

**VISIT PENSACOLA BOARD MEETING**  
**October 18, 2023**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



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

## **Board of Directors Meeting**

October 18, 2023

4:00 p.m. – 4:30 p.m.

Sanders Beach-Corinne Jones Community Center  
913 S.I Street, Pensacola, FL 32502

## **AGENDA**

1. Meeting Called to Order
2. Public Comment
3. Old Business
  - a) *Approval of Minutes from the September 27, 2023, Board Meeting\**
4. New Business
  - a) *Finance Committee Monthly Report\**
  - b) *4th Quarter ending CPA Compiled Statements\**
  - c) *Executive Committee/Pensacola Navy Days\**
  - d) *Compensation Committee Report*
5. President/CEO Report
6. Adjourn

*\* Action Item requiring board vote.*

**Visit Pensacola Board of Directors Meeting Minutes  
Perdido Key Visitor Information Center – Community Room  
Wednesday, September 28, 2023**

**Board Members Present:**

Brent Lane, Deandra Holcomb, Warren Sonnen, Terry Branch, Dae Patel, Rachael Gillette, Tim Carn, and Ali Green.

**Staff Present:**

Darien Schaefer, Nicole Stacey, Lindsey Steck, Shawn Brown, Melissa Bailey, Wandy Samuel, Elliott Cooper, Robby Rushing, and Hannah Pinson.

The meeting was called to order at 3:04 p.m. by Brent Lane

Brent Lane welcomed the group and thanked the board for a great year and for being engaged.

**Public Comment**

There was no public comment.

**Old Business**

A motion to approve the August 23, 2023 Board Meeting minutes was made by Warren Sonnen, seconded by Rachael Gillette, and was approved unanimously.

Lane referenced the Marketing Plan for FY2024 that was originally presented in July and emailed to all Board Members for review. The budget for the marketing plan was approved last month but the marketing plan still needs to be approved. Motion to approve the FY2024 Marketing Plan was made by Sonnen, seconded by Tim Carn, and approved unanimously.

**New Business**

**Finance Report**

Wandy Samuel gave the monthly financial report for August.

Unified August 2023 MTD shows a net income of \$570,126.51. This is due moving the \$600K of ACE's submission to FY23 from FY22. VP had to use \$450K from Reverse Account to pay for expenses.

- YTD Unified revenue is \$4,097K and Unified expense is \$3,846K more than this time last year.
- Visit Pensacola has paid \$2.650M of the advance, with a remaining balance of \$850K to be paid back by the end of the year.

- There are 26 more partners as of 8-31-23 than 8-31-22, which resulted in \$19K more from partnership dues.
- Pensacola Sports is current on their submissions.
- ACE has submitted their 2nd request of \$605K. Only \$337K was paid, as more backups are requested.

A motion to approve the August financials was made by Deandra Holcomb, seconded by Dae Patel, approved unanimously.

### **Contract/Agreement Approval**

A motion to approve the Line of Credit through Regions Bank for FY2024 was made by Sonnen, seconded by Rachael Gillette, and approved unanimously.

Nicole Stacey gave a brief overview of Magic Torch, the UK public relations agency that Visit Pensacola is planning to work with for FY24. She noted she presented to the finance committee meeting yesterday and the group approved.

Carn asked why the organization was focusing on the UK and hiring a public relations agency. Stacey noted outside of Canada, the UK has been the top European travel market to Florida and hiring this firm to represent Pensacola is the natural progression to expand the awareness of Pensacola and extending an invitation to include our destination in their next trip to the U.S.

Sonnen how much we are spending on international marketing. Stacey said 3% including Canada. The UK is still very traditional in how they book travel so having someone on the ground to work on our behalf in the same time zone is a great strategy to support our advertising/marketing efforts.

Darien Schaefer noted that due to the cost of the contract, the board doesn't need a motion to approve. Lane asked if anyone was opposed to the contract moving forward and there were no objections.

### **Emerging Market Study Presentation – Downs & St. Germain Research**

Phillip Downs, Senior Partner, gave the presentation. The top markets identified in the study were Memphis, Denver, and Dallas.

### **Staff Updates**

#### **Marketing/Communications**

Stacey gave the staff updates. Jonathan Thompson with Adventure Cities has completed two visits to film in the Pensacola area including flying with the Blue Angels. The show will air at the end of December and early January.

Kaya Man and Tia Robbins are attending the small markets meeting conference this week.



An in-depth marketing discussion was held with the Perdido Key Chamber. Seven members from Visit Pensacola and Showcase presented all the distribution channels and opportunities that Visit Pensacola provides to promote Perdido Key and all of Escambia County.

Lindsey Steck-Jackson, Elliott Cooper, and Blake Howerton attended the SEE/Crowdriff Conference which has a focus on social media and content development.

Stacey will be making appearances to promote Pensacola at TV stations we advertise with in Houston and Dallas, Texas.

Hosted Rafael Pena: African American history – Steck-Jackson and Robbins took him throughout the Pensacola area, and he will showcase his visit through his social media channels.

Partner training provided by Melisa Bailey, Partner Relations Manager, is ongoing and well attended.

Voting for USA Today 10 Best closes on October 2, 2023. The Pensacola International Airport is in the running for Best Small Airport.

### **Upcoming**

Rob Taylor, 2 Travel Dads is visiting for STAMPED Film Festival. Sid Williams-Heath is currently hosting him and that is why he was unable to attend the Board Meeting.

Nicole Stacey will be attending the Visit Florida Domestic Media Mission next week in California which is in response to a noticeable increase in visitation from California. Lindsey Steck-Jackson is attending the Visit Florida Canada Media Mission; October 25<sup>th</sup>-27<sup>th</sup>.

The Pensacola Dive and Dine Press Trip will host four experienced divers/travel writers. October 11<sup>th</sup>-15<sup>th</sup>.

Visit Pensacola will have a presence at Beach-O-Ween, October 20, 2023, as well as Gallery Night the same evening.

The World Travel Market Tradeshow held in London will be attended by Darien Schaefer, Nicole Stacey, and Kaya Mann on November 4<sup>th</sup> – 9<sup>th</sup>, 2023.

Foo Foo Festival is coming up at the beginning of November; November 2<sup>nd</sup>-13<sup>th</sup>.

Southeast Tourism Society Atlanta Media Mission. November 1<sup>st</sup>-3<sup>rd</sup>.

### **Showcase**

Jim Grimes gave the Showcase Pensacola report. Stacey added that the Visit Pensacola logo will include “Pensacola, Pensacola Beach, Perdido Key” when appropriate.

## CEO Report

Schaefer reported that the Unified Budget for Fiscal Year 2024 was approved at the second public budget hearing on Monday, September 25, 2023.

Regarding the Perdido Key Chamber of Commerce, the team has addressed the marketing questions that were voiced by the Chamber and changes to our materials have been made.

## TDT Collections Report

Escambia County TDT Collection Report										
		% change from FY22		% change from PY		% change from PY		% change from PY	% change from PY	
	FY 2023		FY 2022		FY 2021		FY2020		FY2019	
October	\$1,662,133	-2.9%	\$1,712,056	59.3%	\$1,074,785	19.2%	\$901,449	7.0%	\$842,165	-0.8%
November	\$1,473,965	-0.9%	\$1,487,323	58.0%	\$941,614	10.4%	\$852,961	-7.2%	\$918,829	34.3%
December	\$1,046,133	2.1%	\$1,024,646	69.7%	\$603,952	14.2%	\$528,851	-7.1%	\$569,115	11.5%
January	\$861,332	-6.0%	\$916,181	67.9%	\$545,570	9.3%	\$499,165	9.6%	\$455,476	4.7%
February	\$804,781	5.6%	\$762,232	47.9%	\$515,276	5.6%	\$487,937	4.8%	\$465,379	7.2%
March	\$1,006,752	6.0%	\$949,429	68.9%	\$561,963	-5.4%	\$593,800	5.8%	\$561,194	6.7%
April	\$1,853,429	3.1%	\$1,798,239	60.3%	\$1,121,509	125.3%	\$497,729	-53.6%	\$1,072,993	8.9%
May	\$1,859,950	-1.1%	\$1,881,067	17.8%	\$1,597,114	351.6%	\$353,670	-65.2%	\$1,016,804	12.0%
June	\$2,235,149	-5.9%	\$2,374,538	13.1%	\$2,098,820	194.5%	\$712,562	-44.2%	\$1,276,670	15.7%
July	\$2,970,786	-5.3%	\$3,136,749	5.7%	\$2,967,405	86.8%	\$1,588,804	-17.1%	\$1,917,159	12.8%
August	\$3,843,475	5.2%	\$3,654,253	3.3%	\$3,539,112	92.7%	\$1,836,978	-9.5%	\$2,029,344	-4.2%
September	\$0	-100.0%	\$2,119,698	0.7%	\$2,104,341	132.5%	\$905,051	-25.1%	\$1,208,019	9.0%
FISCAL 23 YTD	\$19,617,885		\$21,816,411	23.5%	\$17,671,461	81.1%	\$9,758,958	-20.9%	\$12,333,148	8.6%
1 - 3 Cents	\$11,770,731		\$13,089,847		\$11,407,577		\$7,319,219		\$9,249,861	
4th Cent	\$3,923,577		\$4,363,282		\$3,802,526		\$2,439,740		\$3,083,287	
5th Cent	\$3,923,577		\$4,363,282		\$2,461,358					
	\$19,617,885	-0.4%	\$21,816,411	23.5%	\$17,671,461	81.1%	\$9,758,958	-20.9%	\$12,333,148	8.6%
RUNNING DIFFERENCE FY23 v. FY22										
	\$19,617,885	FY2023	\$19,617,885	Actual FY23 YTD			Based on 4%	\$15,694,308	2023 YTD	
	\$19,696,713	FY2022	\$16,928,237	Budgeted FY23 YTD				\$12,333,148	2019 YTD	
	-\$78,828	-0.4%	\$2,689,649	Difference				\$3,361,160	Difference	
			16%	More than budgeted				27.3%	Increase	

## Communication Plan

Schaefer presented the corporate communications plan to the board. Lane asked if there was any feedback. Gillette appreciated the work that went into the plan. Motion to approve the communication plan was made by Gillette, seconded by Patel, and approved unanimously.

Schaefer shared details on a new event, Pensacola Navy Days, to be held in May 2024 that will celebrate the importance of having NAS-Pensacola and related military facilities in our community. Lane said this concept was introduced by Senator Broxson and several community partners and stakeholders, in addition to Visit Pensacola, will be involved.

American Magic won in Villanova, Italy (September 14-17, 2023). The watch party was well attended, but unfortunately the weather was so bad on Friday, September 15<sup>th</sup> that the race was canceled. Sail Pensacola is a new, local non-profit to establish sailing related education and development for the region.

Kiosk Update – The airport kiosk was having some Wi-Fi issues but that has been resolved. Schaefer has a commitment from Mayor Reeves for a placement in the Southwest corner of Plaza Ferdinand with additional financial support from the UWF Historic Trust for the cost of the installation.

The next TDC meeting is Monday, October 16, 2023 at 3pm.

The Visit Pensacola Annual Meeting and Board Meeting will be on Wednesday, October 18, 2023, with the Board Meeting starting at 4pm.

Lane noted it is time for staff evaluations and he will be scheduling a meeting of the Compensation Committee in October.

### **Board Updates**

- Deandra Holcomb – Currently the offseason for the Frisky Mermaid
- Tim Carn – a little slower through the offseason
- Dae Patel – Blue Collar/Construction related business has picked up
- Brent Lane – we’re about to be in busy season, station nominated again at the CMAs
- Terry Branch – things are well at the beach. August was strong compared to last year.  
Looking at trends, September and October are looking good too.
- Warren Sonnen – DIB Meeting discussed Gallery Night – looking at security coverage.  
Business has been slow, hoping football would boost things. FPLA – is experiencing leadership changes...meetings/programming stalled.
- Rachael Gillette – Back from a holiday in Greece, went on several archeological tours and thought they’d be cool for Pensacola.
- Ali Green – For UWF, homecoming is next week.

### **Adjourn**

The meeting was adjourned at 4:35 p.m. by Brent Lane.

*Respectfully submitted, Lindsey Jackson + Ashley Hendrickson + Darien Schaefer*

**VISIT PENSACOLA BOARD MEETING**  
**October 18, 2023**

**VP Financials**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)



# Visit Pensacola Financial Report September 2023

## FY23 SEPTEMBER TAKEAWAYS:

YTD September 2023 shows a net income of \$432K. This is due to annual contracts being paid in September and had moved to the Balance Sheet as per accounting practices. All expenses incurred in the 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 comparing to 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 to 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 (61 new) compared to FY22 YTD which had 217 (51 new) more partners which resulted in \$18K more from partnership dues.

Pensacola Sport is current on their submissions and have submitted all of their expenses for FY23.

ACE has submitted their 2nd request of \$605K. Only \$524K was paid, as more backups are requested.

