



VISIT PENSACOLA BOARD MEETING

March 29, 2023



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



Board of Directors Meeting

March 29, 2023

3:00 p.m. – 5:00 p.m.

Courtyard by Marriott Pensacola West
3200 W. Nine Mile Road, Pensacola

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) Approval of Minutes from the February 28, 2023, Board Meeting*
 - b) Revisit Pensacola Strategic Plan Committees
4. New Business
 - a) Finance Committee Monthly Report*
 - b) Open “At-Large Director” position*
 - c) Market Penetration Study, Downs & St. Germain
 - d) Pensacola Sports Funding Request, Presentation by Ray Palmer
5. Marketing/Showcase
6. President/CEO
 - a) Sun Belt Conference
 - b) Florida Tourism Day
 - c) Updates
7. Adjourn

** Action Item requiring board vote.*



Visit Pensacola Board of Directors Meeting
Tuesday, February 28, 2023
Studer Community Institute

Board Members Present: Tim Carn, Rachael Gillette, Brent Lane, Dae Patel, Warren Sonnen, Sid Williams-Heath, Amanda Mills, Greg Harris

Board Members Absent: Terry Branch

Staff Members Present: Darien Schaefer, Lindsey Steck, Shawn Brown, Tia Robbins, Wandy Samuel, Kaya Man, Melissa Bailey

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

There was no public comment.

Old Business

Motion to approve the Board meeting minutes from January was made by Warren Sonnen, seconded by Dae Patel and approved unanimously.

Brent Lane provide an update regarding Darien Schaefer's contract noting that it had been originally configured so that his contract would coincide with the fiscal year.

ReVisit Pensacola Strategic Planning Committee

Several Board members had submitted their request to serve on the ReVisit Pensacola Strategic Planning committees. Board members in attendance were asked to sign up for their preferred committees. Lane is scheduling an Executive Committee Meeting via Zoom for March 14, 2023 at 4 p.m.

Finance Committee Report

Sid Williams-Heath gave the finance committee report.

FY23 January Takeaways:

January 2023 shows a net loss of (\$47K), which is due to the payment of \$150K applied toward the advance.

Major Highlights:

- The remaining balance of the \$3.5 Million advance is \$2,200,000 to be paid back by the end of the year.

- There are 12 more partners as of 1.31.23 than 1.31.22, resulting in \$19K more in partnership dues.
- Pensacola Sports had their submission for January for the total of \$115K. They have received \$400K of the \$800K advance in \$80K installments as per their FY23 agreement.
- ACE has no submissions for FY23 year to date. ACE has yet to sign their FY23 contract with Visit Pensacola.

Motion to approve the financials made by Warren Sonnen seconded by Tim Carn and approved unanimously.

SimpleView Pay Per Click

Darien Schaefer commented on the Simpleview contract and invited Shawn Brown to give an overview of Pay Per Click. PPC are bidded upon search terms that help the destination show up higher in search engines like Google and Bing. Sid Williams-Heath said this is a one-year continuation of an existing contract at the same pricing.

Motion to approve made by Dae Patel. Second by Amanda Mills and approved unanimously.

At-Large Position

Tia Robbins has joined the Visit Pensacola sales team as the new Destination Sales Manager and has to step down from the Board of Directors. Schaefer said there were a number of good candidates the Nominating Committee had considered back in August. Schaefer invited Board members to encourage additional candidates to apply as well. Lane said he would like someone chosen by the March Board meeting and will discuss candidates at the Executive Committee meeting and make recommendations.

Showcase Pensacola FY 2022 Review

Michelle Corley gave the overview. The results shared represent trackable advertising like digital ads versus radio, TV, and billboard. Actual results are greater.

Greg Harris asked if there were projections for these campaigns, how did the final data compare to those projections, and was there any surprises. Dick Appleyard explained these are similar campaigns that run year over year and they continue to grow results. Corley noted that the tactics and markets change from year to year so it's not an apples to apples comparison but more oranges to apples. Williams-Heath asked if there is a fitness or a health and wellness campaign. Appleyard said not currently but the team would be happy to evaluate that interest.

President/CEO Report

The Sun Belt Conference Basketball Tournament started today. Schaefer reviewed the schedule. Mills asked about the length of the contract. Schaefer said the contract is through 2025 and there's current discussion about extending.

TDT Collections from December received in January were down 6% over last year. Fiscal Year to Date receipts are down about \$100,000 or 1.9%. Looking forward, KeyData shows revenue is trending up for January – April.

Visitor Center digital monitors are coming to the Visitor Centers and would be completed by the end of March.

Schaefer and Shawn Brown have met with the City of Pensacola on the placement of the Kiosks. Three locations along Palafox Street have been submitted to the City and will go to engineering to review power/internet connections. The goal is to keep moving the process along for installation in April.

Matt Powell proposed a new activity called “Bike the Bridge” using a location in Wayside Park for the bike rentals. The city has greenlighted the project but asked Visit Pensacola to do it as well. There were no objections from the board.

Schaefer revisited a few of the objectives established for him in his review.

- Partner Survey – Will launch during NTTW
- Filling out the organizational chart – hired one, final interviews for the other two
- Staff Development – in process, discussing with staff. Schaefer reminded the board that Visit Pensacola already offers a lot of staff development including Leadership Pensacola, FPRA, Entrecon, conferences, and tourism related programs.
- Finance Committee being involved in budget process. He’s been working on that process and timeline with Wendy.

Lane asked for Board updates

- Amanda Mills – Sun Belt is looking great for hotels. February ending on a high note and March looks great.
- Sid Williams – Heath – Cultural Center renovations start tomorrow. Lots of shows happening, get your tickets!
- Warren Sonnen – Mardi Gras was good. Friday was good but cold. Sunday there was an exotic car show and that went well. This week, Saturday is a Grog Crawl, end of March is march madness fundraiser for Boys and Girls Club. He did bring up the quarterly marketing update. His team gave him feedback that they felt like the content was a duplicate of other meetings. Williams Heath chimed in and said that as a stakeholder it was good. He brought up the original conversation and the meeting execution. Tim Carn asked for language to be included on the survey.
- Greg Harris – Without a home for a few weeks due to Sun Belt. Great to have events at the Bay Center. Team is seeing record numbers and groups coming over for tickets.
- Dae Patel– Gearing up for spring break, things look good
- Brent Lane – Radio station is doing well, lots of events
- Rachael Gillette – Foot traffic downtown has been great. Good revenue, looking forward to spring break.

- Tim Carn – Vacation Rental spring is here, slow to start but picking up. More of occupancy vs. ADR.

The meeting was adjourned at 4:45 p.m.

Respectfully submitted, Lindsey Steck



VISIT PENSACOLA BOARD MEETING

March 29, 2023

VP Financials



Visit Pensacola Financial Report February 2023

FY23 FEBRUARY TAKEAWAYS:

Unified February 2023 shows a net income of \$238K, which is due to moving the advertising income from the Balance Sheet to the Income Statement.

MAJOR HIGHLIGHTS:

Visit Pensacola has paid \$1.5M of the advance, with a remaining balance of \$2,000,000 to be paid back by the end of the year

There are 2 more partners as of 2.28.23 than 2.28.22, which resulted in \$13K more from partnership dues.

Pensacola Sports has no submissions for February.

ACE has no submissions for FY23 year to date. ACE has yet to sign their FY23 contract with Visit Pensacola.

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 \$13K more from partnership dues than same time last year.
H	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$585,276.09 (We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$49,518.05
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$636,894.14
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$504,487.83
H	Operations \$41,573.17
H	Personnel \$83,747.15
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$629,808.15
H	VISIT PENSACOLA Only Month to Date Net Income=\$7,085.99
D	UNIFIED Year to Date TDT revenue totaled \$4,003,056.83
D	UNIFIED Year To Date Private revenue totaled \$203,225.26
D	UNIFIED Year to date total Revenue = \$4,204,182.09
	UNIFIED Year to date expense:
D	Direct Programming \$3,211,504.41
D	Operations \$201,256.50
D	Personnel \$555,613.20
D	UNIFIED Year to Date total Expense = \$3,968,374.11
D	UNIFIED Year to Date Net Income=\$237,907.98

County Submissions

*	January's submission totaled \$829K was paid on 3.1.23 with no denials.
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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

