

**VISIT PENSACOLA BOARD MEETING**  
**June 25, 2025**

## **Visit Pensacola Board of Directors Meeting**

June 25, 2025

3:00 p.m.

Bowden Building

120 Church Street, Pensacola, FL 32502

## **AGENDA**

1. Meeting Called to Order
2. Public Comment
3. President/CEO Report
4. Old Business
  - a) Approval of Minutes from the May 28, 2025, Board Meeting\*
  - b) Board of Directors Composition\*
5. New Business
  - a) Finance Committee Monthly Report\*
  - b) Event Grant Committee – Grant Awards Approval\*
  - c) Nominating Committee\*
6. Marketing Update
  - a) Staff Report
  - b) Showcase Pensacola
7. Adjourn

*\* Action Item requiring board vote.*

**Visit Pensacola Board of Directors Meeting**  
**Wednesday, May 28, 2025**  
**Bowden Building**

**Board Members Present:** Ali Green, Brady Hale, Christina Sasser, Yash Patel, Maria Goldberg, Sterling Gilliam, Dae Patel, Sid Williams-Heath

**Board Members Absent:** Terry Branch, Greg Harris, Robin Reshard

**Staff Members Present:** Darien Schaefer, Nicole Stacey, Wandy Samuel, Kaya Man, Shawn Brown, Ashley Hendrickson, and Robby Rushing.

The meeting was called to order at 3:04 PM by Sterling Gilliam

**Public Comment**

There was no public comment.

**Healthy Gulf Presentation – Christian Wagley**

Christian Wagley gave an update on the Trump Administration Five-Year Offshore Drilling Plan which looks to expand offshore oil and gas drilling in U.S. waters.

Florida's elected officials, businesses, tourism industry and residents have a long history of opposing drilling off the Florida coast. Public comments on the plan are being accepted through June 16, 2025. Previously, Visit Pensacola has opposed any drilling in the Gulf or off the Florida coast.

Motion by Maria Goldberg to submit a letter in opposition of the current efforts to expand offshore drilling in the Gulf and the Florida Coast. Sterling Gilliam seconded the motion, and it was approved unanimously.

**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	\$ 1,819,529	\$ 1,923,806	-5.4%	\$ 8,741,175	\$ 8,754,884	-0.2%
	-	-				
<b>Total</b>	<b>\$ 1,819,529</b>	<b>\$ 1,923,806</b>	<b>-5.4%</b>	<b>\$ 8,741,175</b>	<b>\$ 8,754,884</b>	<b>-0.2%</b>

Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 780,086.28	\$ 721,033.12	\$ 59,053.16	8.2%
Southeast Pensacola	1,277,553.84	1,262,783.33	14,770.51	1.2%
Southcentral & Southwest Pensacola	379,622.15	442,741.64	(63,119.49)	-14.3%
Perdido Key Area	1,514,361.68	1,532,444.47	(18,082.79)	-1.2%
Northeast Pensacola	612,065.21	504,287.74	107,777.47	21.4%
North Escambia & Northwest Pensacola	721,951.73	670,165.86	51,785.87	7.7%
Pensacola Beach Area	3,455,534.16	3,621,428.00	(165,893.84)	-4.6%
<b>Total</b>	<b>\$ 8,741,175.05</b>	<b>\$ 8,754,884.16</b>	<b>\$ (13,709.11)</b>	<b>-0.2%</b>

### TDC Budget Update – Event Grant Process

Schaefer reviewed the proposed TDT Budget for FY26 budget that was presented at the TDC – Budget Workshop held on May 20th. Due to a delay in the distribution of the funding applications, the council tabled the discussion and will reschedule the Budget Workshop in June. The next regular TDC meeting will be on June 17<sup>th</sup>.

Visit Pensacola's budget request for FY26 of \$14,392,921.00 was reduced to a recommendation of \$13,448,250.00 by the TDC Chair.

The increase in the number and amount of special event funding applications is impacting the funding levels. The TDC discussed the need to improve the application process and determine guidelines for metrics and funding levels based on ROI.

Visit Pensacola was mentioned as playing a role in vetting applications/managing the event funding application process. Schaefer said we would need to add staff in order to take on that responsibility and the TDC and BoCC would need to set clear parameters that would apply to every applicant.

Maria Goldberg noted that the BoCC used to direct applicants to go through the grant programs of ACE, Pensacola Sports, and Visit Pensacola.

Brady Hale stated that Visit Pensacola staff has the expertise to evaluate the ROI of an event but was concerned about overloading the staff with more work.

Gilliam asked Schaefer to speak to the TDC/BoCC about obtaining the proper resources if Visit Pensacola would take on the grant requests for events (i.e. Hiring dedicated personnel who handles the grant requests, allocated funds from the county and not from Visit Pensacola's budget).

### **Visit Pensacola Expense Reimbursement**

Schaefer spoke to Visit Pensacola's current financial condition. In the past, we have had a history of clean submissions. Due to changing policy and documentation requirements by the Comptroller's Office, we have been experiencing a significant amount of denials each month creating a backlog of pending reimbursements that has impacted our cash flow and ability to pay our vendors in a timely manner.

Schaefer, Wandy Samuel and the Board Chair will be meeting with Pam Childers and her staff on June 4<sup>th</sup> to get written guidance. Visit Pensacola has just over \$2 million dollars in reimbursements that it is waiting on with a significant amount owed to Showcase Pensacola.

### **Florida State Budget**

Schaefer said there has been no movement between the House and Senate regarding the proposed changes to TDT in HB7033. The advocacy efforts of the tourism industry have been felt. The Senate position is in opposition to HB7033.

There are no updates on the status of our Partnership Proposal submitted to Okaloosa County regarding the reefing of the SS United States. Okaloosa County is working through a number of stakeholder concerns/opportunities before making a decision.

Schaefer and staff will be attending a Pensacola Bay Center Study Group meeting on June 4<sup>th</sup> to meet with consultants and advocate for building a conference center.

Schaefer concluded his comments by sharing the most recent staff anniversaries.

### **Northwest Florida Tourism Council – Triumph Grant Extension**

Visit Florida is submitting an amendment to the current Triumph grant to increase the grant amount from \$3.5 Million to \$5 Million and extend the funding an additional three years to 2029. The Northwest Florida Tourism Council supports this amendment. Visit Florida is extremely happy with the campaign and is willing to increase its contribution from \$500,000 to \$1 Million each year in support of the amendment. Visit Pensacola's contribution on behalf of Escambia County of \$57,000 a year would remain the same.

Motion by Gilliam to approve Visit Pensacola's continued \$57,500 financial commitment for 2027-2029 if the Triumph Board approves the amendment to extend the grant funding through 2029. Christina Sasser seconded the motion, and it was approved unanimously.

### **Old Business**

Goldberg made a motion to approve the minutes from April 23, 2025, Board Meeting. Hale seconded the motion, and it was approved unanimously.

### **New Business**

#### **Finance Committee Report**

Dae Patel presented the Finance Committee Monthly Report from March 2025.

#### April Takeaways

- Unified financial statement reports a net loss of \$788K for April, primarily due to an inability to bill the county for Showcase expenses. The delay in reimbursement from the county is impacting cash flow, hence the inability to pay Showcase for their March invoices.

#### Major Highlights

- VP is unable to pay \$729K of Showcase expenses. As of March 31, VP is awaiting reimbursement of approximately \$2.4 million in outstanding payments from the county.
- 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.
- ACE has no expenses for their operating grant in April.

Ali Green made a motion to approve the monthly financial report. Yash Patel seconded the motion, and it was approved unanimously.

Robby Rushing suggested scheduling a tentative Board Meeting to be held after the meeting with the Comptroller's Office on June 4<sup>th</sup> to address the outcomes of that meeting.

### **Resignation**

Sid Williams-Heath told the Board that he had resigned from his position at Pensacola Little Theatre and would resign from the Visit Pensacola Board per the bylaws of the organization. Heath left the meeting.

### **Executive Committee Report**

Gilliam read the minutes from the Executive Committee meeting that was held on May 7, 2025. Two principal items were discussed:

1. Schaefer's FY24 performance review as CEO – he is entitled to a 3% cost of living increase per his contract effective October 1, 2024 and the committee recommends an additional 1% merit increase. His goals were set for 2025.
2. The committee also discussed expectations for Visit Pensacola salaried staff regarding the number of hours worked in a week that included weekend tradeshow. The committee suggested implementing a written policy and asked for existing examples from three DMOs, our attorney and Landrum HR to be studied for a recommendation.