B	VP MTD TDT Income is from billing the county for all expenses that have cleared the bank to date.
C	VP MTD PRIVATE INCOME is from partnership dues-MTD VP has received \$19K more from partnership dues than same time last year.
H	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$1,885,400.67. We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$165,509.72
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$2,051,710.39
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$2,162,644.01
H	Operations \$186,312.11
H	Personnel \$183,069.01
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$2,532,025.13
H	<b>VISIT PENSACOLA Only Month to Date Net Loss =-\$480,314.74</b>
D	UNIFIED Year to Date TDT revenue totaled \$13,324,620.96
D	UNIFIED Year To Date Private revenue totaled \$462,559.96
D	UNIFIED Year to date total Revenue = \$13,787,180.92
	UNIFIED Year to date expense:
D	Direct Programming \$11,116,901.81
D	Operations \$635,942.85
D	Personnel \$1,601,961.37
D	UNIFIED Year to Date total Expense = \$13,354,806.03
D	<b>UNIFIED Year to Date Net Income=\$432,374.89</b>

## County Submissions

*	Septmeber submission has been submitted to the county.
---	--

## FORMS:

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



## VISIT PENSACOLA BALANCE SHEET

	September 30, 23	FORM A
ASSETS		
Current Assets		
Checking/Savings		
1020 · Certificate of Deposit	250,000.00	CD Account
1025 · EFT TDT #4196	31,603.57	Electronic funds from Cty
1010 · TDT Op #2290	296,417.53	TDT Operating account
1030 · Partner#2177	51,495.76	Private funds Operating account
1035 · Reserves #3955	99,457.47	Private funds Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
Total Checking/Savings	729,089.33	
Accounts Receivable		
1200 · Accounts Receivable		
1200-99 · PSA Advance	0.00	
1200-4 · Tourism Receivables	2,270,057.55	September and accrual unified submission
1200-5 · Membeship Receivables	800.00	
Total 1200 · Accounts Receivable	2,270,857.55	
Total Accounts Receivable	2,270,857.55	
Other Current Assets		
1500 · Gift Cards	900.00	Gift Cards from Nick's Boathouse and Crab Trap
		Sprout Social, Arrivalist, Simpleview, VisitApps, Visa
		Vue, STR, Destinations International, VR Market Data,
		Adara, Monsido
		Flood, Wind, Property, D&O
1405 · Prepaid Misc.	218,722.94	
1410 · Prepaid Insurance	13,236.34	
1400 · Prepaid Postage	195.33	
Total Other Current Assets	233,054.61	
Total Current Assets	3,233,001.49	
Fixed Assets		
1350 · Equipment		
1351 · Laminator & case	409.00	fully depreciated
1352 · Flag & Flagpole	683.00	fully depreciated
1359 · Apple laptop	1,449.00	fully depreciated
1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-8,298.91	
Total 1350 · Equipment	0.00	
Total Fixed Assets	0.00	
TOTAL ASSETS	3,233,001.49	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 · Accounts Payable	1,090,949.76	
Total Accounts Payable	1,090,949.76	
Credit Cards		
2000 · Visit Pensacola P-Card	66,388.35	Current month Pcards TDT
2002 · Regions Membership PCard	2,160.81	Current month Pcards Membership
Total Credit Cards	68,549.16	
Other Current Liabilities		
2700 · Unearned Revenue	78,806.96	
2999 · Salaries payable	124,063.56	FY22 accrual of PTO
25500 · Sales Tax Payable	239.30	
Total Other Current Liabilities	203,109.82	
Total Current Liabilities	1,362,608.74	
Total Liabilities	1,362,608.74	
Equity		
32000 · Unrestricted Net Assets	1,438,017.86	FY14 to FY22 Net Income
Net Income	432,374.89	FY23 Net Income
Total Equity	1,870,392.75	
TOTAL LIABILITIES & EQUITY	3,233,001.49	

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	Sept 23	Oct - Sept 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
Ordinary Income/Expense						
Income						
4000 · Tourism Development Tax-TDT	2,595,094.67	13,324,620.96	11,400,000.00	(279,700.96)	-2%	As billed/allowed by County. Recognize Income as billed
4050 · TDT Supplemental	0.00	0.00	1,644,920.00		0%	
4100 · Membership Dues	800.00	133,695.27	130,000.00	(3,695.27)	-3%	
4150 · Advertising Income	7,908.81	131,286.24			#DIV/0!	
4155 · Partner Co-Ops	0.00	10,629.60		(10,629.60)	#DIV/0!	
4150 · Advertising Income - Other	0.00	0.00	126,200.00	126,200.00	100%	
Total 4150 · Advertising Income	7,908.81	141,915.84	126,200.00	(15,715.84)	-12%	
4300 · Consignment Sales	10.00	143.50	0.00	(143.50)	#DIV/0!	
4400 · Gifts in Kind - Goods	145,327.67	145,327.67	170,000.00	24,672.33	15%	
4600 · Misc Income	9,072.00	20,021.23	500.00	(19,521.23)	-3904%	
4640 · Event Income	3,190.45	21,456.45	15,000.00	(6,456.45)	-43%	
Total Income	2,761,403.60	13,787,180.92	13,486,620.00	-300,560.92	-2%	
Gross Profit	2,761,403.60	13,787,180.92	13,486,620.00	-300,560.92	-2%	
Expense						
1 · Direct Programming						
5080 · American Magic	0.00	1,000,000.00	1,000,000.00	0.00	0%	
5090 · Marketing Research	64,678.52	288,180.23	288,180.23	0.00	0%	added \$50K from Supplemental
5100 · Advertising/Media	56,520.46	562,522.48	563,086.24	563.76	0%	added \$68K from Supplemental
5110 · Public Relations	26,143.27	149,132.81	149,132.81	0.00	0%	added \$46K from Supplemental
5120 · Advertising Production	5,000.00	48,993.10	51,432.87	2,439.77	5%	
5130 · Internet Site Production	31,292.63	215,049.45	215,049.45	0.00	0%	
5140 · Festivals & Events Granted	26,193.00	122,840.00	122,840.00	0.00	0%	
5141 · Festivals & Event Local Support	5,000.00	133,376.62	134,238.21	861.59	1%	
5142 · Festival & Event Mini Grants	0.00	0.00	20,000.00	20,000.00	100%	
5150 · Consumer Promotions	43,616.03	89,121.82	89,121.82	0.00	0%	
5160 · Sales Promotions	24,145.61	111,287.53	111,508.08	220.55	0%	
5170 · Brochures and Collateral	9,235.67	161,031.63	164,200.00	3,168.37	2%	
5190 · Showcase	1,733,747.16	5,281,252.34	5,275,700.00	(5,552.34)	0%	added \$1M from Supplemental
5210 · Regional Partnership	100,250.00	100,250.00	102,000.00	1,750.00	2%	
5215 · Tourism Development Projects	0.00	4,375.00	4,375.00	0.00	0%	
5220 · Registration	2,309.40	116,177.82	119,600.00	3,422.18	3%	Moved \$5K to Visitor Awareness
5230 · Dues and Subscriptions	9,447.41	46,507.48	47,500.00	992.52	2%	Moved \$3K to Travel disallowed
5400 · Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 · Disallowed Travel Expense	818.14	6,592.56	7,700.00	1,107.44	14%	Added \$3K from Dues & Subscription
5400 · Business Travel & Entertainment -	14,220.88	112,209.59	113,148.51	938.92	1%	
Total 5400 · Business Travel & Entertainment	15,039.02	118,802.15	120,848.51	2,046.36	2%	
5500 · Visitor Awareness Education	10,025.83	74,218.46	74,576.78	358.32	0%	Added \$5K from Registration
7000 · PSA Sporting Events	102,274.00	683,616.14	683,709.00	92.86	0%	
7400 · ACE - DP	605,166.75	1,810,166.75	1,897,075.00	86,908.25	5%	
Total 1 · Direct Programming	2,870,084.76	11,116,901.81	11,234,174.00	117,272.19	1%	
2 · Operating Costs						
5520 · Committee Expenses	0.00	1,123.56	1,167.51	43.95	4%	
5450 · Auto/ Local Travel	536.15	8,454.45	8,510.00	55.55	1%	moved \$4K to Postage
5600 · Building Maintenance & Repair	6,082.57	96,815.53	96,864.89	49.36	0%	added \$60K from Supplemental
5610 · Computer&IT Maintenance&Repair	2,637.40	32,996.99	33,002.49	5.50	0%	moved \$1K to CC fees
5630 · Insurance Building & Content	2,676.97	35,207.27	35,211.75	4.48	0%	
5640 · D & O and Liability Insurance	922.00	6,093.03	6,175.00	81.97	1%	
5650 · Audit	0.00	19,000.00	19,000.00	0.00	0%	
5660 · Legal Services	2,625.00	13,464.50	13,465.00	0.50	0%	moved \$1K to Postage
5670 · CPA/ Financial Services	437.50	6,825.00	6,825.00	0.00	0%	
5690 · Depreciation Expense	1,151.59	1,151.59	1,151.59	0.00	0%	
5700 · Postage	2,938.65	54,414.12	54,440.00	25.88	0%	added \$10K
5710 · Supplies Coffee/Sodas	119.01	4,636.41	4,675.53	39.12	1%	
5720 · Office Supplies	1,192.28	19,050.60	19,218.41	167.81	1%	
5730 · Storage and Delivery	1,433.46	19,576.95	19,700.00	123.05	1%	
5750 · Rent	0.00	10.00	10.00	0.00	0%	
5760 · Telephone Service	0.00	6,654.00	6,668.92	14.92	0%	
5770 · Utilities	3,587.13	44,831.08	44,831.08	0.00	0%	moved \$5K to Postage
5780 · Copier	801.69	9,173.79	9,300.00	126.21	1%	
5790 · Capital Expenditures	10,038.68	18,589.38	15,000.00	(3,589.38)	-24%	
5900 · Miscellaneous Expenses	2,414.46	3,415.11	3,447.00	31.89	1%	
5920 · Bad Debt Expense	0.00	40.00	50.00	10.00	20%	
6000 · Consignment Sales Expenses	0.00	99.99	150.00	50.01	33%	
6001 · Bank Service Charge	308.40	5,885.15	5,885.15	0.00	0%	
6010 · Credit Card Processing Fee	842.21	4,419.43	4,419.43	0.00	0%	
6500 · Taxes	239.29	1,727.25	1,731.25	4.00	0%	
6940 · In Kind Expense	145,327.67	145,327.67	170,000.00	24,672.33	15%	
7001 · PSA Operations	0.00	76,960.00	76,960.00	0.00	0%	
Total 2 · Operating Costs	186,312.11	635,942.85	657,860.00	21,917.15	3%	
3 · Personnel Costs						
5800 · Salaries	140,557.11	978,832.52	966,200.00	(12,632.52)	-1%	
5810 · Commissions	1,277.80	26,657.42	27,000.00	342.58	1%	
5830 · Auto	692.31	6,000.02	6,000.00	(0.02)	0%	
5840 · 401K Contribution Match	4,110.69	34,157.16	36,300.00	2,142.84	6%	
5850 · Employee Insurance	17,246.17	92,139.32	91,985.00	(154.32)	0%	

# **UNIFIED** **PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES**

						FORM D
	Sept 23	Oct - Sept 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
5870 · Drug Testing	50.00	337.00	400.00	63.00	16%	
5880 · Payroll Expense	12,434.93	97,423.75	100,215.00	2,791.25	3%	
5890 · Staff Education	6,700.00	12,928.18	13,000.00	71.82	1%	added \$10K from Supplemental
7002 · PSA Personnel	2,253.25	353,486.00	353,486.00	0.00	0%	
Total 3 · Personnel Costs	185,322.26	1,601,961.37	1,594,586.00	-7,375.37	0%	
Total Expense	3,241,719.13	13,354,806.03	13,486,620.00	131,813.97		
Net Ordinary Income	-480,315.53	432,374.89	0.00			
Net Income	-480,315.53	432,374.89	0.00			



# Jason R Loeffler, CPA, PA

---

## INDEPENDENT ACCOUNTANT'S COMPILATION REPORT

Those Charged with Governance

Visit Pensacola, Inc.

Pensacola, FL 32502

I have compiled the accompanying statement of financial position – income tax basis of Visit Pensacola, Inc. (a not-for-profit corporation) as of September 30, 2023, and the related statement of financial income and expense – income tax basis for the period then ended. I have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or provide any assurance about whether the financial statement is in accordance with the accrual basis of accounting.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the income tax basis of accounting and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with *Statements on Standards for Accounting and Review Services* issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.



Pensacola, Florida

October 12, 2023

# Visit Pensacola Inc

## Statement of Financial Position

As of September 30, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1010 TDT Op #2290	296,417.53
1020 Ceritificate of Deposit	250,000.00
1025 EFT TDT #4196	31,603.57
1030 Partner#2177	51,495.76
1035 Reserves #3955	99,457.47
1050 Petty Cash	115.00
<b>Total Bank Accounts</b>	<b>\$729,089.33</b>
Accounts Receivable	
1200 Accounts Receivable	2,270,057.55
1200-5 Membershp Receivable	800.00
<b>Total 1200 Accounts Receivable</b>	<b>2,270,857.55</b>
<b>Total Accounts Receivable</b>	<b>\$2,270,857.55</b>
Other Current Assets	
1400 Prepaid Postage	195.33
1405 Prepaid Misc.	218,722.94
1410 Prepaid Insurance	13,236.34
1500 Gift Cards	900.00
<b>Total Other Current Assets</b>	<b>\$233,054.61</b>
<b>Total Current Assets</b>	<b>\$3,233,001.49</b>
Fixed Assets	
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
<b>Total 1350 Equipment</b>	<b>0.00</b>
<b>Total Fixed Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$3,233,001.49</b>

# Visit Pensacola Inc

## Statement of Financial Position

As of September 30, 2023

	TOTAL
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	1,090,949.76
<b>Total Accounts Payable</b>	<b>\$1,090,949.76</b>
Credit Cards	
2000 Visit Pensacola P-Card	66,388.35
2002 Regions Membership PCard	2,160.81
<b>Total Credit Cards</b>	<b>\$68,549.16</b>
Other Current Liabilities	
25500 Sales Tax Payable	239.30
2700 Unearned Revenue	78,806.96
2999 Salaries payable	124,063.56
<b>Total Other Current Liabilities</b>	<b>\$203,109.82</b>
<b>Total Current Liabilities</b>	<b>\$1,362,608.74</b>
<b>Total Liabilities</b>	<b>\$1,362,608.74</b>
Equity	
32000 Unrestricted Net Assets	1,438,017.86
Net Income	432,374.89
<b>Total Equity</b>	<b>\$1,870,392.75</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,233,001.49</b>

