



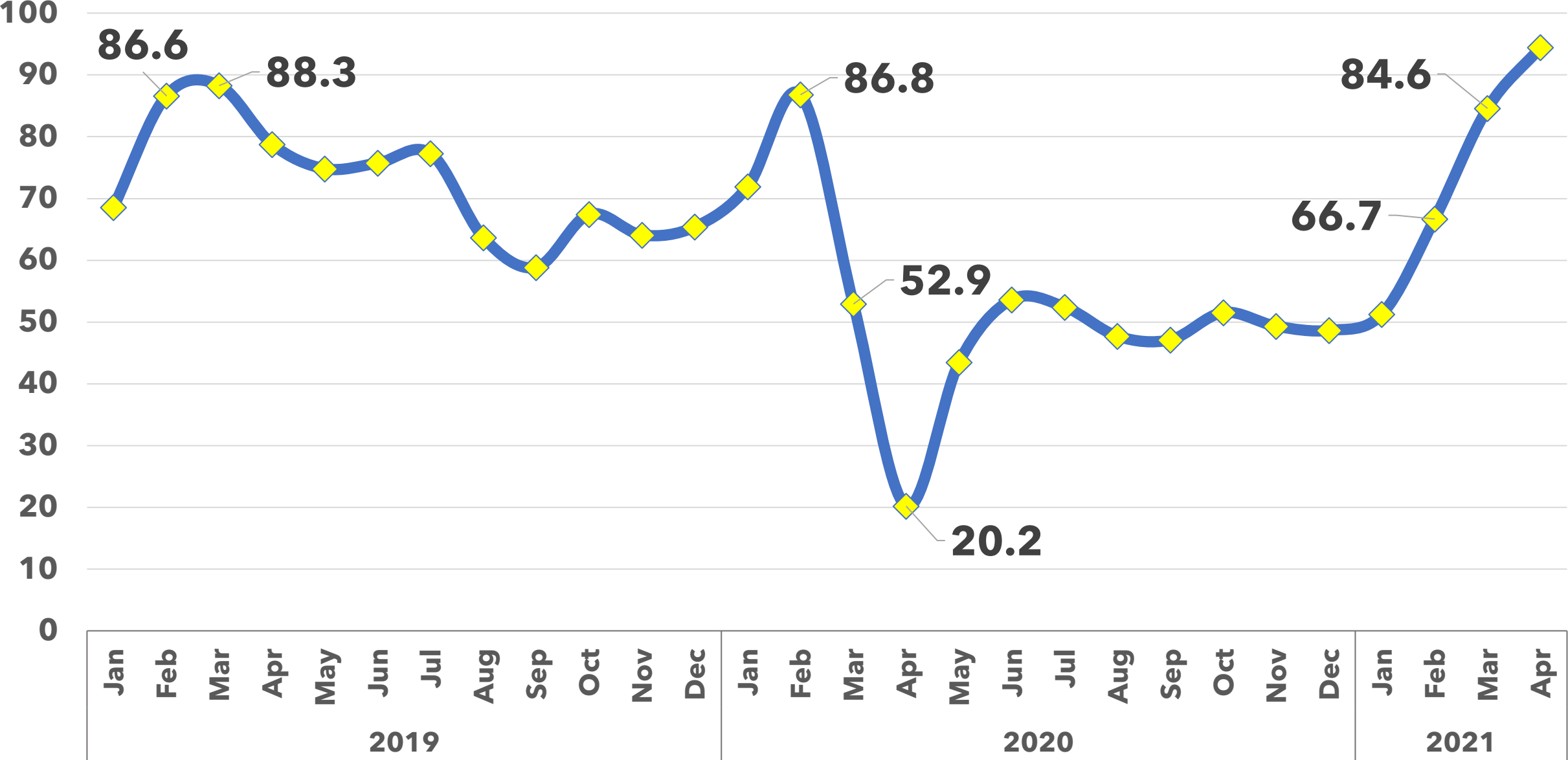
VISIT ST. PETE/CLEARWATER UPDATE



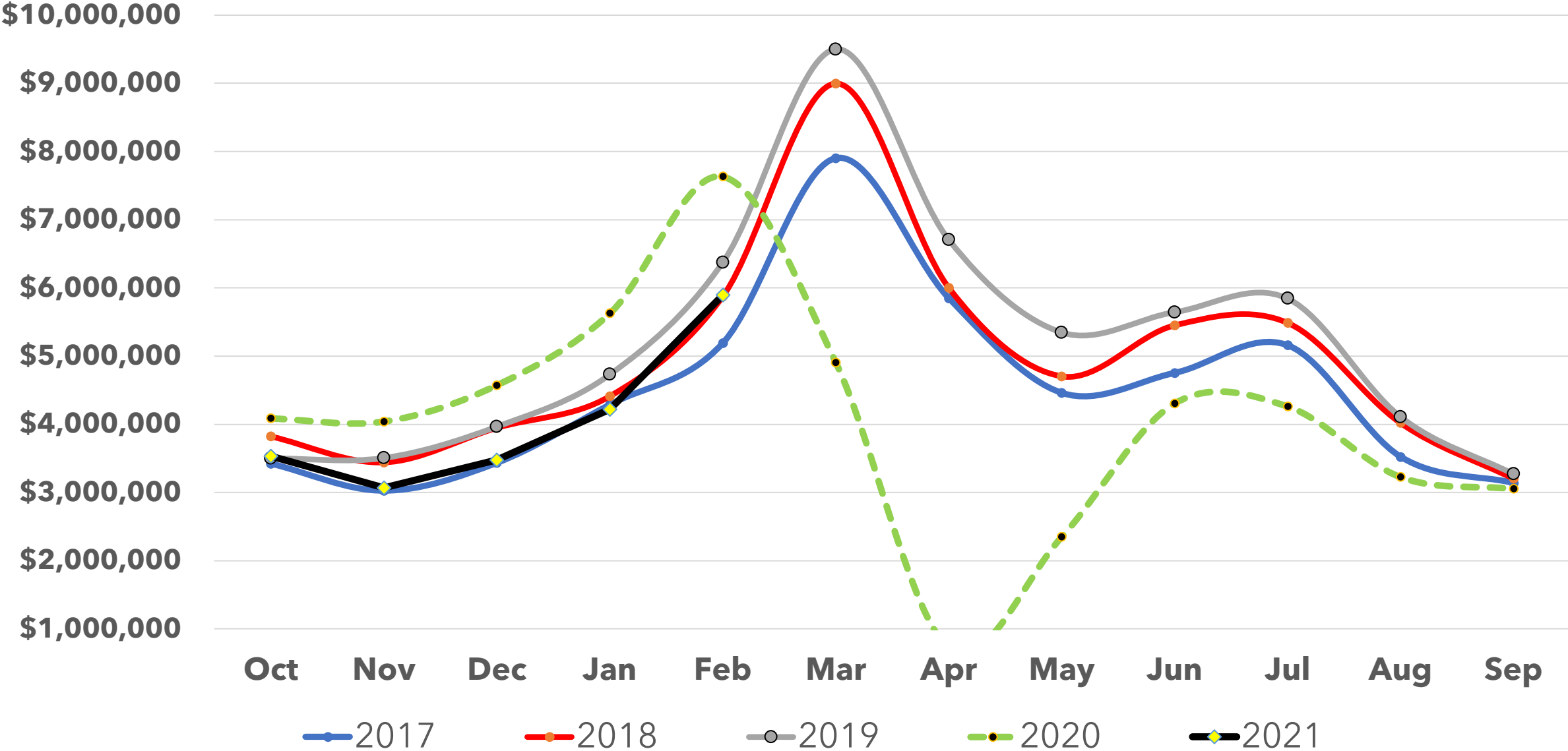
CORONAVIRUS (COVID-19)

Impact to Tourism in 2020/2021

OCCUPANCY CHANGE (JANUARY 2019 TO PRESENT)



TDT BY MONTH (FY 17 TO PRESENT)



IMPACT ON TOURISM (2019 vs 2020)



	Calendar 2019	Calendar 2020
# of Visitors	15,289,425	12,541,156
Direct Visitor Spending	\$5,592,353,940	\$3,618,870,993
Economic Impact of Tourism	\$9,010,017,951	\$5,888,554,960
Tax Revenues Generated	\$331,860,145	\$219,130,751
Hotel Room Nights	6,870,638	4,246,209
Visitor Industry Payroll	\$2,880,315,595	\$1,888,188,296
Tourism Jobs	100,000	65,000

The background of the slide features a silhouette of three hikers ascending a mountain peak. The hiker in the foreground is on the right, reaching up to assist another hiker. A third hiker is visible higher up on the mountain. The scene is set against a warm, orange and yellow sunset sky with a bright sun partially obscured by the mountain's silhouette.