Gilliam asked for a motion to approve the 1% merit increase for Schaefer. Motion by Hale to approve the 1% merit increase for CEO Schaefer. Dae Patel seconded the motion and the motion passed unanimously.

### **Marketing Updates – Showcase Pensacola**

Nicole Stacey reviewed what the Visit Pensacola Staff has been working on and what they have coming up next month.

The deadline for submitting an event grant application is June 6, 2025. These applications will be reviewed and scored at a public meeting held on Monday, June 23, 2025 and then presented at the June Board meeting on June 25, 2025.

### **Dive and Dine Press Trip Series**

Last summer, over eight weeks, we hosted seven media/travel writers that covered diving and outdoor adventures. Earned media value from this series reached an astounding \$13,583,096, and media impressions totaled 1.46 billion. Coverage appeared in five new key outlets for the destination, including KTLA, Lonely Planet, Scuba Diving Magazine, Tripadvisor, and more, meeting the objective to expand share of voice in adventure and dive media. Additionally, one creator video went viral, amassing over 8 million views and significantly expanding reach. In total, we spent \$26,511.70. For every \$1 spent, we received \$512 in earned media or a 512:1 ROI.

Kaya Man introduced Visit Pensacola's new "The Way to Beach Passports," both paid and free trails, designed to get visitors to explore the county and into our partners doors.

Showcase Pensacola walked the board through the most recent numbers and results, October-March. They have updated the 7 outdoor digital billboards that run along I-10 and I-65.

The meeting was adjourned at 5:12 PM by Gilliam.

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



## **VISIT PENSACOLA BOARD MEETING**

### **June 25, 2025**

## **VP Financials**



# Visit Pensacola Financial Report May 2025

## FY25 MAY TAKEAWAYS:

Unified financial statement reports a net loss of \$485K for May, primarily due to an inability to bill the county for Showcase expenses. VP is waiting on the cleared checks Showcase paid to vendors before submitting those expenses to OMB.

## MAJOR HIGHLIGHTS:

VP has received most of the outstanding invoices from the county. Few short paid amount will be resubmitted with the requested documents.

To date, VP has applied \$850K toward the advance with a remaining balance of \$1.15M to be paid by the end of the year.

ACE has no expenses of their operating grant in April.

\* 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-98% of invoiced partners have already paid their dues

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$258,151.95. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$16,404.50

VISIT PENSACOLA ONLY Month to date total Revenue = \$274,556.45

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$826,999.11

Operations \$22,900.83

Personnel \$117,613.81

VISIT PENSACOLA ONLY Month to Date total Expense = \$967,513.75

**VISIT PENSACOLA Only Month to Date Net Loss= -\$692,957.30**

UNIFIED Year to Date TDT revenue totaled \$6,236,683.54

UNIFIED Year To Date Private revenue totaled \$284,459.54

UNIFIED Year to date total Revenue = \$6,521,143.08

UNIFIED Year to date expense:

Direct Programming \$45,789,258.60

Operations \$232,103.91

Personnel \$985,249.86

UNIFIED Year to Date total Expense = \$7,006,612.37

**UNIFIED Year to Date Net IOSS = -\$485,469.29**

## County Submissions

\* May submission has been submitted to the county on June 16th.

# Balance Sheet

Visit Pensacola Inc

As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	84,270.15
1025 EFT TDT #4196	\$161,841.88
1027 EFT TDT #4196-ACE	
<b>Total for 1025 EFT TDT #4196</b>	<b>\$161,841.88</b>
1030 Partner#2177	\$123,418.91
1033 PPP LOan	
<b>Total for 1030 Partner#2177</b>	<b>\$123,418.91</b>
1035 Reserves #3955	20,750.09
1050 Petty Cash	115.00
<b>Total for Bank Accounts</b>	<b>\$390,396.03</b>
Accounts Receivable	
1200 Accounts Receivable	\$3,002,403.17
1200-5 Membershp Receivable	
<b>Total for 1200 Accounts Receivable</b>	<b>\$3,002,403.17</b>
<b>Total for Accounts Receivable</b>	<b>\$3,002,403.17</b>
Other Current Assets	
12000 Undeposited Funds	
1201 Allowance - Doubtful Accounts	
1400 Prepaid Postage	132.69
1405 Prepaid Expenses	82,285.24
1410 Prepaid Insurance	13,287.49
1455 Due from Reserve	
1460 Due From Partnership	
1465 Due from TDT	
1500 Gift Cards	
1999 Merchandise Inventory	
<b>Total for Other Current Assets</b>	<b>\$95,705.42</b>
<b>Total for Current Assets</b>	<b>\$3,488,504.62</b>
Fixed Assets	
1300 Furniture & Fixtures	0
1997 Acc Depr - F&F	
<b>Total for 1300 Furniture &amp; Fixtures</b>	<b>0</b>

# Balance Sheet

Visit Pensacola Inc  
As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
1350 Equipment	0
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
<b>Total for 1350 Equipment</b>	<b>0</b>
<b>Total for Fixed Assets</b>	<b>0</b>
Other Assets	
<b>Total for Assets</b>	<b>\$3,488,504.62</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	1,343,403.18
<b>Total for Accounts Payable</b>	<b>\$1,343,403.18</b>
Credit Cards	
2000 Visit Pensacola P-Card	39,109.61
2002 Regions Membership PCard	1,065.25
<b>Total for Credit Cards</b>	<b>\$40,174.86</b>
Other Current Liabilities	
2500 Due to HRT	
25500 Sales Tax Payable	108.00
2600 Due to Partnership	
2605 Due to Reserve	
2650 Due to TDT	
2655 Line of Credit	
2660 Pass through payment	
2700-1 Unearned Revenue-PS	
2700-2 Unearned Revenue-ACE	910,329.40
2700 Unearned Revenue	1,207,040.00
2999 Salaries payable	78,815.79
Out Of Scope Agency Payable	
Sales Tax Agency Payable	
<b>Total for Other Current Liabilities</b>	<b>\$2,196,293.19</b>
<b>Total for Current Liabilities</b>	<b>\$3,579,871.23</b>
Long-term Liabilities	
<b>Total for Liabilities</b>	<b>\$3,579,871.23</b>

# Balance Sheet

Visit Pensacola Inc

As of May 31, 2025

DISTRIBUTION ACCOUNT		TOTAL
Equity		
32000 Unrestricted Net Assets		394,102.68
Net Income		-485,469.29
<b>Total for Equity</b>		<b>-\$91,366.61</b>
<b>Total for Liabilities and Equity</b>		<b>\$3,488,504.62</b>

