

VISIT PENSACOLA BOARD MEETING

June 24, 2026

Visit Pensacola Board of Directors Meeting

June 24, 2026

3:00 p.m.

Bowden Building, 120 Church Street, Downtown Pensacola

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Executive Committee Report
4. Old Business
 - a) Approval of Minutes from May 27, 2026, Board Meeting*
 - b) Search Committee Update
5. New Business
 - a) Finance Committee Monthly Report*
 - b) Nominating Committee
 - c) Annual Meeting Discussion
 - d) Grants*
 - e) New Partners*
 - f) Press Trips/Site Tours/FAM*
6. Showcase Pensacola
7. Visit Pensacola Staff Update
8. Adjournment

** Action Item requiring board vote.*

Visit Pensacola Executive Meeting

Wednesday, June 3, 2026

VIC Conference Room, Visit Pensacola

Present: Darien Schaefer, Nicole Stacey, Sterling Gilliam, Maria Goldberg, Gabe DiCianni, Yash Patel, Brent Lane, and Diana Graff

Absent: N/A

Meeting was called to order at 2:03 p.m.

No Public Comment

Showcase Contract / Media Commission Discussion:

The committee discussed ongoing disputes related to the approval of Showcase media invoices and the calculation of agency commissions. Members acknowledged that traditional advertising billing practices often differ from standard accounting interpretations, particularly regarding how commissions are calculated and reflected on invoices. Media invoices are typically submitted at a gross amount, with commissions deducted afterward, while concerns were raised that the current contract language may not clearly align with standard industry terminology or practices. The committee agreed that this ambiguity may be contributing to the continued disagreement with the Comptroller's Office.

As part of the discussion, several action items were proposed. Robby, serving as legal counsel, will meet directly with the Comptroller's Office to review the disputed contract language and seek clarification on the interpretation being applied. The committee also agreed that future contracts may need more explicit wording regarding commission structures to eliminate ambiguity and reduce the likelihood of future disputes. In the meantime, the organization's strategy will remain focused on collaborative resolution efforts before considering any escalation measures. Additionally, Sterling recommended ensuring board member representation during future summit meetings with the Comptroller's Office to provide additional governance support and oversight during discussions.

Adara Subscription & Invoice Approval Issues

The committee discussed concerns surrounding Adara services and clarified that Adara is not solely a Showcase-managed service. Visit Pensacola directly owns and pays for the Adara subscription, while Showcase only accesses reporting and platform functionality through authorization granted by Visit Pensacola. Staff explained that Adara supports essential tourism marketing functions, including reporting, analytics, and attribution tracking necessary for evaluating campaign performance and organizational effectiveness.

Committee members expressed concern regarding the significant amount of staff time spent responding to repeated requests for information and clarification from the Clerk's Office. Additional frustration was noted over situations in which explanations or supporting documentation that had previously been accepted were later questioned or rejected. Staff further emphasized operational concerns that denial of Adara-related payments could impair the organization's ability to conduct accurate reporting, track marketing attribution, and effectively measure tourism campaign performance.

Following discussion, the committee reached a consensus to continue discussions regarding potential courses of action for improving coordination and communication with the Clerk's Office. The committee affirmed its preference to continue pursuing collaborative and professional resolution efforts while seeking clearer processes and expectations moving forward.

Accounting Position Discussion

The committee discussed transitioning the accounting support position into a full-time role to strengthen financial operations and provide additional administrative support during the organization's leadership transition. Committee members acknowledged the increasing workload associated with financial reporting, invoice processing, and compliance requirements, and agreed that expanding the accounting function would help improve operational efficiency and staff support.

In addition, the committee discussed the possibility of reaching out to the Comptroller's Office for input regarding desired qualifications, expectations, and areas of focus for the position. This outreach was viewed as a collaborative effort intended to improve communication, demonstrate transparency, and help ensure alignment on accounting processes and reporting expectations moving forward.

Staff Increases for Additional Duties

Sterling introduced proposed staff salary increases for Nicole, Wandy, Shawn, and Lindsey due to increased responsibilities resulting from Darien's departure from Visit Pensacola. Discussion also included the salary structure for the organization moving forward, noting that the new President of Visit Pensacola will have a base salary of at least \$200,000 and that staff compensation should be evaluated accordingly to remain in line with the organization's evolving wage structure. Maria suggested that all staff be included in the salary increase discussion. In conclusion, the Executive Board determined that all full-time Visit Pensacola administrative staff who have been employed for at least one year will receive a 3% salary increase, and that Nicole, Wandy, Shawn, and Lindsey will receive additional increases in recognition of their expanded duties.

Nominating Committee

The committee discussed upcoming nominating committee planning and noted that the board seats currently held by Sterling Gilliam, Greg Harris, and Robin Reshared will rotate off during the upcoming cycle. To support the nomination and selection process, the committee discussed a proposed nominating committee structure consisting of Executive Committee members, with Rachel Gillette serving as Chair pending confirmation, and Brent Lane serving as an additional committee member.

The committee also reviewed several planned improvements to the board application process. Future applications will more clearly state that applicants must already be active Visit Pensacola partners and that applicants' businesses must be located within Escambia County. Additionally, the process will include clearer eligibility requirements, timelines, and communication expectations for applicants. Planned website and communication enhancements include automated acknowledgment emails confirming receipt of applications, timeline communications outlining the nomination process, and follow-up emails for applicants who are not selected.

President & CEO Search Committee Update

Maria provided an update regarding the ongoing President & CEO search process being conducted through SearchWide. The recruitment timeline currently targets an early June position posting, with candidate prospecting expected to continue through July 20. The search

committee plans to review top candidates in late July, followed by semi-finalist interviews in August and final in-person interviews anticipated for late August. The committee reiterated that the goal remains to secure and onboard a new President & CEO before or near the start of Fiscal Year 2027.

The committee also discussed CEO compensation ranges and reached a preliminary consensus that the position salary should likely fall within an approximate range of \$200,000 to \$250,000, with the final offer dependent upon the selected candidate's experience, qualifications, and overall fit for the organization. In discussing desired leadership qualities, the search committee emphasized the importance of strong communication skills, organizational transparency, the ability to implement and communicate strategic vision, and proven staff leadership and relationship-building capabilities.

Adjournment

The meeting concluded with agreement on several immediate priorities and next steps for the organization. Committee members aligned on moving forward with the agreed-upon next steps regarding ongoing discussions and coordination efforts with the Comptroller's Office, while continuing to pursue collaborative resolution strategies. The committee also reaffirmed its commitment to maintaining momentum in the President & CEO search process and ensuring that recruitment efforts continue according to the established timeline. Additionally, members expressed continued support for staff during the leadership transition period and emphasized the importance of organizational stability, communication, and continuity of operations moving forward.

Week of June 8 – July 20	Prospecting and Qualifying Candidates
Week of July 27	Review Candidate List with Search Committee (8-10) narrow down to 5-6 for committee to interview.
Week of August 10	Interviews are conducted by Search Committee Candidate Processing of Finalists
Week of August 24	Final 2-3 Candidate In-Person Interviews, Meet and Greets Offer and Negotiation

The meeting was adjourned at 3:50 p.m.

Visit Pensacola Board of Directors Meeting Minutes

Wednesday, May 27, 2026

Bowden Building Conference Room, 120 Church Street, Downtown Pensacola

Board Members Present: Sterling Gilliam, Maria Goldberg, Gabe DiCianni, Yash Patel, Christina Sasser, Brent Lane, Diana Graff, Bridgett Middleton, and Robin Reshard.

Board Members Absent: Greg Harris, Jonathan Griffith.

Staff Members Present: Darien Schaefer, Nicole Stacey, Wandy Samuel, Shawn Brown, and Robert Rushing, Carver Darden.

The meeting was called to order at 3:02 pm by Sterling Gilliam.

Public Comment

There was no public comment.

Executive Committee Report

Gilliam discussed the two meetings of the Executive Committee on May 1st and May 14th. In discussing the Interim President & CEO position with Ray Palmer, it was clear the timing was not going to work out given his existing obligation to Pensacola Sports. With the search process moving along smoothly and having a seasoned staff of professionals, the Executive Committee is confident the current staff is capable of continuing the successful plan of work with Nicole Stacey, VP of Destination Development, as the key staff contact. Gilliam thanked Darien Schaefer for his professionalism and commitment to Visit Pensacola. Schaefer's last day in the office will be Friday, June 5, 2026.

Old Business/Minutes

Motion to approve the Board Meeting Minutes of April 22, 2026 as presented in the Board Packet by Maria Goldberg. Second by Robin Reshard and the motion carried.

Search Committee

The Search Committee met this morning with Kelli Henderson of SearchWide Global. She has spoken with 29 different stakeholders and compiled a needs assessment that was reviewed by the committee. From this needs assessment a job description/position overview will be developed. Goldberg reviewed the timeline with applications being accepted through July 30, 2026 and the final in-person interviews the week of August 24, 2026. Henderson commented that Pensacola is a great destination and that we should receive a lot of interest.

Goldberg is also sitting down with the Visit Pensacola staff and conducting individual interviews as well as having them complete a survey and will compile the comments anonymously for future consideration.

New Business

Finance Committee Monthly Report

Gabe DiCianni reviewed the Financials for April 2026. The Unified statement for April reports a net loss of \$347K. Due to timing differences between when expenses are recorded and when they are billed to the county, year-to-date results reflect a net loss of \$814K.

Visit Pensacola private income is primarily from Partnership Dues with 98.66% of invoiced partners paid. Receipts are \$10K more YTD. In April, \$100,000 was applied toward the Advance bringing the YTD amount paid to \$800,000. The remaining Advance balance of \$1.2 Million is to be paid by year-end. Foo Foo expenses (\$455K) have been submitted to OMB. As of the April submission, there was \$116,000 of FY 25 expenses that we are waiting for reimbursement.

Motion to approve the Finance Committee Report by Bridgett Middleton. Second by Reshard, motion carried.

Website Design Proposal

Shawn Brown reviewed the RFP Process for determining a vendor to provide Website Design services. Currently Tempest Interactive is our vendor and we've worked with them for five years. We received two proposals, Tempest and Granicus/Simpleview, which were reviewed and scored by a committee. Tempest was the clear winner. It's a three-year contract with the option of two one-year extensions for a total of up to five years. The price is \$102,450 for website design/upgrade with an annual fee of \$24,000. The Finance Committee recommends approving Tempest for website design, hosting and support. The costs associated with this contract will all be paid out of Fiscal Year 2027 budget.

Motion to approve Tempest to provide the new website design, hosting, and support by Brent Lane. Second by Yash Patel, motion carried.

Sales and Media FAM Tour Approval

Nicole Stacey reviewed the four individuals listed as part of the UK FAM. The Board approved this last month. They have visited but we had to replace two of the writers so we wanted to show the new names and their affiliations so we can get this list reapproved in accordance with the new policies making sure this is reflected in the minutes.

The other opportunity is Wolfgang Greiner in partnership with Visit Florida, a German travel journalist. It's been seven years and he will be updating their guides and articles written about Northwest Florida.

We also have two content creators visiting that are already in the approved budget. We are

reviewing in order to have it in the minutes that you approve these two coming, one will be coming in June, and the other one tentative for August.

Motion to approve these travel writer/familiarization (FAM) tours as presented by Goldberg. Second by Reshard, motion carried.

New Partners

We have five new Partner applications for approval by the Board of Directors including The Loft on Sabine Bay (a new event space), The Garden Bar, Global Grill, The Rooftop at Pensacola Little Theatre, and Run-Roast-and Refresh.

Motion to approve the five new Partner applications by Lane. Second by Christina Sasser, motion carried.

Marketing Update/Showcase Pensacola

Stacey reviewed the considerable staff activity. Stacey highlighted the National Travel & Tourism Week activities, Shawn Brown presented at the Tempest Conference on our website and AI, Kaya Man and Stacey attended IPW in Ft. Lauderdale, and Man attended a Sales Mission with Visit Florida in Texas,

The deadline for submitting Event Grant Funding Applications is June 4, 2026 at Noon.

Visit Pensacola is partnering with Ascension Hospital on a Summer Safe Pensacola series. The first session will be June 16, 2026 with a morning and afternoon session at the Holiday Inn on Pensacola Beach. These free sessions will feature hands-on CPR/Life Saving Training and are open to all hospitality and tourism industry workers.

Visit Pensacola worked closely with the American Idol producers to ensure that we were showing off the best of the best for our destination. Filming was primarily in the City of Pensacola and we were able to connect the producers with some of our partners on Pensacola Beach. Stacey showed the Pensacola Homecoming clip from American Idol that was seen nationally. The segment had an earned media value of \$258,948 and had a national audience of 4,721,896 people. We had committed up to \$18,000 towards this event but Mayor Reeves received \$25,000 of TDT funds from the Board of County Commissioners.

As part of celebrating America 250, our "From the 1500s with Love" campaign has been expanded to include "Love Letters" from our visitors and residents, asking them to write a love letter of what they love the most about Pensacola. To date, we've generated 2500 entries with one more month to go. 87.8% of the entries are outside of Florida, which is very exciting for us because we are doing this on all organic social channels. The entries are pretty amazing. One entry will be picked to win a three-night getaway fully donated by our partners (travel not included).

Please note in your calendar the reception on June 18th for "The Road to the Revolution" exhibit

on the third floor of the History Museum, a partnership with Historic Trust, Fiesta Pensacola and Visit Pensacola.

The new Insider Guide has been printed and delivered. We are very pleased with this year's edition, and we appreciate the hard work of Leslie Perino at EW Bullock. Cases can be picked up at the Visitor Center, or we can deliver them upon request.

Conde Nast Campaign

Schaefer went before the TDC on April 28th to request the second half of a \$500,000 commitment to promote the "Best Beach in the United States" recognition from Conde Nast readers. The TDC was impressed with the results to date. Bryan McCall reviewed those campaign numbers from February – April. Using Adara Impact data on the advertising that can be tracked, we generated nearly 8 million impressions, over 10,000 clicks, over 10,000 room nights and \$4.5 Million in revenue. This is a 39 times return on investment (ROI) which is fantastic for a new campaign. The second \$250,000 investment will begin June 1st.

Sun Belt Conference Basketball Championship Recap

Perino showed the video sizzle-reel highlighting the numbers from this year's successful tournament. The tournament attracted an estimated 12,900 unique attendees (50% increase), 7,100 out-of-county attendees (including participants) and 5,800 locals. Out-of-county visitors and participants spent \$3,764,7002 in the Pensacola area during this event, generating \$5,746,200 in economic impact (8.1% Increase). Out-of-county visitors generated 9,600 nights in paid accommodations in the Pensacola area (18.5% increase).

Search Committee

Given the change in the Search Committee members from Ashlee Hofberger to Michael Kohler, we need to ratify it for the record. Motion by Sasser to confirm the Search Committee members as Therese McKenzie (ACE), Will Moore (Pensacola Sports), Jason Nicholson (TDC Chair), Michael Kohler (BoCC), Robin Reshard, Christina Sasser, and Maria Goldberg (Chair). Second by Reshard, motion carried.

President/CEO Report

Schaefer reviewed the TDT Collections Report for March received in April. Collections were up 7.6% over last year, bringing our year to date up to 3.4% above last year. We are seeing all geographic areas showing improvement. The Perdido Key area continues to lead in % change to last year. April was another strong month and we should see similar numbers again. May is forecasting to be flat with more rain than usual this year.

Schaefer successfully secured an additional \$250,000 in TDT funding at the April 28, 2026 TDC Meeting which was approved by the BoCC. This fulfills the total \$500,000 commitment originally requested.

The next Board of County Commissioners meeting is June 17, 2026. It will most likely include a

conversation and possible action regarding the Pensacola Bay Center renovation/additions. The next BoCC meeting after that is July 23, 2026 (just one meeting in July currently scheduled).

Interviews for the Executive Assistant position are being held tomorrow with the intent of starting by June 1, 2026.

The SS United States is still in Mobile. The next window to reef the vessel will be in August.

The next Visit Pensacola Board Meeting is Wednesday, June 24, 2026.

With this being Schaefer's last Board Meeting, he shared the following comments:

"It's been an honor to serve these past six years as the President and CEO. I've really enjoyed sharing this destination's story. I'm leaving behind a great team of dedicated individuals passionate about the Pensacola area. I've enjoyed working with Showcase Pensacola, who's been dedicated to the success of our organization and to the community as a whole. There are so many accomplishments from growing our budget, successful marketing campaigns that increased our visibility nationally and internationally, securing a Triumph Grant for \$10.5 Million to promote Northwest Florida, and being recognized as the "#1 Beach in the United States" by the readers of Conde Nast. I've seen the momentum of this organization build year after year and we're off to a great start for the first half of Fiscal Year 2026. We continue to do more with less and punch much higher than our weight. Escambia County is fortunate to have Visit Pensacola and I only wish the best for this organization.

Gilliam thanked Schaefer reminding the Board that he arrived at the start of COVID resulting in budget cuts, not having access to our #1 attraction, managed the fallout of Hurricane Sally and losing the Three-Mile Bridge, which he handled with grace and good humor. It's been a pleasure working with you. I call you my friend, and I appreciate you for that. Pensacola is better from your leadership.

The meeting was adjourned at 4:07 pm by Gilliam.

Respectfully submitted by Darien Schaefer, President & CEO.

New Partners for Approval – June 2026

Hippie Bean Café

- 13260 Sorrento Road Pensacola, FL 32507
- Hippie Bean Café is a locally owned coffee and smoothie shop offering espresso drinks, cold brew, smoothies, açai and pitaya bowls, and locally made pastries. Hippie Bean Café also offers indoor and outdoor seating.
- <https://www.facebook.com/profile.php?id=61577896084144>



Firefly Café

- 10447 Sorrento Road Ste 101, Pensacola, FL 32507
- Firefly Cafe is a new café in the Perdido area offering smoothies, acai bowls, sandwiches, fresh-pressed juices, coffee, and many other fresh, feel-good eats. Guests can also enjoy a full breakfast menu featuring crepes, biscuits, toasts, and more.
- <https://www.facebook.com/profile.php?id=61584752286965>



Steve's Farm & Market

- 1201 S Hwy 99 Walnut Hill, FL 32568
- Steve's Farm and Market is a family-owned country destination in Walnut Hill, Florida offering fresh, locally grown seasonal produce along with a true farm experience. Visitors can enjoy a wide variety of fruits and vegetables, along with opportunities for outdoor activities like pond fishing and relaxing on the farm grounds. The farm also features homemade goods and a welcoming, community-focused atmosphere centered on quality, hospitality, and connecting people to fresh food and rural living.
- <https://stevesfarm.net/>



Sarah Soule Webb Studios

- 126 Palafox Place Pensacola, FL 32502
- SSW Studios is a contemporary art gallery located on Palafox Street in downtown Pensacola, showcasing the vibrant, coastal-inspired work of artist Sarah Soule Webb. The gallery features her signature "photo-surrealistic" paintings, including underwater portraits, dreamy waterscapes, and modern takes on vintage-inspired figures. Alongside original works, visitors can explore prints, gifts, and home décor items that reflect a bright, coastal lifestyle rooted in Gulf Coast living and creativity.
- <https://sswstudios.com/>



Great Harvest Bakery & Café

- 321 N De Villers St Pensacola, FL 32501
- At Great Harvest everything is made from scratch, including our fresh milled flour! Pure and simple wholesome ingredients, hand-selected from family-owned farms throughout the U.S. Join us for breakfast or lunch or just stop by for a truly fresh baked loaf of Honey Whole Wheat, Farmhouse White, or maybe one of our delicious cookies!



