



## **VISIT PENSACOLA BOARD MEETING**

### **September 27, 2023**



850.434.1234  
800.874.1234



fax:  
850.432.8211



1401 E. Gregory St.  
Pensacola, FL 32502



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

## **Board of Directors Meeting**

September 27, 2023

3:00 p.m. – 5:00 p.m.

Perdido Key Visitor Information Center  
Community Room  
15500 Perdido Key Dr, Pensacola, FL 32507

## **AGENDA**

1. Meeting Called to Order
2. Public Comment
3. Old Business
  - a) *Approval of Minutes from the August 23, 2023 Board Meeting\**
  - b) *FY2024 Marketing Plan Approval\**
4. New Business
  - a) *Finance Committee Monthly Report\**
  - b) *Contract/Agreement Approval\**
  - c) *Emerging Market Study Presentation – Downs & St. Germain/Phillip Downs*
5. Staff Updates
  - a) *Marketing/Showcase*
  - b) *President/CEO Report*
    - a. *Communications Plan\**
6. Adjourn

*\* Action Item requiring board vote.*

**Visit Pensacola Board of Directors Meeting**  
**Wednesday, August 23, 2023**  
**Hilton Pensacola Beach**

**Board Members Present:** Brent Lane, Deandra Holcomb, Terry Branch, Warren Sonnen, Ali Green, Rachael Gillette, Greg Harris, Tim Carn, Dae Patel, Amanda Mills

**Board Members Absent:** Sid Williams-Heath

**Staff Members Present:** Darien Schaefer, Nicole Stacey, Lindsey Steck-Jackson, Shawn Brown, Melissa Bailey, Wandy Samuel, Elliott Cooper, Blake Howerton, Hannah Pinson, Ashley Hendrickson

The Visit Pensacola Board meeting was called to order at 3:05 PM by Brent Lane.

Lane commented that today's agenda is full and therefore the public comment section would be moved to the end of the meeting.

**Old Business**

Approval of Minutes from June 28, 2023; Lane asked for the 1<sup>st</sup> sentence under Nominating Committee to be removed for lack of context. Deandra Holcomb made a motion to approve the minutes as amended. Warren Sonnen seconded the motion and it passed unanimously.

Warren Sonnen motioned to approve the Minutes from August 2, 2023 Board Meeting. Holcomb seconded the motion, and the motion was approved unanimously.

**New Business**

**Finance Committee Monthly Report**

Wandy Samuel went over the Finance Committee monthly report for the board.

July Takeaways: Unified July 2023 MTD shows a net loss of \$7,331.31. This is due to not being able to bill the county for some uncleared checks.

**Major Highlights:**

- YTD Unified revenue is \$3,751,000 and Unified expense is \$3,198,000 more than this time last year.
- Visit Pensacola has paid \$2,650,000 of the advance, with a remaining balance of \$850,000 to be paid back by the end of the year.
- There are 25 more partners (9 new and 16 retained), as of 7.31.23 than 7.31.22, which resulted in \$19K more from partnership dues. \$350 still unpaid balance.
- Pensacola Sports is current on their submissions.

- ACE has no submission for July. The county had applied \$600K of expenses from FY22 to FY23.

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

### **Pensacola Showcase Agreement Extension**

Darien Schaefer referenced the contract with Pensacola Showcase signed in 2020 which was a three-year agreement with two one-year extensions. The Finance Committee recommendation is to extend the contract with Showcase for another year. Schaefer also applauded the work of Pensacola Showcase and recommended the extension.

Rachael Gillette made a motion to approve the 1-year extension of the Pensacola Showcase contract. Holcomb seconded the motion and the motion passed unanimously.

### **Fiscal Year 2024 Budget Overview**

Escambia County Finance Department has established the expected TDT receipts to be \$20 Million. The Unified Budget request, including the UWF Historic Trust would be \$13,225,000.

#### **Unified TDT Budget Request Breakdown**

VPI = \$9,594,737	72.55%
ACE = \$1,950,688	14.75%
PS = \$1,454,750	11.00%
Historic Trust = \$224,825	1.70%

The percentages have changed to accommodate the budget increase for Pensacola Sports requesting an additional amount from the budget.

Greg Harris asked for clarification on what Ray Palmer was requesting. Schaefer stated that Palmer had requested additional funds to cover the increased host costs of the SBC and SEC conference sports events as well as staffing and marketing expenses to support these events.

Pensacola Sports and ACE have submitted letters of approval for these percentages and the budget request.

#### **Unified TDT Budget Breakdown (TDT Funds Only)**

Visit Pensacola		Pensacola Sports	
\$7,758,342	Direct Programming	\$916,493	Direct Programming
\$389,120	Operations	\$ 87,285	Operations
\$1,447,275	Personnel	\$450,972	Personnel
\$9,594,737	TOTAL	\$1,454,750	TOTAL



ACE  
\$1,950,688 Direct Programming  
\$1,950,688 TOTAL

UWF-Historic Trust  
\$60,000 Direct Programming  
\$164,825 Operations  
\$224,825 TOTAL

Visit Pensacola Revenue Breakdown  
Private Revenue = \$ 445,200  
TDT Revenue = \$9,594,737

Visit Pensacola Expense Breakdown  
Direct Programming = \$7,758,737  
Operations = \$ 389,120  
Personnel = \$1,447,275

Gillette asked how the expense % by department compares to last year for Visit Pensacola. Schaefer commented that it's similar to last year. Personnel costs were 13.4% last year and this year it's 15% since more staff have been hired to return to pre-covid staffing levels.

The Finance Committee reviewed the proposed FY24 Budget and recommended it be forwarded to the Board of Directors for approval.

Gillette asked about the building and maintenance repair and the difference between this year and next year. This year it was budgeted for \$119K and next year it's \$80K. Schaefer stated the extra dollars this year were for deferred maintenance on the office/visitor center building including painting the building, power washing the roof, cleaning up the landscaping and renovations for two workstations.

Ali Green asked about GL Code: Internet Site Production and why it was budgeted at \$200K more. Nicole Stacey stated that expenses distributed into other GL Codes were moved this year into the same GL Code (Internet Site Production) to better group expenses. Additional work by Crowdriff and Simpleview also increased the amount of this GL code.

Holcomb made a motion to approve the FY2024 Unified Budget as presented. Sonnen seconded the motion and it was approved unanimously.

### **Nomination Committee**

Committee Chair Holcomb stated that there were a lot of great nominees for one open Director position. Gillette is recommended to serve another year as Board Chair, Harris was recommended to serve a full term, and Green recommended to serve out her existing term. Sterling Gilliam is the recommended candidate for the Attraction, Retail, & Events category.

### **Officer Nominations**

Chair – Rachael Gillette  
Vice-Chair – Warren Sonnen  
Treasurer – Sid Williams-Heath  
Secretary – Terry Branch

The other applicants will be encouraged to join committees to stay active in the organization.

Sonnen made a motion to approve the Slate of Candidates and Officer recommendations presented by the Nominating Committee. Holcomb seconded the motion and the motion was approved unanimously.

#### **April-June 2023 Visitor Tracking Presentation/Downs and St. Germain – Erin Dinkel**

Erin Dinkel went over the Visitor tracking for April-June 2023. Dinkel emphasized there is a trend across many destinations in Florida for lower occupancy percentages and average daily rates (ADR). Pensacola saw a slight increase in total visitation. The trip planning cycle is 58 days compared to 60 days last year. The typical visitor was 43 years old, made \$86,300 per year and was typically female at 61%. Although there's a caveat there that females tend to be a little bit more likely to take a survey.

Brent Lane asked that in our current climate if they could pinpoint which beach visitors are visiting; Pensacola Beach or Perdido Key. Dinkel said that they could add a follow up question to which beach they visited.

Rachael Gillette asked about the number of people influenced by advertising at 11%. Dinkel stated that they see anywhere from 10 to 18%. 11% of those surveyed were actually influenced, meaning that they've noticed advertising and that specific advertising helped them make the decision. There are a lot of other factors, especially if they were already planning the trip, they wouldn't necessarily be influenced by advertising, especially those loyalists who come here annually. Showcase commented that some people don't know or won't acknowledge that they are influenced by advertising.

Terry Branch asked about the lodging metrics. Dinkel stated occupancy and ADR have been down and something that they have seen across the state as more normalized performance compared to the previous years. Lodging supply has increased in the Pensacola area as well. It's increased over 10%, so that can impact both occupancy and ADR.

Harris asked, from a research standpoint, do you see 2022 and 2021 as anomalies in terms of travel. Dinkel stated that similar to how 2020 was an anomaly (from Covid), the incredibly high level of travel and spending in 2021 into 2022 was predictably unsustainable as the rest of the world opened up.

#### **Marketing Update**

Stacey announced that Visit Pensacola has been named, for the sixth year in a row, best website/blog from InWeekly. Visit Pensacola was involved in a successful Urban Adventure Event with America's First Settlement Trail. Schaefer and Shawn Brown have been working closely with A1S Trail and they had a great turn out. Recent press trips included David Perry who is writing a feature for Go Nomad. The TV show, Adventure Cities, has been in town for five days working with staff to film all sorts of adventures. This episode will air on the Discovery Channel in December. We have also been selected for two different visit Florida opportunities. We will be going out to California with the Visit Florida team for a domestic media mission. Lindsey Steck will be going to Canada with Visit Florida for the Discover America media event.

The Visit Pensacola App is Live! The Visit Pensacola Kiosk at the airport is live. Visit Pensacola was recognized by the Florida Public Relations Association with the Award of Distinction and a Judge's Award for the Americas 1st Settlement Trail public relations campaign.

The team is actively collecting content, working with partners, and working with the Perdido Key Chamber to make sure our marketing voice represents Perdido Key and all of Escambia County. We just produced a new restaurant map for Perdido Key. In addition, we are updating content on the website and blogs.

An email was sent to Directors about Visit Pensacola's annual meeting. We are working on a fun video project and we would like all the Board members to be involved.

Melissa Bailey has been doing an incredible job with our Partnerships and has been offering monthly trainings so that partners can come and meet one-on-one on how to log into the portal and to set up their events and to make sure that their listings are correct. She has had 70 attendees over the last seven months.

National Beach Day is August 30th. We're excited to be doing a weeklong campaign sharing all the best ways to Beach in Pensacola. We created a custom candle that will be sent out to media all around the nation, inviting them to beach with us for National Beach Day.

## Showcase Update

Pensacola Showcase is fine tuning the FY23 Marketing Plan presented in July. Results from several campaigns were shared including Way to Beach, Fly Markets, Interest Targeting, and DEI. The "Winter Outreach: Early Bird" campaign started August 1 and runs through October 31, 2023. Examples of the Event Cooperative Advertising program created for the Pensacola Beach Songwriters Festival were shared.

## TDT Collections Report

Escambia County TDT Collection Report									
	% change from		% change from		% change from		% change from		% change from
	FY 2023	FY22	FY 2022	PY	FY 2021	PY	FY2020	PY	FY2019
October	\$1,662,133	-2.9%	\$1,712,056	59.3%	\$1,074,785	19.2%	\$901,449	7.0%	\$842,165
November	\$1,473,965	-0.9%	\$1,487,323	58.0%	\$941,614	10.4%	\$852,961	-7.2%	\$918,829
December	\$1,046,133	2.1%	\$1,024,646	69.7%	\$603,952	14.2%	\$528,851	-7.1%	\$569,115
January	\$861,332	-6.0%	\$916,181	67.9%	\$545,570	9.3%	\$499,165	9.6%	\$455,476
February	\$804,781	5.6%	\$762,232	47.9%	\$515,276	5.6%	\$487,937	4.8%	\$465,379
March	\$1,006,752	6.0%	\$949,429	68.9%	\$561,963	-5.4%	\$593,800	5.8%	\$561,194
April	\$1,853,429	3.1%	\$1,798,239	60.3%	\$1,121,509	125.3%	\$497,729	-53.6%	\$1,072,993
May	\$1,859,950	-1.1%	\$1,881,067	17.8%	\$1,597,114	351.6%	\$353,670	-65.2%	\$1,016,804
June	\$2,235,149	-5.9%	\$2,374,538	13.1%	\$2,098,820	194.5%	\$712,562	-44.2%	\$1,276,670
July	\$2,970,786	-5.3%	\$3,136,749	5.7%	\$2,967,405	86.8%	\$1,588,804	-17.1%	\$1,917,159
August			\$3,654,253	3.3%	\$3,539,112	92.7%	\$1,836,978	-9.5%	\$2,029,344
September			\$2,119,698	0.7%	\$2,104,341	132.5%	\$905,051	-25.1%	\$1,208,019
FISCAL 23 YTD	\$15,774,410		\$21,816,411	23.5%	\$17,671,461	81.1%	\$9,758,958	-20.9%	\$12,333,148
1 - 3 Cents	\$9,464,646		\$13,089,847		\$11,407,577		\$7,319,219		\$9,249,861
4th Cent	\$3,154,882		\$4,363,282		\$3,802,526		\$2,439,740		\$3,083,287
5th Cent	\$3,154,882		\$4,363,282		\$2,461,358				
	\$15,774,410	-1.7%	\$21,816,411	23.5%	\$17,671,461	81.1%	\$9,758,958	-20.9%	\$12,333,148
RUNNING DIFFERENCE FY23 v. FY22									
	\$15,774,410	FY2023	\$15,774,410	Actual FY23 YTD					
	\$16,042,460	FY2022	\$13,787,608	Budgeted FY23 YTD					
			\$1,986,802	Difference					
				14%	More than budgeted				
							Based on 4%	\$12,619,528	2023 YTD
								\$9,095,784	2019 YTD
								\$3,523,744	Difference
								38.7%	Increase

Schaefer met with Tammy Thurow, Perdido Key Chamber President, as well as staff and Board Member in Perdido Key. Gillette and Shirley Cronley, TDC Members, were also in attendance. It was a productive meeting that provided an opportunity for communication and education.

Schaefer said he has had 25 meetings with members of the TDC, County Commissioners, Partners, Stakeholders and the Perdido Key Chamber. The focus has been the positive metrics and health of tourism in Escambia County. Schaefer received a letter from the Perdido Key Chamber of Commerce that was written to Commissioner Bergosh asking him to pause his efforts on behalf of the Perdido Key Chamber. There was still a request for funds for the Visitor Center and \$300,000 so they can hold 5-7 events a year.

Schaefer discussed items noted in the letter and said that he will be working on addressing them with the Perdido Key Chamber. We have our Event Grant Program and if that does not meet the needs of the Chamber, then their request for funding their events would be better suited to go through the TDC.

Schaefer said a meeting has been scheduled with the Perdido Key Chamber to discuss how Visit Pensacola markets Escambia County including Pensacola, Pensacola Beach and Perdido Key. Additional meetings are being scheduled to address the Visitor Center and events.

Dae Patel commented that Visit Pensacola needs to communicate often with the board of county commissioners and Perdido Key partners. Schaefer said that he has sent correspondence to Commissioner Bergosh, copying all the Board of County Commissioners and TDC members. Schaefer acknowledges his role regarding the Perdido Key and creating new lines of communication.

Gillette commented on the meeting she attended at the Perdido Key Visitor Center, stating that she doesn't think that we can overcommunicate with the Chamber. Sonnen agreed that we should have a plan for communicating with stakeholders. Tim Carn commented that should be on the CEO to handle and communicate to the BOCC. Schaefer agreed and said that he and Gillette discussed a communication plan and even involving Board Members in future discussions.

Lane suggested that it would be a good idea for Schaefer to be in Perdido Key at least once a month having office hours and being the face of Visit Pensacola out in the Key.

Harris asked how often staff were going out to Perdido Key. Stacey commented that the social team is constantly going out to get content for social media. Melissa Bailey is going out to talk and meet with partners. Kaya Mann has also been going out to the visitor center. Stacey also stated that they are taking press out to Perdido Key.

Lane requested a written communications plan be presented at the next board meeting for review and approval.

**Northwest Florida Beaches Tourism Council**

Visit Pensacola is a member of the Northwest Florida Beaches Tourism Council representing Escambia County. We are one of eight counties that works together as a region to promote Northwest Florida. The regional message, "Adventure Within Reach," is an adventure-based campaign that all 8 counties can identify with and support.

A Triumph Gulf Coast grant application is in process that would for the first time fund a regional marketing campaign. This proposed \$4.5 million campaign is asking for \$3.5 Million from Triumph each year for the next three years. Visit Florida is contributing \$500,000 and the NWFL Beaches Tourism Council is contributing \$500,000 a year. \$2 Million will be dedicated to an overall regional message, and \$2 Million will be divided amongst the 8 counties to drive the regional message at the county level that ties into specific county goals. Our contribution is \$86,250, but we will receive \$232,000 back to market Escambia County.

**Public Comment**

There was no public comment.

The meeting was adjourned at 5:02 PM by Brent Lane.

*Respectfully submitted, Ashley Hendrickson, Administrative Assistant*



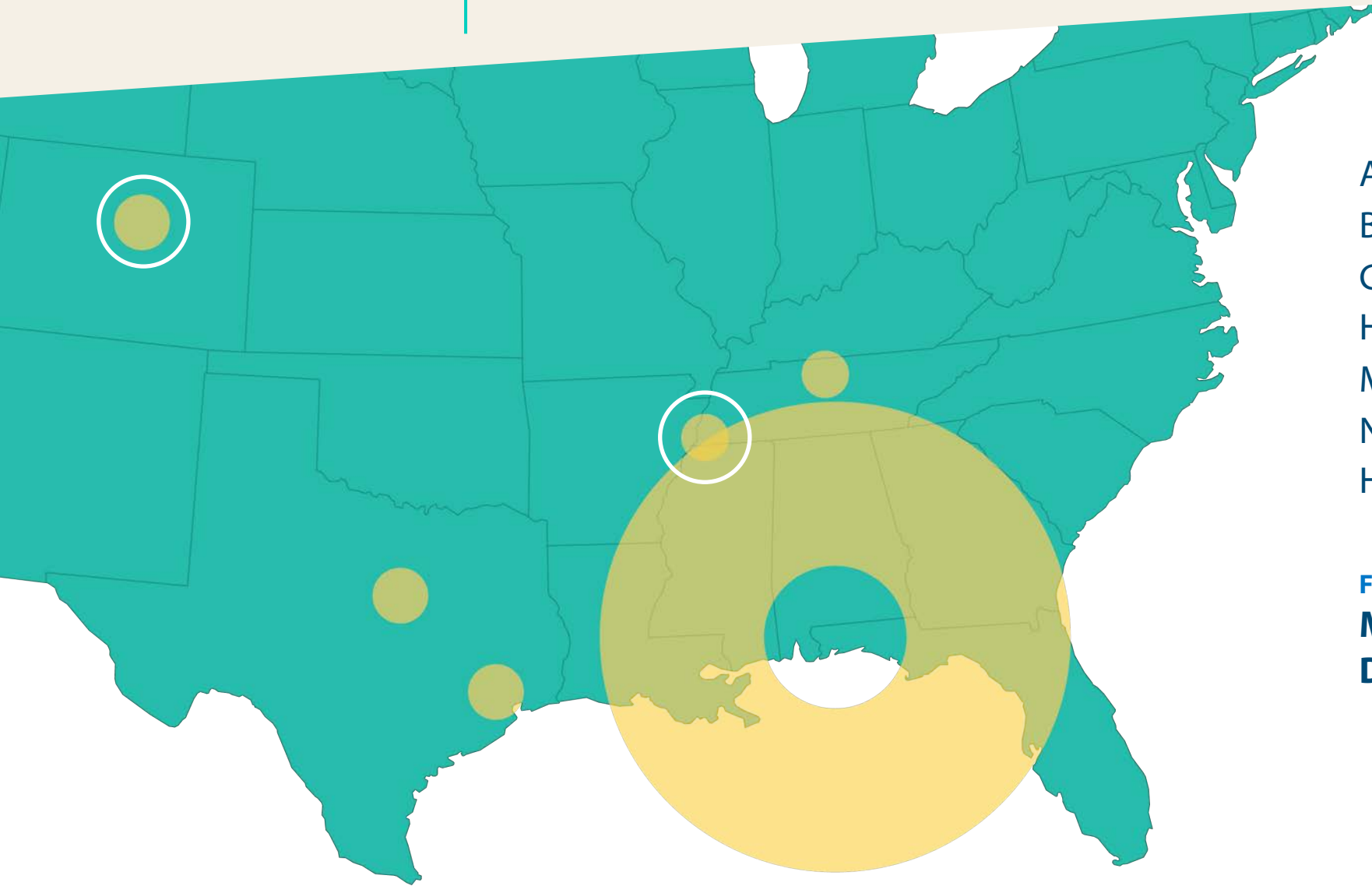
# MARKETING OVERVIEW

FY2024



# TARGETING

## Primary Geo-Targeting



Atlanta, Baton Rouge, Biloxi, Birmingham, Chattanooga, Gulfport, Hattiesburg, Huntsville, Jackson, Lafayette, Meridian, Montgomery, and New Orleans, plus, Dallas, Houston, and Nashville

**FY24 EMERGING MARKETS**

**Memphis**

**Denver**

# MARKETING FUNNEL

## MULTICHANNEL TACTICS

- TV – linear broadcast and connected TV (CTV)
- Print (magazines, direct mail)
- Audio – radio and streaming
- Online Video (OLV)
- Social Media
- Display and Native Digital Ads



The diagram is a funnel shape composed of three stacked inverted triangles. The top triangle is yellow and labeled 'INSPIRE'. The middle triangle is blue and labeled 'ENGAGE'. The bottom triangle is green and labeled 'ACT'. The triangles are outlined in white and decrease in width from top to bottom.

**INSPIRE**

**ENGAGE**

**ACT**



# MARKETING FUNNEL

## Inspiration/Awareness

### SUPPORTING TACTICS

- Broadcast TV and CTV
- Print
- Audio – radio and streaming
- Programmatic Online Video Prospecting
- Programmatic Display Ads Prospecting
- Social Media Prospecting



INSPIRE

ENGAGE

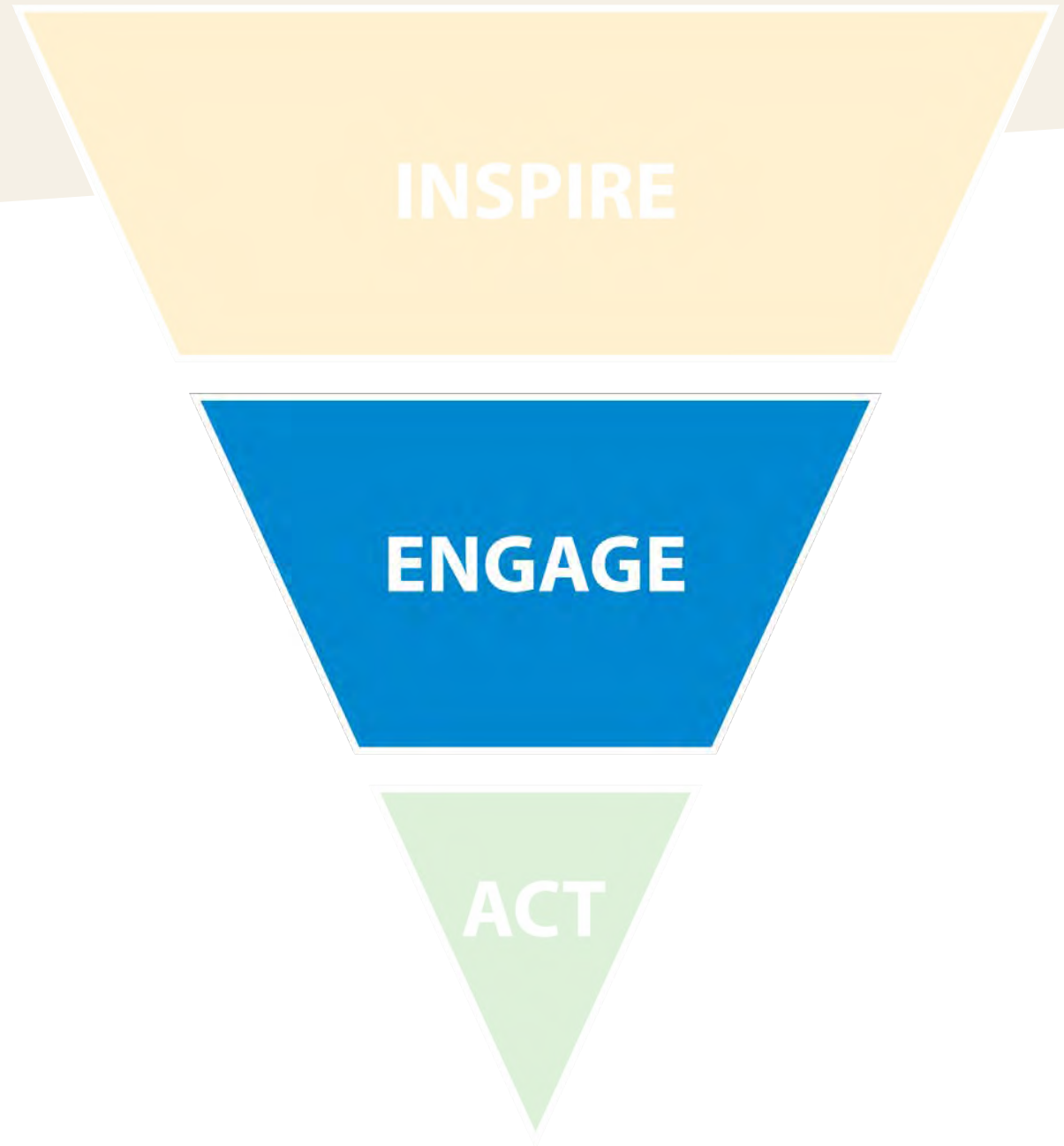
ACT

# MARKETING FUNNEL

## Engagement/Interest

### SUPPORTING TACTICS

- Programmatic Native Ads Prospecting
- Travel Site Online Video Ads
- Travel Site Display Ads
- Travel Site Native Ads
- Digital Content – brand management, digital articles, landing pages
- Online Video Retargeting
- Display Retargeting
- Native Retargeting
- Social Media Retargeting

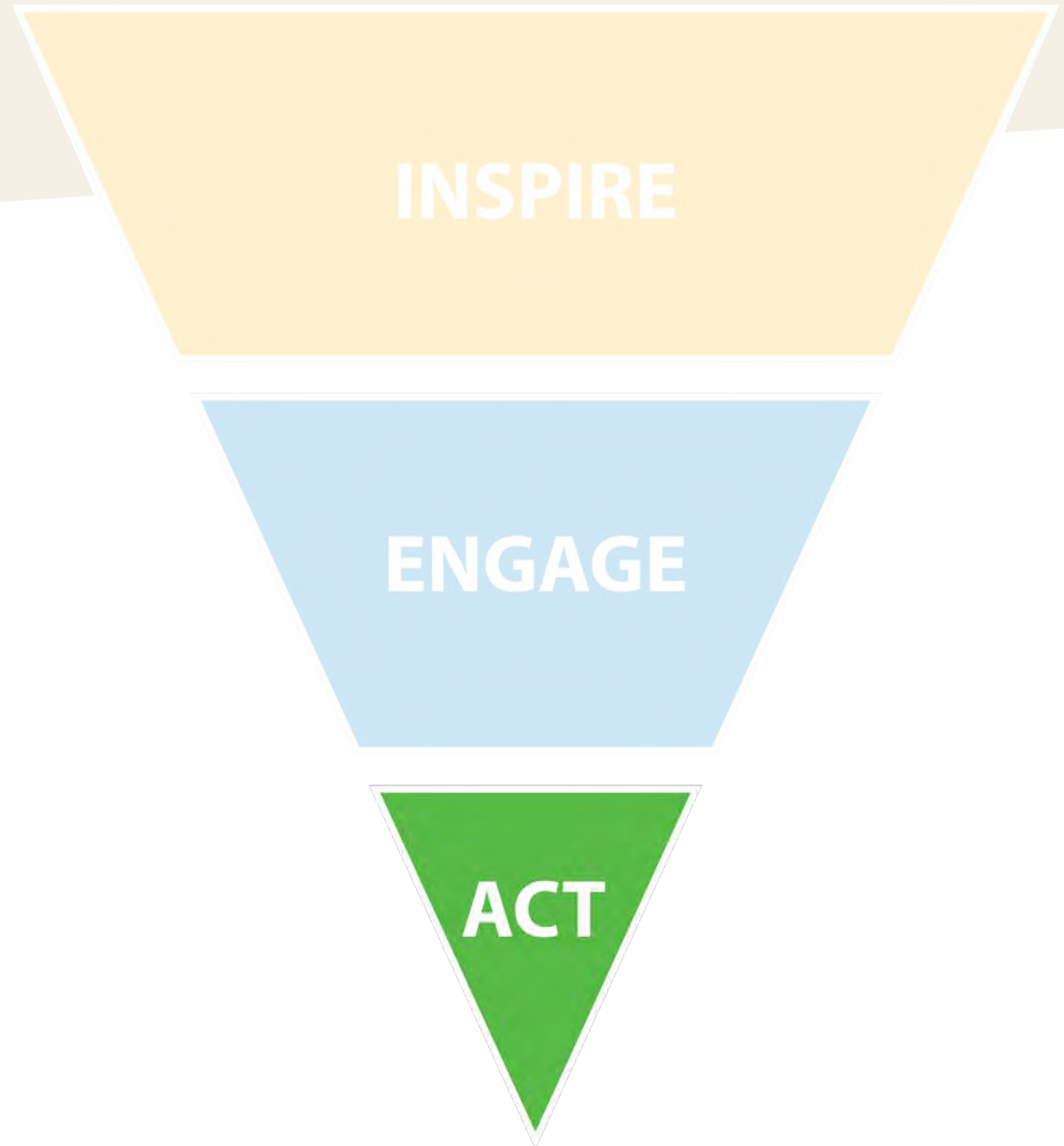


# MARKETING FUNNEL

## Action/Booking

### SUPPORTING TACTICS

- Booking Site Online Video Ads
- Booking Site Display Ads
- Booking Site Native Ads
- Booking Site Retargeting
- Digital Content – landing pages



**EVERGREEN MESSAGING**

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**Print**





# PRINT Placements



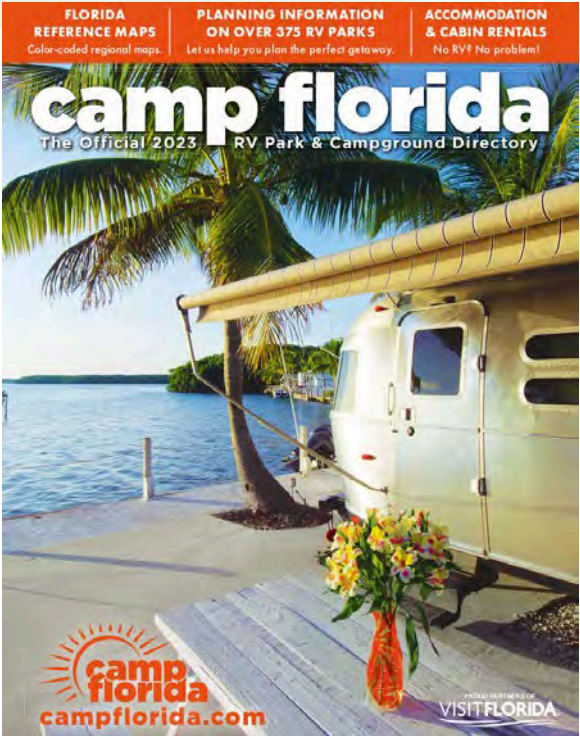


# PRINT Placements



Winter Visitor

Jan/Feb, March/April



January



October



# PRINT Placements



December, April

e-News/Digital: October,  
January, March, May



January



November, February



January

# PRINT Placements



March, June



December, February, April



November, February, May



**EVERGREEN MESSAGING**

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**Outdoor**



# OUTDOOR



**THE WAY TO BEACH  
STARTS AT EXIT 7.**

**PENSACOLA • PERDIDO KEY  
PENSACOLA BEACH**



**Pensacola**  
VISITPENSACOLA.COM



**EVERGREEN MESSAGING**

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**Digital**



## DIGITAL

## Current Partners

**StackAdapt**

Inspiration/Engagement



Inspiration/Engagement



Inspiration/Engagement



Engagement/Action



Engagement/Action



Engagement/Action



Action/Booking

**DIGITAL**

**New for FY24**

**NEW**

**epsilon<sup>®</sup>**

**Why**

Epsilon offers closed loop measurement by connecting advertising impressions to in-market credit card spend.

Advertising impact can be measured as dollars spent in destination across various categories.



