje, is from £199pp leaving Edinburgh on April 22. The price is based on six sharing and includes car hire. See jet2holidays.com or call 0800 608 5564.

hot spot

IT'S 34C in The Maldives – six nights all-inclusive at the 5★ COBU SELECT Sangeli is from £2,379pp based on two sharing a beach villa, leaving Glasgow on September 18. See tropicalsky.co.uk.

Edited by **HEATHER LOWRIE**

TRAVEL

ENJOY A SLICE OF THE GOOD LIFE IN NAPLES, HOME OF PIZZA

It's margherita time...

city stay Q&A

WHY SHOULD I GO? Naples, capital of the Campania region, is considered the birthplace of pizza – and you will be spoilt for choice, with award-winning margheritas served up for just £1 at the many trattorias on its bustling streets.

It is also a city that's got everything a family with varied interests might need – from the history of Mount Vesuvius and Pompeii on its doorstep, to the beaches of famous islands such as Procida, Capri and Ischia, a short boat ride away.

STREETS MADE FOR WALKING? One of the city's main selling points is that it's very walkable, with the main attractions easily accessible. Its compact nature does mean it can be extremely chaotic, though.

There is a smooth-running metro system should you need it – including Toledo, one of the most beautiful metro stops in Europe.

For a bird's eye view of the city, ride the Funicolare di Montestabile tickets (£3.90 up to the impressive

GO: NAPLES

GETTING THERE: Ryanair flies from Stansted to Naples from £45pp return, see ryanair.com.

STAYING THERE: Hotel NH Napoli Panorama is from £64 per night based on two people sharing, see nh-hotels.com.

MORE INFO: See italy.it.

Castel Sant'Elmo (entry £4.20) and admire the islands in the distance.

ANYTHING FOR THE BUCKET LIST? From the city's waterfront you can get a good look at the still active Mount Vesuvius, which destroyed ancient Pompeii and Herculaneum with its 79CE eruption.

Also on the bucket list is the impressive Castel dell'Oro – or Egg Castle. Why the name? Medieval legend had it that Roman poet Virgil placed his magical steed's egg within the castle's foundations to protect it – and Naples – from misfortune.

Another must-do is Napoli Sotterranea (entry £11.00), where you can explore a labyrinth of tunnels revealing 2,000 years of history, from Greek aqueducts to Second World War bomb shelters.

Burgain buyers may want to achieve the A-list favourite island of Capri for the neighbouring, more affordable tiny island of Procida.

After a 10-minute boat ride from Naples (advance tickets from £2.85), you'll be enjoying its beautiful port, pastel-hued homes and black volcanic sand beaches.

WHERE SHOULD I EAT? For pizza, head to Sorbillo – it has won a ton of awards and been featured in the Michelin guide, yet serves margherita for just £3.60.

The city is also known for its pizza fritta (or fried pizza), which you can indulge in for just a few euros at the home-and-ice-cream-a-day pizzeria Di Matteo, where Bill Clinton enjoyed a few slices during a presidential visit.

The waters at Trinità di San'Antonio, in the Chiaia district, are perfect for a swim. The sound-

track of Italian pop music is as cheesy as the lacy dresses placed on the spaghetti-dressed tables. Two courses and sides will set you back just £25.00.

For pasta, head to Signora Betella (try the ravioli agnoli) – and for fresh seafood, stop by I Sapori della Pasticceria Azzurra, which doubles up as a fish market.

For a delicious sweet treat, try zuppa – a long, sausage-shaped doughnut, which can be picked up from Chiodo Ciro.

FANCY A DRINK? Sip on what is considered by many to be one of Naples' best negronis at neighbourhood cocktail bar Archiboot.

There's also Riserva Roadmap on the Posillipo Hill, which allows you to sip on a glass of chilled wine from the terrace while sipping as far as Capri.

WHERE SHOULD I STAY? The 38-foot 4★ Hotel NH Napoli Panorama is the tallest in town, with sweeping views of the Bay of Naples. It's near the harbour, and the compact rooms are modern and comfy.

