



Tourism Development Council

January 18, 2023



TAMPA BAY THE EASY WAY

Air Service

PIE'S Passenger Traffic

2017 Passengers – 2,055,269

2018 Passengers – 2,237,446

2019 Passengers – 2,288,331

2020 Passengers – 1,394,573

2021 Passengers – 2,036,251

2022 Passengers – 2,445,919 – **NEW RECORD!**

Results

2021 passenger traffic was up 67% from 2020

2022 passenger traffic was up 20% from 2021
and 7% from 2019!

Eight record breaking months in 2022

July 2022 was the biggest month in history

2 New Destinations

A total of 63 non-stop destinations

Allegiant: Akron/Canton, OH (3/4)

Clarksburg/Morgantown, WV (3/11)

More to come in 2023!



PIE was ranked #28 in the February Top 100 U.S. Airports by growth

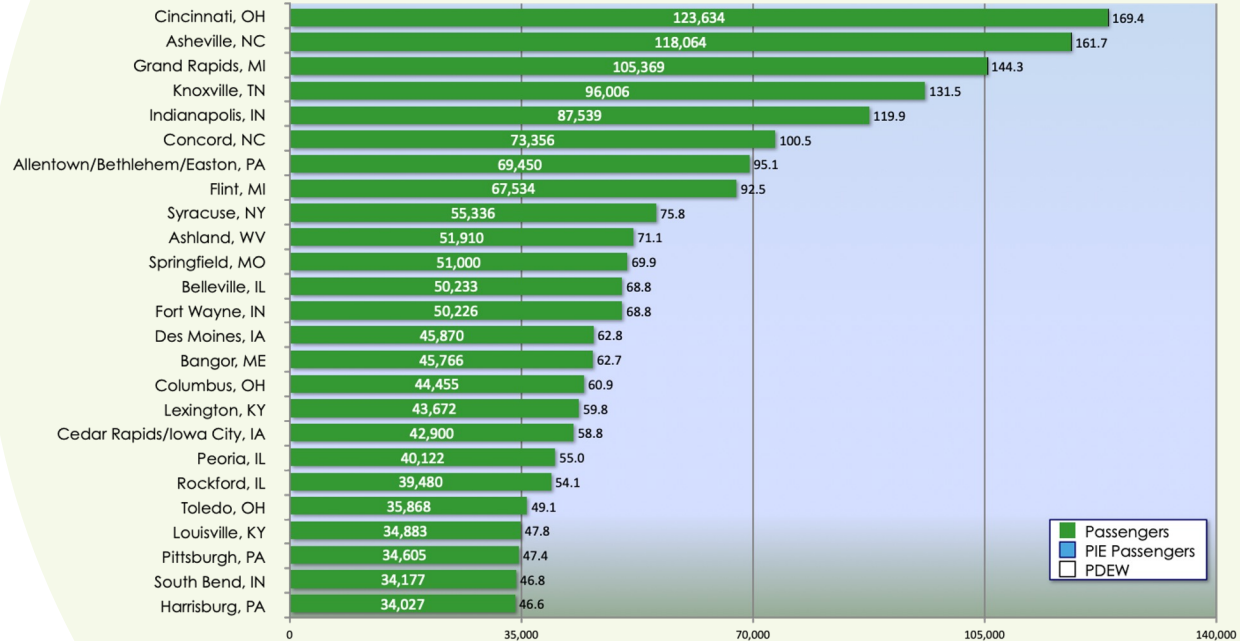
Rank	Orig	Flights 2023	Seats 2023	Flights 2019	Seats 2019	Seats as of % of 2019 seats
1	SRQ	1,493	239,394	683	86,062	178.2%
2	BZN	831	123,014	635	71,329	72.5%
3	HPN	1,229	125,211	985	80,008	56.5%
4	COS	848	95,824	736	63,330	51.3%
5	AUS	7,074	1,058,680	4,839	716,111	47.8%
6	MYR	790	100,867	583	73,196	37.8%
7	BNA	7,362	1,027,179	6,203	753,887	36.3%
8	SAV	1,316	151,088	1,222	111,673	35.3%
9	CHS	1,982	246,190	1,737	184,775	33.2%
10	OGG	3,294	438,718	2,860	335,373	30.8%

