

VISIT PENSACOLA BOARD MEETING

March 19, 2025

Visit Pensacola Board of Directors Meeting

March 19, 2025

3:00 p.m.

Bowden Building

120 Church Street, Pensacola, FL 32502

AGENDA

1. Meeting Called to Order
2. Public Comment
3. CEO Report
4. Old Business
 - a) Approval of Minutes from the February 19, 2025, Board Meeting*
5. New Business
 - a) Finance Committee Monthly Report*
6. Marketing Update/Showcase Pensacola

** Action Item requiring board vote.*

Visit Pensacola Board of Directors Meeting
Wednesday, February 19, 2025
Saenger Theatre

Board Members Present: Brady Hale, Maria Goldberg, Terry Branch, Sterling Gilliam, Yash Patel, Ali Green, and Dae Patel.

Board Members Absent: Sid Williams-Heath, Greg Harris, Robin Reshard, and Christina Sasser.

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

The meeting was called to order at 3:04 PM by Sid Williams-Heath

Public Comment

There was no public comment.

Old Business

Dae Patel made a motion to approve the minutes from January 29, 2025, Board Meeting. Ali Green seconded the motion, and it was approved unanimously.

New Business

Finance Committee Report

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

January Takeaways

- Unified January shows a net income of \$1,366K. This is due to invoicing the County for \$350K of Foo Foo Expenses in addition to the monthly expenses, which were \$711K.

Major Highlights

- Supplemental amount allocated to the Unified Budget = \$690,332

VP = \$512,571 (DP=\$482,571 and Ops \$30,000)

ACE = \$101,824

PS = \$75,937

- VP has made \$600K toward the advance with a remaining balance of \$1.4M to be paid by the end of the year.
- ACE has submitted backups for their Foo Foo expenses and \$350K of the initial \$700K advance received for FY24 has been invoiced to the county. Still gathering backup documents for the remaining expenses.

Dae Patel asked Samuel about the line item “Regional Partnership” and what that entails. Samuel commented that it is the Northwest Florida Tourism Council partnership and related expenses working with the other DMO’s in Northwest Florida. Patel asked why expenses were over budget. Samuel said it was a charge related to the New York Travel & Adventure tradeshow that we paid and then billed to the Northwest Florida Tourism Council for reimbursement. Darien Schaefer added that the expense has then been reimbursed and will show up in February’s Financial report.

Ali Green asked for clarification on the travel expense line item and an example of what the disallowed may be. Samuel commented that it’s anything that is TDT eligible but may be over the GSA amount or tips which are not reimbursable according to Escambia County’s policy.

Brady Hale asked about the stance of the Comptroller and if submissions were being reimbursed. Samuel said we are seeing new requests for information each month that cause denials until additional backup information is provided. It is a concern but the denials have not affected our cash flow as of now.

Terry Branch made a motion to approve the January Financials. Dae Patel seconded the motion, and it was approved unanimously.

International Marketing Study – Downs & St. Germain

Joseph St. Germain from Downs & St. Germain presented to the board the International Marketing Study.

Yash Patel asked for clarification on potential visitors and if we have any information on visitors specifically from Canada coming to Escambia County. St. Germain stated that yes, that data is available, and they can provide to the board. Nicole Stacey commented that within the International Marketing Plan that breakdown is included and will be presented to the board.

International Marketing Plan FY2025

Stacey walked the board through the International Marketing Plan FY2025. This plan is set to drive incremental year-over-year visitor growth to Pensacola by leveraging strategic partnerships, co-ops and targeted marketing initiatives. Goals, tactics, timeline, public relations, trade initiatives, travel initiatives, advertising, and budget were all touched on within the plan.

Kaya Man walked the board through the Trade Initiatives portion of the Marketing Plan. Schaefer reviewed the budget and how it is leveraged with Visit Florida cooperative opportunities to make the most of the budget.

Green asked about funds that aren't spent and if those funds could go towards a different marketing campaign or tactic. Schaefer said yes, we can and do reallocate funds to spend the entire budget.

Green asked where are Canadian visitors spending their time in the county. Schaefer commented that the bed banks report shows that visitors are staying throughout the County and at all lodging price points. Sterling Gilliam asked if the international spend per visitor is higher. Schaefer agreed that it is higher compared to a domestic visitor.

Hale said one of the diving outfitters he works with commented that he has had at least 6 groups/trips from the UK and they booked the boat for the whole week.

Yash Patel asked about the number of UK earned impressions through Magic Torch efforts. Stacey stated the number reflects media assists, articles, and articles read on digital platforms. The earned media value is the number that Visit Pensacola would have otherwise had to spend to receive the earned impressions generated by public relations.

Dae Patel asked if there were any pre-covid numbers/information. Stacey commented that staff had attended IPW and World Travel Market but there was no documentation on numbers.

Supplemental TDT Funding Marketing Plan

Leslie Ryan from Showcase Pensacola walked the board through the Supplemental TDT Funding Marketing Plan.

Gilliam asked for clarification on the agenda item appearing to need a vote. Schaefer stated that the Board has asked to see and approve the plan before Showcase implemented the plan.

Maria Goldberg made a motion to approve the supplemental plan as presented by Showcase Pensacola. Dae Patel seconded the motion, and it was approved unanimously.

Marketing & Advertising RFP Committee Recommendation

Stacey walked the board through the outcome of the Marketing & Advertising RFP. The committee scored each presentation with Showcase Pensacola coming out with the highest score. The Committee's recommendation to the board is to contract with Showcase Pensacola as our Marketing & Advertising Agency for a three-year period with the option of two one-year extensions.

Dae Patel made a motion to approve Showcase Pensacola as the agency of record. Hale seconded the motion, and it was approved unanimously.

Marketing Updates

Nicole Stacey walked the board through an overview of the staff updates including travel, tradeshow, media missions, and upcoming projects.

CEO Report

Schaefer walked the board through the most recent TDT collections. He updated the board on his communication plan and the meetings he has held with Commissioners, stakeholders, the Mayor, Facilities discussion group, and more in the last several weeks.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	\$ 891,761	\$ 842,419	5.9%	\$ 5,128,385	\$ 5,101,296	0.5%
	-	-				
Total	\$ 891,761	\$ 842,419	5.9%	\$ 5,128,385	\$ 5,101,296	0.5%

Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	\$ 462,171.52	\$ 389,950.76	\$ 72,220.76	18.5%
Southeast Pensacola	703,148.52	693,557.87	9,590.65	1.4%
Southcentral & Southwest Pensacola	208,759.54	246,792.46	(38,032.92)	-15.4%
Perdido Key Area	850,969.33	896,104.40	(45,135.07)	-5.0%
Northeast Pensacola	330,109.79	284,934.46	45,175.33	15.9%
North Escambia & Northwest Pensacola	422,215.52	376,063.44	46,152.08	12.3%
Pensacola Beach Area	2,151,010.73	2,213,892.85	(62,882.12)	-2.8%
Total	\$ 5,128,384.95	\$ 5,101,296.24	\$ 27,088.71	0.5%

Green asked if we could move the CEO Report to the top of the board meeting in case some board members needed to excuse themselves from the meeting early. Schaefer stated that he could move it to the top of the agenda.

Green asked about Schaefer's annual review and that it's not looked over this year. She asked how it works with the compensation committee and when they will meet. Robby Rushing stated the chair will call for that meeting.

Hale commented that he was involved in a few of the site visits that were held recently. He asked if there was an alternative to having staff members using personal vehicles. He questioned how this impacted the decision maker experience compared to over potential sites that have branded vehicles. Gilliam mentioned that it is worth reviewing and how to maximize transportation for staff members. Green agreed that it is a reflection on Visit Pensacola and the destination. Schaefer said we have rented vehicles as needed in the past. Stacey commented that the board in the past has discussed purchasing a vehicle for the organization.

The meeting was adjourned at 5:09 PM by Gilliam.

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

VISIT PENSACOLA BOARD MEETING

March 19, 2025

VP Financials



Visit Pensacola Financial Report February 2025

FY25 FEBRUARY TAKEAWAYS:

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

MAJOR HIGHLIGHTS:

The auditors have requested an extension from the Clerk's Office for submitting their findings due to the outstanding balance from the September accrual.

VP did not make any payment toward the advance, due to the short payments received and longer time to process the submission.

ACE has no expenses for February.

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

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

VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$616,475.49. We recognize income as billed to the County).

VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$17,898.04

VISIT PENSACOLA ONLY Month to date total Revenue = \$634,373.53

VISIT PENSACOLA ONLY Month to date expense:

Direct Programming \$526,396.89

Operations \$21,398.21

Personnel \$118,497.99

VISIT PENSACOLA ONLY Month to Date total Expense = \$666,293.29

VISIT PENSACOLA Only Month to Date Net Loss = -\$31,919.76

UNIFIED Year to Date TDT revenue totaled \$4,557,904.05

UNIFIED Year To Date Private revenue totaled \$162,188.54

UNIFIED Year to date total Revenue = \$4,720,092.59

UNIFIED Year to date expense:

D Direct Programming \$3,524,236.36

D Operations \$160,578.14

D Personnel \$570,685.67

D UNIFIED Year to Date total Expense = \$4,255,500.17

D **UNIFIED Year to Date Net Income = \$464,592.42**

County Submissions

* February's submission has been submitted to the county on March 7th.

Balance Sheet

Visit Pensacola Inc

As of February 28, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	\$174,512.27
1025 EFT TDT #4196	\$242,183.75
1027 EFT TDT #4196-ACE	
Total for 1025 EFT TDT #4196	\$242,183.75
1030 Partner#2177	\$99,072.28
1033 PPP LOan	
Total for 1030 Partner#2177	\$99,072.28
1035 Reserves #3955	\$3,469.62
1050 Petty Cash	\$115.00
Total for Bank Accounts	\$519,352.92
Accounts Receivable	
1200 Accounts Receivable	\$2,989,823.26
1200-5 Membershp Receivable	
Total for 1200 Accounts Receivable	\$2,989,823.26
Total for Accounts Receivable	\$2,989,823.26
Other Current Assets	
12000 Undeposited Funds	
1201 Allowance - Doubtful Accounts	
1400 Prepaid Postage	\$192.72
1405 Prepaid Expenses	\$152,645.19
1410 Prepaid Insurance	\$14,308.42
1455 Due from Reserve	
1460 Due From Partnership	
1465 Due from TDT	
1500 Gift Cards	
1999 Merchandise Inventory	
Total for Other Current Assets	\$167,146.33
Total for Current Assets	\$3,676,322.51
Fixed Assets	
1300 Furniture & Fixtures	0
1997 Acc Depr - F&F	
Total for 1300 Furniture & Fixtures	0

