



VISIT PENSACOLA BOARD MEETING

December 18, 2019



Board of Directors Meeting

December 18, 2019
3:00 p.m. – 5:00 p.m.
Jackson's Steakhouse

AGENDA

1. Meeting Called to Order
2. Public Comment
3. Old Business
 - a) *Approval of Minutes from the November 2019 meeting **
 - b) *Search Committee Update*
4. New Business/Discussion Items
 - a) *Finance Committee Monthly Report**
 - b) *Grant Committee*
 - c) *Sun Belt Conference Basketball Championship*
5. Staff Updates
 - a) *Marketing/Showcase*
 - b) *Interim President/CEO*

** Action Item requiring board vote*

Board members and guests are Invited to stay Immediately following the board meeting for an Informal holiday celebration.



**Visit Pensacola
Board of Directors Meeting
Hilton Garden Inn
November 20, 2019**

Members Present: Sterling Gilliam, McKenzie Nicholas, Dr. Lusharon Wiley, Suzanne Lewis, Jessica Andrade, Gabe DiCianni, Jay Bhakta

Members Absent: D.C. Reeves, Cindi Bonner, Joe McCay, Cameron Price

Staff Present: Steve Hayes, Jack Brown, Robby Rushing, Kimberly Sparks, Nicole Stacey, Paul Cornell, Larry Orvis, Joyce Black, Leslie White, Kaya Man, Lindsey Steck, Shawn Brown, Logan Whyner and Barbara Williams.

The November 20, 2019 Visit Pensacola Board of Directors meeting was called to order by Sterling Gilliam at 2:59 p.m.

Public Comment: There was no public comment.

Sterling Gilliam introduced the interim President/CEO Jack Williams and the new board members – Suzanne Lewis, Jay Bahkta, Jessica Andrade and Gabe DiCianni.

Old business:

Meeting Minutes: There was no discussion on the meeting minutes from October 2019. A motion was made by Jessica Andrade, seconded by Dr. Lusharon Wiley, to approve the meeting minutes. The vote was unanimous for approval.

Search Committee Update: Robby Rushing reported that the search firm has been engaged and will narrow down the candidates, then send the finalists to the Search Committee. County Administator Janice Gilley suggested that we add a County Commissioner to the Committee. A motion was made by Suzanne Lewis, seconded by Gabe DiCianni, to add a Commissioner per the request from Janice Gilley. David Bear will act as a TDC representative. The vote was unanimous for approval.

New business/Discussion items:

Finance Committee Report: McKenzie Nicholas gave the financial report.

FY 20 October Takeaways: October 2019 as compared to October 2018 shows a decrease. This is due to having more expenses in October 2018, therefore billing the County for more.



Major Highlights: ACE provided backup that relates to the FY 19 supplemental advance during October 2019. The last \$2K has been satisfied in early November. September accrual submission to the County satisfied the balance of our FY 19 advance. We received FY 20 \$2M advance in October. For the month of October 2019 there were no large vendors (Showcase, PSA, etc.) invoices. We advanced PSA \$50K as per their FY 20 contract. We will advance up to \$500K. To receive the next advance, they must provide enough backup for the previous advance. This will protect Visit Pensacola's cash flow. Payment from the September accrual submission is owed by the County to Visit Pensacola.

Visit Pensacola month-to-date TDT income is from recognizing income from the County for expenses incurred within the time period that have cleared the bank. Currently we have not billed the County for the Majority Opinion expenses. Any prepays for contracts are paid by the County in the month, while for accounting purposes the entire annual cost is moved to the balance sheet and just the monthly expense is released each month. This sometimes shows as net income.

Visit Pensacola month-to-date private income is from membership dues received in FY 19 and released in FY 20. These are front loaded in the fiscal year. We will see large amounts in the month of October and November with the amounts getting smaller in the later months.

Visit Pensacola year-to-date net income is from membership dues.

For Visit Pensacola only, month-to-date TDT revenue totaled \$129K, with month-to-date private revenue totaling \$60K. Month-to-date Visit Pensacola only total revenue at \$188K. For Visit Pensacola only, month-to-date expenses are as follows – Direct programming \$60K, Operations \$20K and Personnel \$53K, giving a month to date total expense of \$132K. For Visit Pensacola only, month-to-date net income is \$56K.

Unified year-to-date TDT revenue totaled \$156K, private revenue \$59K, bringing total year-to-date revenue to \$215K. Unified year-to-date expenses are as follows – Direct programming \$87K, Operations \$20K, Personnel \$53K, bringing Unified year-to-date expense to \$159K. The Unified year-to-date net income is \$56K.

Currently September accruals and October submissions are outstanding with the County. FY 19 \$2.3M advance has been completely satisfied. ACE currently owes Visit Pensacola \$2K for FY 19 advance. Visit Pensacola received FY 20 \$2M advance on November 6, 2019.

