

DESTINATION METRICS

November 2025

Historical Reporting Data: September 2025

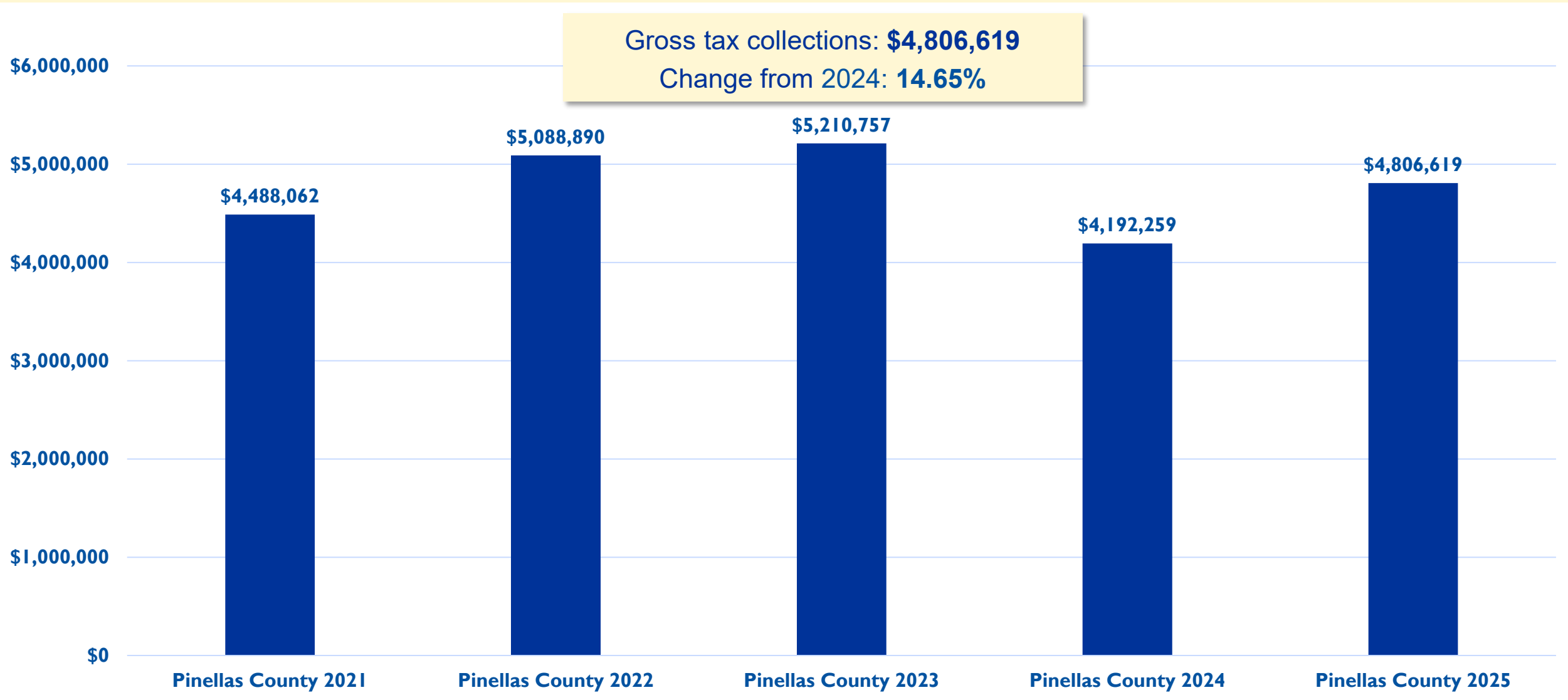


ST.PETE
CLEARWATER, FL

Topline Data



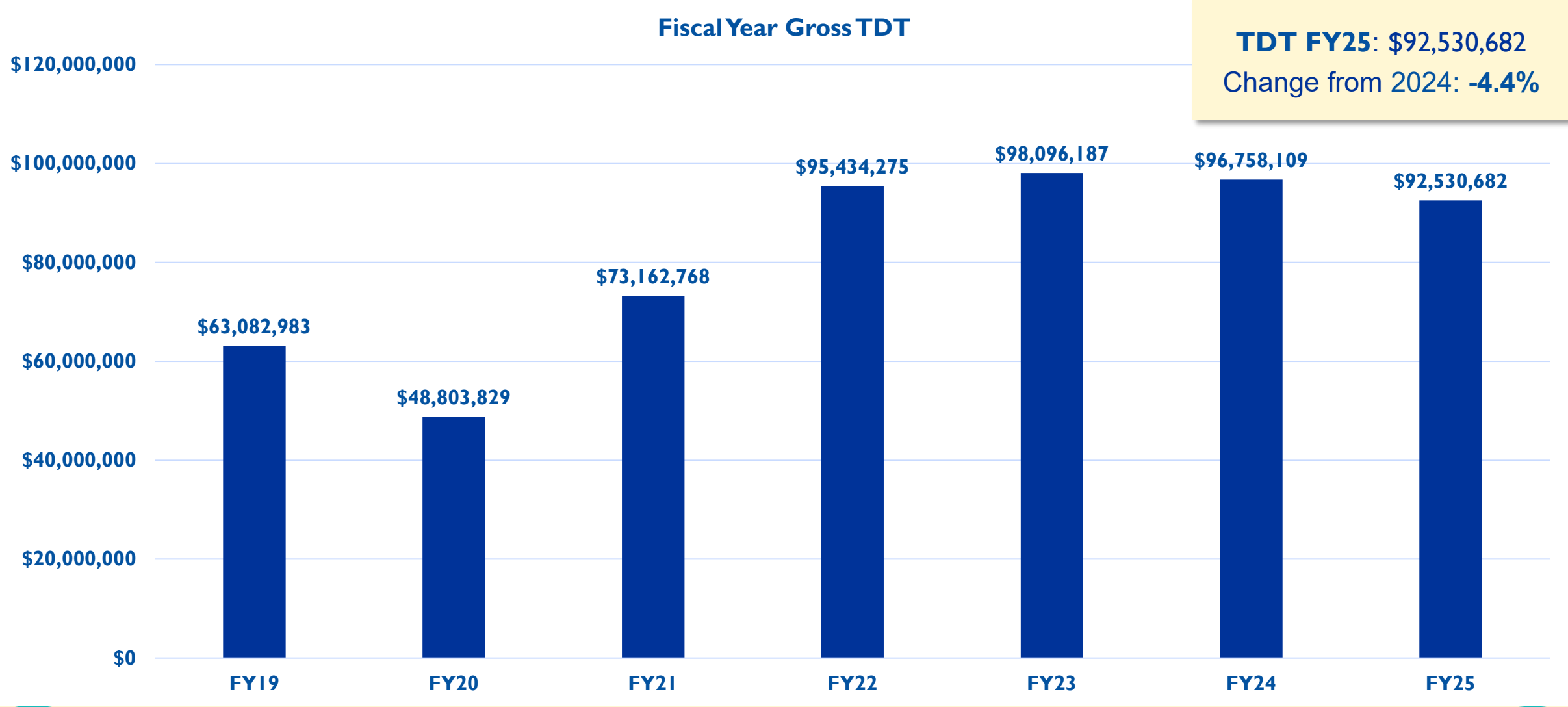
September Tourist Development Tax



TDT Local Option – September

Local Option Tax	2023	2024	2025
Clearwater-Clearwater Beach	\$1,449,854.97	\$1,008,081.78	\$1,366,469.52
St. Pete	\$607,027.39	\$643,725.57	\$612,385.90
Dunedin	\$62,885.77	\$62,775.61	\$69,107.82
Tarpon Springs-Oldsmar-Palm Harbor-Safety Harbor	\$166,603.18	\$145,924.89	\$71,648.46
Indian Rocks-Shores-Madeira-Belleair Beach	\$180,301.11	\$138,834.93	\$135,803.36
Treasure Island	\$191,582.65	\$83,500.46	\$136,809.93
St. Pete Beach	\$686,519.73	\$347,875.21	\$432,695.25
Vacation Rental-MISC	\$1,767,828.86	\$1,648,963.20	\$1,698,641.86

Tourist Development Tax Snapshot



Fiscal Year Hospitality Performance Snapshot

Hotel Summary

FY2025

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
YTD Fiscal Year	72.5%	\$194.79	\$141.27	7.8M	5.7M	\$1.1B
YTD Change vs. Previous Year	▲ 7.6%	▲ 2.5%	▲ 10.3%	▼ -4.5%	▲ 2.7%	▲ 5.3%

Vacation Rental Summary

FY2025

	Adj. Paid Occ.	ADR	Adj. RevPAR	Supply	Demand	Revenue
YTD Fiscal Year	53.6%	\$243.62	\$130.55	773.0K	414.2K	\$100.9M
YTD Change vs. Previous Year	▼ -3.9%	▼ -0.6%	▼ -4.5%	▼ -8.2%	▼ -11.8%	▼ -12.3%

An aerial photograph showing the ocean meeting a sandy beach. The water is a deep green color, and the waves are breaking with white foam. The sand is a light brown color, and the waves are creating a pattern of white foam as they recede. The text "Looking Ahead: Pace + Forecast" is overlaid in the bottom right corner.