	Feb 28, 23	FORM A NOTES
ASSETS		
Current Assets		
Checking/Savings		
1025 · EFT TDT #4196	552,764.65	Electronic funds from Cty
1010 · TDT Op #2290	256,321.05	TDT Operating account
1030 · Partner#2177	475,553.39	Private funds Operating account
1035 · Reserves #3955	965,014.62	Private funds Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings	2,249,768.71	
Accounts Receivable		
1200 · Accounts Receivable		
1200-99 · PSA Advance	71,500.37	
1200-3 · HRT Receivable	40.00	
1200-4 · Tourism Receivables	1,383,340.27	February and ACE invoices
Total 1200 · Accounts Receivable	1,454,880.64	
Total Accounts Receivable	1,454,880.64	
Other Current Assets		
1500 · Gift Cards	1,000.00	Gift Cards from Nick's Boathouse and Crab Trap
		Sprout Social, Arrivalist, Simpleview, VisitApps, Visa
		Vue, STR, Destinations International, VR Market Data,
1405 · Prepaid Misc.	178,271.30	Adara, Monsido
1410 · Prepaid Insurance	30,992.28	Flood, Wind, Property, D&O
1400 · Prepaid Postage	282.90	
Total Other Current Assets	210,546.48	
Total Current Assets	3,915,195.83	
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	1,151.59	
Total Fixed Assets	1,151.59	
TOTAL ASSETS	3,916,347.42	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	0.00	
Total Accounts Payable	0.00	
Credit Cards		
2000 · Visit Pensacola P-Card	55,065.68	Current month Pcards TDT
2002 · Regions Membership PCard	6,136.38	Current month Pcards Membership
Total Credit Cards	61,202.06	
Other Current Liabilities		
2660 · Pass through payment	-1,755.71	OAR Festival
2700 · Unearned Revenue	2,002,100.00	
2999 · Salaries payable	59,228.98	FY22 accrual of PTO
25500 · Sales Tax Payable	176.25	
Total Other Current Liabilities	2,059,749.52	
Total Current Liabilities	2,120,951.58	
Total Liabilities	2,120,951.58	
Equity		
32000 · Unrestricted Net Assets	1,559,587.86	FY14 to FY22 Net Income
Net Income	235,807.98	FY23 Net Income
Total Equity	1,795,395.84	
TOTAL LIABILITIES & EQUITY	3,916,347.42	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	Feb 23	Oct - Feb 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4000 - Tourism Development Tax-TDT	585,276.09	4,003,056.83	11,400,000.00	7,396,943.17	65%	As billed/allowed by County. Recognize Income as billed
4050 - TDT Supplemental	0.00	0.00			#DIV/0!	
4100 - Membership Dues	2,299.98	116,706.27	130,000.00	13,293.73	10%	
4150 - Advertising Income	44,950.00	75,163.22			#DIV/0!	
4155 - Partner Co-Ops	2,000.00	2,000.00		(2,000.00)	#DIV/0!	
4150 - Advertising Income - Other	0.00	0.00	126,200.00	126,200.00	100%	
Total 4150 - Advertising Income	46,950.00	77,163.22	126,200.00	124,200.00	98%	
4300 - Consignment Sales	7.25	46.00	0.00	(46.00)	#DIV/0!	
4400 - Gifts in Kind - Goods	0.00	0.00	170,000.00	170,000.00	100%	
4600 - Misc Income	10.82	43.77	500.00	456.23	91%	
4640 - Event Income	2,350.00	9,266.00	15,000.00	5,734.00	38%	
Total Income	636,894.14	4,206,282.09	11,841,700.00	7,710,581.13	65%	
Gross Profit	636,894.14	4,206,282.09	11,841,700.00	7,710,581.13	65%	
Expense						
1 - Direct Programming						
5080 - American Magic	0.00	1,000,000.00	1,000,000.00	0.00	0%	
5090 - Marketing Research	31,313.32	150,911.00	395,000.00	244,089.00	62%	
5100 - Advertising/Media	80,501.37	145,647.05	545,400.00	399,752.95	73%	
5110 - Public Relations	11,129.85	62,904.52	116,300.00	53,395.48	46%	
5120 - Advertising Production	0.00	13,525.45	110,700.00	97,174.55	88%	
5130 - Internet Site Production	10,878.53	82,820.18	190,000.00	107,179.82	56%	
5140 - Festivals & Events Granted	3,925.00	88,118.00	172,500.00	84,382.00	49%	
5141 - Festivals & Event Local Support	10.74	6,198.24	361,500.00	355,301.76	98%	
5142 - Festival & Event Mini Grants	0.00	0.00	100,000.00	100,000.00	100%	
5150 - Consumer Promotions	8,841.46	28,351.09	100,000.00	71,648.91	72%	
5160 - Sales Promotions	4,841.29	22,153.45	122,000.00	99,846.55	82%	
5170 - Brochures and Collateral	75.25	5,334.94	164,200.00	158,865.06	97%	
5190 - Showcase	304,326.40	1,196,014.91	3,460,700.00	2,264,685.09	65%	
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	21,727.50	50,996.34	129,500.00	78,503.66	61%	
5230 - Dues and Subscriptions	2,886.99	15,692.03	47,600.00	31,907.97	67%	
5400 - Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 - Disallowed Travel Expense	844.20	2,542.33	3,000.00	457.67	15%	
5400 - Business Travel & Entertainment -	13,228.30	34,821.35	142,000.00	107,178.65	75%	
Total 5400 - Business Travel & Entertainment	14,072.50	37,363.68	145,000.00	107,636.32	74%	
5500 - Visitor Awareness Education	9,957.63	40,563.89	86,100.00	45,536.11	53%	
7000 - PSA Sporting Events	0.00	260,534.64	577,200.00	316,665.36	55%	
7400 - ACE - DP	0.00	0.00	1,638,000.00	1,638,000.00	100%	
Total 1 - Direct Programming	504,487.83	3,211,504.41	9,611,700.00	6,400,195.59	67%	
2 - Operating Costs						
5520 - Committee Expenses	388.94	761.94	2,000.00	1,238.06	62%	
5450 - Auto/ Local Travel	778.14	3,199.36	17,000.00	13,800.64	81%	
5600 - Building Maintenance & Repair	9,590.79	46,139.97	68,000.00	21,860.03	32%	
5610 - Computer&IT Maintenance&Repair	2,206.29	10,315.98	34,500.00	24,184.02	70%	
5630 - Insurance Building & Content	3,156.48	13,792.59	28,853.00	15,060.41	52%	
5640 - D & O and Liability Insurance	414.49	2,072.45	7,000.00	4,927.55	70%	
5650 - Audit	0.00	15,000.00	19,000.00	4,000.00	21%	
5660 - Legal Services	0.00	5,296.50	16,000.00	10,703.50	67%	
5670 - CPA/ Financial Services	437.50	2,562.50	7,200.00	4,637.50	64%	
5690 - Depreciation Expense	0.00	0.00	0.00	0.00	#DIV/0!	
5700 - Postage	14,233.37	24,580.82	32,000.00	7,419.18	23%	
5710 - Supplies Coffee/Sodas	74.95	3,423.16	5,000.00	1,576.84	32%	
5720 - Office Supplies	1,162.49	3,953.66	15,000.00	11,046.34	74%	
5730 - Storage and Delivery	2,987.57	7,286.93	18,000.00	10,713.07	60%	
5750 - Rent	0.00	0.00	10.00	10.00	100%	
5760 - Telephone Service	0.00	2,690.36	9,000.00	6,309.64	70%	
5770 - Utilities	4,089.68	18,487.02	45,000.00	26,512.98	59%	
5780 - Copier	1,522.20	3,805.50	9,300.00	5,494.50	59%	
5790 - Capital Expenditures	0.00	3,085.23	25,000.00	21,914.77	88%	
5900 - Miscellaneous Expenses	126.20	410.54	1,217.00	806.46	66%	
5920 - Bad Debt Expense	0.00	0.00	2,500.00	2,500.00	100%	
6000 - Consignment Sales Expenses	0.00	56.97	0.00	-56.97	#DIV/0!	
6001 - Bank Service Charge	55.00	5,331.25	700.00	-4631.25	-662%	
6010 - Credit Card Processing Fee	172.83	1,594.60	2,920.00	1,325.40	45%	
6500 - Taxes	176.25	690.45	1,400.00	709.55	51%	
6940 - In Kind Expense	0.00	0.00	170,000.00	170,000.00	100%	
7001 - PSA Operations	0.00	26,718.72	76,960.00	50,241.28	65%	
Total 2 - Operating Costs	41,573.17	201,256.50	613,560.00	412,303.50	67%	
3 - Personnel Costs						
5800 - Salaries	66,418.94	339,972.49	972,200.00	632,227.51	65%	
5810 - Commissions	490.00	11,465.62	25,000.00	13,534.38	54%	
5830 - Auto	461.54	2,307.70	6,000.00	3,692.30	62%	
5840 - 401K Contribution Match	2,542.04	12,992.29	60,000.00	47,007.71	78%	
5850 - Employee Insurance	6,813.15	32,231.05	134,785.00	102,553.95	76%	
5870 - Drug Testing	78.00	145.00	400.00	255.00	64%	
5880 - Payroll Expense	6,943.48	35,252.78	107,215.00	71,962.22	67%	

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

	FORM D					
	Feb 23	Oct - Feb 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
5890 - Staff Education	0.00	0.00	3,000.00	3,000.00	100%	
7002 - PSA Personnel	0.00	121,246.27	307,840.00	186,593.73	61%	
Total 3 - Personnel Costs	83,747.15	555,613.20	1,616,440.00	1,060,826.80	66%	
Total Expense	629,808.15	3,968,374.11	11,841,700.00	7,873,325.89		
Net Ordinary Income	7,085.99	237,907.98	0.00			
Net Income	7,085.99	237,907.98	0.00			



VISIT PENSACOLA BOARD MEETING

March 29, 2023

Research



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

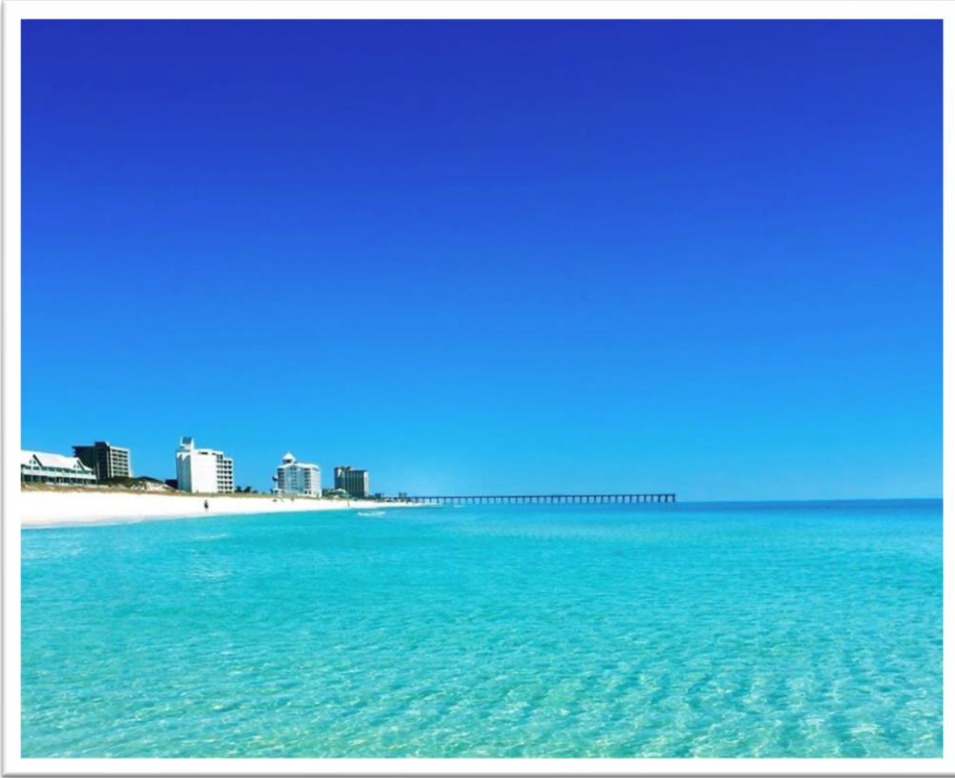
VISIT PENSACOLA

Monthly Dashboard
February 2023

By Downs & St. Germain Research



VISITOR SUMMARY – FEBRUARY 2023



February 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 February increased **+16.8%** compared to last year.
 - » Compared to February 2022, visitors had a shorter length of stay and larger travel party sizes, resulting in an increase in the overall number of visitors.
- » Hotel occupancy was up **+0.3%** from last year and ADR was up **+1.2%**, resulting in a RevPAR that was up **+1.5%** from last year.
- » Hotel room nights were up **+2.1%** compared to February 2022.
- » Compared to 2022, more visitors traveled with children.
- » Top markets for this month were Mobile and surrounding areas, Atlanta, Nashville, and Minneapolis – Saint Paul.

PENSACOLA DASHBOARD – FEBRUARY 2023

Visitors & Airline Passengers

Visitor Statistics	February 2022 ¹	February 2023	% Change
Visitors ²	101,100	118,100	+ 16.8%
Airline Passengers ³	158,642	173,322	+ 9.3%

Hotel Statistics

Hotel Statistics ⁴	February 2022 ¹	February 2023	% Change
Occupancy	63.1%	63.3%	+ 0.3%
Room Rates	\$112.68	\$114.01	+ 1.2%
RevPAR	\$71.10	\$72.17	+ 1.5%
Room Nights	139,566	142,442	+ 2.1%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	February 2022 ¹	February 2023	% Change
Occupancy	71.0%	63.4%	- 10.7%
Room Rates	\$93.10	\$102.39	+ 10.0%
RevPAR	\$66.10	\$64.94	- 1.8%
Room Nights	48,970	42,232	- 13.8%

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

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

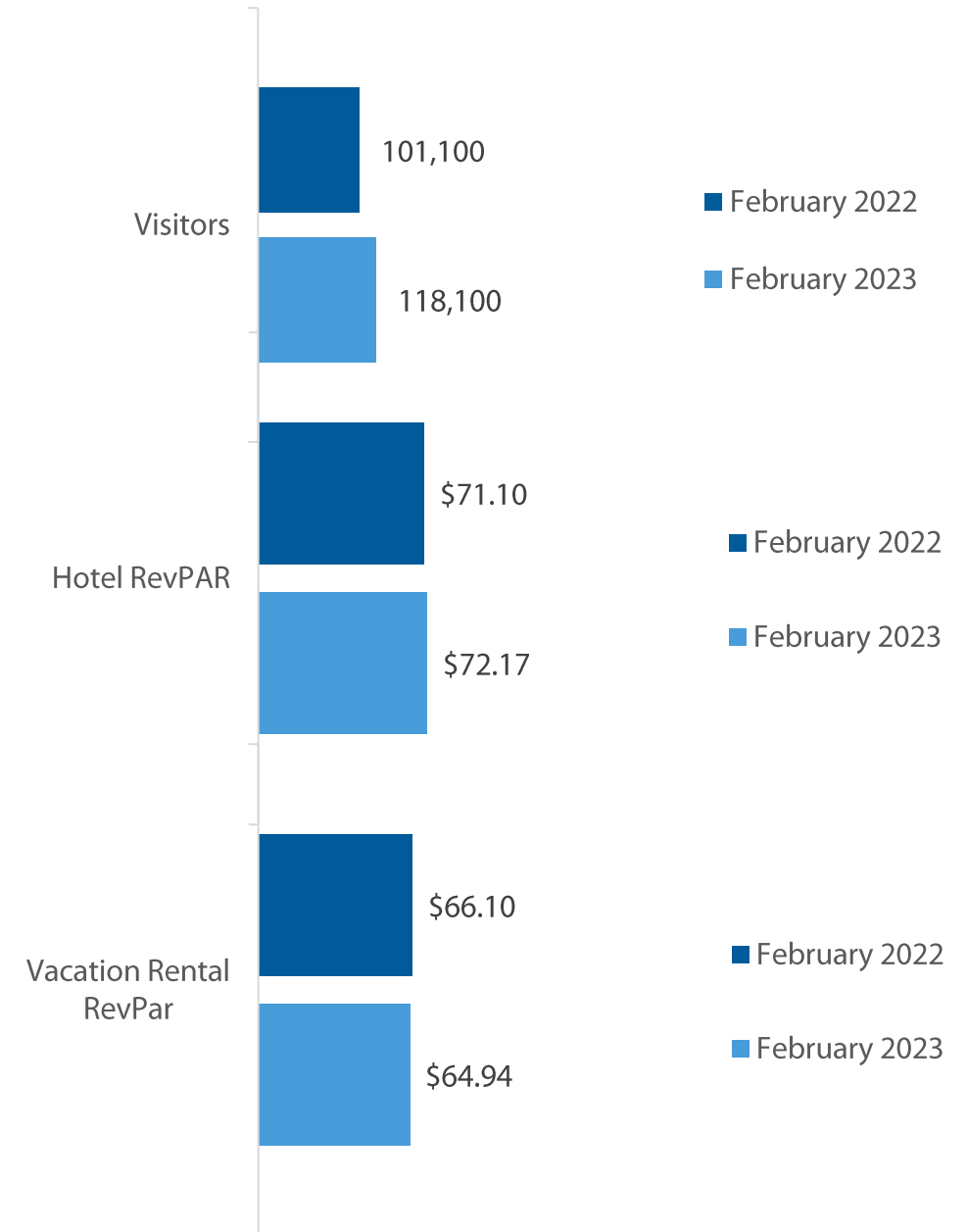
Adjustments may be made to these estimates at the end of the quarter, to account for quarterly fluctuations.