A motion was made by Jessica Andrade, seconded by Jay Bahkta, to approve the financial report. The vote was unanimous for approval.

Fiscal Year 2020 Committee Participation: Sterling Gilliam encouraged the Board of Directors to participate in as many Visit Pensacola committees as they can. The Nominating Committee needs 3 more participants and the Executive Committee needs 1 first-year member. Please let Steve know if you are interested.

Sun Belt Conference Basketball Championship: Ray Palmer reported this is a multi-year conference for the years 2021-2023. We have been granted an extension to submit a proposal by Tuesday for the 1,000 rooms/night conference. Jack Brown stated the original RFP required four courts. We will partner with PSC and the Bay Center to host games as representatives from the



conference stated they will accept proposals based on only 2 courts. Steve said ESPN will broadcast the championship game.

A motion was made by McKenzie Nicholas, seconded by Gabe DiCianni, to affirm commitment up to \$150K for each of the three years 2021-2023 to support the Sun Belt Conference Basketball Championship. The vote was unanimous for approval.

Presentation regarding Florida National Heritage Area: A presentation was made by Dr. Sorna Khakzad to raise awareness to our National Heritage Area. They are asking for letters of support from agencies, individuals, businesses, governments and organizations. Without widespread community support, NHA designation is not possible.

Showcase Update: Dickie Appleyard presented the Showcase update. The objectives are to increase visitor spending to meet TDT collection and hotel/vacation rental Rev Par goals, increase the number of visitors during shoulder seasons and build overall awareness and differentiate the Pensacola Bay Area as a quality destination offering travelers a multitude of unique vacation experiences. They will target the top arrival DMAs and focus on the drive market (350-mile radius). Messaging will range from beach-focused to value-focused message. "Experiences" messages using native ads and social media will be utilized. The trip giveaways & niche campaign efforts reached over 1.5M. From Thanksgiving through Christmas holiday we will promote the beauty of a "White Christmas" here in Pensacola during the Hallmark channel's Countdown to Christmas programming. The Holiday Cube in Ferdinand Plaza presents a unique photo opportunity for locals and visitors alike.

Marketing Update: Nicole presented the update. Recent press trips included Travel Through History, Visit Florida Local Voice, AAA South, Visit Florida Canada, Foo Foo Festival, a writer from Amsterdam News, 2 national influencers from Nashville and Visit Florida Germany. Upcoming press trips include Oprah Magazine for a foodie feature and a writer for CNN in December. We recently attended a New York media mission with over 65 media outlets represented. We were also in Nashville with CAT Country radio and the Visit Pensacola sandbox during the Country Music Awards. We launched the Holiday Cube in Ferdinand Plaza last weekend.

President Update: Steve welcomed Jack Brown as the Interim President/CEO of Visit Pensacola. Jack thanked Steve for a job well done and said he is looking forward to the opportunity to work with the board and staff.

Steve Hayes recently attended World Travel Market in London. We attended as a region and sponsored a dinner at the conference along with Panama City and Ft. Walton. January 22 is Florida Tourism Day in Tallahassee. Please attend if you can and show your support for reauthorizing Visit Florida. The 200th Birthday of Escambia County is upcoming in July 2020. Showcase will work with the group to design a logo.



Steve expressed thanks for his time here and for being able to spend time serving with fantastic boards and staff. He could not have achieved what he has without the staff support. He has accomplished a lot here and made many friends. They will return in the near future for a visit. The board of directors presented Steve with a farewell gift basket and thanked him for his dedication to Pensacola.

The meeting was adjourned at 4:12 p.m.

Respectfully Submitted,
Barbara Williams, Administrative Assistant



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



VISIT PENSACOLA BOARD MEETING

December 18, 2019

Visit Pensacola Financials



Nov 30, 19

ASSETS

Current Assets

Checking/Savings

1025 · EFT TDT #4196	1,198,227.79
1010 · Visit Pensacola #2290	45,956.14
1030 · VP Partnership #2177	282,284.80
1035 · Reserves #3955	708,766.90
1050 · Petty Cash	165.00

Total Checking/Savings 2,235,400.63

Accounts Receivable

1200 · Accounts Receivable	
1200-99 · PSA Advance	50,000.00
1200-3 · HRT Receivable	40.00
1200-4 · Tourism Receivables	589,485.16
1200-5 · Membership Receivable	380.00

Total 1200 · Accounts Receivable 639,905.16

Total Accounts Receivable 639,905.16

Other Current Assets

1500 · Gift Cards	1,670.00
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1405 · Prepaid Misc. 177,072.47

1410 · Prepaid Insurance	4,466.98
1999 · Merchandise Inventory	1,048.46
1400 · Prepaid Postage	2,996.87

