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DESTINATION METRICS

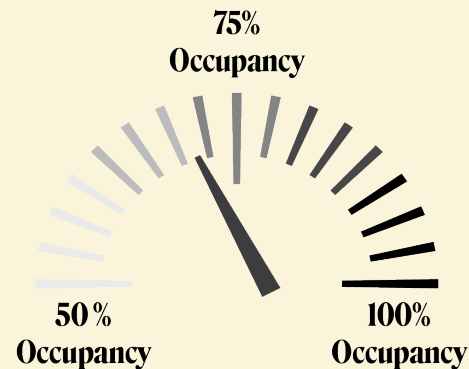
SEPTEMBER 2024



July 2024 Visitors

Monthly Snapshot:

- July performance was below last year across the state of Florida.
- Vacation rental performance was lower than hotel.
- “Airbnb shares drop 14% due to fewer American guests” (The Independent).



Occupancy

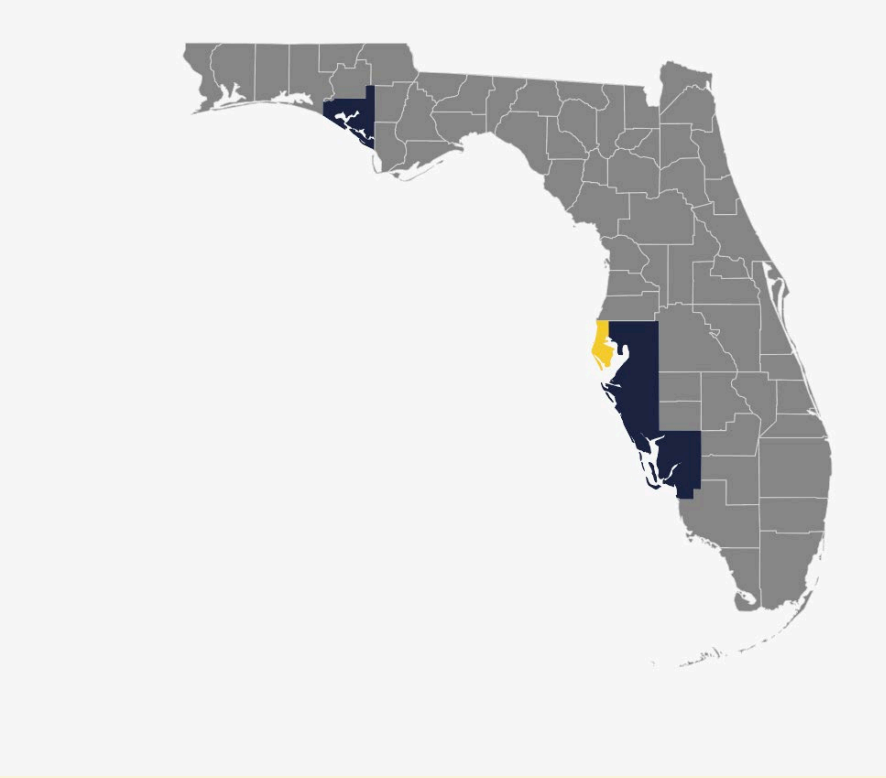
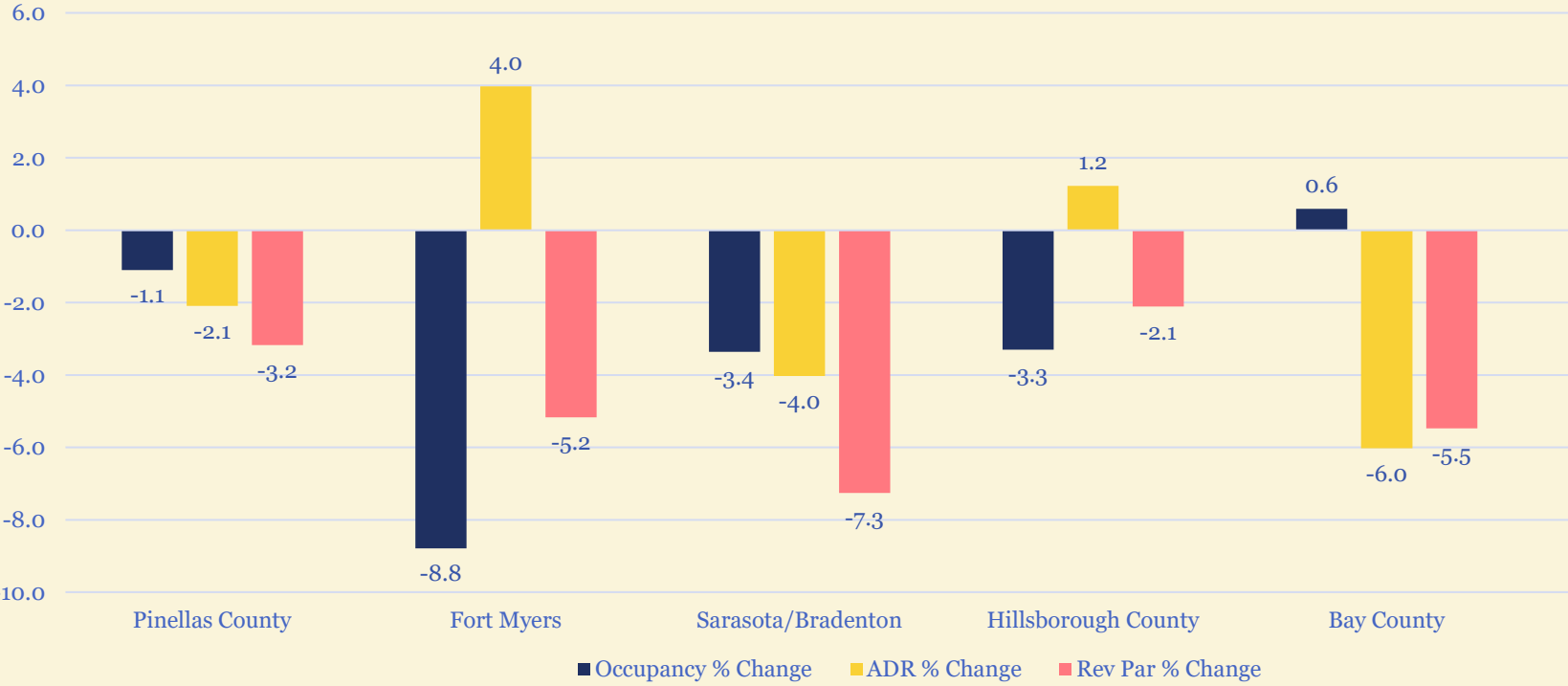
- Hotel occupancy was **70.4%**.
Down 1.1% from last year.
- Vacation rental (VR) occupancy was **65.7%**. Down 9% from last year.