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 – FEBRUARY 2023)

Visitors & Airline Passengers

Visitor Statistics	FY 2022 ¹	FY 2023	% Change
Visitors ²	764,500	760,800	- 0.5%
Airline Passengers ³	872,837	918,358	+ 5.2%

Hotel Statistics

Hotel Statistics ⁴	FY 2022 ¹	FY 2023	% Change
Occupancy	59.5%	56.7%	- 4.7%
Room Rates	\$114.04	\$114.54	+ 0.4%
RevPAR	\$68.04	\$64.95	- 4.5%
Room Nights	705,039	682,258	- 3.2%

Vacation Rental Statistics

Vacation Rental Statistics ⁵	FY 2022 ¹	FY 2023	% Change
Occupancy	54.3%	43.7%	- 19.5%
Room Rates	\$128.14	\$145.03	+ 13.2%
RevPAR	\$69.58	\$63.33	- 9.0%
Room Nights	187,506	161,459	- 13.9%

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

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

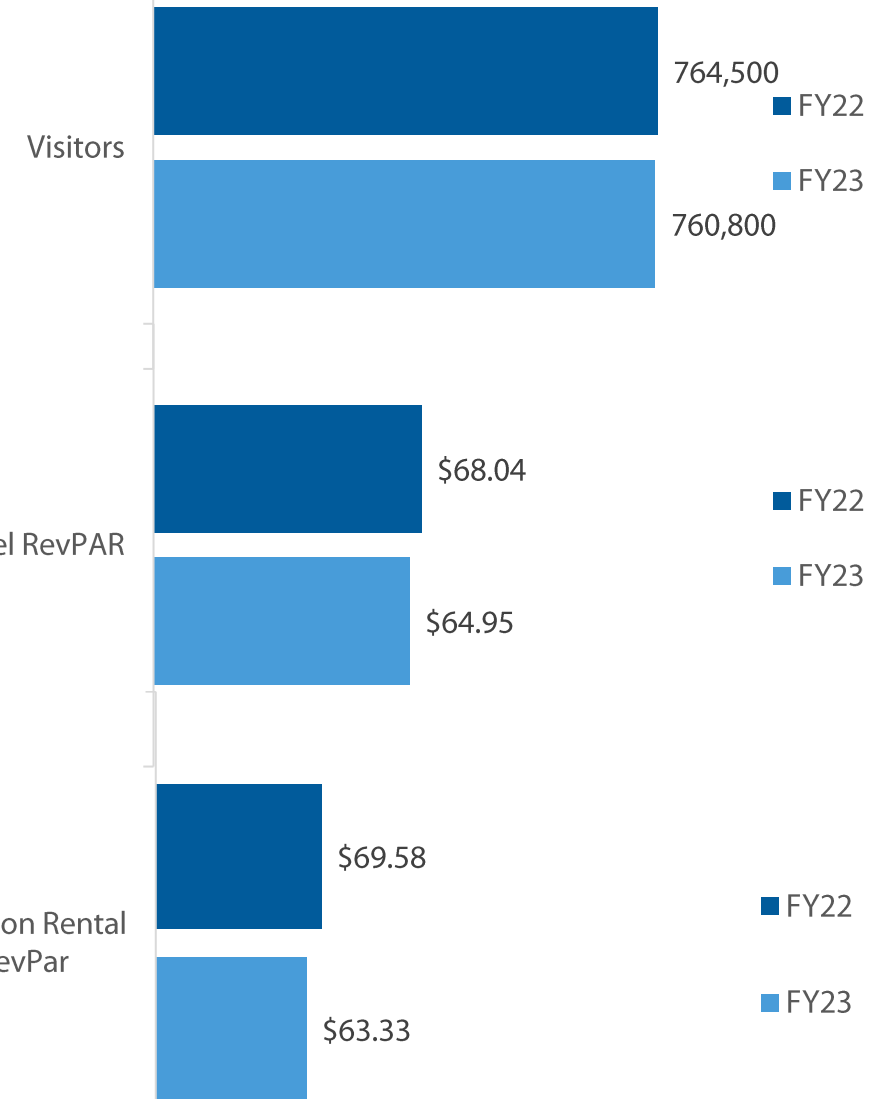
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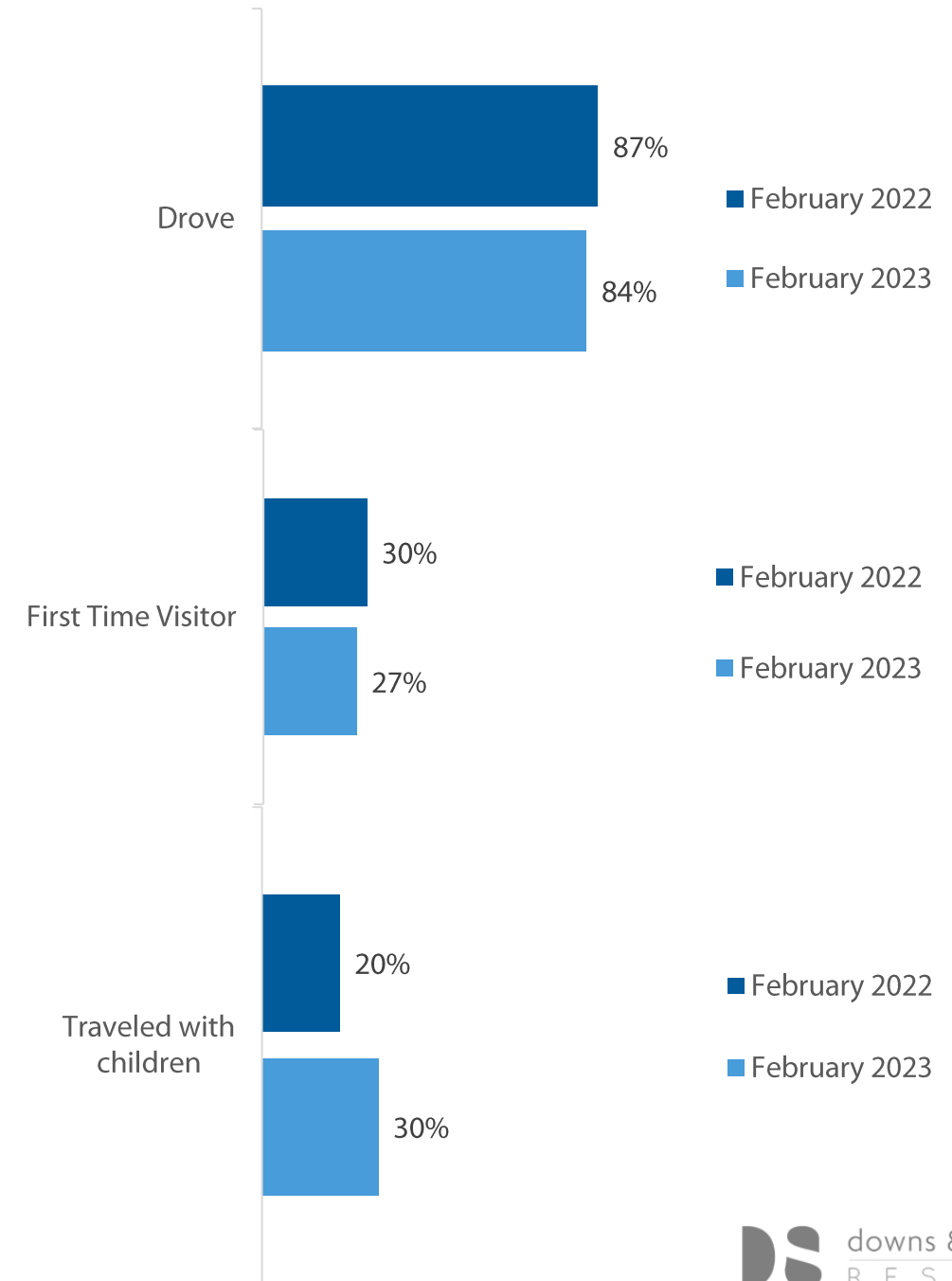
PENSACOLA DASHBOARD – FEBRUARY 2023

Top Visitor Origin Markets		
Markets	February 2022	February 2023
Mobile	17%	19%
Nashville	2%	4%
Atlanta	2%	3%
Minneapolis – Saint Paul	2%	3%
Kansas City	1%	2%
Charlotte	1%	2%
Milwaukee	1%	2%
Little Rock – Pine Bluff	<1%	2%
Panama City	2%	2%
Birmingham	2%	2%
New Orleans	2%	2%
Portland, OR	1%	2%
Raleigh – Durham	<1%	2%
Chicago	5%	2%
Montgomery – Selma	1%	2%
Houston	1%	2%

PENSACOLA DASHBOARD – FEBRUARY 2023

February Visitors	2022	2023
Stayed in paid accommodations	55%	59%
Drove	87%	84%
Length of stay ¹	8.8	8.0
Will recommend	96%	94%
First time visitor	30%	27%

February Visitors	2022	2023
Median Age	48	47
Gender (Female) ²	56%	63%
Household Income	\$86,300	\$87,800
Travel party size ¹	2.8	3.0
Traveled with Children	20%	30%



VISIT PENSACOLA

Monthly Dashboard February 2023

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



VISIT PENSACOLA

**2023 Market Penetration/
Market Potential Study**



METHODOLOGY

- » Visitor data are from surveys with 4,188 visitors to Visit Pensacola from October 2021 through September 2022 along with US Census data.
- » This analysis was conducted with two household income levels: \$75,000+ and \$100,000+
- » **Market Penetration** is the number of visitors to the Pensacola area living in households with incomes greater than \$75,000 divided by the number of individuals living in households with incomes greater than \$75,000 in the market. A similar analysis was also completed at the \$100,000 household income level. High market penetration offers a marketing advantage and more potential for continued growth.
- » **Number of Potential New Visitors** is the number of individuals living in households with incomes greater than \$75,000 who have not been to the Pensacola area. A similar analysis was also completed at the \$100,000 household income level.
- » It should be noted that the **Number of Potential New Visitors** does not take into consideration varying probabilities of success across markets in attracting visitors to the Pensacola area.
- » The goals of this study were to: 1) identify top markets for future growth based on their potential and market penetration, and 2) identify emerging markets for further exploration.



Market penetration is based on the number of visitors to the Pensacola area compared to the population in the markets. It does not indicate the level of success Visit Pensacola could achieve if advertising efforts were focused in these markets.

With that in mind it is important for Visit Pensacola to consider other factors of success such as direct flights, cost of advertising in markets, advertising already conducted in the market, etc. when evaluating these potential markets.

Established Markets with Continues Opportunities for Growth

Visitor tracking data as well as this analysis have shown the success marketing efforts have had in these markets. For the purposes of this study to identify potential new Emerging Markets, we are considering these markets as "Established Markets." However, marketing efforts should not slow in these areas as there is still ample opportunity for further growth.

- Dallas – Fort Worth
- Houston
- Atlanta
- Birmingham
- New Orleans
- Nashville**

Great Potential & Adequate Penetration:

- Chicago**
- Washington, DC**
- Minneapolis – St. Paul
- Detroit
- Denver**
- Raleigh – Durham
- St. Louis**
- Charlotte **
- Kansas City

Good Penetration & Adequate Potential:

- Montgomery
- Columbus, GA
- Biloxi – Gulfport
- Jackson, MS
- Baton Rouge
- Memphis
- Tallahassee – Thomasville
- Huntsville

Future Growth Potential:

- Milwaukee
- Cleveland – Akron
- Little Rock
- Louisville

EMERGING MARKET RECOMMENDATIONS*

To determine a potential emerging market, several variables must be considered. Ultimately, Visit Pensacola will have the best knowledge of their past and current advertising efforts and goals.