25	MCO	14,416	2,590,416	13,042	2,248,535	15.2%
26	BUR	2,285	322,534	2,227	282,036	14.4%
27	SDF	1,792	201,893	1,898	176,612	14.3%
28	PIE	614	110,547	568	97,330	13.6%
29	MIA	13,779	2,406,211	13,401	2,122,216	13.4%
30	PHX	15,501	2,388,445	14,788	2,117,662	12.8%



Many Smaller Cities Rank in the Top 25 St.Petersburg/ Clearwater Markets, Thanks to Allegiant's Service and Low Fares

O&D Passengers in St. Petersburg-Clearwater's (PIE) Top 25 Markets Year Ended First Quarter 2022



Fiscal 2022 Concessions Revenue

- **Rental Car Revenue** – Collected 34.8% more in FY22 than in FY21
- **Paid Parking Revenue** – Collected 45.0% more in FY22 than in FY21
- **Food & Beverage Revenue** – Collected 57.6% more in FY22 than in FY21
 - *We look forward to The District restaurant (2nd floor) positively impacting food/beverage revenue*
- **News & Gifts Revenue** – Collected 43.2% more in FY22 than in FY21
- **Ground Transportation (taxis, Uber, Lyft, Turo, courtesy shuttles)** – Collected 25.7% more in FY22 than in FY21



**Calendar Year 2022
Accomplishments
& Marketing
Initiatives**



The 2022 Flagler Awards

- Presented by VISIT Florida at the annual Florida Governor's Conference on Tourism, the Flagler Awards recognize outstanding marketing efforts in promotion of our sunny state as the world's best travel destination.
- In August of 2022, **PIE achieved the highest award — The Henry** — in the category of Creativity in Public Relations for our unique reunion activation featuring two pals who “met” at Super Bowl® LV in Tampa.
- The marketing effort boosted airport awareness, with social media and news outlets around the country picking up the story.
- The activation earned nearly 60MM media impressions.



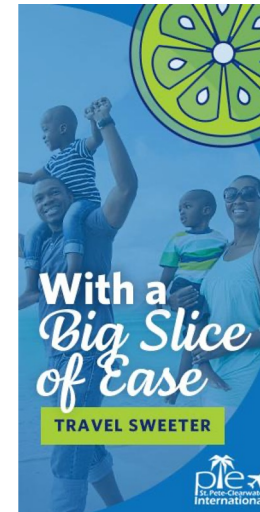
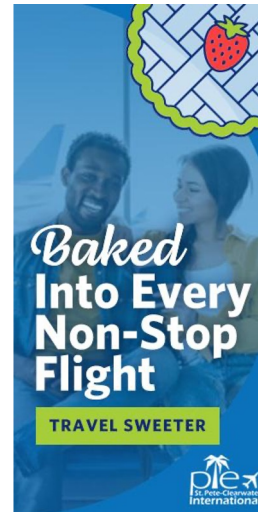
“Everyone Loves PIE” Campaign

- Will further increase local brand awareness
- **A new ad campaign concept for FY 2023** that leverages the memorability of our unique airport code
- Clever wordplay and eye-catching design bring to life fun associations with our favorite dessert

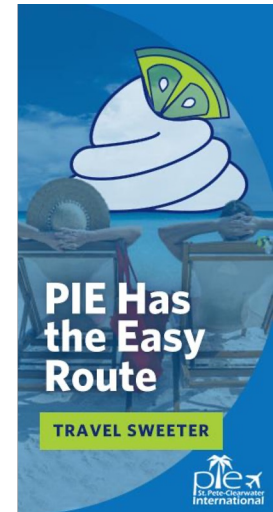
A Sampling of Our Upcoming Digital Banner Ads



Evergreen



Key West



PIE. TRAVEL SWEETER.



B2C Video for the Local Market

- Diamond View and Starmark have created a new consumer video that leverages our new **“Everyone Loves PIE Campaign.”**
- Shows off the inviting and low-stress PIE experience from arrival to take-off
- Showcases experience flying through PIE: art installations, Mazzaro Italian Market, as well as our very own OCC chopper.
- Edited to :60 and :30 for organic social and YouTube.
- Edited to :15 and :06 for paid social ads.



