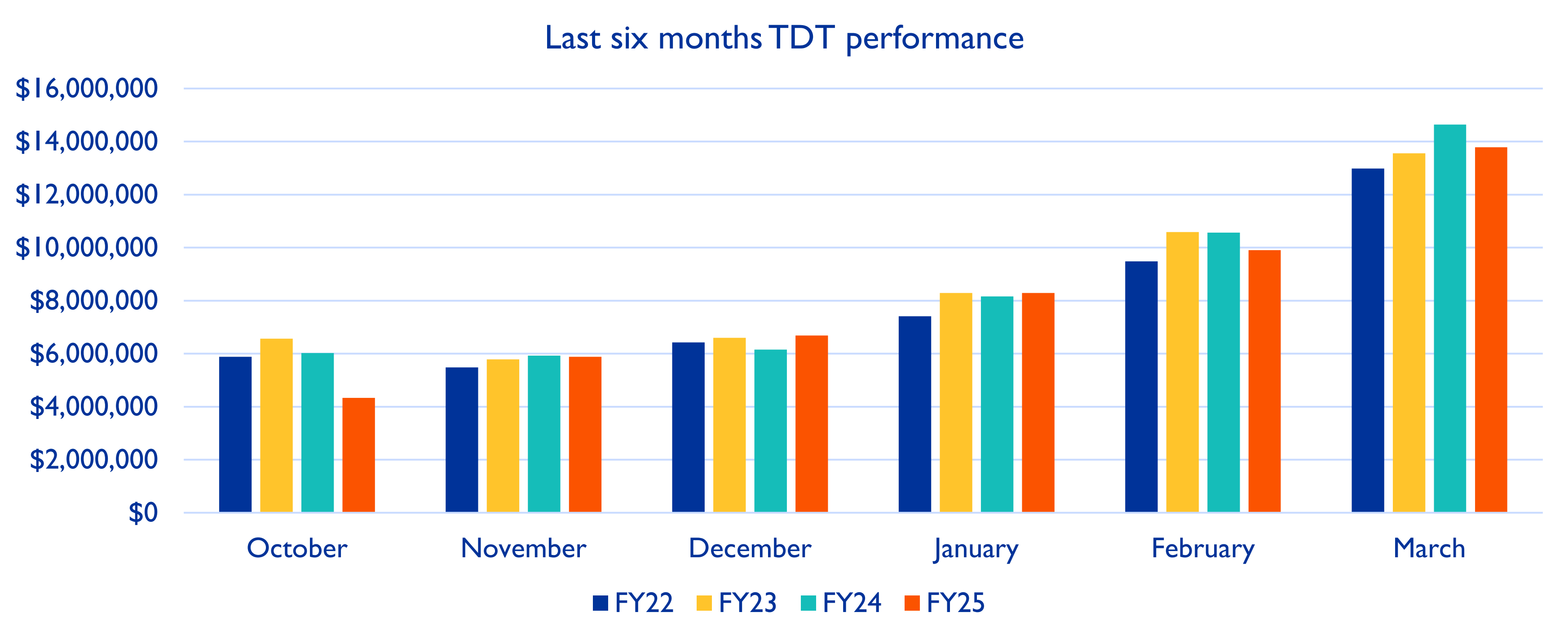
DESTINATION METRICS

May 2025

ST.PETE
CLEARWATER, FL

Tourist Development Tax Snapshot



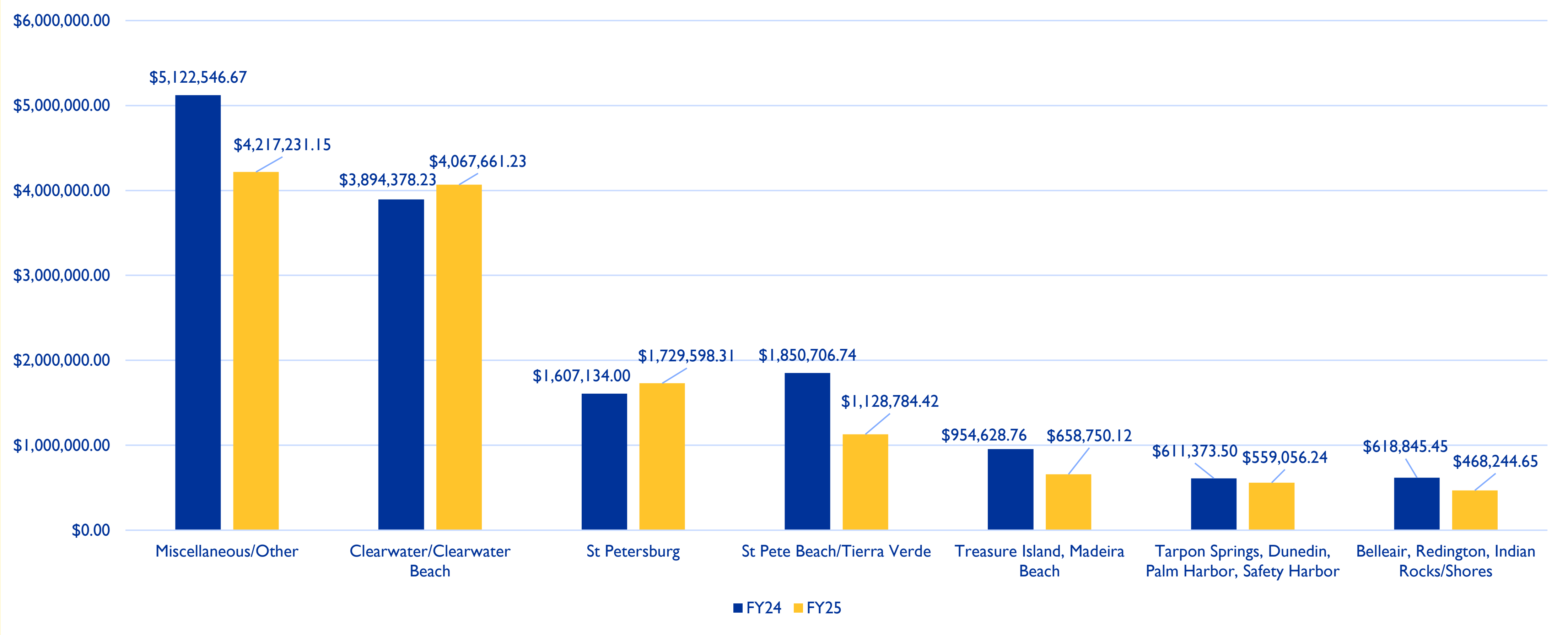
MARCH TDT

Gross tax collections:
$13,782,937.97
Change from 2024: -5.87%

March TDT boosted by strong Clearwater/St. Pete performance and recovering vacation rental markets.

