

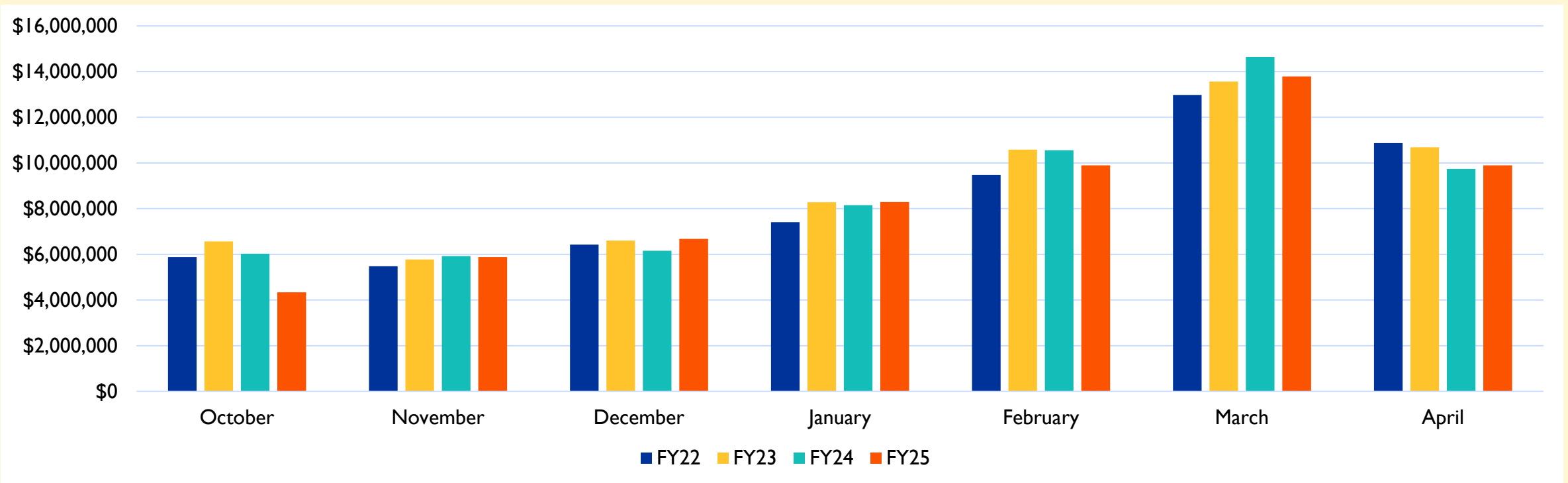
DESTINATION METRICS

June 2025



ST.PETE
CLEARWATER, FL

Tourist Development Tax Snapshot



April TDT

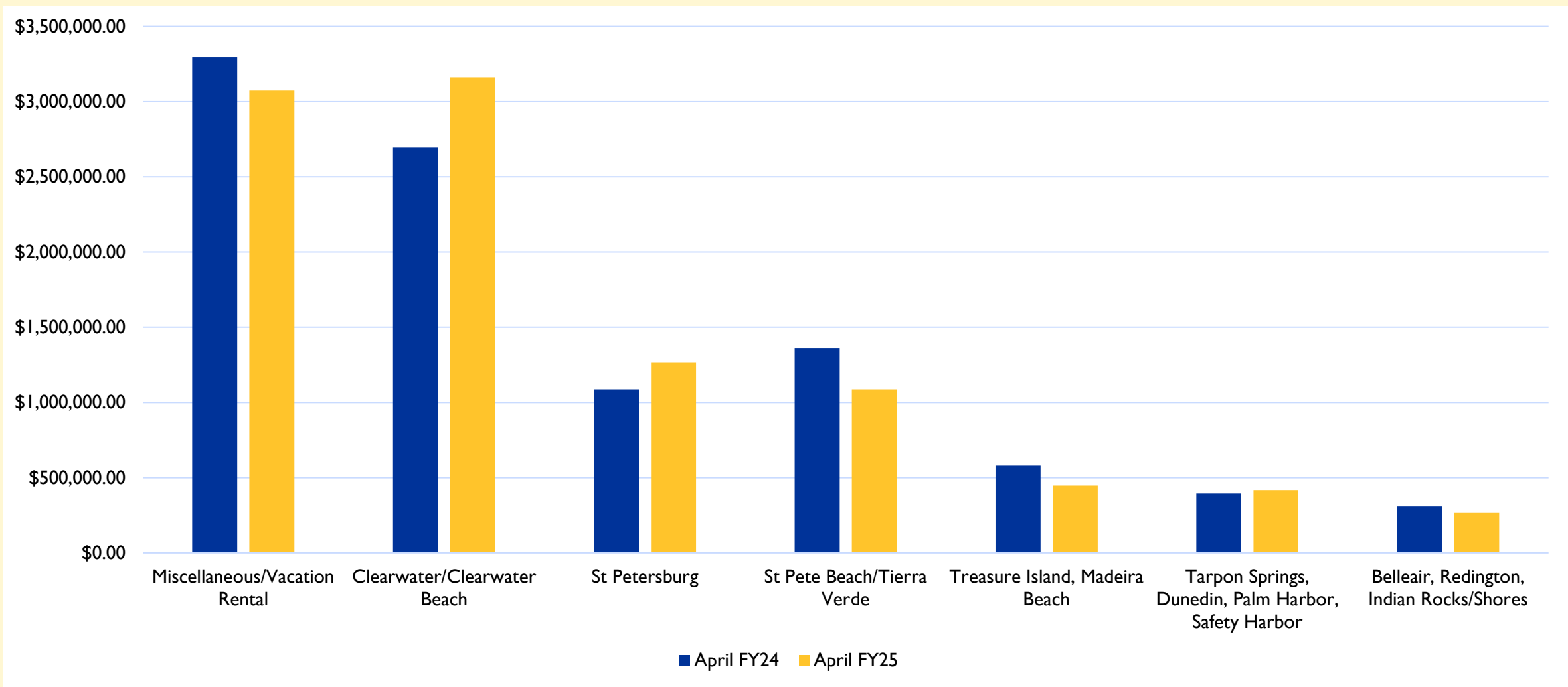
Gross tax collections:

\$9,893,405.21

Change from 2024: 1.57%

April TDT was up 1.57%.