Daily Rate (ADR)

- Hotel ADR was **\$182.89**. Down 2.1% from last year
- Vacation rental ADR **\$262**. Down 1% from last year.

Gulf Markets – Hotel Performance

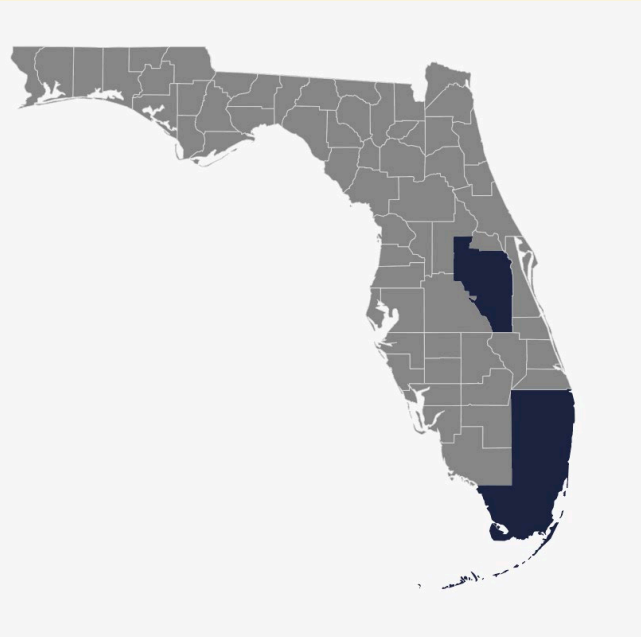
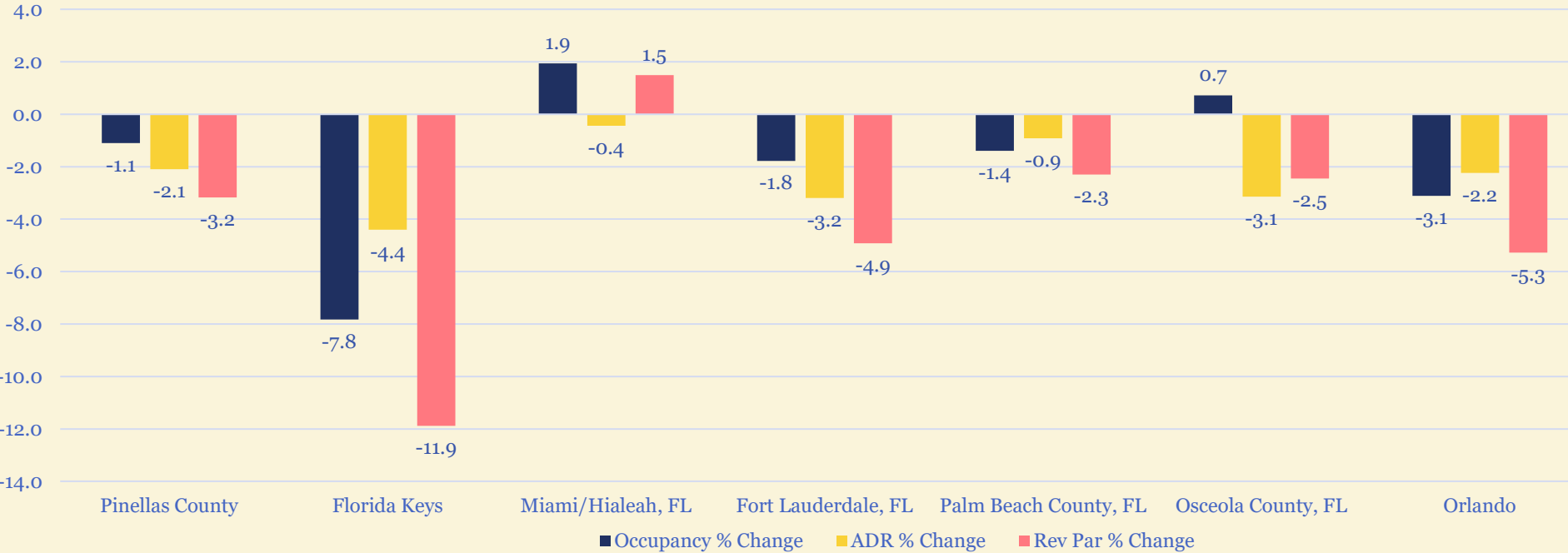
July 2024 | STR