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

July - September, 2023

		TOTAL	
	JUL - SEP, 2023	OCT 2022 - SEP 2023 (YTD)	% OF INCOME
<b>Income</b>			
4000 Tourism Development Tax-TDT	5,399,089.58	13,324,620.96	96.71 %
4100 Membership Dues	4,523.00	133,695.27	0.08 %
4150 Advertising Income	13,196.96	131,286.24	0.24 %
4155 Partner Co-Ops	1,930.00	10,629.60	0.03 %
<b>Total 4150 Advertising Income</b>	<b>15,126.96</b>	<b>141,915.84</b>	<b>0.27 %</b>
4300 Consignment Sales	27.00	143.50	0.00 %
4400 Gifts in Kind - Goods	145,327.67	145,327.67	2.60 %
4600 Misc Income	4,397.98	10,950.38	0.08 %
4620 Interest Income	1,070.85	1,070.85	0.02 %
4640 Event Income	5,010.45	21,456.45	0.09 %
Services	8,000.00	8,000.00	0.14 %
<b>Total Income</b>	<b>\$5,582,573.49</b>	<b>\$13,787,180.92</b>	<b>100.00 %</b>
<b>GROSS PROFIT</b>	<b>\$5,582,573.49</b>	<b>\$13,787,180.92</b>	<b>100.00 %</b>
<b>Expenses</b>			
1 Direct Programming			
5080 American Magic		1,000,000.00	
5090 Marketing Research	127,702.24	288,180.23	2.29 %
5100 Advertising/Media	366,721.45	562,522.48	6.57 %
5110 Public Relations	55,106.30	149,132.81	0.99 %
5120 Advertising Production	34,635.15	48,993.10	0.62 %
5130 Internet Site Production	77,148.04	215,049.45	1.38 %
5140 Festivals & Events Granted	26,193.00	122,840.00	0.47 %
5141 Festivals & Event Local Support	5,000.00	133,376.62	0.09 %
5150 Consumer Promotions	58,240.76	89,121.82	1.04 %
5160 Sales Promotions	48,540.71	111,287.53	0.87 %
5170 Brochures and Collateral	21,493.42	161,031.63	0.39 %
5190 Showcase	2,416,469.01	5,281,252.34	43.29 %
5210 Regional Partnership	100,250.00	100,250.00	1.80 %
5215 Tourism Development Projects		4,375.00	
5220 Registration	7,080.48	116,177.82	0.13 %
5230 Dues and Subscriptions	19,409.91	46,507.48	0.35 %
5400 Business Travel & Entertainment	34,638.35	112,209.59	0.62 %
5400-1 Disallowed Travel Expense	1,362.21	6,592.56	0.02 %
<b>Total 5400 Business Travel &amp; Entertainment</b>	<b>36,000.56</b>	<b>118,802.15</b>	<b>0.64 %</b>
5500 Visitor Awareness Education	12,926.54	74,218.46	0.23 %
7000 PSA Sporting Events	176,798.41	683,616.14	3.17 %
7400 ACE - DP	1,210,166.75	1,810,166.75	21.68 %
<b>Total 1 Direct Programming</b>	<b>4,799,882.73</b>	<b>11,116,901.81</b>	<b>85.98 %</b>



# Visit Pensacola Inc

## Statement of Financial Income and Expenses

July - September, 2023

	TOTAL		
	JUL - SEP, 2023	OCT 2022 - SEP 2023 (YTD)	% OF INCOME
<b>2 Operating Costs</b>			
5450 Auto/ Local Travel	2,188.75	8,454.45	0.04 %
5520 Committee Expenses	210.56	1,123.56	0.00 %
5600 Building Maintenance & Repair	25,809.79	96,815.53	0.46 %
5610 Computer&IT Maintenance&Repair	9,879.37	32,996.99	0.18 %
5630 Insurance Building & Content	9,012.75	35,207.27	0.16 %
5640 D & O and Liability Insurance	1,784.16	6,093.03	0.03 %
5650 Audit		19,000.00	
5660 Legal Services	3,098.00	13,464.50	0.06 %
5670 CPA/ Financial Services	2,825.00	6,825.00	0.05 %
5690 Depreciation Expense	1,151.59	1,151.59	0.02 %
5700 Postage	8,726.37	54,414.12	0.16 %
5710 Supplies Coffee/Sodas	423.71	4,636.41	0.01 %
5720 Office Supplies	4,174.08	19,050.60	0.07 %
5730 Storage and Delivery	4,492.41	19,576.95	0.08 %
5750 Rent	10.00	10.00	0.00 %
5760 Telephone Service	1,812.49	6,654.00	0.03 %
5770 Utilities	11,860.08	44,831.08	0.21 %
5780 Copier	2,323.89	9,173.79	0.04 %
5790 Capital Expenditures	10,038.68	18,589.38	0.18 %
5900 Miscellaneous Expenses	2,787.02	3,415.11	0.05 %
5920 Bad Debt Expense		40.00	
6000 Consignment Sales Expenses	16.05	99.99	0.00 %
6001 Bank Service Charge	433.40	5,885.15	0.01 %
6010 Credit Card Processing Fee	1,317.51	4,419.43	0.02 %
6500 Taxes	375.79	1,727.25	0.01 %
6940 In Kind Expense	145,327.67	145,327.67	2.60 %
7001 PSA Operations	5,779.09	76,960.00	0.10 %
<b>Total 2 Operating Costs</b>	<b>255,858.21</b>	<b>635,942.85</b>	<b>4.58 %</b>
<b>3 Personnel Costs</b>			
5800 Salaries	300,294.79	978,832.52	5.38 %
5810 Commissions	3,228.50	26,657.42	0.06 %
5830 Auto	1,615.39	6,000.02	0.03 %
5840 401K Contribution Match	9,222.12	34,157.16	0.17 %
5850 Employee Insurance	32,276.05	92,139.32	0.58 %
5870 Drug Testing	50.00	337.00	0.00 %
5880 Payroll Expense	27,794.29	97,423.75	0.50 %
5890 Staff Education	6,700.00	12,928.18	0.12 %

# Visit Pensacola Inc

## Statement of Financial Income and Expenses

July - September, 2023

	TOTAL		
	JUL - SEP, 2023	OCT 2022 - SEP 2023 (YTD)	% OF INCOME
7002 PSA Personnel	63,170.95	353,486.00	1.13 %
<b>Total 3 Personnel Costs</b>	<b>444,352.09</b>	<b>1,601,961.37</b>	<b>7.96 %</b>
<b>Total Expenses</b>	<b>\$5,500,093.03</b>	<b>\$13,354,806.03</b>	<b>98.52 %</b>
NET OPERATING INCOME	<b>\$82,480.46</b>	<b>\$432,374.89</b>	<b>1.48 %</b>
NET INCOME	<b>\$82,480.46</b>	<b>\$432,374.89</b>	<b>1.48 %</b>

**VISIT PENSACOLA BOARD MEETING**  
**October 18, 2023**

**Research**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)

Date Created: Oct 16, 2023

# Visit Pensacola

For the Month of September 2023



Table Of Contents	1
Trend Escambia Co + Zip 32561+	2
Resp Escambia Co + Zip 32561+	3
Multi-Segment Zip Codes	4
Multi-Seg Raw Zip Codes+	5
Multi-Segment Comp Set	6
Multi-Seg Raw Comp Set+	7
Response Downtown+	8
Response Airport+	9
Response Pine Forest+	10
Response Westside Perdido+	11
Response PNS Beach+	12
Response UWF+	13
Help	14

Corporate North American Headquarters  
T : +1 (615) 824 8664  
destininfo@str.com    www.str.com

International Headquarters  
T : +44 (0)207 922 1930  
industryinfo@str.com    www.str.com

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".

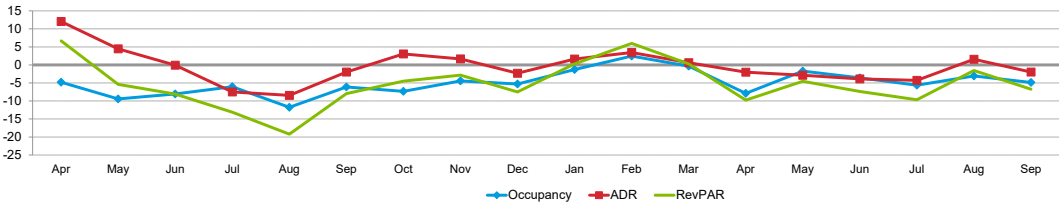


Tab 2 - Trend Escambia Co + Zip 32561+

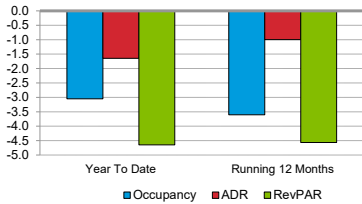
Visit Pensacola  
For the Month of September 2023

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	73.6	70.9	76.6	77.4	83.0	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
	Last Year	77.3	78.3	83.3	82.4	71.4	68.0	66.3	58.0	52.3	51.3	61.8	71.6	73.6	70.9	76.6	77.4	63.0	63.8
	Percent Change	-4.8	-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

Year To Date			
2021	2022	2023	
72.5	67.8	65.8	
55.1	72.5	67.8	
31.6	-6.4	-3.0	

Running 12 Months			
2021	2022	2023	
69.7	65.6	63.2	
55.3	69.7	65.6	
26.0	-6.0	-3.6	

ADR	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	151.32	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
	Last Year	135.05	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
	Percent Change	12.0	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

Year To Date			
2021	2022	2023	
149.36	153.15	150.63	
111.29	149.36	153.15	
34.2	2.5	-1.6	

Running 12 Months			
2021	2022	2023	
138.07	145.29	143.84	
107.37	138.07	145.29	
28.6	5.2	-1.0	

RevPAR	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	111.37	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
	Last Year	104.40	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
	Percent Change	6.7	-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

Year To Date			
2021	2022	2023	
108.26	103.86	99.04	
61.31	108.26	103.86	
76.6	-4.1	-4.6	

Running 12 Months			
2021	2022	2023	
96.25	95.25	90.90	
59.39	96.25	95.25	
62.1	-1.0	-4.6	

Supply	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	240,210	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
	Last Year	228,870	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
	Percent Change	5.0	2.9	2.9	2.9	2.9	2.9	2.9	0.4	0.4	0.1	0.3	0.3	0.3	0.1	4.7	4.7	6.0	6.0

Year To Date			
2021	2022	2023	
2,100,866	2,187,350	2,242,291	
2,221,818	2,100,866	2,187,350	
-5.4	4.1	2.5	

Running 12 Months			
2021	2022	2023	
2,785,198	2,915,864	2,979,824	
2,973,182	2,785,198	2,915,864	
-6.3	4.7	2.2	

Demand	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	176,805	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	154,664
	Last Year	176,931	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
	Percent Change	-0.1	-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

Year To Date			
2021	2022	2023	
1,522,728	1,483,410	1,474,314	
1,223,967	1,522,728	1,483,410	
24.4	-2.6	-0.6	

Running 12 Months			
2021	2022	2023	
1,941,688	1,911,644	1,883,153	
1,644,459	1,941,688	1,911,644	
18.1	-1.5	-1.5	

Revenue	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	This Year	26,753,378	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	23,251,286	21,136,317
	Last Year	23,894,412	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
	Percent Change	12.0	-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

Year To Date			
2021	2022	2023	
227,441,573	227,185,776	222,072,357	
136,211,384	227,441,573	227,185,776	
67.0	-0.1	-2.3	

Running 12 Months			
2021	2022	2023	
268,082,047	277,734,766	270,868,072	
176,565,156	268,082,047	277,734,766	
51.8	3.6	-2.5	

Census %	2022										2023								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	Census Props	89	89	89	89	89	89	89	89	89	89	90	90	90	90	93	93	94	94
	Census Rooms	8007	8018	8016	8016	8016	8016	8016	8017	8017	8017	8032	8032	8030	8030	8392	8392	8494	8494
	% Rooms Participants	76.8	76.9	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.2	75.0	75.0	76.0	76.0	72.7	77.1	77.3	77.3

A blank row indicates insufficient data.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".

Visit Pensacola  
For the Month of September 2023

[illegible]

Visit Pensacola  
For the Month of September 2023

A blank row indicates insufficient data.

Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola  
For the month of: September 2023

	Current Month - September 2023 vs September 2022												Year to Date - September 2023 vs September 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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+	66.4	66.7	143.39	144.31	95.21	96.23	-0.4	-0.6	-1.1	22.6	23.9	23.4	70.9	70.5	161.20	160.06	114.37	112.86	0.6	0.7	1.3	8.8	7.4	8.0	9	5	606	504
Airport+	59.5	67.3	115.09	120.12	68.54	80.84	-11.5	-4.2	-15.2	-8.1	8.4	-4.1	69.8	73.9	130.40	131.98	91.02	97.50	-5.5	-1.2	-6.6	-2.9	4.0	-1.7	21	17	1998	1705
Pine Forest+	53.4	48.3	79.95	90.58	42.68	43.73	10.6	-11.7	-2.4	-2.5	-0.1	10.4	55.7	55.4	88.67	96.68	49.41	53.55	0.6	-8.3	-7.7	-7.8	-0.1	0.5	18	9	1374	845
Westside/Perdido+	51.1	58.5	98.49	104.52	50.31	61.16	-12.7	-5.8	-17.7	-17.7	0.0	-12.7	60.8	63.3	113.18	114.05	68.84	72.25	-4.0	-0.8	-4.7	-4.8	-0.1	-4.1	21	14	1397	1094
PNS Beach+	71.9	73.5	212.69	216.10	152.89	158.84	-2.2	-1.6	-3.7	6.8	11.0	8.6	70.1	71.5	244.51	252.95	171.41	180.83	-1.9	-3.3	-5.2	-0.5	4.9	2.9	15	12	2109	1741
UWF+	59.4	66.2	97.54	103.83	57.95	68.77	-10.3	-6.1	-15.7	-15.7	0.0	-10.3	67.2	71.7	108.16	109.64	72.73	78.63	-6.2	-1.4	-7.5	-7.5	0.0	-6.2	10	6	1010	680

A blank row indicates insufficient data.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".

