

rg - Clearwater International Airport



# Tourism Development Council

January 15, 2025



TAMPA BAY THE EASY WAY

# Calendar Year 2024 Accomplishments & Marketing Initiatives



# Air Service

## PIE'S Passenger Traffic

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

2023 Passengers – 2,494,952

2024 Passengers – **Reveal on 1/23!**

## Results

2022 passenger traffic was up 20% from 2021

2023 passenger traffic was up 2% from 2022

2024 passenger traffic was?

Three record breaking months in 2024 -

June, July and August

July 2024 was the biggest month in history!

4 New Destinations for total of 64 non-stop destinations

Bismarck, ND began 5/15

Evansville, IN began 6/13

McAllen, TX began 6/14

Savannah, GA began 11/15

**More to come in 2025!**



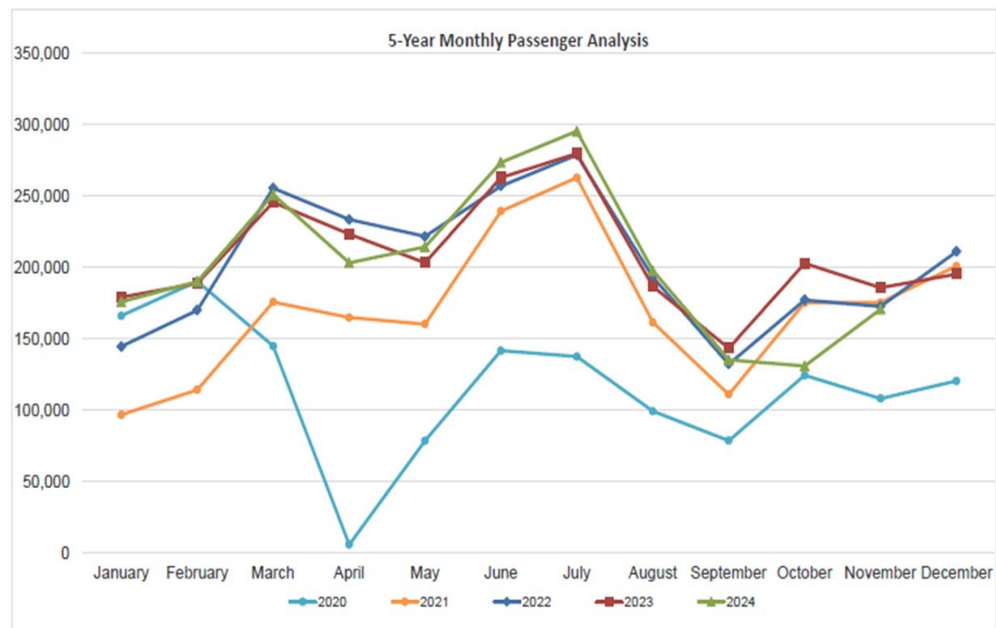
PIE. TRAVEL SWEETER.



## St. Pete-Clearwater International Airport Total Passengers 2019 - 2024

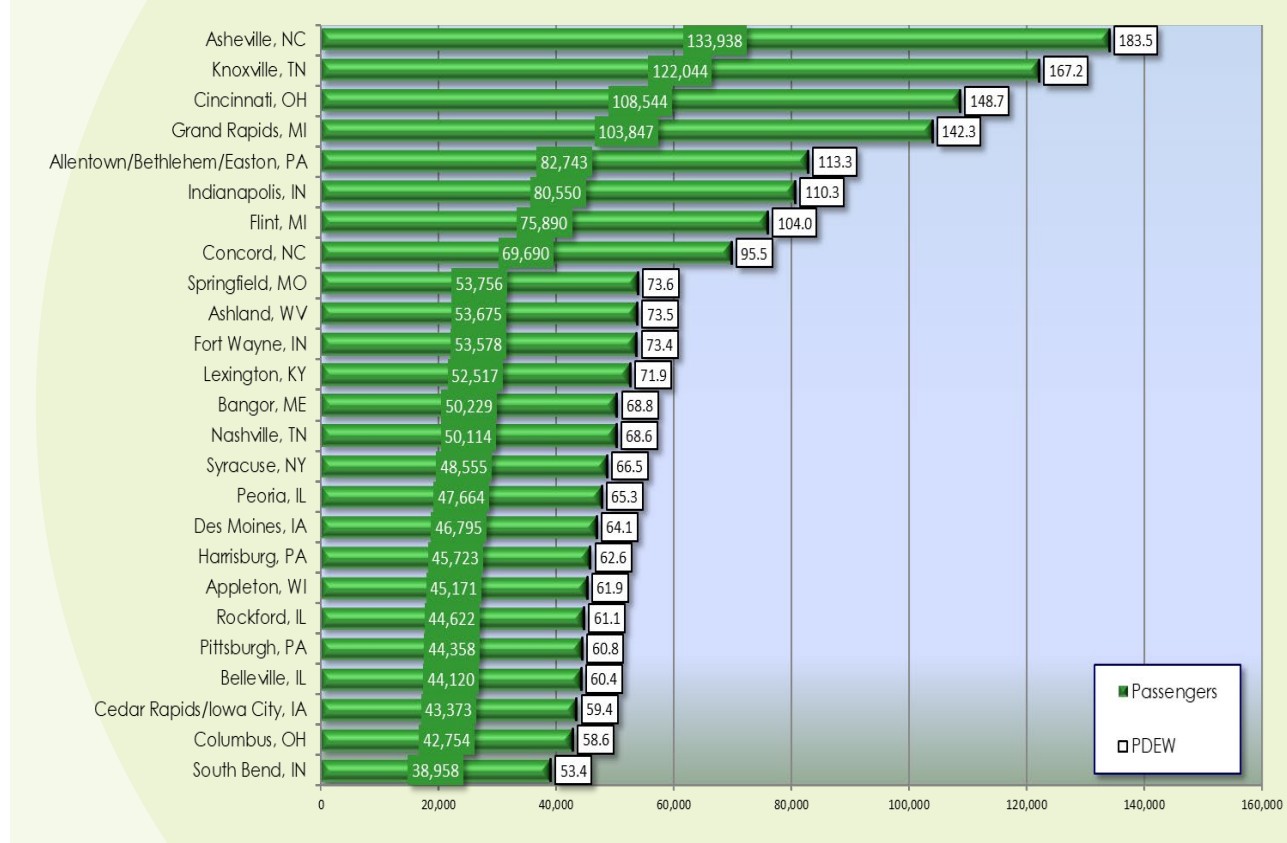
	2019	2020	2021	2022	2023	2024
January	155,444	166,005	96,645	144,469	179,066	175,680
February	166,767	190,174	114,115	169,902	188,631	189,968
March	233,392	144,773	175,644	255,379	245,576	250,858
April	205,821	5,799	164,692	233,403	223,285	203,135
May	199,589	78,506	160,153	221,565	202,998	214,130
June	228,415	141,561	239,199	256,885	262,727	273,376
July	<b>246,223</b>	137,462	<b>262,681</b>	<b>278,618</b>	<b>279,622</b>	<b>295,268</b>
August	178,693	99,163	161,355	193,073	186,449	197,672
September	123,936	78,536	110,876	132,080	143,196	135,104
October	178,850	124,272	175,137	177,071	202,620	130,732
November	175,231	108,029	175,123	172,450	185,571	170,619
December	<u>196,331</u>	<u>120,293</u>	<u>200,833</u>	<u>211,024</u>	<u>195,211</u>	
	2,288,692	1,394,573	2,036,453	2,445,919	2,494,952	2,236,542

