



VISIT PENSACOLA BOARD MEETING

June 28, 2023



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Board of Directors Meeting

June 28, 2023

3:00 p.m. – 5:00 p.m.

Bowden Building, Pensacola

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) Approval of Minutes from the May 31, 2023, Board Meeting*
 - b) Pensacola Sports Funding Request*
 - c) Revisit Pensacola Strategic Plan Committee Reports
4. New Business
 - a) Finance Committee Monthly Report*
 - b) Visit Pensacola Grant Awards*
 - c) Director Resignation - Rachael Gillette*
 - d) Nominating Committee*
5. Staff Updates
 - a) Marketing/Showcase
 - b) President/CEO

** Action Item requiring board vote.*

Visit Pensacola Board of Directors Meeting

Wednesday, May 31, 2023

Hyatt Place Pensacola Airport

Board Members Present: Amanda Mills, Deandra Holcomb, Terry Branch, Greg Harris, Rachael Gillette, Warren Sonnen, Sid Williams-Heeth, Dae Patel, Brent Lane, Ali Green

Board Members Absent: Tim Carn

Staff Members Present: Darien Schaefer, Kaya Man, Blake Howerton, Elliott Cooper, Tia Robbins, Ashley Hendrickson, Courtney Shrout, Lindsey Steck, Wandy Samuel, Hannah Pinson, Shawn Brown

The Visit Pensacola Board meeting was called to order at 3:05 p.m.

Brent Lane announced that applications to serve on the Board of Directors are now being accepted through July 31, 2023. Darien Schaefer said there are four Director positions available, however several current Directors are eligible to serve again for a full 3 year term. The Nominating Committee will be comprised of an odd number of board members and Lane asked board members to let Schaefer know by the end of the month if they are interested in serving on the committee.

Greg Harris asked if he, as a board member who is up for renewal, is eligible to serve on the committee. Robbie Rushing said he is allowed to serve on the committee but will have to abstain on any vote directly involving him.

There was no public comment.

OLD BUSINESS

Approval of Minutes from April 26, 2023 Board Meeting

Motion to approve the minutes from the April board meeting was made by Warren Sonnen, seconded by Rachael Gillette, and approved unanimously.

Pensacola Sports Funding Request

At the March board meeting, Ray Palmer, President of Pensacola Sports (PS), made a request to increase the funding for Pensacola Sports. He was asked to provide a more detailed outline. It was included in the Board packet for everyone to review and discuss.

Sonnen commented that at a high level, he agrees this is a good case for increased funding. For him personally, he wanted to see a more detailed existing budget and a breakdown of where the additional funding would be spent.

Schaefer noted that the Unified Budget request for FY2023 was \$10.4 million. PSA share of that amount was \$962,000. Pensacola Sports is asking for \$2 Million by 2026, which is more than double. Schaefer spoke with TDC Board Chair, David Bear, and Stephan Hall at the Office of Management and Budget about changing the percentages. Both said that would be acceptable if agreed to internally. Schaefer said any percentage changes would need to be agreed on by all three members of the Unified Budget. The Unified Budget funding request for FY2024 is \$13 Million, \$2.6 million more than FY2023, which is a 25% increase. At \$13 million, if we changed the percentages to increase PSA to 11%, that would certainly move the needle. On top of this budget request, we could still see some supplemental dollars.

Deandra Holcomb asked how much Pensacola Sports would receive compared to last year. Schaefer said at 11%, that will come to approximately \$1.43 million, which is \$468,000 more.

Sonnen added that for PSA the money must be spent in advance, so he doesn't feel supplemental is as valuable.

Greg Harris asked what percentage PSA would need to receive their budget ask of \$1.6 million. Palmer answered the question saying he'd like to move away from using percentages and instead determine every year what amount is needed to make sports tourism the best it can be. To answer the question, it's 12.3%.

Sid Williams-Heath said we would call a special Finance Committee meeting to discuss the request and invited Palmer to be a part of it.

Gillette and Sonnen both commented that this is a large list and asked what are needs vs. wants. Palmer said the needs and wants go hand in hand.

Harris asked if the \$400K for New Major Events is to obtain the event rights? Palmer said yes.

Lane said a meeting that discusses this entirely would be a good idea if it could be held by the end of June. Palmer and the board agreed, and a date would be scheduled on the calendar.

Revisit Pensacola Strategic Plan Committee

Schaefer introduced everyone to the new Administrative Assistant, Ashley Hendrickson. She will be working with Committee Chairs to schedule future meetings.

NEW BUSINESS

Warren Averett Fiscal Year 2022 Audit Presentation

Cara Godby presented the audit findings, noting it was another clean audit for Visit Pensacola. Warren Averett issued a management letter noting the same recommendation as last year that more information be obtained from ACE for its expenses.

Gillette asked who is responsible for ACE financials. Wandy Samuel said Matt Davis with ACE and Sonnen has compliance with Foo Foo. Sonnen said he laid down the law at their last meeting to make it very clear on the expectations of what grant recipients need to submit.

Motion to approve the Warren Averett FY2022 Audit Presentation was made by Sonnen, seconded by Amanda Mills, and approved unanimously.

Finance Committee Report

April Takeaways: Unified April 2023 shows a net income of \$239K, which is due to having previous months checks having cleared in the current month and being able to bill/recognize the income.

Major Highlights

- The Board of County Commissioners approved the supplemental amount and \$1,644,921 was added to the Unified Budget. Total Unified Budget has increased to \$13,044,920 including \$1,000,000 for American Magic.
- Visit Pensacola has paid \$2.05M of the advance, with a remaining balance of \$1,450,000 to be paid back by the end of the year.
- There are 13 more partners as of 4-30-23 than 4-30-22, which resulted in \$17K more from partnership dues.
- Pensacola Sports had their submission for April for the total of \$75K. They have received \$640K of the \$800K advance in \$80K installments as per their FY23 agreement.
- ACE has no submission for April

For supplemental funding usage, Samuel is noting additions so it is transparent to where those funds are being spent. Visit Pensacola opened a CD using private reserve funds at 4.1% for 13 months.

A motion to approve the financials was made by Holcomb, seconded by Harris and approved unanimously.

Showcase Pensacola Report

Leslie Perino gave the Showcase Pensacola update. The presentation can be viewed [here](#).

Williams-Heath asked if there is a way to track what additional benefit was received due to the supplemental funding. Perino said she can for some of the spend and can pull that data. Williams-Heath asked about the interest campaigns and if instead of one lump sum, it would be nice to see more detail on what is being accomplished with the supplemental funding.

Harris asked if they had year over year data. Perino said yes, but it's sometimes apples to oranges due to how much and where the money is spent on campaigns.

President / CEO Updates

Darien Schaefer introduced Allison (Ali) Green as the newest member of the Board of Directors. Green is part of UWF and is an Associate Dean and is stepping back into a teaching role in the Hospitality area.

Schaefer introduced Courtney Shrout, the team's Marketing Intern for the Summer.

Schaefer announced that Visit Pensacola now has Gifs and invited Elliott Cooper, who made the Gifs, to tell the Board more about the product.

Schaefer reiterated that Conde Nast Traveler voting is open until June 30. Lane asked for a banner to share with partners to add to their website.

Schaefer gave a recap of National Travel and Tourism Week and thanked everyone for their participation.

TDT collections for March receipts received in April were over \$1.8 million, up 3.1% from last year. Fiscal Year to date collections are up \$58,000 over last year.

FY2024 Budget Updates

The TDC Budget Workshop led by Chairman David Bear went through all the funding applications and requests. New requests included Santa Rosa Island Authority for \$250K to support the beach trolley service, funding fireworks at Pensacola Beach, and individual event requests from Pensacon and Mardi Gras. Funding for Marine Resources was discussed...an ordinance change is being proposed by the county to classify outdoor areas as nature centers.

Gillette had attended the legislative breakfast and was asking if some of the tourism items might be back on the table for next year. Is there anything this board can do to help.

Schaefer said Visit Florida was funded at \$80 Million despite being used as a pawn in budget negotiations at the state level. Enterprise Florida was dismantled and funding for Film Florida was reduced to zero. The state legislature is on a break for summer, but staff will keep an eye on it.

The team went to IPW in San Antonio last week. It was a great tradeshow for meeting with tour planners, operators, media and OTAs.

Board Updates

- Amanda Mills – Memorial Day was a great kickoff to summer. We're not able to push as high of a rate as in the last two years. Fourth of July and blues are almost sold out.
- Deandra Holcomb – Five trips for the first time ever on Sunday and it was amazing, they were sold out.

- Terry Branch – Things are well on the beach, Salt is open, should be finished with Sal de Mar on June 12, 2023. They're not seeing that much of a decline in rate on the beach. The new beach property, Fairfield Inn & Suites, should open the first week in July.
- Greg Harris – Things are good, Ice Flyers schedule coming soon, goal is to repeat and do better, the league and league vendors coming to Pensacola Beach again for their annual meeting this weekend.
- Rachael Gillette – Things are good.
- Warren Sonnen – Pensacola is slow on the entertainment side, since spring break. By next month we should see more activity. Saturday's Palafox Market expanded and there was a lot of foot traffic.
- Sid Williams-Heath– Summer camps are booked up, releasing new seasons soon, come see Puffs this weekend.
- Dae Patel – Business dips a little before Memorial Day weekend.
- Brent Lane – 4th of July is coming up. The Sertoma Club has passed the torch and now it's being rebranded as Pensacola's Fourth of July. Changing to the port to launch the fireworks so the circle of viewing is different. No entertainment ahead of time...more details to come.

The meeting was adjourned at 4:29.

Respectfully Submitted,
Lindsey Steck-Jackson



VISIT PENSACOLA BOARD MEETING

June 28, 2023

VP Financials



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Visit Pensacola Financial Report May 2023

FY23 MAY TAKEAWAYS:	
Unified May 2023 shows a net loss of \$264K, VP was not able to bill the county for Showcase invoice.	
MAJOR HIGHLIGHTS:	
Visit Pensacola has paid \$2,05M of the advance, with a remaining balance of \$1,450,000 to be paid back by the end of the year.	
Payment to Showcase is a month behind as VP is waiting for the reimbursement of April's submission in order to pay the current Showcase invoice.	
There are 13 more partners as of 5.31.23 than 5.31.22, which resulted in \$17K more from partnership dues.	
Pensacola Sports had their submission for May for the total of \$201K. They have received \$800K of the \$800K advance in \$80K installments as per their FY23 agreement.	
ACE has no submission for May.	
B	VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
C	VP MTD PRIVATE INCOME is from partnership dues-MTD VP has received \$17K more from partnership dues than same time last year.
H	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$276,791.65(We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$9,355.30
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$286,146.95
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$610,141.80
H	Operations \$36,591.37
H	Personnel \$141,952.11
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$788,685.28
H	VISIT PENSACOLA Only Month to Date Net Loss = \$502,538.33
D	UNIFIED Year to Date TDT revenue totaled \$6,688,940.21
D	UNIFIED Year To Date Private revenue totaled \$261,533.69
D	UNIFIED Year to date total Revenue = \$6,950,473.90
	UNIFIED Year to date expense:
D	Direct Programming \$5,856,676.96
D	Operations \$330,733.85
D	Personnel \$1,026,805.54
D	UNIFIED Year to Date total Expense = \$7,214,216.35
D	UNIFIED Year to Date Net Loss= \$263,742.45
County Submissions	
*	As of 5/31/23, VP has not received May's submission of \$478K.