DIGITAL

New for FY24

NEW


# Atlas Obscura




**34.1340, -116.3138**  
**World Famous Crochet Museum**  
Joshua Tree, California



**42.1386, -102.8591**  
**Carhenge**  
Alliance, Nebraska



**39.0147, -104.2719**  
**Paint Mines Interpretive Park**  
Calhan, Colorado



**33.7736, -84.3644**  
**Tiny Doors ATL**  
Atlanta



**61.6341, -6.7110**  
**Litla Dimun**  
Faroe Islands, Denmark



**49.9757, 8.4533**  
**Kindergarten Die Katze**  
Wolfartsweier, Germany



**13.7353, 100.2148**  
**Wat Samphran Dragon Temple**  
Thailand

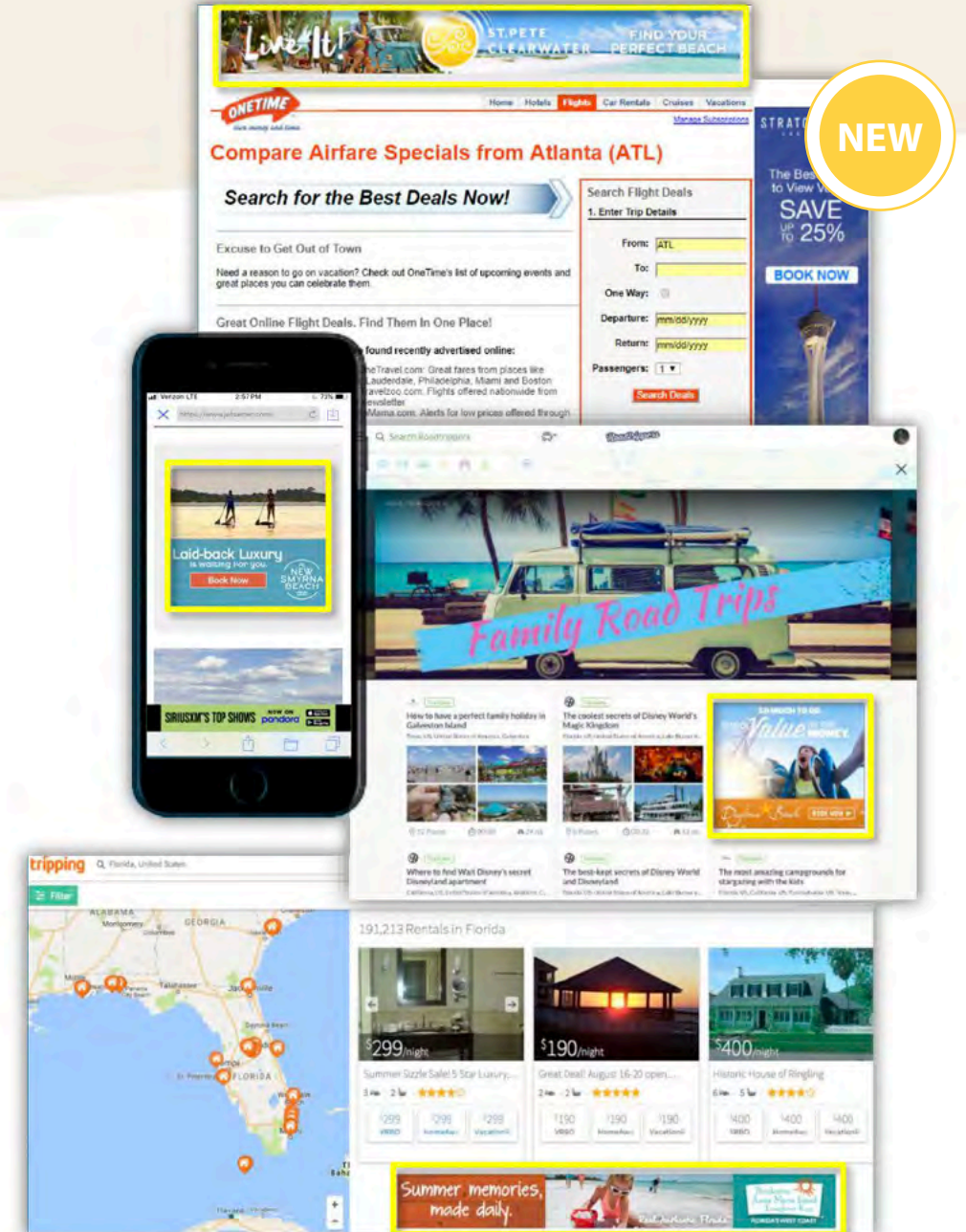


# DIGITAL

## New for FY24

# travelspike

Direct placements with recognized travel sites and selected cross-platform placements targeting travel intenders. Includes desktop, tablet, and mobile devices.



# Digital Across the Funnel

## INSPIRATION/AWARENESS

- Atlas Obscura
- Facebook
- MiQ
- StackAdapt

## ENGAGEMENT/INTEREST

- Adara
- Epsilon
- Facebook
- Kayak
- MiQ
- Sojern
- StackAdapt
- Travel Spike

## ACTION/BOOKING

- Expedia
- Sojern
- Kayak

INSPIRE

ENGAGE

ACT



**EVERGREEN MESSAGING**

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**Connected TV**



# CTV

CTV expands our upper and middle funnel reach and beautifully shows off our beaches.



- Atlanta, Dallas, Denver, Houston, New Orleans
- October – November, February – May, August, September
- 1.3 – 1.5 million impressions

# StackAdapt

- Upper funnel targeting
- Used in conjunction with other tactics
- 1.1 million impressions

# CTV



- Middle funnel / travel vertical targeting
- 3 million impressions



- 2 million in-stream and discovery format impressions



**EVERGREEN MESSAGING**

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**Broadcast**



# BROADCAST Placements



## BROADCAST Placements



Includes SEC Now, SEC games afternoon and prime time, ROS during weekdays, Paul Finebaum and Marty & McGee.



Includes ACC games afternoon and prime time, ROS during weekdays and The Huddle weekdays.

This direct buy reaches 121 million households across the footprint of the SEC and ACC networks and eliminates specific cable market boundaries.



# BROADCAST Placements



- Atlanta's top-rated news station
  - Two interview segments on Lifestyles show
  - 6,111,135 impressions
- ▶ Bonus: Seventy-two rotators

## Atlanta

February, March, April



- Three interviews on weekend morning show
  - Schedule reaches 97% of women 35-64
  - 3,501,800 impressions
- ▶ Bonus: 280 spots in news programming

## Baton Rouge

February, March, April, May

## BROADCAST Placements



- Powerhouse station on MS Gulf Coast
- Schedule reaches 99% of women 35-64
- 1,363,300 impressions
- ▶ Bonus: 20 ROS on WLOX (ABC), 28 ROS on ELOX (CBS), 50,000 impressions on WLOX.com

### Biloxi

February, March, April, May



- Schedule reaches 93% of females 35-64
- 10,188,000 impressions
- ▶ **Bonus: 1,694 spots.** 294 60-second on WVTM and EVTM, 280 news billboards on WVTM, 560 15-second during news and prime time on WVTM, and 700 on EVT

### Birmingham

February, March, April, May



# BROADCAST Placements



- One segment on Good Morning Texas, plus a bonus re-air later in the schedule and posting to GMT site and Facebook
- Schedule includes 257 spots and 5,365,100 impressions
- ▶ Bonus: 22 ten-second billboards

## Dallas

February, March, April, May



- Schedule includes 432 spots and 4,433,200 impressions
- ▶ **Bonus value: \$26,400.** One Great Day Houston Segment (4- to 5-minute live on-air segment also posted on GDH site and Facebook), 66 bonus billboards on KHOU, 60 bonus spots KHOU and 200 bonus on KTUB

## Houston

February, March, April, May

# BROADCAST Placements



- Schedule reaches 97.3% of women 35-64
- Over 11 million impressions
- ▶ **Bonus value \$42,000.** Two 3-minute interview segments, 26 ten-second evening news promos, 26 ten-second Saturday news promos, and 452 bonus spots

## Memphis

February, March, April, May



- Schedule reaches 85% of women 34-64
- 3,280,800 impressions
- ▶ **Bonus:** Four segments on Great Day Louisiana plus 120 bonus spots on WWL and 96 news and weather billboards, 480 on LWWL the WWL news channel on cable

## New Orleans

February, March, April

# BROADCAST Placements



## Nashville

February, March, April, May

- Schedule reaches 97% of women 35-64 with a household income of \$75,000 plus
- 17,156,200 impressions
- WSMV news ticker sponsor
- Website takeovers the week of each Today in Nashville segment
- Native article on WSMV site week of each homepage takeover
- ▶ Bonus: Two live segments on Today in Nashville any time during the year (kitchen available for use in segments), plus 356 total spots (76 spots 9 am - 4 pm, 120 spots 11 pm - 5 am, 160 spots 4 am -11 pm)

## BROADCAST Placements

NEW



- Programming includes PBS News Hour, Washington Week, Antiques Road Show, and Masterpiece Theater
- 1,276,000 impressions
- Schedule reaches women 35-64 with a household income of \$100-thousand plus

Winter  
Visitor

**Chicago**

October - January



- Nine stations cover all of Georgia
- Spots run in PBS News Hour, Cooking and Lifestyles programming and Mon.-Fri. Primetime.
- Weekend trip giveaway in conjunction with Georgia PBS stations fundraising efforts
- 8,000,000 impressions

**Georgia**

February, March, April, May

# BROADCAST Placements

NEW

## Minneapolis Cable Package

- 780 spots and 3,486,360 impressions
- ▶ Bonus: Visit Pensacola as presenting sponsor of Hallmark's Countdown to Christmas

Winter  
Visitor

October – December 10



Freeform



# PROMOTIONS

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# PROMOTIONS



- 10 influencers, each promoting a central theme: food, couple travel, family travel, outdoor adventure, arts & culture, etc.
- Fall/Winter Origin markets: Chicago, Indianapolis, Grand Rapids, St. Louis, Atlanta
- Spring/Summer Origin markets: Atlanta, Nashville, Houston, Dallas



# PROMOTIONS

## CARVERTISE®

- 10 wrapped ride-share vehicles
- Digital retargeting – digital ads served to riders
- Trip giveaway – 3" x 5" cards promoting a trip giveaway handed out in cars
- Three Swarms – Three of the wrapped cars gather at a defined location on three separate occasions





## PROMOTIONS

# GARDEN & GUN

- Promoted to Garden & Gun audience via print, digital, social and email
- Fishing trip for 16
- Dinner featuring three Pensacola chefs for up to 140 people

### **Garden & Gun Seafood Rodeo**

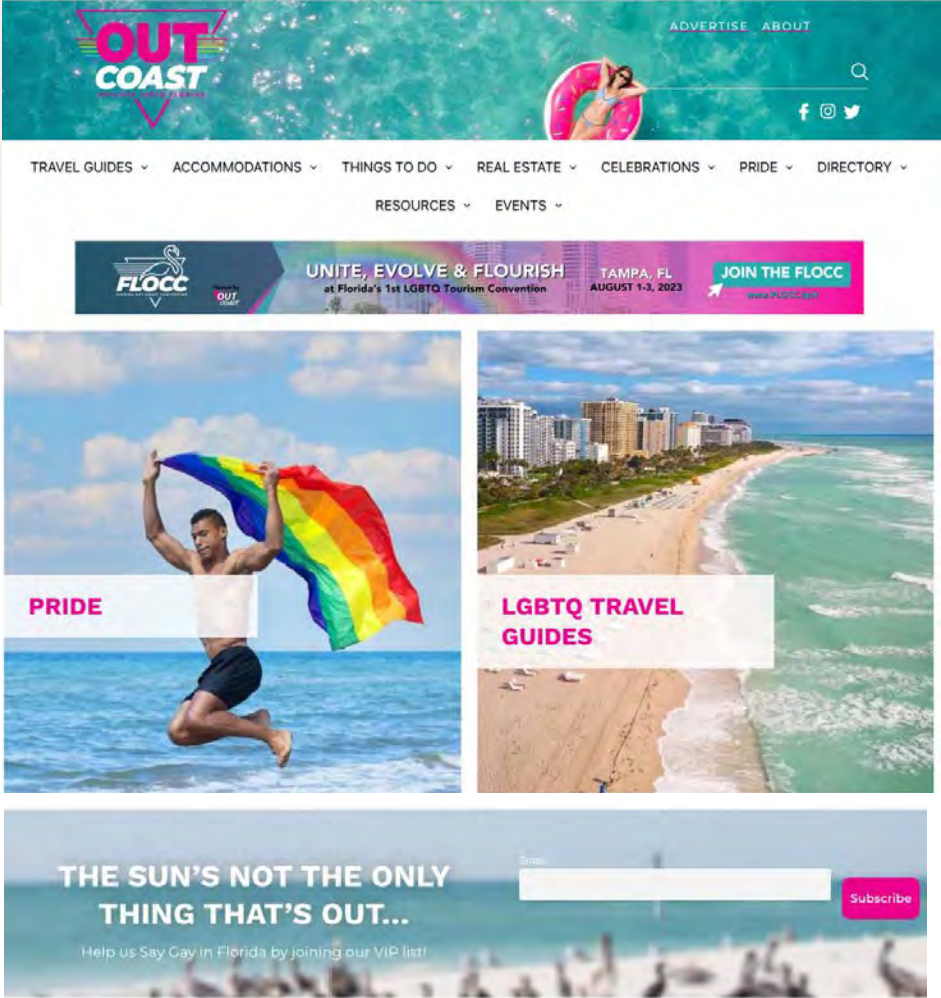
June 2024



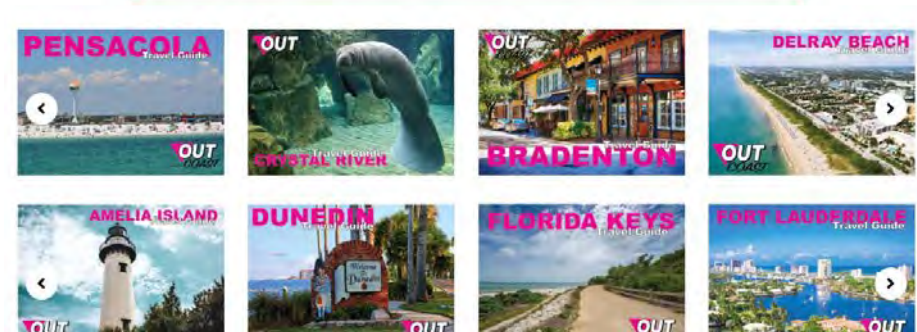
# PROMOTIONS



Annual sponsor package including digital ads and content creation targeting LGBTQ travelers



## POPULAR DESTINATIONS





# PROMOTIONS



## Alabama

In-stadium exposure, Crimson Tide Radio Network, print, 1 million digital impressions





# CAMPAIGNS

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## CAMPAIGNS



# The Way to Beach

Always-on umbrella messaging used to generate awareness, engagement, and action.

Campaign spans all tactics: digital, CTV, broadcast, print, promotions, radio, and outdoor.

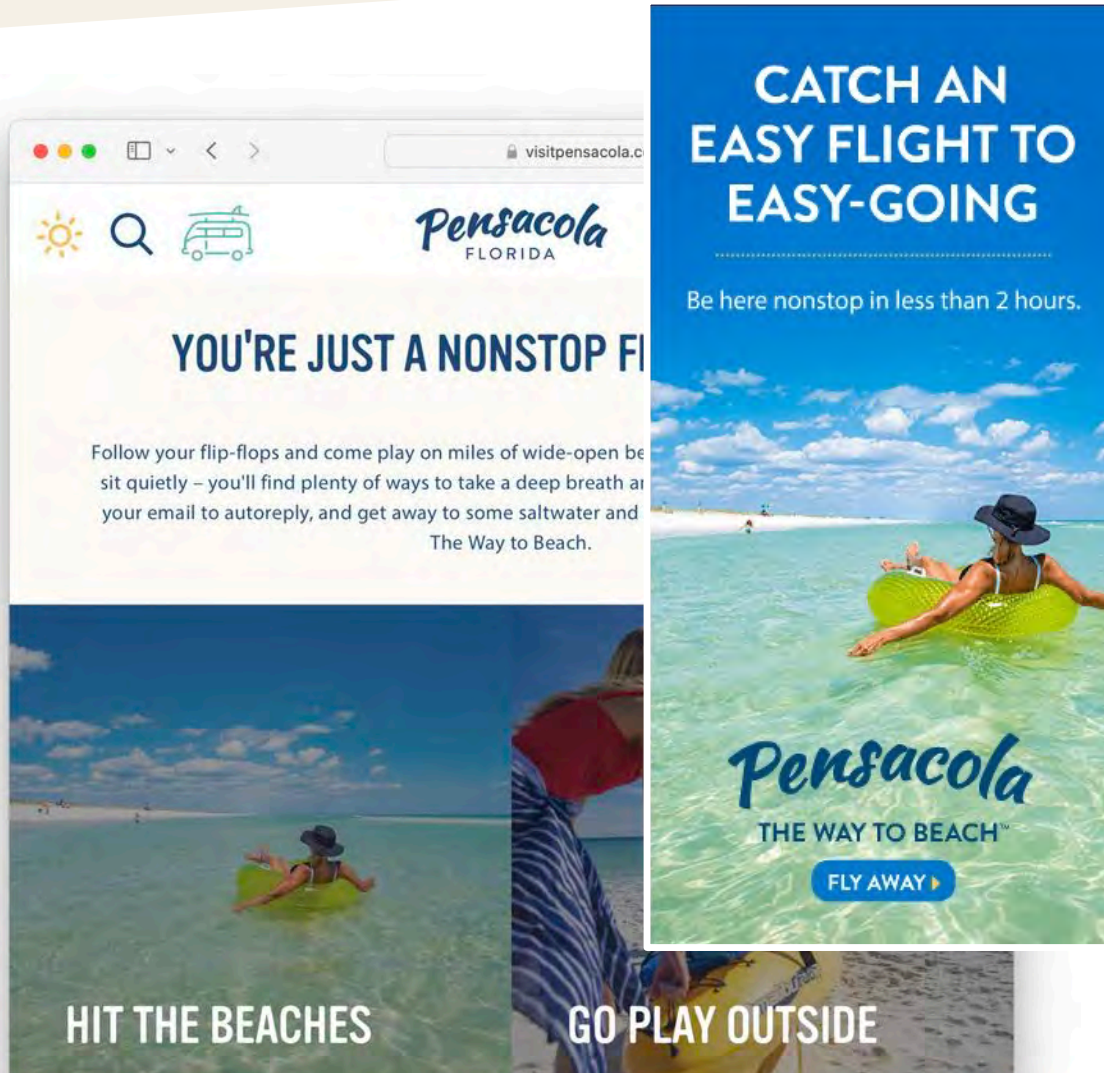


# CAMPAIGNS

## Direct Flights

Charlotte, Chicago, Dallas, Denver, Houston, Washington

Always-on, inspiration, engagement, and action, stage digital campaign through StackAdapt, Sojern, and Expedia.



## ADDITIONAL Campaigns



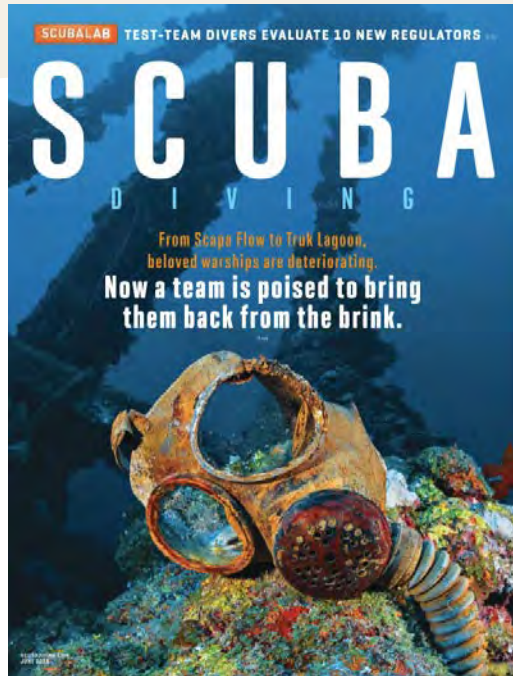
# Interest Marketing

History, Fishing, Diving, Foodies,  
Craft Beer, Birding

Always-on, inspiration and engagement stage  
native advertising through MiQ and selected print.

## ADDITIONAL Campaigns

# Interest Marketing



### Content Program

- 3 Full Page Advertorials covering the Shipwreck Trail overall with individual stories on three Pensacola area wrecks
- Each Advertorial receives Editorial eNewsletter Inclusions to 120,000 email subscribers promoting each article and Facebook Page Post Ads to 45,000 fan feeds
- Video shoot of all three wreck sites – finished video and b-roll provided for unlimited use
- 3 Facebook Native Video Ads with 35,000 guaranteed video views each
- 3 Video Billboard Banners (970x250) on ScubaDiving.com with 75,000 impressions each
- 3 Video Billboard Banners (970x250) on PADI.com with 75,000 impressions each

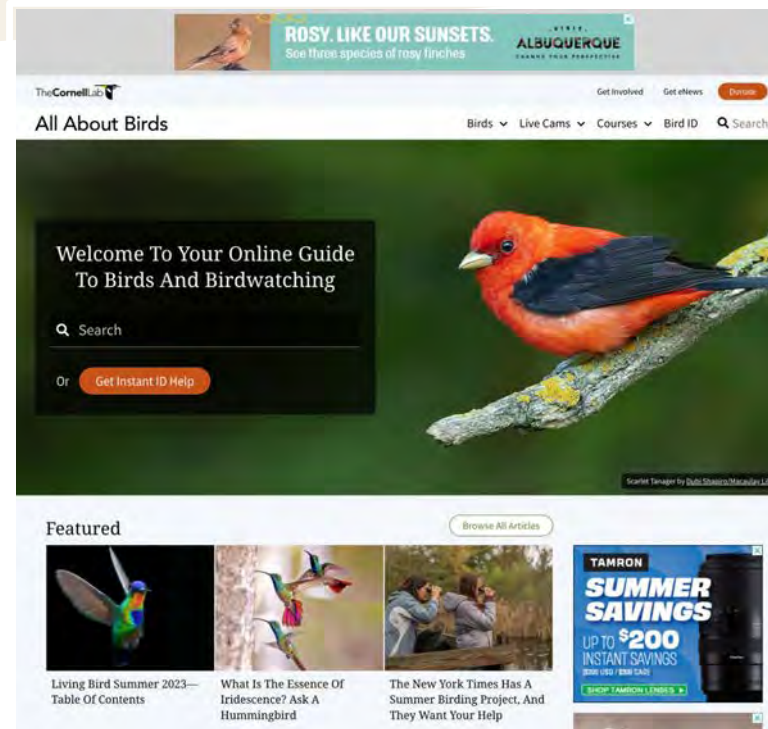


# CAMPAIGNS



Winter, Spring, Summer,  
and Fall – full page ads

# Interest Marketing



**AllAboutBirds.org**

( site tied to *Living Bird Magazine* )

Digital display ads  
71,428 impressions per month

# CAMPAIGNS



## Winter Visitors

Chicago, Indianapolis, Detroit, Grand Rapids, Minneapolis, Milwaukee, and St. Louis, plus Michigan, Indiana, Wisconsin

Full funnel messaging using digital, social, cable and broadcast TV, and print. Cable markets include Grand Rapids, Indianapolis, Milwaukee, Minneapolis, and St. Louis, with Hallmark's Countdown to Christmas sponsorships and 140 bonus spots.

October 2023 – January 2024



# CAMPAIGNS



WAY TO BEACH

## Diversity & Inclusion

Combine contextual targeting with travel data to connect with LGBTQ+ and African American audiences.

# CAMPAIGNS



## Partner Bonus

Promotes VP partner activities and events to people in-market (locals and visitors).

Always-on social media messaging.



# CAMPAIGNS



## Meetings, Incentives, Conventions & Events Targeting

Use Native Advertising and LinkedIn to connect with meeting planners across the country.



## Early Birds 2024

Use digital and cable TV to connect with travelers in their planning phase in August and September.

# Additional CAMPAIGNS

## International Markets



Drive incremental growth of international visitors by leveraging strategic partnerships, co-ops and select marketing, public relations and sales opportunities at travel/trade shows.

FAMILY TRAVELLER

FLORIDA

Visit Pensacola and show your kids The Way to Beach™

Home » Florida

Share:  


SPONSORED CONTENT

Pensacola

FLORIDA

THE WAY TO BEACH™

FIND YOUR WAY ▶



Last updated 20th August 2023

Pensacola in North West Florida is officially The Way to Beach™. If you want to know exactly what that means, planning an unforgettable family holiday in Pensacola is easily the best way to find out. Take our [Pensacola Quiz](#) to find the holiday that fits your family best and you could win a fabulous 7-day Florida holiday with return UK flights too.

DESTINATION GUIDE

Pensacola, FL - An ideal destination for Canadian snowbirds!

DESTINATIONS

FLORIDA

PENSACOLA

TRAVEL

Pensacola

THE WAY TO BEACH™

TRADE YOUR HAND WARMERS FOR WARMER HANDS.

THE WAY TO BEACH™



Canadian winters shouldn't be something you have to bear. Escape your frigid winter and head south to a wonderland of warm, sunny days, sugar-white sands, and emerald-green waters.

Make this the winter you redefine "winter chill" with a warm dose of Pensacola sunshine. Get into those off-the-beaten-path adventures you crave, stretch your winter legs downtown, or roam pre-Civil War forts. Make plans now to skip the single-digit and below-zero temps at home in Canada for miles of get-away-from-it-all white-sand beaches...that's The Way to Beach.

The Pensacola Bay Area provides the perfect sanctuary for Canadian snowbirds, with gorgeous scenery, Southern hospitality, and seemingly endless ways to get your groove on.

Nestled in the northwest corner of Florida, Pensacola is unique among beach destinations because it is a city with an old soul. The city's colorful, multicultural past dates back to 1559. Influences from Britain, France and Spain are reflected in the city's architecture, local cuisine and festivals. In Downtown Pensacola, every step you take is a walk through history. It's a vibrant and progressive destination with trendy shopping, dining and nightlife.

But you haven't truly experienced Pensacola until you dig your toes into the sugar-white sand and pristine waters of the world-famous beaches of Pensacola and Perdido Key. Come as you are and hang out with the locals at beach bars and restaurants and be sure to try Pensacola's signature drink, the Bushwacker, a delicious chocolatey frozen cocktail.

### Local Snowbird Community

Gather with fellow Snowbirds at annual events across the Pensacola area.

Join in the fun on the Florida-Alabama state line for a series of Snowbird Hootenannies to be held at the world-famous Flora-Bama Lounge. Each event includes a delicious lunch, door prizes, games and great music. Admission for each event is \$10 per person.

The first Hootenanny this year is on January 12, 2023, and is themed "New Year, New Roots". Guests are encouraged to dress up in their favorite western wear to enjoy some live pickin'-and-grinnin' music. The second Hootenanny of the year is the "Sweetheart Saloon" on February 2,

# Additional CAMPAIGNS

## Tourism Works/ Share the Sunshine

Locally targeted multi-media campaign promoting the value of tourism, run in conjunction with Travel & Tourism Week.

April 2024



**SHARE THE  
SUNSHINE!**

**WIN A FRIEND A FREE  
PENSACOLA VACAY**

Give your bestie a vacation they'll never forget! Enter their name and they could win a **free 3-night Pensacola trip for two** – including their airfare and stay.

Scan the code or enter at  
**VISITPENSACOLA.COM/INVITE**

**THE WAY  
TO BEACH™**

*Pensacola*  
FLORIDA

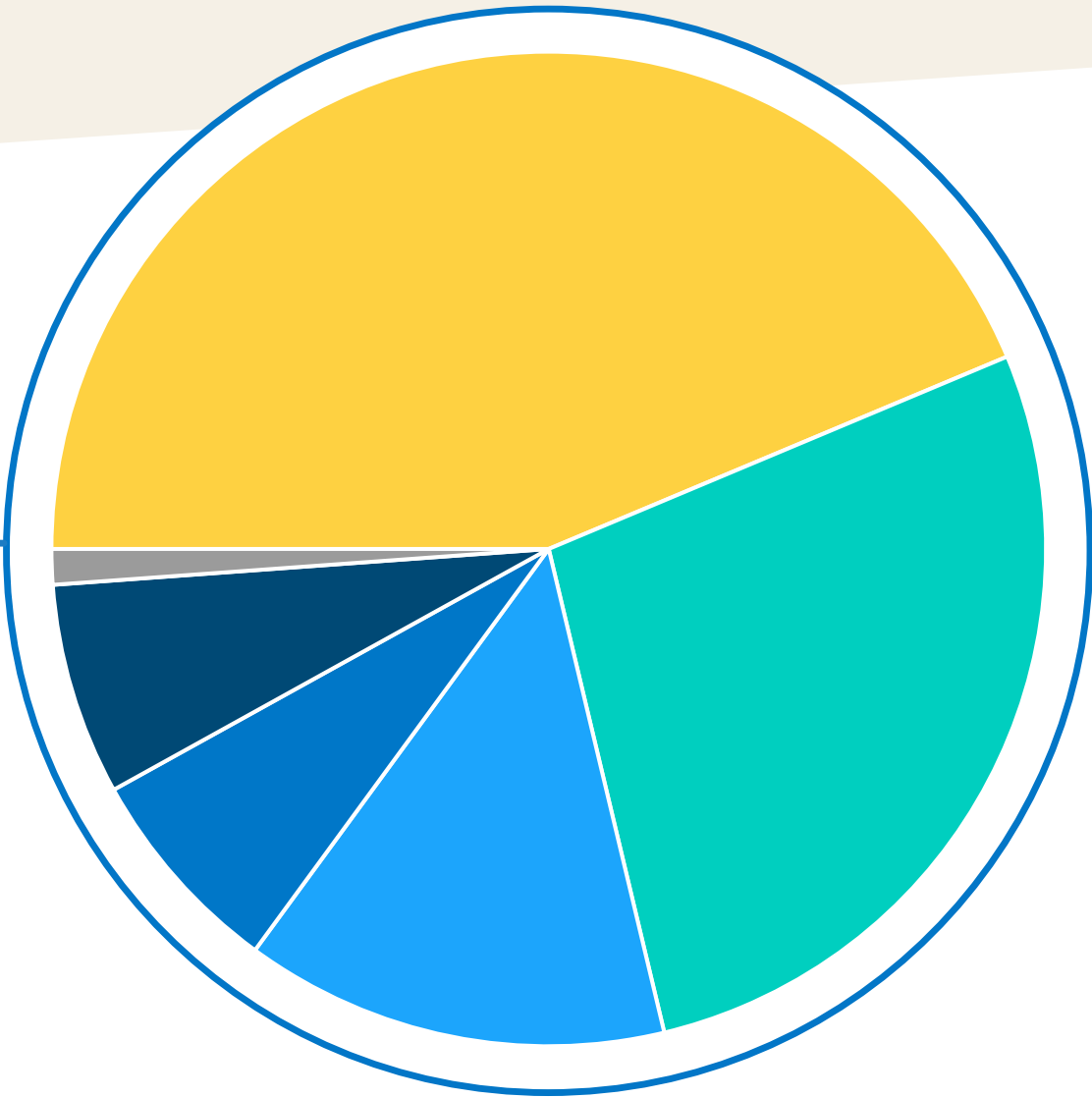
No purchase necessary. Visit Pensacola – 2023 Invite-a-Friend Sweepstakes begins on 7/1/23 and ends on 9/30/23 at 11:59:59pm CST. Open only to legal United States residents residing in the 48 contiguous U.S. and D.C., who are at least 25 years of age at the time of entry. Limit 1 entry per person, per day. See Official Rules for full eligibility restrictions, Grand Prize description, and complete details. Sponsor: Visit Pensacola. Void in HI & AK, and where prohibited.



# FY24 MEDIA BUDGET

**\$4,350,000**

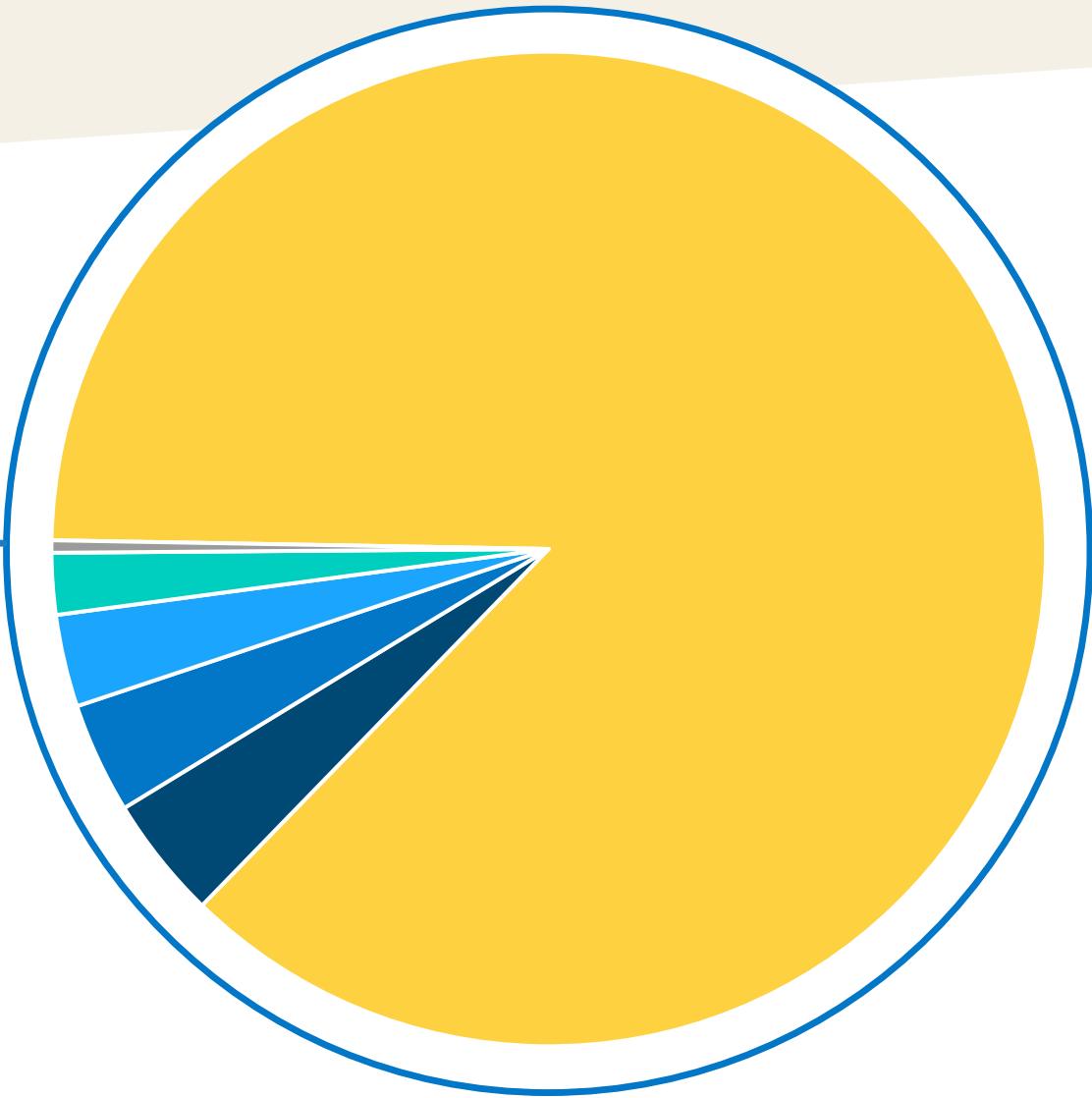
- Digital = 44%
- Broadcast = 28%
- CTV = 14%
- Promotions = 7%
- Print = 7%
- Outdoor = 1%



# FY24 OVERALL BUDGET

**\$5,000,000**

- Media = 87%
- Asset Development = 4%
- Account Services = 3.6%
- International Markets = 3%
- Opportunity Reserve = 2%
- Tourism Works = .4%



# MARKETING OVERVIEW

FY2024







## **VISIT PENSACOLA BOARD MEETING**

### **September 27, 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 August 2023

## FY23 AUGUST TAKEAWAYS:

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 Reserve Account to pay for expenses.