VISIT PENSACOLA BOARD MEETING

June 24, 2026

VP Financials



Visit Pensacola Financial Report May 2026

FY26 MAY TAKEAWAYS:

The unified financial statement for May reports net income of \$336K. Due to timing differences between when expenses are recorded and when they are billed to the county, year-to-date results reflect a net loss of \$732K.

MAJOR HIGHLIGHTS:

Visit Pensacola received an additional \$500,000 advance payment related to the Condé Nast Marketing Plan.

In May, VP applied \$350K toward the advance, bringing the year-to-date total to \$1.15M, with a remaining balance of \$1.3M to be paid by year-end.

Foo Foo expenses have been submitted to OMB.

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-99% of invoiced partners have already paid their dues.

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$1,164,334.59. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$41,642.66

VISIT PENSACOLA ONLY Month to date total Revenue = \$1,205,977.25

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$696,136.18

Operations \$39,344.23

Personnel \$134,587.68

VISIT PENSACOLA ONLY Month to Date total Expense = \$870,068.09

VISIT PENSACOLA Only Month to Date Net Income = \$335,909.16

UNIFIED Year to Date TDT revenue totaled \$7,233,741.77

UNIFIED Year To Date Private revenue totaled \$221,478.24

UNIFIED Year to date total Revenue = \$7,455,220.01

UNIFIED Year to date expense:

Direct Programming \$6,872,717.53

Operations \$296,363.78

Personnel \$1,018,482.90

UNIFIED Year to Date total Expense = \$8,187,564.21

UNIFIED Year to Date Net Loss = -\$732,344.20

County Submissions

* April's submission is submitted on May 20, 2026. The total amount of outstanding invoices from FY25 is \$116K.

Visit Pensacola Inc

Balance Sheet
As of May 31, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	250,901.66
1025 EFT TDT #4196	\$245,160.01
1027 EFT TDT #4196-ACE	2,711.83
Total for 1025 EFT TDT #4196	\$247,871.84
1030 Partner#2177	\$175,454.80
1033 PPP LOan	0.00
Total for 1030 Partner#2177	\$175,454.80
1035 Reserves #3955	21,106.95
1050 Petty Cash	115.00
Total for Bank Accounts	\$695,450.25
Accounts Receivable	
1200 Accounts Receivable	\$1,675,495.17
1200-5 Membershp Receivable	200.00
1200-6 Ad Sales Receivable	540.00
Total for 1200 Accounts Receivable	\$1,676,235.17
Total for Accounts Receivable	\$1,676,235.17
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	201.05
1405 Prepaid Expenses	44,612.03
1410 Prepaid Insurance	14,721.97
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 for Other Current Assets	\$59,535.05
Total for Current Assets	\$2,431,220.47
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
Total for 1300 Furniture & Fixtures	\$0.00

Visit Pensacola Inc

Balance Sheet
As of May 31, 2026

	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 for 1350 Equipment	\$0.00
Total for Fixed Assets	\$0.00
Total for Assets	\$2,431,220.47
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	-7,833.85
Total for Accounts Payable	-\$7,833.85
Credit Cards	
2000 Visit Pensacola P-Card	30,137.37
2002 Regions Membership PCard	6,797.24
Total for Credit Cards	\$36,934.61
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	54.00
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	250,000.00
2660 Pass through payment	0.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	900,000.00
2700 Unearned Revenue	1,350,900.00
2999 Salaries payable	67,866.46
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total for Other Current Liabilities	\$2,568,820.46
Total for Current Liabilities	\$2,597,921.22
Total for Liabilities	\$2,597,921.22

Visit Pensacola Inc

Balance Sheet
As of May 31, 2026

	Total
Equity	
32000 Unrestricted Net Assets	565,643.45
Net Income	-732,344.20
Total for Equity	-\$166,700.75
Total for Liabilities and Equity	\$2,431,220.47

VISIT PENSACOLA
PROFIT LOSS BUDGET PERFORMANCE VPI TDT ONLY

	May-26 Oct - May, 2026 (YTD)		Budget	Remaining	% of Budget
Actual					
Income					
4000 Tourism Development Tax-TDT	814,334.59	5,201,535.87	8,686,744.00	3,485,208.13	59.88%
Advance Payment	350,000.00	1,150,000.00	2,500,000.00	1,350,000.00	46.00%
4050 - TDT Supplemental			182,587.00	182,587.00	100.00%
Total 4000 Tourism Development Tax-TDT	\$ 1,164,334.59	\$ 6,351,535.87	\$ 11,369,331.00	\$ 5,017,795.13	55.87%
Total Income	\$ 1,164,334.59	\$ 6,351,535.87	\$ 11,369,331.00	\$ 5,017,795.13	55.87%
Gross Profit	\$ 1,164,334.59	\$ 6,351,535.87	\$ 11,369,331.00	\$ 5,017,795.13	55.87%
Expenses					
1 Direct Programming					
5090 Marketing Research	24,331.63	223,559.27	327,700.00	104,140.73	68.22%
5100 Advertising/Media	463.03	329,094.86	448,000.00	118,905.14	73.46%
5110 Public Relations	10,124.98	115,460.77	256,600.00	141,139.23	45.00%
5120 Advertising Production	600.00	15,025.00	45,000.00	29,975.00	33.39%
5130 Internet Site Production	14,303.95	311,029.48	463,115.00	152,085.52	67.16%
5140 Festivals & Events Granted		36,280.08	100,000.00	63,719.92	36.28%
5141 Festivals & Event Local Support		47,723.38	160,000.00	112,276.62	29.83%
5142 Festival & Event Mini Grants			50,000.00	50,000.00	0.00%
5150 Consumer Promotions	775.96	65,334.36	72,100.00	6,765.64	90.62%
5160 Sales Promotions		13,196.34	119,500.00	106,303.66	11.04%
5170 Brochures and Collateral	44,185.17	55,921.51	151,500.00	95,578.49	36.91%
5180 Tradeshows	3,259.81	193,458.45	277,000.00	83,541.55	69.84%
5190 Showcase	579,105.15	3,549,466.62	6,588,811.00	3,039,344.38	53.87%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%
5215 Tourism Development Projects			10,000.00	10,000.00	0.00%
5220 Registration	1,350.00	14,458.90	47,300.00	32,841.10	30.57%
5230 Dues and Subscriptions	2,761.91	42,392.06	70,425.00	28,032.94	60.19%
5400 Business Travel & Entertainment	5,725.16	27,413.41	115,390.00	87,976.59	23.76%
5500 Visitor Awareness Education			22,000.00	22,000.00	0.00%
Total 1 Direct Programming	\$ 686,986.75	\$ 5,126,064.49	\$ 9,410,691.00	\$ 4,284,626.51	54.47%
2 Operating Costs				0.00	
5450 Auto/ Local Travel	172.39	2,995.13	6,600.00	3,604.87	45.38%
5520 Committee Expenses			1,250.00	1,250.00	0.00%
5530 Meeting & Events		355.78	2,500.00	2,144.22	14.23%
5600 Building Maintenance & Repair	5,848.09	49,029.17	79,000.00	29,970.83	62.06%
5610 Computer&IT Maintenance&Repair	6,912.89	32,022.26	35,000.00	2,977.74	91.49%
5630 Insurance Building & Content	1,881.99	14,466.67	23,200.00	8,733.33	62.36%
5640 D & O and Liability Insurance	206.58	1,652.64	5,000.00	3,347.36	33.05%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%
5660 Legal Services	14,503.50	33,205.50	15,000.00	-18,205.50	221.37%
5670 CPA/ Financial Services	525.00	4,416.71	7,200.00	2,783.29	61.34%
5700 Postage	2,644.09	17,899.44	25,620.00	7,720.56	69.87%
5710 Supplies Coffee/Sodas	70.00	892.48	3,000.00	2,107.52	29.75%
5720 Office Supplies	250.27	14,910.70	11,000.00	-3,910.70	135.55%
5730 Storage and Delivery	1,002.93	7,880.99	14,420.00	6,539.01	54.65%
5750 Rent			10.00	10.00	0.00%
5760 Telephone Service	653.45	5,190.87	8,400.00	3,209.13	61.80%
5765 Cell Phone	786.31	6,327.26	9,600.00	3,272.74	65.91%
5770 Utilities	1,298.35	27,187.70	47,760.00	20,572.30	56.93%
5780 Copier	671.89	5,947.57	9,600.00	3,652.43	61.95%
5790 Capital Expenditures			20,000.00	20,000.00	0.00%
6001 Bank Service Charge				0.00	
6500 Taxes		207.96	100.00	-107.96	207.96%
Total 2 Operating Costs	\$ 37,427.73	\$ 248,588.83	\$ 354,260.00	\$ 105,671.17	70.17%
3 Personnel Costs				0.00	
5800 Salaries	94,823.89	809,499.32	1,311,260.00	501,760.68	61.73%
5830 Auto	461.54	3,857.16	6,020.00	2,162.84	64.07%
5840 401K Contribution Match	3,442.37	29,706.31	53,200.00	23,493.69	55.84%
5850 Employee Insurance	9,453.28	55,844.20	110,100.00	54,255.80	50.72%
5870 Drug Testing		117.51	400.00	282.49	29.38%
5880 Payroll Expense	26,252.99	101,771.91	120,400.00	18,628.09	84.53%
5890 Staff Education		2,007.00	3,000.00	993.00	66.90%
Total 3 Personnel Costs	\$ 134,434.07	\$ 1,002,803.41	\$ 1,604,380.00	\$ 601,576.59	62.50%
Total Expenses	\$ 858,848.55	\$ 6,377,456.73	\$ 11,369,331.00	\$ 4,991,874.27	56.09%
Net Operating Income	\$ 305,486.04	-\$ 25,920.86	\$ 0.00	\$ 25,920.86	

VISIT PENSACOLA PROFIT LOSS BUDGET PERFORMANCE VPI PRIVATE FUNDS ONLY

	May-26					
	Actual	Oct - May, 2026 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4100 Membership Dues	700.00	142,306.27	129,300.00	-13,006.27	110.06%	-10.06%
4150 Advertising Income	18,240.12	40,160.10	115,000.00	74,839.90	34.92%	65.08%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	21,932.96	22,065.00	130.00	-21,935.00	16973.08%	-16873.08%
4620 Interest Income	49.58	321.87	5,000.00	4,678.13	6.44%	93.56%
4640 Event Income	720.00	16,625.00	15,000.00	-1,625.00	110.83%	-10.83%
Total Income	\$ 41,642.66	\$ 221,478.24	\$ 409,430.00	\$ 187,951.76	54.09%	45.91%
Gross Profit	\$ 41,642.66	\$ 221,478.24	\$ 409,430.00	\$ 187,951.76	54.09%	45.91%
Expenses						
1 Direct Programming						
5100 Advertising/Media			5,000.00	5,000.00	0.00%	100.00%
5110 Public Relations	314.14	8,216.38	12,500.00	4,283.62	65.73%	34.27%
5120 Advertising Production				0.00		
5130 Internet Site Production		3,796.03	7,000.00	3,203.97	54.23%	45.77%
5140 Festivals & Events Granted				0.00	#DIV/0!	#DIV/0!
5141 Festivals & Event Local Support		124.05	10,000.00	9,875.95	1.24%	98.76%
5142 Festival & Event Mini Grants				0.00		
5150 Consumer Promotions		908.83	5,000.00	4,091.17	18.18%	81.82%
5160 Sales Promotions	37.09	9,013.81	31,000.00	21,986.19	29.08%	70.92%
5170 Brochures and Collateral		20.98	26,000.00	25,979.02	0.08%	99.92%
5180 Tradeshows	163.38	2,655.45	15,200.00	12,544.55	17.47%	82.53%
5190 Showcase		3,744.58	20,000.00	16,255.42	18.72%	81.28%
5210 Regional Partnership				0.00	#DIV/0!	#DIV/0!
5220 Registration		1,310.00	1,450.00	140.00	90.34%	9.66%
5230 Dues and Subscriptions		99.00	4,400.00	4,301.00	2.25%	97.75%
5400 Business Travel & Entertainment				0.00	#DIV/0!	#DIV/0!
5400-1 Disallowed Travel Expense	78.44	729.12	6,110.00	5,380.88	11.93%	88.07%
Total 5400 Business Travel & Entertainment	\$ 78.44	\$ 729.12	\$ 6,110.00	\$ 5,380.88	11.93%	88.07%
5500 Visitor Awareness Education	8,556.38	15,495.21	11,000.00	-4,495.21	140.87%	-40.87%
Total 1 Direct Programming	\$ 9,149.43	\$ 46,113.44	\$ 154,660.00	\$ 108,546.56	5.92%	70.18%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	89.09	561.54	2,200.00	1,638.46	25.52%	74.48%
5520 Committee Expenses			750.00	750.00	0.00%	100.00%
5530 Meeting & Events		28,939.23	37,620.00	8,680.77	76.93%	23.07%
5600 Building Maintenance & Repair				0.00		
5610 Computer&IT Maintenance&Repair				0.00		
5700 Postage		43.50	100.00	56.50	43.50%	56.50%
5710 Supplies Coffee/Sodas	211.35	3,569.66	4,000.00	430.34	89.24%	10.76%
5720 Office Supplies		69.46	1,000.00	930.54	6.95%	93.05%
5730 Storage and Delivery		8.33	1,000.00	991.67	0.83%	99.17%
5900 Miscellaneous Expenses	84.88	87.60	2,000.00	1,912.40	4.38%	95.62%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses			1,500.00	1,500.00	0.00%	100.00%
6001 Bank Service Charge	193.40	1,178.74	1,500.00	321.26	78.58%	21.42%
6005 Interest Expense	1,029.67	6,917.16	8,000.00	1,082.84		
6010 Credit Card Processing Fee	244.28	5,310.91	6,000.00	689.09	88.52%	11.48%
6500 Taxes	63.83	1,088.82	2,400.00	1,311.18	45.37%	54.63%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 1,916.50	\$ 47,774.95	\$ 214,570.00	\$ 166,795.05	22.27%	77.73%
3 Personnel Costs				0.00		
5810 Commissions		12,558.79	28,500.00	15,941.21	44.07%	55.93%
5840 401K Contribution Match		753.53	1,800.00	1,046.47	41.86%	58.14%
5850 Employee Insurance	153.61	1,050.65	2,500.00	1,449.35	42.03%	57.97%
5880 Payroll Expense		1,265.65	3,600.00	2,334.35	35.16%	64.84%
5890 Staff Education		50.87	3,800.00	3,749.13	1.34%	98.66%
Total 3 Personnel Costs	\$ 153.61	\$ 15,679.49	\$ 40,200.00	\$ 24,520.51	39.00%	61.00%
Total Expenses	\$ 11,219.54	\$ 109,567.88	\$ 409,430.00	\$ 299,862.12	26.76%	73.24%
Net Operating Income	\$ 30,423.12	\$ 111,910.36	\$ 0.00	\$ -111,910.36		
Net Income	\$ 30,423.12	\$ 111,910.36	\$ 0.00	\$ -111,910.36		

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES
May-26

	Oct - May, 2026					
	Actual	(YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-TDT	814,334.59	5,201,535.87	8,686,744.00	3,485,208.13	59.88%	40.12%
Advance Payment	350,000.00	1,150,000.00	2,500,000.00	1,350,000.00	46.00%	54.00%
4001 - Tourism Development Tax-ACE		882,205.90	2,122,956.00	1,240,750.10	41.56%	
4050 - TDT Supplemental			218,858.00	218,858.00	100.00%	0.00%
Total 4000 Tourism Development Tax	\$ 1,164,334.59	\$ 7,233,741.77	\$ 13,528,558.00	\$ 6,294,816.23	53.47%	46.53%
4100 Membership Dues	700.00	142,306.27	129,300.00	-13,006.27	110.06%	-10.06%
4150 Advertising Income	40,109.74	62,029.72	115,000.00	52,970.28	53.94%	46.06%
4400 Gifts in Kind - Goods			145,000.00	145,000.00	0.00%	100.00%
4600 Misc Income	63.34	195.38	130.00	-65.38	150.29%	-50.29%
4620 Interest Income	49.58	321.87	5,000.00	4,678.13	6.44%	93.56%
4640 Event Income	720.00	16,625.00	15,000.00	-1,625.00	110.83%	-10.83%
Total Income	\$ 1,205,977.25	\$ 7,455,220.01	\$ 13,937,988.00	\$ 6,482,767.99	53.49%	46.51%
Gross Profit	\$ 1,205,977.25	\$ 7,455,220.01	\$ 13,937,988.00	\$ 6,482,767.99	53.49%	46.51%
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	24,331.63	223,559.27	327,700.00	104,140.73	68.22%	31.78%
5100 Advertising/Media	463.03	329,094.86	453,000.00	123,905.14	72.65%	27.35%
5110 Public Relations	10,439.12	123,677.15	269,100.00	145,422.85	45.96%	54.04%
5120 Advertising Production	600.00	15,025.00	45,000.00	29,975.00	33.39%	66.61%
5130 Internet Site Production	14,303.95	314,825.51	470,115.00	155,289.49	66.97%	33.03%
5140 Festivals & Events Granted		36,280.08	100,000.00	63,719.92	36.28%	63.72%
5141 Festivals & Event Local Support		47,847.43	170,000.00	122,152.57	28.15%	71.85%
5142 Festival & Event Mini Grants			50,000.00	50,000.00	0.00%	100.00%
5150 Consumer Promotions	775.96	66,243.19	77,100.00	10,856.81	85.92%	14.08%
5160 Sales Promotions	37.09	22,210.15	150,500.00	128,289.85	14.76%	85.24%
5170 Brochures and Collateral	44,185.17	55,942.49	177,500.00	121,557.51	31.52%	68.48%
5180 Tradeshows	3,423.19	196,113.90	272,200.00	76,086.10	72.05%	27.95%
5190 Showcase	579,105.15	3,553,211.20	6,628,811.00	3,075,599.80	53.60%	46.40%
5210 Regional Partnership		86,250.00	86,250.00	0.00	100.00%	0.00%
5215 Tourism Development Projects			10,000.00	10,000.00	0.00%	100.00%
5220 Registration	1,350.00	15,768.90	48,750.00	32,981.10	32.35%	67.65%
5230 Dues and Subscriptions	2,761.91	42,491.06	74,825.00	32,333.94	56.79%	43.21%
5400 Business Travel & Entertainment	5,725.16	27,453.63	115,715.00	88,261.37	23.73%	76.27%
5400-1 Disallowed Travel Expense	78.44	688.90	5,785.00	5,096.10	11.91%	88.09%
Total 5400 Business Travel & Entertainment	\$ 5,803.60	\$ 28,142.53	\$ 121,500.00	\$ 93,357.47	23.16%	76.84%
5500 Visitor Awareness Education	8,556.38	15,495.21	33,000.00	17,504.79	46.96%	53.04%
7400 ACE - DP		1,700,539.60	2,159,227.00	2,159,227.00	0.00%	100.00%
Total 1 Direct Programming	\$ 696,136.18	\$ 6,872,717.53	\$ 11,724,578.00	\$ 4,851,860.47	58.62%	41.38%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	261.48	3,556.67	8,800.00	5,243.33	40.42%	59.58%
5520 Committee Expenses			2,000.00	2,000.00	0.00%	100.00%
5530 Meeting & Events		29,295.01	40,120.00	0.00%	136.95%	
5600 Building Maintenance & Repair	5,848.09	49,029.17	79,000.00	29,970.83	62.06%	37.94%
5610 Computer&IT Maintenance&Repair	6,912.89	32,022.26	35,000.00	2,977.74	91.49%	8.51%
5630 Insurance Building & Content	1,881.99	14,466.67	23,200.00	8,733.33	62.36%	37.64%
5640 D & O and Liability Insurance	206.58	1,652.64	5,000.00	3,347.36	33.05%	66.95%
5650 Audit		24,000.00	30,000.00	6,000.00	80.00%	20.00%
5660 Legal Services	14,503.50	33,205.50	15,000.00	-18,205.50	221.37%	-121.37%
5670 CPA/ Financial Services	525.00	4,416.71	7,200.00	2,783.29	61.34%	38.66%
5700 Postage	2,644.09	17,942.94	25,620.00	7,677.06	70.03%	29.97%
5710 Supplies Coffee/Sodas	281.35	4,462.14	7,100.00	2,637.86	62.85%	37.15%
5720 Office Supplies	250.27	14,980.16	12,000.00	-2,980.16	124.83%	-24.83%
5730 Storage and Delivery	1,002.93	7,889.32	15,420.00	7,530.68	51.16%	48.84%
5750 Rent			10.00	10.00	0.00%	100.00%
5760 Telephone Service	653.45	5,190.87	8,400.00	3,209.13	61.80%	38.20%
5766 Cell Phone	786.31	6,327.26	9,600.00	3,272.74	65.91%	34.09%
5770 Utilities	1,298.35	27,187.70	47,760.00	20,572.30	56.93%	43.07%
5780 Copier	671.89	5,947.57	9,600.00	3,652.43	61.95%	38.05%
5790 Capital Expenditures			20,000.00	20,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	84.88	87.60	2,000.00	1,912.40	4.38%	95.62%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses			1,500.00	1,500.00	0.00%	100.00%
6001 Bank Service Charge	193.40	1,178.74	1,500.00	321.26	78.58%	21.42%
6005 Interest Expense	1,029.67	6,917.16	8,000.00	14.89%	115.65%	
6010 Credit Card Processing Fee	244.28	5,310.91	6,000.00	689.09	88.52%	11.48%
6500 Taxes	63.83	1,296.78	2,500.00	1,203.22	51.87%	48.13%
6940 In Kind Expense			145,000.00	145,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 39,344.23	\$ 296,363.78	\$ 568,830.00	\$ 272,466.22	52.10%	47.90%