**Looking Ahead:
Pace + Forecast**

November 2025 thru April 2026

Hotel Pace Report

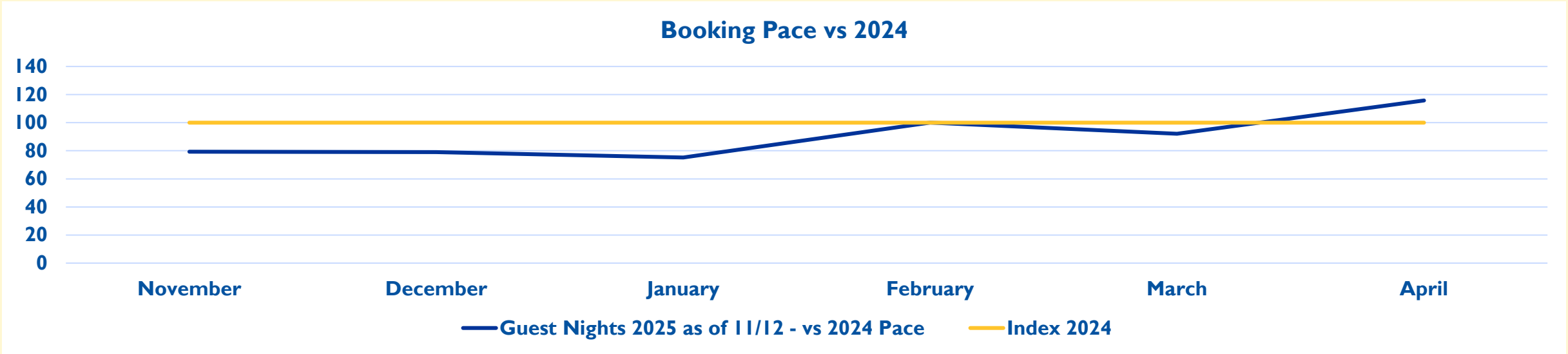
ADR ▾	Guest Checkins ▾	Guest Nights ▾	Paid Occ. % ▾	Avg. Booking Window ▾	Avg. Length of Stay ▾
<div>\$2362025</div>	<div>94,5152025</div>	<div>290,8472025</div>	<div>16.4%2025</div>	<div>962025</div>	<div>2.92025</div>
<div>\$2142024</div>	<div>102,2522024</div>	<div>378,1562024</div>	<div>21.3%2024</div>	<div>792024</div>	<div>3.12024</div>
Hotel <div>10.5 % ↗</div>	Hotel <div>-7.6 % ↘</div>	Hotel <div>-23.1 % ↘</div>	Hotel <div>-23.1 % ↘</div>	Hotel <div>20.8 % ↗</div>	Hotel <div>-7.2 % ↘</div>

Vacation Rental Pace Report

ADR ▾	Guest Checkins ▾	Guest Nights ▾	Adj. Paid Occ. % ▾	Avg. Booking Window ▾	Avg. Length of Stay ▾
<div>\$3022025</div>	<div>16,7322025</div>	<div>169,9982025</div>	<div>28.9%2025</div>	<div>1642025</div>	<div>10.02025</div>
<div>\$2522024</div>	<div>11,8202024</div>	<div>139,2982024</div>	<div>33.9%2024</div>	<div>2062024</div>	<div>11.42024</div>
Direct <div>19.8 % ↗</div>	Direct <div>41.6 % ↗</div>	Direct <div>22.0 % ↗</div>	Direct <div>-14.6 % ↘</div>	Direct <div>-20.6 % ↘</div>	Direct <div>-12.0 % ↘</div>

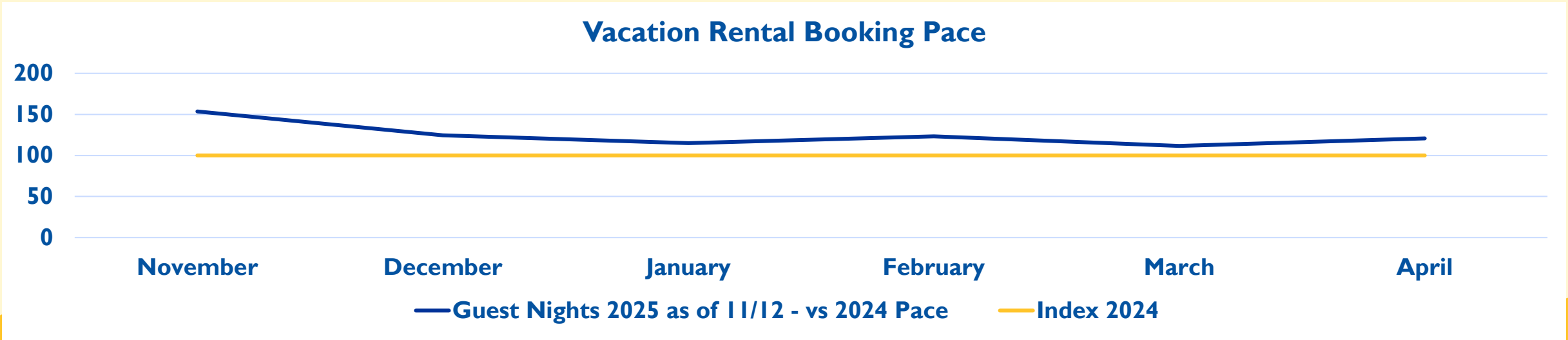
Hotel Pace Guest Nights

November 2025 thru April 2026



Vacation Rental Guest Nights

November 2025 thru April 2026





ST.PETE
CLEARWATER,FL