

VISIT PENSACOLA BOARD MEETING
November 29, 2023



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com

Board of Directors Meeting

November 29, 2023

3:00 p.m.

Pensacola Beach Resort

165 Ft. Pickens Road, Pensacola, FL 32561

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the October 18, 2023, Board Meeting**
4. New Business
 - a) *Finance Committee Monthly Report**
 - b) *Downs & St. Germain Presentation/Visitor Tracking Study (July-September)*
 - c) *Board Meeting Schedule for FY24*
5. Marketing
 - a) *Showcase*
6. President/CEO Report

** Action Item requiring board vote.*

Visit Pensacola Board of Directors Meeting
Wednesday, October 18, 2023
Sanders Beach – Annual Meeting

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

Board Members Absent: Tim Carn

Staff Members Present: Darien Schaefer, Ashley Hendrickson

The Visit Pensacola Board meeting was called to order at 4:04 PM by Brent Lane.

Old Business

Warren Sonnen made a motion to approve the minutes from the September 27, 2023, Board Meeting. Deandra Holcomb seconded the motion, and it was approved unanimously.

New Business

Finance Committee Report

Sid Williams-Heath went over the finance committee monthly report for the board.

September takeaways: YTD September 2023 shows a net income of \$432K. This is due to annual contracts being paid in September and having moved to the Balance Sheet as per accounting practices. All expenses incurred in FY23 have been accrued and billed to the County. Year-end entries for accruals for expenses relating to FY23, along with accrued PTO and payroll for year-end has been entered to show year-end adjustments.

Major Highlights:

- YTD Unified Revenue is \$13,787K, which is \$7,731K more compared to the same time last year and YTD Unified Expenses is \$13,354K, which is \$7,088K more than FY22. \$14K from Operations and \$77.5K from Personnel was moved to Direct Programming.
- YTD VPI has paid the remaining \$825K toward the advance and satisfied all the obligation the payment of the advance.
- FY23 YTD Partnership number is at 243 partners compared to FY22 YTD which had 217 more partners, resulting in \$18K more from partnership dues.
- Pensacola Sport is current on their submissions and has submitted all their expenses for FY23.
- ACE has submitted their 2nd request of \$605K. Only \$524K was paid, as more backups are requested.

No questions were asked on finances. Holcomb made a motion to approve the Finance Committee report. Sonnen seconded the motion and it passed unanimously.

4th Quarter Ending CPA Compiled Statements

Lane asked the board if there was a motion to approve the 4th Quarter Ending CPA Compliance report. Motion by Sonnen, second by Greg Harris; motion carried unanimously.

Executive Committee/Pensacola Navy Days

Lane walked the board through the outcome of the Executive Committee meeting regarding a new event called Pensacola Navy Days. A temporary board for Pensacola Navy Days has been established with Darien Schaefer as the Board Chair and Brent Lane as the Treasurer. If Pensacola Navy Days board dissolves, Visit Pensacola would become the recipient of the funds left in the account. The Executive Committee has recommended that Brent and Darien, along with Visit Pensacola move forward in support of Pensacola Navy Days with Board approval.

Sonnen asked if Pensacola Navy Days dissolves, what responsibility does Visit Pensacola have? Lane said funds are kept in a separate account and Visit Pensacola would donate to military related organizations. Robby Rushing mentioned that usually with a non-profit you give it to another non-profit and it would be decided by the board.

Rachael Gillette made a motion to approve Visit Pensacola's support of Pensacola Navy Days, Sonnen seconded, and the motion carried unanimously.

Compensation Committee Report

Lane mentioned that the Compensation Committee met and the process for staff evaluations is in progress. The next meeting will be in November prior to the Board Meeting to move forward with the evaluation of the CEO and review any recommendations.

President/CEO Report

Darien Schaefer commented that Visit Pensacola was formed in the fall of 2013 and officially started January 1, 2014, so our 10th Anniversary is just a few months away.

Schaefer brought up next year's Annual Meeting date and location. He asked for recommendations. The Annual Meeting for 2024 will be (as of now) on October 30, 2024.

Schaefer reviewed the TDT Collections Report for FY2023. Collections were \$21,582,336, up 15% over the \$18,750,000 budgeted for by Escambia County.

Public Comment

There was no public comment.

The meeting was adjourned at 4:33 PM by Lane.

Respectfully submitted, Ashley Hendrickson, Administration Assistant

Visit Pensacola Board Meeting Dates 2024				
Month	Day	Location	Location Confirmed	Board Invited
January	31st		NO	NO
February	28th	Hilton Garden Inn Downtown	YES	NO
March	27th	Eden Condominium	YES	NO
April	24th	SureStay	YES	NO
May	29th		NO	NO
June	26th		NO	NO
July/Marketing	24th		NO	NO
August	21st	Fairfield by Marriott Inn (Pensacola Beach)	YES	NO
September	25th		NO	NO
October	30th	Annual Meeting	NO	NO
November	20th		NO	NO
December	11th		NO	NO

Board Meetings are held the 4th Wednesday of the month unless noted below

In July we will hold the Marketing Plan Board Review (not a regular Board Meeting)

In May moving the Board Meeting to the 5th Wednesday

November and December meetings are held early due to the Holidays

Visit Pensacola Finance Meeting Dates 2024				
Month	Day	Location	Location Confirmed	Board Invited
January	30th	Zoom	NO	NO
February	27th	Zoom	NO	NO
March	26th	Zoom	NO	NO
April	23rd	Zoom	NO	NO
May	28th	Zoom	NO	NO
June	25th	Zoom	NO	NO
July/Marketing	23rd	Zoom	NO	NO
August	20th	Zoom	NO	NO
September	24th	Zoom	NO	NO
October	29th	Zoom	NO	NO
November	19th	Zoom	NO	NO
December	10th	Zoom	NO	NO
October	29th	Zoom	NO	NO
November	19th	Zoom	NO	NO
December	10th	Zoom	NO	NO

2024 Holidays and Observances	
1-Jan	New Year's Day
15-Jan	Martin Luther King Jr. Day
14-Feb	Valentine's Day
19-Feb	Presidents' Day
17-Mar	St. Patrick's Day
31-Mar	Easter Sunday
1-Apr	Easter Monday
15-Apr	Tax Day
5-May	Cinco de Mayo
12-May	Mother's Day
27-May	Memorial Day
14-Jun	Flag Day
16-Jun	Father's Day
19-Jun	Juneteenth
4-Jul	Independence Day
2-Sep	Labor Day
14-Oct	Columbus Day
31-Oct	Halloween
5-Nov	Election Day
11-Nov	Veterans Day
28-Nov	Thanksgiving Day
29-Nov	Black Friday
24-Dec	Christmas Eve
25-Dec	Christmas Day
31-Dec	New Year's Eve

VISIT PENSACOLA BOARD MEETING

November 29, 2023

VP Financials



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Visit Pensacola Financial Report October 2023

FY24 OCTOBER TAKEAWAYS:

October 2023 shows a net loss of \$608K. October 2023 also shows more partners had paid their dues comparing to same time last year.

MAJOR HIGHLIGHTS:

The Board of County Commissioners has approved the requested \$3,200,000 toward the advance. (Visit Pensacola gets \$1,800,000, Pensacola Sports \$700,000, and ACE \$700,000)

FY24 Pensacola Sports TDT budget is \$1,430,000 and had received \$700K of their advance. Pensacola Sports had no submission for the month of October

FY24 ACE TDT budget is \$1,917,500. ACE's budget is all Direct Programming. ACE has yet to submit all their backups for their Foo Foo Events.

B	VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
C	VP MTD PRIVATE INCOME is from partnership dues-72% of invoiced partners have already paid their dues.
H	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$594,638.61. We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$100,297.24
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$694,935.85
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$528,484.40
H	Operations \$30,962.02
H	Personnel \$43,343.20
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$602,789.62
H	VISIT PENSACOLA Only Month to Date Net Income = \$92,146.23
D	UNIFIED Year to Date TDT revenue totaled \$694,638.61
D	UNIFIED Year To Date Private revenue totaled \$100,297.24
D	UNIFIED Year to date total Revenue = \$694,935.85
	UNIFIED Year to date expense:
D	Direct Programming \$1,228,484.40
D	Operations \$30,962.02
D	Personnel \$43,343.20
D	UNIFIED Year to Date total Expense = \$1,302,789.62
D	UNIFIED Year to Date Net Loss= -\$607,853.77

County Submissions

*	Septmeber accrual submission has been submitted to the county.
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FORMS:

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

Visit Pensacola Inc

Balance Sheet

As of October 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	360,208.94
1020 Ceritificate of Deposit	250,000.00
1025 EFT TDT #4196	687,570.93
1026 EFT TDT #4196-PS	0.00
1027 EFT TDT #4196-ACE	700,000.00
Total 1025 EFT TDT #4196	1,387,570.93
1030 Partner#2177	61,725.89
1033 PPP LOan	0.00
Total 1030 Partner#2177	61,725.89
1035 Reserves #3955	99,757.86
1050 Petty Cash	115.00
Total Bank Accounts	\$2,159,378.62
Accounts Receivable	
1200 Accounts Receivable	2,600,902.74
1200-3 HRT Receivable	0.00
1200-4 1200-4 Tourism Receivables	0.00
1200-4 Tourism Receivabled	0.00
1200-5 Membership Receivable	800.00
1200-98 ACE Advance	0.00
1200-99 PSA Advance	0.00
Total 1200 Accounts Receivable	2,601,702.74
Total Accounts Receivable	\$2,601,702.74
Other Current Assets	
12000 Undeposited Funds	0.00
1201 Allowance - Doubtful Accounts	0.00
1400 Prepaid Postage	175.17
1405 Prepaid Misc.	260,985.35
1410 Prepaid Insurance	9,637.36
1450 Due From HRT	0.00
1455 Due from Reserve	0.00
1460 Due From Partnership	0.00
1465 Due from TDT	0.00
1500 Gift Cards	900.00
1999 Merchandise Inventory	0.00
Total Other Current Assets	\$271,697.88
Total Current Assets	\$5,032,779.24

Visit Pensacola Inc

Balance Sheet

As of October 31, 2023

	TOTAL
Fixed Assets	
1300 Furniture & Fixtures	
1997 Acc Depr - F&F	0.00
Total 1300 Furniture & Fixtures	0.00
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	\$5,032,779.24
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	4,808.75
Total Accounts Payable	\$4,808.75
Credit Cards	
2000 Visit Pensacola P-Card	66,817.58
2002 Regions Membership PCard	3,008.58
Total Credit Cards	\$69,826.16
Other Current Liabilities	
2500 Due to HRT	0.00
25500 Sales Tax Payable	169.18
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	3,200,000.00
2999 Salaries payable	70,001.77
Sales Tax Agency Payable	0.00
Total Other Current Liabilities	\$3,270,170.95
Total Current Liabilities	\$3,344,805.86
Total Liabilities	\$3,344,805.86

Visit Pensacola Inc

Balance Sheet

As of October 31, 2023

	TOTAL
Equity	
32000 Unrestricted Net Assets	2,295,827.15
Net Income	-607,853.77
Total Equity	\$1,687,973.38
TOTAL LIABILITIES AND EQUITY	\$5,032,779.24

Visit Pensacola Inc

Budget vs. Actuals: FY24 - FY24 P&L Unified

October 2023

	TOTAL				
	ACTUAL	BUDGET	REMAINING	% OF BUDGET	% REMAINING
Income					
4000 Tourism Development Tax-TDT	594,638.61	1,083,333.34	488,694.73	54.89 %	45.11 %
4010 American Magic		41,666.67	41,666.67		100.00 %
Total 4000 Tourism Development Tax-TDT	594,638.61	1,125,000.01	530,361.40	52.86 %	47.14 %
4100 Membership Dues	93,799.77	10,916.67	-82,883.10	859.23 %	-759.23 %
4150 Advertising Income	3,068.83	9,666.67	6,597.84	31.75 %	68.25 %
4400 Gifts in Kind - Goods		14,583.33	14,583.33		100.00 %
4600 Misc Income	16.30	16.67	0.37	97.78 %	2.22 %
4620 Interest Income	1,156.60	500.00	-656.60	231.32 %	-131.32 %
4640 Event Income	2,255.74	1,416.67	-839.07	159.23 %	-59.23 %
Total Income	\$694,935.85	\$1,162,100.02	\$467,164.17	59.80 %	40.20 %
GROSS PROFIT	\$694,935.85	\$1,162,100.02	\$467,164.17	59.80 %	40.20 %
Expenses					
1 Direct Programming					
5080 American Magic		41,666.67	41,666.67		100.00 %
5090 Marketing Research	19,395.20	34,887.33	15,492.13	55.59 %	44.41 %
5100 Advertising/Media	15,480.69	37,950.00	22,469.31	40.79 %	59.21 %
5110 Public Relations	13,566.83	17,921.25	4,354.42	75.70 %	24.30 %
5120 Advertising Production		6,100.00	6,100.00		100.00 %
5130 Internet Site Production	25,989.68	34,231.67	8,241.99	75.92 %	24.08 %
5140 Festivals & Events Granted	1,000.00	5,469.16	4,469.16	18.28 %	81.72 %
5141 Festivals & Event Local Support	33.90	22,500.00	22,466.10	0.15 %	99.85 %
5142 Festival & Event Mini Grants		8,333.34	8,333.34		100.00 %
5150 Consumer Promotions	2,794.81	7,533.34	4,738.53	37.10 %	62.90 %
5160 Sales Promotions	136.57	10,541.67	10,405.10	1.30 %	98.70 %
5170 Brochures and Collateral	1,020.59	14,158.33	13,137.74	7.21 %	92.79 %
5180 Tradeshows	15,877.75	14,607.58	-1,270.17	108.70 %	-8.70 %
5181 Tradeshow Displays	493.07		-493.07		
Total 5180 Tradeshows	16,370.82	14,607.58	-1,763.24	112.07 %	-12.07 %
5190 Showcase	382,073.25	417,747.92	35,674.67	91.46 %	8.54 %
5210 Regional Partnership		7,500.00	7,500.00		100.00 %
5215 Tourism Development Projects		4,166.67	4,166.67		100.00 %
5220 Registration	21,170.00	4,618.00	-16,552.00	458.42 %	-358.42 %
5230 Dues and Subscriptions	3,983.42	4,090.00	106.58	97.39 %	2.61 %
5400 Business Travel & Entertainment	7,324.22	6,705.00	-619.22	109.24 %	-9.24 %
5400-1 Disallowed Travel Expense	133.72	583.33	449.61	22.92 %	77.08 %
Total 5400 Business Travel & Entertainment	7,457.94	7,288.33	-169.61	102.33 %	-2.33 %
5500 Visitor Awareness Education	18,010.70	7,083.34	-10,927.36	254.27 %	-154.27 %
7000 PSA Sporting Events	700,000.00	74,311.92	-625,688.08	941.98 %	-841.98 %
7400 ACE - DP		159,791.67	159,791.67		100.00 %
Total 1 Direct Programming	1,228,484.40	942,498.19	-285,986.21	130.34 %	-30.34 %
2 Operating Costs					