Sources: Pinellas County Tax Collector

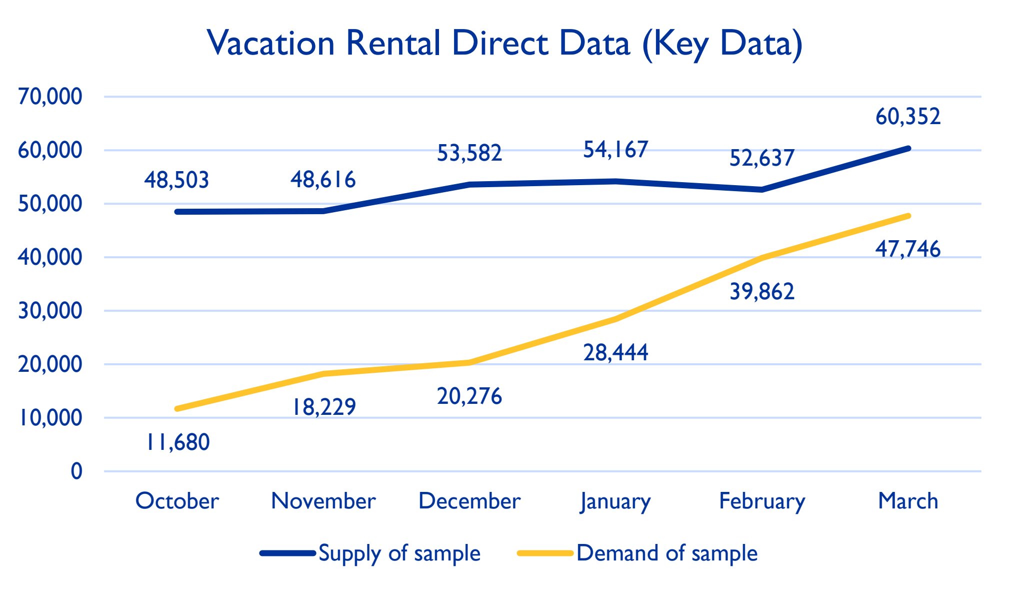
TDT Collections By Area: March TDT

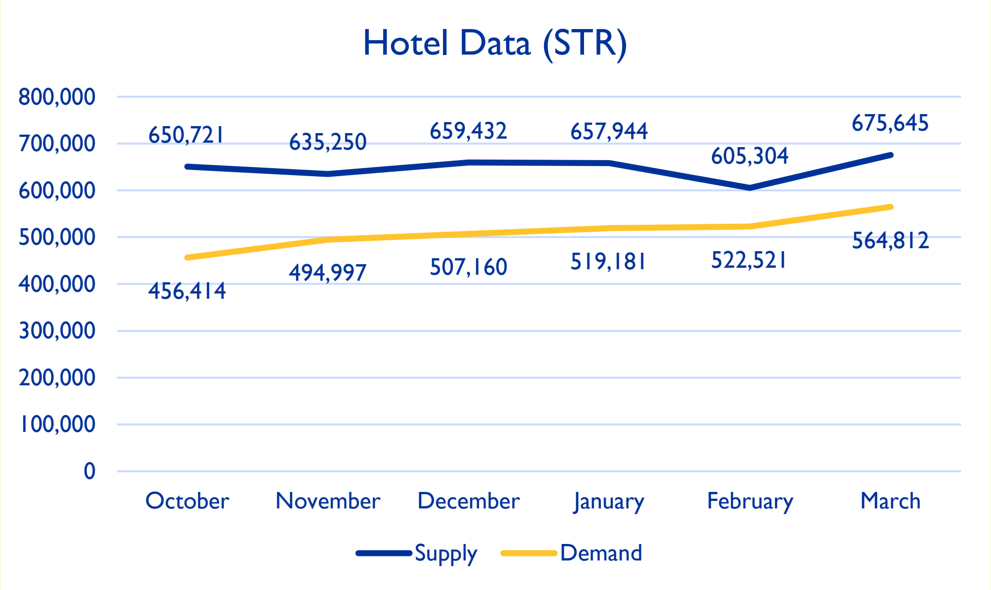


Beach areas continue to recover and inland areas return close to last year after post-storm spike.

Sources: Pinellas County Tax Collector

Last Six Months Performance: Supply & Demand





Demand continued increase quickly in the vacation rental market, and supply has improved. Hotel demand and supply has also increased each month.

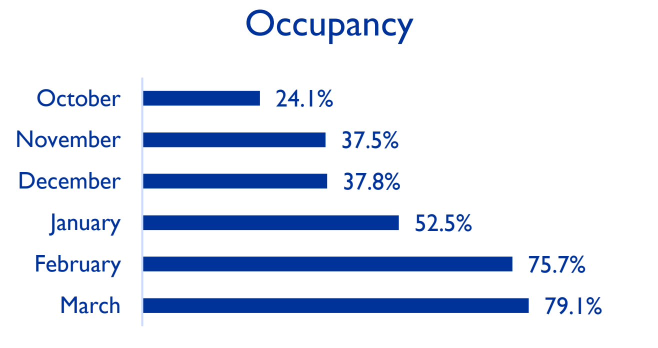
Note: Fewer days in February causes a drop in monthly supply.

