



MEETINGS



CONFERENCES





**TRENDS**



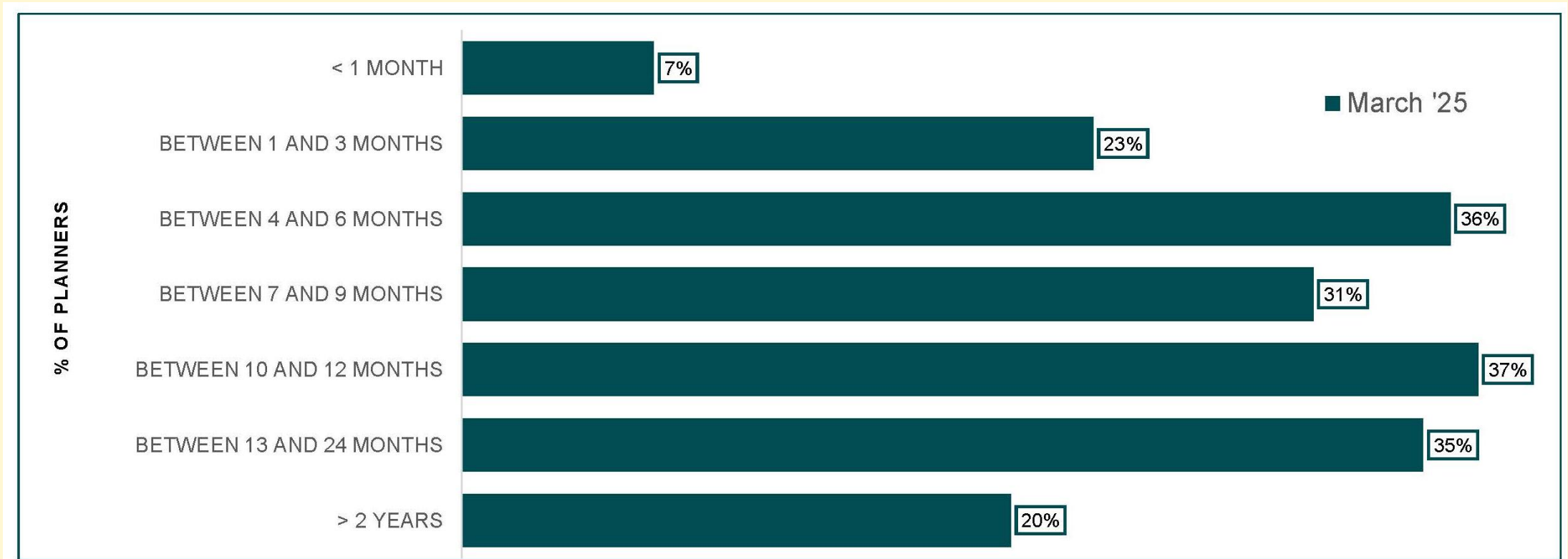
**INSIGHTS**

# The Latest Scoop:

- Groups are adapting to rising costs
  - Trend toward curated, smaller meetings
- Planner-supplier relationships important now more than ever
- Groups placing premium on experiences ahead of price
- Strong desire to have face to face for meetings and events

