

THE WAY TO BEACH™



RESEARCH DRIVEN

In 2020, Downs and St. Germain, a research group specializing in travel and tourism, conducted a Unique Emotional Position study for Visit Pensacola as well as other studies.

The results: Overwhelmingly, our visitors come here because of our beaches. They love the white-sandy beaches, clear blue-green water, and relaxation.

Beyond that, they choose our beaches over the competition because they see us as less crowded, less pretentious, more down-to-earth, and a better value.

WE START WITH THE BEACH

Based on the research, our top-level brand messaging should start with the beach. Our messages and imagery conjure up a beach visit's physical sensations and trigger those emotions of relaxation, ease, and comfort—those physical things cut to the essence of the beach, which reflects the Pensacola experience.

If you think about it, the Pensacola area exceeds expectations in delivering a beach experience. When people daydream about a beach, they dream of peaceful, relaxing, comfortable things – not hassles, traffic, noise, and keeping up with the Joneses. Bottom line: Pensacola is the way travelers want to beach.

BEYOND THE BEACH

But we keep going from there. Our visitors consider all of Pensacola to be a beach town. Our visitors can experience the beach getaway they dream of and also experience the wide variety of ways to play, dine, and explore that our whole community offers. It's *all* part of the way to beach.

- Dinner and drinks on Palafox Street are part of the way to beach.
- Visiting the Museum of Art or Historic Village are part of the way to beach.
- Catching a baseball game at Blue Wahoos Stadium is part of the way to beach.
- A race at Five Flags Speedway is part of the way to beach.

Someone selecting Ashton Brosnahan for a soccer tournament, or the Equestrian Center for an event likely plan on a day at the beach while they are here.

The complete implementation of the Way to Beach as a brand starts with the beach, but paints a bigger picture of a "beach trip" to include the full range of experiences available here.

The Way to Beach showcases our greatest assets, sets us apart from other beach destinations, and allows us to tell the story of the whole community.

PENSACOLA IS THE WAY TO BEACH.

Pensacola
FLORIDA