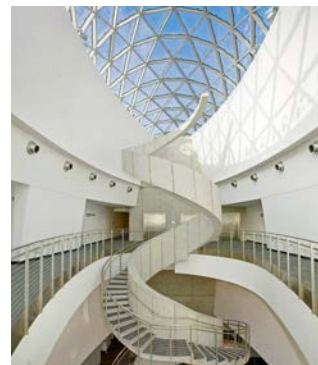




TDC presentation October 15, 2025

# Visit St. Pete-Clearwater



Joining you **today.**



**Jason Goldberg**  
Owner/EVP Chief Innovation Officer



**Vanessa Garippo**  
Group Account Director

Yes, **we get you** and  
this industry.

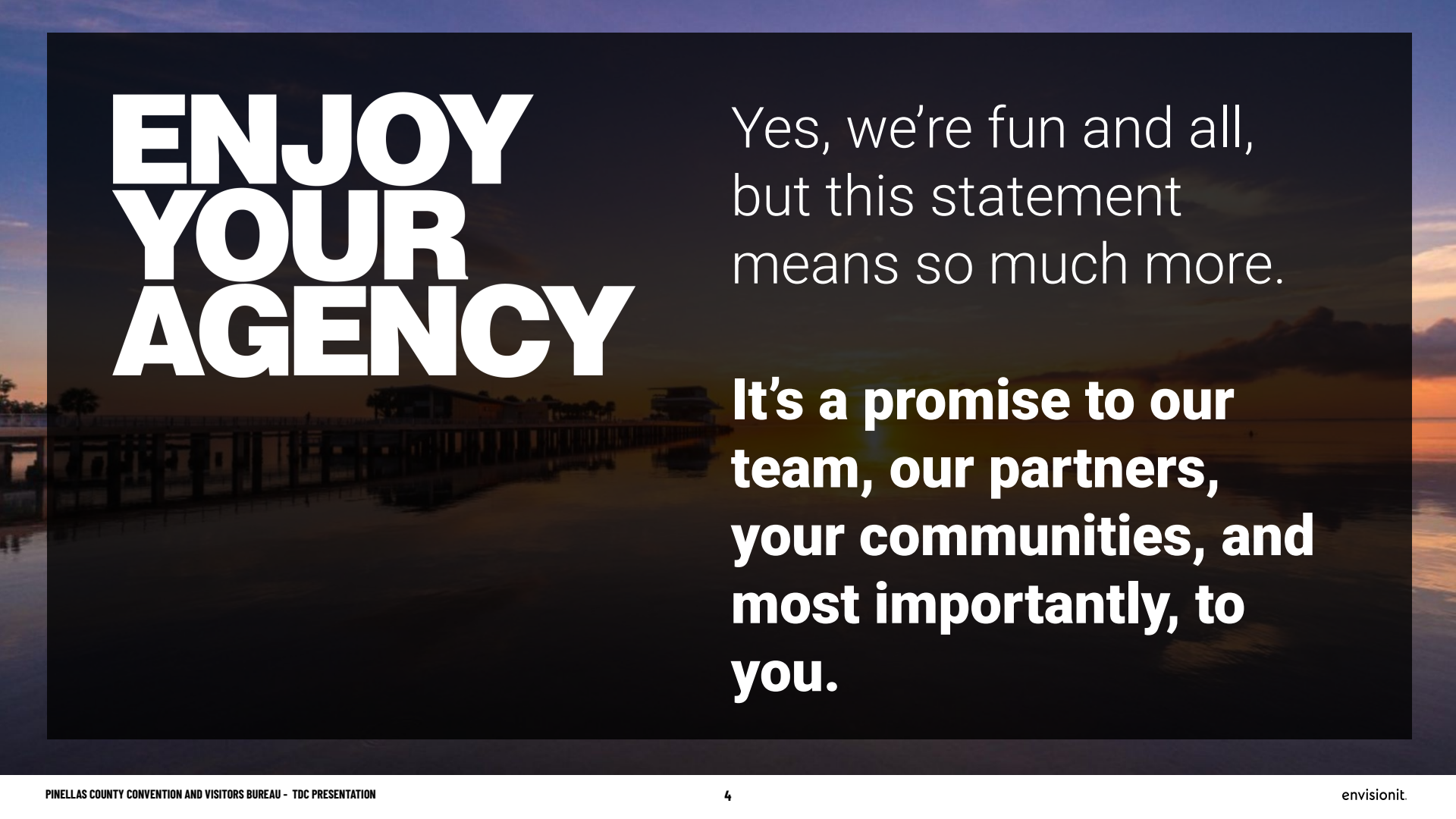
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So you **won't miss**  
**opportunities.**