Balance Sheet

Visit Pensacola Inc

As of February 28, 2025

DISTRIBUTION ACCOUNT	TOTAL
1350 Equipment	0
1351 Laminator & case	\$409.00
1352 Flag & Flagpole	\$683.00
1359 Apple laptop	\$1,449.00
1361 iMac Pro	\$5,757.91
1998 Acc Depr - Equipment	-\$8,298.91
Total for 1350 Equipment	0
Total for Fixed Assets	0
Other Assets	
Total for Assets	\$3,676,322.51
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	\$1,382.48
Total for Accounts Payable	\$1,382.48
Credit Cards	
2000 Visit Pensacola P-Card	\$68,993.41
2002 Regions Membership PCard	\$6,307.88
Total for Credit Cards	\$75,301.29
Other Current Liabilities	
2500 Due to HRT	
25500 Sales Tax Payable	\$78.00
2600 Due to Partnership	
2605 Due to Reserve	
2650 Due to TDT	
2655 Line of Credit	
2660 Pass through payment	
2700-1 Unearned Revenue-PS	
2700-2 Unearned Revenue-ACE	\$1,206,870.85
2700 Unearned Revenue	\$1,455,230.00
2999 Salaries payable	\$78,815.79
Out Of Scope Agency Payable	
Sales Tax Agency Payable	
Total for Other Current Liabilities	\$2,740,994.64
Total for Current Liabilities	\$2,817,678.41
Long-term Liabilities	
Total for Liabilities	\$2,817,678.41

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

Feb-25						
	Actual	Oct - Feb, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-ACE		393,129.15	1,954,375.00	1,561,245.85	20.12%	79.88%
4000 Tourism Development Tax-TDT	616,475.49	3,564,774.90	7,838,125.00	4,273,350.10	45.48%	54.52%
Advance Payment		600,000.00	2,000,000.00	1,400,000.00	30.00%	70.00%
Total 4000 Tourism Development Tax-TDT	\$ 616,475.49	\$ 4,557,904.05	\$ 11,792,500.00	\$ 7,234,595.95	38.65%	61.35%
4100 Membership Dues	2,166.00	123,059.43	133,000.00	9,940.57	92.53%	7.47%
4150 Advertising Income	4,106.67	17,971.67	122,000.00	104,028.33	14.73%	85.27%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	10,584.06	10,857.50	200.00	-10,657.50	5428.75%	-5328.75%
4620 Interest Income	1.31	55.94	1,000.00	944.06	5.59%	94.41%
4640 Event Income	1,040.00	10,244.00	14,000.00	3,756.00	73.17%	26.83%
Total Income	\$ 634,373.53	\$ 4,720,092.59	\$ 12,212,700.00	\$ 7,492,607.41	38.65%	61.35%
Gross Profit	\$ 634,373.53	\$ 4,720,092.59	\$ 12,212,700.00	\$ 7,492,607.41	38.65%	61.35%
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	26,525.32	127,044.94	350,720.00	223,675.06	36.22%	63.78%
5100 Advertising/Media		8,123.84	445,300.00	437,176.16	1.82%	98.18%
5110 Public Relations	15,949.95	59,737.38	261,050.00	201,312.62	22.88%	77.12%
5120 Advertising Production	1,676.51	2,356.51	40,000.00	37,643.49	5.89%	94.11%
5130 Internet Site Production	22,425.85	184,503.78	425,252.00	240,748.22	43.39%	56.61%
5140 Festivals & Events Granted		102,661.69	115,000.00	12,338.31	89.27%	10.73%
5141 Festivals & Event Local Support	1,693.56	5,613.72	162,000.00	156,386.28	3.47%	96.53%
5142 Festival & Event Mini Grants			45,000.00	45,000.00	0.00%	100.00%
5150 Consumer Promotions		6,071.16	87,950.00	81,878.84	6.90%	93.10%
5160 Sales Promotions	3,509.26	6,412.02	146,500.00	140,087.98	4.38%	95.62%
5170 Brochures and Collateral	4,622.50	9,727.47	156,700.00	146,972.53	6.21%	93.79%
5180 Tradeshows	26,836.64	128,537.54	198,950.00	70,412.46	64.61%	35.39%
5190 Showcase	398,033.62	1,809,559.06	5,302,560.00	3,493,000.94	34.13%	65.87%
5210 Regional Partnership	11,305.94	53,680.95	86,500.00	32,819.05	62.06%	37.94%
5215 Tourism Development Projects			25,000.00	25,000.00	0.00%	100.00%
5220 Registration	1,370.32	12,861.56	47,750.00	34,888.44	26.94%	73.06%
5230 Dues and Subscriptions	1,135.08	26,983.03	63,020.00	36,036.97	42.82%	57.18%
5400 Business Travel & Entertainment	7,548.03	22,051.87	92,805.00	70,753.13	23.76%	76.24%
5400-1 Disallowed Travel Expense	603.42	1,066.35	4,895.00	3,828.65	21.78%	78.22%
Total 5400 Business Travel & Entertainment	\$ 8,151.45	\$ 23,118.22	\$ 97,700.00	\$ 74,581.78	23.66%	76.34%
5500 Visitor Awareness Education	3,160.89	57,243.49	102,790.00	45,546.51	55.69%	44.31%
7400 ACE - DP		900,000.00	1,954,375.00	1,954,375.00	0.00%	100.00%
Total 1 Direct Programming	\$ 526,396.89	\$ 3,524,236.36	\$ 10,114,117.00	\$ 6,589,880.64	34.84%	65.16%
2 Operating Costs				0.00		
5450 Auto/ Local Travel	616.90	3,267.32	8,800.00	5,532.68	37.13%	62.87%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	3,422.04	29,413.85	89,000.00	59,586.15	33.05%	66.95%
5610 Computer&IT Maintenance&Repair	2,564.37	20,896.05	37,000.00	16,103.95	56.48%	43.52%
5630 Insurance Building & Content	1,435.31	6,914.21	38,200.00	31,285.79	18.10%	81.90%
5640 D & O and Liability Insurance	318.93	1,594.65	7,100.00	5,505.35	22.46%	77.54%
5650 Audit		20,000.00	24,000.00	4,000.00	83.33%	16.67%
5660 Legal Services	1,175.00	5,086.00	16,000.00	10,914.00	31.79%	68.21%
5670 CPA/ Financial Services	437.50	2,632.70	7,200.00	4,567.30	36.57%	63.43%
5700 Postage	2,476.42	9,970.87	42,000.00	32,029.13	23.74%	76.26%
5710 Supplies Coffee/Sodas	576.33	3,847.35	9,200.00	5,352.65	41.82%	58.18%
5720 Office Supplies	803.24	7,087.38	15,000.00	7,912.62	47.25%	52.75%
5730 Storage and Delivery	1,029.91	4,877.15	22,000.00	17,122.85	22.17%	77.83%
5750 Rent			10.00	10.00	0.00%	100.00%
5760 Telephone Service		3,088.08	8,400.00	5,311.92	36.76%	63.24%
5766 Cell Phone	739.54	3,640.12	9,600.00	5,959.88	37.92%	62.08%
5770 Utilities	4,441.91	19,124.57	49,000.00	29,875.43	39.03%	60.97%
5780 Copier	846.33	4,434.32	9,600.00	5,165.68	46.19%	53.81%
5790 Capital Expenditures			15,000.00	15,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	-60.96	513.30	2,500.00	1,986.70	20.53%	79.47%
5920 Bad Debt Expense			1,500.00	1,500.00	0.00%	100.00%
6000 Consignment Sales Expenses		26.74	200.00	173.26	13.37%	86.63%
6001 Bank Service Charge	122.00	10,449.28	10,300.00	-149.28	101.45%	-1.45%
6010 Credit Card Processing Fee	375.64	3,007.15	6,000.00	2,992.85	50.12%	49.88%
6500 Taxes	78.00	707.05	4,065.00	3,357.95	17.39%	82.61%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	\$ 21,398.41	\$ 160,578.14	\$ 585,425.00	\$ 424,846.86	27.43%	72.57%
3 Personnel Costs						
5800 Salaries	94,223.88	449,304.79	1,197,858.00	748,553.21	37.51%	62.49%
5810 Commissions	973.00	13,475.84	28,500.00	15,024.16	47.28%	52.72%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5830 Auto	461.54	2,258.25	6,000.00	3,741.75	37.64%	62.36%
5840 401K Contribution Match	3,593.26	18,088.21	50,400.00	32,311.79	35.89%	64.11%
5850 Employee Insurance	8,769.00	33,849.00	113,000.00	79,151.00	29.95%	70.05%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	10,477.31	50,074.43	108,000.00	57,925.57	46.37%	53.63%
5890 Staff Education		3,597.04	9,000.00	5,402.96	39.97%	60.03%
Total 3 Personnel Costs	\$ 118,497.99	\$ 570,685.67	\$ 1,513,158.00	\$ 942,472.33	37.71%	62.29%
Total Expenses	\$ 666,293.29	\$ 4,255,500.17	\$ 12,212,700.00	\$ 7,957,199.83	34.84%	65.16%
Net Operating Income	-\$ 31,919.76	\$ 464,592.42	\$ 0.00	-\$ 464,592.42		
Net Income	-\$ 31,919.76	\$ 464,592.42	\$ 0.00	-\$ 464,592.42		

**Fund 108 - Revenue Trends
Analytical Review
As of February 14, 2025**



	FY25	% change from PY	FY24	% change from PY	FY23	% change from PY	FY22	% change from PY	FY21	% change from PY	FY20
October	1,652,794	-3.0%	1,703,720	2.5%	1,662,133	-2.9%	1,712,056	59.3%	1,074,785	19.2%	901,449
November	1,588,978	2.4%	1,551,864	5.3%	1,473,965	-0.9%	1,487,323	58.0%	941,614	10.4%	852,961
December	1,002,456	0.3%	999,052	-4.5%	1,046,133	2.1%	1,024,646	69.7%	603,952	14.2%	528,851
January	879,611	6.3%	827,462	-3.9%	861,332	-6.0%	916,181	67.9%	545,570	9.3%	499,165
February	765,775	-0.7%	770,900	-4.2%	804,781	5.6%	762,232	47.9%	515,276	5.6%	487,937
March	134,784	-86.2%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963	-5.4%	593,800
April	-	-100.0%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509	125.3%	497,729
May	-	-100.0%	1,660,245	-10.7%	1,859,950	-1.1%	1,881,067	17.8%	1,597,114	351.6%	353,670
June	-	-100.0%	2,337,122	4.6%	2,235,149	-5.9%	2,374,538	13.1%	2,098,820	194.5%	712,562
July	-	-100.0%	3,449,520	16.1%	2,970,786	-5.3%	3,136,749	5.7%	2,967,405	86.8%	1,588,804
August	-	-100.0%	3,760,466	-2.2%	3,843,475	5.2%	3,654,253	3.3%	3,539,112	92.7%	1,836,978
Sept	-	-100.0%	2,058,403	4.8%	1,964,585	-7.3%	2,119,698	0.7%	2,104,341	132.5%	905,051
	6,024,398	-72.6%	22,014,490	0.9%	21,582,470	-1.1%	21,816,411	23.5%	17,671,461	81.1%	9,758,958
1 - 2 Cents	2,409,759		8,805,796		8,632,988		8,726,564		8,835,730		4,879,479
3rd Cent	1,204,880		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
4th Cent	1,204,880		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
5th Cent	1,204,880		4,402,898		4,316,494		4,363,282		-		-
	6,024,398		22,014,490		21,582,470		21,816,411		17,671,461		9,758,958

Enabling Legislation

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

[Ordinance #89-7](#)

[Ordinance #92-30](#)

[Ordinance #94-10](#)

[Ordinance #2000-22](#)

[Ordinance #2003-11](#)

[Ordinance #2013-40](#)

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

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

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

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



Pam Childers

Clerk of the Circuit Court and Comptroller, Escambia County

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

MEMORANDUM



TO: Board of County Commissioners

DATE: March 5, 2025

SUBJECT: Tourist Development Tax (TDT) Collections

RECOMMENDATION:

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

- Total collections received in February 2025 were \$765,190 compared to \$753,414 in February 2024. A comparison of February 2025 to February 2024 is a 1.6% increase.
- Year-to-date collections for FY2025 is \$5,893,575 compared to \$5,854,710 for FY2024.