Source: STR

SE Florida Markets – Hotel Performance

July 2024 | STR



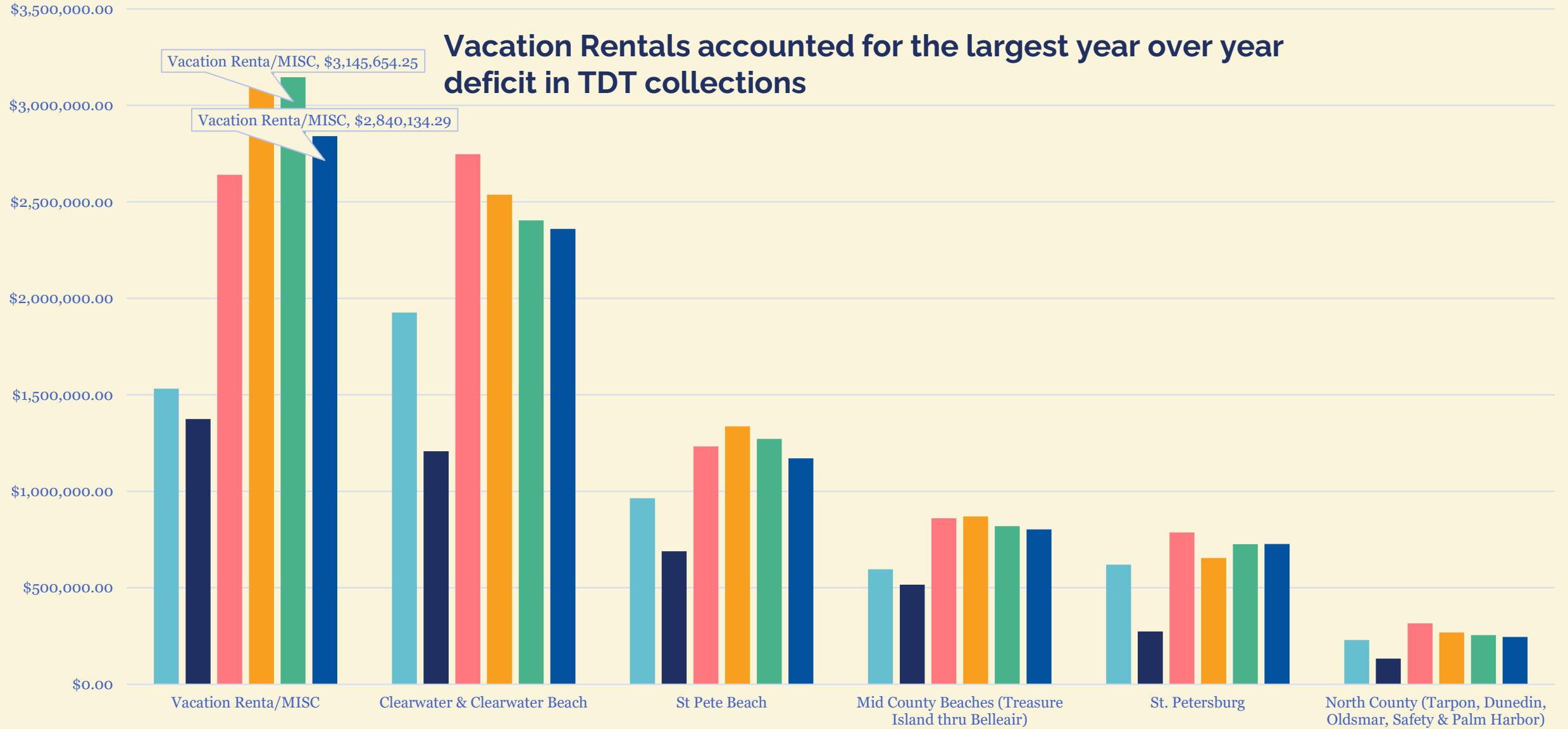
Source: STR

Year to Date TDT Collections

| Reporting Periods | FY23 Gross Tax | FY24 Gross Tax | Percent Monthly Change |
|---------------------|----------------------|----------------------|------------------------|
| October | 6,564,993 | 6,023,444 | -8.2% |
| November | 5,779,199 | 5,924,800 | 2.5% |
| December | 6,600,518 | 6,152,575 | -6.8% |
| January | 8,286,360 | 8,155,963 | -1.6% |
| February | 10,581,926 | 10,559,734 | -0.2% |
| March | 13,560,694 | 14,642,971 | 8.0% |
| April | 10,688,516 | 9,740,782 | -8.9% |
| May | 8,041,595 | 8,507,687 | 5.8% |
| June | 8,247,904 | 8,520,815 | 3.3% |
| July | 8,683,632 | 8,198,997 | -5.58% |
| Year to Date | 87,035,335.72 | 86,427,769.73 | -0.70% |

