Pensacola FLORIDA THE WAY TO BEACH™

VISIT PENSACOLA BOARD MEETING

May 28, 2025

Pensacola
FLORIDA
THE WAY TO BEACH™

Visit Pensacola Board of Directors Meeting

May 28, 2025
3:00 p.m.
Bowden Building
120 Church Street, Pensacola, FL 32502

AGENDA

1. Meeting Called to Order

2. Public Comment

3. Healthy Gulf Presentation/Christian Wagley

4. CEO Report
   a) TDC Budget Update/Event Grant Process*
   b) Northwest Florida Tourism Council/Triumph Grant Extension*

5. Old Business
   a) Approval of Minutes from the April 23, 2025, Board Meeting*

6. New Business
   a) Finance Committee Monthly Report*
   a) Executive Committee Report*

7. Marketing Update/Showcase Pensacola

8. Adjourn

** Action Item requiring board vote.*

Visit Pensacola Board of Directors Meeting
Wednesday, April 23, 2025
Bowden Building

Board Members Present: Terry Branch, Ali Green, Maria Goldberg, Sterling Gilliam, Yash Patel, Christina Sasser, Robin Reshard, Brady Hale, Dae Patel

Board Members Absent: Greg Harris, Sid Williams-Heath

Staff Members Present: Robby Rushing, Kaya Man, Nicole Stacey, Shawn Brown, Ashley Hendrickson, Darien Schaefer, Wandy Samuel (Zoom)

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

Public Comment
There was no public comment.

CEO Report
Darien Schaefer walked the board through the most recent TDT collections.

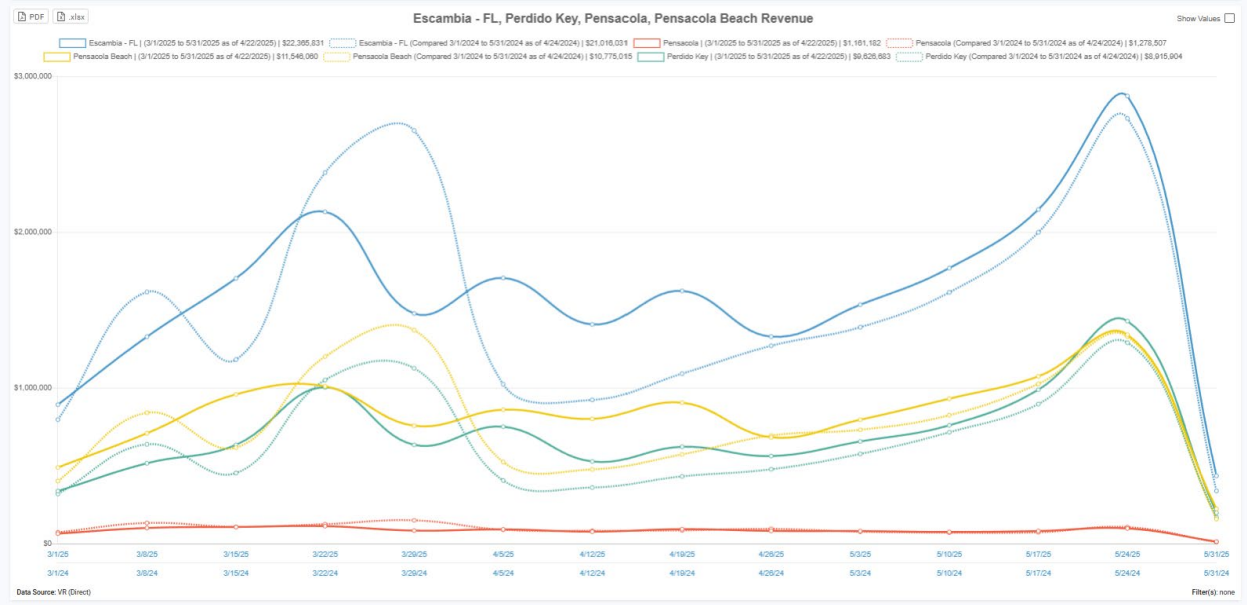
Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	$ 1,028,071	$ 976,368	5.3%	$ 6,921,646	$ 6,831,078	1.3%
	-	-				
Total	**$ 1,028,071**	**$ 976,368**	**5.3%**	**$ 6,921,646**	**$ 6,831,078**	**1.3%**

Year-To-Date Collections				
Geographic Area	Fiscal Year 2025 YTD Collected	Fiscal Year 2024 YTD Collected	Difference	% Change
Downtown Pensacola	$ 642,426.23	$ 577,652.70	$ 64,773.53	11.2%
Southeast Pensacola	1,032,951.40	1,015,450.80	17,500.60	1.7%
Southcentral & Southwest Pensacola	327,687.36	362,213.17	(34,525.81)	-9.5%
Perdido Key Area	1,169,860.63	1,148,408.35	21,452.28	1.9%
Northeast Pensacola	495,806.72	410,972.87	84,833.85	20.6%
North Escambia & Northwest Pensacola	581,037.64	539,899.02	41,138.62	7.6%
Pensacola Beach Area	2,671,876.46	2,776,480.90	(104,604.44)	-3.8%
Total	**$ 6,921,646.44**	**$ 6,831,077.81**	**$ 90,568.63**	**1.3%**

Maria Goldberg asked Schaefer what his thoughts were on why the TDT collections grew so much in March – specifically in the Northwest, was there something he could attest it to. Schaefer commented that We have some additional hotels opening in that area. So anytime we

have room supply additions. Sterling Gilliam asked for clarification on where the dividing lines were on north, south, east and west. Schaefer stated that he will need to get the correct boundaries for her.

Schaefer broke down some statistics on the research from Key Data.



Schaefer caught the board up on the latest TDC meeting that was held on April 15th. John R Jones baseball complex, Santa Rosa Island Authority beach renourishment, the University of West Florida football stadium were all topics of conversation at the TDC meeting.

Schaefer spoke to the board about a meeting that was held on April 3rd; Committee of the whole. This meeting was to discuss the Bay center the expansion of the facility and the suggestion of forming an advisory committee was mentioned; Escambia County Bay Center and Environs Advisory Committee. Schaefer specifically requested that Visit Pensacola be on the committee. The next Board of County Commission meeting is Thursday, May 1st, and then after that, May 15th. Schaefer will follow up with the board on that committee making sure Visit Pensacola has a seat at the table.

Some concerns were raised by the board that no one from the Tourism industry wasn't appointed to that committee. Commissioner Kohler did table that conversation until the next BoCC meeting.

Schaefer updated the board on some of the other things the Visit Pensacola team has been working on, he gave an update and showed a video on the SBC Championship week.

Schaefer updated the board on the SS United States and where we sit with Okaloosa and that partnership. The Okaloosa BoCC Meetings will be on May 6th. Goldberg had some questions

around the TDC funds that will be allocated for marketing the ship and if the partnership with Okaloosa County doesn't work out, to see about reallocating the promised funds from the TDC. There currently isn't another plan for those funds according to Schaefer. Goldberg thinks it would be a good idea to be proactive and have a plan if the Ship partnership falls through.

Brady Hale asked for clarification on some of the concerns that the military had with some drop points for the ship. Hale asked what would happen if Visit Pensacola offered a bit more money for the marketing of the Ship. The board didn't necessarily think that it would be a good use of leverage or funds right now.

Terry Branch asked Hale why people would choose going to the SS United States over the Oriskany. Hale stated that it would be a newer dive, the Oriskany has a bad reputation of it being too deep which is inaccurate. The SS United States is also bigger which is a bigger draw for folks. It all comes down to the County Commissioners and optics.

Hale mentioned to the board that there is another project that the OceanStrike team is working on called the Pensacola Dive Garden. An area with huge statues, large scale statues to sink for divers to dive.

Christina Sasser asked Schaefer what his temperature check on Okaloosa County for the SS United States. Schaefer isn't happy with things being at a standstill with the partnership. Schaefer asked if anyone knew the Commissioners in Okaloosa or had relationships with those folks. The board didn't have any close connections. Gilliam did ask Hale if he could get some clarification from the Air Force and their hesitations with where the ship is being sunk.

Schaefer spoke to the board on his meeting with Steven Short from the United Soccer League One about bringing a team to the area. It is unsure of where they are hoping to play but that will all be determined soon.

Schaefer updated the board on the meeting with Commissioner Hoffberger and the Visit team. The team was able to answer all of her questions and helped give a little insight on the travel policy.

Schaefer followed up on the comments that Greg Harris made at the last meeting. Schaefer stated that he has reached out multiple times to Harris, and they spoke late last week. Schaefer wanted specifics but those could not be provided by Harris. Robin Reshard stated that that conversation should have been sent to Schaefer one on one and not in front of the whole board. Robby Rushing stated that legally it needs to be brought to Schaefer.

The last thing that Schaefer commented to the board on was the Legislation email that was sent out Tuesday morning. Schaefer learned of the amendment being sent out late Monday night. He was aware of a legislative bill that he learned about on Florida Tourism Day that was held at the end of March. This bill was still being pushed forward even though there was a lot of opposition from the folks that attended Florida Tourism Day. Both bills passed in the House.

There is a meeting with the CEO's of the DMO's with Destinations Florida on Thursday. If the bill goes through it will eliminate tourism promotion as well as all Tourism Development Councils. Goldberg asked if we should have meetings set up with the state reps from this area. Both reps voted yes to the bills. Sasser asked Schaefer if he got confirmation on the tax relief and if it's for homestead or all properties. Investment property owners will want to fight against it if it's only going to homestead and they would be a good voice for opposition for this bill. There is currently no matching bill from the Senate on this topic but we do not know if this bill will pass or not as of today.

Old Business
Maria Goldberg made a motion to approve the minutes from March 19, 2025, Board Meeting. Robin Reshard seconded the motion, and it was approved unanimously.

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

March Takeaways

- Unified March reports a net income of $850K, which is due to invoicing the county for the remaining Foo Foo Expenses in addition to the monthly expenses.

Major Highlights

- Advertising Income for Insider Guides has been reclassified from the Balance Sheet to the Income Statement, resulting in an additional $76K in revenue.
- To date, VP has applied $800K toward the advance with a remaining balance of $1.2M to be paid by the end of the year.
- The remaining $293K in Foo Foo expenses has been billed to the county and will be applied against the initial $700K advance received for FY24.

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

CPA 2nd Quarter Compiled Financial Statements
Jason Loeffler, CPA, compiled the statement of financial position submitted by Wandy Samuel and everything lined up properly.

Maria Goldberg made a motion to approve the compiled CPA report for the 2nd Quarter, Brady Hale seconded the motion, and it was approved unanimously.

Marketing Updates – Showcase Pensacola
Nicole Stacey gave the board a quick rundown of what the Visit Pensacola Staff has been working on and what they have coming up.

Visit Pensacola Grants:

5 workshops – mandatory to attend (1) to apply
Deadline to apply June 6, NOON
Public Scoring – June 23, 3PM

Press Trips:

Elisabeth Abrahamson – AAA Explorer
Terrie Guthrie - Texas Freelance
Sandy Cadiz-Smith – Absolutely Magazine (UK)
Michele Hermann - New York Freelance
@Glamof NYC Creator
Sarah Bisacca - Atlanta Food Writer
Kara Kimbough - Mississippi Press Agent

Life on the Water – Final Edits
US231 Welcome Center & NWFL Corner
Visit Pensacola UK Trade & Media Mission
Bandwango Marketing & Partner Engagement
Site Visits (4) including 2 Military
In Market Groups (4)

The Team from Showcase Pensacola updated the board on the latest overviews for social media, Life on the Water, and WVUE New Orleans.

Last thing was that Schaefer updated the board on the Charlotte Airport trip and Pensacola won the bid for that trip.

The meeting was adjourned at 4:26 PM by Gilliam.

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

Pensacola FLORIDA THE WAY TO BEACH™

VISIT PENSACOLA BOARD MEETING

May 28, 2025

VP Financials

Visit Pensacola
Financial Report
April 2025

FY25 APRIL TAKEAWAYS:
Unified financial statement reports a net loss of $788K for April, primarily due to an inability to bill the county for Showcase expenses. The delay in reimbursement from the county is impacting cash flow, hence the inability to pay Showcase for their March invoices.
MAJOR HIGHLIGHTS:
VP is unable to pay $729K of Showcase expenses. As of March 31, VP is awaiting reimbursement of approximately $2.4 million in outstanding payments from the county.
To date, VP has applied $800K toward the advance with a remaining balance of $1.2M to be paid by the end of the year.
ACE has no expenses of their operating grant in April.

*	VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
*	VP MTD PRIVATE INCOME is from partnership dues and advertising income-98% of invoiced partners have already paid their dues
	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled $239,673.86. We recognize income as billed to the County).
	VISIT PENSACOLA ONLY Month To Date Private revenue totaled $20,942.99
	VISIT PENSACOLA ONLY Month to date total Revenue = $260,616.85
	VISIT PENSACOLA ONLY Month to date expense:
	Direct Programming $843,712.88
	Operations $26,142.70
	Personnel $178,820.12
	VISIT PENSACOLA ONLY Month to Date total Expense = $1,048,675.70
	VISIT PENSACOLA Only Month to Date Net Loss= -$788,058.85

	UNIFIED Year to Date TDT revenue totaled $5,833,437.12
	UNIFIED Year To Date Private revenue totaled $268,055.04
	UNIFIED Year to date total Revenue = $6,101,492.16
	UNIFIED Year to date expense:
	Direct Programming $4,959,810.52
	Operations $211,652.05
	Personnel $867,636.05
	UNIFIED Year to Date total Expense = $6,039,098.62
	UNIFIED Year to Date Net Income = $62,393.54

County Submissions

*	April submission has been submitted to the county on May 7th.

