



ST.PETE
CLEARWATER, FL



ANNUAL PARTNER SUMMIT – ON TOUR –

A vibrant sunset over a beach. The sky is filled with warm, glowing colors of orange, yellow, and pink, with soft clouds catching the light. The sun is low on the horizon, creating a bright glow. The ocean waves gently wash onto the sandy beach. In the distance, two people are walking along the shoreline, their silhouettes reflected in the wet sand. The overall mood is peaceful and serene.

BRIAN LOWACK

President & CEO, VisitSPC



ST.PETE
CLEARWATER, FL

WELCOME





**14,900,000
VISITORS**



More Than
\$1.5 BILLION
Accommodations Revenue



More Than
\$92,000,000
in Tourist Development Tax



More Than
\$10 BILLION
Economic Impact



\$387 MILLION

In Taxes Generated By Tourism

\$2,000

**In Property Tax Savings For Each
Pinellas County Household**

HOST CITY

Visit Orlando



2025

FLORIDA



ST. PETE
CLEARWATER, FL
VisitSPC.com

DESTINATION PARTNER

Travelers citing the food/restaurant scene as a reason to visit grew from 10% to 41% YOY



MICHELIN

2025

FLORIDA



ST.PETE
CLEARWATER, FL
VisitSPC.com



DESTINATION PARTNER



NONSTOP TPA TO
Bogotá
COLOMBIA

avianca 



Tampa
International
Airport

STAR ALLIANCE MEMBER 



First ever direct
route to Southern
Hemisphere

+186%

LATAM Air Arrivals in 2025



2025 YEAR IN REVIEW







STEVE GRIMES

CMO, VisitSPC



MARKETING
EVOLVING FROM
2025 TO 2026



THE 2025 CAMPAIGN WAS BORN OF DATA

- Increasing Number Of People Coming For Our Beaches And...
- With “Ampersand” We Showcased Our White Sand And Much More

ST.PETE CLEARWATER, FL
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SAND & SEE

DINNER & A SHOW

ST.PETE CLEARWATER, FL
VisitSPC.com

ROOM & BOARD

ST.PETE CLEARWATER, FL
VisitSPC.com

THE DALÍ MUSEUM

TIME & SPACE

All this & more, just 3 hours from NYC.
Scan now & get away.

ST.PETE CLEARWATER, FL
VisitSPC.com

RHYTHM & BLUES

All this & more, just 3 hours from NYC.
Scan now & get away.

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ST.PETE
CLEARWATER, FL

Sunken & Surreal



ST.PETE
CLEARWATER, FL

ST.PETE
CLEARWATER, FL

Build a castle & Sleep in a palace

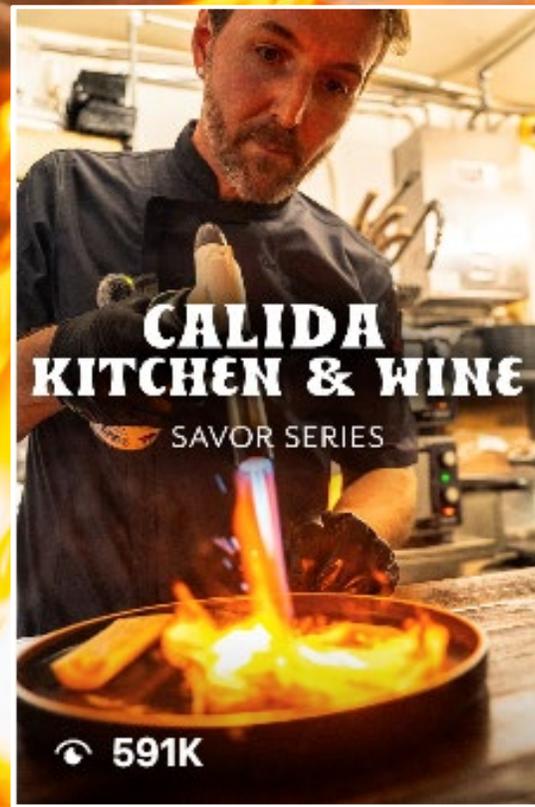
St. Pete-Clearwater is a feast for the senses. Unwind under the sun, paddle emerald waters, explore world-class museums, and savor local seafood with a stunning sunset view.

VISITSPC.COM



ST.PETE
CLEARWATER, FL

Piers & Plates



We Elevated Our Dining Scene

Palate & Palette



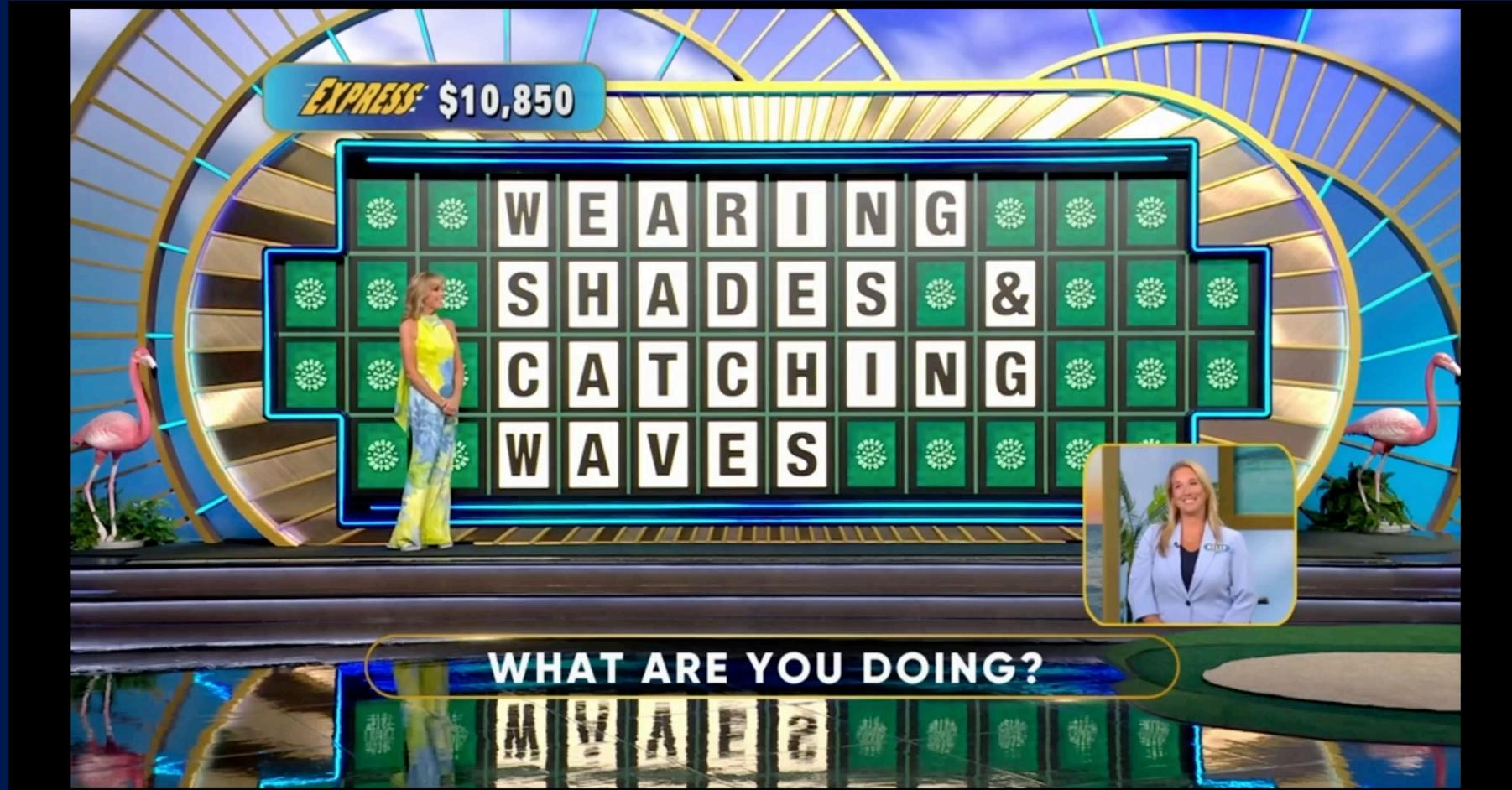


We Became The Official Beaches Of Our Sports Teams

- MLB Spring Training Phillies & Blue Jays
- MLS Preseason, Philadelphia Union, FC Cincinnati and CF Montreal
- Hometown Teams - Rays, Bucs & Lightning



We Received National Exposure On A Special Wheel Of Fortune





ST. PETE-CLEARWATER: Must Do's & Hidden Gems
St. Pete-Clearwater: Must Do's & Hidden Gems

With 35 miles of sun-drenched beaches, and tranquil emerald gulf waters, it's no wonder people flock to St. Pete-Clearwater to enjoy sun, sand and so muc...

Sep 11 • 35 min 10 sec

Speaker icon, share icon, and play button.

6:09

ST. PETE-CLEARWATER: Must Do's & Hidden Gems

Visit St. Pete-Clearwater and Times Total...

▶ Latest Episode

As home to America's Favorite Beaches, St. Pete-Clearwater boasts 35 miles of sugar-white sand with tranquil emer MORE
Places & Travel

Episodes

Sep 12
Gulfport, Ft. De Soto Park, Tierra Verde, Pass-A-Grille Beach and
Premium Edition Teaser: Has Ch November 6

Home New Library Search

We Expanded Gulf To Bay Into A Podcast



2026

WILL BE THE SAME BUT DIFFERENT

- **Our Strategic Message Of Beaches Plus Culture Remains But Will Evolve**
- **Data Continues To Drive Our Decisions**
- **Launch Of The New Brand Campaign**
 - Precision Targeting Vs Broad Markets
 - How We Will Increase Measurable Tactics
 - Focus On ROI





2026

MARKETING PRIORITIES

In Addition To The New Brand Campaign...

- Expand Social, Influencer & Content Production Capabilities
- Improved Data Strategy And Integration
- Reimagine The VisitSPC Website Leveraging Emerging Technology
- Invest In More Customizable, Personalized And Automated Emails
- Broaden Our PR And Media Pitches And Outreach



2026 JOHN LODWICK AWARD

Awarded to the local business with the most creative promotional idea of the year.





Empower Adventures

An episode of The Wild Bohr Show podcast on the zipline tower, 60 ft in the air.





FUTURE PARTNERS

Future Partners

The State of the American Traveler & FY25 Visit St. Pete-Clearwater Visitor Profile





The State of the American Traveler

Methodology

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- Survey collected: [November 17-30](#)
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region

United States Census Regions



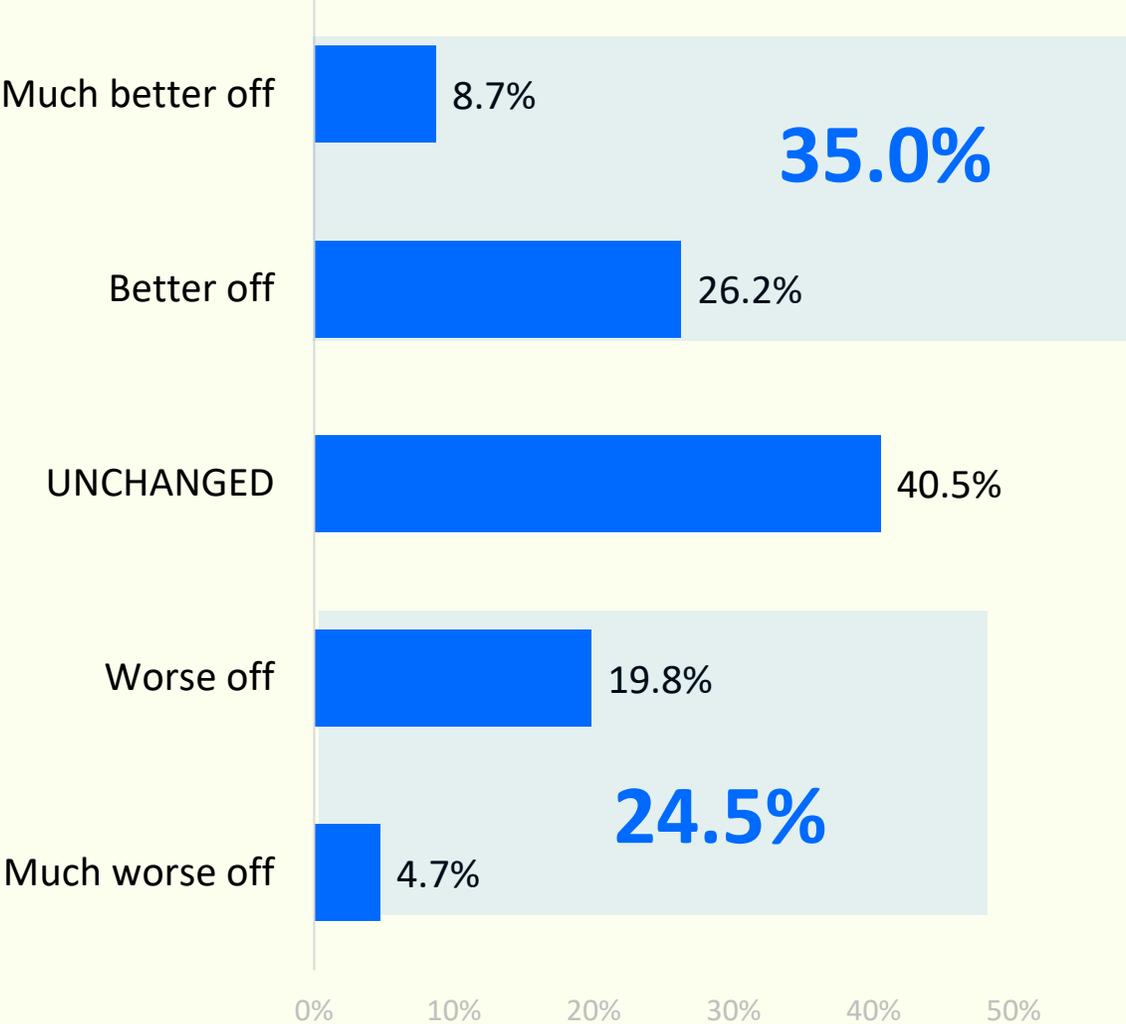


Traveler Sentiment

Current Finances: A Fluctuating Mood

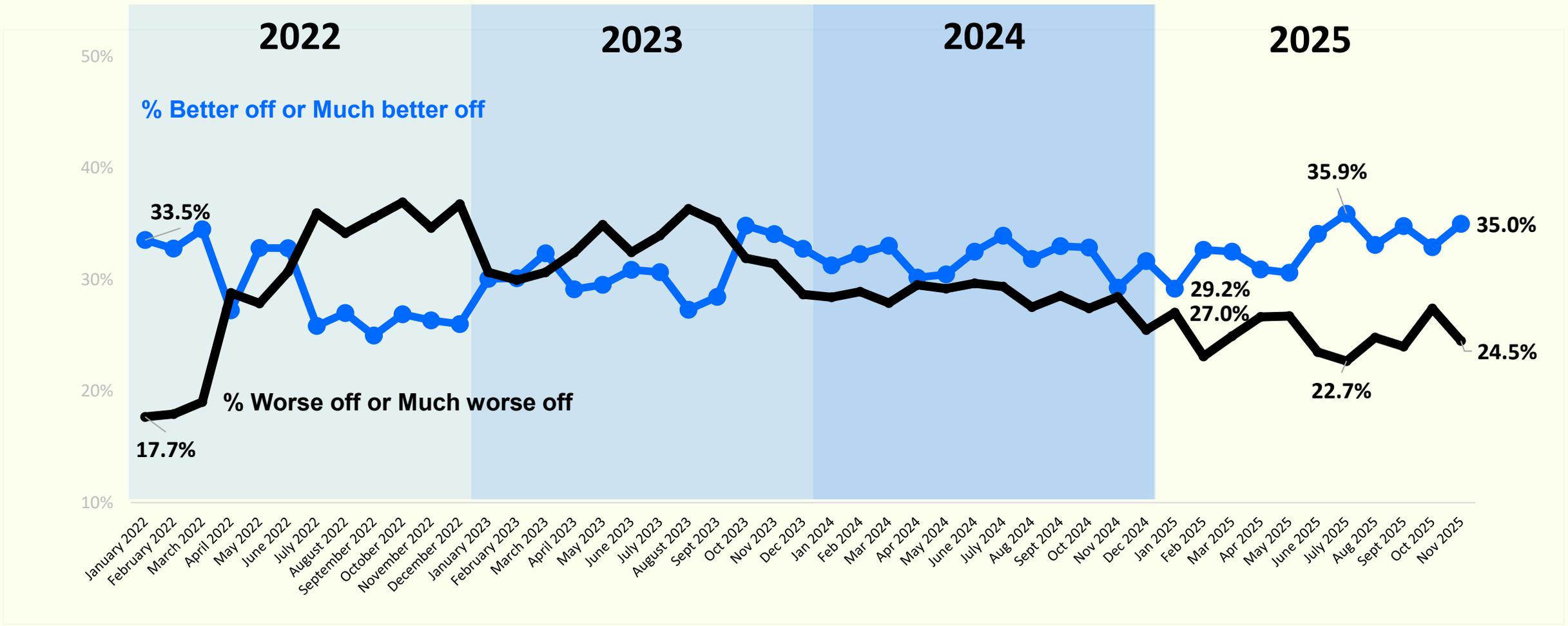
Question:

Would you say that you (and your household) are better off or worse off financially than you were a year ago?



Current Finances: A Fluctuating Mood

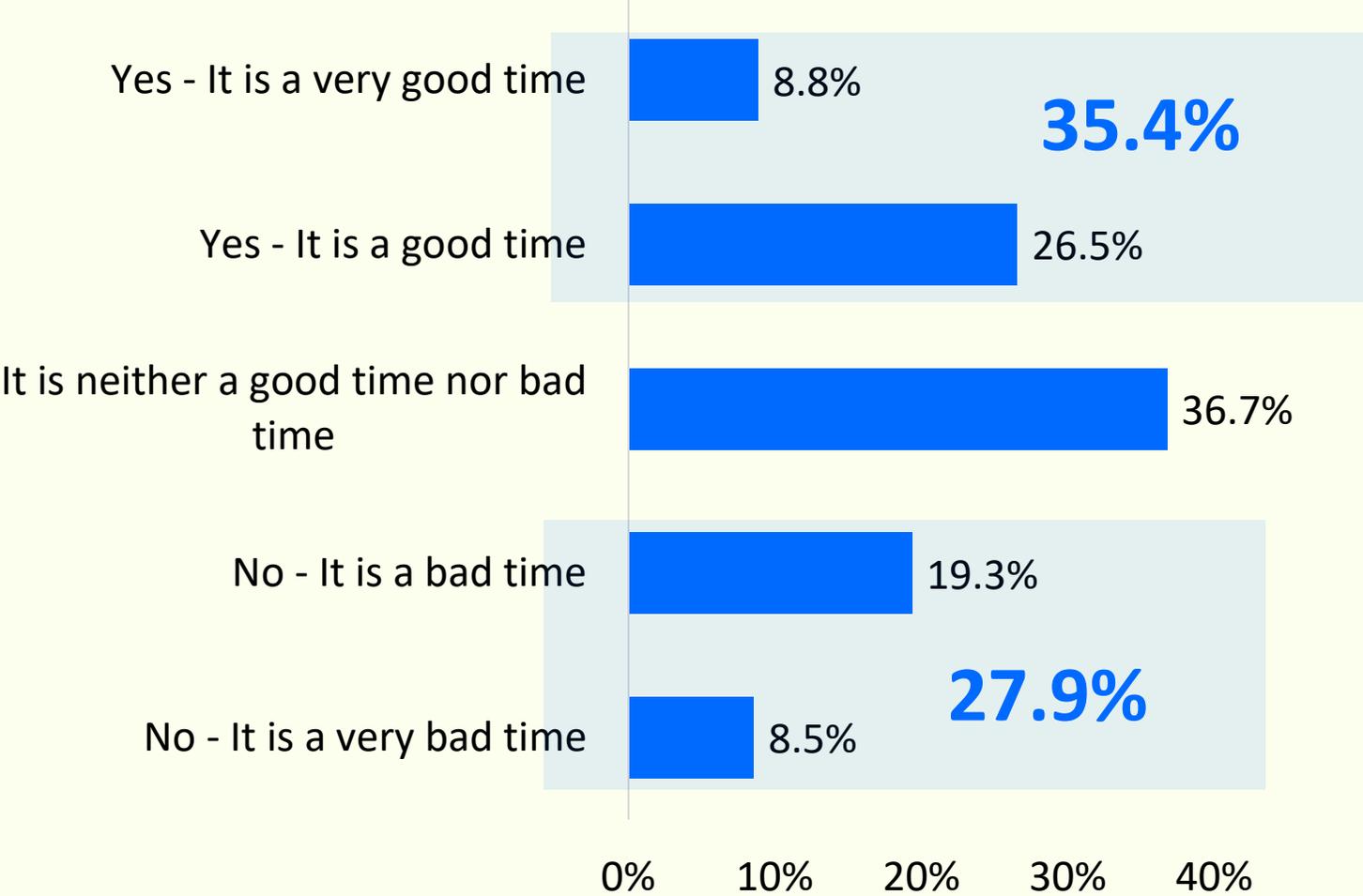
Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago?



Spending Confidence Inches Upward

Question:

Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



Maximum Travel Budgets Reach New Record Highs (All American Travelers)

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months):





Travel Trends to Watch for 2026



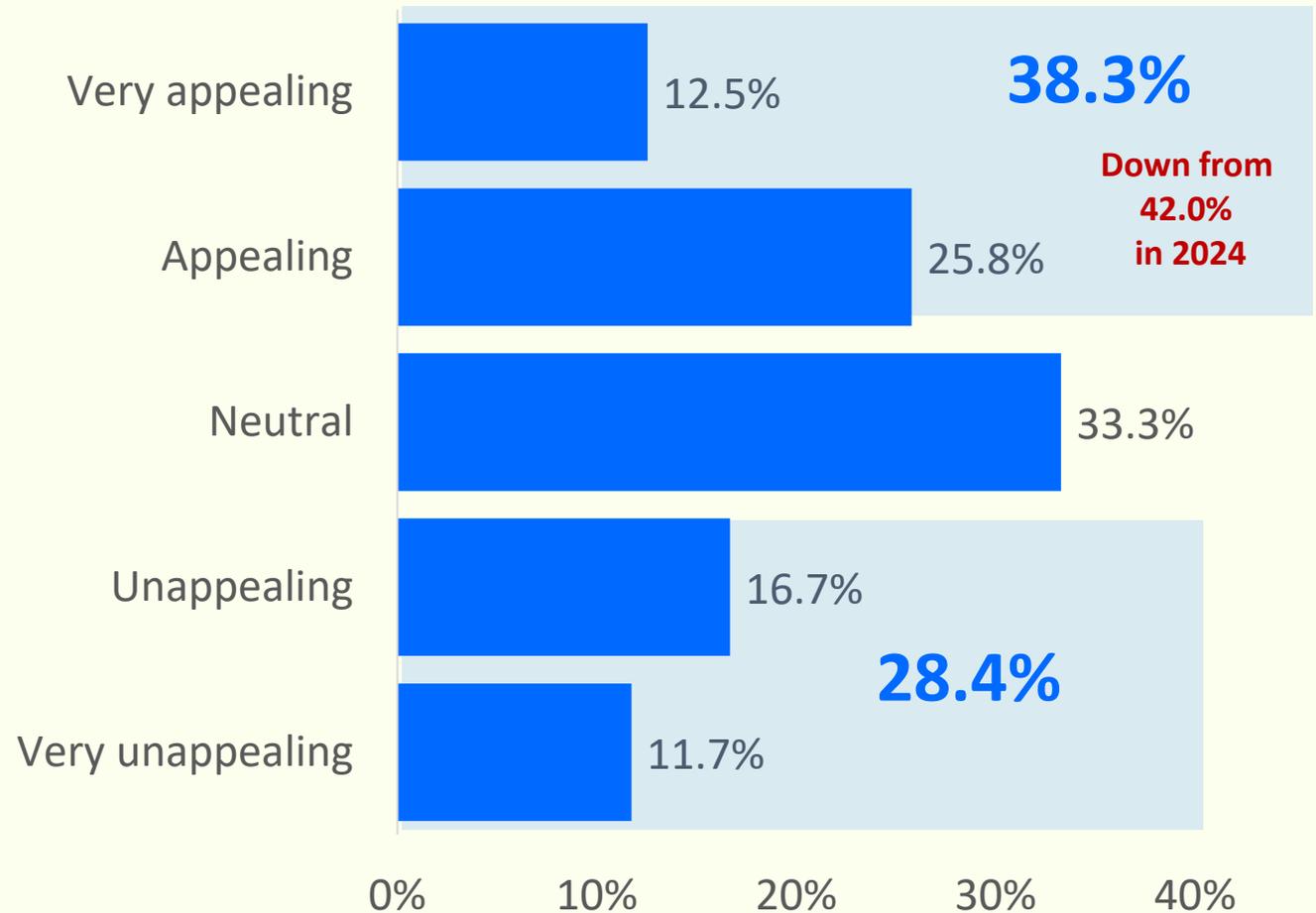
Gig-tripping

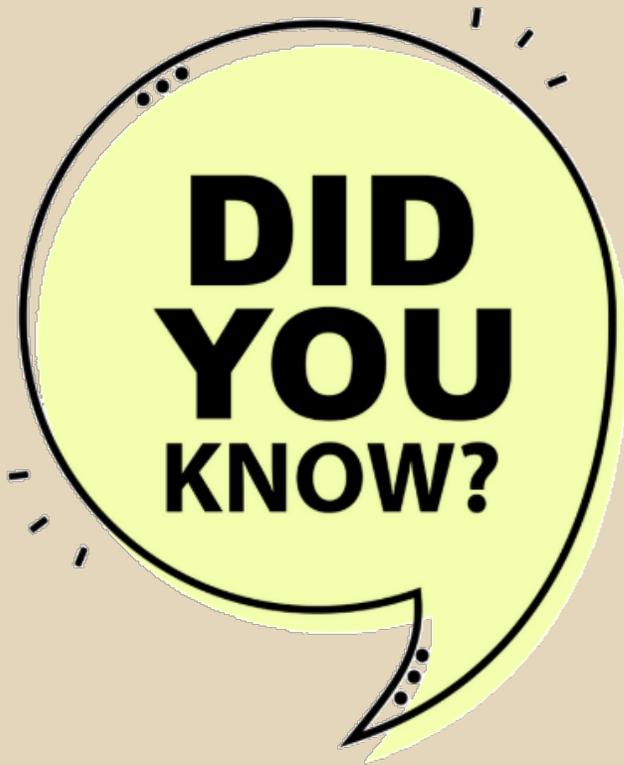
...taking trips around major
concerts, music festivals.



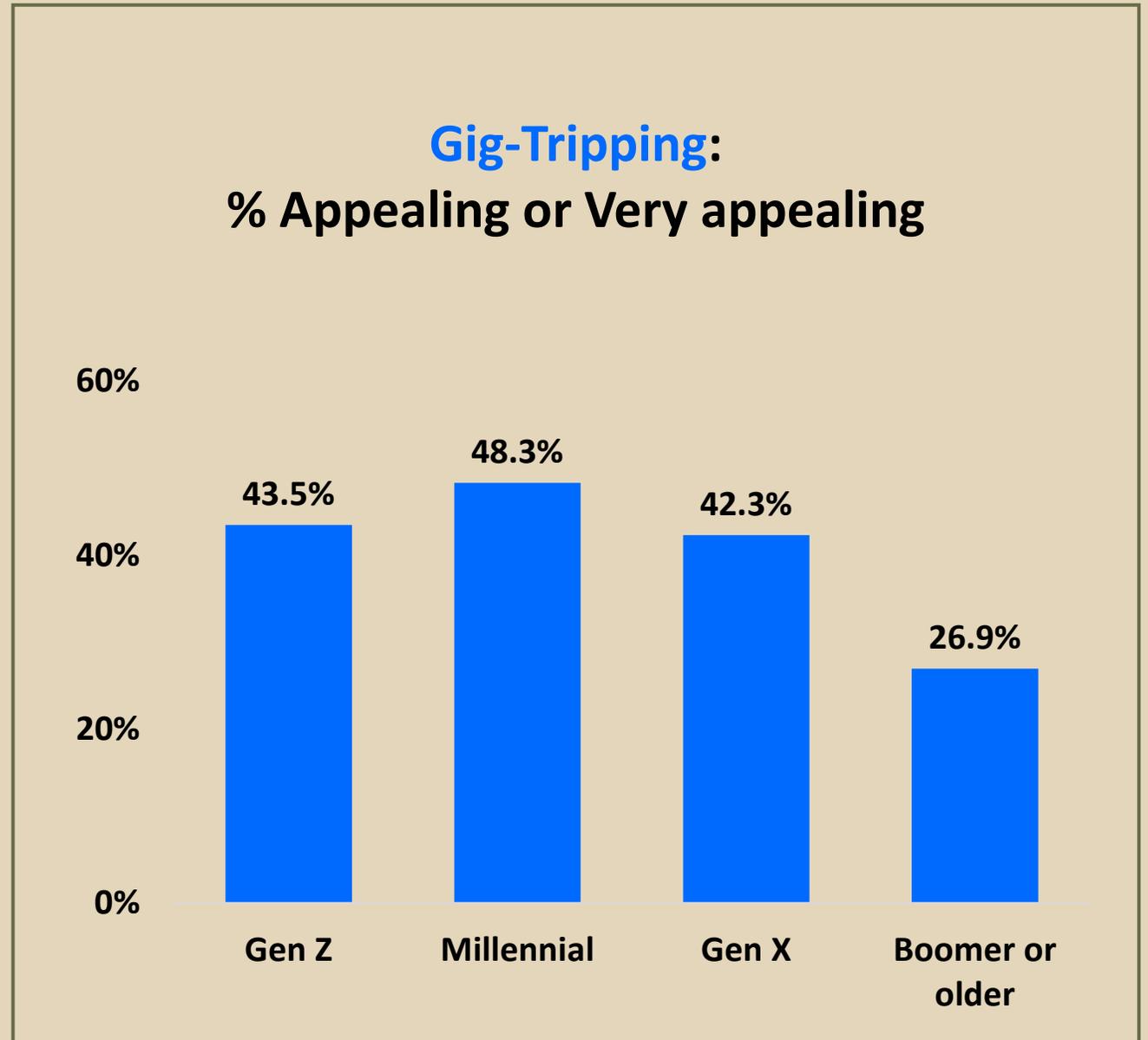
Gig-trips: The Beat Drops. But Demand Drops Too

Question: How appealing is the idea of taking trips around major concerts, music festivals, or other live events in 2026?





With increasing age, gig-tripping drops in appeal significantly.