Total Other Current Assets 187,254.78

Total Current Assets 3,062,560.57

Fixed Assets

1350 · Equipment

1361 · iMac Pro	5,757.91
1998 · Acc Depr - Equipment	-3,692.58
1359 · Apple laptop	1,449.00
1352 · Flag & Flagpole	683.00
1351 · Laminator & case	409.00

Total 1350 · Equipment 4,606.33

Total Fixed Assets 4,606.33

TOTAL ASSETS 3,067,166.90

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2100 · Accounts Payable	123,197.32
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Total Accounts Payable 123,197.32

Credit Cards

2000 · Visit Pensacola P-Card	24,630.32
2002 · Regions Membership PCard	5,196.48

Total Credit Cards 29,826.80

Other Current Liabilities

2700 · Unearned Revenue	2,000,140.00
2999 · Salaries payable	34,840.63
25500 · Sales Tax Payable	67.36

Total Other Current Liabilities 2,035,047.99

Total Current Liabilities 2,188,072.11

Total Liabilities 2,188,072.11

Equity

32000 · Unrestricted Net Assets	1,153,919.65
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Net Income -303,089.69

Total Equity 850,829.96

TOTAL LIABILITIES & EQUITY 3,038,902.07



Visit Pensacola
Profit & Loss UNIFIED, VPI, PSA, ACE, ALL FUNDING SOURCES

	Nov 19	Oct - Nov 19	Annual Budget	Remaining of Budget	% Remaining of Budget
Ordinary Income/Expense					
Income					
4500 · Grant Income	0.00	0.00	50,000.00	50,000.00	100%
4640 · Event Income	640.00	5,015.00	20,000.00	14,985.00	75%
4000 · Tourism Development Tax-TDT	226,538.87	355,570.28	6,449,534.00	6,093,963.72	94%
4050 · TDT Supplemental	2,868.09	30,013.98	2,800,000.00	2,769,986.02	99%
4100 · Membership Dues	6,335.00	58,155.97	100,000.00	41,844.03	42%
4150 · Advertising Income	2,037.64	2,037.64	102,000.00	99,962.36	98%
4300 · Consignment Sales	388.64	818.08	1,821.00	1,002.92	55%
4400 · Gifts in Kind - Goods	0.00	0.00	225,000.00	225,000.00	100%
4600 · Misc Income	41.98	41.98	600.00	558.02	93%
Total Income	238,850.22	451,652.93	9,646,955.00	9,195,302.07	95%
Gross Profit	238,850.22	451,652.93	9,646,955.00	9,195,302.07	
Expense					
1 · Direct Programming					
5090 · Marketing Research	66,187.71	90,875.42	522,000.00	431,124.58	83%
5100 · Advertising/Media	800.00	1,600.00	115,100.00	113,500.00	99%
5110 · Public Relations	4,733.06	6,998.30	58,500.00	51,501.70	88%
5120 · Advertising Production	4,842.00	7,829.84	18,700.00	10,870.16	58%
5130 · Internet Site Production	13,506.23	25,254.14	243,451.00	218,196.86	90%
5140 · Festivals & Events Granted	59,727.44	59,727.44	600,000.00	540,272.56	90%
5141 · Festivals & Event Local Support	62,350.00	66,221.65	143,550.00	77,328.35	54%
5142 · Festival & Event Mini Grants	2,808.93	4,308.93	42,000.00	37,691.07	90%
5150 · Consumer Promotions	8,753.49	9,333.49	46,500.00	37,166.51	80%
5160 · Sales Promotions	46,346.54	58,285.13	49,900.00	-8,385.13	-17%
5170 · Brochures and Collateral	0.00	0.00	154,400.00	154,400.00	100%
5180 · Film Promotions	0.00	0.00	1,750.00	1,750.00	100%
5190 · Showcase	148,760.77	148,760.77	3,000,000.00	2,851,239.23	95%
5210 · Regional Partnership	0.00	0.00	80,000.00	80,000.00	100%
5215 · Tourism Development Projects	0.00	0.00	40,000.00	40,000.00	100%
5220 · Registration	65.00	4,369.13	93,006.00	88,636.87	95%
5230 · Dues and Subscriptions	2,313.73	6,316.46	38,113.00	31,796.54	83%
5400 · Business Travel & Entertainment					
5400-1 · Disallowed Travel Expense	5.00	310.89	2,006.00	1,695.11	85%
5400 · Business Travel & Entertainment	2,952.26	8,104.13	68,467.00	60,362.87	88%
Total 5400 · Business Travel & Entertainment	2,957.26	8,415.02	70,473.00	62,057.98	88%
5540 · Grant Expense	0.00	0.00	50,000.00	50,000.00	100%
5500 · Visitor Awareness Education	4,319.56	12,652.83	77,593.00	64,940.17	84%
7000 · PSA Sporting Events	0.00	0.00	519,840.00	519,840.00	100%
7400 · ACE - DP	2,868.09	30,013.98	1,473,944.00	1,471,075.91	100%
Total 1 · Direct Programming	431,339.81	540,962.53	7,438,820.00	6,431,820.80	86%
2 · Operating Costs					
5520 · Committee Expenses	3,888.76	3,888.76	14,772.00	10,883.24	74%
5450 · Auto/ Local Travel	562.09	820.91	14,281.00	13,460.09	94%
5600 · Building Maintenance & Repair	4,491.96	6,679.77	81,861.00	75,181.23	92%
5610 · Computer&IT Maintenance&Repair	2,243.38	4,886.76	46,287.00	41,400.24	89%
5630 · Insurance Building & Content	1,458.19	2,964.98	15,000.00	12,035.02	80%
5640 · D & O and Liability Insurance	440.15	894.98	6,000.00	5,105.02	85%
5650 · Audit	0.00	0.00	25,000.00	25,000.00	100%
5660 · Legal Services	2,540.00	2,540.00	10,800.00	8,260.00	76%
5670 · CPA/ Financial Services	840.00	840.00	5,380.00	4,540.00	84%
5690 · Depreciation Expense	0.00	0.00	100.00	100.00	100%
5700 · Postage	2,906.68	4,304.86	53,227.00	48,922.14	92%
5710 · Supplies Coffee/Sodas	1,023.53	1,366.24	6,000.00	4,633.76	77%
5720 · Office Supplies	758.81	2,023.03	18,540.00	16,516.97	89%
5730 · Storage and Delivery	738.35	993.49	9,960.00	8,966.51	90%
5750 · Rent	0.00	0.00	10.00	10.00	100%
5760 · Telephone Service	996.12	1,993.34	12,900.00	10,906.66	85%
5770 · Utilities	2,916.35	5,842.22	37,955.00	32,112.78	85%
5780 · Copier	423.12	1,156.68	11,040.00	9,883.32	90%
5790 · Capital Expenditures	0.00	0.00	19,500.00	19,500.00	100%
5900 · Miscellaneous Expenses	9,685.93	9,878.89	600.00	-9,278.89	-1546%
5920 · Bad Debt Expense	0.00	0.00	1,500.00	1,500.00	100%