Visit Pensacola Inc

Balance Sheet

As of April 30, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	53,559.43
1025 EFT TDT #4196	136,367.68
1027 EFT TDT #4196-ACE	0.00
Total 1025 EFT TDT #4196	**136,367.68**
1030 Partner#2177	113,913.60
1033 PPP LOan	0.00
Total 1030 Partner#2177	**113,913.60**
1035 Reserves #3955	20,741.56
1050 Petty Cash	115.00
Total Bank Accounts	**$324,697.27**
Accounts Receivable	
1200 Accounts Receivable	2,974,630.95
1200-5 Membershp Receivable	0.00
Total 1200 Accounts Receivable	**2,974,630.95**
Total Accounts Receivable	**$2,974,630.95**
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	151.32
1405 Prepaid Expenses	109,061.89
1410 Prepaid Insurance	15,151.05
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00
1500 Gift Cards	0.00
1999 Merchandise Inventory	0.00
Total Other Current Assets	**$124,364.26**
Total Current Assets	**$3,423,692.48**
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
Total 1300 Furniture & Fixtures	**0.00**

Visit Pensacola Inc

Balance Sheet

As of April 30, 2025

	TOTAL
1350 Equipment	
1351 Laminator & case	409.00
1352 Flag & Flagpole	683.00
1359 Apple laptop	1,449.00
1361 iMac Pro	5,757.91
1998 Acc Depr - Equipment	-8,298.91
Total 1350 Equipment	**0.00**
Total Fixed Assets	**$0.00**
TOTAL ASSETS	**$3,423,692.48**
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	729,558.65
Total Accounts Payable	**$729,558.65**
Credit Cards	
2000 Visit Pensacola P-Card	40,714.89
2002 Regions Membership PCard	3,151.78
Total Credit Cards	**$43,866.67**
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	105.75
2600 Due to Partnership	0.00
2605 Due to Reserve	0.00
2650 Due to TDT	0.00
2655 Line of Credit	0.00
2660 Pass through payment	0.00
2700 Unearned Revenue	1,204,520.00
2700-1 Unearned Revenue-PS	0.00
2700-2 Unearned Revenue-ACE	910,329.40
2999 Salaries payable	78,815.79
Out Of Scope Agency Payable	0.00
Sales Tax Agency Payable	0.00
Total Other Current Liabilities	**$2,193,770.94**
Total Current Liabilities	**$2,967,196.26**
Total Liabilities	**$2,967,196.26**
Equity	
32000 Unrestricted Net Assets	394,102.68
Net Income	62,393.54
Total Equity	**$456,496.22**
TOTAL LIABILITIES AND EQUITY	**$3,423,692.48**

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

Apr-25

	Actual	Oct - April, 2025 (YTD)	Budget	Remaining	% of Budget	% Remaining
Income						
4000 Tourism Development Tax-ACE		689,669.33	1,954,375.00	1,264,705.67	35.29%	64.71%
4000 Tourism Development Tax-TDT	239,673.86	4,343,767.79	7,838,125.00	3,494,357.21	55.42%	44.58%
Advance Payment		800,000.00	2,000,000.00	1,200,000.00	40.00%	60.00%
4050 · TDT Supplemental			614,395.00	1,034,242.00	168.34%	0.00%
Total 4000 Tourism Development Tax-TDT	**$ 239,673.86**	**$ 5,833,437.12**	**$ 12,406,895.00**	**$ 6,573,457.88**	**47.02%**	**52.98%**
4100 Membership Dues	5,879.16	135,829.92	133,000.00	-2,829.92	102.13%	-2.13%
4150 Advertising Income	13,629.16	107,417.50	122,000.00	14,582.50	88.05%	11.95%
4400 Gifts in Kind - Goods			150,000.00	150,000.00	0.00%	100.00%
4600 Misc Income	3.54	10,892.99	200.00	-10,692.99	5446.50%	-5346.50%
4620 Interest Income	21.13	92.09	1,000.00	907.91	9.21%	90.79%
4640 Event Income	1,410.00	13,822.54	14,000.00	177.46	98.73%	1.27%
Total Income	**$ 260,616.85**	**$ 6,101,492.16**	**$ 12,827,095.00**	**$ 6,725,602.84**	**47.57%**	**52.43%**
Gross Profit	**$ 260,616.85**	**$ 6,101,492.16**	**$ 12,827,095.00**	**$ 6,725,602.84**	**47.57%**	**52.43%**
Expenses						
1 Direct Programming				0.00		
5090 Marketing Research	26,525.32	178,553.91	350,720.00	172,166.09	50.91%	49.09%
5100 Advertising/Media		7,974.43	445,300.00	437,325.57	1.79%	98.21%
5110 Public Relations	14,248.87	87,846.49	261,050.00	173,203.51	33.65%	66.35%
5120 Advertising Production	23,570.00	30,726.51	40,000.00	9,273.49	76.82%	23.18%
5130 Internet Site Production	30,351.78	266,795.56	425,252.00	158,456.44	62.74%	37.26%
5140 Festivals & Events Granted		102,661.69	115,000.00	12,338.31	89.27%	10.73%
5141 Festivals & Event Local Support	43,438.62	107,028.70	162,000.00	54,971.30	66.07%	33.93%
5142 Festival & Event Mini Grants			45,000.00	45,000.00	0.00%	100.00%
5150 Consumer Promotions		6,071.16	87,950.00	81,878.84	6.90%	93.10%
5160 Sales Promotions	633.13	8,225.87	146,500.00	138,274.13	5.61%	94.39%
5170 Brochures and Collateral	32,075.00	43,845.53	156,700.00	112,854.47	27.98%	72.02%
5180 Tradeshows	4,430.57	151,139.65	198,950.00	47,810.35	75.97%	24.03%
5190 Showcase	641,995.03	2,844,606.56	5,785,131.00	2,940,524.44	49.17%	50.83%
5210 Regional Partnership	8,729.17	72,624.19	86,500.00	13,875.81	83.96%	16.04%
5215 Tourism Development Projects			25,000.00	25,000.00	0.00%	100.00%
5220 Registration	1,425.00	14,351.24	47,750.00	33,398.76	30.05%	69.95%
5230 Dues and Subscriptions	3,188.83	33,569.69	63,020.00	29,450.31	53.27%	46.73%
5400 Business Travel & Entertainment	5,875.77	34,712.58	92,805.00	58,092.42	37.40%	62.60%
5400-1 Disallowed Travel Expense	349.52	1,777.91	4,895.00	3,117.09	36.32%	63.68%
Total 5400 Business Travel & Entertainment	**$ 6,225.29**	**$ 36,490.49**	**$ 97,700.00**	**$ 61,209.51**	**37.35%**	**62.65%**
5500 Visitor Awareness Education	6,876.27	67,298.85	102,790.00	35,491.15	65.47%	34.53%
7400 ACE - DP		900,000.00	2,056,199.00	2,056,199.00	0.00%	100.00%
Total 1 Direct Programming	**$ 843,712.88**	**$ 4,959,810.52**	**$ 10,698,512.00**	**$ 5,738,701.48**	**46.36%**	**53.64%**
2 Operating Costs				0.00		
5450 Auto/ Local Travel	767.34	4,834.08	8,800.00	3,965.92	54.93%	45.07%
5520 Committee Expenses			3,750.00	3,750.00	0.00%	100.00%
5600 Building Maintenance & Repair	6,924.13	44,525.73	119,000.00	74,474.27	37.42%	62.58%
5610 Computer&IT Maintenance&Repair	2,615.91	26,076.33	37,000.00	10,923.67	70.48%	29.52%
5630 Insurance Building & Content	1,656.94	8,530.03	38,200.00	29,669.97	22.33%	77.67%
5640 D & O and Liability Insurance	759.75	4,201.93	7,100.00	2,898.07	59.18%	40.82%
5650 Audit		20,000.00	24,000.00	4,000.00	83.33%	16.67%
5660 Legal Services		5,086.00	16,000.00	10,914.00	31.79%	68.21%
5670 CPA/ Financial Services	562.50	3,632.70	7,200.00	3,567.30	50.45%	49.55%
5700 Postage	3,299.96	15,670.43	42,000.00	26,329.57	37.31%	62.69%
5710 Supplies Coffee/Sodas	324.51	4,653.03	9,200.00	4,546.97	50.58%	49.42%
5720 Office Supplies	837.03	8,652.73	15,000.00	6,347.27	57.68%	42.32%
5730 Storage and Delivery	1,069.87	6,901.93	22,000.00	15,098.07	31.37%	68.63%
5750 Rent			10.00	10.00	0.00%	100.00%
5760 Telephone Service	631.65	4,345.77	8,400.00	4,054.23	51.74%	48.26%
5766 Cell Phone	754.44	5,134.10	9,600.00	4,465.90	53.48%	46.52%
5770 Utilities	3,276.68	26,437.63	49,000.00	22,562.37	53.95%	46.05%
5780 Copier	1,614.23	6,126.98	9,600.00	3,473.02	63.82%	36.18%
5790 Capital Expenditures			15,000.00	15,000.00	0.00%	100.00%
5900 Miscellaneous Expenses	23.90	730.69	2,500.00	1,769.31	29.23%	70.77%
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	122.58	10,695.06	10,300.00	-395.06	103.84%	-3.84%
6010 Credit Card Processing Fee	725.53	4,365.72	6,000.00	1,634.28	72.76%	27.24%
6500 Taxes	175.75	1,024.44	4,065.00	3,040.56	25.20%	74.80%
6940 In Kind Expense			150,000.00	150,000.00	0.00%	100.00%
Total 2 Operating Costs	**$ 26,142.70**	**$ 211,652.05**	**$ 615,425.00**	**$ 403,772.95**	**34.39%**	**65.61%**
3 Personnel Costs						
5800 Salaries	140,657.59	684,519.25	1,197,858.00	513,338.75	57.15%	42.85%

UNIFIED

PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

5810 Commissions	8,270.80	22,373.91	28,500.00	6,126.09	78.50%	21.50%
5830 Auto	692.31	3,412.10	6,000.00	2,587.90	56.87%	43.13%
5840 401K Contribution Match	5,315.52	26,978.81	50,400.00	23,421.19	53.53%	46.47%
5850 Employee Insurance	8,586.59	51,102.96	113,000.00	61,897.04	45.22%	54.78%
5870 Drug Testing		38.11	400.00	361.89	9.53%	90.47%
5880 Payroll Expense	15,297.31	75,180.39	108,000.00	32,819.61	69.61%	30.39%
5890 Staff Education		4,030.52	9,000.00	4,969.48	44.78%	55.22%
Total 3 Personnel Costs	**$ 178,820.12**	**$ 867,636.05**	**$ 1,513,158.00**	**$ 645,521.95**	**57.34%**	**42.66%**
Total Expenses	**$ 1,048,675.70**	**$ 6,039,098.62**	**$ 12,827,095.00**	**$ 6,787,996.38**	**47.08%**	**52.92%**
Net Operating Income	**-$ 788,058.85**	**$ 62,393.54**	**$ 0.00**	**-$ 62,393.54**		
Net Income	**-$ 788,058.85**	**$ 62,393.54**	**$ 0.00**	**-$ 62,393.54**		

Fund 108 - Revenue Trends
Analytical Review
As of May 15, 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	1,019,459	4.3%	977,427	-2.9%	1,006,752	6.0%	949,429	68.9%	561,963	-5.4%	593,800
April	1,828,116	-4.7%	1,918,310	3.5%	1,853,429	3.1%	1,798,239	60.3%	1,121,509	125.3%	497,729
May	150,359	-90.9%	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
	8,887,548	-59.6%	**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	3,555,019		8,805,796		8,632,988		8,726,564		8,835,730		4,879,479
3rd Cent	1,777,510		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
4th Cent	1,777,510		4,402,898		4,316,494		4,363,282		4,417,865		2,439,739
5th Cent	1,777,510		4,402,898		4,316,494		4,363,282		-		-
	8,887,548		**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: May 6, 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 March 2025 returns received in the month of April 2025, as prepared by the Treasury Department of the Clerk and Comptroller's Office.

- Total collections received in April 2025 were $1,819,529 compared to $1,923,806 in April 2024. A comparison of April 2025 to April 2024 is a 5.4% decrease.

- Year-to-date collections for FY2025 is $8,741,175 compared to $8,754,884 for FY2024.

Current Year vs Prior Year						
Cent	Monthly Comparison			YTD Comparison		
	2025	2024	% Change	2025	2024	% Change
1-5 Cents	$ 1,819,529	$ 1,923,806	-5.4%	$ 8,741,175	$ 8,754,884	-0.2%
	-	-				
Total	**$ 1,819,529**	**$ 1,923,806**	**-5.4%**	**$ 8,741,175**	**$ 8,754,884**	**-0.2%**

Five Percent Tourist Development Tax Collection Data
Reported In Fiscal Year Format
Escambia County, Florida
As of April 30, 2025

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

Area by Zip Code(s)		
Geographic Area	**Zip Code(s)**	**Area Description**
Downtown Pensacola	32501	Downtown Area
	32502	Other Downtown Area
Southeast Pensacola	32503	Cordova Mall Area
	32504	Airport Area - Davis & Scenic Hwy South of I-10
Southcentral & Southwest Pensacola	32505	South of Michigan, East of Mobile Hwy, & West of Pace Blvd
	32506	Myrtle Grove, Lillian Hwy & Hwy 98 Area
Perdido Key Area	32507	Bayou Chico to Perdido Key South of Sorrento Area
Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
North Escambia & Northwest Pensacola	32526	Bellview Area & South of I-10
	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area

Five Percent Tourist Development Tax Collection Data By Geographic Area
Escambia County, Florida
Fiscal Year 2025
As of April 30, 2025

Fiscal Year 2025

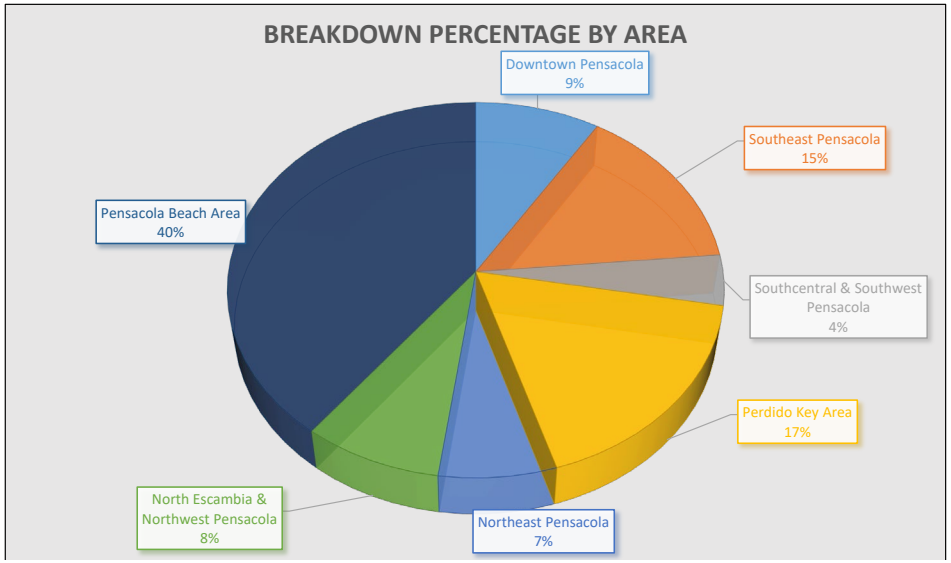
Geographic Area	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Area Total	% of Total
Downtown Pensacola	$ 134,410.77	$ 121,927.26	$ 103,323.55	$ 102,509.94	$ 75,694.23	$ 104,560.48	$ 137,660.05	$ -	$ -	$ -	$ -	$ -	$ 780,086.28	8.9%
Southeast Pensacola	188,725.53	198,565.51	160,501.72	155,355.76	161,139.31	168,663.57	244,602.44	-	-	-	-	-	1,277,553.84	14.6%
Southcentral & Southwest Pensacola	57,487.05	57,626.70	44,979.30	48,666.49	52,072.03	66,855.79	51,934.79	-	-	-	-	-	379,622.15	4.3%
Perdido Key Area	329,206.47	277,113.00	138,933.97	105,715.89	130,303.00	188,588.30	344,501.05	-	-	-	-	-	1,514,361.68	17.3%
Northeast Pensacola	89,220.75	94,553.22	77,553.02	68,782.80	74,827.09	90,869.84	116,258.49	-	-	-	-	-	612,065.21	7.0%
North Escambia & Northwest Pensacola	125,052.59	109,288.21	89,565.90	98,308.82	69,240.59	89,581.53	140,914.09	-	-	-	-	-	721,951.73	8.3%
Pensacola Beach Area	731,625.87	717,608.98	389,354.93	312,420.95	201,913.89	318,951.84	783,657.70	-	-	-	-	-	3,455,534.16	39.5%
Total	**$ 1,655,729.03**	**$ 1,576,682.88**	**$ 1,004,212.39**	**$ 891,760.65**	**$ 765,190.14**	**$ 1,028,071.35**	**$ 1,819,528.61**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ 8,741,175.05**	**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
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Northeast Pensacola	32514	Ferry Pass Area - Palafox & Scenic Hwy North of I-10
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	32533	Cantonment Area
	32534	Ensley Area
	32535	Century Area
	32568	McDavid Area
	32577	Molino Area
Pensacola Beach Area	32561	Pensacola Beach Area