UNIFIED
PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

3 Personnel Costs						
5800 Salaries	94,823.89	809,499.32	1,311,260.00	501,760.68	61.73%	38.27%
5810 Commissions		12,558.79	28,500.00	15,941.21	44.07%	55.93%
5830 Auto	461.54	3,857.16	6,020.00	2,162.84	64.07%	35.93%
5840 401K Contribution Match	3,442.37	30,459.84	55,000.00	24,540.16	55.38%	44.62%
5850 Employee Insurance	9,606.89	56,894.85	112,600.00	55,705.15	50.53%	49.47%
5870 Drug Testing		117.51	400.00	282.49	29.38%	70.62%
5880 Payroll Expense	26,252.99	103,037.56	124,000.00	20,962.44	83.09%	16.91%
5890 Staff Education		2,057.87	6,800.00	4,742.13	30.26%	69.74%
Total 3 Personnel Costs	\$ 134,587.68	\$ 1,018,482.90	\$ 1,644,580.00	\$ 626,097.10	61.93%	38.07%
Total Expenses	\$ 870,068.09	\$ 8,187,564.21	\$ 13,937,988.00	\$ 5,750,423.79	58.74%	41.26%
Net Operating Income	\$ 335,909.16	-\$ 732,344.20	\$ 0.00	\$ 732,344.20		
Net Income	\$ 335,909.16	-\$ 732,344.20	\$ 0.00	\$ 732,344.20		

VISIT PENSACOLA UNIFIED ALL SOURCES YEAR OVER YEAR

FORM G

	ACE	HRT	Membership/ Partnership	TDT	TOTAL	Annual Budget Unified	Remaining of Budget	% Remaining of Budget	Current YTD Notes	Previous Yr.'s YTD	Diff in Yrs. FY26 to FY25	Notes
	A	B	C	F	A+B+C+D+E+F=G	H	G-H=I	J	K	N	G-N=O	
Ordinary Income/Expense												
4640 · Event Income		3,895.00	12,730.00		16,625.00	15,000.00	(1,625.00)	-11%		15,542.54	1,082.46	
4000 · Tourism Development Tax- TDT	882,205.90			6,351,535.87	7,233,741.77	10,686,744.00	3,453,002.23	32%		6,109,112.51	1,124,629.26	
4001 · Tourism Development Tax- ACE					0.00	2,194,920.00						
4050 · TDT Supplemental					0.00		-	#DIV/0!			0.00	
4100 · Membership Dues			142,306.27		142,306.27	129,300.00	(13,006.27)	-10%		145,271.25	(2,964.98)	
4150 · Advertising Income			62,029.72		62,029.72	115,000.00	52,970.28	46%		109,622.50	(47,592.78)	
4300 · Consignment Sales			60.00		60.00		(60.00)	#DIV/0!		52.00	8.00	
4620 · Interest Income			321.87		321.87	5,000.00	4,678.13	94%		100.62	221.25	
4400 · Gifts in Kind - Goods			0.00		0.00	145,000.00	145,000.00	100%			0.00	
4600 · Misc. Income			135.38		135.38	130.00	(5.38)	-4%		13,870.63	(13,735.25)	
Total Income	882,205.90	3,895.00	217,583.24	6,351,535.87	7,455,220.01	13,291,094.00	3,640,953.99	27%		6,393,572.05	1,061,647.96	
Gross Profit	882,205.90	3,895.00	217,583.24	6,351,535.87	7,455,220.01	13,291,094.00	3,640,953.99					
Expense												
1 · Direct Programming	1,700,539.60		46,113.44	5,126,064.49	6,872,717.53	11,077,684.00	4,204,966.47	38%		5,767,879.54	1,104,837.99	
2 · Operating Costs		5,805.09	41,969.86	248,588.83	296,363.78	568,830.00	272,466.22	48%		232,099.36	64,264.42	
3 · Personnel Costs			15,679.49	1,002,803.41	1,018,482.90	1,644,580.00	626,097.10	38%		985,249.86	33,233.04	
Total Expense	1,700,539.60	5,805.09	103,762.79	6,377,456.73	8,187,564.21	13,291,094.00	5,103,529.79	38%		6,985,228.76	1,202,335.45	
Net Ordinary Income	(818,333.70)	(1,910.09)	113,820.45	(25,920.86)	(732,344.20)	0.00				(591,656.71)		
Net Income	(818,333.70)	(1,910.09)	113,820.45	(25,920.86)	(732,344.20)	0.00				(591,656.71)		



FORM E

	MTD FY26		YTD FY26			FY26		
	<u>VISIT PENSACOLA-TDT</u>	<u>VISIT PENSACOLA PRIVATE</u>	<u>VISIT PENSACOLA ONLY</u>	<u>ACE ONLY</u>	<u>UNIFIED</u>	<u>UNIFIED</u>		
Revenue	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY26 BUDGET	% REMAINING OF BUDGET
TDT Revenue	\$1,164,334.59		\$6,351,535.87	\$882,205.90	\$7,233,741.77	\$12,809,700.00	\$ 5,575,958.23	44%
Supplemental	\$0.00				\$0.00	\$218,858.00	\$ 218,858.00	\$1.00
Private Revenue	\$0.00	\$41,642.66	\$221,478.24		\$221,478.24	\$409,430.00	\$ 187,951.76	46%
Total Revenue	\$1,164,334.59	\$41,642.66	\$6,573,014.11	\$882,205.90	\$7,455,220.01	\$13,437,988.00	\$ 5,982,767.99	45%
			\$0.00		\$0.00			
Expense	ACTUALS MTD	ACTUALS MTD	ACTUALS YTD	ACTUALS YTD	ACTUALS YTD	ANNUAL BUDGET	REMAINING FY26 BUDGET	% REMAINING OF BUDGET
Direct Programming	\$686,986.75	\$9,149.43	\$5,172,177.93	\$1,700,539.60	\$6,872,717.53	\$11,224,578.00	\$ 4,351,860.47	39%
Operations	\$37,427.73	\$1,916.50	\$296,363.78		\$296,363.78	\$568,830.00	\$ 272,466.22	48%
Personnel	\$134,434.07	\$153.61	\$1,018,482.90		\$1,018,482.90	\$1,644,580.00	\$ 626,097.10	38%
Total Expenses	\$858,848.55	\$11,219.54	\$6,487,024.61	\$1,700,539.60	\$8,187,564.21	\$13,437,988.00	\$5,250,423.79	39%
			\$0.00		\$0.00			
<i>Net Income (loss)</i>	\$305,486.04	\$30,423.12	\$85,989.50	-\$818,333.70	-\$732,344.20	\$0.00		
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00		

TO: BOARD OF COUNTY COMMISSIONERS
Package of Board Meeting

FROM: Shannon Suarez
RE: TDT - Monthly Reconciliation
DATE: 6/5/2026

Attached is the BCC Recommendation for monthly TDT Collections, to be signed by Pam Childers, a copy of TDT End of Month Reconciliation of **April 2026** returns received in the month of **May 2026**.

Package includes:

- (A) TDT Memo for BCC Recommendation for monthly Tourist Development Tax.
- (B) Five Percent Tourist Development Tax Collection Data – TDT Year to Year Comparison.
- (C) Five Percent Tourist Development Tax Collection Data Fiscal Year 2026 – 2025 Geographic Area Table.
- (D) Five Percent Tourist Tax Dollars Collected.



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: June 2, 2026

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 April 2026 returns received in the month of May 2026, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in May 2026 were \$2,033,854 compared to \$1,816,436 in May 2025. A comparison of May 2026 to May 2025 is a 12.0% increase.
- Year-to-date collections for FY2026 is \$11,075,228 compared to \$10,557,611 for FY2025. A comparison of FY2026 to FY2025 is a 4.9% increase.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2026	2025	% Change	2026	2025	% Change
1-5 Cents	\$ 2,033,854	\$ 1,816,436	12.0%	\$ 11,075,228	\$ 10,557,611	4.9%
Total	\$ 2,033,854	\$ 1,816,436	12.0%	\$ 11,075,228	\$ 10,557,611	4.9%

**Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of May 31, 2026**



Year-To-Date Collections				
Geographic Area	Fiscal Year 2026 YTD Collected	Fiscal Year 2025 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 963,556.53	\$ 940,602.50	\$ 22,954.03	2.4%
Southeast Pensacola	1,566,089.04	1,531,477.72	34,611.32	2.3%
Southcentral & Southwest Pensacola	380,929.46	429,089.43	(48,159.97)	-11.2%
Perdido Key Area	2,022,129.13	1,829,011.28	193,117.85	10.6%
Northeast Pensacola	688,572.16	715,354.05	(26,781.89)	-3.7%
North Escambia & Northwest Pensacola	873,717.61	835,322.59	38,395.02	4.6%
Pensacola Beach Area	4,580,234.04	4,276,753.76	303,480.28	7.1%
Total	\$ 11,075,227.97	\$ 10,557,611.33	\$ 517,616.64	4.9%

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 2026
As of May 31, 2026



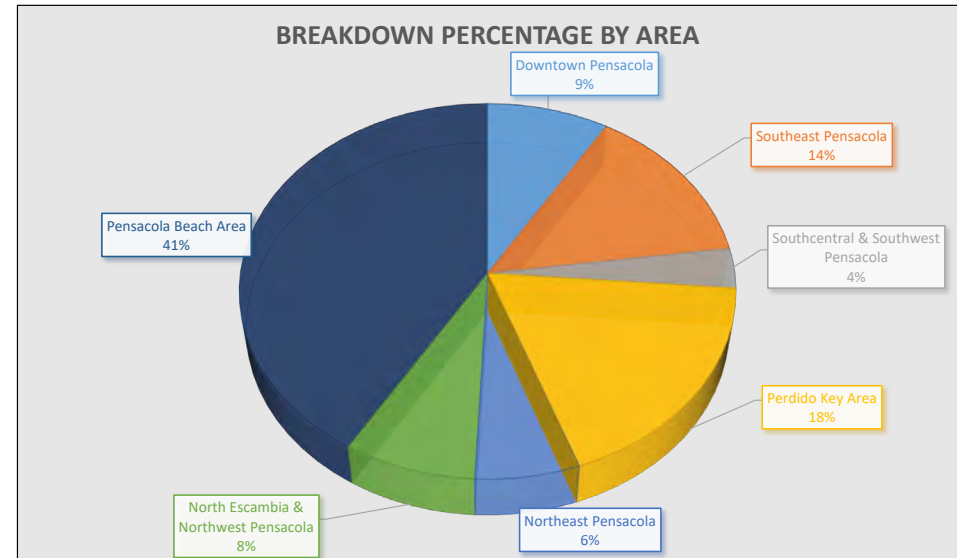
Fiscal Year 2026														
Geographic Area	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Area Total	% of Total
Downtown Pensacola	\$ 119,756.42	\$ 118,845.86	\$ 83,248.50	\$ 105,420.60	\$ 91,929.06	\$ 113,045.93	\$ 171,039.58	\$ 160,270.58	\$ -	\$ -	\$ -	\$ -	\$ 963,556.53	8.7%
Southeast Pensacola	184,600.75	190,893.03	168,257.93	152,690.52	165,322.18	181,525.42	267,766.53	255,032.68	-	-	-	-	1,566,089.04	14.1%
Southcentral & Southwest Pensacola	46,666.50	43,913.67	47,521.60	40,753.69	39,617.89	50,614.44	53,639.63	58,202.04	-	-	-	-	380,929.46	3.4%
Perdido Key Area	309,642.53	322,888.37	142,298.07	101,923.01	179,807.14	170,565.15	385,641.81	409,363.05	-	-	-	-	2,022,129.13	18.3%
Northeast Pensacola	82,321.31	89,217.73	69,806.12	74,535.52	70,236.80	83,547.84	115,570.06	103,336.78	-	-	-	-	688,572.16	6.2%
North Escambia & Northwest Pensacola	92,661.22	106,558.79	101,809.85	101,067.92	87,564.97	106,532.45	151,313.87	126,208.54	-	-	-	-	873,717.61	7.9%
Pensacola Beach Area	738,146.39	731,310.84	409,280.09	304,059.28	308,777.37	354,319.01	812,901.14	921,439.92	-	-	-	-	4,580,234.04	41.4%
Total	\$ 1,573,795.12	\$ 1,603,628.29	\$ 1,022,222.16	\$ 880,450.54	\$ 943,255.41	\$ 1,060,150.24	\$ 1,957,872.62	\$ 2,033,853.59	\$ -	\$ -	\$ -	\$ -	\$ 11,075,227.97	100.0%

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	\$ 137,660.05	\$ 160,516.22	\$ 159,739.04	\$ 181,670.31	\$ 217,567.06	\$ 131,429.37	\$ 1,631,008.28	7.4%
Southeast Pensacola	188,725.53	198,565.51	160,501.72	155,355.76	161,139.31	168,663.57	244,602.44	253,923.88	279,980.56	315,246.56	346,557.60	235,399.94	2,708,662.38	12.3%
Southcentral & Southwest Pensacola	57,487.05	57,626.70	44,979.30	48,666.49	52,072.03	66,855.79	51,934.79	49,467.28	59,124.97	66,705.63	90,632.93	57,257.20	702,810.16	3.2%
Perdido Key Area	329,206.47	277,113.00	138,933.97	105,715.89	130,303.00	188,588.30	344,501.05	314,649.60	528,547.43	925,211.67	916,346.50	447,686.64	4,646,803.52	21.1%
Northeast Pensacola	89,220.75	94,553.22	77,553.02	68,782.80	74,827.09	90,869.84	116,258.49	103,288.84	121,861.77	131,016.77	145,161.67	104,903.28	1,218,297.54	5.5%
North Escambia & Northwest Pensacola	125,052.59	109,288.21	89,565.90	98,308.82	69,240.59	89,581.53	140,914.09	113,370.86	153,994.74	158,597.76	190,131.01	114,666.52	1,452,712.62	6.6%
Pensacola Beach Area	731,625.87	717,608.98	389,354.93	312,420.95	201,913.89	318,951.84	783,657.70	821,219.60	1,166,032.94	1,591,441.66	1,709,008.62	945,303.72	9,688,540.70	43.9%
Total	\$ 1,655,729.03	\$ 1,576,682.88	\$ 1,004,212.39	\$ 891,760.65	\$ 765,190.14	\$ 1,028,071.35	\$ 1,819,528.61	\$ 1,816,436.28	\$ 2,469,281.45	\$ 3,369,890.36	\$ 3,615,405.39	\$ 2,036,646.67	\$ 22,048,835.20	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
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	32534	Ensley Area
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	32568	McDavid Area
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	32561	Pensacola Beach Area

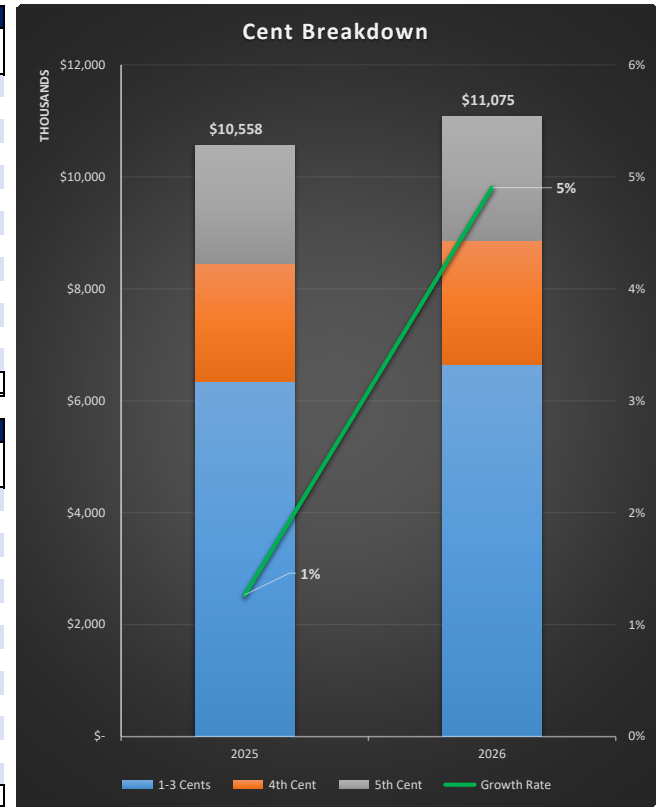


Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2026
As of May 31, 2026



Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 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	\$ 944,277.07
NOV	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	962,176.97
DEC	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	613,333.30
JAN	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	528,270.32
FEB	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	565,953.25
MAR	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	636,090.14
APR	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	1,091,717.17	1,174,723.57
MAY	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	1,089,861.77	1,220,312.15
JUN	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	1,481,568.87	-
JUL	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	2,021,934.22	-
AUG	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	2,169,243.23	-
SEP	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	1,221,988.00	-
Total	\$ 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	\$ 13,229,301.12	\$ 6,645,136.78

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ 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	\$ 314,759.02
NOV	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	320,725.66
DEC	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	204,444.43
JAN	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	176,090.11
FEB	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	188,651.08
MAR	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	212,030.05
APR	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84	374,281.83	384,761.27	363,905.72	391,574.52
MAY	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	406,770.72
JUN	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	-
JUL	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
AUG	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	-
SEP	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
Total	\$ 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	\$ 4,409,767.04	\$ 2,215,045.59



Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2017 - 2026										
Month of Collection	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
OCT	\$ -	-	-	-	-	339,253.15	327,844.07	343,729.81	331,145.81	\$ 314,759.02
NOV	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58	320,725.66
DEC	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48	204,444.43
JAN	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13	176,090.11
FEB	-	-	-	-	-	155,780.93	162,198.00	150,682.76	153,038.03	188,651.08
MAR	-	-	-	-	-	188,791.75	207,129.13	195,273.55	205,614.27	212,030.05
APR	-	-	-	-	-	357,744.84	374,281.83	384,761.27	363,905.72	391,574.52
MAY	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	363,287.26	406,770.72
JUN	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	493,856.29	-
JUL	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	673,978.07	-
AUG	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	723,081.08	-
SEP	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	407,329.33	-
Total	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 4,409,767.04	\$ 2,215,045.59

Current Year vs Prior Year				
Month of Collection	2026	2025	Variance	% Change
OCT	\$ 1,573,795.12	\$ 1,655,729.03	\$ (81,933.91)	-4.9%
NOV	1,603,628.29	1,576,682.88	26,945.41	1.7%
DEC	1,022,222.16	1,004,212.39	18,009.77	1.8%
JAN	880,450.54	891,760.65	(11,310.11)	-1.3%
FEB	943,255.41	765,190.14	178,065.27	23.3%
MAR	1,060,150.24	1,028,071.35	32,078.89	3.1%
APR	1,957,872.62	1,819,528.61	138,344.01	7.6%
MAY	2,033,853.59	1,816,436.28	217,417.31	12.0%
JUN	-	2,469,281.45	(2,469,281.45)	Pending
JUL	-	3,369,890.36	(3,369,890.36)	Pending
AUG	-	3,615,405.39	(3,615,405.39)	Pending
SEP	-	2,036,646.67	(2,036,646.67)	Pending
Total	\$ 11,075,227.97	\$ 22,048,835.20	\$ (10,973,607.23)	-49.8%

*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

**Fund 108 - Revenue Trends
Analytical Review
As of May 15, 2026**



	FY26	% change from PY	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21
October	1,581,065	-4.3%	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785
November	1,605,146	1.0%	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614
December	1,017,307	1.5%	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952
January	883,748	0.5%	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570
February	848,734	10.8%	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276
March	1,060,030	4.0%	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963
April	1,959,232	7.2%	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509
May	2,030,986	13.0%	1,797,970	8.3%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114
June	228,485	-90.7%	2,462,867	5.4%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820
July	-	-100.0%	3,355,509	-2.7%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405
August	-	-100.0%	3,704,289	-1.5%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112
Sept	-	-100.0%	2,056,218	-0.1%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341
	<u>11,214,733</u>	-49.3%	<u>22,114,042</u>	2.5%	<u>22,014,490</u>	2.0%	<u>21,582,470</u>	-1.1%	<u>21,816,411</u>	23.5%	<u>17,671,461</u>
1 - 2 Cents	4,485,893		8,845,617		8,805,796		8,632,988		10,908,205		8,835,730
3rd Cent	2,242,947		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
4th Cent	2,242,947		4,422,808		4,402,898		4,316,494		5,454,103		4,417,865
5th Cent	2,242,947		4,422,808		4,402,898		4,316,494		-		-
	<u>11,214,733</u>		<u>22,114,042</u>		<u>22,014,490</u>		<u>21,582,470</u>		<u>21,816,411</u>		<u>17,671,461</u>

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 \(3\) \(1\):](#)

TO: **BOARD OF COUNTY COMMISSIONERS**
Package of Board Meeting

FROM: Shannon Suarez

RE: TDT - Monthly Reconciliation

DATE: 6/5/2026

Attached is the BCC Recommendation for monthly TDT Collections, to be signed by Pam Childers, a copy of TDT End of Month Reconciliation of **April 2026** returns received in the month of **May 2026**.

Package includes:

- (A) TDT Memo for BCC Recommendation for monthly Tourist Development Tax.
- (B) Five Percent Tourist Development Tax Collection Data – TDT Year to Year Comparison.
- (C) Five Percent Tourist Development Tax Collection Data Fiscal Year 2026 – 2025 Geographic Area Table.
- (D) Five Percent Tourist Tax Dollars Collected.

VISIT PENSACOLA BOARD MEETING
June 24, 2026

Research

VISIT PENSACOLA

MONTHLY DASHBOARD

MAY 2026

By Downs & St. Germain Research



VISITOR SUMMARY – MAY 2026¹



Compared to May 2025, in May 2026...

- » Visitor numbers increased by **+5.7%**.
- » Airline passengers decreased by **-5.1%**.
- » Hotel occupancy was down **-2.2%** and ADR was up **+1.8%**, resulting in a RevPAR that was down **-0.5%**.
- » Hotel room nights were down **-1.3%**.
- » Vacation rental room nights were up **+13.0%** most likely due to an increase in units (+13.5%).
- » Top markets for this month were **Mobile** and **Atlanta**.
- » **NOTE:** Airbnb (effective April 30, 2025) and Vrbo (effective May 30, 2025) have updated how rates are quoted through their platforms. The ADR now includes cleaning fees, platform service fees, and applicable discounts (e.g., weekly or monthly stay discounts). Therefore, the ADR of vacation rentals may appear inflated in YOY comparisons now that Key Data is capturing the inclusive price (excluding taxes) rather than the base accommodation rate.

¹ Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation

PENSACOLA DASHBOARD – MAY 2026

Visitor Statistics	May 2025	May 2026	% Change
Visitors ²	252,300	266,600	+5.7%
Airline Passengers ³	316,517	300,501	-5.1%

Hotel Statistics ⁴	May 2025 ¹	May 2026	% Change
Occupancy	72.6%	71.0%	-2.2%
Room Rates	\$161.59	\$164.42	1.8%
RevPAR	\$117.37	\$116.80	-0.5%
Room Nights	200,346	197,644	-1.3%

Vacation Rental Statistics ⁵	May 2025 ¹	May 2026	% Change
Occupancy	65.3%	65.0%	-0.5%
Room Rates	\$293.71	\$308.56	+5.1%
RevPAR	\$191.74	\$200.49	+4.6%
Room Nights	49,501	55,917	+13.0%
Unit Revenue (Nightly)	\$12,110,091	\$12,485,928	+3.1%

¹ FY25 metrics have been adjusted to reflect updated lodging figures.

² Visitation estimates provided here are **preliminary**.

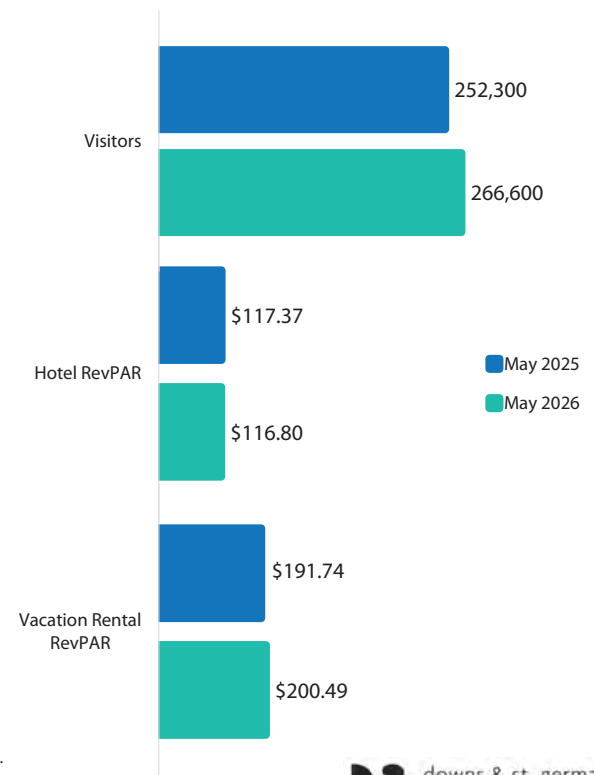
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

³ Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

⁴ Source: Smith Travel Research.

⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.



PENSACOLA DASHBOARD – FY2026 (OCT 2025 – MAY 2026)

Visitor Statistics	FYTD 2025	FYTD 2026	% Change
Visitors ²	1,447,000	1,539,000	+6.4%
Airline Passengers ³	1,942,010	1,952,444	+0.5%

Hotel Statistics ⁴	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	59.4%	61.7%	+3.9%
Room Rates	\$125.17	\$127.41	+1.8%
RevPAR	\$74.37	\$78.68	+5.8%
Room Nights	1,280,768	1,340,290	+4.6%

Vacation Rental Statistics ⁵	FYTD 2025 ¹	FYTD 2026	% Change
Occupancy	45.7%	47.4%	+3.6%
Room Rates	\$190.95	\$193.68	+1.4%
RevPAR	\$87.34	\$91.78	+5.1%
Room Nights	258,990	301,918	+16.6%
Unit Revenue (Nightly)	\$41,974,520	\$44,553,955	+6.1%

¹ FY25 metrics have been adjusted to reflect updated lodging figures.

² Visitation estimates provided here are **preliminary**.

Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

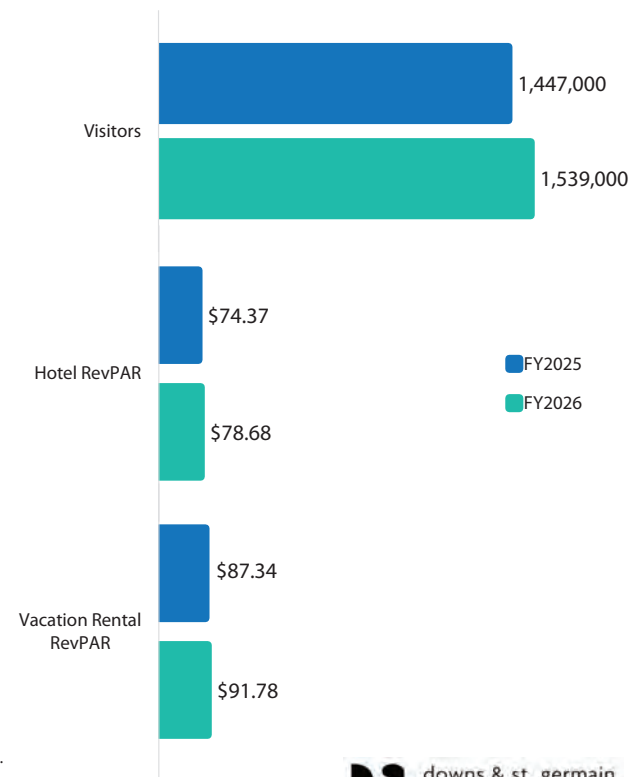
Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

³ Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

⁴ Source: Smith Travel Research.

⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

4



PENSACOLA DASHBOARD – MAY 2026

TOP VISITOR ORIGIN MARKETS ¹		
Markets	May 2025	May 2026
Mobile ²	13.2%	10.9%
Atlanta	3.9%	4.2%
New Orleans	3.9%	3.9%
Nashville	2.8%	3.5%
Birmingham	3.9%	3.4%
Dallas-Fort Worth	2.4%	2.5%
Houston	1.4%	2.1%

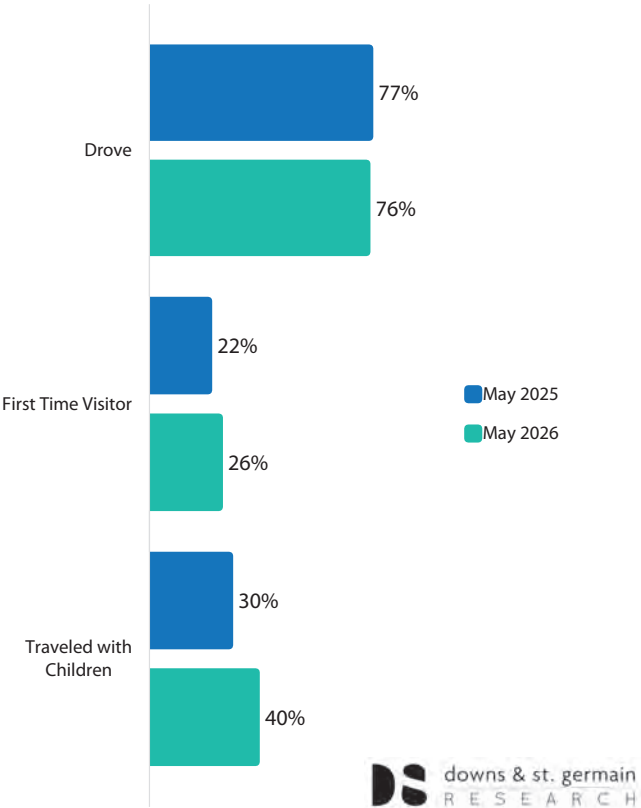
¹ Sources: Zartico and Visitor Tracking Study.
² Mobile DMA spans across Florida, Alabama, and Mississippi.

PENSACOLA DASHBOARD – MAY 2026

May Visitors	2025	2026
Stayed in paid accommodations	69%	70%
Drove	77%	76%
Length of stay ¹	4.3	4.1
Will recommend	96%	96%
First time visitor	22%	26%

May Visitors	2025	2026
Median Age ²	42	44
Gender (Female) ²	55%	62%
Household Income	\$88,100	\$104,300
Travel party size ¹	3.0	3.0
Traveled with Children	30%	40%

¹ Visitors staying in Paid Accommodations.
² Age and gender of member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.



VISIT PENSACOLA

MONTHLY DASHBOARD

MAY 2026

Downs & St. Germain Research
contact@dsg-research.com
850-906-3111 | www.dsg-research.com



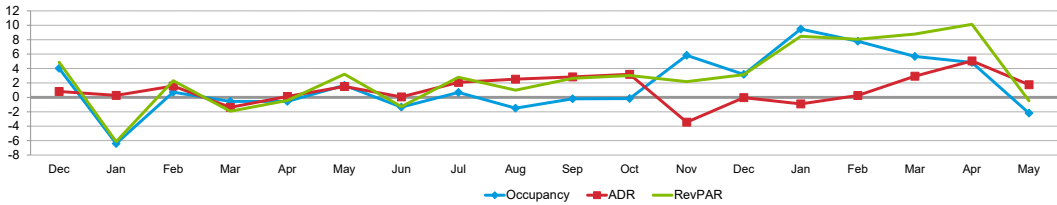
Month	Airline Passengers	Hotel Occupancy	Hotel ADR	Hotel RevPar	VR Occupancy	VR ADR	VR RevPar	Number of Visitors	Length of Stay (nights) of BTCs	Average Spending Per Party	First Time Visitors (%)	Party Size of BTCs
Oct-25	270,134	63.7%	\$135.80	\$86.56	53.3%	\$224.06	\$119.41	229,000	4.5	\$1,175.00	20%	2.5
Nov-25	216,939	56.5%	\$110.22	\$62.28	31.2%	\$175.90	\$54.84	164,900	4.5	\$1,363.00	19%	2.6
Dec-25	222,275	49.5%	\$103.62	\$51.24	23.8%	\$157.57	\$37.57	133,600	5.1	\$1,491.00	16%	2.6
Jan-26	178,223	48.6%	\$97.11	\$47.22	31.8%	\$111.73	\$35.49	146,900	4.9	\$1,181.00	18%	2.5
Feb-26	196,497	62.6%	\$110.27	\$68.99	55.7%	\$122.56	\$68.25	138,600	6.0	\$1,727.00	18%	2.6
Mar-26	277,220	71.8%	\$143.65	\$103.21	61.1%	\$209.94	\$128.22	228,000	4.8	\$1,530.00	22%	2.9
Apr-26	290,655	70.2%	\$154.20	\$108.28	57.3%	\$239.09	\$136.95	235,800	4.4	\$1,432.00	24%	2.8
May-26	300,501	71.0%	\$164.42	\$116.80	65.0%	\$308.56	\$200.49	266,600	4.1	\$1,655.00	26%	3.0

Tab 2 - Trend Escambia Co + Zip 32561+

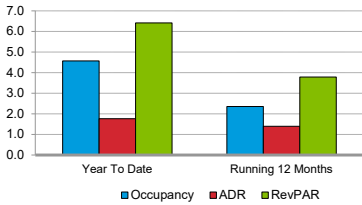
Visit Pensacola
For the Month of May 2026

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2024												2025												2026				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	47.9	44.4	58.0	68.0	67.0	72.6	75.1	75.3	65.6	60.3	63.8	56.4	49.4	48.6	62.6	71.8	70.2	71.0										
	Last Year	46.1	47.5	57.6	68.4	67.4	71.4	76.1	74.8	66.6	60.4	63.9	53.3	47.9	44.4	58.0	68.0	67.0	72.6										
	Percent Change	4.0	-6.4	0.7	-0.6	-0.6	1.7	-1.4	0.7	-1.5	-0.2	-0.2	5.8	3.2	9.5	7.8	5.7	4.8	-2.2										

ADR	2024												2025												2026				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	103.55	98.01	109.98	139.55	146.77	161.59	180.40	196.75	144.85	135.56	131.86	110.21	103.51	97.11	110.27	143.64	154.20	164.42										
	Last Year	102.72	97.73	108.27	141.50	146.59	159.20	180.28	192.73	141.27	131.82	127.76	114.14	103.55	98.01	109.98	139.55	146.77	161.59										
	Percent Change	0.8	0.3	1.6	-1.4	0.1	1.5	0.1	2.1	2.5	2.8	3.2	-3.4	0.0	-0.9	0.3	2.9	5.1	1.8										

RevPAR	2024												2025												2026				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	49.61	43.53	63.84	94.88	98.31	117.37	135.40	148.20	94.97	81.77	84.07	62.19	51.18	47.22	68.99	103.20	108.28	116.80										
	Last Year	47.31	46.38	62.40	96.74	98.74	113.72	137.17	144.18	94.04	79.67	81.80	60.86	49.61	43.53	63.84	94.88	98.31	117.37										
	Percent Change	4.9	-6.1	2.3	-1.9	-0.4	3.2	-1.3	2.8	1.0	2.6	3.0	2.2	3.1	8.5	8.1	8.8	10.1	-0.5										

Supply	2024												2025												2026				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	275,838	275,838	249,144	275,838	266,940	275,838	266,940	275,838	278,876	267,600	276,520	267,600	276,551	276,551	248,500	278,225	269,250	278,225										
	Last Year	263,655	263,655	238,140	258,757	250,410	262,291	256,440	268,212	272,056	263,280	272,056	264,600	275,838	275,838	249,144	275,838	266,940	275,838										
	Percent Change	4.6	4.6	4.6	6.6	6.6	5.2	4.1	2.8	2.5	1.6	1.6	1.1	0.3	0.3	-0.3	2.9	0.9	0.9										

Demand	2024												2025												2026				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	This Year	132,155	122,507	144,622	187,526	178,803	200,346	200,362	207,772	182,847	161,406	176,300	151,003	136,720	134,465	155,469	199,894	189,070	197,644										
	Last Year	121,429	125,109	137,244	176,899	168,069	187,362	195,115	200,643	181,098	159,122	173,751	141,089	132,155	122,507	144,622	187,526	178,803	200,346										
	Percent Change	8.8	-2.1	5.4	6.0	6.0	6.9	2.7	3.4	6.1	1.0	1.4	1.5	7.0	3.5	9.8	7.5	6.6	5.7	-1.3									

Revenue	2024												2025												2026			
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May										
This Year	13,685,118	12,006,492	15,905,651	26,170,131	26,243,647	32,374,669	36,144,889	40,879,808	26,484,557	21,880,978	23,246,499	16,642,253	14,152,523	13,058,032	17,144,287	28,713,398	29,153,683	32,497,285										
Last Year	12,472,585	12,227,301	14,809,602	25,031,898	24,725,056	29,827,322	35,175,493	38,670,528	25,583,449	20,975,404	22,198,432	16,103,965	13,685,118	12,006,492	15,905,651	26,170,131	26,243,647	32,374,669										
Percent Change	9.7	-1.8	7.0	4.5	6.1	8.5	2.8	5.7	3.5	4.3	4.7	3.3	3.8	8.8	7.8	9.7	11.1	0.4										

VISIT PENSACOLA BOARD MEETING
June 24, 2026

**Marketing &
Communications**



🔊 WHILE YOU'RE HERE

Using social media, we connect with in-market visitors to make them aware of partner activities and county events. Boosted organic posts from Visit Pensacola's team lead viewers to pages with partner listings and event- focused ads drive them to an events landing page.

