

Convention and Visitors Bureau

Purpose

The Convention & Visitors Bureau (CVB), doing business as Visit St. Pete/Clearwater (VSPC), is the official countywide Destination Marketing Organization (DMO) and is fully accredited by Destinations International, the global DMO accreditation organization. The CVB partners with numerous local stakeholders across the county's 24 municipalities and works regionally, nationally, and internationally to develop and implement year-round domestic and international sales and marketing programs aimed at leisure travelers, conventions, trade shows, corporate meetings, sports organizers, and film producers. Key success metrics include visitation, occupancy rate, rooms sold, average daily rate (ADR), revenue per available room (RevPAR), length of stay, and first time visitation. The ultimate goal of the CVB is to grow the overall economic impact of tourism to the County, which supports the BCC's strategic goal of Fostering Continual Economic Growth and Vitality.



For additional information, please visit <http://www.pinellascounty.org/tdc/default.htm>

Performance Summary



Capital Outlay Program

The Capital Outlay Budget Program provides funding for capital projects throughout Pinellas County. Convention and Visitors Bureau (CVB), is currently in negotiations with the Dali Museum for a \$17.5M agreement, the St. Petersburg Historical Society for \$2.8M, and the City of Clearwater for a \$40.0M request for improvements to the Phillies Spring Training facility.



CVB is also in the process of developing the FY22 Capital Project Funding Program Cycle and has budgeted \$100,000 for a consultant. Discussion of potential revisions to criteria guidelines is tentatively scheduled to be presented to the Tourist Development Council (TDC) in June or July for approval and then presented to the Pinellas County Board of County Commissioners (BCC).



Sales and Marketing

The Sales and Marketing Budget Program supports the Convention and Visitors Bureau's efforts to increase visitor volume, visitor spending, and the economic impact to the destination through specific and targeted sales and marketing initiatives.

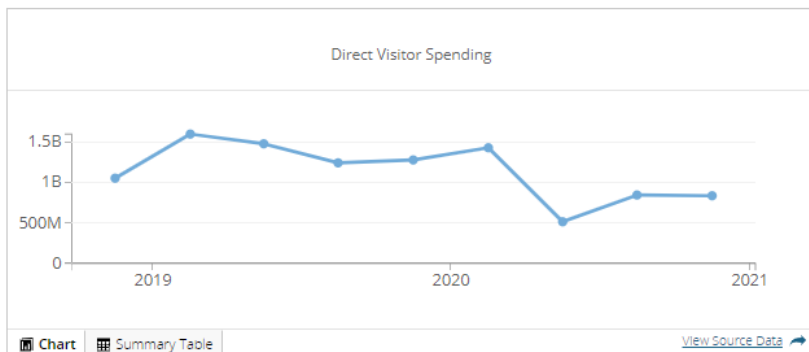
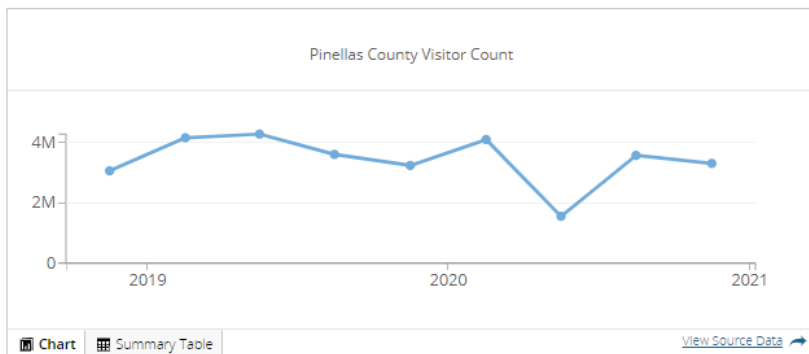




COVID-19 and Tourism

Pinellas County experienced a significant decrease to visitors between April and June 2020, however, by July 2020, visitor totals started to return to pre-COVID-19 figures. What still remains lower is visitor spending, hotel rooms occupied, and taxes paid by visitors.

A return to pre-COVID-19 visitor totals and a slow recovery in hotels and spending also suggests that local visitors or “day trippers” increased their visiting rate to Pinellas County’s beaches and green spaces during the pandemic. Vaccine rollouts and reductions in contagion spread may help improve Pinellas County’s tourism in 2021 and 2022.



County Taxes Paid by Visitors

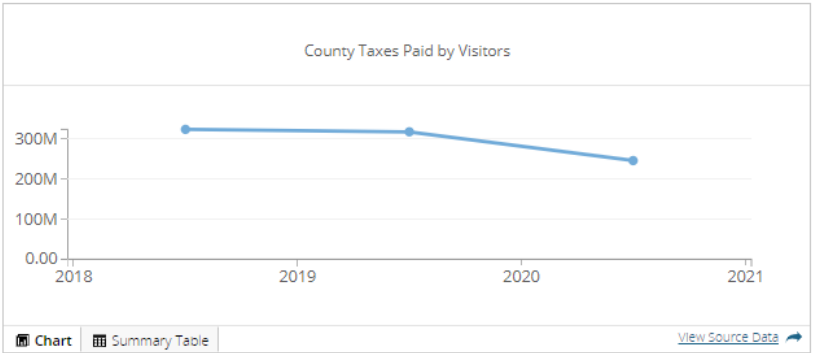
246M

Dollars

1/1/20 - 12/31/20

Measuring

[View measure](#)