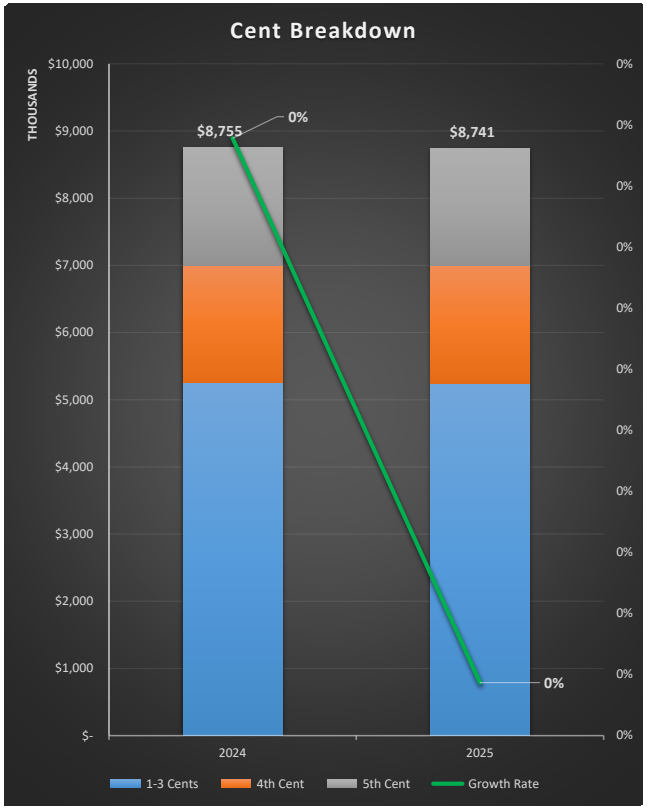
Five Percent Tourist Development Tax Collection Data By Percent
Escambia County, Florida
Fiscal Year 2025
As of April 30, 2025

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	616,842.81
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	1,091,717.17
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**	**$ 5,244,705.03**

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	205,614.27
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	363,905.72
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**	**$ 1,748,235.01**



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	205,614.27
APR	-	-	-	-	-	-	357,744.84	374,281.83	384,761.27	363,905.72
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**	**$ 1,748,235.01**

*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	1,028,071.35	976,367.75	51,703.60	5.3%
APR	1,819,528.61	1,923,806.35	(104,277.74)	-5.4%
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	**$ 8,741,175.05**	**$ 22,023,171.54**	**$ (13,281,996.49)**	**-60.3%**

Pensacola
FLORIDA
THE WAY TO BEACH™

VISIT PENSACOLA BOARD MEETING

May 28, 2025

Research

Date Created: May 16, 2025

Visit Pensacola

For the Month of April 2025

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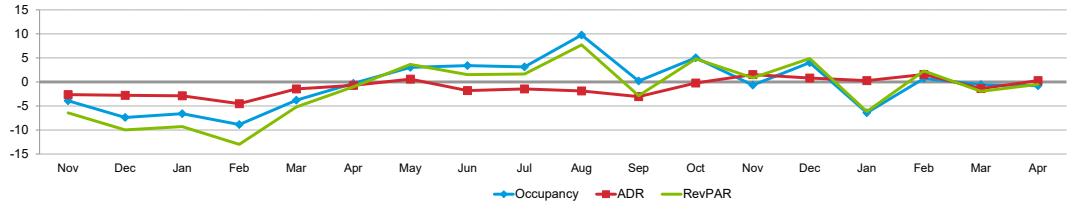
Tab 2 - Trend Escambia Co + Zip 32561+

Visit Pensacola

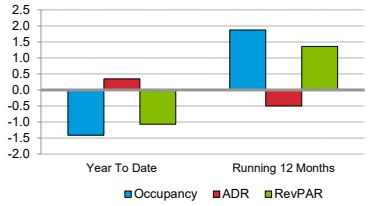
For the Month of April 2025

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2023		2024												2025				Year To Date			Running 12 Months		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2023	2024	2025	2023	2024	2025
This Year	53.8	46.1	47.5	57.7	68.5	67.5	71.5	76.2	74.9	67.1	60.7	64.1	53.4	48.0	44.5	58.1	68.1	66.9	63.2	60.2	59.4	64.4	61.6	62.7
Last Year	55.9	49.8	50.9	63.3	71.2	67.7	69.4	73.7	72.6	61.1	60.6	61.0	53.8	46.1	47.5	57.7	68.5	67.5	64.6	63.2	60.2	68.1	64.4	61.6
Percent Change	-3.9	-7.4	-6.6	-8.9	-3.8	-0.3	3.0	3.4	3.1	9.8	0.2	5.0	-0.7	4.0	-6.4	0.7	-0.6	-0.8	-2.1	-4.8	-1.4	-5.4	-4.5	1.9

ADR	2023		2024												2025				Year To Date			Running 12 Months		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2023	2024	2025	2023	2024	2025
This Year	112.42	102.72	97.74	108.30	141.51	146.60	159.20	180.29	192.74	141.01	131.87	127.83	114.14	103.56	98.01	109.98	139.55	146.99	128.71	126.41	126.85	145.13	141.72	141.01
Last Year	115.46	105.67	100.64	113.43	143.61	147.66	158.27	183.60	195.56	143.70	136.03	128.10	112.42	102.72	97.74	108.30	141.51	146.60	129.30	128.71	126.41	148.21	145.13	141.72
Percent Change	-2.6	-2.8	-2.9	-4.5	-1.5	-0.7	0.6	-1.8	-1.4	-1.9	-3.1	-0.2	1.5	0.8	0.3	1.6	-1.4	0.3	-0.5	-1.8	0.3	-2.1	-2.3	-0.5

RevPAR	2023		2024												2025				Year To Date			Running 12 Months		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2023	2024	2025	2023	2024	2025
This Year	60.43	47.38	46.44	62.50	96.88	98.89	113.89	137.37	144.39	94.59	80.03	81.93	60.95	49.68	43.59	63.93	95.00	98.37	81.38	76.13	75.31	93.51	87.23	88.42
Last Year	64.59	52.63	51.20	71.83	102.20	99.89	109.88	135.31	142.04	87.82	82.39	78.18	60.43	47.38	46.44	62.50	96.88	98.89	83.49	81.38	76.13	100.97	93.51	87.23
Percent Change	-6.4	-10.0	-9.3	-13.0	-5.2	-1.0	3.6	1.5	1.7	7.7	-2.9	4.8	0.9	4.9	-6.2	2.3	-1.9	-0.5	-2.5	-6.5	-1.1	-7.4	-6.7	1.4

Supply	2023		2024												2025				Year To Date			Running 12 Months		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2023	2024	2025	2023	2024	2025
This Year	254,760	263,252	263,252	237,776	258,354	250,020	261,888	256,050	267,809	271,653	262,890	271,653	264,210	275,435	275,435	248,780	275,435	266,550	963,195	1,009,402	1,066,200	2,926,993	3,069,367	3,197,788
Last Year	240,480	248,496	248,496	224,868	248,961	240,870	248,899	251,700	260,090	263,252	254,760	263,252	254,760	263,252	263,252	237,776	258,354	250,020	960,875	963,195	1,009,402	2,881,167	2,926,993	3,069,367
Percent Change	5.9	5.9	5.9	5.7	3.8	3.8	5.2	1.7	3.0	3.2	3.2	3.2	3.7	4.6	4.6	4.6	6.6	6.6	0.2	4.8	5.6	1.6	4.9	4.2

Demand	2023		2024												2025				Year To Date			Running 12 Months		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2023	2024	2025	2023	2024	2025
This Year	136,948	121,416	125,100	137,222	176,877	168,648	187,342	195,097	200,622	182,233	159,540	174,119	141,072	132,142	122,494	144,605	187,515	178,373	608,948	607,847	632,987	1,885,896	1,889,269	2,005,154
Last Year	134,529	123,763	126,425	142,397	177,177	162,949	172,806	185,497	188,907	160,886	154,301	160,661	136,948	121,416	125,100	137,222	176,877	168,648	620,472	608,948	607,847	1,962,933	1,885,896	1,889,269
Percent Change	1.8	-1.9	-1.0	-3.6	-0.2	3.5	8.4	5.2	6.2	13.3	3.4	8.4	3.0	8.8	-2.1	5.4	6.0	5.8	-1.9	-0.2	4.1	-3.9	0.2	6.1

Revenue	2023		2024												2025				Year To Date			Running 12 Months		
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2023	2024	2025	2023	2024	2025
This Year	15,395,138	12,471,679	12,226,685	14,860,627	25,030,197	24,723,435	29,825,533	35,173,833	38,668,493	25,696,537	21,038,983	22,257,078	16,102,519	13,684,027	12,005,552	15,904,359	26,167,169	26,219,824	78,380,101	76,840,944	80,296,904	273,696,932	267,746,845	282,743,907
Last Year	15,532,553	13,078,188	12,723,951	16,151,965	25,443,634	24,060,552	27,349,363	34,056,788	36,943,140	23,119,025	20,990,282	20,580,486	15,395,138	12,471,679	12,226,685	14,860,627	25,030,197	24,723,435	80,226,460	78,380,101	76,840,944	290,917,885	273,696,932	267,746,845
Percent Change	-0.9	-4.6	-3.9	-8.0	-1.6	2.8	9.1	3.3	4.7	11.1	0.2	8.1	4.6	9.7	-1.8	7.0	4.5	6.1	-2.3	-2.0	4.5	-5.9	-2.2	5.6

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

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Tab 3 - Resp Escambia Co + Zip 32561+

Visit Pensacola

For the Month of April 2025

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2023 J	F	M	A	M	J	J	A	S	O	N	D	2024 J	F	M	A	M	J	J	A	S	O	N	D	2025 J	F	M	A	M	J	J	A	S	O	N	D
61915	Budget Inn	Pensacola, FL	32501			26																																					
10881	Closed - Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0																																					
46072	Closed - Town & Country Motel	Pensacola, FL	32501	Aug 2010		0																																					
5395	Closed - Travel Inn	Pensacola, FL	32501	Sep 2017	Aug 1952	0																																					
10879	Days Inn by Wyndham Pensacola - Historic Downtown	Pensacola, FL	32501	Jul 1987	Jul 1987	103		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
79891	Lily Hall	Pensacola, FL	32501	Feb 2023	Feb 2023	15																																					
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
77590	Hilton Garden Inn Pensacola Downtown	Pensacola, FL	32502	Aug 2023	Aug 2023	102									●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
65524	Holiday Inn Express Pensacola Downtown	Pensacola, FL	32502	Dec 2017	Dec 2017	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
77362	Hotel Tristan Pensacola, Tapestry Collection by Hilton	Pensacola, FL	32502		U/C	148																																					
43296	New World Inn	Pensacola, FL	32502	May 2020	Jun 1983	16																																					
9748	Pensacola Grand Hotel	Pensacola, FL	32502	Aug 2025	Jun 1984	0																																					
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Nov 2020	Aug 1998	78		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
7304	Sole Inn & Suites	Pensacola, FL	32502	May 2020	Jun 1975	45																																					
76975	Home2 Suites by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	74								●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
60962	Lyon's Motel	Pensacola, FL	32503			20																																					
77213	Tru by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	79								●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
34329	Courtyard Pensacola	Pensacola, FL	32504	Aug 1997	Aug 1997	90		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
35418	Extended Stay America Pensacola - University Mall	Pensacola, FL	32504	Sep 1997	Sep 1997	101		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
34435	Hampton by Hilton Inn Pensacola-Airport Cordova Mall	Pensacola, FL	32504	Jan 1998	Jan 1998	126		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
53663	Hampton Inn & Suites Pensacola I-10 North at University T	Pensacola, FL	32504	Jul 2005	Jul 2005	85		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
60319	Hilton Garden Inn Pensacola Airport Medical Center	Pensacola, FL	32504	Mar 2010	Mar 2010	137		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
62001	Hyatt Place Pensacola Airport	Pensacola, FL	32504	Apr 2013	Apr 2013	127		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
8597	Pensacola Inn	Pensacola, FL	32504	Aug 2015	Sep 1985	58																																					
48787	Pensacola Suites Hotel	Pensacola, FL	32504	Feb 2025	Jan 2003	107		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	○	●	●							
7664	Quality Inn & Suites Pensacola Bayview	Pensacola, FL	32504	Dec 2010	Jun 1985	138		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
6641	Red Roof Inn Pensacola - I-10 at Davis Highway	Pensacola, FL	32504	Oct 1982	Oct 1982	107		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
67904	Residence Inn Pensacola Airport/Medical Center	Pensacola, FL	32504	Aug 2019	Aug 2019	86		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
724	Rest and Relax Inn	Pensacola, FL	32504	May 2022	Feb 1981	135																																					
24639	Rodeway Inn Pensacola	Pensacola, FL	32504	Apr 2025	Jun 1995	62		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
62391	SpringHill Suites Pensacola	Pensacola, FL	32504	Aug 2013	Aug 2013	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
8274	Super 6	Pensacola, FL	32504	Sep 2011	May 1983	80																																					
5275	SureStay Studio by Best Western Pensacola	Pensacola, FL	32504	Dec 2021	Jun 1985	64		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
11005	Sweet Dream Inn - University Park	Pensacola, FL	32504	Jun 2010	May 1985	119		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
57129	TownePlace Suites Pensacola	Pensacola, FL	32504	Feb 2008	Feb 2008	97		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
80643	Tru by Hilton Pensacola I-10 North Davis Highway	Pensacola, FL	32504		U/C	98																																					
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104																																					
725	Closed - Days Inn Pensacola	Pensacola, FL	32505	Apr 2013	Apr 1960	0																																					
54628	Closed - Econo Lodge Pensacola	Pensacola, FL	32505	Jan 2010	May 2006	0																																					
24030	Closed - Landmark Inn	Pensacola, FL	32505	Sep 2004	Jun 1970	0																																					
46989	Closed - Pensacola Motor Lodge	Pensacola, FL	32505	Mar 2024	Apr 1932	0	Y																																				
20115	Executive Inn	Pensacola, FL	32505	Nov 1984	Nov 1984	36																																					
36709	Extended Stay Pensacola	Pensacola, FL	32505	Jun 2019	Jun 1998	60		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
18745	Hotel Del Sol	Pensacola, FL	32505	Jul 2022	Jan 1986	118																																					
52761	Luxury Suites	Pensacola, FL	32505	Jun 2001	Jun 2001	50																																					
6385	Motel 6 Pensacola West	Pensacola, FL	32505	Oct 2005	Jun 1975	115		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
6967	OYO Hotel Pensacola I-10 & Hwy 29	Pensacola, FL	32505	Dec 2019	Jun 1972	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
4060	Quality Inn Pensacola	Pensacola, FL	32505	Oct 2022	Nov 1983	108		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
2987	Regency Inn & Suites	Pensacola, FL	32505	Dec 2024	Jun 1968	78	Y				○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○															
46197	Relax Inn	Pensacola, FL	32505	May 1958	May 1958	21																																					
79861	Sea Barr Of Stars	Pensacola, FL	32505			14																																					
27564	Sweet Dream Inn	Pensacola, FL	32505	Nov 2020	Jun 1988	60																																					
78142	Circle Motel	Pensacola, FL	32506			30																																					
30502	Closed - Hospitality Inn	Pensacola, FL	32506	Mar 2017	Jun 1984	0																																					
4853	Closed - Maria Motel	Pensacola, FL	32506	May 2003		0																																					
4061	Closed - Quality Inn NAS Corry	Pensacola, FL	32506	Oct 2020	Sep 1985	0																																					
59693	Holiday Inn Express & Suites Pensacola West Navy Base	Pensacola, FL	32506	Aug 2009	Aug 2009	73		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
39981	Mayfair Motel	Pensacola, FL	32506	Jun 1990	Jun 1990	40																																					
52700	Mona Lisa Motel	Pensacola, FL	32506	Jun 1966	Jun 1966	15																																					
35060	Motel 6 Pensacola, FL - Nas	Pensacola, FL	32506	Sep 2017	Jul 1997	41		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
38211	Red Roof Inn & Suites Pensacola - NAS Corry	Pensacola, FL	32506	Jun 2016	May 2001	70		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
5394	Super 8 Pensacola West	Pensacola, FL	32506	Jun 2019	Jun 1972	50		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
20795	Western Inn	Pensacola, FL	32506	Jun 2005	Jun 1965	67																																					
79701	Anchor Inn	Pensacola, FL	32507			16																																					
39441	Candlewood Suites Pensacola FL	Pensacola, FL	32507	Aug 2025	Sep 1999	0	Y	●	●	●	●	●	●	●	●	●	●	●	●	●																							
25928	Closed - BEST WESTERN Perdido Key Beach	Pensacola, FL	32507	Sep 2004	Jul 1986	0																																					
52072	Comfort Inn Pensacola Near NAS Corry Station	Pensacola, FL	32507	Sep 2022	Nov 2003	127		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●							
81268	Extended Stay America Premier Suites Pensacola- NAS C	Pensacola, FL	32507	Aug 2024	Aug 2024	124																						●	●	●	●	●	●	●	●							
49496	Budget Inn	Pensacola, FL	32514	Jun 1969	Jun 1969	38																																					