📌 October - May Meta Results

Reach	227,801
Landing Page Views	24,199
Average CTR	8.1%

☀️ These had a CTR of 14.4% and 13%

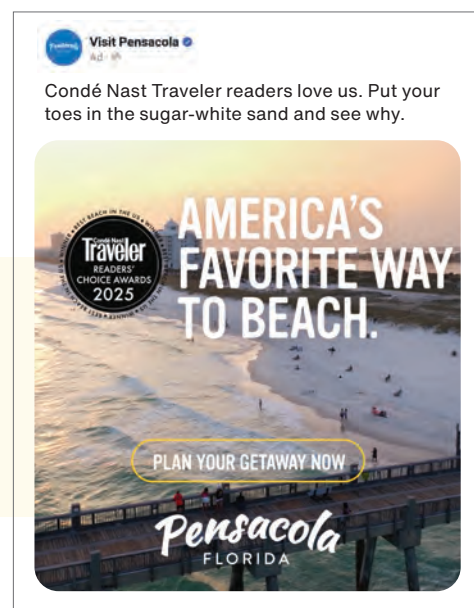


🔊 CONDÉ NAST BEST BEACH

In April, Visit Pensacola launched a campaign to capitalize on its Condé Nast Traveler Reader's Choice recognition as the #1 U.S. Beach. The campaign continues to run across paid social, digital display, online video, and connected TV.

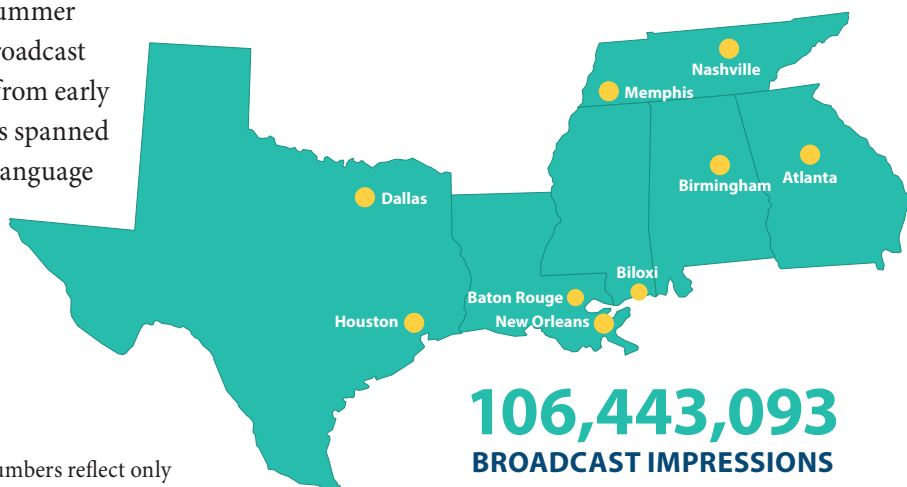
📌 March - May Campaign Results*

Room Nights	14,460
Flights	708
Revenue	\$4,001,150
Travelers	14,635



📺 WAY TO BEACH BROADCAST

To drive awareness ahead of the peak summer travel season, More than one million broadcast TV impressions ran across 11 markets from early February through mid-May. Placements spanned key drive markets as well as a Spanish-language buy in Texas. Way to Beach brand creative supported other tactics to connect with potential visitors during the planning window when summer travel decisions are being made.



*Data Source: Adara and Expedia reporting. Numbers reflect only trackable results, not all visitation.



COMMUNITY IMPACT : APRIL

2026 2025 2024

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

Hotel Occupancy 70.2%

APRIL YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



Average Daily Rate \$154.20

APRIL YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



TRACKABLE RESULTS : APRIL

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

APRIL YEAR-OVER-YEAR



WEBSITE IMPACT : APRIL

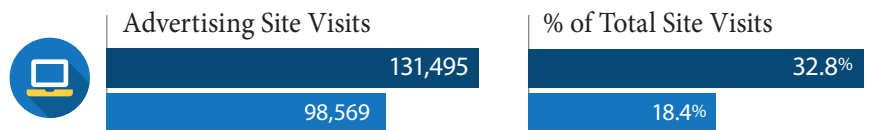
VisitPensacola.com visits generated by all digital/clickable advertising tactics, reported by Google Analytics.

ALL CLICKABLE EFFORTS:

Advertising Site Visits 131,495

% of Total Site Visits 32.8%

APRIL YEAR-OVER-YEAR



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

SOCIAL MEDIA ONLY:

People Reached 2,449,981

Landing Page Views 98,784

APRIL YEAR-OVER-YEAR





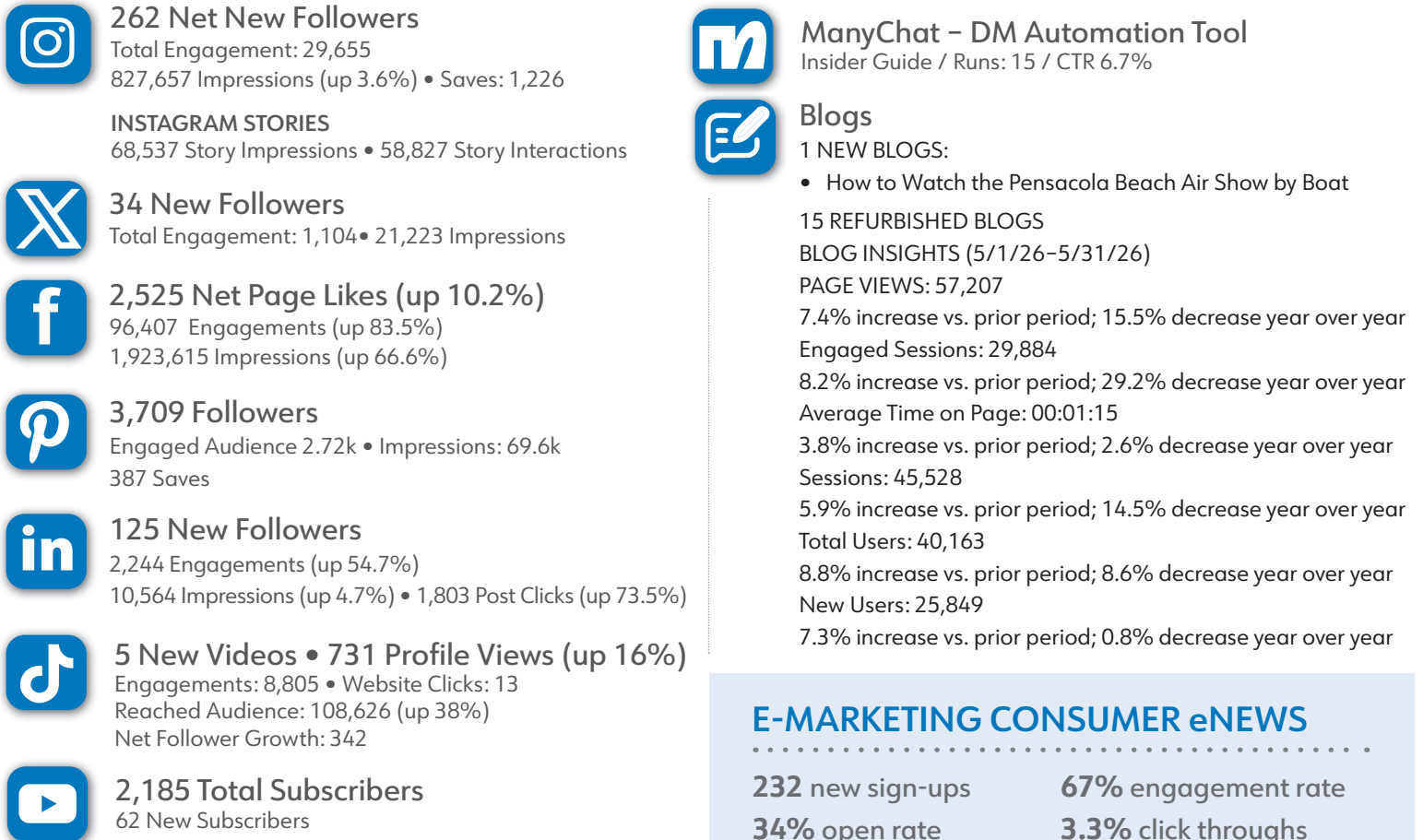
OUTREACH



SOCIAL MEDIA

7,158 total users visited the website from social media (up 49.5%)

14,581 page views on VisitPensacola.com from social media users (up 43.3%) • 2,316 conversions from social media (up 27%)





EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- NTTW Media Alert
- With Love from the 1500's Love Letter campaign
- NTTW Heroes Announcement

MEDIA ASSISTS

Public Relations Domestic

- 4 Placements
- 6,398,107 impressions
- \$292,473 earned media

Public Relations International

- 4 features
- 132,423 online coverage views
- \$36,310 earned media

MEDIA ASSISTS/PITCHES

- Wanderlust Magazine - Images and America 250
- Escapism / Foodism
- Terry Ward - Tampa TV

MEDIA ASSISTS/PITCHES

- WEAR - Love Letters
- Sheryl Nance Nash
- Tykesha Burton - Afar
- Harpers Bazaar - Global places to visit in the shoulder season
- Brittany Anas - Small to Mid-Sized Towns for Early Summer Getaways - Pensacola, Fla. - Livability
- Kelsey Glennon - Southern Living - Florida Top Ingredients
- Ruffin Prevost - NYT - Swimming holes in national parks
- Terry Ward - Nat Geo
- UK Group Press Trip
- Foo Foo Grant Scoring and public announcement
- Leadership Pensacola Closing Retreat
- National Travel and Tourism Week
- Cat Country Co Host
- NewsRadio monthly Expert Panel

MEDIA ASSISTS/PITCHES

- Destinations Florida Marketing Summit
- Tempest Tourism Academy
- WEAR3 Live Interview
- IPW – 60 media and trade appointments
- Pensacola Chamber Women in Business
- Fiesta Pensacola
- Global Meetings Industry Day
- Brand USA Hays Travel
- Studio 512 TV Segment
- Southern Living
- Pensacola News Journal
- AOL.com
- Visit Pensacola Love Letters Campaign
- Daily Mail
- New York Times
- Destinations Florida Quick Trips
- Military Reunion Network

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- Visit Pensacola Launches "Love Letter to Pensacola" Vacation Giveaway



310 Stories

Highlights:

- Watch Pensacola Shower 'American Idol' Keyla Richardson with Love
- 21 Top Florida Retirement Locations for Low Taxes, Beaches, and Cost Savings



12 Accolades

Highlights:

- Best Florida Burger Restaurants Worth Every Delicious Calorie
- Innisfree Hotels Celebrates Pensacola Beach Being Selected The No. 1 Best Beach in the U.S.



APP

May 2026

333

Total Users

62%

Engagement
Rate

748

Pages per Session

1.7

Screen Views

KIOSK

AIRPORT

96

SESSIONS

1

SCREENS/
SESSION

2:38

AVG. DURATION

KIOSK

A1S

310

SESSIONS

1

SCREENS/
SESSION

3:39

AVG. DURATION



Visit Pensacola
Monthly PR Activity & Status Report
May 2026

Media Coverage

- **American Idol (Viewership: 4,721,896 | Ad Value: \$258,949):** Keyla Richardson Hometown Visit
 - **American Idol YouTube (Followers: 3,930,000):** [Keyla Richardson Hometown Visit](#)
- **KXAN (UVM: 1,519,385 | Ad Value: \$30,388):** [Easy, Experience-Driven Getaways Recommended by 'Texas Lifestyle Magazine'](#)
 - **KXAN YouTube (Followers: 217,000):** [Easy, Experience-Driven Getaways Recommended by 'Texas Lifestyle Magazine'](#)
- **Texas Lifestyle Magazine (UVM: 6,676 | Ad Value: \$134):** [Pensacola Travel Guide: Easy Flights, White Sand Beaches & Outdoor Adventure](#)
- **This is My South (UVM: 5,078 | Ad Value: \$102):** [Weekend Guide to Pensacola, Florida](#)

Media Hosting

Individual Press Trips

- **Tykesha Burton, Freelance (Nat Geo, Travel + Leisure, AFAR)**
 - Coordinated call between Tykesha and Visit Pensacola's Lindsey Steck to discuss individual press trip opportunities. Following the call, Visit Pensacola shared additional information on what's new in Pensacola and details on the "From the 1500s with Love" campaign for the writer's pitch to AFAR.
- **Kinsey Gidick, Freelance (Outside, Travel + Leisure, Fodor's Travel)**
 - Began conversations around an individual press trip during the fall.

Media Relations

Proactive Outreach

- **Blue Angels 80th Anniversary:** Shared broadcast outreach schedule with Visit Pensacola. Upon not receiving a response from Good Morning America, reached out to TODAY following pause after the crash of two Navy jets at an air show in Utah.
- **The New York Times 36 Hours:** Followed up with Lindsay Fleege on pitch status and offered additional assistance with development as needed. Confirmed Betsy Blumenthal as the new editor for the series.
- **Media hot list targeted pitching**
 - Continued conducting outreach to hot list media outlets that have not covered Pensacola this fiscal year, focusing on culinary highlights, outdoor experiences and shoulder season with destination invites to select media contacts.

- **Media Mailers**
 - Shared family-centric media list and began brainstorming ideas for home-school mailer inclusions.
 - Provided initial ideas for 2026 promotional media gift items and began brainstorming additional suggestions.

Reactive Outreach

- **Terry Ward, Travel + Leisure:** Pitched Pensacola for story on best barrier islands in the U.S.
- **Kathryn Romeyn, The Points Guy:** Pitched Pensacola for story on beach destinations that are even better for a fall getaway.
- **Emese Maczko, Forbes:** Shared lead regarding seagrass restoration projects; MMGY did not pursue lead as Visit Pensacola did not have a fit.
- **Lacey Pfalz, TravelPulse:** Pitched outdoor recreation opportunities, National Naval Aviation Museum and Blue Angels practices for Father's Day travel inspiration story.
- **Eric Bowman, TravelPulse:** Pitched Black history and Juneteenth celebrations in Pensacola for Juneteenth travel ideas.
- **Sheeka Sanahori, AARP:** Visit Pensacola connected Sheeka with contact at UWF historic trust for Juneteenth story.
- **Brittany Anas, Freelance (Forbes, House Beautiful):** Visit Pensacola pitched destination for story on small to mid-sized towns for early summer getaways.
- **Rhea Mulani, Freelance (Outlook Traveller, Brides Today):** Visit Pensacola pitched destination for story on global places to visit during the shoulder season.
- **Ruffin Prevost, Freelance (The New York Times):** Visit Pensacola pitched Gulf Islands National Seashore for lead on wild swimming spots in state or national parks.

Media Events and Conferences

IPW Fort Lauderdale (May 17 - 21)

- Developed and shared media briefing book for domestic appointments. MMGY to assist with appointment follow ups once Visit Pensacola provides meeting notes.

Additional Activity

- Shared the latest issue of MMGY's "The News Beat" newsletter on May 29.
- Conducted PR status calls on May 12 and 26; drafted and shared agendas and recaps.
- Monitored for earned media placements.



VISITPENSACOLA.COM

May 2026

374,705
FY 2,301,484
USERS

904,440
FY 5,652,526
PAGE VIEWS

\$897,029
FY \$629,560
TOTAL
REVENUE*

3.8
FY 4.2
AVG. LENGTH
OF STAY*

\$247.94
FY \$245.35
AVG. DAILY
RATE*

AUDIENCE

City	Users	Engagement
Pensacola Metro	20,135	75.0
Mobile	8,554	71.2
New Orleans	7,768	64.4
Houston	7,499	36.5
New York	7,110	38.3
Atlanta	7,104	51.0
Dallas	6,580	42.3
Chicago	4,475	41.1
Birmingham	3,059	54.4
Charlotte	3,048	37.1

TOP PAGES

Page	Sessions	Engagement
Feature - FAM	39,415	15.5
Webcams	37,812	92.6
Events	37,335	78.9
Webcam- West	33,491	83.3
Things To Do - DT	28,249	10.6
Feature	26,088	12.9
Beaches	24,004	15.4
Webcam- East	22,999	85.0
Things To Do	17,941	83.9
Home	17,066	63.6
Events This Week	16,780	86.0

PARTNER ENGAGEMENT

Listing Views	110,941
Event Views	117,170
Coupons	461

WEBSITE SIGNUPS

New Email Subscribers	232
Insider Guide Requests	776
Insider Guide (Online version)	225

CHANNEL (How people find us)

Channel	Users	Engagement
Organic Search	109,298	76.2
Paid Social	101,318	15.8
Direct	60,417	35.8
Paid Search	35,046	47.2
Cross-network	33,419	40.7
Display	13,860	11.6
Referral	9,781	63.6
Organic Social	6,877	61.2
Unassigned	5,379	34.8
Organic Video	2,081	7.4
Email	1,205	67.5
Paid Other	1,000	21.7

FY = Visit Pensacola's Fiscal Year Oct. 2025 – Sep. 2026 / Feature = 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.



Social Media Board Report

May 2026 vs. May 2025

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

Views 4,932,815 ↗ 9%	Engagements 215,293 ↗ 29.6%	Post Link Clicks 81,250 ↗ 23.9%
Organic Views 1,923,834 ↗ 66.6%	Organic Post Impressions 1,269,339 ↗ 38.6%	Organic Engagements 96,407 ↗ 83.5%

Facebook Audience Growth

See how your audience grew during the selected time period.

 Profile

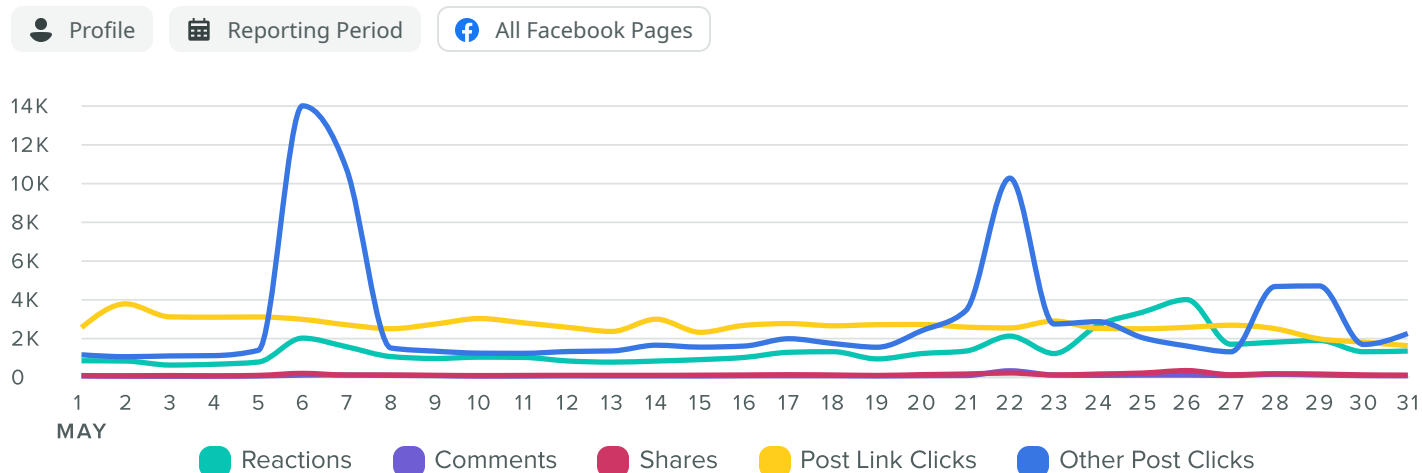
 Reporting Period

 All Facebook Pages

Audience Metrics	Totals	% Change
Net Follower Growth	2,525	↗ 10.2%

Facebook Engagements

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



Engagement Metrics	Organic		Paid	Totals	% Change
Engagements	96,407 ↗ 83.5%	118,886 ↗ 4.7%		215,293 ↗ 29.6%	
Reactions	35,110 ↗ 21.8%	7,086 ↘ 38.3%		42,196 ↗ 4.6%	
Comments	1,362 ↗ 4.5%	214 ↘ 31.2%		1,576 ↘ 2.4%	
Shares	2,417 ↘ 26.2%	398 ↘ 42.4%		2,815 ↘ 29%	
Post Link Clicks	1,326 ↘ 53.4%	79,924 ↗ 27.4%		81,250 ↗ 23.9%	
Other Post Clicks	56,192 ↗ 245.1%	31,264 ↘ 18.5%		87,456 ↗ 60%	

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 I...**

Wed 5/6/2026 10:58 am CDT

Today's the day, Keyhive! 🐝
We're so excited to welcome
Keyla Richardson back to...