## MAJOR HIGHLIGHTS:

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 \$850,000 to be paid back by the end of the year.

There are 26 more partners (10 new and 16 retained), as of 8.31.23 than 8.31.22, which resulted in \$19K more from partnership dues.

Pensacola Sport is current on their submissions.

ACE has submitted their 2nd request of \$605K. Only \$337K 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 \$552,463.13We recognize income as billed to the County).
H	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$9,183.42
H	VISIT PENSACOLA ONLY Month to date total Revenue = \$561,646.55
	VISIT PENSACOLA ONLY Month to date expense:
H	Direct Programming \$467,027.48
H	Operations \$28,566.79
H	Personnel \$96,283.77
H	VISIT PENSACOLA ONLY Month to Date total Expense = \$591,878.04
H	<b>VISIT PENSACOLA Only Month to Date Net Loss =-\$30,231.49</b>
D	UNIFIED Year to Date TDT revenue totaled \$10,729,526.99
D	UNIFIED Year To Date Private revenue totaled \$296,250.24
D	UNIFIED Year to date total Revenue = \$11,025,776.53
	UNIFIED Year to date expense:
D	Direct Programming \$8,246,817.05
D	Operations \$449,630.74
D	Personnel \$1,416,639.11
D	UNIFIED Year to Date total Expense = \$10,113,083.90
D	<b>UNIFIED Year to Date Net Income=\$912,689.63</b>

## County Submissions

*	August's submission totaled \$1,216KK. Only \$694K was paid back so far.
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## FORMS:

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



## VISIT PENSACOLA BALANCE SHEET

		FORM A
	August 31, 23	NOTES
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
1020 · Certificate of Deposit	250,000.00	CD Account
1025 · EFT TDT #4196	120,786.26	Electronic funds from Cty
1010 · TDT Op #2290	148,924.40	TDT Operating account
1030 · Partner#2177	264,305.47	Private funds Operating account
1035 · Reserves #3955	498,302.58	Private funds Interest bearing account
1050 · Petty Cash	115.00	Petty Cash only at Pcola VIC
<b>Total Checking/Savings</b>	<u>1,282,433.71</u>	
<b>Accounts Receivable</b>		
1200 · Accounts Receivable		
1200-99 · PSA Advance	0.00	
1200-4 · Tourism Receivables	1,217,091.60	August unified submission
<b>Total 1200 · Accounts Receivable</b>	<u>1,217,091.60</u>	
<b>Total Accounts Receivable</b>	<u>1,217,091.60</u>	
<b>Other Current Assets</b>		
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
1405 · Prepaid Misc.	96,948.81	Flood, Wind, Property, D&O
1410 · Prepaid Insurance	16,835.31	
1400 · Prepaid Postage	222.42	
<b>Total Other Current Assets</b>	<u>114,906.54</u>	
<b>Total Current Assets</b>	<u>2,614,431.85</u>	
<b>Fixed Assets</b>		
<b>1350 · Equipment</b>		
1361 · iMac Pro	5,757.91	Owned by VPI, purchased late Sept.2018
1998 · Acc Depr - Equipment	-7,147.32	
1359 · Apple laptop	1,449.00	fully depreciated
1352 · Flag & Flagpole	683.00	fully depreciated
1351 · Laminator & case	409.00	fully depreciated
<b>Total 1350 · Equipment</b>	<u>1,151.59</u>	
<b>Total Fixed Assets</b>	<u>1,151.59</u>	
<b>TOTAL ASSETS</b>	<u><u>2,615,583.44</u></u>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
2100 · Accounts Payable	-727,858.52	
<b>Total Accounts Payable</b>	<u>-727,858.52</u>	
<b>Credit Cards</b>		
2000 · Visit Pensacola P-Card	42,051.93	Current month Pcards TDT
2002 · Regions Membership PCard	3,246.44	Current month Pcards Membership
<b>Total Credit Cards</b>	<u>45,298.37</u>	
<b>Other Current Liabilities</b>		
2660 · Pass through payment	-1,755.71	OAR Festival
2700 · Unearned Revenue	889,883.32	
2999 · Salaries payable	59,228.98	FY22 accrual of PTO
25500 · Sales Tax Payable	79.51	
<b>Total Other Current Liabilities</b>	<u>947,436.10</u>	
<b>Total Current Liabilities</b>	<u>264,875.95</u>	
<b>Total Liabilities</b>	<u>264,875.95</u>	
<b>Equity</b>		
32000 · Unrestricted Net Assets	1,438,017.86	FY14 to FY22 Net Income
Net Income	912,689.63	FY23 Net Income
<b>Total Equity</b>	<u>2,350,707.49</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>2,615,583.44</u></u>	



# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	August 23	Oct - August 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
4000 · Tourism Development Tax-TDT	1,809,808.50	10,729,526.29	11,400,000.00	2,315,393.71	20%	As billed/allowed by County. Recognize Income as billed
4050 · TDT Supplemental	0.00	0.00	1,644,920.00		0%	
4100 · Membership Dues	1,616.00	132,895.27	130,000.00	(2,895.27)	-2%	
4150 · Advertising Income	4,228.15	123,377.43			#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	4,228.15	134,007.03	126,200.00	(7,807.03)	-6%	
4300 · Consignment Sales	17.00	133.50	0.00	(133.50)	#DIV/0!	
4400 · Gifts in Kind - Goods	0.00	0.00	170,000.00	170,000.00	100%	
4600 · Misc Income	2,262.27	10,948.44	500.00	(10,448.44)	-2090%	
4640 · Event Income	1,060.00	18,266.00	15,000.00	(3,266.00)	-22%	
<b>Total Income</b>	<b>1,818,991.92</b>	<b>11,025,776.53</b>	<b>13,486,620.00</b>	<b>2,460,843.47</b>	<b>18%</b>	
<b>Gross Profit</b>	<b>1,818,991.92</b>	<b>11,025,776.53</b>	<b>13,486,620.00</b>	<b>2,460,843.47</b>	<b>18%</b>	
<b>Expense</b>						
<b>1 · Direct Programming</b>						
5080 · American Magic	0.00	1,000,000.00	1,000,000.00	0.00	0%	
5090 · Marketing Research	31,511.86	223,501.71	390,000.00	166,498.29	43%	added \$50K from Supplemental
5100 · Advertising/Media	10,778.45	506,002.02	584,200.00	78,197.98	13%	added \$68K from Supplemental
5110 · Public Relations	20,289.87	122,989.54	161,990.00	39,000.46	24%	added \$46K from Supplemental
5120 · Advertising Production	29,635.15	43,993.10	110,700.00	66,706.90	60%	
5130 · Internet Site Production	12,442.41	183,756.82	193,000.00	9,243.18	5%	
5140 · Festivals & Events Granted	0.00	96,647.00	106,700.00	10,053.00	9%	
5141 · Festivals & Event Local Support	0.00	128,376.62	158,500.00	30,123.38	19%	
5142 · Festival & Event Mini Grants	0.00	0.00	20,000.00	20,000.00	100%	
5150 · Consumer Promotions	5,815.75	45,505.79	100,000.00	54,494.21	54%	
5160 · Sales Promotions	9,109.84	87,141.92	122,000.00	34,858.08	29%	
5170 · Brochures and Collateral	0.00	151,795.96	164,200.00	12,404.04	8%	
5190 · Showcase	326,727.84	3,547,505.18	4,885,700.00	1,338,194.82	27%	added \$1M from Supplemental
5210 · Regional Partnership	0.00	0.00	100,000.00	100,000.00	100%	
5215 · Tourism Development Projects	0.00	4,375.00	50,000.00	45,625.00	91%	
5220 · Registration	1,130.65	113,868.42	124,500.00	10,631.58	9%	Moved \$5K to Visitor Awareness
5230 · Dues and Subscriptions	5,209.18	37,060.07	44,600.00	7,539.93	17%	Moved \$3K to Travel disallowed
5400 · Business Travel & Entertainment				0.00	#DIV/0!	
5400-1 · Disallowed Travel Expense	386.93	5,765.03	7,700.00	1,934.97	25%	Added \$3K from Dues & Subscription
5400 · Business Travel & Entertainment -	11,678.21	97,998.10	142,000.00	44,001.90	31%	
Total 5400 · Business Travel & Entertainment	12,065.14	103,763.13	149,700.00	45,936.87	31%	
5500 · Visitor Awareness Education	2,311.34	64,192.63	96,100.00	31,907.37	33%	Added \$5K from Registration
7000 · PSA Sporting Events	17,163.32	581,342.14	683,709.00	102,366.86	15%	
7400 · ACE - DP	605,000.00	1,205,000.00	1,897,075.00	692,075.00	36%	
<b>Total 1 · Direct Programming</b>	<b>1,089,190.80</b>	<b>8,246,817.05</b>	<b>11,142,674.00</b>	<b>2,895,856.95</b>	<b>26%</b>	
<b>2 · Operating Costs</b>						
5520 · Committee Expenses	210.56	1,123.56	1,600.00	476.44	30%	
5450 · Auto/ Local Travel	458.36	7,918.30	10,400.00	2,481.70	24%	moved \$4K to Postage
5600 · Building Maintenance & Repair	8,679.82	90,732.96	107,500.00	16,767.04	16%	added \$60K from Supplemental
5610 · Computer&IT Maintenance&Repair	2,712.98	30,359.59	32,500.00	2,140.41	7%	moved \$1K to CC fees
5630 · Insurance Building & Content	3,167.89	32,530.30	33,791.75	1,261.45	4%	
5640 · D & O and Liability Insurance	431.08	5,171.03	7,000.00	1,828.97	26%	
5650 · Audit	0.00	19,000.00	19,000.00	0.00	0%	
5660 · Legal Services	0.00	10,839.50	13,000.00	2,160.50	17%	moved \$1K to Postage
5670 · CPA/ Financial Services	1,387.50	6,387.50	7,200.00	812.50	11%	
5690 · Depreciation Expense	0.00	0.00	0.00	0.00	#DIV/0!	
5700 · Postage	2,682.75	51,475.47	53,000.00	1,524.53	3%	added \$10K
5710 · Supplies Coffee/Sodas	229.75	4,517.40	6,300.00	1,782.60	28%	
5720 · Office Supplies	673.07	17,858.32	19,500.00	1,641.68	8%	
5730 · Storage and Delivery	1,866.29	18,143.49	20,000.00	1,856.51	9%	
5750 · Rent	0.00	10.00	10.00	0.00	0%	
5760 · Telephone Service	622.29	6,654.00	9,000.00	2,346.00	26%	
5770 · Utilities	4,230.73	41,243.95	42,500.00	1,256.05	3%	moved \$5K to Postage
5780 · Copier	761.10	8,372.10	9,300.00	927.90	10%	
5790 · Capital Expenditures	0.00	8,550.70	15,000.00	6,449.30	43%	
5900 · Miscellaneous Expenses	48.34	1,000.65	1,217.00	216.35	18%	
5920 · Bad Debt Expense	0.00	40.00	2,350.00	2,310.00	98%	
6000 · Consignment Sales Expenses	7.91	99.99	150.00	50.01	33%	
6001 · Bank Service Charge	70.00	5,576.75	8,000.00	2,423.25	30%	
6010 · Credit Card Processing Fee	246.87	3,577.22	4,920.00	1,342.78	27%	
6500 · Taxes	79.50	1,487.96	1,661.25	173.29	10%	
6940 · In Kind Expense	0.00	0.00	170,000.00	170,000.00	100%	
7001 · PSA Operations	966.50	76,960.00	76,960.00	0.00	0%	
<b>Total 2 · Operating Costs</b>	<b>29,533.29</b>	<b>449,630.74</b>	<b>671,860.00</b>	<b>222,229.26</b>	<b>33%</b>	
<b>3 · Personnel Costs</b>						
5800 · Salaries	77,790.88	838,275.41	972,200.00	133,924.59	14%	
5810 · Commissions	316.70	25,379.62	27,000.00	1,620.38	6%	
5830 · Auto	461.54	5,307.71	6,000.00	692.29	12%	
5840 · 401K Contribution Match	2,527.54	30,046.47	60,300.00	30,253.53	50%	
5850 · Employee Insurance	7,816.31	74,893.15	131,985.00	57,091.85	43%	

# UNIFIED

## PROFIT LOSS BUDGET PERFORMANCE ALL FUNDING SOURCES

FORM D

	August 23	Oct - August 23	Annual Budget	Remaining of Budget	% Remaining of Budget	NOTES
5870 · Drug Testing	0.00	287.00	400.00	113.00	28%	
5880 · Payroll Expense	7,370.80	84,988.82	107,715.00	22,726.18	21%	
5890 · Staff Education	0.00	6,228.18	13,000.00	6,771.82	52%	added \$10K from Supplemental
7002 · PSA Personnel	33,857.55	351,232.75	353,486.00	2,253.25	1%	
Total 3 · Personnel Costs	130,141.32	1,416,639.11	1,672,086.00	255,446.89	15%	
Total Expense	1,248,865.41	10,113,086.90	13,486,620.00	3,373,533.10		
Net Ordinary Income	570,126.51	912,689.63	0.00			
Net Income	570,126.51	912,689.63	0.00			

**From:** [James Ferreira](#)  
**To:** [Wondwossen Samuel](#)  
**Subject:** FW: Line of Credit - Renewal  
**Date:** Wednesday, September 20, 2023 1:47:41 PM  
**Attachments:** [image001.png](#)

---

Hi Wendy,  
The Line of Credit for Visit Pensacola matures on 11/10/2023.  
We have formal credit approval to extend the maturity to 11/10/2024.  
Here are the approved renewal terms.

Amount: \$500,000  
Borrower: Visit Pensacola Inc  
Type: Revolving Line of Credit  
Term: 12 Months  
Collateral: UCC on ABA  
Interest: Prime + .50%  
Renewal Fee: \$675  
Signer: Darien L Schaefer

The loan renewal terms remain the same from last year and are the same from origination.  
Please let me know if you need anything else.

Thank you!  
Sincerely,

James Ferreira  
Commercial Banking  
Florida Panhandle  
850.417.0504  
[james.ferreira@regions.com](mailto:james.ferreira@regions.com)



Internal Use

---

**From:** James Ferreira  
**Sent:** Wednesday, September 13, 2023 2:42 PM  
**To:** Wondwossen Samuel <[wsamuel@visitpensacola.com](mailto:wsamuel@visitpensacola.com)>; Darien Schaefer <[dschaefer@visitpensacola.com](mailto:dschaefer@visitpensacola.com)>  
**Subject:** Line of Credit - Renewal

Hi Darien and Wendy,  
I have formal credit approval to renew the \$500,000 line of credit for another 12 months.  
Terms are the same. Let me know if you need anything else for the BOD approval.  
We can send the documents via e-sign this year.



Thank you!

Sincerely,

James Ferreira

Commercial Banking

Florida Panhandle

850.417.0504

[james.ferreira@regions.com](mailto:james.ferreira@regions.com)





## **Contract and Standard Terms of Business**

**Between**

**Magic Torch PR LTD and Visit Pensacola**

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- 16. Force Majeure

# **1. CONTRACT**

## **A. Appointment and Programme**

This agreement confirms the appointment of Magic Torch PR LTD, (hereafter referred to as "the Consultancy") as Tourism Destination Representatives to Visit Pensacola (Hereafter referred to as "the client").

This contract is based on the current Chartered Institute of Public Relations standard contract and has been prepared to ensure that, from the commencement of the Consultancy/Client relationship, both parties fully understand their respective rights duties and procedures.

## **B. Commencement and Duration of the Agreement**

This agreement will commence on 01 October 2023 for a renewable period of 12 months.

## **C. Fees**

The Consultancy's service fees, will be made up of a fee of US\$4000 per month.

The Consultancy reserves the right to negotiate a revised fee structure, or charge project fees, if the Client changes its requirements so as to involve changes in the agreed objectives and intended activity. Objectives and activity will be described in the Scope of Work which will be agreed on an annual basis.

## **D. Disbursements/Operating Charges**

Disbursements and expenses are itemized along with items covered by the Consultancy Administration Charge (see Clause 4 of the Trade Standard Terms of Business).

The Client agrees to pay immediately on presentation of any invoices in respect of advance or instalment payments required to be made to suppliers incurred with the consent of the client.

## **E. Payment Terms**

The Consultancy's service fees and Operations Charge are payable monthly by BACS or standing order made payable to Magic Torch PR LTD. Magic Torch will raise an invoice for service fees on the 1<sup>st</sup> of every month that is payable within 28 days of the date of the invoice.

The Agency reserves the right to levy against the Client a surcharge of 2% per month over the inter-bank lending Bank of England base rate of the day or part thereof for late payment of accounts. (See Clause 3 of the Trade Standard Terms of Business).

Disbursement and expenses invoices are payable monthly in arrears within 28 days of the date on which they are rendered.

## **F. Termination Provisions**

- 1 This contract may be terminated after 12 months from the commencement date by either party giving 3 calendar months prior notice in writing.
- 2 If the Client does not make payment to the Consultancy in accordance with Clause E. and the Client does not remedy the breach within 14 days of written notice to do so, the Consultancy will have the right to terminate the Agreement immediately by notice in writing to that effect.
- 3 Either party may terminate the Agreement immediately upon written notice to the other in the event of:
  - a. any material breach of the Agreement by either party, which breach is not remedied (if capable of remedy) within 30 days after the service of a written notice requiring the breach to be remedied;



- b. the other party becoming insolvent, entering into liquidation either voluntary or compulsory (save for the purpose of reconstruction or amalgamation), passing a resolution for its winding up, having a receiver or administrator appointed over the whole or any part of its assets, making any composition or arrangement with its creditors or taking or suffering any similar action in consequence of debt, or ceasing or threatening to cease to carry on business.
- 4 In the event of termination of this Agreement, for whatever reason, the Client will be responsible for all fees due to the Consultancy including costs, expenses and disbursements incurred by the Consultancy on behalf of the Client up to the effective date of termination.
- 5 On satisfaction by the Client in full of its payment obligations, the Consultancy will co-operate so far as practicable in enabling the Client to take over any contracts and arrangements with third parties, and will transfer to the Client any unused materials purchased on behalf of the Client.
- 6 The parties will agree to any additional compensation payable to the Consultancy in the event that detailed creative or other work for a future programme or project prepared by the Consultancy at the request of the Client during the period of this Agreement is subsequently implemented in whole or in part by the Client or its agent.

#### **G. Approval by the Client**

The expression 'Written Approval' in this Agreement is as specified in the Standard Terms of Business meaning Written Approval by directors or employees of the Client authorised to approve the Consultancy's work and/or expenditure. The Client shall notify the Consultancy in writing of any change to the authorised persons during the term of the Agreement. The Consultancy shall not be responsible for any delay in the performance of the Services resulting from the unavailability of an authorised person to provide Written Approval.

#### **H. Trade Standard Terms of Business**

The Trade Standard Terms of Business contained in Part 2 are deemed to be an integral part of this contract.

#### **I. Client/Consultancy Agreement/Signatures**

For and on behalf of Magic Torch PR LTD

Date.....

Signature.....

Print Name.....

Job Title.....

For and on behalf of Visit Pensacola

Date.....

Signature.....

Print Name.....

Job Title.....

## **2. TRADE STANDARD TERMS OF BUSINESS**

### **1. Co-operation and obligations**

The Consultancy will co-operate fully with the Client and take the initiative in offering advice and services. The Client agrees to assist the Consultancy in the performance of these duties by making available to the Consultancy all relevant information.

#### **The Consultancy agrees with the Client during the term of this Agreement:**

- a. at all times to work diligently to protect and promote the interests of the Client;
- b. in all matters to act loyally and faithfully towards the Client;
- c. to advise the Client in writing of all its key meetings, discussions and correspondence with representatives of the UK travel trade and media concerning the Client; and to co-operate where appropriate with other advisers engaged by the Client.

#### **The Client agrees with the Consultancy during the term of this Agreement:**

- a. to provide the Consultancy with all information, assistance and materials that the Consultancy requests from time to time to facilitate the proper and timely performance of the Services. In particular (but without limitation) the Client agrees where possible:
  1. to notify the Consultancy of any inquiries from any of the UK travel trade or media;
  2. to advise the Consultancy well in advance of any major planned event in the Client's business;
  3. to permit the Consultancy (or its representatives) to attend meetings as appropriate on behalf of the client and with any advisers engaged by the Client; and
  4. to make available a well-briefed personable speaker on reasonable notice to represent the Client at media briefings or conferences arranged by the Consultancy;
- b. to notify the Consultancy promptly if the Client considers that any statement made in any document submitted by the Consultancy to the Client for approval is incorrect or misleading in any way, or may give rise to any claim or action for defamation or otherwise against the Consultancy.

### **2. Consultancy Status**

The consultancy acts in all contracts as a principal at law.

### **3. Payment of Expenses**

Two fundamental principles on which the Consultancy/Client financial relationship is based are:

- i. The Consultancy shall finance its own operations, but not costs incurred on behalf of its clients.
- ii. As principal at law, the Consultancy is held by suppliers as solely liable for payment.

### **4. Disbursements and Expenses**

The Consultancy fee shall be exclusive of the following disbursements and expense items relating to the agreed programme incurred reasonably and with advanced consent of the client:

- a. Accommodation, travel and subsistence
- b. Advertising and marketing artwork and mechanical items
- c. Design, artwork and print
- d. Direct mail
- e. Entertainment for UK travel trade, airlines and media

- f. Exhibition and display material
- g. Messenger services
- h. Photography and prints
- i. Special events, conferences etc.
- j. Media monitoring (radio, television and press) and related subscriptions including a monthly clippings service
- k. Photocopying
- l. UK and International postage
- m. Press material production and distribution (other than email)
- n. International telephone calls when in destination
- o. External supplier services including marketing campaigns, film production, radio syndication or consumer research
- p. Media database services

The Consultancy fee shall cover the following items:

- a. UK Telephone costs
- b. Email
- c. Media research
- d. Newspapers and magazine subscription
- e. Mobile telecommunications
- f. International telephone calls to the client

## **5. Approvals and Authority**

- 1 The expression 'Written Approval' in this Agreement including the Standard Terms of Business shall mean Written Approval by directors or employees of the Client authorised to approve the Consultancy's work and/or expenditure and whose names are set out in Schedule 2. The Client shall notify the Consultancy in writing of any change to the authorised persons during the term of the Agreement. The Consultancy shall not be responsible for any delay in the performance of the Services resulting from the unavailability of an authorised person to provide Written Approval.
- 2 Written Approval shall mean approval signified by:
  - a. a letter, fax, email or purchase order from the Client bearing the signature of an authorised person
  - b. oral approval by an authorised person, provided such oral approval is confirmed in writing within two working days by way of a written report from the Consultancy to the Client; or
  - c. the signature of an authorised person on the Consultancy's documentation.
- 3 Written Approval of drafts or proofs shall be taken by the Consultancy as authorisation to proceed to publication or in person, digital or social activity going live. Written Approval of estimates submitted shall be taken as authorisation to enter into contracts with suppliers on the basis of such estimates.

## **6. Copyright**

The copyright in all artwork, copy and other work produced by or assigned to the Consultancy rest with the Consultancy, unless duly assigned under the Copyright Design and Patents Act 1998.

On payment by the Client of the relevant Consultancy fees and charges in full, any copyright lawfully assigned by subcontractors and their agents to the Consultancy and the Consultancy's own copyright will be assigned to the Client, unless other arrangements are made.



In the event that any created work includes material the rights in which are owned by a third party, the Consultancy shall grant to the Client (at the Client's expense) only such rights as the third party permits the Consultancy to grant to the Client.

Notwithstanding any assignment of rights, the Consultancy may use any of the created work for the purposes of internal training or, with the Client's prior consent, in the promotion of the Consultancy.

The provisions of this clause shall survive the expiry or termination of the Agreement.

## **7. Confidential Information**

The parties agree to treat as secret and confidential and not at any time for any reason during or after the termination of the Agreement to disclose or permit to be disclosed or made use of any confidential information concerning the other's business customers, suppliers or associated companies which they may acquire in the course of the Agreement.

The Consultancy shall where so requested by the Client impose equivalent obligations of confidentiality on its own personnel and obtain written assurances from any third parties to whom information has to be disclosed in order to enable the Consultancy to carry out its obligations under the Agreement.

For the avoidance of doubt, the restrictions in this Clause shall not prevent:

- a. the disclosure or use of information in the proper performance of the Consultancy's duties;
- b. the disclosure of information if required by law; or
- c. the disclosure of information which is already in the public domain otherwise than through unauthorised disclosure by the Consultancy.

Nothing in the Agreement shall prevent the Consultancy from using the name of the Client in any list of clients used by the Consultancy for its own promotional purposes unless the Client has notified the Consultancy in writing that it is unwilling for its name to be so used.

The provisions of this clause shall survive the expiry or termination of the Agreement.

## **8. Insurance**

### **a. The Consultancy's Warranty and Indemnity**

The Consultancy warrants that to the best of its knowledge and belief the created work shall not infringe any third-party rights or be in any way contrary to English law, subject to any legal or other advice provided to the Consultancy and communicated to the Client.

Subject to the provisions of this clause, the Consultancy shall indemnify and keep indemnified the Client from and against any and all damage, loss, costs, expenses (including legal costs and expenses) and liability whether civil or criminal which the Client may incur or suffer resulting from any breach of this Agreement by the Consultancy, including any act, neglect or default of the Consultancy's agents, representatives or employees and including breaches resulting in any successful claim by any third party alleging defamation, provided that:

- i. The parties agree that damages might not be a sufficient remedy to any breach of the terms of this agreement and that as a result injunctive or other equitable relief may be obtained in respect to any breach and that Magic Torch PR LTD is indemnified up to 1 million GBP and cannot exceed this on any single or collective issue
- ii. the Consultancy shall not be liable for: (i) any loss or damage suffered by the Client arising out of any act, omission, misrepresentation or error made by or on behalf of the Client or arising from any cause beyond the Consultancy's reasonable control; or
- iii. (ii) any delay in or omission of publication or transmission or any error in any press or other publication unless such delay, omission or error is due to its own default or neglect; or (iii) any consequential loss or damage of

any kind whether caused by tort (including negligence), breach of contract or otherwise, and whether or not such loss or damage was foreseeable.

#### **b. The Client's Warranty and Indemnity**

The Client warrants that to the best of its knowledge, information and belief all information supplied to the Consultancy before, during and after the Agreement shall be accurate and not in any way contrary to English law and that it is entitled to provide such information to the Consultancy for its use without recourse to any third party.

The Client shall indemnify and keep indemnified the Consultancy from and against any and all damage, loss, costs, expenses (including legal costs and expenses) and liability whether civil or criminal which the Consultancy may incur or suffer resulting from any act, neglect or default of the client or its agents, employees or licensees, or the infringement of the intellectual property rights of any third party or any successful claim for defamation, provided that such liability was not incurred by the Consultancy through any default in performing its obligations under the Agreement.

The provisions of this clause shall survive the expiry or termination of the Agreement.

#### **c. Client's Property**

The Consultancy shall take reasonable care of any property belonging to the Client and made available to the Consultancy for the purpose of this Agreement. Such property shall be at all times at the sole and entire risk of the Client, and the Consultancy shall not be subject to any other liability for it.

#### **d. Insurance of Created Work**

Created work retained by the Consultancy shall at all times, while in the Consultancy's possession, be insured by the Consultancy against loss or damage.

The Client shall insure created work against loss or damage when in transit between the Consultancy and the Client or any third parties for the purposes of production or publication and when in the possession of those third parties.

### **9. Gross misconduct**

Consultancy or Client misconduct will result in the immediate termination of this contract by the affected party.

Without notice but payment for all work carried out in the case of Misconduct is deemed to be any of the following:

- a. The divulgence to outside parties of confidential information regarding the affairs of the Client or Consultancy which would be damaging to its business
- b. Deliberate falsification of accounts, expenses or other information of a financial nature
- c. Grossly insulting or discourteous behaviour towards the Client or Consultancy or either's customers

### **10. Assignment**

The Client may not assign, sub-license or sub-contract the Agreement or any of its rights or obligations hereunder without the prior written consent of the Consultancy (not to be unreasonably withheld or delayed). The Consultancy acknowledges that such assignment shall not affect the liability of the Consultancy to fulfill its obligations under the Agreement.

### **12. Credit Risk Insurance**

- a. Consultancies who are insured against credit risks will require all clients to be acceptable to the insurers in respect of the sums involved. If the insurers revise or withdraw cover from a client, terms of payment may be revised and notified to the client.

b. Invoices duly rendered and unpaid after three months will give the Consultancy the right to cancel the contract forthwith without prejudice to outstanding liabilities.

### **13. English Law**

All contracts between the Client and Consultancy will be governed by and construed in accordance with English Law.

### **14. Waiver**

The failure by either the Client or Consultancy to enforce at any time or for any period any one or more of the terms or conditions of any contract between them shall not be a waiver of them or the right at any time thereafter to enforce all terms and conditions of that contract.

### **15. Force Majeure**

Both the Client and Consultancy will be released from their respective obligations in the event of national emergency, epidemic or pandemic, war, prohibitive governmental regulations or if any other cause beyond the reasonable control of the parties renders performance of any contract between them impossible, and whereupon all money due to either of the parties shall be paid immediately.