Tab 3 - Resp Escambia Co + Zip 32561+

Visit Pensacola

For the Month of April 2025

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2023 J	F	M	A	M	J	J	A	S	O	N	D	2024 J	F	M	A	M	J	J	A	S	O	N	D	2025 J	F	M	A	M	J	J	A	S	O	N	D
65398	Candlewood Suites Pensacola - University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
48494	Civic Inn North	Pensacola, FL	32514	Jun 1985	Jun 1985	29																																					
10219	Closed - Days Inn Pensacola North	Pensacola, FL	32514	Aug 2017	Apr 1985	0																																					
22465	Closed - The Pensacola Lodge	Pensacola, FL	32514	Sep 2007	Apr 1985	0																																					
29832	Comfort Inn Pensacola University Area	Pensacola, FL	32514	Nov 2003	Mar 1994	115		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
38034	Efficiency Lodge - Davis Hwy. Pensacola, FL	Pensacola, FL	32514	Mar 1999	Mar 1999	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					●	●	●	●	●	●								
55734	Extended Stay America Select Suites - Pensacola - Northe	Pensacola, FL	32514	Sep 2022	Mar 2006	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
80785	Holiday Inn Express & Suites Pensacola Airport North - I-1	Pensacola, FL	32514	May 2024	May 2024	114																		○	●	●	●	●	●	●	●	●	●	●	●								
56920	Holiday Inn Pensacola - University Area	Pensacola, FL	32514	Mar 2008	Mar 2008	114		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
65902	Home2 Suites by Hilton Pensacola I -10 At North Davis Hw	Pensacola, FL	32514	Sep 2017	Sep 2017	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
5114	La Quinta Inn by Wyndham Pensacola	Pensacola, FL	32514	Feb 1985	Feb 1985	130		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
3842	Queen Mary Inn	Pensacola, FL	32514	Jul 2011	Jun 1985	143																																					
81476	stayAPT Suites Pensacola-UWF/West Florida Hospital Are	Pensacola, FL	32514	Jun 2024	Jun 2024	87																				●	●	●	●	●	●	●	●	●	●								
78574	American Inn	Pensacola, FL	32526	Jun 1951	Jun 1951	15																																					
57589	Country Inn & Suites Pensacola West FL	Pensacola, FL	32526	Sep 2008	Sep 2008	63		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
16130	Days Inn by Wyndham Pensacola I-10	Pensacola, FL	32526	May 2013	Oct 1995	88		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
76258	Efficiency Lodge - Mobile Hwy. Pensacola, FL	Pensacola, FL	32526	Jun 1999	Jun 1999	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
68552	Fairfield Inn & Suites Pensacola West I-10	Pensacola, FL	32526	Sep 2019	Sep 2019	87		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
63307	Hampton by Hilton Inn & Suites Pensacola/I-10 Pine Fores	Pensacola, FL	32526	Dec 2014	Dec 2014	75		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
53960	Holiday Inn Express & Suites Pensacola W I 10	Pensacola, FL	32526	Jun 2006	Jun 2006	64		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
69107	Home2 Suites by Hilton Pensacola I-10 Pine Forest Road	Pensacola, FL	32526	Feb 2020	Feb 2020	80		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
32611	Red Roof Inn Pensacola Fairgrounds	Pensacola, FL	32526	Mar 2010	Feb 1996	73		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
36435	Super 8 Pensacola	Pensacola, FL	32526	Jan 2019	May 1998	69		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
77210	TownePlace Suites Pensacola West I-10	Pensacola, FL	32526	Jul 2024	Jul 2024	104																				●	●	●	●	●	●	●	●	●	●								
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
70476	Courtyard Pensacola West	Pensacola, FL	32534	Jan 2021	Jan 2021	124		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
57077	Extended Stay America Select Suites Pensacola - Northwe	Pensacola, FL	32534	Sep 2022	Dec 2007	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
10880	Garden Inn & Suites	Pensacola, FL	32534	May 2008	Jun 1973	96																																					
41016	Studio 6 Pensacola, FL - West I-10	Pensacola, FL	32534	Jul 2021	Oct 2000	62		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
81180	WoodSpring Suites Pensacola West	Pensacola, FL	32534	Nov 2024	Nov 2024	122																								○	●	●	●	●	●								
2988	Closed - Beachside Resort & Conf Center	Pensacola Beach, FL	32561	Sep 2004		0																																					
19856	Closed - Best Western Beachside Resort	Gulf Breeze, FL	32561	Oct 2020	Jun 1991	0																																					
29160	Closed - Clarion Suites Resort & Convention Ctr	Pensacola Beach, FL	32561	Sep 2004	Jun 1993	0																																					
40239	Closed - Five Flags Inn	Pensacola, FL	32561	Sep 2004	Jun 1995	0																																					
727	Closed - Holiday Inn Express Pensacola Beach	Pensacola Beach, FL	32561	Oct 2004	Jan 1979	0																																					
40241	Closed - Sandpiper Gulf Aire Inn Motel	Pensacola, FL	32561	Sep 2004	Jun 1997	0																																					
49309	Closed - Tiki House	Pensacola Beach, FL	32561	Sep 2004	Jun 1989	0																																					
78014	Fairfield Inn & Suites Pensacola Beach	Pensacola Beach, FL	32561	Jun 2023	Jun 2023	209								●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
10878	Gulf Coast Inn	Gulf Breeze, FL	32561	Nov 1967	Nov 1967	33																																					
62310	Hampton Inn & Suites Pensacola/Gulf Breeze	Gulf Breeze, FL	32561	May 2013	May 2013	90		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
78961	Hampton Inn by Hilton Pensacola Beach	Gulf Breeze, FL	32561		U/C	215																																					
31312	Hampton Inn Pensacola Beach	Pensacola Beach, FL	32561	Apr 2006	Jul 1995	189		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
44600	Hilton Pensacola Beach	Pensacola Beach, FL	32561	Jul 2007	Mar 2003	275		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
74089	Holiday Inn Express & Suites Gulf Breeze - Pensacola Are	Gulf Breeze, FL	32561	Apr 2021	Apr 2021	92		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
31104	Holiday Inn Express Pensacola Beach	Pensacola Beach, FL	32561	Nov 2021	Jun 1989	76		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
60897	Holiday Inn Resort Pensacola Beach Gulf Front	Gulf Breeze, FL	32561	Feb 2011	Feb 2011	206		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
69730	Home2 Suites by Hilton Gulf Breeze Pensacola Area	Gulf Breeze, FL	32561	Feb 2021	Feb 2021	109		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
40240	Paradise Inn Hotel	Gulf Breeze, FL	32561	May 2005	Jun 1997	35																																					
59437	Portofino Island Resort & Spa	Gulf Breeze, FL	32561	Jun 2003	Jun 2003	300																																					
726	Quality Inn & Suites Gulf Breeze Bayside near Pensacola I	Gulf Breeze, FL	32561	Aug 2011	Jun 1967	116		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
44457	SpringHill Suites Pensacola Beach	Gulf Breeze, FL	32561	Nov 2021	Jul 2002	117		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
31548	Surf & Sand Hotel	Gulf Breeze, FL	32561	May 2018	May 1995	100		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
59695	The Pensacola Beach Resort	Pensacola Beach, FL	32561	Jun 2023	Jun 2010	161	Y	●	●	●	●	●	●	●	●	●	●	●	●	○	○	●	○	○	●	●	●	●	●	●	●	●	●	●	●								
			Total Properties:			122	9346																																				

○ - Monthly data received by STR
● - Monthly and daily data received by STR
Blank - No data received by STR
Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

A blank row indicates insufficient data.

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Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola

For the month of: April 2025

	Current Month - April 2025 vs April 2024												Year to Date - April 2025 vs April 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	74.3	80.9	164.96	164.32	122.64	132.94	-8.1	0.4	-7.7	-7.7	0.0	-8.1	68.1	71.6	148.20	148.98	100.87	106.67	-4.9	-0.5	-5.4	-5.4	0.0	-4.9	9	5	611	509
Airport+	69.3	70.0	113.60	127.16	78.77	88.99	-0.9	-10.7	-11.5	-11.5	0.0	-0.9	62.6	64.3	108.99	115.27	68.19	74.09	-2.7	-5.4	-8.0	-8.0	0.0	-2.7	21	17	1998	1705
Pine Forest+	54.8	57.5	76.19	80.49	41.75	46.26	-4.7	-5.3	-9.7	-1.6	9.1	4.0	50.4	52.9	72.23	74.17	36.43	39.24	-4.7	-2.6	-7.2	0.2	7.9	2.9	18	9	1466	889
Westside/Perdido+	55.1	59.8	104.40	113.82	57.47	68.02	-7.9	-8.3	-15.5	-0.3	18.1	8.7	51.3	52.8	98.47	102.55	50.53	54.16	-2.8	-4.0	-6.7	4.9	12.4	9.3	22	16	1491	1308
PNS Beach+	80.4	74.0	248.89	225.13	200.01	166.54	8.6	10.6	20.1	20.1	0.0	8.6	64.4	62.3	202.98	187.14	130.74	116.58	3.4	8.5	12.1	12.1	0.0	3.4	15	12	2108	1740
UWF+	65.1	63.6	92.85	102.63	60.42	65.28	2.3	-9.5	-7.4	11.0	19.9	22.7	61.7	60.6	89.63	92.02	55.28	55.72	1.8	-2.6	-0.8	18.9	19.9	22.1	12	9	1211	1001

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

Currency: USD - US Dollar

Visit Pensacola

For the Month of April 2025

	Current Month - April 2025 vs April 2024									Year to Date - April 2025 vs April 2024								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg
Downtown+	18,330	18,330	0.0	13,628	14,829	-8.1	2,248,076	2,436,769	-7.7	73,320	73,320	0.0	49,906	52,496	-4.9	7,396,089	7,820,934	-5.4
Airport+	59,940	59,940	0.0	41,562	41,945	-0.9	4,721,333	5,333,916	-11.5	239,760	239,760	0.0	149,993	154,096	-2.7	16,348,365	17,762,791	-8.0
Pine Forest+	43,980	40,320	9.1	24,099	23,173	4.0	1,836,113	1,865,160	-1.6	175,920	163,050	7.9	88,728	86,251	2.9	6,408,486	6,397,582	0.2
Westside/Perdido+	44,730	37,890	18.1	24,625	22,646	8.7	2,570,809	2,577,461	-0.3	178,920	159,112	12.4	91,808	84,028	9.3	9,040,137	8,616,941	4.9
PNS Beach+	63,240	63,240	0.0	50,819	46,782	8.6	12,648,528	10,532,150	20.1	252,960	252,960	0.0	162,924	157,582	3.4	33,070,830	29,489,227	12.1
UWF+	36,330	30,300	19.9	23,640	19,273	22.7	2,194,965	1,977,979	11.0	145,320	121,200	19.9	89,628	73,394	22.1	8,032,998	6,753,469	18.9

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola

For the month of: April 2025

	Current Month - April 2025 vs April 2024												Year to Date - April 2025 vs April 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Bay County, FL	66.3	64.2	144.39	138.84	95.69	89.19	3.2	4.0	7.3	6.0	-1.2	1.9	56.6	57.0	122.59	119.97	69.36	68.37	-0.7	2.2	1.5	1.0	-0.4	-1.1	124	61	11009	6405
Baldwin County, AL	65.5	64.9	167.61	166.10	109.86	107.76	1.0	0.9	1.9	1.9	0.0	1.0	58.4	58.3	148.38	145.74	86.68	85.00	0.2	1.8	2.0	2.0	0.0	0.2	71	52	6879	5140
Okaloosa County, FL	68.1	65.4	174.53	170.23	118.83	111.33	4.1	2.5	6.7	11.0	4.0	8.3	56.7	58.0	141.82	139.37	80.45	80.79	-2.1	1.8	-0.4	3.4	3.8	1.6	91	62	8765	6032
Walton County, FL	63.0	61.3	220.76	206.94	139.08	126.82	2.8	6.7	9.7	7.7	-1.8	1.0	50.0	49.1	179.52	171.02	89.70	84.00	1.7	5.0	6.8	4.9	-1.8	-0.1	38	22	4166	3401
St Johns County, FL	69.7	70.5	182.48	184.43	127.21	130.00	-1.1	-1.1	-2.1	-1.7	0.5	-0.6	69.7	69.1	184.47	185.14	128.52	127.92	0.8	-0.4	0.5	0.5	0.1	0.9	104	54	7191	5343
Sarasota County, FL	72.0	73.5	271.34	240.30	195.33	176.56	-2.0	12.9	10.6	11.4	0.7	-1.4	77.8	76.8	277.66	260.01	215.89	199.66	1.3	6.8	8.1	8.1	-0.1	1.2	109	53	7386	6018

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

Currency: USD - US Dollar

Visit Pensacola

For the Month of April 2025

	Current Month - April 2025 vs April 2024									Year to Date - April 2025 vs April 2024								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg	2025	2024	% Chg
Bay County, FL	330,270	334,410	-1.2	218,873	214,823	1.9	31,602,561	29,825,668	6.0	1,320,431	1,326,101	-0.4	747,134	755,763	-1.1	91,591,170	90,669,746	1.0
Baldwin County, AL	206,370	206,370	0.0	135,266	133,880	1.0	22,671,341	22,237,925	1.9	823,120	823,120	0.0	480,868	480,095	0.2	71,351,832	69,966,692	2.0
Okaloosa County, FL	262,950	252,840	4.0	179,025	165,366	8.3	31,245,960	28,149,609	11.0	1,041,455	1,003,170	3.8	590,740	581,524	1.6	83,780,711	81,044,732	3.4
Walton County, FL	124,980	127,260	-1.8	78,737	77,991	1.0	17,382,325	16,139,230	7.7	499,920	509,040	-1.8	249,797	250,045	-0.1	44,844,120	42,761,741	4.9
St Johns County, FL	215,730	214,740	0.5	150,392	151,364	-0.6	27,442,782	27,915,612	-1.7	859,498	858,960	0.1	598,826	593,489	0.9	110,466,472	109,876,505	0.5
Sarasota County, FL	221,580	220,140	0.7	159,507	161,752	-1.4	43,280,337	38,868,720	11.4	878,355	878,963	-0.1	682,948	674,931	1.2	189,626,354	175,490,145	8.1

