

DESTINATION METRICS

April 2025



ST.PETE
CLEARWATER, FL

February Snapshot

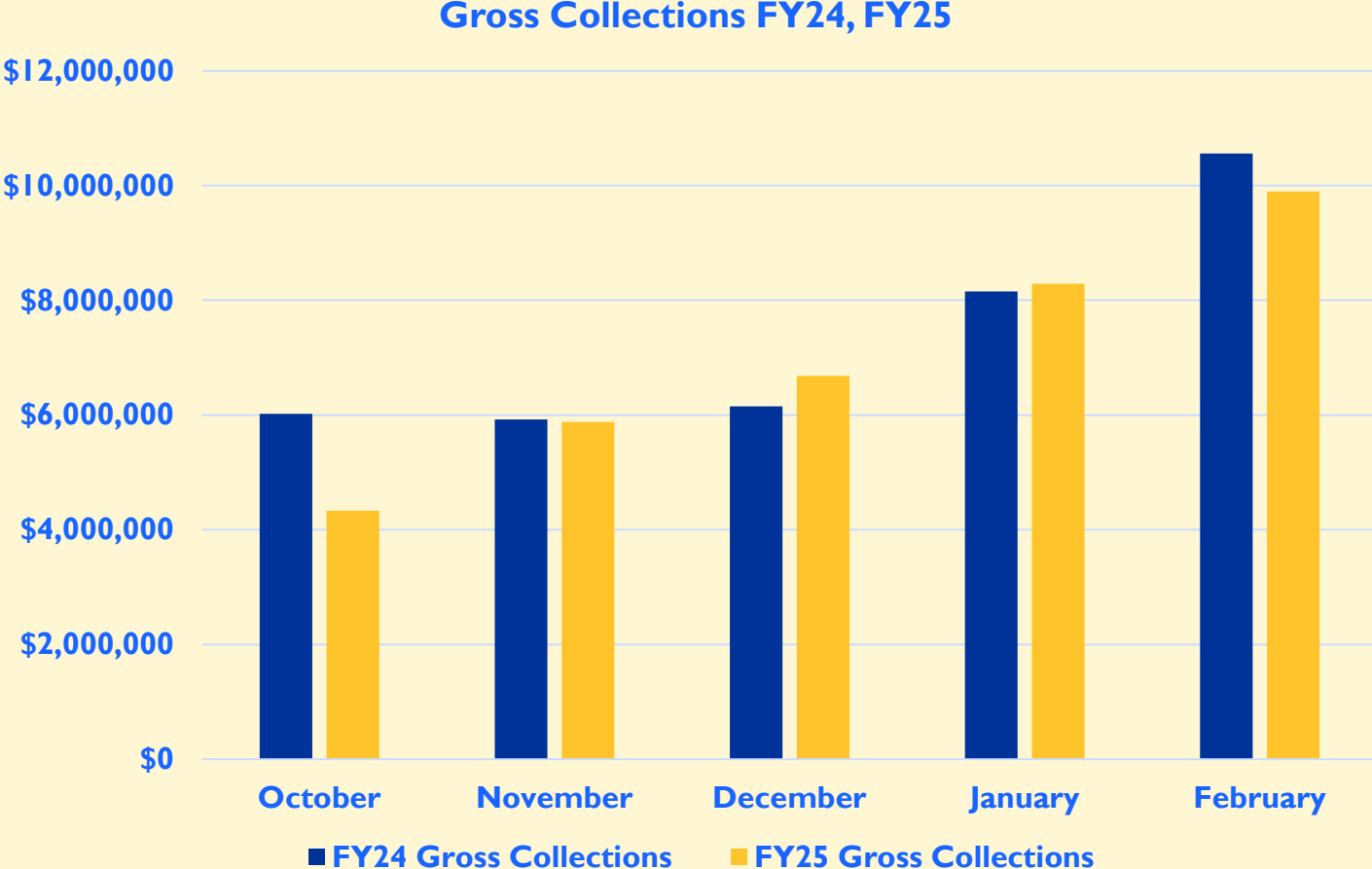
Tourism Development Tax

Gross tax collections: \$9,898,720.23

Difference from 2024: (\$661,014.16)