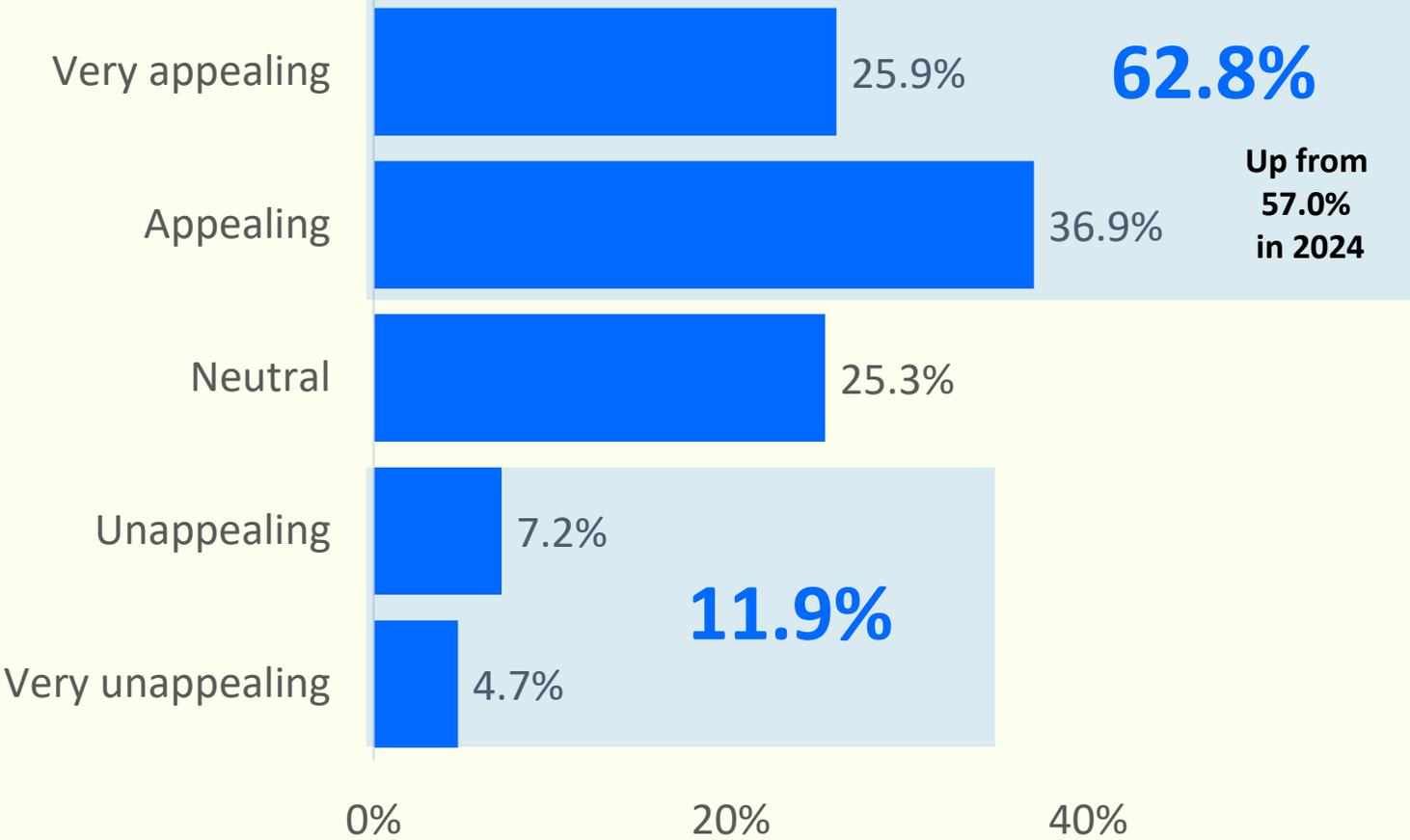
Foodie Trips

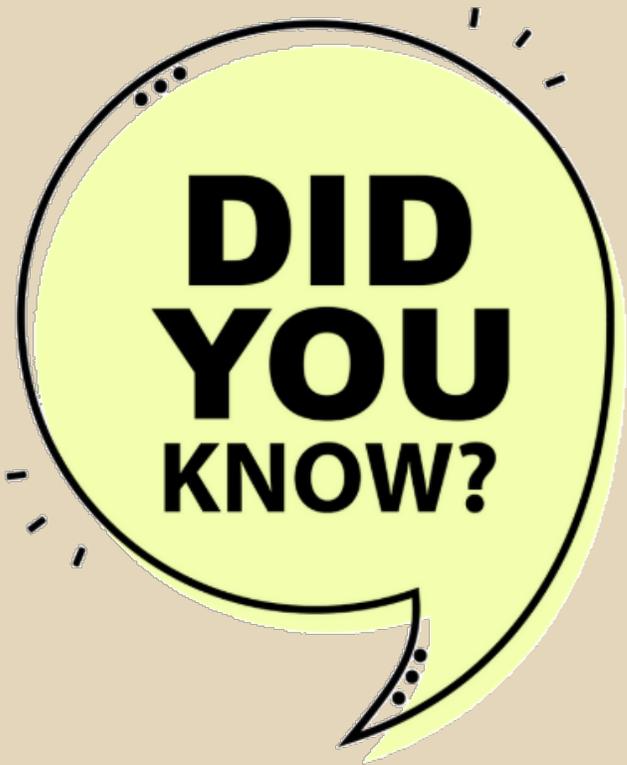
...traveling to explore destinations known for their food and drink experiences.



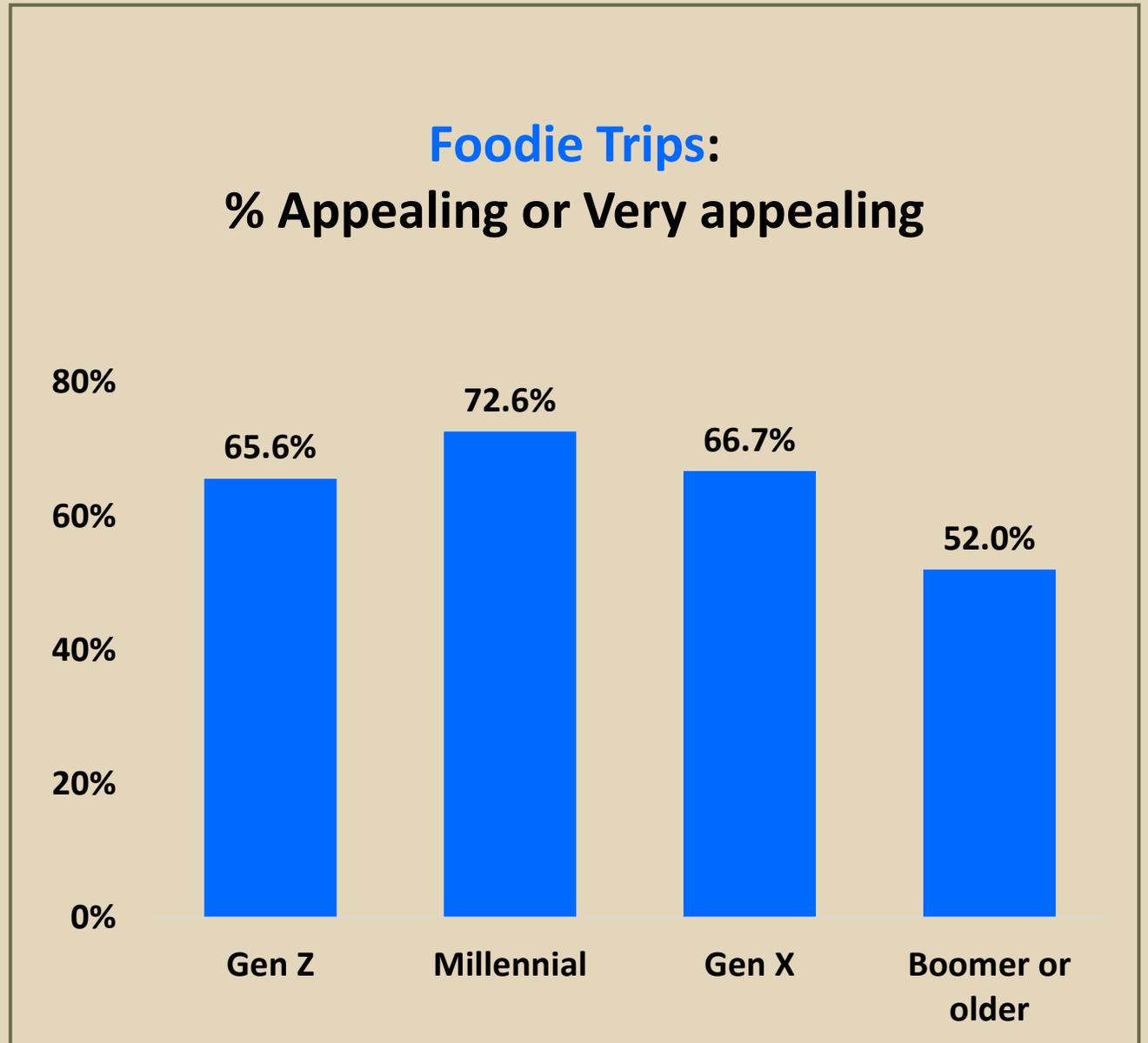
From Street Eats to Michelin Feasts, Americans Keep Wanting Food-Driven Trips

Question: How appealing is the idea of taking foodie trips in 2026?





Millennials are the sweet-spot for food marketing



A person is sleeping in a bed in a dimly lit room. The room is illuminated by a warm, yellow light from a lamp on a nightstand. The person is wearing a white t-shirt and dark pants. The bed has white sheets and a dark blanket. The nightstand has a digital clock displaying 1:47, a glass of water, and a lamp with a white shade. The background shows a striped headboard and a window with blinds.

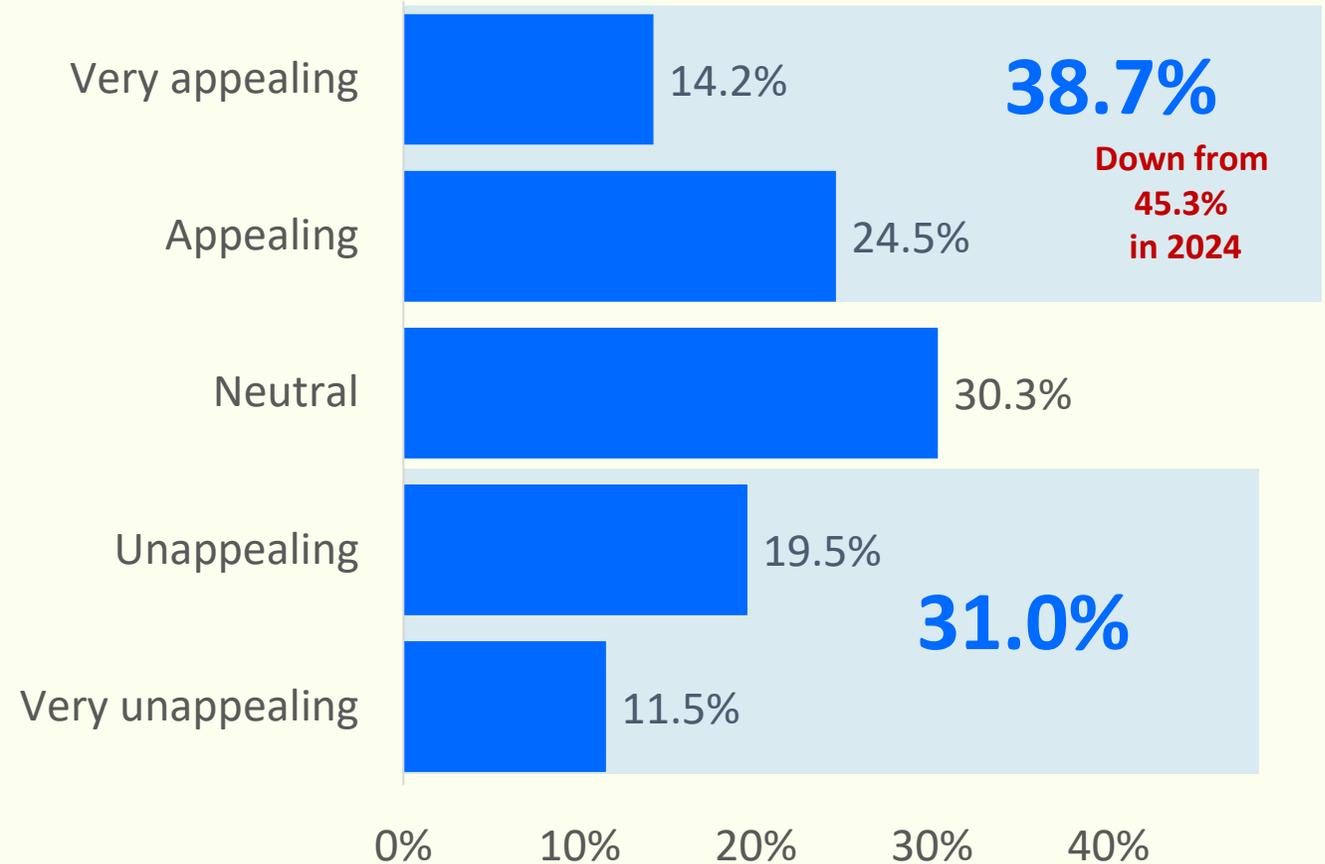
Sleep Tourism

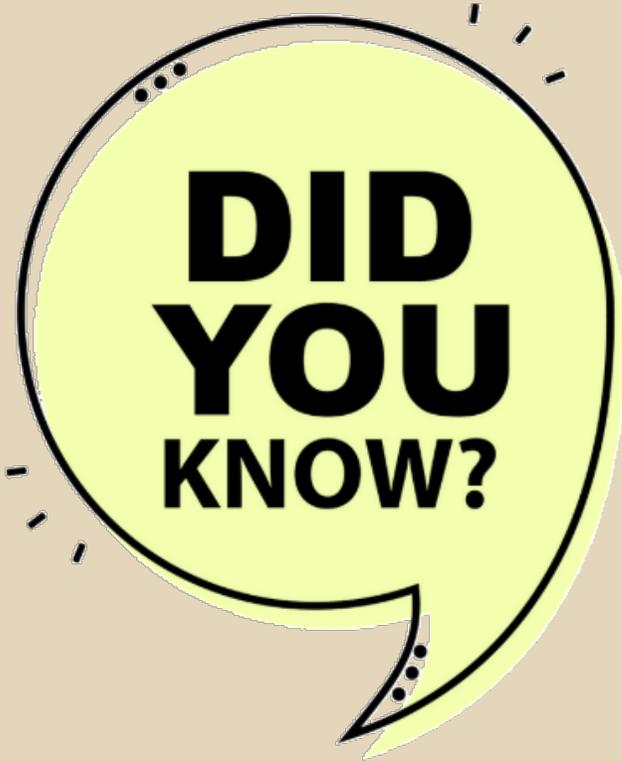
...trips focused on rest,
relaxation, and improving your
sleep in 2026?



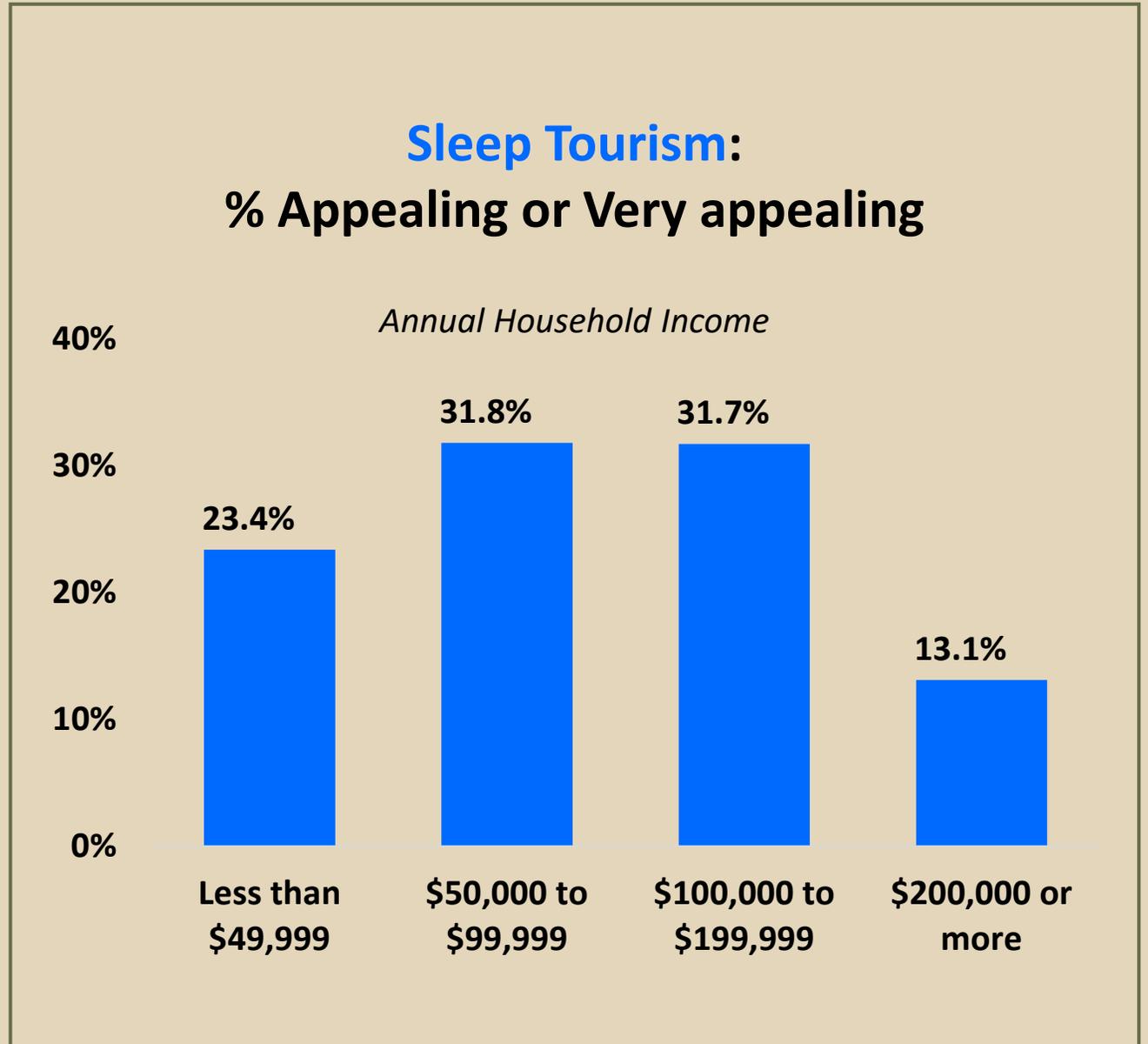
Is Rest the New Luxury? Many Americans Want a Vacation and a Snooze.

Question: How appealing is the idea of trips focused on rest, relaxation, and improving your sleep in 2026?





Middle income bands need more sleep than others.



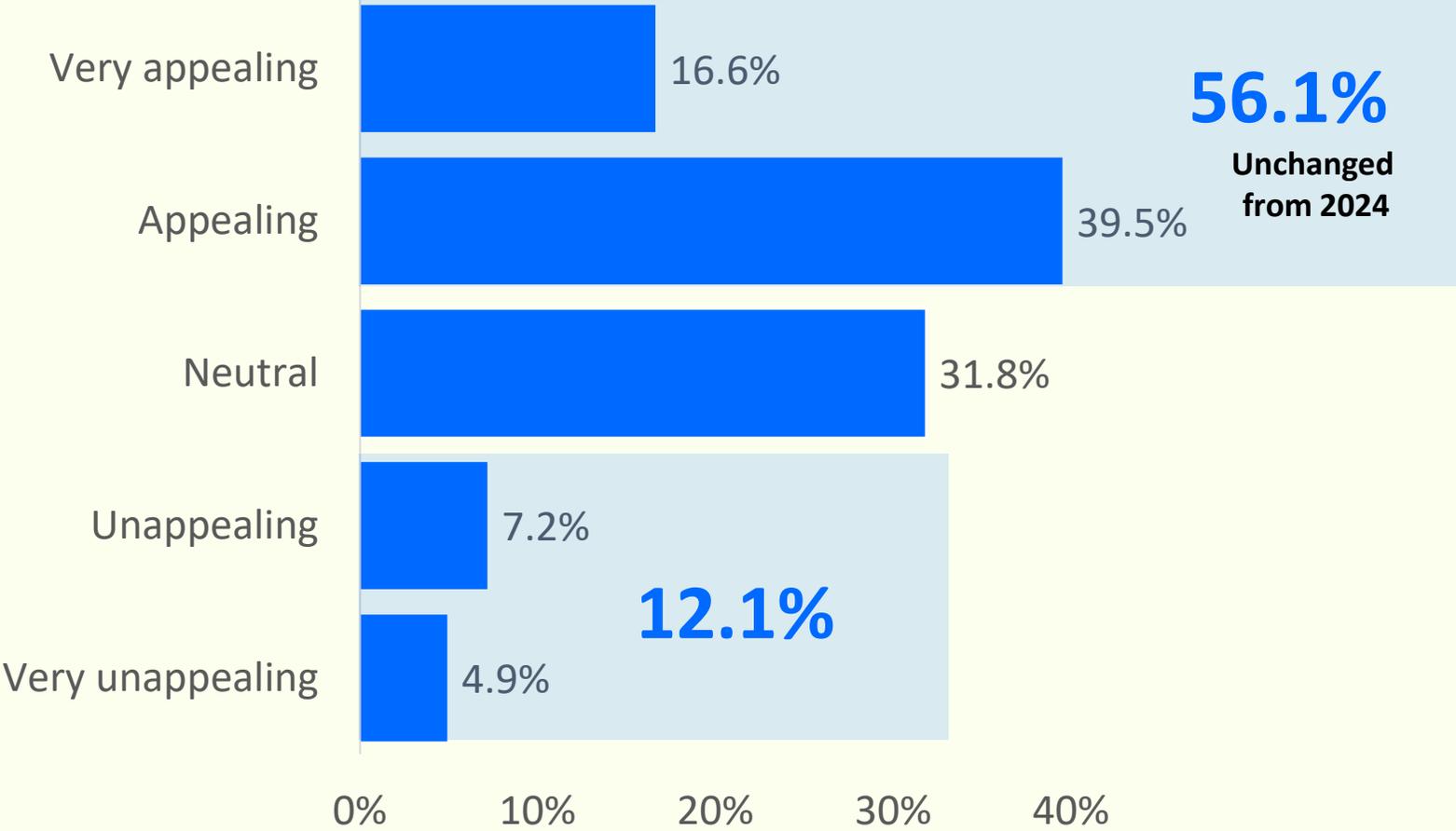
Experiential Travel

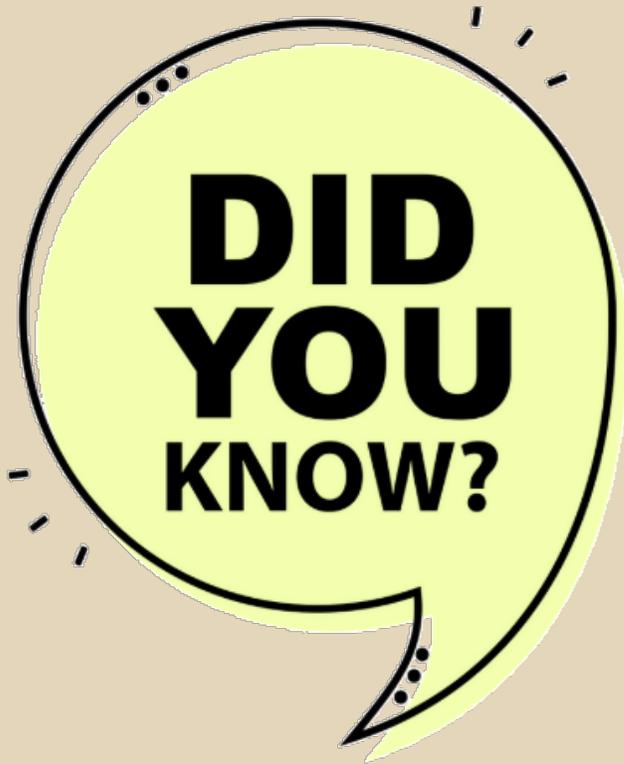
...participating in immersive, hands-on experiences that connect you with a destination's culture, history, or environment.



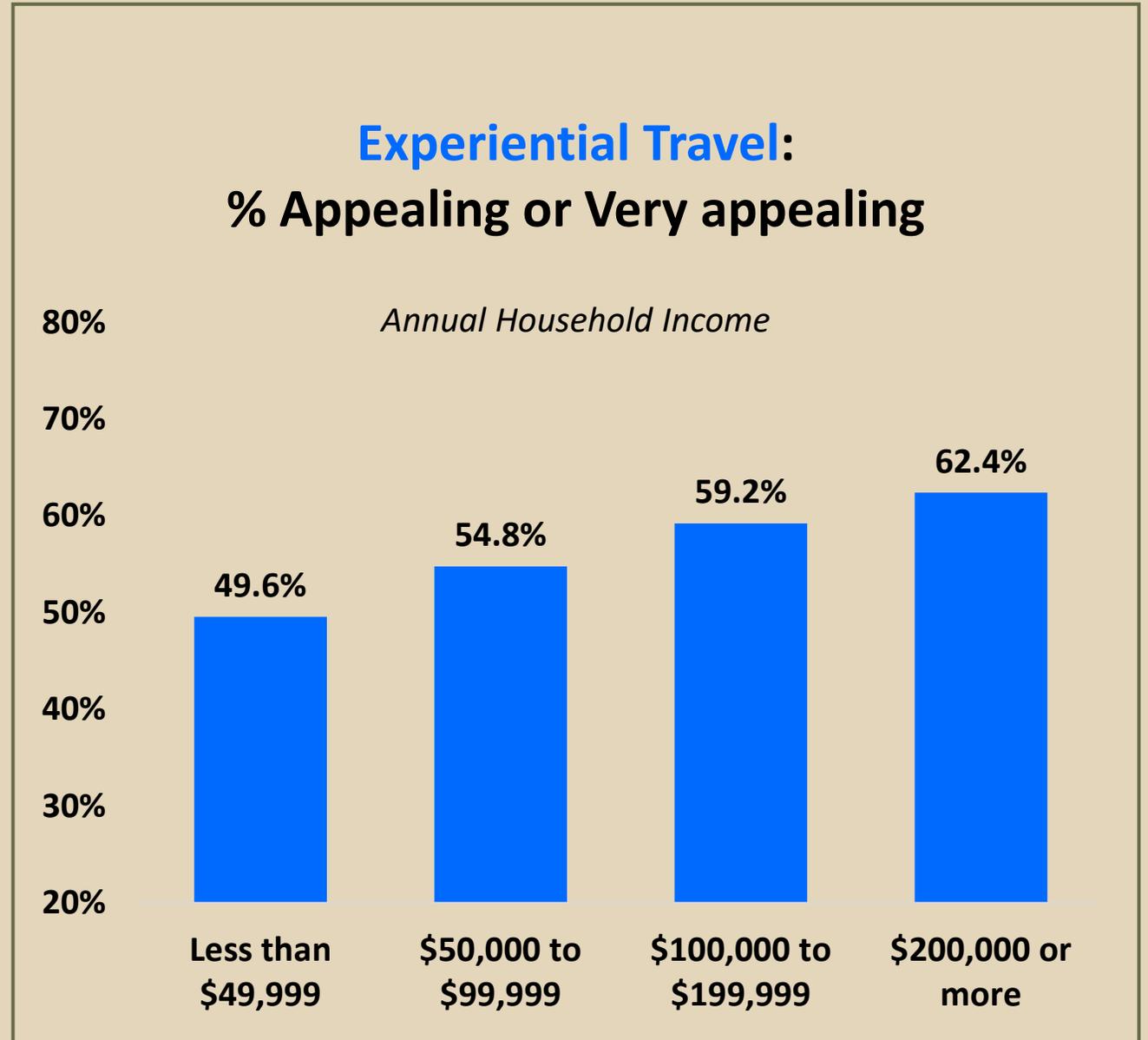
Experiential Travel: Hands-On Experiences Win Travelers' Hearts

Question: How appealing is the idea of participating in immersive, hands-on experiences that connect you with a destination's culture, history, or environment in 2026?





When marketing experiential travel, think affluent travelers.



Bottomline: Opportunity Abounds

Specialty trip types are becoming part of how many people think about travel, and destinations can tap into these trends by showcasing what makes their experiences special.



St. Pete-Clearwater: Visitor Profile

Overview

The goal of this ongoing, annual study that has been conducted since 2018 is to develop detailed profiles of Pinellas Co. visitors: their key areas of interest, travel planning resources, trip details (reason for visiting, length of stay, place of stay, etc.), travel party composition, activities/attractions/areas visited, spending, satisfaction, and demographics.

The following insights are sourced from the Fiscal Year 2025 visitor profile.

In total, over 5,000 completed intercept surveys from Pinellas Co. visitors were collected from October 2024 through September 2025 at a variety of high-traffic locations throughout the county.



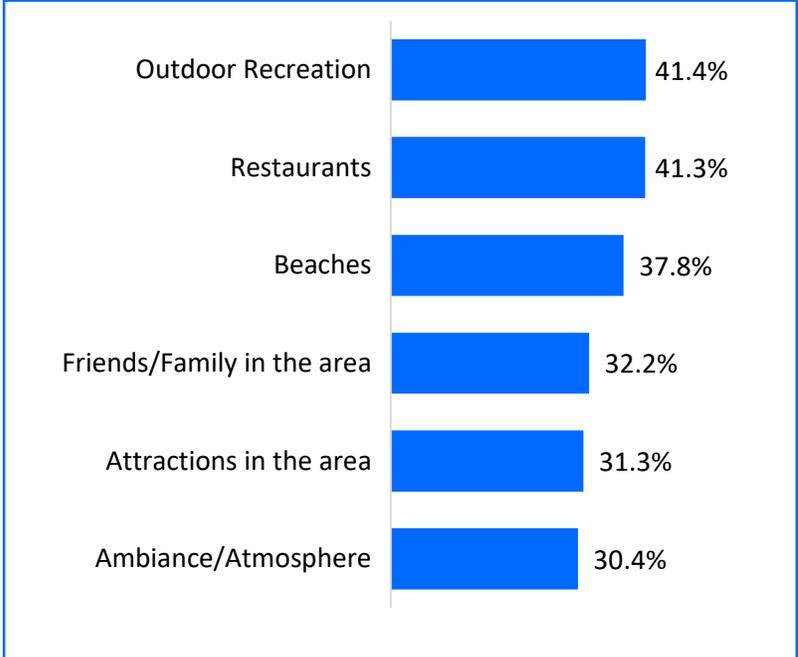
Definitions

- **North County Communities Traveler:**
Visited at least one of the Dunedin, Tarpon Springs, Safety Harbor, Palm Harbor, or Oldsmar communities on their trip
- **Greater Clearwater Beach Traveler:**
Visited at least one of the Clearwater, Clearwater Beach, Indian Shores/Indian Rocks, or North Redington Beach/Redington Shores communities on their trip
- **Greater St. Pete Traveler:**
Visited the St. Petersburg community on their trip
- **South County Beaches Traveler:**
Visited at least one of the St. Pete Beach, Pass-A-Grille, Treasure Island, or Madeira Beach communities on their trip



Key Insights: Average St. Pete-Clearwater Traveler

Important Factors for Destination Selection



Average Daily Spending Per Travel Party



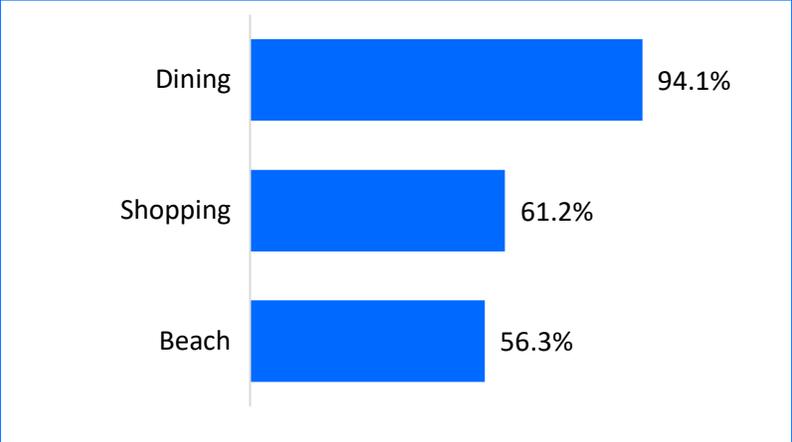
Travel Party Size



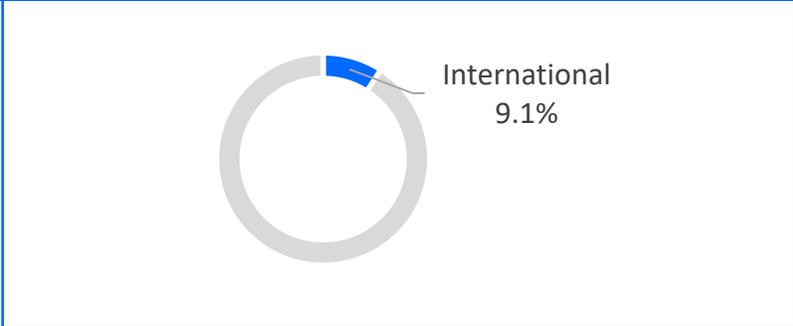
Average Length of Stay



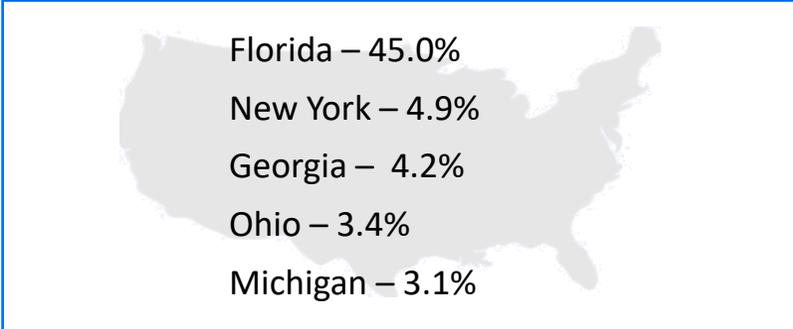
Top Activities



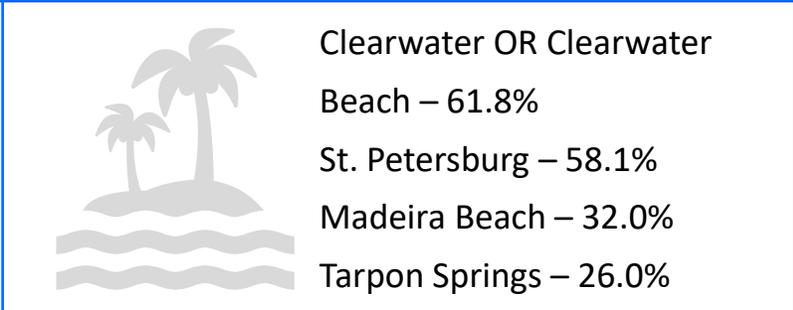
International Visitation



Origin States



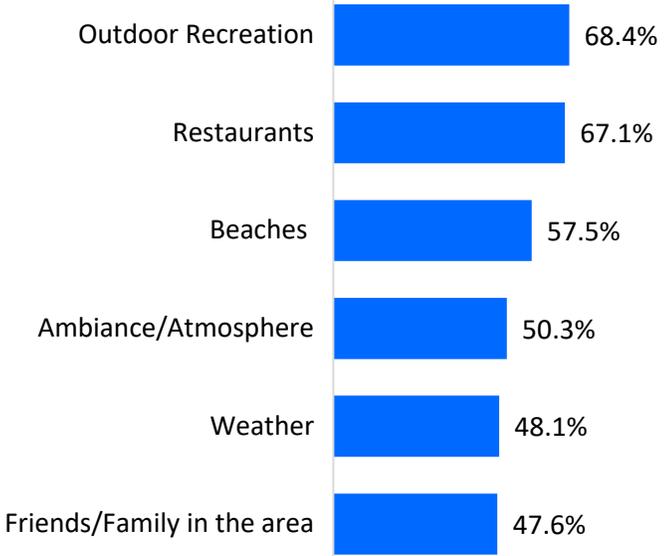
Communities Visited



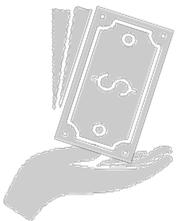
North County Communities: Visitor Insights

