



# TOURISM: THE ECONOMIC ENGINE OF OUR COMMUNITY



# Who is Visit St. Pete/Clearwater?

Also known as VSPC

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.



**ST.PETE  
CLEARWATER**



# Tourist Development Tax

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- The Tourist Development Tax – also known as the Hotel Bed Tax – is a supplemental 6% tax on all short-term accommodation rentals in Pinellas County.
- Pinellas County one of 11 counties permitted to tax at 6% rate, per Florida Statute.
- Hotel Bed Tax dollars must be assigned to projects that will support tourism.



# VSPC Teamwork

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- **Marketing**

- Advertising and Promotions
- Public Relations
- Digital and Data

- **Business Development**

- Meetings and Conferences
- Sports and Events
- Film Commission
- Global Travel
  - Leisure
  - Latin America

- **Community Engagement**

- Community Relations
- Brand Activations

- **Finance and Administration**

- Accounting
- Contracts and Operations



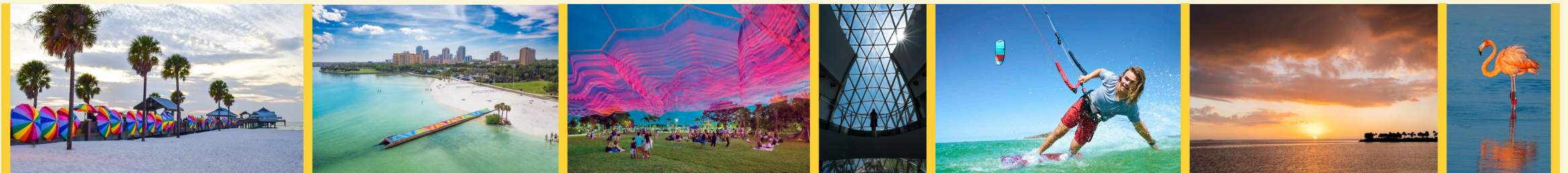
**ST.PETE  
CLEARWATER  
SPORTS & EVENTS**



**ST.PETE  
CLEARWATER  
FILM COMMISSION**

# FY 23 Fiscal Impact

- **15.8 million** visitors
- **6 million** hotel rooms occupied
- **\$98 million** in TDT funds collected (That's a record!)
- **\$1.6 billion** in accommodation revenue
- **\$6.5 billion** in direct visitor spending
- **\$11 billion** in total economic impact
- **\$421 million** in tax revenues from tourism
- **1 in 10** local jobs support tourism



# Who Are Our Visitors?

**15.8 million** visitors in FY 2023.

## Top Domestic Markets

Orlando-Daytona Beach-Melbourne FL  
New York  
Chicago  
Atlanta  
Cincinnati/Cleveland  
Indianapolis  
Detroit  
Tampa Bay – 7 county Area

\*Source: Zartico

## Top International Markets by Paid Accommodations

<b><u>Total Int'l Visitors – (Room Nights)</u></b>	<b>912,860</b>
Canada	59.8%
UK, Ireland, Scandinavia	19.8%
Germany, Netherlands, Swiss...	10.4%
Other European	3.3%
LATAM	4.2%
Other Int'l	2.5%

\*Source: Tourism Economics – GCT January-2024

# Marketing Objectives

- Position St. Pete/Clearwater as a premier beach destination with a diverse collection of world-class arts and culture
- Highlight diverse culture of the destination
- Build awareness and intent
- Engage meaningfully to drive conversions
- Drive visitation
- Increase visitor spend



# Integrated Markets

## Developmental (Tier 1)

- 1) Chicago
- 2) Atlanta
- 3) Indianapolis
- 4) Minneapolis
- 5) Detroit

Broadcast (Cable/Radio)  
Out of Home  
Print  
Promotions/Activations  
Digital (SEM, CTV + Video  
Display, Programmatic,  
Social, Native)

## Developmental (Tier 2)

- 1) New York City
- 2) Philadelphia

Marketing Partnerships  
Promotions/Activations

## Maintenance

- 1) Orlando
- 2) Jacksonville
- 3) Miami-Ft. Lauderdale
- 4) Nashville
- 5) Cincinnati