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

	May-25					
	Actual	Oct - May, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
<b>Income</b>						
4000 Tourism Development Tax-ACE		689,669.33	1,954,375.00	1,264,705.67	35.29%	64.71%
4000 Tourism Development Tax-TDT	258,151.95	4,697,014.21	7,838,125.00	3,141,110.79	59.93%	40.07%
Advance Payment		850,000.00	2,000,000.00	1,150,000.00	42.50%	57.50%
4050 - TDT Supplemental			614,395.00	1,034,242.00	168.34%	0.00%
<b>Total 4000 Tourism Development Tax-TDT</b>	<b>\$ 258,151.95</b>	<b>\$ 6,236,683.54</b>	<b>\$ 12,406,895.00</b>	<b>\$ 6,170,211.46</b>	<b>50.27%</b>	<b>49.73%</b>
4100 Membership Dues	9,441.33	145,271.25	133,000.00	-12,271.25	109.23%	-9.23%
4150 Advertising Income	2,205.00	109,622.50	122,000.00	12,377.50	89.85%	10.15%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	3,029.64	13,922.63	200.00	-13,722.63	6961.32%	-6861.32%
4620 Interest Income	8.53	100.62	1,000.00	899.38	10.06%	89.94%
4640 Event Income	1,720.00	15,542.54	14,000.00	-1,542.54	111.02%	-11.02%
<b>Total Income</b>	<b>\$ 274,556.45</b>	<b>\$ 6,521,143.08</b>	<b>\$ 12,827,095.00</b>	<b>\$ 6,305,951.92</b>	<b>50.84%</b>	<b>49.16%</b>
<b>Gross Profit</b>	<b>\$ 274,556.45</b>	<b>\$ 6,521,143.08</b>	<b>\$ 12,827,095.00</b>	<b>\$ 6,305,951.92</b>	<b>50.84%</b>	<b>49.16%</b>
<b>Expenses</b>						
1 Direct Programming				0.00		
5090 Marketing Research	47,904.38	226,458.29	350,720.00	124,261.71	64.57%	35.43%
5100 Advertising/Media	3,422.65	34,927.08	445,300.00	410,372.92	7.84%	92.16%
5110 Public Relations	16,206.12	104,092.61	261,050.00	156,957.39	39.87%	60.13%
5120 Advertising Production		7,156.51	40,000.00	32,843.49	17.89%	82.11%
5130 Internet Site Production	32,535.31	299,310.87	425,252.00	125,941.13	70.38%	29.62%
5140 Festivals & Events Granted		102,661.69	115,000.00	12,338.31	89.27%	10.73%
5141 Festivals & Event Local Support		107,028.70	162,000.00	54,971.30	66.07%	33.93%
5142 Festival & Event Mini Grants			45,000.00	45,000.00	0.00%	100.00%
5150 Consumer Promotions	8,336.33	23,726.87	87,950.00	64,223.13	26.98%	73.02%
5160 Sales Promotions	1,137.25	9,062.13	146,500.00	137,437.87	6.19%	93.81%
5170 Brochures and Collateral	104,719.28	148,564.81	156,700.00	8,135.19	94.81%	5.19%
5180 Tradeshows	1,867.36	148,248.54	198,950.00	50,701.46	74.52%	25.48%
5190 Showcase	576,247.94	3,420,854.50	5,785,131.00	2,364,276.50	59.13%	40.87%
5210 Regional Partnership	8,729.17	81,353.36	86,500.00	5,146.64	94.05%	5.95%
5215 Tourism Development Projects			25,000.00	25,000.00	0.00%	100.00%
5220 Registration	6,998.20	21,349.44	47,750.00	26,400.56	44.71%	55.29%
5230 Dues and Subscriptions	4,123.07	37,712.76	63,020.00	25,307.24	59.84%	40.16%
5400 Business Travel & Entertainment	2,482.96	35,175.69	92,805.00	57,629.31	37.90%	62.10%
5400-1 Disallowed Travel Expense	15.61	2,002.42	4,895.00	2,892.58	40.91%	59.09%
<b>Total 5400 Business Travel &amp; Entertainment</b>	<b>\$ 2,498.57</b>	<b>\$ 37,178.11</b>	<b>\$ 97,700.00</b>	<b>\$ 60,521.89</b>	<b>38.05%</b>	<b>61.95%</b>
5500 Visitor Awareness Education	12,273.48	79,572.33	102,790.00	23,217.67	77.41%	22.59%
7400 ACE - DP		900,000.00	2,056,199.00	1,156,199.00	0.00%	56.23%
<b>Total 1 Direct Programming</b>	<b>\$ 826,999.11</b>	<b>\$ 5,789,258.60</b>	<b>\$ 10,698,512.00</b>	<b>\$ 4,909,253.40</b>	<b>54.11%</b>	<b>45.89%</b>
2 Operating Costs				0.00		
5450 Auto/ Local Travel	445.28	5,279.36	8,800.00	3,520.64	59.99%	40.01%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	5,088.94	49,614.67	119,000.00	69,385.33	41.69%	58.31%
5610 Computer&IT Maintenance&Repair	2,683.63	28,759.96	37,000.00	8,240.04	77.73%	22.27%
5630 Insurance Building & Content	1,656.94	10,186.97	38,200.00	28,013.03	26.67%	73.33%
5640 D & O and Liability Insurance	206.62	4,408.55	7,100.00	2,691.45	62.09%	37.91%
5650 Audit		20,000.00	24,000.00	4,000.00	83.33%	16.67%
5660 Legal Services	2,008.00	7,094.00	16,000.00	8,906.00	44.34%	55.66%
5670 CPA/ Financial Services	437.50	4,070.20	7,200.00	3,129.80	56.53%	43.47%
5700 Postage	3,138.06	16,082.43	42,000.00	25,917.57	38.29%	61.71%
5710 Supplies Coffee/Sodas	243.70	4,896.73	9,200.00	4,303.27	53.23%	46.77%
5720 Office Supplies	251.03	9,204.75	15,000.00	5,795.25	61.37%	38.64%
5730 Storage and Delivery	958.78	7,860.71	22,000.00	14,139.29	35.73%	64.27%
5750 Rent			10.00	10.00	0.00%	100.00%
5760 Telephone Service	628.69	4,974.46	8,400.00	3,425.54	59.22%	40.78%
5766 Cell Phone	754.44	5,888.54	9,600.00	3,711.46	61.34%	38.66%
5770 Utilities	2,871.91	29,309.54	49,000.00	19,690.46	59.82%	40.18%
5780 Copier	846.33	6,973.31	9,600.00	2,626.69	72.64%	27.36%
5790 Capital Expenditures			15,000.00	15,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	-0.79	706.00	2,500.00	1,794.00	28.24%	71.76%
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	112.41	10,807.47	10,300.00	-507.47	104.93%	-4.93%
6010 Credit Card Processing Fee	461.36	4,827.08	6,000.00	1,172.92	80.45%	19.55%
6500 Taxes	108.00	1,132.44	4,065.00	2,932.56	27.86%	72.14%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
<b>Total 2 Operating Costs</b>	<b>\$ 22,900.83</b>	<b>\$ 232,103.91</b>	<b>\$ 615,425.00</b>	<b>\$ 383,321.09</b>	<b>37.71%</b>	<b>62.29%</b>
3 Personnel Costs						
5800 Salaries	92,764.13	777,283.38	1,197,858.00	420,574.62	64.89%	35.11%

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5810 Commissions	1,840.83	24,214.74	28,500.00	4,285.26	84.96%	15.04%
5830 Auto	461.54	3,873.64	6,000.00	2,126.36	64.56%	35.44%
5840 401K Contribution Match	3,600.01	30,578.82	50,400.00	19,821.18	60.67%	39.33%
5850 Employee Insurance	9,443.39	60,546.35	113,000.00	52,453.65	53.58%	46.42%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	9,503.91	84,684.30	108,000.00	23,315.70	78.41%	21.59%
5890 Staff Education		4,030.52	9,000.00	4,969.48	44.78%	55.22%
Total 3 Personnel Costs	<b>\$ 117,613.81</b>	<b>\$ 985,249.86</b>	<b>\$ 1,513,158.00</b>	<b>\$ 527,908.14</b>	<b>65.11%</b>	<b>34.89%</b>
Total Expenses	<b>\$ 967,513.75</b>	<b>\$ 7,006,612.37</b>	<b>\$ 12,827,095.00</b>	<b>\$ 5,820,482.63</b>	<b>54.62%</b>	<b>45.38%</b>
Net Operating Income	<b>-\$ 692,957.30</b>	<b>-\$ 485,469.29</b>	<b>\$ 0.00</b>	<b>\$ 485,469.29</b>		
Net Income	<b>-\$ 692,957.30</b>	<b>-\$ 485,469.29</b>	<b>\$ 0.00</b>	<b>\$ 485,469.29</b>		

## VISIT PENSACOLA BOARD MEETING

**June 25, 2025**

## Research



Date Created: Jun 16, 2025

# Visit Pensacola

For the Month of May 2025



Table Of Contents	1
Trend Escambia Co + Zip 32561+	2
Resp Escambia Co + Zip 32561+	3
Multi-Segment Zip Codes	4
Multi-Seg Raw Zip Codes+	5
Multi-Segment Comp Set	6
Multi-Seg Raw Comp Set+	7
Response Downtown+	8
Response Airport+	9
Response Pine Forest+	10
Response Westside Perdido+	11
Response PNS Beach+	12
Response UWF+	13
Help	14

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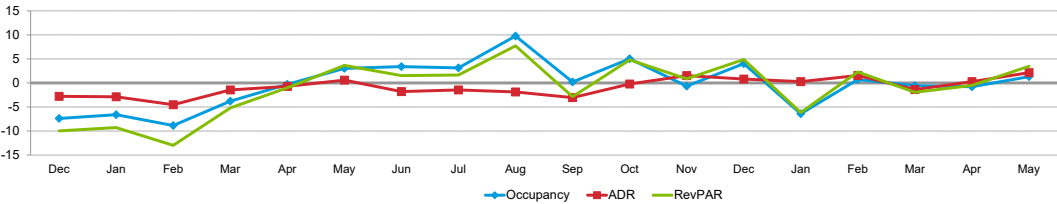
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Tab 2 - Trend Escambia Co + Zip 32561+