Key Insights: North County Communities Traveler

Important Factors for Destination Selection



Average Daily Spending Per Travel Party



\$385

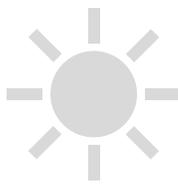
Travel Party Size



3.5

29.7% traveled with children

Average Length of Stay



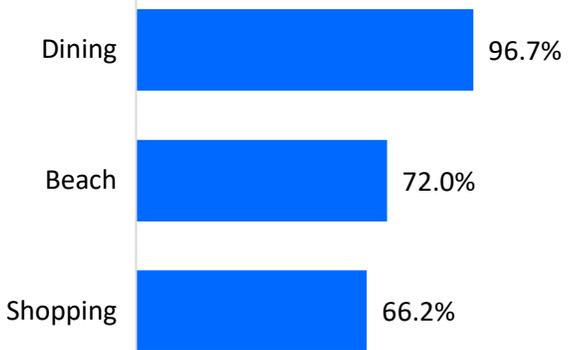
4.0

days

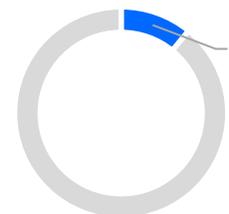
2.7

nights

Top Activities



International Visitation



International
10.9%

Origin States



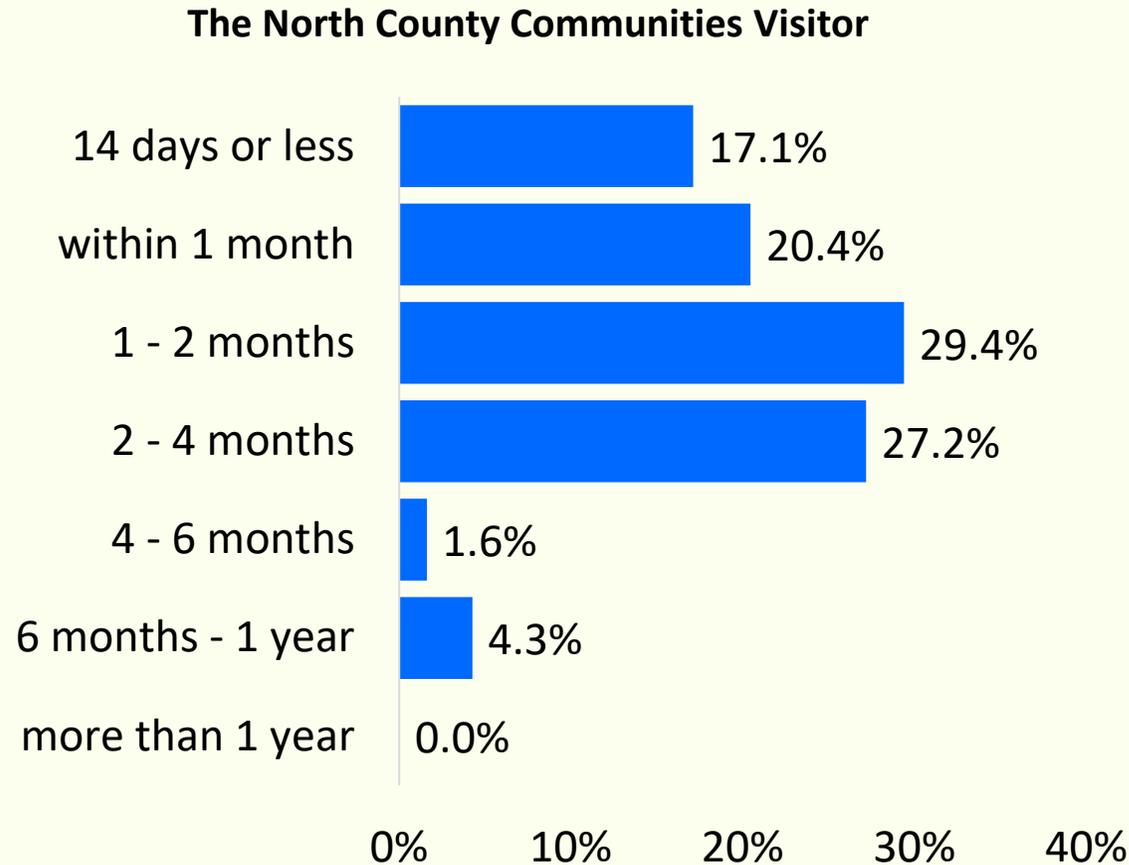
Other Communities Visited



- Clearwater OR Clearwater Beach – 100.0%
- St. Petersburg – 36.3%
- Madeira Beach – 33.5%
- Largo – 16.3%

Detailed Findings: Trip Planning

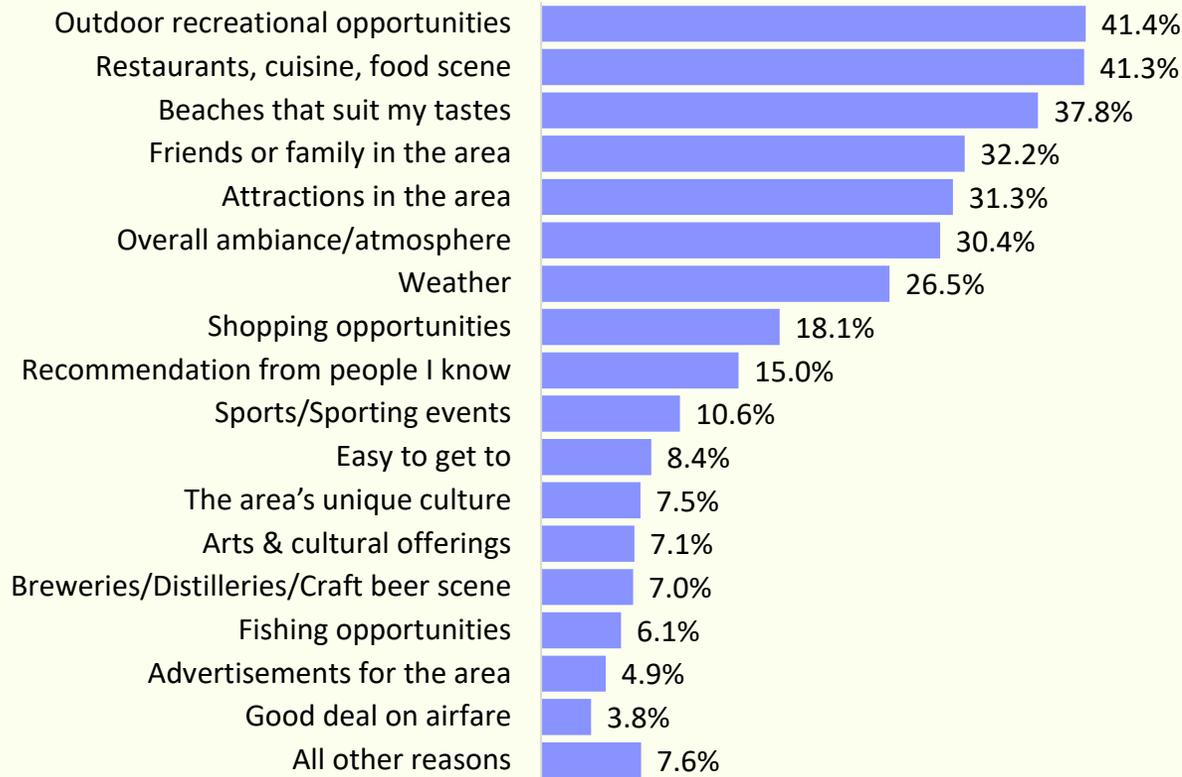
The FY25 decision-making timeframe:



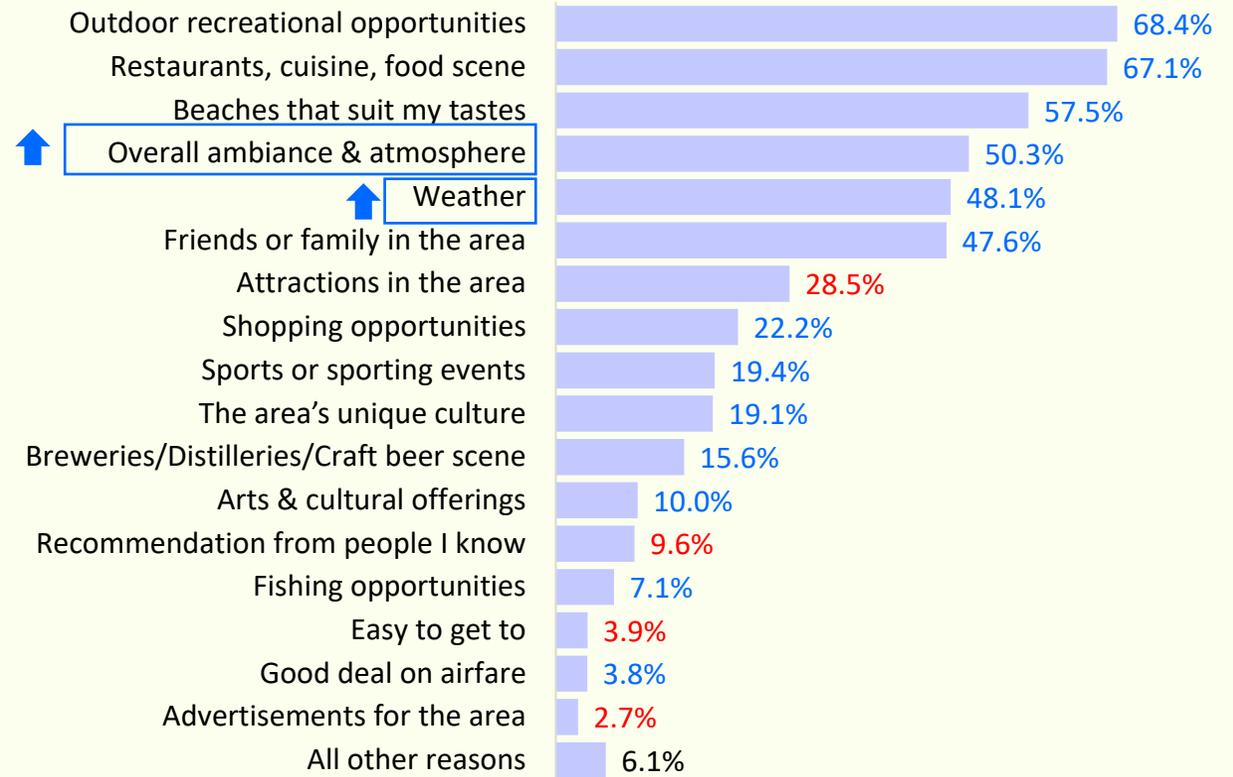
For the North County Communities region, the decision-making window extended more than half a week longer than for the average St. Pete-Clearwater visitor (60.5 days).

Ambiance and weather ranked higher in importance with North County Communities visitors than with visitors overall.

Importance to Destination Decision: Avg. SPC Visitor

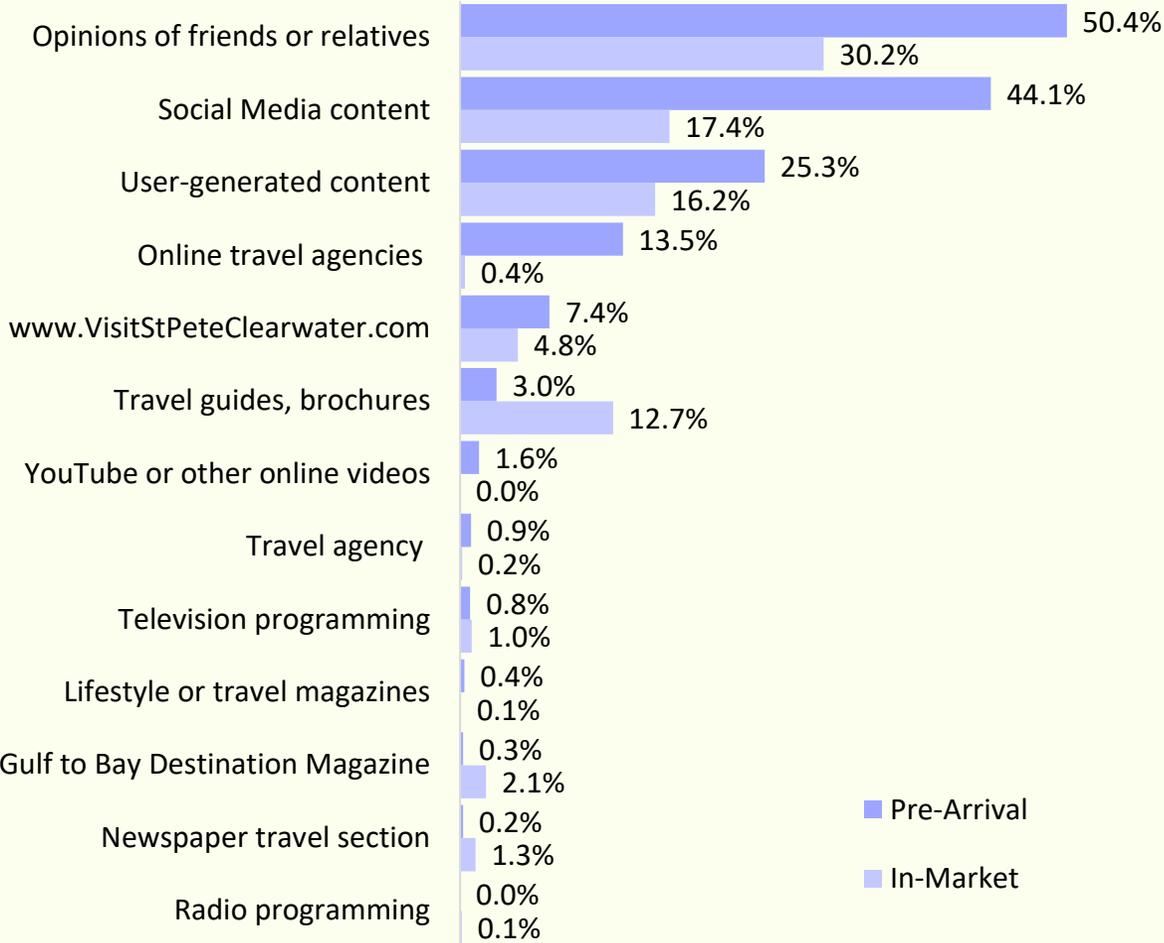


Importance to Destination Decision: North County Comms. Visitor



Opinions of friends/relatives and social media were the top planning resources for St. Pete-Clearwater visitors in FY25.

Travel Planning Resources Used



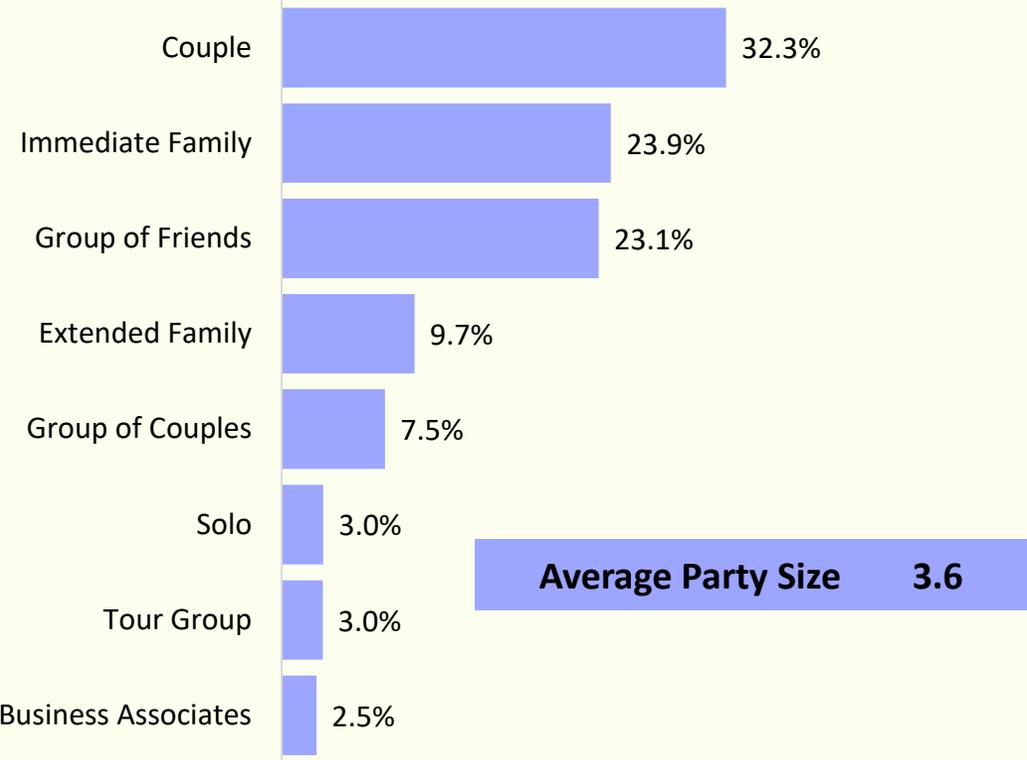
Pre-Arrival, North County Communities Visitors were **more likely to use social media content (69.8%,** their most used resource) than the average SPC visitor.

In-Market, they were **more likely to continue to use social media content (38.5%)** and to turn to **travel guides and brochures (25.6%).**

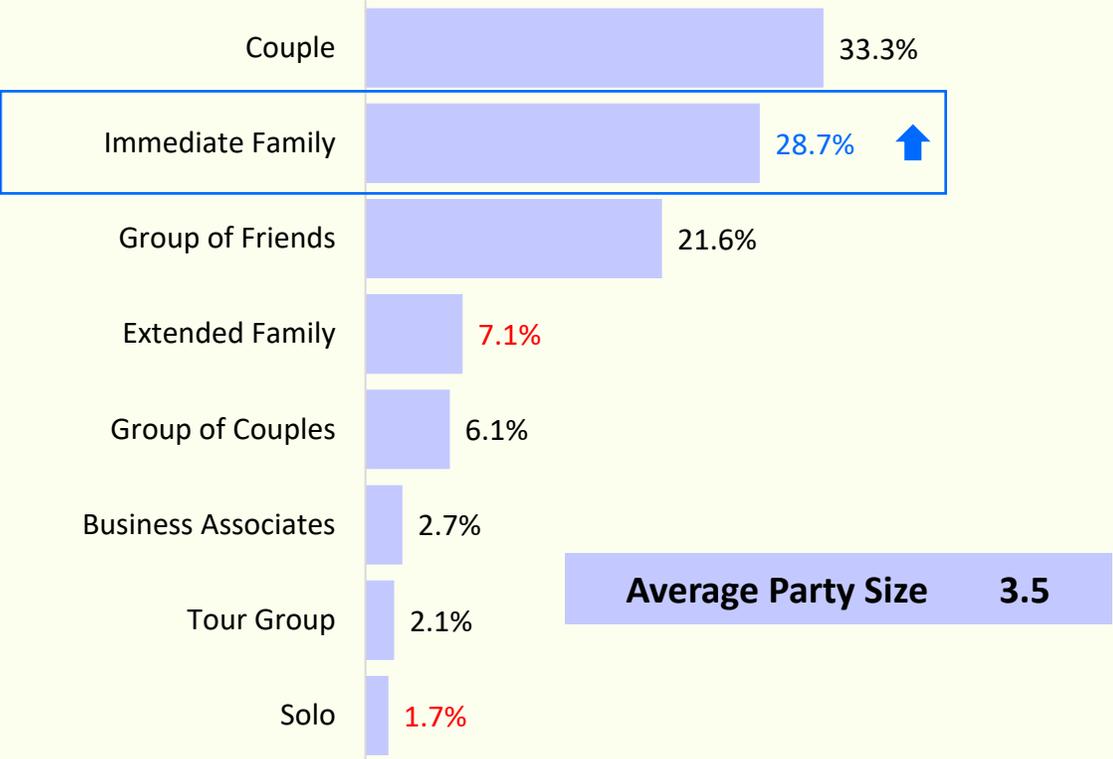
Detailed Findings: Trip Details

Average travel party size in St. Pete-Clearwater was up by 1 full person YOY to 3.6 people.

Travel Party Composition: Avg. SPC Visitor

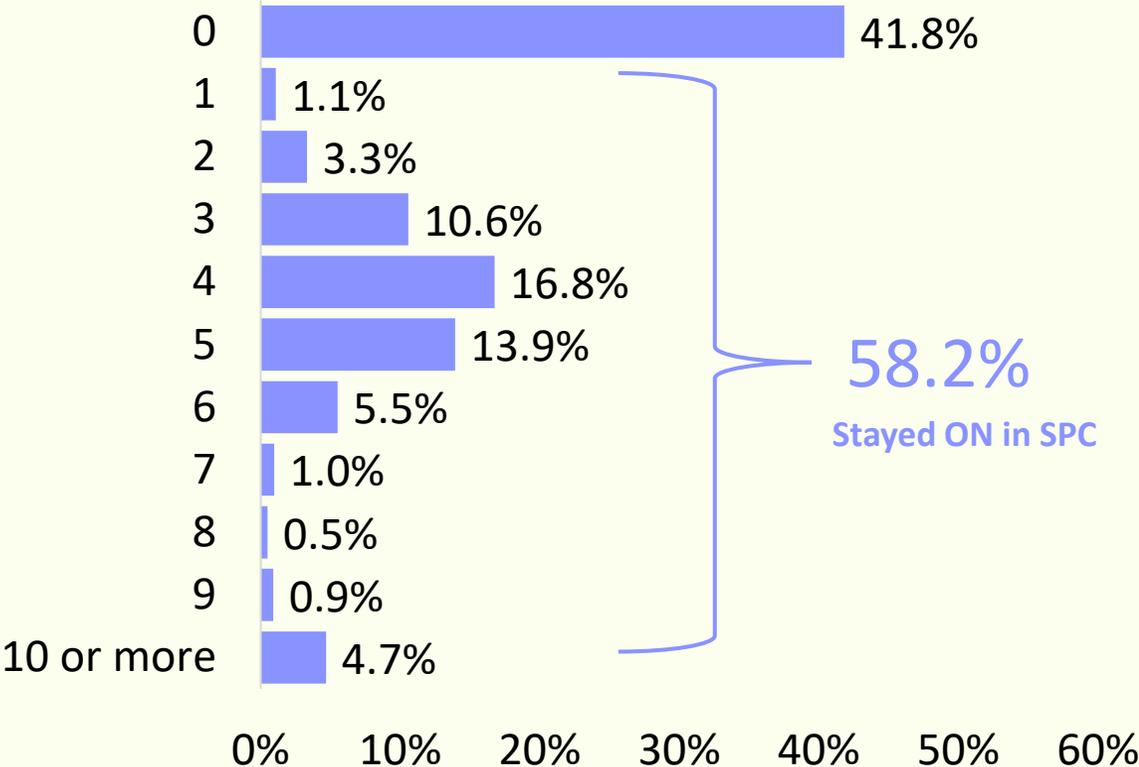


Travel Party Composition: North County Comms. Visitor

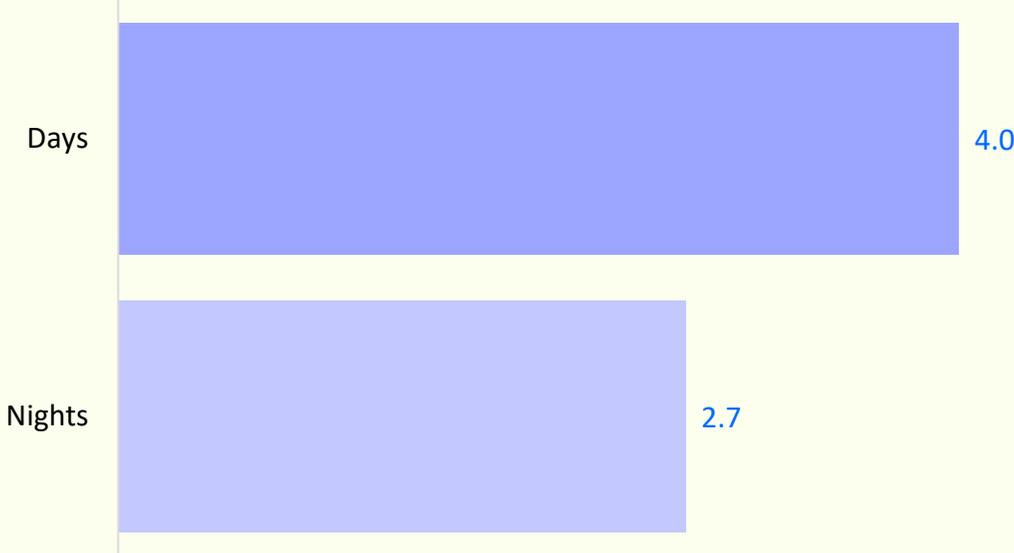


Compared to the average St-Pete Clearwater visitor, North County Communities visitors stayed longer: 4.0 days and 2.7 nights on average.

Nights Stayed in SPC: North County Communities Visitor



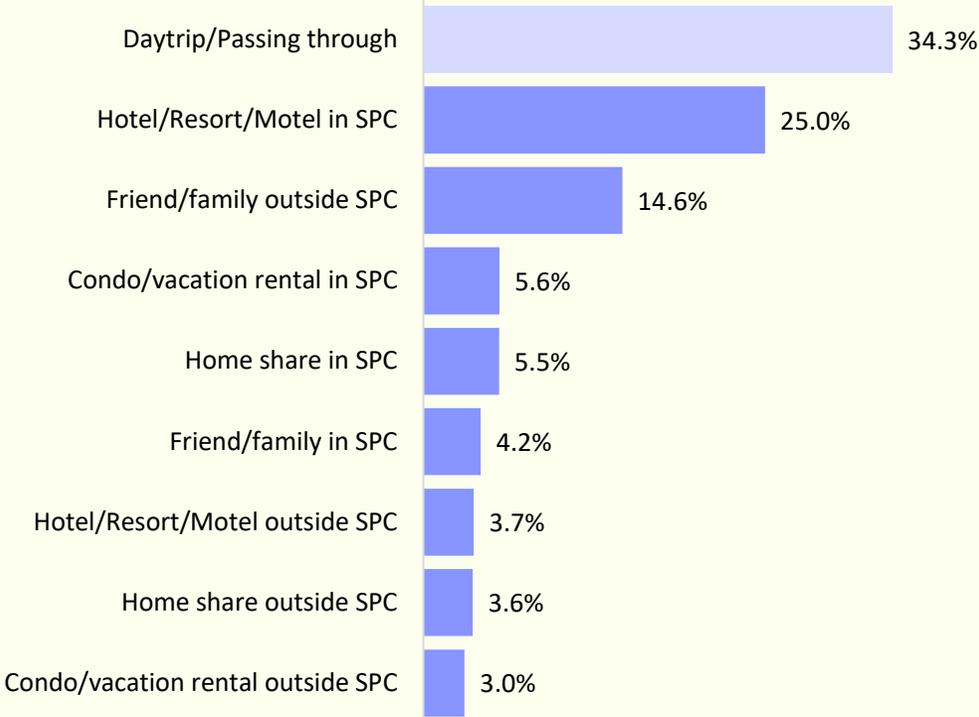
Average Length of Stay: North Communities Visitor



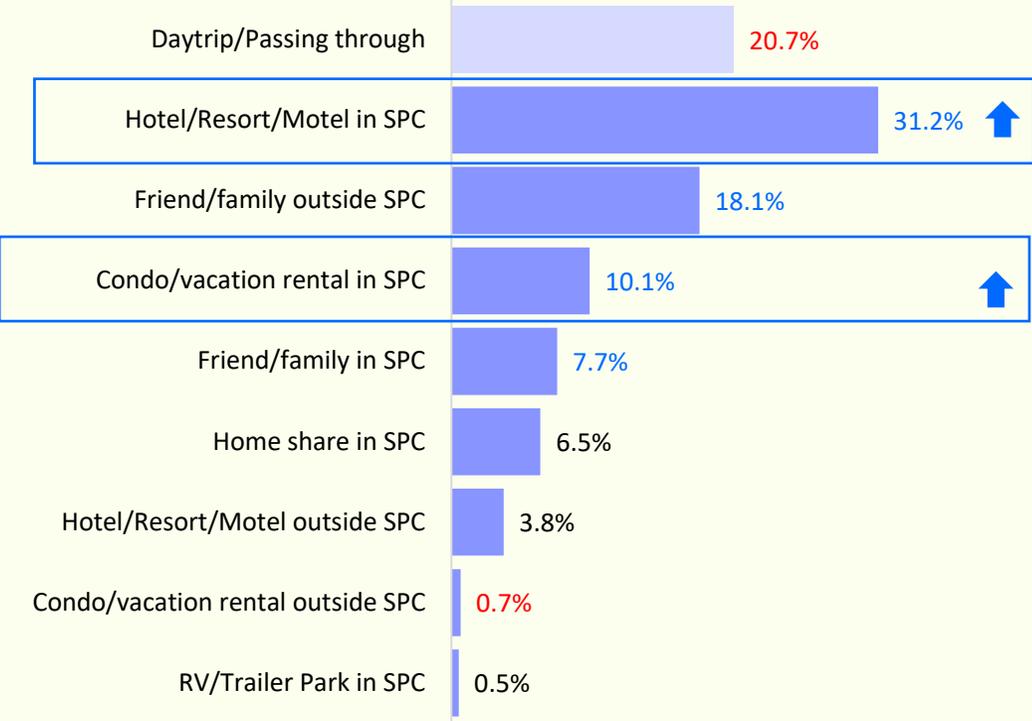
Length of stay for the average SPC visitor has declined slightly YOY to 2.8 days (down from 3.0) and 1.7 nights (down from 2.1).

Visitors staying with friends/family outside the area grew year-over-year, while those staying in condos or vacation rentals declined. North County Communities visitors were more likely to stay overnight.