Change from 2024: -6.26%

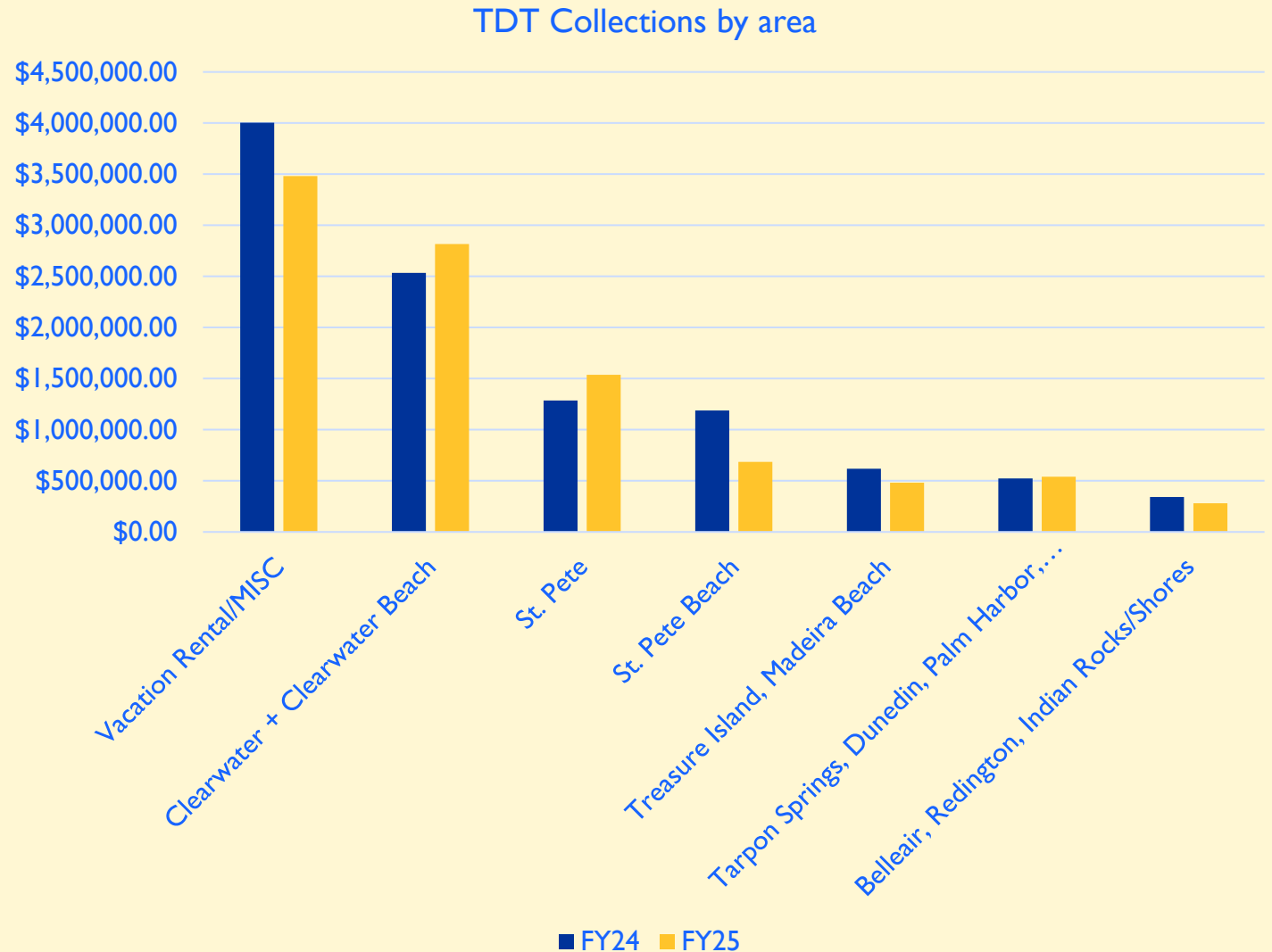
Lodging Data vs Last Year		
	Hotel/Traditional	Vacation Rental
ADR	\$231.13 (+4.6%)	\$276 (-2%)
Occupancy	86.3% (+12.2%)	81.6% (0%)
Supply change	-3.8%	-22%
Demand change	+7.8%	-23%
Revenue change	+12.8%	-24%



Note: February 2024 had 29 days vs 28, adding an estimated additional \$364,128.76 to last year.

TDT Collections

- Clearwater, St. Pete bring in record collections.
- Vacation rental, St. Pete Beach, and Treasure Island/Madeira Beach collections fell below last year.



FY25 vs FY24 Supply & Demand

- Vacation rental demand continues to improve and recover.
- Hotel demand returns closer to last fiscal year.
- Supply continues to slowly return.
- Note: February 2024 had 29 days vs 28. Small decrease in vacation rental supply is due to an extra day.

