dedicated to sharing your story

A LOOK AT FY26 BY THE NUMBERS

VISITORS
2.6
MILLION
2,665,500

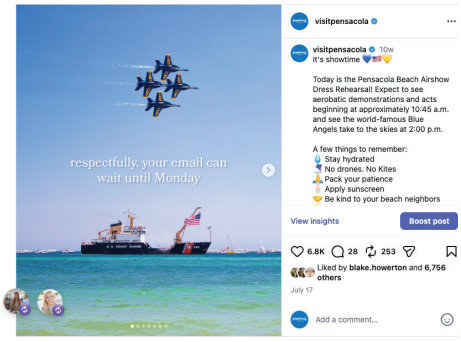
TDT COLLECTED
$23.6
MILLION
$23,644,122

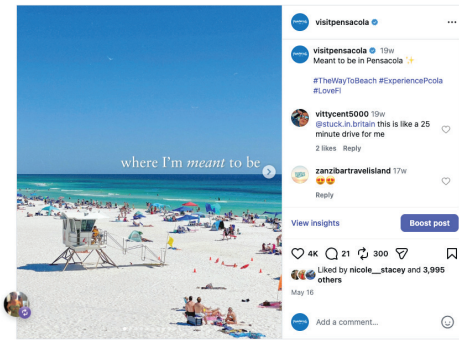
DIRECT SPENDING
$1.37
BILLION
$1,372,695,400

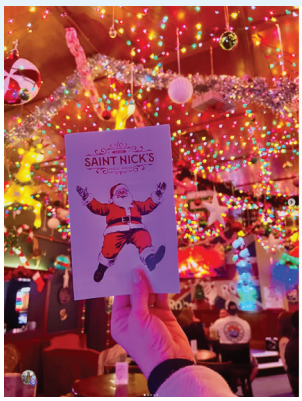
ROOM NIGHTS
2.6
MILLION
2,659,100

Social Impact
Across Our 9 Channels

Followers	554,500
New Followers	49,911
Engagements	2,969,072
Impressions	75,355,175
Partner Mentions	314









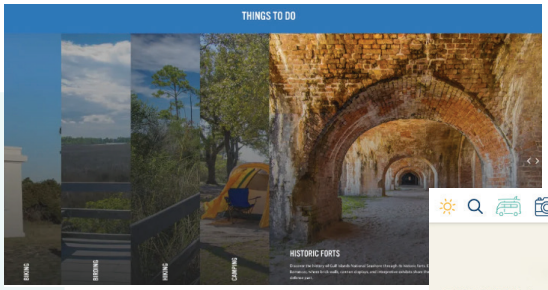
Partner Impact

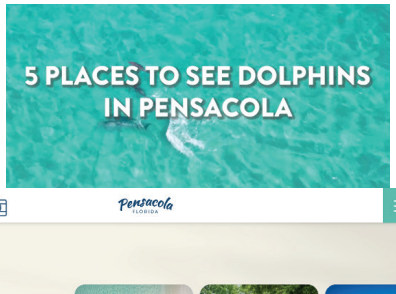
New Partners	26
Partner Referrals	17,620
Listing Views	721,178
Welcome Bags	10,443
Total Partners	357

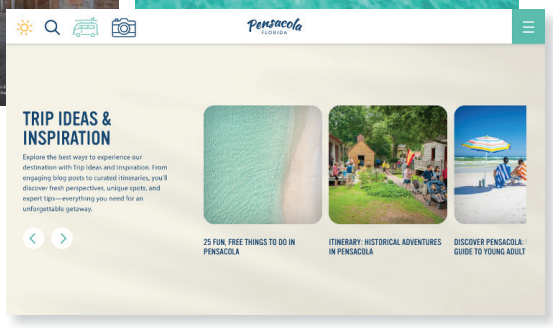
Website Impact

Site Visitors	3,684,454
Page Views	9,140,258
Generated Value*	$1,114,247

*Booking activities generated by website visitors based on Adara data, which tracks 34% of site traffic.



