



Tourism Development Council

January 21, 2026

Calendar Year 2025 Accomplishments & Marketing Initiatives





Air Service

PIE'S Passenger Traffic

2019	Passengers	- 2,288,331
2020	Passengers	- 1,394,573
2021	Passengers	- 2,036,251
2022	Passengers	- 2,445,919
2023	Passengers	- 2,494,952
2024	Passengers	- 2,458,674
2025	Passengers	- 2,794,067

Results

2022 passenger traffic was up 20% from 2021
2023 passenger traffic was up 2% from 2022
2024 passenger traffic was down 1% from 2023
2025 passenger traffic was **up 14% from 2024**

1 New Destination added in 2025

Colorado Springs, CO began 2/14

3 More already to start in 2026 for total of 63 non-stop destinations!

Atlantic City begins 2/13

Trenton, NJ begins 2/20

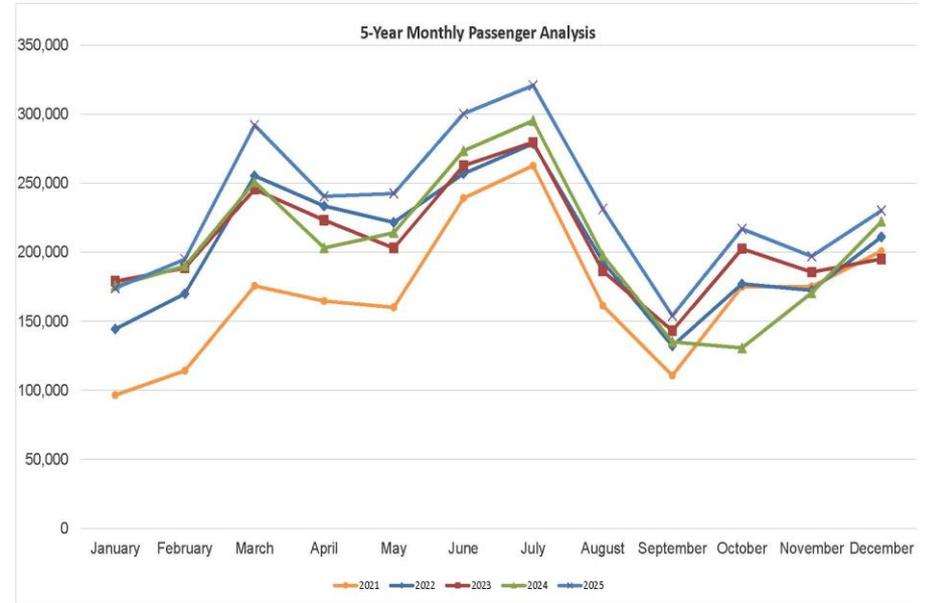
Huntsville, AL begins 3/5

ELEVEN CONSECUTIVE RECORD BREAKING MONTHS IN 2025!