---

And we **make it easy** for  
you to act on them.





# ENJOY YOUR AGENCY

Yes, we're fun and all,  
but this statement  
means so much more.

**It's a promise to our  
team, our partners,  
your communities, and  
most importantly, to  
you.**













St. Pete-Clearwater  
represents so much more  
**than a relaxing beach  
getaway.**

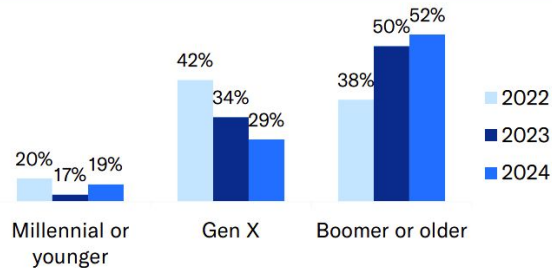


Yes, you deliver an amazing experience, **with enviable return visitation.**

**But, there are challenges.**



Your data reveals demographic trends that **challenge long-term growth.**



## Tourists set records in St. Pete, Clearwater as area rebounds after back-to-back hurricanes

By Kailey Tracy | Published May 5, 2025 5:06pm EDT | Pinellas County | FOX 13 News | [↗](#)



Celebrating tourism in the Tampa Bay area

Kailey Tracy reports.

### The Brief

- St. Pete Clearwater International Airport and Visit St. Pete Clearwater hosted PIE Rally Day on Monday to celebrate visitors at the airport.
- Visit St. Pete Clearwater said its tourist development tax in January, the hotel bed tax, reached a record for the region for that month at \$8.29 million.

### Daily Newsletter

All the news you need to know, every day

Email Address

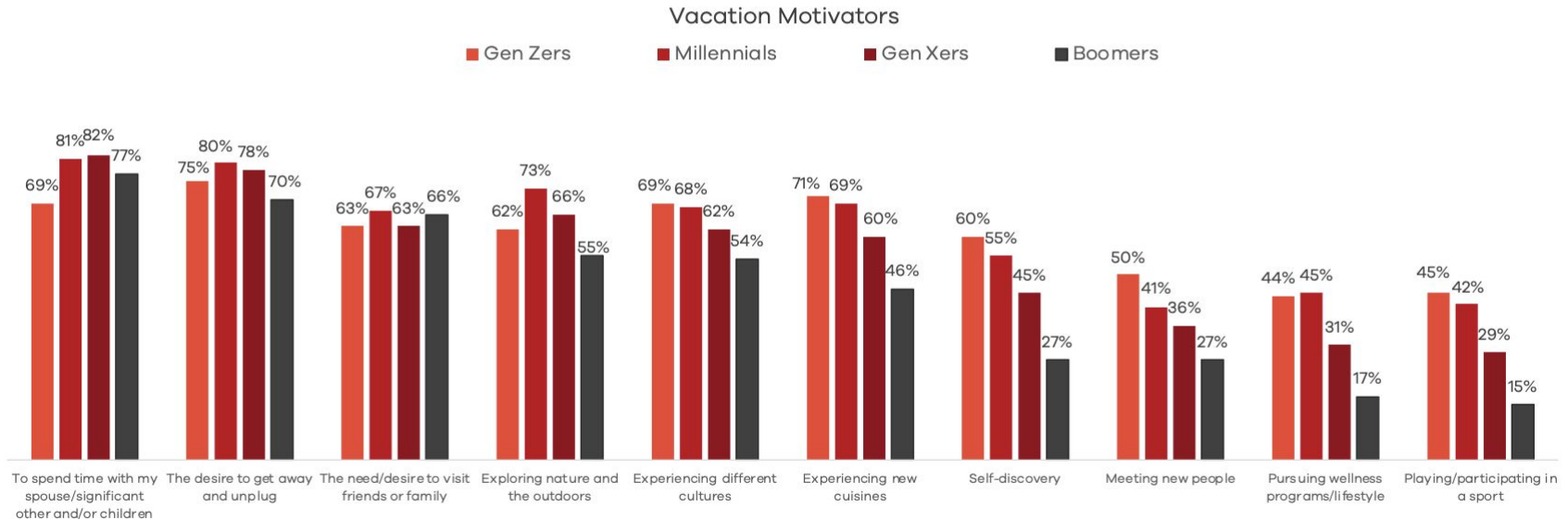
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### Trending

