

A vertical strip on the left side of the image shows a person standing on a surfboard, silhouetted against a bright sunset sky. The person is holding a surfboard and appears to be riding a small wave. The sky transitions from a pale blue at the top to a warm orange and yellow near the horizon.

Visit St.Pete-Clearwater KPIs through Q3



**ST.PETE
CLEARWATER, FL**
VisitSPC.com

A vertical strip on the left side of the slide shows a silhouette of a person standing on a surfboard, riding a wave at sunset. The sky is a mix of orange and blue, and the water is dark with white foam from the wave.

Overall KPIs



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KPI Scorecard thru Q3

Tourist Development Tax

FY 24 Goal	\$101,039,079	
FY 24 Actual thru Q3	\$78,228,771 (77%)	

Economic Impact

FY 24 Goal	\$11,264,923,906	
FY 24 Actual thru Q3	\$8,564,862,397 (76%)	

Daily Spend

FY 24 Goal	\$297.67	
FY 24 Actual thru Q3	\$291.41 (98%)	

Room Nights

FY 24 Goal	6,866,173	
FY 24 Actual thru Q3	4,933,972 (72%)	



KPI Scorecard thru Q3

Visitors

FY 24 Goal	16,333,362	
FY 24 Actual thru Q3	11,682,827 (72%)	

Direct Spend

FY 24 Goal	\$6,797,162,187	
FY 24 Actual thru Q3	\$5,235,054,419 (77%)	

Daily Rate

FY 24 Goal	\$201.45	
FY 24 Actual thru Q3	\$198.24 (98%)	

RevPar

FY 24 Goal	\$141.28	
FY 24 Actual thru Q3	\$137.33 (97%)	

An aerial photograph of a tropical beach. A large palm tree stands on the sandy shore, its long shadow stretching across the water. Two people are swimming in the shallow, clear turquoise water. The beach is composed of light-colored sand, and there are some rocks and small plants near the water's edge. The image has a wavy, torn-edge border on the right side.

FY 24 Goal	4.1	
FY 24 Actual thru Q3	3.2 (78%)	

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Marketing



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Marketing KPI Scorecard

Advertising Reach

Total Impressions

FY 24 Goal

2,488,500,000

FY 24

1,837,100,000 (73%)

Ad Effectiveness

Ads Likeable?

A place to visit?

FY 23

80%

78%

FY 24

81%

82%

Website

Engaged Users

FY 24

2,625,000

FY 24 Actual thru Q3

3,029,000 (115%)

Social Media Reach

Impressions

Engagements

FY 24 Goal

84,945,000

6,195,000

FY 24 Actual thru Q3

139,645,000 (164%)

4,762,000 (77%)

Marketing KPI Scorecard

Search

Volume

Clicks

FY 24

58,695,000

1,155,000

FY 24 Actual thru Q3

43,869,000 (75%)

843,800 (73%)

Email

Opens

Clicks

FY 24

1,575,000

44,835

FY 24 Actual thru Q3

1,203,350 (76%)

36,370 (81%)

PR Stories

National

Local

FY 24

1,032

24

FY 24 Actual thru Q3

437 (42%)

100 (52% total)

Industry Newsletter

Opens

Clicks

FY 24

16,170

1,032

FY 24 Actual thru Q3

18,648 (115%)

909 (88%)

A vertical strip on the left side of the image shows a person standing on a surfboard, silhouetted against a bright sunset sky. The person is holding a surfboard and looking out at the ocean. The sky transitions from a pale blue at the top to a warm orange and yellow near the horizon. The water is dark with white foam from a breaking wave visible in the foreground.

Business Development



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Business Development KPI Scorecard (thru Q3)

<u>Meetings</u>	<u>Room Nights</u>	
FY 24 Goal	143,850	
FY 24 Actual	110,499 (77%)	
<u>Meetings</u>	<u>Sales Opportunities</u>	<u>Partners in Sales Opportunities</u>
FY 24 Goal	21	17
FY 24 Actual	26 (124%)	27 (159%)
<u>Sports</u>	<u>Room Nights</u>	
FY 24 Goal	189,000	
FY 24 Actual	148,983 (79%)	
<u>Film</u>	<u>Local Spend</u>	
FY 24 Goal	\$7,245,000	
FY 24 Actual	\$7,518,898 (104%)	

Business Development KPI Scorecard (thru Q3)

<u>Leisure / Domestic/ Canada/Europe</u>	<u>Travel Trade Engagement</u>	<u>FAMs</u>
FY 24 Goal	5,701	9
FY 24 Actual	4,641 (81%)	5 (56%)
	<u>Sales Opportunities</u>	<u>Partners in Sales Opportunities</u>
FY 24 Goal	38	18
FY 24 Actual	28 (74%)	14 (78%)
<u>Leisure / LATAM</u>	<u>Travel Trade Engagement</u>	<u>FAMs</u>
FY 24 Goal	80	29
FY 24 Actual	77 (96%)	22 (76%)
	<u>Destination Training</u>	<u>Room Nights from Co-ops</u>
FY 24 Goal	29	1,900
FY 24 Actual	22 (76%)	793 (42%)

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Community/ Brand Engagement



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Community/ Brand Engagement thru Q3

Community Meetings Attended

FY 24 Goal	180	
FY 24 Actual thru Q3	191 (106%)	

Community Meetings Hosted

FY 24 Goal	20	
FY 24 Actual thru Q3	10 (50%)	

Partner Emails Added

FY 24 Goal	120	
FY 24 Actual thru Q3	127 (106%)	



Community/Brand Engagement thru Q3

<u>Active Community Ambassadors</u>		
FY 24 Goal	53	
FY 24 Actual thru Q3	48 (91%)	
<u>In County Activations</u>		
FY 24 Goal	38	
FY 24 Actual thru Q3	35 (92%)	
<u>Local Partners In on Site Activations</u>		
FY 24 Goal	35	
FY 24 Actual thru Q3	17 (48%)	