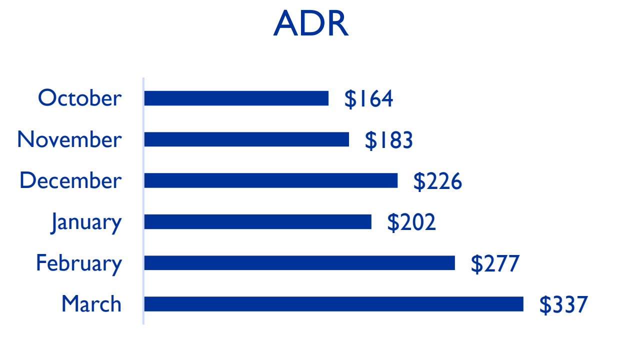
Sources: CoStar STR Report: 314 properties, 21746 rooms, 68.1% Room Participants | **Key Data Dashboard**: 120 active property managers, 2717 Active Units

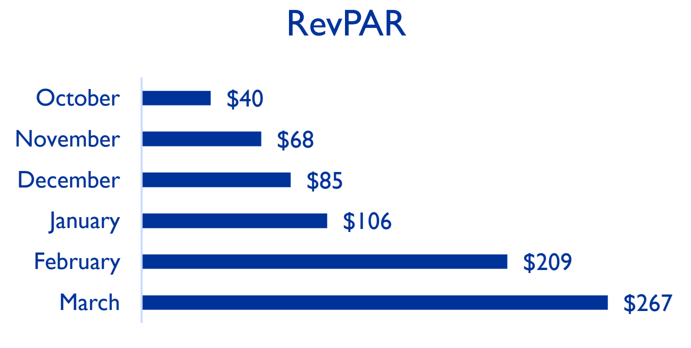
Vacation Rental Snapshot: March

***** Note: Supply, Demand and Revenue is of sample size – it does not capture entire market. It provides directional information for market performance.***