-  **St. Pete's Capybara Cafe offers cute, furry fun**
-  **Missing Pasco County boy found dead, deputies confirm**

# Older generations are motivated by seeing family and friends, while younger travelers seek immersive cultural experiences and enjoy sampling new cuisines.

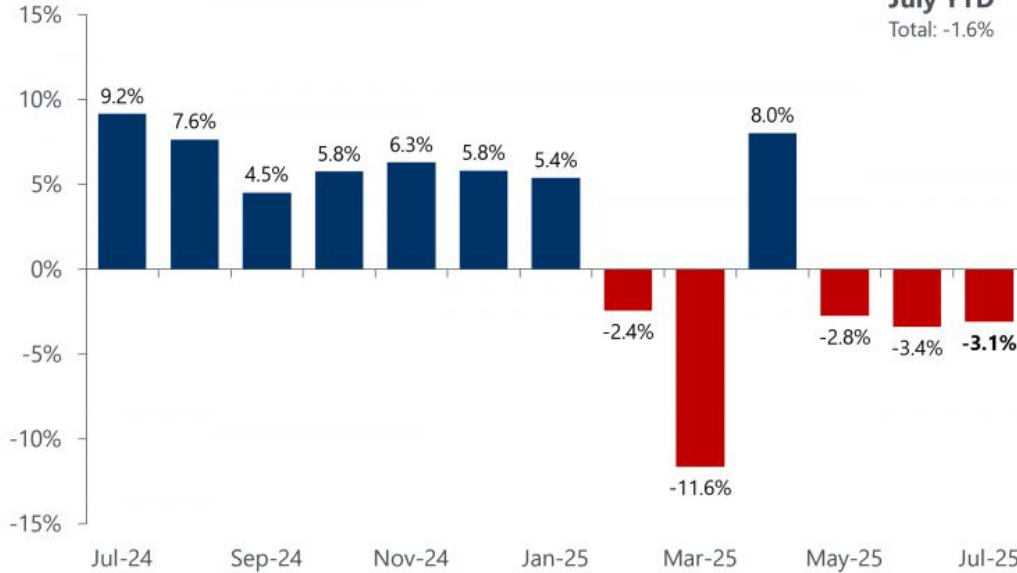


Base: Active leisure travelers (Gen Zers: n=464; Millennials: n=1,121; Gen Xers: n=927; Boomers: n=1,043)

Source: MMGY's 2024 *Portrait of American Travelers*® "Winter Edition"

## Overseas visitor arrivals to the US

Year-over-year change



Overseas arrivals dropped 3.1% in July, bringing the year-to-date (YTD) decline to 1.6%, with losses driven by decreases from Western Europe and Asia.