FORMS:

- A Balance Sheet
- B Visit Pensacola TDT Only Income Statement
- C Visit Pensacola Private Revenue Income Statement
- D Unified Income Statement
- E Summary of Income Statement
- F Submission to County table
- G YOY Report



VISIT PENSACOLA BALANCE SHEET

		FORM A
	May 31, 23	NOTES
ASSETS		
Current Assets		
Checking/Savings		
1020 · Certificate of Deposit	250,000.00	CD Account
1025 · EFT TDT #4196	345,017.93	Electronic funds from Cty
1010 · TDT Op #2290	199,025.24	TDT Operating account
1030 · Partner#2177	215,224.74	Private funds Operating account
1035 · Reserves #3955	994,751.63	Private funds Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings	<u>2,004,134.54</u>	
Accounts Receivable		
1200 · Accounts Receivable		
1200-99 · PSA Advance	27,736.41	
1200-4 · Tourism Receivables	1,318,965.37	May submission
Total 1200 · Accounts Receivable	<u>1,346,701.78</u>	
Total Accounts Receivable	<u>1,346,701.78</u>	
Other Current Assets		
1500 · Gift Cards	900.00	Gift Cards from Nick's Boathouse and Crab Trap
		Sprout Social, Arrivalist, Simpleview, VisitApps, Visa
		Vue, STR, Destinations International, VR Market Data,
		Adara, Monsido
1405 · Prepaid Misc.	167,052.73	Flood, Wind, Property, D&O
1410 · Prepaid Insurance	25,488.03	
1400 · Prepaid Postage	239.88	
Total Other Current Assets	<u>193,680.64</u>	
Total Current Assets	<u>3,544,516.96</u>	
Fixed Assets		
1350 · Equipment		
1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-7,147.32	
1359 · Apple laptop	1,449.00	fully depreciated
1352 · Flag & Flagpole	683.00	fully depreciated
1351 · Laminator & case	409.00	fully depreciated
Total 1350 · Equipment	<u>1,151.59</u>	
Total Fixed Assets	<u>1,151.59</u>	
TOTAL ASSETS	<u><u>3,545,668.55</u></u>	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	674,989.21	Showcase/Pensacola Sports
Total Accounts Payable	<u>674,989.21</u>	
Credit Cards		
2000 · Visit Pensacola P-Card	64,261.65	Current month Pcards TDT
2002 · Regions Membership PCard	546.03	Current month Pcards Membership
Total Credit Cards	<u>64,807.68</u>	
Other Current Liabilities		
2660 · Pass through payment	-1,755.71	OAR Festival
2700 · Unearned Revenue	1,454,575.00	
2999 · Salaries payable	59,228.98	FY22 accrual of PTO
25500 · Sales Tax Payable	147.75	
Total Other Current Liabilities	<u>1,512,196.02</u>	
Total Current Liabilities	<u>2,251,992.91</u>	
Total Liabilities	<u>2,251,992.91</u>	
Equity		
32000 · Unrestricted Net Assets	1,559,587.86	FY14 to FY22 Net Income
Net Income	-265,912.22	FY23 Net Income
Total Equity	<u>1,293,675.64</u>	
TOTAL LIABILITIES & EQUITY	<u><u>3,545,668.55</u></u>	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	May 23	Oct - May 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4000 · Tourism Development Tax-TDT	477,836.66	6,688,940.21	11,400,000.00	6,355,979.79	56%	As billed/allowed by County. Recognize Income as billed
4050 · TDT Supplemental	0.00	0.00	1,644,920.00		0%	
4100 · Membership Dues	1,375.00	126,572.27	130,000.00	3,427.73	3%	
4150 · Advertising Income	5,190.00	107,295.18			#DIV/0!	
4155 · Partner Co-Ops	0.00	8,699.60		(8,699.60)	#DIV/0!	
4150 · Advertising Income - Other	0.00	0.00	126,200.00	126,200.00	100%	
Total 4150 · Advertising Income	5,190.00	115,994.78	126,200.00	117,500.40	93%	
4300 · Consignment Sales	16.00	93.00	0.00	(93.00)	#DIV/0!	
4400 · Gifts in Kind - Goods	0.00	0.00	170,000.00	170,000.00	100%	
4600 · Misc Income	804.30	3,177.64	500.00	(2,677.64)	-536%	
4640 · Event Income	1,970.00	15,696.00	15,000.00	(696.00)	-5%	
Total Income	487,191.96	6,950,473.90	13,486,620.00	6,643,441.28	49%	
Gross Profit	487,191.96	6,950,473.90	13,486,620.00	6,643,441.28	49%	
Expense						
1 · Direct Programming						
5080 · American Magic	0.00	1,000,000.00	1,000,000.00	0.00	0%	
5090 · Marketing Research	31,511.82	250,966.13	445,000.00	194,033.87	44%	added \$50K from Supplemental
5100 · Advertising/Media	7,119.20	172,112.41	613,400.00	441,287.59	72%	added \$68K from Supplemental
5110 · Public Relations	8,788.52	83,952.25	161,990.00	78,037.75	48%	added \$46K from Supplemental
5120 · Advertising Production	0.00	13,525.45	110,700.00	97,174.55	88%	
5130 · Internet Site Production	9,378.34	123,738.71	190,000.00	66,261.29	35%	
5140 · Festivals & Events Granted	0.00	96,647.00	172,500.00	75,853.00	44%	
5141 · Festivals & Event Local Support	0.00	128,141.62	361,500.00	233,358.38	65%	
5142 · Festival & Event Mini Grants	0.00	0.00	100,000.00	100,000.00	100%	
5150 · Consumer Promotions	2,529.97	30,881.06	100,000.00	69,118.94	69%	
5160 · Sales Promotions	3,834.95	48,417.69	122,000.00	73,582.31	60%	
5170 · Brochures and Collateral	64.50	137,391.43	164,200.00	26,808.57	16%	
5190 · Showcase	511,552.12	2,469,213.95	4,460,700.00	1,991,486.05	45%	added \$1M from Supplemental
5210 · Regional Partnership	0.00	0.00	100,000.00	100,000.00	100%	
5215 · Tourism Development Projects	0.00	4,375.00	50,000.00	45,625.00	91%	
5220 · Registration	11,285.00	78,597.34	124,500.00	45,902.66	37%	Moved \$5K to Visitor Awareness
5230 · Dues and Subscriptions	3,338.41	24,418.11	44,600.00	20,181.89	45%	Moved \$3K to Travel disallowed
5400 · Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 · Disallowed Travel Expense	261.03	4,583.02	7,700.00	3,116.98	40%	Added \$3K from Dues & Subscription
5400 · Business Travel & Entertainment -	10,264.81	73,456.23	142,000.00	68,543.77	48%	
Total 5400 · Business Travel & Entertainment	10,525.84	78,039.25	149,700.00	71,660.75	48%	
5500 · Visitor Awareness Education	10,213.13	60,555.67	91,100.00	30,544.33	34%	Added \$5K from Registration
7000 · PSA Sporting Events	154,841.80	455,703.89	683,709.00	228,005.11	33%	
7400 · ACE - DP	0.00	600,000.00	1,897,075.00	1,297,075.00	68%	
Total 1 · Direct Programming	764,983.60	5,856,676.96	11,142,674.00	5,285,997.04	47%	
2 · Operating Costs						
5520 · Committee Expenses	0.00	913.00	2,100.00	1,187.00	57%	
5450 · Auto/ Local Travel	860.04	5,450.13	12,900.00	7,449.87	58%	moved \$4K to Postage
5600 · Building Maintenance & Repair	1,878.09	57,739.65	118,000.00	60,260.35	51%	added \$60K from Supplemental
5610 · Computer&IT Maintenance&Repair	2,244.16	20,003.89	34,500.00	14,496.11	42%	
5630 · Insurance Building & Content	3,150.36	23,191.57	25,791.75	2,600.18	10%	
5640 · D & O and Liability Insurance	431.08	3,877.79	7,000.00	3,122.21	45%	
5650 · Audit	4,000.00	19,000.00	19,000.00	0.00	0%	
5660 · Legal Services	0.00	9,191.50	15,000.00	5,808.50	39%	moved \$1K to Postage
5670 · CPA/ Financial Services	0.00	3,562.50	7,200.00	3,637.50	51%	
5690 · Depreciation Expense	0.00	0.00	0.00	0.00	#DIV/0!	added \$10K
5700 · Postage	5,790.59	41,552.73	48,500.00	6,947.27	14%	
5710 · Supplies Coffee/Sodas	251.87	3,980.55	6,500.00	2,519.45	39%	
5720 · Office Supplies	1,899.72	12,709.97	16,000.00	3,290.03	21%	
5730 · Storage and Delivery	4,789.54	13,905.35	18,000.00	4,094.65	23%	
5750 · Rent	0.00	0.00	10.00	10.00	100%	
5760 · Telephone Service	1,093.82	4,841.51	9,000.00	4,158.49	46%	moved \$5K to Postage
5770 · Utilities	3,246.69	29,576.46	40,000.00	10,423.54	26%	
5780 · Copier	761.10	6,088.80	9,300.00	3,211.20	35%	
5790 · Capital Expenditures	5,465.47	8,550.70	20,000.00	11,449.30	57%	
5900 · Miscellaneous Expenses	44.59	520.45	1,217.00	696.55	57%	
5920 · Bad Debt Expense	0.00	40.00	2,500.00	2,460.00	98%	
6000 · Consignment Sales Expenses	0.00	67.20	0.00	-67.20	#DIV/0!	
6001 · Bank Service Charge	0.00	5,395.25	8,000.00	2,604.75	33%	
6010 · Credit Card Processing Fee	414.00	2,492.55	2,920.00	427.45	15%	
6500 · Taxes	270.25	1,295.20	1,461.25	166.05	11%	
6940 · In Kind Expense	0.00	0.00	170,000.00	170,000.00	100%	
7001 · PSA Operations	2,784.47	56,787.10	76,960.00	20,172.90	26%	
Total 2 · Operating Costs	39,375.84	330,733.85	671,860.00	341,126.15	51%	
3 · Personnel Costs						
5800 · Salaries	113,403.92	599,924.67	972,200.00	372,275.33	38%	
5810 · Commissions	2,833.30	22,772.42	25,000.00	2,227.58	9%	
5830 · Auto	692.31	3,923.09	6,000.00	2,076.91	35%	
5840 · 401K Contribution Match	3,883.59	22,390.27	60,000.00	37,609.73	63%	
5850 · Employee Insurance	6,673.73	52,610.61	134,785.00	82,174.39	61%	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	May 23	Oct - May 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
5870 · Drug Testing	0.00	177.00	400.00	223.00	56%	
5880 · Payroll Expense	11,222.26	61,991.88	107,215.00	45,223.12	42%	
5890 · Staff Education	3,243.00	3,243.00	13,000.00	9,757.00	75%	added \$10K from Supplemental
7002 · PSA Personnel	43,418.74	259,772.60	353,486.00	93,713.40	27%	
Total 3 · Personnel Costs	185,370.85	1,026,805.54	1,672,086.00	645,280.46	39%	
Total Expense	989,730.29	7,214,216.35	13,486,620.00	6,272,403.65		
Net Ordinary Income	-502,538.33	-263,742.45	0.00			
Net Income	-502,538.33	-263,742.45	0.00			



VISIT PENSACOLA BOARD MEETING

June 28, 2023

Research



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1401 E. Gregory St.
Pensacola, FL 32502



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Date Created: Jun 15, 2023

Visit Pensacola

For the Month of May 2023



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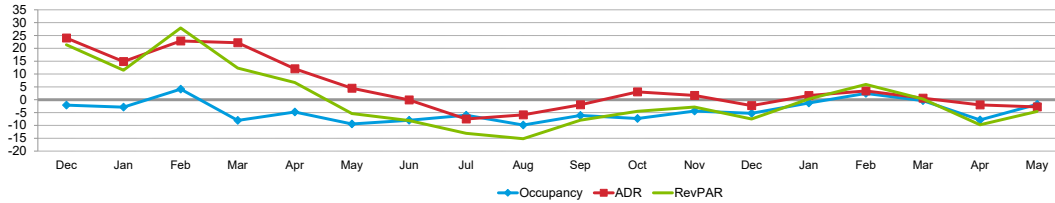
Tab 2 - Trend Escambia Co + Zip 32561+

Visit Pensacola

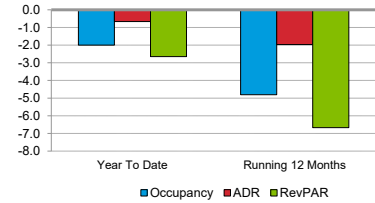
For the Month of May 2023

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021												2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
	52.3	51.3	61.8	71.6	73.6	70.9	76.7	77.4	64.4	63.8	61.4	55.4	49.5	50.6	63.3	71.4	67.8	69.6											
	53.4	52.8	59.4	77.9	77.3	78.3	83.3	82.4	71.4	68.0	66.3	58.0	52.3	51.3	61.8	71.6	73.6	70.9											
	Percent Change	-2.1	-2.9	4.1	-8.1	-4.8	-9.4	-8.0	-6.0	-9.9	-6.1	-7.3	-4.4	-5.3	-1.3	2.5	-0.3	-7.9	-1.8										

Year To Date		
2021	2022	2023
69.3	65.9	64.6
48.6	69.3	65.9
42.7	-5.0	-2.0

Running 12 Months		
2021	2022	2023
65.2	67.5	64.3
58.9	65.2	67.5
10.7	3.6	-4.8

ADR	2021												2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
This Year	108.28	99.93	110.24	143.30	151.32	163.20	191.26	204.16	146.26	139.42	131.70	116.85	108.76	101.55	114.03	144.20	148.26	158.61											
Last Year	88.12	87.02	89.72	117.31	135.05	156.21	191.39	220.72	155.45	142.23	127.81	114.95	109.28	99.93	110.24	143.30	151.32	163.20											
Percent Change	24.0	14.8	22.9	22.2	12.0	4.5	-0.1	-7.5	-5.9	-2.0	3.0	1.7	-2.3	1.6	3.4	0.6	-2.0	-2.8											

	Year To Date		
	2021	2022	2023
	121.41	136.80	135.89
	94.29	121.41	136.80
	28.8	12.7	-0.7

Running 12 Months		
2021	2022	2023
117.93	148.79	145.87
113.89	117.93	148.79
3.5	26.2	-2.0

RevPAR	2021												2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
This Year	57.12	51.25	68.16	102.63	111.38	115.70	146.61	158.04	94.19	88.95	80.86	64.74	52.84	51.41	72.23	102.92	100.52	110.45											
Last Year	47.05	45.96	53.27	91.38	104.41	122.30	159.50	181.86	111.04	96.65	84.69	66.64	57.12	51.25	68.16	102.63	111.38	115.70											
Percent Change	21.4	11.5	27.9	12.3	6.7	-5.4	-8.1	-13.1	-15.2	-8.0	-4.5	-2.8	-7.5	0.3	6.0	0.3	-9.8	-4.5											

	Year To Date		
	2021	2022	2023
	84.18	90.12	87.73
	45.81	84.18	90.12
	83.8	7.1	-2.6