Lodging/Accommodations: Avg. SPC Visitor

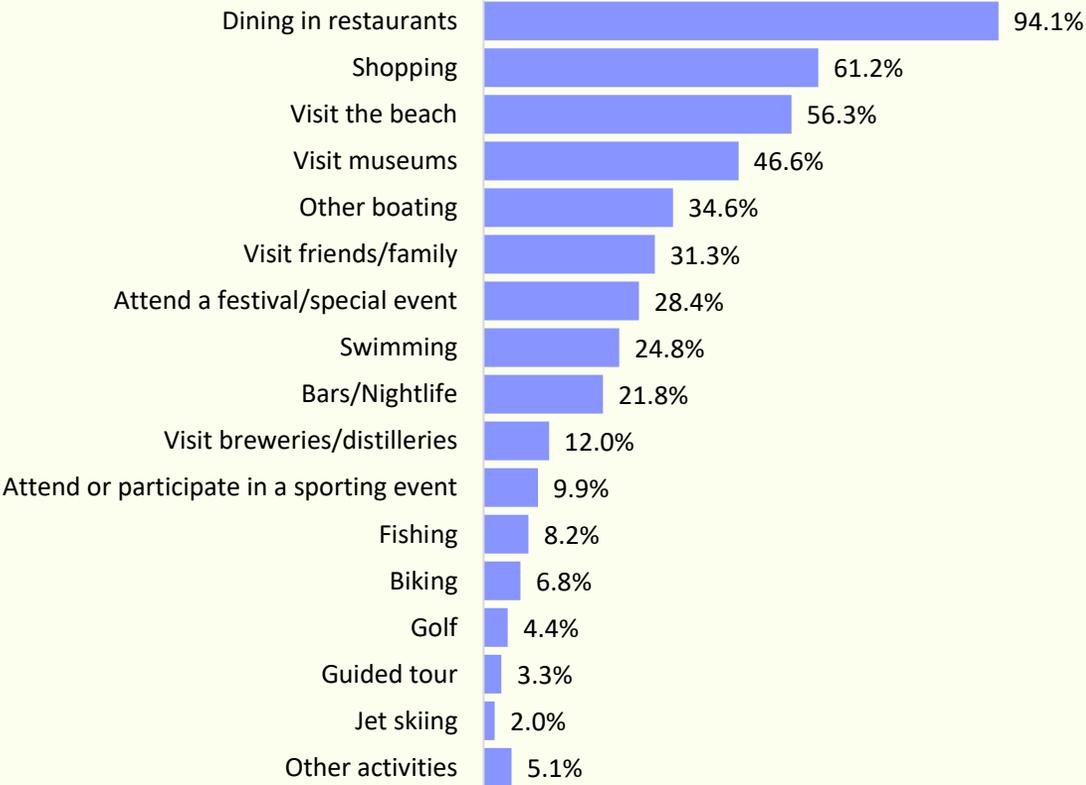


Lodging/Accommodations: North County Comms. Visitor

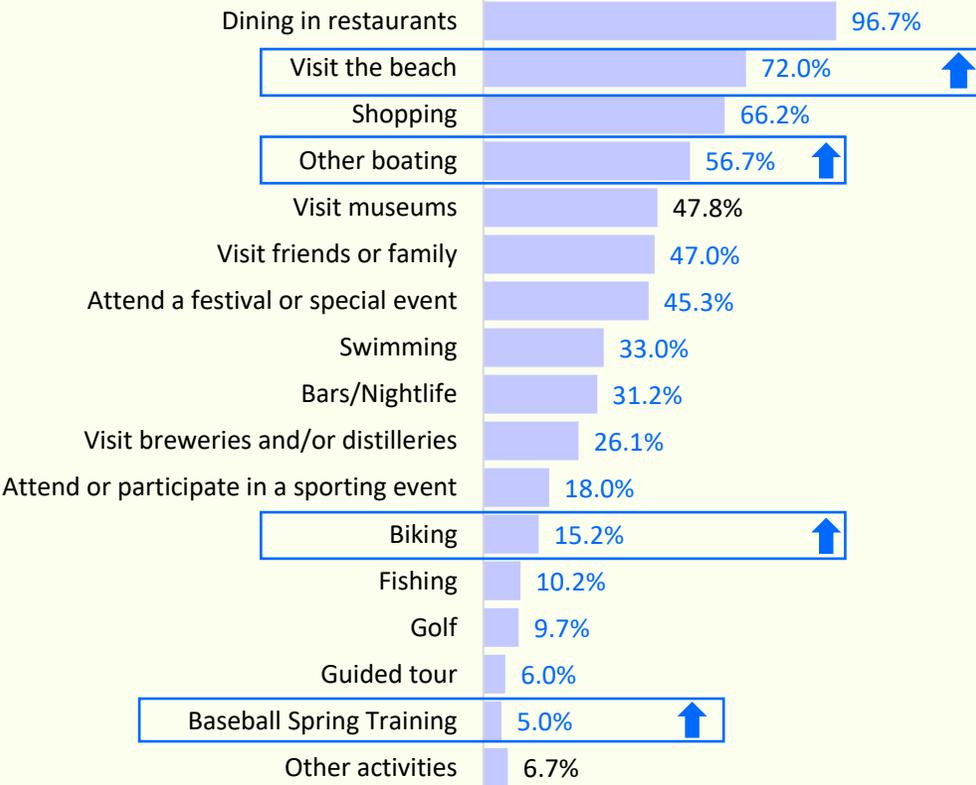


North County Communities visitors were more likely to visit the Beach, go Boating, go Biking, and watch Baseball Spring Training than the average St. Pete-Clearwater visitor.

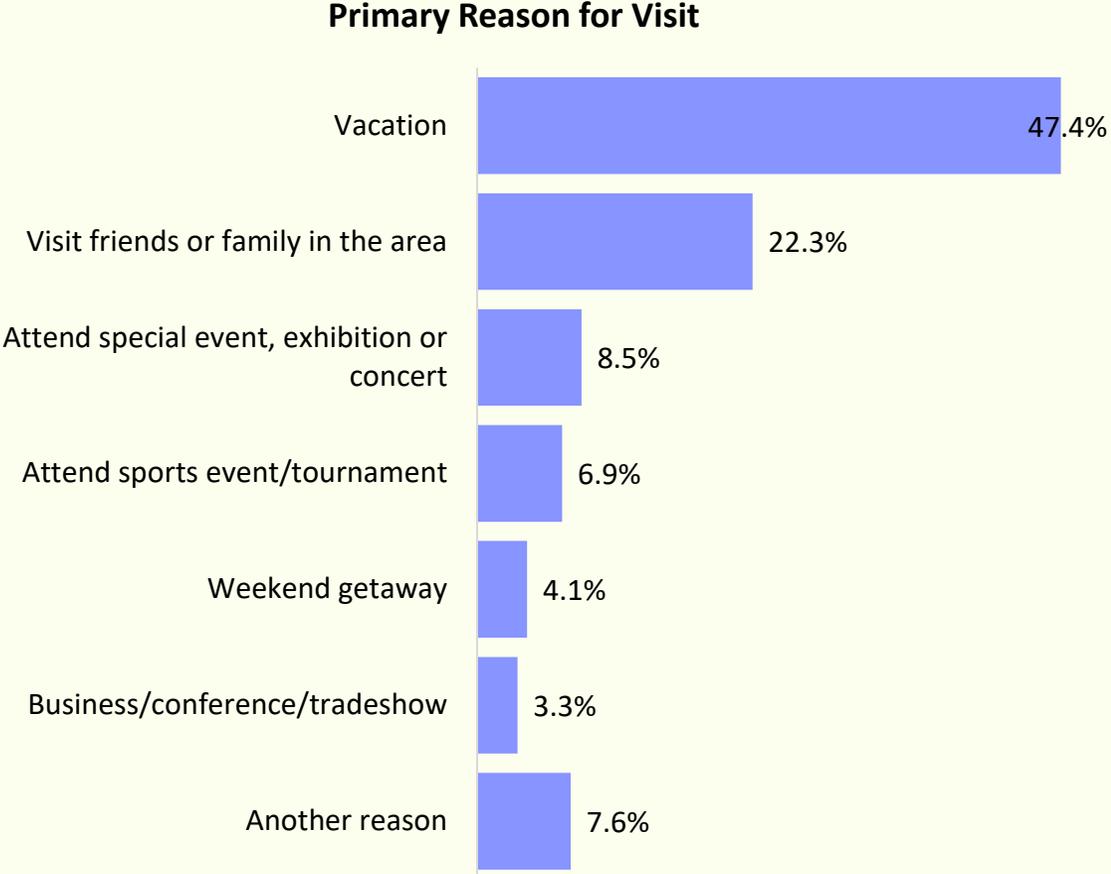
Trip Activities: Avg. SPC Visitor



Trip Activities: North County Communities Visitor



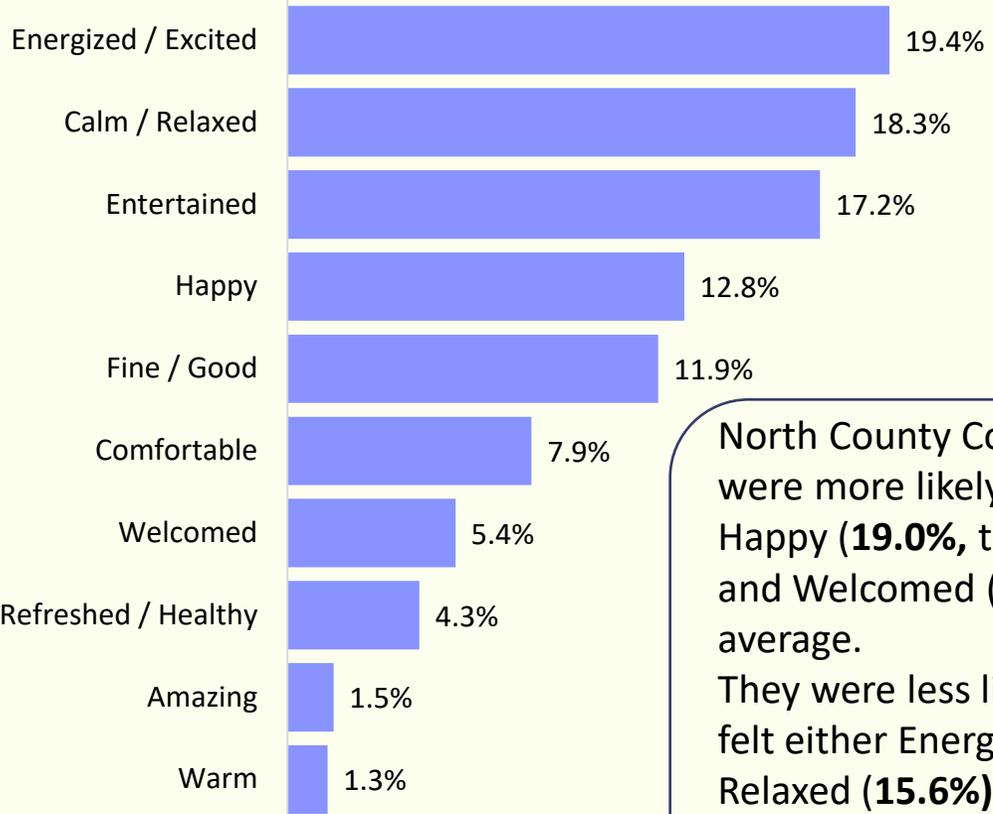
Most visitors came to the area for vacation, but those citing visiting friends/family in the area as their primary driver grew in FY25.



North County Communities Visitors were less likely to be traveling for a vacation than the average SPC visitor (**43.8%**, still their #1 reason), but were more likely to be traveling to attend a sports event or tournament (**9.9%**).

While visiting St. Pete-Clearwater, visitors most cited feeling energized, relaxed, and entertained.

Feelings while in the Destination



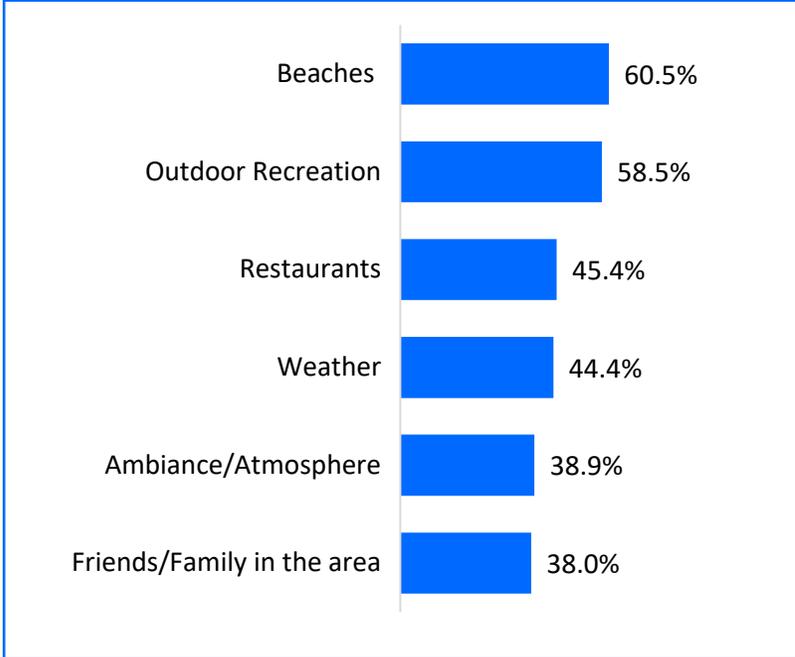
North County Communities Visitors were more likely to say they felt Happy (19.0%, their top choice) and Welcomed (8.7%) than the average. They were less likely to say they felt either Energized (15.9%) or Relaxed (15.6%) than the average.



Greater Clearwater Beach: Visitor Insights

Key Insights: Greater Clearwater Beach Traveler

Important Factors for Destination Selection



Average Daily Spending Per Travel Party



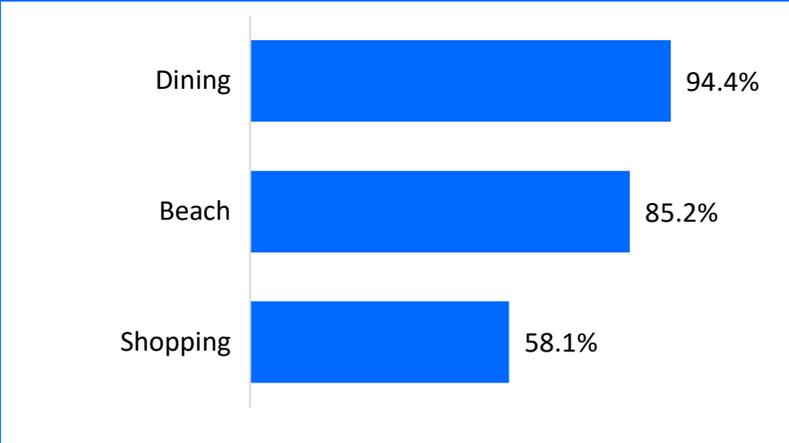
Travel Party Size



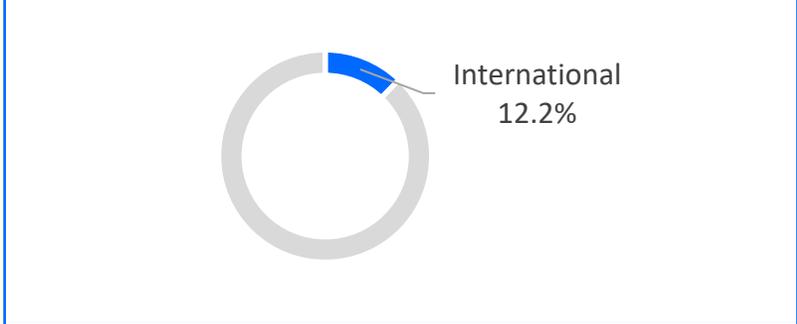
Average Length of Stay



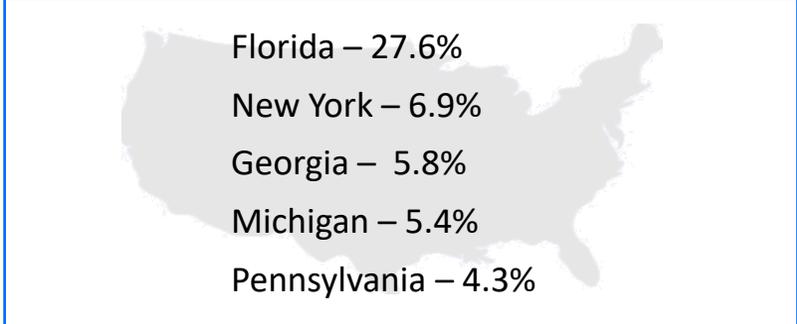
Top Activities



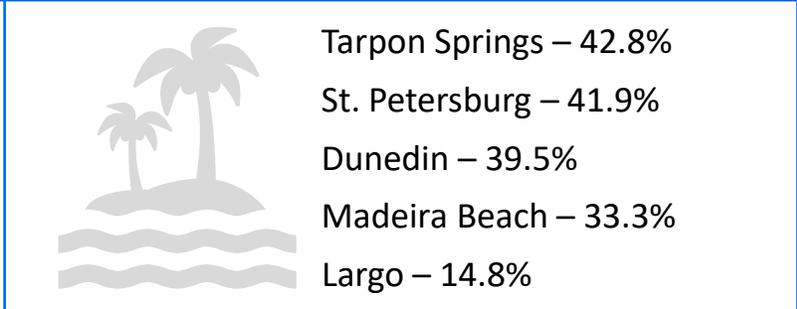
International Visitation



Origin States

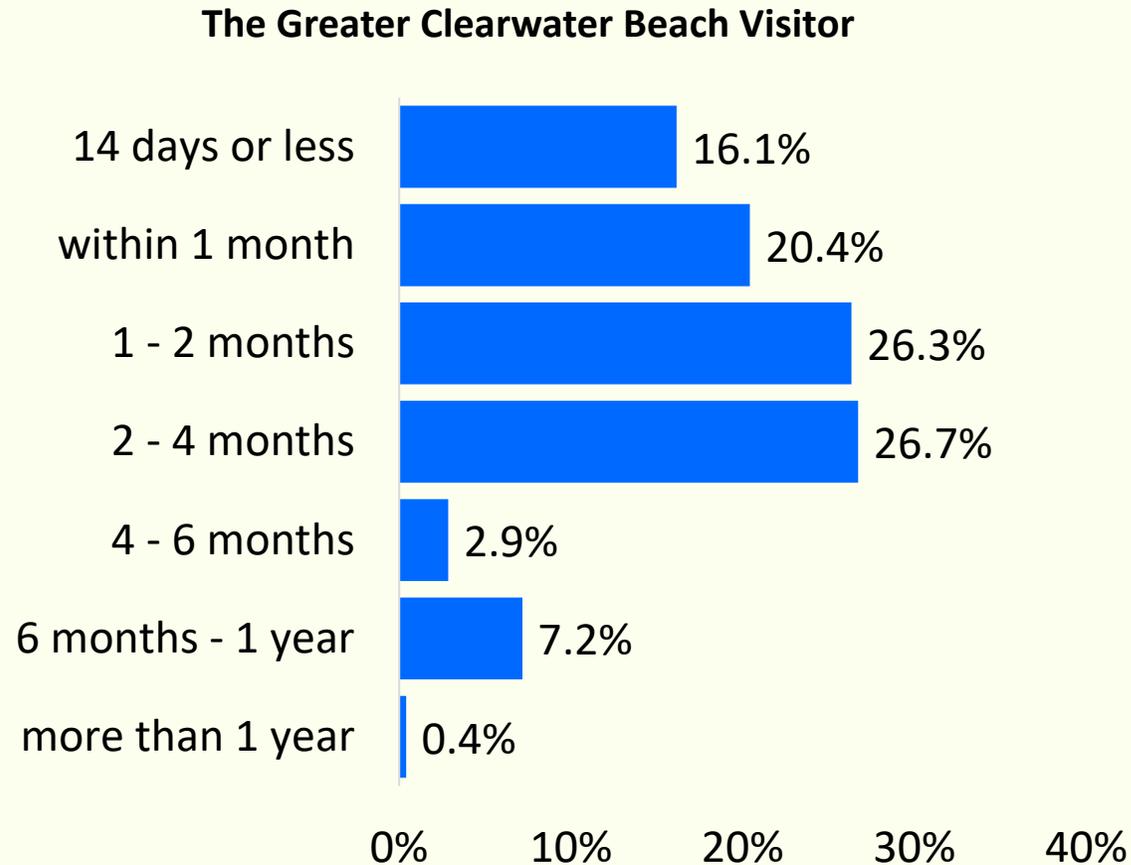


Other Communities Visited



Detailed Findings: Trip Planning

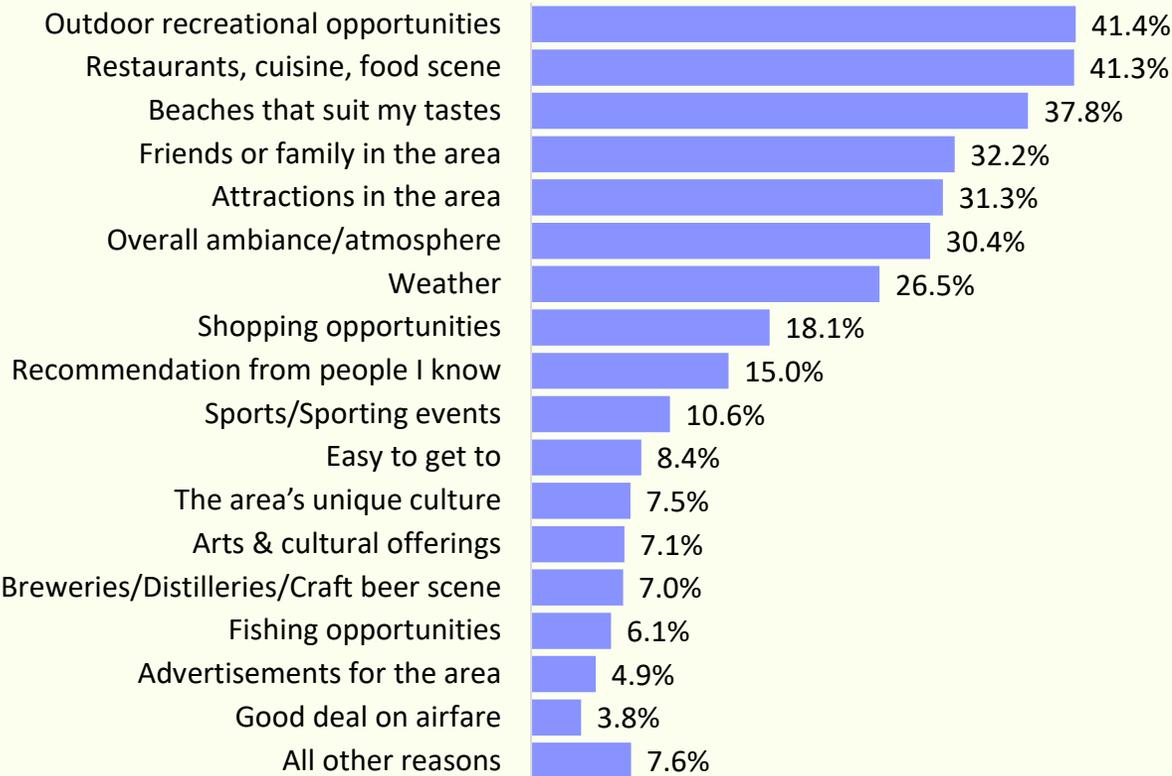
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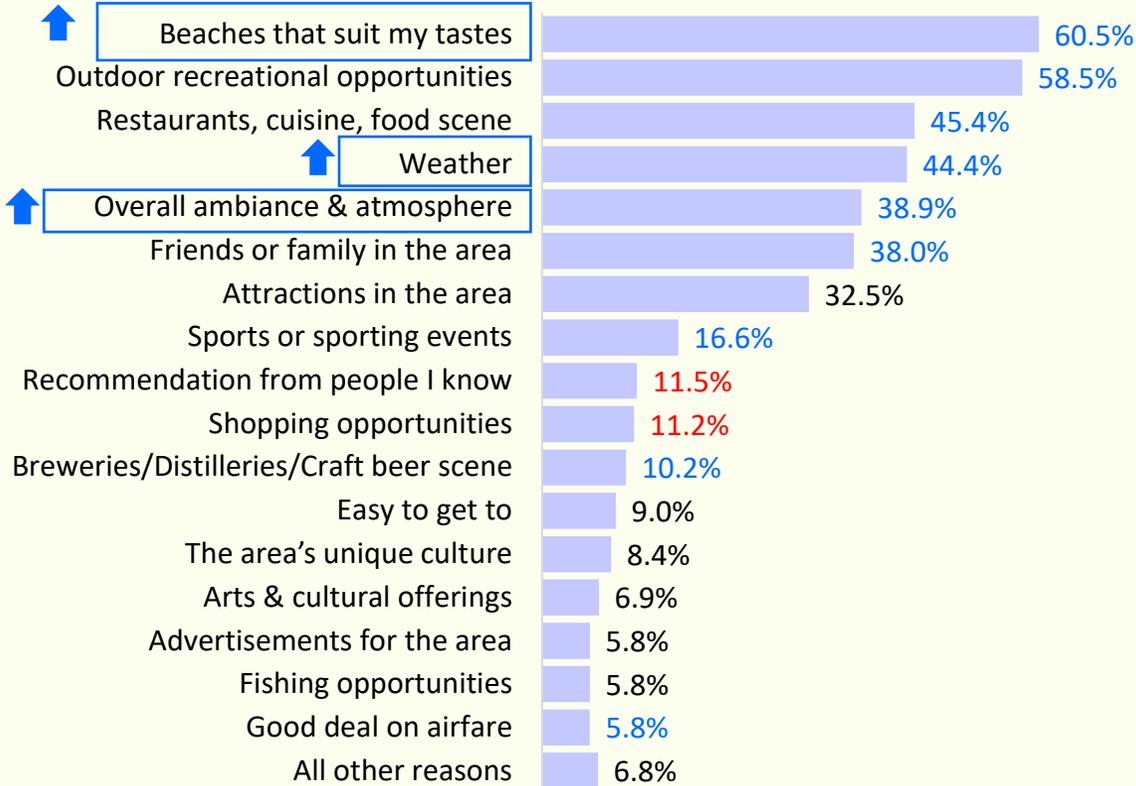
For the Clearwater Beach region, the decision-making window extended more than one full week longer than for the average St. Pete-Clearwater visitor (60.5 days).

Beaches, the Weather, and overall Ambiance ranked higher in importance with Greater Clearwater Beach visitors than with visitors overall.

Importance to Destination Decision: Avg. SPC Visitor

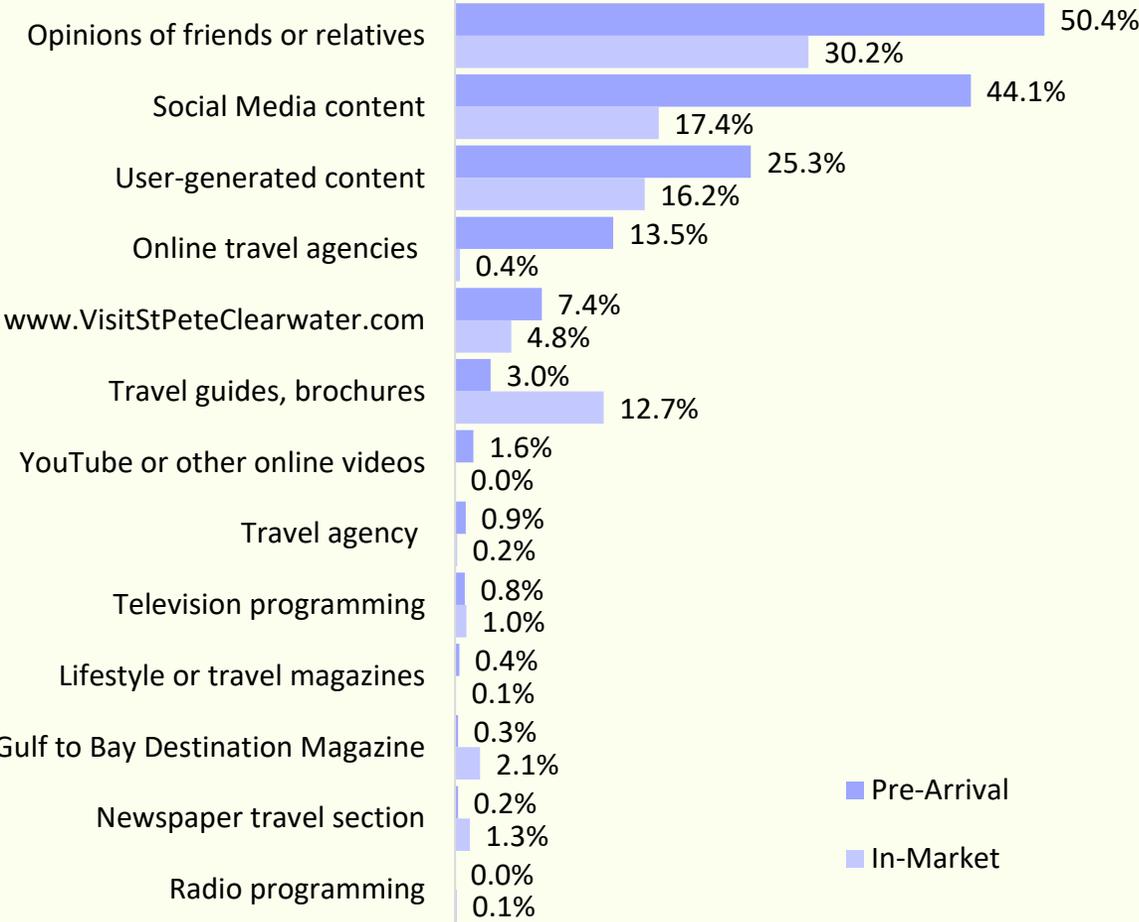


Importance to Destination Decision: Greater Clearwater Beach Visitor



Opinions of friends/relatives and social media were the top planning resources for St. Pete-Clearwater visitors in FY25.

Travel Planning Resources Used



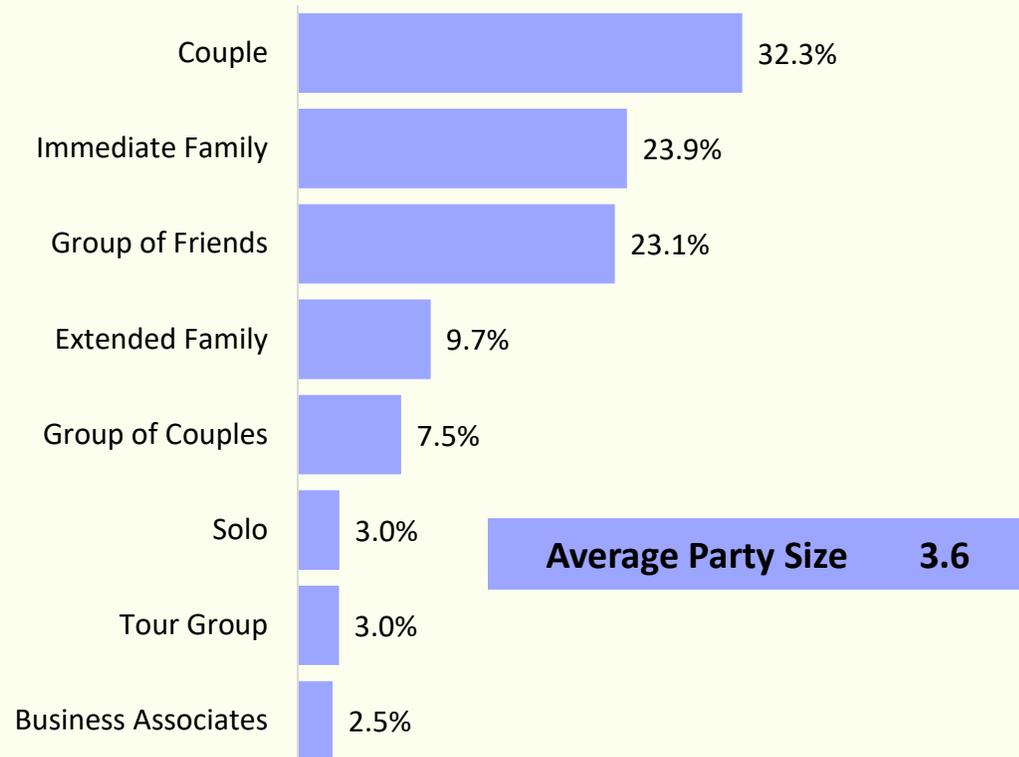
Pre-Arrival, Greater Clearwater Beach Visitors were **more likely to use social media content (61.7%,** their most used resource) than the average SPC visitor.

In-Market, they were **more likely to continue to use social media content (31.5%)** and to turn to **travel guides and brochures (23.2%)**.

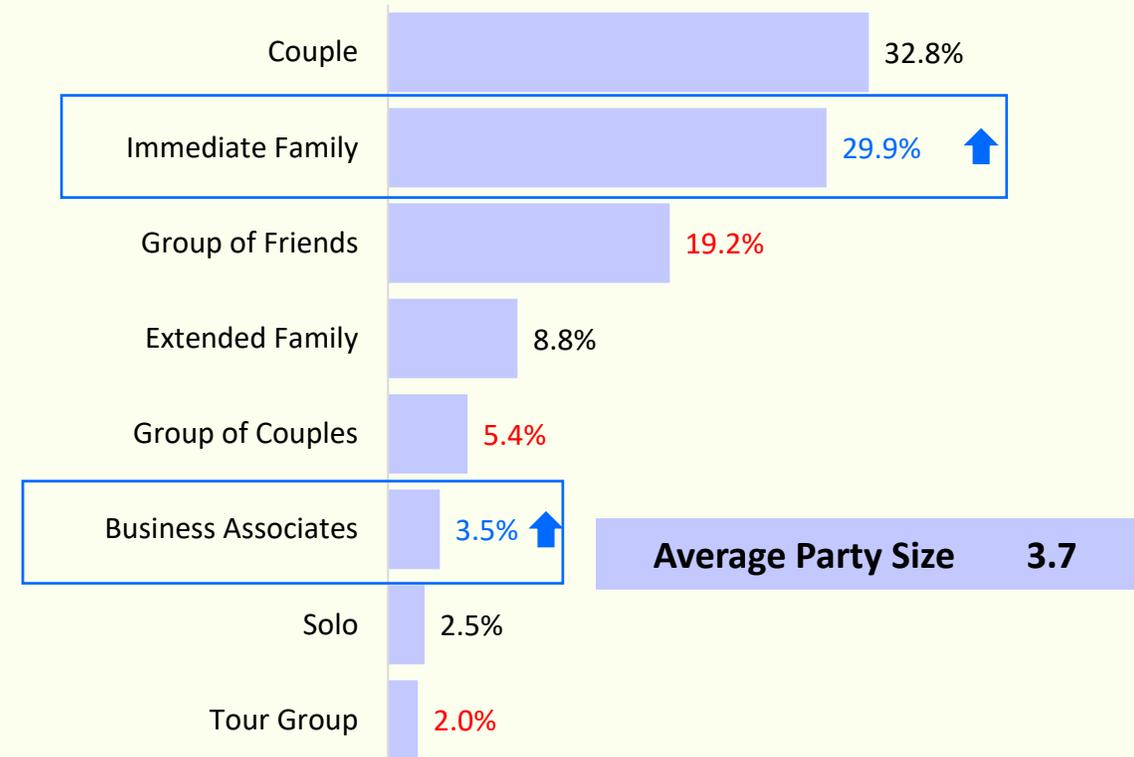
Detailed Findings: Trip Details

Average travel party size in St. Pete/Clearwater was up by 1 full person YOY to 3.6 people.