Visit Pensacola Inc

Budget vs. Actuals: FY24 - FY24 P&L Unified

October 2023

	TOTAL				
	ACTUAL	BUDGET	REMAINING	% OF BUDGET	% REMAINING
5450 Auto/ Local Travel	426.71	600.00	173.29	71.12 %	28.88 %
5520 Committee Expenses		187.50	187.50		100.00 %
5600 Building Maintenance & Repair	13,364.55	6,666.67	-6,697.88	200.47 %	-100.47 %
5610 Computer&IT Maintenance&Repair	2,063.33	2,875.00	811.67	71.77 %	28.23 %
5630 Insurance Building & Content	3,473.00	3,183.33	-289.67	109.10 %	-9.10 %
5640 D & O and Liability Insurance	431.08	591.67	160.59	72.86 %	27.14 %
5650 Audit		1,583.33	1,583.33		100.00 %
5660 Legal Services		1,333.33	1,333.33		100.00 %
5670 CPA/ Financial Services	562.50	600.00	37.50	93.75 %	6.25 %
5700 Postage	1,787.56	3,083.33	1,295.77	57.97 %	42.03 %
5710 Supplies Coffee/Sodas	376.58	666.67	290.09	56.49 %	43.51 %
5720 Office Supplies	812.95	1,291.67	478.72	62.94 %	37.06 %
5730 Storage and Delivery	671.22	1,750.00	1,078.78	38.36 %	61.64 %
5750 Rent		0.83	0.83		100.00 %
5760 Telephone Service	1,233.91	750.00	-483.91	164.52 %	-64.52 %
5770 Utilities	3,458.26	3,953.75	495.49	87.47 %	12.53 %
5780 Copier	801.69	800.00	-1.69	100.21 %	-0.21 %
5790 Capital Expenditures		4,166.67	4,166.67		100.00 %
5900 Miscellaneous Expenses		291.67	291.67		100.00 %
5920 Bad Debt Expense		250.00	250.00		100.00 %
6000 Consignment Sales Expenses	9.30		-9.30		
6001 Bank Service Charge	660.50	500.00	-160.50	132.10 %	-32.10 %
6010 Credit Card Processing Fee	659.70	516.67	-143.03	127.68 %	-27.68 %
6500 Taxes	169.18	338.75	169.57	49.94 %	50.06 %
6940 In Kind Expense		14,583.33	14,583.33		100.00 %
7001 PSA Operations		7,273.75	7,273.75		100.00 %
Total 2 Operating Costs	30,962.02	57,837.92	26,875.90	53.53 %	46.47 %
3 Personnel Costs					
5800 Salaries	39,269.37	96,274.58	57,005.21	40.79 %	59.21 %
5810 Commissions	0.00	2,250.00	2,250.00	0.00 %	100.00 %
5830 Auto	230.77	500.00	269.23	46.15 %	53.85 %
5840 401K Contribution Match	1,266.30	5,583.33	4,317.03	22.68 %	77.32 %
5850 Employee Insurance	-1,197.54	9,666.67	10,864.21	-12.39 %	112.39 %
5870 Drug Testing		33.33	33.33		100.00 %
5880 Payroll Expense	3,774.30	9,125.00	5,350.70	41.36 %	58.64 %
5890 Staff Education		750.00	750.00		100.00 %
7002 PSA Personnel		37,581.00	37,581.00		100.00 %
Total 3 Personnel Costs	43,343.20	161,763.91	118,420.71	26.79 %	73.21 %
Total Expenses	\$1,302,789.62	\$1,162,100.02	\$ -140,689.60	112.11 %	-12.11 %
NET OPERATING INCOME	\$ -607,853.77	\$0.00	\$607,853.77	0.00%	0.00%
NET INCOME	\$ -607,853.77	\$0.00	\$607,853.77	0.00%	0.00%

VISIT PENSACOLA BOARD MEETING
November 29, 2023

Research



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

Date Created: Nov 16, 2023

Visit Pensacola

For the Month of October 2023



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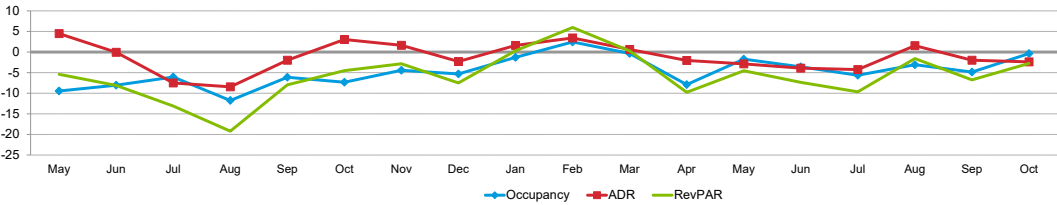
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Tab 2 - Trend Escambia Co + Zip 32561+

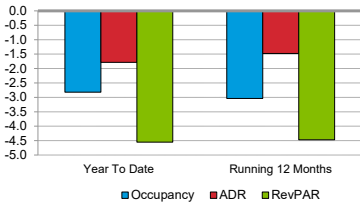
Visit Pensacola
For the Month of October 2023

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022									2023										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	70.9	76.6	77.4	63.0	63.8	61.4	55.4	49.5		50.6	63.3	71.4	67.8	69.7	73.9	73.1	61.1	60.7	61.2
	Last Year	78.3	83.3	82.4	71.4	68.0	66.3	58.0	52.3		51.3	61.8	71.6	73.6	70.9	76.6	77.4	63.0	63.8	61.4
	Percent Change	-9.4	-8.0	-6.1	-11.8	-6.1	-7.3	-4.4	-5.3		-1.3	2.5	-0.3	-7.9	-1.7	-3.6	-5.6	-3.1	-4.9	-0.4

Year To Date			
2021	2022	2023	
71.8	67.2	65.3	
56.7	71.8	67.2	
26.8	-6.5	-2.8	

Running 12 Months			
2021	2022	2023	
69.2	65.1	63.2	
55.9	69.2	65.1	
23.8	-5.9	-3.0	

ADR	2022									2023								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	163.19	191.28	204.15	142.31	139.41	131.69	116.85	106.75	101.55	114.02	144.20	148.25	158.53	183.82	195.44	144.53	136.66	128.54
Last Year	156.20	191.38	220.72	155.44	142.22	127.81	114.95	109.27	99.93	110.24	143.30	151.32	163.19	191.28	204.15	142.31	139.41	131.69
Percent Change	4.5	-0.1	-7.5	-8.4	-2.0	3.0	1.7	-2.3	1.6	3.4	0.6	-2.0	-2.9	-3.9	-4.3	1.6	-2.0	-2.4

Year To Date			
2021	2022	2023	
147.31	151.15	148.45	
110.73	147.31	151.15	
33.0	2.6	-1.8	

Running 12 Months			
2021	2022	2023	
139.89	145.67	143.51	
107.47	139.89	145.67	
30.2	4.1	-1.5	

RevPAR	2022									2023										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	115.70	146.59	158.03	89.71	88.95	80.86	64.74	52.84		51.40	72.22	102.92	100.51	110.45	135.81	142.77	88.30	82.95	78.63
	Last Year	122.30	159.49	181.85	111.03	96.64	84.69	66.63	57.11		51.25	68.15	102.62	111.37	115.70	146.59	158.03	89.71	88.95	80.86
Percent Change	-5.4	-8.1	-13.1	-19.2	-8.0	-4.5	-2.8	-7.5		0.3	6.0	0.3	-9.8	-4.5	-7.4	-9.7	-1.6	-6.7	-2.8	

Year To Date			
2021	2022	2023	
105.83	101.52	96.89	
62.73	105.83	101.52	
68.7	-4.1	-4.6	

Running 12 Months			
2021	2022	2023	
96.86	94.90	90.66	
60.12	96.86	94.90	
61.1	-2.0	-4.5	

Supply	2022									2023										
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
	This Year	248,558	240,480	248,496	248,496	240,480	248,496	240,510	248,527		248,527	224,896	248,992	240,900	248,930	251,760	260,152	263,314	254,820	263,314
	Last Year	241,521	233,730	241,521	241,521	233,730	241,521	239,520	247,473		248,217	224,196	248,217	240,210	248,558	240,480	248,496	248,496	240,480	248,496
	Percent Change	2.9	2.9	2.9	2.9	2.9	2.9	0.4	0.4		0.1	0.3	0.3	0.3	0.1	4.7	4.7	6.0	6.0	6.0

Year To Date			
2021	2022	2023	
2,342,387	2,435,846	2,505,605	
2,450,784	2,342,387	2,435,846	
-4.4	4.0	2.9	

Running 12 Months			
2021	2022	2023	
2,797,753	2,922,839	2,994,642	
2,948,971	2,797,753	2,922,839	
-5.1	4.5	2.5	

Demand	2022									2023									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
	This Year	176,219	184,299	192,353	156,638	153,429	152,574	133,254	123,011	125,805	142,453	177,711	163,319	173,440	186,008	190,043	160,871	154,675	161,076
	Last Year	189,097	194,784	198,995	172,525	158,826	160,037	138,850	129,347	127,295	138,607	177,765	176,805	176,219	184,299	192,353	156,638	153,429	152,574
	Percent Change	-6.8	-5.4	-3.3	-9.2	-3.4	-4.7	-4.0	-4.9	-1.2	2.8	0.0	-7.6	-1.6	0.9	-1.2	2.7	0.8	5.6

Year To Date			
2021	2022	2023	
1,682,765	1,635,984	1,635,401	
1,388,473	1,682,765	1,635,984	
21.2	-2.8	0.0	

Running 12 Months			
2021	2022	2023	
1,937,219	1,904,181	1,891,666	
1,649,670	1,937,219	1,904,181	
17.4	-1.7	-0.7	

Revenue	2022										2023									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
	This Year	28,757,203	35,252,125	39,268,663	22,291,593	21,389,732	20,093,125	15,570,653	13,131,937	12,774,952	16,242,598	25,625,167	24,212,495	27,494,844	34,191,803	37,142,894	23,251,282	21,137,148	20,705,023	
	Last Year	29,536,963	37,278,361	43,921,292	26,817,168	22,588,651	20,454,301	15,960,347	14,134,342	12,720,108	15,279,898	25,473,076	26,753,378	28,757,203	35,252,125	39,268,663	22,291,593	21,389,732	20,093,125	
	Percent Change	-2.6	-5.4	-10.6	-16.9	-5.3	-1.8	-2.4	-7.1	0.4	6.3	0.6	-9.5	-4.4	-3.0	-5.4	4.3	-1.2	3.0	

Year To Date			
2021	2022	2023	
247,895,875	247,278,900	242,778,207	
153,744,486	247,895,875	247,278,900	
61.2	-0.2	-1.8	

Running 12 Months			
2021	2022	2023	
271,003,247	277,373,589	271,480,796	
177,293,947	271,003,247	277,373,589	
52.9	2.4	-2.1	

Census %	2022									2023									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Census Props	89	89	89	89	89	89	89	89		89	90	90	90	90	93	93	94	94	94
Census Rooms	8018	8016	8016	8016	8016	8016	8017	8017		8017	8032	8032	8030	8030	8392	8392	8494	8494	8494
% Rooms Participants	76.9	75.2	75.2	75.2	75.2	75.2	75.2	75.2		75.2	75.0	75.0	76.0	76.0	72.7	77.1	77.3	77.3	77.3

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Visit Pensacola
For the Month of October 2023

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Tab 3 - Resp Escambia Co + Zip 32561+

Visit Pensacola
For the Month of October 2023

							2021	2022										2023																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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65398	Candlewood Suites Pensacola University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

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Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola
For the month of: October 2023

	Current Month - October 2023 vs October 2022												Year to Date - October 2023 vs October 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Downtown+	65.9	66.0	141.83	145.06	93.43	95.71	-0.2	-2.2	-2.4	21.0	23.9	23.7	70.4	70.0	159.10	158.62	111.94	111.11	0.4	0.3	0.7	9.9	9.1	9.6	9	5	606	504
Airport+	61.3	64.1	113.37	116.94	69.48	75.01	-4.5	-3.1	-7.4	0.4	8.4	3.5	68.9	72.9	128.80	130.63	88.74	95.20	-5.5	-1.4	-6.8	-2.6	4.5	-1.2	21	17	1998	1705
Pine Forest+	52.4	45.5	80.53	86.19	42.17	39.21	15.1	-6.6	7.6	7.4	-0.1	15.0	55.4	54.4	87.88	95.78	48.67	52.08	1.9	-8.2	-6.5	-6.6	-0.1	1.8	18	9	1374	845
Westside/Perdido+	53.7	55.6	96.09	97.90	51.57	54.43	-3.5	-1.8	-5.3	-5.3	0.0	-3.5	60.1	62.6	111.62	112.59	67.08	70.43	-3.9	-0.9	-4.8	-4.8	-0.1	-4.0	21	14	1397	1094
PNS Beach+	69.6	72.9	191.88	194.58	133.64	141.93	-4.5	-1.4	-5.8	4.5	11.0	6.0	70.1	71.6	238.90	246.89	167.36	176.87	-2.2	-3.2	-5.4	-0.1	5.5	3.2	15	12	2109	1741
UWF+	62.8	62.2	95.62	100.96	60.04	62.75	1.0	-5.3	-4.3	-4.3	0.0	1.0	66.8	70.7	106.96	108.86	71.43	77.01	-5.6	-1.8	-7.2	-7.2	0.0	-5.6	10	6	1010	680

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

Currency: USD - US Dollar

Visit Pensacola
For the Month of October 2023

	Current Month - October 2023 vs October 2022									Year to Date - October 2023 vs October 2022								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg
Downtown+	18,786	15,159	23.9	12,375	10,002	23.7	1,755,109	1,450,929	21.0	162,135	148,656	9.1	114,078	104,128	9.6	18,149,454	16,516,942	9.9
Airport+	61,938	57,164	8.4	37,958	36,666	3.5	4,303,166	4,287,808	0.4	584,289	559,256	4.5	402,560	407,565	-1.2	51,848,101	53,239,681	-2.6
Pine Forest+	42,594	42,656	-0.1	22,304	19,403	15.0	1,796,226	1,672,432	7.4	417,876	418,304	-0.1	231,446	227,463	1.8	20,339,883	21,786,964	-6.6
Westside/Perdido+	43,307	43,307	0.0	23,241	24,079	-3.5	2,233,219	2,357,268	-5.3	424,688	424,990	-0.1	255,214	265,846	-4.0	28,487,560	29,931,983	-4.8
PNS Beach+	65,379	58,900	11.0	45,536	42,963	6.0	8,737,296	8,359,855	4.5	609,577	577,600	5.5	427,040	413,779	3.2	102,020,264	102,158,032	-0.1
UWF+	31,310	31,310	0.0	19,662	19,461	1.0	1,880,007	1,964,832	-4.3	307,040	307,040	0.0	205,063	217,203	-5.6	21,932,945	23,645,299	-7.2

