

DESTINATION METRICS

December 2025




ST.PETE
CLEARWATER, FL

VISITOR METRICS

FISCAL YEAR 2025



Topline FY25 Summary

- 14.9 million visitors in FY2025
 - More than \$10 billion economic impact for the 4th consecutive year
 - More than \$92 million TDT for the 4th consecutive year
 - Destination continues to recover
 - Broad headwinds exist into 2026
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Visitor Metrics FY25

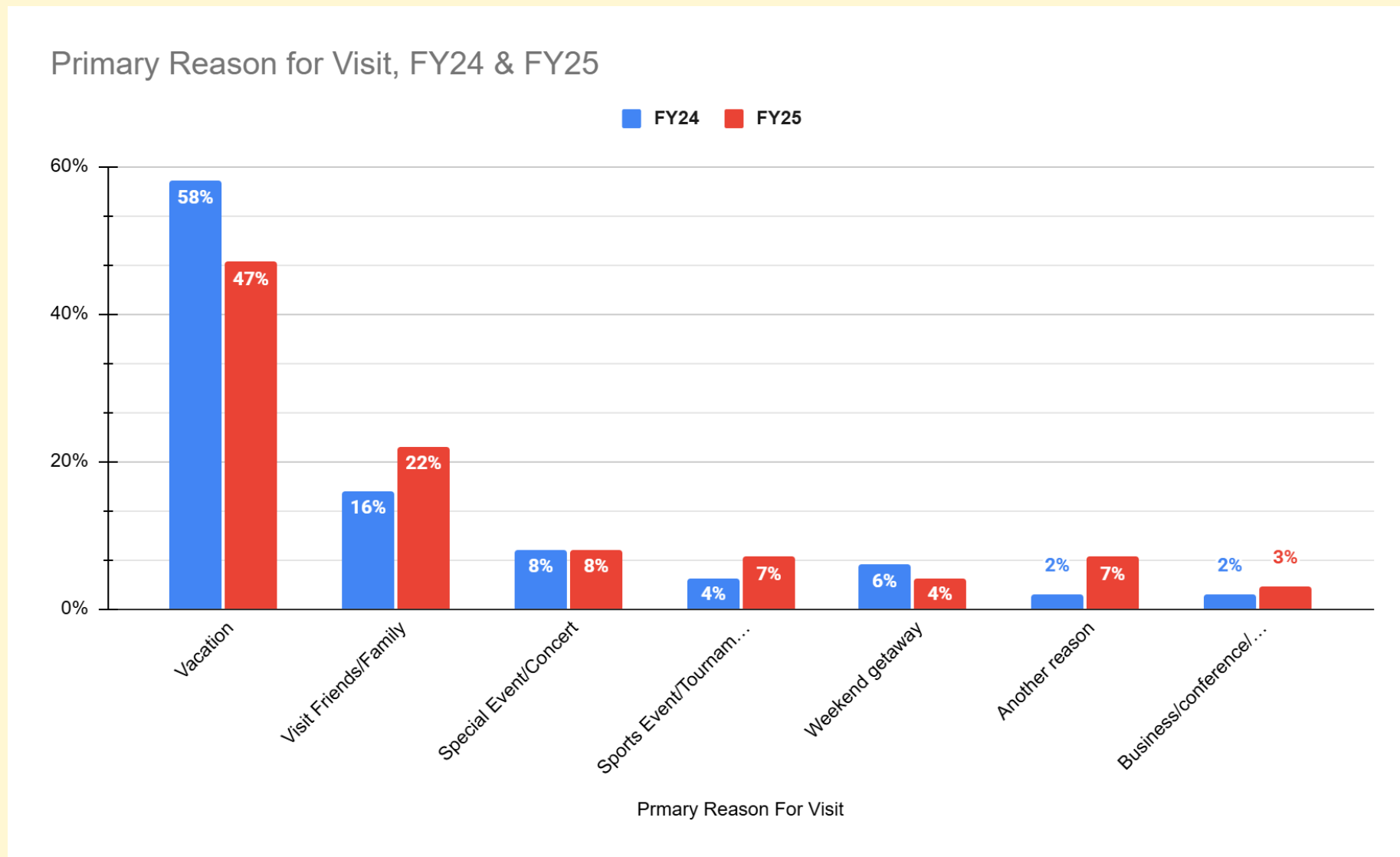
Visitor Estimates	Total Visitors to Pinellas	TDT Revenue	Est. Sales Tax Revenue	Est. Direct Visitor Spending	Est. Total Economic Impact
Fiscal Year 2025	14,929,998	\$92,530,687	\$55,494,816	\$6,072,864,408	\$10,153,022,423
Change From FY24	-2.70%	-4.30%	-10.70%	-10.10%	-8.90%

Key Visitor Details

Key Profile Metrics	FY24	FY25
Avg LoS in Paid Lodging: Nights	4.7	4.1
Avg Daily Spend	\$306	\$330
Travel Party Size	2.6	3.6
Planning Window in Paid Lodging (mean days)	61	60
Advertising/Promotion Recall	44%	70%
Average Age	52.0	49.4
Average Household Income	\$106,767	\$109,881

