

VISIT ST. PETE-CLEARWATER BOARD OF COUNTY COMMISSIONERS UPDATE

April 17th 2025



ST.PETE
CLEARWATER, FL

WHO WE ARE

**We are the official
tourism marketing and
management organization
for Pinellas County.**

**We work domestically and
internationally to
develop, enhance and
promote tourism for the
entire Pinellas County
area with a focus on
leisure/vacation, groups,
conferences, sports, film
and elite events.**



What We Do

Marketing

Advertising and Promotions

Public Relations

Digital and Data

Business Development

Meetings and Conferences

Sports and Events

Film Commission

Global Leisure Travel

US and Canada

International



Community Engagement

Community Relations

Brand Activations

Finance and Administration

Accounting

Contracts and Operations

How We're Funded

Tourist Development Tax – also known as the Hotel Bed Tax – is a supplemental tax paid by visitors who stay at any short-term accommodation rental in Pinellas County.

Pinellas County is one of 11 counties permitted to collect 6%, per Florida Statute.

Tourist Development Tax dollars must be used to market the destination and assigned to projects that will support tourism.



FY24 Economic Impacts

- 15.4 Million Visitors to Pinellas County
 - 6.4 Million Hotel Room Nights
 - \$96.6 Million Tourism Development Tax
 - \$62.5 Million Sales Tax Paid by Visitors
 - \$6.8 Billion Direct Visitor Spending
 - \$11.2 Billion Total Economic Impact
 - 100,000+ Jobs Supported
 - \$850 savings for every resident due to tourism
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Who Visits and Why?

Pinellas County welcomes a wide range of visitors coming for vacation, to see friends and family, for business or for an event.

Visitors come as couples, immediate or extended family and groups of friends. Many plan their trip just weeks in advance, but most plan within 1 to 4 months of arrival.

About half of our visitors are in-state, and the top origin market is the greater Tampa Bay area.



