



**PRESENTATION TO RESTORE COMMITTEE OF
ESCAMBIA COUNTY**

September 9, 2013

About Visit Pensacola

The mission of Visit Pensacola is to *promote the Pensacola Bay Area as a premier year-round travel destination*

- We are the official destination marketing organization for Escambia County
- Over 180 businesses and organizations support the efforts of Visit Pensacola to generate visitors to our community
- Funding comes from the tourist development tax (TDT) that is collected from overnight visitors and administrated by the TDC

Function Areas of Visit Pensacola

Because our focus is outside the community, most people don't know what we do or don't see the actions to bring business to the community

- Direct Sales
- Marketing
- Partnerships
- Services
- Information Center

Key Areas of Focus

1) Drive Room Nights to our Lodging Properties

- Direct Sales (Trade Shows, Site Visits, Sales Presence)
- Advertising (Packages, Call to Action)
- Interactive/Social (Messaging, Posts, Booking Engine, Email)
- Communications/Public Relations (Messaging)
- Visitor Center (last minute availability, destination offerings)

2) Research Driven Marketing

- **Intercept Data: Monthly, Seasonal, Yearly**
- Lodging Data: Hotel & Condo results
- Event / Festival Data: Monthly, Seasonal, Yearly
- **Expand Geographic Marketing Focus**

Key Areas of Focus

3) Drive More Value for Industry/Community Partners

- Enhanced Website/Content
- Co-operative Advertising / Marketing Opportunities
- Visibility & Participation (Site Visits/Industry Interaction)
- **Providing more industry research/data**
- Front Line Education
- Keeping Meetings Local
- **Collaboration to enhance visitor offerings**
- Enhancing product development opportunities
- Inclusivity with local partners/businesses
- **Support of new air service, especially from key markets**
- International Marketing

4) Develop 5 Year Strategic Plan with Key Success Metrics



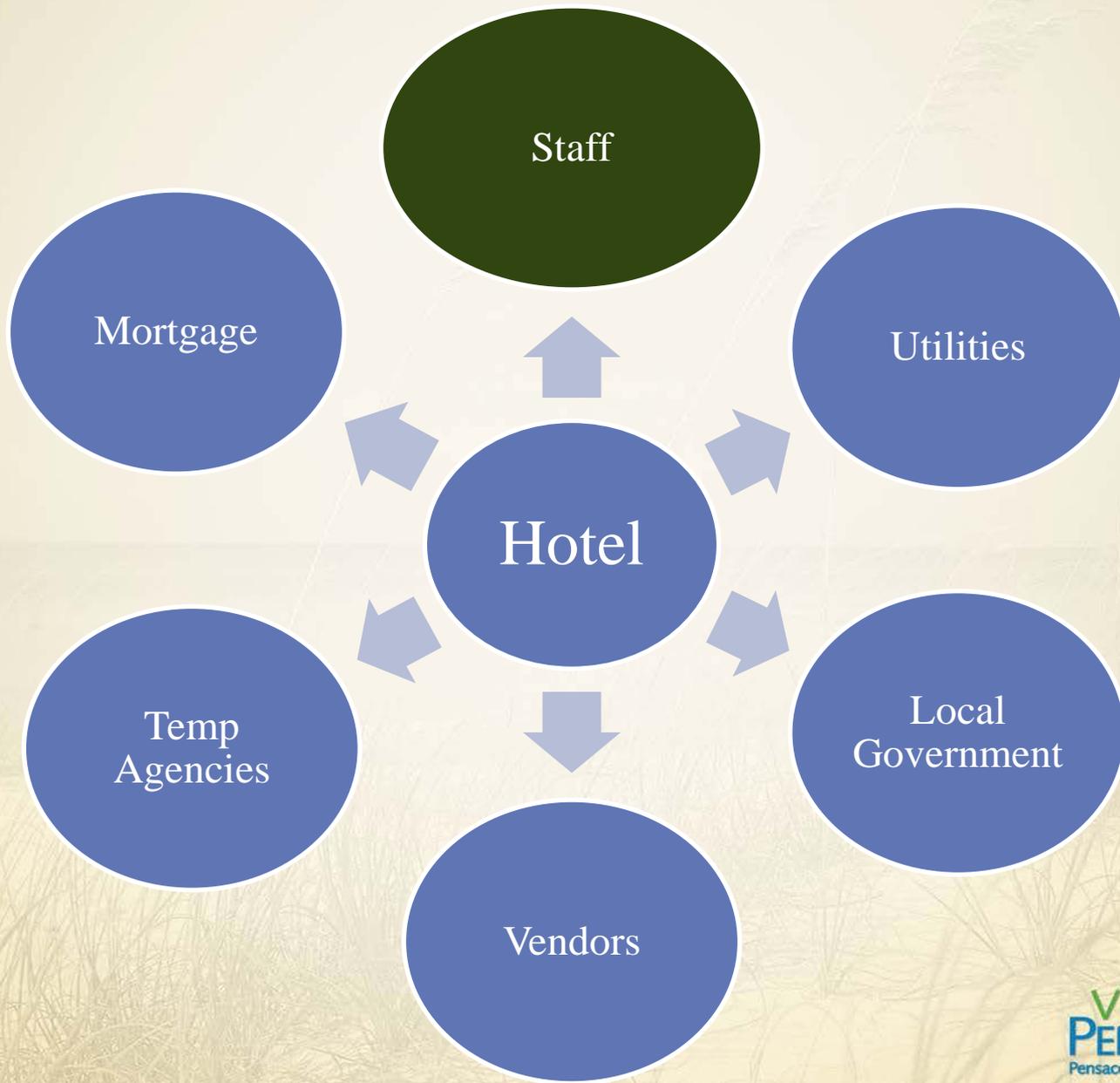
**HOW DOES TOURISM IMPACT
OUR COMMUNITY?**

