

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 lower part of the strip.

KPIs FY24



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

An aerial photograph of a tropical beach. A large palm tree stands on the left, its shadow cast long across the sand. Two people are walking on the beach, and the ocean is visible in the background.

Departmentwide KPIs

Tourist Development Tax	\$96,758,113	-1.4%	
Daily Rate	\$196.66	+2.5%	
Revenue Per Available Room	\$136.16	+1.2%	

Visitors	15,404,742	-2.9%	
Overnight Visitors	5,640,448	+5.4%	
Daytrippers	9,458,159	-7.5%	
Room Nights	6,443,378	-3.3%	
Daily Spend	\$300.69	+4%	
Direct Spend	\$6,793,346,678	+2.9%	
Economic Impact	\$11,200,374,410	+2.4%	
Days Spent by Visitor	3.24	-17%	
Nights Spent by Visitor	2.33	-22%	

An aerial photograph of a tropical beach. A long, thin palm tree stands on the sandy shore, its shadow cast long and dark. Two people are walking along the water's edge. The water is a vibrant green, and the sky is a clear, pale blue.

Marketing KPIs

Advertising Impressions	3,232,641,029	+36%
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Ad Effectiveness

Ads Likeable?	81%
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A place to visit?	82%
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Engaged Website Users	4,311,367	+72.5%
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Social Media

Impressions	184,188,072	+227.7%
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Engagements	5,698,574	-3.5%
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Website

Search Volume	58,070,957	+3.9%
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Clicks	1,169,094	+6.2%
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Email

Opens	1,500,730	Flat
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Clicks	46,430	+8.7%
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Marketing KPIs

PR Stories

National	536	
Local	148	N/A
Out-of-Market Journalist Engagements	745	+217.2%

Industry Newsletter

Opens	32,414	+210.5%
Clicks	1,521	+54.9%

Co-Op Advertising Partners	32	+23.1%
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Events Calendar

Events Featured	876	N/A
Page Views	381,845	+72.4%



Business Development KPIs

Meetings

Room Nights	149,594	+9.2%
Sales Opportunities	19	-5%
Partner Participation	21	+40%
Sports Room Nights	177,119	-1.6%
Film Local Spend	\$8,045,098	+16.6%

Leisure / Domestic/ Canada/Europe

Trade Engagements	5,862	+14%
FAMs	7	FLAT
Sales Opportunities	39	+8.3%
Partner Participation	20	+25%

Leisure / LATAM

Trade Engagements	77	+1.3%
FAMs	22	-21.4%
Destination Trainings	35	+29.7%
Co-Op Room Nights	3,542	+95.8%



Community/ Brand Engagement KPIs

<u>Community Meetings</u>			
Attended	243	+80%	
Hosted	20	N/A	
Active Ambassadors	64	+30.7%	
Local Activations	38	+65.2%	
Partner Participation at Activations	22	+220%	
Partner Emails Added	287	N/A	
Consumer Emails Added	8,500	+38.2%	