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola

For the month of: October 2023

	Current Month - October 2023 vs October 2022												Year to Date - October 2023 vs October 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Bay County, FL	60.1	59.4	123.40	133.47	74.11	79.23	1.2	-7.5	-6.5	2.5	9.6	10.9	62.9	64.0	153.25	159.30	96.45	101.94	-1.6	-3.8	-5.4	2.2	8.0	6.3	126	59	10935	6268
Baldwin County, AL	62.5	60.9	148.41	149.85	92.78	91.19	2.7	-1.0	1.7	1.8	0.0	2.7	65.2	63.6	171.93	173.65	112.14	110.37	2.6	-1.0	1.6	1.8	0.2	2.8	70	53	6808	5241
Okaloosa County, FL	59.1	60.7	149.64	158.37	88.48	96.20	-2.7	-5.5	-8.0	-5.3	3.0	0.2	64.2	66.7	180.62	187.25	116.03	124.96	-3.7	-3.5	-7.2	-6.2	1.0	-2.8	86	58	8242	5592
Walton County, FL	49.5	51.8	181.79	191.75	90.08	99.31	-4.3	-5.2	-9.3	-4.7	5.1	0.5	59.8	58.7	219.03	229.34	130.90	134.69	1.8	-4.5	-2.8	0.8	3.7	5.5	38	22	4231	3464
St Johns County, FL	60.4	63.9	166.58	162.26	100.68	103.75	-5.5	2.7	-3.0	-1.3	1.8	-3.8	66.3	68.1	180.75	173.78	119.78	118.31	-2.7	4.0	1.2	1.8	0.6	-2.1	101	55	6868	5368
Sarasota County, FL	60.0	81.8	165.91	204.38	99.53	167.27	-26.7	-18.8	-40.5	-40.6	-0.1	-26.8	69.7	73.1	214.85	216.68	149.70	158.43	-4.7	-0.8	-5.5	-5.8	-0.3	-4.9	111	51	7357	5790

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

Currency: USD - US Dollar

Visit Pensacola
For the Month of October 2023

	Current Month - October 2023 vs October 2022									Year to Date - October 2023 vs October 2022								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg
Bay County, FL	338,985	309,225	9.6	203,571	183,565	10.9	25,121,171	24,500,443	2.5	3,206,629	2,967,875	8.0	2,018,148	1,899,202	6.3	309,271,577	302,535,328	2.2
Baldwin County, AL	211,048	211,017	0.0	131,935	128,421	2.7	19,580,377	19,243,462	1.8	2,067,213	2,063,244	0.2	1,348,332	1,311,409	2.8	231,824,053	227,726,759	1.8
Okaloosa County, FL	255,502	248,093	3.0	151,067	150,698	0.2	22,605,812	23,865,417	-5.3	2,455,311	2,431,495	1.0	1,577,245	1,622,701	-2.8	284,883,268	303,849,860	-6.2
Walton County, FL	131,161	124,806	5.1	64,990	64,639	0.5	11,814,332	12,394,817	-4.7	1,270,783	1,225,279	3.7	759,480	719,611	5.5	166,347,932	165,036,253	0.8
St Johns County, FL	212,908	209,219	1.8	128,675	133,782	-3.8	21,434,630	21,707,186	-1.3	2,043,650	2,032,003	0.6	1,354,234	1,383,405	-2.1	244,781,618	240,404,850	1.8
Sarasota County, FL	228,067	228,408	-0.1	136,815	186,933	-26.8	22,698,650	38,205,086	-40.6	2,237,519	2,243,213	-0.3	1,559,051	1,640,211	-4.9	334,958,383	355,400,723	-5.8

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Tab 8 - Response Downtown+

Visit Pensacola
For the Month of October 2023

							2021												2022												2023																				
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D								
61915	Budget Inn	Pensacola, FL	32501			26																																													
10881	Closed - Seville Inn & Suites	Pensacola, FL	32501	Mar 2010	Jun 1964	0																																													
46072	Closed - Town & Country Motel	Pensacola, FL	32501	Aug 2010		0																																													
5395	Closed - Travel Inn	Pensacola, FL	32501	Sep 2017	Aug 1952	0																																													
10879	Days Inn Pensacola-Downtown	Pensacola, FL	32501	Jul 1987	Jul 1987	98		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
79891	Lily Hall	Pensacola, FL	32501	Feb 2023	Feb 2023	15																																													
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
77590	Hilton Garden Inn Pensacola Downtown	Pensacola, FL	32502	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	May 2024	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	754	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.</div>																																												

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Visit Pensacola
For the Month of October 2023

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Tab 10 - Response Pine Forest+

Visit Pensacola
For the Month of October 2023

							2021												2022												2023																	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104																																										
2987	Baymont by Wyndham Pensacola, FL	Pensacola, FL	32505	Mar 2023	Jun 1968	78	Y																																									
725	Closed - Days Inn Pensacola	Pensacola, FL	32505	Apr 2013	Apr 1960	0																																										
54628	Closed - Econo Lodge Pensacola	Pensacola, FL	32505	Jan 2010	May 2006	0																																										
24030	Closed - Landmark Inn	Pensacola, FL	32505	Sep 2004	Jun 1970	0																																										
20115	Executive Inn	Pensacola, FL	32505	Nov 1984	Nov 1984	36																																										
36709	Extended Stay Pensacola	Pensacola, FL	32505	Jun 2019	Jun 1998	60	Y																																									
18745	Hotel Del Sol	Pensacola, FL	32505	Jul 2022	Jan 1986	118																																										
52761	Luxury Suites	Pensacola, FL	32505	Jun 2001	Jun 2001	50																																										
6385	Motel 6 Pensacola West	Pensacola, FL	32505	Oct 2005	Jun 1975	115		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
6967	OYO Hotel Pensacola I-10 & Hwy 29	Pensacola, FL	32505	Dec 2019	Jun 1972	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
46989	Pensacola Motor Lodge	Pensacola, FL	32505	Apr 1932	Apr 1932	30																																										
4060	Quality Inn Pensacola	Pensacola, FL	32505	Oct 2022	Nov 1983	108		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
46197	Relax Inn	Pensacola, FL	32505	May 1958	May 1958	21																																										
79861	Sea Barr Of Stars	Pensacola, FL	32505			14																																										
27564	Sweet Dream Inn	Pensacola, FL	32505	Nov 2020	Jun 1988	60																																										
54636	Best Western Plus Blue Angel Inn	Pensacola, FL	32534	Feb 2011	Mar 2007	56		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
70476	Courtyard Pensacola West	Pensacola, FL	32534	Jan 2021	Jan 2021	124		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
57077	Extended Stay America Select Suites Pensacola - 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 West I-10	Pensacola, FL	32534	Jul 2021	Oct 2000	62		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
81180	WoodSpring Suites Pensacola	Pensacola, FL	32534		U/C	122																																										
			Total Properties:		22	1496	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																									

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Tab 11 - Response Westside Perdido+

Visit Pensacola
For the Month of October 2023

							2021												2022												2023																									
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D													
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 - N.A.S.	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																																																		
76385	WoodSprings Suites Pensacola	Pensacola, FL	32506		U/C	122																																																		
79701	Anchor Inn	Pensacola, FL	32507			16																																																		
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	Y										◊	◊	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
39441	Suburban Studios Naval Base Area	Pensacola, FL	32507	Sep 1999	Sep 1999	129		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
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 West	Pensacola, FL	32526	May 2013	Oct 1995	93		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
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	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
36435	Super 8 Pensacola	Pensacola, FL	32526	Jan 2019	May 1998	69		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
77210	TownePlace Suites Pensacola West I-10	Pensacola, FL	32526		U/C	104																																																		
			Total Properties:		27	1623	<div>◊ - Monthly data received by STR</div> <div>• - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.</div>																																																	

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Tab 12 - Response PNS Beach+

Visit Pensacola
For the Month of October 2023

								2021												2022												2023															
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D				
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 Area	Gulf Breeze, FL	32561	Apr 2021	Apr 2021	92						•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
31104	Holiday Inn Express Pensacola Beach	Gulf Breeze, FL	32561	Nov 2021	Jun 1989	76	Y										◦	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
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 On The Bay Near Pensacola Beach	Gulf Breeze, FL	32561	Aug 2011	Jun 1967	116		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
44457	SpringHill Suites by Marriott Pensacola Beach	Gulf Breeze, FL	32561	Nov 2021	Jul 2002	117	Y											•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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	162	Y	•										•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		23	2324		◦ - 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.

Tab 13 - Response UWF+

Visit Pensacola
For the Month of October 2023

							2021												2022												2023																
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D				
49496	Budget Inn	Pensacola, FL	32514	Jun 1969	Jun 1969	38																																									
65398	Candlewood Suites Pensacola University Area	Pensacola, FL	32514	Nov 2016	Nov 2016	95		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
48494	Civic Inn North	Pensacola, FL	32514	Jun 1985	Jun 1985	29																																									
10219	Closed - Days Inn Pensacola North	Pensacola, FL	32514	Aug 2017	Apr 1985	0																																									
22465	Closed - The Pensacola Lodge	Pensacola, FL	32514	Sep 2007	Apr 1985	0																																									
29832	Comfort Inn Pensacola University Area	Pensacola, FL	32514	Nov 2003	Mar 1994	115		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
38034	Efficiency Lodge - Davis Hwy. Pensacola, FL	Pensacola, FL	32514	Mar 1999	Mar 1999	120																																									
55734	Extended Stay America Select Suites - Pensacola - North	Pensacola, FL	32514	Sep 2022	Mar 2006	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
80785	Holiday Inn Express Pensacola - University Area	Pensacola, FL	32514		U/C	120																																									
56920	Holiday Inn Pensacola University Area	Pensacola, FL	32514	Mar 2008	Mar 2008	114		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
65902	Home2 Suites by Hilton Pensacola I -10 At North Davis Hig	Pensacola, FL	32514	Sep 2017	Sep 2017	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
5114	La Quinta Inn by Wyndham Pensacola	Pensacola, FL	32514	Feb 1985	Feb 1985	130		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
3842	Queen Mary Inn	Pensacola, FL	32514	Jul 2011	Jun 1985	143																																									
			Total Properties:			13	1130	<div>○ - Monthly data received by STR</div> <div>● - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.</div>																																							

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.

VISIT PENSACOLA

Visitor Tracking Study
July – September 2023



VISITOR JOURNEY: ECONOMIC IMPACT



QUARTERLY SNAPSHOT

July – September 2023

Direct spending was up more (+3.9%) than the number of visitors (-1.3%) as the Pensacola area generated a **higher yield per visitor (+5.2%)**