Broadcast (Radio)  
Out of Home  
Print  
Promotions/Activations

## Digital Coverage



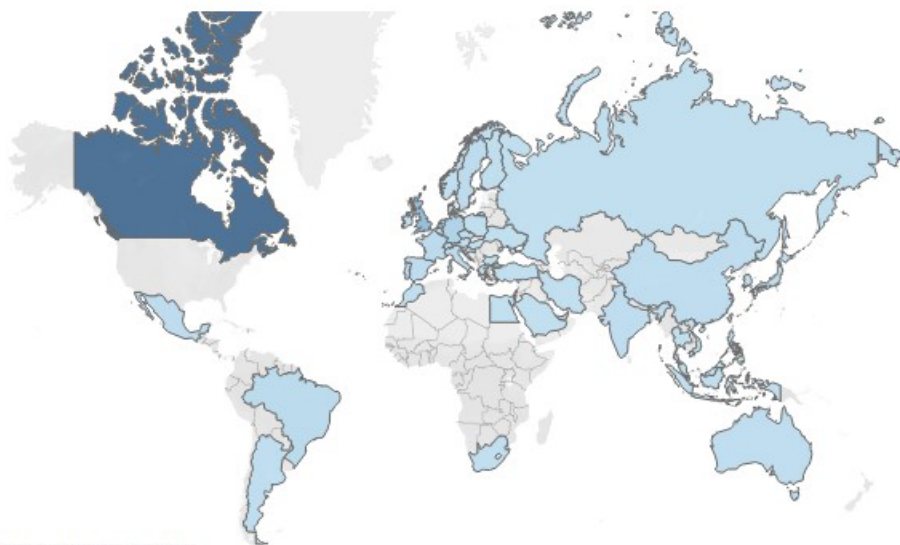
# Source Market Details



## 2023 Tampa-St. Pete., FL Visitor Markets by Overnight Visits

All International, Year-over-year percent change vs. Previous Year; CAGR for 2019 to 2025

Canada	545.8K	▲46.2% YOY	▲1.5% CAGR
United Kingdom	160.3K	▲88.0% YOY	▲2.1% CAGR
Rest of Caribbean	73.5K	▲41.7% YOY	▲5.4% CAGR
Germany	54.7K	▲10.1% YOY	▲5.3% CAGR
Netherlands	24.0K	▲107.5% YOY	▲5.6% CAGR
Brazil	21.5K	▲215.9% YOY	▲3.8% CAGR
Italy	18.5K	▲127.2% YOY	▲4.2% CAGR
France	17.6K	▲105.4% YOY	▲4.9% CAGR
Rest of South Ame..	16.6K	▲1.8% YOY	▲2.8% CAGR
Sweden	12.9K	▲216.5% YOY	▲6.7% CAGR



2023 Overnight Visits to Tampa-St. Pete., FL

30 545,810

## 2023 Visitors from Canada to Tampa-St. Pete., FL

Year-over-year percent change vs. Previous Year; CAGR for 2019 to 2025



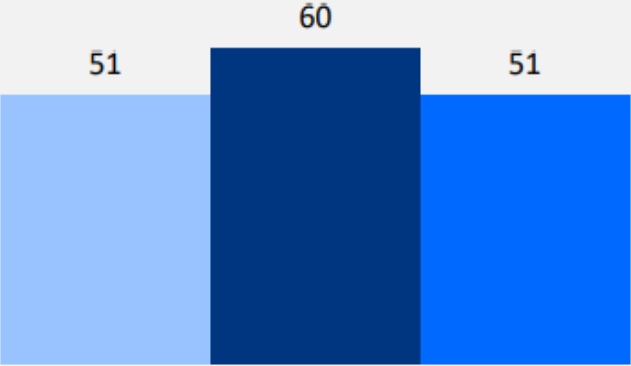
## 2023 Top United States Destinations for Visitors from Canada

Year-over-year percent change vs. Previous Year

By Overnight Visits			By Nights		
At 545.8K visits, Tampa-St. Pete., FL ranks #9			At 3.2M nights, Tampa-St. Pete., FL ranks #5		
Seattle, WA	1.5M	▲30.6% YOY	Orlando, FL	5.3M	▲48.5% YOY
Las Vegas, NV	1.4M	▲59.6% YOY	Las Vegas, NV	4.7M	▲59.6% YOY
Orlando, FL	1.3M	▲48.5% YOY	New York, NY	3.5M	▲39.1% YOY
New York, NY	906.1K	▲39.1% YOY	Phoenix, AZ	3.5M	▲48.3% YOY
Los Angeles, CA	814.4K	▲38.1% YOY	Tampa-St. Pete., FL	3.2M	▲46.2% YOY
Boston, MA	769.5K	▲27.7% YOY	Los Angeles, CA	3.0M	▲38.1% YOY
Detroit, MI	696.6K	▲37.8% YOY	Seattle, WA	2.9M	▲30.6% YOY
Phoenix, AZ	661.2K	▲48.3% YOY	Boston, MA	2.6M	▲27.7% YOY
Tampa-St. Pete., FL	545.8K	▲46.2% YOY	Miami, FL	2.0M	▲26.7% YOY
Miami, FL	494.3K	▲26.7% YOY	Honolulu, HI	2.0M	▲29.4% YOY

