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.

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.

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.

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.

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.