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Tab 8 - Response Downtown+

Visit Pensacola

For the Month of April 2025

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2023 J	F	M	A	M	J	J	A	S	O	N	D	2024 J	F	M	A	M	J	J	A	S	O	N	D	2025 J	F	M	A	M	J	J	A	S	O	N	D
61915	Budget Inn	Pensacola, FL	32501			26																																					
10881	Closed - Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0																																					
46072	Closed - Town & Country Motel	Pensacola, FL	32501	Aug 2010		0																																					
5395	Closed - Travel Inn	Pensacola, FL	32501	Sep 2017	Aug 1952	0																																					
10879	Days Inn by Wyndham Pensacola - Historic Downtown	Pensacola, FL	32501	Jul 1987	Jul 1987	103		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
79891	Lily Hall	Pensacola, FL	32501	Feb 2023	Feb 2023	15																																					
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
77590	Hilton Garden Inn Pensacola Downtown	Pensacola, FL	32502	Aug 2023	Aug 2023	102									●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
65524	Holiday Inn Express Pensacola Downtown	Pensacola, FL	32502	Dec 2017	Dec 2017	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
77362	Hotel Tristan Pensacola, Tapestry Collection by Hilton	Pensacola, FL	32502		U/C	148																																					
43296	New World Inn	Pensacola, FL	32502	May 2020	Jun 1983	16																																					
9748	Pensacola Grand Hotel	Pensacola, FL	32502	Aug 2025	Jun 1984	0																																					
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Nov 2020	Aug 1998	78		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
7304	Sole Inn & Suites	Pensacola, FL	32502	May 2020	Jun 1975	45																																					
			Total Properties:		14	759																																					

○ - Monthly data received by STR
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Tab 9 - Response Airport+

Visit Pensacola

For the Month of April 2025

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2023 J	F	M	A	M	J	J	A	S	O	N	D	2024 J	F	M	A	M	J	J	A	S	O	N	D	2025 J	F	M	A	M	J	J	A	S	O	N	D
76975	Home2 Suites by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	74								●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
60962	Lyon's Motel	Pensacola, FL	32503			20																																					
77213	Tru by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	79								●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
34329	Courtyard Pensacola	Pensacola, FL	32504	Aug 1997	Aug 1997	90		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
35418	Extended Stay America Pensacola - University Mall	Pensacola, FL	32504	Sep 1997	Sep 1997	101		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
34435	Hampton by Hilton Inn Pensacola-Airport Cordova Mall	Pensacola, FL	32504	Jan 1998	Jan 1998	126		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
53663	Hampton Inn & Suites Pensacola I-10 North at University T	Pensacola, FL	32504	Jul 2005	Jul 2005	85		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
60319	Hilton Garden Inn Pensacola Airport Medical Center	Pensacola, FL	32504	Mar 2010	Mar 2010	137		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
62001	Hyatt Place Pensacola Airport	Pensacola, FL	32504	Apr 2013	Apr 2013	127		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
8597	Pensacola Inn	Pensacola, FL	32504	Aug 2015	Sep 1985	58																																					
48787	Pensacola Suites Hotel	Pensacola, FL	32504	Feb 2025	Jan 2003	107		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	○	●	●								
7664	Quality Inn & Suites Pensacola Bayview	Pensacola, FL	32504	Dec 2010	Jun 1985	138		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
6641	Red Roof Inn Pensacola - I-10 at Davis Highway	Pensacola, FL	32504	Oct 1982	Oct 1982	107		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
67904	Residence Inn Pensacola Airport/Medical Center	Pensacola, FL	32504	Aug 2019	Aug 2019	86		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
724	Rest and Relax Inn	Pensacola, FL	32504	May 2022	Feb 1981	135																																					
24639	Rodeway Inn Pensacola	Pensacola, FL	32504	Apr 2025	Jun 1995	62		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
62391	SpringHill Suites Pensacola	Pensacola, FL	32504	Aug 2013	Aug 2013	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
8274	Super 6	Pensacola, FL	32504	Sep 2011	May 1983	80																																					
5275	SureStay Studio by Best Western Pensacola	Pensacola, FL	32504	Dec 2021	Jun 1985	64		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
11005	Sweet Dream Inn - University Park	Pensacola, FL	32504	Jun 2010	May 1985	119		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
57129	TownePlace Suites Pensacola	Pensacola, FL	32504	Feb 2008	Feb 2008	97		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
80643	Tru by Hilton Pensacola I-10 North Davis Highway	Pensacola, FL	32504		U/C	98																																					
			Total Properties:		22	2096																																					

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Tab 10 - Response Pine Forest+

Visit Pensacola

For the Month of April 2025

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2023 J	F	M	A	M	J	J	A	S	O	N	D	2024 J	F	M	A	M	J	J	A	S	O	N	D	2025 J	F	M	A	M	J	J	A	S	O	N	D
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104																																					
725	Closed - Days Inn Pensacola	Pensacola, FL	32505	Apr 2013	Apr 1960	0																																					
54628	Closed - Econo Lodge Pensacola	Pensacola, FL	32505	Jan 2010	May 2006	0																																					
24030	Closed - Landmark Inn	Pensacola, FL	32505	Sep 2004	Jun 1970	0																																					
46989	Closed - Pensacola Motor Lodge	Pensacola, FL	32505	Mar 2024	Apr 1932	0	Y																																				
20115	Executive Inn	Pensacola, FL	32505	Nov 1984	Nov 1984	36																																					
36709	Extended Stay Pensacola	Pensacola, FL	32505	Jun 2019	Jun 1998	60		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
18745	Hotel Del Sol	Pensacola, FL	32505	Jul 2022	Jan 1986	118																																					
52761	Luxury Suites	Pensacola, FL	32505	Jun 2001	Jun 2001	50																																					
6385	Motel 6 Pensacola West	Pensacola, FL	32505	Oct 2005	Jun 1975	115		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
6967	OYO Hotel Pensacola I-10 & Hwy 29	Pensacola, FL	32505	Dec 2019	Jun 1972	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
4060	Quality Inn Pensacola	Pensacola, FL	32505	Oct 2022	Nov 1983	108		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
2987	Regency Inn & Suites	Pensacola, FL	32505	Dec 2024	Jun 1968	78	Y				○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○																
46197	Relax Inn	Pensacola, FL	32505	May 1958	May 1958	21																																					
79861	Sea Barr Of Stars	Pensacola, FL	32505			14																																					
27564	Sweet Dream Inn	Pensacola, FL	32505	Nov 2020	Jun 1988	60																																					
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
70476	Courtyard Pensacola West	Pensacola, FL	32534	Jan 2021	Jan 2021	124		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
57077	Extended Stay America Select Suites Pensacola - Northwe	Pensacola, FL	32534	Sep 2022	Dec 2007	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
10880	Garden Inn & Suites	Pensacola, FL	32534	May 2008	Jun 1973	96																																					
41016	Studio 6 Pensacola, FL - West I-10	Pensacola, FL	32534	Jul 2021	Oct 2000	62		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
81180	WoodSpring Suites Pensacola West	Pensacola, FL	32534	Nov 2024	Nov 2024	122																								○	●	●	●	●	●								
			Total Properties:		22	1466																																					

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Tab 11 - Response Westside Perdido+

Visit Pensacola

For the Month of April 2025

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2023 J	F	M	A	M	J	J	A	S	O	N	D	2024 J	F	M	A	M	J	J	A	S	O	N	D	2025 J	F	M	A	M	J	J	A	S	O	N	D
78142	Circle Motel	Pensacola, FL	32506			30																																					
30502	Closed - Hospitality Inn	Pensacola, FL	32506	Mar 2017	Jun 1984	0																																					
4853	Closed - Maria Motel	Pensacola, FL	32506	May 2003		0																																					
4061	Closed - Quality Inn NAS Corry	Pensacola, FL	32506	Oct 2020	Sep 1985	0																																					
59693	Holiday Inn Express & Suites Pensacola West Navy Base	Pensacola, FL	32506	Aug 2009	Aug 2009	73		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
39981	Mayfair Motel	Pensacola, FL	32506	Jun 1990	Jun 1990	40																																					
52700	Mona Lisa Motel	Pensacola, FL	32506	Jun 1966	Jun 1966	15																																					
35060	Motel 6 Pensacola, FL - Nas	Pensacola, FL	32506	Sep 2017	Jul 1997	41		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
38211	Red Roof Inn & Suites Pensacola - NAS Corry	Pensacola, FL	32506	Jun 2016	May 2001	70		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
5394	Super 8 Pensacola West	Pensacola, FL	32506	Jun 2019	Jun 1972	50		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
20795	Western Inn	Pensacola, FL	32506	Jun 2005	Jun 1965	67																																					
79701	Anchor Inn	Pensacola, FL	32507			16																																					
39441	Candlewood Suites Pensacola FL	Pensacola, FL	32507	Aug 2025	Sep 1999	0	Y	●	●	●	●	●	●	●	●	●	●	●	●	●																							
25928	Closed - BEST WESTERN Perdido Key Beach	Pensacola, FL	32507	Sep 2004	Jul 1986	0																																					
52072	Comfort Inn Pensacola Near NAS Corry Station	Pensacola, FL	32507	Sep 2022	Nov 2003	127		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
81268	Extended Stay America Premier Suites Pensacola- NAS C	Pensacola, FL	32507	Aug 2024	Aug 2024	124																						●	●	●	●	●	●	●	●								
78574	American Inn	Pensacola, FL	32526	Jun 1951	Jun 1951	15																																					
57589	Country Inn & Suites Pensacola West FL	Pensacola, FL	32526	Sep 2008	Sep 2008	63		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
16130	Days Inn by Wyndham Pensacola I-10	Pensacola, FL	32526	May 2013	Oct 1995	88		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
76258	Efficiency Lodge - Mobile Hwy. Pensacola, FL	Pensacola, FL	32526	Jun 1999	Jun 1999	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
68552	Fairfield Inn & Suites Pensacola West I-10	Pensacola, FL	32526	Sep 2019	Sep 2019	87		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
63307	Hampton by Hilton Inn & Suites Pensacola/I-10 Pine Fores	Pensacola, FL	32526	Dec 2014	Dec 2014	75		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
53960	Holiday Inn Express & Suites Pensacola W I 10	Pensacola, FL	32526	Jun 2006	Jun 2006	64		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
69107	Home2 Suites by Hilton Pensacola I-10 Pine Forest Road	Pensacola, FL	32526	Feb 2020	Feb 2020	80		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
32611	Red Roof Inn Pensacola Fairgrounds	Pensacola, FL	32526	Mar 2010	Feb 1996	73		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
36435	Super 8 Pensacola	Pensacola, FL	32526	Jan 2019	May 1998	69		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
77210	TownePlace Suites Pensacola West I-10	Pensacola, FL	32526	Jul 2024	Jul 2024	104																				●	●	●	●	●	●	●	●	●	●								
			Total Properties:		27	1491																																					

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Tab 12 - Response PNS Beach+

Visit Pensacola

For the Month of April 2025

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2023 J	F	M	A	M	J	J	A	S	O	N	D	2024 J	F	M	A	M	J	J	A	S	O	N	D	2025 J	F	M	A	M	J	J	A	S	O	N	D
2988	Closed - Beachside Resort & Conf Center	Pensacola Beach, FL	32561	Sep 2004		0																																					
19856	Closed - Best Western Beachside Resort	Gulf Breeze, FL	32561	Oct 2020	Jun 1991	0																																					
29160	Closed - Clarion Suites Resort & Convention Ctr	Pensacola Beach, FL	32561	Sep 2004	Jun 1993	0																																					
40239	Closed - Five Flags Inn	Pensacola, FL	32561	Sep 2004	Jun 1995	0																																					
727	Closed - Holiday Inn Express Pensacola Beach	Pensacola Beach, FL	32561	Oct 2004	Jan 1979	0																																					
40241	Closed - Sandpiper Gulf Aire Inn Motel	Pensacola, FL	32561	Sep 2004	Jun 1997	0																																					
49309	Closed - Tiki House	Pensacola Beach, FL	32561	Sep 2004	Jun 1989	0																																					
78014	Fairfield Inn & Suites Pensacola Beach	Pensacola Beach, FL	32561	Jun 2023	Jun 2023	209								●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
10878	Gulf Coast Inn	Gulf Breeze, FL	32561	Nov 1967	Nov 1967	33																																					
62310	Hampton Inn & Suites Pensacola/Gulf Breeze	Gulf Breeze, FL	32561	May 2013	May 2013	90		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
78961	Hampton Inn by Hilton Pensacola Beach	Gulf Breeze, FL	32561		U/C	215																																					
31312	Hampton Inn Pensacola Beach	Pensacola Beach, FL	32561	Apr 2006	Jul 1995	189		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
44600	Hilton Pensacola Beach	Pensacola Beach, FL	32561	Jul 2007	Mar 2003	275		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
74089	Holiday Inn Express & Suites Gulf Breeze - Pensacola Are	Gulf Breeze, FL	32561	Apr 2021	Apr 2021	92		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
31104	Holiday Inn Express Pensacola Beach	Pensacola Beach, FL	32561	Nov 2021	Jun 1989	76		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
60897	Holiday Inn Resort Pensacola Beach Gulf Front	Gulf Breeze, FL	32561	Feb 2011	Feb 2011	206		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
69730	Home2 Suites by Hilton Gulf Breeze Pensacola Area	Gulf Breeze, FL	32561	Feb 2021	Feb 2021	109		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
40240	Paradise Inn Hotel	Gulf Breeze, FL	32561	May 2005	Jun 1997	35																																					
59437	Portofino Island Resort & Spa	Gulf Breeze, FL	32561	Jun 2003	Jun 2003	300																																					
726	Quality Inn & Suites Gulf Breeze Bayside near Pensacola I	Gulf Breeze, FL	32561	Aug 2011	Jun 1967	116		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
44457	SpringHill Suites Pensacola Beach	Gulf Breeze, FL	32561	Nov 2021	Jul 2002	117		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
31548	Surf & Sand Hotel	Gulf Breeze, FL	32561	May 2018	May 1995	100		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
59695	The Pensacola Beach Resort	Pensacola Beach, FL	32561	Jun 2023	Jun 2010	161	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	○	○	●	○	○	●	●	●	●	●	●	●	●	●	●								
			Total Properties:		23	2323																																					

○ - Monthly data received by STR

● - Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

A blank row indicates insufficient data.