TOP OF THE WORLD... sunset over Procida

ARCHITECTURE in the shadows

LAVA FLOW in the mountains

SWEET TREAT Gelato from Chiodo Ciro



CIRCULATION

278,419



Visit Pensacola
Monthly PR Activity & Status Report
March 2025

Media Coverage

- **Southern Living (UVM: 11,524,250 | Ad Value: \$230,485)**
 - [The 50 Best Beach Towns in The South 2025](#)
 - [The 18 Best Beach Bars In The South](#)
- **TravelPulse (UVM: 152,627 | Ad Value: \$3,053):** [Every State's Best April 2025 Events](#)
- **WEAR-TV (Viewership: 14,300 | Ad Value: \$2,251):** [3 in the Morning at 6:00AM](#)
- **Rick's Blog (UVM: 10,771 | Ad Value: \$215)**
 - [Visit Pensacola: Recognizing Local Tourism Champions](#)
 - [Pensacola Tourism reaches unprecedented levels in FY2024](#)
- **Island Times (UVM: 1,066 | Ad Value: \$21):** [Visit Pensacola Celebrates Florida Tourism Day with Record-Breaking 2024 Metrics](#)

Previously Unreported Coverage

- **Scuba Diving Magazine (UVM: 83,912 | Ad Value: \$1,678):** [What It's Like to Dive the USS Oriskany](#)

Media Hosting

Press Trip Outreach

- **Lisa Mowry, Freelance (Cobb Life Magazine, Atlanta Magazine) – March 6 - 9**
 - Shared image assets as part of post-trip follow up for upcoming travel story.
- **Elisabeth Abrahamson, AAA Westways – March 31 - April 3**
 - Visit Pensacola finalized itinerary and shared with journalist ahead of her trip.
- **Terri Guthrie, Freelance – April 8 - 11**
 - Visit Pensacola booked flights and held call with journalist to discuss lodging and itinerary preferences.
- **Michele Herrmann, Freelance (Forbes, TimeOut) – May 5 - 8, 2025**
 - Visit Pensacola booked flights after confirming alternative May dates for individual press trip. Conducted outreach to journalist to gauge availability for a virtual meeting to discuss lodging and itinerary preferences.
- **Johnaé De Felicis, Freelance (Fodor's Travel, U.S. News & World Report) – May 12 - 15**
 - Reached out to journalist to gauge availability for virtual meeting to discuss lodging and itinerary preferences.
- **Kara Kimbrough, Mississippi Press Association – May 19 - 21**
 - Reached out to Kara to gauge availability for virtual meeting to discuss lodging and itinerary preferences.

- **Sarah Bisacca, Freelance (Eater, Tasting Table) – May 22 - 25**
 - Visit Pensacola secured lodging for May press trip.
- **Fall Media Hosting**
 - Began developing media lists for individual and group press trip opportunities.

Media Relations

Media Events

- **Simpleview Summit San Francisco (April 6 - 9)**
 - Began conducting outreach for media desksides while Visit Pensacola's Nicole Stacey is in San Francisco.

Proactive Outreach

- **History Lover's Guide to Exploring America's First Settlement:** Distributed individual pitches highlighting historical attractions in Pensacola.
- **Pensacola for Bird Watchers:** Developed and distributed introductory birdwatchers guide to Pensacola.
- **Soaring High with the Blue Angels:** Drafted family-friendly Blue Angels-themed guide to Pensacola for early April distribution.
- **The New York Times:** Engaged in conversations with Sid Williams and Visit Pensacola to determine timely destination angles to curate 36 Hours in Pensacola pitch for The New York Times.
- **National Beach Day (Aug. 30):** Held internal agency brainstorm to develop public relations plan for editorial opportunities related to National Beach Day.

Reactive Outreach

- **Taryn Shorr, Freelance (Saveur, Lonely Planet):** Provided suggestions for upcoming Lonely Planet stories on the best Gulf Coast beaches and the best Florida beach towns.
- **Kelly Hires, Travel + Leisure:** Pitched Pensacola for spring break travel segment on the TODAY Show.
- **Mark Ellwood, Freelance (AFAR):** Pitched Pensacola and Blue Angels Air Show for "Where to Go in July 2025" article.
- **Scott Hartbeck, Freelance (Travel Pulse):** Visit Pensacola pitched Flora-Bama Interstate Mullet Toss and Pensacola Crawfish Festival for story on best April events in every state.
- **Terry Ward, Freelance (AFAR, Travel + Leisure, CNT):** Visit Pensacola pitched Pensacola for story on adult spring break travel destinations .
- **Carrie Honaker, Travel + Leisure:** Visit Pensacola provided information on budget-friendly offerings in the destination for story on affordable beach vacations.

Additional Activity

- Shared latest issue of MMGY's media and travel industry trends newsletter "The News Beat."
- Conducted PR status calls on March 18 and 31; drafted and shared agendas and recaps.
- Monitored for earned media placements.