Planning Window:
62 days in advance

Length of Stay:
2.1 nights

Overnight Percentage
in Pinellas County:
39%

Travel Party Size:
2.6

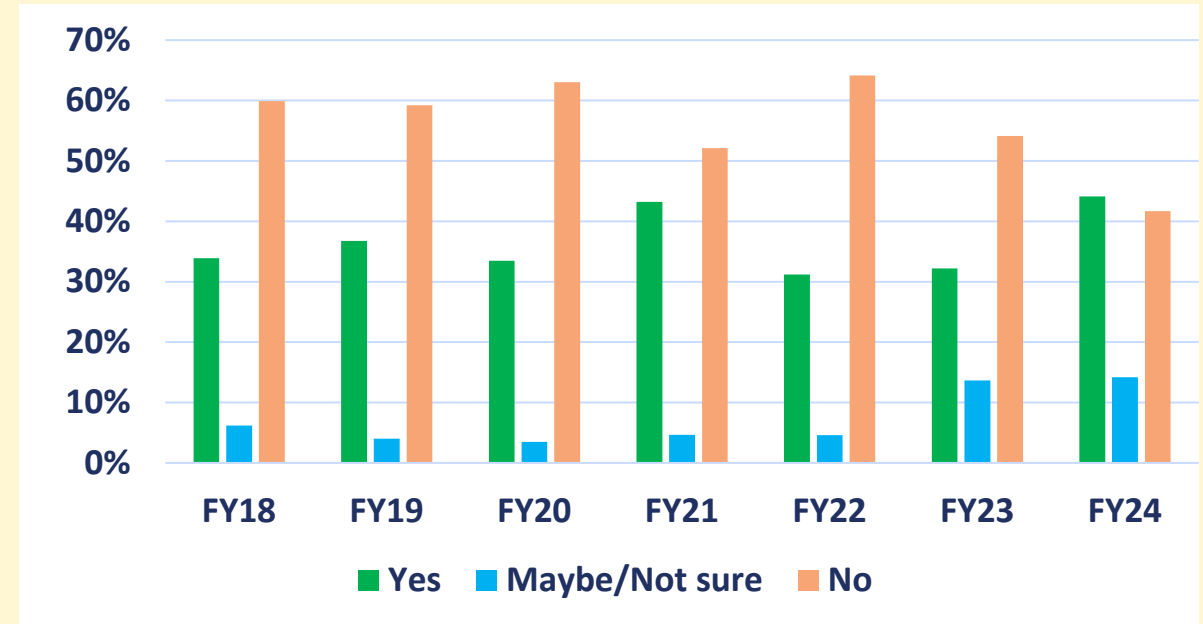
Average Age:
51.9

HHI:
\$102,926

Advertising Recall

Most survey respondents now recall promotional destination advertising.

In ad effectiveness studies, our ads have proven likeable, effective and generate impact on likelihood to visit the destination.



	Total	ATL	CHI	CIN	DET	IND	JAX	MIN	NAS	ORL	Florida
Ad Likeability	81%	82%	81%	75%	80%	77%	81%	78%	78%	80%	86%
Ad Effectiveness	82%	85%	83%	77%	82%	81%	84%	79%	82%	83%	86%

Still Shining!

Multi-Faceted Recovery Campaign

- Community-wide message that was embraced across the destination.
- Updated TV and Outdoor.
- Focused on hotels, attractions, restaurants and local businesses
- Highlighted special hotel rates and deals across the destination at [StillShiningDeals.com](https://www.stillshiningdeals.com)
- Still Shining [Stories](#) featuring local businesses on VisitSPC social platforms
- Still Shining Art Exhibition Creative Pinellas
- Free Concert Series on the St. Pete Pier
- Pr & [Media](#) for key messaging
- Grassroots efforts including button distribution for front line employees & beach clean up with Keep Pinellas Beautiful



Recovery Update

FY25 Hotel	OCT	NOV	DEC	JAN	FEB
YoY Supply Change	-6.24%	-5.69%	-4.94%	-5.59%	-3.85%
YoY Demand Change	8.57%	20.82%	23.85%	16.68%	7.84%
FY25 Vacation Rental	OCT	NOV	DEC	JAN	FEB
YoY Supply Change	-25.60%	-24.89%	-22.32%	-20.57%	-23.46%
YoY Demand Change	-63.54%	-37.43%	-30.84%	-27.88%	-25.50%

Post-Storms Recovery

6% of total hotel rooms still offline

450 rooms expected back online by the end of April 2025

460 additional room set to open by summer 2025

Community	Open	Closed	Total	% Open
St Pete Beach	1060	937	1997	53.10%
Treasure Island	1267	158	1425	88.90%
Clearwater	5413	73	5486	98.70%
Saint Petersburg	5882	48	5930	99.20%
Belleair Beach	64	42	106	60.40%
Clearwater Beach	3803	36	3839	99.10%
North Redington Beach	205	28	233	88.00%
Indian Rocks Beach	406	14	420	96.70%
Indian Shores	91	13	104	87.50%
Redington Shores	96	8	104	92.30%
Madeira Beach	630	0	630	100.00%
Dunedin	558	0	558	100.00%
Largo	550	0	550	100.00%
Palm Harbor	484	0	484	100.00%
Oldsmar	470	0	470	100.00%
Pinellas Park	413	0	413	100.00%
Tarpon Springs	303	0	303	100.00%
Safety Harbor	199	0	199	100.00%
Tierra Verde	95	0	95	100.00%
Redington Beach	44	0	44	100.00%
Belleair	35	0	35	100.00%
Gulfport	12	0	12	100.00%
	22,080	1,357	23,437	94.20%

FY25 Marketing

Insight

3 out of 4 people say “beach destination” is the next vacation they are most interested in taking.

Visitors tell us they are increasingly going to the beach and enjoying other experiences like dining, shopping, museums, events and the outdoors

Objective

America’s favorite beaches are much more than sand and sea.

Strategy

Demonstrate that a vacation in St.Pete-Clearwater means incredible beaches, warm weather AND...