Visit Pensacola
Profit & Loss UNIFIED, VPI, PSA, ACE, ALL FUNDING SOURCES

	Nov 19	Oct - Nov 19	Annual Budget	Remaining of Budget	% Remaining of Budget
6000 • Consignment Sales Expenses	264.91	796.22	1,496.00	699.78	47%
6001 • Bank Service Charge	70.30	117.30	504.00	386.70	77%
6010 • Credit Card Processing Fee	662.07	1,168.20	4,416.00	3,247.80	74%
6500 • Taxes	67.36	433.28	2,915.00	2,481.72	85%
6940 • In Kind Expense	0.00	0.00	225,000.00	225,000.00	100%
7001 • PSA Operations	0.00	0.00	67,067.00	67,067.00	100%
Total 2 • Operating Costs	36,978.06	53,589.91	692,111.00	638,521.09	92%
3 • Personnel Costs					
5800 • Salaries	71,719.63	116,268.26	1,072,104.00	955,835.74	89%
5810 • Commissions	5,149.10	5,149.10	21,000.00	15,850.90	75%
5830 • Auto	461.54	758.24	6,000.00	5,241.76	87%
5840 • 401K Contribution Match	1,857.45	3,086.63	50,159.00	47,072.37	94%
5850 • Employee Insurance	4,821.82	6,895.62	122,400.00	115,504.38	94%
5870 • Drug Testing	0.00	131.00	600.00	469.00	78%
5880 • Payroll Expense	23,409.72	27,901.33	88,476.00	60,574.67	68%
5890 • Staff Education	0.00	0.00	4,758.00	4,758.00	100%
7002 • PSA Personnel	0.00	0.00	251,532.00	251,532.00	100%
Total 3 • Personnel Costs	107,419.26	160,190.18	1,617,029.00	1,456,838.82	90%
Total Expense	575,737.13	754,742.62	9,747,960.00	8,958,305.29	92%
Net Ordinary Income	-336,886.91	-303,089.69	-101,005.00	-8,908,305.29	
Net Income	-336,886.91	-303,089.69	-101,005.00	-8,908,305.29	



VISIT PENSACOLA BOARD MEETING

November 20, 2019

Research



Insight Headlines



November 2019:

- Mobile, Atlanta and Birmingham were the top 3 markets of visitor origin, as they were last November.
- The average visitor was 46 years old (Generation X), although Millennials was the most-represented generation visiting this month (38% of visitors).
- With incomes of slightly more than \$83K, visitors were, on average, about 19% less affluent this November vs last.
- 28% were first-time visitors (down from last November).
- 61% of visitors stayed in paid accommodations (less than last November).
- The average length of stay was 6.3 nights (longer than last November).
- 60% of visitors recalled Visit Pensacola marketing communications (more than last November).
- Top 3 visitor activities were the beach (less than last November), shopping (more than last November,) and fine dining (less than last November).
- Average spend per party was \$1,085 (less than last November); average spend per day was \$173 (less than last November).