That said, we have listed a few of our recommended emerging markets for further exploration and discussion.

Recalling the Lifestyle Segmentation study, 2 of the top 3 lifestyle clusters (Beach-Bound Empty Nesters & Luxury Family Getaways) have a significant presence in Colorado and the Upper Midwest markets such as Denver, Minneapolis – St. Paul, and Milwaukee.

Recommended Emerging Markets

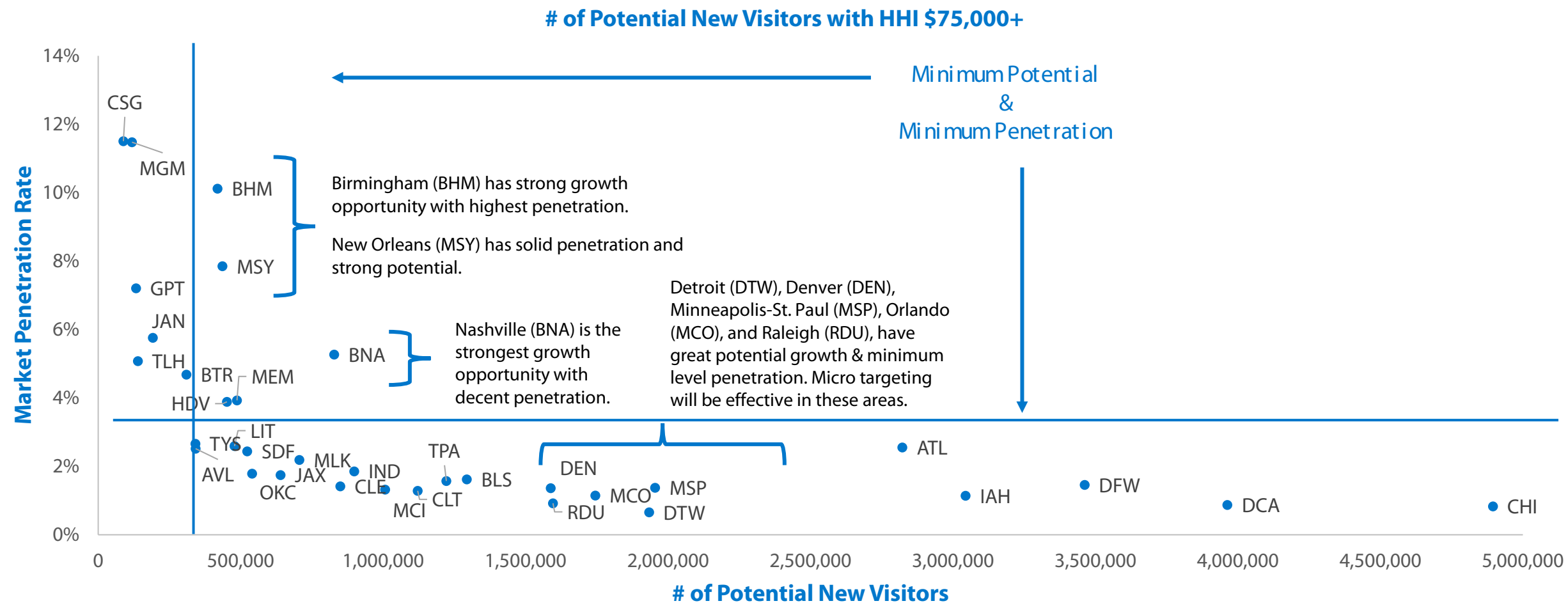
- » **Chicago****: High number of potential visitors with a direct flight
- » **Washington, DC**** - High number of potential visitors with a direct flight
- » **Minneapolis – St. Paul** - High number of potential visitors, parallels Lifestyle Segmentation study results
- » **Denver**** - High number of potential visitors, parallels Lifestyle Segmentation study results
- » **St. Louis**** - Decent market penetration, high number of potential visitors, with a direct flight
- » **Memphis** – Good market penetration, ideal if Visit Pensacola is interested in a smaller market
- » **Milwaukee** – Decent market penetration and number of potential visitors, seasonal direct flights, parallels Lifestyle Segmentation study results



ANALYSIS FOR HOUSEHOLDS WITH INCOME OF \$75,000 AND ABOVE



MARKET PENETRATION & MARKET POTENTIAL*



*Mobile and Panama City have been removed from graph due to their extremely low number of potential new visitors.
Miami/Ft. Lauderdale, Philadelphia, Boston, New York, and Los Angeles were removed due to their extremely low market penetration rate.
Market Penetration is the number of unique individuals in households with income greater than \$75,000 divided by the number of individuals living in households with incomes greater than \$75,000.
Number of Potential New Visitors is the number of individuals living in households with income greater than \$75,000 who have not been to the Pensacola area.

MARKET POTENTIAL/PENETRATION INDEX*

7

Market	Airport Code	Penetration Rate	Potential Visitors	Index	Market	Airport Code	Penetration Rate	Potential Visitors	Index
Mobile	BFM	88%	18,860	17.8	Minneapolis - Saint Paul	MSP	1%	1,954,238	1.6
New York**	JFK	<1%	10,938,537	7.5	Biloxi - Gulfport	GPT	7%	132,339	1.6
Los Angeles	LAX	<1%	7,095,066	4.9	Detroit	DTW	1%	1,933,654	1.4
Panama City	ECP	22%	57,558	4.5	Orlando**	MCO	1%	1,744,460	1.4
Chicago**	CHI	1%	4,894,744	3.5	Denver**	DEN	1%	1,588,024	1.4
Washington, DC**	DCA	1%	3,962,829	2.9	Jackson, MS	JAN	6%	191,769	1.3
Dallas - Fort Worth**	DFW	1%	3,462,134	2.7	Raleigh - Durham	RDU	1%	1,595,769	1.3
Atlanta**	ATL	3%	2,822,209	2.4	Saint Louis**	BLS	2%	1,293,543	1.2
Montgomery	MGM	11%	118,186	2.4	Baton Rouge	BTR	5%	309,713	1.2
Columbus, GA	CSG	12%	88,485	2.4	Tampa - St. Petersburg**	TPA	2%	1,221,854	1.1
Birmingham	BHM	10%	418,538	2.3	Memphis	MEM	4%	487,095	1.1
Houston**	IAH	1%	3,044,154	2.3	Tallahassee - Thomasville	TLH	5%	138,966	1.1
Philadelphia**	PHL	<1%	3,167,951	2.2	Huntsville	HDV	4%	451,898	1.1
Boston**	BOS	<1%	2,891,729	2.0	Charlotte**	CLT	1%	1,121,215	1.0
New Orleans	MSY	8%	435,495	1.9	Indianapolis	IND	2%	898,492	1.0
Miami - Fort Lauderdale**	MIA	1%	2,547,313	1.8	Kansas City**	MCI	1%	1,007,108	1.0
Nashville**	BNA	5%	827,927	1.6	Milwaukee	MLK	2%	705,632	0.9

*Index: The index benchmarks both the market penetration rate and the number of potential new visitors of a market to that of the all the top markets combined.

Therefore, a market with an index above 1 is more likely to have a higher market penetration and number of potential new visitors compared to all top markets.

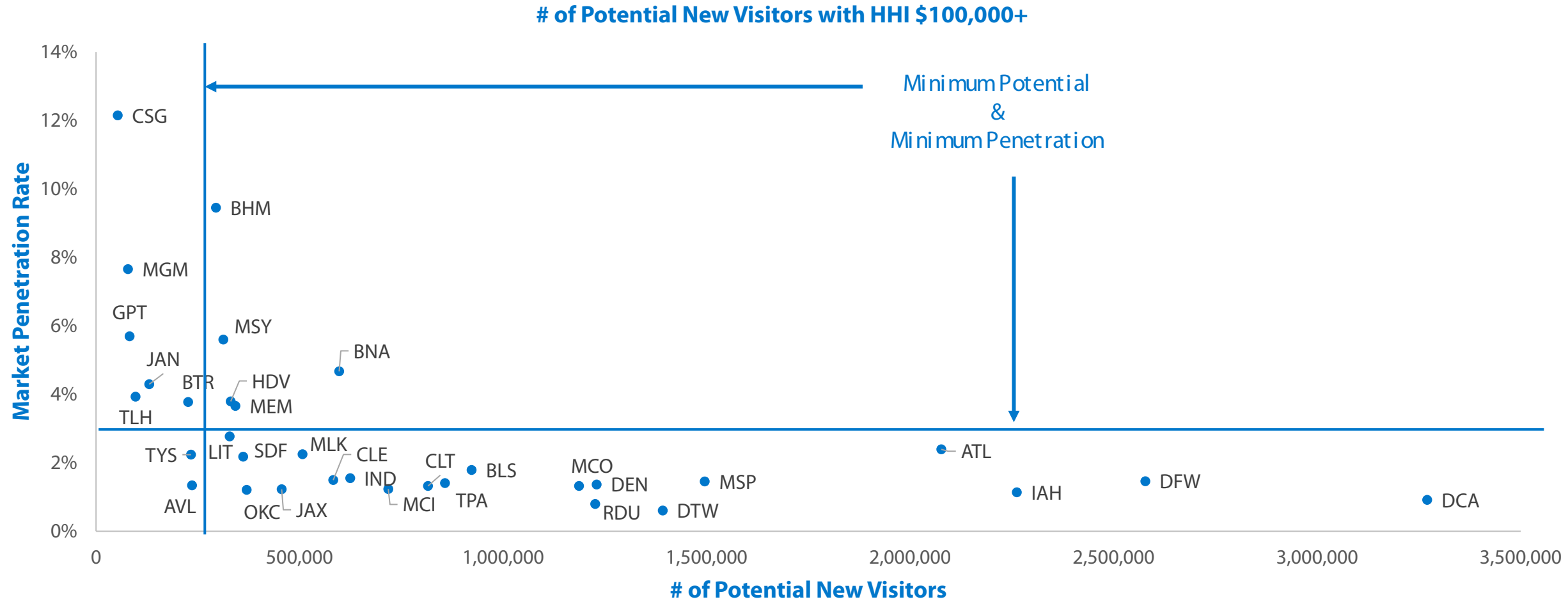
Only markets with an index above 1 shown in the table above. Milwaukee was also included due to solid a penetration rate and supporting data from the Lifestyle Segmentation Study conducted previously. Recommended emerging markets are highlighted in blue.

**Indicates a market with a direct flight to PNS.

ANALYSIS FOR HOUSEHOLDS WITH INCOME OF \$100,000 AND ABOVE



MARKET PENETRATION & MARKET POTENTIAL*



* Mobile and Panama City have been removed from graph due to their extremely low number of potential new visitors.
Miami/Ft. Lauderdale, Philadelphia, Boston, New York, Los Angeles, Washington DC and Chicago were removed due to their extremely low market penetration rate.
Market Penetration is the number of unique individuals in households with income greater than \$100,000 divided by the number of individuals living in households with incomes greater than \$100,000.
Number of Potential New Visitors is the number of individuals living in households with income greater than \$100,000 who have not been to the Pensacola area.