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Tab 13 - Response UWF+

Visit Pensacola

For the Month of April 2025

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2023 J	F	M	A	M	J	J	A	S	O	N	D	2024 J	F	M	A	M	J	J	A	S	O	N	D	2025 J	F	M	A	M	J	J	A	S	O	N	D
49496	Budget Inn	Pensacola, FL	32514	Jun 1969	Jun 1969	38																																					
65398	Candlewood Suites Pensacola - University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
48494	Civic Inn North	Pensacola, FL	32514	Jun 1985	Jun 1985	29																																					
10219	Closed - Days Inn Pensacola North	Pensacola, FL	32514	Aug 2017	Apr 1985	0																																					
22465	Closed - The Pensacola Lodge	Pensacola, FL	32514	Sep 2007	Apr 1985	0																																					
29832	Comfort Inn Pensacola University Area	Pensacola, FL	32514	Nov 2003	Mar 1994	115		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
38034	Efficiency Lodge - Davis Hwy. Pensacola, FL	Pensacola, FL	32514	Mar 1999	Mar 1999	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					●	●	●	●	●	●								
55734	Extended Stay America Select Suites - Pensacola - Northe	Pensacola, FL	32514	Sep 2022	Mar 2006	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
80785	Holiday Inn Express & Suites Pensacola Airport North - I-1	Pensacola, FL	32514	May 2024	May 2024	114																		○	●	●	●	●	●	●	●	●	●	●	●								
56920	Holiday Inn Pensacola - University Area	Pensacola, FL	32514	Mar 2008	Mar 2008	114		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
65902	Home2 Suites by Hilton Pensacola I -10 At North Davis Hw	Pensacola, FL	32514	Sep 2017	Sep 2017	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
5114	La Quinta Inn by Wyndham Pensacola	Pensacola, FL	32514	Feb 1985	Feb 1985	130		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
3842	Queen Mary Inn	Pensacola, FL	32514	Jul 2011	Jun 1985	143																																					
81476	stayAPT Suites Pensacola-UWF/West Florida Hospital Are	Pensacola, FL	32514	Jun 2024	Jun 2024	87																				●	●	●	●	●	●	●	●	●	●								
			Total Properties:		14	1211																																					

○ - Monthly data received by STR
● - Monthly and daily data received by STR
Blank - No data received by STR
Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

A blank row indicates insufficient data.

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How can we assist you?

Glossary:
For all STR definitions, please visit www.str.com/data-insights/resources/glossary

Frequently Asked Questions (FAQ):
For all STR FAQs, please click here or visit http://www.str.com/data-insights/resources/FAQ

For additional support, please contact your regional office.

For the latest in industry news, visit HotelNewsNow.com.
To learn more about the Hotel Data Conference, visit HotelDataConference.com.

Pensacola
FLORIDA
THE WAY TO BEACH™

VISIT PENSACOLA BOARD MEETING

May 28, 2025

Marketing & Communications

VISITPENSACOLA.COM

April 2025

420,945
FY 1,882,844
USERS

936,899
FY 4,861,117
PAGE VIEWS

$1,020,078
FY $5.8
TOTAL REVENUE*

3.2
FY 3
AVG. LENGTH OF STAY*

$194
FY $181
AVG. DAILY RATE*

AUDIENCE

City	Users
Toronto	57,096
Chicago	14,941
New Orleans	13,671
Atlanta	8,016
Mobile	7,993
New York	7,790
Dallas	6,629
Pensacola	6,553
Houston	5,153
Detroit	3,852
Ashburn	3,607

PARTNER ENGAGEMENT

Listing Views	603,932
Visit Partner Website	11,924
Event Views	127,169
Coupons	3,783
Referrals (Listings/Events)	11,924

WEBSITE SIGNUPS

New Email Subscribers	670
Insider Guide Requests	8,392
Insider Guide (Online version)	1,467

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.

TOP PAGES

Page	Users	Engagement
Things To Do Outdoors	112,738	11%
Events	19,356	86%
History & Heritage	45,273	14%
Web cams	11,361	88%
Things To Do	18,004	87%
Home	17,201	59%
Crawfish Festival	9,294	72%
Blue Angel Practices	9,967	70%
Family Fun	6,733	70%
Pensacola Beach	6,909	81%
Places To Stay	6,623	99%
Beaches	7,310	91%

CHANNEL (How people find us)

Channel	Users	Engagement
Paid Search	121,137	24%
Organic Search	123,801	112%
Paid Social	70,227	29%
Display	35,139	20%
Direct	21,317	96%
Paid Other	11,620	44%
Organic Video	7,747	23%
Cross-network	6,339	102%
Organic Social	5,800	80%
Referral	4,756	70%
Email	2,117	83%

Visit Pensacola
Public Relations Report
April 2025

OUTREACH

4 PRESS RELEASES

Highlight: Visit Pensacola Set to Celebrate National Travel and Tourism Week May 5-9

25 MEDIA PITCHES

Including: UK Trade and Media Mission

30 MEDIA ASSISTS

3 BLOGS

Highlight: Quirky Attractions In Pensacola: Flying Fish, Fighter Jets, And The Land Of Hairy People

3 FILM REQUESTS

SOCIAL MEDIA

5,747 total users visited the website from social media
11,943 page views on VisitPensacola.com from social media users
1,949 conversions from social meaning they completed a website KPI

144 New Followers
Total Engagement: 2,367 • 44,565 Impressions

381 Net Page Likes
70,938 Engagements (down 64.4% from the previous year)
4.56 Million Impressions

3,540 Followers
419 Saves • 4.16K Engagements (up 26%)
182.61K Impressions (up 112%)

152 New Followers • 1,613 Post Clicks
2,121 Engagements • 9,403 Impressions

8 New Videos • 724,286 Video Views
32,864 Engagements • 4,041 Profile Views
2,055 Net Follower Growth • 67 Website Clicks

1,801 Total Subscribers
20 New Subscribers

ManyChat – DM Automation Tool
Events – Instagram Story / 19 Runs / 88.9% CTR
History Itinerary / 33 Runs / 85% CTR

E-MARKETING CONSUMER eNEWS

670 new sign-ups
84% engagement rate
36% open rate
2.7% click throughs

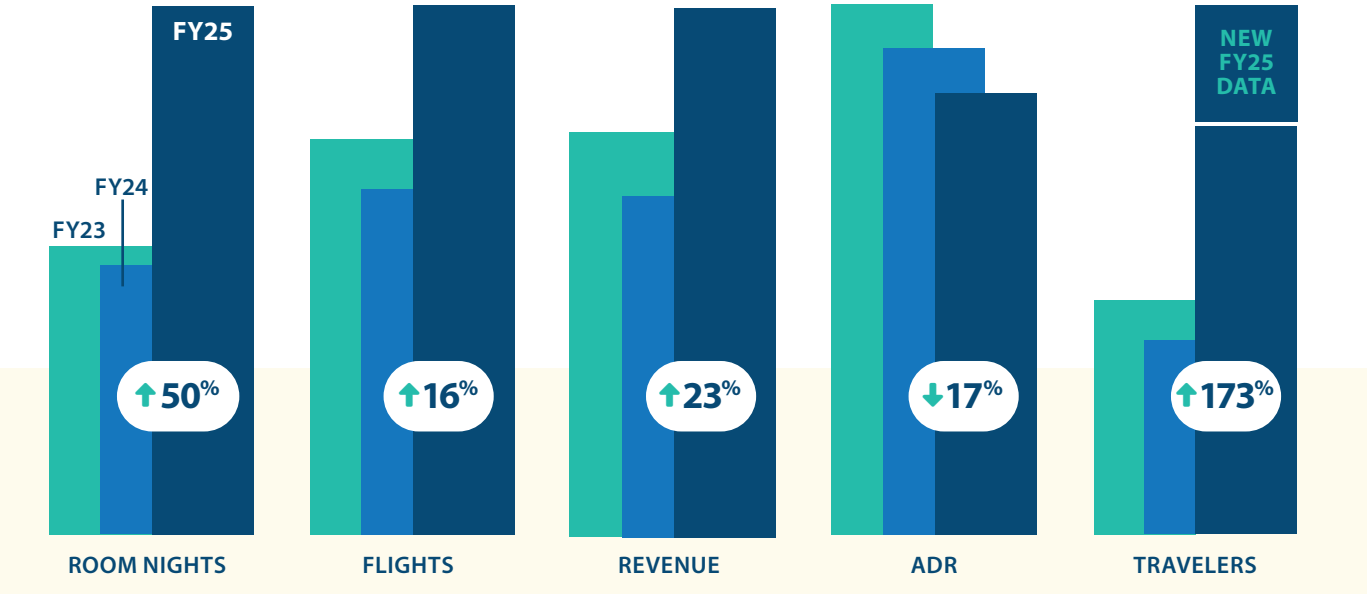
VISIT PENSACOLA | April 2025 Activity

WAY TO BEACH CAMPAIGN

This over-arching campaign generates traveler awareness, interest, consideration, and bookings by showcasing the relaxing white-sand beaches that draw them here. A variety of digital tactics combine with print, broadcast, radio, and outdoor to connect us with potential travelers.

Comparing Campaign Results

These graphs compare October-March trackable results from fy23 through fy25. It's worth noting there was a 23% budget increase from fy24 to fy25.



INTEREST CAMPAIGN

Pensacola's unique offerings entice history enthusiasts, foodies, craft beer lovers, divers, birders, and fishing fiends to visit. Making a "you can do what you love here" connection helps create affinity for Pensacola and differentiates us from neighboring destinations.

The campaign grows awareness and drives bookings while delivering a $12.23 ROAS.

October-March Campaign Results

These trackable results are based on Adara's reporting of digital advertising efforts.

Room Nights	2,763
Flights	113
Revenue	$464,380
ADR	$159.44
Travelers	1,632

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

COMMUNITY IMPACT : MARCH

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 68.1%

MARCH YEAR-OVER-YEAR

68.1% 68.5% 71.2%

12-MONTH RUNNING AVERAGES

62.7% 61.6% 64.4%

Average Daily Rate $139.55

MARCH YEAR-OVER-YEAR

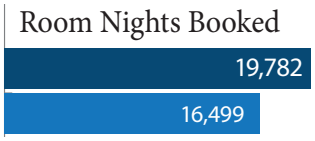
12-MONTH RUNNING AVERAGES

TRACKABLE RESULTS : MARCH

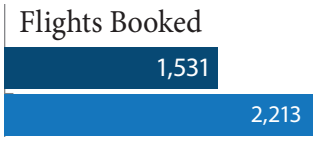
Figures account only for those people who saw digital advertising on their phone, tablet, or computer, then booked (room night or flight) through a trackable source during March. This does not represent all flights, or room nights. All data from vendor reports.

MARCH YEAR-OVER-YEAR

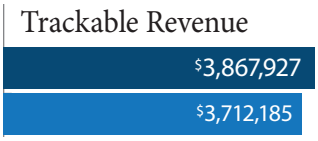
Room Nights Booked



Flights Booked



Trackable Revenue



WEBSITE IMPACT : MARCH

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

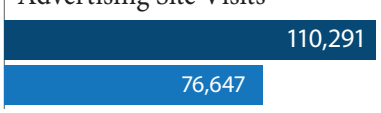
ALL CLICKABLE EFFORTS:

Advertising Site Visits 110,291

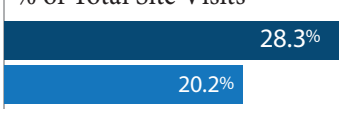
% of Total Site Visits 28.3%

MARCH YEAR-OVER-YEAR

Advertising Site Visits



% of Total Site Visits



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

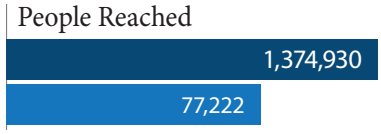
SOCIAL MEDIA ONLY:

People Reached 1,374,930

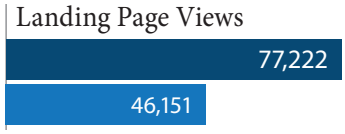
Landing Page Views 77,222

MARCH YEAR-OVER-YEAR

People Reached



Landing Page Views



Visit Pensacola
Public Relations Report
April 2025

EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES
- Local Tourism
- National Travel & Tourism
- UK Trade Release
- Visit Pensacola Event Marketing Grant

MEDIA ASSISTS
- Food and Wine – The World is Your Oyster
- Destinations Florida Quick Trips
- AAAE
- Sun Belt Media
- Carrie Honaker press trip
- Ballinger Publishing
- NOLA Now
- KHOU – Good Morning Texas
- WFAA – Dallas Morning Show
- Today In Nashville Morning Show
- WVEC
- AARP
- Emergent Media
- Fodor's Florida Travel Guide
- USA Today 10Best Readers Choice
- InWeekly
- Rick's Blog
- WEAR3
- WKRG

MEDIA ASSISTS, cont.
- Freedom Destinations UK
- PR NewsWire
- NewsRadio1620
- Cat Country 98.7
- Gulf Breeze News
- Pensacola News Journal
- Spot on Florida
- Florida Trend
- Hospitality Net
- Florida Politics
- MSN
- Southern Living - The Top 50 Beach Towns
- Garden & Gun
- TravMedia – National Parks
- Travel & Leisure
- Sandy Cadiz Smith (UK) press trip
- Good Morning Pensacola – Pensacola Chamber Breakfast
- NWFL Coalition and US231 Welcome Center opening
- The Independent
- Visit Florida Editorial Lead submission
- Visit Pensacola UK Trade and Media Mission
- National Parks in the South – Jesse Scott

MEDIA ASSISTS, cont.
- Underrated Luxury – Better Homes and Gardens – Shivani Vyas
- Underrated Summer Destinations – Karen Cicero – Good Housekeeping
- Elisabeth Abrahamson press trip
- Terrie Guthrie press trip
- Southern Living – The Top 10 Beach Bar
- Southern Living – 20 Hidden Gems only Southerners Know About
- Wine Enthusiast
- Lonely Planet
- Visit Pensacola Grant Workshops (5)
- Convention South
- IPW planning and appointment preferencing
- Tourism Works for Escambia – actively pitching to local media about current legislative bills
- Waves of Impact podcast with BOD, Ali Green (Global Hospitality and Tourism Mgmt)

PRESS MENTIONS – STORIES MENTIONING PENSACOLA

STORIES MENTIONING PENSACOLA
Highlight:
- 60 of the Most Stunning Animals From Our National Parks

200 Stories
Highlights:
- 10 Cheapest US Cities for Last-Minute Hotel Bookings
- Historic Ocean Liner off Florida's Gulf Coast Will Soon Be the World's Largest Artificial Reef

7 Accolades
Highlights:
- 19 Beach Towns in the US That Are Actually Affordable
- American Cruise Lines Setting Sail From Pensacola In 2026 – What It Means For Tourism

Visit Pensacola
Monthly PR Activity & Status Report
April 2025

Media Coverage

- **Southern Living (Circulation: 12,350,000 | Ad Value: $163,300)**: The Top 50 Beach Towns
- **Southern Living (Circulation: 12,350,000 | Ad Value: $40,800):** The Top 10 Beach Bars
- **Southern Living (UVM: 10,424,795 | Ad Value: $208,496):** 20 Hidden Gems Only Southerners Know About
- **Lonely Planet (UVM: 3,889,221 | Ad Value: $77,784):** The best beaches on the US Gulf Coast
- **Wine Enthusiast (UVM: 572,739 | Ad Value: $2,330):** Why Your Next Drink Might Come in an Art Deco-Style Glass
- **Convention South (Circulation: 57,000 | Ad Value: $2,330):** Florida Event Planners' Guide
    - **Convention South (UVM: 2,334 | Ad Value: $47):** Florida Event Planners' Guide

Media Hosting

Independent Press Trips

- **Terri Guthrie, Freelance – April 8 - 11**
    - Visit Pensacola finalized itinerary and shared with Terri ahead of her trip.
- **Michele Herrmann, Freelance (Forbes, TimeOut) – May 5 - 8, 2025**
    - Held virtual meeting with Michele to discuss itinerary and lodging preferences. Visit Pensacola developed itinerary and shared with Michele for feedback.
- **Kara Kimbrough, Mississippi Press Association – May 19 - 21**
    - Coordinated and held virtual meeting with Michele to discuss itinerary and lodging preferences.
- **Sarah Bisacca, Freelance (Eater, Tasting Table) – May 22 - 25**
    - Reached out to Sarah to gauge availability for virtual meeting to discuss lodging and itinerary preferences.
- **Johnaé De Felicis, Freelance (Fodor's Travel, U.S. News & World Report) – May 27 - 30**
    - Followed up with Johnaé to gauge availability for virtual meeting to discuss lodging and itinerary preferences.
- **Vanessa Infanzon, Freelance (Upstate Lake Living) – September 2025**
    - Began conversations with Vanessa about trip to Pensacola for secured story in the Upstate Lake Living winter 2025 issue. Gathered itinerary interests and checked with Visit Pensacola on hosting availability.
- **R.C. Staab, Freelance (New Jersey Monthly Magazine, SheBuysTravel)**
    - Provided background information and recommendation on hosting R.C. on an individual press trip to Pensacola.
- **Jan Schroder, The Travel 100**

    - Provided background information and recommendation on hosting Jan on an individual press trip to Pensacola.
- **Culinary Group Press Trip – October 2025**
    - Developed media list for culinary-focused group press trip to align with the dates of Taste of the Beach.