Running 12 Months		
2021	2022	2023
76.88	100.45	93.75
67.05	76.88	100.45
14.7	30.7	-6.7

Supply	2021												2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
This Year	247,442	248,186	224,168	248,186	240,180	248,527	240,450	248,465	248,465	240,450	248,465	240,480	248,496	248,496	224,868	248,961	240,870	248,899											
Last Year	231,415	235,259	211,008	233,616	228,840	241,490	233,700	241,490	241,490	233,700	241,490	239,490	247,442	248,186	224,168	248,186	240,180	248,527											
Percent Change	6.9	5.5	6.2	6.2	5.0	2.9	2.9	2.9	2.9	2.9	2.9	0.4	0.4	0.1	0.3	0.3	0.3	0.1											

	Year To Date		
	2021	2022	2023
1,150,213		1,209,247	1,212,094
1,228,373		1,150,213	1,209,247
-6.4		5.1	0.2

Running 12 Months		
2021	2022	2023
2,827,655	2,888,049	2,927,365
2,962,647	2,827,655	2,888,049
-4.6	2.1	1.4

Demand	2021												2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May											
This Year	129,333	127,283	138,592	177,747	176,787	176,201	184,307	192,335	160,001	153,412	152,559	133,242	123,001	125,796	142,437	177,692	163,306	173,317											
Last Year	123,567	124,258	125,289	181,980	176,912	189,075	194,764	198,972	172,506	158,811	160,020	138,836	129,333	127,283	138,592	177,747	176,787	176,201											
Percent Change	4.7	2.4	10.6	-2.3	-0.1	-6.8	-5.4	-3.3	-7.2	-3.4	-4.7	-4.0	-4.9	-1.2	2.8	5.0	-7.6	-1.6											

	Year To Date		
	2021	2022	2023
	797,514	796,610	782,548
	596,752	797,514	796,610
	33.6	-0.1	-1.8

Running 12 Months		
2021	2022	2023
1,843,359	1,949,852	1,881,405
1,744,077	1,843,359	1,949,852
5.7	5.8	-3.5

Revenue	2021	2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	13,339,349	12,719,269	15,278,820	25,471,490	26,751,643	28,755,495	35,251,196	39,266,543	23,401,767	21,388,281	20,091,882	15,569,726	13,131,227	12,774,335	16,241,442	25,623,574	24,211,397	27,480,718
Last Year	10,888,881	10,813,256	11,241,199	21,347,191	23,892,584	29,534,691	37,275,807	43,917,827	26,815,252	22,587,725	20,452,883	15,959,294	14,133,349	12,719,269	15,278,820	25,471,490	26,751,643	28,755,495
Percent Change	29.8	17.6	35.4	19.3	12.0	-2.6	-5.4	-10.6	-12.7	-5.3	-1.8	-2.4	-7.1	0.2	6.3	0.6	-9.5	-4.4

	Year To Date		
	2021	2022	2023
96,828,922	108,976,717	106,340,466	
56,266,230	96,828,922	108,976,717	
72.1	12.5	-2.4	

Running 12 Months		
2021	2022	2023
217,384,318	290,118,404	274,441,088
198,633,168	217,384,318	290,118,404
9.4	33.5	-5.4

Census %	2021	2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Census Props	89	89	89	89	89	89	89	89	89	89	89	89	89	89	90	90	90	90
Census Rooms	7982	8006	8006	8006	8006	8017	8015	8015	8015	8015	8015	8016	8016	8016	8031	8031	8029	8029
% Rooms Participants	75.4	75.5	75.5	75.5	76.8	76.9	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.0	75.0	76.0	76.0

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Visit Pensacola
For the Month of May 2023

[illegible]

Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola
For the month of: May 2023

	Current Month - May 2023 vs May 2022												Year to Date - May 2023 vs May 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	76.4	68.9	162.11	173.26	123.87	119.30	11.0	-6.4	3.8	7.0	3.1	14.4	70.8	69.6	155.08	155.22	109.79	107.96	1.8	-0.1	1.7	4.2	2.4	4.3	8	4	503	402
Airport+	75.2	76.0	136.35	138.46	102.57	105.29	-1.1	-1.5	-2.6	-2.5	0.1	-1.0	70.3	73.4	124.71	123.29	87.65	90.51	-4.3	1.1	-3.2	-2.6	0.5	-3.8	19	15	1845	1552
Pine Forest+	56.7	58.6	94.69	100.95	53.69	59.18	-3.3	-6.2	-9.3	-9.4	-0.1	-3.4	54.4	54.4	85.15	89.42	46.33	48.66	-0.0	-4.8	-4.8	-4.9	-0.1	-0.1	18	9	1374	845
Westside/Perdido+	63.1	64.1	118.38	120.85	74.68	77.44	-1.6	-2.0	-3.6	-3.7	-0.1	-1.7	61.2	62.7	108.36	107.50	66.28	67.36	-2.4	0.8	-1.6	-1.7	-0.1	-2.5	21	14	1397	1094
PNS Beach+	76.8	78.1	259.25	269.09	199.00	210.05	-1.7	-3.7	-5.3	-5.3	0.0	-1.7	65.2	65.3	209.89	215.87	136.76	140.88	-0.2	-2.8	-2.9	-2.9	0.0	-0.2	14	11	1900	1532
UWF+	69.3	75.2	112.92	113.72	78.24	85.51	-7.8	-0.7	-8.5	-8.5	0.0	-7.8	68.4	71.6	103.45	102.35	70.78	73.31	-4.5	1.1	-3.4	-3.4	0.0	-4.5	10	6	1010	680

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

Currency: USD - US Dollar

Visit Pensacola
For the Month of May 2023

Current Month - May 2023 vs May 2022										Year to Date - May 2023 vs May 2022									
	Supply			Demand			Revenue				Supply			Demand			Revenue		
	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg		2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg
Downtown+	15,593	15,128	3.1	11,915	10,416	14.4	1,931,558	1,804,698	7.0		75,488	73,688	2.4	53,442	51,252	4.3	8,287,619	7,955,081	4.2
Airport+	57,195	57,164	0.1	43,023	43,469	-1.0	5,866,332	6,018,597	-2.5		278,595	277,124	0.5	195,813	203,443	-3.8	24,419,754	25,082,941	-2.6
Pine Forest+	42,594	42,656	-0.1	24,153	25,006	-3.4	2,286,978	2,524,311	-9.4		207,654	207,776	-0.1	112,970	113,072	-0.1	9,619,595	10,110,673	-4.9
Westside/Perdido+	43,307	43,369	-0.1	27,320	27,790	-1.7	3,234,012	3,358,458	-3.7		210,947	211,249	-0.1	129,033	132,362	-2.5	13,981,453	14,228,816	-1.7
PNS Beach+	58,900	58,900	0.0	45,212	45,978	-1.7	11,721,086	12,372,153	-5.3		286,900	286,900	0.0	186,944	187,239	-0.2	39,237,144	40,418,812	-2.9
UWF+	31,310	31,310	0.0	21,694	23,542	-7.8	2,449,752	2,677,279	-8.5		152,510	152,510	0.0	104,346	109,242	-4.5	10,794,902	11,180,394	-3.4

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola
For the month of: May 2023

	Current Month - May 2023 vs May 2022												Year to Date - May 2023 vs May 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Bay County, FL	67.4	69.5	168.49	169.44	113.61	117.80	-3.0	-0.6	-3.6	2.3	6.1	2.9	60.3	60.5	141.35	142.02	85.20	85.95	-0.4	-0.5	-0.9	3.9	4.8	4.4	118	56	10190	5869
Baldwin County, AL	69.0	67.7	190.51	196.72	131.38	133.28	1.8	-3.2	-1.4	-1.1	0.4	2.2	61.1	59.9	156.08	155.78	95.39	93.30	2.0	0.2	2.2	2.6	0.4	2.4	70	52	6808	5187
Okaloosa County, FL	69.0	73.1	195.17	198.84	134.59	145.30	-5.6	-1.8	-7.4	-7.5	-0.1	-5.7	61.8	62.4	159.17	160.57	98.42	100.21	-0.9	-0.9	-1.8	-2.6	-0.8	-1.7	85	54	8003	5166
Walton County, FL	66.1	66.5	232.94	241.28	153.90	160.36	-0.6	-3.5	-4.0	-1.9	2.2	1.6	56.1	52.7	192.63	199.11	108.06	104.84	6.5	-3.3	3.1	4.5	1.4	8.0	37	21	4111	3345
St Johns County, FL	64.3	68.8	186.97	181.66	120.19	124.94	-6.5	2.9	-3.8	-4.1	-0.3	-6.8	72.3	71.2	190.28	181.44	137.57	129.22	1.5	4.9	6.5	6.7	0.2	1.7	99	53	6652	5120
Sarasota County, FL	67.0	70.1	192.65	198.16	129.14	138.98	-4.4	-2.8	-7.1	-7.4	-0.3	-4.7	77.9	78.2	249.87	246.81	194.61	193.07	-0.4	1.2	0.8	0.4	-0.4	-0.8	110	50	7324	5718

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

Currency: USD - US Dollar

Visit Pensacola
For the Month of May 2023

	Current Month - May 2023 vs May 2022									Year to Date - May 2023 vs May 2022								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg
Bay County, FL	315,890	297,724	6.1	213,014	206,984	2.9	35,889,703	35,071,347	2.3	1,508,475	1,439,289	4.8	909,268	871,057	4.4	128,520,866	123,705,666	3.9
Baldwin County, AL	211,048	210,273	0.4	145,541	142,458	2.2	27,727,476	28,024,447	-1.1	1,025,589	1,021,873	0.4	626,811	611,998	2.4	97,831,288	95,336,217	2.6
Okaloosa County, FL	248,093	248,372	-0.1	171,087	181,488	-5.7	33,391,773	36,087,318	-7.5	1,196,453	1,206,487	-0.8	739,842	752,980	-1.7	117,757,921	120,903,757	-2.6
Walton County, FL	127,441	124,651	2.2	84,200	82,845	1.6	19,613,687	19,988,598	-1.9	618,126	609,451	1.4	346,740	320,913	8.0	66,793,817	63,896,243	4.5
St Johns County, FL	206,212	206,770	-0.3	132,561	142,210	-6.8	24,785,086	25,833,335	-4.1	1,007,486	1,005,362	0.2	728,388	716,011	1.7	138,599,164	129,915,907	6.7
Sarasota County, FL	227,044	227,819	-0.3	152,200	159,775	-4.7	29,321,248	31,661,613	-7.4	1,107,184	1,111,379	-0.4	862,320	869,371	-0.8	215,467,860	214,572,484	0.4

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Tab 8 - Response Downtown+

Visit Pensacola
For the Month of May 2023

								2021												2022												2023																
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
61915	Budget Inn	Pensacola, FL	32501			26																																										
10881	Closed - Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0																																										
46072	Closed - Town & Country Motel	Pensacola, FL	32501	Aug 2010		0																																										
5395	Closed - Travel Inn	Pensacola, FL	32501	Sep 2017	Aug 1952	0																																										
10879	Days Inn Pensacola-Downtown	Pensacola, FL	32501	Jul 1987	Jul 1987	98		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
79891	Lily Hall	Pensacola, FL	32501	Feb 2023	Feb 2023	15																																										
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
77590	Hilton Garden Inn Pensacola Downtown	Pensacola, FL	32502		U/C	102																																										
65524	Holiday Inn Express Pensacola Downtown	Pensacola, FL	32502	Dec 2017	Dec 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
77362	Hotel Tristan Pensacola, Tapestry Collection by Hilton	Pensacola, FL	32502		U/C	148																																										
43296	New World Inn	Pensacola, FL	32502	May 2020	Jun 1983	15																																										
9748	Pensacola Grand Hotel	Pensacola, FL	32502	Jul 2023	Jun 1984	0																																										
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Nov 2020	Aug 1998	78		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
7304	Sole Inn & Suites	Pensacola, FL	32502	May 2020	Jun 1975	45																																										
			Total Properties:		14	753	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																									

A blank row indicates insufficient data.

