

# 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

- 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 \$54 of visitor spending.

## VISITOR SPENDING

- In 2020, visitors spent over \$950 million in Escambia County.
- 70% of visitor spending is outside of lodging and spent in businesses including retail shops, restaurants, gas stations, and more.

## TAX REVENUE

- Visitors to Escambia County save local residents \$492 in county taxes per household every year
- 22 percent of all taxes collected in Escambia County can be attributed to tourism.
- 27 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.
- 59 million Escambia County tax dollars are paid by visitors.

## JOBS & WAGES

- Tourism employs 16,804 people, representing 15% of all jobs in Escambia County
- Tourism provides over \$473 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.

## 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.
- Nearly 300 local businesses partner with Visit Pensacola to support Escambia County tourism.



\*\* COVID-19 and the closure of the Pensacola Bay Bridge have impacted these 2020 figures\*\*