Occupied Hotel Room Nights

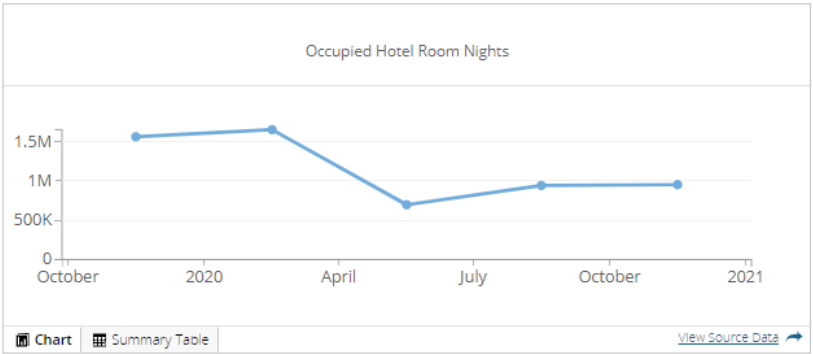
954K

Nights

10/1/20 - 12/31/20

Measuring

[View measure](#)



Bed Tax Collected

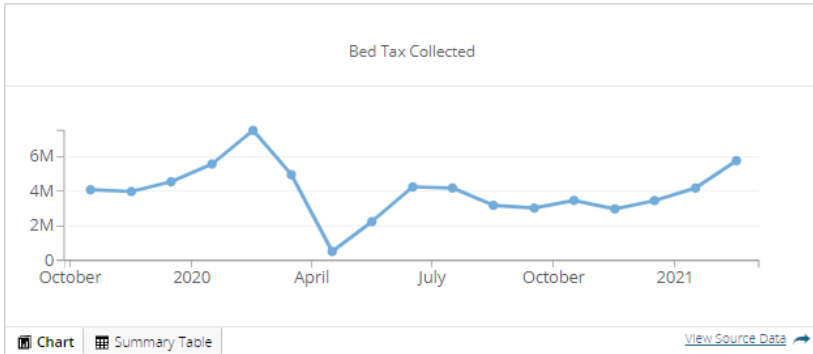
5.78M

Dollars

2/1/21 - 2/28/21

Measuring

[View measure](#)



Hotel Room Nights Resulting from Sales and Marketing Initiatives in the Meetings Market

7,959

Hotel Room Nights

10/1/20 - 12/31/20

Measuring

[View measure](#)



Hotel Room Nights Resulting From Sales and Marketing Initiatives in the Sports Market

19.5K
Hotel Room Nights

10/1/20 - 12/31/20

Measuring

[View measure](#)



Marketing Investments

The Convention and Visitors Bureau (CVB) invested \$16.0M to marketing campaigns in 2020. The department also found that of the visitors surveyed, 33.5% stated that a Visit St. Pete Clearwater marketing campaign had influenced their decision to travel here.

By understanding total investments, total marketing recalls, visitor spending, and taxes paid by visitors, CVB can estimate the return on its marketing investment. CVB found that for every one dollar it spent on marketing, it returned \$5.15 in taxes* to Pinellas County government and \$84.95 to Pinellas County businesses.

*Includes Tourist Development Tax (TDT), property, and sales taxes that are estimated to be paid by visitors of Pinellas County. The analysis uses IMPLAN, an economic impact analysis software.



Visitor Spending Attributed to Marketing

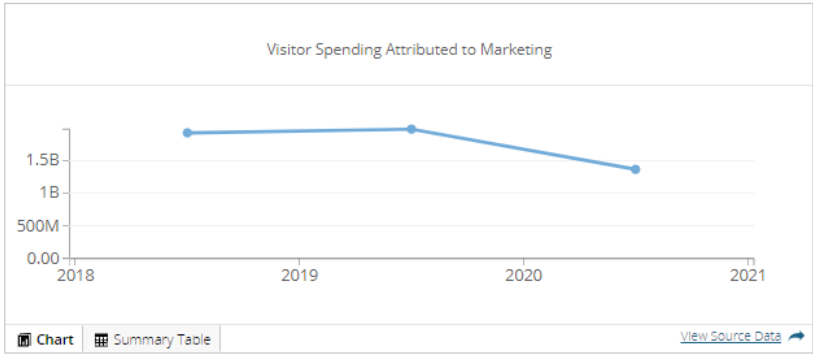
1.36B

Dollars

1/1/20 - 12/31/20

Measuring

[View measure](#)



Visitor Spending Dollars Returned to Pinellas County Businesses for Every One Dollar Invested in VSPC Marketing