Canadian visitation continues to collapse, down 25.2% YTD. This includes a 37.0% drop in land arrivals in July alone. **Canadian interest in Mexico is surging—with bookings for August to October up 11.8% to 13.5%.**

*(Tourism Economics' Global Travel Service)*

# Most beach marketing? **A predictable tide of clichés.**

(Just look at the real ads)

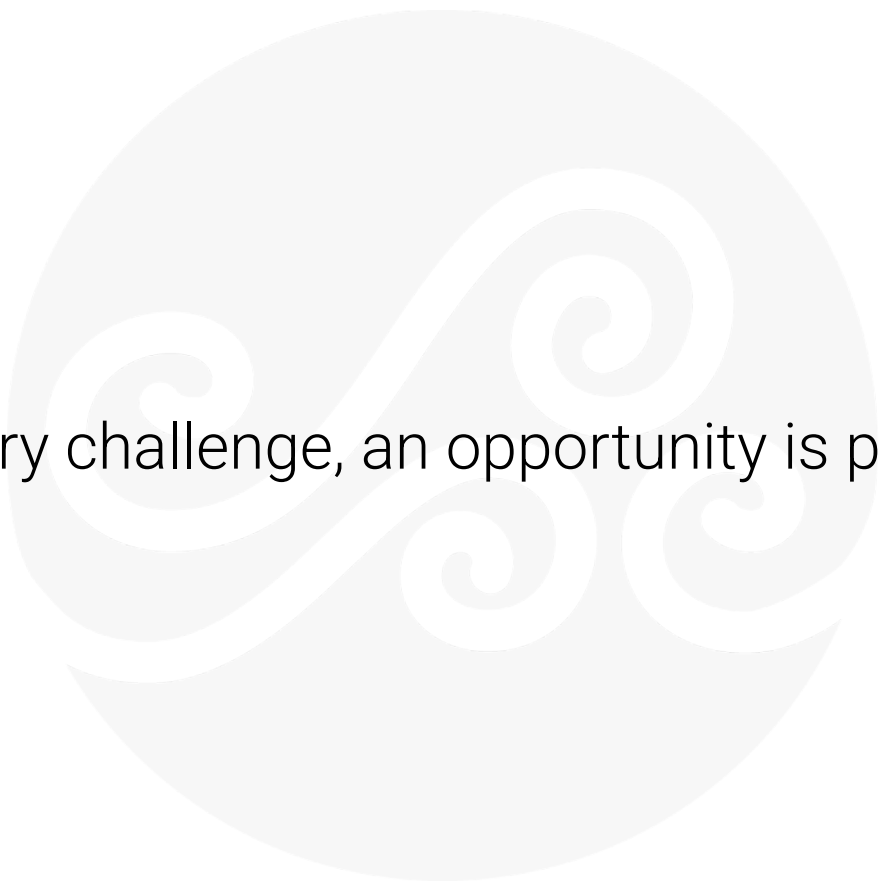


AI won't just redefine technology.  
**It's going to redefine what it means to be  
human.**



The conventions of the visitation marketing playbook  
are being **re-written before our eyes.**

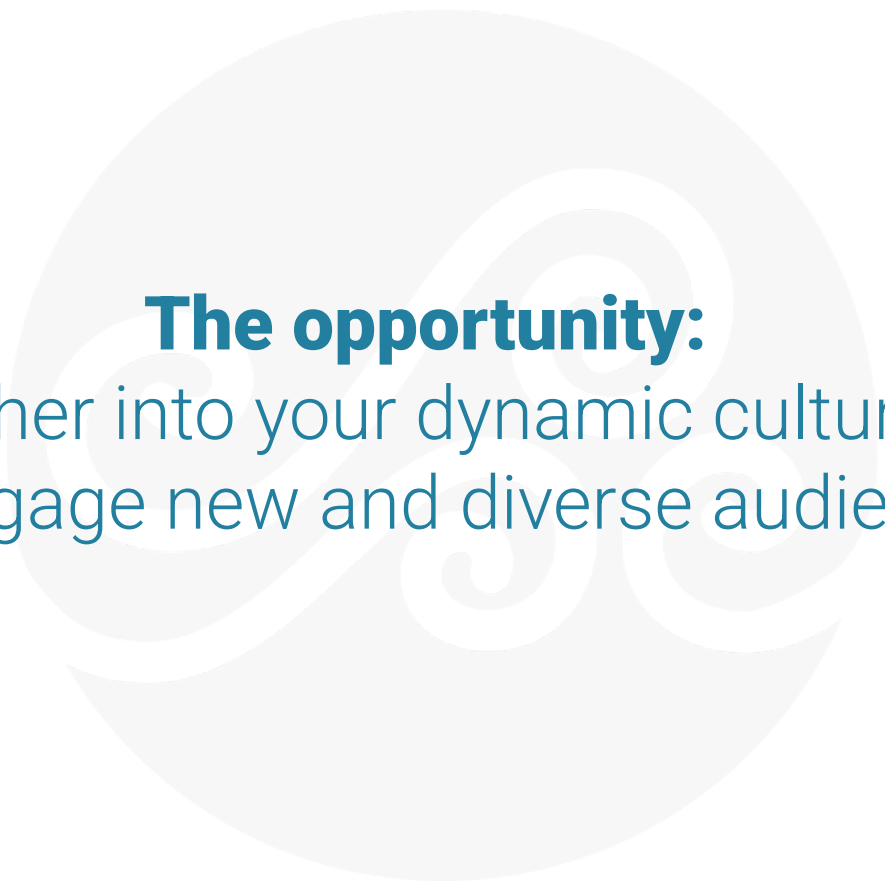
Inspiration > Discovery > Research > Planning > Booking