## **VISIT PENSACOLA BOARD MEETING**

### **September 27, 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: Sep 15, 2023

# Visit Pensacola

For the Month of August 2023



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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

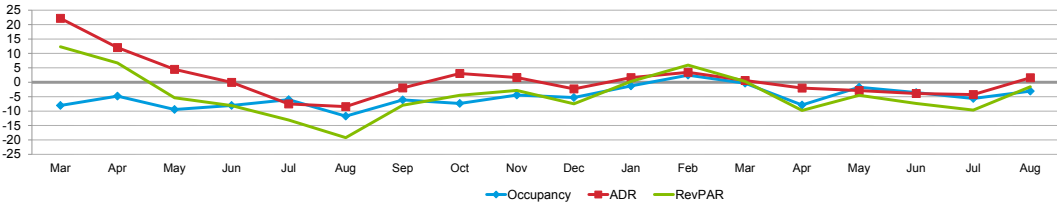
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Tab 2 - Trend Escambia Co + Zip 32561+

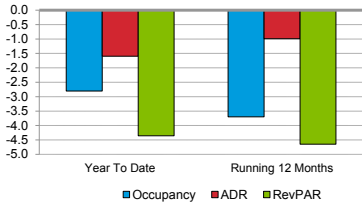
Visit Pensacola  
For the Month of August 2023

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022												2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	71.6	73.6	70.9	76.6	77.4	63.0	63.8	61.4	55.4	49.5		50.6	63.3	71.4	67.8	69.7	73.9	73.1	61.1
	Last Year	77.9	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
Percent Change		-8.1	-4.8	-9.4	-8.0	-6.0	-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

Year To Date			
2021	2022	2023	
73.0	68.3	66.4	
54.2	73.0	68.3	
34.8	-6.5	-2.8	

Running 12 Months			
2021	2022	2023	
69.2	65.9	63.5	
55.6	69.2	65.9	
24.5	-4.8	-3.7	

ADR	2022												2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	143.30	151.32	163.20	191.29	204.16	142.32	139.42	131.70	116.85	106.76		101.55	114.03	144.20	148.26	158.53	183.83	195.45	144.54
	Last Year	117.31	135.05	156.21	191.39	220.72	155.45	142.23	127.81	114.95	109.28		99.93	110.24	143.30	151.32	163.20	191.29	204.16	142.32
Percent Change		22.2	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

Year To Date			
2021	2022	2023	
150.20	154.74	152.27	
111.50	150.20	154.74	
34.7	3.0	-1.6	

Running 12 Months			
2021	2022	2023	
135.48	145.51	144.07	
107.48	135.48	145.51	
26.1	7.4	-1.0	

RevPAR	2022												2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	102.63	111.38	115.70	146.60	158.04	89.71	88.95	80.86	64.74	52.84		51.41	72.23	102.92	100.52	110.46	135.82	142.78	88.31
	Last Year	91.38	104.41	122.30	159.50	181.86	111.04	96.65	84.69	66.64	57.12		51.25	68.16	102.63	111.38	115.70	146.60	158.04	89.71
Percent Change		12.3	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

Year To Date			
2021	2022	2023	
109.72	105.71	101.11	
60.42	109.72	105.71	
81.6	-3.7	-4.4	

Running 12 Months			
2021	2022	2023	
93.76	95.89	91.43	
59.75	93.76	95.89	
56.9	2.3	-4.6	

Supply	2022												2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	248,186	240,180	248,527	240,450	248,465	248,465	240,450	248,465	240,480	248,496		248,496	224,868	248,961	240,870	248,899	251,730	260,121	263,283
	Last Year	233,616	228,840	241,490	233,700	241,490	241,490	233,700	241,490	239,490	247,442		246,186	224,166	248,186	240,180	248,527	240,450	248,465	248,465
Percent Change		6.2	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

Year To Date			
2021	2022	2023	
1,866,893	1,946,627	1,967,228	
1,974,195	1,866,893	1,946,627	
-5.4	4.3	2.1	

Running 12 Months			
2021	2022	2023	
2,798,513	2,908,749	2,965,119	
2,070,447	2,798,513	2,908,749	
-5.8	3.9	1.9	

Demand	2022												2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	177,747	176,787	176,201	184,278	192,335	156,623	153,412	152,559	133,242	123,001		125,796	142,437	177,692	163,306	173,422	185,993	190,027	180,854
	Last Year	181,980	176,912	189,075	194,764	198,972	172,506	158,811	160,020	138,836	129,333		127,283	138,592	177,747	176,787	176,201	184,278	192,335	156,623
Percent Change		-2.3	-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

Year To Date			
2021	2022	2023	
1,363,756	1,329,846	1,319,527	
1,069,796	1,363,756	1,329,846	
27.5	-2.5	-0.8	

Running 12 Months			
2021	2022	2023	
1,936,592	1,916,846	1,881,741	
1,651,302	1,936,592	1,916,846	
17.3	-1.0	-1.8	

Revenue	2022												2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	25,471,490	26,751,643	28,755,495	35,249,852	39,266,543	22,290,288	21,388,281	20,091,882	15,569,726	13,131,227		12,774,335	16,241,442	25,623,574	24,211,397	27,493,168	34,190,331	37,141,213	23,249,897
	Last Year	21,347,191	23,892,584	29,534,691	37,275,807	43,917,827	26,815,252	22,587,275	20,452,883	15,959,294	14,133,349		12,719,269	15,278,820	25,471,490	26,751,643	28,755,495	35,249,852	39,266,543	22,290,288
Percent Change		19.3	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

Year To Date			
2021	2022	2023	
204,837,807	205,783,400	200,925,358	
119,284,563	204,837,807	205,783,400	
71.7	0.5	-2.4	

Running 12 Months			
2021	2022	2023	
262,377,146	278,916,202	271,106,474	
177,483,798	262,377,146	278,916,202	
47.8	6.3	-2.8	

Census %	2022												2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	Census Props	89	89	89	89	89	89	89	89	89	89		89	90	90	90	90	93	93	94
	Census Rooms	8006	8006	8017	8015	8015	8015	8015	8015	8016	8016		8016	8031	8031	8029	8029	8391	8391	8493
% Rooms Participants		75.5	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	72.8	77.1	77.3

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Visit Pensacola  
For the Month of August 2023

[illegible]



Tab 3 - Resp Escambia Co + Zip 32561+

Visit Pensacola  
For the Month of August 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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							</

Tab 4 - Multi-Segment Zip Codes

Currency: USD - US Dollar

Visit Pensacola  
For the month of: August 2023

	Current Month - August 2023 vs August 2022												Year to Date - August 2023 vs August 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 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+	62.8	69.3	146.16	138.84	91.72	96.25	-9.5	5.3	-4.7	18.1	24.0	12.2	71.6	71.0	163.70	162.00	117.29	115.04	0.9	1.1	2.0	7.4	5.3	6.3	9	5	605	504
Airport+	63.4	70.3	122.27	125.95	77.57	88.51	-9.7	-2.9	-12.4	-5.0	8.4	-2.2	71.1	74.7	132.06	133.30	93.94	99.56	-4.8	-0.9	-5.6	-2.3	3.5	-1.4	21	17	1998	1705
Pine Forest+	52.2	48.9	82.90	92.25	43.29	45.14	6.7	-10.1	-4.1	-4.2	-0.1	6.6	56.0	56.3	89.69	97.32	50.24	54.76	-0.4	-7.8	-8.2	-8.3	-0.1	-0.5	18	9	1374	845
Westside/Perdido+	53.9	56.5	106.92	105.02	57.66	59.31	-4.5	1.8	-2.8	-2.8	0.0	-4.5	62.0	63.9	114.67	115.13	71.12	73.61	-3.0	-0.4	-3.4	-3.5	-0.1	-3.1	21	14	1397	1094
PNS Beach+	69.0	67.7	229.72	227.57	158.60	153.95	2.1	0.9	3.0	14.4	11.0	13.3	69.9	71.2	248.82	257.65	173.85	183.55	-1.9	-3.4	-5.3	-1.3	4.2	2.2	15	12	2109	1741
UWF+	60.9	66.4	105.74	106.45	64.37	70.68	-8.3	-0.7	-8.9	-8.9	0.0	-8.3	68.2	72.4	109.30	110.30	74.55	79.85	-5.8	-0.9	-6.6	-6.6	0.0	-5.8	10	6	1010	680

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

Currency: USD - US Dollar

Visit Pensacola  
For the Month of August 2023

Current Month - August 2023 vs August 2022										Year to Date - August 2023 vs August 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+	18,755	15,128	24.0	11,769	10,487	12.2	1,720,118	1,456,065	18.1	124,926	118,584	5.3	89,508	84,209	6.3	14,652,657	13,641,680	7.4
Airport+	61,938	57,164	8.4	39,291	40,172	-2.2	4,804,297	5,059,596	-5.0	462,411	446,772	3.5	328,908	333,669	-1.4	43,436,842	44,479,729	-2.3
Pine Forest+	42,594	42,656	-0.1	22,243	20,873	6.6	1,844,053	1,925,613	-4.2	334,062	334,368	-0.1	187,138	188,132	-0.5	16,784,472	18,309,430	-8.3
Westside/Perdido+	43,307	43,307	0.0	23,354	24,457	-4.5	2,496,963	2,568,393	-2.8	339,471	339,773	-0.1	210,551	217,244	-3.1	24,144,810	25,011,493	-3.5
PNS Beach+	65,379	58,900	11.0	45,138	39,846	13.3	10,369,130	9,067,775	14.4	480,928	461,700	4.2	336,021	328,918	2.2	83,609,403	84,744,187	-1.3
UWF+	31,310	31,310	0.0	19,059	20,788	-8.3	2,015,336	2,212,847	-8.9	245,430	245,430	0.0	167,401	177,674	-5.8	18,297,174	19,596,881	-6.6

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Tab 6 - Multi-Segment Comp Set

Currency: USD - US Dollar

Visit Pensacola

For the month of: August 2023

	Current Month - August 2023 vs August 2022												Year to Date - August 2023 vs August 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 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	59.5	60.1	142.49	155.02	84.81	93.11	-0.9	-8.1	-8.9	-0.1	9.7	8.7	63.5	65.1	159.94	164.70	101.52	107.28	-2.6	-2.9	-5.4	1.9	7.7	4.9	125	59	10907	6268
Baldwin County, AL	62.5	58.2	162.67	161.98	101.59	94.25	7.3	0.4	7.8	7.3	-0.4	6.9	66.1	64.4	176.82	178.56	116.96	114.99	2.7	-1.0	1.7	1.9	0.2	3.0	70	53	6808	5241
Okaloosa County, FL	63.3	66.4	174.99	183.63	110.78	121.87	-4.6	-4.7	-9.1	-6.4	3.0	-1.8	65.2	67.9	187.02	193.40	121.95	131.25	-3.9	-3.3	-7.1	-6.6	0.5	-3.5	86	58	8242	5592
Walton County, FL	58.2	58.2	213.32	223.63	124.13	130.07	0.0	-4.6	-4.6	1.8	6.6	6.7	61.9	60.3	225.65	236.80	139.67	142.88	2.6	-4.7	-2.2	0.9	3.2	5.8	39	23	4293	3526
St Johns County, FL	54.0	60.7	154.54	152.85	83.38	92.80	-11.1	1.1	-10.2	-9.0	1.3	-10.0	68.5	69.8	183.91	177.18	125.93	123.63	-1.9	3.8	1.9	2.4	0.5	-1.4	100	55	6748	5308
Sarasota County, FL	59.5	59.6	153.68	158.04	91.45	94.19	-0.2	-2.8	-2.9	-3.1	-0.1	-0.3	72.9	74.1	225.68	224.07	164.46	166.11	-1.7	0.7	-1.0	-1.3	-0.3	-2.0	111	51	7357	5790

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

Currency: USD - US Dollar

Visit Pensacola  
For the Month of August 2023

	Current Month - August 2023 vs August 2022									Year to Date - August 2023 vs August 2022								
	Supply			Demand			Revenue			Supply			Demand			Revenue		
	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg	2023	2022	% Chg
Bay County, FL	338,117	308,357	9.7	201,252	185,205	8.7	28,675,828	28,710,934	-0.1	2,532,790	2,352,596	7.7	1,607,667	1,532,400	4.9	257,124,424	252,388,883	1.9
Baldwin County, AL	211,048	211,947	-0.4	131,805	123,323	6.9	21,441,233	19,975,429	7.3	1,651,925	1,648,017	0.2	1,092,678	1,061,347	3.0	193,204,188	189,513,184	1.9
Okaloosa County, FL	255,502	248,093	3.0	161,744	164,654	-1.8	28,303,968	30,234,633	-6.4	1,952,549	1,943,312	0.5	1,273,217	1,318,823	-3.5	238,118,820	255,064,771	-6.6
Walton County, FL	133,083	124,806	6.6	77,439	72,594	6.7	16,519,197	16,234,098	1.8	1,010,832	979,693	3.2	625,675	591,109	5.8	141,184,654	139,975,533	0.9
St Johns County, FL	209,188	206,460	1.3	112,860	125,348	-10.0	17,441,685	19,160,008	-9.0	1,628,302	1,620,314	0.5	1,114,940	1,130,631	-1.4	205,048,954	200,327,219	2.4
Sarasota County, FL	228,067	228,408	-0.1	135,712	136,132	-0.3	20,856,109	21,513,771	-3.1	1,788,742	1,793,765	-0.3	1,303,518	1,329,759	-2.0	294,179,952	297,955,788	-1.3

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Tab 8 - Response Downtown+

Visit Pensacola  
For the Month of August 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	15																																													
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	753	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																												

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For the Month of August 2023

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For the Month of August 2023

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For the Month of August 2023

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For the Month of August 2023

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Tab 13 - Response UWF+

Visit Pensacola  
For the Month of August 2023

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

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Visit Pensacola

# EMERGING MARKETS STUDY 2023



# INTRODUCTION

## Introduction & Methodology

- The purpose of this study is to establish a baseline for Visit Pensacola's marketing push into emerging markets.
- Memphis was selected as an Emerging Market due to the adequate market potential (487,100 potential new visitors) & good market penetration (4%).
- Denver was selected due to the great market potential (1,588,000 potential new visitors) & adequate market penetration (1%).
- Dallas was selected due to visitor tracking data as well as the Market Penetration/Potential analysis have shown the success marketing efforts have had in this market. The market also has 3,462,100 potential new visitors and 1% market penetration.
- The study was conducted through 400 internet surveys with residents in each market, 1,200 total surveys, with the following attributes:
  - \$75,000+ household income
  - Vacation decision maker
  - Taken a beach vacation in the past 5 years & stayed in paid accommodations







# EXECUTIVE SUMMARY

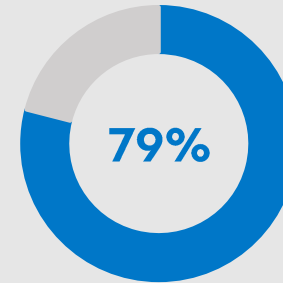


## Core Messaging

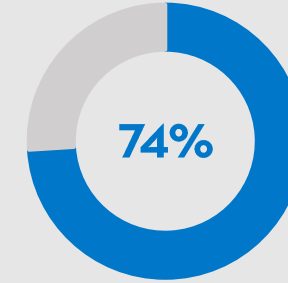
Visit Pensacola's core messaging that aligns with the emotional positioning components will resonate **VERY STRONGLY** with potential visitors from Memphis

## Priority Metrics

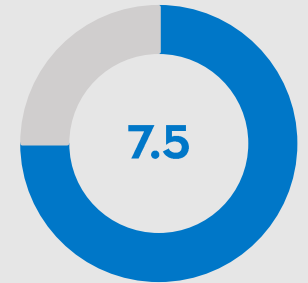
AWARENESS:  
HIGH



WORD OF MOUTH:  
HIGH



LIKELIHOOD TO VISIT:  
OK



# Memphis

## Ancillary Messaging

**Convenience** resonates strongly with potential visitors from Memphis

The multitude of activities and water sports do NOT resonate strongly with potential visitors from Memphis

The value proposition is less likely to resonate with potential visitors from Memphis

## Priority Geography

The following zip codes are more likely to move the needle on visitation to the Pensacola area:

**38002, 38125, 38016, 38632** (East Memphis)

**38017, 38104, 38101** (Central Memphis)

These zip codes have a high awareness of the Pensacola area. Central Memphis also has a high percentage of those who have visited the Pensacola area previously.

# MEMPHIS DIFFERENTIATORS

- Potential visitors from Memphis are likely to:
  - Be aware of Perdido Key (40%)
  - Have previously vacationed at a Panhandle beach location – 40% have previously vacationed in the Pensacola area
  - Know the geographical location within Florida of the Pensacola Area (Panhandle/Northwest Florida) (52%)
  - Have talked to their friends about a Pensacola area Vacation (74%)
  - Have searched for or noticed information about the Pensacola area (62%)
  - Vacation in a destination that offers total relaxation, value for your money, and beautiful blue-green beaches and white sugary sand
  - Describe the Pensacola area as a destination that offers beautiful blue-green beaches and white sugary sand
  - Not visit the Pensacola area because they want a variety in vacation destinations, or they prefer another place
  - Drive to the Pensacola area (64%)
  - The value proposition for the Pensacola area was rated lower, perhaps due to the overall lower income of potential visitors from Memphis

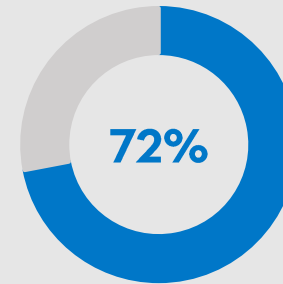


## Core Messaging

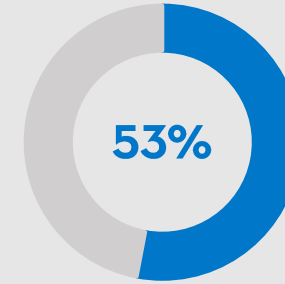
The beautiful blue-green beaches and white sugary sand will resonate with potential visitors from Denver. However, “be yourself” and “no agenda” messages will not resonate as strongly.

## Priority Metrics

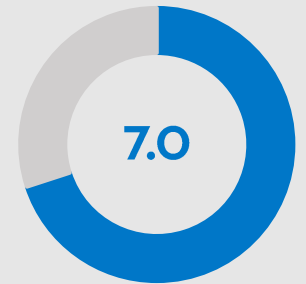
AWARENESS:  
OK



WORD OF MOUTH:  
LOW



LIKELIHOOD TO VISIT:  
LOW



## Denver

### Ancillary Messaging

**Not crowded** will resonate strongly with potential visitors from Denver

Winter travel to the beautiful beaches, direct flights, and a welcoming and inviting atmosphere will likely resonate

The multitude of activities and value do NOT resonate strongly with potential visitors from Denver

### Priority Geography

The following zip codes are more likely to move the needle on visitation to the Pensacola area:

**80002, 80004, 80021, 80214** (West Denver)

**80111, 80013, 80015, 80104, 80122** (South Denver)

These zip codes have a higher awareness of the Pensacola area. These areas priorities relaxation when taking a vacation. They also score the Pensacola area high for their beautiful beaches, sand and water.

# DENVER DIFFERENTIATORS

- **7 in 10** potential visitors from Denver are aware of the Pensacola area
- Potential visitors from Denver are likely to:
  - Have diverse previous vacation locations with Myrtle Beach and Daytona as the most popular – yet 25% have previously vacationed in the Pensacola area
  - Have talked to their friends about a Pensacola area vacation (53%)
  - Associate a Pensacola area vacation to one at Myrtle Beach or Daytona Beach
  - Not visit the Pensacola area because it is too expensive, or they want a variety vacation destinations
- Fly to the Pensacola area (82%)
- The Pensacola area ranked low on value for potential visitors from Denver, likely due to the distance and added expense of flying to the area



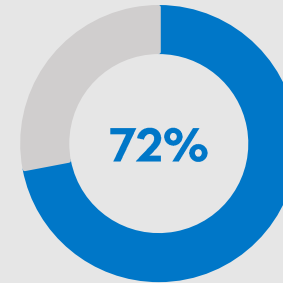


## Core Messaging

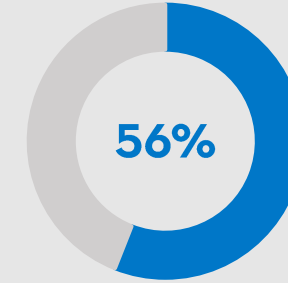
Visit Pensacola's core messaging that aligns with emotional positioning components will continue to resonate **VERY STRONGLY** with potential visitors from Dallas

## Priority Metrics

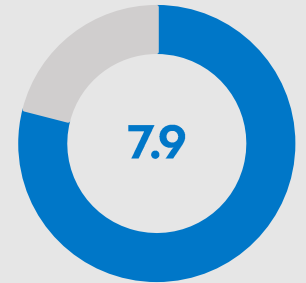
AWARENESS:  
OK



WORD OF MOUTH:  
OK



LIKELIHOOD TO VISIT:  
HIGH



## Dallas

### Ancillary Messaging

The **value proposition** for the Pensacola area was rated high along with a destination that is **not crowded** with potential visitors from Dallas

Having a variety of activities does NOT resonate strongly with potential visitors from Dallas

### Priority Geography

The following zip codes are more likely to move the needle on visitation to the Pensacola area:

**75001** (Addison) – This area has a high percentage of previous visitors to the Pensacola area. Addison has the highest interest in visiting and rates many of the Pensacola area attributes very high as well

**75231, 75224, 76244, 75126** (Dallas) – Has a high interest in visiting the Pensacola area

# DALLAS DIFFERENTIATORS

- **7 in 10** potential visitors from Dallas are aware of the Pensacola area
- Nearly **3 in 10** potential visitors have previously visited the Pensacola area
- Potential visitors from Dallas are likely to:
  - Have searched for or noticed information about the Pensacola area (65%)
  - Associate a Pensacola area vacation to one at Destin/Ft. Walton Beach
  - Not visit the Pensacola area because they prefer another place
  - Slightly more likely to fly over drive to the Pensacola area
- Have the highest intent of vacationing in the Pensacola area
- Are more likely to have a household income of \$100K+
- The Pensacola area is convenient in terms of drivability from Dallas, though more prefer to fly
- Messaging that includes a variety of cultural events are not as important but are rated highly for the Pensacola area



## Rating of the Pensacola area: Previous visitor vs. Potential visitors

**Previous visitors to the Pensacola area from Memphis were more likely to:**

- Give higher ratings for Pensacola's welcoming and inviting atmosphere with friendly and social people

**Previous visitors to the Pensacola area from Denver were more likely to:**

- Give higher ratings for Pensacola's nightlife and welcoming and inviting atmosphere with friendly and social people

**Previous visitors to the Pensacola area from Dallas were more likely to:**

- Give higher ratings for Pensacola's nature walks & eco-touring and off beach activities such as golf, tennis, and biking





# Perception of the Pensacola area: Before and After Video Clip

## Prior to seeing video clip about the Pensacola area:

- Overall, potential visitors from each market **use vague terms** to describe their thoughts and feelings of the Pensacola area
- They noted this would probably be a very **pleasant place to visit** for a vacation, yet they were uncertain to specifics as it is located closer to Alabama than to other recognizable Florida Beaches such as Miami

## After seeing video clip:

- They used more specific terms to describe the beautiful beaches, such as “**soft white sand**” and “**clear blue water**”
- They were more likely to describe the area as **relaxing, fun, and clean**
- They also noted the variety of **delicious food, plentiful activities**, and its **family friendly environment**
- They were less likely to negatively associate the area with Florida politics







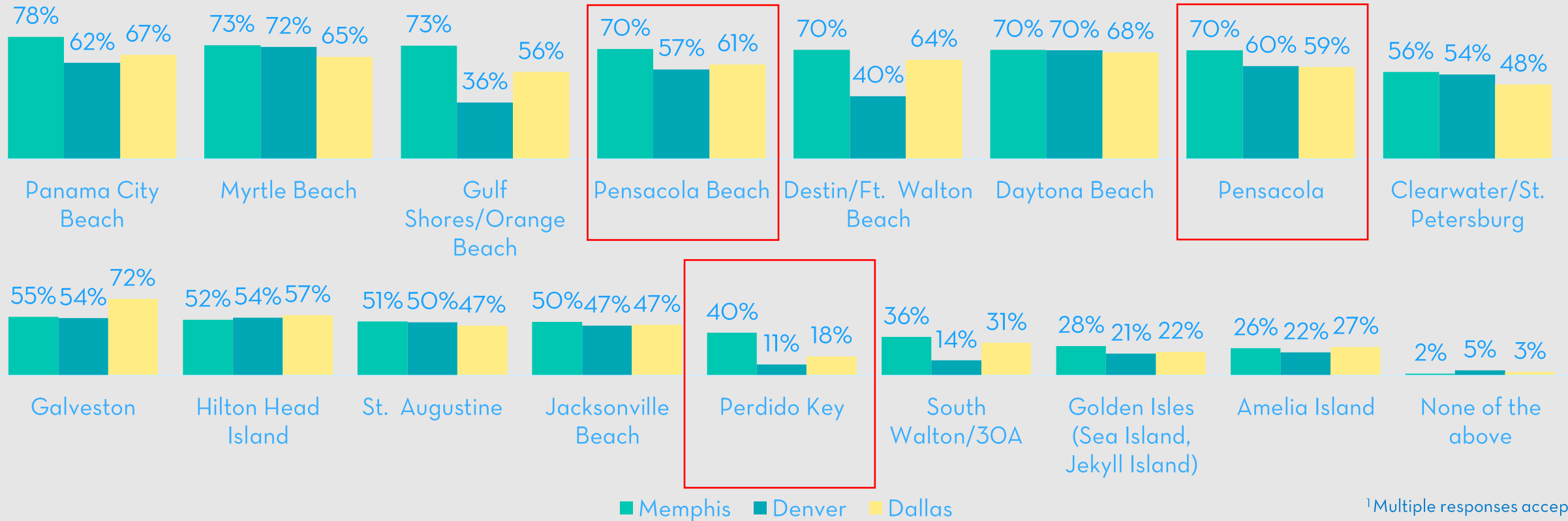
# DETAILED FINDINGS



# AWARENESS

# AIDED AWARENESS OF BEACH DESTINATIONS<sup>1</sup>

- **7 in 10** potential visitors from Memphis are aware of Pensacola and Pensacola Beach
- Potential visitors from Denver have a **60%** awareness of Pensacola
- **2 in 5** potential visitors from Memphis along with nearly **1 in 5** from Dallas have an awareness of Perdido Key

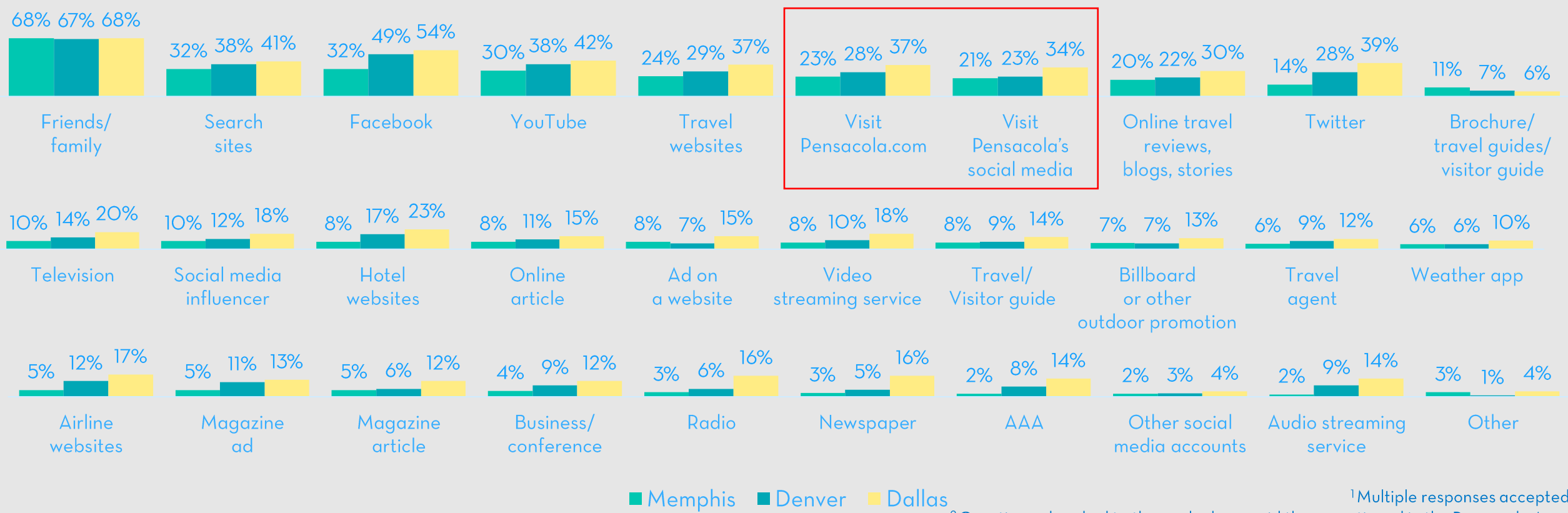


<sup>1</sup> Multiple responses accepted.



# AWARENESS OF PENSACOLA: HOW DID YOU BECOME AWARE OF THE AREA?

- Around **2 in 3** potential visitors from all three markets heard about the Pensacola area from **Friends/Family**
- Potential visitors from Dallas and Denver were more likely to have become aware of the Pensacola area via **VisitPensacola.com and/or Visit Pensacola’s Social media** than those from Memphis



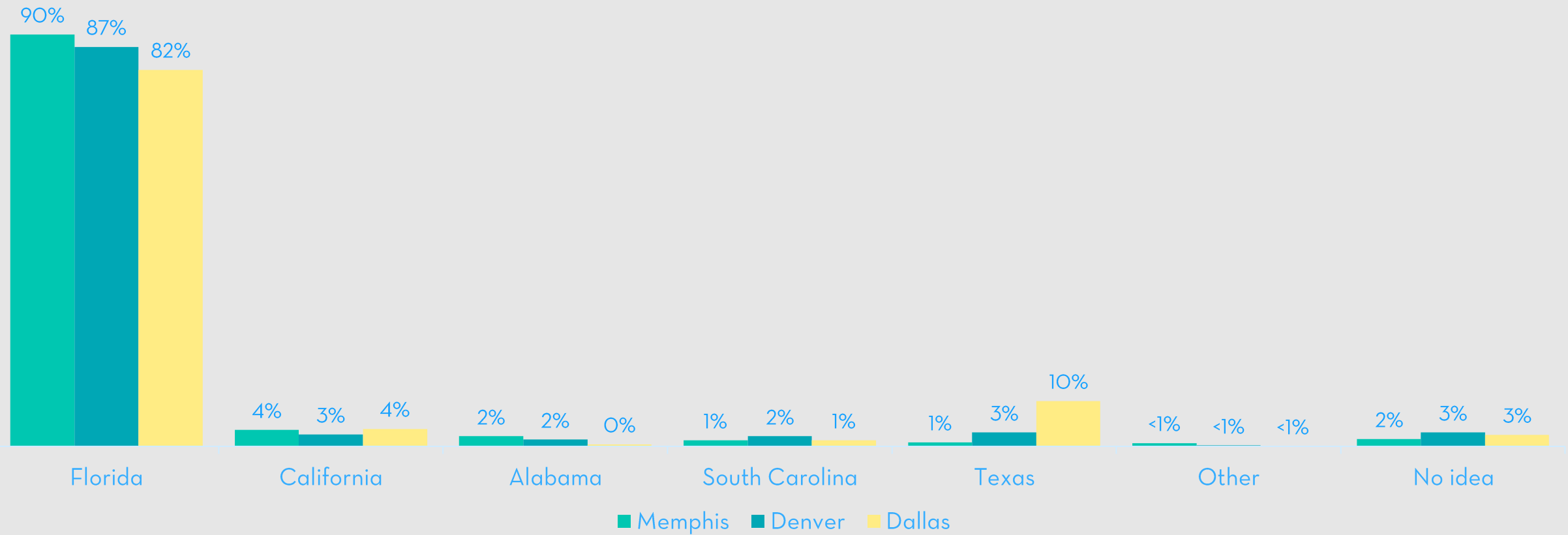
<sup>1</sup>Multiple responses accepted.

<sup>2</sup>Question only asked to those who have said they vacationed in the Pensacola Area.



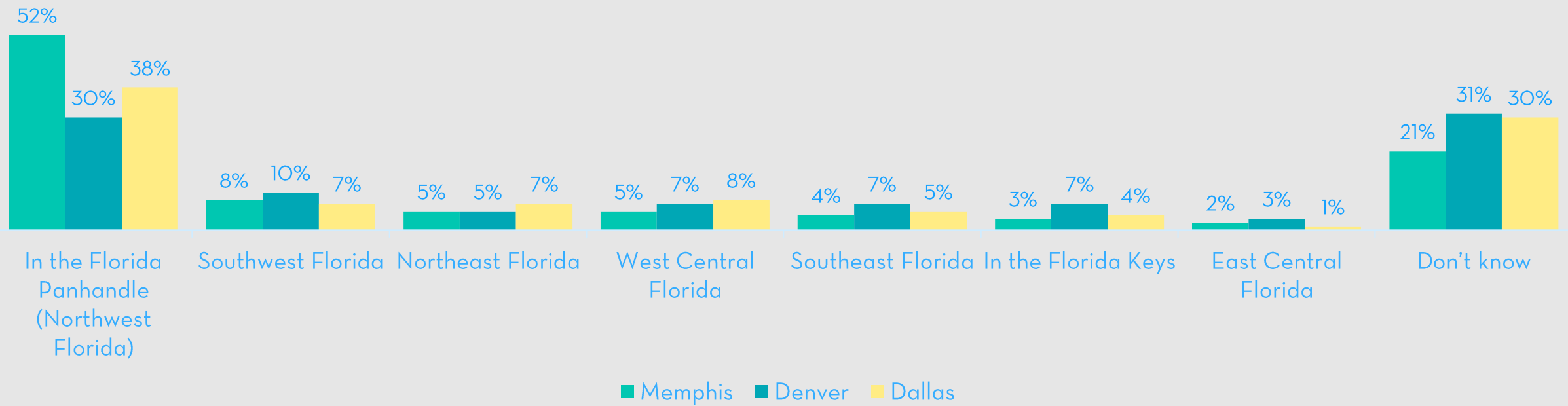
## PENSACOLA LOCATION AWARENESS

- A majority of consumers in all three markets know the Pensacola area is located in Florida



# PENSACOLA LOCATION AWARENESS<sup>1</sup>

- Specific geographic awareness by potential visitors is modest
- Over **half** of potential visitors from Memphis are aware that Pensacola is located in the Florida Panhandle
- **3 in 10** potential visitors from Denver are aware that Pensacola is located in the Florida Panhandle
- Nearly **2 in 5** potential visitors from Dallas are aware that Pensacola is located in the Florida Panhandle



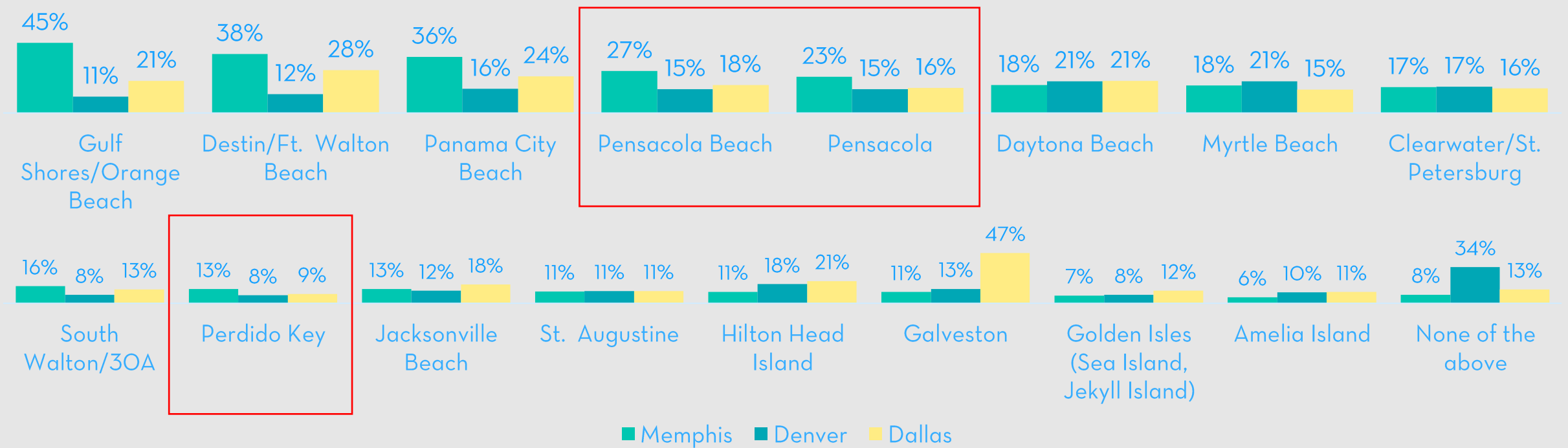
<sup>1</sup>BASE: All potential visitors.



# VACATION EXPERIENCE

# BEACH DESTINATIONS VACATIONED IN<sup>1</sup>

- **2 in 5** potential visitors from Memphis had previously visited the Pensacola area, while **1 in 4** potential visitors from Denver and **3 in 10** potential visitors from Dallas has previously visited the Pensacola area
- Pensacola and Pensacola Beach lead the way in past visitation across all markets compared to previous visits in Perdido Key by nearly a 2:1 margin in each market

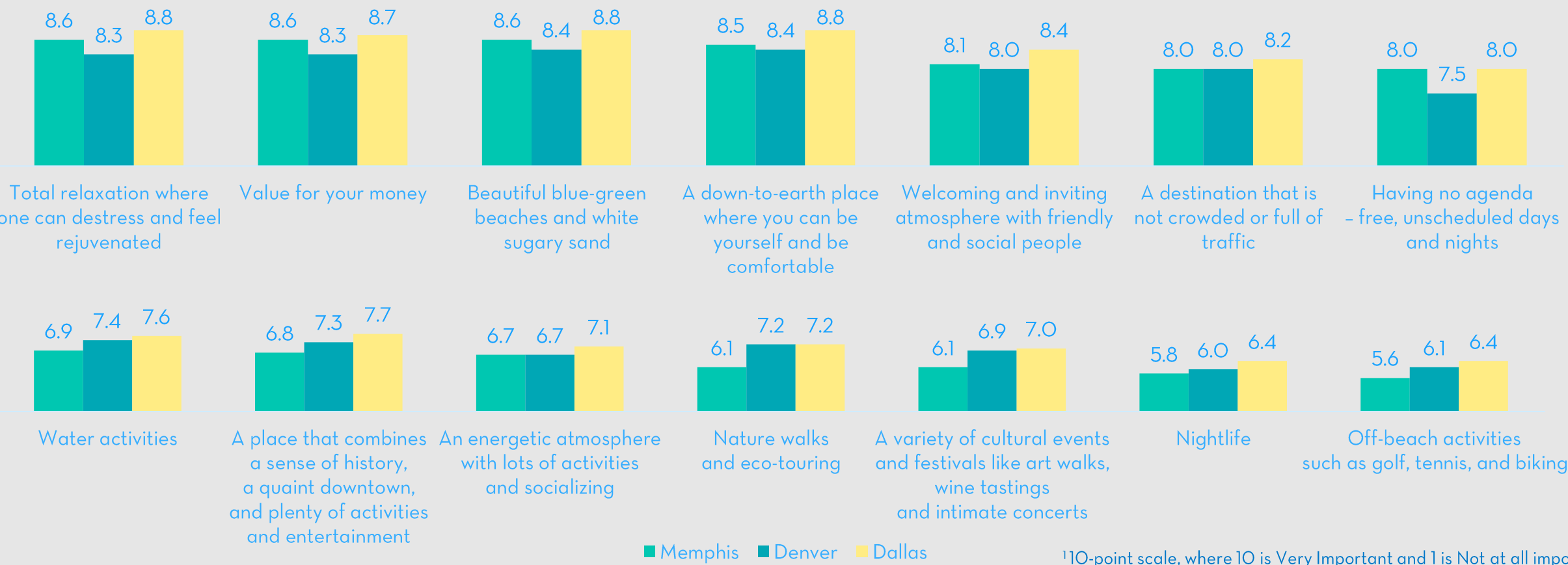


<sup>1</sup>Multiple responses accepted.