758,200

TOTAL
VISITORS

- 1.3%



657,887

ROOM
NIGHTS

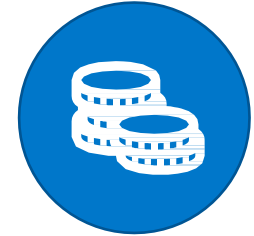
+ 2.1%



\$423,474,600

DIRECT
SPENDING

+ 3.9%



\$8,778,711

TOURISM
DEVELOPMENT TAX

- 1.5%

vs. 2022

ACCOMMODATION METRICS¹

Occupancy

64.9%

- 5.8% from 2022

Average Daily Rate

\$192.34

- 1.6% from 2022

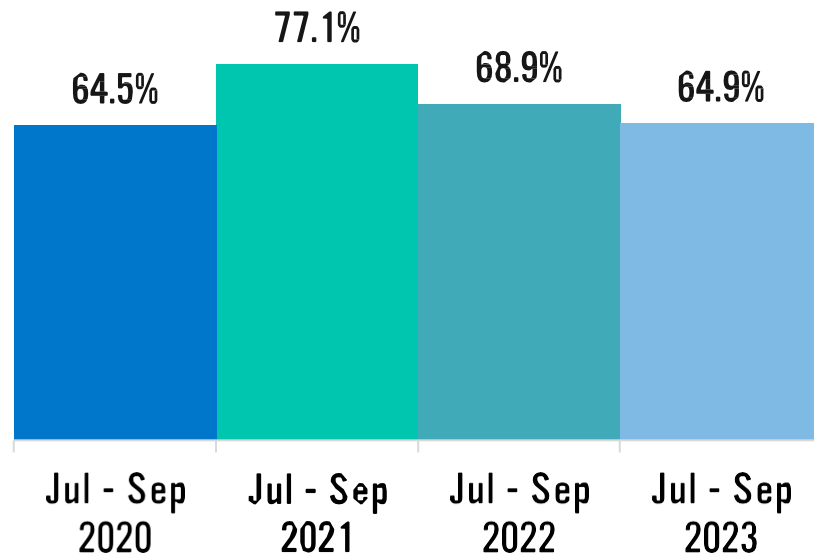
Revenue per Available Room

\$124.89

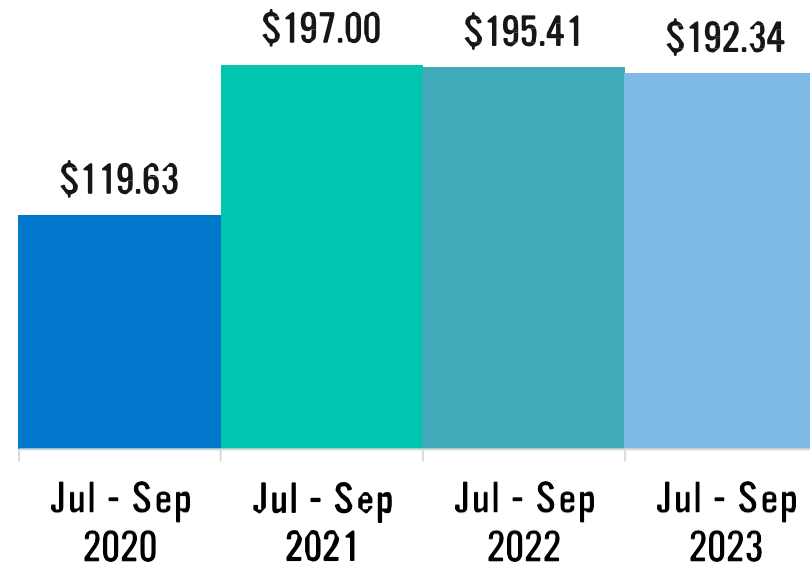
- 7.3% from 2022

ACCOMODATION METRICS - 4 YEAR TREND

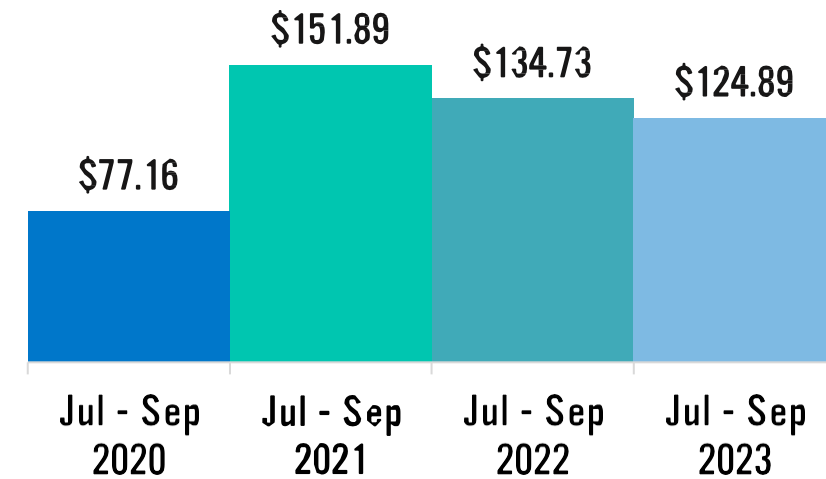
Occupancy



ADR

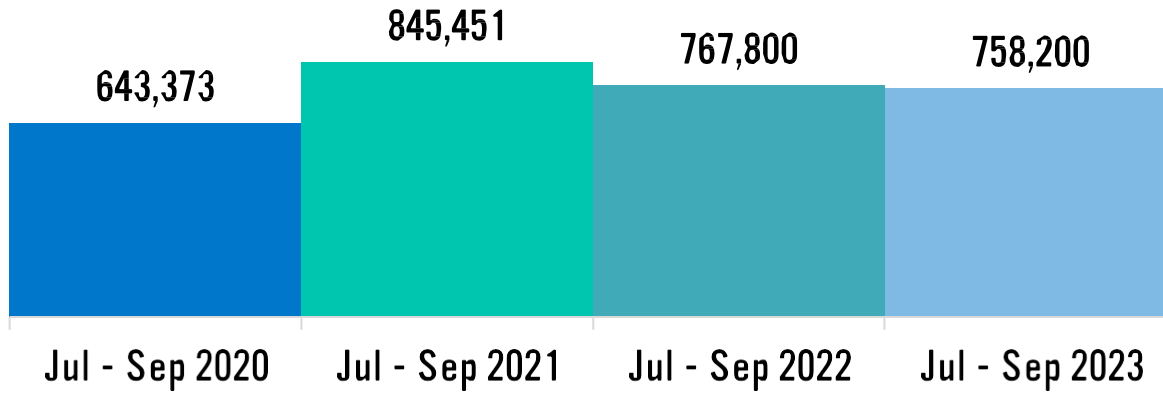


RevPAR

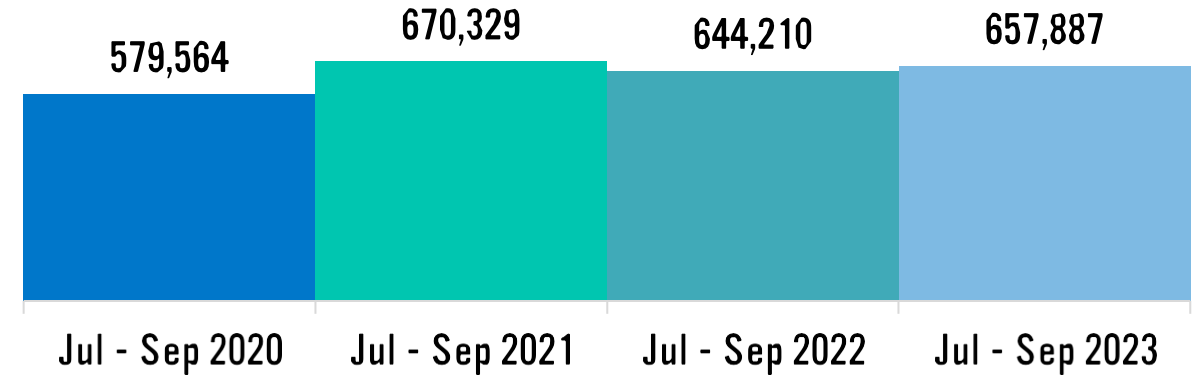


IMPACT OF TOURISM METRICS - 4 YEAR TREND

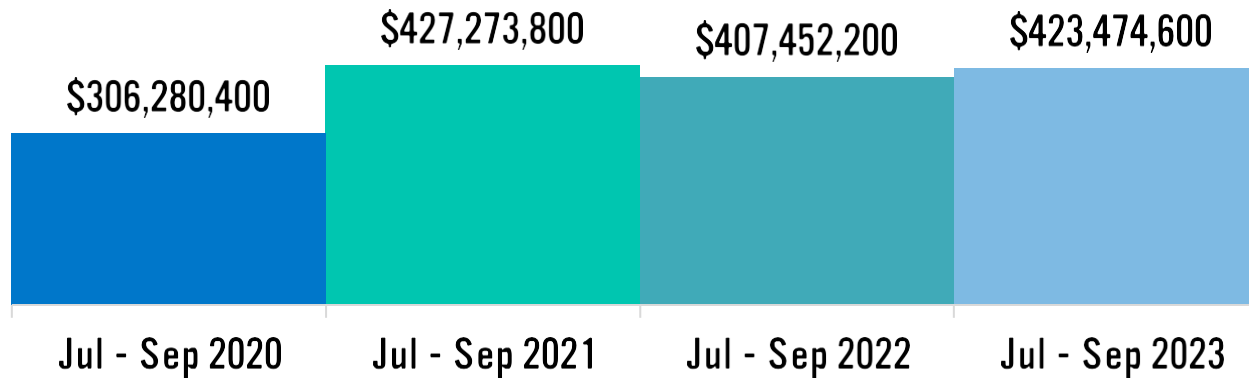
Visitors



Room Nights



Direct Spending



VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING CYCLE

- » Trips to Pensacola have slightly shorter planning windows, as over **half** of visitors planned their trip to the Pensacola area **a month or less in advance** (53% in 2022)
- » Average trip planning cycle began **57 days** before the trip (57 days in 2022)



TOP TRIP PLANNING SOURCES¹



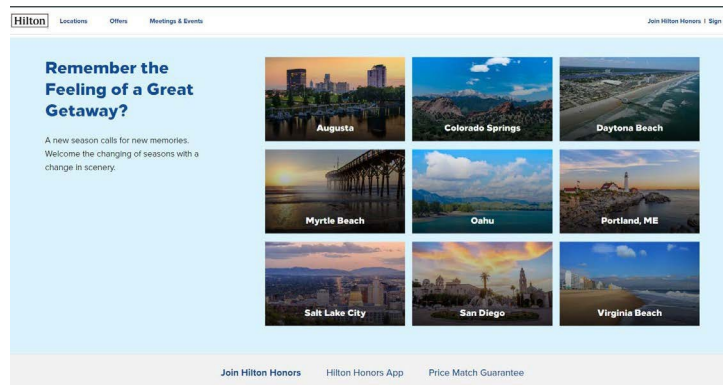
69% Search sites (Google, etc.)
(67% in 2022)



37% Friends/family
(37% in 2022)



29% Vacation rental websites
(31% in 2022)



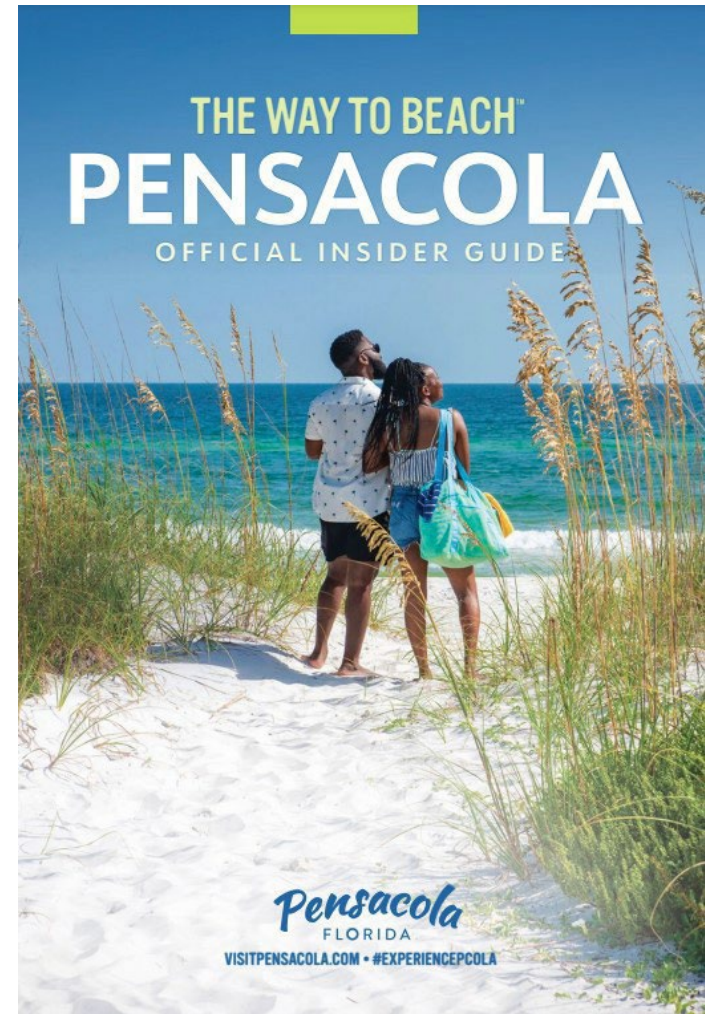
27% Hotel websites/apps
(34% in 2022)



21% Airline websites/apps
(27% in 2022)

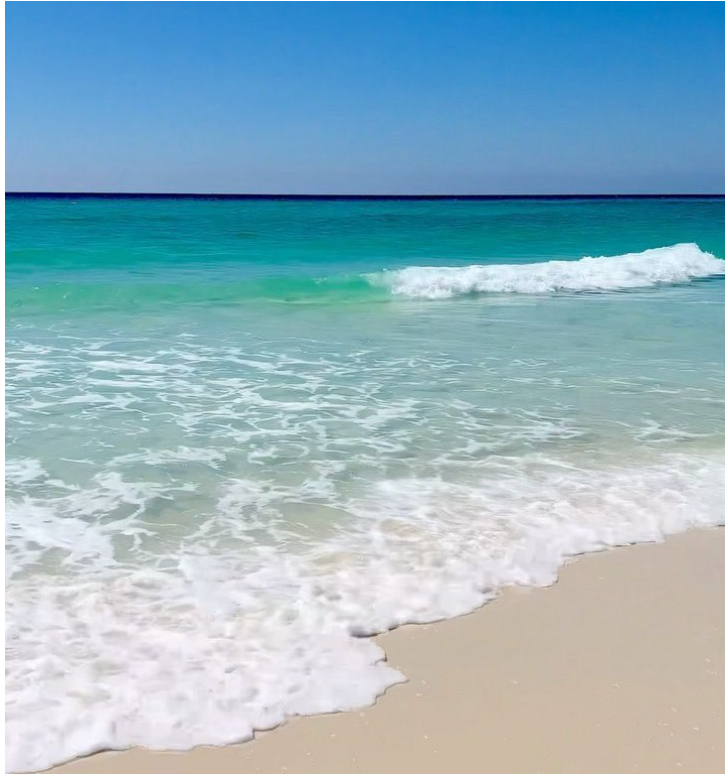
VISITOR GUIDE

- » **21%** of visitors requested or viewed the Pensacola Visitors Guide (**26% in 2022**)
- » Most visitors who use the Visitor Guide viewed it **online**



TOP REASONS FOR VISITING¹

Compared to last year, more visitors came to the area for **family time together (+5% points)**



50% Beach
(46% in 2022)



39% Relax and unwind
(43% in 2022)



25% Visit friends/relatives
(23% in 2022)

PRE-TRIP RECALL OF ADVERTISING

- » **22%** of visitors have recalled advertising about the Pensacola area (**19% in 2022**)
- » This information influenced **11%** of all visitors to visit the Pensacola area (**12% in 2022**)
- » Please note that these figures are topline and solely relies on the memory of each visitor even though various other factors go into the influence of advertising

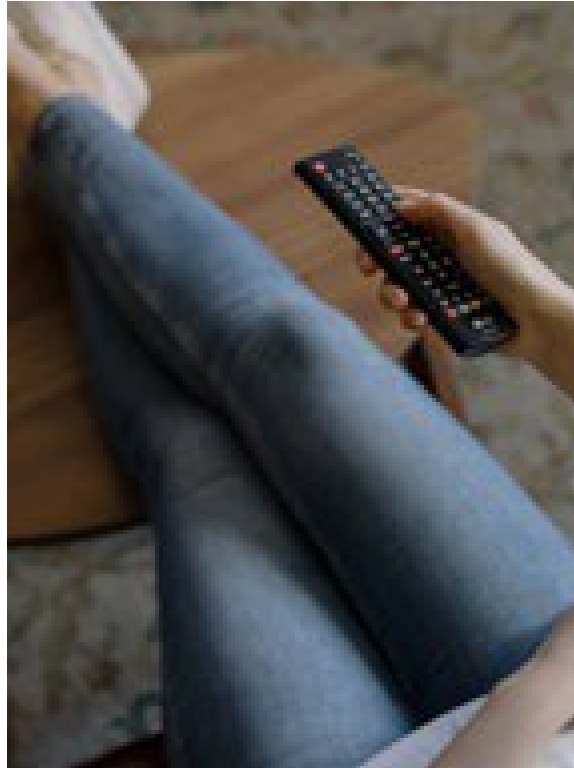


TOP SOURCES OF ADVERTISING RECALL¹

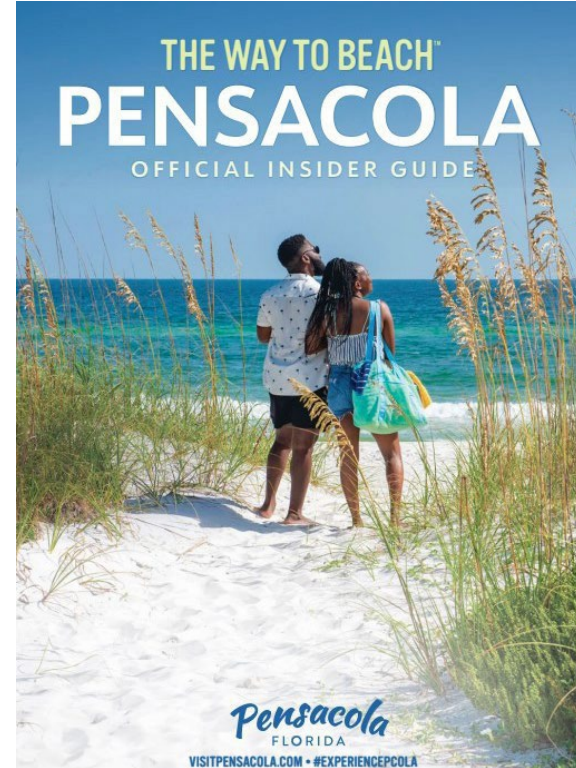
Base: 22% of visitors who recalled advertising



33% Personal social media
(28% in 2022)



26% Television
(27% in 2022)



20% VisitPensacola.com
(16% in 2022)