# When Are Planners Sourcing?

*Near-term and Longer-term meetings being sourced*



Source: Northstar + cvent Meetings PULSE Survey March 2025



**RESULTS**

**&**



**PROGRESS**

# Year to Date

608 Leads Received

112 Booked Leads

45,486 Room Nights Booked

Economic Impact \$58,578,237



# Year to Date by State

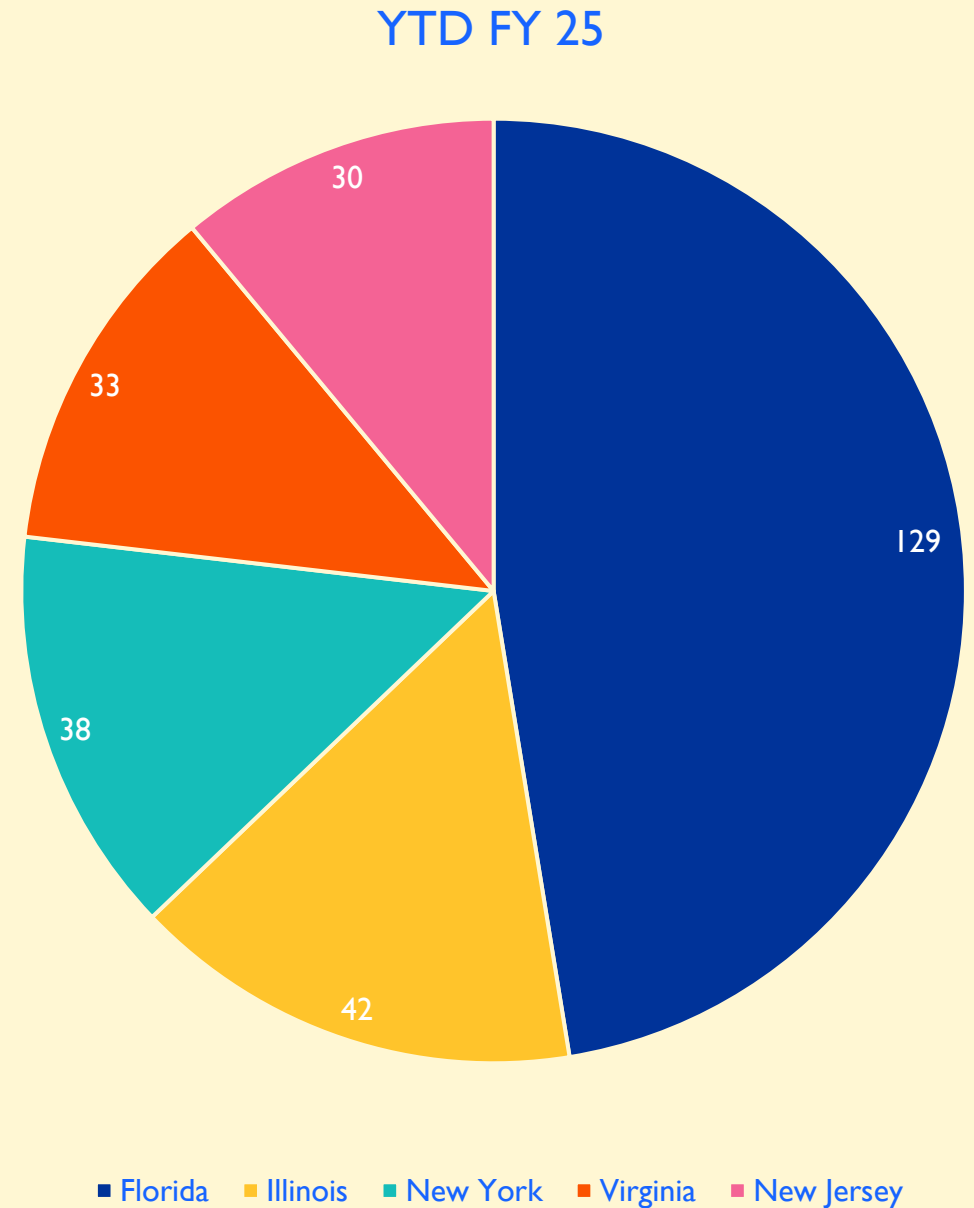
#1 Florida

#2 Illinois

#3 New York

#4 Virginia

#5 New Jersey



# Year to Date by Market Segment

YTD FY 25

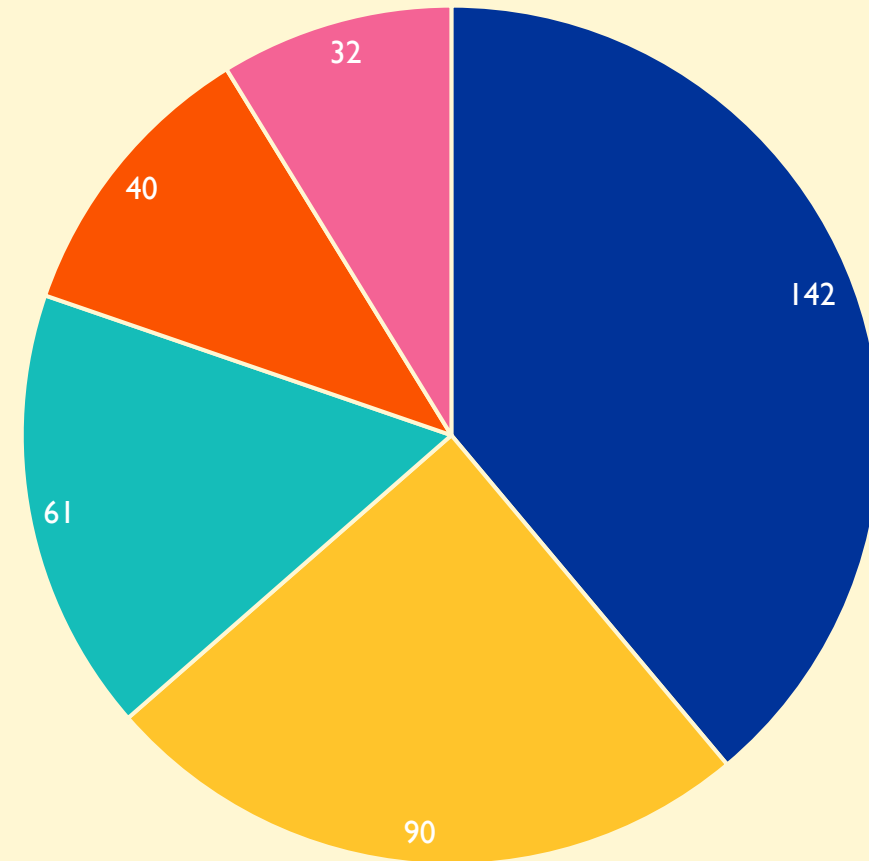
#1 Corporate

#2 Association

#3 Health & Medical

#4 Technology

#5 Manufacturing/Distribution



■ Corporate ■ Association ■ Health & Medical ■ Technology ■ Manufacturing/Distribution



EVENTS

DIANA  
ROSS



SHOWS



# Year to Date Sales Missions & Events

Event	Month	Leads Received	Leads Booked	Booked Economic Impact
DC Sales Mission	October	3	1	\$24,656.91
FSU Basketball Event	October	1	1	\$768,409.04
Texas Sales Mission	November	15	2	\$955,973.15
PCMA Convening Leaders Client Event	January	3		
Tampa Bay Client Event (3)	December, March, April	2	1	\$535,422.78
California Sales Mission	February	1	1	\$64,098.36
Tennessee Client Event	March	1		

# Year to Date Tradeshows

Event	Month	Leads Received	Leads Booked	Booked Economic Impact
IMEX	October	8	1	\$672,213.35
FSAE Edu Expo	October	3	3	\$410,572.25
Meetings Today Live	November	5	1	\$473,537.91
NCBMP	November	5		
Holiday Showcase	December	1	1	\$370,175.25
Smart Meetings	December	3	1	\$62,262.94
RCMA	January	3		
Florida Encounter	February	5		
FSAE Women's Summit	February	1		



**IMPACT**



**FEEDBACK**



“

**We've held our spring meeting at Clearwater Beach for over a decade due to its beautiful beaches, amazing events, excellent restaurants, and warm hospitality.**

”

*- American Coal Council*