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

Currency: USD - US Dollar

Visit Pensacola  
For the Month of September 2023

	Current Month - September 2023 vs September 2022									Year to Date - September 2023 vs September 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+	18,180	14,670	23.9	12,072	9,782	23.4	1,731,002	1,411,689	22.6	143,349	133,497	7.4	101,703	94,126	8.0	16,394,345	15,066,013	8.8
Airport+	59,940	55,320	8.4	35,694	37,230	-4.1	4,108,093	4,472,144	-8.1	522,351	502,092	4.0	364,602	370,899	-1.7	47,544,935	48,951,873	-2.9
Pine Forest+	41,220	41,280	-0.1	22,004	19,928	10.4	1,759,194	1,805,101	-2.5	375,282	375,648	-0.1	209,142	208,060	0.5	18,543,662	20,114,532	-7.8
Westside/Perdido+	41,910	41,910	0.0	21,411	24,523	-12.7	2,108,700	2,563,222	-17.7	381,381	381,683	-0.1	231,962	241,767	-4.1	26,253,510	27,574,715	-4.8
PNS Beach+	63,270	57,000	11.0	45,483	41,898	8.6	9,673,565	9,053,990	6.8	544,198	518,700	4.9	381,504	370,816	2.9	93,282,968	93,798,177	-0.5
UWF+	30,300	30,300	0.0	18,000	20,068	-10.3	1,755,763	2,083,586	-15.7	275,730	275,730	0.0	185,401	197,742	-6.2	20,052,938	21,680,467	-7.5

A blank row indicates insufficient data.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".

Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola  
For the month of: September 2023

	Current Month - September 2023 vs September 2022												Year to Date - September 2023 vs September 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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	61.5	59.8	130.01	139.36	80.01	83.27	3.0	-6.7	-3.9	5.4	9.7	12.9	63.3	64.5	156.71	162.06	99.13	104.58	-2.0	-3.3	-5.2	2.3	7.9	5.8	125	59	10907	6268
Baldwin County, AL	60.6	59.6	153.89	155.95	93.22	92.90	1.7	-1.3	0.4	0.4	0.0	1.7	65.5	63.9	174.49	176.23	114.35	112.56	2.6	-1.0	1.6	1.8	0.2	2.8	70	53	6808	5241
Okaloosa County, FL	61.8	63.8	158.77	162.68	98.19	103.79	-3.1	-2.4	-5.4	-2.6	3.0	-0.2	64.8	67.4	184.00	190.21	119.29	128.23	-3.8	-3.3	-7.0	-6.3	0.8	-3.1	86	58	8242	5592
Walton County, FL	53.4	52.9	193.95	198.33	103.63	104.87	1.1	-2.2	-1.2	5.4	6.6	7.8	60.9	59.5	222.51	233.05	135.60	138.71	2.4	-4.5	-2.2	1.2	3.6	6.0	39	23	4293	3526
St Johns County, FL	54.7	58.8	165.40	154.38	90.41	90.73	-7.0	7.1	-0.4	-0.4	-0.0	-7.0	66.9	68.6	182.24	175.01	122.00	119.98	-2.3	4.1	1.7	2.1	0.4	-1.9	100	55	6748	5308
Sarasota County, FL	53.8	55.9	152.20	155.76	81.95	87.04	-3.7	-2.3	-5.9	-6.0	-0.1	-3.8	70.8	72.1	219.56	218.26	155.40	157.43	-1.9	0.6	-1.3	-1.6	-0.3	-2.1	111	51	7357	5790

A blank row indicates insufficient data.

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

Currency: USD - US Dollar

Visit Pensacola  
For the Month of September 2023

	Current Month - September 2023 vs September 2022									Year to Date - September 2023 vs September 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	327,210	298,410	9.7	201,373	178,311	12.9	26,181,180	24,849,527	5.4	2,860,000	2,651,006	7.9	1,809,081	1,710,711	5.8	283,499,758	277,238,411	2.3
Baldwin County, AL	204,240	204,210	0.0	123,719	121,641	1.7	19,039,489	18,970,113	0.4	1,856,165	1,852,227	0.2	1,216,397	1,182,988	2.8	212,243,677	208,483,297	1.8
Okaloosa County, FL	247,260	240,090	3.0	152,915	153,180	-0.2	24,277,738	24,919,672	-2.6	2,199,809	2,183,402	0.8	1,426,148	1,472,003	-3.1	262,408,574	279,984,443	-6.3
Walton County, FL	128,790	120,780	6.6	68,815	63,863	7.8	13,346,720	12,665,903	5.4	1,139,622	1,100,473	3.6	694,501	654,972	6.0	154,534,532	152,641,436	1.2
St Johns County, FL	202,440	202,470	-0.0	110,653	118,992	-7.0	18,302,306	18,370,445	-0.4	1,830,742	1,822,784	0.4	1,225,593	1,249,623	-1.9	223,351,259	218,697,664	2.1
Sarasota County, FL	220,710	221,040	-0.1	118,831	123,519	-3.8	18,086,529	19,239,849	-6.0	2,009,452	2,014,805	-0.3	1,422,229	1,453,278	-2.1	312,259,755	317,195,637	-1.6

A blank row indicates insufficient data.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".

Tab 8 - Response Downtown+

Visit Pensacola  
For the Month of September 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	Nov 2023	Jun 1984	0																																										
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Nov 2020	Aug 1998	78		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
7304	Sole Inn & Suites	Pensacola, FL	32502	May 2020	Jun 1975	45																																										
			Total Properties:		14	754	○ - 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.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".



Visit Pensacola  
For the Month of September 2023

A blank row indicates insufficient data.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd. CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".

Visit Pensacola  
For the Month of September 2023

A blank row indicates insufficient data.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd. CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".

Visit Pensacola  
For the Month of September 2023

A blank row indicates insufficient data.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd. CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".

Tab 12 - Response PNS Beach+

Visit Pensacola  
For the Month of September 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		•	•	•	•		32561	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
44600	Hilton Pensacola Beach	Pensacola Beach, FL	32561	Jul 2007	Mar 2003	275		•	•	•	•		32561	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
74089	Holiday Inn Express & Suites Gulf Breeze - Pensacola Area	Gulf Breeze, FL	32561	Apr 2021	Apr 2021	92							32561	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
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.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".

Tab 13 - Response UWF+

Visit Pensacola  
For the Month of September 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 Highway	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.

2023 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR".



## How can we assist you?

**Glossary:**

For all STR definitions, please visit [www.str.com/data-insights/resources/glossary](http://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](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).

Tab 7 - Resp Escambia Co Zip 32561 +: Visit Pensacola

Visit Pensacola

For the Week of October 01, 2023 to October 07, 2023

								Sep																															Oct						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7										
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		B	B	B	B	B	B	B	B	B	B	B	B	B	B	T	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
79891	Lily Hall	Pensacola, FL	32501	Feb 2023	Feb 2023	15																																							
55511	Courtyard Pensacola Downtown	Pensacola, FL	32502	Jul 2007	Jul 2007	120		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
77590	Hilton Garden Inn Pensacola Downtown	Pensacola, FL	32502	Aug 2023	Aug 2023	102		T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T									
65524	Holiday Inn Express Pensacola Downtown	Pensacola, FL	32502	Dec 2017	Dec 2017	106		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
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	Nov 2023	Jun 1984	0																																							
34938	Residence Inn Pensacola Downtown	Pensacola, FL	32502	Nov 2020	Aug 1998	78		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
7304	Sole Inn & Suites	Pensacola, FL	32502	May 2020	Jun 1975	45																																							
76975	Home2 Suites by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	74		T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T									
60962	Lyon's Motel	Pensacola, FL	32503			20																																							
77213	Tru by Hilton Pensacola Airport Medical Center	Pensacola, FL	32503	Jun 2023	Jun 2023	79		T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T									
34329	Courtyard Pensacola	Pensacola, FL	32504	Aug 1997	Aug 1997	90		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
35418	Extended Stay America Pensacola - University Mall	Pensacola, FL	32504	Sep 1997	Sep 1997	101		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
24639	Fairfield Inn Pensacola I-10	Pensacola, FL	32504	Jun 1995	Jun 1995	62		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
34435	Hampton by Hilton Inn Pensacola-Airport Cordova Mall	Pensacola, FL	32504	Jan 1998	Jan 1998	126		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
53663	Hampton Inn & Suites Pensacola I-10 North at University T	Pensacola, FL	32504	Jul 2005	Jul 2005	85		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
60319	Hilton Garden Inn Pensacola Airport Medical Center	Pensacola, FL	32504	Mar 2010	Mar 2010	137		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
48787	Homewood Suites by Hilton Pensacola Airport Cordova Ma	Pensacola, FL	32504	Jan 2003	Jan 2003	107		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
62001	Hyatt Place Pensacola Airport	Pensacola, FL	32504	Apr 2013	Apr 2013	127		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
8597	Pensacola Inn	Pensacola, FL	32504	Aug 2015	Sep 1985	58																																							
7664	Quality Inn & Suites Pensacola Bayview	Pensacola, FL	32504	Dec 2010	Jun 1985	138		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
6641	Red Roof Inn Pensacola	Pensacola, FL	32504	Oct 1982	Oct 1982	107	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
67904	Residence Inn Pensacola Airport/Medical Center	Pensacola, FL	32504	Aug 2019	Aug 2019	86		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
724	Rest and Relax Inn	Pensacola, FL	32504	May 2022	Feb 1981	135																																							
62391	SpringHill Suites Pensacola	Pensacola, FL	32504	Aug 2013	Aug 2013	106		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
75315	Staybridge Suites	Pensacola, FL	32504		U/C	100																																							
8274	Super 6	Pensacola, FL	32504	Sep 2011	May 1983	80																																							
5275	SureStay Studio by Best Western Pensacola	Pensacola, FL	32504	Dec 2021	Jun 1985	64		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
11005	Sweet Dream Inn - University Park	Pensacola, FL	32504	Jun 2010	May 1985	119	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
57129	TownePlace Suites Pensacola	Pensacola, FL	32504	Feb 2008	Feb 2008	97		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B								
80643	Tru by Hilton Pensacola I-10 North Davis Highway	Pensacola, FL	32504		U/C	98																																							
7663	At Home Inn	Pensacola, FL	32505	Dec 2012	Jun 1966	104																																							
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	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B									
18745	Hotel Del Sol	Pensacola, FL	32505	Jul 2022	Jan 1986	118																																							
52761	Luxury Suites	Pensacola, FL	32505	Jun 2001	Jun 2001	50																																							



# VISIT PENSACOLA

Monthly Dashboard  
August 2023

By Downs & St. Germain Research





# VISITOR SUMMARY – AUGUST 2023

## August 2023 Visitor Summary



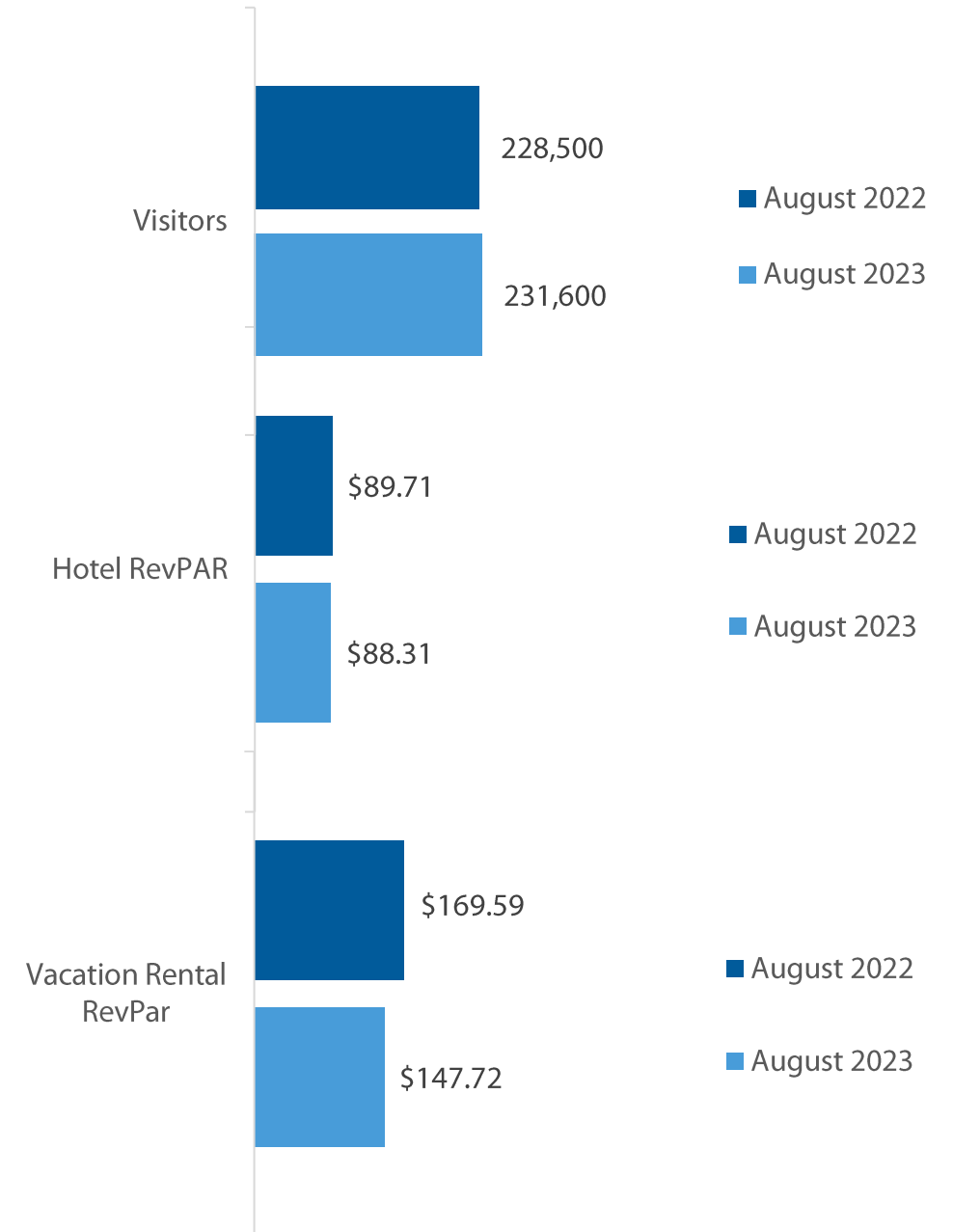
- » Data should be interpreted with caution as monthly sample sizes are modest resulting in larger month-to-month variation.
- » Number of visitors for August increased **+1.4%** compared to last year.
- » Hotel room nights were up **+2.7%** compared to August 2022.
- » Hotel occupancy was down **-3.0%** from last year. ADR was up **+1.6%**, but the decrease in occupancy resulted in a RevPAR that was slightly down **-1.6%** from last year.
- » Vacation rental unit revenue decreased **-4.6%** from last year.
  - » Compared to August 2022 there were more vacation rental units available (+12% more), but a drop in occupancy and RevPAR resulted in decreased revenue.
- » Compared to 2022, more visitors came to the area just for the day.
- » Top markets for this month were Mobile and surrounding areas, New Orleans, Atlanta, Nashville, Birmingham, and Dallas – Fort Worth