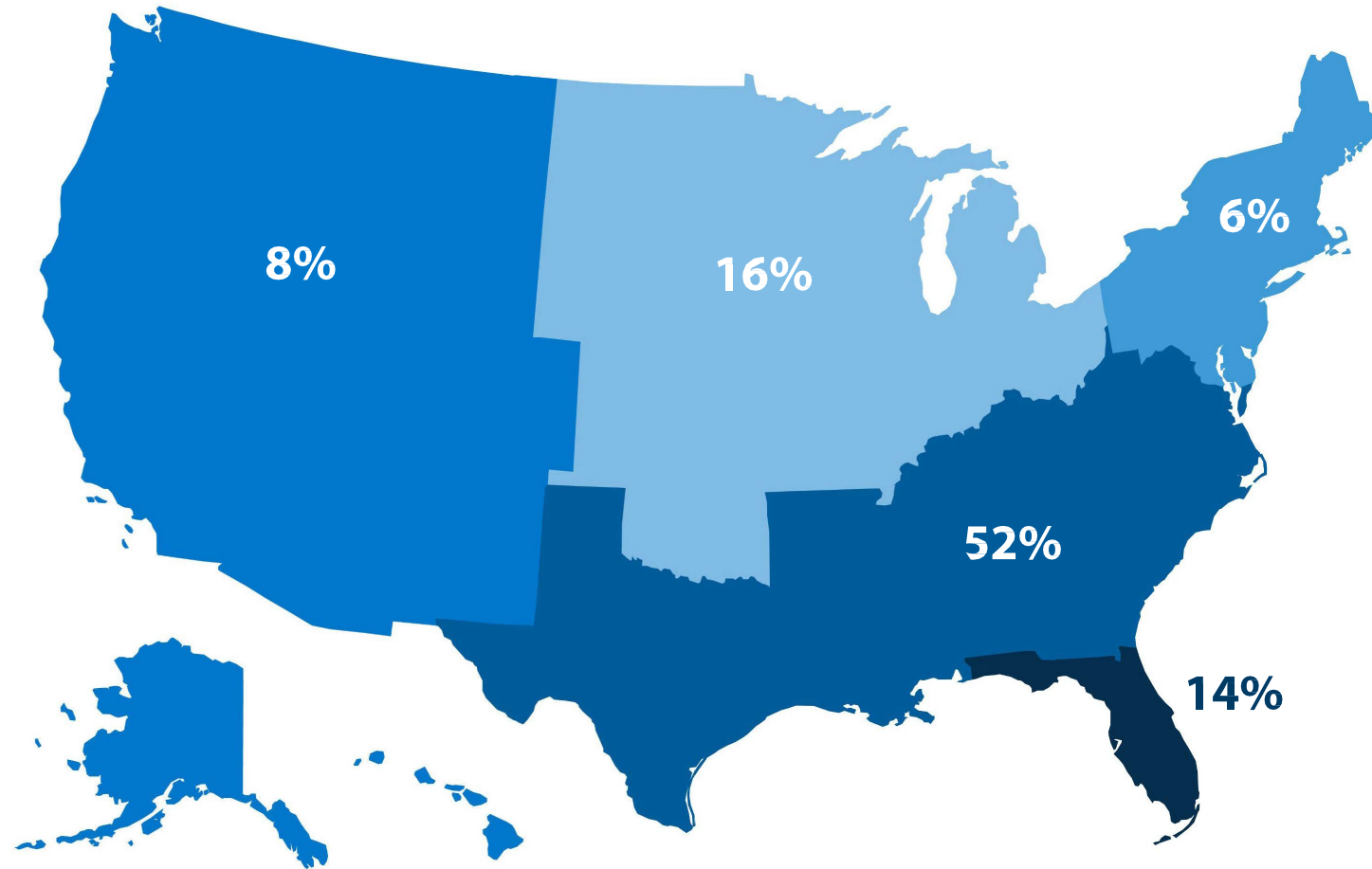
18% Visit Pensacola social media
(18% in 2022)

VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGIONS OF ORIGIN

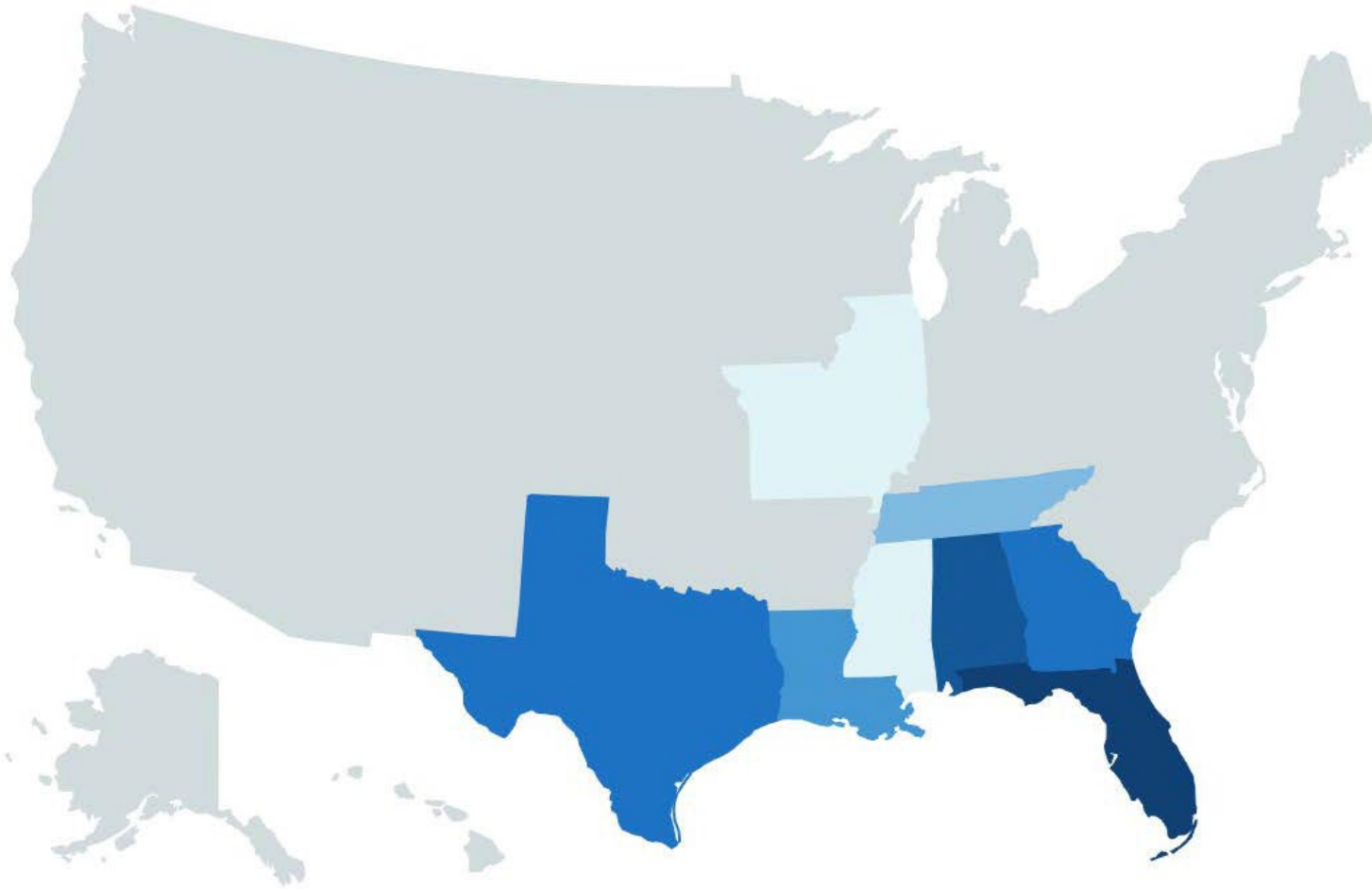
The southeast including Florida account for 2 in 3 visitors



4% of visitors traveled to Pensacola from outside of the U.S.

TOP STATES OF ORIGIN

Over 3 in 5 visitors reside in 9 states



14%



Florida

14%



Alabama

7%



Texas

7%



Georgia

7%



Louisiana

5%



Tennessee

4%



Mississippi

3%



Illinois

3%



Missouri

TOP MARKETS OF ORIGIN



15% Mobile¹
(11% in 2022)



5% Atlanta
(5% in 2022)



4% New Orleans
(3% in 2022)



3% Nashville
(3% in 2022)



3% Dallas – Fort Worth
(3% in 2022)



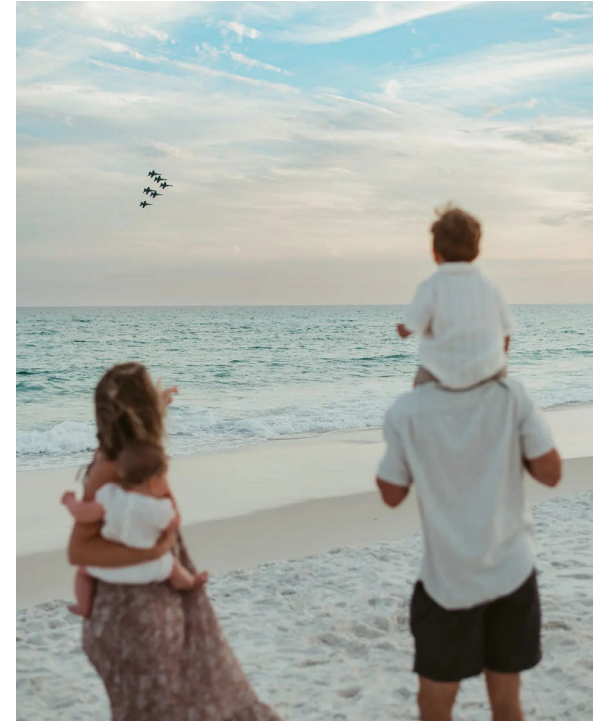
3% Birmingham
(3% in 2022)

TRAVEL PARTIES

- » The typical visitor traveled in a party composed of **3.2** people (3.3 in 2022)



- » **37%** traveled with at least one person under the age of 20 (40% in 2022)



VISITOR PROFILE

- » The typical Pensacola area Visitor:
 - » Is **45** years old (44 in 2022)
 - » Has a household income of **\$86,600** per year (\$92,300 in 2022)
 - » Female¹ **59%** (57% in 2022)



¹May be influenced by visitor's willingness to complete a survey.

NEW & RETURNING VISITORS

- » Nearly **3 in 10 visitors** were first time visitors to Pensacola area (**30% in 2022**)
- » **21%** of visitors were loyalists, having visited over 10 times (**19% in 2022**)



VISITOR JOURNEY: TRIP EXPERIENCE



TRANSPORTATION

- » **84%** of visitors drove to the Pensacola area (84% in 2022)
- » **14%** of **all** visitors flew to Pensacola through the Pensacola International Airport (**15% in 2022**)



OVERNIGHT VISITORS

- » **Over 1 in 3** visitors stayed overnight in a **hotel, motel, or resort** (40% in 2022)
- » Typical visitors spent **4.3** nights in the Pensacola area (4.4 in 2022)



TOP ACCOMMODATIONS



35% Hotel/Motel/Resort
(40% in 2022)



23% Vacation rental home*
(22% in 2022)



19% Day tripper
(16% in 2022)



13% Friends/family home
(13% in 2022)

TOP ACTIVITIES DURING VISIT¹



80% Restaurants
(82% in 2022)



79% Beach
(75% in 2022)



76% Relax and unwind
(77% in 2022)

TRAVEL PARTY SPENDING

- » Travel parties spent **\$350** per day and **\$1,506** during their trip (\$351 per day and \$1,543 per trip in 2022)



VISITOR JOURNEY: POST-TRIP



VISITOR SATISFACTION

- » **98%** of visitors were **satisfied** with their trip to the Pensacola area (**98%** in 2022) – **74%** were **very satisfied** (76% in 2022)
- » **93%** of visitors would **recommend** the area to others (91% in 2022)
- » **98%** of visitors would **return** to the Pensacola area (97% in 2022) – **70%** would **definitely return** (74% in 2022)



SATISFACTION RATINGS

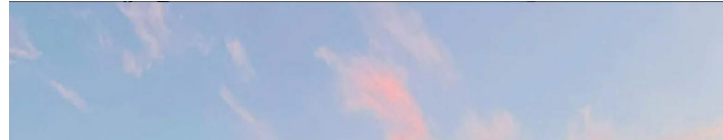
- » Nearly **7 in 10** visitors expressed that **lodging** (63% in 2022), **restaurants** (61% in 2022), and **customer service** (58% in 2022) exceeded expectations
- » Over **half** of visitors expressed **value for their money** (47% in 2022), exceeded expectations



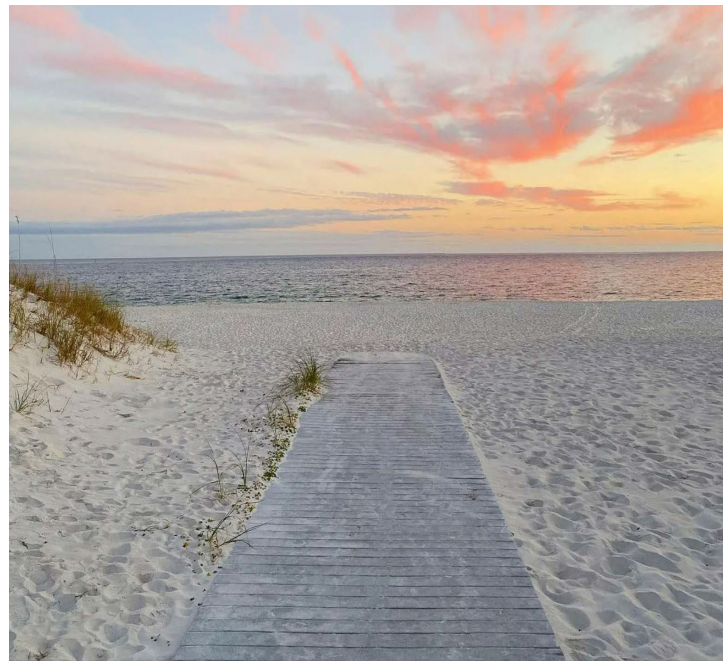
AREA DESCRIPTIONS*



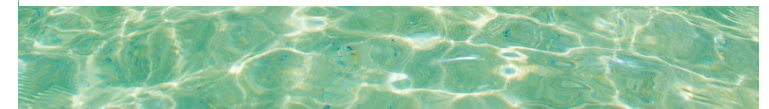
"A vibe. Best beaches you're ever going to see + great nightlife"



"Picture perfect and serene landscape. Fall asleep to the nature's chorus."



"Great. Beautiful beaches. Amazing Blue Angel's. Great shopping. Very nice, friendly people."



*Open-ended responses. Multiple responses permitted.

QUESTIONS?

Visitor Tracking Study July – September 2023

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



VISIT PENSACOLA BOARD MEETING

November 29, 2023

Marketing & Communications



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



OUTREACH



Highlight: Visit Pensacola Celebrates 2023 Tourism Successes At Annual Meeting



Including: Essence.com – Sheryl Nance
Nash – Top Foodie Destination for 2024 Pitch



Highlight: It's the 10th Year of Foo Foo and There's A Whole Lot of New!



SOCIAL MEDIA

5,557 total users visited the website from social media
10,334 page views on VisitPensacola.com from social media users
2,055 conversions from social meaning they completed a website KPI



431 New Followers
Total Engagement: 3,074 • 92,209 Impressions



6,591 New Page Likes
131,429 Engagements • 3.1 Million Impressions



596 Pins • 3,296 Followers
Total Engagement: 6,695 • 29 New Followers



91 New Followers
2,450 Engagements • 1,842 Post clicks



1,483 Total Subscribers
28 New Subscribers



12 Posts • 15,929 Video Views
73 New Subscribers • 676 Engagements

E-MARKETING CONSUMER eNEWS

116 new sign-ups
47% open rate

58% conversion rate
4.8% click throughs





EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

- Visit Pensacola Celebrates 2023 Tourism Successes at Annual Meeting
- Whats New for Fall
- Pensacola Ushers in the Fall/Winter Seasons with new Direct Flight Routes, Major Milestones, Fresh Dining Festivals and More
- Visit Pensacola Launches New App, Public Information Kiosks, and Visitor Center Displays to Share Destination Information

MEDIA ASSISTS

- The Times (UK) Pensacola two page spread
- Visit Florida Domestic Media Mission: Los Angeles and San Francisco (meetings with 30+ media writers, editors, influencers)
- Destinations Florida Annual Meeting and Board Meeting
- Annual Meeting preparation
- Beach O Ween event
- Pensacola Interstate Fair
- Giant Noise and Visit Pensacola FY24 Strategic Planning meeting
- ITV Filming for A Taste of Florida (UK Series – WTM Sponsorship)
- Dive+Dine FAM – Rescheduled to June with three of the four original confirmations.
- Cheryl Rodewig Press Trip
- Visit Florida Canada Media Mission
- Planning for Atlanta Media Mission
- Annual Meeting Press Release
- What's New for Fall Press release
- October Media Newsletter – built, wrote content, and distributed
- Essence.com – Sheryl Nance-Nash – Top Foodie Destination for 2024 Pitch

MEDIA ASSISTS, cont.

