



FOR IMMEDIATE RELEASE
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Visit Pensacola Highlights FY 23 Successes, Tourism Industry Results for Oct. 1, 2022, - Sept. 30, 2023

Pensacola, Fla. – Visit Pensacola has released its annual report for fiscal year 2023 taking place Oct. 1, 2022, - Sept. 30, 2023. As the destination marketing organization for Escambia County, Visit Pensacola works closely with Downs and St. Germain Research to survey visitors in the area and to build out special market studies for tourism in Escambia County.

“The numbers below showcase the continued benefits of tourism for Escambia County. With over \$2 billion in economic impact and over 20,000 people employed, tourism works for Escambia County,” President and CEO Darien Schaefer said. “As we continue to share unique stories of the neighborhoods and experiences, it’s no wonder that returning and new visitors find Pensacola The Way to Beach™.”

Adding to the fiscal year 2023 numbers, Schaefer highlighted a detailed list of Visit Pensacola’s leading accomplishments:

Fiscal Year 2023 By the Numbers:

- 2,505,200 total visitors to Escambia County
- In FY 2023, tourism had a \$2.02 billion economic impact.
- \$21,582,339 in tourism tax development collections
- \$1,317,318,200 in direct visitor spending.
- Visit Pensacola saved residents an average of \$508 in local taxes.
- Tourism employs 20,600 people, representing 14% of all jobs in Escambia County. It provides over \$676 million in wages to local citizens.
- The Visit Pensacola team shared the Pensacola story in front of over 40 markets.
- Garnered 77 new community partners, generated 600 pieces of social content, attracted over 760,000 partner listing views, and completed over 2,000 partner assists.
- Over 2.2 million people used visitpensacola.com.
- Garnered over \$5.3 million in earned media from public relations efforts.
- Gained 54,928 new social media followers.
- Generated \$193,700,900 in group sales bookings.

For more information on how Tourism Works for Pensacola, visit www.visitpensacola.org.

About Visit Pensacola

Visit Pensacola is the destination organization for Escambia County, which includes Pensacola, Pensacola Beach, and Perdido Key. With over 460 years of rich history and nearly 40 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.

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