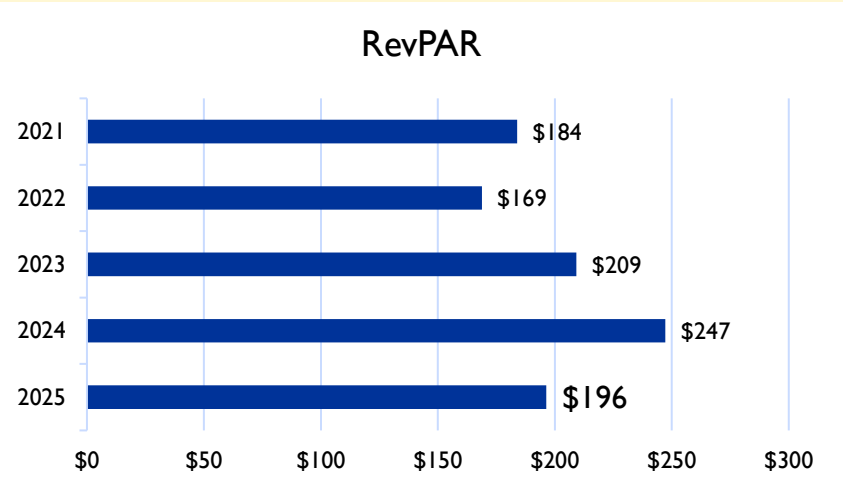
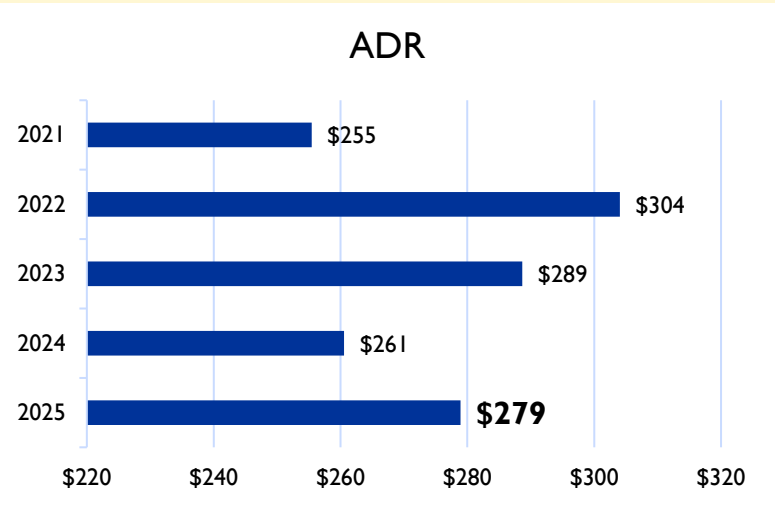
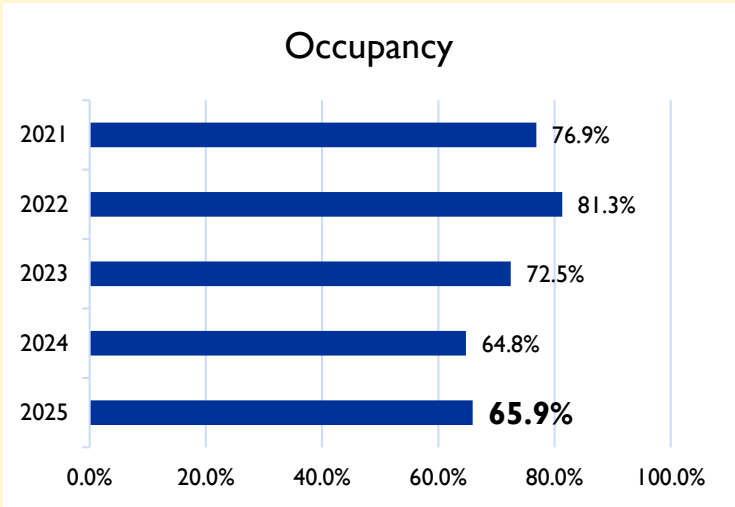