With every challenge, an opportunity is presented.



Bringing an **integrated perspective and a performance-driven mindset** to unlock these opportunities for St. Pete-Clearwater



## **The opportunity:**

Lean further into your dynamic cultural assets to engage new and diverse audiences.



# **1. PRECISION**

From how we target, to your market approach, to when we position a message, we focus on cutting out the waste.

## **2. ADAPTABILITY**

Your campaigns should never be a fixed proposition.  
Always test. Always learn. Always prioritize, and  
optimize, for performance.

### **3. INTEGRATED INSIGHTS**

An insight not shared is an insight wasted.  
Looking beyond media to drive media  
performance is essential.

# Media Planning: Performance Mindset

Landscape & Segmentation

Planning Dimensions

Integrated Insights

Testing Frameworks

Measurement Frameworks



Targeting Matrix

Travel Inputs

Data + AI Overlays

Investment Impact



SEQ



**HYPOTHESIS**  
PROVE  
DISPROVE



**SUBJECTS**  
COPY  
CREATIVE  
FORMAT  
PLATFORM  
CHANNEL  
INVESTMENT



**OPTIMIZATIONS**



**The highest-value travelers for St Pete-Clearwater  
are affluent couples and families ages 35-54 who  
reside in the Midwest.**

(Future Partners Data: 2024/2025; all regions; excludes day trip)

**There is an emerging audience of Gen Z travelers who find St. Pete-Clearwater energizing, exciting, and entertaining.**

(Future Partners Data)

**Hotel revenue is still predominantly driven by in-state travelers which we need to sustain while we increase visitation from our growth segments.**

(Adara data; Annual report: out of state visitor is worth 2.3x more in economic impact)



