

*Pensacola*  
FLORIDA

THE WAY TO BEACH™

VISITPENSACOLA.COM

# VISIT PENSACOLA TOURISM PARTNER PACKAGES





# ABOUT VISIT PENSACOLA

Visit Pensacola is the official destination marketing organization for Escambia County which includes Pensacola, Pensacola Beach, and Perdido Key. With over 460 years of rich history and 18 miles of sugar-white sand beaches bordered by the emerald-green waters of the Gulf of Mexico, visitors from all over the world are lured to our pristine shores every year.

Visit Pensacola supports the community vision of tourism by serving as the central body responsible for building tourism as an economic engine for our community through leadership, connection, collaboration, and communication. Explore our day-to-day operations and organizational goals below.

We partner with local businesses to promote the area as a premier destination for conventions, meetings, sporting events, leisure travel and more. We hope you'll consider joining us in supporting a climate of year-round hospitality, and help the Pensacola Bay Area reap the rewards of a thriving visitor industry.

**VisitPensacola.com | #experiencepcola**  
**Download The Way to Beach App**

## **Questions?**

**Contact us at any time:**

**Melissa Bailey**

**Partner Relations Manager | Visit Pensacola**

**Direct: 850.433.0724**





Bronze	Pro	Elite	Gold	Partnership Tiers & Benefits
\$400	\$750	\$1,500	\$2,500	
●	●	●	●	Extranet training to help you maximize your presence on VisitPensacola.com.
●	●	●	●	Business Listing Details: contact information, brief description, website link, Social media accounts, TripAdvisor ID, YouTube Profile and videos, map locator on visitpensacola.com.
●	●	●	●	Included on the Visit Pensacola App and Kiosks.
●	●	●	●	Event submission access and storage through the partner portal.
●	●	●	●	Happy Hour/Daily Specials listed on visitpensacola.com.
●	●	●	●	Rack cards at both Visit Information Centers (Pensacola, Perdido Key)
●	●	●	●	Photo bank up to 5 photos.
●	●	●	●	Listing tagged in multiple categories on site, app, and kiosk.
●	●	●	●	Opportunity to be listed in Event Snapshots. Event snapshots are sent to all partners/stakeholders weekly.
●	●	●	●	Digital Marketing opportunities - reaching a market of 5.6 million users annually.
●	●	●	●	PR media leads for travel writers, press trips, and pitch opportunities vary by business.
●	●	●	●	Access to all partner training workshops.
●	●	●	●	Sales leads for group travel, weddings, and events. FAM Participation opportunities vary by business.
●	●	●	●	Hospitality Round Table monthly networking luncheon – discounted rate for partners
●	●	●	●	Event Opportunities – advertising, sponsorship, hosting, and speaking.
●	●	●	●	Invitations to all Visit Pensacola events
●	●	●	●	Use our hashtag, #experiencepcola, and tag us, @visitpensacola, for possible features on our social media platforms.
●	●	●	●	Three deals or coupons posted on visitpensacola.com and the Visit Pensacola app.
	●	●	●	The photo bank increased to 10 photos in the listing.
	●	●	●	Priority ranking on website above Bronze.
	●	●	●	One additional business listing (Same benefits as the parent company).
		●	●	Priority ranking on website above Bronze and Pro.
		●	●	Hospitality Round Table membership (One-year membership for one partner member, valued at \$240.00
		●	●	One featured business listing. One unique business listing (Location address same as the parent company). Second additional business listings.(Same benefits as the parent company).
			●	Priority ranking on website above Bronze, Pro, and Elite.
			●	Two additional featured business listings. (Parent and two added businesses). Two additional unique business listings (Location address same as the parent company).



**Objective:** Develop comprehensive guidelines for prospective Visit Pensacola partners, ensuring their alignment with our mission, destination brand, and community values.

# Visit Pensacola Partnership Guidelines

Thank you for expressing interest in becoming a partner with Visit Pensacola! Our partnership program is designed to collaborate with businesses that share our mission of promoting tourism and enhancing the visitor experience in Escambia County. To maintain the integrity of our partnership program, we have established the following guidelines for prospective partners:

## 1. Location:

- The business must operate within Escambia County to be eligible for partnership with Visit Pensacola.

## 2. Tourism Focus:

- Partnering businesses should directly or indirectly impact tourism within the area, contributing to the overall visitor experience in Escambia County.
- This includes but is not limited to, accommodations, attractions, restaurants, transportation services, event venues, tour operators, and entertainment establishments catering to tourists.

## 3. Quality Standards:

- Visit Pensacola seeks partners committed to maintaining high service standards, quality, and customer satisfaction to enhance the visitor experience.

## 4. Community Alignment:

- Businesses must actively contribute positively to the local community, aligning with Visit Pensacola's goal of fostering community engagement and development.

## 5. Adherence to Regulations:

- Prospective partners must comply with all relevant local laws, regulations, and industry standards.

## 6. Commitment to Collaboration:

- Partnering businesses should be willing to collaborate with Visit Pensacola on promotional activities, marketing campaigns, and events that promote tourism in Escambia County.

**Application Process:** Businesses interested in becoming partners with Visit Pensacola are requested to submit a partnership application. The application should include details about the business, its operations, and how it aligns with the tourism objectives in Escambia County.



**Review and Approval:** Approval for partnership will be based on alignment with the outlined guidelines and the potential impact on tourism in the region.

In addition, Visit Pensacola reserves the right to restrict partnerships with businesses serving in the following categories:

- Weapons
- Adult Entertainment
- Pharmaceuticals
- Gambling
- Membership in Recreation Areas
- Private Member-Only Establishments

## **7. Advertising Restrictions:**

Partners are not permitted to utilize the advertisement benefits provided through Visit Pensacola's partnership program for promoting the sale of land, homes, real estate, timeshares, vehicles, manufactured housing, or membership in recreation areas.

The promotional benefits extended by Visit Pensacola are intended for businesses directly contributing to tourism activities and enhancing the visitor experience within Escambia County.

In addition, we reserve the right to restrict ads serving in the following categories:

- Weapons
- Adult
- Pharmaceuticals
- Gambling
- Trademark (this does not apply to trademarks owned by the advertiser)
- Non-Tourism-Based Related Content

**Ongoing Partnership:** Partnership with Visit Pensacola is an ongoing commitment. Partners are encouraged to maintain active involvement and collaboration to maximize mutual benefits.

We appreciate your interest in partnering with Visit Pensacola to promote tourism and enhance the visitor experience in Escambia County.

Thank you for considering a partnership with us!