# PENSACOLA DASHBOARD – AUGUST 2023

Visitor & Airline Passengers	August 2022 <sup>1</sup>	August 2023	% Change
Visitors <sup>2</sup>	228,500	231,600	+ 1.4%
Airline Passengers <sup>3</sup>	218,623	244,535	+11.9%

Hotel Statistics <sup>4</sup>	August 2022 <sup>1</sup>	August 2023	% Change
Occupancy	63.0%	61.1%	- 3.0%
Room Rates	\$142.32	\$144.54	+ 1.6%
RevPAR	\$89.71	\$88.31	- 1.6%
Room Nights	156,632	160,854	+ 2.7%

Vacation Rental Statistics <sup>5</sup>	August 2022 <sup>1</sup>	August 2023	% Change
Occupancy	56.9%	53.3%	- 6.3%
Room Rates	\$298.20	\$276.98	- 7.1%
RevPAR	\$169.59	\$147.72	- 12.9%
Room Nights	40,131	42,428	+ 5.7%
Unit Revenue (Nightly)	\$6,504,900	\$6,205,700	- 4.6%



<sup>1</sup> FY22 metrics have been adjusted to reflect updated vacation rental figures.

<sup>2</sup> Visitation estimates provided here are **preliminary**.

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

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

<sup>3</sup> Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

<sup>4</sup> Source: Smith Travel Research.

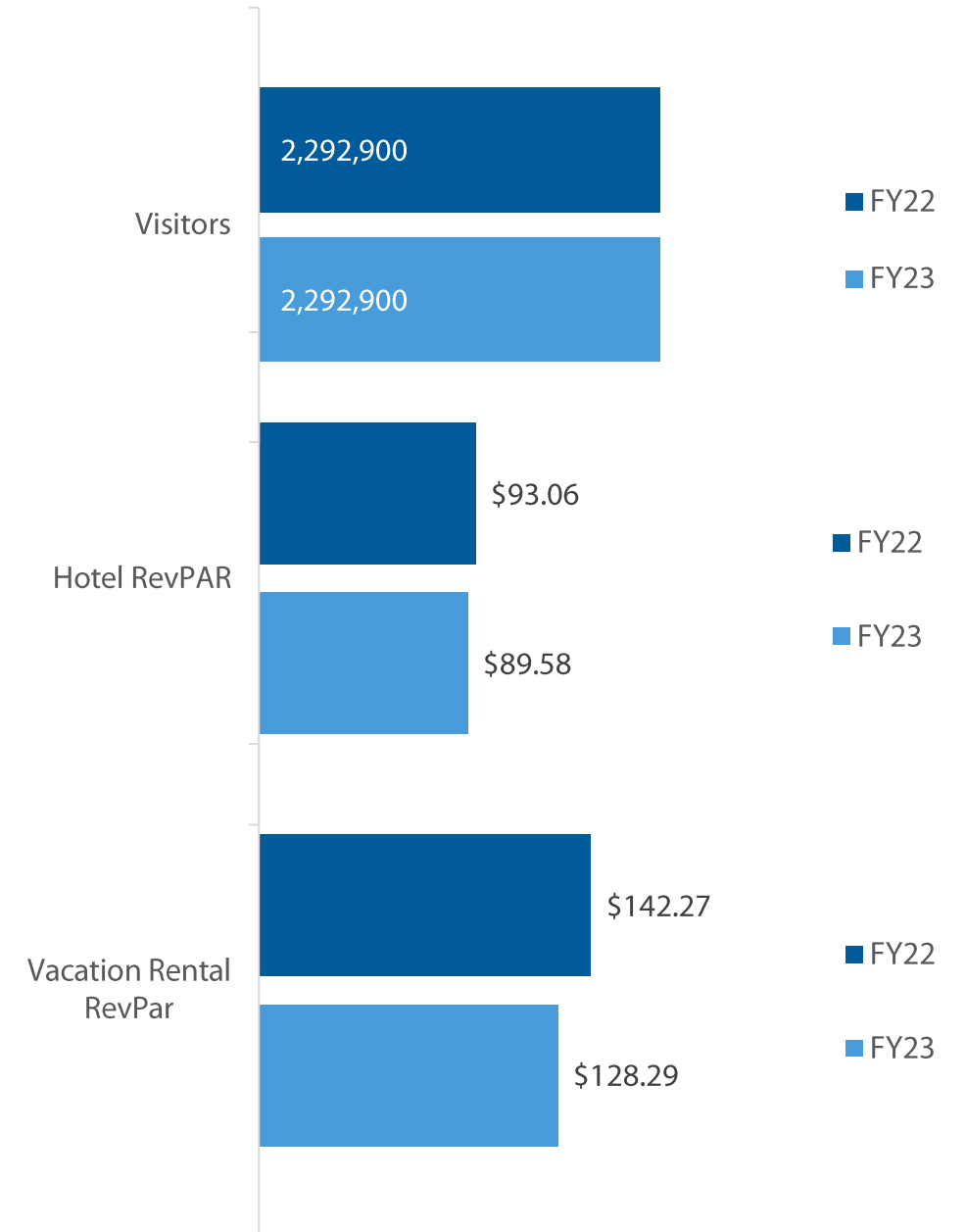
<sup>5</sup> Sources: Key Data and the Florida Department of Business & Professional Regulation.

# PENSACOLA DASHBOARD – FY2023 (OCTOBER 2022 – AUGUST 2023)

Visitor & Airline Passengers	FY 2022 <sup>1</sup>	FY 2023	% Change
Visitors <sup>2</sup>	2,292,900	2,292,200	0.0%
Airline Passengers <sup>3</sup>	2,242,355	2,423,247	+ 8.1%

Hotel Statistics <sup>4</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	65.7%	63.7%	- 3.0%
Room Rates	\$141.62	\$140.68	- 0.7%
RevPAR	\$93.06	\$89.58	- 3.7%
Room Nights	1,758,035	1,733,588	- 1.4%

Vacation Rental Statistics <sup>5</sup>	FY 2022 <sup>1</sup>	FY 2023	% Change
Occupancy	63.2%	56.7%	- 10.3%
Room Rates	\$225.24	\$226.18	+ 0.4%
RevPAR	\$142.27	\$128.29	- 9.8%
Room Nights	491,361	469,336	- 4.5%
Unit Revenue (Nightly)	\$45,476,800	\$47,618,100	+ 4.7%



<sup>1</sup> FY22 metrics have been adjusted to reflect updated vacation rental figures.

<sup>2</sup> Visitation estimates provided here are **preliminary**.

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

Includes visitors staying in paid accommodations, staying with friends & relatives, and day trippers.

<sup>3</sup> Source: PNS Airport. Includes all airline travel, i.e., locals and visitors. Tabulated by summing monthly airline travel.

<sup>4</sup> Source: Smith Travel Research.

<sup>5</sup> Sources: Key Data and the Florida Department of Business & Professional Regulation.

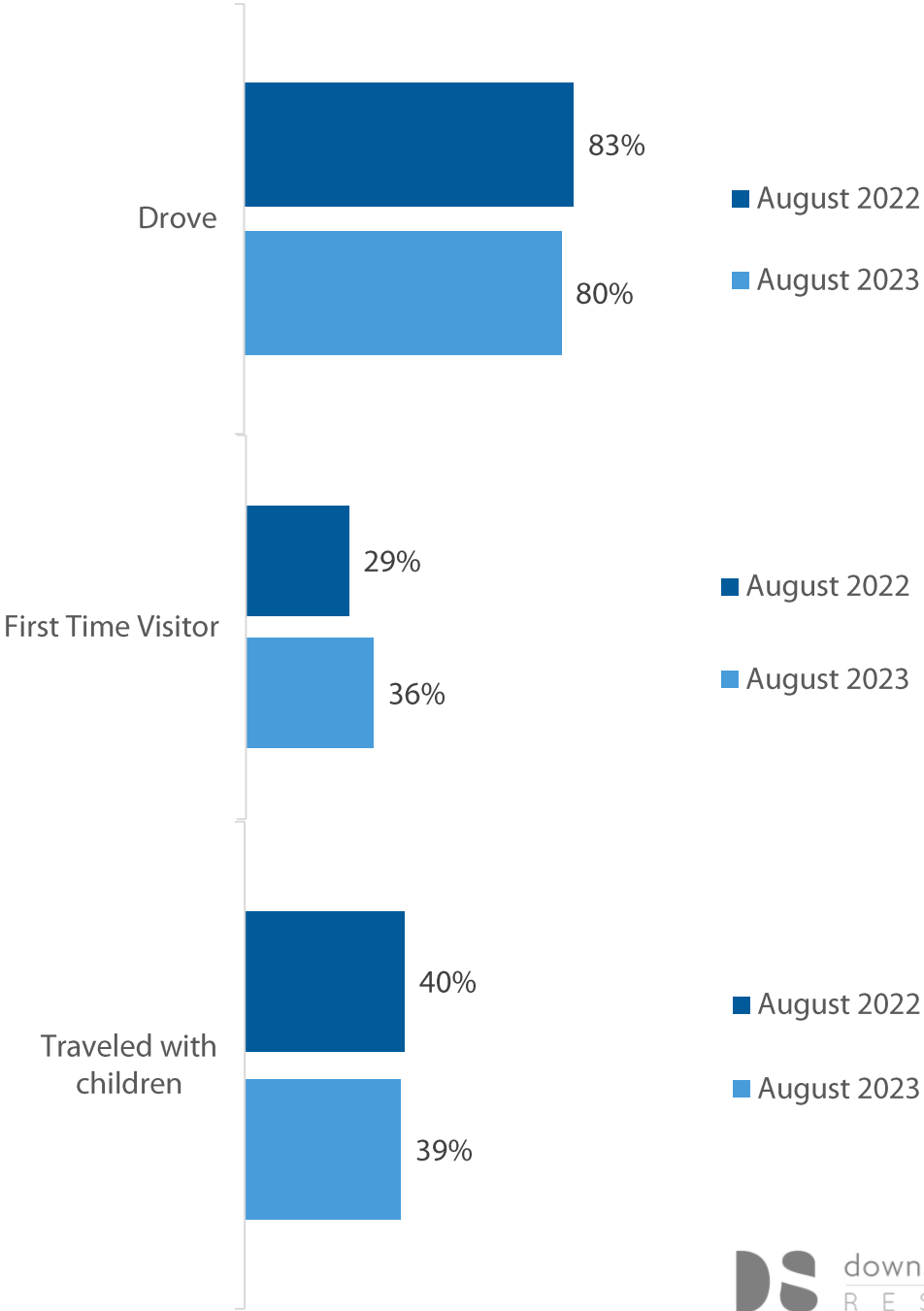
# PENSACOLA DASHBOARD – AUGUST 2023

Top Visitor Origin Markets		
Markets	August 2022	August 2023
Mobile	9%	11%
New Orleans	4%	4%
Atlanta	4%	3%
Nashville	3%	3%
Birmingham	3%	3%
Dallas - Fort Worth	4%	3%
Saint Louis	2%	2%
Baton Rouge	2%	2%
Memphis	2%	2%
Panama City	1%	2%
Little Rock – Pine Bluff	1%	2%

# PENSACOLA DASHBOARD – AUGUST 2023

August Visitors	2022	2023
Stayed in paid accommodations	71%	67%
Drove	83%	80%
Length of stay <sup>1</sup>	4.6	4.6
Will recommend	89%	89%
First time visitor	29%	36%

August Visitors	2022	2023
Median Age	44	44
Gender (Female) <sup>2</sup>	59%	59%
Household Income	\$88,200	\$85,700
Travel party size <sup>1</sup>	3.7	3.6
Traveled with Children	40%	39%





# VISIT PENSACOLA

## Monthly Dashboard August 2023

Downs & St. Germain Research  
[contact@dsg-research.com](mailto:contact@dsg-research.com)  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)