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Tab 9 - Response Airport+

Visit Pensacola
For the Month of May 2023

							2021												2022												2023																									
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D													
76975	Home2 Suites by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503		U/C	74																																																		
60962	Lyon's Motel	Pensacola, FL	32503			20																																																		
77213	Tru by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503		U/C	79																																																		
34329	Courtyard Pensacola	Pensacola, FL	32504	Aug 1997	Aug 1997	90		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
35418	Extended Stay America Pensacola - University Mall	Pensacola, FL	32504	Sep 1997	Sep 1997	101		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
24639	Fairfield Inn Pensacola I 10	Pensacola, FL	32504	Jun 1995	Jun 1995	62		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
34435	Hampton by Hilton Inn Pensacola-Airport Cordova Mall	Pensacola, FL	32504	Jan 1998	Jan 1998	126		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•						
53663	Hampton Inn & Suites Pensacola I-10 North at University T	Pensacola, FL	32504	Jul 2005	Jul 2005	85		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
60319	Hilton Garden Inn Pensacola Airport Medical Center	Pensacola, FL	32504	Mar 2010	Mar 2010	137		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
48787	Homewood Suites by Hilton Pensacola Airport Cordova Ma	Pensacola, FL	32504	Jan 2003	Jan 2003	107		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
62001	Hyatt Place Pensacola Airport	Pensacola, FL	32504	Apr 2013	Apr 2013	127		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
8597	Pensacola Inn	Pensacola, FL	32504	Aug 2015	Sep 1985	58																																																		
7664	Quality Inn & Suites Pensacola Bayview	Pensacola, FL	32504	Dec 2010	Jun 1985	138		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
6641	Red Roof Inn Pensacola	Pensacola, FL	32504	Oct 1982	Oct 1982	107	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
67904	Residence Inn Pensacola Airport/Medical Center	Pensacola, FL	32504	Aug 2019	Aug 2019	86		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
724	Rest and Relax Inn	Pensacola, FL	32504	May 2022	Feb 1981	135		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
62391	SpringHill Suites Pensacola	Pensacola, FL	32504	Aug 2013	Aug 2013	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
75315	Staybridge Suites Pensacola	Pensacola, FL	32504		U/C	100																																																		
8274	Super 6	Pensacola, FL	32504	Sep 2011	May 1983	80																																																		
5275	SureStay Studio by Best Western Pensacola	Pensacola, FL	32504	Dec 2021	Jun 1985	64		•	•	•										•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
11005	Sweet Dream Inn - University Park	Pensacola, FL	32504	Jun 2010	May 1985	119	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
57129	TownePlace Suites Pensacola	Pensacola, FL	32504	Feb 2008	Feb 2008	97		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		22	2098	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																																	

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Tab 10 - Response Pine Forest+

Visit Pensacola
For the Month of May 2023

							2021												2022												2023																	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104																																										
2987	Baymont by Wyndham Pensacola, FL	Pensacola, FL	32505	Mar 2023	Jun 1968	78	Y																																									
725	Closed - Days Inn Pensacola	Pensacola, FL	32505	Apr 2013	Apr 1960	0																																										
54628	Closed - Econo Lodge Pensacola	Pensacola, FL	32505	Jan 2010	May 2006	0																																										
24030	Closed - Landmark Inn	Pensacola, FL	32505	Sep 2004	Jun 1970	0																																										
20115	Executive Inn	Pensacola, FL	32505	Nov 1984	Nov 1984	36																																										
36709	Extended Stay Pensacola	Pensacola, FL	32505	Jun 2019	Jun 1998	60	Y																																									
18745	Hotel Del Sol	Pensacola, FL	32505	Jul 2022	Jan 1986	118																																										
52761	Luxury Suites	Pensacola, FL	32505	Jun 2001	Jun 2001	50																																										
6385	Motel 6 Pensacola West	Pensacola, FL	32505	Oct 2005	Jun 1975	115		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
6967	OYO Hotel Pensacola I-10 & Hwy 29	Pensacola, FL	32505	Dec 2019	Jun 1972	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
46989	Pensacola Motor Lodge	Pensacola, FL	32505	Apr 1932	Apr 1932	30																																										
4060	Quality Inn Pensacola	Pensacola, FL	32505	Oct 2022	Nov 1983	108		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
46197	Relax Inn	Pensacola, FL	32505	May 1958	May 1958	21																																										
79861	Sea Barr Of Stars	Pensacola, FL	32505			14																																										
27564	Sweet Dream Inn	Pensacola, FL	32505	Nov 2020	Jun 1988	60																																										
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
70476	Courtyard Pensacola West	Pensacola, FL	32534	Jan 2021	Jan 2021	124			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
57077	Extended Stay America Select Suites Pensacola - Northwest	Pensacola, FL	32534	Sep 2022	Dec 2007	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
10880	Garden Inn & Suites	Pensacola, FL	32534	May 2008	Jun 1973	96																																										
41016	Studio 6 Pensacola West I-10	Pensacola, FL	32534	Jul 2021	Oct 2000	62		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
			Total Properties:		21	1374	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																									

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Visit Pensacola
For the Month of May 2023

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Visit Pensacola
For the Month of May 2023

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Tab 13 - Response UWF+

Visit Pensacola
For the Month of May 2023

							2021	2022												2023																																
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D									
49496	Budget Inn	Pensacola, FL	32514	Jun 1969	Jun 1969	38																																														
65398	Candlewood Suites Pensacola University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
48494	Civic Inn North	Pensacola, FL	32514	Jun 1985	Jun 1985	29																																														
10219	Closed - Days Inn Pensacola North	Pensacola, FL	32514	Aug 2017	Apr 1985	0																																														
22465	Closed - The Pensacola Lodge	Pensacola, FL	32514	Sep 2007	Apr 1985	0																																														
29832	Comfort Inn Pensacola University Area	Pensacola, FL	32514	Nov 2003	Mar 1994	115		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
38034	Efficiency Lodge Davis Hwy. Pensacola, FL	Pensacola, FL	32514	Mar 1999	Mar 1999	120																																														
55734	Extended Stay America Select Suites - Pensacola - North	Pensacola, FL	32514	Sep 2022	Mar 2006	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
56920	Holiday Inn Pensacola University Area	Pensacola, FL	32514	Mar 2008	Mar 2008	114		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
65902	Home2 Suites by Hilton Pensacola I -10 At North Davis Hig	Pensacola, FL	32514	Sep 2017	Sep 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
5114	La Quinta Inn by Wyndham Pensacola	Pensacola, FL	32514	Feb 1985	Feb 1985	130		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3842	Queen Mary Inn	Pensacola, FL	32514	Jul 2011	Jun 1985	143																																														
			Total Properties:		12	1010	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																													

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Frequently Asked Questions (FAQ):

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

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VISIT PENSACOLA

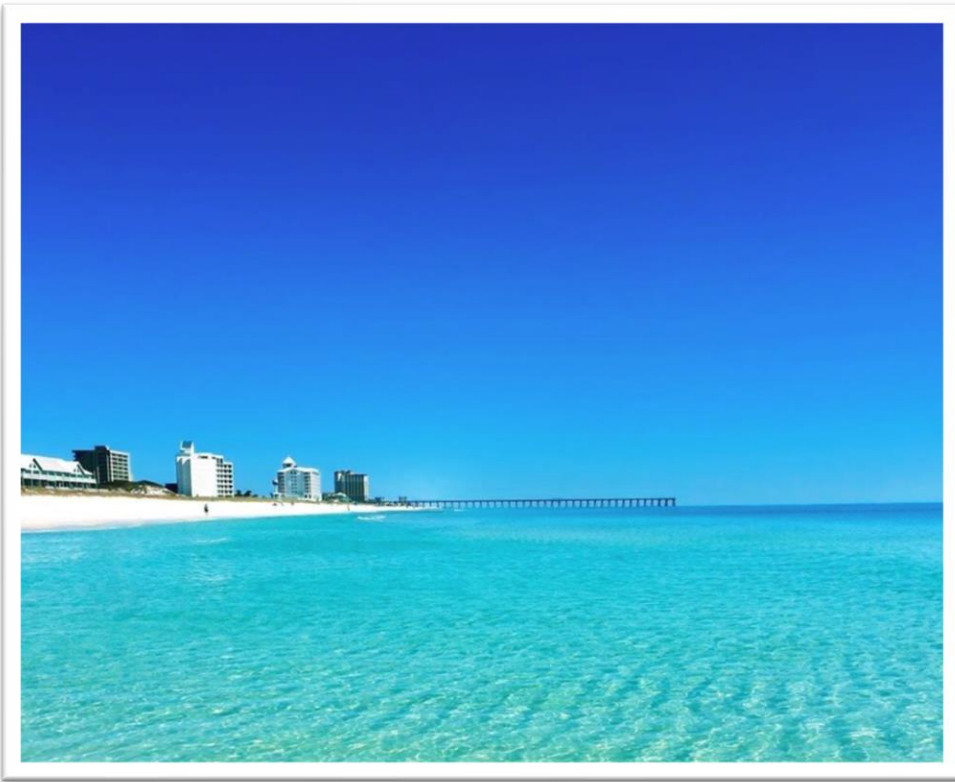
Monthly Dashboard
April 2023

By Downs & St. Germain Research



VISITOR SUMMARY – APRIL 2023

April 2023 Visitor Summary



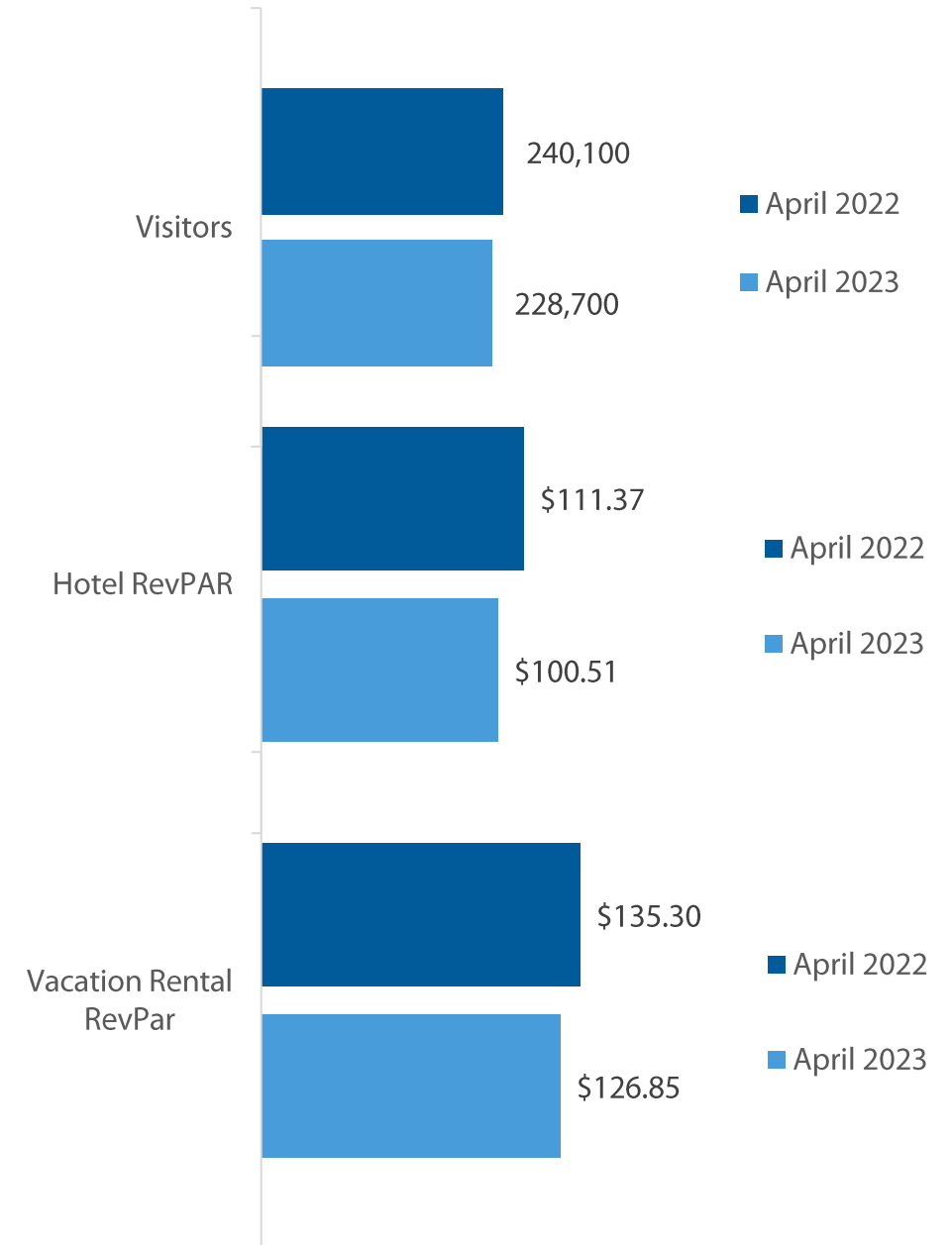
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for April decreased **-4.7%** compared to last year.
 - » Compared to April 2022, occupancy was lower and visitors had smaller travel party sizes resulting in a decrease in the overall number of visitors.
 - » However, the decrease in visitors was not as large as the decrease in occupancy due to more day trippers compared to last year.
- » Hotel occupancy was down **-7.9%** from last year and ADR was down **-2.0%**, resulting in a RevPAR that was down **-9.8%** from last year.
- » Hotel room nights were down **-7.6%** compared to April 2022.
- » Vacation rental unit revenue increased **+10.7%** from last year.
 - » Compared to April 2022 there were more vacation rental units available (+6% more), resulting in an increase in unit revenue despite the decrease in occupancy and ADR.
- » Compared to 2022, more visitors came to the area just for the day.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, Nashville, and New Orleans.

PENSACOLA DASHBOARD – APRIL 2023

Visitor & Airline Passengers	April 2022 ¹	April 2023	% Change
Visitors ²	240,100	228,700	- 4.7%
Airline Passengers ³	216,147	231,661	+ 7.2%

Hotel Statistics ⁴	April 2022 ¹	April 2023	% Change
Occupancy	73.6%	67.8%	- 7.9%
Room Rates	\$151.32	\$148.24	- 2.0%
RevPAR	\$111.37	\$100.51	- 9.8%
Room Nights	176,787	163,329	- 7.6%

Vacation Rental Statistics ⁵	April 2022 ¹	April 2023	% Change
Occupancy	61.5%	56.8%	- 7.6%
Room Rates	\$220.00	\$223.32	+1.5%
RevPAR	\$135.30	\$126.85	- 6.2%
Room Nights	43,178	41,518	- 3.8%
Unit Revenue (Nightly)	\$3,246,800	\$3,594,700	+ 10.7%



¹ FY22 metrics have been adjusted to reflect updated vacation rental 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.