Press snapshot: March 2025



Secured Coverage:

2

Combined Print, Online,
Broadcast and Social
Features

\$15,642

Estimated Total Media
Value

295,519

Estimated Total Media
Impressions

1 piece of print coverage
& 1 piece of online
coverage

76.1 k

Total Monthly Website
Visits

39.2 k

Total Monthly Unique
Website Visitors



Southern Living®

The 18 Best Beach Bars In The South

By [Tara Massouleh McCay](#) Updated on March 13, 2024

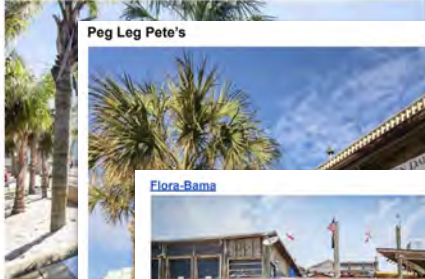


PHOTO: GULF S

Beach bars are a sun-weathered girls' trip all a PBR, and the With beaches Carolina's At pickings of pla a cold drink in Margaritaville everything you

Peg Leg Pete's



Flora-Bama



MATTHEW COUGHLIN
Perdido Key, Florida

There's something truly special about this Gulf Coast beach bar that sits on the state line of Alabama and Florida. For 60 years, this *legendary* *aboardside shack* has been known for slingin' excellent bushwackers, bookin' great live music, and welcoming everyone in. The fact that the dive bar's ceiling is adorned with women's bras, but you can still attend church there on Sundays tells you everything you need to know about this one-of-a-kind spot.

[florabama.com](#): 17401 Perdido Key Dr., Perdido Key, FL 32507; 251-980-5118

Southern Living

UVM: 11,524,250

Southern Living®

The 50 Best Beach Towns In The South 2025

Discover our readers' favorite beach towns, from peaceful islands to fun-filled vacation spots.

By [Lisa Cerioke](#), [Tara Massouleh McCay](#), and [Symiah Dorsey](#) Published on March 11, 2025

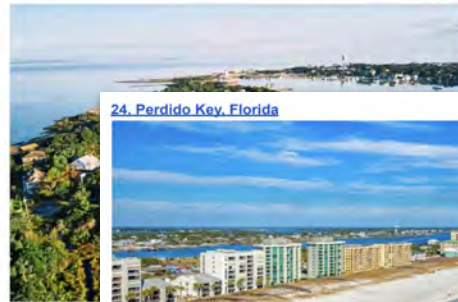


Photo: Peter Frank

Sun, surf, and s
our region is ho
communities in
boardwalks alo

24. Perdido Key, Florida



Art Wager / Getty Images

Perdido means "lost" in Spanish, and parts of this Gulf Coast barrier island do feel wild and untamed. Johnson Beach, part of Gulf Islands National Seashore, is a major refuge for wildlife. Snorkelers can admire underwater wonders in the clear ocean waters. At the other end of the island, Perdido Key

Southern Living

UVM: 11,524,250



Every State's Best April 2025 Events

by Scott Hartbeck

Last updated: 7:00 AM ET, Mon March 31, 2025



Florida

10/51

Start your month by getting in on the fun of the Women's Final Four in Tampa Bay (April 4-6) or by heading to the lakeside city of Sebring and its annual Sebring Soda Festival (April 5-6), a bubbly event that spotlights America's thriving craft soda scene. Get ready to groove oceanside in Jacksonville at Springing the Blues (April 4-6), back for its 33rd year and once again set against the beautiful backdrop of Jacksonville Beach. Then, head up to Pensacola and the world-famous Flora-Bama bar to experience the ultimate coastal beach bash at the Interstate Mullet Toss & Gulf Coast's Greatest Beach Party (April 25-27), where thrill seekers from all over will come together to vie for bragging rights by hurling a mullet fish across the Florida-Alabama state line. Also taking place on the Panhandle that weekend, the Pensacola Crawfish Festival (April 25-17) will celebrate the flavor of everybody's favorite succulent crustacean.

<< Prev Slide

Next Slide >>

TravelPulse

UVM: 152,627



What It's Like to Dive the USS Oriskany

The world's largest artificial reef awaits exploration near Pensacola, Florida

By Alexandra Dillema | Published On February 24, 2025



The USS Oriskany, located off Pensacola, Florida, is the world's largest artificial reef. Courtesy Mike Winkles

A titan lurks below, and I shiver in anticipation.