Source: Pinellas County Tax Collector

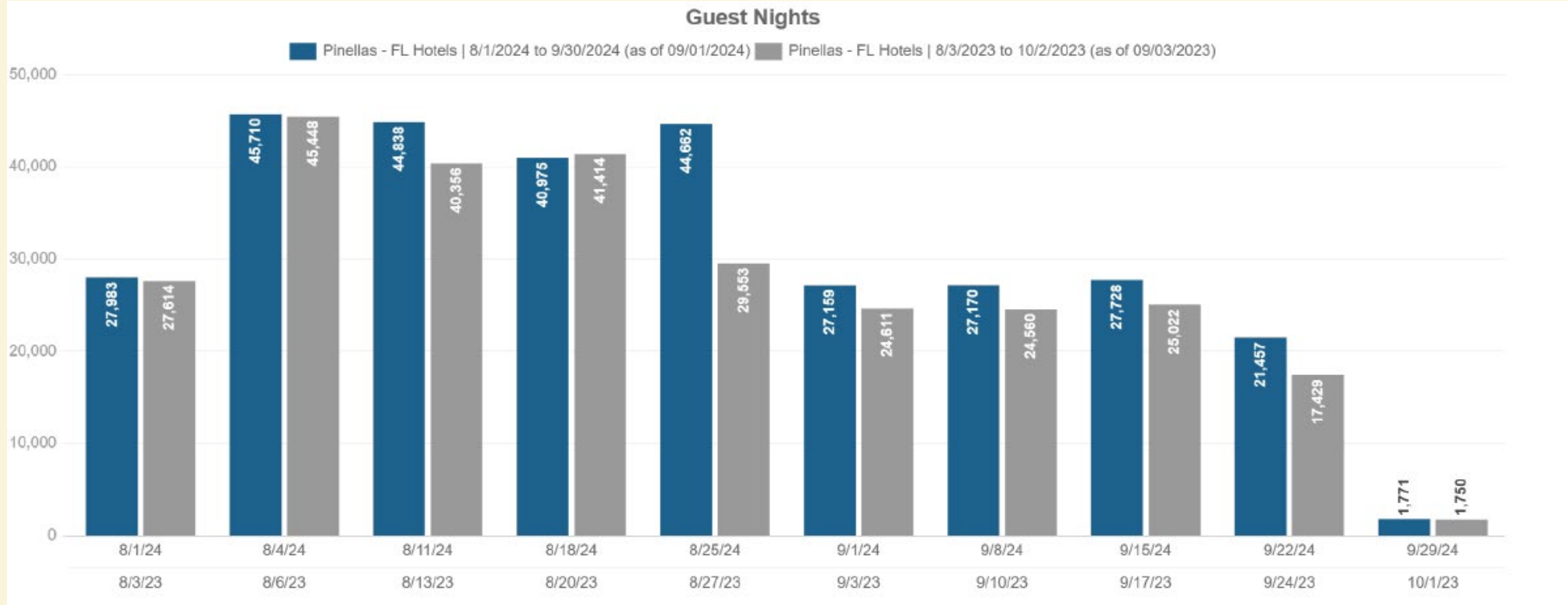
TDT by City/Area July 2019-2024



Source: Pinellas County Tax Collector

2019 2020 2021 2022 2023 2024

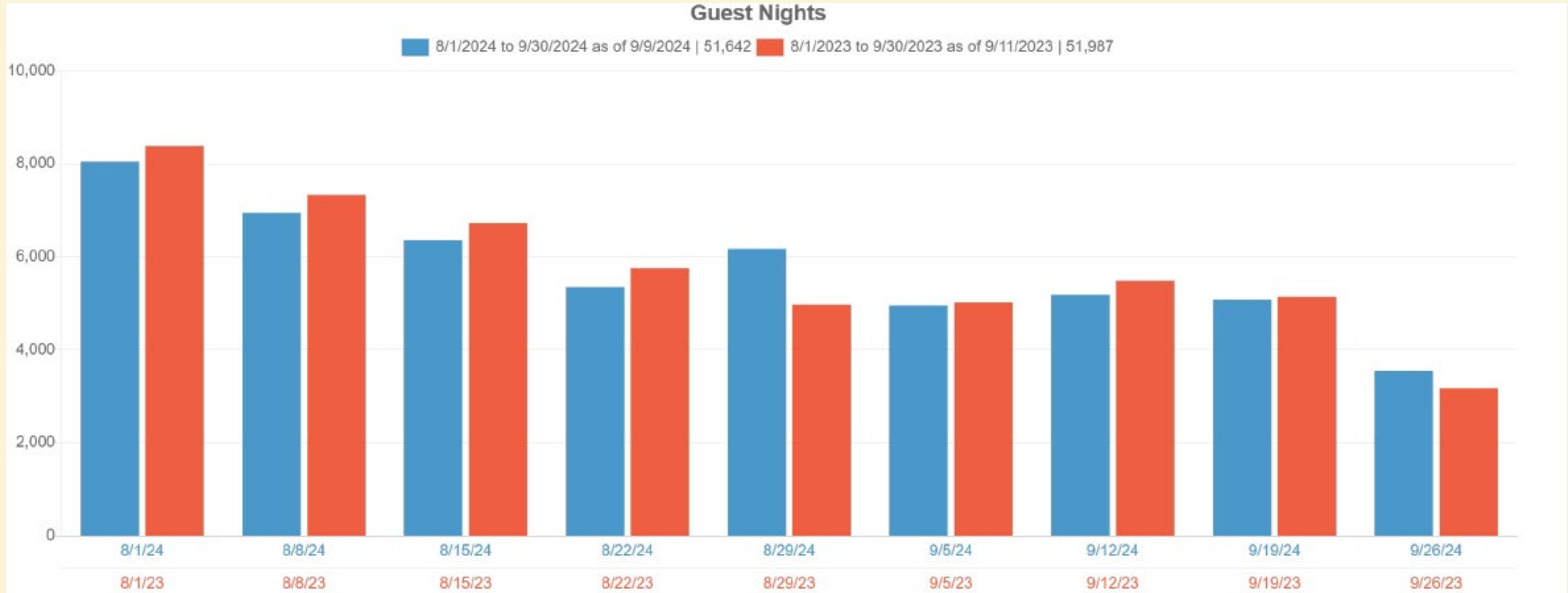
August/September Pacing: Hotel Nights



Hotel Guest Nights pacing data is up 11% August + September

Source: As of 9/9/2024 Direct hotel data from Key Data, in partnership with Amadeus

August/September Pacing: Vacation Rental Nights



Vacation Rental Guest Nights pacing data is down 1% August + September

Source: As of 9/9/2024 Direct hotel data from Key Data



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THANK YOU!