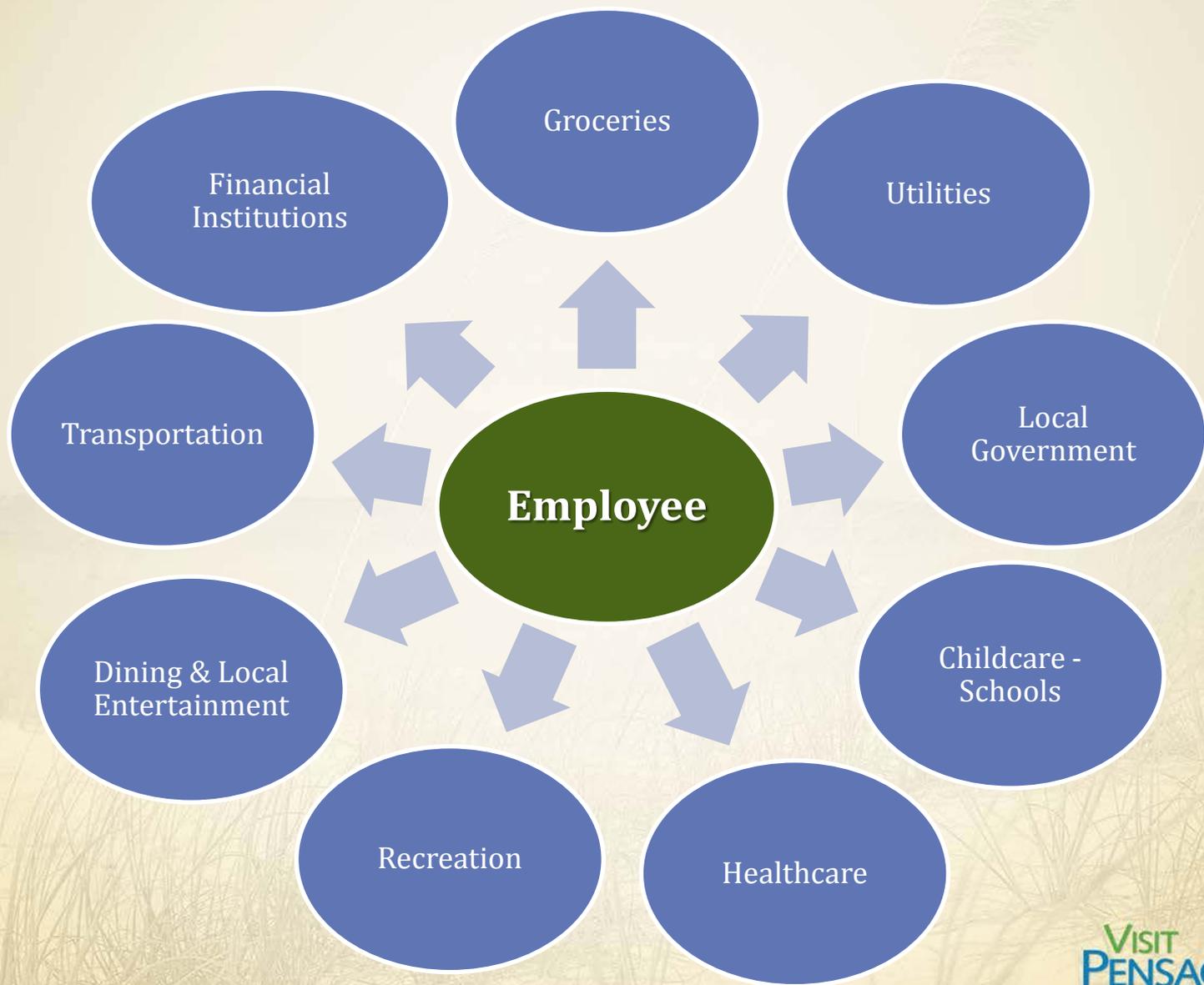
HOW DOES TOURISM IMPACT OUR COMMUNITY?