Fall 2019

- Visitors were less affluent, more diverse, and less likely to be a first-time visitor.
- Visitors are less likely to be staying in paid accommodations, as a larger percentage came to visit family and friends.
- This and lower incomes were likely the key drivers of lower per-party and per-day spending.
- Visitors were more likely to recall Visit Pensacola marketing communications.

Year-to-Date:

- Visitors are less affluent, more diverse, more likely to be visiting family/friends, and less likely to be a first-time visitor.
- Visitors are less likely to be staying in paid accommodations, are staying for a shorter period of time, and are spending less in destination.
- Visitors are more likely to be seeing and recalling Visit Pensacola marketing communications.



RESERVATIONS ACTIVITY REPORT

Executive Summary

Pensacola

Period: Bookings as of November 30, 2019

Pensacola November Occupancy



Gulf Coast November Occupancy



Southeast Region November Occupancy



Pensacola November ADR



Gulf Coast November ADR



Southeast November ADR



Pensacola

November Performance			
	2019	2018	Year over Year % Diff
Paid Occupancy	40.7%	42.6%	-4.5%
ADR	\$111	\$120	-7.7%
RevPar	\$45	\$51	-11.8%

November Booking Pace	11.8%	13.0%	-9.1%
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Next Month Performance (December)			
	2019	2018	Year over Year % Diff
Paid Occupancy	30.3%	28.3%	7.0%

Prior 6 Months to Date (Jun '19 - Nov '19)			
	2019	2018	Year over Year % Diff
Paid Occupancy	57.4%	57.4%	0.1%
ADR	\$267	\$261	2.1%
RevPar	\$153	\$150	2.2%

Gulf Coast

November Performance			
	2019	2018	Year over Year % Diff
Paid Occupancy	26.9%	30.8%	-12.5%
ADR	\$122	\$122	0.3%
RevPar	\$33	\$38	-12.3%

November Booking Pace	4.9%	5.4%	-10.5%
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Next Month Performance (December)			
	2019	2018	Year over Year % Diff
Paid Occupancy	17.7%	18.9%	-6.3%

Prior 6 Months to Date (Jun '19 - Nov '19)			
	2019	2018	Year over Year % Diff
Paid Occupancy	60.1%	62.2%	-3.4%
ADR	\$255	\$245	4.1%
RevPar	\$153	\$152	0.6%

Southeast Region Industry Wide

November Performance			
	2019	2018	Year over Year % Diff
Paid Occupancy	32.0%	33.3%	-4.0%
ADR	\$189	\$180	5.1%
RevPar	\$60	\$60	1.0%

November Booking Pace	4.5%	4.8%	-7.2%
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Next Month Performance (December)			
	2019	2018	Year over Year % Diff
Paid Occupancy	21.0%	20.1%	4.0%

Prior 6 Months to Date (Jun '19 - Nov '19)			
	2019	2018	Year over Year % Diff
Paid Occupancy	60.2%	61.4%	-2.0%
ADR	\$288	\$278	3.5%
RevPar	\$173	\$171	1.4%



VISIT PENSACOLA BOARD MEETING

December 18, 2019

Sales & Services



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1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



ACTIVITY REPORT OVERVIEW

Sales Leads: 1
 Group Assists: 7
 Partner Referrals: 68
 Room Night Leads: 60
 Service Requests: 11
 YTD Leads: 3
 YTD Lead Room Nights: 935
 YTD Bookings: 1
 YTD Room Nights Booked: 105
 YTD Partner Referrals: 68

November Group Leads

- Specialty Tour 2021

November Service Highlights

- November HRT Thanksgiving Luncheon was held November 18th. Because of the generosity of attendees, we were able to donate 155 lbs of food to Mana
- Florida Encounter FAM

November Trade Events:

Florida Encounter

On November 20-22, Visit Pensacola and representatives from the Margaritaville, Hilton, SpringHill Suites and Holiday Inn Resort, attended the Florida Encounter Meetings Marketplace in Panama City Beach. We had a full appointment schedule for the three-day conference with 30 pre-scheduled appointments with meeting and event planners, four RFP's and expectations of receiving additional RFP's during the next six months. Following the conference four meeting planner attendees came to Pensacola for a post-Florida Encounter FAM tour of our area.