Vacation Rental (Key Data)		
Month	Monthly Supply Change	Monthly Demand Change
October	-25.5%	-63.5%
November	-24.8%	-37.5%
December	-22.2%	-30.7%
January	-22.2%	-27.9%
February	-24.9%	-25.5%

Hotel (STR)		
Month	Monthly Supply Change	Monthly Demand Change
October	-6.2%	8.6%
November	-5.7%	20.8%
December	-4.9%	23.9%
January	-5.6%	16.7%
February	-3.8%	7.8%

Present Hotel Recovery



Welcome
to
THE DON CESAR
Registration
Valet Parking
↑

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Hotel Open & Temporarily Closed

As of April 7

INLAND	Open	Temp Closed	Total	Percentage Open
Clearwater	5319	73	5392	98.6%
St. Pete	5882	48	5930	99.2%
Central Pinellas (Belleair, Largo, Pinellas Park)	998	0	998	100%
North Pinellas (Safety Harbor, Tarpon Springs, Oldsmar, Dunedin, Palm Harbor)	2076	0	2076	100%
South Pinellas (Gulfport, Tierra Verde)	107	0	107	100%

BEACH	Open	Temp Closed	Total	Percentage Open
Belleair Beach	64	42	106	60.4%
St Pete Beach	1387	660	2047	67.8%
Indian Shores	91	13	104	87.5%
North Redington Beach	205	28	233	88.0%
Treasure Island	1265	158	1423	88.9%
Redington Shores	96	8	104	92.3%
Indian Rocks Beach	406	14	420	96.7%
Clearwater Beach	3813	58	3871	98.5%
Madeira Beach	630	0	630	100.0%
Redington Beach	44	0	44	100.0%

89.1% of all beach rooms are open, however St. Pete Beach remains 67.8% open.

Nearly all rooms inland are open.

Hotel Reopening Schedule

As of April 7

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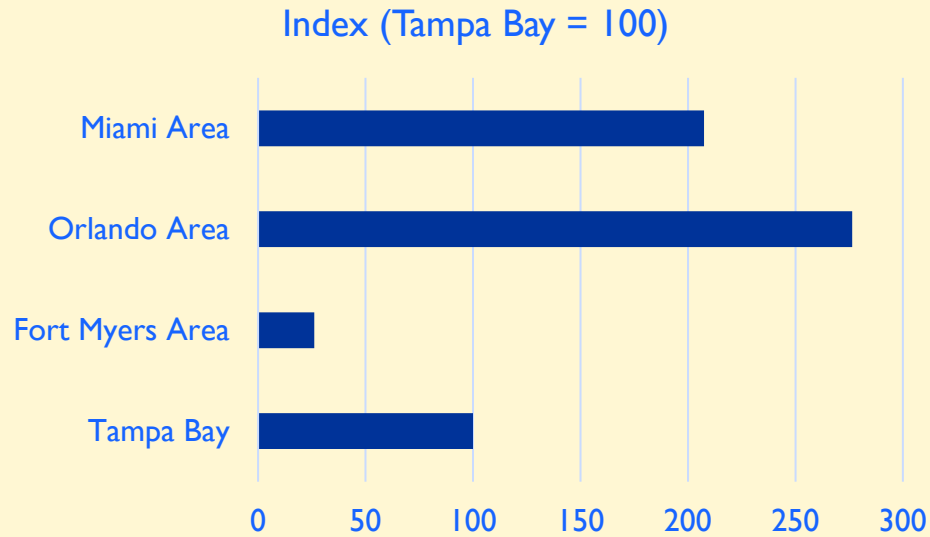
Property City	Rooms	Projected Open Date
Saint Petersburg	48	April 2025
Clearwater	73	April 2025
Treasure Island	20	April 2025
Treasure Island	32	April 2025
St Pete Beach	102	May 2025
Clearwater Beach	36	May 2025
North Redington Beach	28	May 2025
Indian Rocks Beach	14	June 2025
Clearwater Beach	22	June 2025
Indian Shores	13	June 2025
St Pete Beach	156	July 2025
Treasure Island	106	July 2025
St Pete Beach	173	Sept 2025
Belleair Beach	42	Sept 2025
St Pete Beach	196	December 2025
St Pete Beach	27	January 2026



Statewide Hotel Performance

State of Florida

February 2025



	Supply Change	Demand Change	Revenue Change
Pinellas County	-3.8%	7.8%	12.8%
Tampa Bay (Pinellas, Hillsborough + Sarasota/Bradenton)	-1.07%	6.17%	12.30%
Fort Myers Area (Fort Myers + Naples)	8.46%	7.23%	4.90%
Orlando Area (Orlando + Osceola)	0.02%	1.64%	5.54%
Miami Area (Miami, Fort Lauderdale + Palm Beaches)	0.34%	1.87%	6.66%
State Of Florida	0.9%	3.3%	6.9%

Tampa Bay and Fort Myers held strong relative hotel demand, and hotel revenue improved year-over-year throughout the state.

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



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