Impact of Tourism

- One additional dollar in hotel/lodging sales will generate \$7.60 in total taxable spending in the local area
- More than 16,000 jobs related to the visitor industry (hotels, restaurants, attractions, transportation, retail)
- Tourism assets can attract new residents and new companies
- After the military and health care in our county, tourism is the biggest contributor to our economy
- FY2012: 4,302,643 overnight visitors with \$715 million in direct spending
- FY2012, lodging revenue collections on hotel and rental stays in Escambia County totaled \$178 million, an 11 percent increase over the previous year's record.

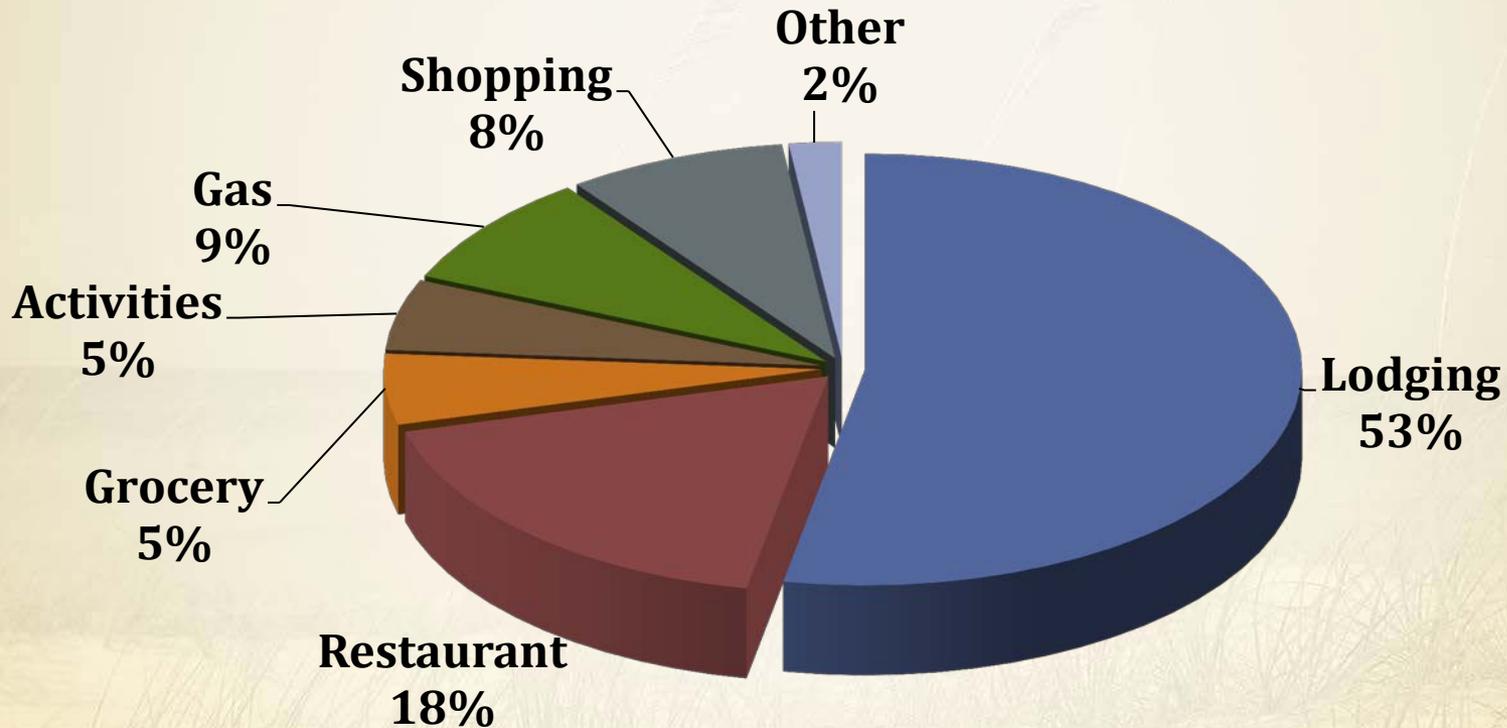






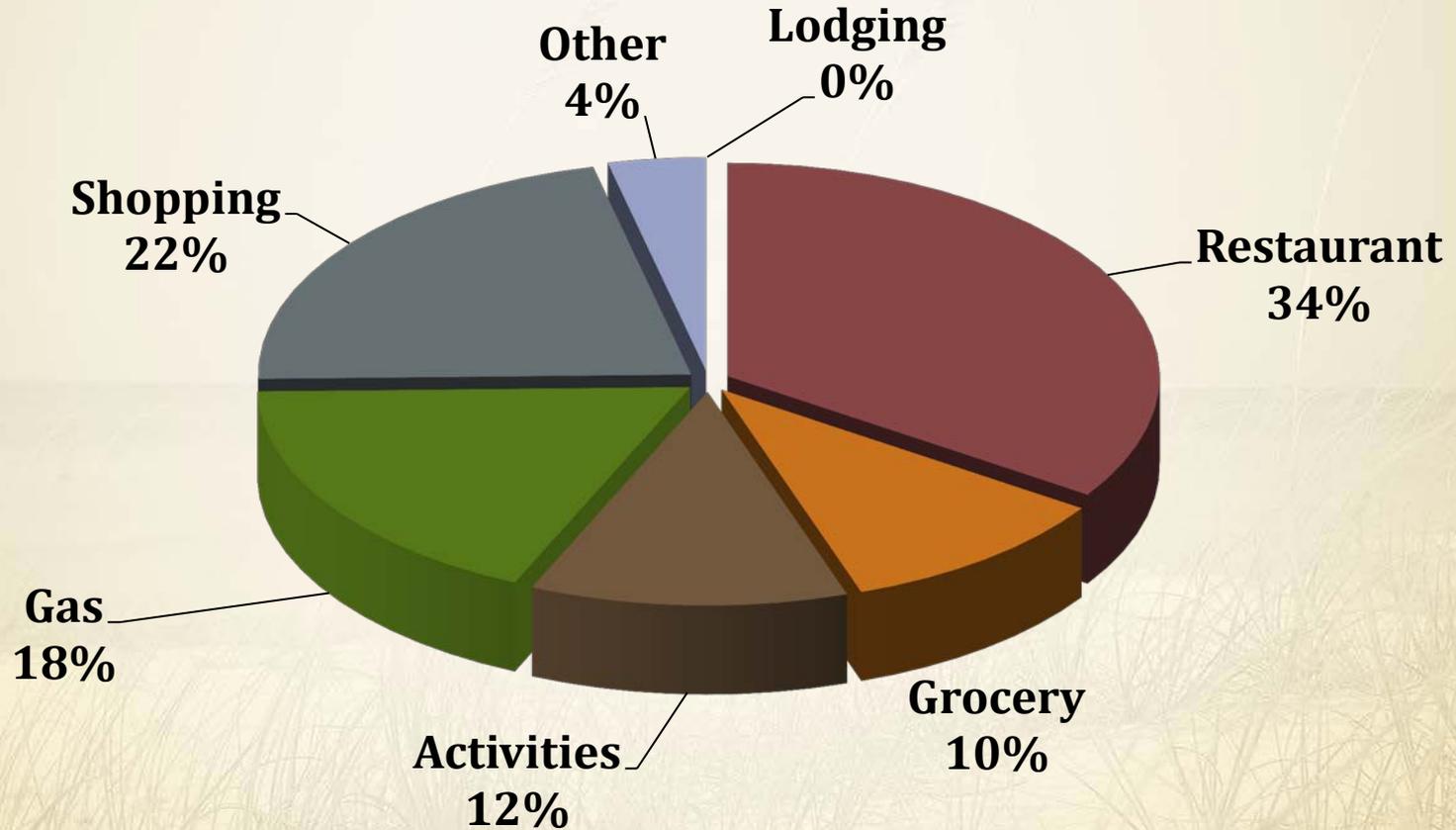
Where Visitors Spend Their \$\$

Overnight Visitors



Where Visitors Spend Their \$\$

Day Visitors



Visitor Profile – Summer 2013

Visitor Characteristics	All Visitors	Lodging Visitor	Non-Lodging Visitor
Avg. Exp. Per Party/Per Day	\$340.43	\$463.56	\$522.67
Avg. # of Nights in Paid Lodging	2.47	3.94	0.0
Avg. Party Size	3.38	3.43	3.30
Travel Mode (Air)	26.7%	27.9%	24.5%