## VISIT PENSACOLA BOARD MEETING

**October 18, 2023**

### Marketing & Communications



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



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



## OUTREACH



**Highlight:** Visit Pensacola Wins Flagler at 2023 Florida Governor's Conference on Tourism



**Including:** USA Today 10 Best



**Highlight:** All the Buzz – Delightful Downtown Cocktails



## SOCIAL MEDIA



**128 New Followers**

Total Engagement: 2,414 • 81,555 Impressions



**3,851 New Page Likes**

239,897 Engagements • 4.68 Million Impressions



**1,254 Pins • 3,261 Followers**

Total Engagement: 17,241 • 29 New Followers



**57 New Followers**

1,153 Engagements • 611 Post clicks



**1,290 Total Subscribers**

34 New Subscribers



**10 Posts • 10,242 Video Views**

66 New Subscribers • 466 Engagements



## E-MARKETING CONSUMER eNEWS

**162** new sign-ups

**41%** open rate

**63%** conversion rate

**2.5%** click throughs





## EARNED MEDIA

### ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

#### PRESS RELEASES

- Visit Pensacola Wins Flagler at 2023 Florida Governor's Conference on Tourism

#### MEDIA ASSISTS

- Visit Florida Domestic Media Mission
- Cheryl Rodewig Press Trip
- Destinations Florida Board Meeting
- World Travel Market iTV Series
- NewsRadio Expert Panel
- InWeekly Podcast
- Bella Magazine
- Desitnations Florida Quick Trip
- Visit Florida Pack Up + Go
- WFAA Broadcasst
- KHOU Broadcast
- Visit Tallahassee 200th

#### MEDIA ASSISTS, cont.

- The Weather Network Canada
- Bulls on the Beach media coverage
- EntreCon
- NewsRadio PEP Talk (Foo Foo)
- Visit Florida One Fun Day
- Hemispheres Magazine
- Pensacola Realtors
- Visit Florida News to Use
- Conde Nast Traveler – Top 10 Best Small Cities
- Afar Magazine
- Connect Media
- Sailing World
- Pensacola News Journal
- Robin Smith
- USA Today 10 Best
- Global Traveler

#### MEDIA ASSISTS, cont.

- Readers Digest
- Travel Pulse
- MSN
- Rovology
- Larry Bleiberg
- Rafael Pena Press Trip
- Denver Destination Meetup
- Planning Atlanta Destination Meetup
- Huntsville Lifestyle
- Dive + Dine planning
- Southeast Tourism Society Atlanta Media Meetup

## PRESS MENTIONS – STORIES MENTIONING PENSACOLA



#### STORIES MENTIONING PENSACOLA

##### Highlight:

- 13 Most Scenic Florida Emerald Coast Towns



#### 230 stories

##### Highlights:

- The 11 Best Fall Festivals In Florida For 2023 Will Put You In The Autumnal Spirit
- 10 Of The Cheapest Places To Travel In The U.S. With Beaches



#### Accolades

##### Highlights:

- 10 Gorgeous Towns on Florida's Emerald Coast to Visit in 2023
- 10 Budget-Friendly And Exciting Places To Visit In Florida This Fall



# VISITPENSACOLA.COM

September 2023

**260K**  
FY 2.8M  
USERS

**530K**  
FY 7.4M  
PAGE VIEWS

**\$601,356**  
FY \$10.5M  
TOTAL  
REVENUE\*

**2.8**  
FY 3  
AVG. LENGTH  
OF STAY\*

**\$189**  
FY \$184  
AVG. DAILY  
RATE\*

## AUDIENCE

City	Users
Chicago	6,918
Pensacola	3,042
New Orleans	3,203
Atlanta	2,720
Mobile	2,769
Dallas	2,300
Nashville	1,147
Houston	1,070
Birmingham	666
New York	732

## TOP PAGES

Page	Pageviews
Feature (CPL)	38,044
Neighborhoods	33,386
Events	33,074
Events This Week	29,531
Home	16,898
Webcams	15,724
Things To Do	14,534
Beaches	13,697
Sweepstakes	12,827

## PARTNER ENGAGEMENT

Partner Referral	11,388
Listing Views	50,015
Partner Book Now	931
Partner Website Link	6,994
Coupons	328

## CHANNEL (How people find us)

Channel	New Users	Engagement Rate
Direct	83893	22%
Organic Search	66540	73%
Display	30400	8%
Paid Social	24639	21%
Unassigned	16677	10%
Paid Search	12331	53%
Referral	8250	46%
Organic Social	6148	35%
Email	1898	63%

## WEBSITE SIGNUPS

New Email Subscribers	162
Insider Guide Requests	840
Insider Guide (Online version)	154

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.



# Social Media Board Report

September 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 <b>4,682,642</b> ↗103.2%	Engagements <b>239,897</b> ↗215.3%	Post Link Clicks <b>41,767</b> ↗101.5%
--	---------------------------------------	---

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
<b>Net Follower Growth</b>	<b>3,851</b>	↗ <b>70.4%</b>

Facebook Engagement

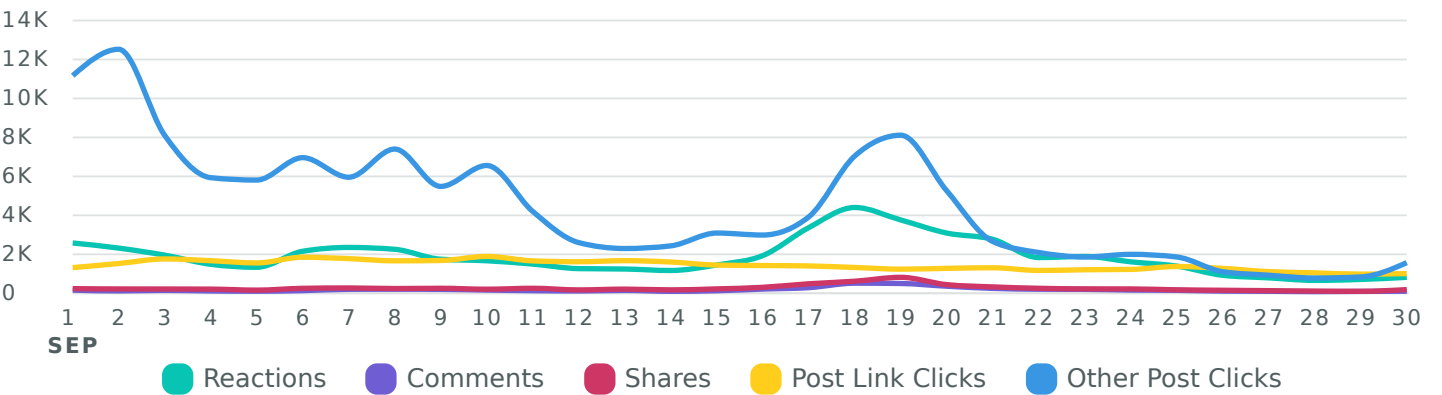
See how people are engaging with your posts during the reporting period.

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	67,971 ↗ 57%	44,685 ↗ 118%	239,897	↗ 215.3%
Reactions	50,811 ↗ 163%	4,852 ↗ 59%	55,118	↗ 184.9%
Comments	3,933 ↗ 190%	311 ↗ 217%	4,205	↗ 210.6%
Shares	6,008 ↗ 242%	652 ↗ 279%	6,584	↗ 275.2%
Post Link Clicks	7,219 ↘ 65%	38,870 ↗ 127%	41,767	↗ 101.5%
Other Post Clicks	N/A	N/A	132,223	↗ 301.8%

## Facebook Top Posts


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

🚩 Post
🚩 Lifetime
📘 All Facebook Pages


Descending by Lifetime Engagements


**Visit Pensacola**  
 Mon 9/18/2023 10:17 a...


Aliens in Pensacola? 🛸 Not quite, but the Futuro House (UFO House as the locals cal...




<b>Total Engagements</b>	<b>17,205</b>
Reactions	<b>3,604</b>
Comments	<b>907</b>
Shares	<b>714</b>
Post Link Clicks	—
Other Post Clicks	<b>11,980</b>


**Visit Pensacola**  
 Sat 9/16/2023 8:15 am...


Shine bright like a... LED light! 💡 Occasionally, the Chappie James Bridge illuminates...



<b>Total Engagements</b>	<b>13,056</b>
Reactions	<b>5,765</b>
Comments	<b>798</b>
Shares	<b>966</b>
Post Link Clicks	—
Other Post Clicks	<b>5,527</b>


**Visit Pensacola**  
 Wed 9/20/2023 3:00 pm...

No need to get your eyes checked. The water here really is that beautiful. 🌊



<b>Total Engagements</b>	<b>3,770</b>
Reactions	<b>2,452</b>
Comments	<b>173</b>
Shares	<b>273</b>
Post Link Clicks	—
Other Post Clicks	<b>872</b>

### Instagram Performance Summary

View your key profile performance metrics from the reporting period.

-  Profile
-  Reporting Period
-  All Instagram Profiles

Impressions <b>1,088,331</b> ↗84.3%	Engagements <b>47,929</b> ↗76.3%	Profile Actions <b>558</b> ↗196.8%
---	-------------------------------------	---------------------------------------

### 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
<b>Organic Engagements</b>	<b>42,618</b>	↗ <b>71.5%</b>
Organic Likes	39,693	↗75.4%
Organic Comments	514	↗5.3%
Organic Saves	2,348	↗38.3%
Story Replies	63	↗61.5%



Instagram Audience Growth

See how your audience grew during the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

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

Audience Metrics	Totals	% Change
Net Follower Growth	2,603	↗ 621.1%
Followers Gained	3,303	↗ 250.3%
Followers Lost	700	↗ 20.3%

## Instagram Top Posts

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

Post

Lifetime

All Instagram Profiles

Descending by Lifetime Engagements



visitpensacola

Fri 9/22/2023 12:30 pm...

Make way for the rays! We love seeing all the different types of rays this time of ye...



**Total Engagements 4,402**

Likes **3,605**

Comments **23**

Shares **672**

Saves **102**



visitpensacola

Tue 9/5/2023 7:56 am PDT

Summer may have unofficially ended, but that doesn't mean paradise goes on hold 🌴💙...



**Total Engagements 3,266**

Likes **2,591**

Comments **28**

Shares **534**

Saves **113**



visitpensacola

Sat 9/16/2023 3:14 pm...

Shine bright like a... LED light! 💡 Occasionally, the Chappie James Bridge illuminates...



**Total Engagements 3,001**

Likes **2,650**

Comments **29**

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	99	16.5%
Story Replies	63	61.5%
Story Taps Back	6,458	57.1%
Story Taps Forward	130,921	68.6%
Story Exits	13,537	100.4%
Story Impressions	162,996	67.5%
Average Reach per Story	1,616.35	43%

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

@VisitPensacola

All Twitter Post Types

Impressions 83,197  35.3%	Engagements 2,492  7.3%	Post Link Clicks 352  88.2%
------------------------------	----------------------------	--------------------------------

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	128	<span>↗ 13.3%</span>

## Twitter Top Posts

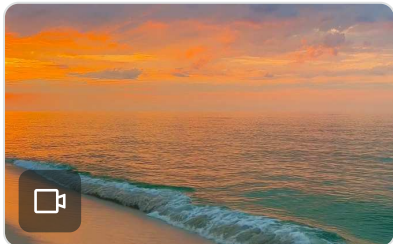
Review your top posts published during the selected time period, based on the post's lifetime performance.

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



Descending by Lifetime Engagements

 **@VisitPensacola**  
Fri 9/8/2023 3:22 pm UTC


☀️ Today's sunrise >>>>  
Cheers to the weekend,  
Pensacola! 😎...





<b>Total Engagements</b>	<b>201</b>
Likes	<b>99</b>
@Replies	<b>3</b>
Retweets	<b>18</b>
Post Link Clicks	—
Other Post Clicks	<b>81</b>
Other Engagements	<b>0</b>

 **@VisitPensacola**  
Tue 9/5/2023 12:00 am ...


Pensacola, you're our ✨  
golden hour ✨ We hope  
everyone had a restful Labor...



<b>Total Engagements</b>	<b>156</b>
Likes	<b>94</b>
@Replies	<b>1</b>
Retweets	<b>12</b>
Post Link Clicks	—
Other Post Clicks	<b>49</b>
Other Engagements	<b>0</b>

 **@VisitPensacola**  
Fri 9/22/2023 7:54 pm UTC

Make way for the rays! We  
love seeing all the different  
types of rays this time of ye...



<b>Total Engagements</b>	<b>132</b>
Likes	<b>66</b>
@Replies	<b>2</b>
Retweets	<b>10</b>
Post Link Clicks	—
Other Post Clicks	<b>54</b>
Other Engagements	<b>0</b>

Twitter Engagement

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

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Engagements Comparison by Engagement Type, by Day

Engagement Metrics	Totals	% Change
Total Engagements	2,492	↗ 7.3%
Likes	988	↗ 13.4%
@Replies	22	↘ 31.3%
Retweets	233	↗ 30.2%
Post Link Clicks	352	↗ 88.2%
Other Post Clicks	896	↘ 14.9%
Other Engagements	1	→ 0%

TikTok Performance Summary

View your key profile performance metrics from the reporting period.

 Profile

 Reporting Period

 Visit Pensacola

Published Posts 10 ↘ 9.1%	Video Views 10,242 ↘ 96.8%	Engagements 466 ↘ 80%
------------------------------	-------------------------------	--------------------------

TikTok Audience Growth

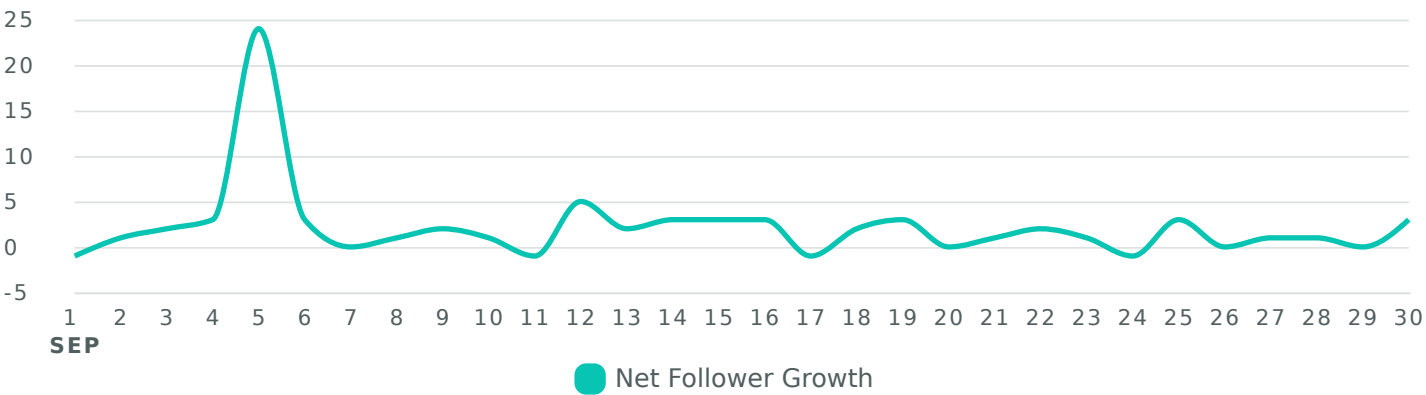
View how your audience grew during the reporting period.