MARKET POTENTIAL/PENETRATION INDEX*

10

Market	Airport Code	Penetration Rate	Potential Visitors	Index	Market	Airport Code	Penetration Rate	Potential Visitors	Index
Mobile	BFM	53%	49,384	14.8	Denver**	DEN	1%	1,229,626	1.5
New York**	JFK	0%	8,681,377	8.3	Orlando**	MCO	1%	1,186,255	1.5
Los Angeles	LAX	0%	5,448,262	5.2	Detroit	DTW	1%	1,392,224	1.5
Panama City	ECP	16%	45,003	4.6	Huntsville	HDV	4%	330,709	1.4
Chicago**	CHI	1%	3,691,581	3.7	Raleigh - Durham	RDU	1%	1,226,352	1.4
Columbus, GA	CSG	12%	53,256	3.5	Saint Louis**	BLS	2%	922,360	1.4
Washington, DC**	DCA	1%	3,270,268	3.3	Memphis	MEM	4%	342,439	1.4
Birmingham	BHM	9%	294,545	2.9	Jackson, MS	JAN	4%	130,570	1.3
Dallas - Fort Worth**	DFW	1%	2,577,701	2.8	Baton Rouge	BTR	4%	226,160	1.3
Atlanta**	ATL	2%	2,076,379	2.6	Tampa - St Petersburg**	TPA	1%	857,276	1.2
Houston**	IAH	1%	2,262,251	2.4	Tallahassee - Thomasville	TLH	4%	96,896	1.2
Philadelphia**	PHL	0%	2,437,954	2.4	Charlotte**	CLT	1%	815,314	1.1
Boston**	BOS	0%	2,368,859	2.3	Milwaukee	MLK	2%	506,998	1.1
Montgomery	MGM	8%	78,391	2.2	Little Rock - Pine Bluff	LIT	3%	328,059	1.1
Miami - Fort Lauderdale**	MIA	1%	1,820,730	1.9	Kansas City**	MCI	1%	717,639	1.0
Nashville	BNA	5%	597,053	1.9	Indianapolis	IND	2%	624,130	1.0
New Orleans	MSY	6%	312,766	1.9	Cleveland - Akron	CLE	1%	582,825	1.0
Minneapolis - Saint Paul	MSP	1%	1,495,346	1.8	Louisville	SDF	2%	361,401	1.0
Biloxi - Gulfport	GPT	6%	82,514	1.7					

*Index: The index benchmarks both the market penetration rate and the number of potential new visitors of a market to that of the all the top markets combined.

Therefore, a market with an index above 1 is more likely to have a higher market penetration and number of potential new visitors compared to all top markets.

Only markets with an index above 1 is shown in the table above. Recommended emerging markets are highlighted in blue.

**Indicates a market with a direct flight to PNS.

VISIT PENSACOLA

2023 Market Penetration/ Market Potential Study

Downs & St. Germain Research

contact@dsg-research.com

850-906-3111 | www.dsg-research.com



Date Created: Mar 16, 2023

Visit Pensacola

For the Month of February 2023



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VISIT PENSACOLA BOARD MEETING

March 29, 2023

Marketing & Communications



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502

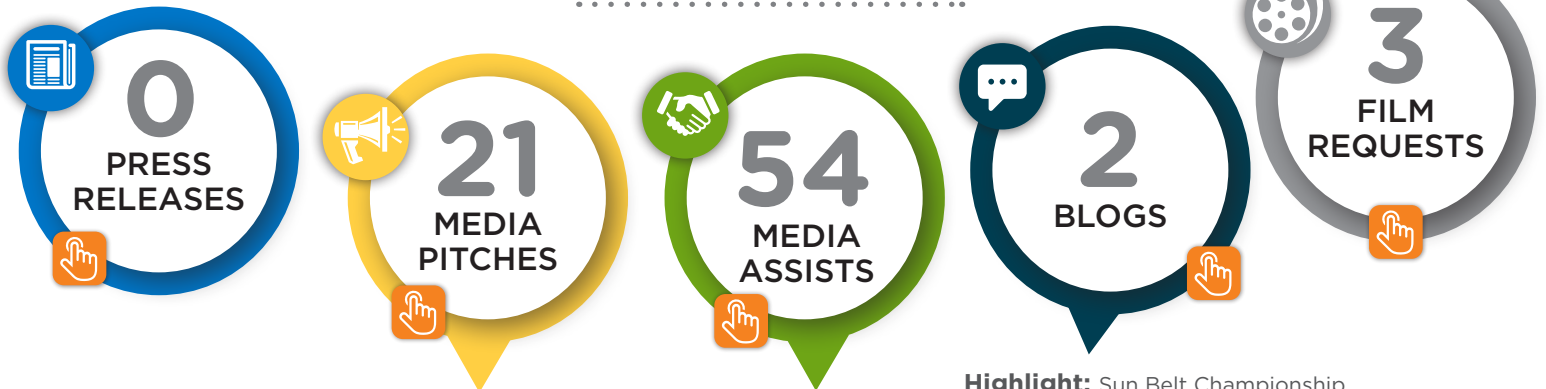


VisitPensacola.com



Visit Pensacola
Public Relations Report
February 2023

OUTREACH

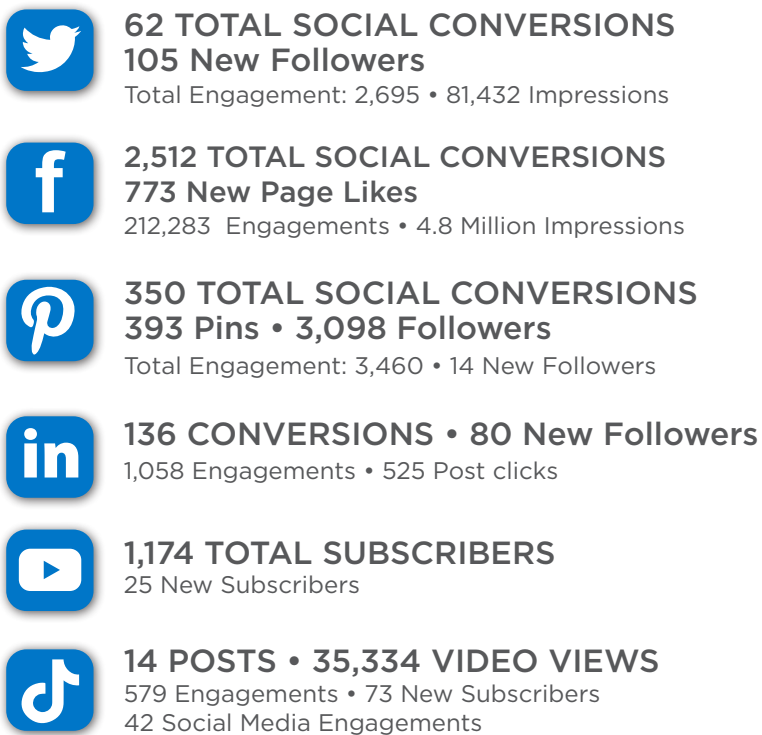


Including: Travel & Leisure

Highlight: Sun Belt Championship
Brings Basketball To Pensacola,
Here's How To Participate

SOCIAL MEDIA

3,813 sessions via social referral • 3,291 total social conversions



E-MARKETING CONSUMER eNEWS

127 new sign-ups
38.6% open rate

157.7% conversion rate
1.2% click throughs





EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

MEDIA ASSISTS

- Lily Hall Grand Opening – hosted Travel & Leisure, Carrie Honaker
- Continuing Madden Media Influencer visits
- Preparing March/April press visits:
 - Corey Lee
 - Olivia Ebrotie
 - Julie Suman
 - Keirsten Decook
- Selected to Visit Florida NYC reception in April (1 of 7 destinations)
- Hosted Westley Arrendondo
- Hosted Adri & Cam
- Mardi Gras coverage (2 parades and Pawdi Gras)
- Pensacon Coverage
- Prepped for Sun Belt: deliveries, promo items, anchor bars, signage, community resource centers
- Hosted Lauren Washington
- Hosted Wendy Gajadharding
- Participated in Denver Travel and Adventure Show

MEDIA ASSISTS

- Participated in Toronto Outdoor Adventure Show
- NewsRadio Expert Panel
- Cat Country Morning Show
- InWeekly Interviews
- WRNE with Rob Hill
- Montgomery TV Interview
- Weekly interviews with Sonshine on Magic
- AFAR
- Travel Daily
- WEAR3
- Garden & Gun
- WKRG
- The Travel
- Hook & Barrel Magazine
- Destinations Florida QuickTrip
- Pensacola Chamber Podcast
- The Florida Travel Girl
- Orlando Magazine
- PNJ UWF Viewpoint
- Visit Florida's Florida's Table
- UK Simon Parker Pitch

MEDIA ASSISTS

- Meetings Today article
- Sun Belt Basketball KNOE AM Radio
- Convention South
- City of Pensacola
- AAA Michigan- Canton Branch
- Food and Wine
- Sand and Snow
- Trekaroo
- Visit Florida Accessible Travel Pitch
- Hotel Rooms with Art – Hotels.com
- Best Life
- GoNomad
- Fishing Booker
- Hotels Above Par
- MSN Travel
- Travel Pulse
- A Taste of New York
- Marie Claire

PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlight:

- Best Beaches In The US For 2023 Ranked By TripAdvisor



200 stories

Highlights:

- What Are The Most Visited U.S. National Park Attractions?
- 25 Best Dog Friendly Beaches in Florida You'll Love



10 Accolades

Highlights:

- These Small Towns in Florida Have More Charm Than We Can Handle
- 10 Epic Scuba Diving Destinations in Florida



VISITPENSACOLA.COM

February 2023

210,646
FY 811,493
USERS

585,747
FY 2,267,007
PAGE VIEWS

\$537,037
FY \$1,198,519
TOTAL
REVENUE*

2.5
FY 2.8
AVG. LENGTH
OF STAY*

\$173.74
FY 153
AVG. DAILY
RATE*

AUDIENCE

Metro Area	Users
Mobile / Pensacola	24,569
Atlanta	13,353
Chicago	12,202
Dallas-Ft. / Worth	8,480
New Orleans	6,859
Columbus	4,341
Houston	3,851
New York	3,400
Nashville	3,389

TOP PAGES

Page	Pageviews
Sweepstakes	60,505
Sun Belt	45,528
Feature	35,092
Things To Do	24,208
Home	21,347
Events	17,681
Pensacola Beach	10,236
Events This Week	8,917
Places To Stay	8,756

PARTNER ENGAGEMENT

Listing Views	54,316
Visit Partner Website	20,575
Event Views	83,273
Coupons	737
Referrals (Listings/Events)	20,575

CHANNEL (How people find us)

Channel	Users	Conversion
Organic Search	84,719	122.4%
Paid Social	33,826	51.3%
Native	25,826	18.8%
Display	21,306	8.7%
Direct	17,683	110.7%
Paid Search	14,397	155.5%
Referral	10,128	120.8%
(Other)	4,598	18.8%
Social	3,428	76.3%
Email	360	157.7%

WEBSITE SIGNUPS

New Email Subscribers	127
Insider Guide Requests	1885
Insider Guide (Online version)	261

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.



CAMPAIGN WRAP UPS

SEC Campaign

Run Dates: August 2022 - January 2023

Tactics: Broadcast, CTV, Digital Display

Targeted SEC and ACC football fans in Atlanta, Baton Rouge, Birmingham, Montgomery, Nashville, and New Orleans.

Delivered more than 6 million broadcast impressions during afternoon and prime-time football games through SEC and ACC networks.

Supported by more than 17 million digital space impressions.

Final Results*

Room Nights	1,589
Average ADR	\$164.66
Average Length of Stay	2.5 days
Number of Travelers	1,415
Site Sessions.....	26,337



Winter Visitor Campaigns

Run Dates: August 2022 - January 2023

Tactics: Broadcast, Print, Digital Display, Online Video, CTV, Social, Email

Invited Snowbirds (Sunshine Seniors), empty nesters, and others to trade their cold-weather homes for an extended stay here.

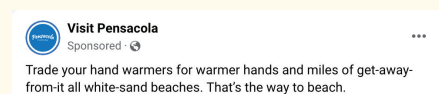
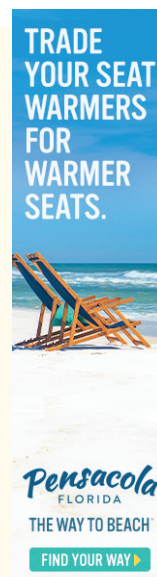
Targeted potential travelers in Illinois, Indiana, Michigan, Minnesota, Missouri, Ohio, and Wisconsin.

Winter Visitor efforts started early – in August – for the first time.

More than four thousand room nights booked in August and September.

Final Results*

Room Nights	10,899
Flights	2,479
Average ADR	\$131.48
Average Length of Stay	4.8 days
Number of Travelers	5,993
Site Sessions.....	31,422



CONTINUING CAMPAIGNS

Way to Beach

Interest Markets

Direct Flight Support

International Efforts

While You're Here

Experience/Events

*Data based on trackable vendor reporting, and does not represent all results.



