

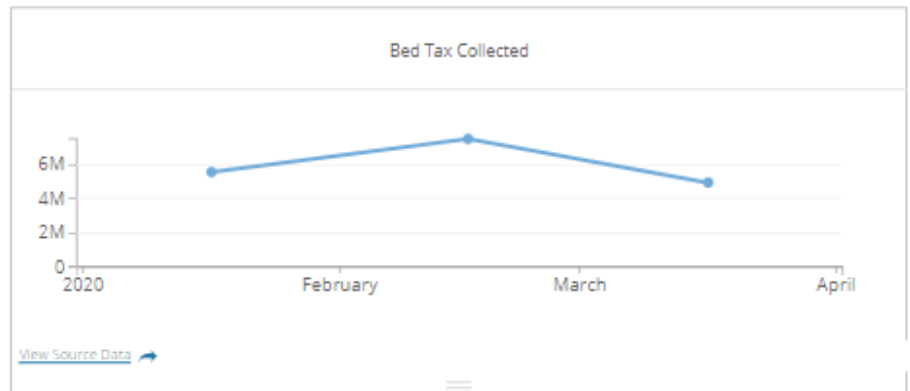
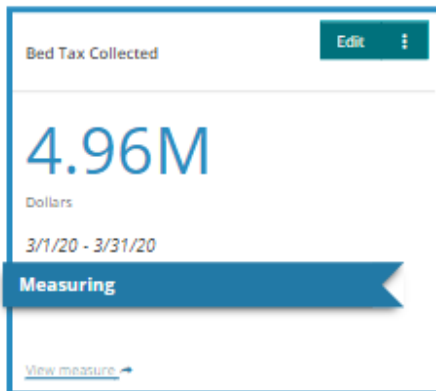
## Purpose

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



#### Visitor Count

3.24M

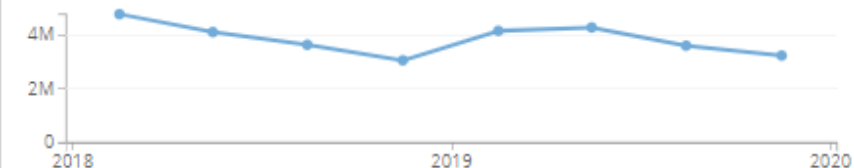
Visitors

10/1/19 - 12/31/19

Measuring

[View measure](#)

#### Visitor Count



[View Source Data](#)

#### Hotel Room Nights

1.56M

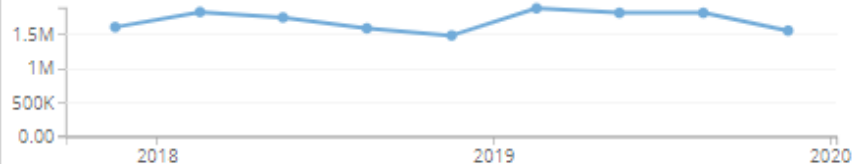
Nights

10/1/19 - 12/31/19

Measuring

[View measure](#)

#### Hotel Room Nights



[View Source Data](#)

#### Direct Visitor Spending

1.28B

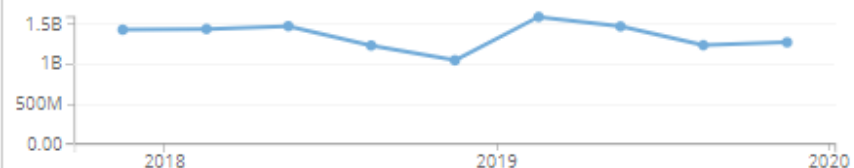
Dollars

10/1/19 - 12/31/19

Measuring

[View measure](#)

#### Direct Visitor Spending



[View Source Data](#)

#### Sales Tax Revenue

74.8M

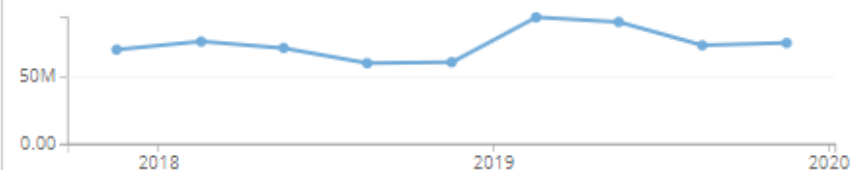
Dollars

10/1/19 - 12/31/19

Measuring

[View measure](#)

#### Sales Tax Revenue



[View Source Data](#)

#### Average Days Spent by Visitors

3.1

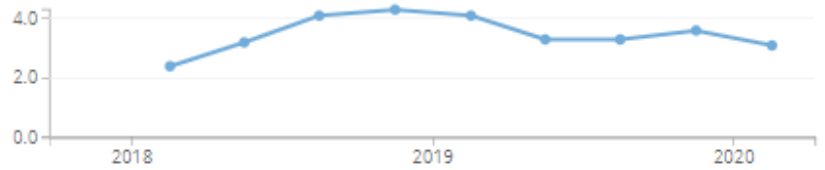
Days

1/1/20 - 3/31/20

Measuring

[View measure](#)

#### Average Days Spent by Visitors



[View Source Data](#)

#### Average Nights Spent by Visitors

2.5

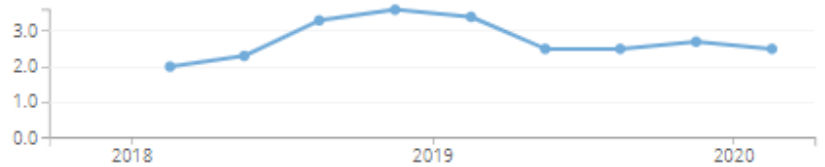
Nights

1/1/20 - 3/31/20

Measuring

[View measure](#)

#### Average Nights Spent by Visitors



[View Source Data](#)

#### Develop Countywide Strategic Plan for Tourism

40

Percent

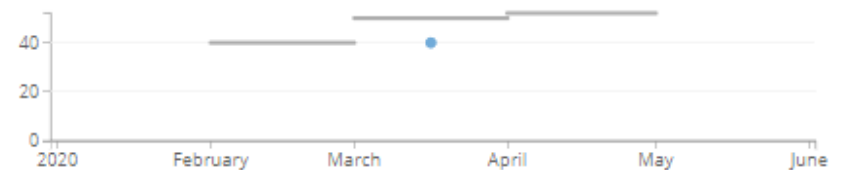
3/1/20 - 3/31/20

**1 Near Target**

Target 50 March 2020

[View measure](#)

#### Develop Countywide Strategic Plan for Tourism



[View Source Data](#)