Tactics

Differentiate SPC through bold and creative ideas and design in core fly, drive and international markets

Expand reach through activations and sponsorships

Continue with targeted messaging to capitalize on growth in Greater Tampa Bay

Leverage in-market events to increase destination awareness nationally and internationally

e.g. St. Pete Grand Prix, Valspar PGA

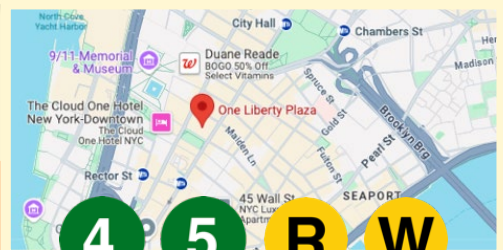
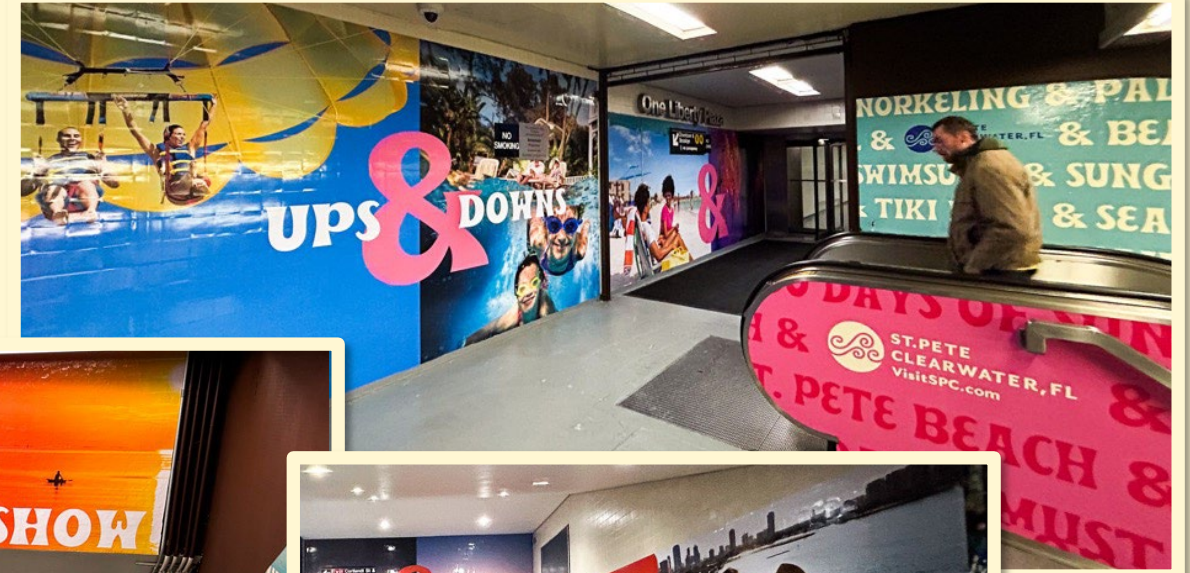
The & Campaign



Making a Statement in Key Markets

One Liberty Plaza - Cortland St/Fulton St

7 million impressions between 1/7/25 and 2/21/25 paid for.
Actual impression will be more than 10 million.





Results

Question: In the last six months, have you seen, read, or heard any travel stories, advertising, or promotions for the St. Pete-Clearwater area?