St. Pete-Clearwater International Airport Total Passengers 2019 - 2025

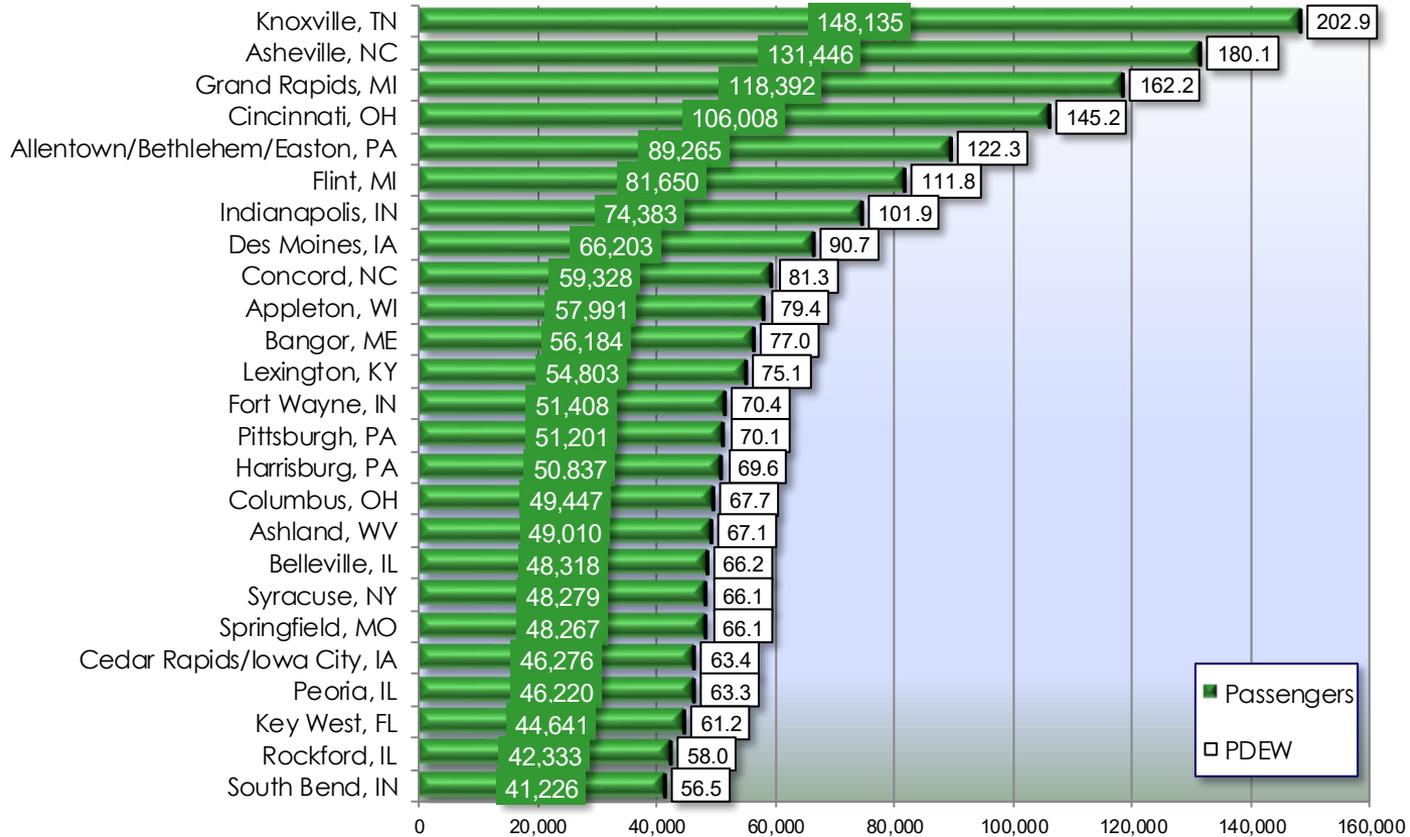
	2019	2020	2021	2022	2023	2024	2025
January	155,444	166,005	96,645	144,469	179,066	175,680	174,038
February	166,767	190,174	114,115	169,902	188,631	189,968	194,876
March	233,392	144,773	175,644	255,379	245,576	250,858	291,976
April	205,821	5,799	164,692	233,403	223,285	203,135	240,468
May	199,589	78,506	160,153	221,565	202,998	214,130	242,492
June	228,415	141,561	239,199	256,885	262,727	273,376	300,278
July	246,223	137,462	262,681	278,618	279,622	295,268	320,746
August	178,693	99,163	161,355	193,073	186,449	197,672	231,379
September	123,936	78,536	110,876	132,080	143,196	135,104	154,028
October	178,850	124,272	175,137	177,071	202,620	130,732	216,782
November	175,231	108,029	175,123	172,450	185,571	170,619	197,012
December	196,331	120,293	200,833	211,024	195,211	222,132	230,160
	2,288,692	1,394,573	2,036,453	2,445,919	2,494,952	2,458,674	2,794,235

Highest Passenger Counts Up-to-that-Date.



O&D Passengers in St. Petersburg-Clearwater's (PIE) Top 25 Markets
Year Ended Second Quarter 2025

Many Smaller
Cities Rank in the
Top 25
St.Pete -
Clearwater
Markets,
Thanks to
Allegiant's Non-
stop Air Service
and Low Fares!



Rental Car Revenue – Collected 6.5% more in FY25 than in FY24

Paid Parking Revenue – Collected 5.0% less in FY25 than in FY24

Food & Beverage Revenue – Collected 10.6% more in FY25 than in FY24

News & Gifts Revenue – Collected 13.2% more in FY25 than in FY24

Ground Transportation (Taxis, Uber, Lyft, Turo, Courtesy Shuttles)

Collected 9.5% more in FY25 than in FY24

Overall revenues were up 2.4% in FY25 vs. FY24. **Great Year!**

Pie Day 2025 Activation



- We kicked off calendar year 2025 with our 2nd annual National Pie Day activation on January 23!
- The event included mini pie giveaways, a contest to win two Allegiant tickets and a hotel stay, and the inaugural unveiling of our latest art installation, a sand sculpture in Baggage Claim!
- Partners from around the community joined us for the celebration

Pie Day 2025 Activation, Results



We exceeded all performance targets:

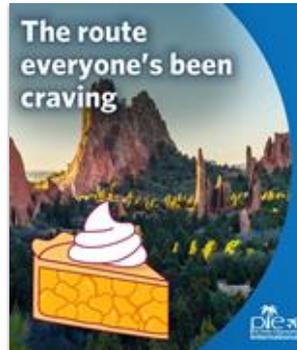
- Social media
 - 11,366 Views
 - 8,736 Reach
 - 101 Interactions
- On Instagram, we saw:
 - 36.3% increase in Reach
 - 14.3% rise in Engagement
 - 43 New Followers
- On Facebook, we saw:
 - 39.5% increase in Views
 - 110.4% increase in Content Interactions
 - 96% Follower Growth