Media Relations

Media Events

- **Simpleview Summit San Francisco (April 6 - 9)**
    - Conducted outreach for media desksides while Visit Pensacola's Nicole Stacey was in market; The following journalist expressed interest in meeting but could not align on availability. MMGY will coordinate virtual desksides for a later date.
        - **Barbara Barielle, Freelance (Fodor's Travel, AARP, Napa Valley Register)**
        - **Laura Kiniry, Freelance (Smithsonian, Atlas Obscura, BBC)**
        - **Melanie Haiken, Freelance (The Points Guy, Nat Geo, BBC, Diablo, Hemispheres)**
        - **Katie Sweeney, Freelance (Forbes, Forbes Travel Guide, Nob Hill Gazette)**
- **IPW Chicago (June 14 - 18)**
    - Provided list of recommended domestic journalists for Media Marketplace appointment preferencing.

Proactive Outreach

- **Soaring High with the Blue Angels:** Distributed family-friendly Blue Angels-themed guide to Pensacola.
- **Best Beaches Dedicated Outreach:** Began conducting research and targeted outreach for Pensacola inclusion opportunities in best beach roundups.
- **The New York Times:** Followed up with Sid Williams-Heath on Pensacola pitch development for The New York Times' "36 Hours" series.
- **Kinsey Gidick, AARP:** Connected Kinsey with Jessie Cragg at UWF Historic Trust for upcoming story on hidden gems to explore for America 250. Kinsey plans to include Fort George.
- **Jessica Vadillo, Travel + Leisure:** Fact checked information for upcoming domestic adventures story set to feature Pensacola.

Reactive Outreach

- **Lindsay Paige Stein, BRIDES:** Pitched Pensacola for story on alternative bachelorette party destinations.
- **Becca Hensley, St. Charles Avenue:** Shared information on Pensacola for story on art destinations worth the drive from New Orleans.
- **Jesse Scott, Freelance:** Visit Pensacola pitched Gulf Islands National Seashore for story on National Parks in the South.

- **Shivani Vyas, Better Homes and Gardens:** Visit Pensacola shared commentary from Cheryl Clendenon with In Detail Design Collective for story on quiet luxury interior design.
- **Rosanne Dunkelberger, Fodor's Travel:** Visit Pensacola provided additional suggestions for Fodor's Florida travel guide.

Additional Activity

- Shared latest issue of MMGY's media and travel industry trends newsletter "The News Beat."
- Conducted PR status calls on April 17 and 29; drafted and shared agendas and recaps.
- Monitored for earned media placements.

Social Media Board Report

April 2025 vs. April 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	Engagements	Post Link Clicks
4,559,267 ↘6.5%	**203,708** ↘33.5%	**77,515** ↗13.8%

Facebook Audience Growth

See how your audience grew during the selected time period.

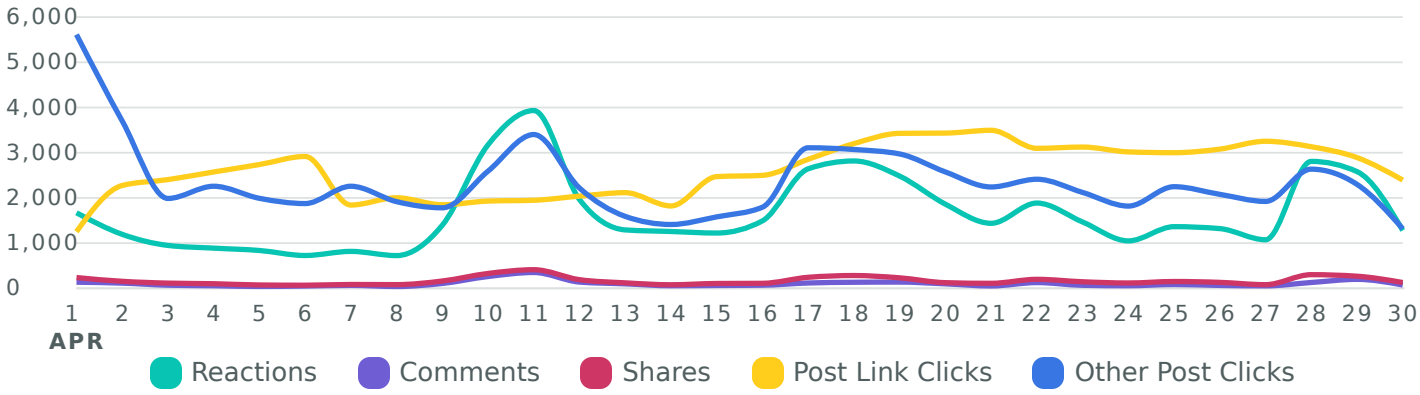
Profile | Reporting Period | All Facebook Pages

Audience Metrics	Totals	% Change
Net Follower Growth	**2,316**	**↘19.8%**
Net Follower Growth	**2,316**	**↘19.8%**

Facebook Engagements

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

Profile | Reporting Period | All Facebook Pages



Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	**70,938** ↘64.4%	**132,770** ↗24.1%	**203,708**	↘**33.5%**
Reactions	35,553 ↘43.3%	13,491 ↗149.4%	**49,044**	↘**28%**
Comments	2,259 ↘59.4%	282 ↘20.6%	**2,541**	↘**57%**
Shares	3,762 ↘54.9%	619 ↗12.3%	**4,381**	↘**50.7%**
Post Link Clicks	1,537 ↗213%	75,978 ↗12.3%	**77,515**	↗**13.8%**
Other Post Clicks	27,827 ↘77.2%	42,400 ↗28.5%	**70,227**	↘**54.7%**

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

Wed 4/9/2025 12:09 p...

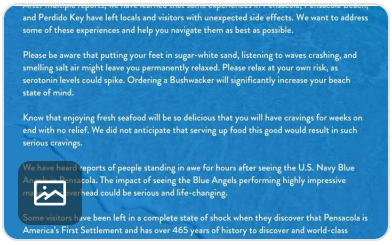
Look how STUNNING the water is today! We're truly speechless ✨...

Total Engagements	**19,838**
Reactions	**12,672**
Comments	**873**
Shares	**1,097**
Post Link Clicks	**3**
Other Post Clicks	**5,193**

Visit Pensacola

Tue 4/1/2025 6:00 am ...

We'd like to address a few things...



Total Engagements	**11,521**
Reactions	**1,825**
Comments	**139**
Shares	**228**
Post Link Clicks	**14**
Other Post Clicks	**9,315**

Visit Pensacola

Tue 4/15/2025 5:50 pm...

The soundtrack to our life 🌊💙 #TheWayToBeach #ExperiencePcola #LoveFl

Total Engagements	**8,797**
Reactions	**5,647**
Comments	**314**
Shares	**636**
Post Link Clicks	**6**
Other Post Clicks	**2,194**

Instagram Performance Summary

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

Profile | Reporting Period | All Instagram Profiles

Views	Engagements
787,697 ↘68.7%	**43,870** ↘79.5%

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	**36,821**	**↘80.8%**
Organic Likes	34,676	↘80.5%
Organic Comments	531	↘71.7%
Organic Saves	1,544	↘87%
Story Replies	70	↘4.1%

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	**903**	**↘85.5%**
Followers Gained	1,862	↘ 72.4%
Followers Lost	959	↗ 88.8%

Instagram Post Performance

Review how your audience interacted with your posts.

Post | Lifetime | Descending by Engagements | All Instagram Profiles | All Post Types | All Content Types | All Tags | All Authors

visitpensacola
Mon 4/7/2025 11:22 a...

For all you ASMR people out there 🌵💙✨ #TheWayToBeach...

Total Engagements	**3,877**
Likes	**3,061**
Comments	**37**
Shares	**623**
Saves	**156**

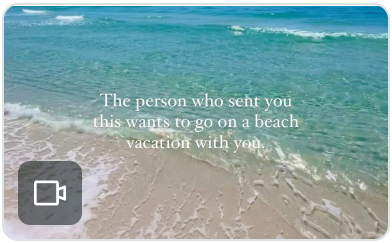
visitpensacola
Thu 4/24/2025 9:00 a...

We're wishing our @usnavyblueangels a happy 79th birthday today! 💙💛 ...

Total Engagements	**3,054**
Likes	**2,636**
Comments	**18**
Shares	**318**
Saves	**82**

visitpensacola
Tue 4/15/2025 10:14 a...

Tell them you need a Pensacola vacay STAT 💙⛱️ #TheWayToBeach...



Total Engagements	**2,825**
Likes	**1,787**
Comments	**13**
Shares	**928**
Saves	**97**

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	**103**	↘ **28%**

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	3,929	↘ 54.8%
Story Taps Forward	90,854	↘ 38.3%
Story Exits	9,500	↘ 39.2%
Story Views	109,095	↘ 39%

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	Engagements	Post Link Clicks
44,565 ↘8.2%	**2,367** ↗10%	**178** ↘27.3%

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	144	↗ 237.1%

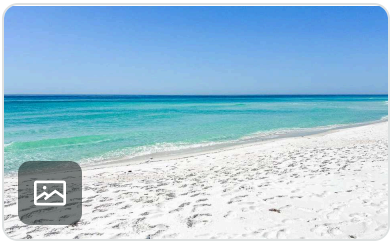
X Post Performance

Review how your audience interacted with your posts.

Post | Lifetime | Descending by Engagements | All X Profiles | All Post Types | All Content Types | All Tags | All Authors

@VisitPensac...
Sat 4/19/2025 11:39 a...

This, and a cooler full of sandwiches 🥪 **#TheWayToBeach**...



Total Engagements	**403**
Likes	**237**
@Replies	**6**
Reposts	**28**
Post Link Clicks	**1**
Other Post Clicks	**129**
Other Engagements	**2**

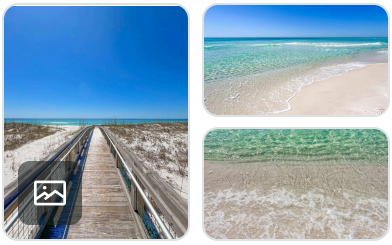
@VisitPensac...
Sun 4/27/2025 1:55 p...

Sorry, I can't go. I'm too busy listening to the sound of waves crashing 🌊☀️...

Total Engagements	**324**
Likes	**215**
@Replies	**4**
Reposts	**36**
Post Link Clicks	**4**
Other Post Clicks	**63**
Other Engagements	**2**

@VisitPensac...
Sun 4/13/2025 7:11 p...

Studies show that being around water can significantly increase...



Total Engagements	**272**
Likes	**181**
@Replies	**1**
Reposts	**23**
Post Link Clicks	**1**
Other Post Clicks	**62**
Other Engagements	**4**

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	**2,367**	**↗10%**
Likes	1,391	↗29.6%
@Replies	19	↘44.1%
Reposts	211	↘13.5%
Post Link Clicks	178	↘27.3%
Other Post Clicks	554	→0%
Other Engagements	14	↗600%

TikTok Performance Summary

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

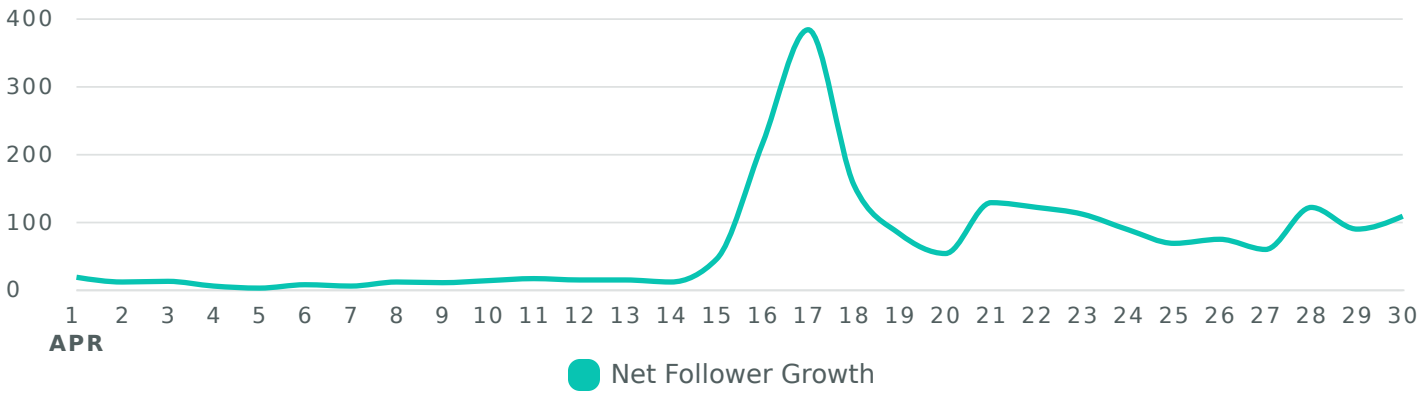
Profile | Reporting Period | All TikTok Profiles

Published Posts	Video Views	Engagements
8 ↘38.5%	**751,434** ↗486.4%	**32,988** ↗771.1%

TikTok Audience Growth

See how your audience grew during the selected time period.

Profile | Reporting Period | All TikTok Profiles

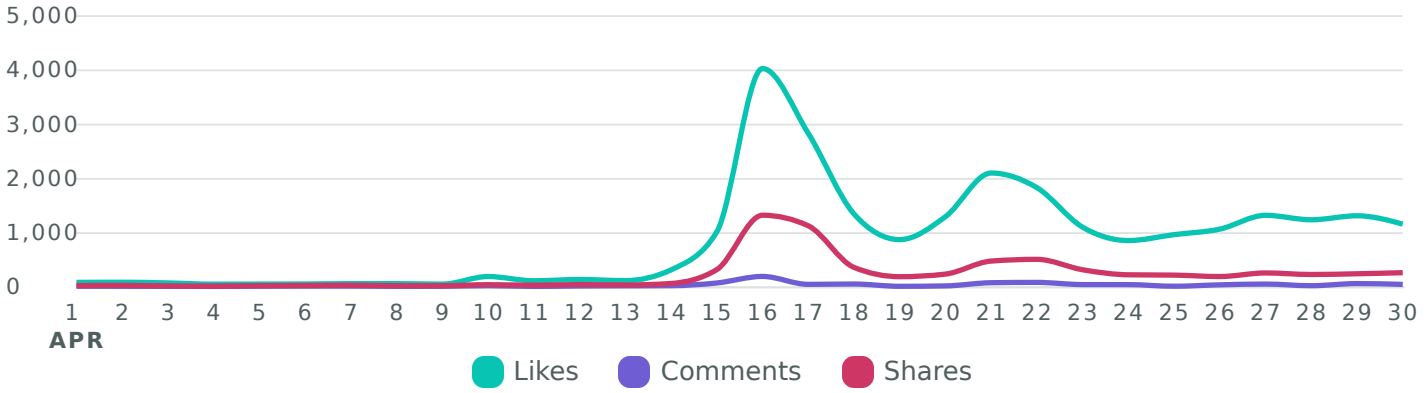


Audience Metrics	Totals	% Change
Net Follower Growth	**2,048**	**↗76.4%**

TikTok Engagements

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

Profile | Reporting Period | All TikTok Profiles



Engagement Metrics	Totals	% Change
Engagements	**32,988**	**↗771.1%**
Likes	25,517	↗732.3%

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	821	↗374.6%
Shares	6,650	↗1,113.5%

TikTok Post Performance

Review how your audience interacted with your posts.