January Trade Events:

Florida Huddle 2020

Partners are invited to join Visit Pensacola at Florida Huddle taking place in Jacksonville on January 28-31, for the opportunity to present your property to domestic and international tour operators during two days of pre-scheduled one-on-one appointments. Following the conference Visit Florida is bringing 10 operators that attended Florida Huddle, to Pensacola for a three-day two-night FAM tour. For additional information on Florida Huddle or to register for this booth-share opportunity, click on the following link or contact Lori Coppels at 850-432-4209. Space is limited to four partners.

New Partners

- Pensacola Cooks Kitchen
- Morton Image Company
- Human Mortgage with First Community Mortgage
- Vowell's Printing
- Discover Maps

Partner Promotions

- **Marketing Bar**- Offering all partners 20% off Rack Cards
- **Gulf Coast Shades and Blinds**- 10% discount on all orders before December 31.

Upcoming December EVENTS

- John Appleyard: History Lectures December 10

Experience HRT- 2019 Chair: Marty Stanovich

Holiday Luncheon and Gift Exchange

Tuesday, December 17, 11:30 a.m.
 Skopelos at New World

November Meetings:

TDC Meeting, December 10, 3:00 p.m.
 BOCC Chambers, 221 Palafox Place

Search Committee, December 11, 2:30 p.m.
 Pensacola Sports, 101 W. Main Street

Finance Committee, December 17, 1:00 p.m.
 Pensacola Sports, 101 W. Main Street

Board of Directors Meeting, December 18, 3:00 p.m.
 Jackson's Steakhouse, 400 S. Palafox Street

VIC News:

Visitor Information Centers

Number of daily Visitors: **3,739**
 Direct assists: **755**
 Phone assists: **389**
 Group Packages assembled: **415**
 Guest sign in states: **AR, MO, TX, FL, IN, OH, TN**
 International Sign ins: **Canada, Germany, India, South Africa, France, United Kingdom, Switzerland**

Winter Escape: 49 participating businesses

In-house November events:

Gulf Coast Diplomacy Council – 13 guests from India

John Appleyard lecture on November 12: Port of Pensacola and surprise 97th birthday celebration

Mike Hartsaw: First person presentation of William Bartram



Recently Held Meetings/Groups

Account Name	Meeting Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Derinite or Assist
USS MULANEY	Folds of Honor Golf Tournament 2019	11/1/2019	LW	200	100	\$40,000.00	Assist
Blue Angels Airshow	2019 Blue Angels Homecoming Show	11/2/2019	LW	120	525	\$165,000.00	Assist
AOCS CLASS 36-69	AOCS CLASS 36-69	11/5/2019	LO	35	67	\$26,250.00	Definite
West Florida Literary Federation	2019 Pensacola Writing and Book Festival	11/8/2019	LW	50	60	\$22,500.00	Assist
Pensacola Sports	2019 Gulf South Conference(GSC) Soccer Championship	11/14/2019	LC	500	278	\$177,000.00	Definite
2019 Weddings	Bordelon Wedding	11/14/2019	LW	30	45	\$25,500.00	Assist
2019 Weddings	Molpus/Brazell Wedding	11/19/2019	LW	110	75	\$52,500.00	Assist
TOTAL:				<u>1,045</u>	<u>1,150</u>	<u>\$508,750.00</u>	



Upcoming Meetings/Groups

Account Name	Lead Name	Arrival Date	Staff	Attendees	Room Nights	Direct Spending	Definite or Assist
Snowball Derby	Snowball Derby 2019	12/4/2019	LW	12,000	1,600	\$3,680,000.00	Definite
IMS ExpertServices	IMS ExpertServices 2019 All-Employee Event	12/5/2019	LW	250	150	\$63,750.00	Assist
Trinity Farm of Northwest Florida	Trinity Farm Winter Classic I and II	12/6/2019	LW	100	110	\$22,500.00	Assist
Most Worshipful Union Grand Lodge	MWUGL Grand Master's Visitation	12/11/2019	LW	400	800	\$160,000.00	Definite
Pensacola Camellia Club	Pensacola Camellia Club Annual Show	12/13/2019	LW	100	60	\$21,000.00	Definite
TOTAL:				<u>12,850</u>	<u>2,720</u>	<u>\$3,947,250.00</u>	



VISIT PENSACOLA BOARD MEETING

December 18, 2019

Marketing & Communications



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



VisitPensacola.com



EXPERIENCE CAMPAIGN ACTIVITY

WHAT RAN

Digital display, native content, social media, and pre-roll video.