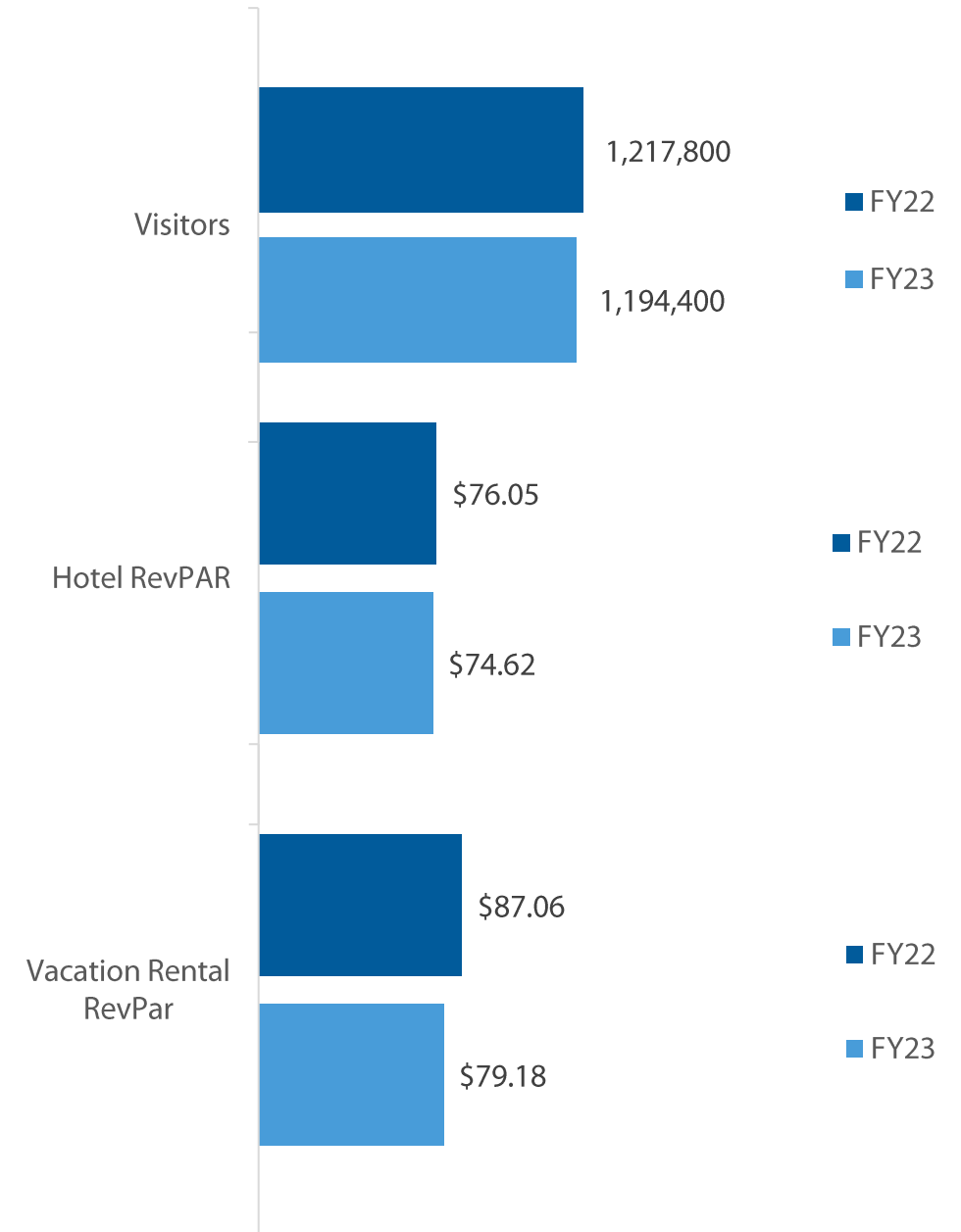
⁵ Sources: Key Data and the Florida Department of Business & Professional Regulation.

PENSACOLA DASHBOARD – FY2023 (OCTOBER 2022 – APRIL 2023)

Visitor & Airline Passengers	FY 2022 ¹	FY 2023	% Change
Visitors ²	1,217,800	1,194,400	-1.9%
Airline Passengers ³	1,310,242	1,373,384	+ 4.8%

Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	62.1%	60.4%	-2.7%
Room Rates	\$122.40	\$123.58	1.0%
RevPAR	\$76.05	\$74.62	-1.9%
Room Nights	1,048,598	1,023,306	-2.4%

Vacation Rental Statistics ⁵	FY 2022 ¹	FY 2023	% Change
Occupancy	57.5%	48.2%	- 16.2%
Room Rates	\$151.40	\$164.38	+ 8.6%
RevPAR	\$87.06	\$79.18	- 9.1%
Room Nights	278,363	249,032	- 10.5%
Unit Revenue (Nightly)	\$15,173,100	\$14,033,100	- 7.5%



¹ FY22 metrics have been adjusted to reflect updated vacation rental 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.

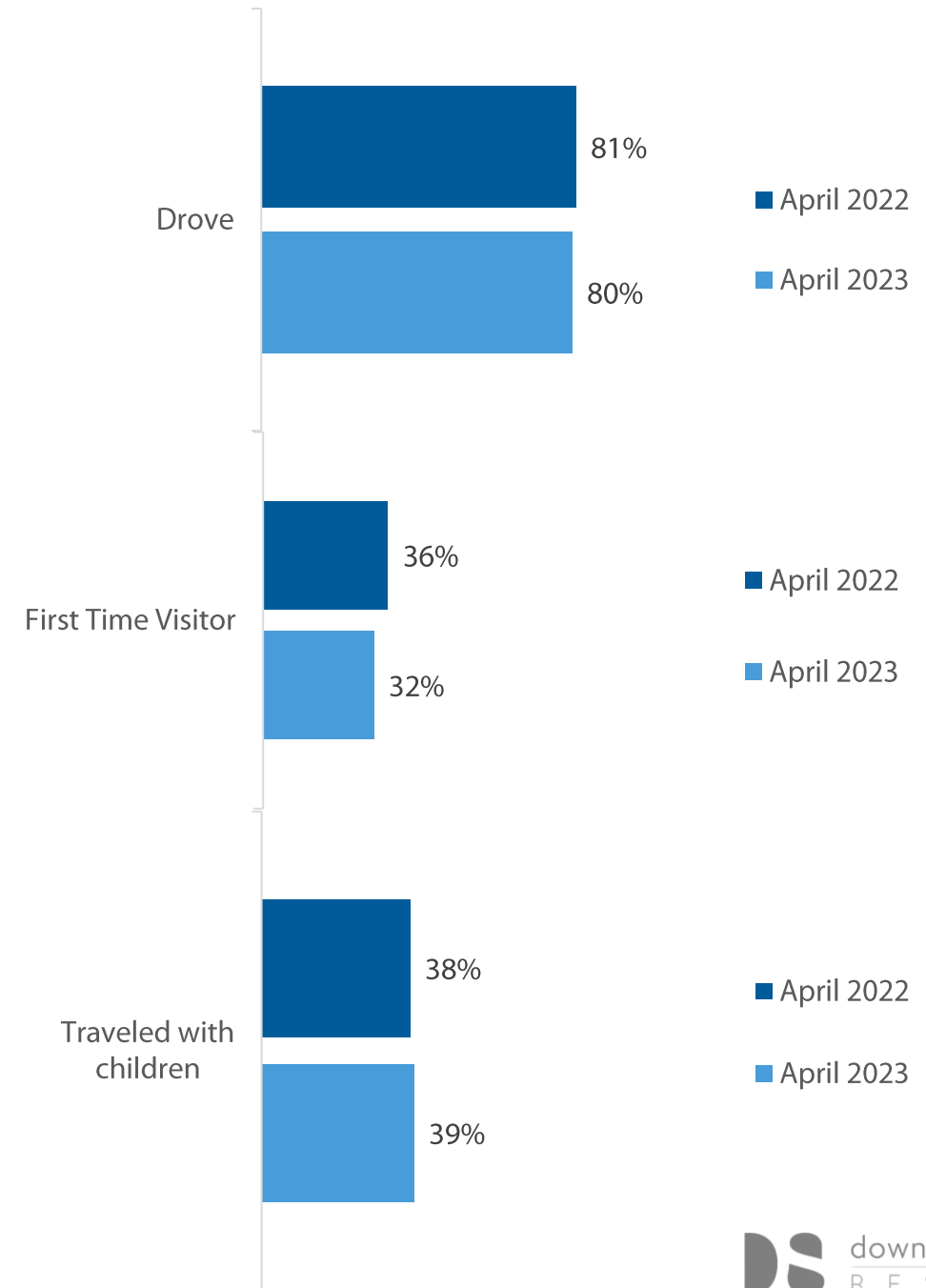
PENSACOLA DASHBOARD – APRIL 2023

Top Visitor Origin Markets		
Markets	April 2022	April 2023
Mobile	16%	20%
Atlanta	5%	5%
Nashville	2%	4%
New Orleans	1%	3%
Birmingham	1%	2%
New York	2%	2%
Houston	2%	2%
Panama City	<1%	2%
Minneapolis – Saint Paul	2%	2%
Orlando – Daytona Beach – Melbourne	<1%	2%
Montgomery – Selma	1%	2%
Philadelphia	1%	2%
Denver	2%	2%
Dallas – Fort Worth	3%	2%

PENSACOLA DASHBOARD – APRIL 2023

April Visitors	2022	2023
Stayed in paid accommodations	65%	60%
Drove	81%	80%
Length of stay ¹	4.5	4.8
Will recommend	92%	95%
First time visitor	36%	32%

April Visitors	2022	2023
Median Age	44	44
Gender (Female) ²	55%	61%
Household Income	\$86,900	\$89,000
Travel party size ¹	3.3	3.2
Traveled with Children	38%	39%



VISIT PENSACOLA

Monthly Dashboard April 2023

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





VISIT PENSACOLA BOARD MEETING

June 28, 2023

Marketing & Communications



850.434.1234
800.874.1234



fax:
850.432.8211



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Pensacola, FL 32502



VisitPensacola.com



OUTREACH



Highlight: NAS Pensacola
Seven-Day Public Access To
Begin May 17



Including: Visit Florida Editorial Leads –
Summer Events and Staying Active



Highlight: Experience the
Magic of Pensacola Bay: 8
Memorable Ways to Set Sail



SOCIAL MEDIA

9,398 sessions via social referral • 6,754 total social conversions

These were up significantly over last year! 119% & 88%

240 TOTAL SOCIAL CONVERSIONS
42 New Followers
Total Engagement: 4,768 • 111,544 Impressions

5,403 TOTAL SOCIAL CONVERSIONS
1,258 New Page Likes
184,276 Engagements • 4.7 Million Impressions

510 TOTAL SOCIAL CONVERSIONS
393 Pins • 3,117 Followers
Total Engagement: 6,001 • 3 New Followers

53 CONVERSIONS • 101 New Followers
2,377 Engagements • 1,394 Post clicks

1,259 TOTAL SUBSCRIBERS
43 New Subscribers

6 POSTS • 13,459 VIDEO VIEWS
308 Engagements • 111 New Subscribers



E-MARKETING CONSUMER eNEWS

211 new sign-ups
43.8% open rate

83% conversion rate
6.7% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Vote Now for Pensacola in Conde Nast Traveler
- Visit Pensacola Kicks Off National Travel and Tourism Week
- New York Yacht Club American Magic Secures Permanent Home Base in Pensacola, FL
- NAS Pensacola Seven Day Public Access

MEDIA ASSISTS

- Ravi Roth press trip – PRIDE focus with destination inclusion.
- Ricky Cornish press trip – PRIDE focus with destination inclusion
- Working on National Beach Day media mailers
- Scott Tisson – Intrepid Escape UK publication
- Nicole Sunderland – Luxury focused content creator – Visit FL partnership
- International Food Wine and Travel Writer Association group press trip planning
- Memorial Day content, landing page and events

MEDIA ASSISTS

- TravMedia DC Media Mission Show – Lindsey will attend in July
- Marketing Communications team presented at Tempest Tourism Academy
- PRIDE Week in Pensacola
- Pensacola News Journal
- WEAR3
- NewsRadio Expert Panel
- Cat Country – Travel & Tourism Week
- InWeekly
- A1S Urban Adventure marketing
- UK Podcast with JRNY Magazine
- Destinations Florida Quick Trip
- Destinations Florida NTTW Roundup
- WKRG
- BranchUp Canada
- Zartico Conference
- Hosted Outcoast Magazine Editor – RV specific angle
- IPW San Antonio – 75+ Appointments (Media and Sales)
- Beacon Newspaper
- Garden & Gun
- Hook & Barrel Lionfish Story

MEDIA ASSISTS

- Radio – Sunday Morning Magazine
- Tasting Table
- Atlanta Journal Constitution
- Florida Insider
- Family Destinations Guide
- MSN.com
- World Atlas
- Interview with Katie McGonagle – UK travel writer
- US Traveler
- Sail World
- BVM Sports
- Tampa Bay Times
- Hemispheres Readers' Choice
- Robin O'Neal Smith – Disc Golf story
- NAS Reopening
- Visit Florida Editorial Leads
- Juneteenth Landing Page, Native, Calendar of Events and Social Media
- LGBTQ+ landing page, calendar of events, social media and press trip