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

visitpensacola
Mon 4/14/2025 1:27 p...

The water has been absolutely stunning the past week! 💙🤍 True paradise ...

Total Engagements	**30,445**
Likes	**23,669**
Comments	**188**
Shares	**6,588**

visitpensacola
Mon 4/28/2025 2:30 p...

Blue sky, emerald water, white sand... paradise 💙 #florida #pensacola...

Total Engagements	**2,684**
Likes	**2,248**
Comments	**24**
Shares	**412**

visitpensacola
Thu 4/10/2025 1:03 p...

For all you ASKR people out there 📢💙✨ #florida #pensacola...

Total Engagements	**686**
Likes	**584**
Comments	**10**
Shares	**92**

Pinterest Activity Summary

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

Profile | Reporting Period | All Pinterest Profiles

Audience	Net Audience Growth	Published Posts
3,540 ↗4%	**6** ↘75%	**15** ↗25%

SOUTH'S BEST 2025 — BEACH BARS

WINNER
Flora-Bama
Pensacola, FL
For more than 60 years, this sandy-floored bar has brought together all walks of life—from snowbirds to spring breakers and tourists to fishermen—with a beckoning call of fresh seafood, live music, and its signature liquor-soaked, chocolatey milkshake known as a Bushwacker.

TOP 10 BEACH BARS

Waterfront institutions where frozen drinks and salty breezes go hand in hand

BY KAITLYN YARBOROUGH SADIK

2. BROGEN'S SOUTH
St. Simons Island, GA
Take in St. Simons Sound from the upper level of this beloved pub nestled in the quaint Pier Village. Or settle inside the space with its weathered wood and dim lighting, and stay for burgers, views, sports screenings, and late-night fun.

3. THE WINDJAMMER
Isle of Palms, SC
While this legendary music venue draws crowds for its notable performers—Darius Rucker has rocked the stage frequently since the 1990s—the Atlantic Ocean views warrant their own trip here, particularly at sunset. Grab a cold drink—and order the crispy fried pickles.

4. THE HANGOUT
Gulf Shores, AL
There are nearly 3 acres of "hangout" space at this easy-going Alabama bar and restaurant with direct beach access, firepits, outdoor games, and live tunes (a music festival is hosted on the grounds each spring).

5. THE WHARF
Jekyll Island, GA
Perched right over the marshy inland waters of Jekyll Island along the National Historic Landmark District pier, this open-air spot provides unparalleled vistas from its breezy wrap-around deck.

6. TORTUGA JACK'S
Jekyll Island, GA
Need the hard-pressed to hunt down a more festive coastal ambience than this mellow, tropical watering hole that doles out salt-rimmed margaritas and fresh Baja Mexican cuisine.

7. THE MUCKY DUCK
Captiva Island, FL
Although it's still recovering from back-to-back hurricane destruction that hit the Florida coast last fall, this long-cherished local tavern is planning on making a comeback—hopefully with the same delicious menu.

8. SEA PINES BEACH CLUB
Hilton Head Island, SC
Located within the moss-draped, picturesque Sea Pines community and its accompanying resort, this expansive patio is made for lounging with a cocktail in hand. Head to the cozy outdoor bar, and snag an ocean-view seat.

9. PINK PONY PUB
Gulf Shores, AL
You can't miss this iconic haunt thanks to its eye-catching bubblegum-pink exterior with a drink-sipping pony mural painted on the front. Open since 1956, this popular spring break destination features a surprisingly extensive menu, including steaks, salads, and crab claws.

10. PEG LEG PETE'S
Pensacola Beach, FL
This pirate-themed tavern, which has a marina right behind it, started out selling oysters and shrimp in 1981. Now, there's a busy bar, full menu, and live streaming beach camera you can check out anytime from anywhere.

APRIL 2025 — SOUTHERN LIVING 75

Southern Living
Circulation: 12,350,000

SOUTH'S BEST 2025 — BEACH TOWNS

TOP 50 BEACH TOWNS

Yes, we're a bit biased, but our regi
some of the finest stretches of sand
Vacation planning starts now

BY LISA CERICOLA, SYMIAH DORSEY, AND TARA MASS

Lively Lane Chapel in St. Simons Island, Georgia

24. PERDIDO KEY, FLORIDA
Perdido means "lost" in Spanish, and parts of this Gulf Coast barrier island do feel wild and untamed. Johnson Beach, part of Gulf Islands National Seashore, is a major refuge for wildlife. Snorkelers can admire underwater wonders in the clear ocean waters. At the other end of the island, Perdido Key State Park is another protected area where nature thrives—plus the shoreline is blissfully uncrowded.

25. CAPTIVA ISLAND, FLORIDA
In 2024, Hurricanes Helene and Milton walloped the west coast of Florida, but they couldn't keep Captiva down. This small but resilient community came together (as they have several times before) to rebuild homes and businesses and reclaim their laid-back lifestyle, which is perfect for those seeking uncomplicated, understated fun in the sun.

Wrightsville Beach, North Carolina

26. NAVARRE, FLORIDA
This city might not be as well-known as others on the Panhandle, but it's a lovely, family-friendly place to live and visit, with just enough activities on and off the sand to keep everyone happy. Paddle down the Blackwater River, bike along the coast on the Navarre Beach Multiuse Path, or check out the animals at the nearby Gulf Breeze Zoo.

27. ISLAMORADA, FLORIDA
The "Sport Fishing Capital of The World" has obvious appeal for anglers hoping to reel in marlins and sailfish, but this chain of six islands in the Florida Keys also has four state parks, a host of galleries, a performing arts center, prime snorkeling, and breathtaking sunsets.

28. WRIGHTSVILLE BEACH, NORTH CAROLINA
This quaint village has upscale stores and restaurants (many

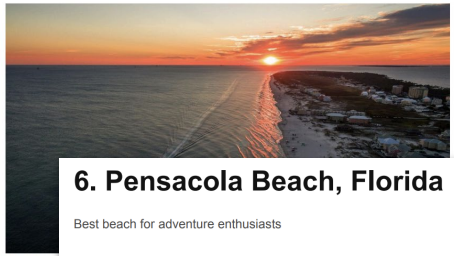
78 APRIL / 2025 — SOUTHERN LIVING 83

Southern Living
Circulation: 12,350,000

lonely planet

The best beaches on the US Gulf Coast

Taryn Shorr-McKee | Apr 3, 2025 • 6 min read



Gulf Shores, A

The US G
some of t
superfine
green wat

From Flor
the Gulf C

6. Pensacola Beach, Florida

Best beach for adventure enthusiasts

It's easier to list the adventures you can't enjoy in Pensacola because the list of what you can enjoy seems endless. Snorkeling, scuba diving, surfing, boating, jet skiing, paddling, fishing, hiking, parasailing, ziplining, biking…the list goes on and on. The fact that Pensacola Beach itself is stunning is icing on the cake. Casino Beach, the main stretch, offers everything you could possibly want in a Gulf Coast beach, but for a quieter vibe, drive 15 minutes in either direction to Fort Pickens or Opal Beach.

Planning tip: The free Pensacola Beach Island Trolley runs from Memorial Day through Labor Day, serving downtown and several beach access points from Fort Pickens to Portofino Island Resort.

Lonely Planet
UVM: 3,889,221

WINE ENTHUSIAST

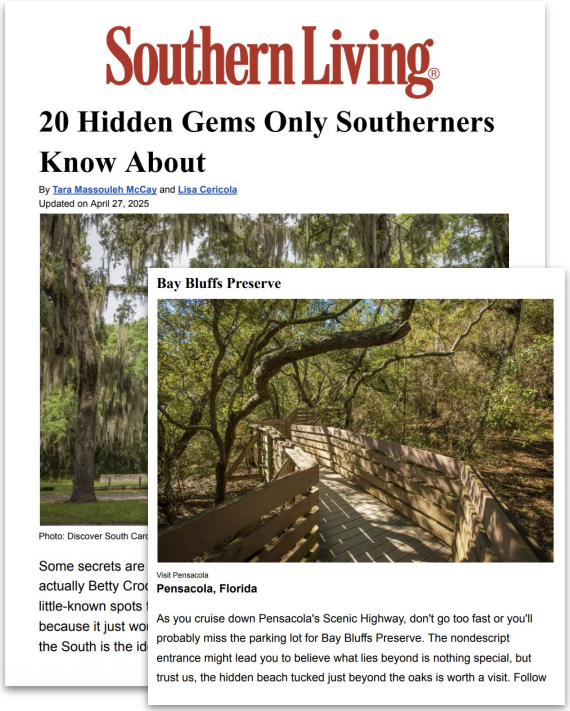
Photography by Kate Laine / Unsplash

How to Serve

Why Your Next Drink Might Come in an Art Deco-Style Glass

Art Deco glassware evolved as society did, from extravagant bespoke one-offs at the onset of the trend, to more affordable pink and green Depression glass sold at grocery stores during the 1930s, says Cheryl Kees Clendenon, president of In Detail Interiors and Damn Good Designer in Pensacola, Florida.

Wine Enthusiast
UVM: 572,739



Southern Living®

20 Hidden Gems Only Southerners Know About

By Tara Massouleh McCay and Lisa Cericola
Updated on April 27, 2025

Photo: Discover South Car

Some secrets are
actually Betty Croc
little-known spots
because it just wo
the South is the id

Bay Bluffs Preserve

Visit Pensacola

Pensacola, Florida

As you cruise down Pensacola's Scenic Highway, don't go too fast or you'll probably miss the parking lot for Bay Bluffs Preserve. The nondescript entrance might lead you to believe what lies beyond is nothing special, but trust us, the hidden beach tucked just beyond the oaks is worth a visit. Follow

Southern Living
UVM: 10,424,795

APP

April 2025

168
NEW USERS

598
VIEWS

336
ENGAGED SESSIONS

329
TOTAL USERS

2,801
7-DAY ACTIVE USERS

KIOSK

AIRPORT

131
SESSIONS

5
SCREENS/ SESSION

02:53
AVG. DURATION

KIOSK

A1S

306
SESSIONS

3
SCREENS/ SESSION

02:38
AVG. DURATION

Pensacola
FLORIDA
THE WAY TO BEACH™

VISIT PENSACOLA BOARD MEETING

May 28, 2025

Sales & Services

VISIT PENSACOLA SALES & SERVICE SUMMARY

APRIL 2025

16
FY 77
LEADS

1
FY 16
BOOKINGS

14
50
ASSISTS

2553
FY 10,800
REFERRALS

3
FY 4
SITE VISITS

Leads

Meeting Name	Econ. Impact
2025 Women's Retreat (GC Myofascial PT)	$6,250.00
2025 Leadership Hunstville- Class L38	$44,000.00
2025 366th K-9 Reunion	$17,250.00
2026 NAHLN HL7 Messaging Symposium	$96,000.00
2025 Leonardo Helicopters MITs	$55,000.00
2025 Orkin Franchise Owners Association	$60,000.00
2026 33 Company US Naval Academy 1971	$12,500.00
2025 Wellness Weekend-Asiyah Wellness	$95,000.00
2025USSSA World Series Memphis Tigers 8U	$31,500.00
2025 PSC Educational Series	$41,000.00
7 additional leads not listed	
Total	**$2,269,000.00**

Bookings

Meeting Name	Econ. Impact
2025 USS MacDonough DDG 39 Reunion	$30,000.00
2025 Council of American Maritime Museum	$129,000.00
2025 April USSSA Baseball Tournament	$195,000.00
2025 May USSSA Baseball Tournament	$202,500.00
2025 May USSSA Baseball Tournament 2	$202,500.00
2025 Orkin Franchise Owners Association	$60,000.00
33 Company US Naval Academy Class of 1971	$12,500.00
2025 Brits on the Bay Car Show	$45,500.00
Total	**$846,500.00**

Lead Room Nights & Delegates

3,164 Room Nights	1,228 Delegates
25,717 YTD	12,070 YTD

Booked Room Nights & Delegates

60 Room Nights	50 Delegates
4,485 YTD	3,784 YTD

Pensacola Visitor Center

Personal Assists:	1887
Phone Assists	263
Total visitors	713
Total Non-visitors	1174
First Time Visitors	213
FY25 Total Visitors	4312
FY25 Non-Visitors	6083

Perdido Key Visitor Center

Personal Assists	634
Phone Assists	42
Total Visitors	333
Total Non-Visitors	301
First Time Visitors	87
FY25 Total Visitors	2450
FY25 Non-Visitors	1373
Total Guides Mailed	2521
Total Guides Downloaded	212

Pensacola Beach Visitor Center

Personal Assists	3567
Phone Assists	118
Total Visitors	3932
First-Time Visitors	3149
FY25 Total Visitors	20512
FY25 Non-Visitors	16724
Guides Emailed / Mailed	96

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

VISIT PENSACOLA SALES & SERVICE SUMMARY

April 2025

42 Partner Visits

4 Partner Inquiries

3 Community Outreach

127 Partner Assists

47 Hospitality Round Table

New Partners

- Alla Prima
- Bogeys Golf Suites and Sports Bar
- The Wash Room
- Evolve Medical
- Extended Stay America Premier
- Tijon Pensacola
- Hour Deli

Community Outreach

- Gallery Night
- Good Morning Pensacola, Chamber
- Pensacola Beach Breakfast Chamber

Partner Activity Report

Activity	Added	Updated
Accounts	2	31
Listings	6	30
Contact	16	70
Events	1	295

Upcoming Events & Meetings

Hospitality Roundtable Luncheon
Date: Tuesday, June 17 - 8:00 AM
Location: Voices of Pensacola Multicultural Center

Board of Directors
Date: Wednesday, June 25 - 3:00 PM
Location: Bowden Building

Partner Visits

- Scenic Hills Country Club
- Amanda Anns
- BAM!
- Candlewood Suites University Area
- Best Western Plus / Blue Angel Inn
- Executive Inn
- TownePlace Suites Pensacola West - I10
- Scenic Hills Country Club
- Strictly Fishing
- Jackson's Steakhouse
- Amanda Anne's
- High Tyde
- Evolve
- Hyatt
- Hampton Inn Airport
- Tru
- Home2 Suites Davis
- Pensacola Sports
- Angelena's
- Fireroll Catering
- Home2 Suites
- Residence Inn
- Old Palafox
- Hour Deli
- Salad n Dash
- First City Bee
- Piazza
- Dog House
- Bogey's
- The Wash Room
- Lillian's
- Elebash
- Escape on Palafox
- Pensacola Suites
- Casks and Flights
- Rusted Arrow
- The Loft Mercantile
- SRIA
- Frisky Mermaid
- Sand Island Boat Rental
- Hampton Inn Pensacola Beach
- Greeks Catering

Partner News

- Bandwango is rolling out!
- The New 2025/2026 Insider Guide Is Coming