

TOURISM WORKS. LET'S TELL OUR STORY.

Tourism Works for Pensacola is a public service campaign designed to educate citizens about the economic impact and overall value of tourism to the local economy.



MARKETING



VISITOR SPENDING



TAX REVENUE



JOBS & WAGES



QUALITY OF PLACE

1 MARKETING

- » Visit Pensacola's marketing efforts give visibility to prospective residents and business owners that might consider relocating to the area.
- » Visit Pensacola's marketing efforts are the front door for Escambia County's economic development.
- » Every dollar spent on tourism marketing for Escambia County generates \$3 in tax revenue.
- » Every dollar spent on tourism marketing for Escambia County results in \$107 of visitor spending.

2 VISITOR SPENDING

- » In 2016, visitors spent \$787 million in Escambia County.
- » 51 percent of visitor spending is outside of lodging and spent in businesses including retail shops, restaurants, gas stations and more.

3 TAX REVENUE

- » 41 percent of all taxes collected in Escambia County can be attributed to tourism.
- » 46 percent of all property taxes in Escambia County can be attributed to tourism (from lodging). This helps keep homeowner property taxes affordable, maintains roads and supports schools.
- » 22 million Escambia County tax dollars are paid by visitors.

4 JOBS & WAGES

- » Tourism employs 22,300 people, representing 17% of all jobs in Escambia County
- » Tourism provides \$380 million in wages to local citizens.
- » Tourism provides employment for some of Escambia County's most vulnerable residents. These citizens are at risk if tourism declines.
- » Tourism provides the quickest path to management of any industry and provides upward mobility even to those without special certifications or higher education.

5 QUALITY OF PLACE

- » Businesses that are created and sustained by visitors also add to the quality of place for residents.
- » Our beaches are clean and well-maintained for the enjoyment of both visitors and residents alike.
- » Tourism is economic development. Many who have relocated to the area and started businesses here began that journey with a vacation in Pensacola.
- » 250 local businesses partner with Visit Pensacola to support Escambia County tourism.