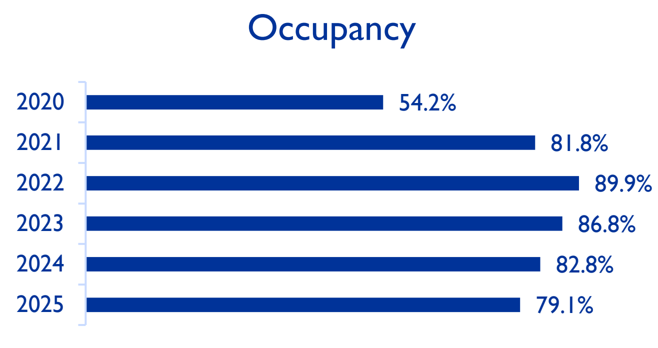
Last Six Months Performance

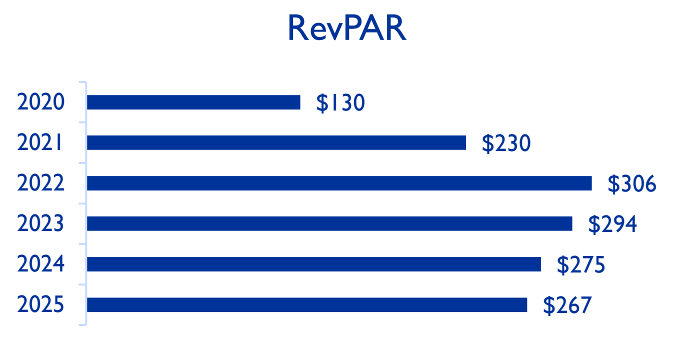






March Performance By Year

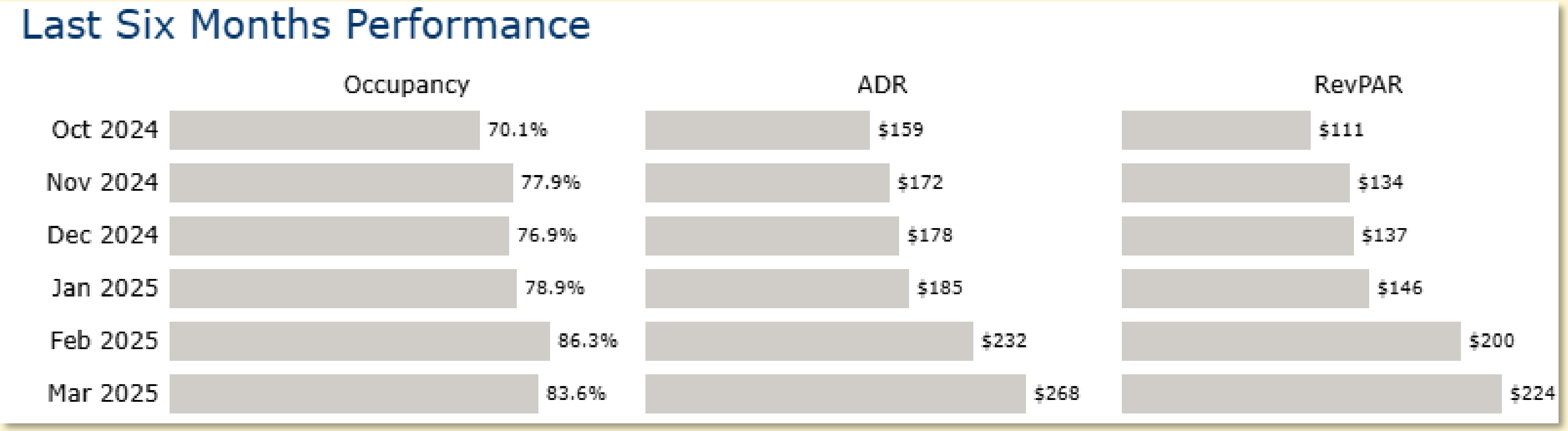


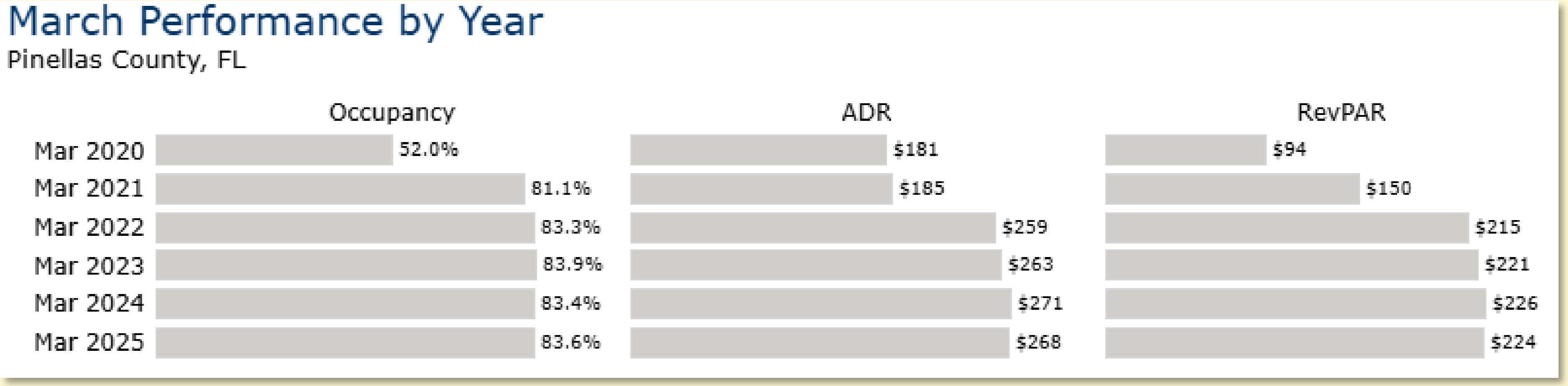


Vacation rental market occupancy, rate and revenue per available unit increased each month, however, market is still in recovery.