Travel Party Composition: Avg. SPC Visitor

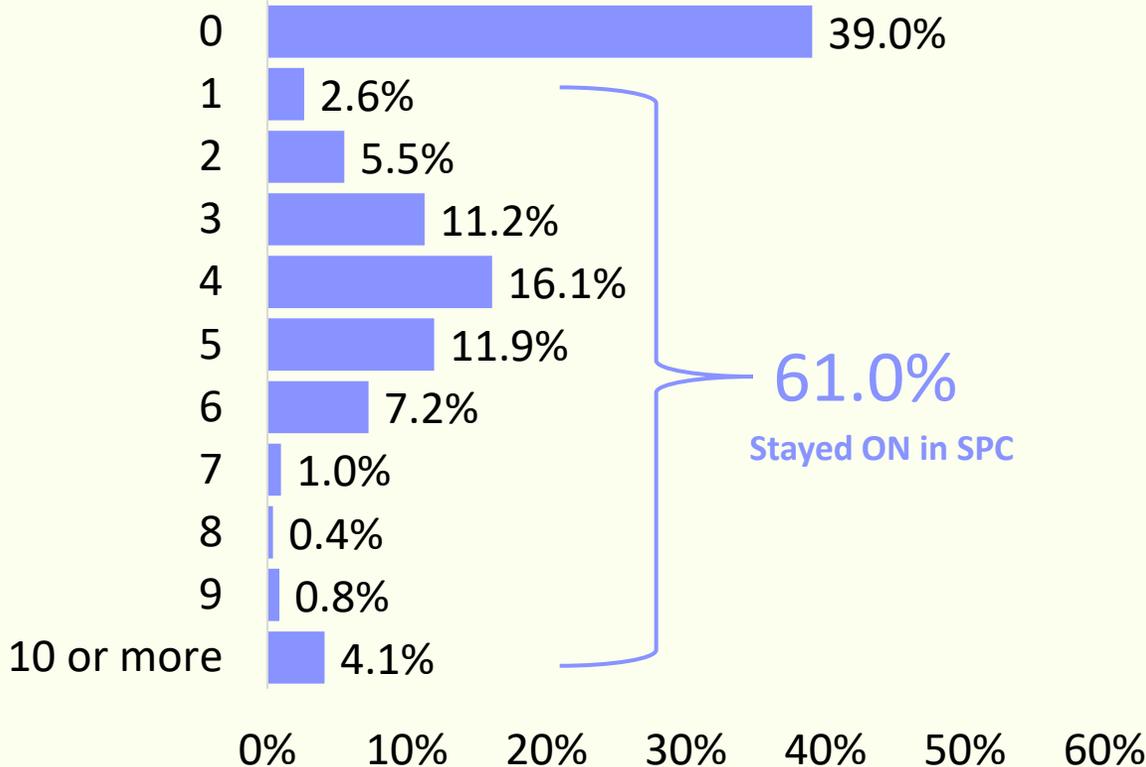


Travel Party Composition: Greater Clearwater Beach Visitor

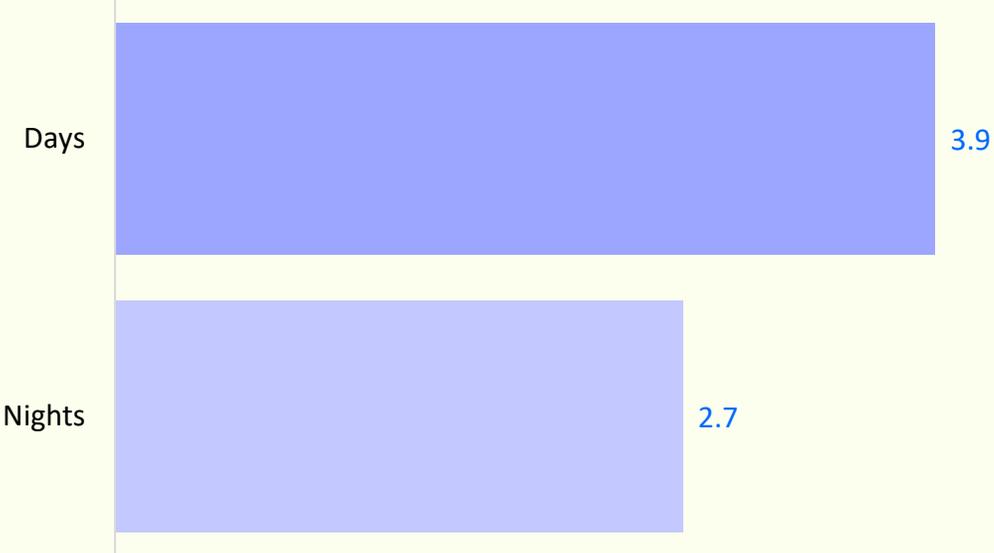


Compared to the average St-Pete Clearwater visitor, Greater Clearwater Beach visitors stayed slightly longer: 3.9 days and 2.7 nights on average.

Nights Stayed in SPC: Greater Clearwater Beach Visitor



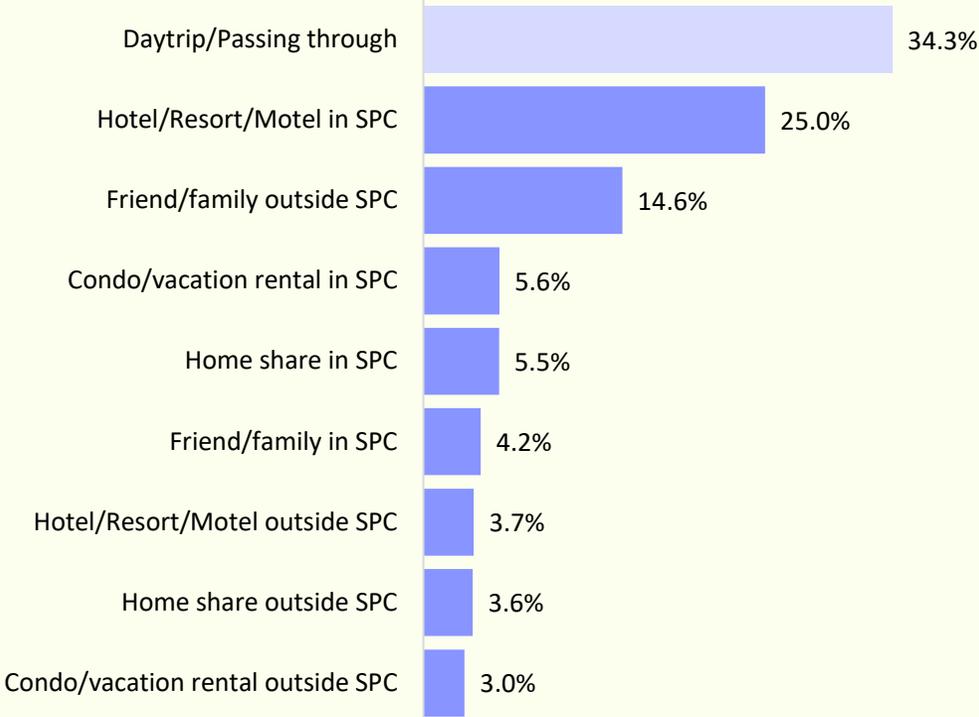
Average Length of Stay: Greater Clearwater Beach Visitor



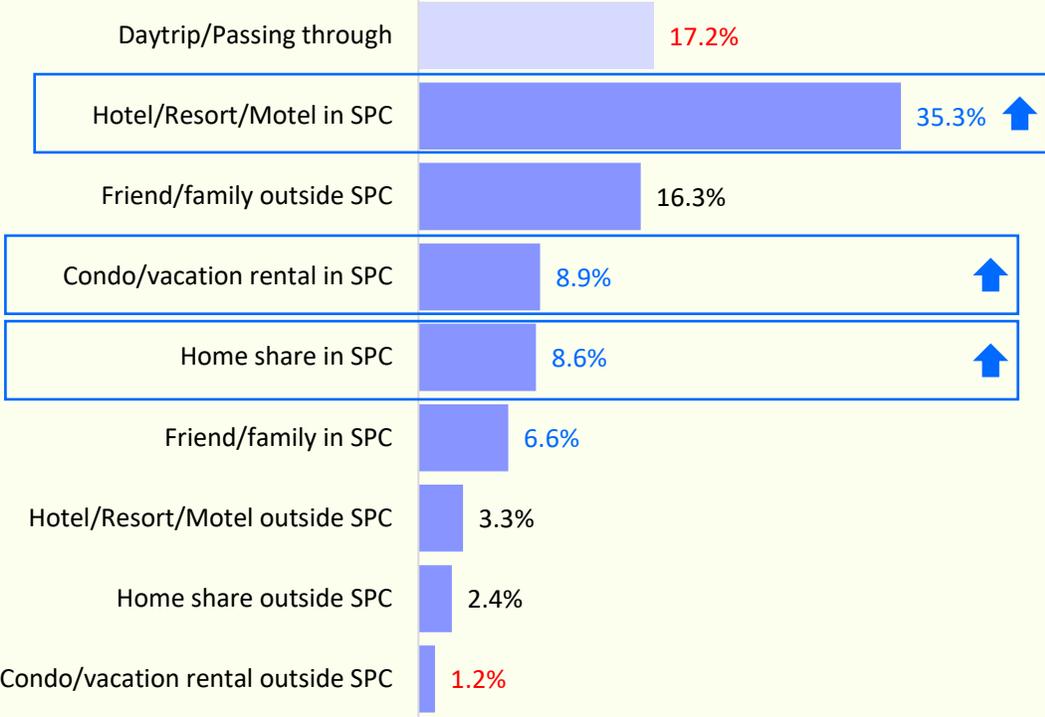
Length of stay for the average SPC visitor has declined slightly YOY to 2.8 days (down from 3.0) and 1.7 nights (down from 2.1).

Visitors staying with friends/family outside the area grew year-over-year, while those staying in condos or vacation rentals declined. Greater Clearwater Beach visitors were more likely to stay overnight.

Lodging/Accommodations: Avg. SPC Visitor

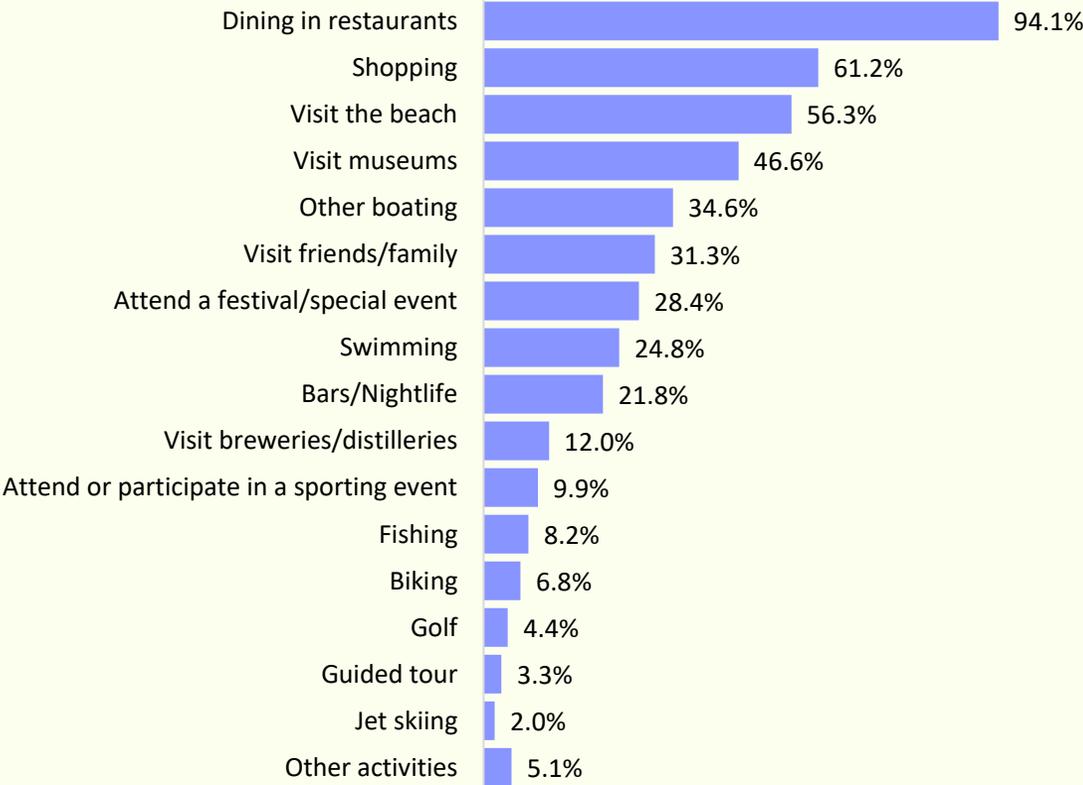


Lodging/Accommodations: Greater Clearwater Beach Visitor

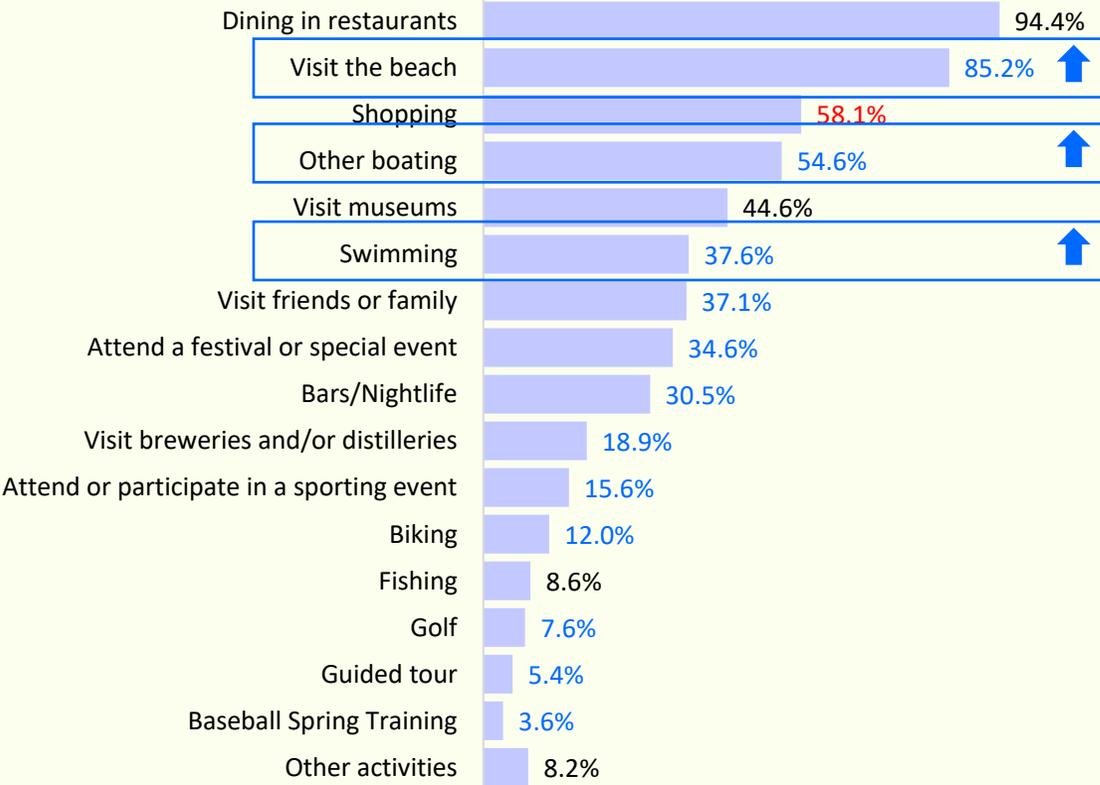


Greater Clearwater Beach visitors were more likely to visit the Beach, and to go Boating and Swimming, and less likely to go Shopping than the average St. Pete-Clearwater visitor.

Trip Activities: Avg. SPC Visitor



Trip Activities: Greater Clearwater Beach Visitor



Most visitors came to the area for vacation, but those citing visiting friends/family in the area as their primary driver grew in FY25.

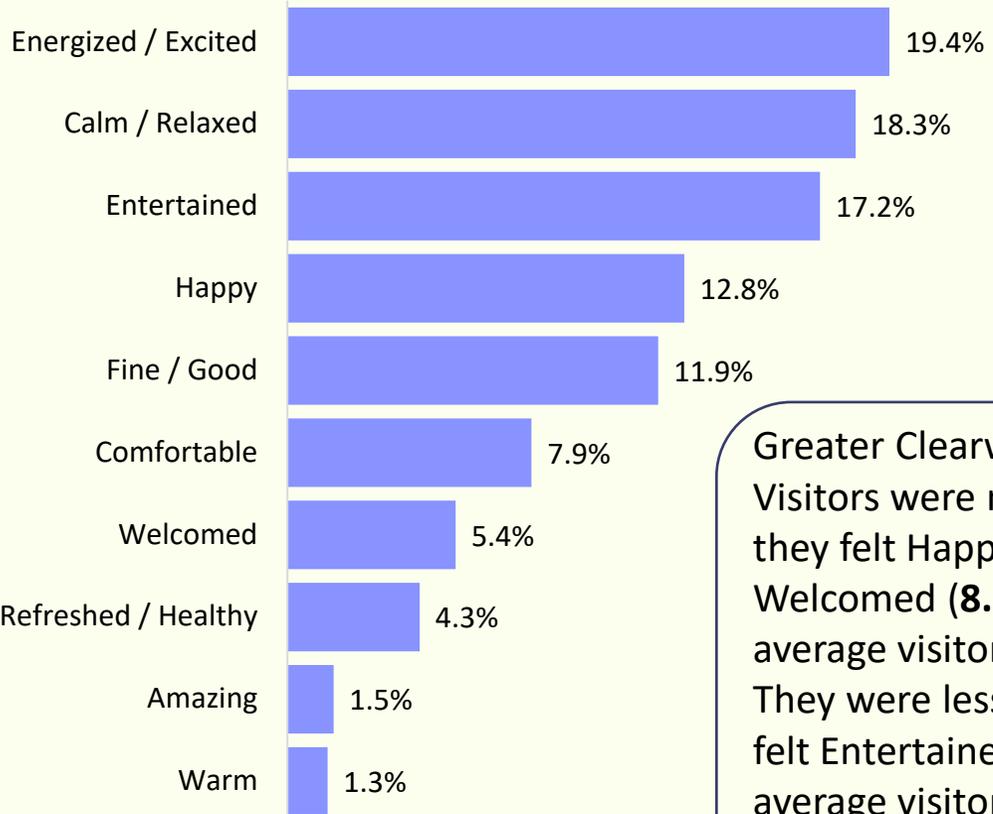
Primary Reason for Visit



Greater Clearwater Beach Visitors were even more likely to be traveling for a vacation than the average SPC visitor (**50.5%**, their top reason), and more likely to be traveling for either a sports event (**9.5%**) or for business (**4.2%**).

While visiting St. Pete/Clearwater, visitors most cited feeling energized, relaxed, and entertained.

Feelings while in the Destination



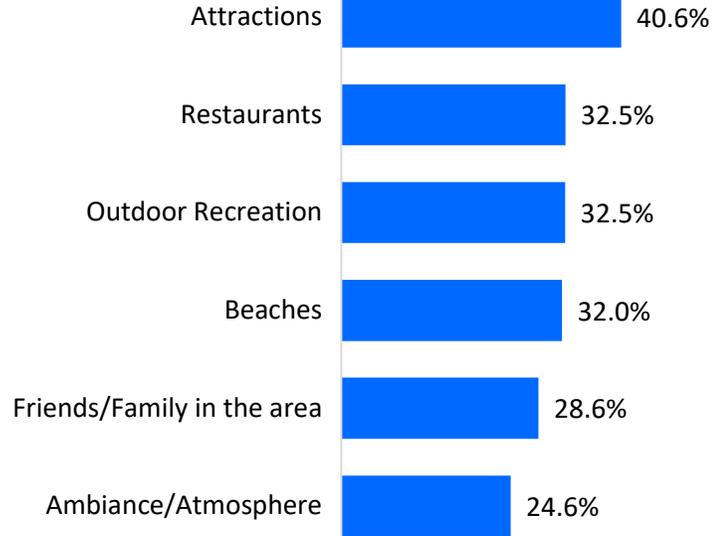
Greater Clearwater Beach Visitors were more likely to say they felt Happy (16.7%) and Welcomed (8.1%) than the average visitor. They were less likely to say they felt Entertained (12.8%) than the average visitor.



Greater St. Pete: Visitor Insights

Key Insights: Greater St. Pete Traveler

Important Factors for Destination Selection



Average Daily Spending Per Travel Party



\$316

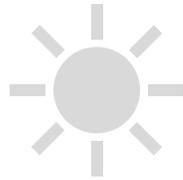
Travel Party Size



3.4

19.9% traveled with children

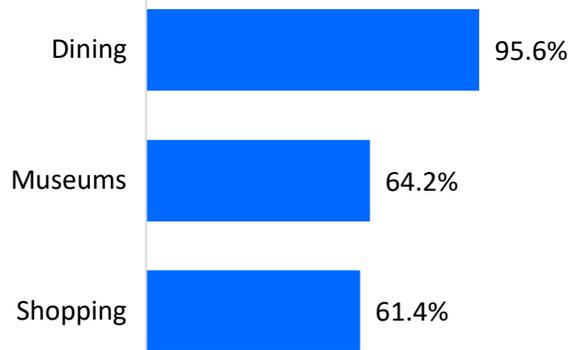
Average Length of Stay



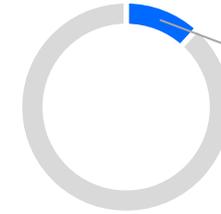
2.9 days

1.8 nights

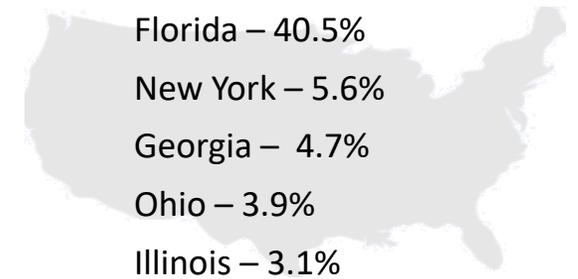
Top Activities



International Visitation



Origin States



Other Communities Visited



Community	Percentage
Clearwater OR Clearwater Beach	41.4%
Madeira Beach	28.4%
St. Pete Beach	18.0%
Tarpon Springs	15.8%

Detailed Findings: Trip Planning

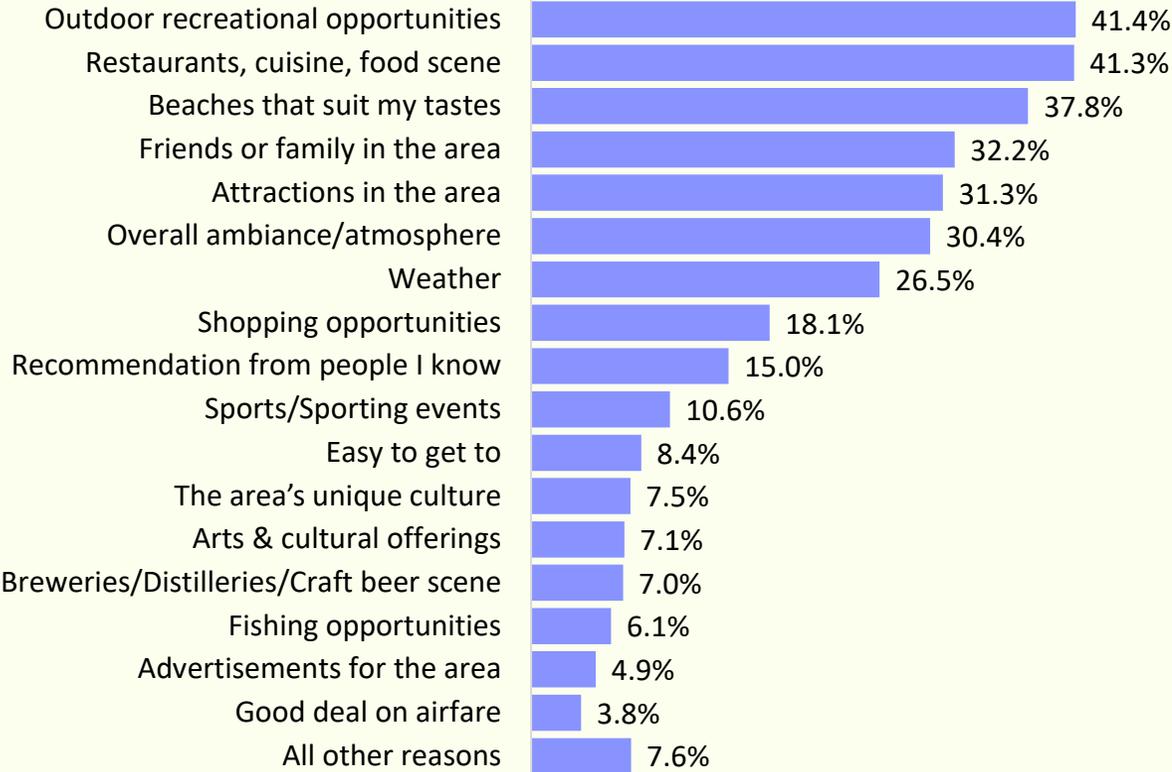
The FY25 decision-making timeframe:



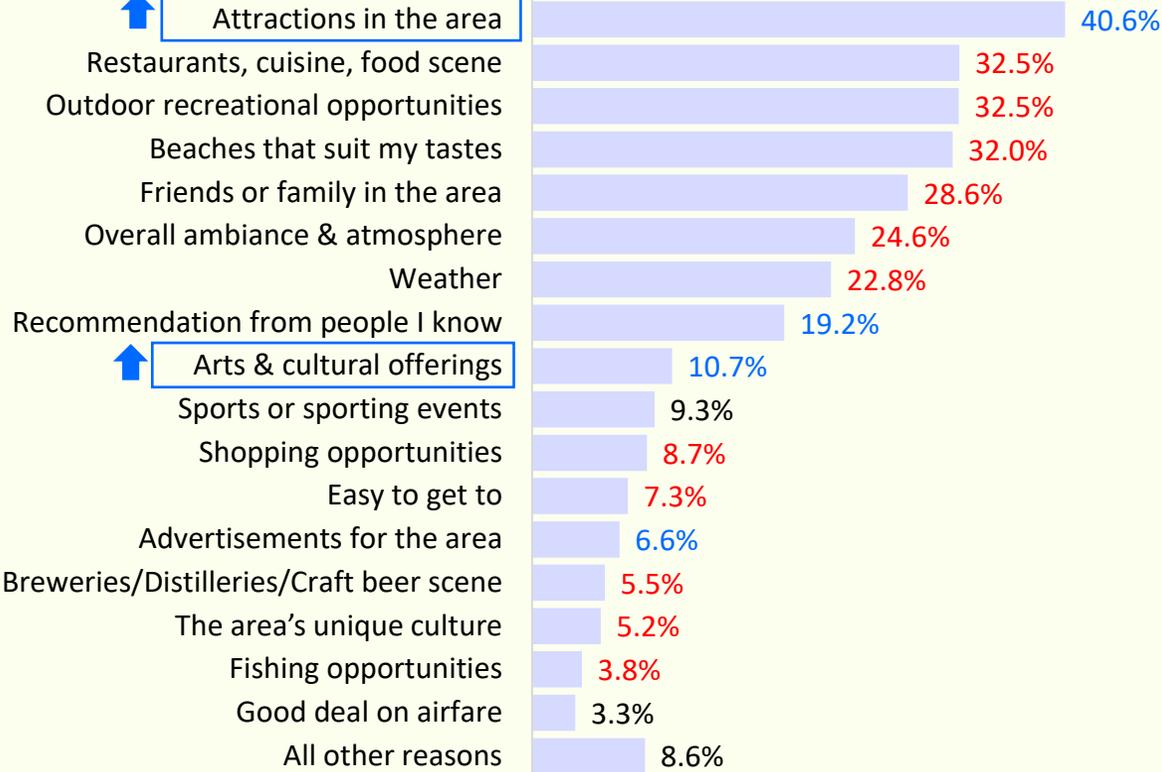
For the Greater St. Pete region, the decision-making window extended more than one full week longer than for the average St. Pete-Clearwater visitor (60.5 days).

Attractions and Arts & Cultural offerings ranked higher in importance with Greater St. Pete visitors than with visitors overall.

Importance to Destination Decision: Avg. SPC Visitor

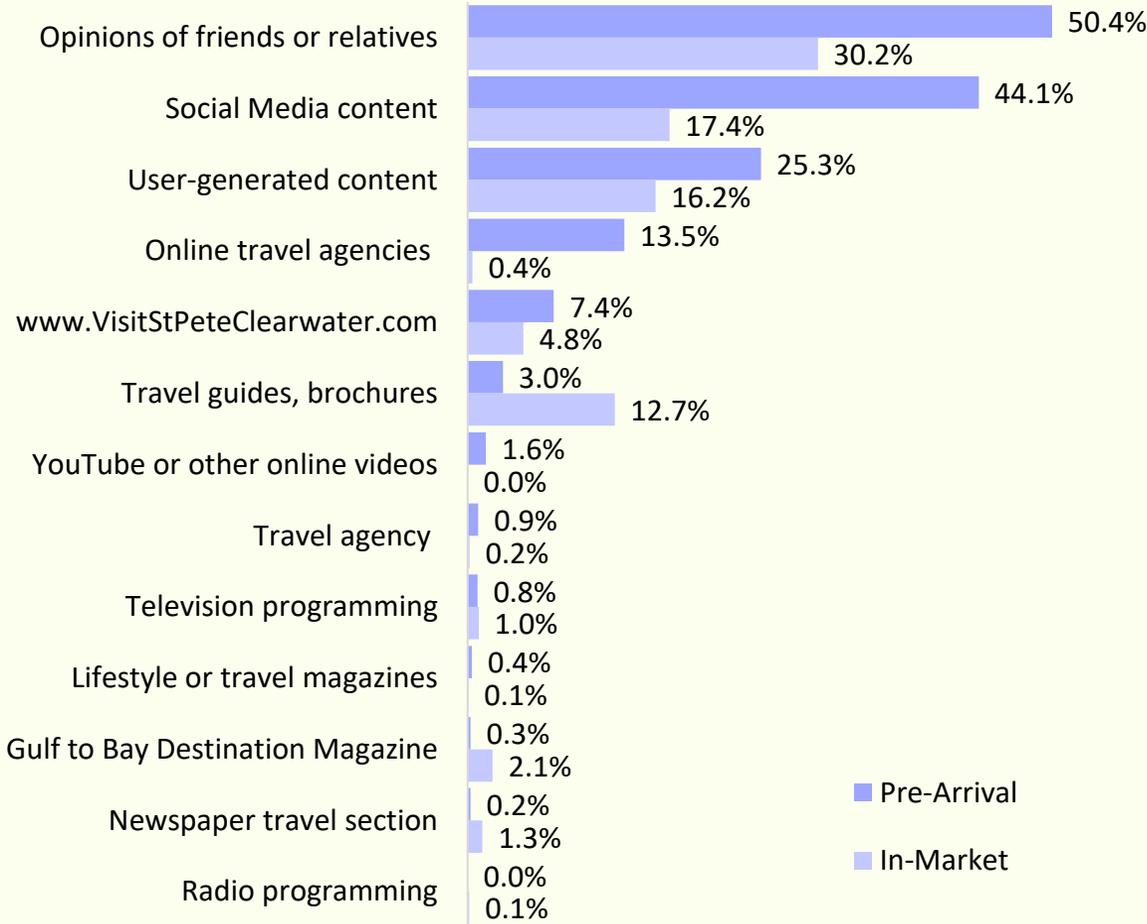


Importance to Destination Decision: Greater St. Pete Visitor



Opinions of friends/relatives and social media were the top planning resources for St. Pete-Clearwater visitors in FY25.