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- U.S. Navy Blue Angels Are American Gold Standard for Good Reason



115 stories

Highlights:

- 9 Oldest Founded Towns to Visit in Florida
- Public Access to National Naval Aviation Museum reopening on May 17th



Accolades

Highlights:

- These Small Towns in Florida Have More Charm Than We Can Handle
- Top 5 Most Colorful Beaches in America



VISITPENSACOLA.COM

May 2023

253K
FY 1.7M
USERS

637K
FY 5.1M
PAGE VIEWS

\$895,612
FY \$5.6M
TOTAL
REVENUE*

2.7
FY 2.9
AVG. LENGTH
OF STAY*

\$190.47
FY \$167.43
AVG. DAILY
RATE*

AUDIENCE

City	Users
Chicago	11,840
New Orleans	8,726
Dallas	8,673
Atlanta	6,390
Columbus	5,811
Mobile	4,910
Pensacola	4,728
Houston	4,281
Oklahoma City	2,312
Pensacola Beach	2,137

TOP PAGES

Page	Pageviews
Feature (CLP)	43,390
Webcams	41,896
Events	34,225
Events this week	26,973
Things to do	23,673
Home page	19,983
Pensacola Beach	19,859
Sweepstakes (CLP)	17,507
Family fun	14,801
Places to stay	11,722

PARTNER ENGAGEMENT

Partner Referral	35,361
Listing Views	81,285
Partner Book Now	2,845
Partner Website Link	19,806
Coupons	766

CHANNEL (How people find us)

Channel	Sessions	Engaged per user
Organic Search	154,440	101%
Direct	48,457	66%
Paid Social	37,113	30%
Display	29,664	7%
Unassigned	22,118	6%
Paid Search	17,300	85%
Organic Social	9,332	50%
Referral	9,499	91%
Email	3,666	83%
Paid Other	742	19%

WEBSITE SIGNUPS

New Email Subscribers	211
Insider Guide Requests	1,377
Insider Guide (Online version)	235

FY = Visit Pensacola's Fiscal Year Oct. 2022 – Sep. 2023

CLP = Visits to a specific landing page from paid advertising

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



FLY SUPPORT

Since October potential travelers in Dallas, Washington DC, Chicago, Denver, Indianapolis Houston, St. Louis, Nashville, and Charlotte have been reminded that their dream beach vacation is an easy nonstop flight away.

October thru May Campaign Results

Room Nights	9,327
Flights	2,378
Trackable Rev.	\$1,804,203
Average ADR	\$196.38
Travelers	5,570



SOCIAL MEDIA

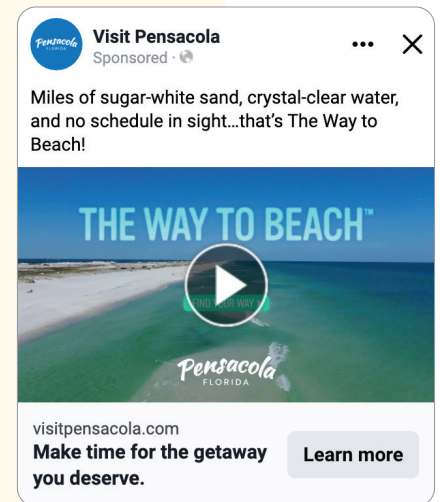
This tactic covers lots of audience-engagement ground. It helps reach new audiences and increase brand awareness. At the same time it connects with travelers showing interest in visiting and also works to build trust and loyalty with in-market travelers. These always-on campaigns illustrate its impact.

The Way to Beach

Multiple :15 videos deliver this over-arching campaign message to audiences in our target area.

October thru May Results

Website Sessions	105,118
------------------------	---------



Experiences

This campaign connects with potential travelers showing interest in our area and helps tell our bigger story. Audiences see messages touting “beyond the beach” experiences like dining, outdoors, history, and family fun.

October thru May Results

Website Sessions	78,121
------------------------	--------

While You're Here

Once visitors arrive, ads designed to broaden their visit drive them to event, history, dining, and health & wellness information on VisitPensacola.com.

October thru May Results

Website Sessions	37,458
------------------------	--------





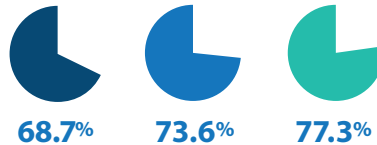
COMMUNITY IMPACT : APRIL

2023 2022 2021

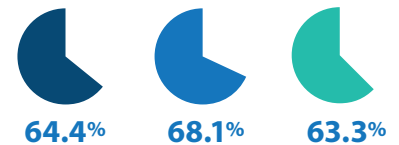
Figures reported by STR Destination Report. The 12-month running graphs compare current 12-month period to previous 12-months.

Hotel Occupancy 67.8%

APRIL YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES

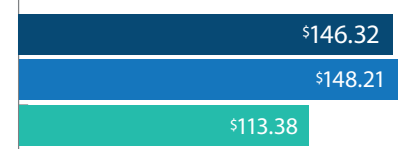


Average Daily Rate \$148.24

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 73,227

% of Total Site Visits 27.5%

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 1,392,645

Landing Page Views 38,751

APRIL YEAR-OVER-YEAR





Social Media Board Report

May 2023

Included in this Report

 @VisitPensacola

 Visit Pensacola Inc.

 visitpensacola.inc

 Visit Pensacola

 Visit Pensacola

 visitpensacola

 Visit Pensacola

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Impressions 4,850,156 ↗64.3%	Engagements 185,334 ↗112.3%	Post Link Clicks 47,599 ↗57.3%
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Facebook Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Net Page Likes Breakdown by Organic/Paid Likes, by Day

Audience Metrics	Totals	% Change
Net Page Likes	1,321	↗205.8%
Organic Page Likes	1,510	↗123%
Paid Page Likes	1	→0%
Page Unlikes	190	↘22.8%

Facebook Engagement

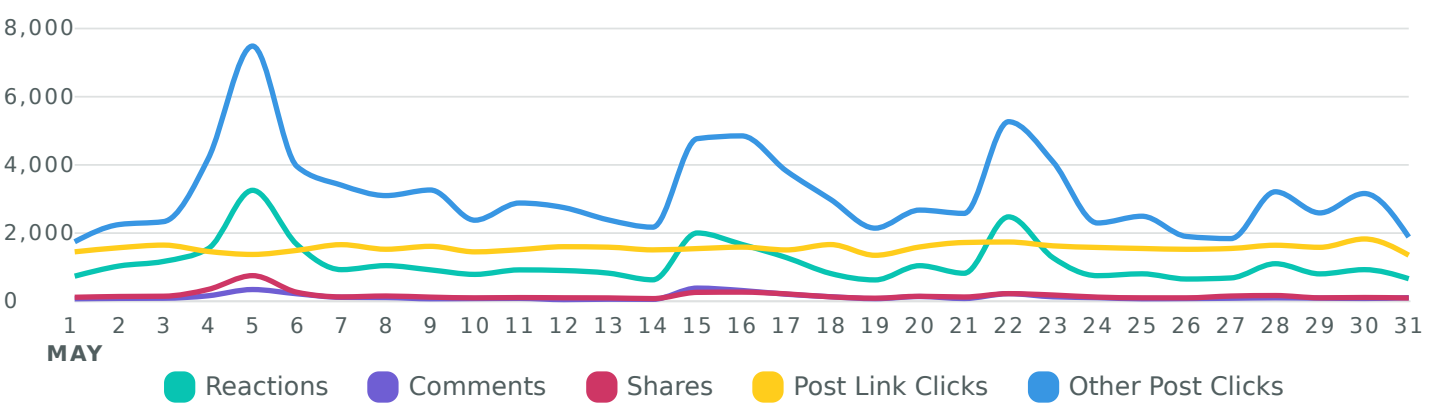
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

All Facebook Pages

Organic and Paid Reactions, Comments, Shares, Post Link Clicks, Ot... Comparison by Engagement Type, by Day



Engagement Metrics	Organic	Paid	Totals	% Change
Total Engagements	38,034 ↘ 16%	51,246 ↗ 65%	185,334	↗ 112.3%
Reactions	27,078 ↗ 123%	6,891 ↗ 64%	33,969	↗ 151%
Comments	2,879 ↗ 139%	362 ↗ 48%	3,241	↗ 169%
Shares	3,921 ↗ 148%	550 ↗ 29%	4,471	↗ 183.2%
Post Link Clicks	4,156 ↘ 86%	43,443 ↗ 66%	47,599	↗ 57.3%
Other Post Clicks	N/A	N/A	96,054	↗ 135.8%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Post

Lifetime

All Facebook Pages

Descending by Lifetime Engagements

**Visit Pensacola**

Thu 5/4/2023 12:49 pm ...

Where history and charm meet to create something truly magical ✨ That's...

**Total Engagements** 17,528

Reactions 5,646

Comments 674

Shares 1,259

Post Link Clicks 7

Other Post Clicks 9,942

**Visit Pensacola**

Mon 5/15/2023 10:35 a...

Since 1931! 🦞 Joe Patti's has been providing our little slice of paradise with fresh seafo...

**Total Engagements** 10,764

Reactions 3,642

Comments 759

Shares 463

Post Link Clicks 3

Other Post Clicks 5,897

**Visit Pensacola**

Sun 5/28/2023 8:09 am ...

On Sundays, we cruise down to Fort McRee ☀️🚤

**Total Engagements** 6,761

Reactions 1,355

Comments 122

Shares 123

Post Link Clicks 2

Other Post Clicks 5,159

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Impressions 911,798 ↗54.9%	Engagements 40,769 ↗91.3%	Profile Actions 380 ↗75.9%
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Instagram Engagement

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

- Profile
- Reporting Period
- All Instagram Profiles

Organic Likes, Comments, Saves, Story Replies Comparison by Engagement Type, by Day

Impression Metrics	Totals	% Change
Organic Engagements	37,612	↗95.9%
Organic Likes	35,726	↗ 97.3%
Organic Comments	436	↗ 37.1%
Organic Saves	1,383	↗ 92.1%
Story Replies	67	↗ 17.5%

Instagram Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Net Follower Growth Breakdown by Followers Gained/Lost, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	912	↗66.4%
Followers Gained	1,480	↗38.3%
Followers Lost	568	↗8.8%

Instagram Top Posts


Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel's lifetime performance.

📌 Post

📌 Lifetime


📌 All Instagram Profiles

Descending by Lifetime Engagements




visitpensacola
Fri 5/26/2023 6:56 am PDT

We're in our Blue Angels era
 ✨💙💛 Pensacola Beach Air
 Show 🗓️ July 5-8, 2023 🎵...




Total Engagements	7,518
Likes	6,083
Comments	76
Shares	1,176
Saves	183




visitpensacola
Sat 5/27/2023 3:01 pm ...

Our summer is going to look a
 little something like this 😎🎵:
 Moon (@northernelg edit)




Total Engagements	2,202
Likes	1,854
Comments	15
Shares	276
Saves	57



visitpensacola
Mon 5/22/2023 1:16 pm ...

Grab your front-row seat and
 watch the Blue Angels take
 flight on practice days! 💙...



Total Engagements	2,090
Likes	1,632
Comments	21
Shares	276
Saves	161

Instagram Stories Performance

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

- Profile
- Lifetime
- All Instagram Profiles

Story Replies, Story Taps Back, Story Taps Forward, Story Exits, Story Impressions, Average Reach per Story by Day

Story Metrics	Totals	% Change
Published Stories	152	↗97.4%
Story Replies	67	↗17.5%
Story Taps Back	11,419	↗245.6%
Story Taps Forward	194,188	↗137.6%
Story Exits	14,524	↗78.3%
Story Impressions	227,413	↗119.2%
Average Reach per Story	1,503.11	↗13.4%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- @VisitPensacola
- All Twitter Post Types

Impressions 111,544 ↗37.4%	Engagements 4,768 ↗65.6%	Post Link Clicks 349 ↘7.4%
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Twitter Audience Growth

See how your audience grew during the reporting period.

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Net Follower Growth, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	42	↘ 89.1%

Twitter Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

[🚩 Post](#)[🚩 Lifetime](#)[🐦 @VisitPensacola](#)[💬 All Twitter Post Types](#)

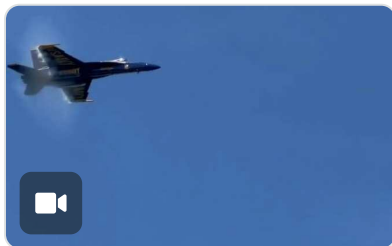
Descending by Lifetime Engagements



[@VisitPensacola](#)

Fri 5/26/2023 8:08 pm UTC

We're in our Blue Angels era
✨💙💛 Pensacola Beach Air
Show 🗨️ July 5-8, 2023 🎵 ...



Total Engagements 590

Likes 160

@Replies 3

Retweets 42

Post Link Clicks 1

Other Post Clicks 382

Other Engagements 2



[@VisitPensacola](#)

Mon 5/22/2023 8:10 pm ...

Grab your front-row seat and
watch the Blue Angels take
flight on practice days! 💙 ...



