

# 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 \$106 of visitor spending.

### 2 VISITOR SPENDING

- » In 2019, visitors spent over \$930 million in Escambia County.
- » 66% 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.
- » 26 million Escambia County tax dollars are paid by visitors.

### 4 JOBS & WAGES

- » Tourism employs 19,243 people, representing 14% of all jobs in Escambia County
- » Tourism provides over \$368 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.
- » 200 local businesses partner with Visit Pensacola to support Escambia County tourism.