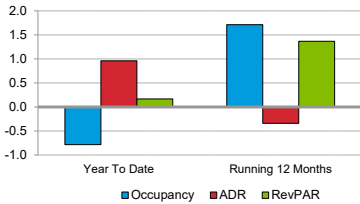
Visit Pensacola  
For the Month of May 2025

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2023														2024														2025				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May															
	This Year	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	58.1	68.1	66.9	72.5														
	Last Year	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	67.5	71.5														
	Percent Change	-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	-6.4	0.7	-0.6	-0.8	1.3														

ADR	2023												2024					2025				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	102.72	97.74	108.29	141.51	146.60	159.20	180.29	192.74	141.01	131.87	127.83	114.14	103.56	98.01	109.98	139.55	146.99	162.61				
Last Year	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	146.60	159.20				
Percent Change	-2.8	-2.9	-4.5	-1.5	-0.7	0.6	-1.8	-1.4	-1.9	-3.1	-0.2	1.5	0.8	0.3	1.6	-1.4	0.3	2.1				

RevPAR	2023												2024					2025				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
	This Year	47.38	46.44	62.50	96.88	98.89	113.89	137.37	144.39	94.59	80.03	81.93	60.95	49.68	43.59	63.93	95.00	98.37	117.85			
	Last Year	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	98.89	113.89			
Percent Change	-10.0	-9.3	-13.0	-5.2	-1.0	3.6	1.5	1.7	7.7	-2.9	4.8	0.9	4.9	-6.2	2.3	-1.9	-0.5	3.5				

Supply	2023												2024					2025				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
This Year	263,252	263,252	237,776	258,354	250,020	261,888	266,050	267,809	271,653	262,890	271,653	264,210	275,435	275,435	248,780	275,435	266,550	275,435				
Last Year	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	263,252	237,776	258,354	250,020	261,888				
Percent Change	5.9	5.9	5.7	3.8	3.8	5.2	1.7	3.0	3.2	3.2	3.2	3.7	4.6	4.6	4.6	6.6	6.6	5.2				

Demand	2023												2024					2025				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
	This Year	121,416	125,100	137,231	176,877	168,648	187,342	195,097	200,622	182,233	159,540	174,119	141,072	132,142	122,494	144,605	187,515	178,373	199,627			
	Last Year	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	137,231	176,877	168,648	187,342			
Percent Change	-1.9	-1.0	-3.6	-0.2	3.5	8.4	5.2	6.2	13.3	3.4	8.4	3.0	8.8	-2.1	5.4	6.0	5.8	6.6				

Revenue	2023												2024					2025				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
	This Year	12,471,679	12,226,685	14,861,275	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	13,684,027	12,005,552	15,904,359	26,167,165	26,219,815	32,461,100			
	Last Year	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	14,861,275	25,030,197	24,723,435	29,825,533			
Percent Change	-4.6	-3.9	-8.0	-1.6	2.8	9.1	3.3	4.7	11.1	0.2	8.1	4.6	9.7	-1.8	7.0	4.5	6.1	8.8				

Census %	2023												2024					2025				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May				
Census Props	94	94	94	92	92	93	94	95	96	96	96	96	97	97	97	97	97	97				
Census Rooms	8492	8492	8492	8334	8334	8448	8535	8639	8763	8763	8763	8807	8885	8885	8885	8885	8885	8885				
% Rooms Participants	80.2	80.2	80.2	80.1	80.1	80.4	79.6	79.5	78.3	78.9	78.9	81.2	80.5	80.5	80.5	80.5	80.5	77.8				

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Visit Pensacola  
For the Month of May 2025

[illegible]

Tab 3 - Resp Escambia Co + Zip 32561+

Visit Pensacola  
For the Month of May 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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

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Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola  
For the month of: May 2025

	Current Month - May 2025 vs May 2024												Year to Date - May 2025 vs May 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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+	80.3	81.5	170.07	166.67	136.56	135.83	-1.5	2.0	0.5	0.5	0.0	-1.5	70.6	73.6	153.31	153.00	108.20	112.66	-4.1	0.2	-4.0	-4.0	0.0	-4.1	9	5	611	509
Airport+	74.1	74.5	124.16	130.56	91.95	97.21	-0.5	-4.9	-5.4	-5.4	0.0	-0.5	64.9	66.4	112.55	118.79	73.07	78.83	-2.2	-5.3	-7.3	-7.3	0.0	-2.2	21	17	1998	1705
Pine Forest+	59.3	62.6	85.43	86.91	50.66	54.38	-5.2	-1.7	-6.8	1.6	9.1	3.4	52.3	54.9	75.30	77.13	39.35	42.32	-4.8	-2.4	-7.0	0.5	8.1	3.0	18	9	1466	889
Westside/Perdido+	64.8	64.2	114.11	117.08	73.89	75.17	0.9	-2.5	-1.7	16.0	18.1	19.1	54.1	55.1	102.31	105.89	55.32	58.31	-1.8	-3.4	-5.1	7.7	13.6	11.5	22	15	1491	1188
PNS Beach+	84.9	81.3	283.93	258.87	241.14	210.41	4.5	9.7	14.6	14.6	0.0	4.5	68.6	66.2	223.55	205.22	153.40	135.84	3.7	8.9	12.9	12.9	0.0	3.7	15	12	2108	1740
UWF+	69.7	61.6	103.32	105.89	72.02	65.22	13.2	-2.4	10.4	19.0	7.7	21.9	63.3	60.8	92.72	95.16	58.71	57.84	4.2	-2.6	1.5	19.0	17.2	22.1	12	8	1211	881

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

Currency: USD - US Dollar

Visit Pensacola  
For the Month of May 2025

	Current Month - May 2025 vs May 2024									Year to Date - May 2025 vs May 2024									
	Supply			Demand			Revenue				Supply			Demand			Revenue		
	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg		2025	2024	% Chg	2025	2024	% Chg			
Downtown+	18,941	18,941	0.0	15,209	15,437	-1.5	2,586,648	2,572,827	0.5		92,261	92,261	0.0	65,115	67,934	-4.1	9,982,737	10,393,898	-4.0
Airport+	61,938	61,938	0.0	45,871	46,119	-0.5	5,695,274	6,021,276	-5.4		301,698	301,698	0.0	195,864	200,215	-2.2	22,043,639	23,784,066	-7.3
Pine Forest+	45,446	41,664	9.1	26,952	26,071	3.4	2,302,386	2,265,792	1.6		221,366	204,714	8.1	115,680	112,330	3.0	8,710,859	8,663,886	0.5
Westside/Perdido+	46,221	39,153	18.1	29,930	25,138	19.1	3,415,335	2,943,112	16.0		225,141	198,265	13.6	121,738	109,166	11.5	12,455,471	11,560,052	7.7
PNS Beach+	65,348	65,348	0.0	55,498	53,116	4.5	15,757,793	13,750,020	14.6		318,308	318,308	0.0	218,422	210,698	3.7	48,828,623	43,239,247	12.9
UWF+	37,541	34,844	7.7	26,167	21,461	21.9	2,703,664	2,272,506	19.0		182,861	156,044	17.2	115,795	94,855	22.1	10,736,663	9,025,975	19.0

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola  
For the month of: May 2025

