

Performance Measures

Name	FY 24 Actuals	Q4 2024 (Oct-Dec)	Q1 2025 (Jan-Mar)	Q2 2025 (Apr-Jun)	Q3 2025 (Jul-Sept)	FY 25 Actuals
<b>All Departments</b>						
Bed Tax Collected (Gross)	\$96,758,113	\$16,892,025	\$31,971,947	\$25,450,053	\$18,216,663.00	\$92,530,687
Occupied Hotel Room Nights	6,443,378	1,474,800	1,612,831	1,426,934	1,231,188	5,745,753
Visitors to Pinellas County	15,404,744	3,193,620	4,182,333	4,076,126	3,477,920	14,929,999
Direct Visitor Spending	\$6,793,346,678	\$1,312,115,741	\$1,781,389,264	\$1,621,904,446	\$1,357,454,956	\$6,072,864,407
<b>Marketing</b>						
Stories Carried by Out-of-Market Media (Domestic)	536	41	76	37	539	693
Stories Carried by Out-of-Market Media (International)		126	17	114	180	437
Stories Carried by Local Media	148	30	40	16	55	141
Total Social Media Reach	184,188,072	21,248,322	19,083,623	15,624,611	64,717,645	120,674,201
Overall ROI of Ad Effectiveness Study (Annual)	40.12				27.02	27.02
Marketing Communications Recall (Earned or Paid) - Annual	44.40%	77.00%	76.00%	67.00%	59.00%	69.75%
<b>Business Development</b>						
Number of FAM Tours and Trips Hosted (North Am)	0	1	1	2	0	4
Number of FAM Tours and Trips Hosted (UK & Cent Eur)	7	1	-	5	3	9
Number of FAM Tours and Trips Hosted (LATAM)	22	7	5	5	3	20
Hotel Room Nights (Meetings)	149,594	38,525	42,468	34,776	38,893	154,662
Hotel Room Nights (Sports)	176,803	29,226	62,172	46,037	19,754	157,189
Local Spend from Film & Digital Media Productions (Film)	\$8,045,098	1,309,500	1,477,100	1,184,005	1,317,000	5,287,605
<b>Community Engagement</b>						
Number of Community Meetings Attended	243	81	55	73	62	271
Events Supported by VSPC Branding/Ambassadors	18	1	11	5	1	18
<b>Destination Metrics Only</b>						
Property Taxes by Tourism Industry (Annual)	\$269,843,385	\$52,719,561	\$69,913,436	\$64,281,205	\$52,819,312	\$239,733,514
Sales Tax generated by Visitors (Annual)	\$62,464,812	\$12,203,810	\$16,183,942	\$14,880,162	\$12,226,901	\$55,494,815
Tourism-Serving Jobs in Pinellas County (BLS)	61,154	54,543	60,800	62,900	61,400	59,911
Average Days Spent by Visitors	3.24	2.7	2.9	3.1	2.9	2.9
Number of Overnight Visitors in Paid Accomodations (Annual)	5,342,269	1,098,059	1,233,135	1,330,677	1,158,655	4,820,526
Organic Search Clicks	1,169,094	789,562	322,192	281,491	214,501	1,607,746