COMMUNITY IMPACT : JANUARY

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 50.6%

JANUARY YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES

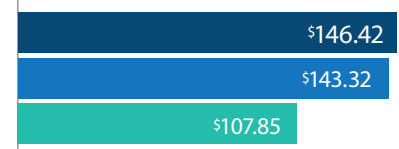


Average Daily Rate \$101.59

JANUARY YEAR-OVER-YEAR



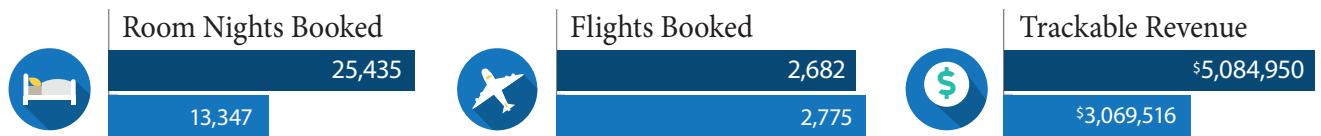
12-MONTH RUNNING AVERAGES



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 OR traveled into our market (arrival) 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 77,667

% of Total Site Visits 28.9%

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 1,450,250

Landing Page Views 38,993

JANUARY YEAR-OVER-YEAR





Social Media Board Report

February 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 4,873,014 ↗7.6%	Engagements 212,283 ↗108.2%	Post Link Clicks 58,974 ↗40.9%
-----------------------------------	--------------------------------	-----------------------------------

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	773	↗125.4%
Organic Page Likes	934	↗87.2%
Paid Page Likes	1	↘50%
Page Unlikes	162	↗3.2%

Facebook Engagement

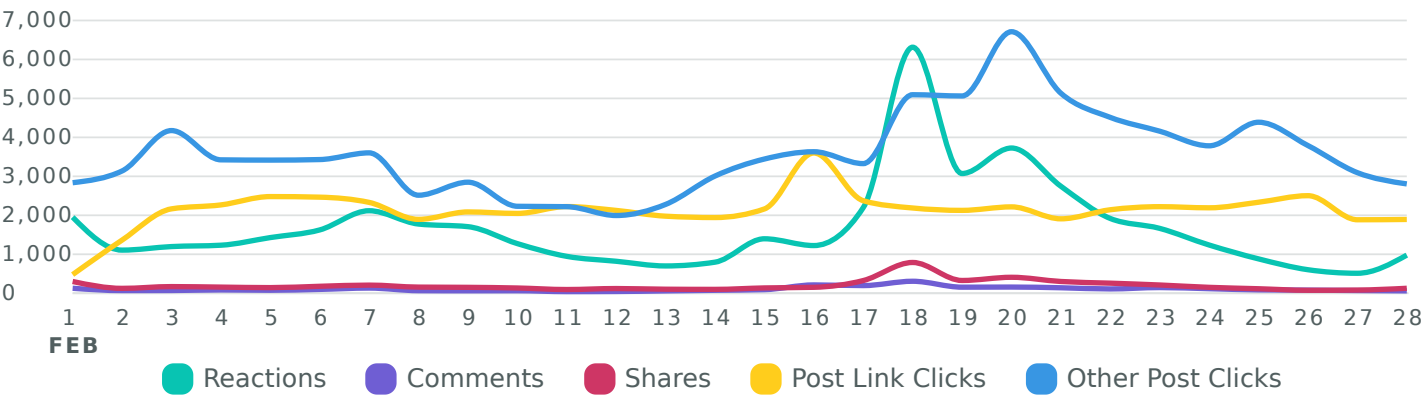
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

All Facebook Pages

Reactions, Comments, Shares, Post Link Clicks, Other Post Clicks Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Total Engagements	212,283	↗108.2%
Reactions	46,525	↗327.7%
Comments	2,374	↗118.8%
Shares	4,983	↗242.7%
Post Link Clicks	58,974	↗40.9%
Other Post Clicks	99,427	↗112.9%

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

<div><div></div><div><div>📘 Visit Pensacola</div><div>Fri 2/17/2023 2:51 pm PST</div></div></div> <div><p>You never know what colors you're going to see during a sunset in Pensacola 💜📷:...</p></div> <div><div>Total Engagements18,641</div><div>Reactions13,322</div><div>Comments635</div><div>Shares1,574</div><div>Post Link Clicks—</div><div>Other Post Clicks3,110</div></div>	<div><div></div><div><div>📘 Visit Pensacola</div><div>Sun 2/5/2023 3:06 pm PST</div></div></div> <div><p>We like our Sundays lazy 🌊📷 : @42na</p></div> <div><div>Total Engagements6,840</div><div>Reactions5,440</div><div>Comments82</div><div>Shares405</div><div>Post Link Clicks1</div><div>Other Post Clicks912</div></div>	<div><div></div><div><div>📘 Visit Pensacola</div><div>Sat 2/18/2023 6:17 am ...</div></div></div> <div><p>“Live in the sunshine, swim the sea, drink the wild air.” – Ralph Waldo Emerson ☀️ Do...</p></div> <div><div>Total Engagements5,890</div><div>Reactions4,148</div><div>Comments160</div><div>Shares452</div><div>Post Link Clicks1</div><div>Other Post Clicks1,129</div></div>
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Instagram Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Impressions 641,928 ↗17.1%	Engagements 23,496 ↗29.6%	Profile Actions 228 ↗107.3%
--------------------------------------	-------------------------------------	---------------------------------------

Instagram Engagement

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

- Profile
- Reporting Period
- All Instagram Profiles

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

Engagement Metrics	Totals	% Change
Total Engagements	21,798	↗27.4%
Likes	20,604	↗ 27.1%
Comments	301	↗ 14.9%
Saves	867	↗ 42.6%
Story Replies	26	↘ 29.7%

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	664	↗127.4%
Followers Gained	1,173	↗51.2%
Followers Lost	509	↗5.2%

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
Wed 2/15/2023 8:44 am...

New Bridge, who this? ✨ The westbound span of the General Daniel "Chappie"...




Total Engagements	2,729
Likes	2,317
Comments	37
Shares	326
Saves	49




visitpensacola
Wed 2/22/2023 8:45 am...

What's tart, cold, and all-around refreshing? 🍹 Happy #NationalMargaritaDay! He...




Total Engagements	2,174
Likes	1,393
Comments	27
Shares	487
Saves	267



visitpensacola
Fri 2/3/2023 12:11 pm PST

Close your eyes and listen ✨



Total Engagements	1,356
Likes	1,159
Comments	20
Shares	136
Saves	41

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	112	↗160.5%
Story Replies	26	↘29.7%
Story Taps Back	4,967	↗211.4%
Story Taps Forward	91,224	↗173.9%
Story Exits	8,723	↗87.3%
Story Impressions	116,385	↗156.8%
Average Reach per Story	1,017.21	↘2.2%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Impressions 81,432 ↗35.7%	Engagements 2,695 ↗37.9%	Post Link Clicks 152 ↘1.9%
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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	105	↘ 52.1%

Twitter Top Posts

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

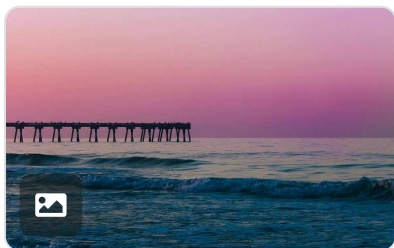
[Post](#)[Lifetime](#)[@VisitPensacola](#)[All Twitter Post Types](#)

Descending by Lifetime Engagements

[@VisitPensacola](#)

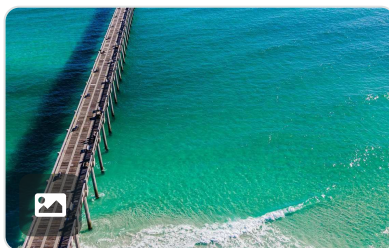
Fri 2/17/2023 11:18 pm ...

You never know what colors you're going to see during a sunset in Pensacola 💜📸:...

**Total Engagements 254****Likes 171****@Replies 1****Retweets 26****Post Link Clicks 2****Other Post Clicks 54****Other Engagements 0**[@VisitPensacola](#)

Sat 2/18/2023 2:30 pm ...

"Live in the sunshine, swim the sea, drink the wild air." – Ralph Waldo Emerson ☀️ Do...

**Total Engagements 201****Likes 121****@Replies 2****Retweets 24****Post Link Clicks —****Other Post Clicks 54****Other Engagements 0**[@VisitPensacola](#)

Wed 2/15/2023 5:57 pm...

New Bridge, who this? ✨ The westbound span of the General Daniel "Chappie"...

**Total Engagements 181****Likes 64****@Replies 0****Retweets 7****Post Link Clicks —****Other Post Clicks 110****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	2,695	↗37.9%
Likes	1,247	↗100.5%
@Replies	28	↘6.7%
Retweets	195	↗107.4%
Post Link Clicks	152	↘1.9%
Other Post Clicks	1,072	↗1.9%
Other Engagements	1	→0%

TikTok Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 Visit Pensacola

Published Posts 7 ↗16.7%	Video Views 35,334 —	Engagements 579 ↗—
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TikTok Audience Growth

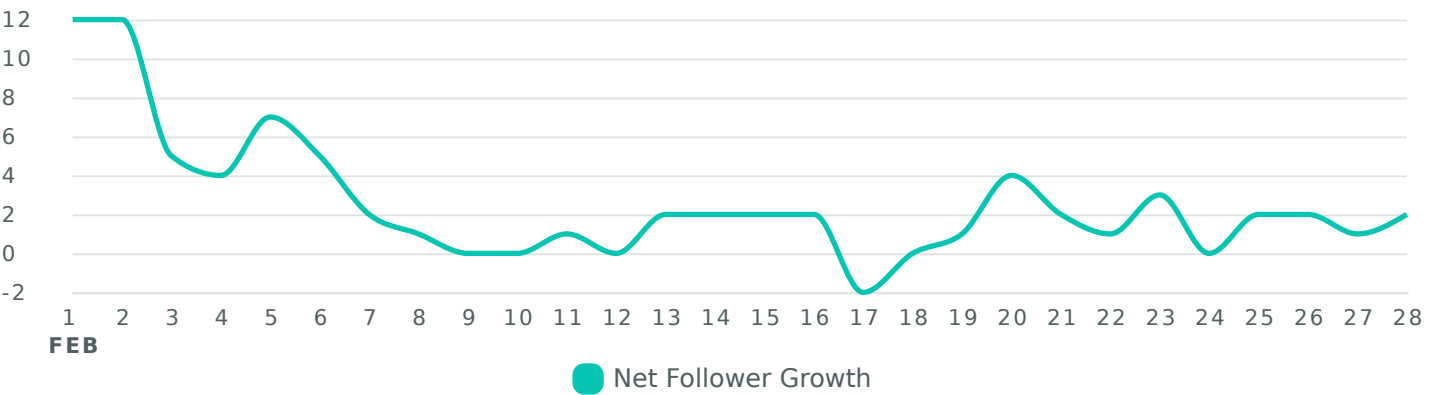
View how your audience grew during the reporting period.

Profile

Reporting Period

TikTok Visit Pensacola

Net Follower Growth, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	73	—

TikTok Engagement

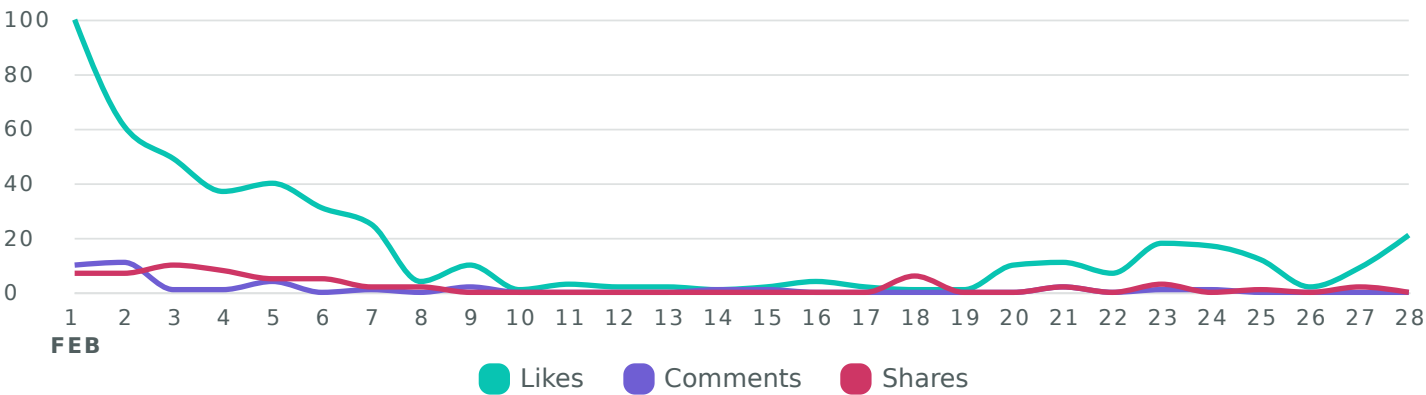
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

Visit Pensacola

Engagements Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Total Engagements	579	—
Likes	483	—
Comments	36	—
Shares	60	—

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

**visitpensacola**
Mon 2/27/2023 2:40 pm ...


🏀 SUN BELT CONFERENCE 🏀
We are READY for a full week of basketball at the Pensaco...




