

TOURISM WORKS FOR YOU! HERE'S HOW:



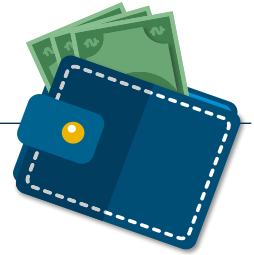
MARKETING

Visit Pensacola spends marketing dollars to drive visitation to Escambia County. Tourism marketing generates a good return on investment.



Every dollar spent generates \$3 in tax revenue for Escambia County

Every dollar spent generates \$96 in visitor spending in Escambia County



VISITOR SPENDING

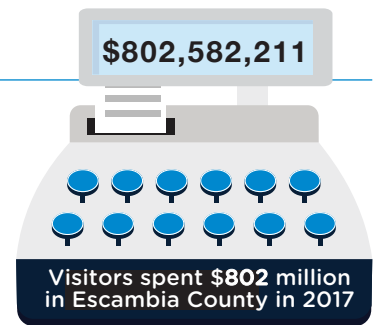
Once visitors arrive, their spending has widespread positive effects for our community.



50%

51% of visitor spending is outside of lodging

\$802,582,211



Visitors spent \$802 million in Escambia County in 2017

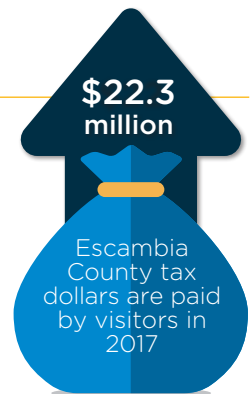


TAX REVENUE



Taxes collected on visitor spending have a positive impact on all areas of Escambia County.

Visitors paid **\$10.3 million in local option sales taxes** which helps to maintain roads, support schools and other infrastructure needs.



\$22.3 million

Escambia County tax dollars are paid by visitors in 2017



Total taxes paid by visitors has increased 30% since 2014



JOBS & WAGES

Tourism provides employment opportunities at all levels, from entry-level to C-suite.



24,081 people employed



18% of all Escambia County jobs



\$427 million in wages



QUALITY OF PLACE

Tourism helps our community grow and thrive for the enjoyment of visitors and residents alike.

Our beaches are clean and well-maintained for the enjoyment of both visitors and residents.

Tourism is economic development. Many who began as visitors, return to live and start businesses here.



250 local businesses partner with Visit Pensacola to support tourism.



Learn more at PensacolaTourismWorks.com