Engagements	25,510
Reactions	1,956
Comments	83
Shares	147
Post Link Clicks	305
Other Post Clicks	23,019

**Visit Pensacola**

Thu 5/21/2026 5:51 pm CDT

The New Palafox is just about
complete! 🎉 Palafox will be
open to pedestrians beginnin...

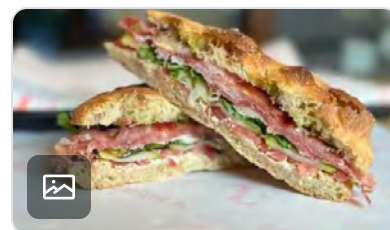


Engagements	12,147
Reactions	1,285
Comments	329
Shares	122
Post Link Clicks	3
Other Post Clicks	10,408

**Visit Pensacola**

Thu 5/28/2026 2:53 pm CDT

We are SO PROUD of
Pensacola's culinary scene
today as we have some major...



Engagements	7,188
Reactions	682
Comments	54
Shares	72
Post Link Clicks	7
Other Post Clicks	6,373

Instagram Performance Summary

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



Profile



Reporting Period



All Instagram Profiles

Views

1,320,161 ↗ 55%

Engagements

31,679 ↘ 23.8%

Organic Views

827,658 ↗ 3.6%

Organic Engagements

29,655 ↘ 27.6%

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**25,193** ↘ 28.2%

Organic Likes

23,662 ↘ 27.7%

Organic Comments

296 ↘ 42%

Organic Saves

1,226 ↘ 33.3%

Story Replies

9 ↘ 40%

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**264** ↘ 75.6%

Instagram Audience Growth

See how your audience grew during the selected time period.

Profile

Reporting Period

All Instagram Profiles

Audience Metrics	Totals	% Change
Followers Gained	2,001 ↗ 2%	
Followers Lost	1,737 ↗ 97.8%	

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

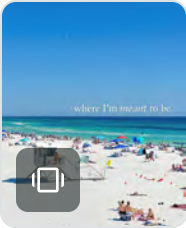


visitpensacola

Sat 5/16/2026 3:31 pm CDT

Meant to be in Pensacola ✨

#TheWayToBeach...



Engagements

5,876

Likes

3,997

Comments

21

Shares

1,630

Saves

228



visitpensacola

Tue 5/5/2026 4:02 pm CDT

Did you hear the news? Areas of public interest at Naval Air Station Pensacola are back...



Engagements

5,689

Likes

4,859

Comments

21

Shares

523

Saves

286



visitpensacola

Sat 5/23/2026 3:50 pm CDT

Did we mention we're excited it's summertime in Pensacola? 🤙🍹🌴...



Engagements

4,790

Likes

3,598

Comments

21

Shares

997

Saves

174

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	87	→ 0%
Story Taps Back	2,759	↘ 20.9%
Story Taps Forward	51,079	↘ 32.8%
Story Exits	4,980	↘ 38%
Story Views	68,537	↘ 22.8%

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 21,223 ↘ 54.9%	Engagements 1,104 ↘ 54.4%	Post Link Clicks 128 ↘ 41.8%
--------------------------------------	-------------------------------------	--

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	-56	↗ 59.1%

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 @VisitPensacola**
Sat 5/9/2026 3:17 pm CDT

Daydreaming about a beach day like this 🥰💙

...



Engagements	181
Likes	105
@Replies	7
Reposts	15
Post Link Clicks	1
Other Post Clicks	10
Other Engagements	36

**X @VisitPensacola**
Sun 5/24/2026 6:36 pm CDT

Imagine ending your day with a sunset like this 🏠💙

...



Engagements	172
Likes	91
@Replies	4
Reposts	15
Post Link Clicks	1
Other Post Clicks	14
Other Engagements	46

**X @VisitPensacola**
Sat 5/16/2026 11:00 am CDT

Meant to be in Pensacola ✨

#TheWayToBeach...



Engagements	104
Likes	48
@Replies	1
Reposts	7
Post Link Clicks	—
Other Post Clicks	14
Other Engagements	33

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	1,104	↘ 54.4%
Likes	480	↘ 66.6%
@Replies	17	↘ 61.4%
Shares	119	↘ 42.2%
Post Link Clicks	128	↘ 41.8%
Other Post Clicks	159	↘ 68.8%
Other Engagements	201	↗ 6,600%

TikTok Performance Summary

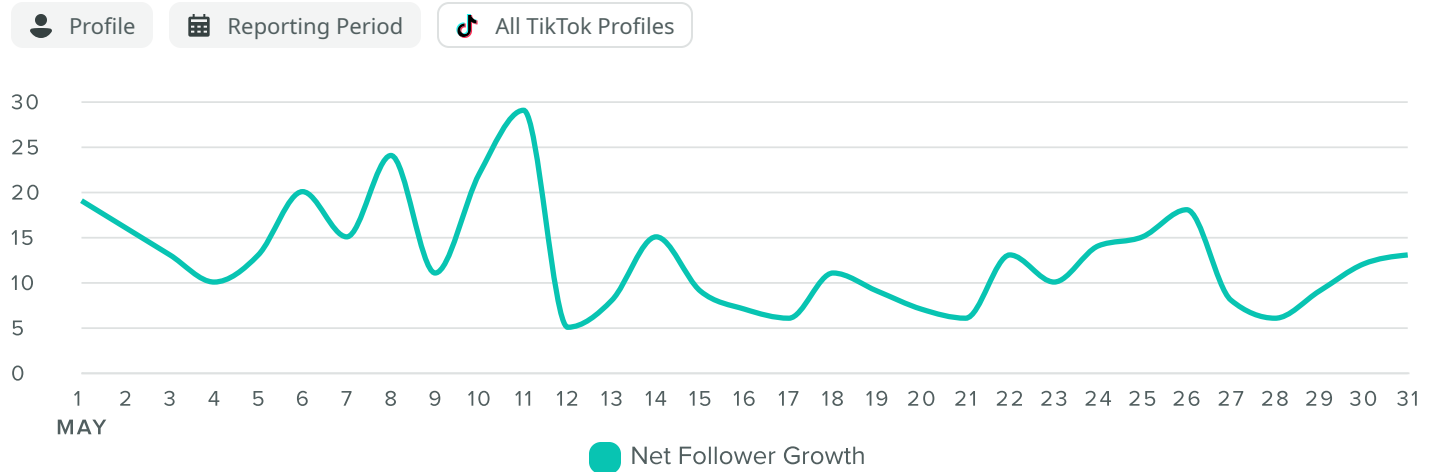
View your key profile performance metrics accrued during the selected time period.

[Profile](#)[Reporting Period](#)[All TikTok Profiles](#)

Published Posts	Video Views	Engagements
5 ↘ 44.4%	118,903 ↘ 57%	8,988 ↘ 50.1%

TikTok Audience Growth

See how your audience grew during the selected time period.



Audience Metrics

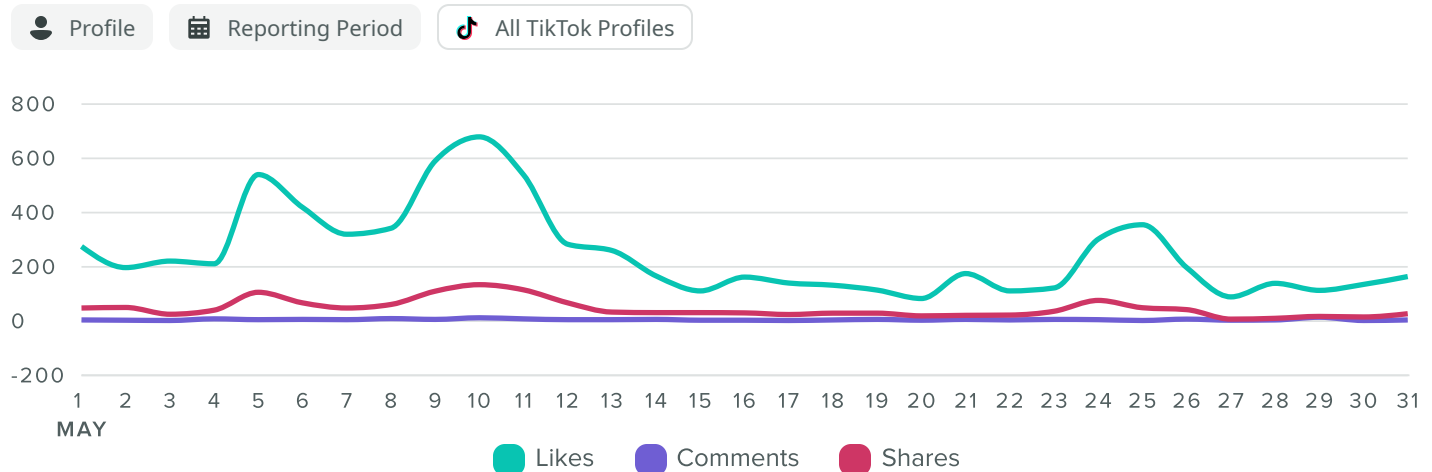
Totals

% Change

Net Follower Growth**393** ↘ **63.3%**

TikTok Engagements

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



Engagement Metrics

Totals

% Change

Engagements**8,988** ↘ **50.1%**

Likes

7,593 ↘ 48.3%

Comments

69 ↘ 85.4%

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
Shares	1,326	↘ 53.6%

TikTok Post Performance

Review how your audience interacted with your posts.

- Post
- Lifetime
- Descending by Engagements
- All TikTok Profiles
- All Content Types
- All Tags
- All Published Statuses
- All Authors

@

@visitpensacola

Thu 5/21/2026 8:06 am CDT

Manifesting a Pensacola vacation 🌟💙🌴 #traveltiktok #pensacola #florida #beach...

Engagements254

Likes222

Comments4

Shares28

@

@visitpensacola

Thu 5/28/2026 9:37 am CDT

A little sparkle is all you need 💙🌟 #traveltiktok #pensacola #florida #beach...

Engagements142

Likes129

Comments4

Shares9

@

@visitpensacola

Fri 5/29/2026 11:50 am CDT

The Discovery Trail at Johnson Beach is not to be missed 💙🌟 #traveltiktok #pensacola...

Engagements111

Likes92

Comments6

Shares13

Pinterest Activity Summary

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

- Profile
- Reporting Period
- All Pinterest Profiles

Audience 3,709 ↗ 4.2%	Net Audience Growth 11 ↘ 38.9%	Published Posts 37 ↗ 146.7%
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TEXAS

LIFESTYLE ★ MAGAZINE

Pensacola Travel Guide: Easy Flights, White Sand Beaches & Outdoor Adventure

by Marika Flatt on May 26, 2026 in [Travels](#),



Floridays: We love 'em!

I've been to Pensacola a handful of times over the years, but on this visit, I understood why so many travelers come for vacation and end up staying for good. Pensacola offers that rare balance: sugar-white beaches, a vibrant-yet-unpretentious downtown, and a welcoming, small-town feel layered with coastal ease.

Getting There Is Easier Than You Think



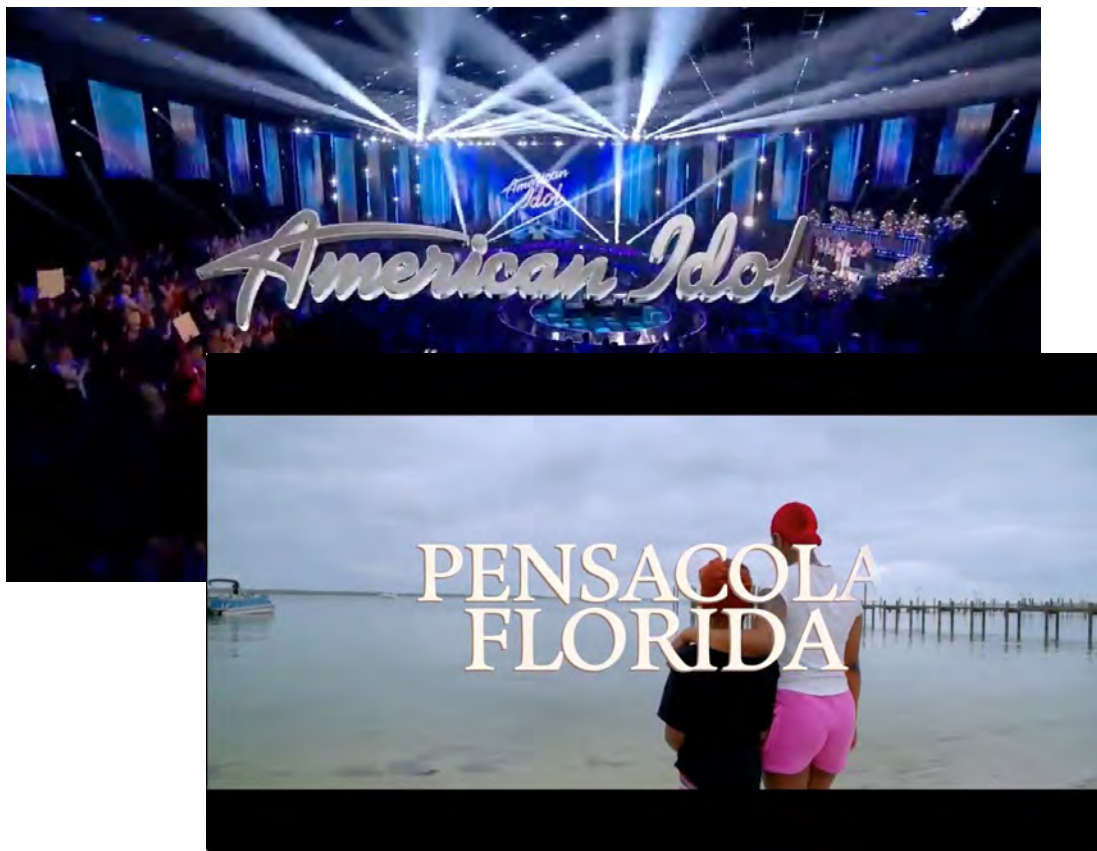
Weekend Guide to Pensacola, Florida

May 14, 2026 By [Caroline Eubanks](#)

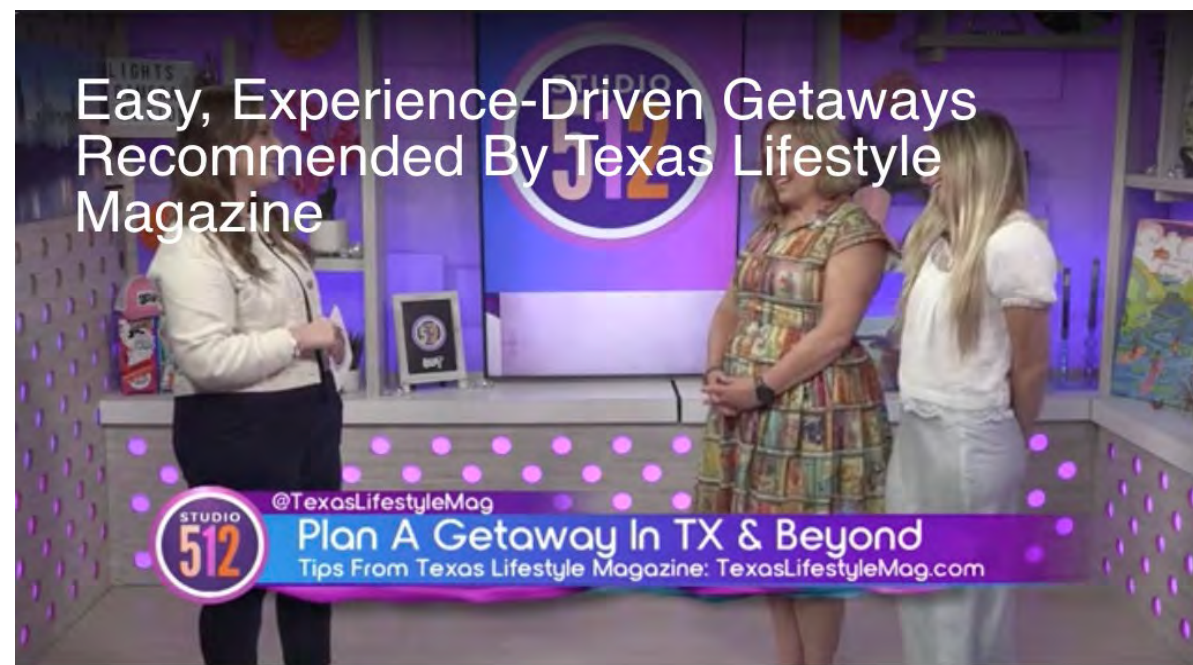


Downtown Pensacola

Long before Europeans arrived, the Pensacola area was home to Indigenous peoples, especially the Pensacola culture, part of the broader Mississippian tradition. These communities built complex societies with trade networks across the Southeast.