“

**Our time in St. Petersburg was fantastic! The board meetings, convention and tournament went smoothly, with great experiences throughout.**

”

*- Intercollegiate Women's Coaches Association*



“

**The convenience and accessibility to the airports, variety of dining and entertainment options are why we are proud to hold our event in St. Pete Beach for the past decade.**

”

*- Skyward*

360 DAYS OF SUN & CLEARWATER BEACH & MUSEUMS & MELTING CLOCKS & ST. PETE BEACH & PRISMATIC MURALS & DALÍ'S MUSTACHE & MADEIRA BEACH & ART GALLERIES & EMERALD-GREEN WATER & CUTE MANATEES & DOLPHINS PLAYING & TREASURE ISLAND & THE CHIHULY COLLECTION & HONEYMOON ISLAND & THE JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH GREEN GOLF COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATERFRONT CONCERTS & HIDDEN BEACHES & PARTY BEACHES & BLOWN GLASS CLASSES & FINE ARTS & CRAFT BREWS & ROOF TOP COCKTAILS & SUNSETS & SUNRISES & PRIDE FEST & PADDLEBOARDS & SAILBOATS & GROUPER SANDWICHES & 200 MPH INDY CARS & TIKI BARS & SEASHELLS & SANDCASTLES & SWIMSUITS & SUNGLASSES & FLIP-FLOPS & BEACH NAPS & CANNONBALLS IN THE POOL & SNORKELING & PALM TREES & VISIT ST. PETE-CLEARWATER & 360 DAYS OF SUN & CLEARWATER BEACH & MUSEUMS & MELTING CLOCKS & ST. PETE BEACH & PRISMATIC MURALS & DALÍ'S MUSTACHE & MADEIRA BEACH & ART GALLERIES & EMERALD-GREEN WATER & CUTE MANATEES & DOLPHINS PLAYING & TREASURE ISLAND & THE CHIHULY COLLECTION & HONEYMOON ISLAND & THE JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH GREEN GOLF COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATERFRONT CONCERTS & HIDDEN BEACHES & PARTY BEACHES & BLOWN GLASS CLASSES & FINE ARTS & CRAFT BREWS & ROOF TOP COCKTAILS & SUNSETS & SUNRISES & PRIDE FEST & PADDLEBOARDS & SAILBOATS



**ST.PETE  
CLEARWATER,FL**