

# DESTINATION METRICS

November 2025

Historical Reporting Data: September 2025



ST.PETE  
CLEARWATER, FL

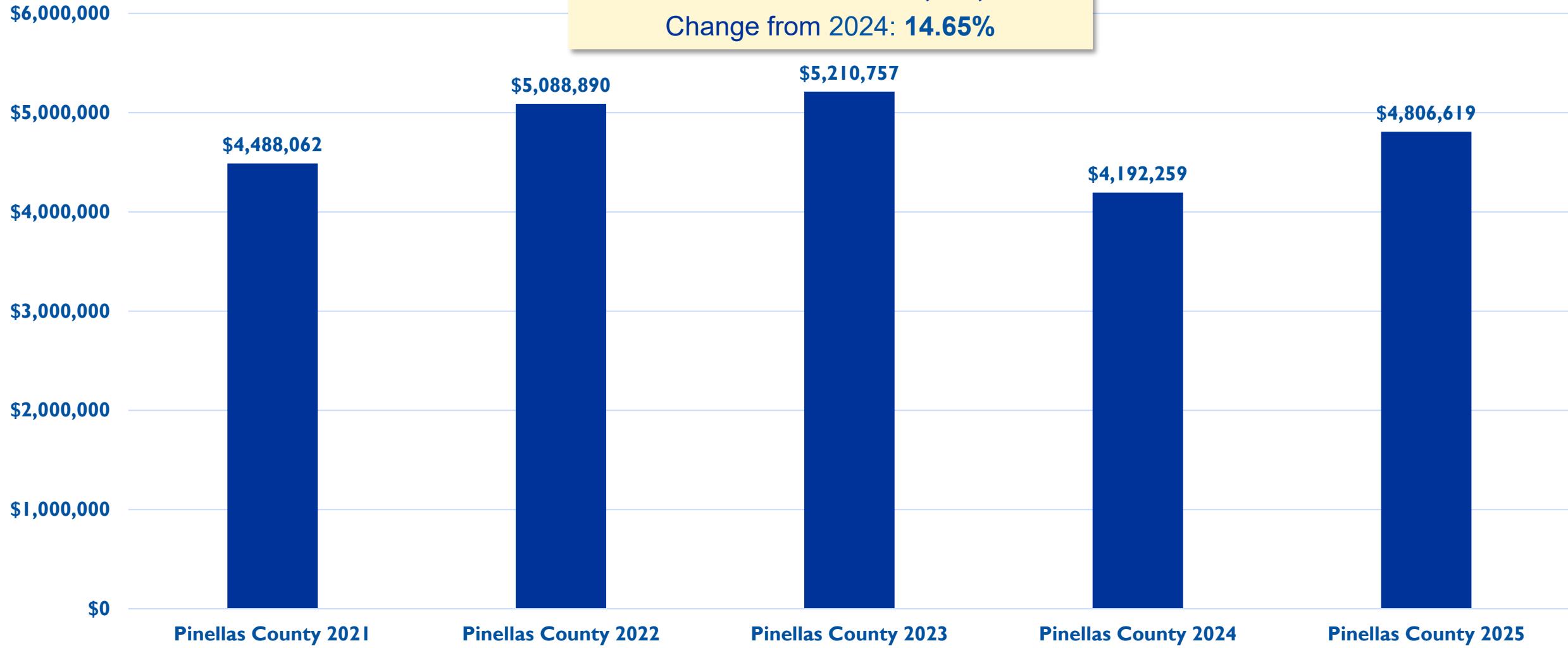
# Topline Data



# September Tourist Development Tax

Gross tax collections: **\$4,806,619**

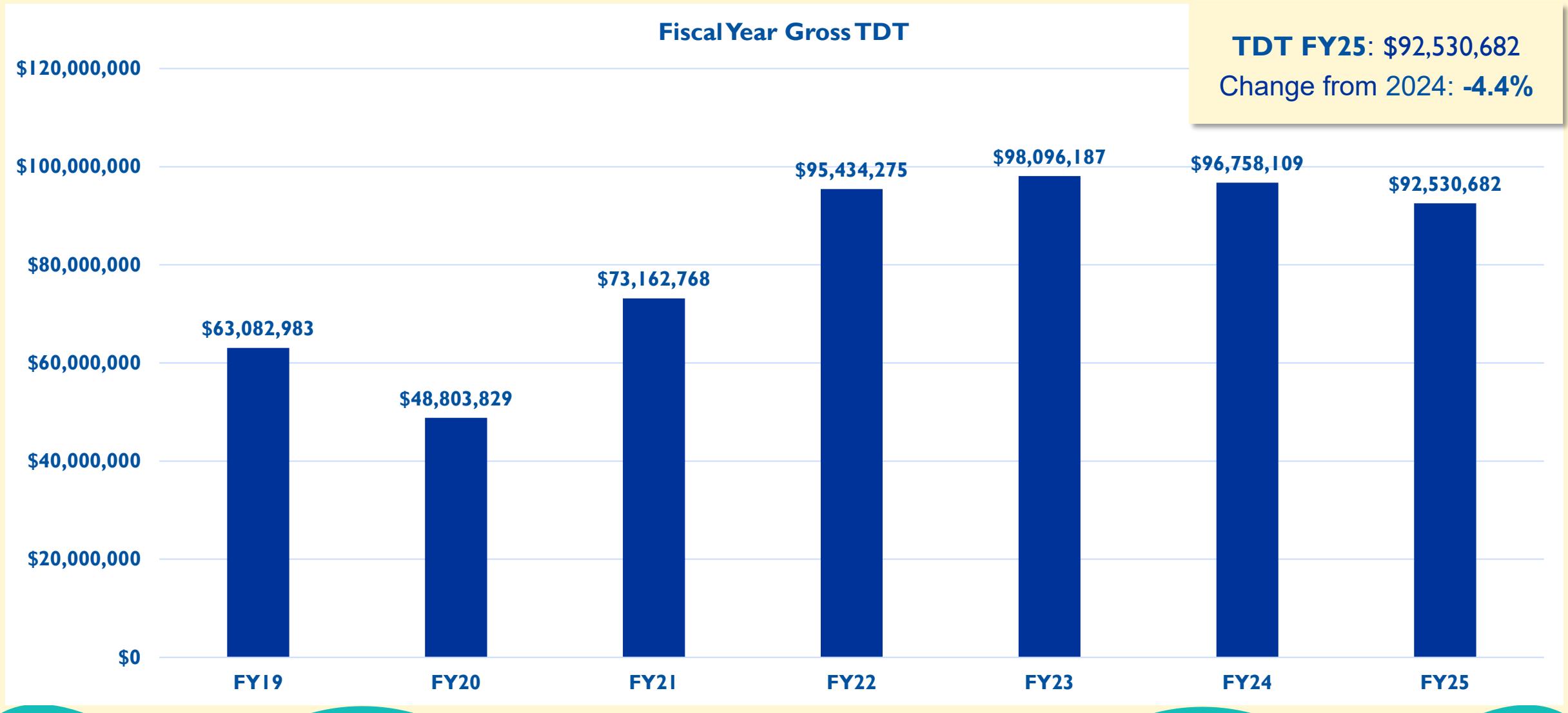
Change from 2024: 14.65%



# 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

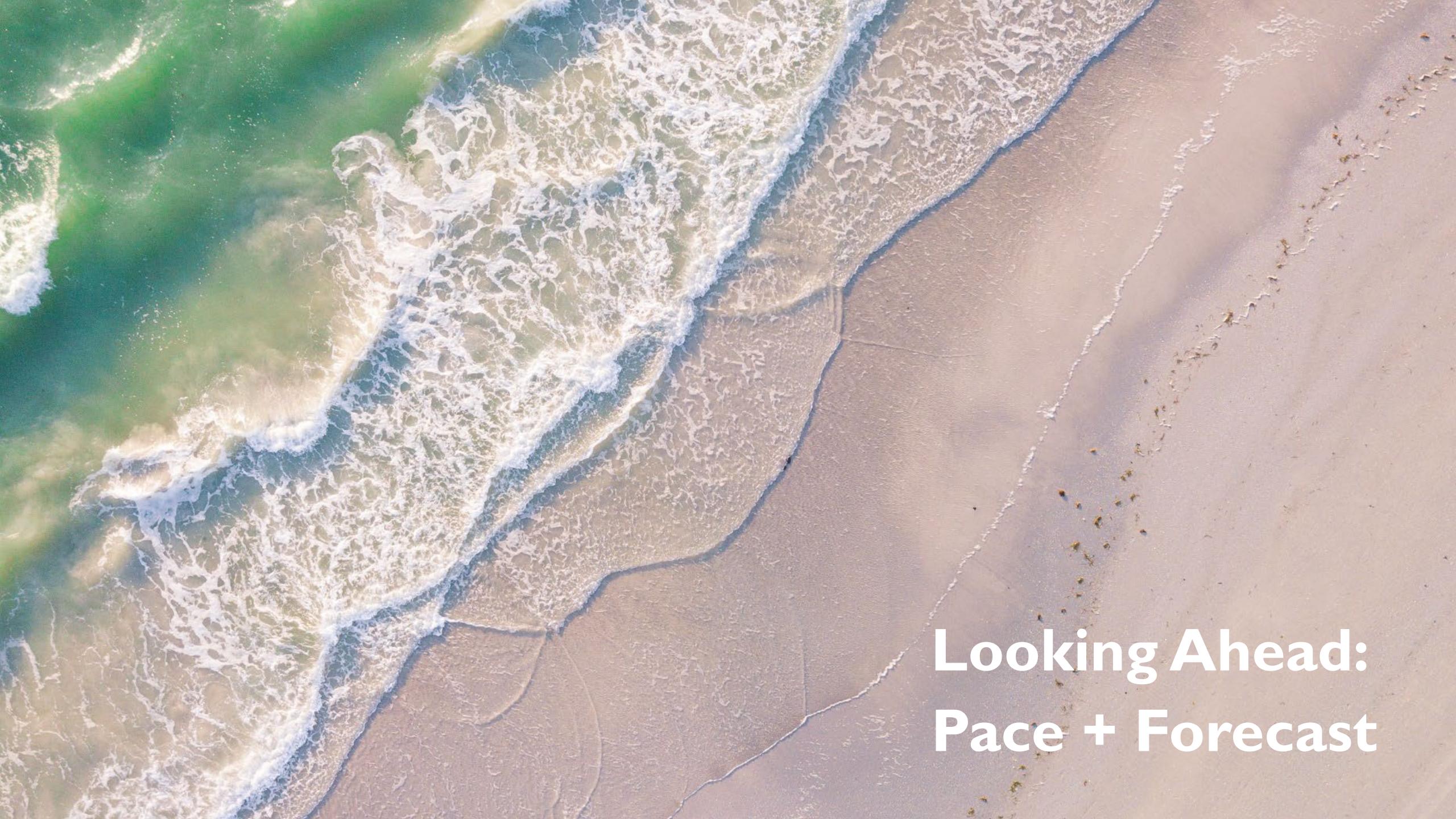
FY2025

	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 of a coastal scene. On the left, the ocean is a vibrant greenish-blue, with white-capped waves crashing onto the shore. The right side of the image shows a wide, sandy beach with a few small, dark figures visible, suggesting a low tide or a wide expanse of sand. The overall composition is a high-angle shot of the coastline.

**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
\$236 <span>2025</span>	94,515 <span>2025</span>	290,847 <span>2025</span>	16.4% <span>2025</span>	96 <span>2025</span>	2.9 <span>2025</span>
\$214 <span>2024</span>	102,252 <span>2024</span>	378,156 <span>2024</span>	21.3% <span>2024</span>	79 <span>2024</span>	3.1 <span>2024</span>
Hotel <span>10.5 % ↗</span>	Hotel <span>-7.6 % ↘</span>	Hotel <span>-23.1 % ↘</span>	Hotel <span>-23.1 % ↘</span>	Hotel <span>20.8 % ↗</span>	Hotel <span>-7.2 % ↘</span>