	Current Month - May 2025 vs May 2024												Year to Date - May 2025 vs May 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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	71.8	71.1	165.69	161.32	118.99	114.70	1.0	2.7	3.7	2.5	-1.2	-0.2	59.7	59.9	133.23	130.12	79.56	77.95	-0.3	2.4	2.1	1.5	-0.6	-0.9	124	61	11009	6405
Baldwin County, AL	71.3	70.1	195.02	187.71	138.96	131.66	1.6	3.9	5.5	6.7	1.1	2.7	61.1	60.8	159.67	155.70	97.53	94.60	0.5	2.5	3.1	3.3	0.2	0.8	72	53	6952	5213
Okaloosa County, FL	71.0	69.5	191.33	190.52	135.85	132.37	2.2	0.4	2.6	5.2	2.5	4.8	59.7	60.4	154.06	151.67	91.95	91.57	-1.1	1.6	0.4	4.0	3.5	2.4	92	62	8770	5982
Walton County, FL	70.0	66.9	247.22	232.01	173.00	155.25	4.6	6.6	11.4	9.4	-1.8	2.7	54.1	52.8	197.51	186.89	106.80	98.63	2.5	5.7	8.3	6.3	-1.8	0.6	38	22	4166	3401
St Johns County, FL	66.3	65.3	170.86	177.52	113.33	116.01	1.5	-3.8	-2.3	-1.9	0.5	2.0	69.0	68.3	181.78	183.63	125.40	125.48	1.0	-1.0	-0.1	0.1	0.1	1.1	104	53	7191	5241
Sarasota County, FL	65.6	66.9	215.03	188.08	141.10	125.81	-1.9	14.3	12.2	13.1	0.9	-1.1	75.1	74.8	266.34	246.78	200.07	184.47	0.5	7.9	8.5	8.8	0.3	0.8	109	53	7401	6033

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

Currency: USD - US Dollar

Visit Pensacola  
For the Month of May 2025

	Current Month - May 2025 vs May 2024									Year to Date - May 2025 vs May 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	345,557	-1.2	245,093	245,707	-0.2	40,608,273	39,636,724	2.5	1,661,710	1,671,658	-0.6	992,256	1,001,461	-0.9	132,199,403	130,305,811	1.5
Baldwin County, AL	215,512	213,249	1.1	153,557	149,573	2.7	29,947,030	28,075,749	6.7	1,038,632	1,036,369	0.2	634,425	629,682	0.8	101,298,862	98,043,477	3.3
Okaloosa County, FL	271,870	265,174	2.5	193,037	184,246	4.8	36,934,120	35,101,973	5.2	1,313,325	1,268,344	3.5	783,835	765,785	2.4	120,755,762	116,147,669	4.0
Walton County, FL	129,146	131,502	-1.8	90,372	87,992	2.7	22,341,996	20,415,313	9.4	629,066	640,542	-1.8	340,169	338,037	0.6	67,186,116	63,177,053	6.3
St Johns County, FL	222,921	221,898	0.5	147,864	145,008	2.0	25,264,199	25,742,454	-1.9	1,082,419	1,080,858	0.1	746,690	738,555	1.1	135,730,670	135,623,225	0.1
Sarasota County, FL	229,431	227,478	0.9	150,546	152,160	-1.1	32,372,444	28,618,713	13.1	1,109,586	1,106,441	0.3	833,481	827,091	0.8	221,992,923	204,108,858	8.8

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Tab 8 - Response Downtown+

Visit Pensacola  
For the Month of May 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	○ - 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.																																										

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Tab 9 - Response Airport+

Visit Pensacola  
For the Month of May 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		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
53663	Hampton Inn & Suites Pensacola I-10 North at University T	Pensacola, FL	32504	Jul 2005	Jul 2005	85		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
34435	Hampton Inn Pensacola-Airport (Cordova Mall Area)	Pensacola, FL	32504	Jan 1998	Jan 1998	126		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
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																																											
24639	Rodeway Inn Pensacola	Pensacola, FL	32504	Apr 2025	Jun 1995	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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																																											
			Total Properties:			22	2096	○ - 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.																																									

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Tab 10 - Response Pine Forest+

Visit Pensacola  
For the Month of May 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		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
4060	Quality Inn Pensacola	Pensacola, FL	32505	Oct 2022	Nov 1983	108		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
2987	Regency Inn & Suites	Pensacola, FL	32505	Dec 2024	Jun 1968	78	Y				○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
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	1466	○ - 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.																																										

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Visit Pensacola  
For the Month of May 2025

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Tab 12 - Response PNS Beach+

Visit Pensacola  
For the Month of May 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 Center	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 Front	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.																																							

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Tab 13 - Response UWF+

Visit Pensacola  
For the Month of May 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 Hwy	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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## VISIT PENSACOLA BOARD MEETING

**June 25, 2025**

### Marketing & Communications





## OUTREACH



## SOCIAL MEDIA

9,239 total users (up 64.6%) visited the website from social media (down 13.7% from the previous year)

18,944 page views (up 32.7%) on VisitPensacola.com from social media users (down 17.3% from the previous year)

2,801 conversions (down 11%) from social meaning they completed a website KPI (down 39.6% from the previous year)

Website views are up. This correlates with the webcam post.



### 546 Net Page Likes

165,839 Engagements (up 34.9% from the previous year)  
3.5 Million Impressions (up 28.9%)



### 1,045 Net New Followers \*

Total Engagement: 41,580 (down 66%)  
851,647 Impressions (down 68%)

INSTAGRAM STORIES: 88,810 story impressions  
87,547 story interactions



### 116 New Followers

Total Engagement: 2,421 • 47,033 Impressions



### 87 New Followers • 1,040 Post Clicks

1,452 Engagements • 10,144 Impressions



### 3,558 Followers

Engaged audience 6.38k (up 78%)  
Impressions: 135.04k (up 67%) • 801 saves (up 91%)



### 9 New Videos • 262,315 Video Views\*\*

18,674 Engagements • 2,547 Profile Views  
1,201 Net Follower Growth • 35 Website Clicks



### 1,827 Total Subscribers

25 New Subscribers



### ManyChat – DM Automation Tool

Bandwango / 31 Runs / 77.4% CTR  
After-dark activities / 63 Runs / 77.8% CTR

\*Instagram numbers are down due to a couple of reels that were posted last year that gained more views.

\*\*TikTok numbers were down, but I believe this is because last month was so successful with a couple TikToks performing very well.

## E-MARKETING CONSUMER eNEWS

125 new sign-ups

42% open rate

67% engagement rate

4.0% click throughs



## EARNED MEDIA

### ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

#### PRESS RELEASES

- Visit Pensacola Celebrate Hospitality Heroes
- Visit Pensacola Launches The Way to Beach Passports

#### MEDIA ASSISTS

- Visit Pensacola UK Roadshow
  - London & Manchester – 35+ media/ trade appointments
- Blue Wahoos Radio
- 5 Press Trips
  - Michele Herrmann, Freelance (Forbes, Time Out)
  - Kara Kimbrough, Mississippi Press Association)
  - Sarah Bisacca, Freelance (Eater, Tasting Table)
  - Johnae De Felicis, Freelance (Fodor's Travel, US News & World Report)
  - Vanessa Infanzon, Freelance (Upstate Lake Living)
- Flagler Award submissions
- Florida Public Relations Association Image Award submissions

#### MEDIA ASSISTS, cont.

- AARP
- Forbes
- Cat Country 98.7
- NewsRadio1620
- WEAR3
- PNJ
- Rick Outzen Blog
- The Advocate
- Wine Enthusiast
- Pride
- Out Magazine
- The Local Palate
- Accessible Experiences List, USA TODAY
- Adventurous Activities in the US – Time Out USA
- Rooftop Bars with Ocean/ Gulf Views – Beach Happy Magazine
- Affordable Southern Getaways That Feel Luxurious – Southern Living
- Memorial Day travel – travelpulse.com
- Wherever Family
- The Oxford Eagle
- Out Traveler
- The Mississippi Monitor

#### MEDIA ASSISTS, cont.

- Way Back When Podcast
- Big Blend Radio
- TravelPulse.com
- Inside Hook
- Visit Florida PR Editorial leads
- NewsWeek Readers Choice
- Destinations Florida QuickTrip
- Gulf Coast Diplomacy Council
- KHOU
- Mypanhandle.com
- RoughGuides to the Sunshine State (UK)
- Life on the Water Broadcast
- US College Towns for Weekend Getaways – Lonely Planet
- The Definitive Guide to All of Florida's Coasts – Southern Living
- Best Underrated Cities in America – Daily Mail
- Spectacular Seafood Dishes for National Seafood Month
- Google Web Stories: 3
  - Jet Ski Adventures in Pensacola
  - UFO's on Pensacola Beach
  - Fishing on the Pensacola Beach Pier

## PRESS MENTIONS – STORIES MENTIONING PENSACOLA



#### STORIES MENTIONING PENSACOLA

##### Highlight:

- 15 Best Florida Cities to Retire on a Budget of \$4000 a Month



#### 130 Stories

##### Highlights:

- The Only Seltzer-Based Cocktail Lounge in Florida Is Swimming in '80s 'Miami Vice' Vibes
- 11 Breathtaking Hikes Across America You Shouldn't Miss