# BEACH VACATION PLANNING: RATING THE IMPORTANT ASPECTS<sup>1</sup>

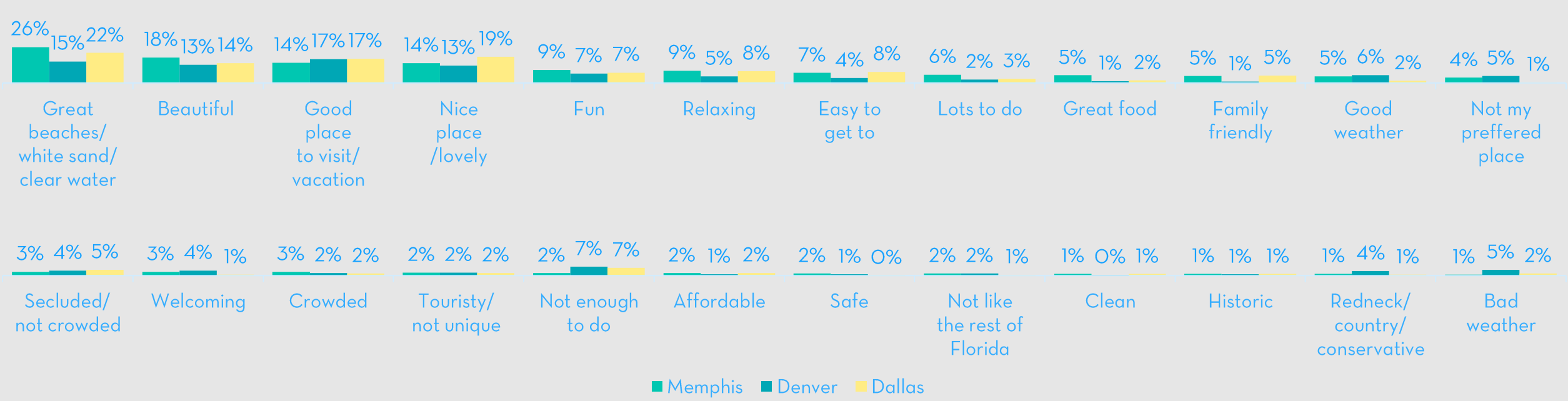
- **“Total Relaxation”** leads the way for potential visitors from Memphis with a score of **8.6**
- **“Beautiful Beaches and Sand”** is tops for potential visitors from Dallas
- Potential visitors from Denver had **“Down to Earth Place”** and **“Beautiful Beaches”** tied as highest scoring factors



<sup>1</sup>10-point scale, where 10 is Very Important and 1 is Not at all important.

# THOUGHTS AND FEELINGS ABOUT THE PENSACOLA AREA<sup>1</sup>

- Potential visitors were asked about their first thoughts on the Pensacola Area
- **“Great Beaches, White Sand, Clear Water”** was the leading category for all three locations.
- Potential visitors from Memphis and Dallas were more likely to mention the convenient location
- Potential visitors from Denver were more likely to negatively associate the Pensacola area with Florida politics and describe it as conservative/country due to its proximity to Alabama



<sup>1</sup> Coded open-ended responses.  
Reponses can be included in multiple categories.

## MEMPHIS QUOTES



“A place with a sense of history well worth traveling to.”

“It's laid back, friendly, non pretentious.”

“This area has clean beaches, delicious food, and entertainment for all ages!”



“The Pensacola area has stunning white sand beaches and clear blue waters”

“Beautiful beaches, great food, we love it.”





## DENVER QUOTES



“It's so welcoming, beautiful, and easy to access. They love tourists and are very welcoming to everyone. There is a lot to do and experience.”

“It is very down-to-earth, not overly 'touristy'. The climate is not as hot and humid as the rest of the state. It has hills and forests that are unique to Florida.”



“Magnificent white sand beaches, turquoise waters and a pleasant climate.”

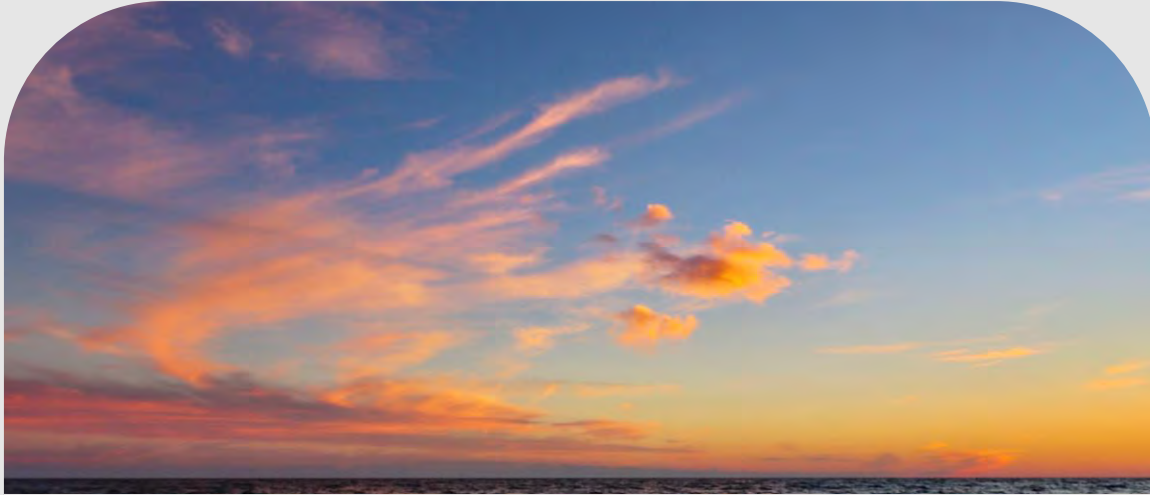
“I loved the beaches and water sport options. We went boating, and parasailing. It seemed friendly enough, but not overwhelming. Nice place to relax.”

“The beaches have pristine white sand. The climate is humid, but not tropical heat and humidity like in the rest of the state. The people are down to earth and friendly. There are rolling hills and forests.”





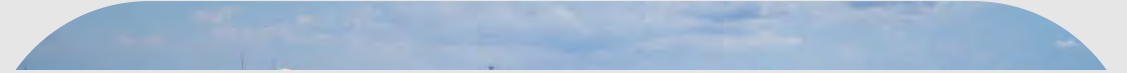
# DALLAS QUOTES



“A pristine relaxing beach, with a culture feel of it's own, a calm place, clean and safe.”

“I love all of Northwest FL. The sandy white beaches are some of the nicest in the world.”

“I love the area. It has beautiful blue beaches and provides a beach vibe without too many over the top tourist traps.”



“It was really pretty, very chill environment, clean and lots of cool places to go.”

“Thought it was absolutely beautiful and very family friendly.”

“It is my favorite beach destination. I love the sugar white sandy beaches and clear waters. There is so much to do and it is the perfect destination for couples or families.”

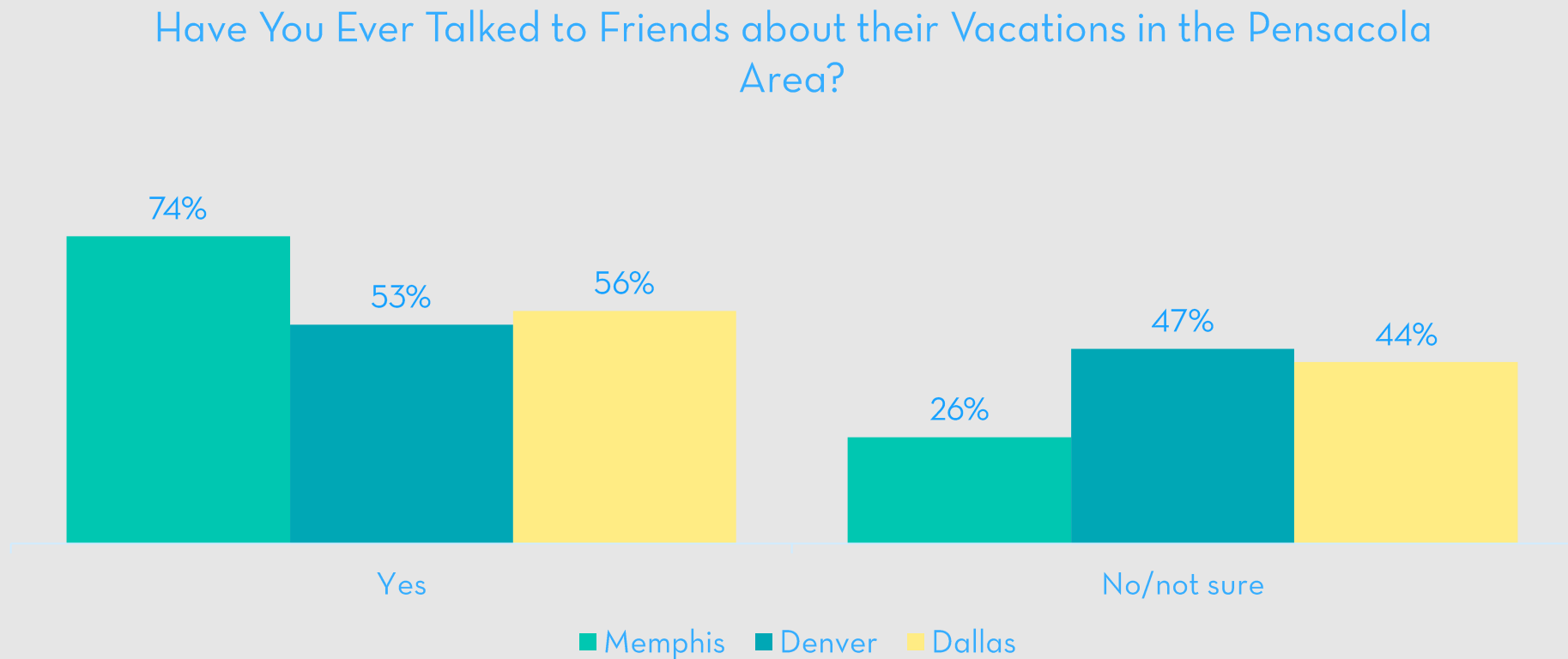




# VACATION INTENT

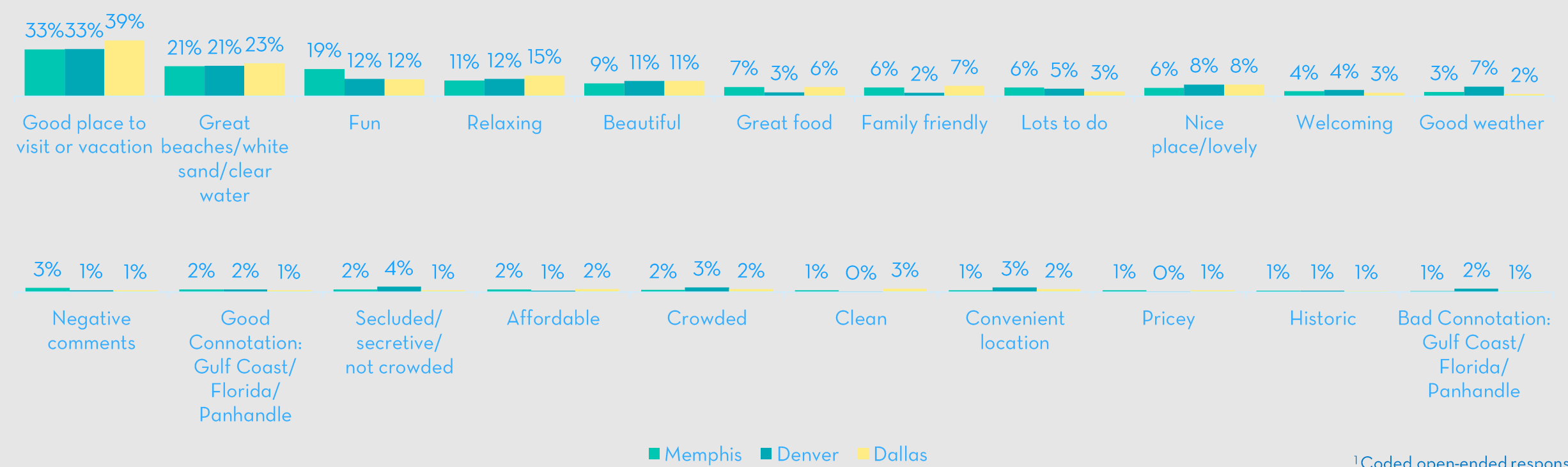
# HAVING FRIENDS WHO DESCRIBE A PENSACOLA VACATION

- Significantly more potential visitors from Memphis (74%) have talked to their friends who have taken a vacation to the Pensacola area compared to potential visitors from Denver (53%) and Dallas (56%).



# FRIENDS/FAMILY DESCRIBING THE PENSACOLA AREA<sup>1</sup>

- Responses from potential visitors who had their friends describe the Pensacola area
- The most popular response from potential visitors in all three markets was that friends described the Pensacola area and a **“Good place to visit or vacation”**
- Almost 1 in 4 potential visitors had friends describe the **“Great Beaches, White sand, Clear Water”**



<sup>1</sup> Coded open-ended responses.  
Reponses can be included in multiple categories.



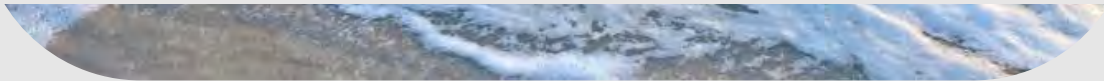
## MEMPHIS QUOTES - FRIENDS DESCRIPTIONS



“A family friendly vacation. Lots of fun and always want to go back.”

“A relaxing and decompressing environment. Listening to the waves lapping at the shore and feeling the wind can relax the body and mind and get rid of daily stress and anxiety.”

“The local flavor and culture is unique and the people are very welcoming, it's a good place for relaxation.”



“Awesome, white fine sand and beautiful clear blue water.”

“Clear waters and inviting sugar-white sand beckon visitors to Pensacola Beach.”

“Warm weather, sandy beaches, cool breezes.”



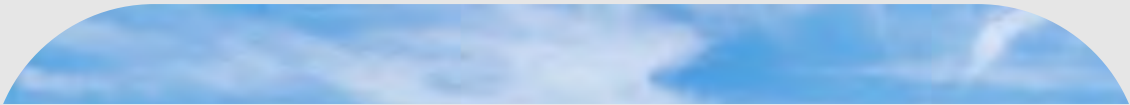


# DENVER - FRIENDS DESCRIPTIONS



“Beautiful and historic. They highly recommended to travel there.”

“A wonderful vacation beach scene for entire family with lots of entertainment and great seafood meals.”



“Beautiful beaches, clear waters and stretches of coastline to enjoy the sun, waves and beach activities such as surfing, diving or sunbathing.”

“One of the most beautiful beaches in Florida.”

“Beautiful white sandy beaches tons of green from all the trees grass and lizards, lol.”



## DALLAS - FRIENDS DESCRIPTIONS



“It was an experience they would all want to have again, it's the ideal vacation”

“Very beautiful, with plenty of beach/outdoor events and activities. Very energetic and upbeat lifestyle and nightlife. Delicious seafood, freshly caught, and locally prepared.”

“The few friends I talked to were able to confirm that it was the best place they've ever been to for vacation. The experiences were amazing compared to other areas they have visited”



“So much fun but also very relaxing. Very clear blue water.”

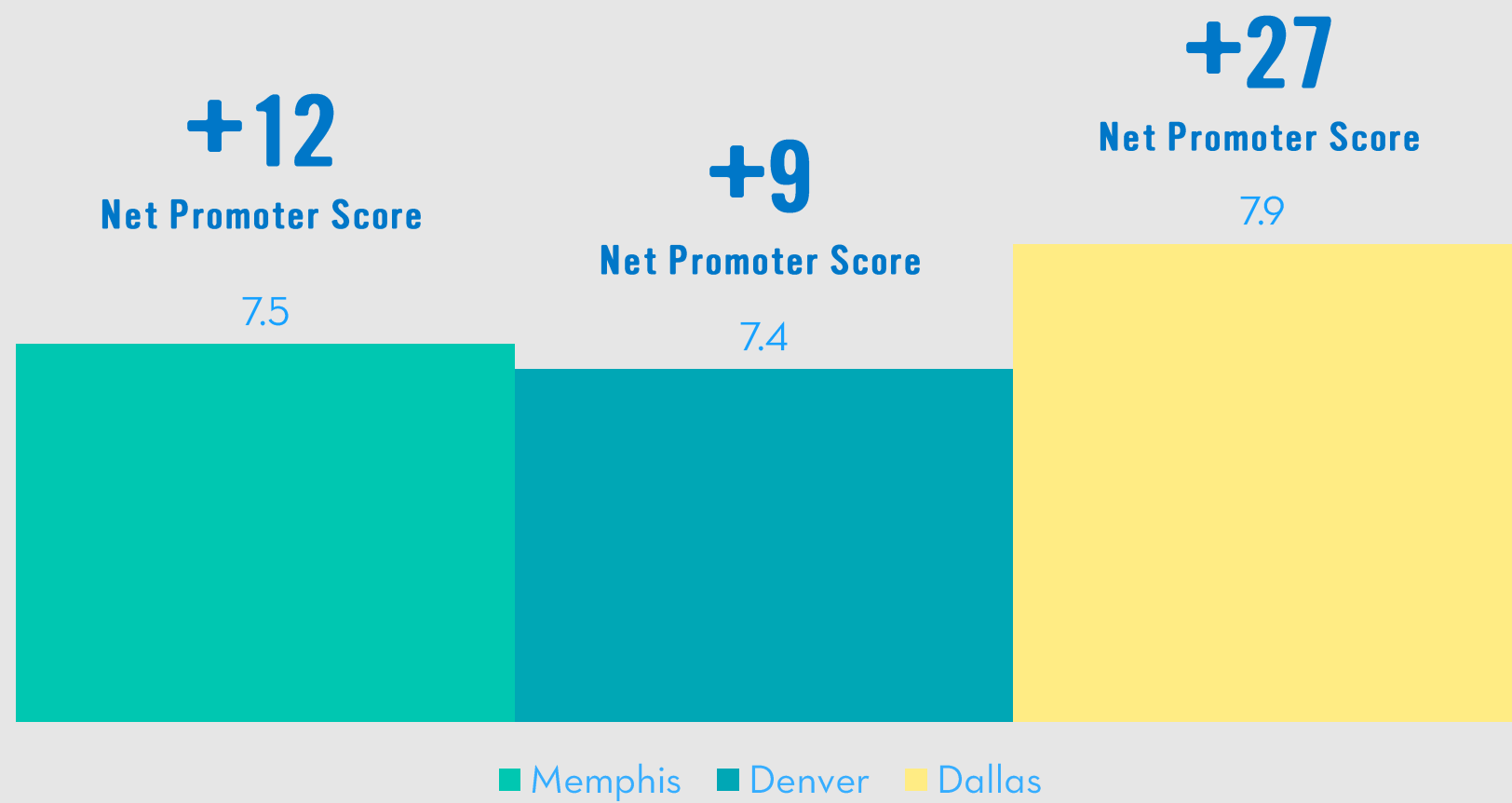
“Beautiful beaches and very clear water, great place to go in the summer.”





# LIKELIHOOD OF VACATIONING IN PENSACOLA

- On a scale of 1-10<sup>1</sup>, based on your friends' descriptions, how likely are you to vacation in the Pensacola area in the next few years?



<sup>1</sup>Based on a 10-point scale where 10 is excellent and 1 is poor. Scores above 9 are “terrific,” scores between 8 & 9 are “very good,” scores between 7 & 8 are average, and scores below 7 are below average.



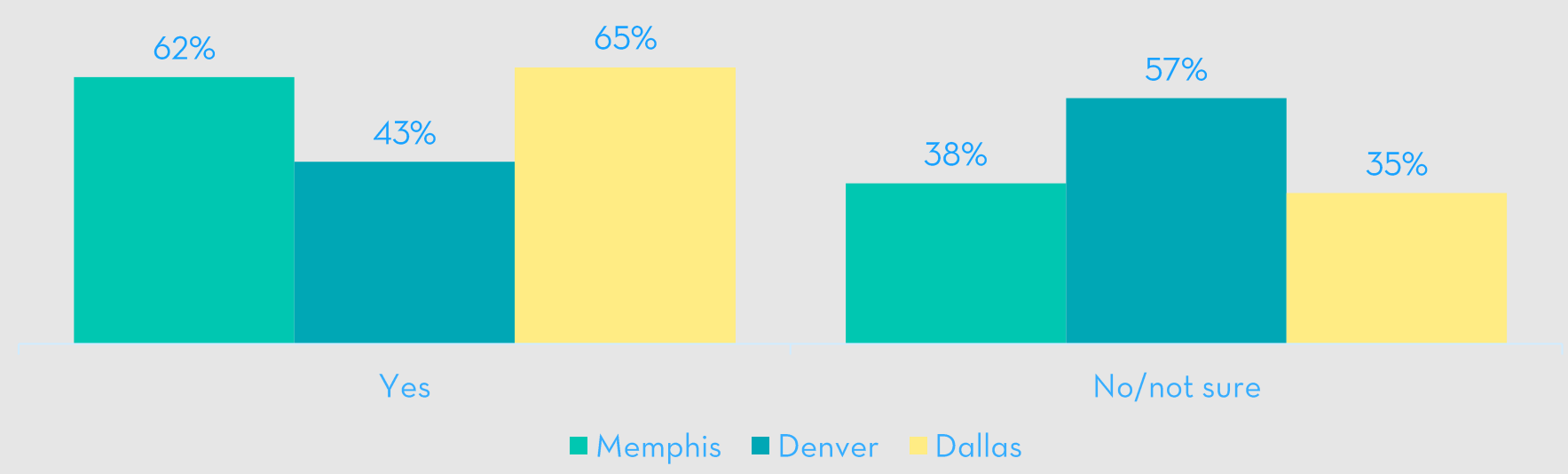


# SOURCES OF INFORMATION

# NOTICING INFORMATION ON PENSACOLA

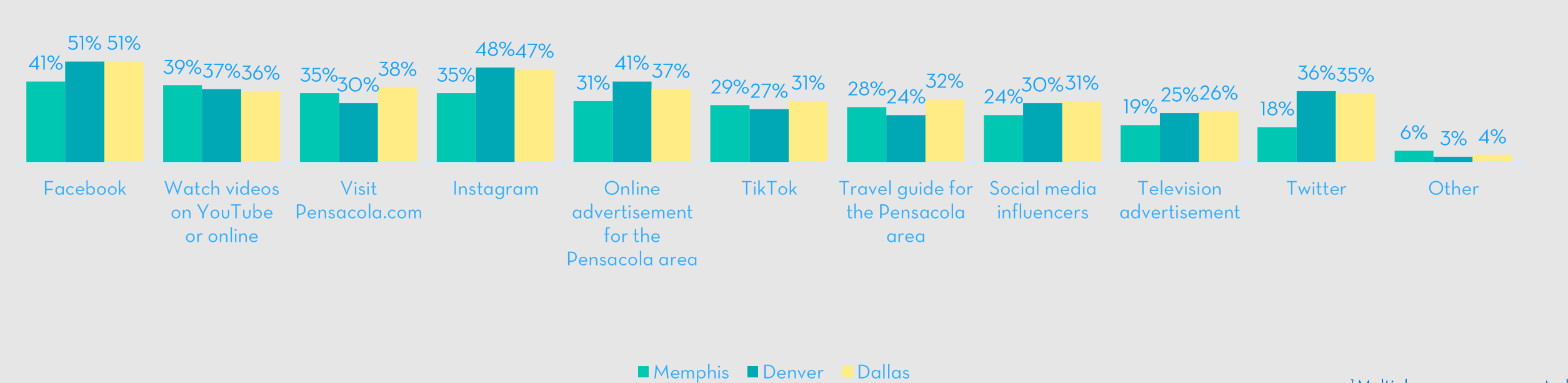
- Over **3 in 5** potential visitors from Memphis and Dallas have searched for or noticed information about the Pensacola area
- The number of potential visitors from Denver who have searched for or noticed information about the Pensacola area is just over **2 in 5**

Have you Ever Searched for Information on Noticed information about the Pensacola Area?



# INFORMATION SOURCES<sup>1</sup>

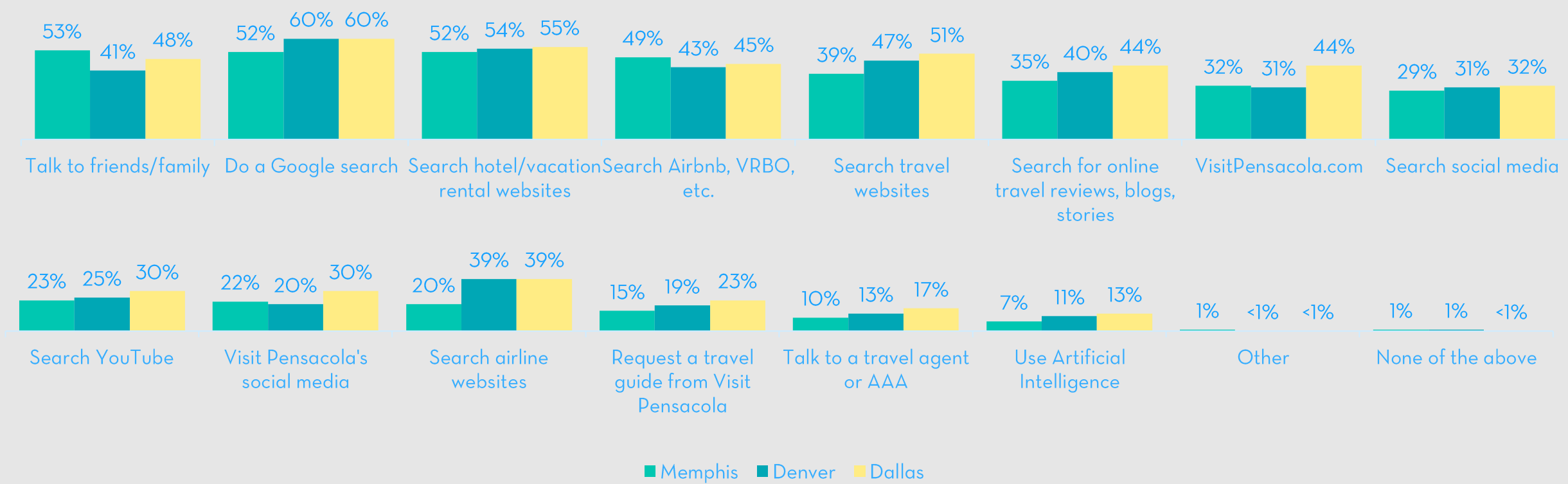
- About **half** of potential visitors from Denver and Dallas who have searched for or noticed information about the Pensacola area did so on **Facebook and Instagram**
- Potential visitors from Memphis were more likely to search for or notice information on **Facebook** and **videos on YouTube or online**



<sup>1</sup>Multiple responses accepted.  
Only asked to those who said they had ever searched for information or noticed information about the Pensacola area.

# TRIP PLANNING SOURCES: HOW WOULD YOU PLAN YOUR TRIP TO PENSACOLA?<sup>1</sup>

- Potential visitors from Memphis are more likely to **Talk to Friends and Family** (53%) to plan a vacation to the Pensacola area
- Potential visitors from Denver and Dallas are more likely to **Do a Google Search** (60%) to plan a vacation to the Pensacola area

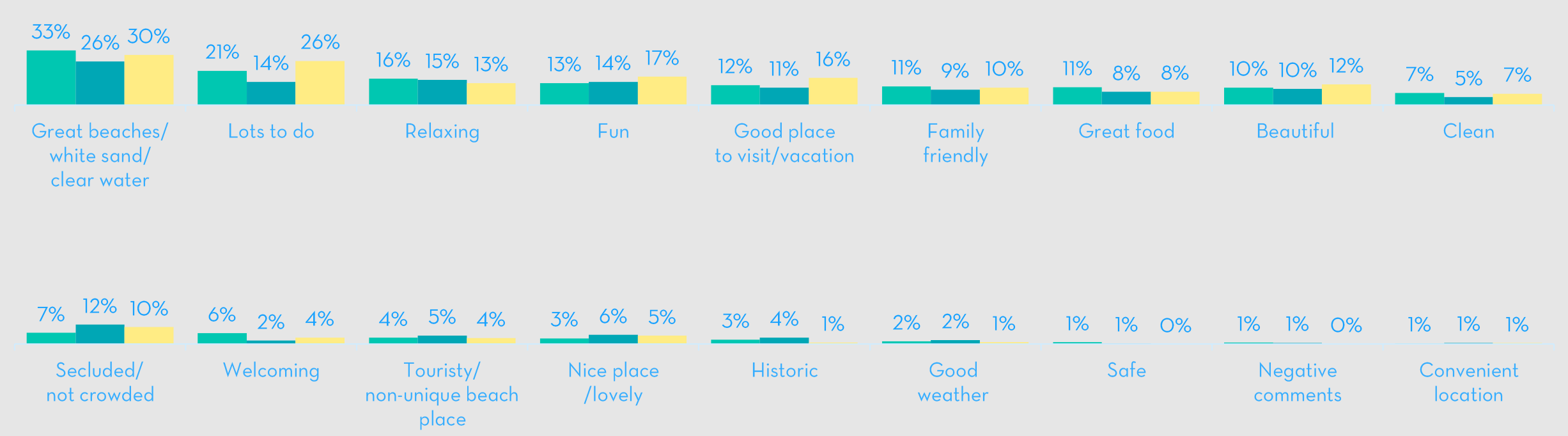


<sup>1</sup>Multiple responses accepted.



# REACTIONS TO THE PENSACOLA VIDEO<sup>1</sup>

- Potential visitors responses after seeing the marketing video



<sup>1</sup> Coded open-ended responses.  
Reponses can be included in multiple categories.

## MEMPHIS QUOTES - VIDEO REACTION



“Chill, adventurous, a place for everyone.”

“Great for families who have a wide range of interests and hobbies.  
There are tons of activities for children, adults, and teens.”

“Picture perfect, the place to stay live or vacation so many activities  
for the whole family welcoming and inviting.”



“Beautiful white beaches, family friendly, feels like a second home.”

“White powder beaches plenty of activities for all ages.”





## DENVER QUOTES - VIDEO REACTION



“Gorgeous, picturesque beaches with lots of activities and a mix of history and culture as well.”

“Nature at its best. Fun, inviting, family friendly, and peaceful vacation spot.”



“Beautiful white sand beaches with active outgoing people.”

“Our next family vacation we will take on the white sand beaches in Pensacola beaches.”

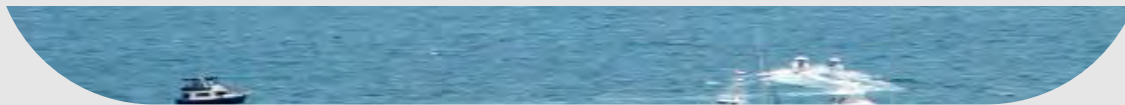


## DALLAS QUOTES - VIDEO REACTION



“An uncrowded destination off the beaten and touristy track, where people can escape everyday life and have an enjoyable vacation.”

“Doesn't look overcrowded, looks like there are wide-open beaches, but also things to do off the beach if you wanted. Looks like the locals are engaged in their community, and welcome tourists to join along!”



“Beautiful beaches, good food, family time, not crowded, plenty of activities.”

“Crystal blue water and white sand beaches. Not crowded.”

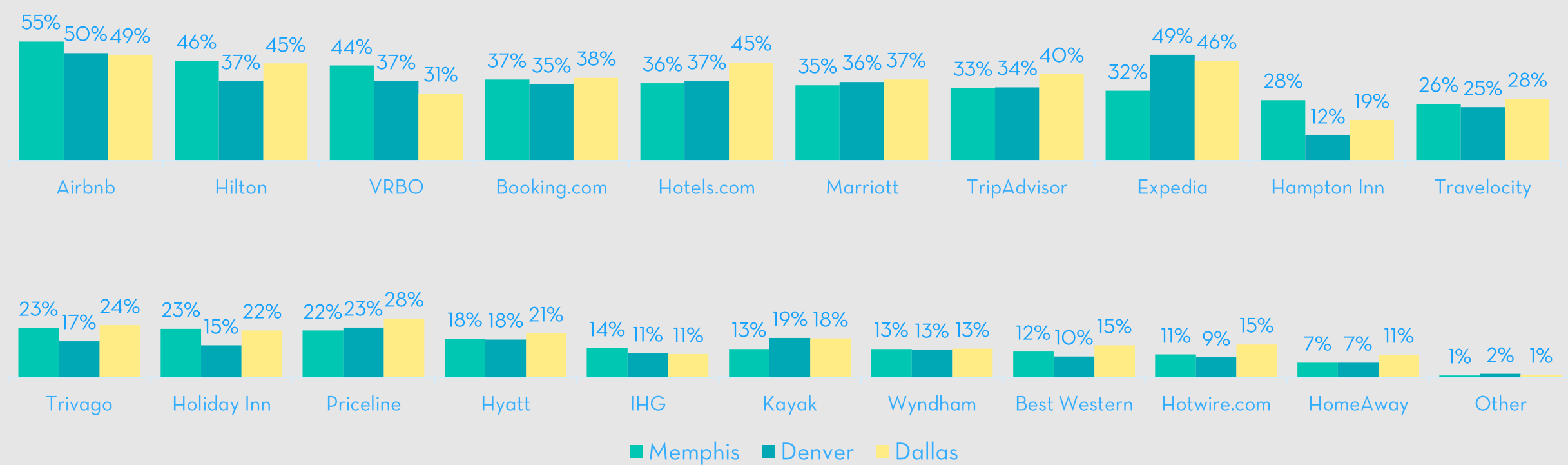
“That the beaches & water are beautiful. There is a lot to do from water activities to night life. It's also a place where you can just relax & get away from the day to day grind.”