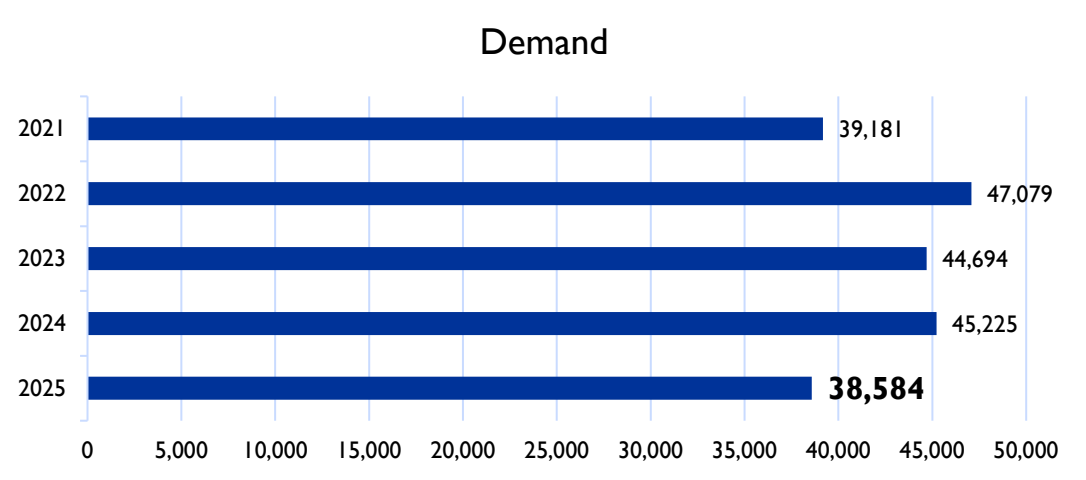
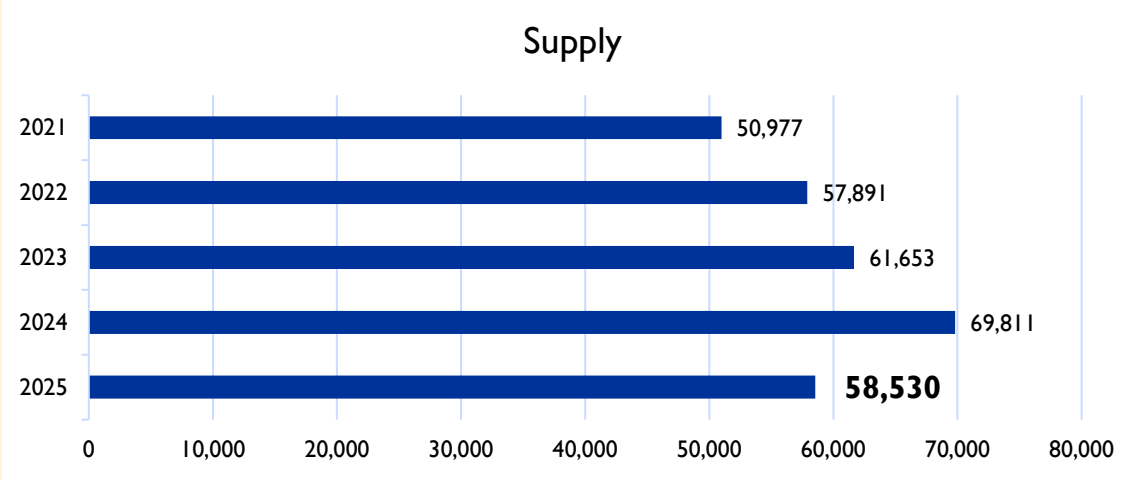
TDT Collections By Area: April TDT