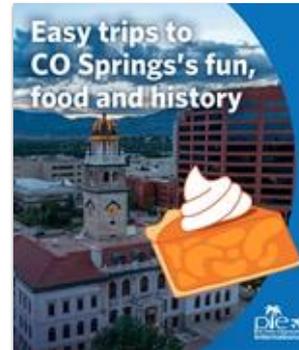
A Sampling of Our Digital Padsquad Ads



Shuffle Card 2



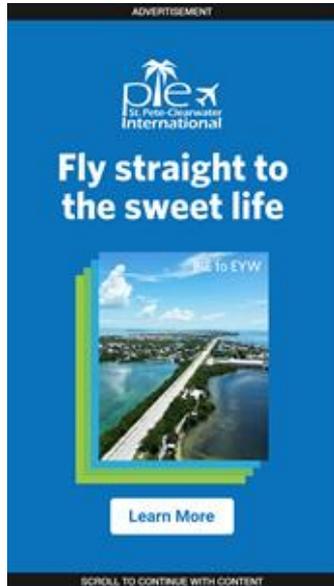
Shuffle Card 3



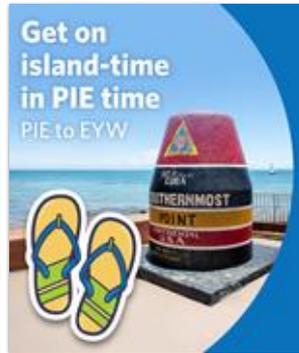
Shuffle Card 4

- We launched a new campaign to promote the new Colorado Springs route
- The creative concept focused on generating excitement for travelers going to and from Colorado Springs
- Clever wordplay and eye-catching design bring to life fun associations
- Media ran in paid social and programmatic channels

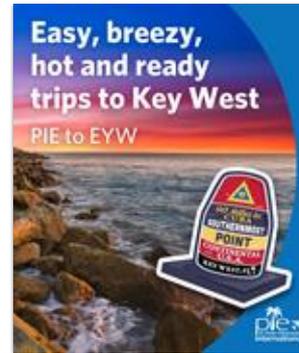
A Sampling of Our Digital Padsquad Ads



Shuffle Card 2



Shuffle Card 3



Shuffle Card 4

- Developed refreshed creative assets to promote the Key West route
- Highlighting the ease and convenience of traveling through PIE
- Media ran in paid social and programmatic channels

PIE Stickers for St. Pete-Clearwater

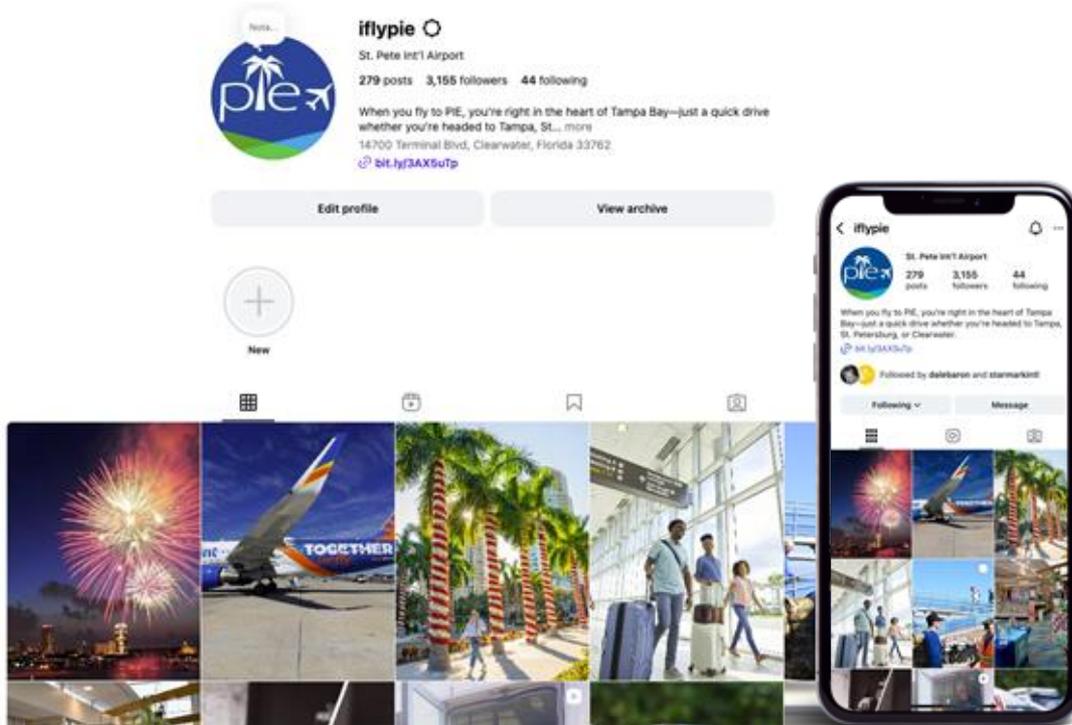


WHIP ON OVER
Scan for routes, airlines and amenities. Visit fly2pie.com



- Designed custom PIE stickers for distribution to airport visitors as a fun, engaging brand touchpoint
- These stickers help build brand identity while promoting the Key West route and the ease of choosing PIE

Organic Social Media



- We maintained momentum throughout the year and **gained more traction on our Instagram, Twitter and Facebook channels.**
- Posts included travel tips, holiday engagement, STAR employee announcements, special events and airport announcements



THANK YOU!