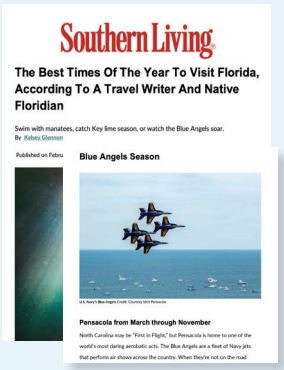


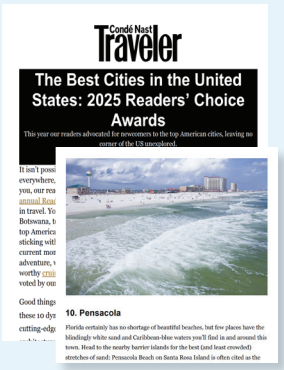


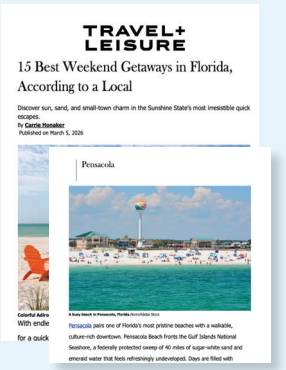
Refreshed nearly every page with updated content, immersive media, enhanced photos. Created Destination Hubs and enhanced blogs with video

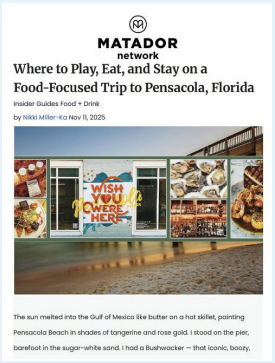
Public Relations/Media

Media Impressions	404,062,980
Domestic	401,233,221
International	2,829,759
Earned Media	$8,411,962
Domestic	$8,036,422
International	$375,540
Consumer Placements	109
Domestic Placements	67
International Articles	42
Media Impact Score	85
Press Trips Hosted	25
Creator Partnerships	11





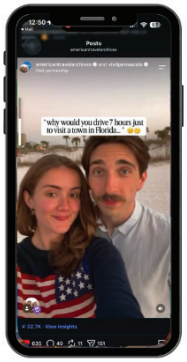


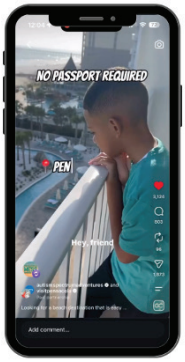














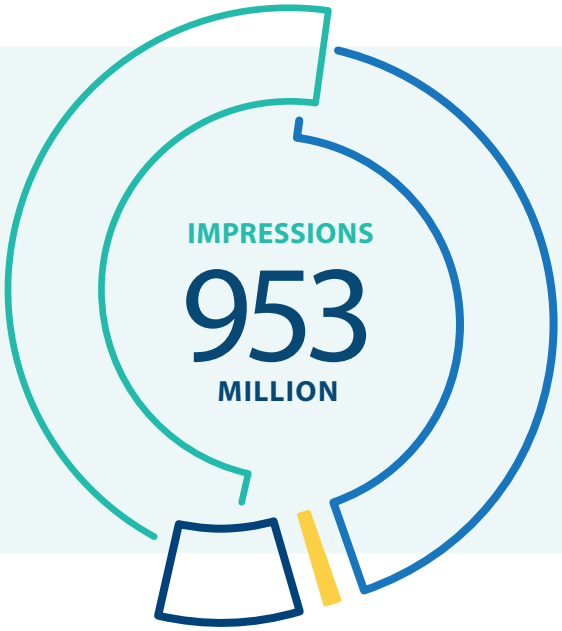
Group/MICE Impact

Bookings	$23,101,650
Leads	$28,439,700
Shows	19
Travel Agents Trained	1,738
VIC Walk-Ins	50,394

Spreading The Way to Beach Message

Across all platforms and efforts, audiences saw or interacted with Visit Pensacola messaging more than 1.4 billion times.

Social Media	75,355,175
Website Page Views	9,140,258
Public Relations	404,062,970
Paid Advertising*	464,425,252
Total	**952,983,655**



*Reflects only digital and broadcast placements.