Sources: Key Data Dashboard: 120 active property managers, 2717 Active Units

Hotel Snapshot: March





Occupancy, rate and revenue per available room grew steadily into season. Overall numbers were steadily in line with previous March data.

Sources: CoStar STR Report: 314 properties, 21746 rooms, 68.1% Room Participants

Hotel Reopening Schedule

As of May 1st

1066 total rooms across 20 properties remain scheduled to reopen.

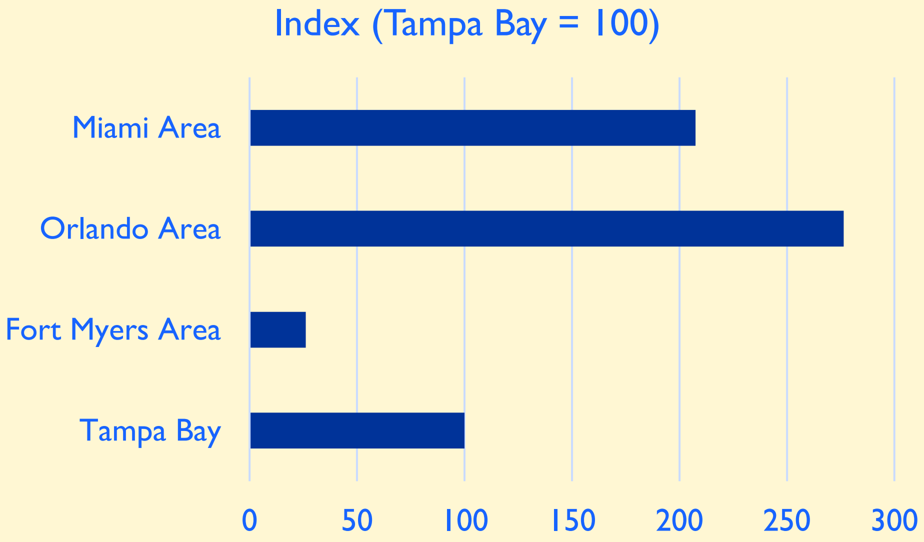
Four properties on St. Pete Beach due to reopen this year make up 627 rooms.

Month	Number of Properties	Rooms
May	5	209
June	4	59
July	2	229
August	2	85
Sept	3	221
Oct	1	32
Dec	1	196
Jan 2026	1	27
No reopening date	1	8
Total	20	1066

Source: CoStar

State of Florida

March 2025 Hotel Snapshot



	Supply Change	Demand Change	Revenue Change
Pinellas County	-3.5%	-3.3%	-4.1%
Tampa Bay (Pinellas, Hillsborough + Sarasota/Bradenton)	-0.28%	-0.73%	1.22%
Fort Myers Area (Fort Myers + Naples)	8.08%	5.45%	2.99%
Orlando Area (Orlando + Osceola)	0.49%	-4.27%	-3.34%
Miami Area (Miami, Fort Lauderdale + Palm Beaches)	0.42%	-0.72%	0.62%
State Of Florida	0.9%	-0.2%	0.4%

Demand and revenue was flat or down across the state of Florida.

Source: CoStar

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 [illegible] THE JAMES MUSEUM & BREEZY BIKE PATHS & SUGAR-WHITE SAND & LUSH [illegible] COURSES & FORT DE SOTO PARK & MANGROVE & TUNNELS & WATE[illegible]RONT 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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