American Idol



KXAN Studio 512

May 2026 UK & Ireland Coverage Report



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Online Coverage	5
Print Coverage	7

Coverage Highlights

Key Achievements



Total pieces of Coverage



Total Pieces of Print Coverage



Total Pieces of Online Coverage



AVE / PR Value



Total Print Coverage Circulation



Total Online Coverage Views



Total Monthly Website Visits (Reach)



Total Monthly Unique Website Visitors

Military museum to install VR parachute attraction

The experience places guests inside a high-stakes mission behind enemy lines. The National Naval Aviation Museum in Pensacola, Florida, US is set to install a new immersive virtual reality attraction that gives players the sensation of parachuting. Frontgrid will install two of its motion-based Paradrop VR pods this summer, which combine physical movement with virtual content to immerse players in the experience. The new attraction will see players take on an interactive airborne mission that has been designed to complement the museum's existing simulations, cockpit trainers and aviation exhibits. Simulated airborne operation Titled Mountain Ops, the mission will place guests inside a simulated airborne operation, beginning with a briefing sequence before players parachute into a mountainous environment behind enemy lines. From



<https://www.amusementsandattractions.com/attractions/news/military-museum-to-install-vr-parachute-attraction>



Florida hotspot claims title of best beach in world and offers affordable homes \$100k cheaper than the national average

A gorgeous Florida hotspot has been named the best beach in the world and it is luring in Americans to call it home with affordable properties six figures cheaper than the national average. More than 757,000 voters chose Pensacola Beach, about 700 miles northwest of Miami, as the top beach in the world in this year's Condé Nast Traveler's Readers' Choice Awards. The beautiful beach is particularly attractive because of its 'fine white sugar sand that you don't see everywhere,' Darien Schaefer, the president and CEO of Visit Pensacola, told the Daily Mail. Schaefer said the crisp sand's combination with the beach's blue-green water was something many Americans could normally only find out of the country in a remote



<https://www.dailymail.com/real-estate/article-15819351/best-beach-world-florida-affordable-homes-pensacola.html>



 Intrepid Escape

24 May 2026

10 Fun Things to Do in Pensacola Florida in 2026

When you think of Florida, Pensacola and the Northeast Panhandle probably isn't always at the forefront of your mind. But it should be, with plenty of fun things to do in Pensacola for adults and families. But over the last few years I've been learning about a different side of the Sunshine State, a side with a diverse history and links to Louisiana, Mississippi and Stateline neighbours, Alabama, and of course, the best things to do in Pensacola, Florida. This is known as the Florida Panhandle, which effectively includes Navarre, Destin, Panama City Beach and Pensacola. On this trip, I'd be visiting two of these, Pensacola Beach and Panama City Beach. But let's start with the best things to do near Pensacola. Introducing – Pensacola FL Things to Do

My trip to Pensacola has been a few years in the making, I've wanted to come to the "city of 5 flags" for



<https://www.intrepidescape.com/things-to-do-pensacola-florida/>

 Website Visits
13.1k

powered by SimilarWeb

 Unique Monthly Visitors
5.8k

 Coverage Views
53.1k

powered by MOZ

 Domain Authority
33

 Social Engagement
973

 Facebook
16

 X
0

 Pinterest
126

 Dark Social
831



6

May 2026 UK & Ireland Coverage Rep... / Coverage Highlights / Online Coverage

Pensacola
FLORIDA
(WETPENSACOLA.COM)

Media: Heat (Main)
Edition:
Date: Saturday 30, May 2026
Page: 62.63

Island bliss FOR LESS

Enjoy a Maldives-style break with these more affordable alternatives...

Formentera, Balearics

Just south of Ibiza, Formentera is a laid-back Mediterranean option for travellers drawn to turquoise waters and pale sands. The island is known for its standout beaches, with idyllic Ses Illetes said to be one of the world's most beautiful coastlines. Spend your days snorkelling over the clear seabeds, paddle-boarding in the waters and cycling from peaceful beach coves to small local villages. Make sure to take a boat trip circling the island, stopping off at secluded swimming spots. Insotel Hotel Formentera Playa, a beachfront resort on Migjorn Beach, offers spacious rooms and apartments, multiple pools, wellness facilities and sports courts. *A seven-night stay in a double room with flights from Birmingham start from £76 ppp in October 2026 via [tut.co.uk](#)

Pensacola, Florida

Located on the Gulf Coast, Pensacola Beach is famed for its quartz sand and shallow turquoise water, particularly in the warmer months between May and October. The area offers beachfront hotels, holiday rentals, boating trips, snorkelling and fishing – alongside buckets of Southern charm. Stay at The Pensacola Beach Resort, a luxe waterfront escape set on its own private stretch of sugar-white sand. Guests can unwind in contemporary rooms with private balconies, relax by the outdoor pool, enjoy on-site dining and take advantage of complimentary activities, including beach volleyball, surfing and body boarding. *Seven nights in a double room start from £690 ppp in October 2026. Book at [hotels.com](#)

Relax in the shallow waters

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Media: Heat (Main)
Edition:
Date: Saturday 30, May 2026
Page: 62,63



Stay in an overwater bungalow

Crete, Greece

With massive lagoon pools winding through the resort, Stella Island in Crete truly feels like it's floating on the water. The adults-only hotel has a range of accommodation styles, including luxury pool-view rooms, overwater bungalows and island villas, designed as the ultimate relaxation retreat. Foodies will love the five a la carte restaurants, including an international buffet, steakhouse and Greek cuisine. For a special experience, guests can enjoy a luxurious floating breakfast service where your meal is brought to you in your private pool area - ideal for a romantic getaway. » Love holidays offers seven nights in a luxury room with flights from London Gatwick starting from £969pp in October 2026.



Paradise Sea Villas is picture-perfect

Salento, Italy

Dubbed the Maldives of Europe, Salento in Southern Italy is home to countless beaches with crystal clear waters and soft gold sand. The area of Pocolosse, in particular, has a real Maldives feel, with luxurious beachfront hotels, restaurants and lush tropical vegetation. If you're looking to save money, stay at a hotel located slightly off the main strip - like Hotel Salento Gold Beach, which is just five minutes away. It has bright, spacious rooms with sea-view balconies and gives you the opportunity to rent sunbeds and umbrellas for a day chilling out on the sand. » Prices for a seven night stay in a double room start from £360pp in October 2026 via booking.com



The Maldives of Europe?



Fancy sunset cocktails on the beach?

Ksamil, Albania

If you want the overwater villa experience without the hefty price tag, Pema E, Thafi in Albania is the go-to. Having gained popularity on social media for its similarity to the Maldives, this beach gives you the chance to rent overwater cabanas for just £38 a day. There is a restaurant, bar and lounge area, and the beach directly overlooks Corfu, which is a great day trip option. While you can't stay at Pema E, Thafi's cabanas overnight, there are plenty of hotels nearby. Dream Hotel Saranda is just half an hour away and has beach view rooms and lots of dining options nearby. » A seven night stay in a king room with flights from London Luton start from £269pp in October 2026 with lastminute.com

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Article Page 2 of 2 A27468 - 172

Press snapshot: May 2026



Secured Coverage:

4

Combined Print, Online,
Broadcast and Social
Features

\$36,940

Estimated Total Media
Value

98,300

Total Online Coverage
Views

86,400

Total Print Coverage
Circulation

65.8M

Total Monthly Website
Visits

1 piece of coverage
Resulting from media
meeting at IMM





MAGIC TORCH PR ACTIVITY REPORT: MAY 2026



PR & MARKETING			
Activity	Programme Dates	Status	Comments
Consumer Media / Influencer Relations		Ongoing	• Sent imagery to Wanderlust for inclusion in their America 250 feature • Supplied information to Colin Nicholson on the history of Pensacola • Followed up with further information to Chris Leadbeater, Telegraph • Followed up with Teresa Machan about a Pensacola and New Orleans media visit • Briefing created for UK media attending IPW
Trade Media Relations		Ongoing	• Supplied information on the Gold Medal campaign to Travel Weekly, TTG, Selling Travel and Travel Gossip
Media releases		Ongoing	• Sent out late deals for deals to Pensacola in 2026 • Drafted release on various tour operator campaigns and agent focused activity planned
Media / influencer / broadcast visits			• Amanda O'Brien – The Boutique Adventurer: 25th – 29th March ◦ Working through content with Amanda and Lindsey ◦ Content produced and edited as part of the campaign ◦ Full content to be distributed in June to tie in with the USAirTours / Travel Planners campaign • Visit Florida media group: 28th – 30th April ◦ Group focused on UK and Irish media ◦ Media attended ▪ Michaela Parkes – Foodism / Square Mile and Women's Health ▪ Felix Naylor-Marlow – Irish Sun ▪ Mark Falcon – Seen in the City ▪ Jayne Savva – Sunday Post

			○ Trip complete and now following up with media
Partners		Ongoing	• Visit Florida – UK Trade Activities ○ Hablo partnership ○ Triumph Dollars – please see below ○ Florida Huddle UK – planned for 13th / 14th October 2026 • Visit New Orleans ○ Waiting for proposal from Hays Travel for combined campaign for next fiscal ○ Potential to tie in with IPW 2027 • Visit USA ○ Membership renewed ○ Continued discussion in regard to New to the USA agent training activity with Travel Gossip
Paid for opportunities – consumer		Ongoing	• Wanderlust ○ Activity in planning for the next fiscal
Meetings and events attended / planned		Ongoing	• Attending Visit USA Summer Party in July • Attending Visit USA Media Awards in July • Attending Brand USA week in the Netherlands in September • Call had with head office to discuss Travmedia opportunities
SALES			
Activity	Programme Dates	Status	Comments
Trade relations			• Followed up with all agents who attended Barrhead Florida Travel day • Sent £50 shopping voucher to winner of the competition at the Barrhead Travel day • Discussion with Kuoni around launch of Pensacola product • Briefing created for IPW UK appointments
Triumph Dollars			• Meetings had with Elaine Cheedle to discuss Triumph dollars and the plan within the UK market • Decision made to focus spend on product development and engagement across both B2B travel agents and operators and those partners focusing on B2C direct to consumer packages • Insertion orders created for the various campaigns • Plan created featuring the following trade partners ○ USAirTours / Travel Planners ○ STUBA

			○ Premier Holidays ○ Holiday Pirates • USAirTours /Travel Planners ○ Working through assets of the campaign ○ Drafted Travel Planners Destination Guide for website • STUBA ○ Completed campaign briefing form ○ Webinar agreed for mid-July which will target agents and sales staff • Premier Holidays ○ Working on product to be utilised for the campaign ○ Copy and images provided • Holiday Pirates ○ Awaiting campaign timeline to start working through campaign items
Partnerships			• Hable ○ Working through remaining posts with head office ○ Awaiting feedback on content • Hays Travel with Brand USA ○ Opportunity through Brand USA to generate even better ROI and increase room night bookings with Hays Travel ○ Campaign now in progress and webinar to take place in June
Paid opportunities – trade		Ongoing	• Barrhead ○ Working with their head office on invoice for the event • Gold Medal ○ Working on a campaign with Gold Medal lasting through to end of September ○ Part of the larger Florida campaign but with specific Visit Pensacola assets and activity ○ Campaign will focus on new itineraries including Pensacola as well as agent education and engagement ○ Campaign assets now signed off • Hotel beds ○ Following successful campaign in 2025, looking to concentrate efforts on UK market in 2026 ○ Awaiting campaign proposal
Meetings and events attended / planned		Ongoing	• Meeting had with Nicholas Cooper from Holiday Pirates • Meeting had with Premier Holidays • STUBA webinar booked in for July 15th
Admin		Ongoing	• Provided coverage reports and snapshots • UK plan and market update provided

			• Meeting had with head office to discuss UK market and plans for next fiscal • Provided new and additional reporting for activity from last fiscal
--	--	--	---

VISIT PENSACOLA BOARD MEETING

June 24, 2026

Sales & Services



VISIT PENSACOLA SALES & SERVICE SUMMARY

May 2026

9
FY 69
LEADS

12
FY 44
BOOKINGS

2
FY 3
ASSISTS

1
FY 9
LOST LEADS

1
SITE VISITS

Leads

Meeting Name	Leads	Room Nights	Delegates	Econ. Impact
Tri-Cap Financial Services Inc	1	208	52	\$69,500.00
Pentecostals of Stone Mountain (Building the Bridge Conference)	1	350	100	\$140,000.00
2nd Annual FIG Family Reunion 2026	1	60	30	\$22,500.00
Ewing's Family Reunion	1	125	25	\$56,250.00
-	4	743	207	\$288,250.00
2027 Descendants of Nellie Perkins Family Reunion	1	100	80	\$70,000.00
2029 Baptist State Board Meeting	1	299	130	\$239,000.00
2030 Baptist State Board Meeting	1	299	130	\$239,000.00
2028 USS Stribling Reunion	1	119	36	\$56,700.00
2027 ASVCP Inaugural Annual Conference	1	363	100	\$180,000.00
-	5	1,180	476	\$784,700.00
-	9	1,923	683	\$1,072,950.00

Bookings

Meeting Name	Booked	Assist	Total	Room Nights	Delegates	Economic Impact
OSBOURN PARK HS NJROTC	1	0	1	51	0	\$0.00
GERO CITY DELEGATION	1	0	1	14	14	\$7,100.00
GREEN RUN HS NJROTC	1	0	1	72	18	\$30,250.00
Spring Conference-National Association of Health and Education Facilities Finance Authorities	1	0	1	300	100	\$112,000.00
2026 Florida Master Teacher Seminar	1	0	1	164	41	\$51,250.00
Columbia Central HS NJROTC	1	0	1	72	18	\$15,750.00
Myrtle Beach HS NJROTC	1	0	1	64	16	\$25,000.00
Central Gulf Coast District Assembly	1	0	1	420	140	\$242,000.00
Chaney Morgan Family Reunion	1	0	1	120	30	\$26,250.00
Pentecostals of Stone Mountain (Building the Bridge Conference)	1	0	1	350	100	\$140,000.00
Ewing's Family Reunion	1	0	1	125	50	\$67,500.00
-	11	0	11	1,752	527	\$717,100.00
2027 VRC-50 Reunion	1	0	1	180	80	\$56,000.00
-	1	0	1	180	80	\$56,000.00
-	12	0	12	1,932	607	\$773,100.00

Lost Leads

Group	Lost/Cancelled Date	Account	Lead Name	Status	EEI	Requested Rooms	Contracted Rooms	Room Attendees	Show Attendees
Sales	05/19/2026	AAFCO	AAFCO 2027 Midyear	Lost (lead was never definite)	\$275,000.00	675	0	275	275
Total: 1					\$275,000.00	675	0	275	275

Lead Room Nights & Delegates

1,923 Room Nights
37,881 YTD

683 Delegates
14,121 YTD

Booked Room Nights & Delegates

1,932 Room Nights
28,445 YTD

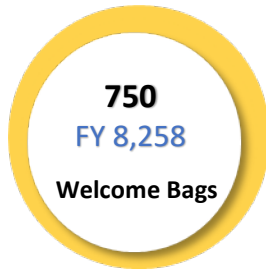
607 Delegates
14,818 YTD

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

May 2026



Pensacola Visitor Center

Visitor Assist:	313
Phone Assists	340
Total visitors	1417
Total Non-visitors	1104
First Time Visitors	158
FY26 Total Visitors	12205
FY26 Non-Visitors	8681

Perdido Key Visitor Center

Visitor Assists	336
Phone Assists	50
Total Visitors	782
Total Non-Visitors	446
First Time Visitors	138
FY26 Total Visitors	5487
FY26 Non-Visitors	2889
Total Guides Distributed	0
Total Guides Downloaded	181

Pensacola Beach Visitor Center

Visitor Assists	2647
Phone Assists	124
Total Visitors	3001
First-Time Visitors	1946
FY26 Total Visitors	17912
FY26 Non-Visitors	2863
Guides Distributed	562

Top States

Florida
Georgia
Mississippi

Top Countries

Germany
United Kingdom
Hungry



VISIT PENSACOLA SALES & SERVICE SUMMARY

May 2026

10
Partner
Visits

5
Partner
Inquiries

4
Community
Outreach

3
Partner
Assists

0
Hospitality
Round Table

New Partners

- The Loft on Sabine Bay
- The Rooftop
- The Garden Bar
- Run Roast Refresh

Partner Activity Report

Activity	Added	Updated
Accounts	2	15
Contacts	8	19
Listing	3	16
Events	2	138

Member Productivity

Total number of accounts created, converted, renewed or cancelled based on Destination International definitions, in selected and previous calendar year.
(Hover over underlined text in first column to see details)

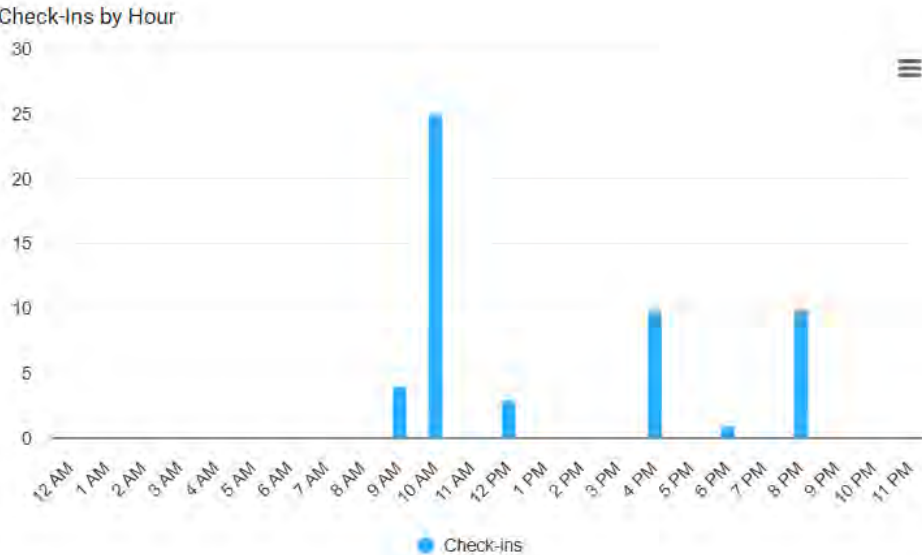
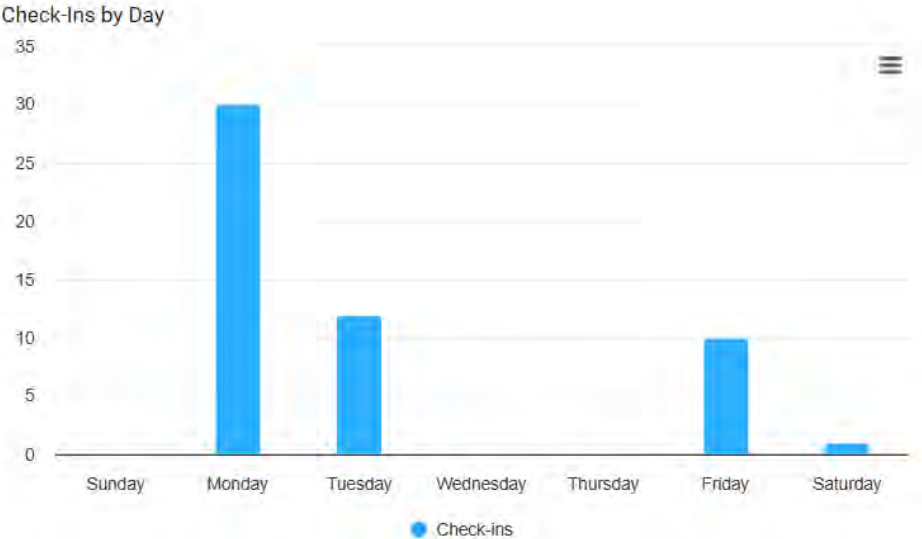
	Current (2026)	Previous Year (2025)
<u>New Member</u>	54	78
<u>Prospect</u>	2	55
<u>Renewed</u>	1,312	1,236
<u>Cancelled</u>	37	43

Member Benefits

Total number of benefits provided to your Members as recorded on the Benefit Summary tab.

	Current (2026)	Previous Year (2025)
Service Requests	0	4
Partner Referrals	12,639	19,729
Leads Sent	79	123
Orders Processed	2	2
Listing Hits - Total	880,578	1,485,418
Active	817,412	1,414,326
Deleted	63,166	71,092
Coupon Hits - Total	7,647	16,398
Active	7,488	16,299
Deleted	159	99

Ispy Pensacola Trail



venue	product	qty	expense	revenue
Sailboat	Check-In Quiz	6	0	0
Fisherman	Check-In Quiz	6	0	0
Dolphin	Check-In Quiz	6	0	0
Beach Safety Flag	Check-In Quiz	5	0	0
Pirate	Check-In Quiz	5	0	0
Seashells	Check-In Quiz	5	0	0
Trolley	Check-In Quiz	5	0	0
Blue Angel	Check-In Quiz	5	0	0
Foot Prints in the Sand	Check-In Quiz	5	0	0
Pelican	Check-In Quiz	5	0	0
	Total	53		0

Daily Check-Ins

0

% change compares today to yesterday's check-ins

Weekly Check-Ins

0

% change shows last week up to today.
First day of week is Monday

Monthly Check-Ins

0

% change compares to last month up to today.