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

**Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of February 28, 2025**



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

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

*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

Five Percent Tourist Development Tax Collection Data By Geographic Area
Escambia County, Florida
Fiscal Year 2025
As of February 28, 2025



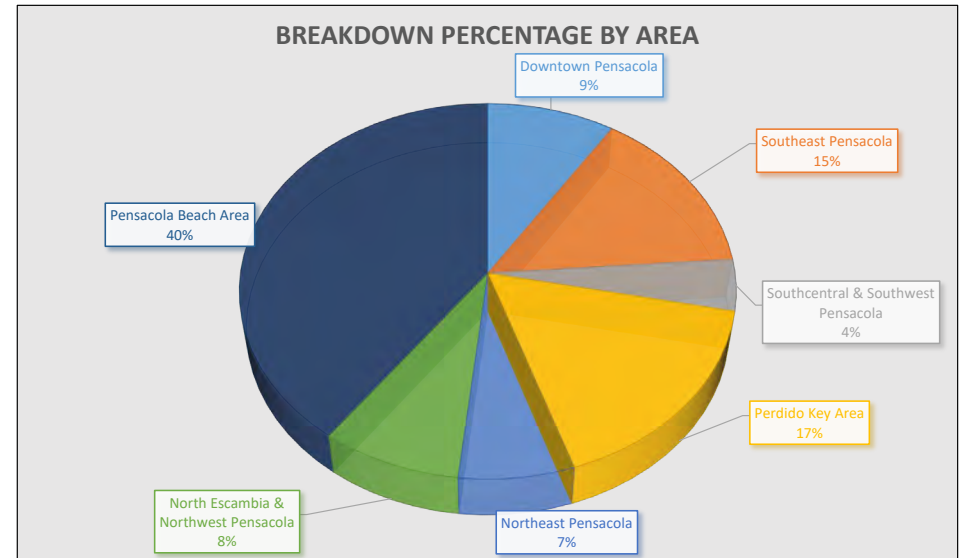
Fiscal Year 2025														
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	\$ 134,410.77	\$ 121,927.26	\$ 103,323.55	\$ 102,509.94	\$ 75,694.23	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 537,865.75	9.1%
Southeast Pensacola	188,725.53	198,565.51	160,501.72	155,355.76	161,139.31	-	-	-	-	-	-	-	864,287.83	14.7%
Southcentral & Southwest Pensacola	57,487.05	57,626.70	44,979.30	48,666.49	52,072.03	-	-	-	-	-	-	-	260,831.57	4.4%
Perdido Key Area	329,206.47	277,113.00	138,933.97	105,715.89	130,303.00	-	-	-	-	-	-	-	981,272.33	16.6%
Northeast Pensacola	89,220.75	94,553.22	77,553.02	68,782.80	74,827.09	-	-	-	-	-	-	-	404,936.88	6.9%
North Escambia & Northwest Pensacola	125,052.59	109,288.21	89,565.90	98,308.82	69,240.59	-	-	-	-	-	-	-	491,456.11	8.3%
Pensacola Beach Area	731,625.87	717,608.98	389,354.93	312,420.95	201,913.89	-	-	-	-	-	-	-	2,352,924.62	39.9%
Total	\$ 1,655,729.03	\$ 1,576,682.88	\$ 1,004,212.39	\$ 891,760.65	\$ 765,190.14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,893,575.09	100.0%

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

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

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

Area by Zip Code(s)		
Geographic Area	Zip Code(s)	Area Description
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
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 Percent
Escambia County, Florida
Fiscal Year 2025
As of February 28, 2025



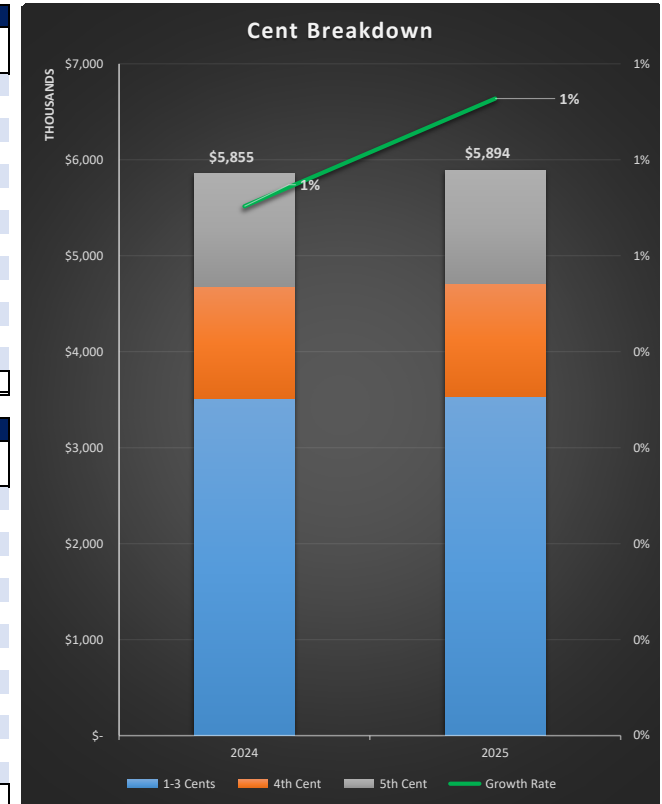
Tourist Development Tax (3%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 539,766.08	\$ 580,905.23	\$ 638,832.32	\$ 634,980.06	\$ 675,149.82	\$ 784,866.29	\$ 1,017,759.45	\$ 983,532.21	\$ 1,031,189.44	\$ 993,437.42
NOV	469,350.98	532,756.66	510,223.45	686,079.62	638,167.25	701,529.66	894,119.99	913,888.59	922,765.52	946,009.73
DEC	305,743.25	362,364.41	382,803.40	426,808.31	396,942.52	451,000.35	610,134.89	593,281.75	601,371.16	602,527.43
JAN	288,130.47	292,783.04	340,433.93	340,212.53	374,879.96	409,487.35	550,767.15	516,261.52	505,451.63	535,056.39
FEB	279,147.71	298,406.00	312,793.51	349,777.77	365,446.02	386,900.81	467,342.78	486,593.99	452,048.29	459,114.08
MAR	367,477.35	377,962.06	393,553.90	420,650.85	445,987.23	425,296.25	566,375.24	621,387.38	585,820.65	-
APR	626,572.22	646,982.44	740,116.85	805,865.41	396,024.16	841,528.91	1,073,234.53	1,122,845.48	1,154,283.81	-
MAY	580,106.01	698,384.24	682,509.49	768,483.99	241,476.27	956,332.84	1,132,305.74	1,101,571.29	1,002,412.23	-
JUN	771,755.66	839,021.02	826,731.43	951,378.19	537,731.75	1,264,865.60	1,431,971.86	1,340,563.77	1,412,894.98	-
JUL	1,109,041.17	1,109,688.85	1,278,311.55	1,440,622.52	1,190,777.81	1,778,429.23	1,869,733.28	1,785,559.79	2,070,559.40	-
AUG	1,440,990.57	1,484,514.23	1,587,418.67	1,520,689.42	1,377,953.89	2,130,708.20	2,320,131.53	2,304,511.93	2,243,905.46	-
SEP	688,096.11	725,615.95	828,137.60	906,222.70	703,791.08	1,264,568.32	1,161,684.89	1,172,681.69	1,231,200.37	-
Total	\$ 7,466,177.56	\$ 7,949,384.12	\$ 8,521,866.08	\$ 9,251,771.35	\$ 7,344,327.75	\$ 11,395,513.79	\$ 13,095,561.35	\$ 12,942,679.39	\$ 13,213,902.92	\$ 3,536,145.05

Professional Sports Franchise Facility Tax (4%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ 179,922.03	\$ 193,635.08	\$ 212,944.11	\$ 211,660.02	\$ 225,049.94	\$ 261,622.10	\$ 339,253.15	\$ 327,844.07	\$ 343,729.81	\$ 331,145.81
NOV	156,450.33	177,585.55	170,074.48	228,693.21	212,722.42	233,843.22	298,040.00	304,629.53	307,588.51	315,336.58
DEC	101,914.42	120,788.14	127,601.13	142,269.44	132,314.17	150,333.45	203,378.30	197,760.58	200,457.05	200,842.48
JAN	96,043.49	97,594.35	113,477.98	113,404.18	124,959.99	136,495.78	183,589.05	172,087.17	168,483.88	178,352.13
FEB	93,049.24	99,468.67	104,264.50	116,592.59	121,815.34	128,966.94	155,780.93	162,198.00	150,682.76	153,038.03
MAR	122,492.45	125,987.35	131,184.63	140,216.95	148,662.41	141,765.42	188,791.75	207,129.13	195,273.55	-
APR	208,857.41	215,660.81	246,705.62	268,621.80	132,008.05	280,509.64	357,744.84	374,281.83	384,761.27	-
MAY	193,368.67	232,794.75	227,503.16	256,161.33	80,492.09	318,777.61	377,435.25	367,190.43	334,137.41	-
JUN	257,251.89	279,673.67	275,577.14	317,126.06	179,243.92	421,621.87	477,323.95	446,854.59	470,964.99	-
JUL	369,680.39	369,896.28	426,103.85	480,207.51	396,925.94	592,809.74	623,244.43	595,186.60	690,186.47	-
AUG	480,330.19	494,838.08	529,139.56	506,896.47	459,317.96	710,236.07	773,377.18	768,170.64	747,968.49	-
SEP	229,365.37	241,871.98	276,045.87	302,074.23	234,597.03	421,522.77	387,228.30	390,893.90	410,400.12	-
Total	\$ 2,488,725.85	\$ 2,649,794.71	\$ 2,840,622.03	\$ 3,083,923.78	\$ 2,448,109.25	\$ 3,798,504.60	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 1,178,715.02