- Conde Nast announcement coordination
- Retreat Magazine - Top Luxury Hotels in Florida Pitch
- All-inclusive Resorts – Terry Ward Pitch
- November Press Trip Coordination – Jim Bamboulis (Canada) and Ronny Maye
- CrowdRiff Content Creators – Submitted our first 20
- Foo Foo Festival Curator – worked with committee to curate all grant funded events, Friends of Foo events, both website calendar of events, interviews, etc
- Destinations Florida Quick Trip
- Visit FL Call for Content: Fall in LoveFL
- Pensacola Realtors Assist: Why Move to Pensacola
- Conde Nast Traveler: Top 10 Best Small Cities
- World Travel Market Signature Dinner sponsorship
- World Travel Market appointments
- Afar Magazine
- Connect Media Package
- 39th Semper Fi 5K Charity Run assist
- Andrews Research and Foundation Group assist
- UK Assist – Free things to do in Florida feature in loveEXPLORING
- NAS Homecoming Airshow, Media Assists
- One Fun Day: Pensacola filming wrap up and edit
- SEC Media/Bag Assist
- 10Best Small Airport Designation and Assist
- TTG UK – Most Exciting feature at WTM
- Travel Mole UK
- American Magic Assist
- Pensacola Bay Center Mural Project

MEDIA ASSISTS, cont.

- TimeOut magazine – Winterfest Assist
- Sojern Always On Blog
- Visit Florida Warm Winter feature
- Travel Media Marketplace Atlanta
- Sun Belt Packages
- Pensacola Ice Flyers
- Cat Country 98.7
- NewsRadio Expert Panel
- Pensacola News Journal
- WEAR3
- Go Nomad
- Travel Noire
- Robin Smith – 7 Best Places to Stay in Pensacola Beach, FL
- Canadian Geographic Travel
- MSN Pitch- US Ghost Tours
- Rovology Pitch – Best US College Towns
- Southern US Events, Festivals and Anniversaries Pitch
- MSN.Com pitch
- HARO – The Best Coffee Drinks Pitch
- The Knot.com Pitch
- MSN and AP Pitch
- HARO Best Holiday Towns Pitch
- AARP Holiday Pitch
- Travel Awaits Pitch
- Southern Living – Museums that children will want to visit Pitch
- Trip Advisor – December Destinations
- Retreat Magazine Pitch
- The Best New Hotels in the US for Fall Group Travel – HARO Pitch
- Waterside “Summer” Towns Also Good in Winter – Pitch
- All Inclusive US Resorts Pitch
- Luxury Hotels in Florida pitch

PRESS MENTIONS – STORIES MENTIONING PENSACOLA

Highlight: These are the 7 Oldest Beach Towns in the U.S.



100 stories • Highlights:

- 10 Of The Cheapest Places To Visit In Florida On A Budget
- Your Ultimate Guide To Winter Attractions And Activities In Florida



Accolades • Highlights:

- 10 Least Crowded But Still Scenic Places to Visit in Florida
- Pensacola: Better Than Ever!



VISITPENSACOLA.COM

October 2023

312K
FY 312K
USERS

628K
FY 628K
PAGE VIEWS

\$562,920
FY \$562,920
TOTAL
REVENUE*

3.9
FY 3.9
AVG. LENGTH
OF STAY*

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

AUDIENCE

City	Users
Chicago	6,566
Pensacola	2,537
New Orleans	3,150
Mobile	2,798
Atlanta	2,672
Dallas	2,326
Nashville	1,141
Houston	889
Orlando	869
New York	739

TOP PAGES

Page	Pageviews
Neighborhoods	46,667
Events This Week	43,211
Events This Week	40,312
Feature (CPL)	37,618
Things To Do	18,892
Beaches	16,324
Home	16,127
Blue Angels Air Show	13,203
Webcam	11,005

PARTNER ENGAGEMENT

Partner Referral	7,982
Listing Views	55,727
Partner Book Now	977
Partner Website Link	7,262
Coupons	532

CHANNEL (How people find us)

Channel	New Users	Engagement Rate
Direct	110,931	17%
Organic Search	71,320	74%
Paid Social	35,135	19%
Display	34,069	4%
Paid Search	26,790	66%
Unassigned	19,763	7%
Referral	7,644	35%
Organic Social	5,204	38%
Email	1,799	58%

WEBSITE SIGNUPS

New Email Subscribers	116
Insider Guide Requests	752
Insider Guide (Online version)	183

FY = Visit Pensacola's Fiscal Year Oct. 2022 – Sep. 2023
CLP = Visits to a specific landing page from paid advertising

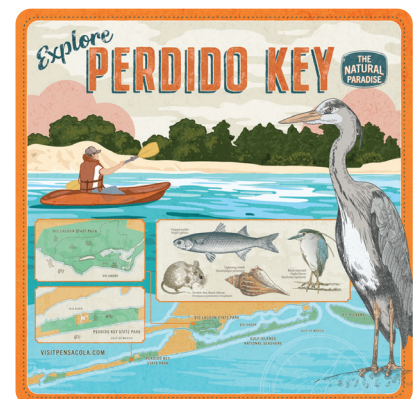
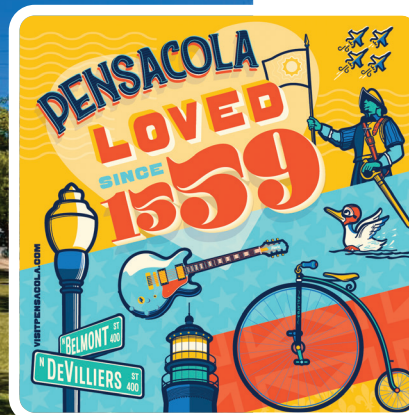
LP = Landing Page
EL = Event Listing

*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.



📖 The Way to Beach in Print

In October you may have seen a full page Garden & Gun magazine ad. This print placement also included digital ads on the Garden & Gun site. A special “foodie” promotion also ran in October with a half page ad in The Pioneer Woman and Food Network magazines. This effort also featured an advertorial and social media promotion.



Visit Pensacola expanded its presence downtown with a new permanent cube installation behind the Pensacola Museum of History. This 4-sided Instagram-worthy effort features original artwork paying homage to Pensacola, Pensacola Beach, Perdido Key, as well as a dedicated Way to Beach panel. This fanciful panel showcases the wide array of experiences available across the area. Be sure to snap a pic and tag #experiencepcola on your favorite social platform.



COMMUNITY IMPACT : SEPTEMBER

■ 2023 ■ 2022 ■ 2021

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

Hotel Occupancy 60.7%

SEPTEMBER YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



Average Daily Rate \$136.66

SEPTEMBER YEAR-OVER-YEAR



12-MONTH RUNNING AVERAGES



TRACKABLE RESULTS : SEPTEMBER

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

SEPTEMBER YEAR-OVER-YEAR



WEBSITE IMPACT : SEPTEMBER

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

ALL CLICKABLE EFFORTS:

Advertising Site Visits 73,659

% of Total Site Visits 28%

SEPTEMBER YEAR-OVER-YEAR



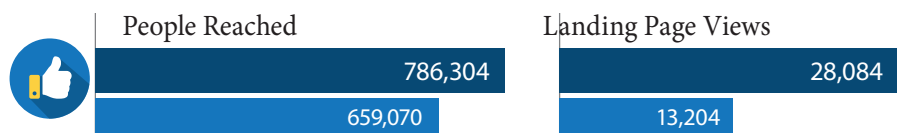
Social media advertising results reported by Facebook. Landing page views are visits to specific website pages.

SOCIAL MEDIA ONLY:

People Reached 786,304

Landing Page Views 28,084

SEPTEMBER YEAR-OVER-YEAR





Social Media Board Report

October 2023

Included in this Report

 @VisitPensacola

 Visit Pensacola Inc.

 visitpensacola.inc

 Visit Pensacola

 Visit Pensacola

 visitpensacola

 visitpensacola

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Impressions 3,183,136 ↗12.3%	Engagements 131,429 ↗31.7%	Post Link Clicks 49,052 ↗24.3%
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Facebook Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Facebook Pages

Net Follower Growth Breakdown by Organic/Paid Likes, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	6,591	↗753.8%

Facebook Engagement

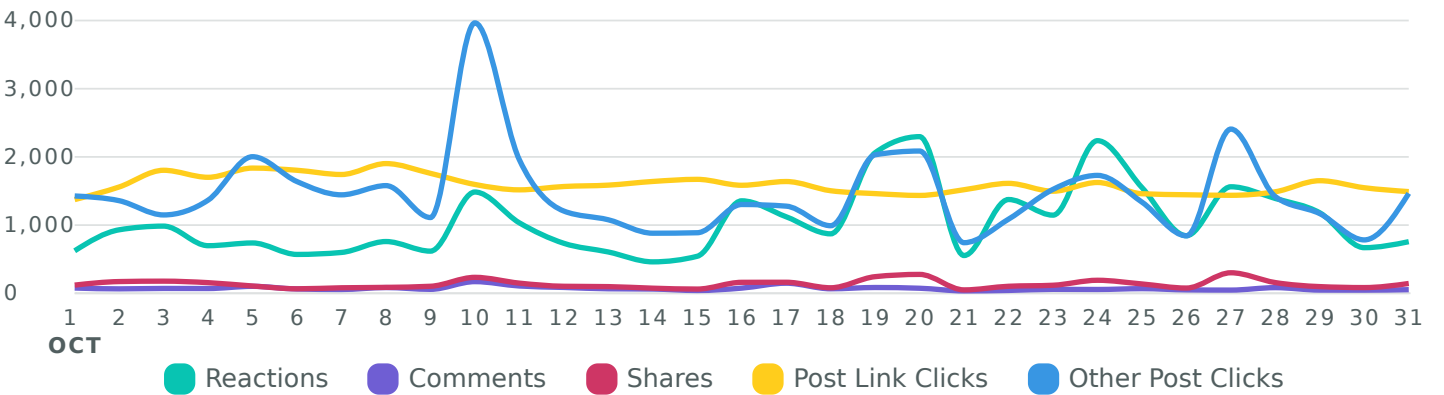
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

All Facebook Pages

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



Engagement Metrics	Organic	Paid	Totals	% Change
Total Engagements	34,832 ↘ 38%	51,757 ↗ 27%	131,429	↗ 31.7%
Reactions	28,254 ↗ 104%	3,700 ↘ 2%	31,954	↗ 131%
Comments	1,640 ↗ 46%	170 ↘ 11%	1,810	↗ 60.9%
Shares	3,553 ↗ 111%	220 ↘ 32%	3,773	↗ 124.2%
Post Link Clicks	1,385 ↘ 96%	47,667 ↗ 31%	49,052	↗ 24.3%
Other Post Clicks	N/A	N/A	44,840	↗ 2.7%

Facebook Top Posts

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

[Post](#)[Lifetime](#)[All Facebook Pages](#)

Descending by Lifetime Engagements

**Visit Pensacola**

Tue 10/10/2023 11:09 a...

Just a friendly reminder of what Pensacola will look like next month 🌟🌲 We are...

**Total Engagements 9,212****Reactions 2,498****Comments 321****Shares 364****Post Link Clicks —****Other Post Clicks 6,029****Visit Pensacola**

Mon 10/16/2023 11:53 a...

The best way to start off the week! ✨ Welcome home, Blues! 💙💛💙💛 U.S. Navy...

**Total Engagements 3,396****Reactions 1,893****Comments 103****Shares 234****Post Link Clicks 1****Other Post Clicks 1,165****Visit Pensacola**

Mon 10/23/2023 10:44 a...

It's hard to believe the Blue Angels' season is coming to a close in just a couple of wee...

**Total Engagements 3,127****Reactions 1,812****Comments 63****Shares 125****Post Link Clicks —****Other Post Clicks 1,127**

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Impressions 1,111,233 ↗ 76.6%	Engagements 55,750 ↗ 102.7%	Profile Actions 733 ↗ 164.6%
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Instagram Engagement

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

- Profile
- Reporting Period
- All Instagram Profiles

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

Impression Metrics	Totals	% Change
Organic Engagements	48,886	↗ 96.3%
Organic Likes	46,158	↗ 97.9%
Organic Comments	638	↗ 11.5%
Organic Saves	2,029	↗ 115.9%
Story Replies	61	↘ 7.6%

Instagram Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

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

Audience Metrics	Totals	% Change
Net Follower Growth	2,300	↗ 560.9%
Followers Gained	2,965	↗ 244.4%
Followers Lost	665	↗ 29.6%

Instagram Top Posts

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

Post

Lifetime

All Instagram Profiles

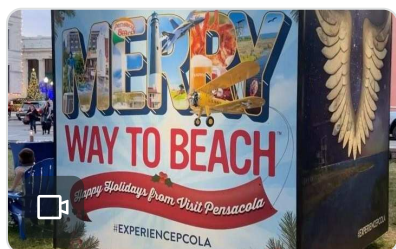
Descending by Lifetime Engagements



visitpensacola

Tue 10/10/2023 8:04 am...

Okay WE KNOW it's currently spooky season, but we sure are excited about the holid...

**Total Engagements 9,266**

Likes 6,446

Comments 130

Shares 2,338

Saves 352



visitpensacola

Mon 10/16/2023 7:52 a...

The most beautiful water is right here in Pensacola 🌊💙
#TheWayToBeach

**Total Engagements 8,118**

Likes 5,581

Comments 143

Shares 2,083

Saves 311



visitpensacola

Mon 10/16/2023 11:38 a...

The best way to start off the week! ✨ Welcome home, Blues 💙💛💙💛...

**Total Engagements 4,305**

Likes 3,834

Comments 24

Shares 369

Saves 78

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

Story Metrics	Totals	% Change
Published Stories	158	↗ 75.6%
Story Replies	61	↘ 7.6%
Story Taps Back	10,264	↗ 66.8%
Story Taps Forward	178,615	↗ 56.2%
Story Exits	15,341	↗ 52.8%
Story Impressions	168,195	↗ 18.6%
Average Reach per Story	1,058.87	↘ 31.5%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

@VisitPensacola

All Twitter Post Types

Impressions 92,209 ↗ 42.5%	Engagements 3,074 ↗ 5.7%	Post Link Clicks 333 ↗ 82%
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Twitter Audience Growth

See how your audience grew during the reporting period.


 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Net Follower Growth, by Day

Audience Metrics	Totals	% Change
Net Follower Growth	431	 268.4%

Twitter Top Posts

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

Post

Lifetime

@VisitPensacola

All Twitter Post Types

Descending by Lifetime Engagements



@VisitPensacola

Mon 10/16/2023 7:33 p...

The most beautiful water is
right here in Pensacola ❤️🌊

<https://t.co/47MdAlZuml>

**Total Engagements 361**

Likes 117

@Replies 5

Retweets 32

Post Link Clicks 1

Other Post Clicks 206

Other Engagements 0



@VisitPensacola

Fri 10/27/2023 8:09 pm ...