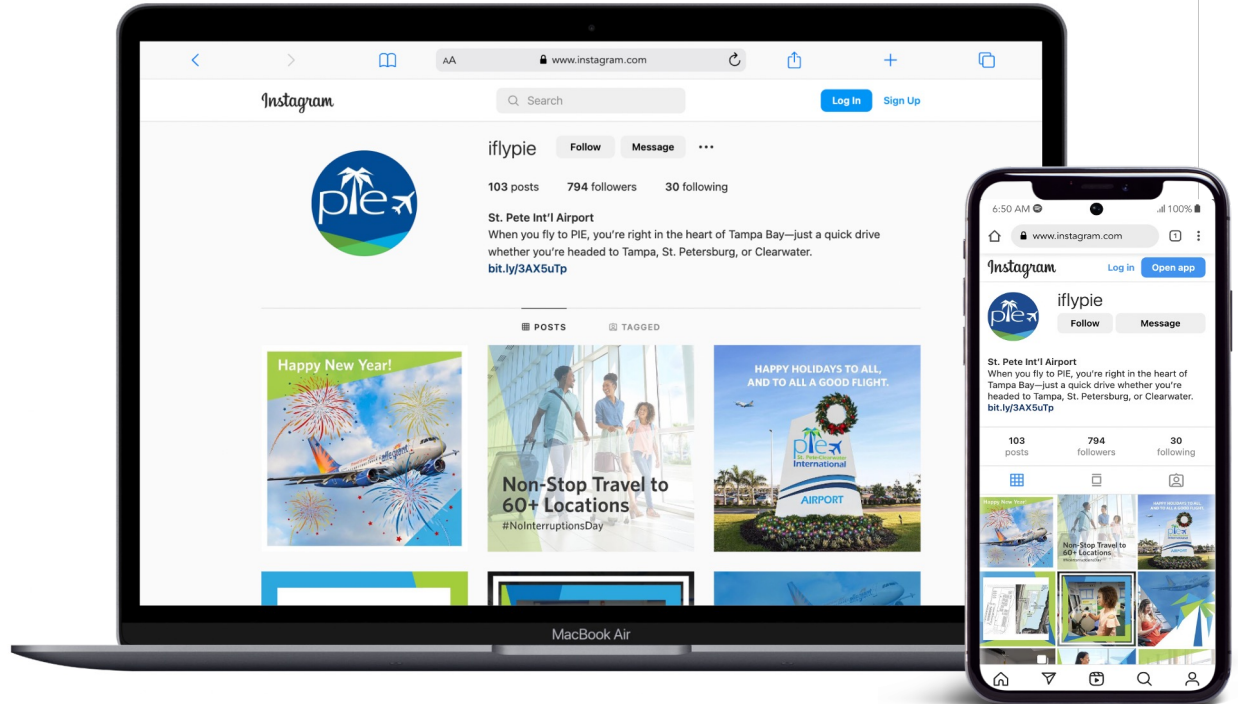


pie
St. Pete-Clearwater
International

AIRPORT

Organic Social Media

- We maintained momentum throughout the year and **gained more traction on our Instagram, Twitter and Facebook channels.**
- Posts included travel tips, holiday engagement, special events and airport announcements



Dynamic Facebook Ads

- These paid social ads consist of 10 headline options, 10 copy line options and 5 image options that are assembled by Facebook's algorithm in a way that will best appeal to the person viewing it.
- Evergreen ads and Key West ads run concurrently.
- From October 2021 - August 2022, campaigns delivered **13,133,079 impressions, 583,919 clicks, and a CTR of 4.45%**. (~5x higher than industry benchmark)
- The creative shown is for our new, "Everyone Loves PIE" campaign.



PIE. TRAVEL SWEETER.



FOX 13 NEWS WEB CAMERA

- November 2021 - September 2022 Recap.
- Digital campaign launched in November and the webcam had a soft launch January 2022.
 - Display Delivered impressions: 4,255,806
 - Clicks: 8,754
 - CTR: 0.21% (2X Higher than Industry Benchmark)
 - FLX Marquis Video Impressions: 1,280,235
 - Video Viewed: 1,248,150 which equates to 97.49%
 - On air mentions: 2-3 per week with an estimate of 100-150 viewings for the year.



Airport Art Installation & Reveal

- PIE partnered with VSPC, Orange County Choppers and OCC Road House to create a **one-of-a-kind motorcycle** decked out with scenic photos of the destination
- This “Artful Iron” was unveiled on August 16, at a special event attended by **Paul Teutul Sr., Keith “KO” Overton**, visitors, passengers, and local luminaries
- **Pre- and post-event promotion** included an animated video on PIE’s social media channels
- The custom chopper is still on view at Baggage Claim



THANK YOU



We're whipping up plans and initiatives that will help us meet marketing, operations, and passenger goals and keep PIE tops in 2023!