Additional Professional Sports Franchise Facility Tax (5%) Percent Tourist Tax Dollars - Collected 2016 - 2025										
Month of Collection	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
OCT	\$ -	-	-	-	-	-	339,253.15	327,844.07	343,729.81	\$ 331,145.81
NOV	-	-	-	-	-	-	298,040.00	304,629.53	307,588.51	315,336.58
DEC	-	-	-	-	-	-	203,378.30	197,760.58	200,457.05	200,842.48
JAN	-	-	-	-	-	-	183,589.05	172,087.17	168,483.88	178,352.13
FEB	-	-	-	-	-	-	155,780.93	162,198.00	150,682.76	153,038.03
MAR	-	-	-	-	-	-	188,791.75	207,129.13	195,273.55	-
APR	-	-	-	-	-	-	357,744.84	374,281.83	384,761.27	-
MAY	-	-	-	-	-	318,777.61	377,435.25	367,190.43	334,137.41	-
JUN	-	-	-	-	-	421,621.87	477,323.95	446,854.59	470,964.99	-
JUL	-	-	-	-	-	592,809.74	623,244.43	595,186.60	690,186.47	-
AUG	-	-	-	-	-	710,236.07	773,377.18	768,170.64	747,968.49	-
SEP	-	-	-	-	-	421,522.77	387,228.30	390,893.90	410,400.12	-
Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,464,968.06	\$ 4,365,187.12	\$ 4,314,226.46	\$ 4,404,634.31	\$ 1,178,715.02

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

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



Current Year vs Prior Year				
Month of Collection	2025	2024	Variance	% Change
OCT	\$ 1,655,729.03	\$ 1,718,649.07	\$ (62,920.04)	-3.7%
NOV	1,576,682.88	1,537,942.53	38,740.35	2.5%
DEC	1,004,212.39	1,002,285.26	1,927.13	0.2%
JAN	891,760.65	842,419.38	49,341.27	5.9%
FEB	765,190.14	753,413.82	11,776.32	1.6%
MAR	-	976,367.75	(976,367.75)	Pending
APR	-	1,923,806.35	(1,923,806.35)	Pending
MAY	-	1,670,687.05	(1,670,687.05)	Pending
JUN	-	2,354,824.96	(2,354,824.96)	Pending
JUL	-	3,450,932.33	(3,450,932.33)	Pending
AUG	-	3,739,842.43	(3,739,842.43)	Pending
SEP	-	2,052,000.61	(2,052,000.61)	Pending
Total	\$ 5,893,575.09	\$ 22,023,171.54	\$ (16,129,596.45)	-73.2%

VISIT PENSACOLA BOARD MEETING

March 19, 2025

Research

VISIT PENSACOLA BOARD MEETING
March 19, 2025

**Marketing &
Communications**



OUTREACH



Highlight: Visit Pensacola Strengthens Commitment to UK Travel Trade for 2025

SOCIAL MEDIA

4,217 total users visited the website from social media
8,337 page views on VisitPensacola.com from social media users
1,721 conversions from social meaning they completed a website KPI

-  **290 New Followers**
Total Engagement: 1,774 • 41,630 Impressions
-  **234 Net Page Likes**
129,626 Engagements • 5.3 Million Impressions
-  **3,534 Followers • 7 New Followers**
517 Saves • 3.18 K Engagements • 87.87K Impressions
-  **70 New Followers • 575 Post Clicks**
803 Engagements • 4,709 Impressions
-  **13 New Videos • 73,903 Video Views**
2,663 Engagements • 595 Profile Views
168 Net Follower Growth • 14 Website Clicks
-  **1,741 Total Subscribers**
12 New Subscribers
-  **ManyChat – DM Automation Tool**
Romantic Getaway / 1 Run / 100% CTR
Sun Belt / 0 Runs
Lodging / 52 Runs / 80% CTR



E-MARKETING CONSUMER eNEWS

1,353 new sign-ups
41.7% open rate
70% engagement rate
2.6% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola Strengthens Commitment to UK Travel Trade for 2025

MEDIA ASSISTS

- Lesser Known Spring Break Destinations – AFAR – Jamie Smith – Perdido Key
- Forbes.com – Margarita's – aly walansky – MMGY Partner Assists
- World News.com – UK
- Travelmole – UK
- Bella – UK
- Forbes.com – Mardi Gras Treaks – Aly Walansky – MMGY Partner Assists
- Pearl and Horn – Saveur and Taste – MMGY partner Assists
- Foodies & Airstream Rovers/ Outdoor Lovers – Sarah Miller – Airstream Life Magazine
- LGBTQ+ Pride Dupes: Great Smaller Cities for Pride 2025 – Mark Chestnut – TravelPulse
- Travel Weekly – UK
- Selling Travel – UK
- TV Guide – UK
- UWF Media Panel

MEDIA ASSISTS, cont.

- Pensacola International Airport Media Assist
- Pensacola News Journal – Gulf Islands National Seashore
- University of West Florida – Capstone Class assist
- The Atlanta Journal Constitution
- Trip Advisor
- Pensacola Mardi Gras
- Pensacon
- Foiling Week
- Sun Belt Basketball Championship Conference
- Mid Bay News
- InWeekly
- WRNE
- ESPN Radio
- D Magazine – Vacation Artfully
- Good Housekeeping
- Florida Huddle & Encounter (69 appointments)
- Destinations International Marketing & Comms Summit
- Visit Pensacola Marketing & Advertising RFP Selection

MEDIA ASSISTS, cont.

- Foo Foo Festival Kick Off Event
- Toronto Travel & Adventure Show (NWFL)
- Pawdi Gras
- NWFL Economic Symposium
- Rendezvous South Convention
- Southern Living
- 10 press trips between now and July 2025
- Emerald Coast Magazine
- My New Orleans.com
- Visit Florida – News to Use
- Cat Country 98.7
- NewsRadio monthly Expert Panel
- Lisa Mowry press trip (ROI from IMM NYC)
- Visit Florida Editorial Leads submission
- Destinations Florida Quick Trip submission
- Pensacola International Pensacon
- 850 Business Magazine
- Pensacola News Journal
- WEAR3 – Interview – Economic Impact
- Convention South
- Flat Stanley Project – Rep Salzman assist
- Today Show
- Midwest Living
- Bella – UK
- Wanderlust – UK

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- Ultimate Guide to Diving the Florida Panhandle



180 Stories

Highlights:

- American Magic And Nautor Swan Team Up
- The Best U.S. Beaches To Visit In 2025, Based On A New Study



6 Accolades

Highlights:

- 20 Best Cities for Retirees Looking for Affordable Living
- 10 Best Islands to Visit in the South



VISITPENSACOLA.COM

February 2025

281,525
FY 1,194,546
USERS

693,880
FY 3,108,421
PAGE VIEWS

\$767,100
FY \$3.3
TOTAL
REVENUE*

3.1
FY 2.9
AVG. LENGTH
OF STAY*

\$193
FY \$175
AVG. DAILY
RATE*

AUDIENCE

City	Users
Chicago	15,329
Dallas	10,439
Mobile	8,644
New Orleans	7,988
Pensacola	5,628
Atlanta	7,263
Ashburn	5,415
Houston	5,279
Miami	5,303
New York	4,174

PARTNER ENGAGEMENT

Listing Views	257,556
Visit Partner Website	13,594
Event Views	160,526
Coupons	2,130
Referrals (Listings/Events)	19,896

WEBSITE SIGNUPS

New Email Subscribers	1,353
Insider Guide Requests	5,176
Insider Guide (Online version)	877

TOP PAGES

Page	Users	Engagement
Events	16,838	84%
Sun Blet	33,336	14%
Events This Week	10,612	84%
Home	21,005	50%
Things To Do	15,730	88%
Webcams	7,019	85%
Family Fun	5,369	64%
Live Music	3,519	87%
Places To Stay	5,219	98%
Mardi Gras	5,064	82%
Amusement Parks	3,105	93%

CHANNEL (How people find us)

Channel	Sessions	Engagement
Organic Search	145,742	75%
Paid Social	90,704	18%
Paid Search	40,867	61%
Display	27,860	24%
Direct	25,748	52%
Organic Video	11,627	10%
Referral	8,581	53%
Organic Social	4,665	73%
Email	2,525	70%

FY = Visit Pensacola's Fiscal Year Oct. 2024 – Sep. 2025 / CLP = Visits to a specific landing page from paid advertising
*Total Revenue, Avg. Length of Stay and Avg. Daily Rate from Adara. Reflects visitors who came to our site generated the reported economic impact. Tracking an estimated 43.1% of website traffic.



APP

February 2025

151

NEW USERS

487

VIEWS

293

ENGAGED
SESSIONS

308

TOTAL
USERS

2,565

7-DAY ACTIVE
USERS

KIOSK

AIRPORT

113

SESSIONS

3

SCREENS/
SESSION

02:06

AVG. DURATION

KIOSK

A1S

262

SESSIONS

3

SCREENS/
SESSION

02:52

AVG. DURATION



THE WAY TO BEACH

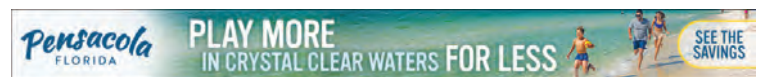
Spring Message Shifts

Campaign efforts take a more pointed approach to increase awareness and drive bookings

VALUE

Prompt low-funnel travelers to take a second look.

Value-focused messages with booking platforms position the Pensacola area as an accessibly-priced beach getaway. Creative messages mix couples and families.

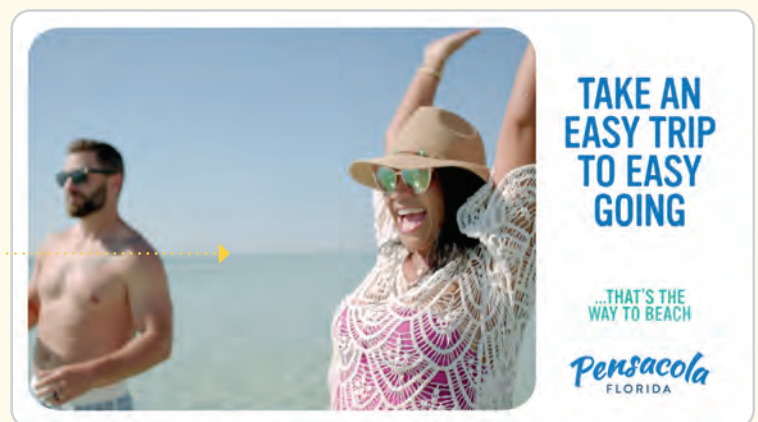


EASY GETAWAY

Remind our core drive market travelers their beach getaway is close by.

This full funnel campaign uses digital display, native, social media, digital outdoor, digital video, broadcast, and connected TV.

Creative messages mix couples and families.



Connecting with Readers

In February, fans of Garden & Gun, Southern Living, Scuba Diving Magazine, and Living Bird saw full page ads promoting Pensacola.