MESSAGING

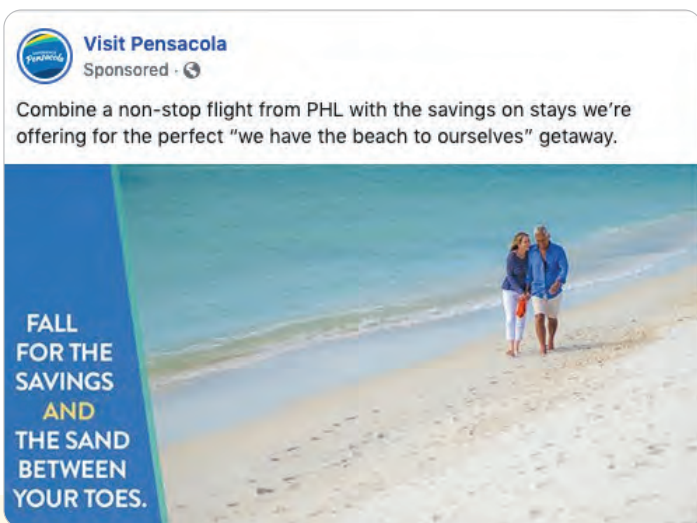
- Brand-focused and value-focused messages targeted at couples
- Direct-flight convenience and value messaging in Chicago, Houston, Nashville, Philadelphia and Washington DC
- Experience-focused messages touting options beyond the beach like adventure, local charms and dining.
- Events ads showcasing upcoming holiday celebrations, Pensacola Beach Art & Wine Fest and others.

WHO SAW IT

Audiences targeted by behaviors, interests, geography and intention to travel. A print ad also ran in the Afar travel magazine.

WHERE IT WAS SEEN

Primary markets: 350 mile radius around Pensacola Bay Area, plus Nashville, Dallas, and Houston.



ASSET DEVELOPMENT

- Work through multiple upcoming asset development, campaign, and promotion projects
- Continue work on Destination Video, VisitPensacola.com, and campaign analytics/reporting

TRACKABLE DATA OVERVIEW – NOVEMBER 2019

These figures account only for those people who saw an ad on their phone, tablet, laptop or home computer and then booked or traveled into our market. They do not represent all flights, hotels or arrivals.

FLIGHT BOOKINGS



Data from Adara, Expedia, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded flights booked during the month associated with trackable ad views.

TOP FLIGHT ARRIVALS BY MARKET

Dallas-Ft Worth	10.9%	Charlotte	3.3%
Tampa	7.4%	Washington	2.9%
Miami	7.1%	New York	2.9%
Orlando	5.1%	Chicago	2.5%
Houston	4.5%	Denver	2.5%

HOTEL ROOM NIGHTS



Data from Adara, Expedia, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded room nights booked during the month associated with trackable ad views.

TOP HOTEL ARRIVALS BY MARKET

Atlanta	14.3%	Tallahassee	4.2%
Tampa	11.5%	Jacksonville	3.8%
Orlando	8.3%	Dallas-Ft Worth	2.8%
Mobile	5.7%	Los Angeles	2.5%
Houston	5.1%	New York	2.5%

DIGITAL IMPACT – NOVEMBER 2019

SOCIAL MEDIA

People Reached	640,382
Link Clicks	18,494
Landing Page Views	13,545

Data based only on paid social media advertising.

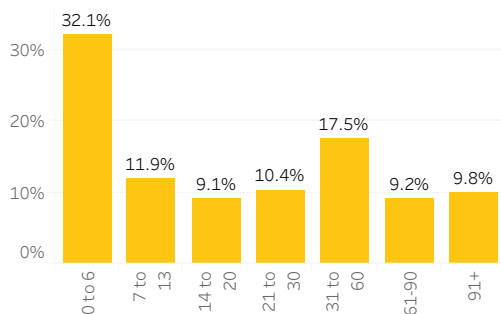
WEBSITE TRAFFIC



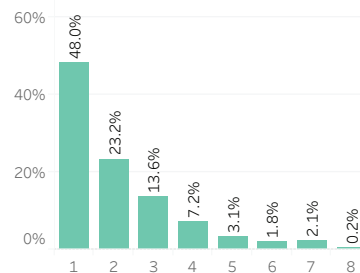
💡 Native advertising drove 35.2% of campaign traffic.

EXPEDIA INSIGHTS – NOVEMBER 2019

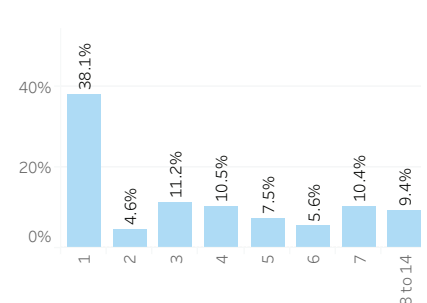
TRAVEL WINDOW (air & hotel)



LENGTH OF STAY (hotel)



TRIP DURATION (air)



WHAT'S NEXT?