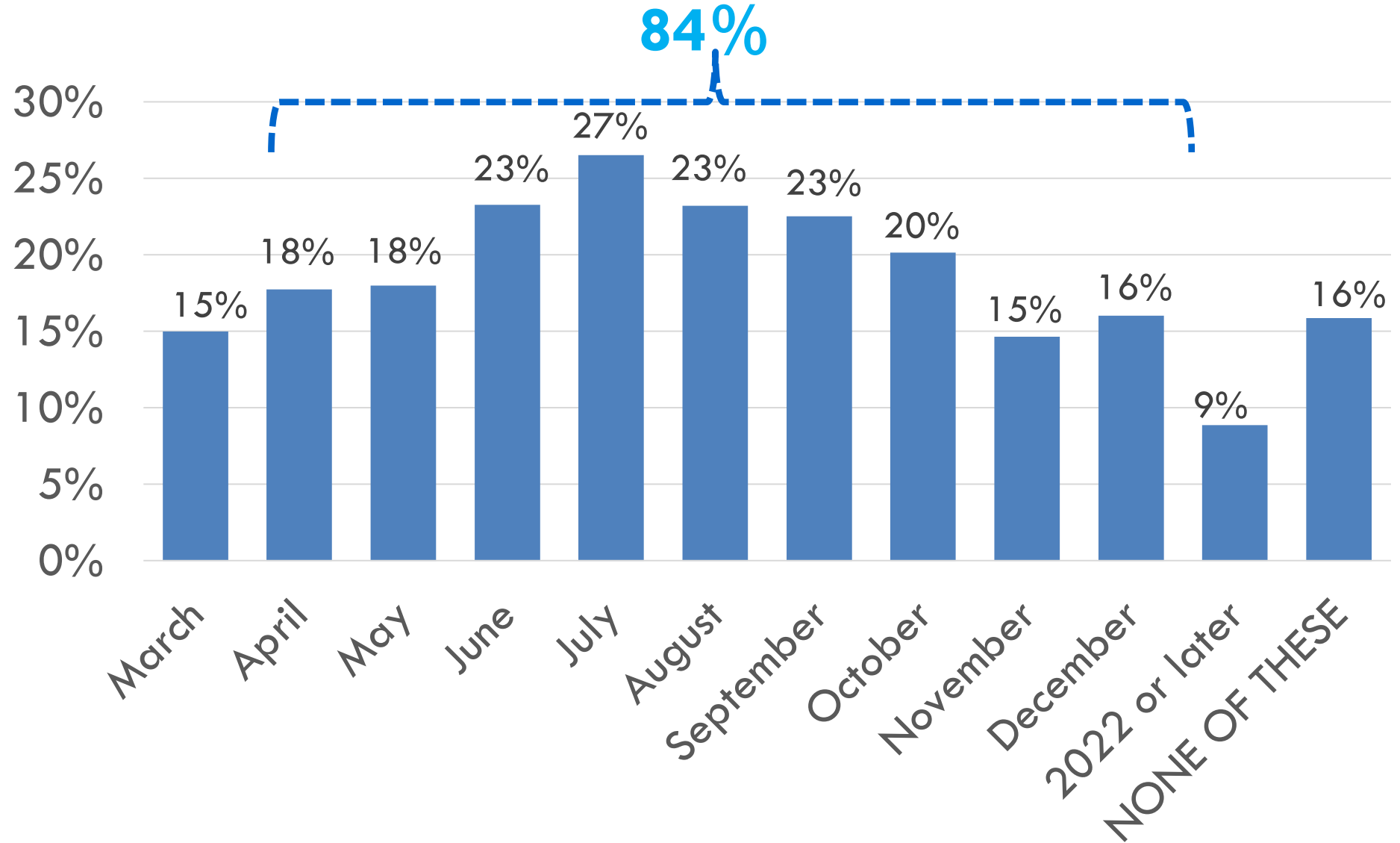
CORONAVIRUS TRAVEL SENTIMENT INDEX

Presentation of Findings
March 9th, 2021 - Wave 52

MONTHS OF EXPECTED LEISURE TRIPS IN 2021

Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)

(Base: Waves 51 data. All respondents, 1,204 completed surveys. Data collected February 26-28, 2021)





**RISE TO SHINE
SPRING SAFETY UPDATE**





"We don't want to see a repeat of last year," said Steve Hayes, president and chief executive of Visit St. Pete/Clearwater, which promotes tourism in St. Petersburg and Clearwater, Fla. (above), where crowds jammed the beaches last spring. Visit St. Pete/Clearwater

Superspreaders aren't welcome

For those college students who still have the opportunity to travel, many popular destinations have made it clear that mass gatherings are not welcome.

In St. Petersburg and Clearwater, frequent signage promotes hand washing, spreading out and mask wearing, and ambassadors called "Sunshine Steward Street Teams" hand out gift cards from local businesses to people wearing their masks correctly or otherwise following the rules.

An aerial photograph of a dense, lush green forest. The trees are tightly packed, creating a textured, mottled green surface. The lighting is bright, highlighting the vibrant colors of the foliage. In the center-left of the image, the words "THANK YOU" are written in a bold, white, sans-serif font. The text is clear and stands out against the green background. On the far left edge, there is a vertical strip of dark green with thin, light-colored diagonal lines, possibly representing a page margin or a decorative element.

THANK YOU