Total Engagements 356

Likes 85

@Replies 2

Retweets 26

Post Link Clicks 2

Other Post Clicks 241

Other Engagements 0



[@VisitPensacola](#)

Tue 5/16/2023 8:13 pm ...

After 3 long years, areas of
public interest on NAS
Pensacola are finally...



Total Engagements 323

Likes 74

@Replies 6

Retweets 13

Post Link Clicks 1

Other Post Clicks 229

Other Engagements 0

Twitter Engagement

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

Profile

Reporting Period

@VisitPensacola

All Twitter Post Types

Engagements Comparison by Engagement Type, by Day

Engagement Metrics	Totals	% Change
Total Engagements	4,768	↗65.6%
Likes	1,886	↗77.1%
@Replies	62	↗106.7%
Retweets	350	↗59.8%
Post Link Clicks	349	↘7.4%
Other Post Clicks	2,113	↗77.9%
Other Engagements	8	↗—

TikTok Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

Visit Pensacola

Published Posts 6 ↗100%	Video Views 13,459 ↗127.3%	Engagements 308 ↘9.7%
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TikTok Audience Growth

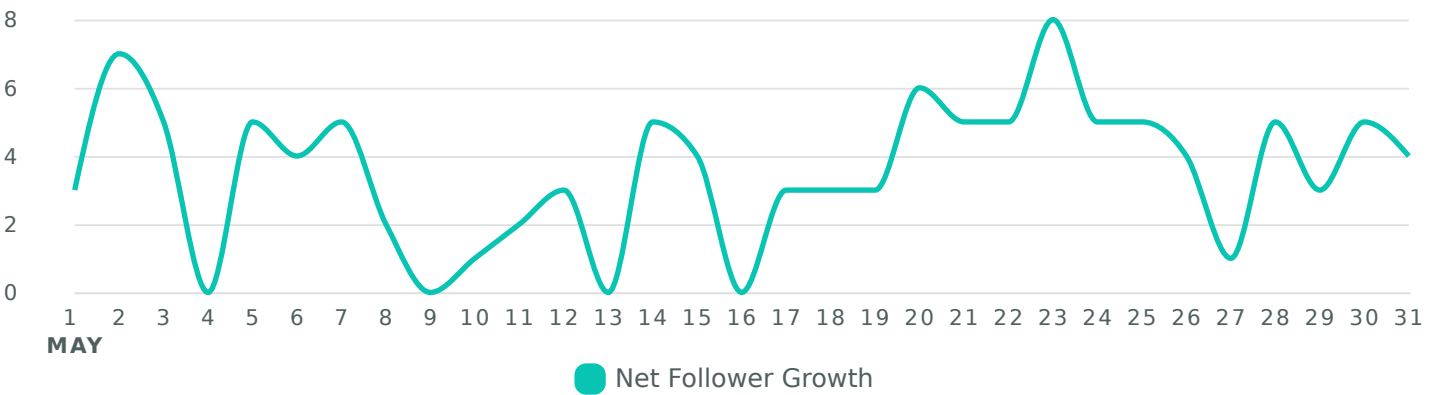
View how your audience grew during the reporting period.

Profile

Reporting Period

Visit Pensacola

Net Follower Growth, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	111	↗22%

TikTok Engagement

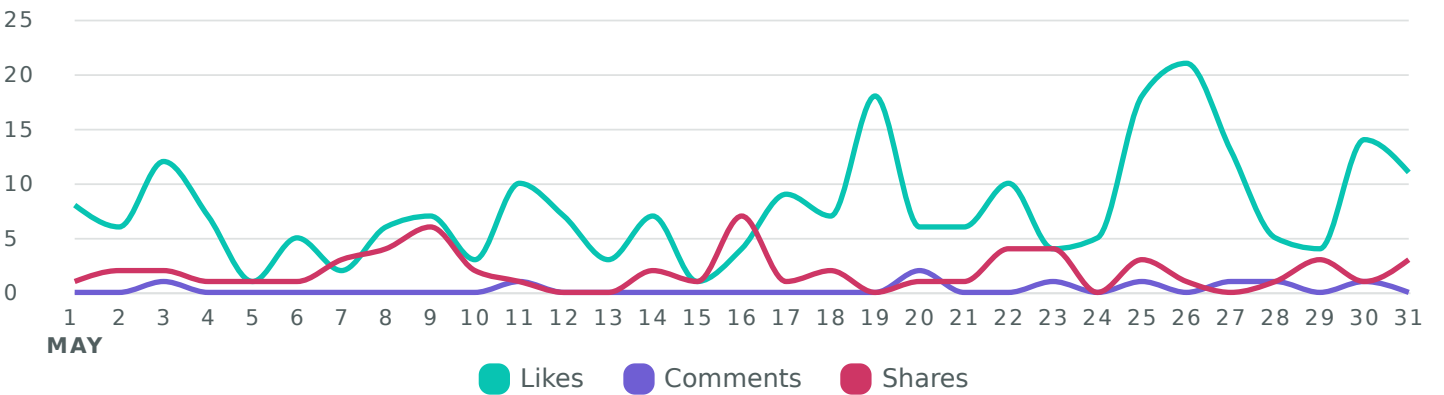
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

Visit Pensacola

Engagements Comparison by Engagement Type, by Day



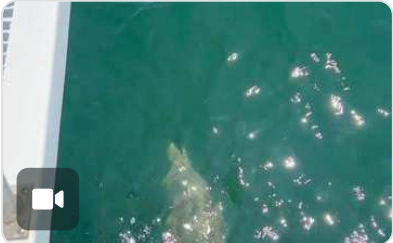


Engagement Metrics	Totals	% Change
Total Engagements	308	↘9.7%
Likes	240	↘14.3%
Comments	9	→0%
Shares	59	↗13.5%

TikTok Top Posts

Review your top posts published during the selected time period, based on the post’s lifetime performance.

- 📌 Post
- 📌 Lifetime
- 🎵 Visit Pensacola

Descending by Lifetime Engagements

<div><div><div>V</div><div><div>🎵</div><div>visitpensacola</div></div><div>Wed 5/24/2023 11:58 p...</div></div><div><p>Our backyard? It kind of looks like this! 🤍🌀🎵: Kamehameha Schools...</p><div></div></div><div><div>Total Engagements12</div><div>Likes11</div><div>Comments1</div><div>Shares0</div></div></div>	<div><div><div>V</div><div><div>🎵</div><div>visitpensacola</div></div><div>Tue 5/30/2023 6:52 pm ...</div></div><div><p>Our summer is going to look a little something like this 😎🎵: Moon (@northernelg edit)</p><div></div></div><div><div>Total Engagements9</div><div>Likes8</div><div>Comments1</div><div>Shares0</div></div></div>	<div><div><div>V</div><div><div>🎵</div><div>visitpensacola</div></div><div>Wed 5/3/2023 5:49 pm ...</div></div><div><p>Now that's a perfect day in Big Lagoon 🌞🚤: @entertainer_fishing_charte...</p><div></div></div><div><div>Total Engagements8</div><div>Likes8</div><div>Comments0</div><div>Shares0</div></div></div>
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Pinterest Activity Summary

-  Profile
-  Reporting Period
-  Visit Pensacola

<div>Audience</div> <div>3,117 ↗4.8%</div>	<div>Net Audience Growth</div> <div>3 ↘50%</div>	<div>Published Posts</div> <div>7 ↗250%</div>
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Visit Pensacola

May 2023 PR Report



Press Materials: May 2023

*Press materials include the creation of Giant Noise's pitches to media, press releases, PR plans, and targeted lists

- Drafted "Summer Events" pitch for Visit Florida
 - Bands on the Beach, Garden & Gun Seafood Rodeo, Gallery Nights, Blue Angels Air Show, Pensacola Splash Fest
- Drafted "Staying Active" pitch for Visit Florida
 - Laguna's Adventure Park, Tarkiln Bayou Preserve State Park, GINS, Big Lagoon State Park, Perdido Key State Park, Condor Sailing Adventures, diving
- Drafted "F&B Convention Spaces" pitch
 - The Grand Marlin
- Drafted "Waterfront Activities" pitch for *Tripadvisor*
 - The Grand Marlin, Flora-Bama, Margaritaville Beach Hotel, Portofino Island Resort
- Drafted American Magic press release
- Drafted The Way to Beach for Every Traveler pitch
 - Pending approval
- Drafted NAS reopening press release for IPW press room
 - Visit Pensacola team added to press room
- Drafted *Hemispheres'* "Readers' Choice Awards 2023" for open voting awareness
 - Visit Pensacola team distributed
- Drafted Disc Golf Course pitch for Robin O'Neal Smith
 - Visit Pensacola team submitted
- Updated Cory Lee's influencer contract to include corrected mileage amount/reimbursement
- Compiled sailing outlets list and confirmed buys with Showcase for inclusion in American Magic outreach
- Shared suggested messaging points for June 14 media newsletter with Visit Pensacola for approval

Media Outreach: May 2023

*Media outreach includes day-to-day conversations with journalists, monitoring press releases and pitches that are sent out, scheduling client interviews and meetings with media..

- Submitted "Summer Events" pitch for Visit Florida consideration
- Submitted "Staying Active" pitch for Visit Florida consideration
- Confirmed October hosting dates for David Perry
 - Planning ongoing
- Shared updated influencer contract with Cory Lee for signature
 - Shared re-signed contract and invoice with Visit Pensacola team
- Shared influencer Ashley Houston's follow-up on initial hosting decline for reconsideration
 - Visit Pensacola ultimately chose to forgo
- Shared PRIDE itineraries with Ricky Cornish and Ravi Roth for review
 - Shared responses with Visit Pensacola team for further coordination
 - Shared finalized itineraries with with Ricky and Ravi ahead of press visits
- Coordinated virtual deskside with Tykesha Burton
 - Exploring potential hosting for August 2023 or later
- Requested mileage reimbursement invoice from Karyn Locke following her April press visit
- Sent additional follow-up to Noel Burgess
 - Exploring potential for Fall 2023 hosting
- Shared Gulf Islands National Seashore and Fort Pickens imagery with Julie Suman for inclusion in *Big Blend Podcast*
 - Slated to air on June 16
- Declined collaboration with *Eating with Erica* at this time on behalf of Visit Pensacola
- Shared NAS reopening details with Patti Nickell for considered inclusion in upcoming destination coverage
 - Destination story pending
- Declined collaboration with Cassie Helper at this time on behalf of Visit Pensacola
- Shared suggestions on IFWTWA potential FAM hosting opportunity with Visit Pensacola
 - Conversation with IFWTWA ongoing
- Shared response copy with Visit Pensacola for Connor & Megan influencer request
- Provided Eric Grossman with imagery for Pensacola's inclusion in Gulf Coast beaches article for *Thrillist*
 - Coverage secured

Additional Work: May 2023

*Additional work encompasses miscellaneous tasks, reporting, research, etc.

- Shared Karyn Locke's invoice for processing
- Shared open voting for *Hemispheres'* Readers' Choice Awards 2023 and suggested categories for destination submissions
- Assisted in destination merchandise packaging for media gifts for Giant Noise x IPW event at The Lonesome Rose in San Antonio
- Coordinated Visit Pensacola team attendance at Giant Noise x IPW event at The Lonesome Rose in San Antonio
 - Shared Giant Noise x IPW event run of show
- Vetted Visit Pensacola's IPW media list
 - Extended invitations to confirmed media appointment list for Giant Noise x IPW event
- Shared Ravi Roth's Instagram story in light of NAACP destination announcements prior to hosted visit for awareness
- Shared insights regarding Washington D.C.-based media and STS Showcase with Visit Pensacola
- Shared feedback regarding Glenda Booth and potential activities of interest with Visit Pensacola

Press Snapshot

Pensacola FLORIDA THE WAY TO BEACH™

Secured Coverage:

18

Combined Print, Online,
Broadcast & Social Features

356,045,040

Estimated Total Media
Impressions

\$4,270,649.28

Estimated Total Media
Value

Organic Coverage:

7

Combined Print, Online,
Broadcast & Social Features

4,660,870

Estimated Total Media
Impressions

\$55,932.44

Estimated Total Media
Value

Visit Pensacola Secured Press Coverage: May 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Media Impressions	Media Value
4/10/2023	Atlanta Journal-Constitution (Online)	"6 new hotels roll out the welcome mat across the Southeast"	https://www.ajc.com/travel/6-new-hotels-roll-out-the-welcome-mat-across-the-southeast/C6MSSC7SAJA3DB7XTRIP6TQVYU/	Lily Hall	Giant Noise	2,076,980	\$24,923.76
4/26/2023	Pensacola News Journal (Online)	"Vote for Pensacola, Pensacola Beach in Condé Nast Traveler's Readers' Choice awards"	https://www.pnj.com/story/news/local/pensacola/2023/04/26/cond-nast-traveler-awards-vote-for-pensacola-and-pensacola-beach/70155674007/	N/A	Visit Pensacola / Giant Noise	929,100	\$11,149.20
5/1/2023	Garden & Gun (Newsletter)	"JOIN G&G FOR A SEAFOOD RODEO"	https://giantnoise.box.com/s/1o9k6kb9kjiqjhx8wfjbca38popovsl3	Seafood Rodeo	Visit Pensacola	N/A	N/A
5/1/2023	Atlanta Journal-Constitution (Online)	"5 Florida road trip destinations to kick off summer"	https://www.ajc.com/life/aging-in-atlanta/where-should-i-go-on-a-road-trip-in-florida/HAQOLW2RGFENXDT4ZARU4HRHDM/	National Naval Aviation Museum, Blue Angels	Giant Noise	2,076,980	\$24,923.76