#### 9 Accolades

##### Highlights:

- 17 Best Beaches to Visit in Florida's Gulf Coast
- These 11 Towns in Florida Have the Best Main Streets



# VISITPENSACOLA.COM

May 2025

**300,599**  
FY 2,167,311  
USERS

**911,413**  
FY 5,772,530  
PAGE VIEWS

**\$1,531,341**  
FY \$7.6  
TOTAL  
REVENUE\*

**3.6**  
FY 3  
AVG. LENGTH  
OF STAY\*

**\$187**  
FY \$181  
AVG. DAILY  
RATE\*

## AUDIENCE

City	Users	Engagement
New Orleans	15,201	73%
Mobile	8,305	76%
Pensacola	7,119	76%
Atlanta	6,743	62%
Dallas	6,571	60%
Chicago	6,465	67%
Houston	5,706	53%
New York	3,818	41%
Nashville	2,767	58%
Birmingham	2,496	58%

## TOP PAGES

Page	Users	Engagement
Events	21,970	86%
Events This Week	17,782	83%
Webcams	20,764	89%
Things To Do	21,760	86%
Family Fun	8,755	69%
Blue Angel Practice	9,539	68%
Pensacola Beach	8,610	82%
Places to Stay	7,478	98%
Amusement Parks	4,234	92%
Live Music	3,982	86%
Bands on the Beach	4,284	81%

## PARTNER ENGAGEMENT

Listing Views	105,328
Visit Partner Website	97,773
Event Views	55,579
Coupons	282
Referrals (Listings/Events)	105,240

## CHANNEL (How people find us)

Channel	Users	Engagement
Organic Search	209,572	78%
Paid Social	70,579	28%
Paid Search	37,214	71%
Direct	35,474	61%
Display	15,787	21%
Paid Other	13,127	30%
Organic Social	9,928	72%
Referral	8,925	59%
Cross-network	7,405	65%
Email	2,313	67%

## WEBSITE SIGNUPS

New Email Subscribers	125
Insider Guide Requests	875
Insider Guide (Online version)	260

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.



**Pensacola**  
THE WAY TO BEACH™

Visit Pensacola  
Monthly PR Activity & Status Report  
May 2025

Media Coverage

- **Forbes** (UVM: 78,108,059 | Ad Value: \$1,562,161): [79 Spectacular Dishes From Restaurants Worldwide for Seafood Month](#)
- **AARP** (UVM: 14,693,269 | Ad Value: \$293,865): [Hit the Road for Hidden Gems of the Revolutionary War](#)
- **Food & Wine** (UVM: 11,047,033 | Ad Value: \$220,941): [The Only Seltzer-Based Cocktail Lounge in Florida Is Swimming in '80s 'Miami Vice' Vibes](#)
- **Food & Wine** (UVM: 11,047,033 | Ad Value: \$220,941): [Florida's Farm-Raised Oysters Are Wildly Fresh and Always in Season](#)
- **Out Magazine** (UVM: 983,481 | Ad Value: \$19,670): [Gays went feral at another monumental Pride celebration in Pensacola, Florida](#)
  - **Out Magazine Facebook** (Followers: 868,000): [Gays went feral at another monumental Pride celebration in Pensacola, Florida](#)
- **The Advocate** (UVM: 979,317 | Ad Value: \$19,586): [Gays went feral at another monumental Pride celebration in Pensacola, Florida](#)
  - **The Advocate Facebook** (Followers: 471,000): [Gays went feral at another monumental Pride celebration in Pensacola, Florida](#)
- **Wine Enthusiast** (UVM: 572,739 | Ad Value: \$11,455): [Why Your Next Drink Might Come in an Art Deco-Style Glass](#)
- **Pride** (UVM: 532,074 | Ad Value: \$10,641): [Gays went feral at another monumental Pride celebration in Pensacola, Florida](#)
  - **The Advocate Facebook** (Followers: 471,000): [Gays went feral at another monumental Pride celebration in Pensacola, Florida](#)
- **The Local Palate** (Circulation: 300,000 | Ad Value: \$11,200): Sweet Talk: In the Florida Panhandle, one chef loves putting local honey on the menu
- **The Commercial Dispatch** (UVM: 30,066 | Ad Value: \$601): [Kara's Sights and Bites: 'Secret's in the sauce' this summer](#)
- **Out Traveler** (UVM: 27,101 | Ad Value: \$542): [Gays went feral at another monumental Pride celebration in Pensacola, Florida](#)
- **The Oxford Eagle** (UVM: 23,748 | Ad Value: \$475): [Kara's Sights and Bites: 'Secret's in the sauce' this summer](#)
- **The Panolian** (UVM: 6,132 | Ad Value: \$123): [Kara's Sights and Bites: 'Secret's in the sauce' this summer](#)
- **Wherever Family** (UVM: 1,385 | Ad Value: 1,385): [An Airplane Lover's Guide to Pensacola, Florida](#)

- **The Mississippi Monitor (UVM: 1,339 | Ad Value: \$27):** [Kara's Sights and Bites: 'Secret's in the sauce' this summer](#)
- **Way Back When Podcast (Reach: 1,100):** [Historic Pensacola, Florida – Blue Angels, Beach Bliss & Coastal Culture](#)
- **Parks & Travel Podcast (Reach: 1,100):** [Historic Pensacola, Florida – Blue Angels, Beach Bliss & Coastal Culture](#)
- **Long Beach Breeze (UVM: 1,008 | Ad Value: \$20):** [Kara's Sights and Bites: 'Secret's in the sauce' this summer](#)
- **Vacation Station Podcast (Reach: 1,000):** [Historic Pensacola, Florida – Blue Angels, Beach Bliss & Coastal Culture](#)
- **Travel with Terri Podcast (Reach: 1,000):** [Historic Pensacola, Florida – Blue Angels, Beach Bliss & Coastal Culture](#)
- **Big Blend Radio Online (UVM: 864 | Ad Value: \$17):** [Discover Pensacola, Florida](#)
- **Big Blend Radio Podcast (Reach: 731):** [Terri Guthrie Travel with Terri takes you on an unforgettable journey through beautiful and historic Pensacola, Florida....](#)
- **Big Blend Radio YouTube (Followers: 713):** [Historic Pensacola, Florida – Blue Angels, Beach Bliss & Coastal Culture](#)
- **Big Blend Radio Podcast (Reach: 200):** [Historic Pensacola, Florida – Blue Angels, Beach Bliss & Coastal Culture](#)

## Media Hosting

### Individual Press Trips

- **Michele Herrmann, Freelance (Forbes, TimeOut) – May 5 - 8, 2025**
  - Visit Pensacola finalized itinerary and shared with Michele ahead of her trip.
- **Kara Kimbrough, Mississippi Press Association – May 19 - 21**
  - Shared Visit Pensacola mileage reimbursement policy. Visit Pensacola finalized itinerary and shared with Kara ahead of her trip. Conducted post-visit follow up to gauge feedback on experience.
- **Sarah Bisacca, Freelance (Eater, Tasting Table) – May 22 - 25**
  - Gathered itinerary interest from Sarah and shared Visit Pensacola mileage reimbursement policy. Visit Pensacola finalized itinerary and shared with Sarah ahead of her trip. Conducted post-visit follow up to gauge feedback on experience.
- **Johnaé De Felicis, Freelance (Fodor's Travel, U.S. News & World Report) – May 27 - 30**
  - Journalist unable to attend press trip. Followed up to gather additional details and confirm interest in rescheduling.
- **Vanessa Infanzon, Freelance (Upstate Lake Living) – September 2025**
  - Confirmed preferred dates with Vanessa for destination visit and shared with Visit Pensacola to align on hosting availability.

### Group Press Trips

- **Culinary Group Press Trip – October 2025**

- Developed and shared estimated budget and itinerary outline with suggested dates and activities for culinary-focused group press trip.

## Media Relations

### Media Events

- **Southern Routes and Roots Travel Media Marketplace (June 12)**
  - Provided overview of DC media market and recommendation on event attendance. Conducted outreach for media desksides while Visit Pensacola's Lindsey Steck is in market. Received interest from the following media:
    - **Simone Cheri, Freelance (Travel Noire):** Began coordinating lunch meeting with journalist.
- **IPW Chicago (June 14 - 18)**
  - Conducted outreach for earned broadcast opportunities and high impact media meetings.