- White Christmas promotion with Hallmark Channel
- Winter travel campaign



OUTREACH



Highlight: Visit Pensacola Holiday Cube to Return Nov. 15; New Location Selected



Highlight: Pensacola Foodie Tours



Highlight: 'Tis the Season for Winter Shelling



SOCIAL MEDIA 7095 sessions via social referral • 4172 total social conversions



501 TOTAL SOCIAL CONVERSIONS

Total Engagement: 2,737 replies, retweets and likes +50 followers, engaged 51 unique people



3,410 TOTAL SOCIAL CONVERSIONS

979 New Page Likes

98k Engaged Users with the potential of 3 million total impressions (all generated from likes, shares and comments on posts)



219 TOTAL SOCIAL CONVERSIONS

Engaged 2,786 people



6 NEW SUBSCRIBERS • 809 TOTAL SUBSCRIBERS



E-MARKETING CONSUMER eNEWS

532 new sign-ups

102.6% conversion rate

11% open rate

1.2% click throughs



EARNED MEDIA

ACTIVE COVERAGE – SECURED BY VISIT PENSACOLA TEAM

PRESS RELEASES

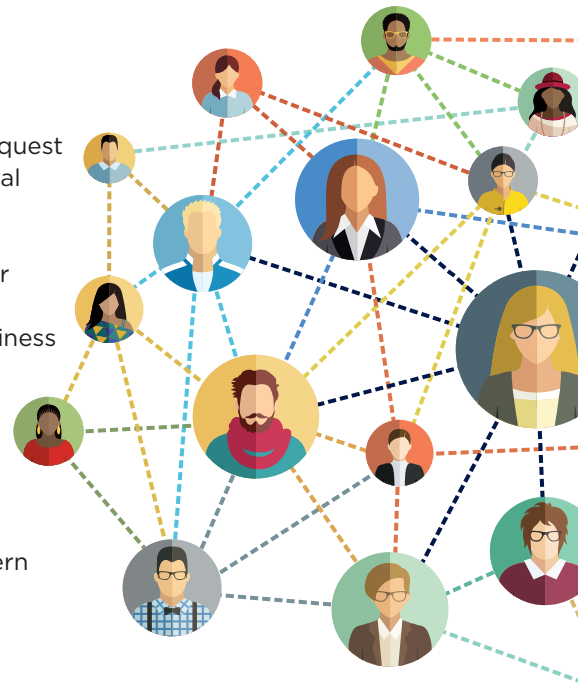
- Visit Pensacola Holiday Cube to Return Nov. 15; New Location Selected

MEDIA ASSISTS

- Travel Thru History Press Trip
- Sheryl Nance-Nash – NYC Press Trip
- Okra Magazine Press Trip
- Frank Sargeant Press Trip
- Rudiger Edelmann – German Editor Press Trip
- Kyle Boen and Tyler Cameron – Nashville Influencer Trip
- Pensacola International Airport
- Flagler Award
- City of Pensacola
- South Fulton Magazine
- 2020 Camp Florida Directory
- Tripsavvy Editor's Choice Awards
- NewsRadio 1620 Expert Panel
- Southern Living
- Australia Travel Brochure

MEDIA ASSISTS

- Cat Country 98.7
- University of West Florida
- South Santa Rosa News
- Canadian Group FAM asset request
- Pensacola Dragon Boat Festival
- Winterfest Pensacola
- Pensacola News Journal
- Apryl Thomas – Travel Blogger
- Visit Florida
- Charles McCool – Travel Happiness Advocate
- Emerald Coast Magazine
- Premiere Sailing
- Expedia
- Destinations Florida
- Bike Trail Program
- Southbound (Atlanta's Southern travel pub)
- Viola!
- John Appleyard turns 97!
- Gay Travel Nominee



PRESS MENTIONS – STORIES MENTIONING PENSACOLA



STORIES MENTIONING PENSACOLA

Highlights:

- Music is in the Air: Frank Brown Songwriters Fest Opens



38 stories

Highlights:

- Thinking of the Florida Gulf Coast for the Holidays? Read This
- Foo Foo Festival



2 Accolades

Highlights:

- Florida Offers More than Beaches
- 4 Christmas Attractions to Drive to in Florida

VisitPensacola.com

OCTOBER ONLINE REPORT

Summary

■ Website engagement

- Website visits are up 3.8%
- Unique website visitors up 11.3%
- Mobile Traffic up 13.4%

■ Acquisition

- Top converting channels:
 - Organic Traffic / 109.9%
 - Paid Search / 105.0%
 - Referral / 132.9%
 - Email / Conversion rate 102.6%

■ Email Engagement

- Unique Open Rate 11%
- Unique CTR 1.2%
- Conversion Rate 102.6%

■ Social Media

- Social Media traffic resulted in 4,384 conversions on our website (visited more than one page, signed up for our eNewsletter or visited partner listings).
- Top converting social channels: Facebook (3,410 Conversions), Twitter (501), Pinterest (219), Instagram (22), Instagram Stories (84)
- Top landing pages/sections from social: Lighted Boat Parade, Brunch Spots, Taste of West Pensacola, Natures in Paradise in Perdido Key