# WHICH HOTEL OR VACATION RENTAL SITES WOULD YOU SEARCH?

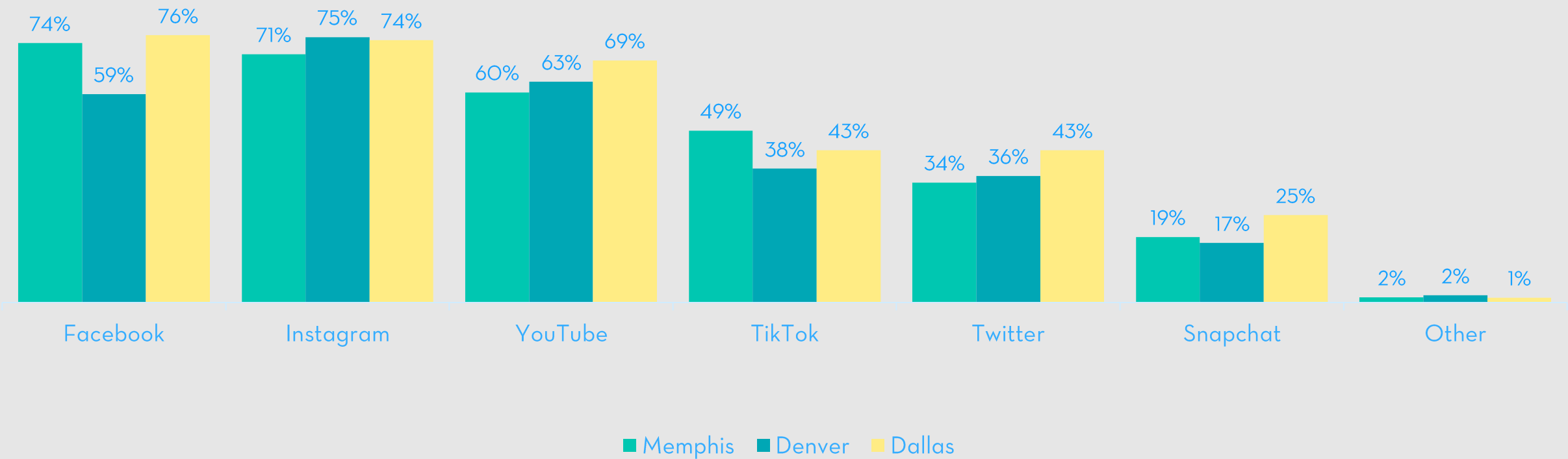
- Potential visitors from Memphis, Denver and Dallas are more likely to search **Airbnb** than any other hotel/vacation rental site when planning a vacation to the Pensacola area.
- **Hilton** was the leading Hotel site potential visitors from all three locations would search
- Nearly **Half** of potential visitors from Denver (49%) and Dallas (46%) would use **Expedia**



<sup>1</sup>Multiple responses accepted.

# WHICH SOCIAL MEDIA SITES WOULD YOU USE?

- **3 in 4** potential visitors from Memphis and Dallas prefer Facebook when planning a vacation to the Pensacola area.
- **Instagram** was the leading social media site potential visitors from Denver (75%)



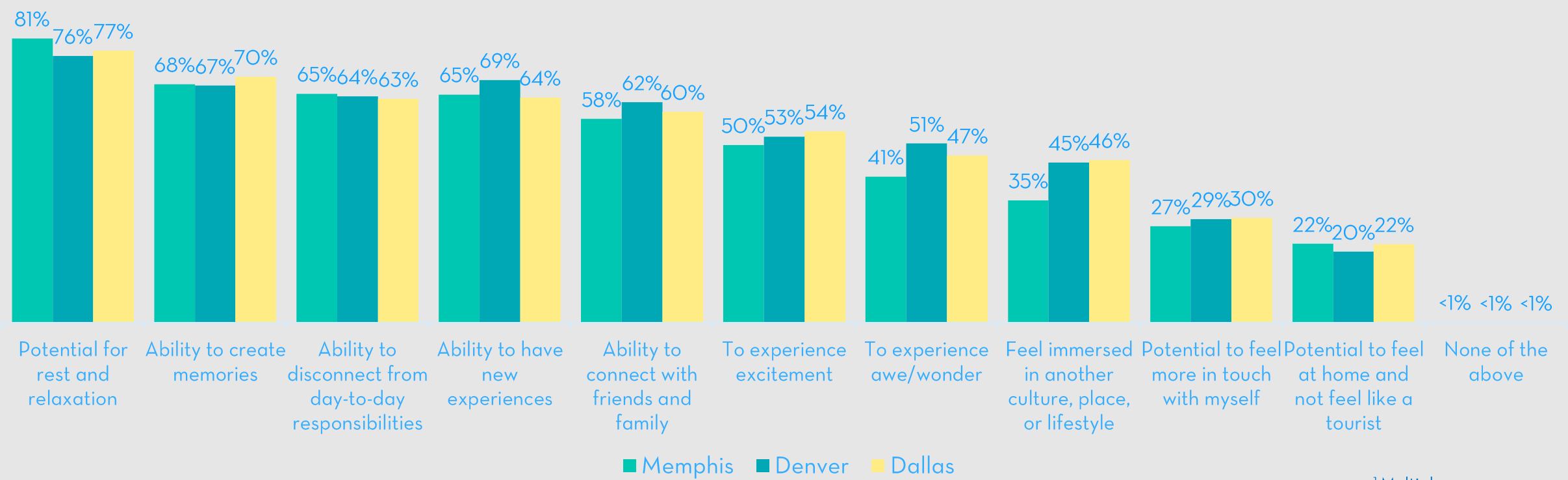
<sup>1</sup>Multiple responses accepted.



# PENSACOLA VACATION

# REASONS FOR TAKING A VACATION<sup>1</sup>

- **Rest and Relaxation** lead the way for all three markets as a reason for taking a vacation
- Dallas was higher than the others for reasons like “**Creating Memories**” and “**Experience Excitement**”
- Denver was higher than the others for reasons like “**Having New Experiences**” and “**Awe/Wonder**”

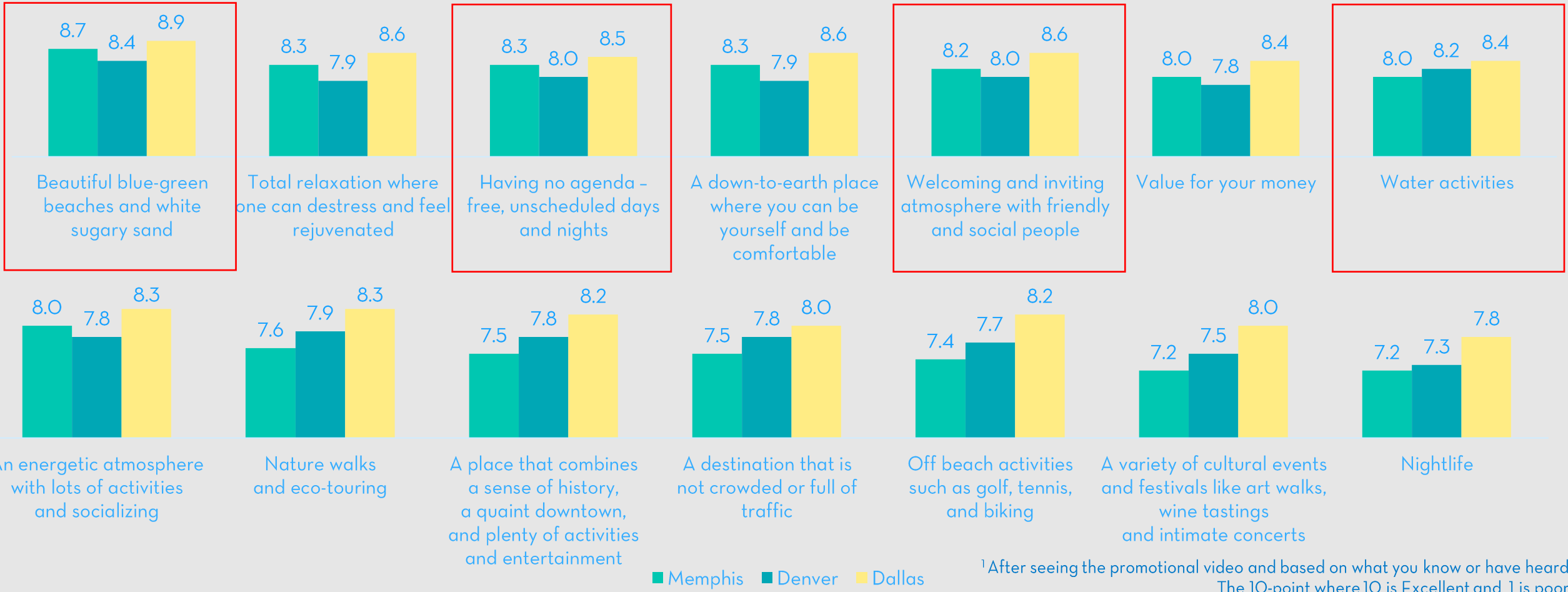


<sup>1</sup> Multiple responses accepted.



# RATING THE PENSACOLA AREA AS A PLACE TO VACATION<sup>1</sup>

- On a scale of 1-10, the four highlighted categories scored above **8 or higher** from all three markets



<sup>1</sup>After seeing the promotional video and based on what you know or have heard. The 10-point where 10 is Excellent and 1 is poor.

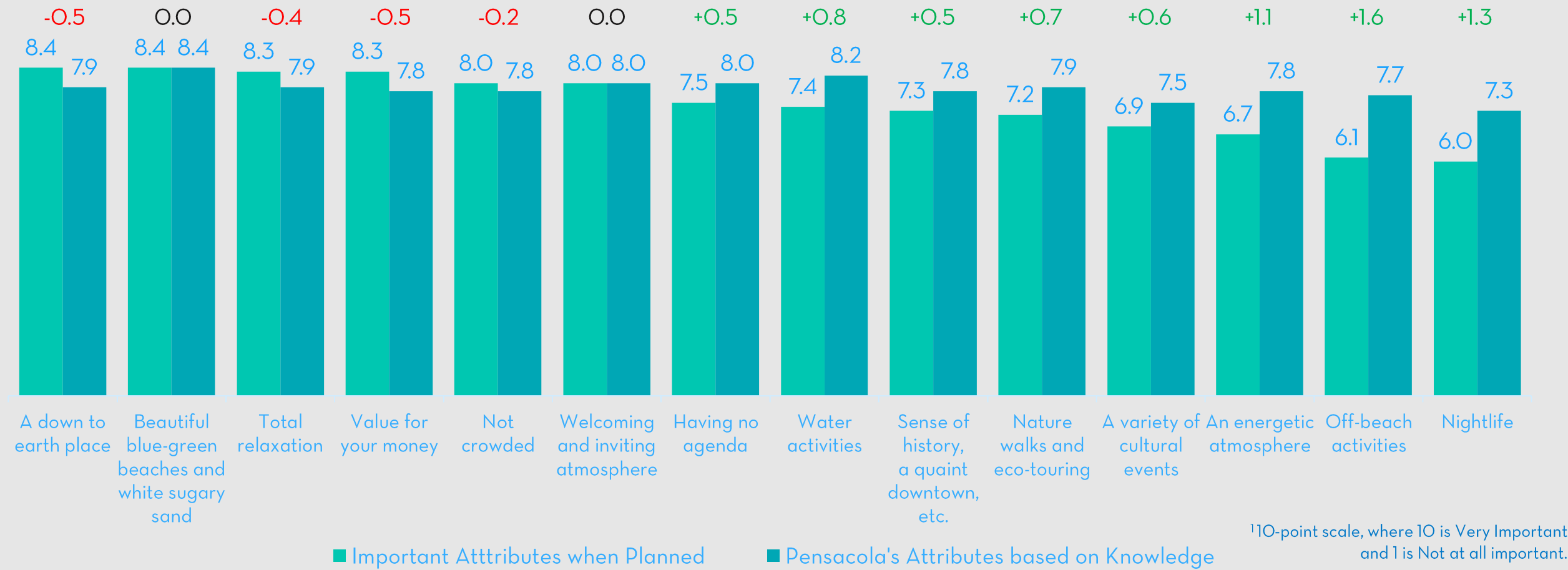
# GAP ANALYSIS OF DESTINATION ATTRIBUTES - MEMPHIS<sup>1</sup>

- Potential visitors from Memphis value **total relaxation**, **value for your money**, and **beautiful beaches** in a vacation destination
- The Pensacola area performs well in the eyes of these potential visitors as well



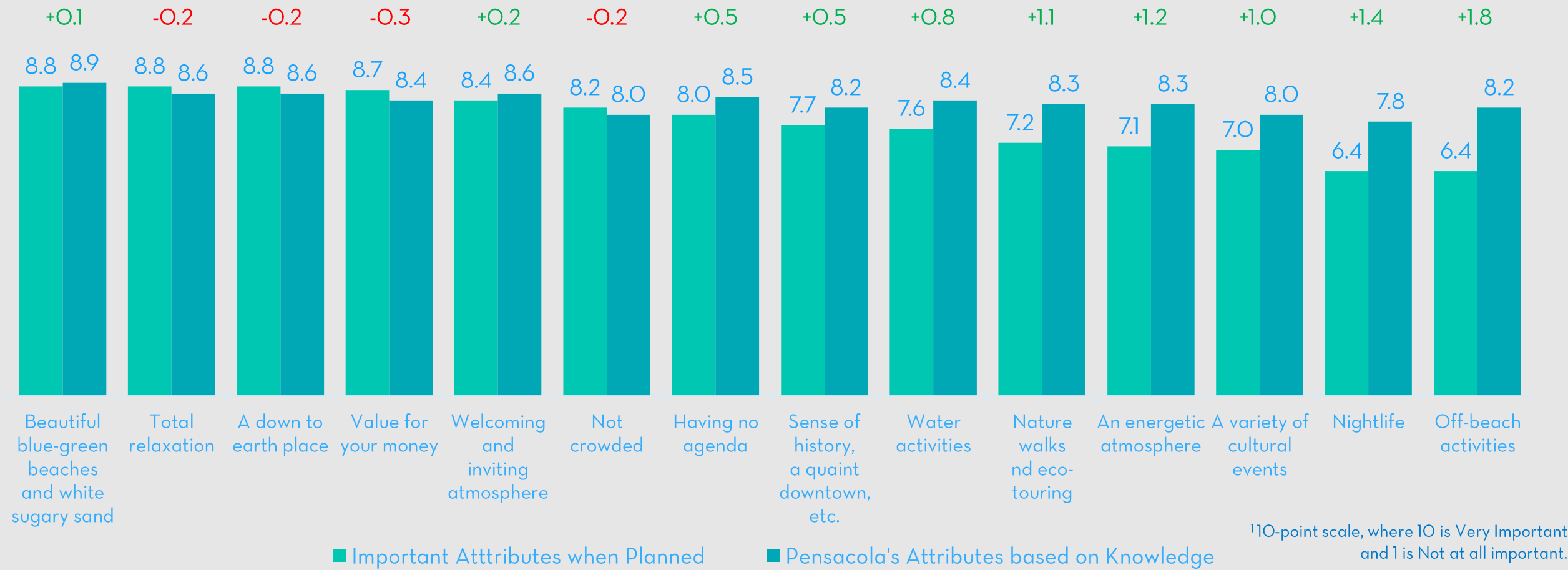
# GAP ANALYSIS OF DESTINATION ATTRIBUTES – DENVER<sup>1</sup>

- Potential visitors from Denver value a **Down-to-earth place**, **Total relaxation**, and **Beautiful Beaches** in a vacation destination



# GAP ANALYSIS OF DESTINATION ATTRIBUTES – DALLAS<sup>1</sup>

- Potential visitors from Dallas value a **Total relaxation**, and **Beautiful Beaches, Down-to-earth place** in a vacation destination





# ANALYSIS OF DESTINATION ATTRIBUTES<sup>1</sup>

Decision Factors				Memphis		
	Importance	Pensacola Rating	GAP			
Total relaxation where one can destress	8.6	8.3	-0.3			
Value for your money	8.6	8.0	-0.6			
Beautiful blue-green beaches and white sugary sand	8.6	8.7	+0.1			
A down-to-earth place where you can be yourself	8.5	8.3	- 0.2			
Welcoming and inviting atmosphere	8.1	8.2	+0.1			
A destination that is not crowded	8.0	7.5	- 0.5			
Having no agenda – free, unscheduled days/nights	8.0	8.3	+0.3			
Water activities such as fishing, boating, etc.	6.9	8.0	+1.1			
Sense of history, a quaint downtown, etc.	6.8	7.5	+0.7			
An energetic atmosphere with lots of activities	6.7	8.0	+1.3			
Nature walks and eco-touring	6.1	7.6	+1.5			
A variety of cultural events and festivals	6.1	7.2	+1.1			
Nightlife	5.8	7.2	+1.4			
Off-beach activities such as golf, tennis, and biking	5.6	7.4	+1.8			

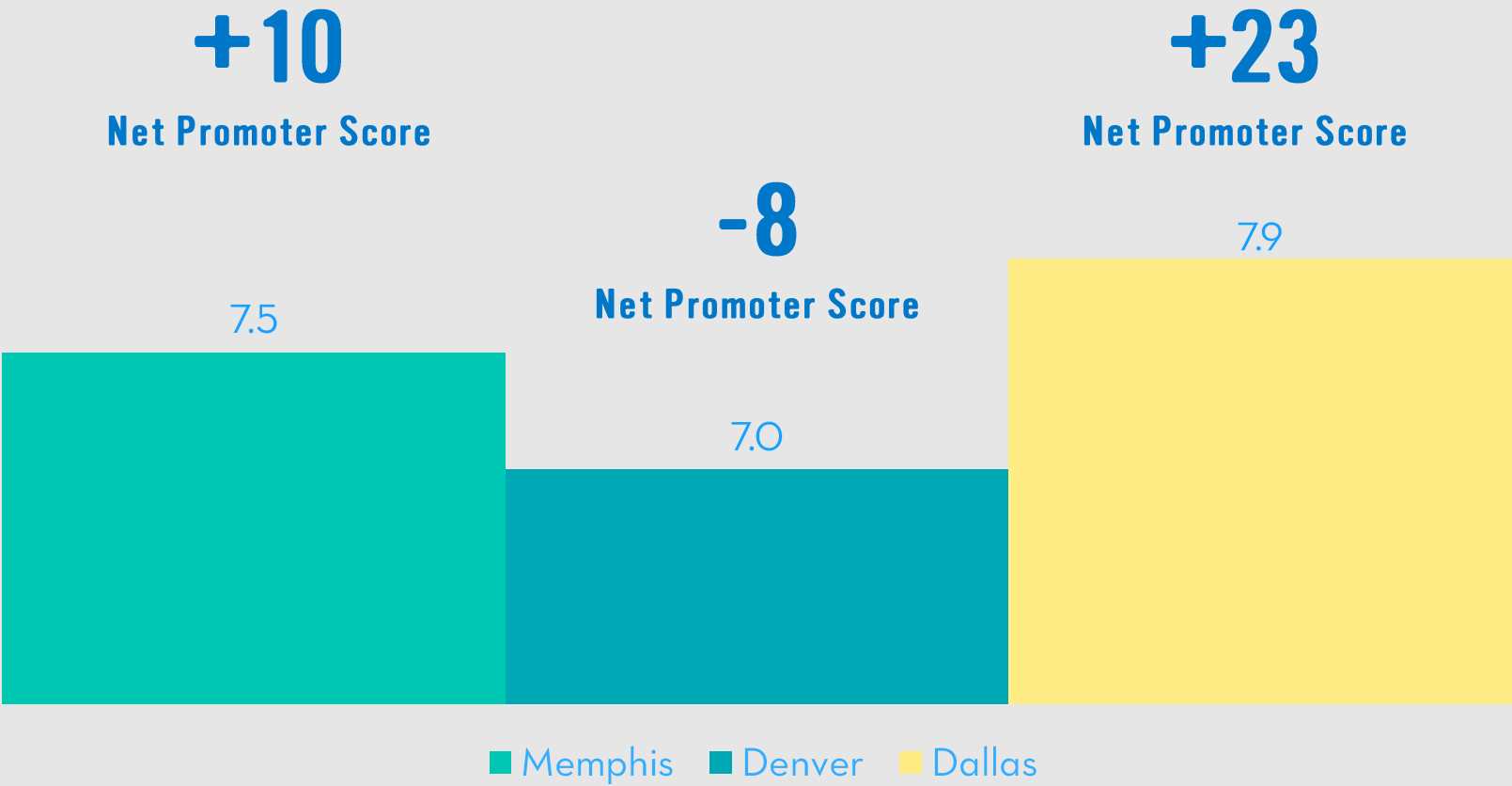
Denver		
Importance	Pensacola Rating	GAP
8.3	7.9	-0.4
8.3	7.8	-0.5
8.4	8.4	0.0
8.4	7.9	- 0.5
8.0	8.0	0.0
8.0	7.8	- 0.2
7.5	8.0	+0.5
7.4	8.2	+0.8
7.3	7.8	+0.5
6.7	7.8	+1.1
7.2	7.9	+0.7
6.9	7.5	+0.6
6.0	7.3	+1.3
6.1	7.7	+1.6

Dallas		
Importance	Pensacola Rating	GAP
8.8	8.6	-0.2
8.7	8.4	-0.3
8.8	8.9	+0.1
8.8	8.6	-0.2
8.4	8.6	+0.2
8.2	8.0	-0.2
8.0	8.5	+0.5
7.6	8.4	+0.8
7.7	8.2	+0.5
7.1	8.3	+1.2
7.2	8.3	+1.1
7.0	8.0	+1.0
6.4	7.8	+1.4
6.4	8.2	+1.8

<sup>1</sup>Average scores based on a scale of 1 to 10. GAP equals the difference between the importance of an attribute and the rating of Pensacola on that attribute.

# LIKELIHOOD TO VACATION IN THE PENSACOLA AREA IN THE NEXT YEAR OR SO

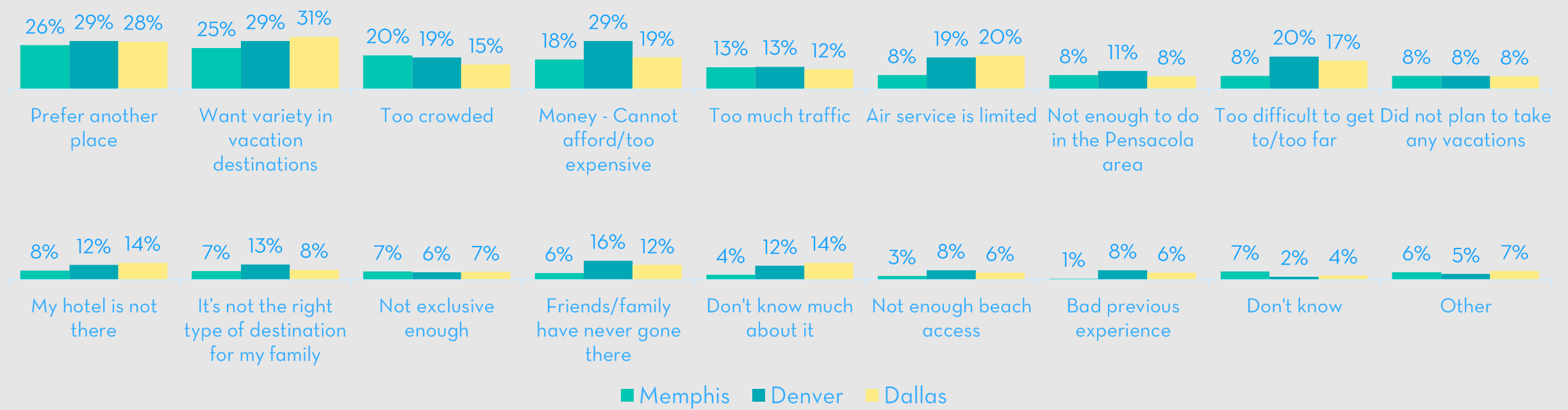
- On a scale of 1-10<sup>1</sup>, Based on what you know and what you have seen in this survey, what is your interest in vacationing in the Pensacola area in the next year or so?



<sup>1</sup>Use a 10-point scale, where: 1 = I am definitely NOT vacationing in the Pensacola area 10 = I am definitely vacationing in the Pensacola area.

# WHY ARE YOU NOT INTERESTED IN A PENSACOLA AREA VACATION<sup>1</sup>

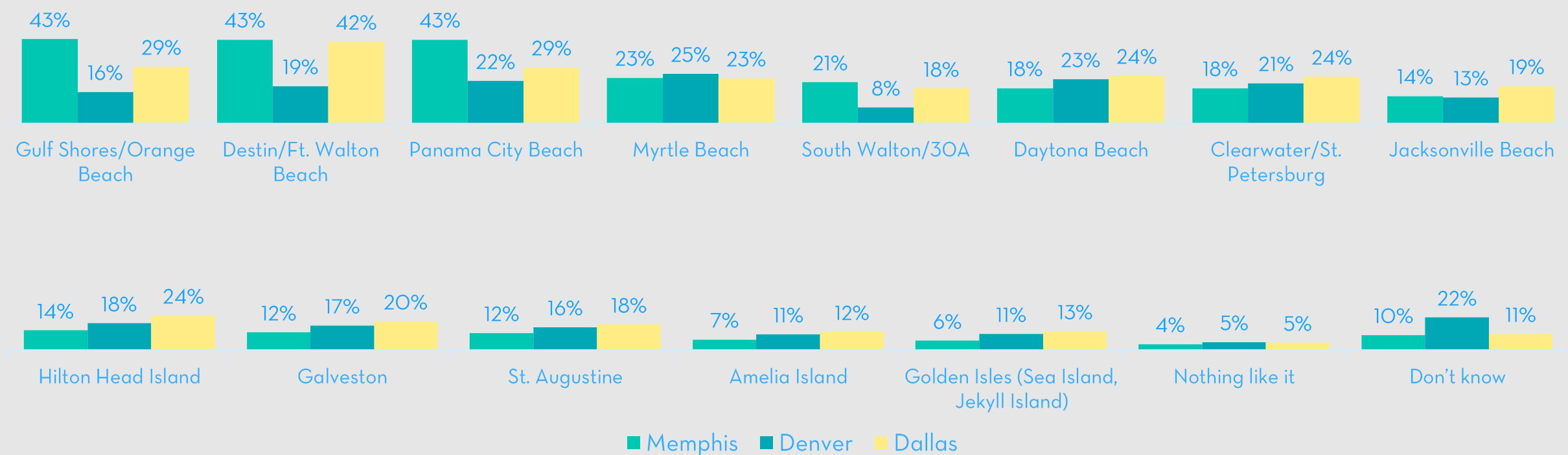
- Potential visitors from Dallas who were not interested in taking a vacation to the Pensacola area want **variety in destinations**
- Potential visitors from Denver who were not interested in taking a vacation to the Pensacola area cite **money** and **prefer to go on a different vacation**
- Potential visitors from Memphis who were not interested in taking a vacation to the Pensacola area would **prefer another place**



<sup>1</sup>Based on those who selected 5 or lower on previous questions.

# SIMILAR VACATION EXPERIENCES TO THE PENSACOLA AREA<sup>1</sup>

- Potential visitors from Memphis most associate a Pensacola vacation similar to one in **Gulf Shores/Orange Beach, Destin/Ft. Walton Beach, or Panama City Beach**
- Potential visitors from Denver most associate a Pensacola vacation similar to one in **Myrtle Beach**
- Potential visitors from Dallas most associate a Pensacola vacation similar to one in **Destin/Ft. Walton Beach**



<sup>1</sup>Multiple responses accepted.

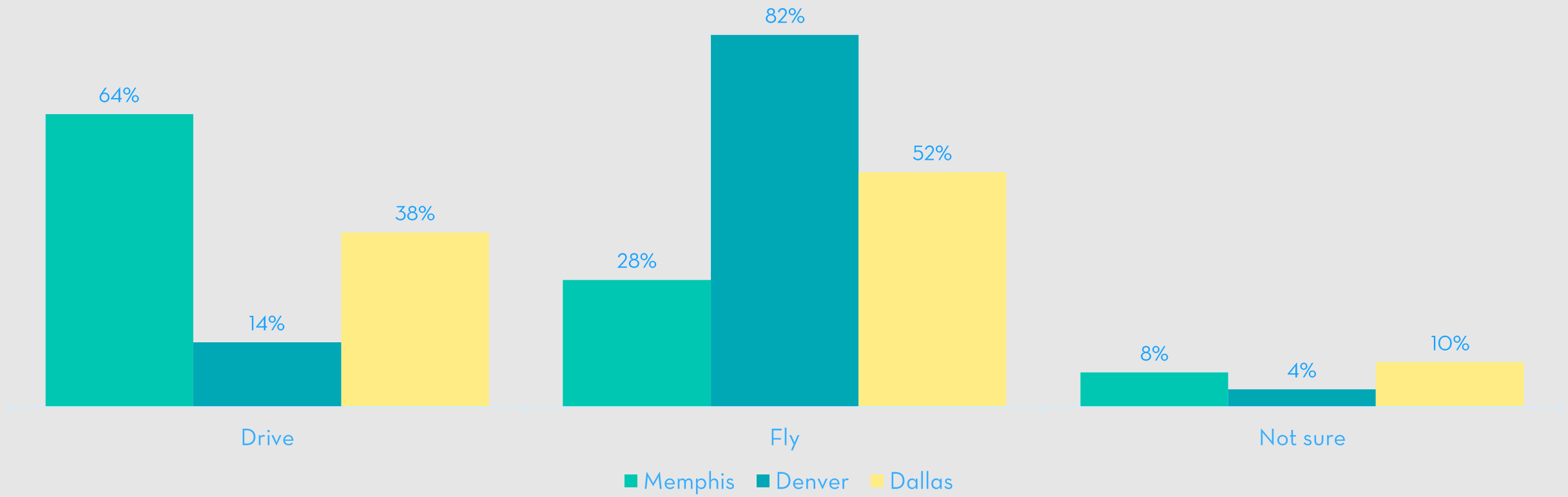




# TRANSPORTATION

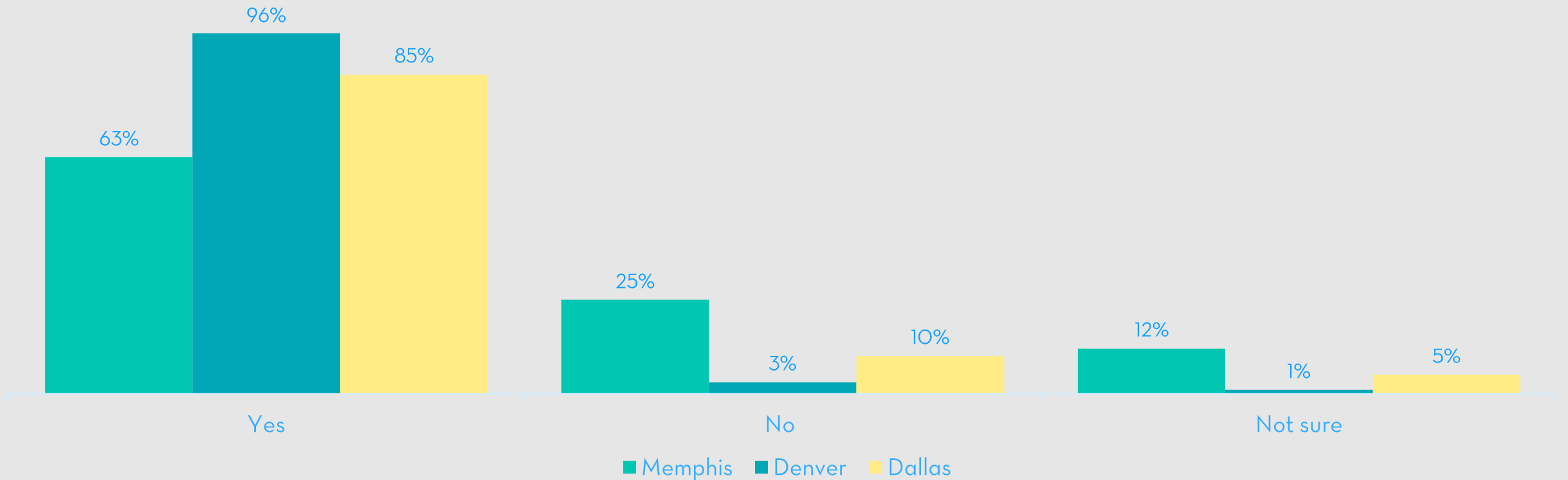
# DRIVE VS. FLY

- Over **3 in 5** of potential visitors from Memphis would **drive** to the Pensacola area
- Over **half** of potential visitors from Dallas would **fly** to the Pensacola area
- Over **4 in 5** potential visitors from Denver would **fly** to the Pensacola area



## CONSIDERATION OF FLYING<sup>1</sup>

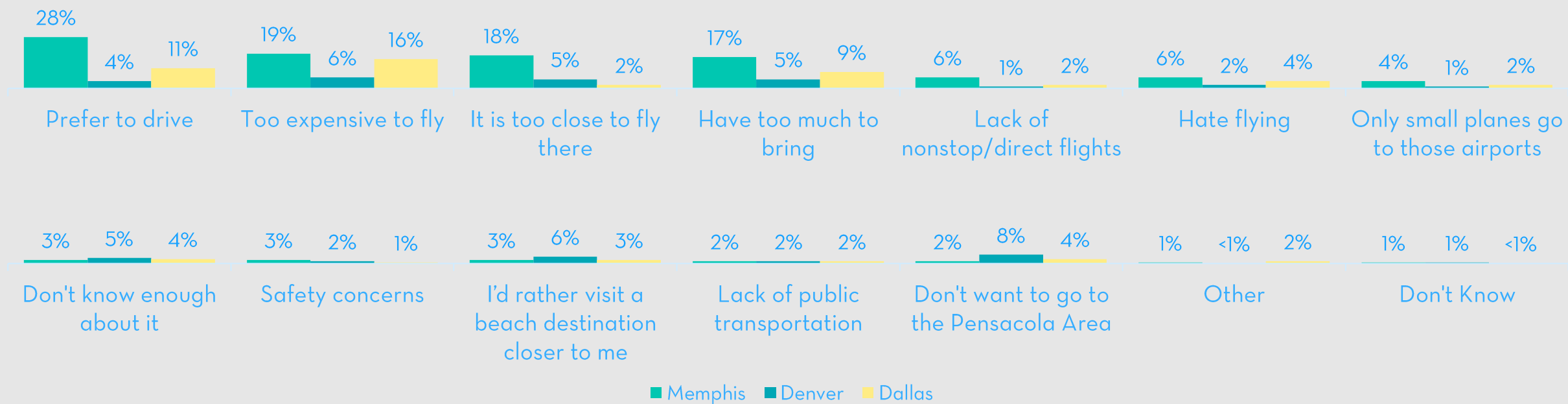
- Almost **all** potential visitors from Denver would consider flying to the Pensacola area
- Over **4 in 5** potential visitors from Dallas would consider flying to the Pensacola area
- Over **3 in 5** potential visitors from Memphis would consider flying to the Pensacola area



<sup>1</sup>BASE: All potential visitors.