Total Engagements	25
Likes	24
Comments	1
Shares	0

**visitpensacola**
Wed 2/22/2023 9:40 pm...


What's tart, cold, and all-around refreshing? 🍹 Happy #NationalMargaritaDay!...



Total Engagements	24
Likes	22
Comments	1
Shares	1

**visitpensacola**
Tue 2/21/2023 3:25 pm ...

It's time to recharge ☀️🎵:
Pop Goes Ambient - Riptide



Total Engagements	18
Likes	16
Comments	2
Shares	0

Pinterest Activity Summary

 Profile

 Reporting Period

 Visit Pensacola

<div>Audience</div> <div>3,098 ↗5.2%</div>	<div>Net Audience Growth</div> <div>14 ↗75%</div>	<div>Published Posts</div> <div>5 ↗—</div>
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Visit Pensacola

February 2023 PR Report



Press Materials: February 2023

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

- Drafted "Where to Visit In April" pitch for *Hotels Above Par* consideration
 - Partner mentioned: Celestine Bed & Breakfast
- Drafted "21 Spring Break Travel Ideas for 2023" pitch for *MSN Travel* consideration
 - Partners mentioned: Condor Sailing, Laguna's, Red Fish Blue Fish, Seville Quarter, The Well, The Kennedy, Old Hickory, Portofino, Margaritaville, Celestine B&B, Lily Hall
- Drafted "Destinations/Hotels for a Chill Spring Break" pitch for *Hotels Above Par* consideration
 - Partner mentioned: Lily Hall
- Drafted "Best Spring Fishing Locations in the US" for *Fishing Booker* consideration
 - Partners mentioned: Pensacola Beach Fishing Pier, Entertainer Fishing Charters
- Drafted "New Southeast Hotel Openings" pitch for Kelsey Ogletree's consideration
 - Partner mentioned: Lily Hall; conversation ongoing
- Drafted "Hotel Rooms with Art / Items for Purchase" for *Fodor's Travel* consideration
 - Partner mentioned: Oyster Bay
- Drafted "Accessible Travel" pitch for Visit Florida's consideration
 - Mentioned: Pensacola City Ferry, Pensacola Blue Wahoos Stadium, A1S Trail, Fort Pickens, Tarkiln Bayou Preserve State Park, Naval Aviation Museum, Blue Angels
- Drafted "Cocktail Recipe" pitch for *Marie Claire* consideration
 - Partner mentioned: The Kennedy
- Drafted "Most Romantic U.S. Cities" pitch for *Best Life* consideration
 - Partners mentioned: Portofino Island Resort and Spa, Lily Hall, Oyster Bay, Condor Sailing, Pensacola Picnic Co., the Big 5
- Drafted "The Most Beautiful Hotel Porches in the U.S." pitch for *Fodor's Travel*
 - Partner mentioned: Oyster Bay
- Drafted Influencer contract for Olivia Ebrotie
 - Updated per Visit Pensacola team requests
- Conducted outreach to regional news outlets for Sun Belt Conference
 - Coordinated Darien's *WKRQ* interview highlighting the Sun Belt conference
 - Secured coverage
 - Coordinated Darien's *KNOE-FM* interview highlighting the Sun Belt conference
 - Secured coverage

Media Outreach: February 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 "Where to Visit In April" pitch to *Hotels Above Par* for consideration
- Submitted "21 Spring Break Travel Ideas for 2023" pitch to *MSN Travel* for consideration
- Submitted "Destinations/Hotels for a Chill Spring Break" pitch to *Hotels Above Par* for consideration
- Submitted "Best Spring Fishing Locations in the US" to *FishingBooker* for consideration
- Submitted "Hotel Rooms with Art / Items for Purchase" to *Fodor's Travel* for consideration
 - Connected with Jessica Berry at Oyster Bay for additional details to include
- Submitted "New Southeast Hotel Openings" pitch to Kelsey Ogletree for consideration
 - Connected with Hailey Janke at Lily Hall for one-sheet and imagery for inclusion
- Submitted "Accessible Travel" pitch to Visit Florida for consideration
- Submitted "Most Romantic U.S. Cities" pitch to *Best Life* for consideration
- Shared outlet information for *GoNomad*
 - Hosting conversation ongoing with David Perry
- Vetted That Couple Who Travels and shared findings with Visit Pensacola team
- Connected with That Couple Who Travels to vet hosting interest and availability; no response
- Vetted Ravi Roth and shared feedback with Visit Pensacola team
- Coordinated virtual deskside with Ravi Roth's team to discuss potential 2023 hosting
- Coordinated virtual deskside with Noel Burgess to discuss potential 2023 hosting
- Shared *Marie Claire* "Cocktail Recipe" media lead with relevant partners
- Sent requested IMM follow-ups on Visit Pensacola's behalf
- Vetted influencer Kemoy Martin and shared findings with Visit Pensacola team
- Vetted Tiara Pattern and shared findings with Visit Pensacola team
 - Passed on hosting on Visit Pensacola's behalf
- Coordinated virtual deskside with freelance travel write Marni Patterson
- Shared "The Most Influential Women in Travel 2023" *TravelPulse* lead with Visit Pensacola
- Connected with *Travel + Leisure* for imagery correction in "10 Affordable Wedding Destinations Around the World" feature
 - Secured coverage; Lindsay Stein advised photo correction would likely not be possible
- Vetted *A Taste of New York* and shared findings with Visit Pensacola team for potential HARO pitch
- Inquired about Accessible Meeting/Conference destination with Lindsey and Kaya Man for potential HARO pitch
- Connected with *ROUX Magazine* editor Joelle Polisky for destination feature consideration
 - Conversation ongoing
- Connected with influencer Ivan Quintanilla regarding press visit to Pensacola for PRIDE
 - Conversation ongoing

Media Outreach: February 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..

- Coordinated virtual deskside with Karyn Locke to discuss potential 2023 hosting
- Shared Influencer contract with Cory Lee for signature
 - Provided home address for mileage reimbursement calculation
- Shared *Food & Wine* "Vodka Recipes" media lead with relevant partners
- Connected with freelancer Sucheta Rawal on press visit to Pensacola and experiences at Celestine B&B and Lily Hall
 - Conversation ongoing
- Connected with freelancer Julie Suman on press visit to Pensacola in April
 - Conversation ongoing
- Shared media opportunity with *TravelPulse* to highlight "the most influential women in travel in 2023;" Giant Noise suggested Innisfree Hotels' new Director of Sustainability
 - No response from client; deadline passed

Additional Work: February 2023

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

- Sorted and shared all A1S Trail coverage from Aug. 2022 - Feb. 2023 and media assets with Visit Pensacola team for Image Awards submission
- Sorted and shared all *Taste of History* 2022 coverage for Image Awards submission
- Submitted inquiry to New Orleans Aquarium for potential DEMA activation in November 2023

Press Snapshot

Pensacola FLORIDA THE WAY TO BEACH™

Secured Coverage:

23

Combined Print, Online,
Broadcast & Social Features

14,206,143

Estimated Total Media
Impressions

\$171,086.85

Estimated Total Media
Value

Organic Coverage:

16

Combined Print, Online,
Broadcast & Social Features

16,239,700

Estimated Total Media
Impressions

\$194,948.40

Estimated Total Media
Value

VISIT PENSACOLA SECURED PRESS COVERAGE: FEBRUARY 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Media Impressions	Media Value
1/22/2023	Southern Living	"20 Florida Beaches That Could Pass For the Caribbean"	https://www.southernliving.com/travel/florida/florida-beaches-look-like-caribbean?hid=9ef82b41de3ce607314cd3269f325487cae12e2e&did=8378937-20230303&utm_source=slv&utm_medium=email&utm_campaign=sl-best-of-the-south_newsletter&utm_content=030323&lctg=9ef82b41de3ce607314cd3269f325487cae12e2e	Perdido Key	Giant Noise	3,958,767	\$47,505.20
1/26/2023	Johnny Jet (Online)	"Florida's Wild West: Pensacola Bay"	https://www.johnnyjet.com/floridas-wild-west-pensacola-bay/	Fort Pickens, Palafox Street, Polonza Bistro, McGuire's Irish Pub, Azalea Cocktail Lounge, 5 Sisters Blues Café, A1S Trail, Holiday Inn Resort Pensacola Beach, Blue Angels, Frisky Mermaid Dolphin and Boat Tour, Fort Pickens, Café NOLA, Red Fish Blue Fish, Paradise Bar & Grill, Foo Foo Fest, EggFest, Jazz for Justice, Flora-Bama, Frank Brown International Songwriters Festival	Visit Pensacola / Giant Noise	441,800	\$5,301.60

FEB. 2023 PR REPORT

1/31/2023	Travel Awaits (Online)	"9 Reasons Pensacola Is The Perfect Place For A Winter Getaway"	https://www.travelawaits.com/2854549/best-things-to-do-in-pensacola-during-winter/	GINs, Drift, Whiskey Joe's Bar & Grill, Native Cafe, Palafox Street, A1S Trail, Historic Pensacola Village, Five Sisters Blues Cafe, National Naval Aviation Museum, Blue Angels, Pensacola Lighthouse and Maritime Museum, Fort Pickens	Visit Pensacola / Giant Noise	1,325,600	\$15,907.20
2/1/2023	WEAR (Online)	"Sun Belt Basketball Championship returns to Pensacola; Tickets now on sale"	https://weartv.com/sports/local-sports/sun-belt-basketball-championship-returns-to-pensacola-tickets-now-on-sale	Sun Belt Coverage	Visit Pensacola	485,760	5,829,12
2/10/2023	The Travel (Online)	"10 Things To Do In Florida In February"	https://www.thetravel.com/things-to-do-in-florida-in-february/	Lily Hall, Oyster Bay Boutique Hotel	Giant Noise	871,140	\$10,489.68
2/13/2023	Travel + Leisure (Online)	"10 Affordable Wedding Destinations Around the World"	https://www.travelandleisure.com/cheap-destination-weddings-7106832	Pier Suite	Giant Noise	2,333,960	\$28,007.52

2/13/2023	Garden & Gun (Twitter)	"Pensacola, Florida, may conjure images of sugar-white beaches and soaring Blue Angels, but it's also home to a thriving art scene. Will it be the opera? The ballet? Dinner and a gallery show? Learn more here: http://bit.ly/3HZYdpC #Sponsored @VacayArtfully"	https://twitter.com/gardenandgun/status/1625162106843856898	N/A	Giant Noise for Vacation Artfully	114,700	\$8.94
2/13/2023	Garden & Gun (Facebook)	"Pensacola may conjure images of sugar-white beaches and soaring Blue Angels, but the Florida Panhandle city is packed with theaters, museums, galleries, and performance troupes, including a world-class opera and ballet. What will it be tonight? Learn more here: http://bit.ly/3ImkiQS Vacation Artfully"	https://www.facebook.com/gardenandgun/photos/a.95701633230/10159561261733231/	N/A	Giant Noise for Vacation Artfully	486,613	\$419.20
2/13/2023	Garden & Gun (Instagram)	Instagram Story	https://giantnoise.box.com/s/9bua112drrukipyjwc40790c1zvkn8m	N/A	Giant Noise for Vacation Artfully	N/A	N/A

FEB. 2023 PR REPORT

2/13/2023	Garden & Gun (Instagram)	Instagram Story	https://giantnoise.box.com/s/ytngcyfza02hs3os2q62f4w_ebqtg0nfv	N/A	Giant Noise for Vacation Artfully	N/A	N/A
2/13/2023	Garden & Gun (Instagram)	Instagram Story	https://giantnoise.box.com/s/0gdgdukq6jx9w9vk1ulcx20dhwrjvvlk	N/A	Giant Noise for Vacation Artfully	N/A	N/A
2/13/2023	Garden & Gun (Instagram)	"Pensacola may conjure images of sugar-white beaches and soaring Blue Angels, but the Florida Panhandle city is packed with theaters, museums, galleries, and performance troupes, including a world-class opera and ballet. What will it be tonight? Learn more at the link in our profile."	https://www.instagram.com/p/Com-gqipUMO/	N/A	Giant Noise for Vacation Artfully	482,000	\$510.51
2/13/2023	Garden & Gun (Online)	"Come for the Coast, Stay for a Show"	https://gardenandgun.com/feature/come-for-the-coast-stay-for-a-show/	Big 5, Foo Foo Fest, Saenger Theatre	Giant Noise for Vacation Artfully	396,800	\$4,761.60