Profile

Reporting Period

Visit Pensacola

Net Follower Growth, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	66	↘ 67%

TikTok Engagement

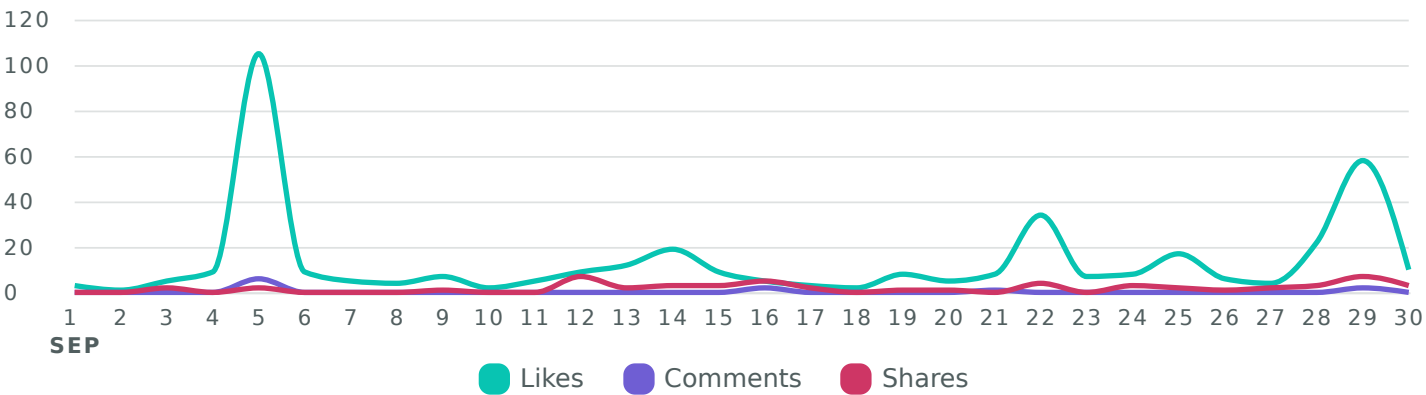
See how people are engaging with your posts during the reporting period.

 Profile

 Reporting Period

 Visit Pensacola

Engagements Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Total Engagements	466	↘ 80%
Likes	401	↘ 81.6%
Comments	11	↘ 67.6%
Shares	54	↘ 53.8%



## 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**

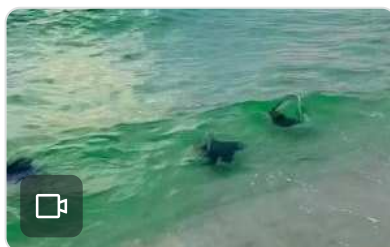
Tue 9/5/2023 12:00 am...

Pensacola, you're our ✨  
golden hour ✨ We hope  
everyone had a restful Labor...

**Total Engagements 88****Likes 84****Comments 2****Shares 2****visitpensacola**

Fri 9/22/2023 9:16 pm UTC

Make way for the rays! We  
love seeing all the different  
types of rays this time of ye...

**Total Engagements 58****Likes 55****Comments 0****Shares 3****visitpensacola**

Mon 9/25/2023 6:25 pm...

We're ready for delicious  
seafood, live music, and good  
company! 🍷 The Pensacola...

**Total Engagements 49****Likes 38****Comments 0****Shares 11**

Pinterest Activity Summary

 Profile

 Reporting Period

 visitpensacola

<div>Audience</div> <div>3,261 ↗7.1%</div>	<div>Net Audience Growth</div> <div>29 ↘3.3%</div>	<div>Published Posts</div> <div>1 ↘88.9%</div>
--	--	--

# Visit Pensacola

SEPTEMBER 2023 PR Report



## Press Materials: September 2023

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

- Drafted "Weird/Wacky attraction" pitch for *Travel Pulse*
  - Mentioned: Flora-Bama Mullet Toss, Graffiti Bridge
- Drafted "What's New" pitch for Visit Florida submission
  - Mentioned: Sandshaker 50th anniversary
- Drafted proposed Atlanta media meetup outline
- Drafted "Vacation Ideas" pitch for HARO
  - Mentioned: Frisky Mermaid Dolphin Tours and Boat Rentals, Laguna's Beach Bar + Grill, A1S Trail, Holiday Inn Resort
- Drafted "Where to Go in 2024" for the *New York Times*
  - Mentioned: Sandshaker, Flora-Bama, Pensacola Little Theatre/Cultural Center
- Compiled and vetted all incoming media and influencer inquiries and shared with Visit Pensacola for overall consideration
- Drafted "Friendsgiving" location pitch for *USA Today 10Best*
  - Mentioned: A1S Trail, Historic Downtown Pensacola, Union Public House, Atlas Oyster House, Flora-Bama, Perdido Key, Agapi Bistro + Garden, The Grand Marlin, USS Oriskany, Glow Paddle, Laguna's Adventure Park, Gulf Islands National Seashore, Lily Hall, Celestine Bed & Breakfast, Oyster Bay Boutique Hotel, Pensacola Beach Resort, Fairfield Pensacola Beach
  - Writer confirmed that destinations must be within driving distance, not flying distance
- Drafted "Haunted Destinations" pitch for *TravelPulse*
  - Mentioned: Fort Barrancas, Fort Pickens, Go Retro, St.Michael's Cemetery
- Drafted "Coffee Offerings" pitch for *Global Traveler*
  - Mentioned: Bodacious Brew, REX Theatre Cafe, Maker's Cafe and Espresso Bar
- Compiled blurbs for all media attending the Dine + Dive FAM
- Drafted influencer contract for Rob Taylor
  - Made edits based on Rob's feedback and nature of the hosting
- Drafted flight reimbursement contract for Nola Schoder and Elaine Masters for Dive + Dine FAM
- Drafted Mike Winkles influencer contract for Dive + Dine FAM
- Drafted press release for *USA Today's 10Best* "Best Small Airports 2023"

## Media Outreach: September 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..

- Distributed "Weird/Wacky attraction" pitch for *Travel Pulse* consideration
- Informed Visit Pensacola that Sarah Sekula will be unable to attend Dive + Dine FAM
  - Teams to revisit for "Girls Getaway Dive Trip"
- Vetted *The Jet Set* for potential collaboration
  - Visit Pensacola considering further
- Shared confirmed flight information with Rafael Pena
  - Shared flight reimbursement contract for signature
  - Connected with Visit Pensacola to discuss Uber reimbursement alternatives
  - Confirmed plus one for Sunday night of hosted visit
  - Shared final itinerary
  - Vetted flight options for travel
- Secured reservation at Carmel for Atlanta media meetup
- Began outreach to approved media for Atlanta media meetup
  - Confirmed attendance for the following
    - Sucheta Rawal, Lisa Mowry, Felicia Feaster, Joyce Lupiani, Amy Albers, Hope Philbrick, and Chere Coen
- Shared suggested media list to receive holiday media mailers
  - Shared previous year's media list for reference
- Followed up with *Huntsville Lifestyle Magazine* to explore hosting
  - Shared availability with Visit Pensacola team
  - Conversations ongoing
- Vetted influencer Katelyn Constantino
  - Passed on Visit Pensacola's behalf and extended hosted meal offering
- Vetted writer/blogger Jazmin Harb for potential Dive + Dine attendance
- Shared information surrounding *Alert Diver*
- Shared flight reimbursement contract with Nola Schoder for Dive + Dine FAM
- Vetted photographer and editor Jeff Colhoun
  - Deskside pending
- Submitted "Friendsgiving" Location pitch for *USA Today 10Best*
  - Pensacola not selected due to travel time to key markets
- Submitted "Haunted Destinations" pitch for *TravelPulse*
  - Mentioned: Fort Barrancas, Fort Pickens, Go Retro, St.Michael's Cemetery
  - Repurposed this pitch and submitted to *Reader's Digest* for Haunted Places media lead

## Media Outreach: September 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 Monya De for potential Dive + Dine attendance
- Submitted "Coffee Offerings" pitch for *Global Traveler* consideration
- Vetted family travel bloggers Samantha and Ryan Looney and shared feedback with Visit Pensacola
- Secured interest for hosted press visit to Pensacola for writer Cheryl Rodewig
  - Coverage confirmed; coordination ongoing for October 2023
- Shared Rob Taylor's influencer contract for signature
  - Signed
- Passed on paid collaboration with influencer *Eating with Erica* on behalf of Visit Pensacola
- Vetted writer Elaine Masters for potential Dive + Dine FAM
  - Attendance confirmed
  - Shared flight reimbursement contract for signature
    - Signature pending
- Coordinated in-person deskside for Lindsey Steck with writer Christine Loomis in Denver
  - Distributed media confirmation for Denver meetup with Christine at Sap Sua
  - Secured dinner reservation at Sap Sua
- Connected with writer Carrie Honaker on November press visit to Pensacola
  - Conversations ongoing

---

## Additional Work: September 2023

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

- Created and shared End of Fiscal Year PR report
- Filed all The Top of The Center assets
- Created and shared FY 2024 PR plan
  - Incorporated Corporate Communications items
- Coordinated in-person PR review for Oct. 24 with Erica and Visit Pensacola
- Secured travel and accommodations for Atlanta Media Mission / Southeast Tourism Conference (November)
- Vetted Visit Florida media attendance list for California Media Mission and shared feedback with Nicole in advance of press meetups

# Press Snapshot

## Pensacola FLORIDA THE WAY TO BEACH™

### Secured Coverage:

6

Combined Print, Online,  
Broadcast & Social Features

11,229,158

Estimated Total Media  
Impressions

\$405,800

Estimated Total Media  
Value

### Organic Coverage:

16

Combined Print, Online,  
Broadcast & Social Features

17,283,838

Estimated Total Media  
Impressions

\$468,441

Estimated Total Media  
Value



## Visit Pensacola Secured Press Coverage: September 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Journalist Name	Media Impressions	Media Value
8/17/2023	Southern Living (Online)	"New Florida Getaways For A Relaxing Coastal Vacation"	<a href="https://www.southernliving.com/new-florida-hotels-7644487">https://www.southernliving.com/new-florida-hotels-7644487</a>	Lily Hall, Pensacola Beach Resort	Giant Noise	Southern Living Editors	7,322,940	\$255,600
9/8/2023	WEAR (Online)	"Pensacola airport competes for 'Best Small Airport' in 2023 USA Today's Readers' Choice Awards"	<a href="https://weartv.com/news/local/pensacola-airport-competes-for-best-small-airport-in-2023-usa-todays-readers-choice-awards">https://weartv.com/news/local/pensacola-airport-competes-for-best-small-airport-in-2023-usa-todays-readers-choice-awards</a>	Pensacola International Airport	Visit Pensacola / Giant Noise	General Staff	666,820	\$16,800

9/8/2023	WFAA (Online)	"Sponsored: Why Pensacola is the Way to Beach in Fall"	<a href="https://www.wfaa.com/video/entertainment/television/programs/good-morning-texas/sponsored-why-pensacola-is-the-way-to-beach-in-fall/287-b7749909-302c-43d2-938b-782fdc5bd981">https://www.wfaa.com/video/entertainment/television/programs/good-morning-texas/sponsored-why-pensacola-is-the-way-to-beach-in-fall/287-b7749909-302c-43d2-938b-782fdc5bd981</a>	Perdido Key, Historic Village, A1S Trail	Visit Pensacola	N/A	1,655,710	\$58,800
9/12/2023	KHOU (Broadcast)	Great Day Houston	<a href="https://giantnoise.box.com/s/76r1634ckbhjihmn2kvrj9bjfuca5mbo">https://giantnoise.box.com/s/76r1634ckbhjihmn2kvrj9bjfuca5mbo</a>	Pensacola Marathon, The Pensacola Seafood Festival, Foo Foo Fest, Perdido Key, A1S Trail, Historic Village, Fort Pickens	Visit Pensacola	N/A	8,133	\$4,362.30
9/12/2023	KHOU (Online)	"Sponsored: Find your next dream vacation at Pensacola, Florida"	<a href="https://www.khou.com/article/entertainment/television/programs/great-day-houston/sponsored-find-your-next-dream-vacation-at-pensacola-florida/285-5bc41430-796b-4402-9f3e-29359b4005d6">https://www.khou.com/article/entertainment/television/programs/great-day-houston/sponsored-find-your-next-dream-vacation-at-pensacola-florida/285-5bc41430-796b-4402-9f3e-29359b4005d6</a>	Pensacola Marathon, The Pensacola Seafood Festival, Foo Foo Fest, Perdido Key, A1S Trail, Historic Village, Fort Pickens	Visit Pensacola	N/A	1,542,420	\$49,200

9/13/2023	WFAA (Broadcast)	Good Morning Texas	<a href="https://giantnoise.box.com/s/sa9lksnuvcc5o2ij5iwkliikthzemjzb">https://giantnoise.box.com/s/sa9lksnuvcc5o2ij5iwkliikthzemjzb</a>	Perdido Key, Historic Village, A1S Trail	Visit Pensacola	N/A	33,135	\$21,037.59
TOTAL: 11,229,158 \$405,800								