This is for all you [#ASMR](#)
lovers out there 🗣️
[#TheWayToBeach...](#)

**Total Engagements 313**

Likes 59

@Replies 0

Retweets 11

Post Link Clicks —

Other Post Clicks 242

Other Engagements 1



@VisitPensacola

Sun 10/22/2023 10:00 p...

Savoring the last light of the
day 🌅❤️

<https://t.co/66TqeBKjMZ>

**Total Engagements 260**

Likes 130

@Replies 2

Retweets 13

Post Link Clicks 1

Other Post Clicks 114

Other Engagements 0

Twitter Engagement

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

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Engagements Comparison by Engagement Type, by Day

Engagement Metrics	Totals	% Change
Total Engagements	3,074	↗ 5.7%
Likes	1,118	↗ 6.8%
@Replies	57	↗ 42.5%
Retweets	258	↗ 31%
Post Link Clicks	333	↗ 82%
Other Post Clicks	1,306	↘ 9%
Other Engagements	2	↘ 60%

TikTok Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 Visit Pensacola

Published Posts 12 ↗ 71.4%	Video Views 15,929 ↘ 96.2%	Engagements 676 ↘ 90%
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TikTok Audience Growth

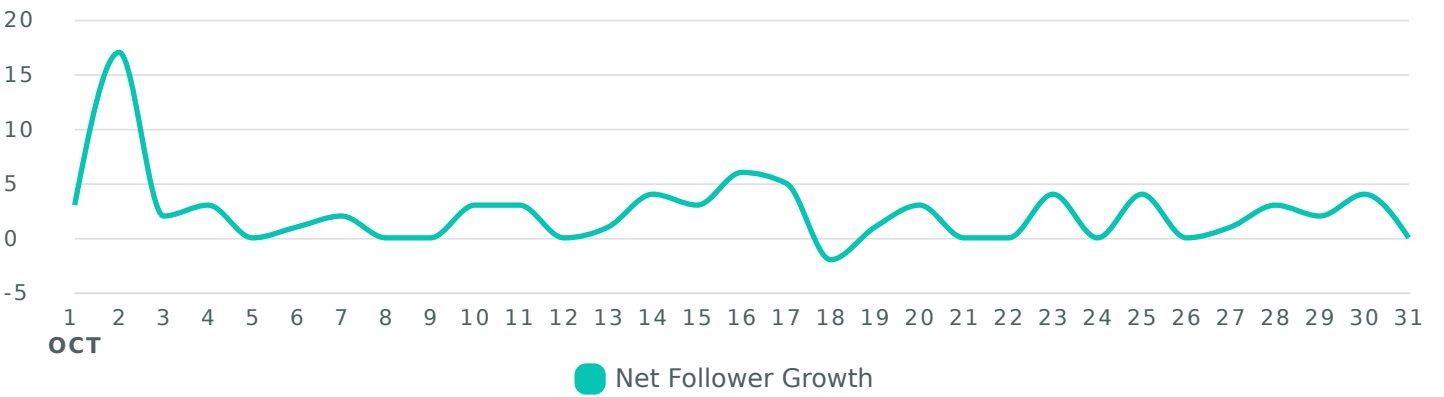
View how your audience grew during the reporting period.

 Profile

 Reporting Period

 Visit Pensacola

Net Follower Growth, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	73	↘1.4%

TikTok Engagement

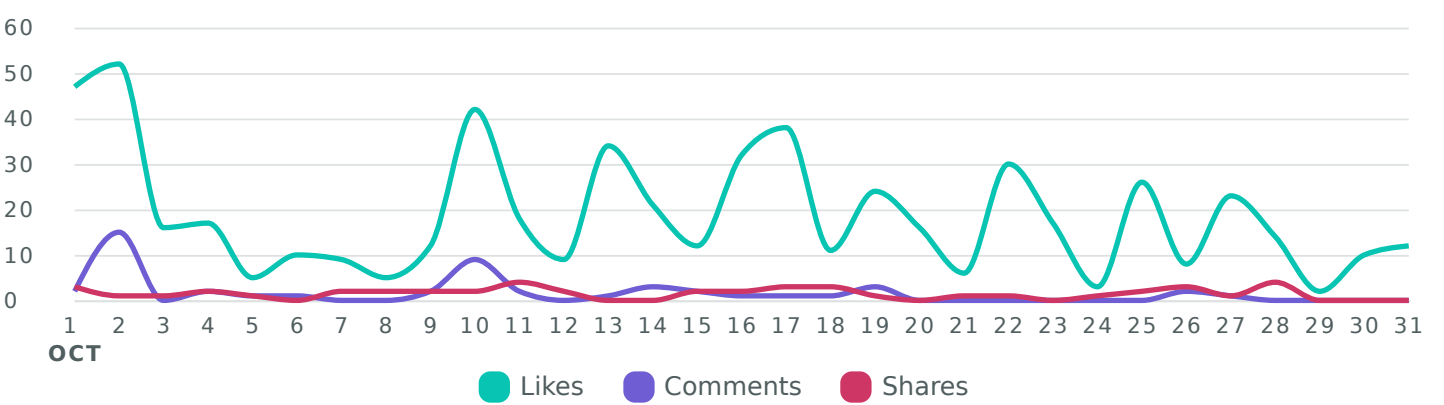
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

Visit Pensacola

Engagements Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Total Engagements	676	↘ 90%
Likes	581	↘ 91.3%
Comments	49	↗ 157.9%
Shares	46	↗ 53.3%

TikTok Top Posts

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

[Post](#)[Lifetime](#)[Visit Pensacola](#)


Descending by Lifetime Engagements

**visitpensacola**
Tue 10/10/2023 6:23 pm...


Okay WE KNOW it's currently spooky season, but we sure are excited about the holid...



Total Engagements	109
Likes	90
Comments	2
Shares	17

**visitpensacola**
Sun 10/1/2023 10:00 p...


Hello, October 🌟 We've been expecting you 💙



Total Engagements	96
Likes	86
Comments	3
Shares	7

**visitpensacola**
Fri 10/13/2023 8:36 pm...

Happy 248th birthday to the @usnavy! 💙 ⚓ Pensacola couldn't be more proud to b...



Total Engagements	76
Likes	72
Comments	3
Shares	1

Pinterest Activity Summary

 Profile

 Reporting Period

 visitpensacola

<div>Audience</div> <div>3,282 ↗7.5%</div>	<div>Net Audience Growth</div> <div>21 ↗110%</div>	<div>Published Posts</div> <div>6 ↗20%</div>
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Visit Pensacola

OCTOBER 2023 PR Report



Press Materials: October 2023

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

- Drafted press release for *Conde Nast Traveler's* Top 10 List
- Drafted "U.S Christmas Markets" pitch for *Travel Pulse*
 - Mentioned Winterfest, Polar Express Tour, The Cajun Christmas Experience, Lighted Boat Parade, Surfing Santa Beach Christmas Parade, Annual Santa Drop, Elf Parade and Christmas Jubilee, Pensacola Christmas Parade, Christmas Caravan Art Show, Oyster Bay Hotel's Holiday Market, Christmas Zoobilee
- Drafted "U.S Winter Travels" pitch for *Travel Pulse*
 - Mentioned Restaurant Iron, The Oar House, The Wine Bar, Seville Food Tours, The Garden at Palafox + Main, In Detail Candle Studios, Quayside Art Gallery, Winterfest, Polar Express Tour, Cajun Christmas, Lighted Boat Parade, Surfing Santa, Celestine, Pensacola Beach Properties
- Drafted "U.S Ghost Tours" pitch for *MSN*
 - Mentioned Fort Pickens, Fort Barrancas, Pensacola Lighthouse, Go Retro, St. Michael's Cemetery
- Drafted "Best Bird Watching Destinations" HARO for *FOX News*
 - Mentioned Big Lagoon, Fort Pickens, GINS, Perdido Key, Pensacola Beach Gulf Pier, Tarkiln, Edward Ball, Wayside, Frisket Mermaid, Lily Hall
- Drafted "Coolest Speakeasies in America" pitch for *Fifty Grande*
 - Mentioned Lily Hall, Sister Hen
- Drafted "Best College Towns" pitch for *Rovology*
 - Mentioned Lagunas, Wahoos, Perfect Plain, Foo Foo Fest, Palafox Market
- Drafted and finalized "What's New for Fall" release
- Drafted and submitted "Pensacola Mardi Gras" pitch for Media Newsletter
 - Mentioned 12th Night Pensacola Mardi Gras Kick-off, WolfGang Park and Brews, Pensacola's 3rd Annual Pawdi Gras, The Grand Mardi Gras Parade, Historic Downtown Pensacola
- Drafted and submitted "Best Coffee Drinks" HARO for *Fodor's Travel*
 - Bodacious, Fosko Coffee Barre, Polonza Bistro, Maker's Cafe and Espresso Bar, The Rex Cafe
- Drafted and submitted "Wedding Anniversary Destinations" pitch for *TheKnot.com*
 - Mentioned Oyster Bay, Hilton PB, Angelena's, Condor Sailing, Bonsai, others
- Drafted newsbyte for announcement regarding Delta nonstop flights from NY to Pensacola

Press Materials: October 2023

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

- Drafted "National Plan for Vacation Day" pitch for Media Newsletter
 - Mentioned Lily Hall, Pensacola Beach Resort, Fairfield Inn & Suites Pensacola Beach, Pearl & Horn, Salty Pearl Raw Bar, Proper Burger, Pensacola's Historic Village, National Naval Aviation Museum, U.S. Navy Blue Angels
- Drafted "Cold-Water Swimming" pitch for *MSN*
 - Mentioned Paradise Bar & Grill, Surf and Sand Hotel at Pensacola Beach, Flora-Bama Polar Bear Dip, Perdido Bay Golf Club
- Drafted "Girls Weekend Getaway" pitch for *U.S. News and World Report*
 - Mentioned Pensacola's Historic Downtown, Palafox Market, Oyster Bay Boutique Hotel, Hilton Pensacola Beach, Fairfield Inn and Suites, Portofino Island Resort & Spa, Pensacola Picnic Co., The Grand Marlin, Paradise Bar & Grill, Seville Quarter, The Well Floridan Lounge, The Kennedy
- Drafted "Small Towns That Go Big for the Holidays" pitch for *Scary Mommy*
 - Mentioned Winterfest, Polar Express Tour, The Cajun Christmas Experience, Lighted Boat Parade, Surfin Santa Beach Christmas Parade, Annual Santa Drop
- Drafted "Surprisingly Cheap Beach Vacations" pitch for *U.S. News & World Report*
 - Mentioned Pensacola Seafood Festival, Fiesta Days, Crawfish Fest, Pensacon, Taste of the Beach, Frank Brown Songwriters Festival, Mardi Gras, Mullet Toss, Foo Foo Fest, Gulfcoast Arts Festival, Blue Angels, Eggfest, Fairfield Inn, Hampton Inn Pensacola Beach, Tarkiln, Fort Pickens
- Drafted "Local Cuisine" pitch for *MSN*
 - Mentioned Salt, Grand Marlin, Blue Dot, Flora-Bama, Brother Fox & Sister Hen, 5 Sisters, Seville Food Tours, The Garden on Palafox + Main
- Drafted "Budget Friendly Luxe Hotels" pitch for *Wealth of Geeks*
 - Mentioned Fairfield Inn, Holiday Inn Resort Pensacola Beach, Lily Hall
- Drafted "Cheap Beach Vacations" pitch for *U.S. News & World Report*
 - Mentioned Pensacola Seafood Festival, Fiesta Days, Crawfish Fest, Pensacon, Taste of the Beach, Frank Brown Songwriters Festival, Mardi Gras, Mullet Toss, Foo Foo Fest, Gulfcoast Arts Festival, Blue Angels, Eggfest, Fairfield Inn, Hampton Inn Pensacola Beach, Tarkiln, Fort Pickens
- Drafted "Best Holiday Towns" for *The Zoe Report*
 - Mentioned Winterfest, Polar Express Tour, The Cajun Christmas Experience, Lighted Boat Parade, Surfin Santa Beach Christmas Parade, Annual Santa Drop

Press Materials: October 2023

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

- Drafted "Winter Wonderland" pitch for *AARP*
 - Mentioned Perdido Key, Winterfest, Polar Express, Cajun Christmas, Lighted Boat Parade, Surfing Santa, Santa Drop
- Drafted "U.S Holiday Festivals" pitch for *Travel Pulse*
 - Mentioned Christmas Caravan Art Show, Pensacola's Christmas Parade, First City Lighting Festival, Winterfest, Polar Express Tour, The Grinch's Merry Match, A Christmas Carol Tour, 56th Annual Snowball Derby
- Drafted "Best Children's Museums" HARO for *Southern Living*
 - Mentioned Pensacola MESS Hall and Pensacola Children's Museum
- Drafted "Roadside Attractions" pitch for *TravelAwaits*
 - Mentioned Foo Foo Fest, The Big 5, Gallery Night, Historic Pensacola Village, A1S, Pensacola Scenic Bay Bluffs, Big Lagoon, GINS
- Drafted "December Destinations" pitch for *Trip Advisor*
 - Mentioned Winterfest, Polar Express Tour, The Cajun Christmas Experience, Lighted Boat Parade, Surfing Santa Beach Christmas Parade, Annual Santa Drop, Oyster Bay Boutique Hotel, Lily Hall, Fairfield Inn and Suites
- Began drafting "Outdoors are for Everyone" pitch for Visit Florida

Media Outreach: October 2023

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

- Completed press trip coordination for Cheryl Rodewig
 - Coverage pending
- Submitted "U.S Christmas Markets" pitch for *Travel Pulse's* consideration
- Conducted virtual deskside with Jeff Colhoun (*Jet Setter*)
- Submitted "U.S Winter Travels" pitch for *Travel Pulse's* consideration
 - Scott confirmed receipt and is considering for coverage
- Submitted "U.S Ghost Tours" pitch for *MSN's* consideration
 - Secured coverage shared in press report
- Submitted "Best Bird Watching Destinations" HARO for *FOX News's* consideration
- Submitted "Coolest Speakeasies in America" pitch for *Fifty Grande's* consideration
- Secured coverage in *Travel Noir* from Rafael Peña's press trip
 - Shared in press report
- Shared contract for Elaine Masters' return flight from Orlando
- Submitted "Best College Towns" pitch for *Rovology's* consideration
- Secured coverage in *Go Nomad* from David Perry's press trip
- Vetted influencers Samantha and Ryan Looney
 - Currently under review by Visit Pensacola for further consideration
- Submitted "Best Coffee Drinks" HARO for *Fodor's Travel* consideration
- Submitted "Wedding Anniversary Destinations" pitch for *TheKnot.com's* consideration
 - Destination in consideration for coverage, trip coordination under review for 2024
- Continued coordination for Ronny Maye's press visit
 - Coordination ongoing for November 2023
- Distributed "What's New in Fall" release to media contacts
 - Secured coverage from Carrie Honaker in *Afar*; shared in press report
- Submitted "Cold-Water Swimming" pitch for *MSN's* consideration
- Submitted "Small Towns That Go Big for the Holidays" pitch for *Scary Mommy's* consideration
- Submitted "Surprisingly Cheap Beach Vacations" pitch for *U.S News and World Report's* consideration
- Submitted "Local Cuisine" pitch for *MSN's* consideration
- Submitted "Budget Friendly Luxe Hotels" pitch for *Wealth of Geeks's* consideration
 - Nicole confirmed receipt and is considering for coverage
- Submitted "Cheap Beach Vacations" pitch for *U.S News & World Report's* consideration