Vacation Rental Snapshot: April

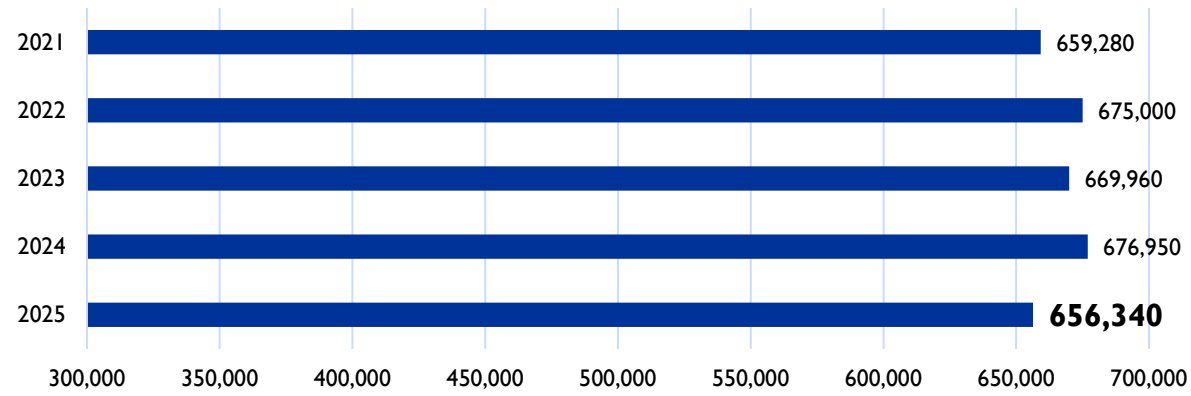
** Note: Supply, Demand and Revenue is of sample size – it does not capture entire market. It provides directional information for market performance.*