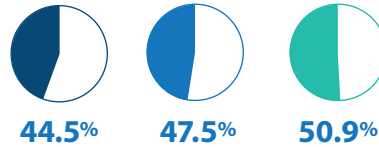
COMMUNITY IMPACT : JANUARY

■ 2025 ■ 2024 ■ 2023

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

Hotel Occupancy 44.5

JANUARY YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



Average Daily Rate \$98.23

JANUARY YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



TRACKABLE RESULTS : JANUARY

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

JANUARY YEAR-OVER-YEAR



WEBSITE IMPACT : JANUARY

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

ALL CLICKABLE EFFORTS:

Advertising Site Visits 135,143

% of Total Site Visits 33.6%

JANUARY YEAR-OVER-YEAR



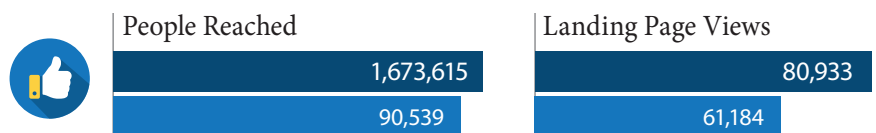
Social media advertising results reported by Facebook. Landing page views are visits to specific website pages.

SOCIAL MEDIA ONLY:

People Reached 1,673,615

Landing Page Views 80,933

JANUARY YEAR-OVER-YEAR





Social Media Board Report

February 2025 vs. 2/1/2024 - 2/28/2024

sproutsocial

Social Media Board Report

Facebook Performance Summary

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

- Profile
- Reporting Period
- All Facebook Pages

Impressions 5,317,004 ↗ 30.3%	Engagements 129,627 ↘ 29.4%	Post Link Clicks 82,165 ↘ 4.6%
--	---------------------------------------	--

Facebook Audience Growth

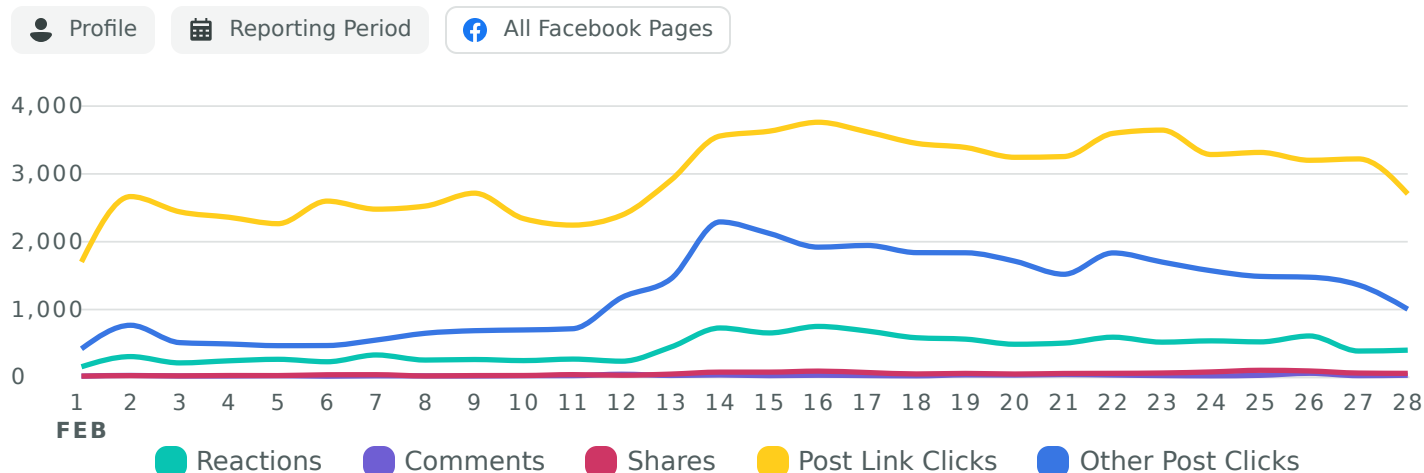
See how your audience grew during the selected time period.

- Profile
- Reporting Period
- All Facebook Pages

Audience Metrics	Totals	% Change
Net Follower Growth	365	↘ 78.4%
Net Follower Growth	365	↘ 78.4%

Facebook Engagements

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




Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	9,802 ↘83.9%	119,825 ↗60.6%	129,627	↘29.4%
Reactions	3,926 ↘88.7%	7,702 ↗1.7%	11,628	↘72.6%
Comments	278 ↘83.5%	149 ↘57.9%	427	↘79.1%
Shares	681 ↘84%	397 ↘43.1%	1,078	↘78.2%
Post Link Clicks	566 ↘97.2%	81,599 ↗23.7%	82,165	↘4.6%
Other Post Clicks	4,351 —	29,978 —	34,329	↘28.6%

Facebook Post Performance


Review how your audience interacted with your posts.

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

**Visit Pensacola**
Thu 2/6/2025 3:03 pm...

Learn a little bit more about how the good times roll in Pensacola! 💜💛💚

Five fun facts about ...



Total Engagements	7,751
Reactions	313
Comments	41
Shares	81
Post Link Clicks	3,258
Other Post Clicks	4,058

Boosted


**Visit Pensacola**
Thu 2/13/2025 3:40 p...

Swipe left! Jump shots, ice hockey, and a 5k with a party at the finish line – that's Th...


Visit Pensacola



Total Engagements	4,467
Reactions	65
Comments	4
Shares	2
Post Link Clicks	3,826
Other Post Clicks	570

**Visit Pensacola**
Thu 2/13/2025 2:50 p...

Raise your hand if you're ready for spring! 🌞 We're simply too excited for sprin...



Total Engagements	2,255
Reactions	1,250
Comments	26
Shares	194
Post Link Clicks	1
Other Post Clicks	784

Boosted

Instagram Performance Summary

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

- Profile
- Reporting Period
- All Instagram Profiles

Impressions	Engagements
947,284 ↗20.4%	71,522 ↗98.3%

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	59,120	↗90%
Organic Likes	55,711	↗88.9%
Organic Comments	551	↗27.3%
Organic Saves	2,833	↗150.9%
Story Replies	25	↘62.7%

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	858	↘16.7%
Followers Gained	1,928	↗9.5%
Followers Lost	1,070	↗46.6%

Instagram Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements




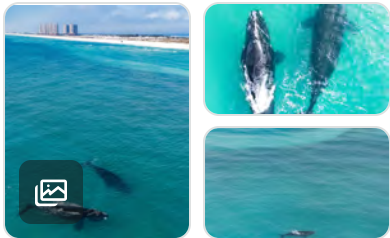


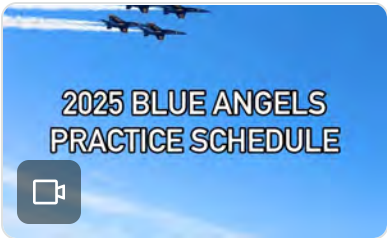



All Instagram Profiles

All Post Types

All Content Types

All Tags

All Authors

<div><div> visitpensacola</div><div>Thu 2/13/2025 11:42 a...</div></div> <p>Whale would ya look at that!  Two North Atlantic right whales, named Curlew &...</p> <div></div> <div><div>Total Engagements</div><div>10,709</div></div> <div><div>Likes</div><div>7,300</div></div> <div><div>Comments</div><div>63</div></div> <div><div>Saves</div><div>250</div></div>	<div><div> visitpensacola</div><div>Wed 2/5/2025 4:25 pm...</div></div> <p>The Blue Angels practice schedule has officially been released for the 2025...</p> <div></div> <div><div>Total Engagements</div><div>3,940</div></div> <div><div>Likes</div><div>3,219</div></div> <div><div>Comments</div><div>45</div></div> <div><div>Shares</div><div>415</div></div> <div><div>Saves</div><div>261</div></div>	<div><div> visitpensacola</div><div>Fri 2/14/2025 6:54 am...</div></div> <p>Love's in the air ❤️ Happy Valentine's Day, Pensacola 💙 #TheWayToBeach...</p> <div></div> <div><div>Total Engagements</div><div>3,529</div></div> <div><div>Likes</div><div>2,193</div></div> <div><div>Comments</div><div>39</div></div> <div><div>Saves</div><div>142</div></div>
--	---	---

Instagram Stories Performance

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

Post

Lifetime

All Instagram Profiles

Story Metrics	Totals	% Change
Published Stories	109	↘ 22.7%

Instagram Stories Performance

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

 Post  Lifetime  All Instagram Profiles

Story Metrics	Totals	% Change
Story Taps Back	4,068	↘ 46.5%
Story Taps Forward	90,875	↘ 32.6%
Story Exits	9,255	↘ 28.5%
Story Impressions	105,414	↘ 34.5%

X Performance Summary

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

 Profile  Reporting Period  All X Profiles  All X Post Types

Impressions 41,630 ↘ 13.8%	Engagements 1,774 ↘ 0.7%	Post Link Clicks 190 ↘ 32.6%
--------------------------------------	------------------------------------	--

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	290	↘ 8.8%

X Post Performance

Review how your audience interacted with your posts.

Post

Lifetime

Descending by Engagements

All X Profiles

All Post Types

All Content Types

All Tags

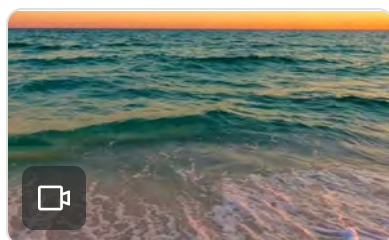
All Authors

**X @VisitPensac...**

Sun 2/23/2025 12:31 p...

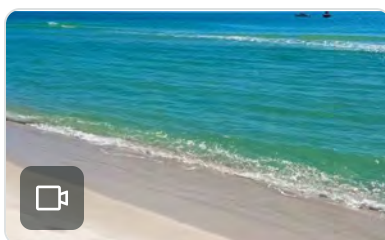
✗ Stop scrolling ✓ And take
in the view

[#TheWayToBeach...](#)

**Total Engagements 354**Likes **207**@Replies **6**Reposts **41**Post Link Clicks **—**Other Post Clicks **97**Other Engagements **3****X @VisitPensac...**

Sat 2/15/2025 10:23 a...

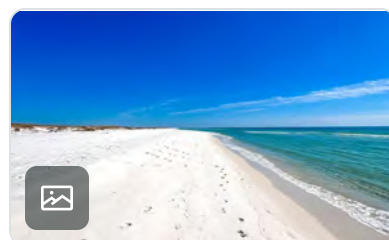
Drop us off here and don't
come back. We're on island
time now 🌴...

**Total Engagements 332**Likes **193**@Replies **7**Reposts **19**Post Link Clicks **3**Other Post Clicks **106**Other Engagements **4****X @VisitPensac...**

Tue 2/4/2025 12:17 pm...