Media Outreach: October 2023

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

- Vetted collaboration request from Fae Brown
 - Passed on request and forewent responding to messages due to spam presence
- Began coordination for potential trade hosting with *Jet Setter*
 - Media kit is currently under review for further consideration
- Submitted "Best Holiday Towns" pitch for *The Zoe Report's* consideration
- Connected with Lily Yu
 - Shared Lily Yu's media kit and rate sheet for further vetting for Madden partnership
- Submitted "Winter Wonderland" pitch for *AARP's* consideration
- Submitted "U.S Holiday Festivals" pitch for *Travel Pulse's* consideration
- Conducted outreach to Walk for Small Business Saturday
 - No response
- Vetted *Real Food Traveler* hospitality editor Ron Stern
 - Visit Pensacola to provide next steps
- Submitted "Best Children's Museums" HARO for *Southern Living's* consideration
- Provided further information for *SheBuysTravels.com* prior to Ronny Maye's press hosting
- Submitted "Roadside Attractions" pitch for *Travel Awaits'* consideration
 - Secured coverage has been shared in press report
- Sent welcome email to contacts for Southeastern Tourism Travel Media Meetup on behalf of Visit Pensacola
 - Confirmed interest in appointments
- Continued press trip coordination with *Huntsville Lifestyle Magazine's* Amy Bailey for November 2023
 - Amy unresponsive, Giant Noise to forgo press trip and consider future dates
- Vetted Atlanta meetup attendee list for additional deskside opportunities + dinner invites
 - Conducted additional outreach for media dinner at Carmel
- Submitted "Girls Weekend Getaway" pitch for *U.S. News & World Report's* consideration
- Shared "Pensacola Mardi Gras" and "National Plan a Vacation Day" pitches for Media Newsletter
- Pitched freelance writer Gabby Pharms on Old Hickory Whiskey Bar and The Kennedy Bar for consideration for upcoming coverage in *Whiskey Advocate*
- Distributed media confirmations for Atlanta destination meetup dinner at Carmel
 - Attendees confirmed:
 - Felicia Feaster, Sucheta Rawal, Hope Philbricks, Amy Albers and Joyce Lupiani

Additional Work: October 2023

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

- Compiled contact information for postponed Dine + Dive FAM invite sheet
- Added *East End Taste* to media lists
- Shared blurbs for Jeff Colhoun and *Jet Setter*
- Saved The Pensacola Beach Resort's assets for Best New Hotels pitch
- Erica attended in-person FY 2024 planning meeting in Pensacola
 - Edits to FY 2024 PR plan in progress
- Shared feedback on Visit Pensacola holiday mailers list

Press Snapshot

Pensacola FLORIDA THE WAY TO BEACH™

Secured Coverage:

8

Combined Print, Online,
Broadcast & Social Features

3,061,069

Estimated Total Media
Impressions

\$53,602

Estimated Total Media
Value

Organic Coverage:

11

Combined Print, Online,
Broadcast & Social Features

722,831,246

Estimated Total Media
Impressions

\$15,698,136

Estimated Total Media
Value

Visit Pensacola Secured Coverage: October 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Journalist Name	Media Impressions	Media Value
10/3/2023	Pensacola News Journal (Online)	"Pensacola ranks on Conde Nast Traveler's 2023 Best Small Cities list. See where"	https://www.pnj.com/story/news/local/pensacola/2023/10/03/pensacola-ranks-on-conde-nast-travelers-2023-best-small-cities-list/71045994007/	Gulf Islands National Seashore, Pensacola Beach, Santa Rosa Island, National Naval Aviation Museum	Visit Pensacola/Giant Noise	Brandon Girod	670,729	\$8,049
10/9/2023	Travel Noire (Online)	"Discover Pensacola, Florida's Next Rising City"	https://travelnoire.com/discover-pensacola-florida	The Celestine, General Daniel "Chappie" James Museum & Flight School, Pensacola Beach, Fort Pickens-Gulf Islands Seashore, Downtown Palafox Street, Five Sisters Blues Cafe, Casks and Flights	Giant Noise/Visit Pensacola	Rafael Peña	613,707	\$7,364

10/11/2023	Go Nomad (Online)	"Pensacola, Florida is NEVER boring!"	https://www.gonomad.com/226116-pensacola-better-than-ever	Blue Angels, Flora-Bama Yacht Club, Flounder's Chowder House, Pensacola Beach, Perdido Key, O'Riley's Irish Pub, Bodacious, The Garden at Palafox, Maker's Cafe, Oyster Bay, The Well, Lily Hall, Brother Fox, Sister Hen, Palafox Street	Giant Noise/Visit Pensacola	David Perry	89,526	\$1,074
10/18/2023	WWL-TV (Online)	"Pensacola: A Destination for Art Lovers"	https://www.wwltv.com/video/entertainment/television/programs/great-day-louisiana/pensacola-a-destination-for-art-lovers/289-d5f4f22c-3b5d-43c5-af02-8a4e2d9f6de7	Ballet Pensacola, Pensacola Symphony Orchestra, Pensacola Museum of Art, Saenger Theatre, Pensacola Opera, Pensacola Foo Foo Festival	Giant Noise for Vacation Artfully	N/A	654,521	\$17,928

10/18/2023	WWL-TV (Broadcast)	Great Day Louisiana	https://giantnoise.box.com/s/3xxo1gbttwdo2vstr5kdzfeeddzueokc	Ballet Pensacola, Pensacola Symphony Orchestra, Pensacola Museum of Art, Saenger Theatre, Pensacola Opera, Pensacola Foo Foo Festival	Giant Noise for Vacation Artfully	N/A	13,686	\$6,959
10/19/2023	Gulf Coast Media (Online)	"Explore haunted spots on the Gulf Coast with these chilling ghost tours"	https://gulfcoastmedia.com/stories/explore-haunted-spots-on-the-gulf-coast-with-these-chilling-ghost-tours.190005	Pensacola Lighthouse	Giant Noise	Natalie Williamson	48,100	\$577
10/21/2023	Travel Mole (Online)	"Visit Pensacola rolls out new tech upgrades for tourists"	https://www.travelmole.com/news/visit-pensacola-rolls-out-new-tech-upgrades-for-tourists/	Perdido Key, Pensacola Visitor Information Center, Pensacola International Airport, Pensacola Beach	Visit Pensacola	N/A	484,800	\$5,818
10/24/2023	Afar (Online)	"13 Best Places to Visit in Florida on Your Next Trip"	https://www.afar.com/magazine/best-places-to-visit-in-florida	Saenger Theatre, Electric Serenade, USS Oriskany, Gulf Islands National Seashore, Lily Hall	Giant Noise/Visit Pensacola	Carrie Honaker	486,000	\$5,832
						TOTAL:	3,061,069	\$53,602

Visit Pensacola Organic Coverage: October 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Journalist Name	Media Impressions	Media Value
9/29/2023	Palm Beach Post (Online)	"We're top dog! Florida is the most dog-friendly state in U.S., study finds"	https://www.palmbeachpost.com/story/news/state/2023/09/29/dogs-in-florida-state-most-dog-friendly-vacation-rentals-vets-groomers-beaches/71000833007/	N/A	Press	C.A. Bridges	1,027,459	\$34,908
9/29/2023	Florida Back Roads Travel (Online)	"46 BEST STATE AND NATIONAL PARKS TO KAYAK IN FLORIDA"	https://www.floridabackroads-travel.com/best-places-to-kayak-in-florida.html	Big Lagoon State Park, Perdido Key, Tarkiln Bayou Preserve State Park	Press	Mike Miller	94,690	\$1,136
10/1/2023	World Atlas (Online)	"10 Most Scenic Road Trips To Take On The Gulf Coast"	https://www.worldatlas.com/places/10-most-scenic-road-trips-to-take-on-the-gulf-coast.html	Fort Pickens, Fort Barrancas	Press	Joseph Wong	1,379,699	\$65,988

10/1/2023	MSN (Online)	"18 Places to Retire With Great Weather All Year Round"	https://www.msn.com/en-us/money/retirement/18-places-to-retire-with-great-weather-all-year-round/ss-AA1hvALB?ocid=weather-verthp-feeds#image=17	N/A	Press	Maryalene LaPonsie	357,088,680	\$7,675,200
10/1/2023	Travel Off Path (Online)	"Why This Stunning Florida Beach Destination Is Perfect For A Fall Getaway"	https://www.traveloffpath.com/why-this-stunning-florida-beach-destination-is-perfect-for-a-fall-getaway/	Pensacola Beach	Press	Dale Peterson	926,386	\$50,256
10/3/2023	Conde Nast Traveler	"The Best Cities in the US: 2023 Readers' Choice Awards"	https://www.cntraveler.com/gallery/best-cities-us	Gulf Islands National Seashore, Pensacola Beach, Santa Rosa Island, National Naval Aviation Museum	Press	CNT Editors	1,795,094	\$75,636
10/9/2023	MSN.com (Online)	"The best beach towns in America to live in all year round, according to data"	https://www.msn.com/en-us/travel/tripideas/the-best-beach-towns-in-america-to-live-in-all-year-round-according-to-data/ss-AA1hSOWk	N/A	Press	Keri Wiginton	357,088,680	\$7,675,200

10/12/2023	South Florida Reporter (Online)	"Explore 50 Florida Gulf Coast Cities for Living or Visiting"	https://southfloridareporter.com/explore-50-florida-gulf-coast-cities-for-living-or-visiting/	Naval Aviation Museum	Press	Florida Travel Blog	37,559	\$451
10/12/2023	USA Tales (Online)	"12 Ultimate Must-Do Things in Florida"	https://usatales.com/12-things-to-do-in-florida/	Gulf Islands National Seashore	Press	Yamuna Raja	28,727	\$345
10/16/2023	The Travel (Online)	"10 Most Beautiful Places In Florida To Visit That Actually Feel Like A Winter Wonderland"	https://www.thetravel.com/most-beautiful-places-in-florida-that-feel-like-winter-wonderland/#orlando-florida	Pensacola Bay, Winterfest, Palafox Market	Press	Rehon Braylon	1,984,573	\$53,028
10/25/2023	World Atlas (Online)	"9 Unforgettable Small Towns To Visit In Florida's Emerald Coast"	https://www.worldatlas.com/cities/9-unforgettable-small-towns-to-visit-in-florida-s-emerald-coast.html	Pensacola Beach	Press	N/A	1,379,699	\$65,988
						TOTAL:	722,831,246	\$15,698,136

Thank you!



VISIT PENSACOLA BOARD MEETING
November 29, 2023

Sales & Services



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



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



VISITPENSACOLA SALES & SERVICE SUMMARY

October 23

19
FY 19
LEADS

8
FY 8
BOOKINGS

2
FY 2
ASSISTS

2045
FY 2045
REFERRALS

1
FY 1
SERVICE
REQUEST

Leads

Group	Economic Impact
Foil Week	\$385,000.00
Sun Belt Conference	\$3,105,000.00
GE Vernova Supplier Conf.	\$382,500.00
Forensic Director Reunion	\$16,600.00
Vertical Market	\$52,500.00
Ms. Frances Travel Club	\$31,250.00
Holy Convocation 2023	\$14,250.00
Marine and Navy Golf Tournament	\$21,000.00
Dragon Boat Festival	\$33,000.00
Pen Air Credit Union VP Interviews	\$2,850.00
2023 SEC Women's Soccer Tournament	\$6,178,150.00
2023 JUSTEC Conference	\$27,500.00
USSSA Youth Baseball Tournament (Feb-July)	\$4,760,000.00

Total **\$16,142,000.00**

Lead Room Nights & Delegates

30,356 Room Nights	10,079 Delegates
30,356 YTD	10,079 YTD

Booked Room Nights & Delegates

2,175 Room Nights	1,383 Delegates
2,175 YTD	1,383 YTD

Perdido Key Visitor Center

Personal Assists	705
Phone Assists	3
Total Visitors	597
Total Non-Visitors	168
First Time Visitors	158
FY24 Total Visitors	597
FY24 Non-Visitors	168
Total Guides Mailed	1930
Total Guides Downloaded	161

Bookings

Group	Economic Impact
50th Birthday Celebration	\$300.00
Holy Convocation	\$14,250.00
The Matrons	\$15,000.00
Marine and Navy Golf Tournament	\$21,000.00
Dragon Boat Festival	\$33,000.00
Girlfriend's Getaway	\$4,600.00
Forensic Director Reunion	\$16,600.00
Pen Air Credit Union VP Interviews	\$2,850.00
2023 SEC Women's Soccer Tournament	\$6,178,150.00
2023 Bomb Navy Reunion	\$48,000.00

Total **\$6,333,750.00**

Pensacola Visitor Center

Personal Assists:	1049
Phone Assists	301
Total visitors	748
Total Non-visitors	732
First Time Visitors	180
FY24 Total Visitors	748
FY24 Non-Visitors	732

Pensacola Beach Visitor Center

Personal Assists	2542
Phone Assists	156
Total Visitors	2542
First-Time Visitors	1429
Guides Emailed / Mailed	7

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



VISIT PENSACOLA SALES & SERVICE SUMMARY

October 2023

31
Partner
Visits

6
Partner
Inquiries

4
Community
Outreach

180
Partner
Assists

42
Hospitality
Round Table

New Partners

1. Sandshaker
2. Lillian's
3. Jellyfish
4. Paul's Pizza
5. Rusted Arrow
6. Buzzed Brew
7. Lovelock Healing
8. Perdido Key RV
9. Comfort Inn NAS

Community Outreach

1. Beach-O-Ween
2. Jack and Jill
3. FLRA
4. Zion Hope Primitive Baptist- Blood Drive

Partner Activity Report

Activity	Added	Updated
Accounts	4	38
Listings	5	33
Contact	21	32
Events	34	223

Upcoming Events & Meetings

Hospitality Roundtable Luncheon
Date: Tuesday, December 12 - 11:30 AM
Location: Whiskey Joe's | Register

Board of Directors Meeting
Date: December 13 - 3:00 PM
Location: Angelena's Ristorante – Garden Room

Partner Visits

1. Salty Pearl
2. Perdido Key Souvenirs and More
3. The Dog House
4. Days Inn Pensacola Historic District
5. Comfort Inn Pensacola Near NAS Corry Station
6. UWF Historic Trust
7. Twisted Bar, Inc
8. Day Break Marina
9. Rusted Arrow Mercantile
10. Pensacola Blue Wahoo's
11. J.W. Renfro Pecan Co.
12. Courtyard by Marriott Pensacola West
13. Union Public House
14. Scenic Hills Country Club Events
15. Jackson's Steakhouse
16. Buzzed Brew Coffee
17. Supposey Warehouse
18. Luxury Coastal Vacations
19. Pensacola Beach Properties, Inc.
20. Perdido Key RV Resort and Marina
21. Entertainer Fishing Charters
22. Lamonte Gelato
23. Lillian's Pizza
24. Paul's Pizza Co.
25. Perdido Key Breakfast Club
26. Innisfree Hotels Inc.
27. The Jellyfish Restaurant
28. Lovelock Healing Arts
29. Classic City Catering
30. Secret Sagittarius
31. Scenic Hills Country Club Events

Partner News

1. New AD Placements are available!
2. Winter Escape Starts 12/15/23 - 3/31/2024
3. The Holiday Cube is BACK!!