### Proactive Outreach

- **Best Beaches Dedicated Outreach:** Conducted targeted outreach for Pensacola inclusion opportunities in best beach roundups.
- **Paddle Pensacola:** Drafted pitch highlighting kayaking, paddling and canoeing experiences in Pensacola for June distribution.
- **Bet on the Bushwacker (50th Anniversary):** Drafted pitching highlighting the Bushwacker's 50th anniversary for June distribution.

### Reactive Outreach

- **Sarah Sekula, USA Today GoEscape:** Shared Pensacola storylines around the Bushwacker anniversary, Blue Angels Anniversary in 2026 and historic angles for America 250.
- **Kristin Braswell, Condé Nast Traveler:** Provided Pensacola timely news angles for initial response to Condé Nast Traveler's call for "Where to Go in 2026" pitches.
- **Joshua Encinias, LOST iN's:** Provided feedback on journalist request for media hosting.
- **Jessica Fender, The New Orleans Advocate:** Shared information on Perdido Key and Johnson Beach for upcoming story on less crowded beaches
- **Josh Rivera, USA Today:** Visit Pensacola provided a roundup of accessible destination experiences.
- **Kaitlyn Rosati, TimeOut:** Visit Pensacola provided details on diving the USS Oriskany in response to a lead for adventure activities in the U.S. Pensacola not included in final [story](#).

- **Kelsey Glennon, Freelance:** Visit Pensacola provided destination information in response to a lead on affordable Southern getaways that feel luxurious.
- **Eric Bowman, TravelPulse:** Visit Pensacola pitched destination for story on Memorial Day travel and last-minute deals.
- **Sarah Kuta, Freelance (TravelPulse, Smithsonian Magazine):** Visit Pensacola provided destination information for story on college towns.
- **Jonathan Thompson, Freelance (Travel + Leisure, The Times):** Visit Pensacola pitched destination for story on best underrated cities in America.
- **Kaila Yu, Freelance (Forbes):** Visit Pensacola pitched several local offerings for story on spectacular seafood dishes for National Seafood Month. Coverage noted above.

#### Additional Activity

- Shared latest issue of MMGY's media and travel industry trends newsletter "The News Beat."
- Conducted PR status calls on May 13 and 27; drafted and shared agendas and recaps.
- Monitored for earned media placements.



# FOOD&WINE

## Florida's Farm-Raised Oysters Are Wildly Fresh and Always in Season

Here's what's special about the new boutique shellfish taking over the Sunshine State.

By [Carrie Honaker](#) Published on May 20, 2025



Credit:  
Weather  
bottle  
of old  
mom

Oyster farming demands hard work — flipping cages, tumbling, and harvesting — but for Brandon Smith, farmer and owner of [Grayson Bay Oyster Company](#), it's a rewarding escape. "I wake up early, see the sunrise, work in the water. It's thrilling to go from putting in the seed to seeing someone try my oysters for the first time. For me, it tastes like home, no matter where I am — it's Pensacola in a bite," he said.

Food & Wine  
UVM: 11,047,033

# FOOD&WINE

## The Only Seltzer-Based Cocktail Lounge in Florida Is Swimming in '80s 'Miami Vice' Vibes

Mixing new and retro, this seltzer-focused bar is a shrine to 1980s excess.

By [Carrie Honaker](#) | Published on May 10, 2025



The Florida Room.  
Credit: Courtesy of Alga Beer Company

*Miami Vice* ended in '89, but in Pensacola, it's still very much alive in the form of slushies with flamingo-patterned drink umbrellas. [The Florida Room](#), a bar dedicated to its ephemera, carries on the show's slick, sun-soaked energy.

Opened on June 30, 2024, by Brett Reid and Thomas Grier — beer brewers, *Miami Vice* disciples, and certified neon enthusiasts — The Florida Room is the Sunshine State's only open-air, cocktail-focused lounge built entirely around distilled, low-ABV seltzer and unrelenting nostalgia for mall food courts, tanning beds, and Pac-Man video games.

Food & Wine  
UVM: 11,047,033



# Forbes

## 79 Spectacular Dishes From Restaurants Worldwide For Seafood Month

By [Kaila Yu](#), Contributor

[Follow Author](#)

May 31, 2025, 07:40pm



Creole Shrimp & Grits

Restaurant Iron

### Creole Shrimp & Grits

At Restaurant Iron in Pensacola, the creole shrimp & grits combines blackened large gulf shrimp with creamy ratchet rice grits, ham hock braised collard greens, creole shrimp butter, andouille sausage, fresh rosemary, and blistered heirloom tomatoes. "Our creole shrimp & grits draws inspiration from a New Orleans classic. The New Orleans-style BBQ sauce truly makes the dish," says executive chef Alex McPhail.

**Forbes**

UVM: 78,108,059



## Kara's Sights and Bites: 'Secret's in the sauce' this summer

By Kara Kimbrough | May 28, 2025 | Kara's Bites & Sight



I'm stealing this phrase..."Secret's in the sauce" from an old TV commercial and claiming it as the motto for Summer '25. More specifically, I'll use it anytime I'm serving burgers, steaks, pork chops or basically any type of grilled meat that need a "little something extra." I'll also utter it when preparing a crudite platter of sliced vegetables and need "a little something" in which to dip the otherwise-plain green things. And I'll even trot it out when pouring a bag of chips and crackers onto a platter and dipping is a requirement.

The necessity of having an arsenal of homemade dipping sauces for summer dining emerged during a recent visit to a popular Pensacola restaurant. To check the box of enjoying "at least one fried shrimp dinner" while at the beach, I selected this meal at The Fish House a few minutes after arriving in Florida. To set the scene, read and revel in this mouth-watering menu description of "Crispy Gulf Shrimp."

"Commeal-dusted jumbo Gulf shrimp, served with crispy fries, sweet corn hushpuppies, creamy coleslaw, cocktail sauce and smoked corn tartar." If that doesn't activate your taste buds, I'm not sure if anything will. I soon learned I'd made the right menu selection and here's why...

Not only were the large, succulent shrimp lightly dusted in commeal, but they were fried so delicately and with such skill, it was difficult to determine they were actually, well, fried. Yes, they were crispy, but lacking the heavy breading and greasy taste of many fried items. Also delicious were the hushpuppies filled with bits of sweet corn and a vinegar-based cole slaw instead of the usual mayonnaise-laden versions offered at most restaurants.

But here's the most notable thing about this unforgettable meal. A tangy cocktail sauce accompanying the shrimp contained just the right amount of flavor and the star of the show – a flavorful tartar sauce infused with a smoky corn flavor – almost outshone the food. Both sauces – especially the unbelievably-delicious tartar sauce (which has never been on my favorite condiments list) – were simply outstanding. In short, they elevated the meal from above-average to 10 stars.

I'm still trying to get the tartar sauce recipe (or a reasonably-close version) to share with you. Until then, here are a few of my favorite sauces to get your summer off to a great start. They can be made in a matter of minutes courtesy of a food processor or even a blender. Like me, you'll soon be saying...

**Mississippi Monitor**

UVM: 1,339



MEMBERS ONLY DESTINATIONS

## Hit the Road for Hidden Gems of the Revolutionary War

Visit these 7 spots to celebrate the 250th anniversary of the American Revolution



Celebrate 250 years  
of the American Revolution  
at Fort George

By Kinsey Gidlick, AARP

Published May 28, 2025



Fort George in Pensacola, Florida, was a military stronghold for England.  
ALAMY STOCK PHOTO

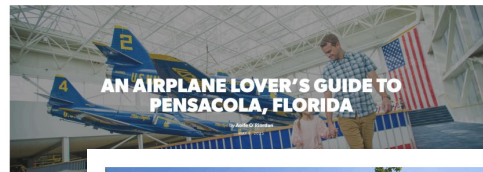
### Fort George, Pensacola, Florida

Revolutionary fighting in Florida? It's true. "Fort George – and the Siege of Pensacola – was incredibly important for the American Revolution," says Jessie Cragg, curator of exhibits at the University of West Florida Historic Trust. During the American Revolution, West Florida was under British occupation and served as a major military stronghold for England. "With our deep-water port and strategic location, the British utilized this area as staging for reinforcements, access to natural resources that helped supply troops, and provided a defensive line against the neighboring Spanish in Louisiana," Cragg says.