Primary Destination (Yes)	86.1%	85.9%	86.5%
Experience Rating (1-10)	9.04	9.03	9.04
Avg. HHI	\$92,184	\$98,480	\$80,572
% Likely to Return (0-1 year)	74.6%	70.0%	82.5%

Visitor Profile – Summer 2013

Top Activities	All Visitors	Lodging Visitor	Non-Lodging Visitor
Went to the Beach	93.1%	94.8%	90.3%
Went to a fine dining restaurant	57.9%	62.6%	50.0%
Went Shopping	48.4%	51.8%	42.7%
Visited Museums	22.1%	24.2%	18.7%
Participated in water sports	18.8%	21.7%	14.0%
Went fishing	15.7%	15.6%	15.7%
Attended a ticketed performance	6.4%	6.3%	6.6%
Attended a professional sporting event	5.9%	5.2%	7.0%
Visited art galleries	5.8%	5.2%	6.6%
Played golf	5.8%	7.3%	3.2%



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Criteria for Evaluation of Tourism-Related Projects

Criteria for Evaluation of Tourism-Related Projects

- **Three Key Areas for Consideration:**
 1. Demand
 2. Site Selection
 3. Design

Criteria for Evaluation of Tourism-Related Projects

■ **Market Demand/Research Based**

1. Is there a demand for this product?
2. Are there other businesses within a specific drive time that provide this product?
3. Is this satisfying an unfulfilled need?
4. What market segments will this project target?

Criteria for Evaluation of Tourism-Related Projects

■ Site Selection

1. Connection to Other Visitor Destinations in the community
 - Proximity to major roads/highways
 - Proximity to Public Transportation
 - Wayfinding Signage
2. Proximity to market populations including major visitor areas
3. Compatibility to the destination and surrounding area
4. Ability for future expansion as well as development of ancillary activities
5. Existence of other local amenities to attract visitors

Criteria for Evaluation of Tourism-Related Projects

■ Design

1. Capacity for expansion
2. Does the project have adequate financing for operations, especially in the early years
3. Is it compatibility with the local environment
4. Tells a unique/compelling story

Key Metrics for Tourism Related Projects

- Focus on Overnight Visitors vs. Day Visitors
- Increased Length of Stay
- Increased Spending
- Drives New Visitation



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