# Visitor Summary: Year-over-Year Comparison for Calendar 2023

## Average Days Between Decision to Visit & Arrival



2021 2022 2023

## Average Daily Spending Per Travel Party



**\$278**

2023

2022 **\$306**

2021 **\$270**

## Travel Party Size



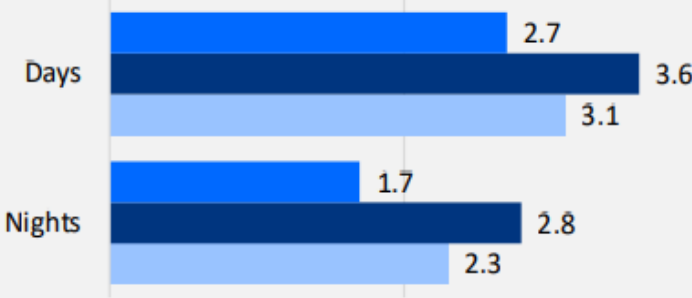
**2.5**

2023

2022 **2.6**

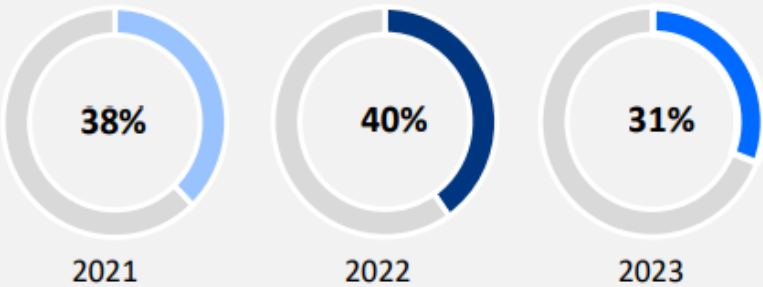
2021 **2.5**

## Average Days & Nights

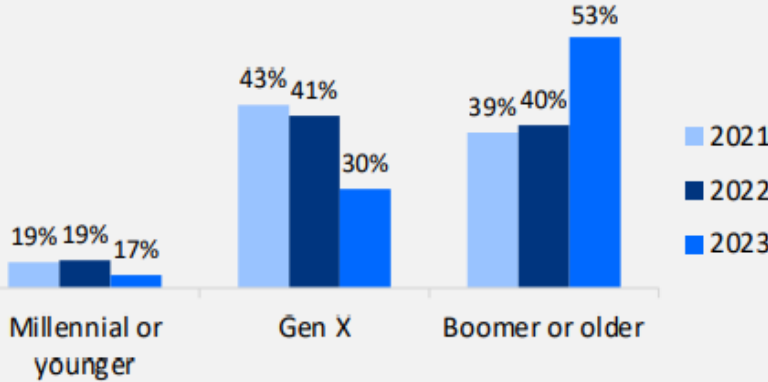


2023 2022 2021

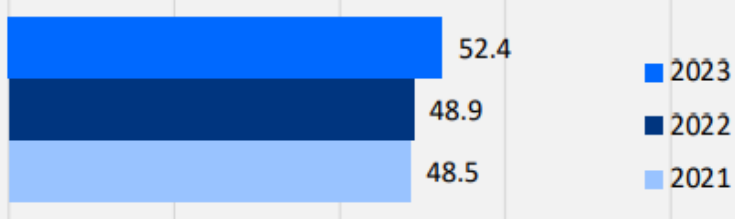
## Percent Staying Overnight



## Generation



## Average Age



## Average Household Income

**\$81,591**

2023

2022 **\$106,635**

2021 **\$107,854**



# 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 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



# What's Happening at VSPC?

## **New Leadership Team**

- Chief Marketing Officer
- VP of Community Engagement
- VP of Finance and Administration

## **KPIs**

- 64 Departmentwide and Division KPIs

## **Capital Projects Funding Program**

- Application cycle closes May 31

## **Incentive Program Evaluation**

- Departmentwide evaluation of incentive Programs

## **Chamber Grants**

- \$100k awarded to chambers for innovated programs that support tourism

## **Marketing Committee**

- Quarterly meetings with industry marketing experts

## **Industry Trainings**

- Quarterly trainings with partners

## **Coffee with the CEO**

- Quarterly

THANK YOU