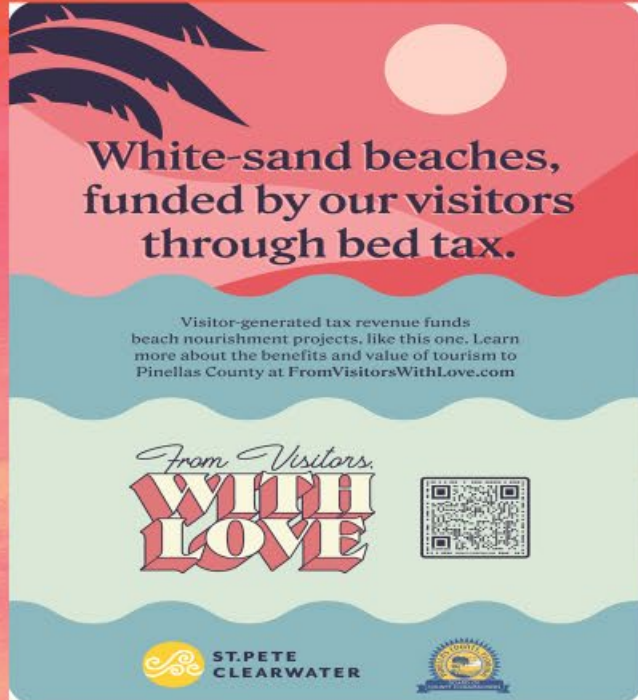
	2025	2024	2023	2022	2021
YES	70%	27%	31%	45%	33%
NO	11%	63%	55%	53%	61%
Maybe/Not Sure	19%	10%	14%	3%	5%
<i>Base</i>	<i>71</i>	<i>235</i>	<i>271</i>	<i>221</i>	<i>175</i>

VisitSPC Visitor Survey Northeast Respondents (Jan/Feb)

From Visitors,
WITH LOVE

VALUE OF TOURISM

We aim to bridge the gap between locals and visitors with a campaign targeting the local community.



The best entertainment, right outside your door.


• Millions in tourism tax dollars are invested into elite local events, including:

- Valspar PGA Championship
- St. Pete Grand Prix
- P1 Powerboat Grand Prix
- Clearwater Jazz Holiday
- Pier 60 Sugar Sand Festival
- John's Pass Seafood Festival
- Clearwater Super Boat Offshore Races
- Treasure Island Sanding Ovations





FY25 Initiatives & Priorities

- Capital Project Guideline Revisions
 - Elite Events
 - New Guidelines
 - Budget increase to \$3M
 - New event measurement technology including AI, Foot Traffic, Drones, and Cameras
 - Tourist Development Tax
 - Toytown
 - Advertising Agency RFP
 - Community Plan for Sustainable Tourism
 - Collaboration with St. Pete College on a Tourism & Hospitality course
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360 DAYS OF SUN & CLEARWATER BEACH & MUSEUMS & MELTING CLOCKS & ST. PETE BEACH & PRISMATIC MURALS & DALÍ'S MUSTACHE & MADEIRA BEACH & ART GALLERIES & EMERALD-GREEN WATER & CUTE MANATEES & DOLPHINS PLAYING & TREASURE ISLAND & THE CHIHULY COLLECTION & HONEYMOON ISLAND & THE JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH GREEN GOLF COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATERFRONT CONCERTS & HIDDEN BEACHES & PARTY BEACHES & BLOWN GLASS CLASSES & FINE ARTS & CRAFT BREWS & ROOF TOP COCKTAILS & SUNSETS & SUNRISES & PRIDE FEST & PADDLEBOARDS & SAILBOATS & GROUPER SANDWICHES & 200 MPH INDY CARS & TIKI BARS & SEASHELLS & SANDCASTLES & SWIMSUITS & SUNGLASSES & FLIP-FLOPS & BEACH NAPS & CANNONBALLS IN THE POOL & SNORKELING & PALM TREES & VISIT ST. PETE-CLEARWATER & 360 DAYS OF SUN & CLEARWATER BEACH & MUSEUMS & MELTING CLOCKS & ST. PETE BEACH & PRISMATIC MURALS & DALÍ'S MUSTACHE & MADEIRA BEACH & ART GALLERIES & EMERALD-GREEN WATER & CUTE MANATEES & DOLPHINS PLAYING & TREASURE ISLAND & THE CHIHULY COLLECTION & HONEYMOON ISLAND & THE JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH GREEN GOLF COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATERFRONT CONCERTS & HIDDEN BEACHES & PARTY BEACHES & BLOWN GLASS CLASSES & FINE ARTS & CRAFT BREWS & ROOF TOP COCKTAILS & SUNSETS & SUNRISES & PRIDE FEST & PADDLEBOARDS & SAILBOATS



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