Sugar-white sand as far as
the eye can see 🤍🧡

[#TheWayToBeach...](#)

**Total Engagements 217**Likes **162**@Replies **5**Reposts **22**Post Link Clicks **2**Other Post Clicks **26**Other Engagements **0**

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	1,774	↘0.7%
Likes	952	↗26.3%
@Replies	29	↗61.1%
Reposts	159	↘4.2%
Post Link Clicks	190	↘32.6%
Other Post Clicks	437	↘22.1%
Other Engagements	7	↗40%

TikTok Performance Summary

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

Profile

Reporting Period

All TikTok Profiles

Published Posts 13 ↘27.8%	Video Views 103,831 ↗11.9%	Engagements 2,756 ↘43.5%
------------------------------	-------------------------------	-----------------------------

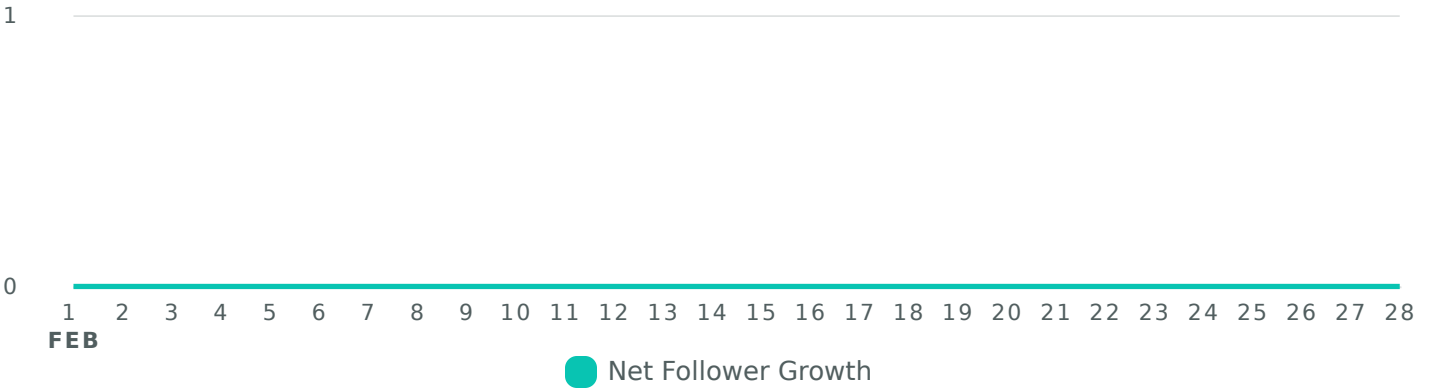
TikTok Audience Growth

See how your audience grew during the selected time period.

Profile

Reporting Period

All TikTok Profiles



Audience Metrics	Totals	% Change
Net Follower Growth	0	↘100%

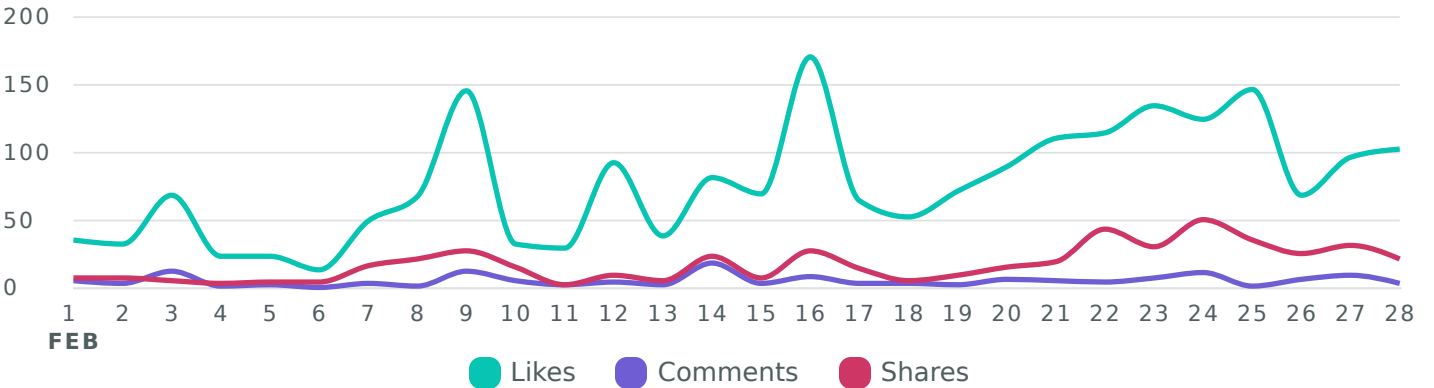
TikTok Engagements

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

Profile

Reporting Period

All TikTok Profiles



Engagement Metrics	Totals	% Change
Engagements	2,756	↘43.5%
Likes	2,136	↘46.8%

TikTok Engagements

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


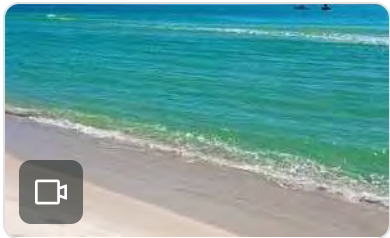




 Profile  Reporting Period  All TikTok Profiles

Engagement Metrics	Totals	% Change
Comments	141	↘14.5%
Shares	479	↘31.5%

TikTok Post Performance

Review how your audience interacted with your posts.

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

<div>visitpensacola Sat 2/15/2025 5:59 pm...</div> <p>Drop us off here and don't come back. We're on island time now 🌴...</p> 	<div>visitpensacola Sat 2/8/2025 5:45 pm...</div> <p>We are so looking forward to daylight saving time 🗓️💙 #TheWayToBeach...</p> 	<div>visitpensacola Sun 2/23/2025 5:41 p...</div> <p>❌ Stop scrolling ✅ And take in the view #TheWayToBeach #ExperiencePcola #LoveFl</p> 
Total Engagements 222	Total Engagements 219	Total Engagements 216
Likes 197	Likes 181	Likes 193
Comments 4	Comments 1	Comments 1
Shares 21	Shares 37	Shares 22

Pinterest Activity Summary

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

- Profile
- Reporting Period
- All Pinterest Profiles

<div>Audience</div> <div>3,534 ↗5.4%</div>	<div>Net Audience Growth</div> <div>7 ↘63.2%</div>	<div>Published Posts</div> <div>18 ↗1,700%</div>
--	--	--



Visit Pensacola
Monthly PR Activity & Status Report
February 2025

Media Coverage

- Trip Advisor (UVM: 81,600,258 Ad Value: \$1,632,005): [6 incredible places to scuba dive right now](#)
- Southern Living (UVM: 11,524,250 | Ad Value: \$230,485): [The 6 Most Beautiful White Sand Beaches In Florida](#)
- Midwest Living (UVM: 257,659 | Ad Value: \$5,153): [25 Warm-Weather Vacations Our Editors Love to Take](#)

Previously Unreported Coverage

- The Atlanta Journal-Constitution (UVM: 2,959,691 | Ad Value: \$59,194): [Enjoy a winter getaway to these warm-weather destinations](#)

Media Hosting

Press Trip Outreach

- **Lisa Mowry, Freelance (Cobb Life Magazine, Atlanta Magazine) – March 6 - 9**
 - Shared media waiver forms and details on travel reimbursement with writer. Visit Pensacola secured accommodations and began developing itinerary.
- **Elisabeth Abrahamson, AAA Westways – March 31 - April 3**
 - Shared media waiver forms. Visit Pensacola booked flights and began drafting itinerary.
- **Terri Guthrie, Freelance – April 8 - 11**
 - Confirmed trip dates and shared media waiver forms. Visit Pensacola began vetting flight options.
- **Michele Herrmann, Freelance (Forbes, TimeOut) – May 2025**
 - Visit Pensacola provided alternative dates for early May trip upon Michele's request. Shared media waiver forms to gather traveler information.
- **Johnaé De Felicis, Freelance (Fodor's Travel, U.S. News & World Report) – May 12 - 15**
 - Confirmed May dates and shared media waiver forms.
- **Kara Kimbrough, Mississippi Press Association – May 19-21**
 - Confirmed May dates and shared media waiver forms. Began gathering itinerary and lodging interests
- **Sarah Bisacca, Freelance (Eater, Tasting Table) – May 22 - 25**
 - Confirmed May dates and shared media waiver forms.

Media Relations

Media Desksides

- **Jennifer McKee, Orlando Magazine – December 2024**
 - Visit Pensacola followed up with Jennifer to discuss March destination visit; Jennifer notified Visit Pensacola a trip in fall works better for her availability.
- **Tara Massouleh McCay, Southern Living – December 2024**
 - Visit Pensacola followed up with Tara to check in on editor roundtable conversation regarding Pensacola coverage.
- **Shivani Vyas, Freelance (Better Homes and Gardens, Atlanta Magazine) – January 2025**
 - Visit Pensacola shared follow-up information on design and architecture in Pensacola with Shivani to pitch editors.
- **Liz Cantrell, Travel + Leisure – January 2025**
 - Followed up with the editor following New York City deskmade to gauge interest in Pensacola coverage.
- **R.C. Staab, Freelance (New Jersey Monthly Magazine, SheBuysTravel, Go World Travel)**
 - Met with Visit Pensacola on Feb. 3 to discuss editorial and hosting opportunities. MMGY provided media briefing book in preparation for the call.
- **Jessy Mendoza, GMA**
 - Followed up with Jessy to schedule a virtual deskmade with Visit Pensacola.

Proactive Outreach

- **Black History in Pensacola:** Finalized and distributed pitch spotlighting Pensacola as a destination to visit during Black History Month.
- **White Sand for a White Wedding in Pensacola:** Conducted outreach to explore ways to work with media on weddings coverage for Pensacola.
 - **Lauren Kay, The Knot | The Bump:** Responded to pitch saying she will keep Pensacola in mind for future coverage.
 - **Jennifer Stein, Destinations I Do:** Responded to pitch saying she will keep Pensacola in mind for future coverage.
- **History Lover's Guide to Exploring America's First Settlement:** Drafted guide highlighting historical attractions in Pensacola for individual pitching in early March.
- **Texas Foodie Content Creators:** Reviewed list of content creators focused on culinary/travel for Texas creators campaign and provided recommendations on additional influencers to target.
- **The New York Times:** Began discussing potential author and timely destination angles to curate 36 Hours in Pensacola pitch for The New York Times.

Reactive Outreach

- **Adria Valdes, JustLuxe:** Pitched Portofino Island Resort, The Pensacola Beach Resort and The Hilton Pensacola Beach for story on family-friendly resorts in Florida with the possibility of visiting the properties.
- **Matt Alderton, USA Today:** Shared information on the National Naval Aviation Museum and Veterans Memorial Park for article about museums and historical attractions that honor U.S. veterans.
- **Aly Walansky, Forbes:** Pitched offerings at Pensacola restaurants for two stories, one on inventive dishes and drinks for Mardi Gras, and the other for creative spins on the margarita for National Margarita Day.
- **Taryn Shorr, Freelance (Saveur, Lonely Planet):**
 - Shared information on snapper collars for Saveur pitch.
 - Provided beach, activity and restaurant recommendations for story on best Gulf Coast beaches in Lonely Planet.
- **Marcea Cazel, AdventureKEEN:** Shared background information on AdventureKEEN and provided recommendation on hosting Marcea for upcoming Florida travel projects in AdventureKEEN.
- **Mark Chesnut, Freelance:** Visit Pensacola pitched destination for story on LGBTQ+ pride dupes.
- **Sarah Miller, Freelance:** Visit Pensacola shared information on Airstream offerings in the destination for story on Airstream rovers for foodies/outdoor lovers.
- **Ruffin Prevost, The New York Times:** Provided point of view on pitching state parks in Escambia County for a story about alternatives to national parks.