Source: Future Partners. Survey sample size: FY25 - 5,087, FY24 – 4,977

Visitor Metrics FY25

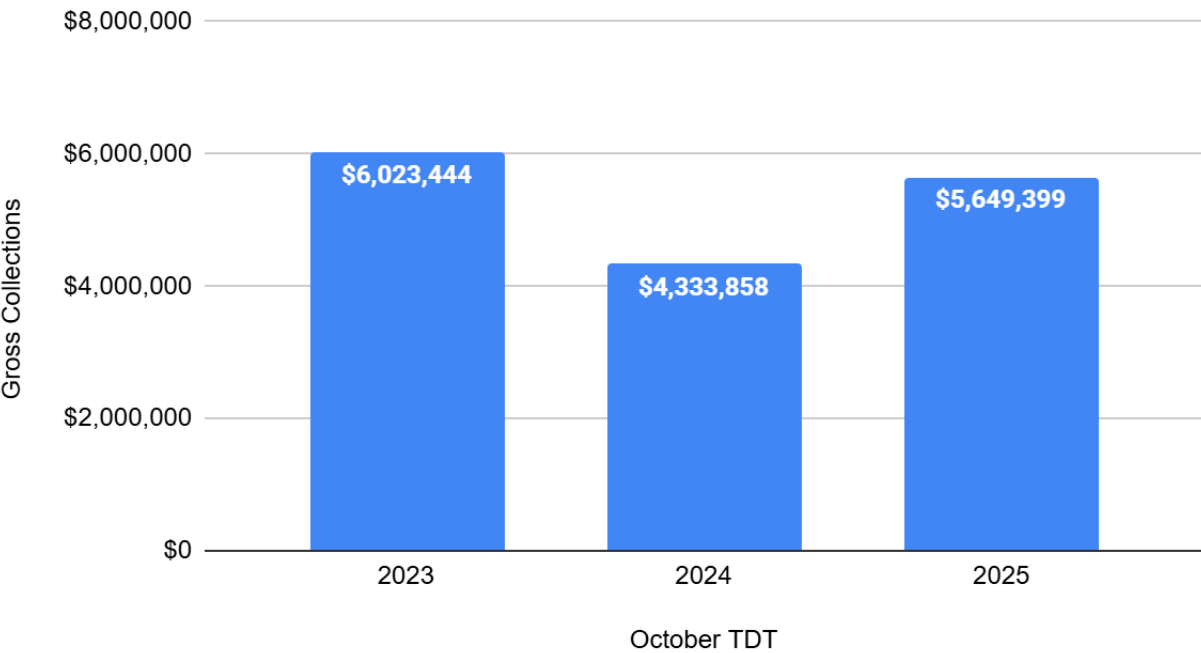


OCTOBER DATA



October Tourist Development Tax

Gross Collections vs. October TDT



October TDT By Community	TDT Collected	Change From 2024	Change From 2023
Vacation Rental/Other	\$2,011,393.47	167.2%	-0.93%
Clearwater/Clearwater Beach	\$1,624,595.23	17.2%	-2.77%
St Petersburg	\$764,662.26	-22.2%	5.1%
St Pete Beach	\$527,191.52	230.2%	-33.29%
Treasure Island	\$167,832.87	96.6%	-32.44%
Oldsmar/Safety Harbor	\$94,113.51	-36.2%	-7.47%
Dunedin	\$90,899.55	10.1%	24.69%
Madeira Beach	\$81,513.40	8.8%	-18.72%
Palm Harbor	\$77,292.46	-11.2%	-3.32%
N Redington Beach/Redington Beach/Redington Shores	\$53,266.57	59%	37.44%
Indian Rocks Beach	\$34,619.82	279.5%	-28.43%
Tarpon Springs	\$25,187.21	-56%	-10.35%
Indian Shores	\$16,902.65	155.5%	-38.66%
Belleair/Belleair Beach/Bluffs/Shores	\$11,467.82	23.1%	-31.98%

October Lodging Performance

Hotel					
October	Occupancy	ADR	RevPAR	Demand	Revenue
2025	59.3%	\$160.86	\$95.36	403,944	\$64,979,726
2024	70.2%	\$158.50	\$111.19	454,276	\$72,004,425
2023	60.7%	\$162.66	\$98.68	422,831	\$68,778,923
Vacation Rental (Sample)					
October	Occupancy	ADR	RevPAR	Demand	Revenue
2025	39.3%	\$194	\$76	28,714	\$5,573,799
2024	25.9%	\$160	\$41	13,670	\$2,181,619
2023	49%	\$185	\$91	32,071	\$5,932,509

Source: CoStar, Key Data. Direct Vacation Rental data sample of 169 Property Managers and 3988 units



Next Six Months

Hotel and Vacation Rental Pacing: December 2025 – May 2026

Hotel Pacing (of Sample)	ADR	Checkins	Guest Nights
Dec Thru Feb	\$223	80,832	235,668
Change Same Period FY24	8.1%	-1.3%	-22.7%
Change Same Period FY23	0%	-17.9%	-17.5%
March Thru May	\$321	17,124	64,395
Change Same Period FY24	8.3%	-1.6%	-2.9%
Change Same Period FY23	4.1%	-12.1%	-19.2%

Vacation Rental Pacing (of Sample)	ADR	Checkins	Guest Nights
Dec Thru Feb	\$284	9,683	97,348
Change Same Period FY24	20.5%	33.3%	22.6%
Change Same Period FY23	11.7%	-8.4%	-10.3%
March Thru May	\$369	7,118	71,149
Change Same Period FY24	23.5%	33.3%	20.1%
Change Same Period FY23	13.4%	17.2%	10.3%



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