Highest Passenger Counts Up-to-that-Date.



O&D Passengers in St. Petersburg-Clearwater's (PIE) Top 25 Markets  
Calendar Year 2023

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



# Fiscal 2024 Concessions Revenue

- **Rental Car Revenue** – Collected .1% less in FY24 than in FY23
- **Paid Parking Revenue** – Collected 18.7% more in FY24 than in FY23
- **Food & Beverage Revenue** – Collected 7.9% more in FY24 than in FY23
- **News & Gifts Revenue** – Collected 2.5% more in FY24 than in FY23
- **Ground Transportation** (*Taxis, Uber, Lyft, Turo, Courtesy Shuttles*) – Collected 42.0% more in FY24 than in FY23

**Overall revenues were up 9.5% in FY24 vs. FY23 Great Year!**



# Pie Day 2024 Activation

- We kicked off calendar year 2024 the National Pie Day activation on January 23!
- The event included free mini pie giveaways, a contest to win two Allegiant tickets, and the inaugural unveiling of our latest art installation, a sand sculpture in Baggage Claim!
- Partners from around the community joined us, including Paul Teutul Sr.



# Pie Day 2024 Activation, results

We exceeded all performance targets:

- Received 4,563 contest entries
- Social media CTR of 7.29%, which is 253% above the industry benchmark
- Total TV market viewership of 533,151 and generated local publicity valued at \$29,964.09
- On Instagram, we saw:
  - 134% increase in reach
  - 296% rise in engagement
  - 48% growth in followers
- Facebook saw:
  - 27% increase in reach
  - 26% more page likes
  - 28% follower growth.
- Twitter impressions:
  - Rose by 1,259%
  - Clicks by 1,600%
  - Likes by 1,800%.







# Marketing New Savannah, GA Route

- Last year we launched a new campaign to promote new routes, including Savannah, GA
- **The creative concept** focused on generating excitement for travelers as we counted down the day until the Inaugural
- Clever wordplay and eye-catching design bring to life fun associations with our favorite dessert and Georgia's state fruit!

## A Sampling of Our Digital Banner Ads

ADVERTISEMENT

pie  
St. Pete-Clearwater  
International

Get a Taste of Our  
New Non-Stop Route

22 13 06 53

SHUFFLE  
FOR MORE

pie  
International  
AIRPORT

Learn More

SCROLL TO CONTINUE WITH CONTENT

Low-cost flights  
from PIE to  
Savannah

Launching Nov 15

pie  
International

Shuffle  
Card 2

The route  
everyone's been  
craving

pie  
International

Shuffle  
Card 3

Easy trips to  
Savannah's fun,  
food and history

pie  
International

Shuffle  
Card 4

# OOH Holiday Boards for St.Pete-Clearwater Market

- Developed six new billboards that use the “Everyone Loves PIE” campaign theme while incorporating major US holidays
- Shows off the easy experience of traveling through PIE
- Keeps PIE top of mind for travelers during Holidays season



# 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





**THANK YOU**



**We're whipping up plans and initiatives that will help us meet marketing, operations, and passenger goals and keep PIE hot in 2025.**