Travel Planning Resources Used



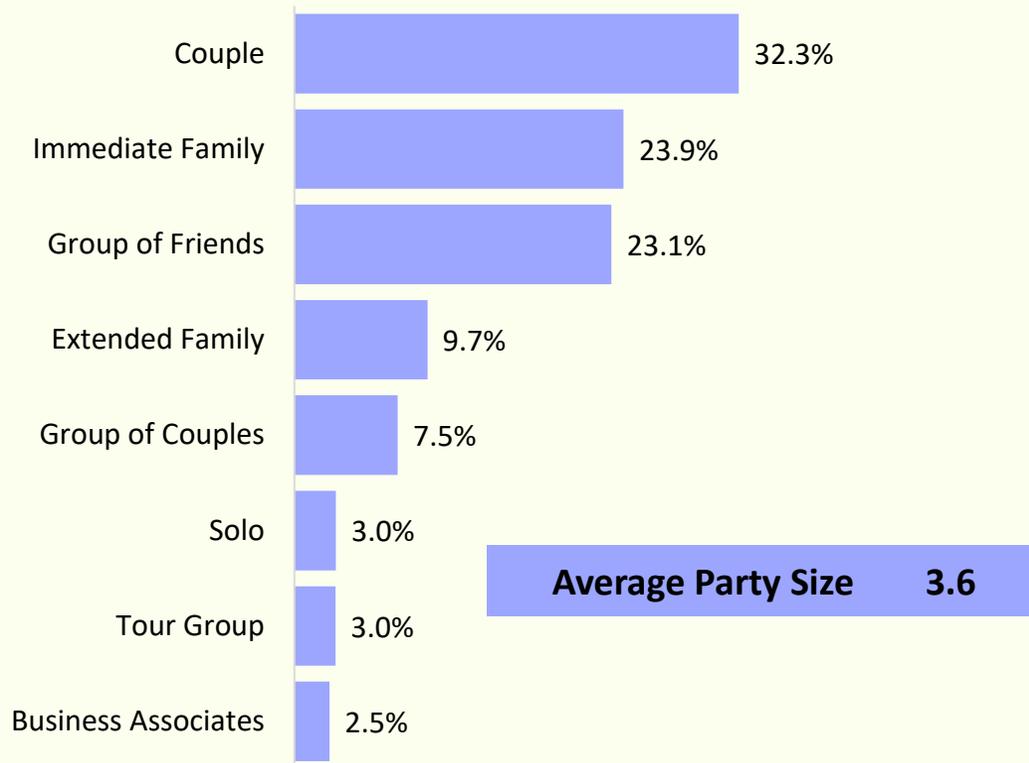
Pre-Arrival, Greater St. Pete Visitors were **more likely to use user-generated content (32.3%), online travel agencies (16.2%), and VisitStPeteClearwater.com (11.0%)** than the average SPC visitor.

In-Market, they were **more likely to continue to use user-generated content (21.3%) and VisitStPeteClearwater.com (7.6%)**.

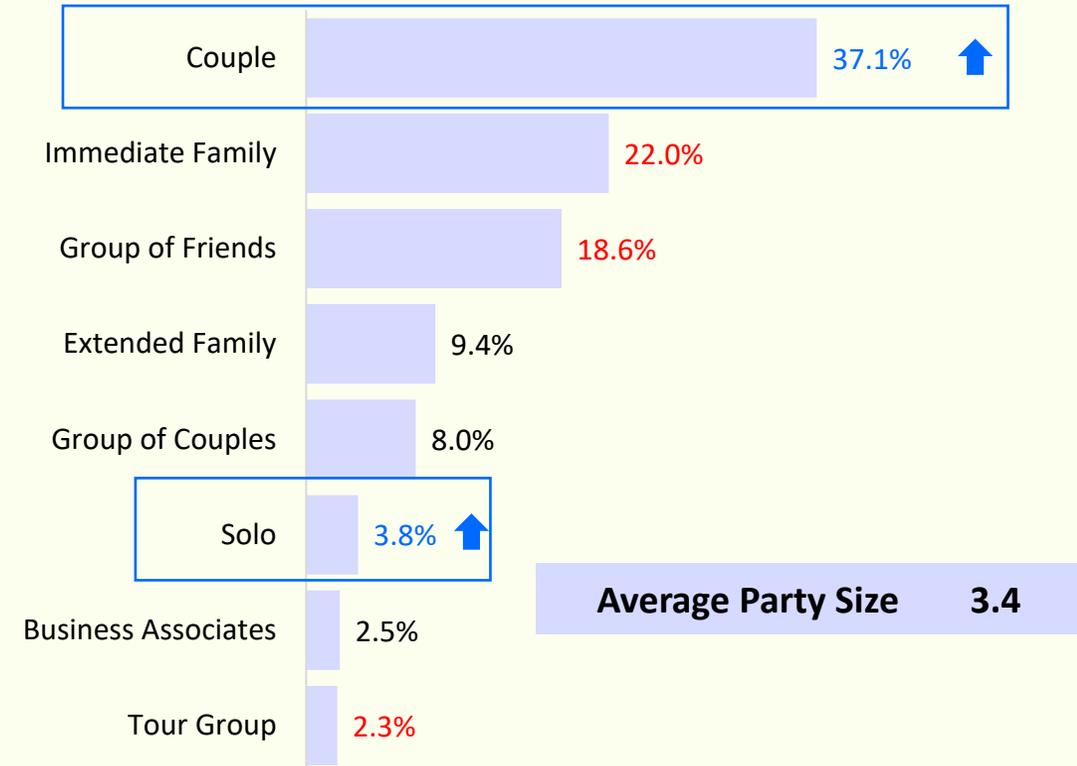
Detailed Findings: Trip Details

Average travel party size in St. Pete-Clearwater was up by 1 full person YOY to 3.6 people.

Travel Party Composition: Avg. SPC Visitor

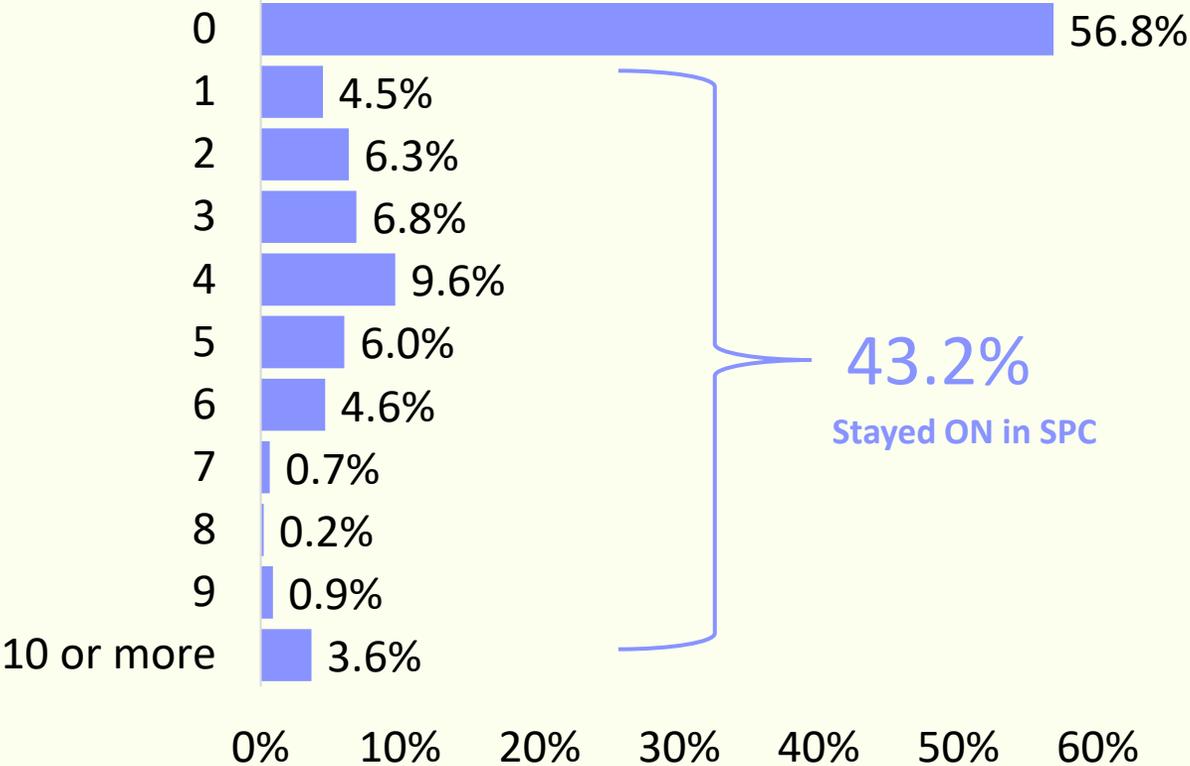


Travel Party Composition: Greater St. Pete Visitor

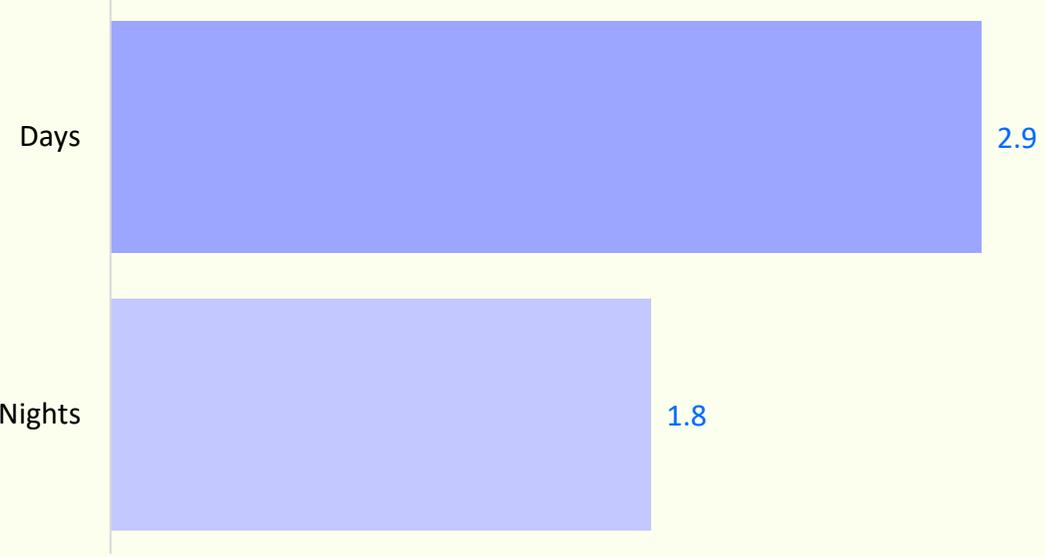


Compared to the average visitor, visitors to the Greater St. Pete region stayed slightly longer: 2.9 days and 1.8 nights on average.

Nights Stayed in SPC: Greater St. Pete Visitor



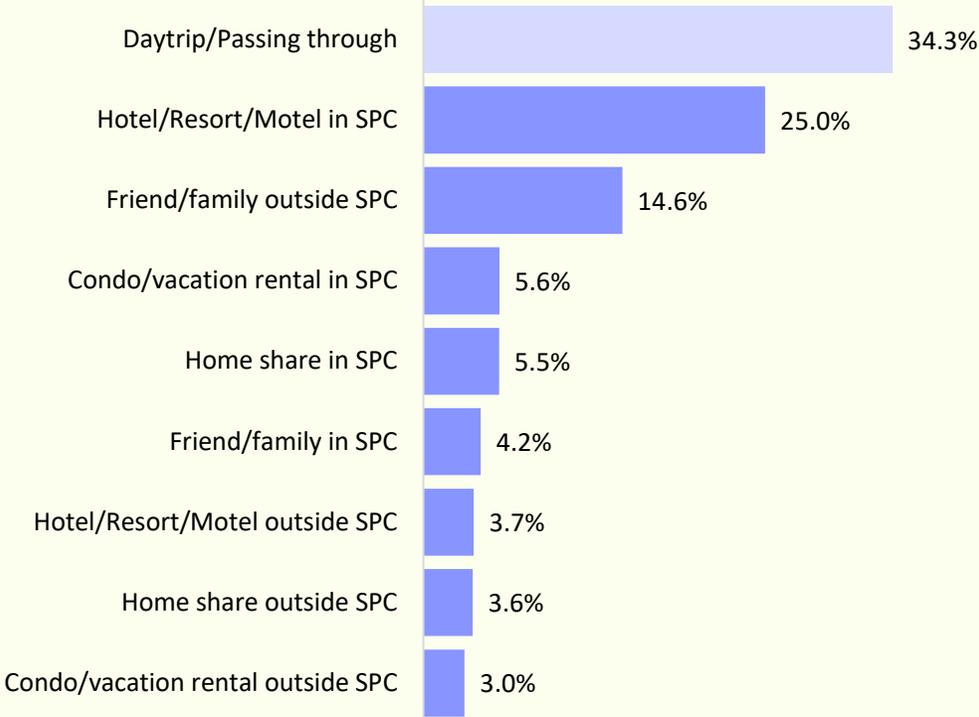
Average Length of Stay: Greater St. Pete Visitor



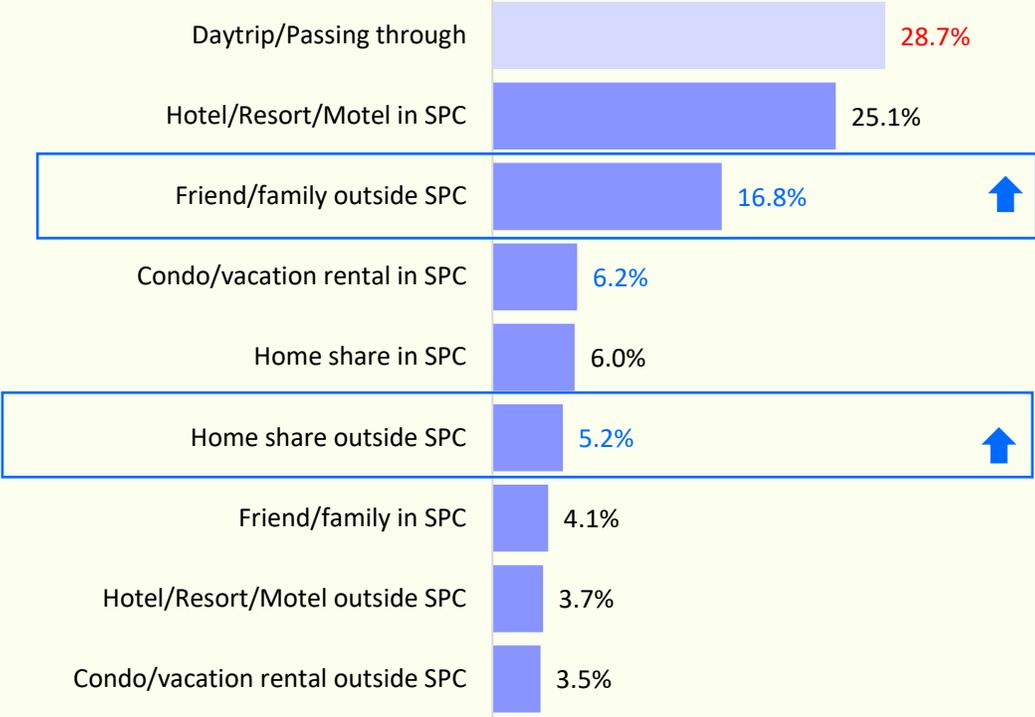
Length of stay for the average SPC visitor has declined slightly YOY to 2.8 days (down from 3.0) and 1.7 nights (down from 2.1).

Visitors staying with friends/family outside the area grew year-over-year, while those staying in condos or vacation rentals declined. Greater St. Pete visitors were more likely to stay overnight.

Lodging/Accommodations: Avg. SPC Visitor

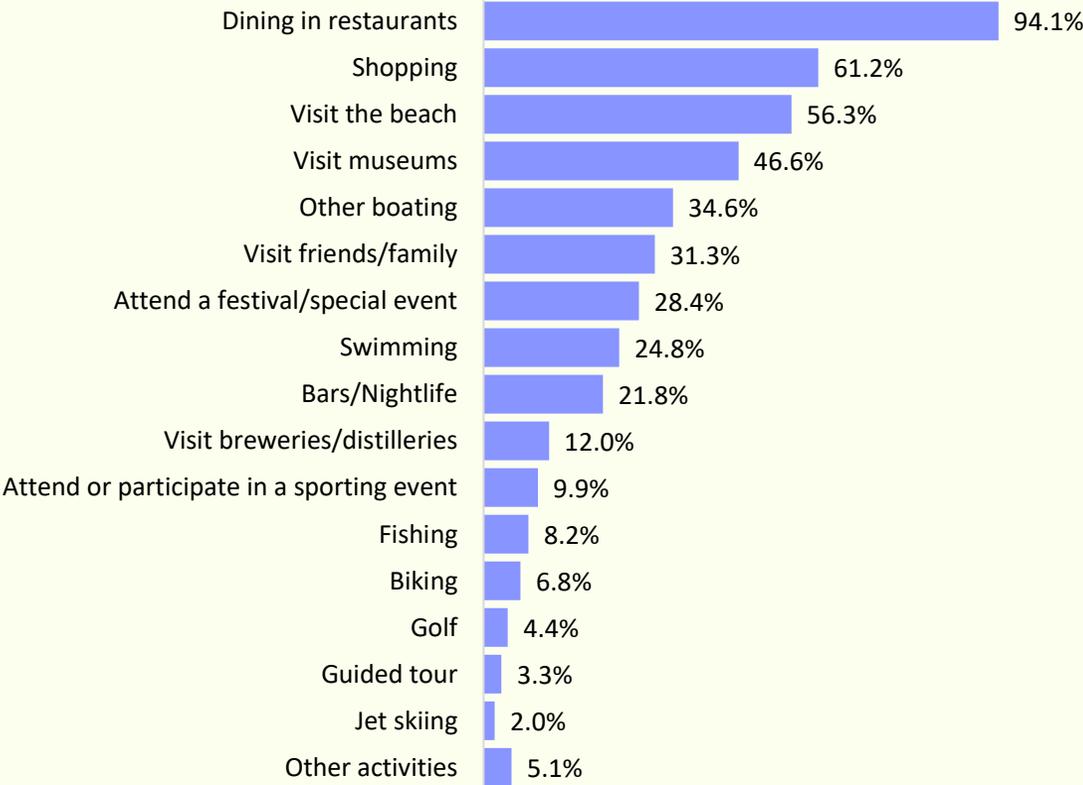


Lodging/Accommodations: Greater St. Pete Visitor

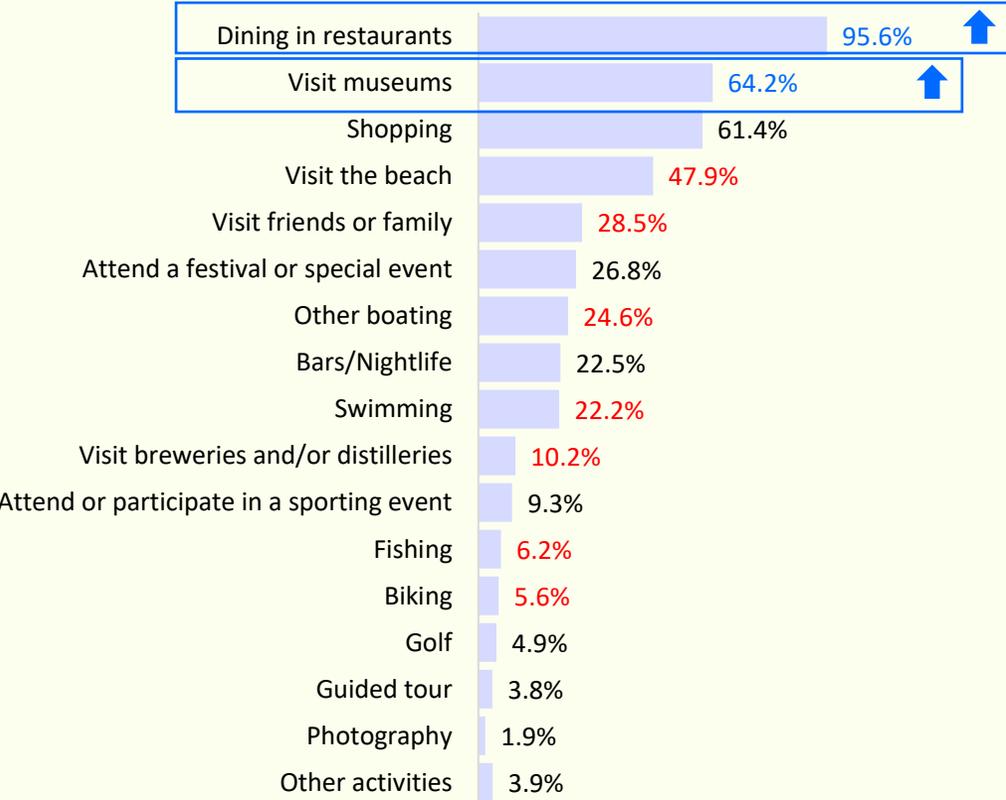


Greater St. Pete visitors were more likely to dine in Restaurants and visit Museums, but less likely to visit the Beach than the average St. Pete-Clearwater visitor.

Trip Activities: Avg. SPC Visitor



Trip Activities: Greater St. Pete Visitor



Most visitors came to the area for vacation, but those citing visiting friends/family in the area as their primary driver grew in FY25.

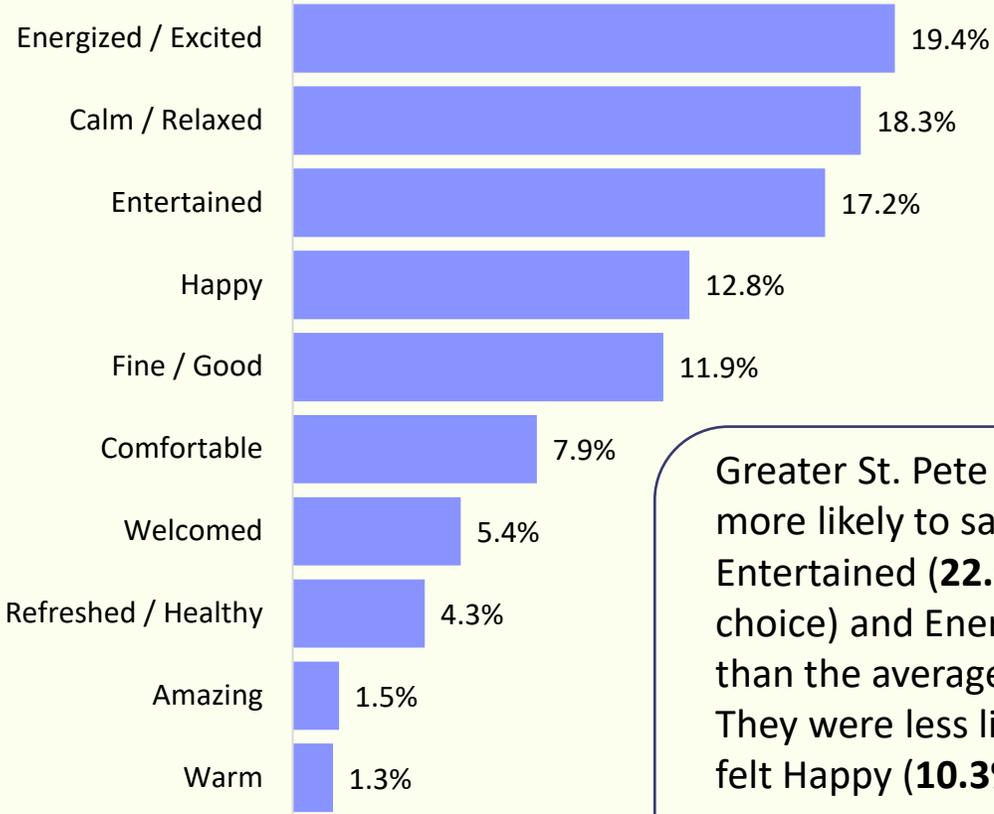
Primary Reason for Visit



Greater St. Pete Visitors were even more likely to be traveling for a vacation than the average SPC visitor (**52.4%**, their top reason), but were less likely to be traveling for a special event (**7.2%**) or for another reason (**3.1%**).

While visiting St. Pete-Clearwater, visitors most cited feeling energized, relaxed, and entertained.

Feelings while in the Destination



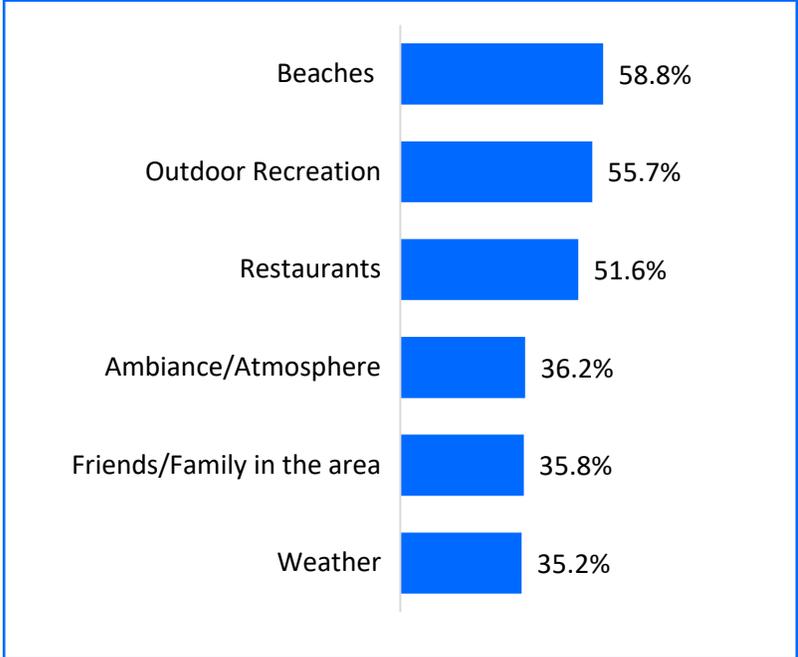
Greater St. Pete Visitors were more likely to say they felt Entertained (**22.4%**, their top choice) and Energized (**21.7%**) than the average. They were less likely to say they felt Happy (**10.3%**) than the average.



South County Beaches: Visitor Insights

Key Insights: South County Beaches Traveler

Important Factors for Destination Selection



Average Daily Spending Per Travel Party



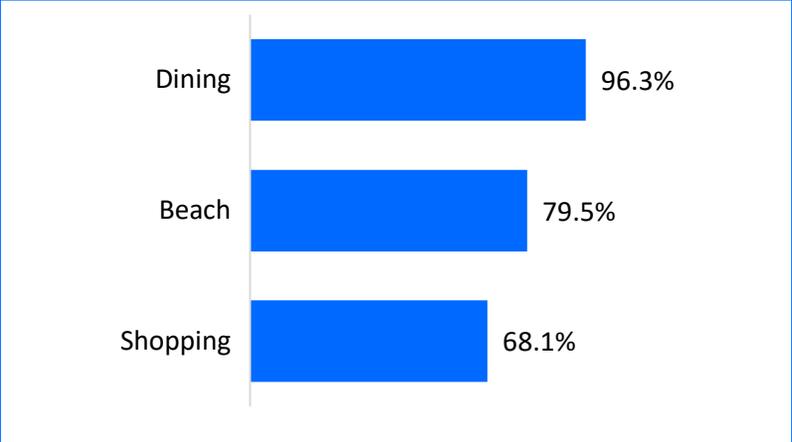
Travel Party Size



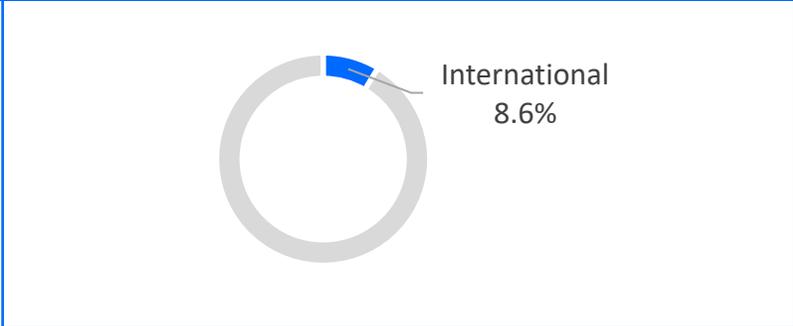
Average Length of Stay



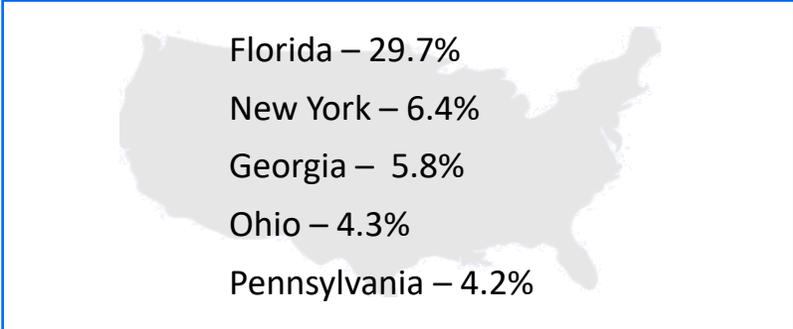
Top Activities



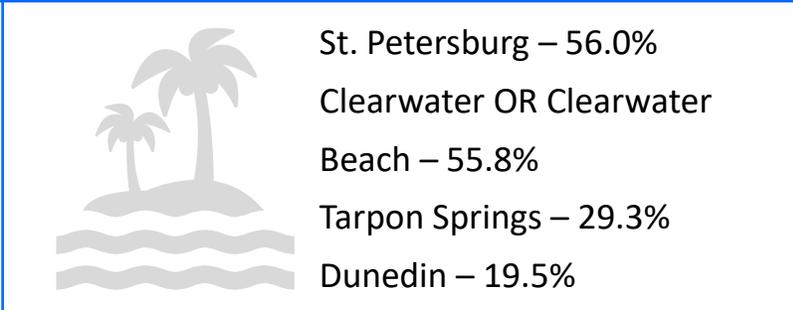
International Visitation



Origin States

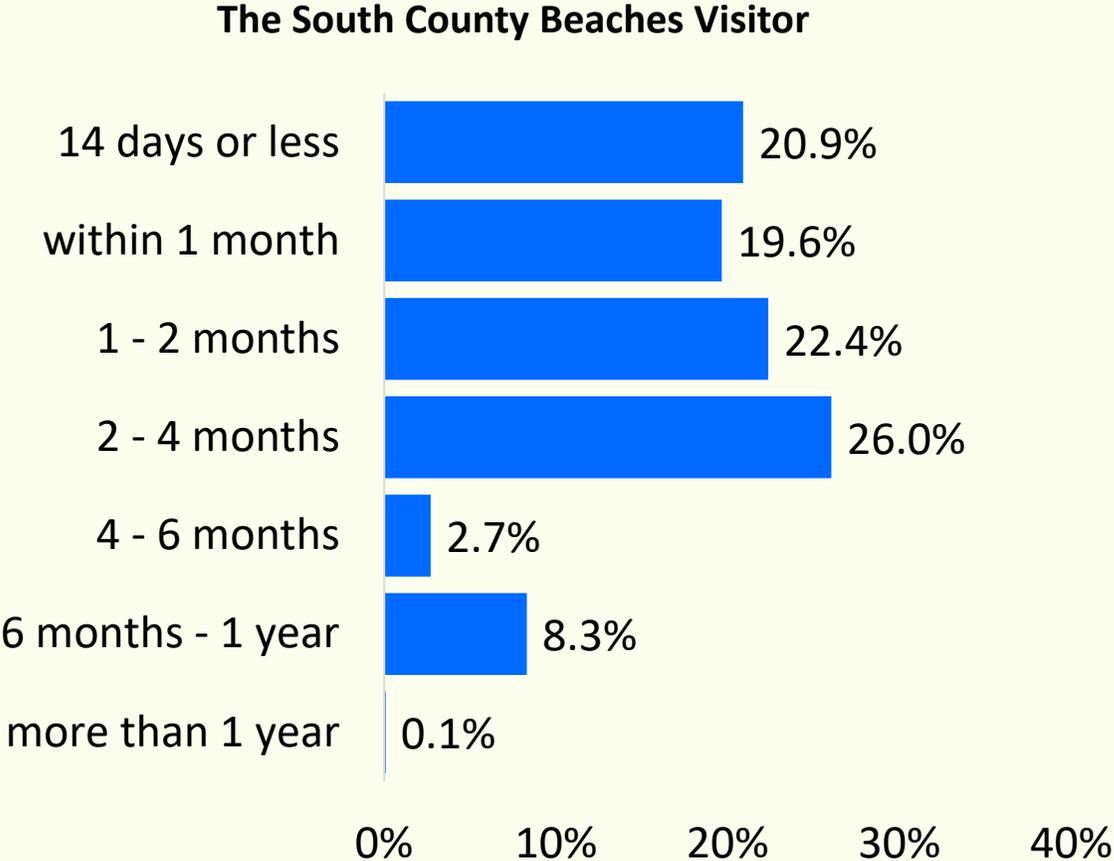


Other Communities Visited



Detailed Findings: Trip Planning

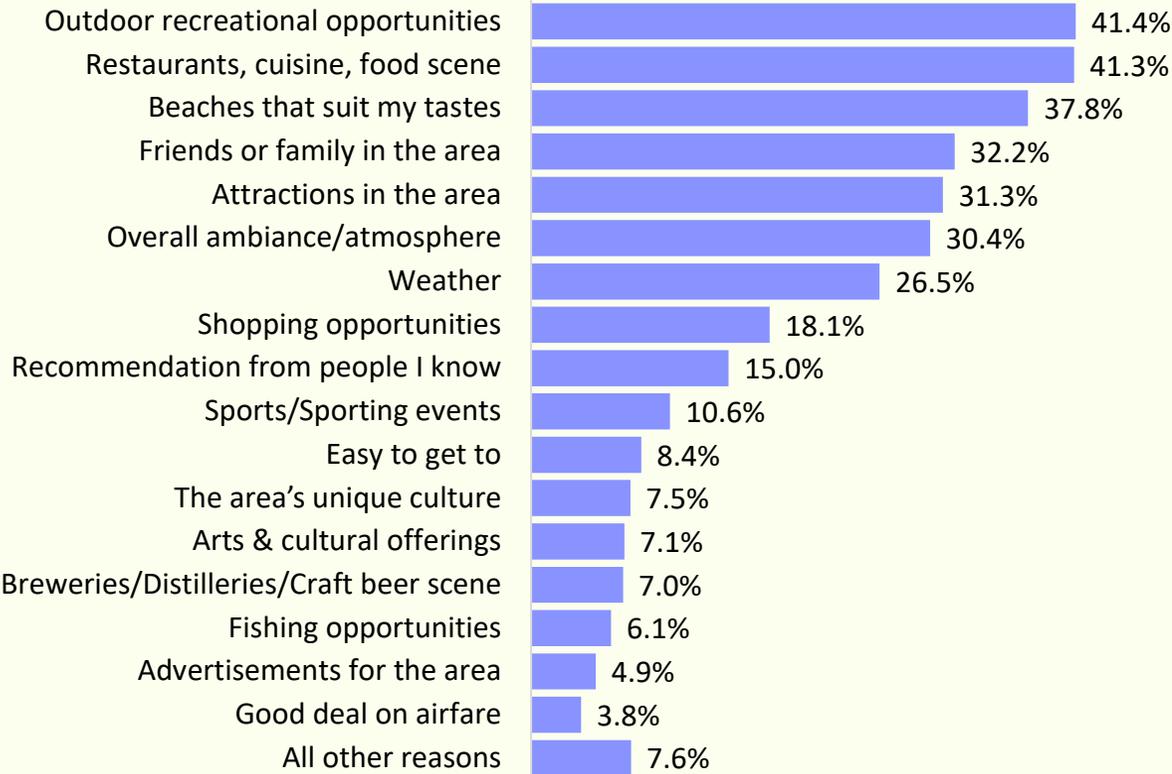
The FY25 decision-making timeframe:



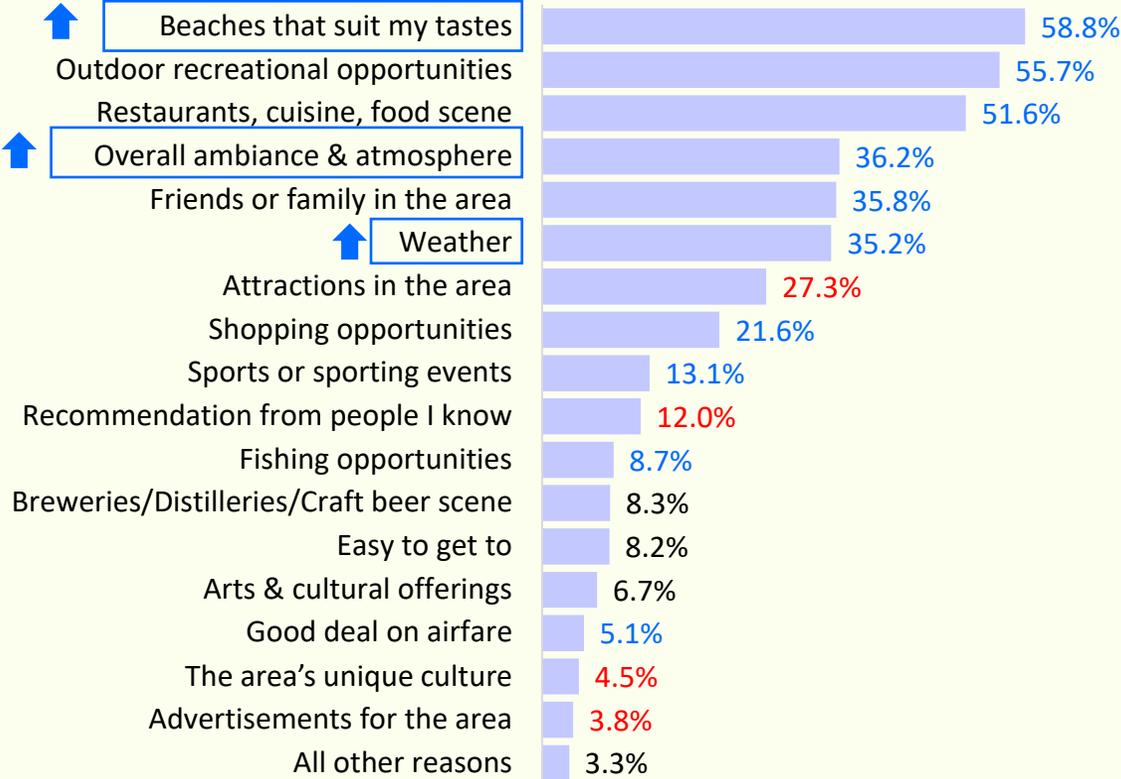
For the South County Beaches region, the decision-making window extended nearly two weeks longer than for the average St. Pete-Clearwater visitor (60.5 days).

Beaches, ambiance and weather ranked higher in importance with South County Beaches visitors than with visitors overall.

Importance to Destination Decision: Avg. SPC Visitor

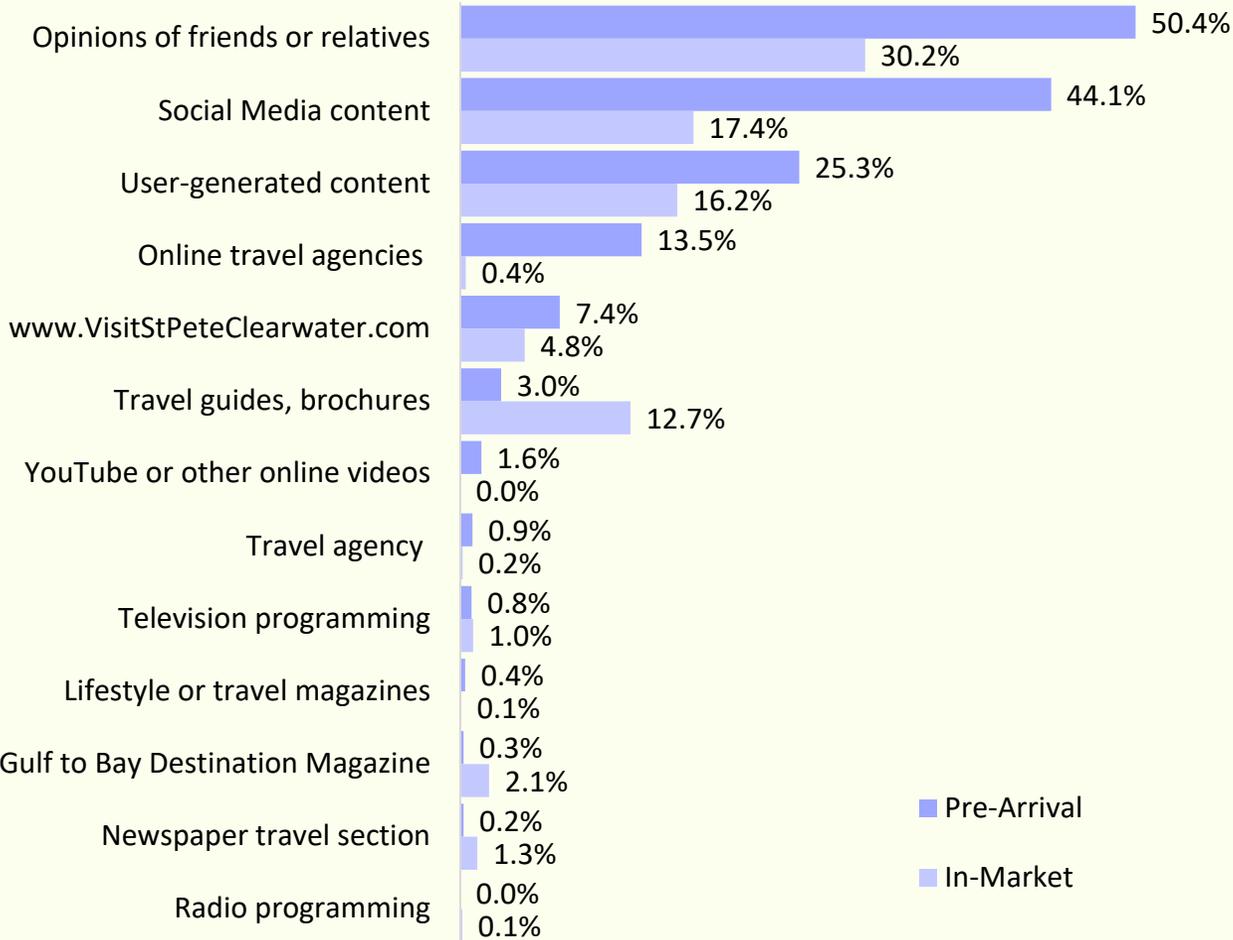


Importance to Destination Decision: South County Beaches Visitor



Opinions of friends/relatives and social media were the top planning resources for St. Pete-Clearwater visitors in FY25.

Travel Planning Resources Used



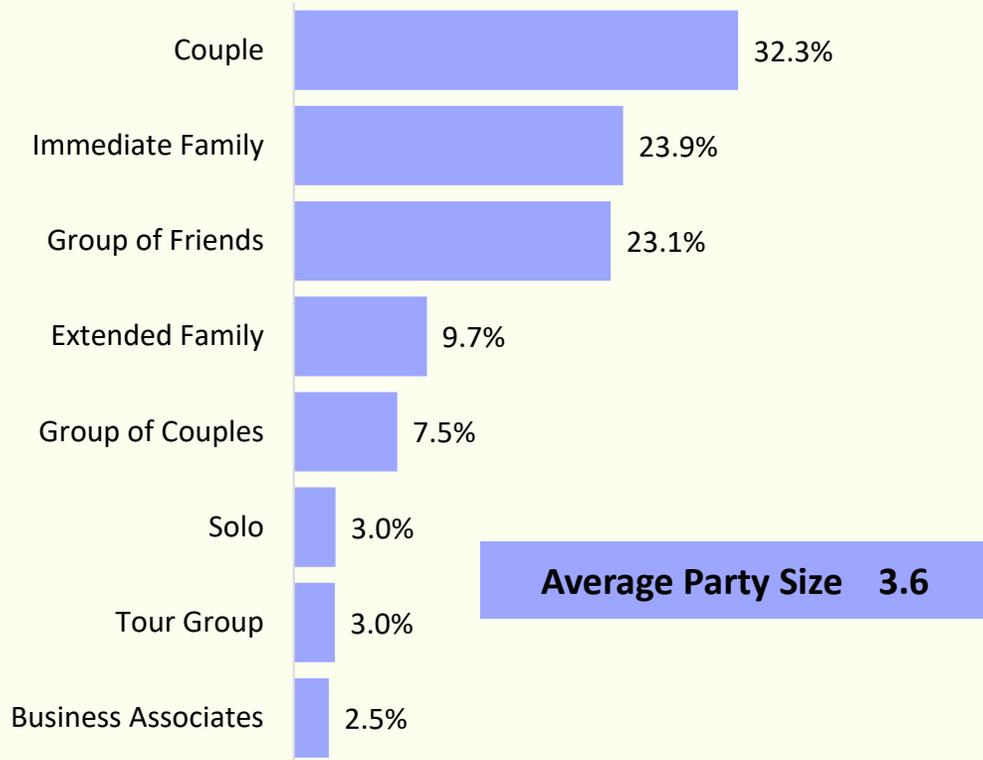
Pre-Arrival, South County Beaches Visitors were **more likely to use social media content (51.1%)**, their most used resource, than the average SPC visitor.

In-Market, they were **more likely to continue to use social media content (29.4%)** and to turn to **travel guides and brochures (24.1%)**.

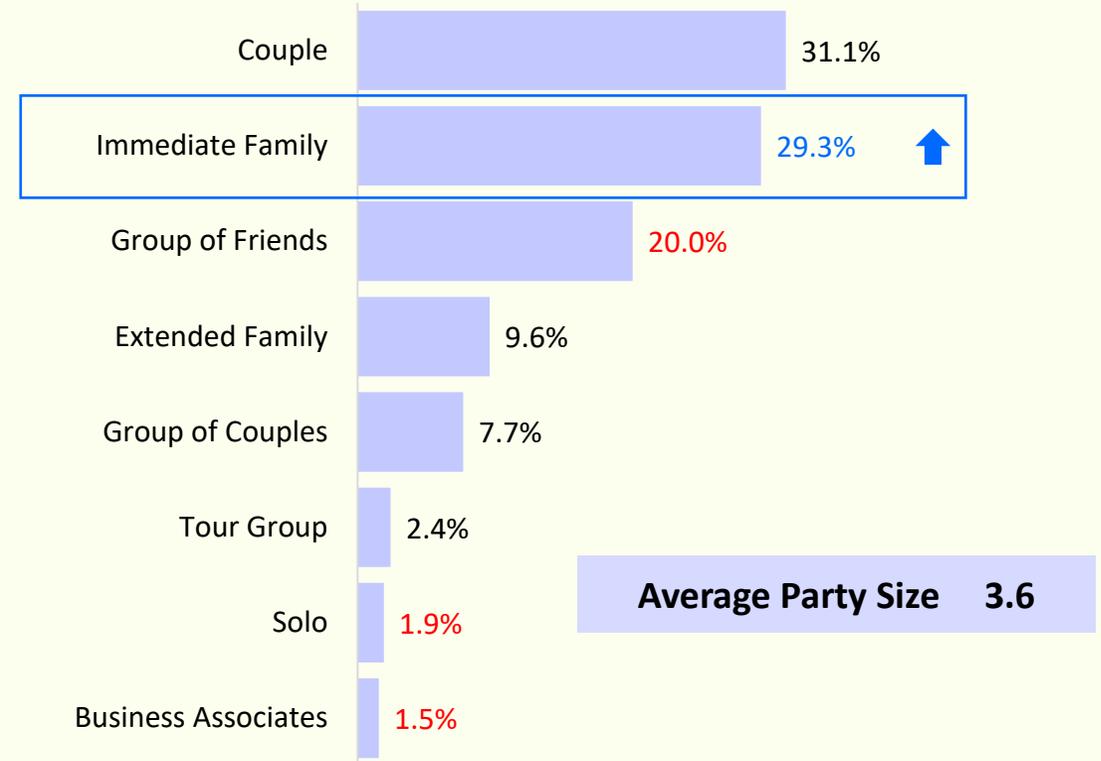
Detailed Findings: Trip Details

Average travel party size in St. Pete-Clearwater was up by 1 full person YOY to 3.6 people.

Travel Party Composition: Avg. SPC Visitor

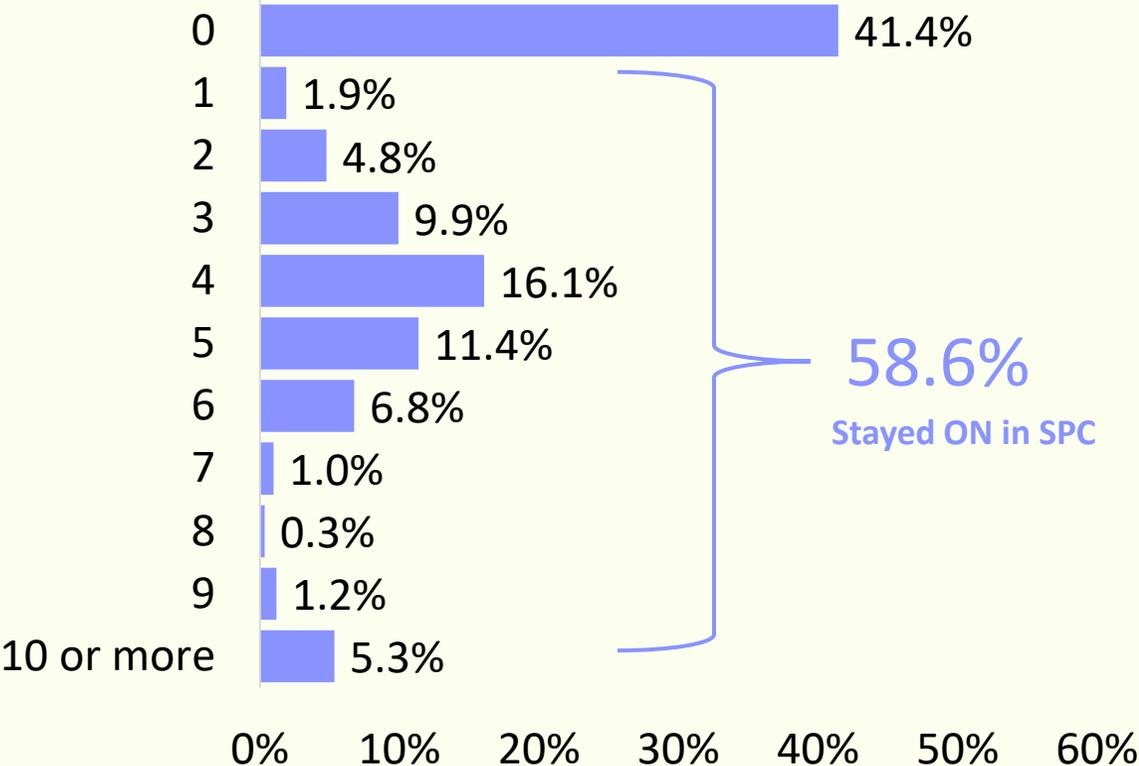


Travel Party Composition: South County Beaches Visitor

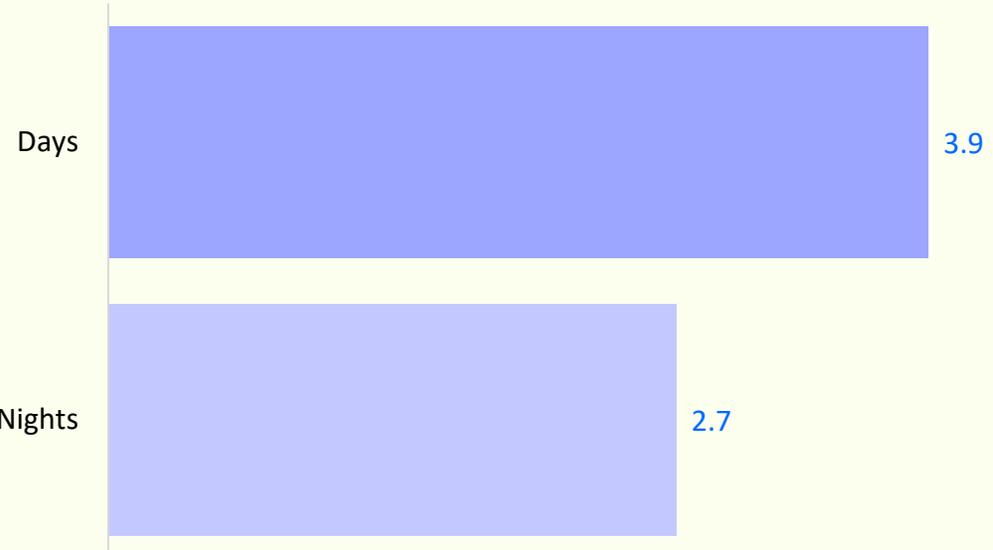


Compared to the average St-Pete Clearwater visitor, South County Beaches visitors stayed longer: 3.9 days and 2.7 nights on average.

Nights Stayed in SPC: South County Beaches Visitor



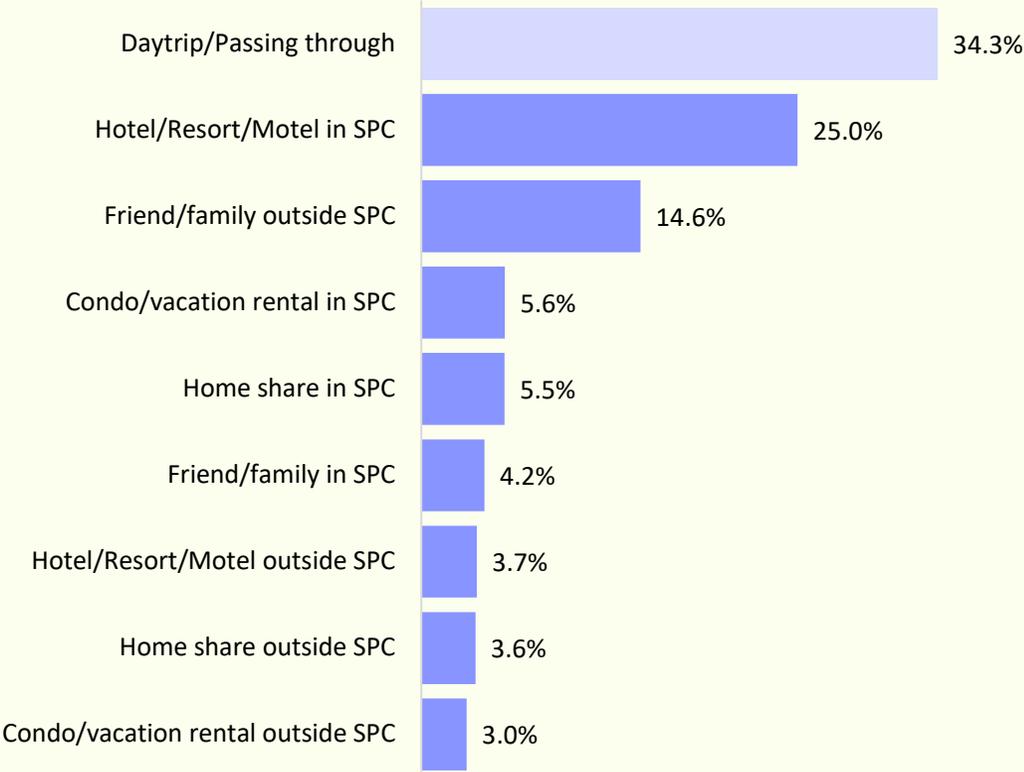
Length of Stay: South County Beaches Visitor



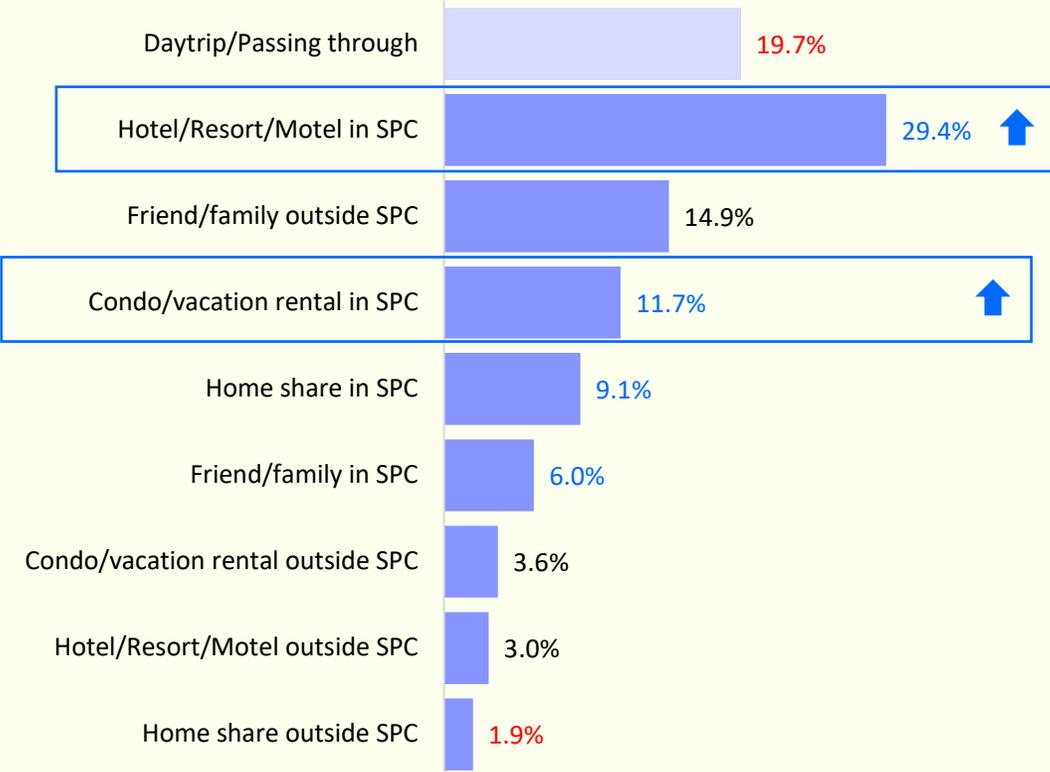
Length of stay for the average SPC visitor has declined slightly YOY to 2.8 days (down from 3.0) and 1.7 nights (down from 2.1).

Visitors staying with friends/family outside the area grew year-over-year, while those staying in condos or vacation rentals declined. South County Beaches visitors were more likely to stay overnight.

Lodging/Accommodations: Avg. SPC Visitor

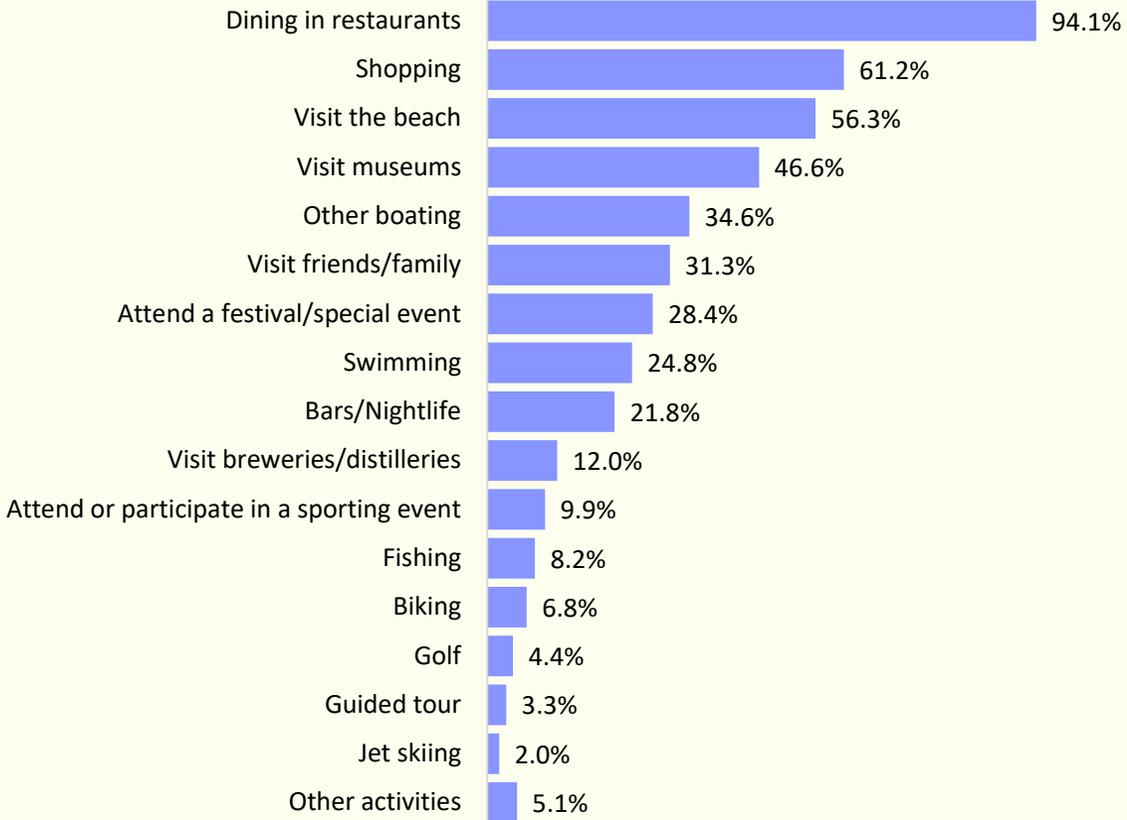


Lodging/Accommodations: South County Beaches Visitor

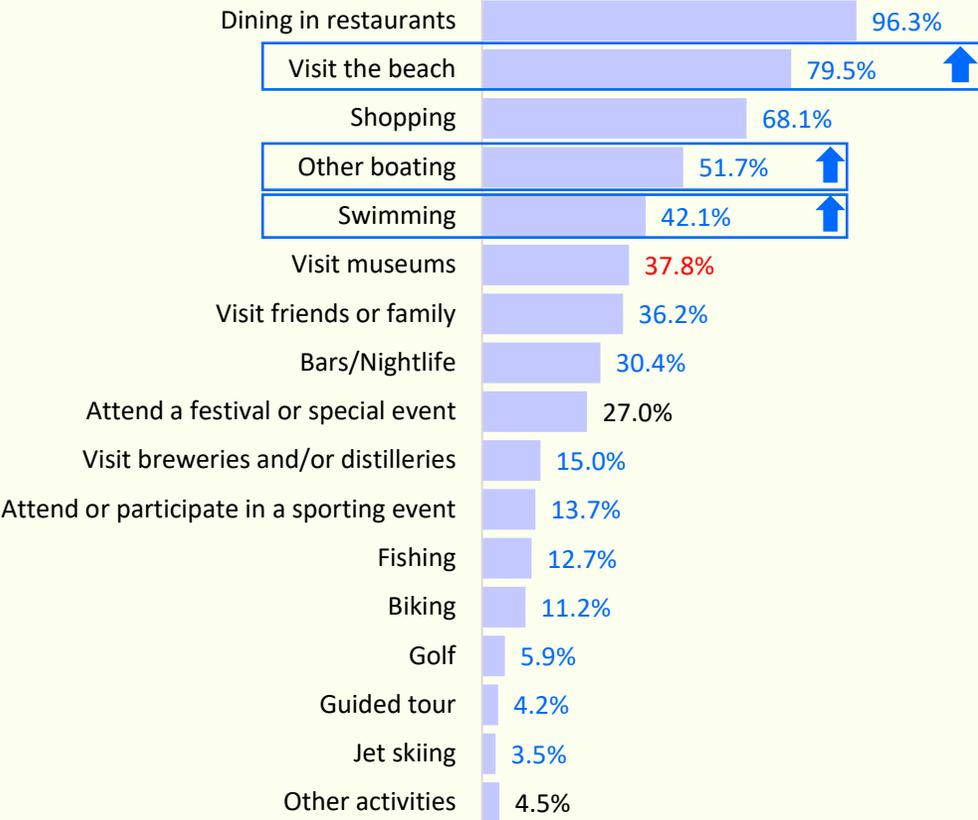


South County Beaches visitors were more likely to visit the Beach, go Boating, and go Swimming, and less likely to visit Museums than the average St. Pete-Clearwater visitor.

Trip Activities: Avg. SPC Visitor



Trip Activities: South County Beaches Visitor



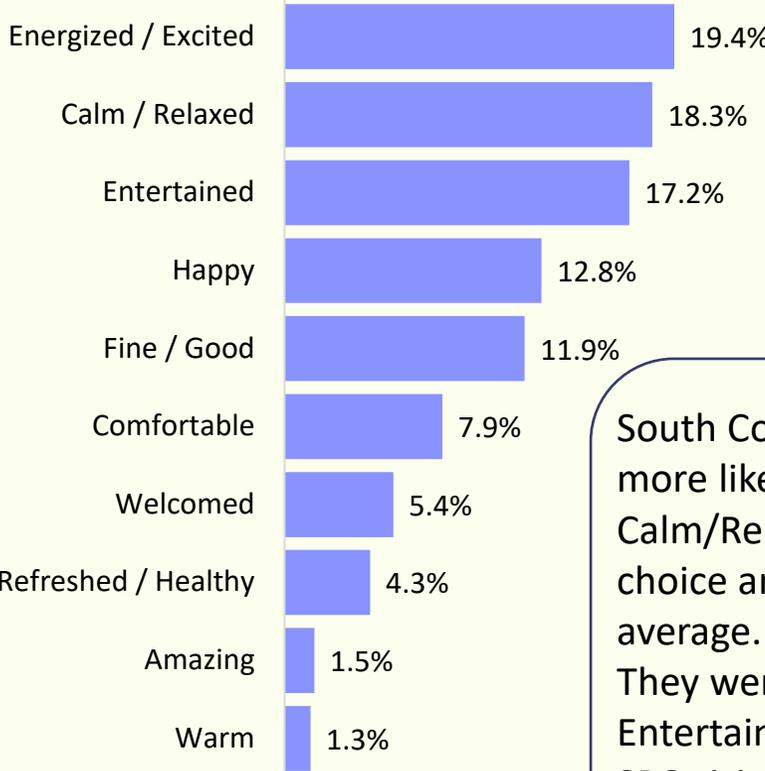
Most visitors came to the area for vacation, but those citing visiting friends/family in the area as their primary driver grew in FY25.