5/10/2023	Tasting Table (Online)	"Chefs Have Mixed Feelings About Giving Restaurant Critics Special Treatment"	https://www.tastingtable.com/1282501/chefs-mixed-feelings-restaurant-critics-special-treatment/	Jackson's Steakhouse	Visit Pensacola	4,039,340	\$48,472.08
5/14/2023	Tasting Table (Online)	"20 Exceptional Tartare Dishes In The US"	https://www.tastingtable.com/1281888/exceptional-tartare-dishes-us/?fbclid=PAAabp5irSO3EYfl6KUB8Z9ZwkU8gnmqslU6O2mfqjKm8xGoBGcxptgP4xJAc	Brother Fox	Giant Noise	4,039,340	\$48,472.08
5/22/2023	Go World Travel (Online)	"PENSACOLA, FLORIDA: WHERE BEACHES MEET HISTORY – A TRAVELER'S GUIDE"	https://www.goworldtravel.com/pensacola-florida-travelers-guide/	Pensacola Museum of History, America's First Settlement Trail, Museum of Commerce, Pensacola Bay Brewery, Museum of Industry, Historic Pensacola Village, Bodacious Café, Palafox Street, Gulf Islands National Seashore	Visit Pensacola / Giant Noise	103,300	\$1,239.60

5/23/2023	MSN (Online)	"15 Fun Things to Do in Pensacola with Kids"	https://www.msn.com/en-us/travel/tripideas/15-fun-things-to-do-in-pensacola-with-kids/ar-AA1bASSw?i=BBnbkIE	Laguna's Beach Bar and Grill, Holiday Inn Express Pensacola Downtown, Holiday Inn Express Pensacola Beach, Pensacola Blue Wahoos, Gulf Breeze Zoo, Pensacola Museum of Art, Pensacola Lighthouse and Museum, Glow Paddle, Fort Pickens, Pensacola Beach Gulf Pier, The Saenger Theatre, Blue Angels, Pensacola Children's Museum, Gulf Islands National Seashore, National Naval Aviation Museum	Visit Pensacola / Giant Noise	340,769,520	\$4,089,234.24
5/23/2023	Trekaroo (Online)	"15 Fun Things to Do in Pensacola with Kids"	https://blog.trekaroo.com/things-to-do-in-pensacola-with-kids/	Laguna's Beach Bar and Grill, Holiday Inn Express Pensacola Downtown, Holiday Inn Express Pensacola Beach, Pensacola Blue Wahoos, Gulf Breeze Zoo, Pensacola Museum of Art, Pensacola Lighthouse and Museum, Glow Paddle, Fort Pickens, Pensacola Beach Gulf Pier, The Saenger Theatre, Blue Angels, Pensacola Children's Museum, Gulf Islands National Seashore, National Naval Aviation Museum	Visit Pensacola / Giant Noise	138,100	\$1,657.20
5/24/2023	Ricky Cornish	Instagram Story	https://giantnoise.blog/s/i87sbc4x84gm56ypz0u4wnxnnbiaoj2o	N/A	Visit Pensacola / Giant Noise	16,800	N/A
5/25/2023	Ravi Roth	Instagram Story	https://giantnoise.blog/s/kh0jzf8j1tgx683ttjnf6x7t3weuwx8	Casino Beach Bar and Grille, George Bistro + Bar	Visit Pensacola / Giant Noise	24,800	N/A

5/26/2023	Ravi Roth	Instagram Story	https://giantnoise.box.com/s/Ingwh2ilkf1zd3dmgiay2hggy6xe0nq2	The Garden, Fort Pickens, GINS	Visit Pensacola / Giant Noise	24,800	N/A
5/26/2023	Ricky Cornish	Instagram Story	https://giantnoise.box.com/s/itkb8n45op0pwbrh4qfjwx0a2lq67egy	GINS	Visit Pensacola / Giant Noise	16,800	N/A
5/27/2023	Ravi Roth	Instagram Story	https://giantnoise.box.com/s/905gmy1nwoii3lboxwq49mxwdl0nhr57g	Pensacola Beach, The Cabaret Pensacola, Historic Pensacola, The Kennedy, Laguna's Beach Bar + Grill	Visit Pensacola / Giant Noise	24,800	N/A
5/28/2023	Ravi Roth	Instagram Story	https://giantnoise.box.com/s/e0rwi8fl8q06bbgbpokv9hj9v31vk1z2	Alga Beer Co.	Visit Pensacola / Giant Noise	24,800	N/A

5/31/2023	Ravi Roth	Instagram (Feed Post)	https://www.instagram.com/p/Cs6X7qmu1ok/?igshid=MTc4MmM1Yml2Ng==	"Pensacola may not be considered a tier 1 destination, but it certainly acts like one! I spent the past week running around the glorious city of Pensacola, Florida. While I was there my DMs were flooding with folks asking WHY in a climate like this would I go to Florida? To be honest my answer is VISIBILITY and REPRESENTATION. I was living for the Queer Joy, the beautiful allyship, and the kindness from the locals. I interviewed some of the most ferocious game changers in the Queer community and y'all this city is GIVING! First off did you know that Pensacola, Florida was America's first Settlement dating back to 1559? The white sand is like pure snow made of Quartz, but this city has so much more to offer than the beaches. The vibrant nightlife and rich history had me gooped and gagged. The 29th year of Pensacola Pride took place over Memorial Day Weekend and this was one for the books!!! Have yall been to Pensacola? IF not you should get on it!!!! #visitpensacola #raviroundtheworld #pensacolapride #gaytravel #queertravel #pride"	Visit Pensacola / Giant Noise	24,800	N/A
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5/24/2024	Thrillist (Online)	"The Best Beaches Near New Orleans You Can Drive to This Summer"	https://www.thrillist.com/travel/new-orleans/best-beaches-near-new-orleans	Gulf Islands National Seashore, National Naval Aviation Museum and Fort Barrancas, Pensacola Beach Resort	Giant Noise	1,679,580	\$20,154.96
May / June Iss.	Hook & Barrel (Online)	"SPEARFISHING FOR LIONFISH"	https://hookandbarrel.com/spearfishing-for-lionfish/	Jackson's Steakhouse	Visit Pensacola	35,200	\$422.40
					TOTAL:	356,045,040	\$4,270,649.28

Visit Pensacola Organic Press Coverage: May 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Media Impressions	Media Value
4/28/2023	S.W. Florida Daily News (Online)	"Florida's Table: Five Sisters Blues Cafe in Pensacola"	https://swfloridadailynews.com/floridas-table-five-sisters-blues-cafe-in-pensacola/	Five Sisters Blues Cafe	Press	3,000	\$38
4/28/2023	The Palm Beach Post (Online)	"What are the best rooftop restaurants, bars in Florida? Our favorites from across the state"	https://www.palmbeachpost.com/story/entertainment/dining/2023/04/28/best-rooftop-restaurants-and-bars-from-all-across-florida/70107373007/	DRIFT	Press	847,260	\$10,167.12
5/14/2023	Florida Insider (Online)	"Pensacola Fun: Five summer ideas in Pensacola, Florida"	https://floridainsider.com/travel/pensacola-fun-five-summer-ideas-in-pensacola-florida/	Pensacola Beach, Gulf Breeze Zoo, Blue Wahoos	Press	49,400	\$592.80
5/18/2023	Traveling Lifestyle (Online)	"40 Best Beaches in FLORIDA to Visit in Summer 2023"	https://www.travelinglifestyle.net/best-beaches-florida/	Pensacola Opera, Pensacola Symphony Orchestra, Ballet Pensacola, Saenger Theatre, Pensacola Museum of Art	Press	439,960	\$5,279.52
5/25/2023	World Atlas (Online)	"9 Oldest Founded Towns To Visit In Florida"	https://www.worldatlas.com/cities/9-oldest-founded-towns-to-visit-in-florida.html	Historic Pensacola Village, GINS, Pensacola Lighthouse and Museum	Press	1,304,330	\$15,651.96

5/31/2023	Family Destinations Guide (Online)	"15 Fun Things to Do in Pensacola with Kids — Family Friendly Activities!"	https://familydestinationsguide.com/fun-things-to-do-in-pensacola-with-kids/	Jolly Dolphin Cruise, Pensacola Naval Air Station, Fort Barrancas, Pensacola Historic Village	Press	412,160	\$4,945.92
5/24/2024	NOLA (Online)	"Pensacola Pride party will carry on Memorial Day weekend despite cancellations across Florida"	https://www.nola.com/news/pensacola-memorial-day-pride-beach-party-will-go-on/article_335e4040-fa3b-11ed-b32c-5bdf3ce6302.html	N/A	Press	1,604,760	\$19,257.12
					TOTAL: 4,660,870		\$55,932.44

Thank you!





VISIT PENSACOLA BOARD MEETING

June 28, 2023

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



[VisitPensacola.com](https://www.VisitPensacola.com)



VISITPENSACOLA SALES & SERVICE SUMMARY

May 23

5
FY 34
LEADS

5
FY 28
BOOKINGS

7
FY 12
ASSISTS

2293
FY 17,228
REFERRALS

0
FY 16
SERVICE
REQUEST

Leads

Group	Economic Impact
2024 FAC INNOVATION and POLICY	\$160,000.00
We Are Family	\$12,500.00
McCrary Family Reunion	\$63,500.00
2023 Vappers Reunion	\$34,375.00
2023 African American Fam Tour	\$5,600.00
Total	\$275,975.00

Lead Room Nights & Delegates

846 Room Nights	267 Delegates
8,287 YTD	5,427 YTD

Booked Room Nights & Delegates

2,241 Room Nights	799 Delegates
11,049 YTD	4,736 YTD

Perdido Key Visitor Center

Personal Assists	1375
Phone Assists	450
Total Visitors	714
Total Non-Visitors	661
First Time Visitors	234
FY23 Total Visitors	5978
FY23 Non-Visitors	4125
Total Guides Mailed	4060
Total Guides Downloaded	255

Bookings

Group	Economic Impact
2023 (NAIA) Men's Lacrosse Championship	\$301,350.00
Pierani Wedding	\$22,500.00
CHS Class Reunion 73	\$64,500.00
2023 Destination Wedding	\$45,000.00
'23 Florida Master Teacher Seminar	\$33,600.00
We Are Family	\$12,500.00
Williams Family Reunion	\$12,500.00
Patterson Family Reunion	\$11,250.00
2023 NCAA Regional Baseball Tournament	\$4,600.00
Banks / Scott Family Reunion	\$26,250.00
'23 Dest. High Performance Higher Ed	\$96,000.00
SPHL League Meetings	\$42,000.00
Total	\$672,050.00

Pensacola Visitor Center

Personal Assists:	735
Phone Assists	83
Total visitors	574
Total Non-visitors	161
First Time Visitors	106
FY23 Total Visitors	4875
FY23 Non-Visitors	2073

Pensacola Beach Visitor Center

Personal Assists	1369
Phone Assists	155
Total Visitors	1659
First-Time Visitors	934
Guides Emailed / Mailed	3

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

MAY 2023

30
Partner
Visits

6
Partner
Inquiries

5
Community
Outreach

134
Partner
Assists

68
Hospitality
Round Table/
NTTW Breakfast

New Partners

1. MarineMax Pensacola
2. Southbay Event Group
3. Fairfield Inn and Suites

Community Outreach

1. Florida Restaurant and Lodging Assoc. Board MTG.
2. Gallery Night –Pride Event
3. Big Brothers Big Sisters- Gala Event Prep
4. Clean Up- Keep Pensacola Beautiful NTTW
5. Jack and Jill

Partner Activity Report

Activity	Added	Updated
Accounts	9	25
Listings	14	46
Contact	17	22
Events	10	173

Upcoming Events & Meetings

Hospitality Roundtable Luncheon

Date: Tuesday, July 18 - 4:00 PM

Location: Pensacola Little Theatre

Marketing Board Plan Review

Date: Wednesday, July 26 - 3:00 PM

Location: TBD

Partner Visits

1. Santa Rosa Island Authority
2. Perdido Key Chamber of Commerce
3. Pensacola Blue Wahoo's
4. South Market
5. Whiskey Joe's Bar and Grill
6. Candlewood Suites University Area
7. Fairfield Inn by Marriott Pensacola I-10, Davis Hwy
8. South Market
9. O'Riley's Irish Pub
10. Pensacola Little Theatre
11. Pensacola Lighthouse and Museum
12. Lost Key Golf Club
13. Perdido Bay Golf and Lodging
14. Eden Condominiums
15. Flora-Bama Ole River Grill
16. Taste of Pensacola
17. Jerry's
18. Lily Hall
19. Innisfree Hotels Inc.
20. Hampton Inn and Suites Pine Forest
21. Home2 Suites Pine Forest
22. MarineMax Pensacola
23. Bodacious Brew and Bookstore
24. City of Pensacola Parks and Recreation Dept.
25. Nancy's Catering and Events
26. Pensacola Beach Boat Charters
27. Tru by Hilton Pensacola Airport Medical Center
28. Cast and Flights
29. Play
30. Global Grill

Partner News

1. Promote your summer classes and camps!
2. Deals and Promotion views are up! Add your deals and promotions to our website today!