**AARP**

UVM: 14,693,269

WHEREVER FAMILY



### AN AIRPLANE LOVER'S GUIDE TO PENSACOLA, FLORIDA

Family travel  
parents, for  
museums in  
in Pensacola  
the northwest



© Visit Pensacola

### Naval Aviation History

National Naval Aviation Museum, on Pensacola Naval Air Station, is home to more than 4,000 artifacts and 150 restored aircraft representing the Navy, Marine Corps and Coast Guard aviation. Walk beneath retired Blue Angel aircraft, master the flight simulator and experience cutting-edge aviation films in the massive screen theater.

**Wherever Family**

UVM: 1,385

## SOUTHERN PANTRY

## Sweet Talk

In the Florida Panhandle, one chef loves putting local honey on the menu

BY EMILY HAVENER  
PHOTOGRAPHY ROBBY TUCKER  
RECIPE BLAKE RUSHING

**A**t Union Public House in Pensacola, Florida, chef-owner Blake Rushing has access to all the honey he wants. "We're in the South, we've got stuff blooming year-round," he says. At Wildlife Blueberries in Brewton, Alabama, one hour to the north, pollinator bees produce honey as a byproduct that the farmer sells specially to Rushing, and the honey has its own terroir as the farm cycles through seasons. "The gallberry honey is a lot lighter than the blueberry honey," the chef says. "And the wildflower honey will be super fragrant."

Overall, he adds, "it's got more depth of flavor" in terms of using honey as a sweetener in everything from desserts to combined with honey butter to gastriques and reductions used in dishes like a 24-hour confit duck leg.

In his pimento cheese "pups," which have been a smash hit since Union Public House opened in 2016, Rushing uses a cup of honey to sweeten, but the true balancing act comes at the end, with a generous drizzle over the crispy exterior just before serving. "When I'm talking honey, I'm talking a couple tablespoons," he says. "We serve five pups per order. It balances out the whole thing. You've got rich [with] the pimento cheese, salty with the roasted red pepper, the bread-y part, the crispy part." The honey at the end, he says, "makes the dish come together."

*Chef Blake Rushing recommends this honey*

PIMENTO CHEESE PUPS  
YIELDS 3 DOZEN

- 2 cup yellow cornmeal
- 4 cups flour
- 1 tablespoon baking powder
- 1 tablespoon salt
- 1 small onion, large dice
- 2 jalapeños, chopped
- 1 cup local honey, plus more for drizzling
- 1 1/4 cups buttermilk
- 2 jarred roasted red peppers, chopped
- 1 1/4 cups shredded sharp cheddar cheese
- Oil, tallow, or lard for frying
- Chopped chives and pimento cheese for garnish

**Special equipment:** Deep-fry thermometer

1. In a large bowl, combine dry ingredients. In a food processor, pulse onion, jalapeño, and 1 cup honey until liquid is released from vegetables and a chunky paste is formed. Fold into dry ingredients, along with buttermilk, red pepper, and cheese. Allow batter to sit for 1 hour. Batter will keep in an airtight container in the refrigerator for up to 1 week.
2. Heat oil to 325 degrees in a high-sided cast-iron skillet or dutch oven. Drop tablespoons of batter into oil in batches and fry for 4 to 6 minutes; pups should flip over on their own once half cooked (you can also flip with a spoon).
3. Drizzle with 2 tablespoons honey per 5 pups, sprinkle with chives, and serve with pimento cheese.



## APP

May 2025

263

NEW USERS

818

VIEWS

494

ENGAGED  
SESSIONS

457

TOTAL  
USERS

3,753

7-DAY ACTIVE  
USERS

## KIOSK

AIRPORT

127

SESSIONS

5

SCREENS/  
SESSION

02:56

AVG. DURATION

## KIOSK

A1S

303

SESSIONS

3

SCREENS/  
SESSION

02:39

AVG. DURATION

## VISIT PENSACOLA BOARD MEETING

**June 25, 2025**

### Sales & Services



# VISIT PENSACOLA SALES & SERVICE SUMMARY

May 2025

**25**  
FY 86  
LEADS

**5**  
FY 29  
BOOKINGS

**14**  
50  
ASSISTS

**1340**  
FY 13,953  
REFERRALS

**3**  
FY 4  
SITE VISITS

## Leads

Meeting Name Impact	Econ.
2026 Naval Order of Congress	\$91,200.00
2025 Lewis Family Reunion	\$8,250.00
2025 Heritage Landscape Supply Group Trainings	\$50,625.00
2026 Leadership Conf.- Abbey Residential	\$43,750.00
2025 Perfect Plain Tailgate Festival	\$63,625.00
2026 EASA- South Central Chapter Meeting	\$50,000.00
2025 BEST Baseball Championship	\$660,000.00
2025 Quintas and Cutchin Wedding	\$46,000.00
2025 CARF Survey Meeting	\$15,875.00
<b>Total</b>	<b>\$1,031,325.00</b>

## Bookings

Meeting Name	Econ. Impact
2025 June USSSA Baseball World Series	\$1,450,000.00
2025 Leonardo Helicopters MIT's	\$55,000.00
2025 Quintas and Cutchin Wedding	\$46,000.00
2025 CARF Survey Meeting	\$15,875.00
2025 Innisfree Blue Angels Homecoming	\$225,00.00
<b>Total</b>	<b>\$1,791,875.00</b>

## Lead Room Nights & Delegates

2,832 Room Nights	832 Delegates
28,549 YTD	12,902 YTD

## Booked Room Nights & Delegates

3,189 Room Nights	2,711 Delegates
9,185 YTD	7,858 YTD

## Perdido Key Visitor Center

Personal Assists	607
Phone Assists	43
Total Visitors	260
Total Non-Visitors	347
First Time Visitors	52
FY25 Total Visitors	2710
FY25 Non-Visitors	1720
Total Guides Mailed	2167
Total Guides Downloaded	212

## Pensacola Visitor Center

Personal Assists:	1403
Phone Assists	312
Total visitors	540
Total Non-visitors	863
First Time Visitors	168
FY25 Total Visitors	4852
FY25 Non-Visitors	6948

## Pensacola Beach Visitor Center

Personal Assists	3310
Phone Assists	167
Total Visitors	3932
First-Time Visitors	2600
FY25 Total Visitors	24225
FY25 Non-Visitors	2471
Guides Emailed / Mailed	117

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





## VISIT PENSACOLA SALES & SERVICE SUMMARY

May 2025

**36**  
**Partner**  
**Visits**

**3**  
**Partner**  
**Inquiries**

**6**  
**Community**  
**Outreach**

**77**  
**Partner**  
**Assists**

**80**  
**Hospitality**  
**Breakfast**  
**NTTW**

### New Partners

- Reservoir
- Fireroll Catering
- City Coffee and Ice cream
- Escape on Palafox
- High Ty'd Charters

### Community Outreach

- Hero's Luncheon
- Hospitality Olympics
- Stakeholders Breakfast
- Towneplace Ribbon Cutting
- Pensacola Sports Ribbon Cutting
- Beachball Breakfast

### Partner Activity Report

Activity	Added	Updated
Accounts	1	28
Listings	5	31
Contact	9	40
Events	5	244

### Upcoming Events & Meetings

#### Hospitality Roundtable Luncheon

Date: Tuesday, June 17 - 8:00 AM

Location: Voices of Pensacola Multicultural Center

#### Board of Directors

Date: Wednesday, June 25 - 3:00 PM

Location: Bowden Building

### Partner Visits

- High Ty'd Charter
- Bodacious Shops
- Marina Management
- Pensacola Beach Resort
- Pensacola Suites
- Home2 Davis
- Fireroll Catering
- Wahoo's
- Hilton Pensacola Beach
- J's Bakery
- Classic City Catering
- Sir Richards
- O'Rielly's
- Historic Trust
- City Coffee & Ice Cream
- Pensacola Beach Chamber
- Bounce Beach Pensacola
- Tru- Bayou
- Home2 Bayou
- Home 2 Pine Forest
- Alga
- Bavaria
- Pensacola Sports
- Rusted Arrow
- Indego
- Scout
- Jacksons Steak House
- Dog House Deli
- Hour Palafox
- Pensacola Airport
- First Tee Pensacola
- Internight
- Bamboo Willies
- Endive
- Ron Jons
- Intracoastal

### Partner News

- Bandwango is live!
- The New 2025/2026 Insider Guide Is Here!