### Culinary Exploration

Food bloggers exploring local culinary hotspots



### Cultural Discovery

Tap art enthusiasts to expand exploration



### Family Adventures

Family content creators discovering hidden gems



### Sport Fishing

Expand on the tarpon fishing expectation



### Travel Convenience

Embrace travel enthusiasts in direct flight markets

tripscout

Meta

reddit



Visitation Data



Demographic Insights



Visitor Surveys



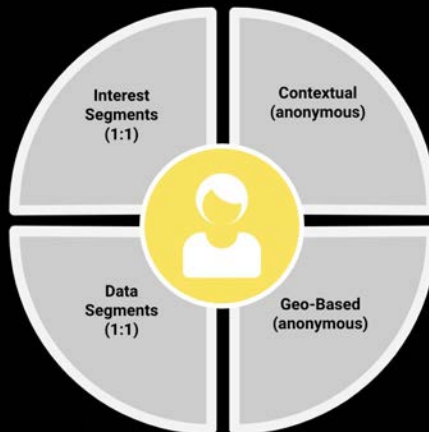
Website Usage



Travel Endemic



Airline Partners



Booking.com



EATER



KAYAK

Uber

Outside

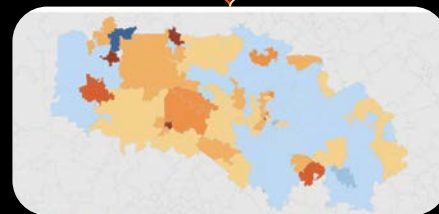
Family Cohort

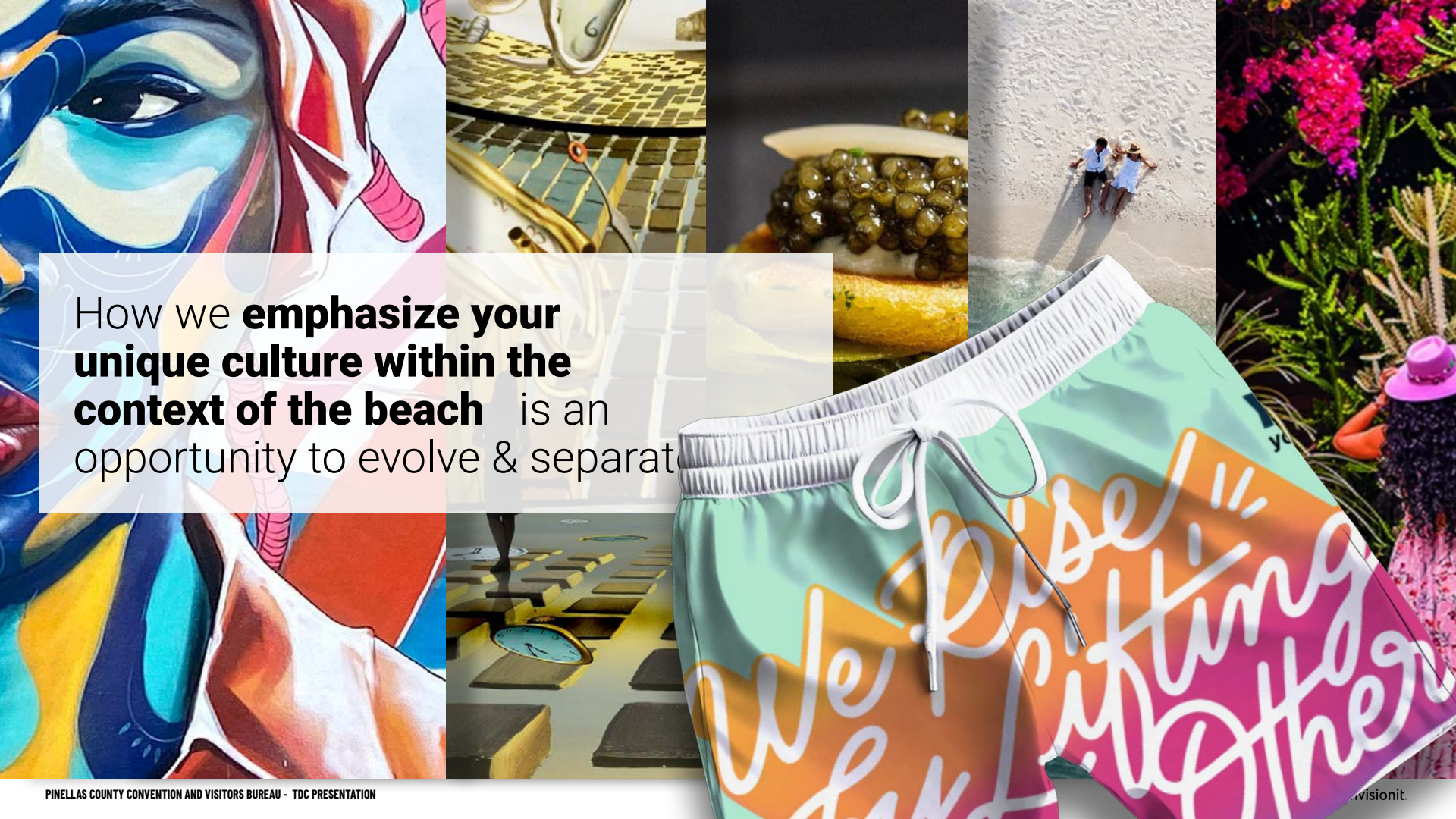


Culture Cohort



Adventure Cohort





How we **emphasize your unique culture within the context of the beach** is an opportunity to evolve & separat

# Unchained

Destinations International's  
official AI education collaborator.