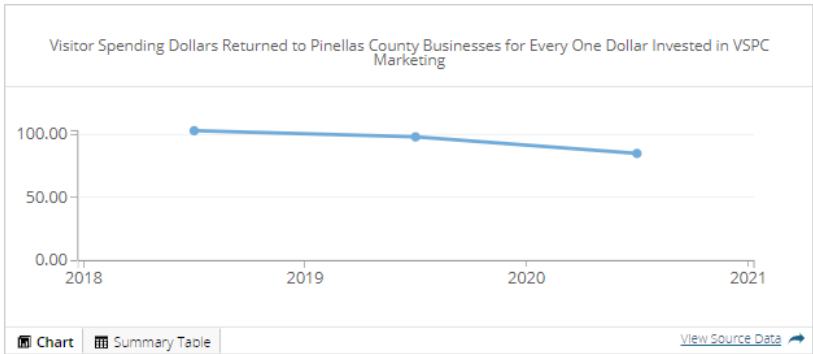
84.95

Dollars

1/1/20 - 12/31/20

Measuring

[View measure](#)



County Taxes Paid by Visitors Attributed to Marketing

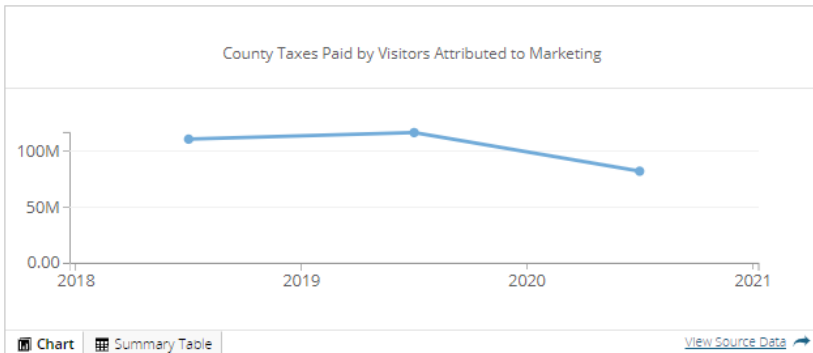
82.4M

Dollars

1/1/20 - 12/31/20

Measuring

[View measure](#)



Tax Dollars Returned to Pinellas County Government for Every One Dollar Invested in VSPC Marketing

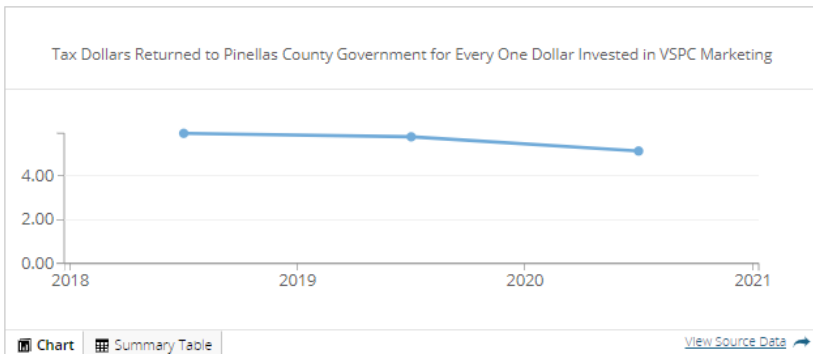
5.15

Dollars

1/1/20 - 12/31/20

Measuring

[View measure](#)



Tourism Support

The Tourism Support Budget Program supports Convention and Visitors Bureau's (CVB) efforts to increase visitor volume, visitor spending and the length of stay in the destination through support of local events visitor centers, sports facilities, beach nourishment, education and sound research.



Economic Impact Generated from Visit St. Pete Clearwater's Website

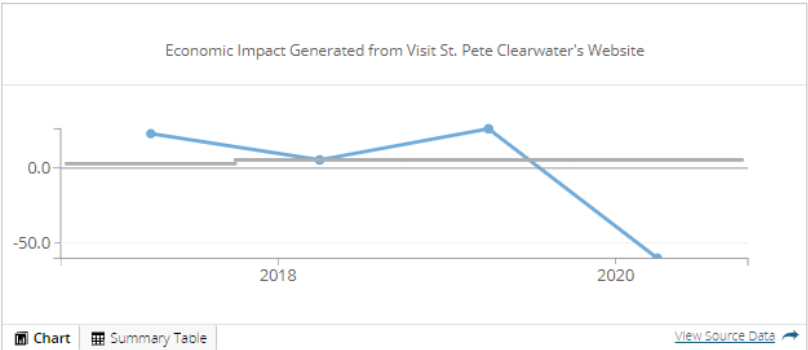
-59.9
Percent

10/1/19 - 9/30/20

Off Track

Target 5.5 2020

[View measure](#)



Develop Countywide Strategic Plan for Tourism

52
Percent Complete

12/1/20 - 12/31/20

Near Target

Target 52 December 2020

[View measure](#)

Implement FY 2021 Elite Event Funding Cycle

50
Percent Complete

2/1/21 - 2/28/21

Near Target

Target 65 August 2021

[View measure](#)

Implement FY2022 Elite Event Funding Cycle

0
Percent

2/1/21 - 2/28/21

On Track

Target 5 March 2021

[View measure](#)