Quarterly Check-Ins

62

% change compares to last full quarter.

Annual Check-Ins

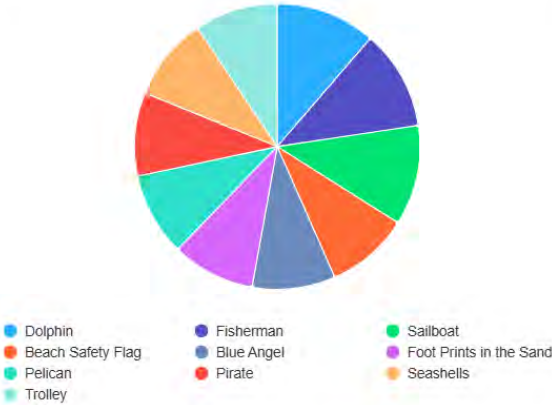
191

% change compares to last year up to today.

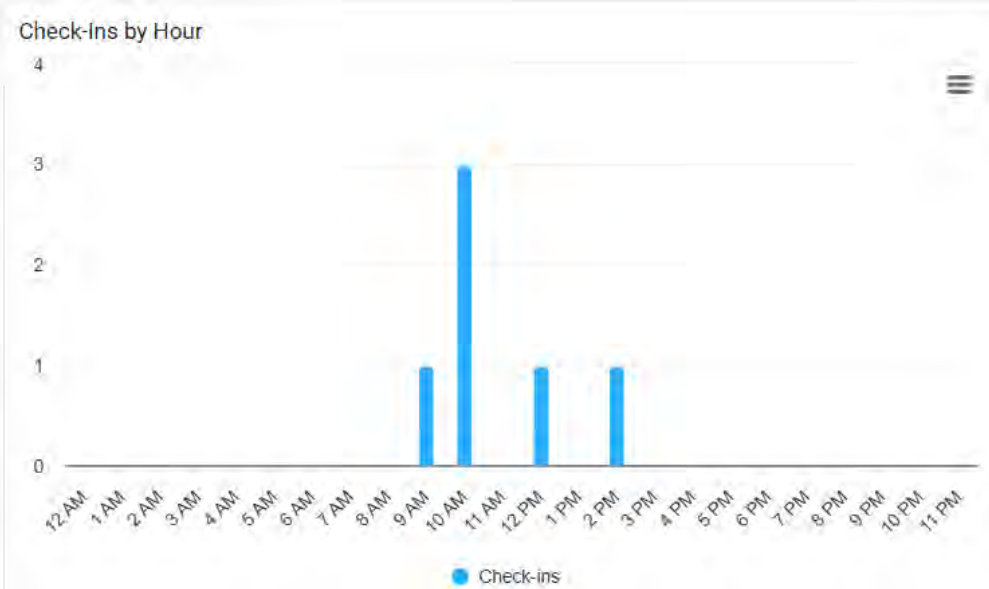
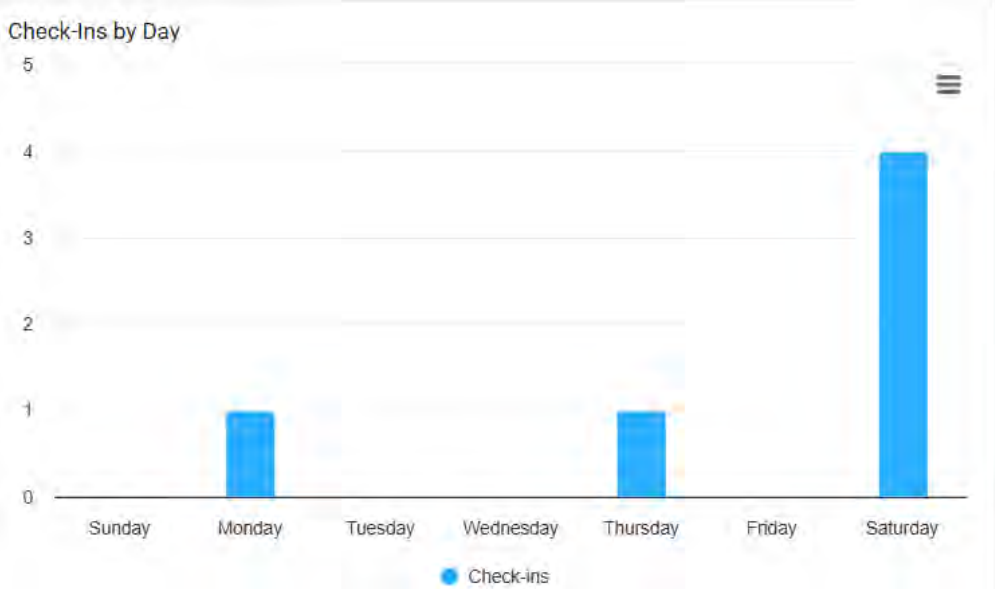
Venue Check-Ins

Name	Check-ins
Dolphin	6
Fisherman	6
Sailboat	6
Beach Safety Flag	5
Blue Angel	5
Foot Prints in the Sand	5
Pelican	5
Pirate	5
Seashells	5
Trolley	5
Total	53

Venue Check-Ins



Pensacola Bushwacker Trail



venue	product	qty	expense	revenue
Flounder's Chowder House	Check-In	2	0	0
The Oar House	Check-In	2	0	0
Paradise Bar & Grill	Check-In	1	0	0
Crabs	Check-In	1	0	0
	Total	6		0

Daily Check-Ins

0

-100%

% change compares today to yesterday's check-ins

Weekly Check-Ins

4

300%

% change shows last week up to today. First day of week is Monday

Monthly Check-Ins

4

0%

% change compares to last month up to today.

Quarterly Check-Ins

35

0%

% change compares to last full quarter.

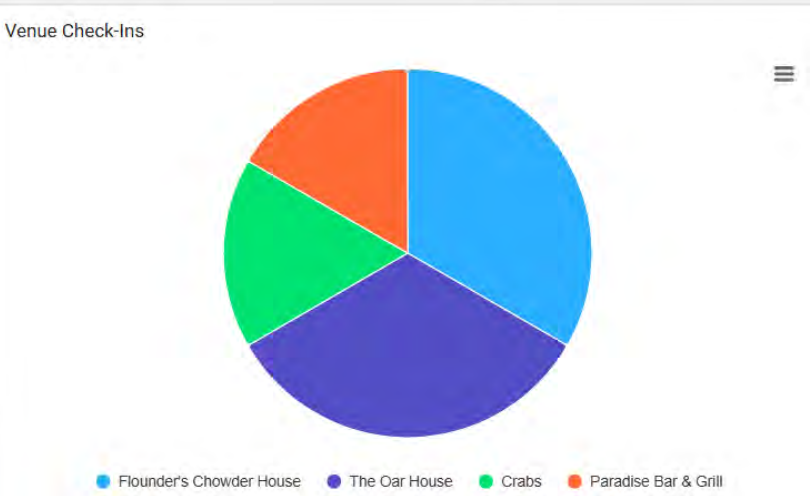
Annual Check-Ins

144

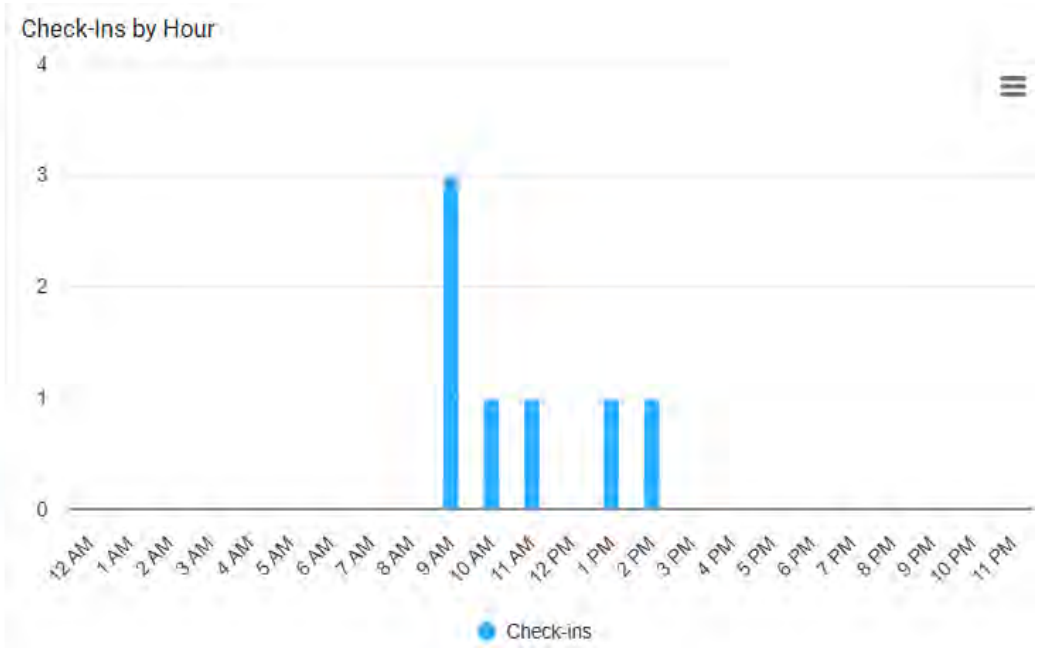
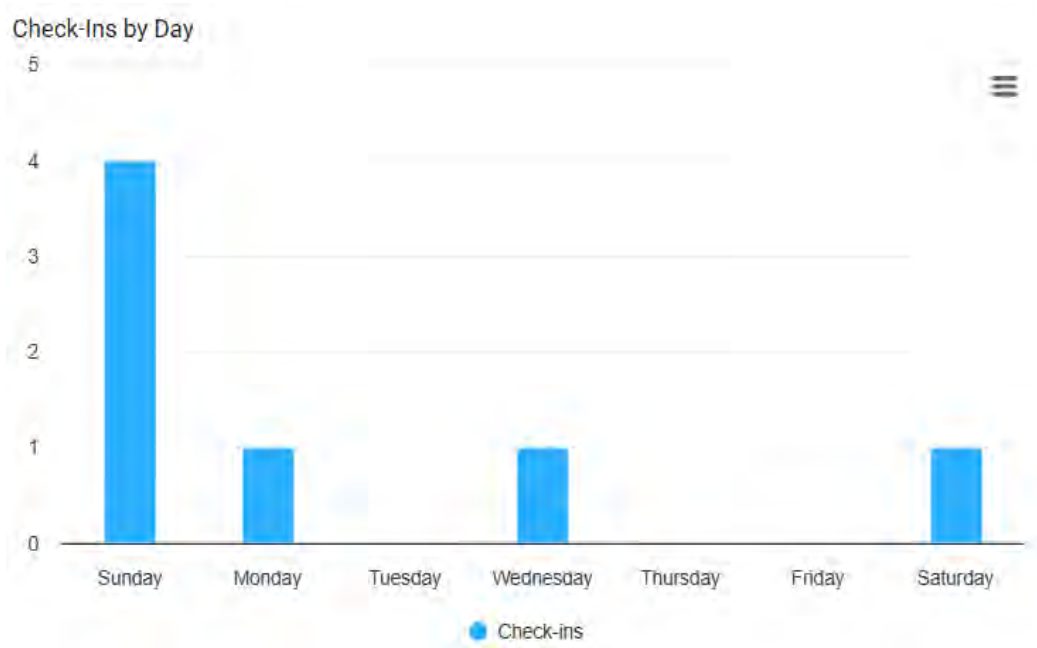
-63.08%

% change compares to last year up to today.

Venue Check-Ins		Export
Name	Check-ins	
Flounder's Chowder House	2	
The Oar House	2	
Crabs	1	
Paradise Bar & Grill	1	
Total	6	



Pensacola Coffee Trail



Venue Check-Ins					Name
venue	product	qty	expense	revenue	
Jitterbug Beverage Co.	Check-In	2	0	0	Jitterbug Beverage Co.
Alla Prima Coffee Roaster	Check-In	1	0	0	
Buzzed Brew Coffee	Check-In	1	0	0	
Bodacious Shops	Check-In	1	0	0	
Bodacious Bookstore and Cafe	Check-In	1	0	0	Alla Prima Coffee Roaster
The Rex Cafe	Check-In	1	0	0	
	Total	7		0	
					Bodacious Bookstore and Cafe
					Bodacious Shops
					Buzzed Brew Coffee
					The Rex Cafe
					Total

Export

Check-ins

2

1

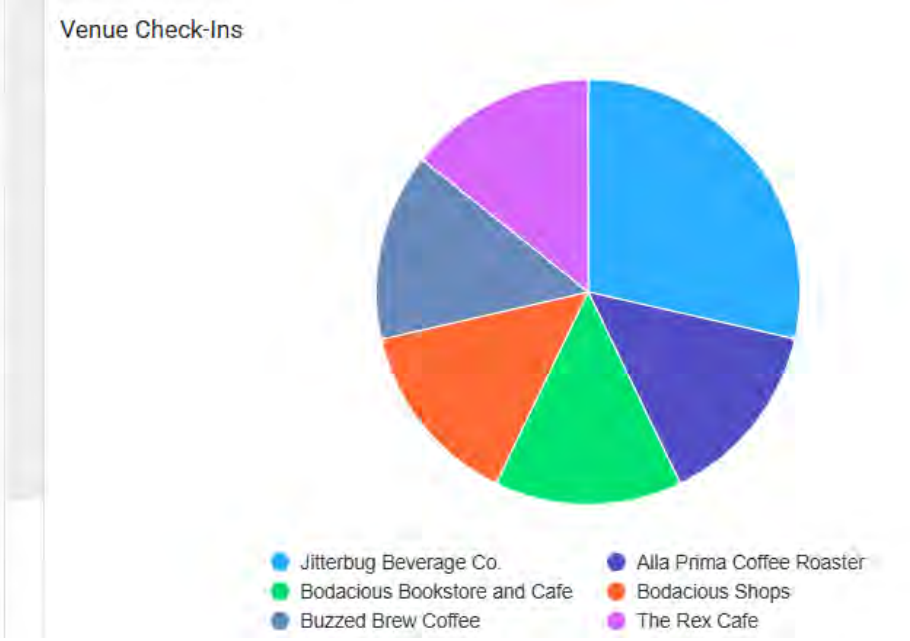
1

1

1

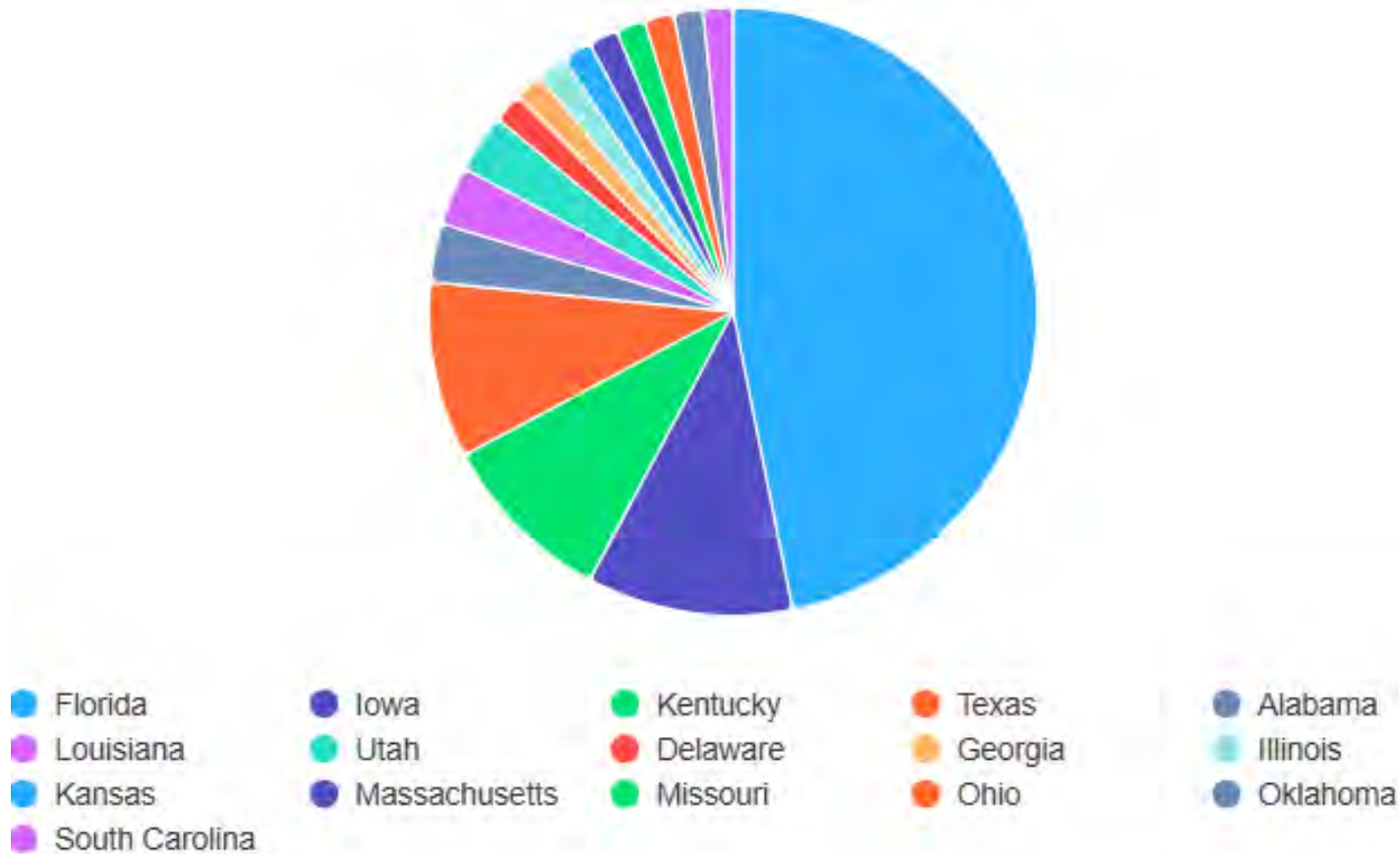
1

7



count	redemptions	state
30	4	Florida
7	0	Iowa
6	20	Kentucky
6	10	Texas
2	1	Alabama
2	1	Louisiana
2	0	Utah
1	0	Delaware
1	0	Georgia
1	0	Illinois
1	0	Kansas
1	0	Massachusetts
1	0	Missouri
1	0	Ohio
1	0	Oklahoma
1	0	South Carolina
64	36	Total

All Pass Geographics



name	attribute	count	redemptions	avgRedemptions	unused	expense	avgExpense	revenue
I Spy Pensacola		10	4	0.4	8	0	0	0
Pensacola Birding Trail		11	0	0	11	0	0	0
Pensacola Bushwacker Trail		20	1	0.05	19	0	0	0
Pensacola Coffee Trail		20	1	0.05	19	0	0	0
Total		61	6	0.1	57	0	0	0

Sales / Trade snapshot: May 2026



Headline stats:

55

Barrhead agents
followed up with

One

Campaign in market –
Gold Medal

Triumph Dollars

4 tour operator / bed
bank campaigns in
progress

Two

Events happening in
market in June and
July

One

Additional bed bank
campaign in planning

50 - 100

Agents to be trained
during June and July
webinars