2/14/2023	Garden & Gun (Newsletter)	Talk of the South	https://giantnoise.box.com/s/4lpi dlxt9jm33now4iynslqs6o2mom mk	N/A	Giant Noise for Vacation Artfully	N/A	N/A
2/15/2023	Travel + Leisure (Online)	"This Abandoned Church Is Now Pensacola, Florida's Newest Boutique Hotel — With a Parlor, Speakeasy, and a Restaurant Run by a 'Chopped' Winner"	https://www.travelandleisure.com/pensacola-florida-new-hotel-lily-hall-7109944	Lily Hall	Visit Pensacola	2,333,960	\$28,007.52
2/17/2023	WKRG (Online)	WKRG News 5 at 6:30	https://www.wkrg.com/northwest-florida/escambia-county/sun-belt-conference-basketball-championship-will-bring-fans-and-economic-impact-to-city-of-pensacola/	Sun Belt Conference	Giant Noise	907,500	\$10,890.00
2/17/2023	WKRG (Broadcast)	WKRG News 5 at 6:30	https://giantnoise.box.com/s/jbq hrqu2fufоеjsrwzrz7qntxu66j374	Sun Belt Conference	Giant Noise	14,846	\$3,973.00
2/18/2023	WKRG (Broadcast)	WKRG News 5 at 5	https://giantnoise.box.com/s/dpt r1uv03uy5c09rd0cafhiyk5hqdz1 z	Sun Belt Conference	Giant Noise	9,762	\$1,739.52
2/19/2023	WKRG (Broadcast)	WKRG Sports Overtime	https://giantnoise.box.com/s/xrb b45d0u7bdscjwf42ydd9epmom 9rhr	Sun Belt Conference	Giant Noise	13,727	\$8,478.56

2/20/2023	WKRG (Broadcast)	WKRG News 6 This Morning	https://giantnoise.box.com/s/de9tm7oq6gf2h7vqh3zvuhc4sgfpdcwr	Sun Belt Conference	Giant Noise	10,904	\$2,071.44
2/20/2023	WKRG (Broadcast)	WKRG News 5 This Morning	https://giantnoise.box.com/s/b1wckj204zbyg8063dd0dm52k7jtucpq	Sun Belt Conference	Giant Noise	9,700	\$1,836.00
2/20/2023	WKRG (Broadcast)	WKRG News at 4:30am	https://giantnoise.box.com/s/pfdq0h0fkaxef5q24rw0uh710q0tkc9j	Sun Belt Conference	Giant Noise	8,604	\$1,179.36
					TOTAL: 14,206,143 \$171,086.85		

VISIT PENSACOLA ORGANIC PRESS COVERAGE: FEBRUARY 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Media Impressions	Media Value
2/1/2023	Pensacola Mom Collective (Online)	"It's Black History Month: Here's Why You Should Care"	https://pensacola.momcollective.com/news-events/its-black-history-month-heres-why-you-should-care/	Blue Dot Barbeque, Five Sisters Blues Cafe	Press	10,000	\$120.00
2/2/2023	Travel Daily News (Online)	Pensacola mentioned in "New survey reveals the priciest destinations in Florida for hotels"	https://www.traveldailynews.com/statistics-trends/new-survey-reveals-the-priciest-destinations-in-florida-for-hotels/	N/A	Press	92,300	\$1,107.60
2/2/2023	Travel Agent Central (Online)	"Pensacola's Lily Hall Debuts in Historic Church"	https://www.travelagentcentral.com/hotels/pensacolas-lily-hall-debuts-luxury-lodging-and-dining-historic-church	Lily Hall	Press	309,500	\$3,714.00
2/7/2023	Joe Mertens (Online)	"4 Towns in Florida Have Been Ranked as the Best Places To Retire in the United States"	https://original.newsbreak.com/@joe-mertens-1590315/2939224376279-4-towns-in-florida-have-been-ranked-as-the-best-places-to-retire-in-the-united-states	N/A	Press	702,000	\$8,424.00

2/9/2023	Uncovering Florida (Online)	"Top 10 Best Historic Destinations in Florida"	https://original.newsbreak.com/@uncovering-florida-1600672/291892339988-6-top-10-best-historic-destinations-in-florida	National Naval Aviation Museum, Pensacola Lighthouse & Museum, Historic District, Fort Pickens	Press	702,000	\$8,424.00
2/11/2023	World Atlas (Online)	"The 15 Best Cities To Visit In Florida"	https://www.worldatlas.com/places/the-15-best-cities-to-visit-in-florida.html	National Naval Aviation Museum	Press	870,610	\$10,447.32
2/17/2023	Luxury Travel Magazine (Online)	"Lily Hall Debuts Whimsical Luxury Lodging & Dining in Historic Pensacola Church"	https://www.luxurytravelmagazine.com/news-articles/lily-hall-pensacolas-boutique-lodging-house-opens	Lily Hall	Press	84,300	\$1,011.60
2/18/2023	The Travel (Online)	"Escape To The Gulf Coast & Have An Adventure At Gulf Island National Seashore"	https://www.thetravel.com/how-to-spend-a-day-at-gulf-island-national-seashore/	GINs, Fort Pickens, Perdido Key	Press	871,140	\$10,489.68
2/18/2023	The Travel (Online)	"Budget-Friendly Meets Unforgettable: 10 Unique Florida Hotels For The Perfect Spring Break"	https://www.thetravel.com/budget-friendly-and-unique-florida-hotels-for-spring-break/	Holiday Inn Resort Pensacola Beach Gulf Front	Press	871,140	\$10,489.68
2/22/2023	USA Tales (Online)	"Pensacola Florida Beaches: 14 Fascinating Beaches You Must Visit"	https://usatales.com/pensacola-florida-beaches-15-fascinating-beaches/	Perdido Key, Fort Pickens, GINs, Naval Live Oak Natural Preserve, Pensacola Beach Gulf Pier, Big Lagoon State Park and Beach	Press	22,300	\$267.60

FEB. 2023 PR REPORT

2/23/2023	Hospitality Net (Online)	"Lily Hall - Lodging House"	https://www.hospitalitynet.org/announcement/41009191.html	Lily Hall	Press	397,000	\$4,764.00
2/26/2023	Travel 2 Next (Online)	"20 PLACES TO VISIT ON A HOUSTON TO MIAMI ROAD TRIP"	https://travel2next.com/houston-to-miami/	N/A	Press	452,300	\$5,427.60
2/28/2023	WKRG (Online)	"2 Florida beaches ranked in top 20 in U.S.: TripAdvisor's Travelers' Award 'Best of the Beaches for 2023'"	https://www.wkrg.com/northwest-florida/2-florida-beaches-ranked-in-top-20-in-u-s-tripadvisors-travelers-award-best-of-the-beaches-for-2023/	N/A	Press	907,500	\$10,890.00
2/28/2023	Florida Backroads Travel (Online)	"28 HAUNTED PLACES IN FLORIDA"	https://www.florida-backroads-travel.com/haunted-places-in-florida.html	Fort Pickens	Press	98,700	\$1,184.40
2/28/2023	Newsweek (Online)	Pensacola mentioned in "Revealed—The Best Beaches in America for 2023, According to Travelers"	https://www.newsweek.com/best-beaches-united-states-travelers-choice-2023-winners-1784387	N/A	Press	9,352,910	\$112,234.92

2/28/2023	Pensacola News Journal (Online)	"Pensacola ranks in Tripadvisor's Top 25 Best Beaches in the U.S. list"	https://www.pnj.com/story/news/local/pensacola/beaches/2023/02/28/pensacola-beach-ranks-in-tripadvisors-top-25-best-beaches-in-the-u-s/69953698007/	N/A	Press	496,000	\$5,952.00
					TOTAL: 16,239,700		\$194,948.40



VISIT PENSACOLA BOARD MEETING

March 29, 2023

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



VISITPENSACOLA SALES & SERVICE SUMMARY

February 22

1
FY 17
LEADS

7
FY 19
BOOKINGS

1
FY 4
ASSISTS

4430
FY 9829
REFERRALS

2
FY 15
SERVICE
REQUEST

Leads

Group	Economic Impact
2023 USS Willard Keith Reunion Association	\$45,000.00
Total:	\$45,000.00

Bookings

Group	Economic Impact
Ascension Health	\$30,000.00
2023 SOUTHERN BOWLING CONGRESS	\$93,750.00
2023 SOUTHERN BOWLING CONGRESS	\$93,750.00
2023 SOUTHERN BOWLING CONGRESS	\$93,750.00
2023 SOUTHERN BOWLING CONGRESS	\$93,750.00
2023 SOUTHERN BOWLING CONGRESS	\$93,750.00
2023 SOUTHERN BOWLING CONGRESS	\$93,750.00
Total	\$592,500.00

Pensacola Visitor Center

Personal Assists:	1109
Phone Assists	388
Total visitors	1109
Total Non-visitors	520
First Time Visitors	394
FY23 Total Visitors	3330
FY23 Non-Visitors	2369

Perdido Key Visitor Center

Personal Assists	968
Phone Assists	51
Total Visitors	968
Total Non-Visitors	127
First Time Visitors	138
FY23 Total Visitors	2985
FY23 Non-Visitors	561
Total Guides Mailed	7374
Total Guides Downloaded	244

Assists

Group	Economic Impact
2023' Destroyer Tender Reunion	
Total	

Pensacola Beach Visitor Center

Personal Assists	718
Phone Assists	134
Total Visitors	998
First-Time Visitors	616
Virtual Guide Emailed	82
Guides Mailed out	8

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



VISITPENSACOLA SALES & SERVICE SUMMARY

February 2023

34
Partner
Visits

2
Partner
Inquiries

6
Community
Outreach

236
Partner
Assists

42
Hospitality
Round Table

New Partners

1. Hilton Garden Inn Downtown
2. Crumbl Cookie
3. Stay at Parrot House
4. Gulf Coast Travel Lite
5. Piazza

Community Outreach

1. Ribbon Cutting PSH
2. Ribbon Cutting Lily hall
3. Perdido Key Snowbird Valentines
4. FLRA Board Meeting
5. Fan Fest- Sun Belt
6. Ice Flyers Table/Sponsor

Partner Activity Report

Activity	Added	Updated
Accounts	4	101
Listings	4	38
Contact	27	33
Events	35	115

Upcoming Events & Meetings

Hospitality Roundtable Luncheon

Date: Tuesday, April 18 - 11:30 AM

Location: The Entertainer Fishing Charter | Register

Board of Directors Meeting

Date: Wednesday, April 26 - 3:00 PM

Location: Hampton Inn Pensacola Beach

Partner Visits

- | | |
|---------------------------------|--|
| 1. Crumbl Cookie | 20. Frisky Mermaid |
| 2. Flora-Bama | 21. Hampton Inn Pensacola Beach |
| 3. Cooks Kitchen | 22. Hilton Pensacola Beach Gulf Front |
| 4. Pensacola Smoke House | 23. Hot Spot BBQ |
| 5. Hampton Inn | 24. Jackson's Steakhouse |
| 6. Jacksons | 25. Juan's Flying Burrito |
| 7. Candlewood | 26. Lily Hall |
| 8. Comfort Inn | 27. Pensacola Beach Chamber |
| 9. Travel Lite | 28. PensacolaBeach.com |
| 10. PMA | 29. Sake Cafe |
| 11. O'Riley's Irish Pub | 30. Seville Quarter |
| 12. The Handlebar | 31. Sir Richard's Public House |
| 13. UWF Historic Trust | 32. The Garden at Palafox + Main |
| 14. 3SIXTY Marketing | 33. The Marketing Bar |
| 15. Alga Beer Co. | 34. Voices of Pensacola Multicultural Center |
| 16. Apple Market | |
| 17. Bamboo Willie's | |
| 18. Celestine Bed and Breakfast | |
| 19. Fish House | |

Partner News

1. Submit your summer classes and camps!
2. Update your meeting and event space amenities and capacities.