Performance By Year

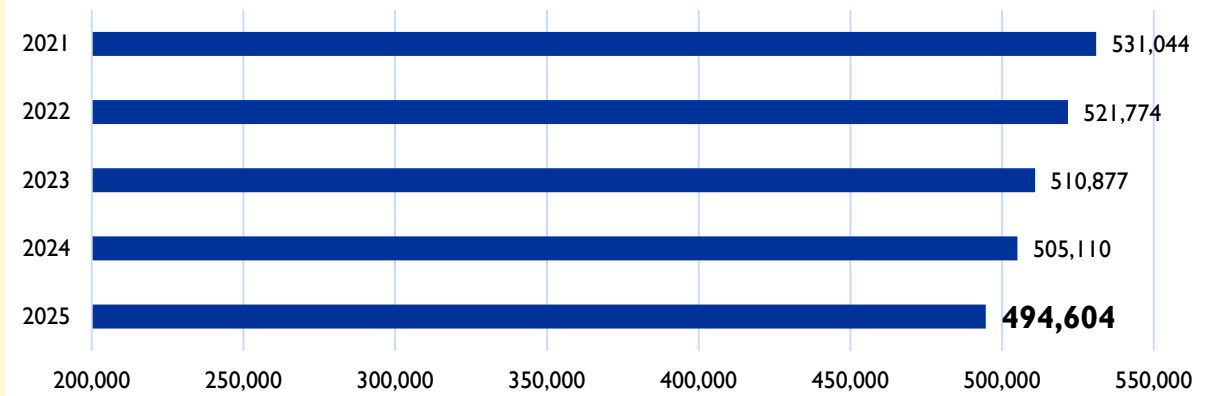


Hotel Snapshot: April

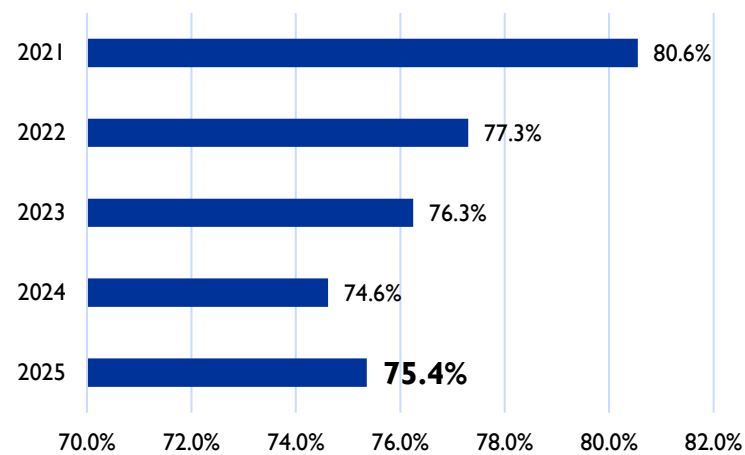
Supply



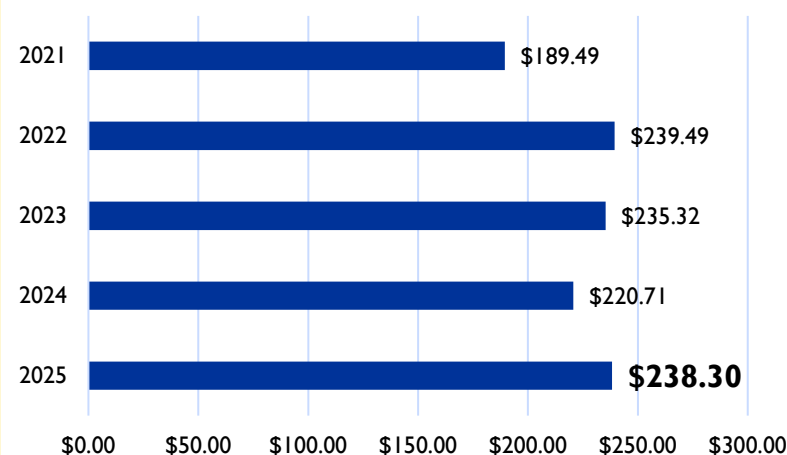
Demand



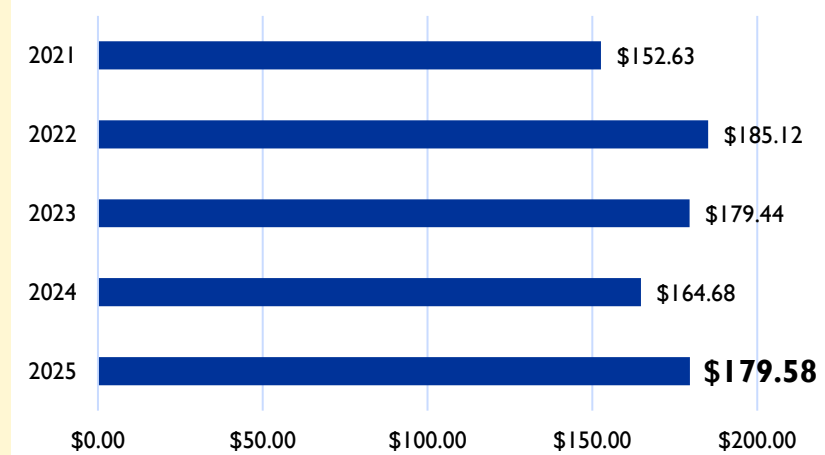
Occupancy



ADR

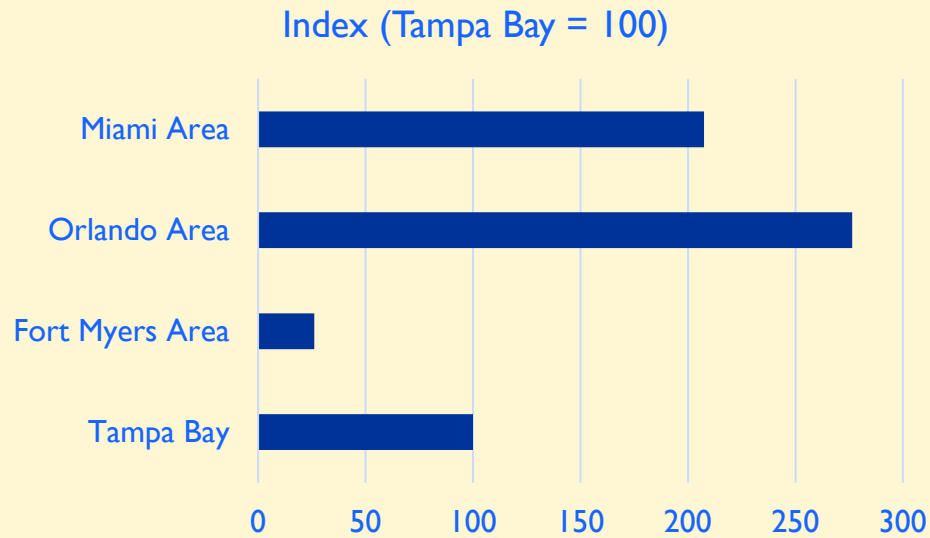


RevPAR



State of Florida

April 2025 Hotel Snapshot



	Supply Change	Demand Change	Revenue Change
Pinellas County	-3%	-2.1%	5.7%
Tampa Bay (Pinellas, Hillsborough + Sarasota/Bradenton)	-0.11%	-0.69%	8.02%
Fort Myers Area (Fort Myers + Naples)	8.11%	6.58%	12.85%
Orlando Area (Orlando + Osceola)	0.7%	3.24%	10.61%
Miami Area (Miami, Fort Lauderdale + Palm Beaches)	0.68%	2.47%	9.00%
State Of Florida	1.1%	2.3%	8.7%

The entire state of Florida had a positive April, driven more by rate than demand growth.

Spring (March & April) Visitor Survey Takeaways



Primary reason & impactful media

- More people this spring came to visit friends or family.
- Just half came for a vacation.
- Nearly half of visitors use social media as a pre-arrival resource.
- A large majority have been exposed to content or advertising for the destination. Only 16% have not.