# WHY NOT CONSIDER FLYING<sup>1</sup>

- Nearly **3 in 10** potential visitors from Memphis would not consider flying because they **prefer to drive**
- Potential visitors from Dallas (16%) would not consider flying to the area because **its too expensive to fly**
- Potential visitors from Denver were more likely to say they did not want to visit the Pensacola area (8%)



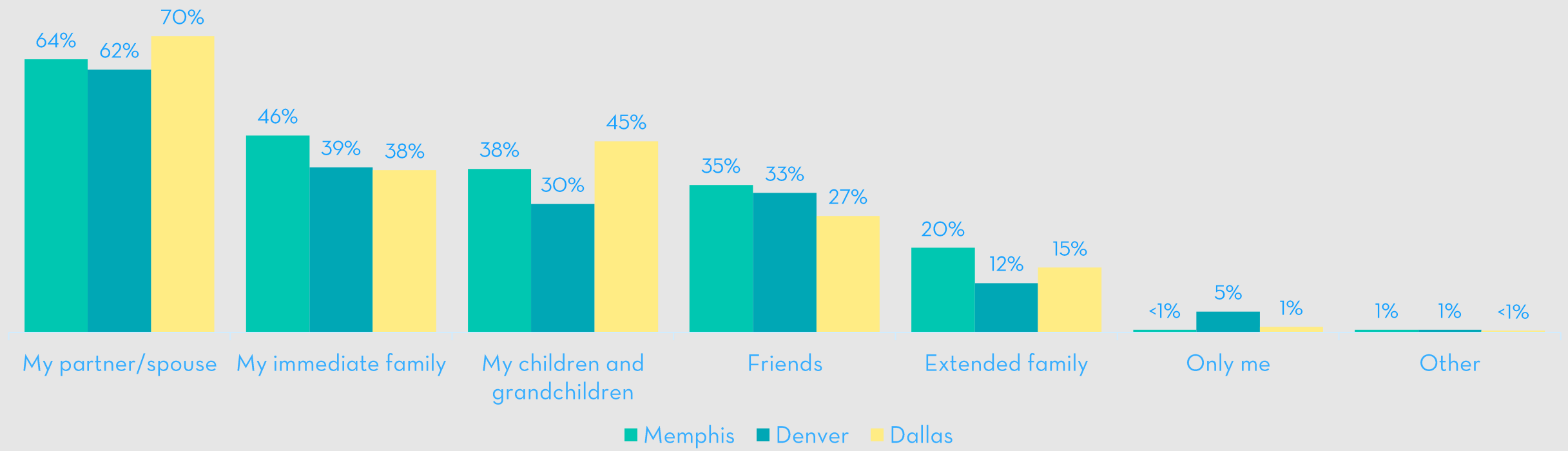
<sup>1</sup>Multiple responses accepted.  
BASE: All potential visitors.





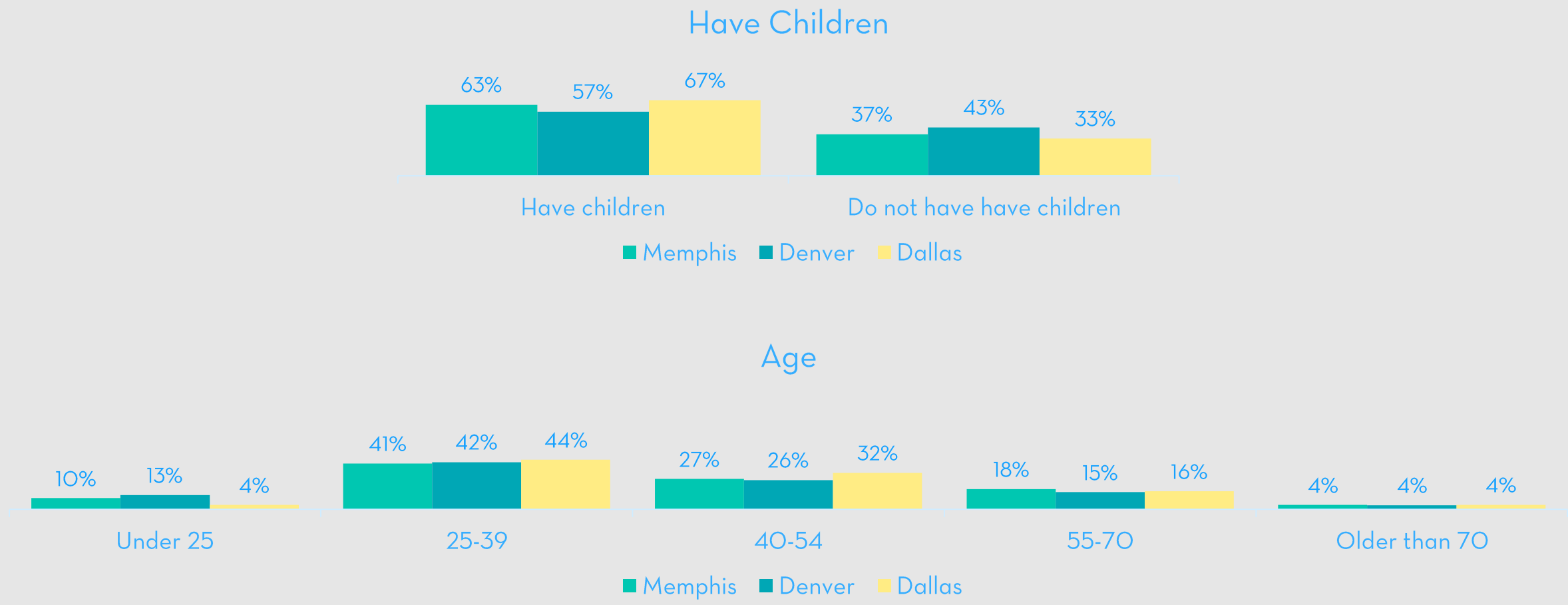
# VISITOR PROFILE

# TRAVEL PARTY: If you took a vacation to the Pensacola area, who would you take?

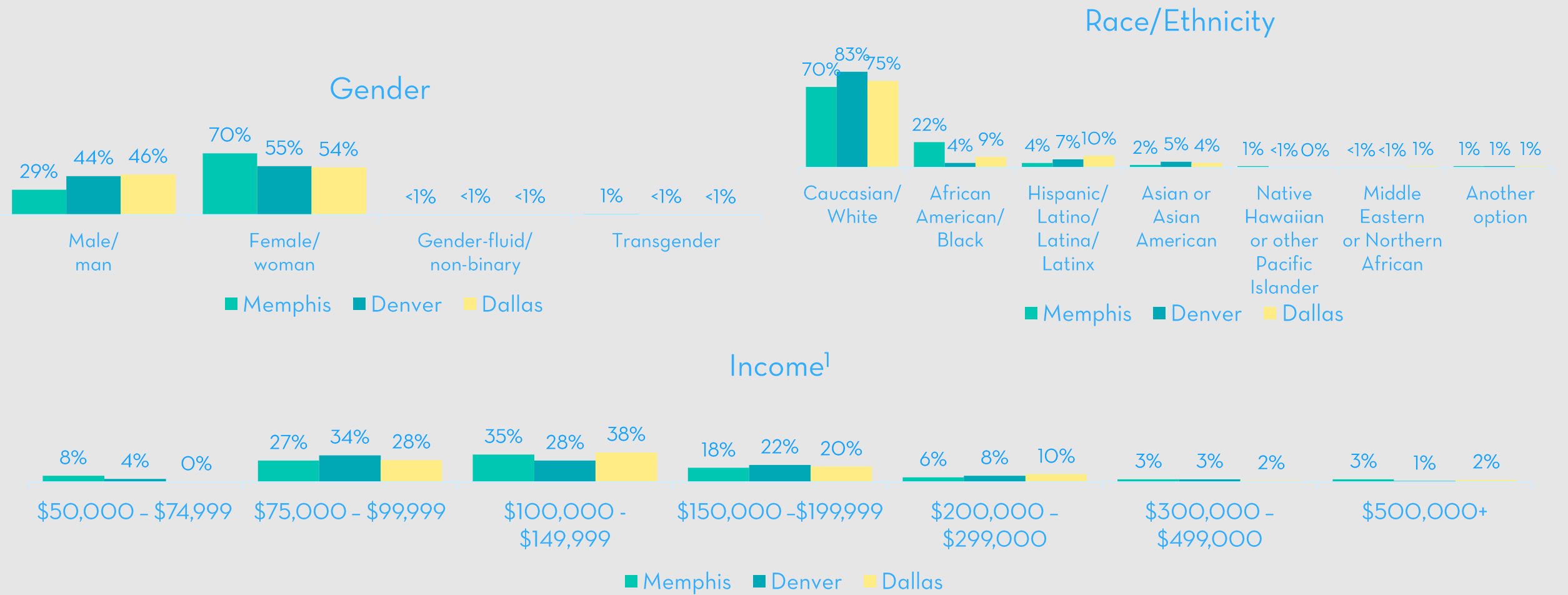


<sup>1</sup>Multiple responses accepted.

# VISITOR PROFILE



# VISITOR PROFILE



<sup>1</sup> The base was set at household income of \$75,000+ but was lowered in some surveys to meet quota.





Visit Pensacola

# EMERGING MARKET STUDY 2023

Downs & St. Germain Research

[dsg-research.com](https://dsg-research.com)

[contact@dsg-research](mailto:contact@dsg-research)

800.564.3182



## **VISIT PENSACOLA BOARD MEETING**

### **September 27, 2023**

## **Marketing & Communications**



850.434.1234  
800.874.1234



fax:  
850.432.8211



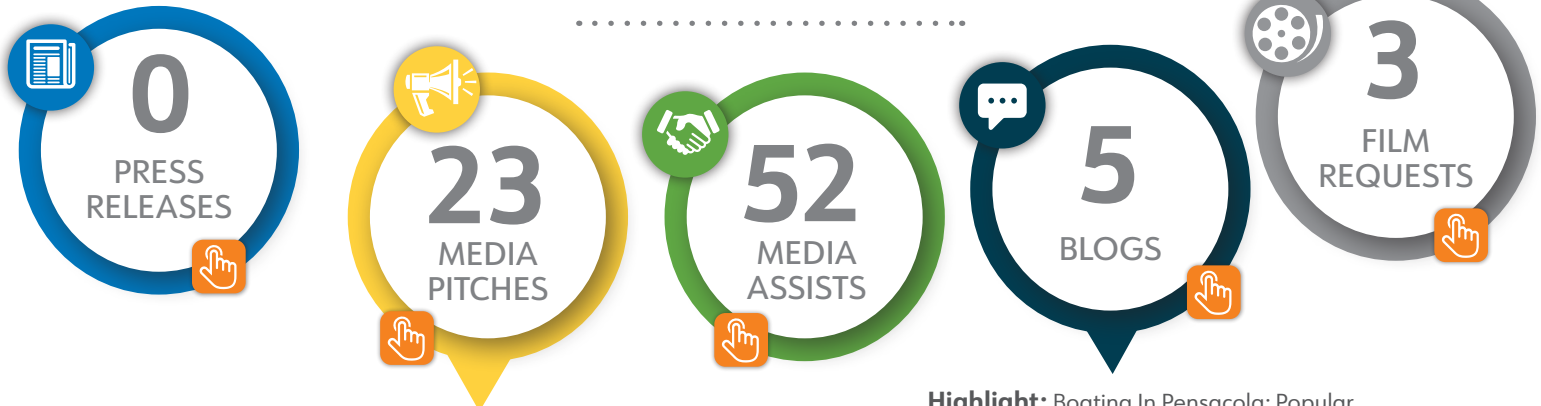
1401 E. Gregory St.  
Pensacola, FL 32502



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



## OUTREACH



**Including:** TravelPulse.com, Donald Wood, Weird/ Whacky/Funky Attractions Around The U.S.

**Highlight:** Boating In Pensacola: Popular Spots To Launch, Docking & Dining Hotspots, & Hidden Nautical Gems

## SOCIAL MEDIA

5,787 sessions via social referral • 3,828 total social conversions



## E-MARKETING CONSUMER eNEWS

129 new sign-ups  
40% open rate  
62% conversion rate  
2% click throughs





## EARNED MEDIA

### ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

#### MEDIA ASSISTS

- Blue Wahoos Radio – Thursday night home games
- Annual Meeting prep
- Press Trip – hosted David Perry for GoNomad article
- St. Louis Post
- Good Grit
- New Orleans Magazine
- David Perry (Instagram)
- Men's Journal
- HARO
- TravelPulse
- Hotels Above Par
- Ronny Maye – Press Trip planning
- Rafael Pena – Press Trip planning
- USA Today's 10 Best Holiday Gift Guide
- Visit Florida editorial leads
- Southern Travel

#### MEDIA ASSISTS, cont.

- Southern Living
- Plate
- Planned Denver Media Meetup dinner
- National Beach Day campaign
- SCUBA magazine
- DeeperBlue
- Flamingo Magazine
- The Jet Set
- Planning and vetting Dive + Dine group press trip
- Southern Livings Souths Best
- USA Today 10 Best – PNS Best Small Airport
- Ballinger Publishing
- Bulls on the Beach – Perdido Key media coverage
- NewsRadio Pep Talk
- Visit Florida Canada Request – Jim Bamboulis press trip

#### MEDIA ASSISTS, cont.

- Trav Media Lead – Next Adventure magazine
- NAS Pensacola and Naval Aviation Museum media assist
- Emerald Coast Magazine
- Branch Up Canada – Visit FL Trade/Sales assist
- Destinations Florida Quick Trip
- Contemporary Creative Travel
- Food + Travel Magazine
- InWeekly Best of the Coast
- Great Day Tampa (live)
- Style Blue Print
- Robin Smith, Travel Awaits
- FPRA Image Awards – Award of Distinction and Judges Award for the America's First Settlement Trail
- Adventure Cities Filming

## PRESS MENTIONS – STORIES MENTIONING PENSACOLA



#### STORIES MENTIONING PENSACOLA

##### Highlight:

- New Florida Getaways For A Relaxing Vacation – Because You Deserve It



#### 200 stories

##### Highlights:

- Florida Baseball Team Lists Entire Stadium On Airbnb For \$5,000 A Night
- Southwest Airlines Adding More Nonstop Seasonal Service for Spring Break Travel



#### Accolades

##### Highlights:

- 7 Best Beaches in Florida for a Beachy Family Getaway
- Scenic Snorkeling: 10 Most Beautiful U.S. Beaches For Underwater Scenery





# VISITPENSACOLA.COM

August 2023

**252K**  
FY 2.7M  
USERS

**548K**  
FY 7.2M  
PAGE VIEWS

**\$524,151**  
FY \$9.5M  
TOTAL  
REVENUE\*

**2.5**  
FY 2.9  
AVG. LENGTH  
OF STAY\*

**\$197**  
FY \$185  
AVG. DAILY  
RATE\*

## AUDIENCE

City	Users
Chicago	6,291
Pensacola	2,561
Dallas	3,348
New Orleans	3,351
Atlanta	2,764
Mobile	2,505
Houston	1,607
Nashville	869
New York	688

## TOP PAGES

Page	Pageviews
Feature (CPL)	45,922
Events	27,347
Webcams	24,331
Home	23,623
Events This Week	21,394
Things To Do	17,640
Sweepstakes	14,129
Neighborhoods	13,865
Beach	11,520
Beaches	9,583

## PARTNER ENGAGEMENT

Partner Referral	13,973
Listing Views	40,651
Partner Book Now	1,213
Partner Website Link	11,520
Coupons	480

## CHANNEL (How people find us)

Channel	New Users	Engagement Rate
Direct	77,543	23%
Organic Search	73,168	75%
Display	29,750	8%
Paid Social	23,399	18%
Unassigned	16,725	9%
Referral	10,305	41%
Paid Search	7,332	53%
Organic Social	6,396	36%
Email	2,019	62%

## WEBSITE SIGNUPS

New Email Subscribers	129
Insider Guide Requests	702
Insider Guide (Online version)	140

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.

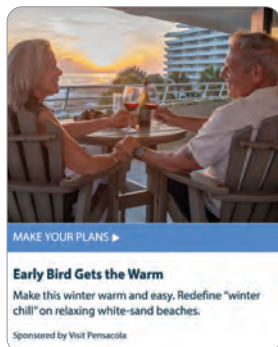


### 🔊 Early Bird Campaign Begins

Goal: Increase visitation and stay-length from November through February by inspiring potential travelers as they plan winter travel.

Tactics: Digital display, Native, Online video, Print, and Broadcast/Cable\*

Markets: Chicago\* (running on largest PBS market in the US), Grand Rapids\* Indianapolis\* Milwaukee\* Minneapolis\* St. Louis\* plus Detroit, Indiana, Michigan, and Wisconsin



### 🔊 Inspire Beach-loving Football Fans

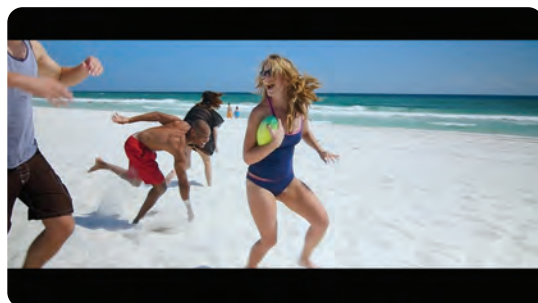
A love of college football and beach getaways come together through television placements on the SEC and ACC networks. This direct buy reaches 121 million households during afternoon and prime-time football and eliminates specific cable market boundaries.

An Alabama sponsorship strengthens this effort with stadium, radio, print, and digital exposure.

Television buys in Atlanta, Dallas, and Houston build on this Southeastern exposure.



In FY22, television had the highest ad recall at 30%.  
(Downs & St. Germain)





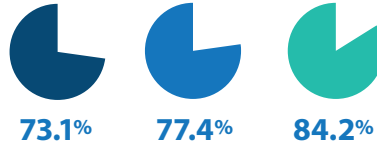
## COMMUNITY IMPACT : JULY

2023 2022 2021

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

Hotel Occupancy 73.1%

### JULY YEAR-OVER-YEAR



### 12-MONTH RUNNING AVERAGES



Average Daily Rate \$195.46

### JULY YEAR-OVER-YEAR



### 12-MONTH RUNNING AVERAGES



## TRACKABLE RESULTS : JULY

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

### JULY YEAR-OVER-YEAR



## WEBSITE IMPACT : JULY

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

### ALL CLICKABLE EFFORTS:

Advertising Site Visits 95,863

% of Total Site Visits 24.9%

### JULY YEAR-OVER-YEAR



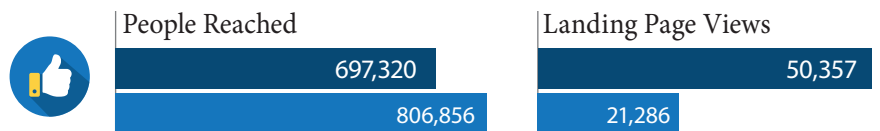
Social media advertising results reported by Facebook. Landing page views are visits to specific website pages.

### SOCIAL MEDIA ONLY:

People Reached 697,620

Landing Page Views 50,357

### JULY YEAR-OVER-YEAR





# Social Media Board Report

August 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	Engagements	Post Link Clicks
5,570,408	291,332	43,800

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
Net Follower Growth	5,137

Facebook Engagement

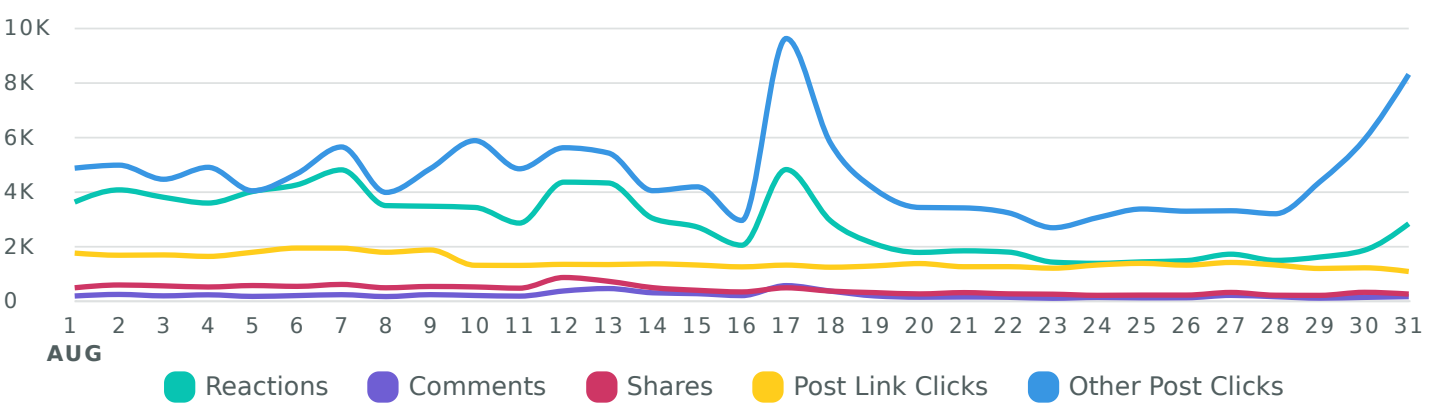
See how people are engaging with your posts during the reporting period.

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
Total Engagements	101,485	48,083	291,332
Reactions	82,501	5,216	87,717
Comments	5,493	400	5,893
Shares	11,429	729	12,158
Post Link Clicks	2,062	41,738	43,800
Other Post Clicks	N/A	N/A	141,764

Facebook Top Posts



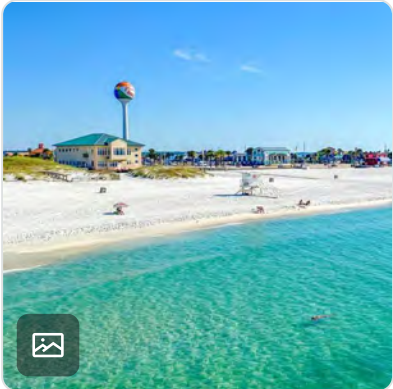
Review your top posts published during the selected time period, based on the post’s lifetime performance.

Post

Lifetime

All Facebook Pages

Descending by Lifetime Engagements

<div></div> <div><div> Visit Pensacola</div><div>Sat 8/12/2023 8:00 am ...</div></div> <div><p>Sugar white-sand beaches &gt;&gt;&gt; 🌟 The sand you walk on from Perdido Key to Pensaco...</p></div> <div><div>Total Engagements19,825</div><div>Reactions8,379</div><div>Comments1,060</div><div>Shares1,599</div><div>Post Link Clicks—</div><div>Other Post Clicks8,787</div></div>	<div></div> <div><div> Visit Pensacola</div><div>Thu 8/17/2023 8:51 am ...</div></div> <div><p>This morning's current conditions on Pensacola Beach! 🌞☀️🏖️ We love callin...</p></div> <div><div>Total Engagements19,808</div><div>Reactions5,578</div><div>Comments732</div><div>Shares482</div><div>Post Link Clicks—</div><div>Other Post Clicks13,016</div></div>	<div></div> <div><div> Visit Pensacola</div><div>Thu 8/17/2023 8:51 am ...</div></div> <div></div> <div><div>Total Engagements17,821</div><div>Reactions5,065</div><div>Comments690</div><div>Shares446</div><div>Post Link Clicks—</div><div>Other Post Clicks11,620</div></div>
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Instagram Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- All Instagram Profiles

Impressions <b>1,226,825</b>	Engagements <b>60,820</b>	Profile Actions <b>433</b>
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Instagram Engagement

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

- Profile
- Reporting Period
- All Instagram Profiles

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

Impression Metrics	Totals
<b>Organic Engagements</b>	<b>55,838</b>
Organic Likes	52,056
Organic Comments	581
Organic Saves	3,127
Story Replies	74

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
Net Follower Growth	3,528
Followers Gained	4,116
Followers Lost	588

## 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**  
Sat 8/26/2023 7:02 am...

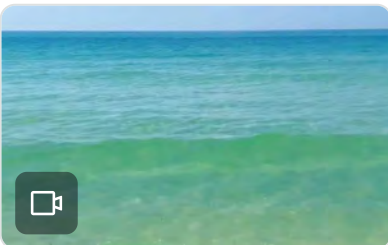
It's gonna be a hot one 🌞 today, y'all! Here's your friendly reminder to drink...




<b>Total Engagements</b>	<b>4,149</b>
Likes	<b>3,554</b>
Comments	<b>33</b>
Shares	<b>430</b>
Saves	<b>132</b>


**visitpensacola**  
Mon 8/21/2023 9:17 am...

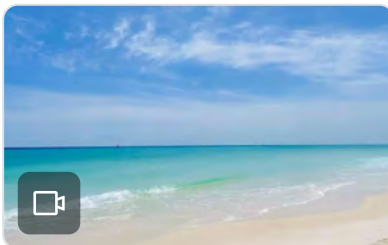
Breathe in. Breathe out. Everything's going to be alright! 😎



<b>Total Engagements</b>	<b>3,330</b>
Likes	<b>3,002</b>
Comments	<b>40</b>
Shares	<b>197</b>
Saves	<b>91</b>


**visitpensacola**  
Mon 8/14/2023 8:52 am...

Wouldn't want to be anywhere else 💙 🌴



<b>Total Engagements</b>	<b>2,150</b>
Likes	<b>1,772</b>
Comments	<b>35</b>
Shares	<b>289</b>
Saves	<b>54</b>

Instagram Stories Performance

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

- Profile
- Lifetime
- All Instagram Profiles

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

Story Metrics	Totals
Published Stories	148
Story Replies	74
Story Taps Back	13,242
Story Taps Forward	229,082
Story Exits	17,871
Story Impressions	270,310
Average Reach per Story	1,785.82

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

- Profile
- Reporting Period
- @VisitPensacola
- All Twitter Post Types

Impressions 129,952	Engagements 5,016	Post Link Clicks 391
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Twitter Audience Growth

See how your audience grew during the reporting period.

 Profile

 Reporting Period

 @VisitPensacola

 All Twitter Post Types

Net Follower Growth, by Day

Audience Metrics		Totals
Net Follower Growth		147

## Twitter Top Posts

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

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

Descending by Lifetime Engagements



 **@VisitPensacola**  
Mon 8/14/2023 7:12 pm ...

Wouldn't want to be anywhere else 💙🏖️  
<https://t.co/FT6ksND9M0>




**Total Engagements 676**

Likes	238
@Replies	9
Retweets	36
Post Link Clicks	3
Other Post Clicks	390
Other Engagements	0



 **@VisitPensacola**  
Mon 8/21/2023 8:00 pm ...

Breathe in. Breathe out.  
Everything's going to be alright! 😎...




**Total Engagements 337**

Likes	158
@Replies	3
Retweets	35
Post Link Clicks	—
Other Post Clicks	141
Other Engagements	0

 **@VisitPensacola**  
Mon 8/7/2023 12:57 am ...

Sleep tight, Pensacola 🌙🏖️:  
[@allthingsemeraldcoast](https://t.co/uqMoFuLj7o)  
<https://t.co/uqMoFuLj7o>



**Total Engagements 319**

Likes	213
@Replies	0
Retweets	26
Post Link Clicks	1
Other Post Clicks	78
Other Engagements	1

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
Total Engagements	5,016
Likes	2,043
@Replies	65
Retweets	340
Post Link Clicks	391
Other Post Clicks	2,166
Other Engagements	11

TikTok Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

Visit Pensacola

Published Posts 7	Video Views 13,267	Engagements 425
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TikTok Audience Growth

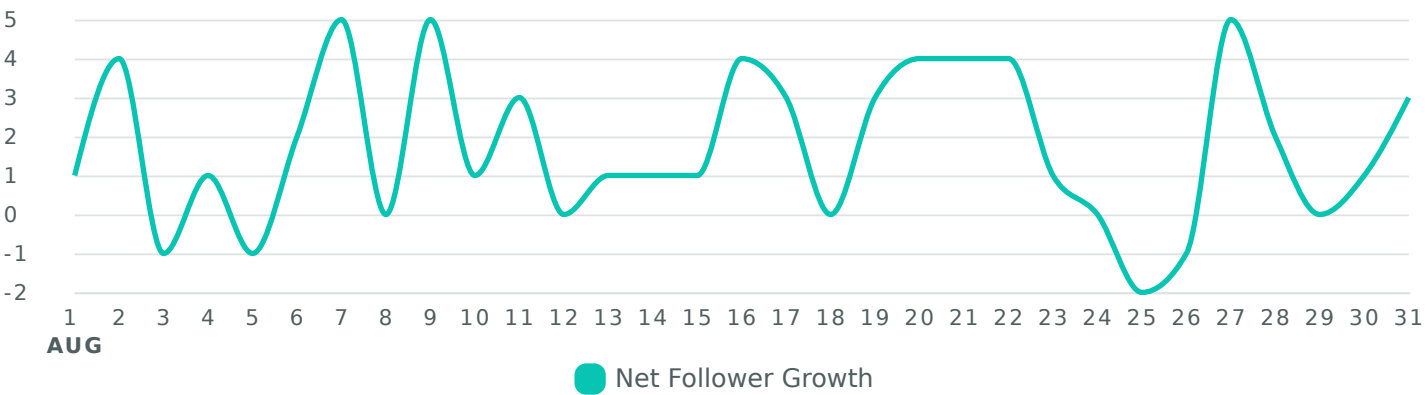
View how your audience grew during the reporting period.