South County Beaches Visitors were more likely to be traveling for a vacation than the average SPC visitor (**54.5%**) but were less likely to be traveling for a special event (**5.6%**), for business (**2.3%**), or for another reason (**5.3%**).

While visiting St. Pete-Clearwater, visitors most cited feeling energized, relaxed, and entertained.

Feelings while in the Destination



South County Beaches Visitors were more likely to say they felt Calm/Relaxed (**24.1%**), their top choice and Happy (**14.9%**) than the average. They were less likely to say they felt Entertained (**9.0%**) than the average SPC visitor.



Thank You!

Ashley Barfield, Ph.D

Director of Research

abarfield@futurepartners.com





STEVE GRIMES

CMO, VisitSPC



ENVISIONIT

Visit St. Pete-Clearwater

Roadshow presentation January 13-16, 2026

env.

Joining you **today.**



Emily Selgrat
Integrated Strategy



Lee Hillerich
Account Director

Marketing transformation:
a fundamental shift in who we reach,
how we target, and what we measure.

We're shifting dollars to where our audiences actually are, targeting with precision, and measuring what matters most.

THREE BIG SHIFTS:

Audiences: From broad demographics to 5 precise segments (younger, more affluent)

Targeting: From "spray and pray" to precision (geography + demographics + intent + context)

Channels: From traditional (TV, radio) to digital (social, streaming, programmatic)

Key markets

Primary markets

New York
Philadelphia
Chicago
Atlanta
Boston
Washington DC
Detroit
Dallas

Florida (local / in-state markets)

Tampa (excluding Pinellas County)
Orlando/Daytona
Ft Myers/Naples
Miami-Ft Lauderdale
West Palm Beach
Jacksonville

Secondary Markets

Houston
Minneapolis-St Paul
Cincinnati
Charlotte
Pittsburgh
Cleveland
Columbus
Nashville
Indianapolis
St. Louis

Emerging/Test Markets

(Digital only)
Los Angeles*
Denver
Raleigh-Durham
Baltimore

International

Canada: Toronto, Montreal, Ontario

Latin America: Brazil, Mexico
(Colombia: Bogota Airport)

UK: Greater London and South East,
The Midlands, Manchester and North
West,, Glasgow and Edinburgh

Germany: Hessen, Rhine-Main area,
Southern-Western Germany (Munich),
Northern Germany (Berlin), Lower
Saxony, North Rhine-Westphalia

Netherlands: Amsterdam airport +
surrounding areas such as North
Holland, South Holland, Utrecht,
Gelderland, North Brabant, Flevoland

Targeting: Audience + Markets

Broader markets, broader
demos, & a blanketed
approach



A targeted approach across
5 core audience segments that
represent high-value visitors + growth
opportunities with younger, more
diverse audiences

We took a data-driven approach to evaluating high-value audiences and opportunity markets



Who is coming to Florida today?

VISIT FLORIDA data



Who are SPC's highest in-destination spenders?

Future Partners data



What markets drive top organic traffic to site?

GA4 data



Which cities have direct flights into TPA and PIE?

Airline data



Where do we see emerging markets internationally?

Adara data



Where is Visit Orlando investing internationally?

Visit Orlando data



Who's considering a beach vacation in the next 12 months?

Resonate + Future Partners data



What are the top hotel booking / revenue origin markets?

Adara data

Affluent Family Travelers

Millennial and Gen X parents who want meaningful, easy, elevated beach vacations for the whole family.

Age: 30-58
HHI: \$100K+
Location: Primary & Secondary Markets



Young Urban Explorers

Young, stylish explorers chasing experiences, culture, and coastal vibes with their crew.

Age: 22-34
HHI: \$55K-\$125K
Location: Miami, Orlando, Tampa, Jacksonville, Atlanta, Charlotte, Nashville, Houston



Mature Couples

Relaxation-first travelers looking for culture, calm beaches, and easy escapes together.

Age: 45-74
HHI: \$100K-\$250K
Location: Midwest Key Cities, Northeast Key Cities, In-State



Locals / In-State

Florida locals seeking quick, easy, memorable coastal escapes — whether with friends or as a couple.

Gen Z Friend Groups (18-28)
Couples (40+)
Location: In-State



Meeting & Event Planners

Seeking reliable, memorable, and easy-to-execute destinations for corporate gatherings in SPC.

Age: 32-55
Role: Corporate Meeting Planner, Association Meeting Planner, etc.
Experience: 5-20+ years



**Precision targeting
layers geography,
demographics, intent,
and context to find
the right person at the
right moment.**

Affluent Millennial Family in Chicago

(Female, 38, HHI Income \$125k, 2 kids ages 6 & 9)

Layer 1: Geographic Dimension

- ✓ Lives in census-filtered Chicago zip code (60614)
- ✓ HHI \$100k+, children in household, ages 35-54

→ **Qualifies for targeting**

Layer 2: Interest Dimension (TOF)

- ✓ Follows family travel creators on Instagram
- ✓ Member of “Family Travel Tips” Facebook group

→ **Sees creator content about Visit SPC**

Layer 3: Behavioral Dimension (MOF)

- ✓ Searches “best family beach vacation” on Google
- ✓ Adara data shows flight search intent

→ **Sees search ads and programmatic display**

Layer 4: Contextual Dimension (BOF)

- ✓ Browses Hopper for TPA flights
- ✓ Visits Booking.com to compare hotels

→ **Sees sponsored placements on both platforms**

Media approach

Heavy reliance on traditional,
broad awareness channels



A performance-driven media mix that
aligns with when and where our
audience consumes media and
prioritizes digital channels to deliver
measurable outcomes

Media Consumption / Tech Behaviors

Affluent Family Travelers

- Instagram, Pinterest, YouTube, Facebook
- Influenced by creator "hacks," Reels, and "kid-friendly" guides
- Researches via Google, Reddit, blogs, and peer reviews



Young Urban Explorers

- Heavy users of TikTok, Instagram, YouTube, Snapchat
- Follow lifestyle influencers, food accounts, travel TikTokers
- Responds to UGC style videos, reels, POV experiences and trending audios



Mature Couples

- Facebook, Instagram, YouTube, Pinterest
- Subscribe to email newsletters from resorts, airlines, travel brands
- Books direct through hotel sites.



In-State Travelers

Gen Z

- TikTok, Instagram, Snapchat
- Influenced by UGC, trending audios, hidden gem creators

Couples 40+

- Facebook, Instagram, YouTube
- Engages with travel blogs, resort emails, local guides
- Books through hotels directly or loyalty programs



Meeting/Event Planners

- Active on LinkedIn, and can target based on title, role, company
- Follows organizations like:
 - MPI
 - PCMA
 - ASAE
 - CVENT Supplier Network



>60%

of travelers now turn to social media for trip inspiration (71% for those under 40)

73%

of travelers say influencer recommendations have influenced their booking decisions (84% for those under 40)

84%

of Millennials (85% of travelers overall) find UGC more influential than traditional brand content

92%

of people trust recommendations from individuals over brands even if they don't know them personally

Source: [2025 Expedia Traveler Value Index](#)

Based on this, we need to develop a digital-first, audience-led media mix

- Traditional media becomes **supporting, not leading**
- **Digital video** replaces linear TV as the primary storytelling channel
- **Paid Social** still remains a key investment due to its strong targeting capabilities and text & learn opportunities
- **Measurement, flexibility, and optimization** remain a priority



We're shifting dollars from traditional (TV, radio, print) to digital (social, streaming, programmatic) based on where our audience actually consumes media.

YoY decrease



65%

Cable

63%

Radio

61%

Print

72%

Out-of-home

YoY increase



12%

Connected TV

58%

Programmatic

165%

Social/Influencers

114%

Paid Search

Measurement

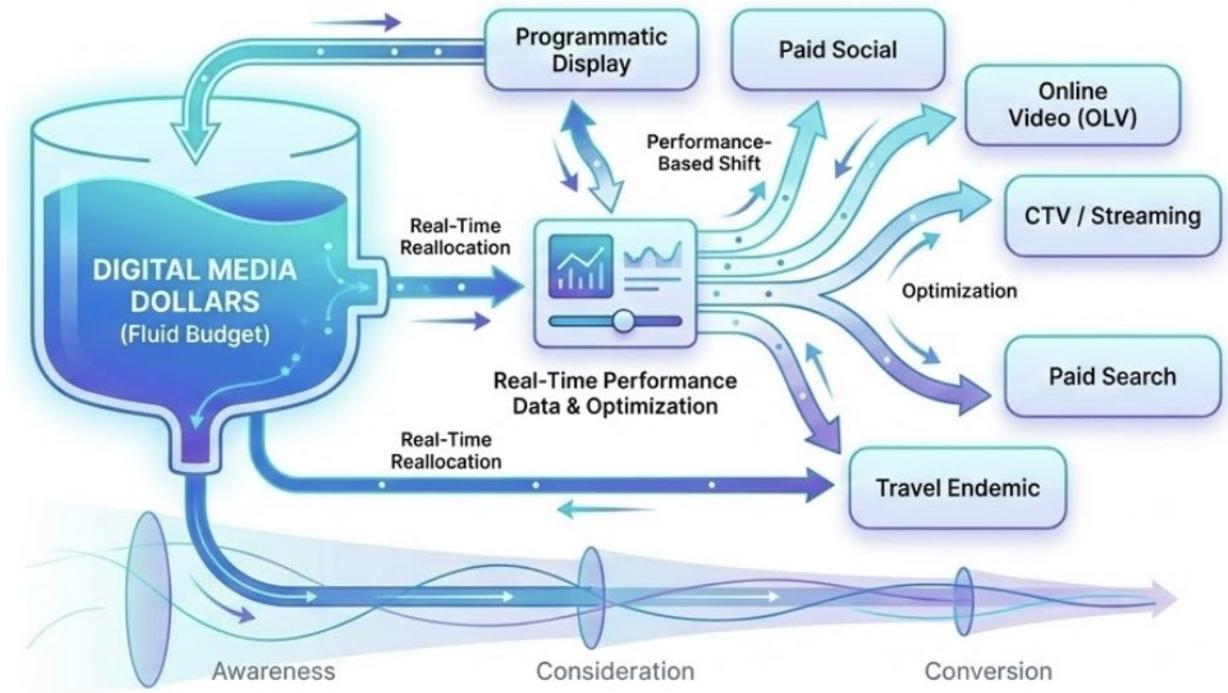
Topline awareness metrics
(impressions, reach, ad recall)
with limited cross-channel
attribution



A flexible, full-funnel approach that
allows us to optimize media mix,
creative, and budget allocation in
real-time

Digital budgets are flexible - we can reallocate spend in real-time based on performance to maximize ROI and adapt to market changes.

Continuous test and learns - whether a core message, creative format, landing page or channel, we will continuously iterate and test in order to understand what's working and why - then refine.



Here's a real-world example of how we're continuously optimizing.

Observation

Campaign A was generating 2 second avg engagement per session while Campaign B saw 19 seconds. However the campaigns were set up with different objectives and creative.

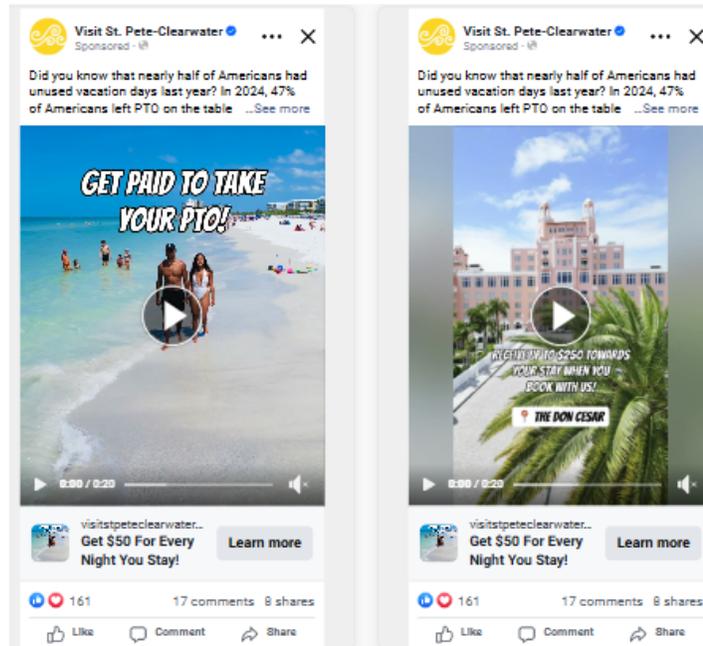
Recommendation

Test conversion objective vs traffic objective (keeping targeting and creative the same).

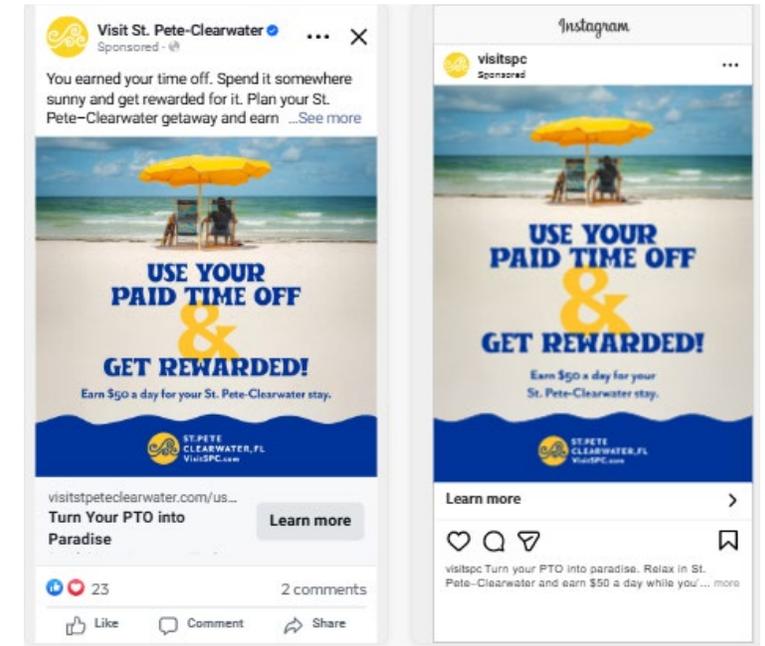
Hypothesis

Conversion objective will result in 6x increase in engaged time on site.

Campaign A



Campaign B



Next Steps: Develop the Brand Campaign

Ampersand dominant creative



Strategically similar, but more nuanced with enhanced storytelling and creativity

ENJOY YOUR AGENCY

Thank you





EDDIE KIRSCH

Director, Digital & Data, VisitSPC

HOTEL RENTAL REVENUE PACING:

FEBRUARY THRU APRIL

FY26, FY25 Hotel Revenue Pacing sample vs FY24

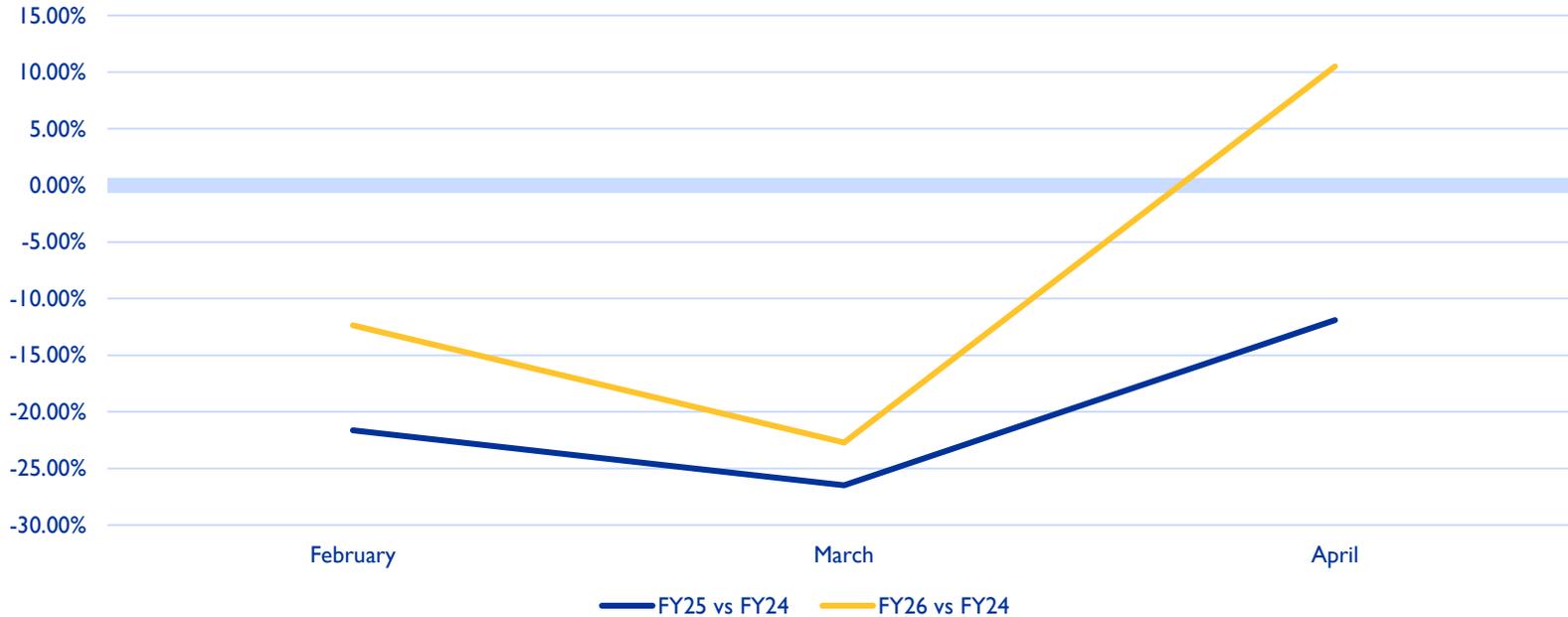


Chart shows revenue from Amadeus sample of guest hotel reservations on the books at start of year, for each year.

Sample size is more than 70,000 check-ins and 200,000 guest nights from each fiscal year.

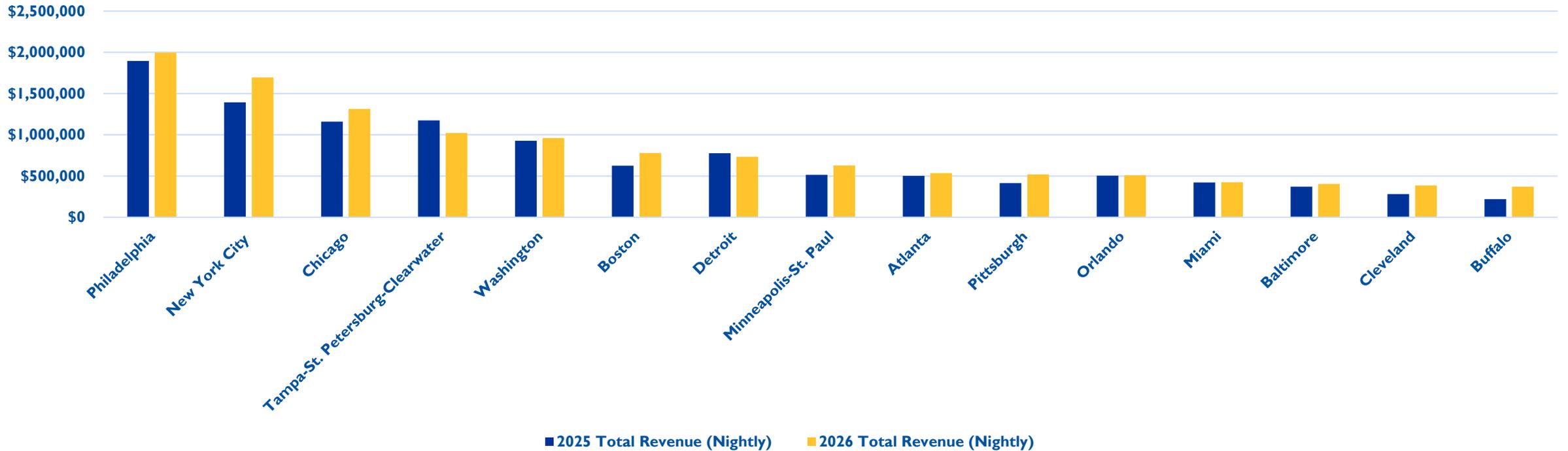
Sample shows an improved February and March from FY25, but below the FY24 waterline.

However, April FY26 hotel revenue on the books as of the start of this year leads in comparison to both FY25 and FY24

HOTEL FEEDER MARKET PACING

FEBRUARY THRU JUNE HOTEL REVENUE

Hotel Revenue from Top 15 2026 Feeder Markets (Data is sample)



Large, out-of-state cities, such as New York, Chicago, Boston and Philadelphia show increase in sample revenue.

VACATION RENTAL REVENUE PACING:

JANUARY THRU JUNE

FY26, FY25 Vacation Rental Revenue Pacing sample vs FY24

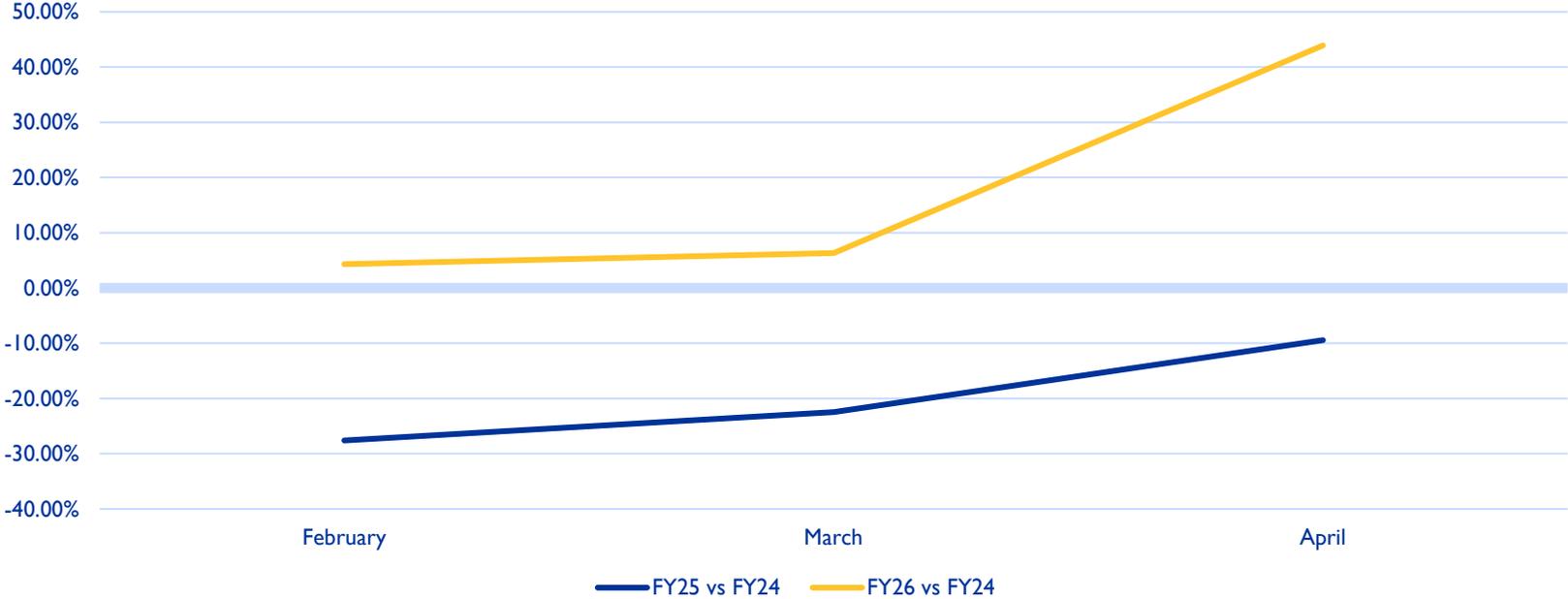


Chart shows revenue from Key Data sample of guest Vacation Rental reservations on the books at start of year, for each year.

Sample size is approximately 9000 check-ins and 90,000 guest nights from each fiscal year.

FY26 paces ahead of FY25 and FY24, due to increased number of reservations and a higher average nightly rate across the sample.

UPDATE FY26: WEBSITE REFRESH

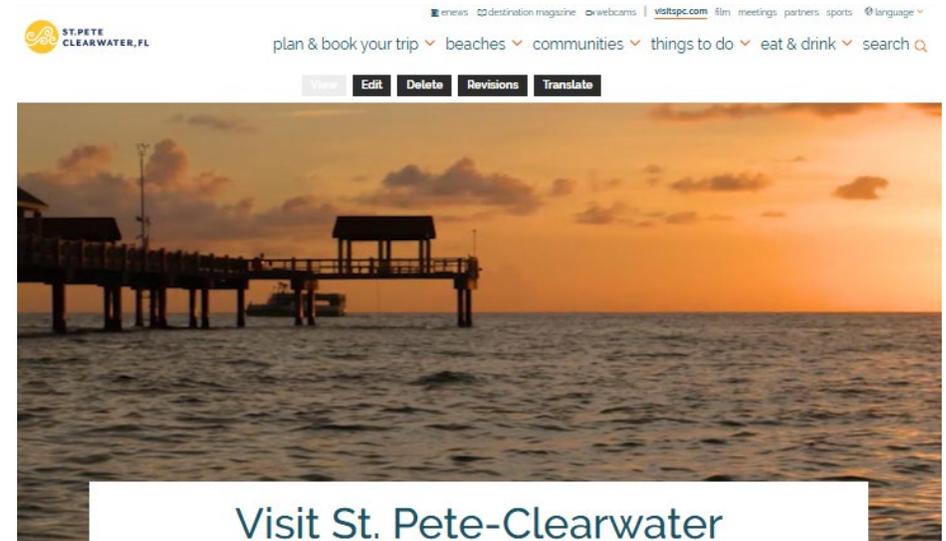
A new VisitStPeteClearwater.com is in development!

From Miles Partnership:

“The new site will capture and amplify the brand of the Visit St Pete-Clearwater, along with any key consumer campaigns, using robust storytelling and visuals showcasing how St Pete-Clearwater meets the needs of our visitors.

We plan to design the website around how different travelers discover and plan trips, using personalization to surface the most relevant content based on intent and familiarity.

We lead with inspiration, then guide visitors toward planning and action in ways that feel natural and helpful, not forced.”



Visit St. Pete-Clearwater

Escape to paradise on Florida's Gulf Coast.

Home to America's Favorite Beaches, St. Pete-Clearwater boasts thirty-five miles of **sugar-white sand with tranquil emerald Gulf waters** & so much more. Start planning your next vacation to Florida Gulf Coast and take advantage of the **lowest published rates online**, savings on **attractions and things to do**, and a **robust calendar of events**! We can't wait to greet you and your party in St. Pete-Clearwater.

UPDATE FY26: CO-OP 2026

Digital Advertising on VisitStPeteClearwater.com: includes Formatted Banner Ads, Featured Listings and Related Content Ads.

Visit St. Pete-Clearwater Consumer Email Marketing Program: Co-op placements are available including Featured Partner spotlights; Sponsored Content; and a Sponsored Content Photo Collage.

Get started today by emailing Andy at andy.roberts@milespartnership.com

2026 Media Co-op Opportunities to be a part of the VisitSPC marketing plan will be available soon.

Be on the co-op shortlist – email Coop@VisitSPC.com



Escape Dine Celebrate

**Weatherproof Your Beachfront Escape at
TradeWinds Resort**



Travel with confidence and weatherproof your plans when you book a vacation at TradeWinds Resort on beautiful St. Pete Beach. Enjoy 15% off rates and a penalty-free cancellation until 6 p.m. on day of arrival, valid for travel now through Feb. 12, 2026. *This exclusive offer expires Oct. 20.*

HURRY AND BOOK NOW

An aerial photograph of a beach. The sand is a light tan color, and the ocean is a vibrant green. White foam from the waves is visible as they crash onto the shore. The text is overlaid on the left side of the image.

KATHRYN REAGAN

VP Business Development, VisitSPC



2026

PRIORITIES

Use Data to Guide Decisions

- Strategic and Targeted Outreach

Strengthen Existing Relationships within the Industry

- Identify and Build New Partnerships

Build Awareness & Influence

- Engage & Educate Key Audiences

Optimize Performance

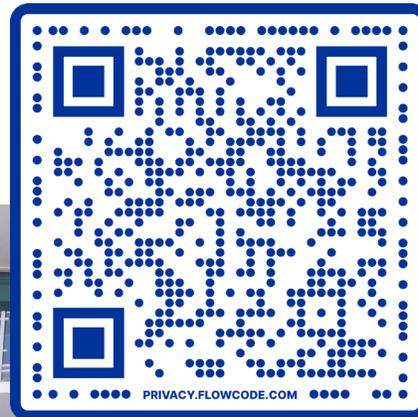
- Drive Demand and Increase Consideration
- Measure and Prove ROI

2026 PARTNER EVENT

January 22, 2026 | Tampa Marriott Water Street

HSMAI Florida Gulf Coast Chapter

Prospecting with Bob Anderson from Star Performance:
Going After the Business You WANT to Have... Not Just
The Business You CAN Have

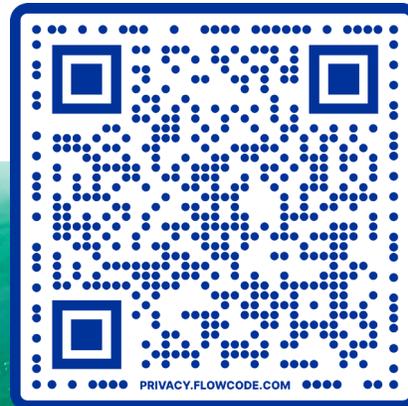


2026 PARTNER EVENT

January 28, 2026 | 9:00AM | Online

Visit St. Pete-Clearwater International Travel Trade Webinar

Hear from Visit St. Pete-Clearwater Leisure Sales Directors and our agency representatives on how to fully engage with the travel trade in key international markets.



A close-up photograph of several feathers, primarily in shades of orange and white, with some darker orange and red tones. The feathers are layered and have a soft, downy texture. The lighting is warm, creating a vibrant, autumnal feel.

KYLIE DIAZ

VP of Community Engagement, VisitSPC



2025 COMMUNITY & BRAND ACTIVATIONS

TDT Dollars At Work In The Community

- Five Capital Projects Were Awarded Funding for \$26.4 Million
- Over 40 Elite Events Were Awarded \$2.8 Million in Funding

Engagement

- Trainings & Workshops, Experiential Hospitality Course in partnership with FRLA & St. Pete College

Events & Activations

- Partner Support through Activations
- Out of Market Activations

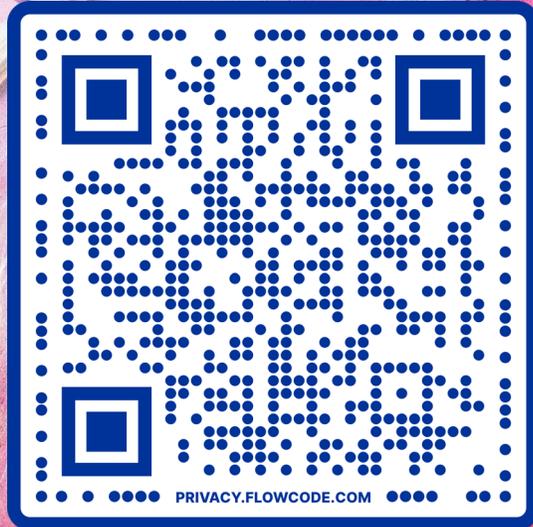


2026

COMMUNITY ENGAGEMENT & BRAND ACTIVATIONS

- **Capital Project Funding Program**
 - 2026 Program Opens In Spring
- **Brand Ambassador & Internships**
 - Great Ways To Engage
- **Data Driven Measurement**
 - Brand New Data Insights for Events
& Visitor Center

The Best Way For VisitSPC To Engage With You Is For You To Engage With Us!



- Partner Portal
- Website & Newsletter
- Notify Us Of Your News (Openings, Renovations, Special Events, Staff Changes)
- Become A Brand Ambassador
- Advertising Co-op Program
- Meetings & Leisure Opportunities
- Accessibility-Wheel The World Trainings & Certifications
- Meaningful Travel Initiatives- Tourism Cares



PARTNER Q&A

\$250 Voucher for Allegiant Airlines





ST.PETE
CLEARWATER, FL

THANK YOU