Primary Reason For Visit	2025	2024	2023
Vacation	49%	60%	57%
Visit Friends/Family	23%	16%	13%
Sports Event/Tournament	8%	10%	2%
Special Event/Concert	6%	7%	5%

Social Media Resource	2025	2024	2023
Used in as a pre-arrival resource	47.7%	38.8%	20.8%

In the past six months, have you seen, read or heard any travel stories, advertising or promotions for the St. Pete-Clearwater area?	2025	2024	2023
Yes	67%	46%	40%
No	16%	40%	48%
Maybe/Not Sure	17%	14%	12%

What they said was important & What they did

- Beaches, outdoors, restaurants and shopping are rising factors in decision to visit.
- Boating, festivals, museums, and shopping are activities rising in popularity.

Factors in Decision to Visit	2025	2024	2023
Beaches that suit me	45.6%	36.5%	24.0%
Outdoor Recreation	46.6%	14.7%	0.6%
Restaurant/Food Scene	48.1%	8.1%	5.3%
Shopping	20.2%	2.0%	4.8%
Arts & Culture	6.3%	3.2%	13.8%

Activities	2025	2024	2023
Visit the Beach	56.40%	50.40%	38.90%
Shopping	63.60%	51.60%	38.90%
Visit Museums	46.80%	36.90%	38.10%
Attend a Festival/Special Event	30.70%	24.70%	17%
Boating	37%	24.20%	4%

Where they visited & where they came from

- Visitors traveled to more communities, including Clearwater Beach, Tarpon Springs, Dunedin, and Madeira Beach.
- New York saw a bump in visitation after a winter of marketing.

Communities Visited	2025	2024	2023
St. Pete	59.1%	59.1%	67.4%
Clearwater Beach	40.0%	34.5%	32.6%
Madeira Beach	31.4%	21.4%	17.9%
Dunedin	27.1%	16.7%	12.2%
Tarpon Springs	32.8%	10.5%	3.7%
Clearwater	29.5%	9.7%	12.1%
St. Pete Beach	13.0%	12.8%	13.2%
Treasure Island	12.0%	7.1%	7.3%
Safety Harbor	9.5%	2.8%	0.9%

State of Origin	2025	2024	2023
Florida	40.50%	39.80%	38.60%
New York	9.80%	6.20%	5.10%
Michigan	5.70%	5%	5.50%
Pennsylvania	4.80%	4.40%	3.50%

Who they came with & when they planned

- More visitors traveled as groups of friends, fewer did so as solo travelers.
- The planning window “sweet spot” was 2 to 4 months and within 1 month.

Travel Party Composition	2025	2024	2023
Couple	37%	42%	49%
Immediate or Extended Family	34%	33%	25%
Groups of Friends	23%	15%	12%
Groups of Couples	6%	6%	2%
Solo	2%	7%	15%

Planning Window	2025	2024	2023
4 or more months	13%	20%	13%
2-4 months	34%	30%	13%
1-2 months	15%	12%	13%
Less than 1 month	37%	39%	60%

Where they stayed & how long

- Accommodation preference was similar to previous years with exception to friends/family out of the area versus paid accommodations outside the area.
- Most overnight visitors shortened their stay 3 to 5 nights (but traveled in larger groups.)

Accommodation Type	2025	2024	2023
Paid Overnight in SPC	33%	33%	30%
Daytrip	29%	29%	29%
Friends/Family out of SPC	19%	11%	16%
Paid Overnight out of SPC	11%	19%	17%
Friends/Family in SPC	5%	4%	5%

Length - Nights (Excluding Daytrips)	2025	2024	2023
On average	4.1	5.3	5.5
6 nights or more	25%	53%	53%
3 to 5 nights	55%	34%	31%
2 nights or less	19%	14%	15%

What they reported spending & their household income

- Spending specifically increased in retail and sightseeing excursions. Dining and accommodations was mostly flat.
- Household Income grew slightly.

Per day, approximately how much will you spend on each of the following while in the St. Pete-Clearwater area?	2025	2024	2023
Restaurants	\$94	\$89	\$89
Hotel	\$82	\$83	\$90
Retail	\$70	\$59	\$41
Entertainment/Sightseeing	\$65	\$38	\$28
Total Per Party Spend	\$326	\$287	\$281

Household Income	2025	2024	2023
Average HHI	\$112,329	\$108,610	\$84,445



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