Profile

Reporting Period

Visit Pensacola

Net Follower Growth, by Day



Audience Metrics	Totals
Net Follower Growth	54



TikTok Engagement

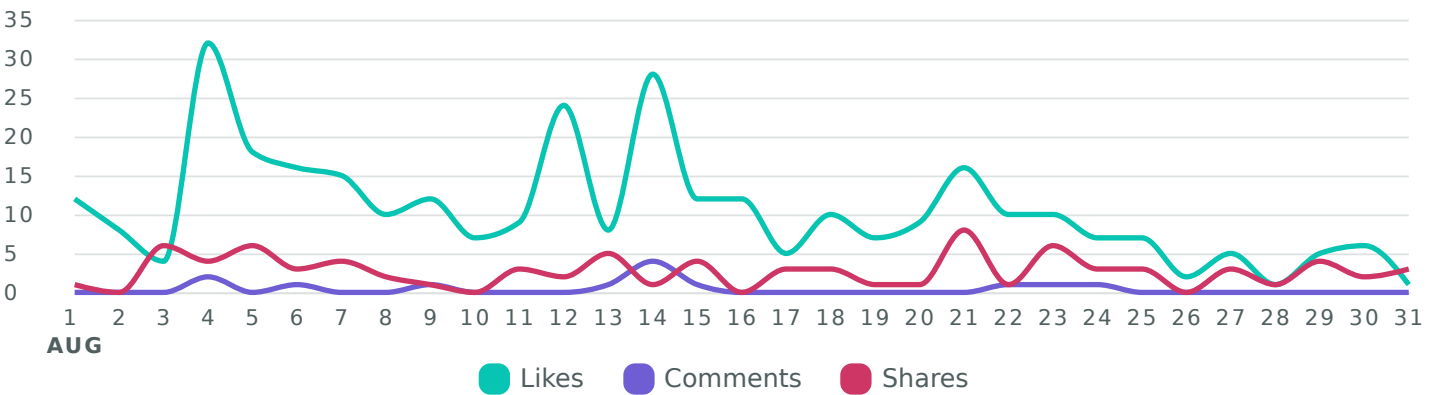
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

Visit Pensacola

Engagements Comparison by Engagement Type, by Day






Engagement Metrics	Totals
Total Engagements	425
Likes	328
Comments	13
Shares	84

## 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

<div><div>V</div><div><div>visitpensacola</div><div>Fri 8/4/2023 8:54 pm UTC</div></div></div> <div>Hey Siri, put on yacht rock radio for the weekend 🚤🎵: Christopher Cross - Sailing</div> <div></div> <div><div>Total Engagements28</div><div>Likes28</div><div>Comments0</div><div>Shares0</div></div>	<div><div>V</div><div><div>visitpensacola</div><div>Mon 8/21/2023 6:27 pm...</div></div></div> <div>Breathe in. Breathe out. Everything's going to be alright! 😎</div> <div></div> <div><div>Total Engagements22</div><div>Likes18</div><div>Comments1</div><div>Shares3</div></div>	<div><div>V</div><div><div>visitpensacola</div><div>Fri 8/4/2023 3:34 pm UTC</div></div></div> <div>We do beach really well around here 🏖️ #barbiemovie #barbie...</div> <div><div>Because actually my job,</div></div> <div><div>Total Engagements21</div><div>Likes19</div><div>Comments2</div><div>Shares0</div></div>
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Pinterest Activity Summary

 Profile

 Reporting Period

 visitpensacola

Audience <b>3,232</b>	Net Audience Growth <b>43</b>	Published Posts <b>9</b>
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# Visit Pensacola

August 2023 PR Report





## Press Materials: August 2023

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

- Drafted "Luxury Destination" pitch for Visit Florida
  - Partners mentioned: Portofino Island Resort and Spa, Oyster Bay Boutique Hotel, Celestine Bed & Breakfast, Condor Sailing Adventures, Pensacola Picnic Co., Lazy Days, DRIFT, Bonsai, The Grand Marlin
- Drafted "Men's Adventure Destination" pitch for *Men's Journal*
  - Partners/activities mentioned: Diving, Offshore fishing, Lazy Days Beach Rentals, Laguna's Beach Bar + Grill, Perfect Plain Brewery Co., McGuire's Irish Pub, Pensacola Bay Brewery, Alga Beer Co. jet skiing, paddle boarding
- Drafted "Romantic Getaways" pitch for HARO
  - Celestine Bed & Breakfast, Portofino Island Resort and Spa, Salt, Big 5
- Drafted *USA Today* 10Best's "Holiday Gift Guide" Awards submission for Molly O'Brien
  - Partners mentioned: Bodacious
- Drafted "The Coolest Boutique Hotel Openings of Fall/Winter 2023" pitch for *Hotels Above Par*
  - The Pensacola Beach Resort
- Drafted Ronny Maye's hosting contract
- Drafted Rafael Peña's flight and mileage reimbursement contract
- Finalized The Way to Beach for Every Traveler / National Beach Day pitch
- Began drafting submission for "Whacky Attractions" for *TravelPulse*
- Began drafting submission for "Haunted Attractions" for *TravelPulse*

## Media Outreach: August 2023

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

- Submitted "Luxury Destination" pitch for Visit Florida consideration
- Submitted Christmas in July pitch to *Southern Travel and Lifestyles* writer Kellie Walton
- Submitted "Romantic Getaways" pitch for HARO consideration
- Submitted "The Coolest Boutique Hotel Openings of Fall/Winter 2023" pitch for *Hotels Above Par* consideration
- Shared *Plate* media lead for "Bite/Drink of the Week" feature
  - Shared info on Atlas' new Duck Reuben; Carrie Honaker considering for coverage
- Distributed Denver Meetup invites
  - Sent invitations/follow-ups and shared feedback from media members unable to attend
  - Confirmed dinner with Rebecca Treon and Christine Loomis at Sap Sua
- Shared other destination meetup concepts for Visit Pensacola's consideration
  - Conversations ongoing
- Vetted influencer Monica Daniels for potential partnership
  - Passed on client's behalf
- Vetted influencer Robyn Doneya for potential partnership
  - Passed on client's behalf
- Shared Terry Ward's destination coverage once live
- Passed on hosting of influencer Sydney Hofmann per client's request
- Vetted influencer Emily Moore and shared feedback for Visit Pensacola's consideration
- Shared outlet details and relevant information for *SCUBA Diving Mag* and *DeeperBlue*
- Distributed The Way to Beach for Every Traveler / National Beach Day Pitch
  - Shared media feedback following the receipt of National Beach Day mailers
- Connected with content creator Yashy Murphy to explore potential hosting
  - Passed on client's behalf
- Passed on hosting Danny & Danie Silver per client's request
- Vetted content creator Lily Yu and shared feedback for Visit Pensacola's consideration
- Vetter writer Lisa Niver and shared feedback for Visit Pensacola's consideration
- Shared *Midwest Living* media lead for "best warm-weather beach resorts in the U.S. for a Winter escape"
  - Shared information regarding Perdido Beach Resort and Flora-Bama's 60th Anniversary with writer Kelsey Ogletree
- Shared suggestions with Carrie Honaker for Pensacola hostess gifts for consideration for *Southern Living*
  - Story pending

## Media Outreach: August 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..

- Shared David Perry's destination coverage following his hosting
- Vetted Kinga Philipps and shared feedback with Visit Pensacola for consideration
- Shared travel contract with Ronny Maye for signature
  - Complete; trip postponed due to Hurricane Idalia
- Researched rental car pricing for Ronny Maye and shared feedback with Visit Pensacola for consideration
- Requested Gulf Pier imagery to share with Julie Suman for Extended Weekend Getaways feature
  - Coverage pending
- Vetted influencer and cinematographer Shane and Ramona Reynolds
  - Conversations ongoing for Dive + Dine FAM
- Vetted influencer Meredith Edwards and shared feedback with Visit Pensacola
- Shared Great Gulfcoast Arts Festival and Pensacola Beach Art and Wine Festival information with Molly O'Brien in response to *Flamingo Magazine* lead
- Reconnected with writer Amy Bailey to discuss Fall 2023 hosting
  - Conversations ongoing
- Reshared Adrienne Jordan's media kit for Visit Pensacola's partnership and hosting consideration
  - Exploration ongoing
- Shared Sucheta Rawal's request for DEAI Examples for speech at SATW Conference
  - Client passed
- Shared outlet info for *KTLA-TV* (Los Angeles)
- Vetted flight options for Rafael Peña's Fall press hosting
- Reconnected with Tykesha Burton to explore 2023 hosting
  - Unavailable for Fall visit; Teams will revisit for early 2024 hosting
- Connected with influencer Alanna Koritzke to offer hosted dinner
  - Alanna passed
- Vetted freelancer Marni Patterson and shared suggested response surrounding a potential hosting
  - Followed-up with Marni's request for Fall press hosting; will revisit in 2024
- Continued follow-up for Dive + Dine FAM
  - Contacted writer Joe Yogerst; no response to follow-up
- Shared Pensacola Foo Foo Festival lineup with writer Carrie Honaker for consideration for November press visit to Pensacola
- Passed on press hosting for Charles McCool per client's request
- Sent follow-up to *The Jet Set* to continue exploration for partnership with Visit Pensacola
  - Conversation ongoing

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## Additional Work: August 2023

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

- Shared suggested points of inclusion for Responsible Tourism Pitch
- Shared suggested social media deliverables for influencer Mike Winkles for Dive + Dine FAM with Visit Pensacola for approval
- Shared *Southern Living's* "South's Best 2024" Open Nominations with Visit Pensacola



# Press Snapshot

## Pensacola FLORIDA THE WAY TO BEACH™

### Secured Coverage:

**24**

Combined Print, Online,  
Broadcast & Social Features

**5,894,185**

Estimated Total Media  
Impressions

**\$121,613.94**

Estimated Total Media  
Value

### Organic Coverage:

**6**

Combined Print, Online,  
Broadcast & Social Features

**114,929,950**

Estimated Total Media  
Impressions

**\$2,784,179**

Estimated Total Media  
Value

## Visit Pensacola Secured Press Coverage: August 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Journalist Name	Media Impression	Media Value
7/23/2023	St. Louis Post-Dispatch	"In Pensacola, you can step through the city's vibrant history, then dig your toes into its sugar white sand"	<a href="https://www.stltoday.com/life-entertainment/local/travel/in-pensacola-you-can-step-through-citys-history-then-dig-your-toes-into-its-sugar/article_4133cc84-0acb-5dd1-b8b6-8276a503bea5.html">https://www.stltoday.com/life-entertainment/local/travel/in-pensacola-you-can-step-through-citys-history-then-dig-your-toes-into-its-sugar/article_4133cc84-0acb-5dd1-b8b6-8276a503bea5.html</a>	America's First Settlement Trail, Pensacola Museum of History, Historic District, Palafox Street, Gulf Islands National Seashore, Fort Pickens, Santa Rosa Island, Naval Air Station, National Aviation Museum, Blue Angels, Pensacola Museum of History, Oyster Bay Boutique Hotel and Lily Hall, Brother Fox, Pensacola Fish House, Union Public House, Casino Beach Bar and Grill	Giant Noise/Visit Pensacola	Patti Nickell	2,921,680	\$35,060.16
8/3/2023	Good Grit (Online)	"Return of the Foo"	<a href="https://goodgritmag.com/blogs/news/return-of-the-foo">https://goodgritmag.com/blogs/news/return-of-the-foo</a>	Foo Foo Fest	Giant Noise	Paige Townley	23,700	\$284.40

8/8/2023	New Orleans Magazine (Online)	"Pensacola & Foo Foo Fest Combine to Form the Perfect Artful Getaway"	<a href="https://www.myneworleans.com/pensacola-foo-foo-fest-combine-to-form-the-perfect-artful-getaway/">https://www.myneworleans.com/pensacola-foo-foo-fest-combine-to-form-the-perfect-artful-getaway/</a>	Foo Foo Fest	Giant Noise	Sponsored	62,300	\$747.60
8/10/2023	WTSP (Broadcast)	Great Day Live	<a href="https://giantnoise.box.com/s/m1tfay57vgr9qf3risx5e3btj231r9pz">https://giantnoise.box.com/s/m1tfay57vgr9qf3risx5e3btj231r9pz</a>	Palafox Street, Lily Hall	Giant Noise	Terry Ward	9,905	\$1,422.24
8/10/2023	WTSP (Online)	"Labor Day escapes"	<a href="https://www.wtsp.com/video/features/great-day-live/labor-day-escapes/67-1debd e35-4581-4a34-b7b5-f53fd6664c3e">https://www.wtsp.com/video/features/great-day-live/labor-day-escapes/67-1debd e35-4581-4a34-b7b5-f53fd6664c3e</a>	Palafox Street, Lily Hall	Giant Noise	Terry Ward	400,010	\$15,600

8/14/2023	David Perry (Instagram)	"HELLO, PENSACOLA! And hello to the gobsmacking Oyster Bay hotel, too. My adventures here are just beginning, so expect a lot more in the next coming days, and weeks, and months. Because let's face it, I'm a shutter bug. And from what I have seen so far of this beautiful Gulf of Mexico town, there is a lot to photo. And I haven't even got out of the hotel yet...🌴 @visitpensacola @stayoysterbay #VisitPensacola #Pensacola #Travel #Gaytravel #LGBTQTravelers #GaytravelGuide #TheProTraveler #stayoysterbay #GayTraveler #theprotraveler #gaycation #holigay #thewaytobeach #experiencepcola"	<a href="https://www.instagram.com/reel/Cv8SHBXphsT/?igshid=MTc4MmM1YmI2Ng==">https://www.instagram.com/reel/Cv8SHBXphsT/?igshid=MTc4MmM1YmI2Ng==</a>	Oyster Bay	Visit Pensacola / Giant Noise	David Perry	12,700	\$159.12
8/14/2023	David Perry (Instagram)	"It's a tequila drink, and it was delicious. And it looks like something a witch from Grimm's Fairytales would drink. Or make a particularly plump child drink. This is the Black Paloma at a speakeasy in Pensacola called Sister Hen. You actually have to phone to get in. Only 20 people at a time, very intimate, very exclusive. And the drinks are like nothing you have seen on this Earth. And I really, really, REALLY mean that. ❤️ @visitpensacola @sisterhenpensacola #visitpensacola #thewaytobeach #cocktails #cocktailsofinstagram #experiencepcola #Gaytravel #Gaytravel #LGBTQTravelers #Gaycation #holigay #theprotraveler #speakeasy"	<a href="https://www.instagram.com/reel/Cv8oRDwtVo8/?igshid=MTc4MmM1YmI2Ng==">https://www.instagram.com/reel/Cv8oRDwtVo8/?igshid=MTc4MmM1YmI2Ng==</a>	Sister Hen	Visit Pensacola / Giant Noise	David Perry	12,700	\$209.95

8/15/2023	David Perry (Instagram)	"Correction! It is "Flora-BAHMAH." I was being way too hoity-toity, and that is the last thing this place is. I saw those earrings and they are perfect for the beach, they are perfect for Pensacola, and they were perfect for this reel! Oh, and by the way, the Flora-Bama Yacht Club is the total local gem; I mean, it practically defines the term. You come here for fantastic beach food, some killer drinks, and a distinct lack of attitude. It's also a really good window in to help Pensacola works. ★ @visitpensacola @_florabama @florabamamarina #VisitPensacola #Pensacola #Travel #Gaytravel #LGBTQTravelers #GaytravelGuide #TheProTraveler #GayTraveler #theprotraveler #gaycation #holigay #thewaytobeach #experiencepcola @florabama_olerivergrill @fb yachtclub_"	<a href="https://www.instagram.com/reel/Cv-A4QrsLHn/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/reel/Cv-A4QrsLHn/?igshid=MTc4MmM1Yml2Ng==</a>	Flora-Bama	Visit Pensacola / Giant Noise	David Perry	12,700	\$249.73
8/15/2023	David Perry (Instagram)	"Love is a dangerous game. I didn't stick around long enough to actually have to use the card, but to be honest with you, I have to be hammered to use it in the first place. God forbid you use the wrong number... 😊 @visitpensacola @visitpensacolabeach #visitpensacola #experiencepcola #TheWayToBeach #Travel #Gaytravel #GayTraveler #TheProTraveler #Florida #FloridaLiving #travelawesome #PensacolaBeach @flounderschowderhouse #traveltheworld"	<a href="https://www.instagram.com/reel/Cv_bfiNNegN/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/reel/Cv_bfiNNegN/?igshid=MTc4MmM1Yml2Ng==</a>	Flounders Chowder House, McGuire's	Visit Pensacola / Giant Noise	David Perry	12,700	\$296.14



8/15/2023	David Perry (Instagram)	"And this is an incomplete list. These are the flags of the NATIONS that were in control. But Pensacola was easily one of the most cosmopolitan cities in the New World. Not only were there Spanish, French, and Americans here, there were Africans, Native Americans, and who knows how many other ethnic groups here. We have to remember that Pensacola was a pretty important port, and still is. That attracts people of all sorts. ★ @visitpensacola #experiencepcola #thewaytobeach #Visitpensacola #Pensacola #Travel #AmericanHistory #Gaytravel #gaytraveler #LGBTQTraveler #Gaycation #GaytravelGuide #holigay"	<a href="https://www.instagram.com/reel/Cv-pg8Cp5pW/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/reel/Cv-pg8Cp5pW/?igshid=MTc4MmM1Yml2Ng==</a>	N/A	Visit Pensacola / Giant Noise	David Perry	12,700	\$141.44
8/16/2023	The Advocate (Online)	"6 Florida panhandle towns to host your perfect summer beach vacation"	<a href="https://www.theadvocate.com/baton_rouge/entertainment_life/choose-the-perfect-florida-panhandle-beach-town-for-vacation/article_9d05940b-2a3e-5481-a51e-cc2c39ff87e0.html">https://www.theadvocate.com/baton_rouge/entertainment_life/choose-the-perfect-florida-panhandle-beach-town-for-vacation/article_9d05940b-2a3e-5481-a51e-cc2c39ff87e0.html</a>	Gulf Islands National Seashore, Palafox Street, The Holiday Inn Resort, Lily Hall, Oyster Bay	Giant Noise	Jessica Fender	555,730	\$20,400.00

8/16/2023	David Perry (Instagram)	"Breakfast! It's the most important meal of the day! And when you are in Pensacola, the Bodacious Brew Thru is easily top on the good-food list. Everybody in town comes here. And trust me, I can taste why. I annihilated that meal in seconds flat. 😋 @visitpensacola #TheWayToBeach #experiencepcola #Breakfast #Food #foodie #FoodiefrFriday #Travel #Gaytravel #LGBTQTravelers #GayTraveler #Gaycation #holigay"	<a href="https://www.instagram.com/reel/CwAarhBMNyO/?igshid=MTc4MmM1YmI2Ng==">https://www.instagram.com/reel/CwAarhBMNyO/?igshid=MTc4MmM1YmI2Ng==</a>	Bodacious	Visit Pensacola / Giant Noise	David Perry	12,700	\$192.27
8/16/2023	David Perry (Instagram)	Instagram Story	<a href="https://giantnoise.box.com/s/jc5v92bsj28pwiXir0vqpqt1h9mzy2h">https://giantnoise.box.com/s/jc5v92bsj28pwiXir0vqpqt1h9mzy2h</a>	Condor Sailing	Visit Pensacola / Giant Noise	David Perry	12,700	N/A
8/16/2023	David Perry (Instagram)	"That is...just wow. I took a sunset catamaran ride out into Pensacola Sound, and I was not disappointed. Look at those colors. Every now and again, you do come across something for you just kind of have to stop and stare. 🌅 @visitpensacola @condorsailing #experiencepcola #VisitPensacola, #TheWayToBeach #Pensacola #Travel #Sunset #SunsetPhotography #Gaytravel #LGBTQTraveler #Gaycation #gaytraveler #holigay #outdoors"	<a href="https://www.instagram.com/reel/CwBxqqZMiYE/?igshid=MTc4MmM1YmI2Ng==">https://www.instagram.com/reel/CwBxqqZMiYE/?igshid=MTc4MmM1YmI2Ng==</a>	Condor Sailing	Visit Pensacola / Giant Noise	David Perry	12,700	\$256.36

8/16/2023	David Perry (Instagram)	<p>"The precision was exact to the point of a nerving. For those of you who don't know, the Blue Angels are a flight demonstration squadron of the United States Navy, based at the Naval Air Station Pensacola in Florida. They aren't daredevils per se, although certainly the things they do were pretty daring. Rather, the people at the controls are the best in their field, and the shows are to demonstrate the maneuverability of the planes and the mastery of the aviators. Taking in the Blue Angels is a must in Pensacola. In fact, you really haven't been to this town unless you've taken in a show. And to see these planes, each of which way several times, just slipped through the air with barely a waver or bobble is astonishing. Apparently it is easier to fly in tight formation than it is far apart, and when I say tight formation, I mean to within 18 inches of each other. It really is the perfect marriage of skill and technology. 🛩️ @visitpensacola</p> <p>#VisitPensacola, #TheWayToBeach  #Experiencepcola #BlueAngels  #BlueAngelsAirshow #Travel #Gaytravel  #gaytraveler #LGBTQTravel #Gaycation  #gaystraveltoo #usnavy #theprotraveler"</p>	<a href="https://www.instagram.com/reel/CwBSNHOJW2U/?igshid=MTc4MmM1YmI2Ng==">https://www.instagram.com/reel/CwBSNHOJW2U/?igshid=MTc4MmM1YmI2Ng==</a>	Blue Angels	Visit Pensacola / Giant Noise	David Perry	12,700	\$446.42
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8/17/2023	David Perry (Instagram)	Apparently the red, white, and blue color scheme was to be for Fourth of July this year. So that didn't happen. My guy and I were driving back from Pensacola Beach when the lights turned on and she was genuinely astounded. Pensacolians have been waiting for this all summer! 🇺🇸 @visitpensacola @visitpensacolabeach #VisitPensacola #VisitPensacolaBeach #Pensacola #PensacolaBeach, #TheWayToBeach #Experiencepcola #Travel #NightPhotography #Gaytravel #Gaycation #gayTraveler #LGBTQTraveler #holigay	<a href="https://www.instagram.com/reel/CwEkSzjNkZO/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/reel/CwEkSzjNkZO/?igshid=MTc4MmM1Yml2Ng==</a>	N/A	Visit Pensacola / Giant Noise	David Perry	12,700	\$212.16
8/17/2023	David Perry (Instagram)	"The Oyster Bay is the place to stay in Pensacola. It's the only hotel in the entire city that is right on the water, FYI. And they have a very soft-focus kind of color scheme, just white and sandy beige. It's very contemporary and high-fashion, but also very beachy and sublime. @visitpensacola @stayoysterbay #visitpensacola #experiencepcola #thewaytobeach #InteriorDesign #Travel #Gaytravel #LGBTQTravelers #Gaycation #GayTraveler #holigay #gaytravelguide #traveltips #pensacola"	<a href="https://www.instagram.com/reel/CwC9C1pSrTI/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/reel/CwC9C1pSrTI/?igshid=MTc4MmM1Yml2Ng==</a>	Oyster Bay	Visit Pensacola / Giant Noise	David Perry	12,700	\$163.54

8/17/2023	David Perry (Instagram)	"Beer without fear! Perfect Plain describes not only the landscape of Pensacola, but also one of its premier craft breweries. These were all at The Garden at Palafox + Maine, a warehouse full of food trucks and a lot of local beer. The food spaces rotate; I blew through these brewskis at the Perennial, the permanent bar in the space. ★ @visitpensacola @thegardenpensacola @perfectplain #VisitPensacola #Pensacola, #TheWayToBeach #Experiencepcola #Travel #Gaytravel #LGBTQTravelers #Beer #beerlover #beerstagram #craftbeer #gaytraveler"	<a href="https://www.instagram.com/reel/CwDm9y0s1bO/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/reel/CwDm9y0s1bO/?igshid=MTc4MmM1Yml2Ng==</a>	Perfect Plain, The Garden	Visit Pensacola / Giant Noise	David Perry	12,700	\$159.12
8/18/2023	David Perry (Instagram)	"Pensacola is SO EASY to walk. Which is cool, because it's a very attractive town. It's gone through a lot of incarnations, hurricane Ivan did a real number on this place, but each version is prettier than the last. ★ @visitpensacola #thewaytobeach #VisitPensacola #Pensacola #staycurious #StreetPhotography #Architecture #Travel #Gaytravel #Gaycation #LGBTQTravelers #GayTraveler #holigay #experiencepcola	<a href="https://www.instagram.com/reel/CwGDqZuMxUv/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/reel/CwGDqZuMxUv/?igshid=MTc4MmM1Yml2Ng==</a>	Saenger Theatre	Visit Pensacola / Giant Noise	David Perry	12,700	\$205.53



8/18/2023	David Perry (Instagram)	"Pensacola is old. Like, 1559-old. It's not entirely unusual to find something like this, but it is still a surprise. Pensacola is a monument to human tenacity. Considering the amount of hurricanes that come through, it is amazing that things with a little age on them survive from their day. ★ @visitpensacola #experiencepcola #thewaytobeach #VisitPensacola #Pensacola #streetphotography #TravelTips #Travel #Gaytravel #lgbtqtravelers #gaytraveler #gaycation #staycurious #gaytravelguide"	<a href="https://www.instagram.com/reel/CwFjDPeMFNF/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/reel/CwFjDPeMFNF/?igshid=MTc4MmM1Yml2Ng==</a>	N/A	Visit Pensacola / Giant Noise	David Perry	12,700	\$265.20
8/21/2023	David Perry (Instagram)	"This is the place at the place! Now, of course you can take a photo anywhere at the Flora-Bama, but this is sort of "the spot" for snaps. And when I say this place is huge, I really mean it. Several acres. Several buildings. Several rooms inside the buildings! I gotta say, they can take a crowd. The Bushwacker, by the way, is the signature cocktail. If you don't know what to get off the menu, or if, like me, it's your first time, get it. You'll be in like Flynn. ★ @visitpensacola @fbyachtclub_ #VisitPensacola #FlorabamaYachtClub #ExperiencePcola #ThewaytoBeach #TravelTips #Travel #Gaytravel #LGBTQTravelers #GayTraveler #Gaycation #gaystraveltoo #theprotraveler"	<a href="https://www.instagram.com/reel/CwNo663MhMX/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/reel/CwNo663MhMX/?igshid=MTc4MmM1Yml2Ng==</a>	Flora-Bama	Giant Noise/Visit Pensacola	David Perry	12,700	\$229.84

8/25/2023	The Travel (Online)	"11 Things To Do In Pensacola: Complete Guide To Florida's Panhandle & Emerald Coast"	<a href="https://www.thetravel.com/ultimate-travel-guide-to-pensacola-things-to-do/">https://www.thetravel.com/ultimate-travel-guide-to-pensacola-things-to-do/</a>	The National Naval Aviation Museum, Explore Pensacola Beach, Fort Pickens, Historic Pensacola Village, Pensacola Lighthouse And Maritime Museum, Perdido Key Beach, Waffle House, Carmen's Lunch Bar & Tapas, George Bistro + Bar, Hilton Garden Inn Pensacola	Press	Barry Juma	1,704,960	\$44,400.00
8/25/2023	David Perry (Instagram)	"It was like 96° out, and the humidity had to have been in the 60s. I was drinking my water, trust me, but, as soon as I put it down, I sweated it out! Now, don't get me wrong — I love it, hazy, hot, and humid weather. I am just one of those people. But it does@come with some responsibilities, like drinking a lot. So while I was walking around the historic district, I darted into this place to top up. @visitpensacola @_makerscafe_ #VisitPensacola #ThewaytoBeach, #Experiencepcola #TravelTips #TravelGuide #Gaytravelguide #Travel #Gaytravel #gaytraveltoo #LGBTQTravelers #gaycation #theprotraveler #pensacola"	<a href="https://www.instagram.com/reel/CwX9PG3MlnB/?igshid=MTc4MmM1Yml2Ng%3D%3D">https://www.instagram.com/reel/CwX9PG3MlnB/?igshid=MTc4MmM1Yml2Ng%3D%3D</a>	Makers Cafe	Giant Noise	David Perry	12,700	\$338.13

8/29/2023	David Perry (Instagram)	<p>"It was early in the morning, way before the beach bums showed up, but the was packed. And not just with humans, apparently! I can't say that fish were being pulled out hand over fist, but with schools like this, you have to wonder why not.</p> <p>🔗 @visitpensacola  #VisitPensacola #PensacolaBeach,  #Fishing #Wildlife  #WildlifePhotography  #TheWayToBeach  #experiencepcola #Travel  #Gaytravel #gaystraveltoo  #Gaycation #LGBTQTravelers  #holigay"</p>	<a href="https://www.instagram.com/reel/CwiQMHjMVfo/?igshid=MTc4MmM1YmI2Ng==">https://www.instagram.com/reel/CwiQMHjMVfo/?igshid=MTc4MmM1YmI2Ng==</a>	N/A	Giant Noise/Visit Pensacola	David Perry	12,700	\$174.59
						TOTAL: 5,894,185 \$121,613.94		

## Visit Pensacola Organic Press Coverage: August 2023

Date	Outlet	Coverage	Link	Partners Mentioned	Secured By	Journalist Name	Media Impressions	Media Value
8/14/2023	Redfin (Online)	"The Ultimate Pensacola, FL, Bucket List: 8 Must-Do Experiences to Cross Off"	<a href="https://www.redfin.com/blog/pensacola-fl-bucket-list/">https://www.redfin.com/blog/pensacola-fl-bucket-list/</a>	The Fish House, Fort Pickens, Diving, Palafox Street, Pensacola Seafood Festival, George Bistro	Press	Lexi Klinkenberg	56,284,760	\$1,347,600
8/9/2023	Southwest Journal (Online)	"10 Best Restaurants in Pensacola, FL 2023: From Seafood to Southern Comfort"	<a href="https://www.southwestjournal.com/best-restaurants-in-pensacola-fl/">https://www.southwestjournal.com/best-restaurants-in-pensacola-fl/</a>	The Oar House, Carmen's Lunch Bar & Tapas, Seville Quarter, The Well, Restaurant Iron, The Sandbar at Frisky Dolphin, Flounders Chowder House, The Grand Marlin, Union Public House, National Naval Aviation Museum, Blue Angels, Pensacola Seafood Festival, Pensacola International Film Festival, Fiesta of Five Flags	Press	Michael Rivera	632,100	\$12,000
8/6/2023	World Atlas (Online)	"9 Small Towns On Florida's Emerald Coast Were Ranked Among US Favorites"	<a href="https://www.worldatlas.com/cities/9-small-towns-on-florida-emerald-coast-were-ranked-among-us-favorites.html">https://www.worldatlas.com/cities/9-small-towns-on-florida-emerald-coast-were-ranked-among-us-favorites.html</a>	Naval Air Station, Blue Angels	Press	Joseph Elfassi	1,613,430	\$75,600

8/3/2023	Redfin (Online)	"6 of the Best Parks in Pensacola, FL, That You Must Visit"	<a href="https://www.redfin.com/blog/parks-in-pensacola-fl/">https://www.redfin.com/blog/parks-in-pensacola-fl/</a>	Gulf Islands National Seashore, Perdido Key State Park, Big Lagoon State Park	Press	Lexi Klinkenberg	56,284,760	\$1,347,600
8/3/2023	Suburbs 101 (Online)	"10 Cheapest Beach Towns to Live in Florida Gulf Coast 2023"	<a href="https://suburbs101.com/cheapest-beach-towns-to-live-in-florida-gulf-coast/">https://suburbs101.com/cheapest-beach-towns-to-live-in-florida-gulf-coast/</a>	N/A	Press	N/A	61,000	\$732
8/2/2023	WUWF (Online)	"A glance at Pensacola's historic shipwrecks"	<a href="https://www.wuwf.org/local-news/2023-08-02/a-glance-at-pensacolas-historic-shipwrecks">https://www.wuwf.org/local-news/2023-08-02/a-glance-at-pensacolas-historic-shipwrecks</a>	N/A	Press	Hunter Morrison	53,900	\$646.80
						<b>TOTAL:</b>	<b>114,929,950</b>	<b>\$2,784,179</b>



# Thank you!





## **VISIT PENSACOLA BOARD MEETING**

### **September 27, 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)



# VISITPENSACOLA SALES & SERVICE SUMMARY

August 23

**14**  
FY 61  
LEADS

**10**  
FY 52  
BOOKINGS

**0**  
FY 12  
ASSISTS

**1546**  
FY 22,671  
REFERRALS

**3**  
FY 18  
SERVICE  
REQUEST

## Leads

Group	Economic Impact
FAC Innovation and Policy Conf.	\$160,000.00
Powder Association	\$262,500.00
SEC Women's Soccer Championship	\$235,000.00
Pensacola Interstate Fair	\$82,610,000.00
4-H Pensacola	\$6,075.00
House of God Women's Conf.	\$27,500.00
Dillehay Management Group	\$375,000.00
Annual Golf Club Reunion	\$35,000.00
Most Worshipful Union Grand Lodge	\$103,125.00
Vettes at the Beach	\$300,00.00
USS ShangriLa Reunion	112,500.00
Bomb/Navy Reunion	\$48,000.00
Johnson Family Reunion	\$12,500.00
USS Hopewell DD681	\$72,000.00
Women are Well Retreat	\$16,000.00
<b>Total</b>	<b>\$84,375,200.00</b>

## Lead Room Nights & Delegates

3,001 Room Nights	1,600 Delegates
20,954 YTD	10,679 YTD

## Booked Room Nights & Delegates

3,245 Room Nights	832 Delegates
15,809 YTD	6,490 YTD

## Perdido Key Visitor Center

Personal Assists	555
Phone Assists	57
Total Visitors	401
Total Non-Visitors	154
First Time Visitors	97
FY23 Total Visitors	6259
FY23 Non-Visitors	1512
Total Guides Mailed	3033
Total Guides Downloaded	194

## Bookings

Group	Economic Impact
FAC Innovation and Policy conf.	\$160,000.00
4-H Pensacola	\$6,075.00
Dillehay Management Group	\$375,000.00
Annual Golf Club Reunion	\$35,000.00
VR-21 Pineapple Airline Reunion	\$50,000.00
Ocean Strike Dive Group	\$12,000.00
Fleet Reserve SE Convention	\$30,000.00
US Multihull Championship	\$56,000.00
Women are Well Retreat	\$16,000.00
Vettes on the Beach	\$300,000.00
<b>Total</b>	<b>\$1,030,075.00</b>

## Pensacola Visitor Center

Personal Assists:	956
Phone Assists	319
Total visitors	518
Total Non-visitors	438
First Time Visitors	179
FY23 Total Visitors	7819
FY23 Non-Visitors	5988

## Pensacola Beach Visitor Center

Personal Assists	1312
Phone Assists	121
Total Visitors	1590
First-Time Visitors	980
Guides Emailed / Mailed	70

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



## VISIT PENSACOLA SALES & SERVICE SUMMARY

AUGUST 2023

**31**  
**Partner**  
**Visits**

**2**  
**Partner**  
**Inquiries**

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

**119**  
**Partner**  
**Assists**

**45**  
**Hospitality**  
**Round Table**

### New Partners

1. Court Of De Luna
2. Dirty Dough
3. Running Wild

### Community Outreach

1. Florida Restaurant and Lodging Assoc. Board MTG.
2. Big Brothers Big Sisters- Gala Event Prep
3. Mr. Robbins Neighborhoods Board MTG
4. LEAP

### Partner Activity Report

Activity	Added	Updated
Accounts	17	163
Listings	17	163
Contact	24	36
Events	13	264

### Partner Visits

1. Courtyard by Marriott
2. Sand Shaker Lounge
3. Holiday Inn ~ University
4. Pensacola Blue Wahoo's
5. The Farm
6. Franklin Antiques
7. Hilton Pensacola Beach
8. Court of De Luna
9. Red Fish Blue Fish
10. Condor Sailing
11. The Brent Lofts
12. Eurasian Bistro
13. Innisfree Hotels Inc.
14. 1st Class Real
15. Dive Pros
16. Pensacola Air Flight
17. George Bistro + Bar
18. Home2 Suites by Hilton
19. Tru by Hilton Pensacola
20. BEACHBILLY LIFESTYLE
21. Flora-Bama
22. Perdido Key Sports Bar
23. Perdido Key Resort Management, LLC
24. Sir Richard's Public House
25. Native Cafe
26. Cafe Bistro
27. O'Riley's Irish Pub
28. HILTON GARDEN INN
29. Classic City Catering
30. Hyatt Place Pensacola
31. Polonza Bistro

### Upcoming Events & Meetings

Hospitality Roundtable Luncheon  
Date: Tuesday, October 17 - 11:30 AM  
Location: Scenic Hills Country Club |

Board of Directors Meeting  
Date: Wednesday, October 18  
Location: Sanders Beach-Corinne Jones Resource Center

### Partner News

1. Beach-O-Ween! Be a Vendor!
2. Annual Meeting is 10/18/2023.