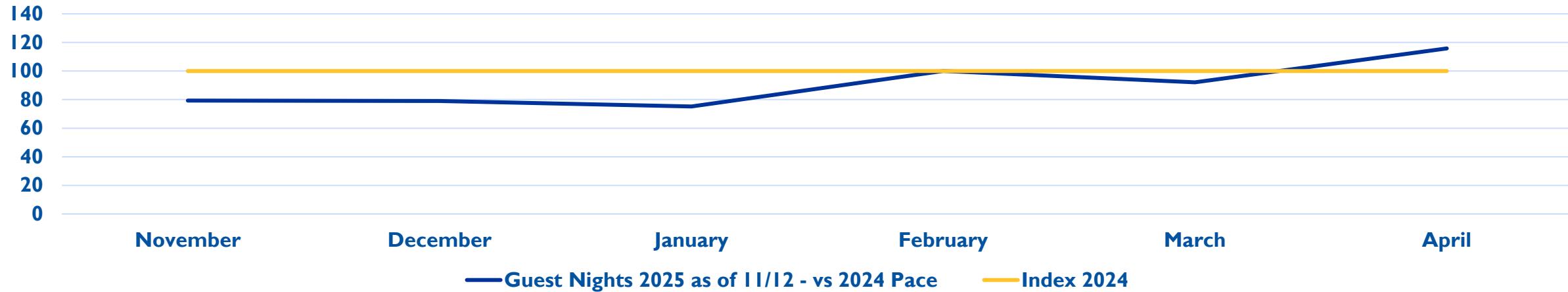
## Vacation Rental Pace Report

ADR	Guest Checkins	Guest Nights	Adj. Paid Occ. %	Avg. Booking Window	Avg. Length of Stay
\$302 <span>2025</span>	16,732 <span>2025</span>	169,998 <span>2025</span>	28.9% <span>2025</span>	164 <span>2025</span>	10.0 <span>2025</span>
\$252 <span>2024</span>	11,820 <span>2024</span>	139,298 <span>2024</span>	33.9% <span>2024</span>	206 <span>2024</span>	11.4 <span>2024</span>
Direct <span>19.8 % ↗</span>	Direct <span>41.6 % ↗</span>	Direct <span>22.0 % ↗</span>	Direct <span>-14.6 % ↘</span>	Direct <span>-20.6 % ↘</span>	Direct <span>-12.0 % ↘</span>

# Hotel Pace Guest Nights

November 2025 thru April 2026

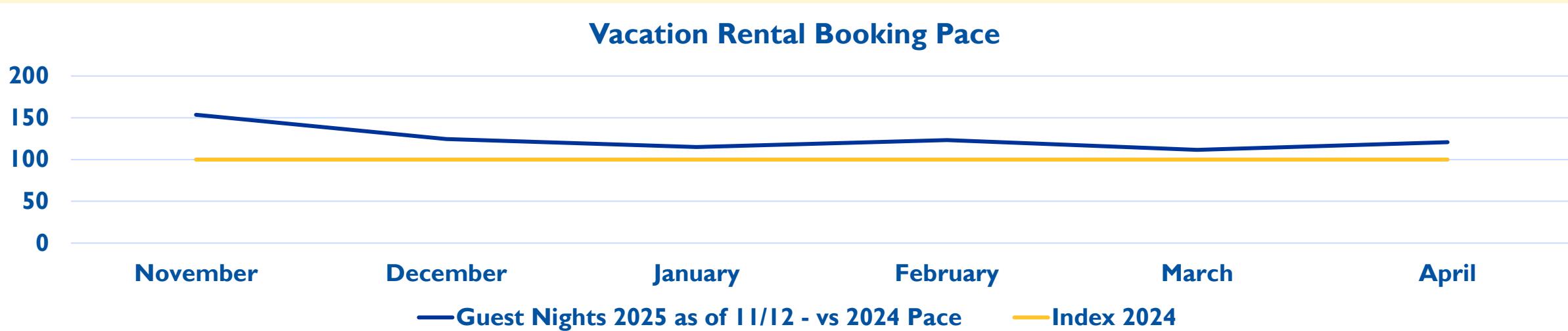
## Booking Pace vs 2024



# Vacation Rental Guest Nights

November 2025 thru April 2026

## Vacation Rental Booking Pace



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 & GROPER SANDWICHES & 200 MPH INDY CARS & TIKI BARS & SEASHHELLS & 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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