Additional Activity

- Conducted PR status calls on Feb. 13 and 27; drafted and shared agendas and recaps.
- Monitored for earned media placements.



February UK & Ireland Coverage Report

Key Achievements



9

Total pieces of coverage



2

Pieces of Print Coverage



\$73,999

AVE



246.2k

Total Print Coverage Circulation



7

Pieces of Online Coverage



3.2M

Total Monthly Website Visits

Key Achievements



1M

Total Monthly Unique Website Visitors



22.4k

Total Online Coverage Views

”

Pensacola is a hidden gem and thriving coastal city along the Gulf Coast in Northwest Florida that offers a perfect blend of stunning beaches, rich history and fabulous culture.

Bella

Coverage Highlights

TW Travel Weekly [↗](#)



Visit Pensacola reaffirms commitment to UK trade | Travel Weekly

Tourist board plans spring roadshow to engage agents

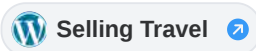
<https://travelweekly.co.uk/news/tourism/visit-pensacola-reaffirms-commitment-to-uk-trade>

 WEBSITE
VISITS

280.3k

 COVERAGE
VIEWS

921



Pensacola looks to the UK trade - Selling Travel

Another year of trade activity demonstrates the Florida destination's commitment to UK agents

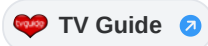
<https://www.sellingtravel.co.uk/pensacola-looks-to-the-uk-trade/>



7.1k



1.4k



Jimmy's Taste of Florida

Pensacola/Panama City Beach (Season 1 Episode 1 of 5): Jimmy Doherty embarks on a culinary tour of the Sunshine State. Jimmy's Taste of Florida airs on ITVBe at 9:10 AM, Tuesday 18 February. Jimmy Doherty embarks on a culinary tour of the Sunshine State

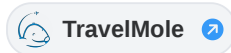
<https://www.tvguide.co.uk/schedule/9f57adb8-afd8-585d-a369-43671ffc36b7/jimmys-taste-of-florida>



2.5m



13.9k



Florida sets new all-time tourism record

Best ever numbers but international arrivals still down

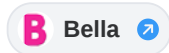
<https://www.travelmole.com/news/florida-sets-new-all-time-tourism-record/>



148k



825



Luxurious beach breaks

Sandy beaches, crystal blue waters and sunshine... what more could you want on...

<https://www.bellamagazine.co.uk/travel/abroad/luxurious-beach-breaks/>



42.4k



5.2k



Pensacola hosting international sailing and surfing competitions at Foiling Week

Later this month, Pensacola will host sailors from around the world for Foiling Week Pensacola 2025. Foiling Week is an international watersport event focused on foiling sailboats and boards that draws hundreds of sailors and surfers to race and compete from Feb. 24 through March 2.

https://article.wn.com/view/2025/02/08/Pensacola_hosting_international_sailing_and_surfing_competit/



92.4k



108

wn worldnewsdotcom

Things to do in Pensacola: Pensacon; Chocolate and Cheese Fest; Pawdi Gras; Beer Olympics

Seven days out is your guide to entertainment events, concerts, festivals and activities in Escambia and Santa Rosa counties. MONDAY Sam Barber 6 p.m., doors; 7 p.m., show; Monday, Feb. 10. Vinyl Music Hall, 2 S. Palafox St. Now that Sam Barber has your attention, he's looking forward to holding onto it a while. The 21-year old singer-songwriter from Southeast Missouri has already seen his career begin on a meteoric rise, and his upcoming debut album, Restless Mind, is set to send him into

https://article.wn.com/view/2025/02/09/Things_to_do_in_Pensacola_Pensacon_Chocolate_and_Cheese_Fest/



92.4k



108

Bella

Bella

2025-02-11

Luxurious beach breaks

Author:

United Kingdom | Magazine | Article area 7232cm² | Pages: 46, 47

escapes

Luxuri beach bre

Sandy beaches, crystal
and sunshine... what
you want on a lo

Adult-only getaway, Mauritius

Embark on a long-haul venture to Mauritius and fly direct to the eastern coast of Africa to explore lush landscapes and immaculate white beaches.

The 800-metre high mountains and forests in the island's interior are home to some of the world's rarest animals – you can spot geckos and tropical birds in Poste Lafayette National Park. The island is also surrounded by one of the largest unbroken barrier reefs in the world, so the scuba diving opportunities are on a par with the Maldives.

● Stay at the adults-only Veranda Paul & Virginie from £1156pp for seven nights, all-inclusive, flying from Heathrow in March 2025 with britishairways.com

Totally tropical Puerto Rico

Looking to ditch the morning frost and soak up some rays? Head to the Caribbean for a dose of vitamin D. Nicknamed the 'Island of Enchantment', Puerto Rico is a tropical paradise, bursting with natural beauty.

In Culebra, head to Flamenco Beach, known for its crystal blue waters lined with miles of white sand. Switch the beach for the colourful capital of San Juan where you can explore the Castillo San Felipe del Morro, a 16th-century fort built on a cliff overlooking the ocean.

● Stay at the Conrad San Juan Condado Plaza Hotel, from £1159pp for seven nights, room only, flying from London Heathrow in February 2025 with travelbag.co.uk

Flamenco Beach is known for its stunning clear waters

Bella



CIRCULATION

108,240

Bella

2025-02-11

Luxurious beach breaks

Author:

ous aks

Chill out at
Palaio Beach



Gorgeous Goa

This western part of India has a European feel with old churches, unique culture and a stretch of beautiful coast that looks over the Arabian Sea.

Baga Beach is one of Goa's most popular, with beach shacks and vibrant nightlife, while Palaio Beach offers a more laid-back retreat and a stunning view – ideal if you want to escape from the bustle of the busier resorts.

Away from the beaches, Anjuna Flea Market has handicrafts and souvenirs, or Dudhsagar Falls is one of India's tallest with a four-tier cascade.

● Stay at the Resort Lagoa Azul for seven nights, bed and breakfast, from £986pp, departing Manchester airport in January 2025 with tut.co.uk

l blue waters
t more could
ng-haul trip?

Take in the awe-inspiring
landscape of Mauritius

The sunshine state, Florida

It's not all rollercoasters and Mickey Mouse in Florida. Pensacola is a hidden gem, a thriving coastal city along the Gulf Coast in Northwest Florida that offers a perfect blend of stunning beaches, rich history and fabulous culture. It has two islands – Pensacola Beach and Perdido Key – which are the ideal setting for beach time, swimming or water sports, such as paddleboarding, kayaking and snorkelling.

For culture vultures, America's First Settlement Trail is a must. Local cuisine is a hot mix of Cajun spice and home-cooked southern soul food that will tantalise your taste buds.

● Stay at the Pensacola Beach Resort, from £1399pp for seven nights, room only, flying from Heathrow in February 2025, with haystravel.co.uk

Perfect for
families



Go wildlife spotting
at sunset



Explore exotic Sri Lanka

Sea turtles, river safaris, Buddhist temples and beautiful gardens await you on a long-haul beach holiday to Sri Lanka. This 11-night escape to Kalutara Beach, staying at the Tangerine Beach Hotel, ensures you get to experience the local culture while relaxing and enjoying the laid-back lifestyle on offer against a backdrop of palm trees and blue skies.

This bespoke itinerary includes visits to a bustling fish market and cooking demonstrations, the beauty of the Kalutara Temple, and a lazy river cruise on the Mada River, searching for exotic wildlife.

● An 11-night all-inclusive holiday starts from £1499pp, including transfers, excursions and return flights from Gatwick in May 2025, with justgoholidays.com

By Zoe Bishop, Pictures: Shutterstock

bellamagazine.co.uk Bella 17

Wanderlust

Wanderlust

2025-02-01

FLORIDA'S PANHANDLE

Author:

United Kingdom | Magazine | Article area 580cm² | Pages 185-186



FLORIDA'S PANHANDLE

Best for: Outdoor adventure, wild beaches, old-world charm

One of Florida's best-kept secrets is the Panhandle, which lies in the north-west of the state, fringing the emerald waters of the Gulf of Mexico with its dazzling, sugar-white beaches. Home to artsy coastal communities and beachfront state parks, the Panhandle has no end of distractions to tempt you away from your sun lounger.

PENSACOLA
Pensacola lies at the western end of the Panhandle and sets the bar high with its pristine beaches, lively oceanfront eateries and its historical landmarks honouring the region's mix of Indigenous American, European and African American heritage. Five flags have flown over the bayside city since Spanish Conquistador

Coastal glamour
(opposite page)
The John Pennekamp Coral Reef State Park in Key Largo is filled with subterranean statues; (this page, top to bottom) Pensacola Beach and Pier; Palafox Street is the heart of Downtown Pensacola; the marina of Pensacola



Don Tristan De Luna landed in 1559 to colonise the northern Gulf Coast, with each nation – including France, the UK and Spain – leaving its mark on the region's food and culture.

The Voices of Pensacola multicultural centre highlights the city's diversity, while the Belmont-DeVilliers Cultural Heritage Museum celebrates the city's historic African American neighbourhood. And after a day exploring, join the locals at the Sandshaker Lounge for a vivid sunset and a glass of Pensacola Beach's signature drink, the Bushwacker.



PANAMA CITY BEACH

Regularly making the USA's best beaches list, Panama City Beach has 43km of sparkling sands. It also has dozens of artificial reefs, providing an underwater playground for divers and snorkellers. Hop on the Shell Island Shuttle to kayak, swim



For more information, go to: visitflorida.com

www.wanderlustmagazine.com 185

Wanderlust

2025-02-01

FLORIDA'S PANHANDLE

Author:

or snorkel on nearby Shell Island, or sign up for a guided boat tour to give yourself a chance to spy bottlenose dolphins offshore.

A stopover for migrating birds and butterflies, St. Andrews State Park offers overnight camping and glamping, as well as daytime adventures of the swimming, surfing and snorkelling kind. Another wild option is Camp Helen State Park, which is bordered by the Gulf of Mexico and Lake Powell – Florida's largest coastal dune lake. It offers hikers and wheelchair users the chance to see resident white-tailed deer, squirrels and opossums on its accessible trails.

DESTIN-FORT WALTON BEACH

Old World hospitality, calm Gulf waters and squeaky, soft sand make Destin-Fort Walton Beach the ideal place for a slow-paced adventure. The coastal waters here take on a bewitching emerald shade that is best enjoyed among the wild beaches and nature trails of Henderson Beach State Park.

Afterwards, you can fuel up on fresh-from-the-ocean seafood at one of the local restaurants you'll find along Okaloosa Island's Boardwalk, a glittering array of entertainment and dining that runs along the coast.