## Visit Pensacola Organic Coverage: September 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Journalist Name	Media Impressions	Media Value
8/20/2023	Authentic Florida (Online)	"12 Top Florida Events in September 2023"	<a href="https://authenticflorida.com/florida-events-in-september/">https://authenticflorida.com/florida-events-in-september/</a>	Pensacola Seafood Festival	Press	Meagan Goepferich	70,000	\$840
9/3/2023	World Atlas (Online)	"10 Gorgeous Towns On Florida's Emerald Coast To Visit In 2023"	<a href="https://www.worldatlas.com/cities/10-gorgeous-towns-on-florida-s-emerald-coast-to-visit-in-2023.html">https://www.worldatlas.com/cities/10-gorgeous-towns-on-florida-s-emerald-coast-to-visit-in-2023.html</a>	GINS, Pensacola Beach, Perdido Key	Press	Renee Cosme	1,496,940	\$73,200
9/5/2023	Wealth of Geeks (Online)	"Popular Things To Do in Pensacola, Florida"	<a href="https://wealthofgeeks.com/popular-things-to-do-in-pensacola-florida/">https://wealthofgeeks.com/popular-things-to-do-in-pensacola-florida/</a>	Blue Angels, The National Aviation Museum, Historic Pensacola Village, The Pensacola Lighthouse, GINS, Gulf Breeze Zoo, Perdido Key State Park, Laguna's Beach Bar and Grill	Press	N/A	706,860	\$26,400
9/6/2023	Sailing World (Online)	"Winds of Change"	<a href="https://www.sailingworld.com/sponsored-post/winds-of-change/">https://www.sailingworld.com/sponsored-post/winds-of-change/</a>	American Magic	Press	N/A	53,800	\$645.60

9/8/2023	Only in Your State (Online)	"The 11 Best Fall Festivals In Florida For 2023 Will Put You In The Autumnal Spirit"	<a href="https://www.onlyinyourstate.com/florida/best-fall-festivals-in-fl/">https://www.onlyinyourstate.com/florida/best-fall-festivals-in-fl/</a>	The Pensacola Dragon Boat Festival, The Pensacola Seafood Festival	Press	Megan Todaro	5,159,700	\$176,400
9/15/2023	Travel Off Path (Online)	"These Are The 7 Cheapest Destinations To Visit In The U.S."	<a href="https://www.traveloffpath.com/these-are-the-7-cheapest-destinations-to-visit-in-the-u-s/">https://www.traveloffpath.com/these-are-the-7-cheapest-destinations-to-visit-in-the-u-s/</a>	Perdido Key	Press	David Guest	1,653,900	\$88,800
9/21/2023	The Travel (Online)	"These Beautiful National Parks In The Southern U.S. Are Perfect For That End-Of-Summer Trip"	<a href="https://www.thetravel.com/best-national-parks-in-southern-us/#big-bend-national-park-texas">https://www.thetravel.com/best-national-parks-in-southern-us/#big-bend-national-park-texas</a>	Fort Pickens Gulf Islands National Seashore	Press	Quinter Auma	1,710,000	\$20,520
9/21/2023	Atlanta Magazine (Online)	"Ten Reasons to Celebrate Ten Years of Foo Foo Festival"	<a href="https://www.atlantamagazine.com/news-culture-articles/ten-reasons-to-celebrate-ten-years-of-foo-foo-festival/">https://www.atlantamagazine.com/news-culture-articles/ten-reasons-to-celebrate-ten-years-of-foo-foo-festival/</a>	Foo Foo Fest, Veterans Memorial Park, Pensacola Little Theater, Fiesta Pensacola	Giant Noise for Foo Foo Fest	N/A	397,900	\$4,558.80
9/22/2023	WSMV 4 (Broadcast)	Today in Nashville	<a href="https://giantnoise.box.com/s/0asesftn0sl908u2munc5gc323eqytyp">https://giantnoise.box.com/s/0asesftn0sl908u2munc5gc323eqytyp</a>	Foo Foo Fest, Pensacola Little Theater	Giant Noise for Vacation Artfully	N/A	4,132	\$1,997.38

9/22/2023	WSMV 4 (Online)	"Fall Pensacola Getaways With Vacation Artfully"	<a href="https://www.wsmv.com/video/2023/09/22/fall-pensacola-getaways-with-vacation-artfully/">https://www.wsmv.com/video/2023/09/22/fall-pensacola-getaways-with-vacation-artfully/</a>	Foo Foo Fest, Pensacola Little Theater	Giant Noise for Vacation Artfully	N/A	504,000	\$6,048
9/22/2023	WSMV 4 (Broadcast)	Today in Nashville	<a href="https://giantnoise.box.com/s/0asesftn0sl908u2munc5qc323eqytyp">https://giantnoise.box.com/s/0asesftn0sl908u2munc5qc323eqytyp</a>	Foo Foo Fest, Pensacola Little Theater	Giant Noise for Vacation Artfully	N/A	4,132	\$1,997.38
9/23/2023	WSMV 4 (Broadcast)	Today in Nashville	<a href="https://giantnoise.box.com/s/912vgs4ovkj7cr3xwqpd2ydt5xprv">https://giantnoise.box.com/s/912vgs4ovkj7cr3xwqpd2ydt5xprv</a>	Foo Foo Fest, Pensacola Little Theater	Giant Noise for Vacation Artfully	N/A	2,474	\$793.80
9/23/2023	The Travel (Online)	"Scenic & Serene: 12 Prettiest Beaches In Florida"	<a href="https://www.thetravel.com/prettiest-beaches-in-florida/#palm-beach-palm-beach-county">https://www.thetravel.com/prettiest-beaches-in-florida/#palm-beach-palm-beach-county</a>	Pensacola Beach, Escambia County	Press	Dumbor Biranen	1,710,000	\$20,520
9/25/23	The Travel (Online)	"10 Surprisingly Beautiful But Also Surprisingly Cheap Destinations"	<a href="https://www.thetravel.com/beautiful-but-cheap-destinations/">https://www.thetravel.com/beautiful-but-cheap-destinations/</a>	Gulf Islands National Seashore, National Naval Aviation Museum, Pensacola Lighthouse, Blue Wahoos, Johnson Beach	Press	Brian Oseko	1,710,000	\$20,520
9/26/23	The Travel (Online)	"10 Budget-Friendly And Exciting Places To Visit In Florida This Fall"	<a href="https://www.thetravel.com/cheap-places-to-visit-in-florida-in-the-fall/#sneads">https://www.thetravel.com/cheap-places-to-visit-in-florida-in-the-fall/#sneads</a>	Casino Beach, Perdido Key	Press	Joshua Chiedu	1,710,000	\$20,520
9/27/23	Travel Diary (Online)	"Unveiling Stunning Colored Beaches in USA"	<a href="https://www.indianeagle.com/travel diary/unveiling-stunning-colored-beaches-in-usa/">https://www.indianeagle.com/travel diary/unveiling-stunning-colored-beaches-in-usa/</a>	Pensacola Beach, Gulf Islands National Seashore	Press	N/A	460,000	\$5,520
							<b>TOTAL:</b>	<b>17,283,838 \$468,441</b>

# Thank you!



**VISIT PENSACOLA BOARD MEETING**  
**October 18, 2023**

**Sales & Services**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



[VisitPensacola.com](http://VisitPensacola.com)





## VISIT PENSACOLA SALES & SERVICE SUMMARY

September 2023

**33**  
**Partner**  
**Visits**

**1**  
**Partner**  
**Inquiries**

**4**  
**Community**  
**Outreach**

**186**  
**Partner**  
**Assists**

**40**  
**Hospitality**  
**Round Table**

### New Partners

1. Sandshaker
2. Twisted Bar, Inc
3. Salty Pearl Raw Bar
4. Secret Sagittarius

### Community Outreach

1. Big Brothers Big Sisters- Gala Event Prep
2. Mr. Robbins Neighborhoods Board MTG
3. LEAP
4. Rally On

### Partner Activity Report

Activity	Added	Updated
Accounts	2	38
Listings	5	60
Contact	13	20
Events	30	185

### Partner Visits

- |                               |                            |
|-------------------------------|----------------------------|
| 1. Salty Pearl                | 19. Pensacola Beach Resort |
| 2. Blue Wahoo's Stadium       | 20. Scenic Hills           |
| 3. Pensacola City Ferry       | 21. Sake Café              |
| 4. Renfro Pecan Co            | 22. Celestine's            |
| 5. Days Inn historic          | 23. Condor Sailing         |
| 6. Sure Stay Studio           | 24. Seville Quarter        |
| 7. Motel 6 Pensacola NAS      | 25. Sander Beach           |
| 8. Lost Key Golf Club         | 26. Bodacious              |
| 9. Perdido Key Area Chamber   | 27. Twisted Tea, Co        |
| 10. Best Western Plus         | 28. Classic City Catering  |
| 11. Blue Angel Inn            | 29. Frisky Mermaid         |
| 12. Artesana                  | 30. Swell Ride             |
| 13. Pensacola Ice Flyers      | 31. New Yorker Deli        |
| 14. Secret Sagittarius        | 32. Step One Auto          |
| 15. Comfort Inn               | 33. The Entertainer        |
| 16. Comfort Inn / SSP Lodging |                            |
| 17. Rest and Relax Inn        |                            |
| 18. Sweet Dream Inn           |                            |

### Upcoming Events & Meetings

Hospitality Roundtable Luncheon  
Date: Tuesday, November 14 - 11:30 AM  
Location: The Hilton Garden Inn | Register

Board of Directors Meeting  
Date: Wednesday, November 29 - 3:00 PM  
Location: Pensacola Beach Resort

### Partner News

1. New AD Placements are available!



# VISITPENSACOLA SALES & SERVICE SUMMARY

September 23

5

FY 66  
LEADS

4

FY 56  
BOOKINGS

0

FY 12  
ASSISTS

1837

FY 24,381  
REFERRALS

0

FY 18  
SERVICE  
REQUEST

## Leads

Group	Economic Impact
Pensacola Dragon Boat Festival	\$20,625.00
Lionfish Tournament	\$159,375.00
USS L.Y. Spear Association	\$125,000.00
Marine and Navy Golf Tournament	\$21,000.00
Christ in Youth MOVE Event	\$1,500,000.00
<b>Total</b>	<b>\$1,701,125.00</b>

## Bookings

Group	Economic Impact
VR-21 Pineapple Airline Reunion	\$50,000.00
Florida Ports Council	\$21,500.00
House of God Women's Conf.	\$27,500.00
Most Worshipful Grand Lodge FL	\$103,125.00
<b>Total</b>	<b>\$202,125.00</b>

## Lead Room Nights & Delegates

3,204 Room Nights	213 Delegates
21,658 YTD	10,892 YTD

## Booked Room Nights & Delegates

434 Room Nights	225 Delegates
16,243 YTD	6,755 YTD

## Perdido Key Visitor Center

Personal Assists	506
Phone Assists	33
Total Visitors	398
Total Non-Visitors	108
First Time Visitors	78
FY23 Total Visitors	6693
FY23 Non-Visitors	1620
Total Guides Mailed	2306
Total Guides Downloaded	149

## Pensacola Visitor Center

Personal Assists:	1091
Phone Assists	302
Total visitors	522
Total Non-visitors	569
First Time Visitors	150
FY23 Total Visitors	8341
FY23 Non-Visitors	6557

## Pensacola Beach Visitor Center

Personal Assists	1182
Phone Assists	124
Total Visitors	1536
First-Time Visitors	1171
Guides Emailed / Mailed	45

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



## VISIT PENSACOLA SALES & SERVICE SUMMARY

September 2023

**33**  
**Partner**  
**Visits**

**1**  
**Partner**  
**Inquiries**

**4**  
**Community**  
**Outreach**

**186**  
**Partner**  
**Assists**

**40**  
**Hospitality**  
**Round Table**

### New Partners

1. Sandshaker
2. Twisted Bar, Inc
3. Salty Pearl Raw Bar
4. Secret Sagittarius

### Community Outreach

1. Big Brothers Big Sisters- Gala Event Prep
2. Mr. Robbins Neighborhoods Board MTG
3. LEAP
4. Rally On

### Partner Activity Report

Activity	Added	Updated
Accounts	2	38
Listings	5	60
Contact	13	20
Events	30	185

### Partner Visits

- |                               |                            |
|-------------------------------|----------------------------|
| 1. Salty Pearl                | 19. Pensacola Beach Resort |
| 2. Blue Wahoo's Stadium       | 20. Scenic Hills           |
| 3. Pensacola City Ferry       | 21. Sake Café              |
| 4. Renfroe Pecan Co           | 22. Celestine's            |
| 5. Days Inn historic          | 23. Condor Sailing         |
| 6. Sure Stay Studio           | 24. Seville Quarter        |
| 7. Motel 6 Pensacola NAS      | 25. Sander Beach           |
| 8. Lost Key Golf Club         | 26. Bodacious              |
| 9. Perdido Key Area Chamber   | 27. Twisted Tea, Co        |
| 10. Best Western Plus         | 28. Classic City Catering  |
| 11. Blue Angel Inn            | 29. Frisky Mermaid         |
| 12. Artesana                  | 30. Swell Ride             |
| 13. Pensacola Ice Flyers      | 31. New Yorker Deli        |
| 14. Secret Sagittarius        | 32. Step One Auto          |
| 15. Comfort Inn               | 33. The Entertainer        |
| 16. Comfort Inn / SSP Lodging |                            |
| 17. Rest and Relax Inn        |                            |
| 18. Sweet Dream Inn           |                            |

### Upcoming Events & Meetings

Hospitality Roundtable Luncheon  
Date: Tuesday, November 14 - 11:30 AM  
Location: The Hilton Garden Inn | Register

Board of Directors Meeting  
Date: Wednesday, November 29 - 3:00 PM  
Location: Pensacola Beach Resort

### Partner News

1. New AD Placements are available!