VISIT **FLORIDA**

visit  greater  
palm springs

VISIT  VICTORIA

 visit *Anaheim*

**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau

  
SearchWide Global

VISIT  DALLAS

Visit  
**tucson** 

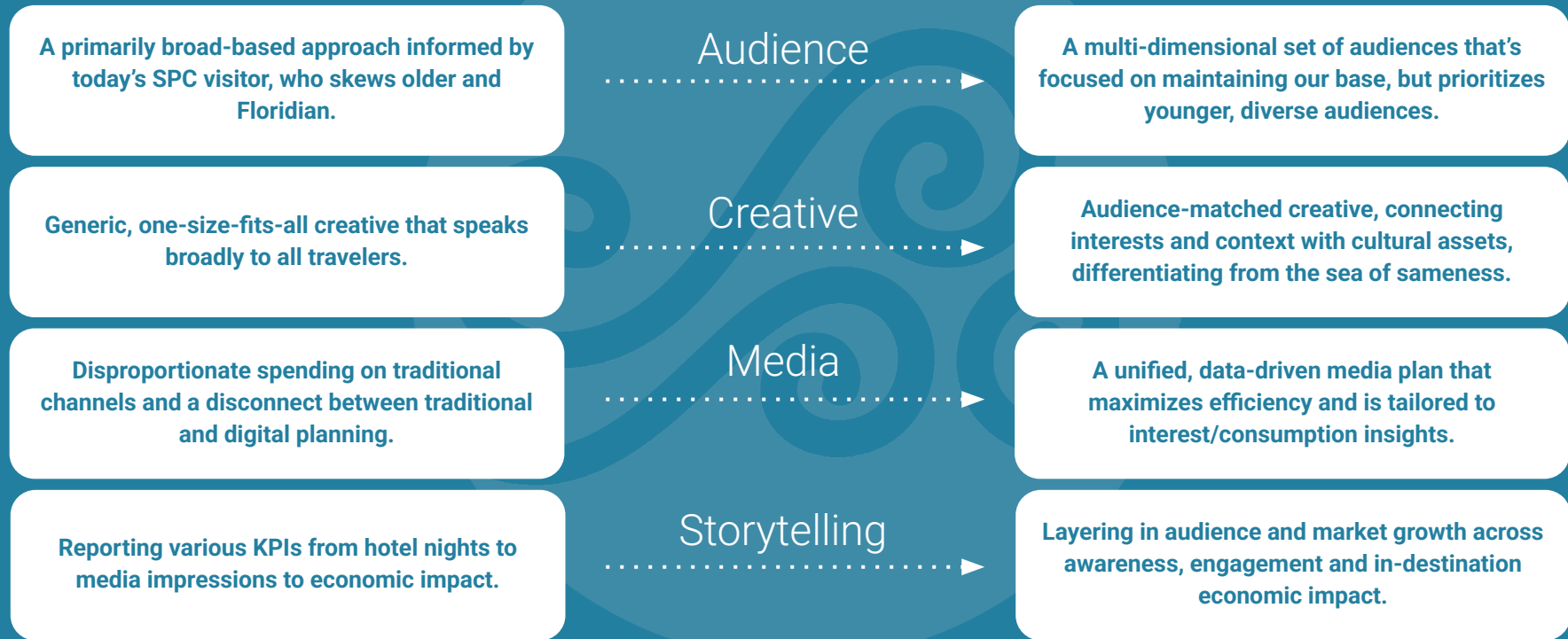
**AURORA** 

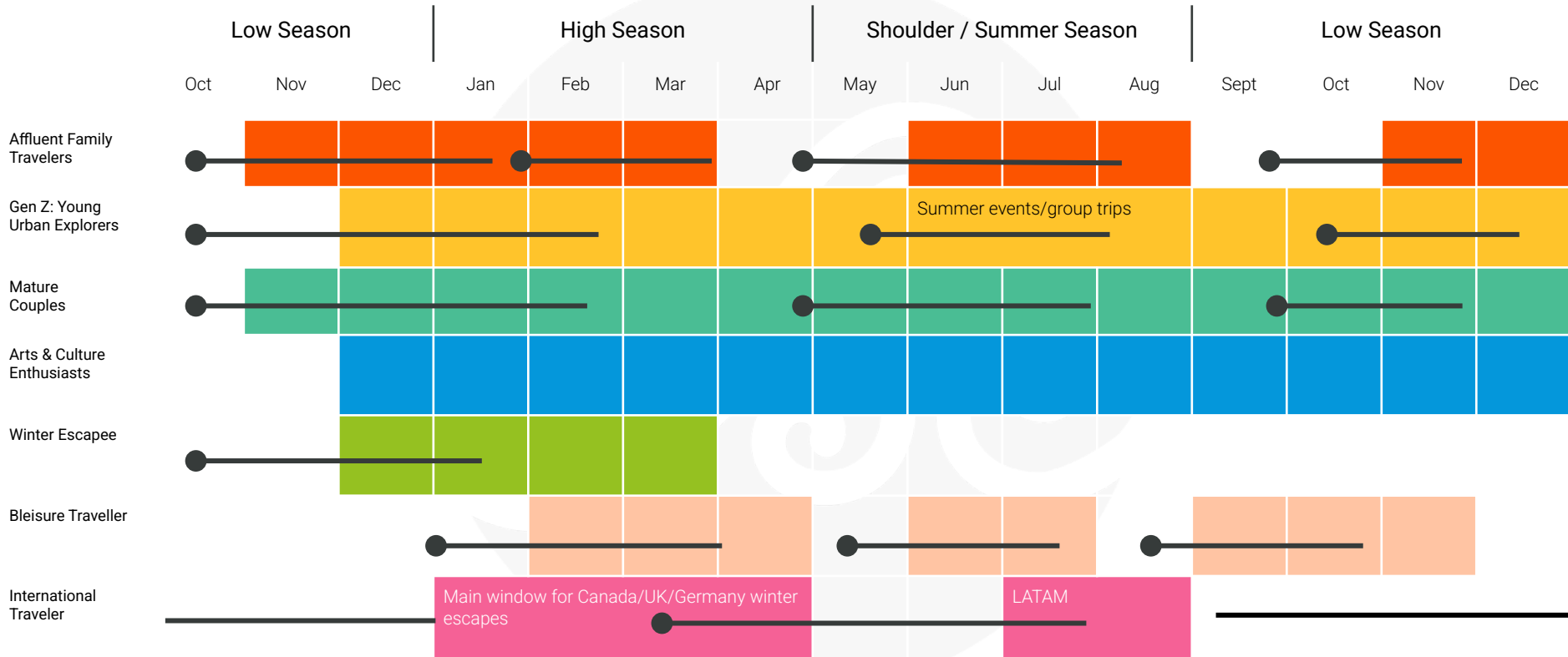


We are already **hard at work!**



# Evolving our priorities **for the road ahead.**

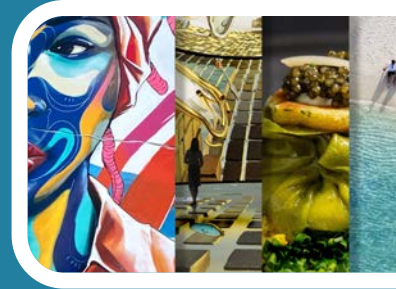




September > October > November > December > January > February > March > April



Emphasis **evolution**



**ENJOY  
YOUR  
AGENCY**