As the sun bounces cheerfully off the low Gulf swells, our charter boat eases out of Pensacola's marina, taking us on a smooth, surreal, 25-nautical-mile

Scuba Diving Magazine

UVM: 83,912



APP

March 2025

196

NEW USERS

562

VIEWS

342

ENGAGED
SESSIONS

352

TOTAL
USERS

3,030

7-DAY ACTIVE
USERS

KIOSK

AIRPORT

113

SESSIONS

3

SCREENS/
SESSION

02:06

AVG. DURATION

KIOSK

A1S

262

SESSIONS

3

SCREENS/
SESSION

02:52

AVG. DURATION

VISIT PENSACOLA BOARD MEETING

April 23, 2025

Sales & Services



VISIT PENSACOLA SALES & SERVICE SUMMARY

MARCH 2025

4

FY 61
LEADS

1

FY 16
BOOKINGS

12

48
ASSISTS

2553

FY 10,800
REFERRALS

2

FY 7
SITE VISITS

Leads

Meeting Name Impact	Econ.
2025 FSHAA Region 1 Track and Field	\$697,500.00
2025 Phi Beta Sigma Fraternity- Conf.	\$172,000.00
2027 Tennessee Gas Association Annual Conf.	\$160,000.00
2025 Jame Hardie Mid-South FY26 Kick-off	\$13,800.00
Total	\$1,043,300.00

Bookings

Meeting Name	Econ. Impact
2026 Motorcoach Group Tour	\$30,000.00
Total	\$30,000.00

Lead Room Nights & Delegates

2,164 Room Nights	1,383 Delegates
22,553 YTD	10,842 YTD

Booked Room Nights & Delegates

60 Room Nights	50 Delegates
4,485 YTD	3,784 YTD

Perdido Key Visitor Center

Personal Assists	710
Phone Assists	43
Total Visitors	480
Total Non-Visitors	230
First Time Visitors	116
FY25 Total Visitors	2117
FY25 Non-Visitors	1072
Total Guides Mailed	2223
Total Guides Downloaded	212

Pensacola Visitor Center

Personal Assists:	1957
Phone Assists	316
Total visitors	800
Total Non-visitors	1157
First Time Visitors	220
FY25 Total Visitors	3599
FY25 Non-Visitors	4909

Pensacola Beach Visitor Center

Personal Assists	2641
Phone Assists	129
Total Visitors	3268
First-Time Visitors	2649
FY25 Total Visitors	16580
FY25 Non-Visitors	1703
Guides Emailed / Mailed	128

FY = Visit Pensacola's Fiscal Year Oct. 20 – Sep. 21



VISIT PENSACOLA SALES & SERVICE SUMMARY

March 2025

37
Partner
Visits

3
Partner
Inquiries

4
Community
Outreach

132
Partner
Assists

50
Hospitality
Round Table

New Partners

- Alla Prima
- Pensacola Pedal Trolley
- Pensacola Paddle Pub
- Improbable Cause
Mystery Theatre
- Jewelers Trade Shop

Community Outreach

- Fan Fest / Dribble Drive
- West Garden Business District
- Pensacola Beach Chamber Breakfast
- International Woman's Day Luncheon

Partner Activity Report

Activity	Added	Updated
Accounts	4	48
Listings	4	56
Contact	26	38
Events	5	184

Upcoming Events & Meetings

Social Media Tips Class

Date: Thursday, April 24 - 3:00 - 4:30 PM

Location: The Loft at the Mercantile

Board of Directors

Date: Wednesday, May 28 - 3:00 PM

Location: Bowden Building

Partner Visits

- Hair + Co
- Camellia
- UT Shops
- Perdido Key Chamber
- Pensacola Bay Center
- Alla Prima
- Coffee Cup
- Eurasian Bistro
- The Garden
- Buzzed Brew
- Perennial
- WoodSpring
- Courtyard West
- Jerry's Drive Inn
- O'Reily's
- Franks Antiques
- The Farm
- Hampton
- Native Café
- Pensacola RV
- Frisky Mermaid
- Shaggy's
- Paradise
- Alga
- J's Bakery
- Wine Bar 12th Ave.
- The Entertainer
- The District
- Paddle Pub
- Sand Island Tours
- SRIA
- Intracoastal
- Bamboo Willies
- Endive
- Ron Jon's
- Senor Frogs
- McGuire's

Partner News

- Hero Nominations
- NTTW!
- The New 2025/2026 Insider Guide Is Coming