Sign up for something new, such as surfing or kiteboarding. Lessons are available for all levels of experience. Try parasailing for a bird's eye view of the beach or snorkelling, which could even bring you face to face with a turtle. Back on land, the Boardwalk has plenty of casual restaurants that will welcome you and your board shorts in, however salty you are.

OTHER HIGHLIGHTS

A stone's throw from Destin and Panama City Beach, you'll find Cypress Springs, a natural spring just off the Intercoastal Waterway, which is a favourite for visitors who come here to kayak, paddleboard and swim in the constant 21 degrees Celsius water.

At Grayton Beach State Park, one of the stops along the Great Florida Birding Trail, visitors can search for shorebirds, bald eagles and osprey, before camping or staying overnight in one of the park's cosy cabins. And in the neighbouring beach community of Seaside, which scooped a starring role in the Jim Carrey film *The Truman Show*, take a spin around the gourmet food trucks of Airstream Row on Highway 30A, before a wander around the town's picturesque neighbourhoods and pastel-coloured homes.



Wild fringes
(clockwise from top) The Kitty Hawk Kites Festival on Okaloosa Island; Crab Trap beach bar, Okaloosa Island; white-tailed deer in St. Andrews State Park; a pelican on Pensacola Beach; Panama City Beach

Florida like a local

"The Perdido Key State Park and Johnson Beach are perfect spots for birdwatching, kayaking or relaxing on white-sand beaches. Nature trails meander through the dunes, offering opportunities to see local flora and fauna, which includes dolphins and turtles."

Jennifer Parnell, marketing director at FieraBoma

"Pensacola Beach is committed to providing accessible beach experiences for everyone. As part of this, Mobi-Mats are installed at several beach entrances, offering a stable surface for wheelchairs, pushchairs and pedestrians to reach the shoreline."

Robbie Schrock, director of administration, Santa Rosa Island Authority



186 February/March 2025

Press snapshot: February 2025



Secured Coverage:

9

Combined Print, Online,
Broadcast and Social
Features

\$73,999

Estimated Total Media
Value

268,600

Estimated Total Media
Impressions

2 pieces of print coverage
& 7 pieces of online
coverage

1 million
Total Monthly Website
Visits

3.2 million
Total Monthly Unique
Website Visitors



Southern Living

The 6 Most Beautiful White Sand Beaches In Florida

By [Susan B. Barnes](#) Updated on February 16, 2025



[Pensacola](#)



COURTESY OF VISIT PENSACOLA

PHOTO: COURTESY OF VISIT PENSACOLA

With 1,350 miles of coastline, Florida offers a wide variety of beach options when it comes to enjoying the Atlantic Ocean.

At the westernmost edge of Florida is Pensacola and its spectacular shores, including Pensacola Beach and Perdido Key (Spanish for "lost island"). These beaches are so spectacular, in fact, that they've been ranked among the best in the U.S. by Dr. Beach, the Travel Channel, TripAdvisor, and USA Today.

Southern Living
UVM: 11,524,250

The Atlanta Journal-Constitution

Enjoy a winter getaway to these warm-weather destinations

These 4 places have something everyone in the family will enjoy



Pensacola Beach, Fla.

On the Florida Panhandle, Pensacola Beach provides as much or as little as you would like to do during your vacation. Adventurers in the group will love parasailing with [Radical Rides](#), while those looking for something more low-key will enjoy a dolphin-watching tour with [Frisky Mermaid Boat Tours](#). A fun way to explore on the water is by kayaking at night with [Glow Paddle](#) in clear kayaks lit up with LED lights. When it comes to accommodations, consider one of the beachfront condominiums at [Emerald Isle](#). These offer up to three bedrooms with full kitchens and balconies overlooking the beach and swimming pools.

The Atlanta Journal-Constitution
UVM: 2,959,691



6 incredible places to scuba dive right now

A Black m

By Adrienne Jord



Adrienne Jord

From magical c
Maldives, scuba
2017 after gettin
with the landsca
manta ray or a s
certifications, I t

For advanced divers

Pensacola, Florida



Bridge of the USS Oriskany underwater wreck off the coast of Pensacola, Florida. Image: Brandi Mueller/Getty Images

The dive scene: Pensacola's dive sites center around dozens of breathtaking shipwrecks, but visibility can vary based on the weather and wind patterns, which can be a challenge for new divers. You'll want to head to [Dive Pros](#) to grab dive gear—including Nitrox tanks, which provide specialized enriched air, a plus when diving shipwrecks. The staff at Dive Pros were friendly and will help make sure you understand and feel comfortable using their Nitrox equipment.

Where to head underwater: The crème de la crème of Pensacola's shipwrecks is the 900-foot [USS Oriskany Naval Warship](#), the largest artificial reef in U.S. coastal waters. You should at least be [PADI Advanced Open Water Diver](#) certified, as the top of the ship's tower sits at 84 feet. While on the boat, there were advanced technical divers that ventured deeper to explore the bottom of the ship at 200-plus feet. My favorite part of the dive was swimming through the captain's cabins, gun turrets, and ringing the ship's bell. You'll see everything from sea turtles and panofish to lobster—I even saw a resident goliath grouper that let me get quite close.

Looking for a guided dive? [Nauti Dive Charters](#) specializes in recreational and technical diving trips for advanced shipwreck divers.

What to do on land: Join a free ranger-led tour of [Fort Pickens](#), which once housed Union troops and Apache leader, Geronimo. Stroll, sightsee or fish for mahi, whiting, flounder and

Tripadvisor
UVM: 81,600,258



25 Warm-Weather Vacations Our Editors

Love to T

Pensacola/Perdido

When you want
sunshine, warm
editors.

By [Ginger Crichton](#)

At some point ev
skies, heavy clo
My husband and
and we just keep
see the blue box
now-familiar sag
sun-drenched pl
Here are 25 of o



Visitors to the Pensacola Lighthouse, built in 1859, can climb 177 steps to the top of the tower and explore exhibits in the restored keeper's quarters at the base. Courtesy of Visit Pensacola

Florida

Florida Keys

"A beach destination for history lovers? Yep. Pensacola was America's first settlement and you can learn about that on a [walkable, QR-coded trail](#)," says Julia Sayers Gokhale. "The city has Northwest Florida's only historic downtown, too, so there's plenty to do outside of sunning yourself on the pristine beaches. Climb to the top of the [Pensacola Lighthouse](#), or purchase a ticket that gives you access to all the [Historic Pensacola](#) museums for a week. Once a month, the city hosts a [Gallery Night](#) on the streets of downtown, which highlights a different theme and local artist each time. When you're ready to hit the beach, take the free ferry from downtown to [Pensacola Beach](#). Or drive a little farther to [Perdido Key](#), where you can visit the [Flora-Bama](#), an iconic bar on the Florida-Alabama line. (You can't leave without ordering a bushwacker, a signature boozy frozen drink.)"

Midwest Living
UVM: 257,659

VISIT PENSACOLA BOARD MEETING

March 19, 2025

Sales & Services



VISITPENSACOLA SALES & SERVICE SUMMARY

February 2025

17
FY 57
LEADS

2
FY 15
BOOKINGS

0
FY 0
ASSISTS

2725
FY 8,247
REFERRALS

0
FY 3
SERVICE
REQUEST

Leads

Meeting Name	Econ. Impact
2025Wedding Welcme Party	\$25,500.00
2025 Andrews Research and Education Foundation	\$19,000.00
2025 Lionfish and Mermaid Festival	\$44,500.00
2027 SEC-AAAE Annual Conference	\$200,000.00
2028 SEC-AAAE Annual Conference	\$200,000.00
2026 HIV + Hepatitis Technical Assistance Mtg	\$360,000.00
2025 March-June USSSA Baseball Tournaments	\$2,71,000.00
2026 National Workshop	\$200,000.00
2025 Vampire Beach Rugby Tournament	\$19,500.00
2025 Women's Retreat	\$12,500.00
2025 Second Baptist Church Youth Mission Trip	\$43,750.00
2025 Sales Meeting- Energy Co	\$60,000.00
Total	\$4,085,250.00

Bookings

Meeting Name	Econ. Impact
2025 February USSSA Baseball Tournament	\$165,000.00
2025 FHSAA Region 1 Track and Field Meet	\$697,500.00
Total	\$862,500.00

Lead Room Nights & Delegates

10,339 Room Nights	5,185 Delegates
20,389 YTD	9,459 YTD

Booked Room Nights & Delegates

1,500 Room Nights	1,100 Delegates
4,425 YTD	3,734 YTD

Perdido Key Visitor Center

Personal Assists	1637
Phone Assists	43
Total Visitors	586
Total Non-Visitors	219
First Time Visitors	68
FY25 Total Visitors	1637
FY25 Non-Visitors	684223
Total Guides Mailed	1919
Total Guides Downloaded	212

Pensacola Visitor Center

Personal Assists:	1843
Phone Assists	273
Total visitors	898
Total Non-visitors	945
First Time Visitors	236
FY25 Total Visitors	2799
FY25 Non-Visitors	945

Pensacola Beach Visitor Center

Personal Assists	3120
Phone Assists	106
Total Visitors	3397
First-Time Visitors	2796
FY25 Total Visitors	13312
FY25 Non-Visitors	0176
Guides Emailed / Mailed	421

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

FEB 2025

34
Partner
Visits

4
Partner
Inquiries

3
Community
Outreach

273 Partner
Assists

65
Hospitality
Round Table

New Partners

- Hair + CO
- Kristen Coberly Photography
- Redefine- Skin and Body

Community Outreach

- Flora-Bama Winter Visitor Events (Two)
- Pensacola Chamber Legislative Luncheon

Partner Activity Report

Activity	Added	Updated
Accounts	0	13
Listings	2	19
Contact	4	13
Events	3	189

Upcoming Events & Meetings

Hospitality Roundtable Luncheon

Date: Tuesday, April 15 - 11:00 AM

Location: Lillian's Pizza | Register

Board of Directors

Date: Wednesday, April 23 - 3:00 PM

Location: Bowden Building

Partner Visits

- Veteran's Park CEO
- Pensacola Beach Resort
- Rodizio Grill
- Evolve Medical
- Comfort Inn Navy
- Union Public House
- Ron Jons
- Culinary Productions
- Unique Boutique
- CareerSource ESCAROSA
- Redefine Spa
- Water Pig
- Red Fish Blue Fish
- First City Arts
- Pensacola Beach Resort
- Salted Rose
- Piazza Pizza
- Paradise Bar and Grill
- Bodacious Shop
- Jewelers Trade Shop
- SRIA
- Frisky Mermaid
- Pensacola Beach Chamber
- Courtyard Downtown
- Hilton Garden
- Holiday Express
- 850 Bar & Grill
- Gulf Coast Brew Group
- Coastal Cat Café
- Courtyard West
- Best Western
- UT Boutique
- Camilla's
- Atlas Oyster House

Partner News

- 2025 Military Deals/Promos
- Spring/Summer Deals!
- Join Bandwango!