

DESTINATION METRICS

January 2026

TDT Reporting Data: November 2025



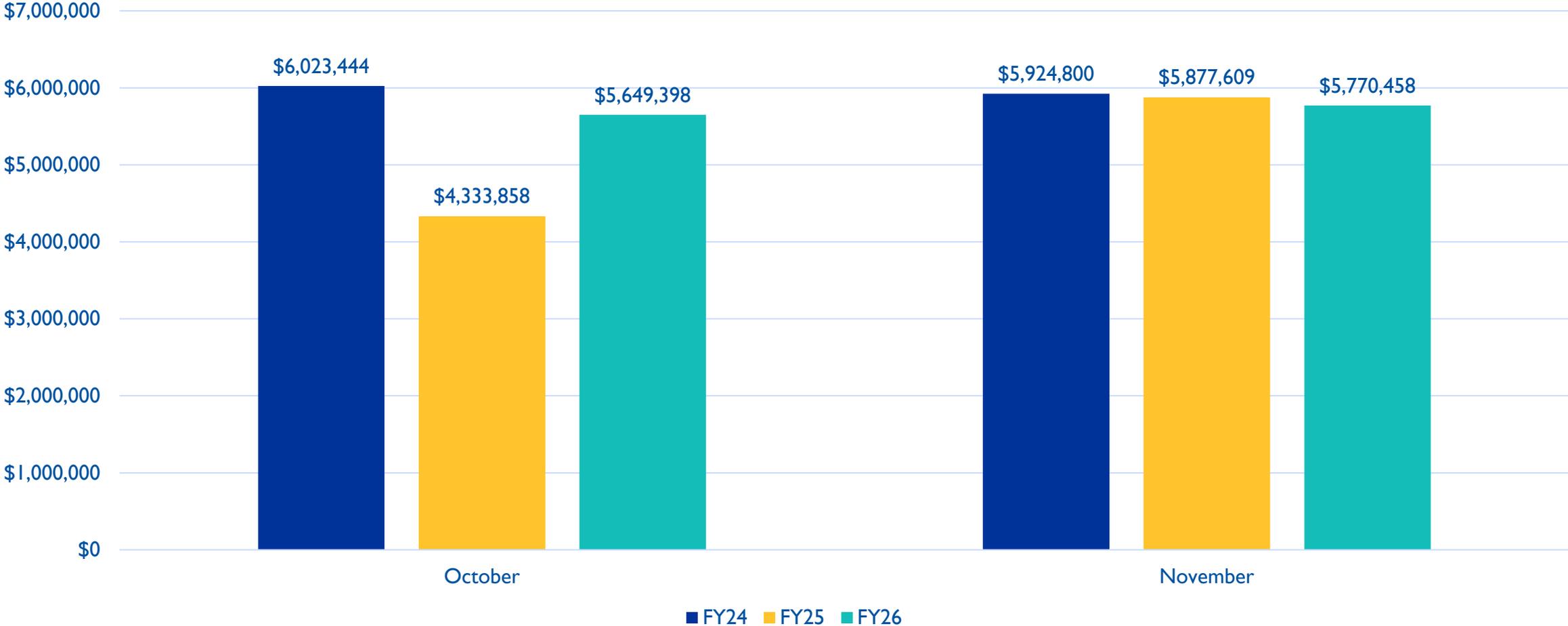
**ST.PETE
CLEARWATER, FL**

November Historical Data



Tourist Development Tax

October, November TDT – FY24-26



TDT Local Option – November

Geography	November FY26	% Change from FY25	% Change from FY24
Vacation Rental/Other	\$2,035,728.94	24.2%	0.6%
Clearwater/Clearwater Beach	\$1,609,334.86	-14.6%	3.8%
St Petersburg	\$901,335.81	-18.6%	10.9%
St Pete Beach/Tierra Verde	\$535,274.29	98.8%	-28.2%
Treasure Island	\$164,714.68	8.9%	-30.6%
Oldsmar/Safety Harbor	\$102,640.28	-42.5%	-4.1%
Dunedin	\$87,993.39	3.0%	18.4%
Palm Harbor	\$78,671.95	1.8%	-12.8%
Madeira Beach	\$73,918.27	-11.7%	-10.4%
N Redington Beach/Redington Beach/Redington Shores	\$54,808.97	12.0%	57.2%
Indian Rocks Beach	\$36,397.45	-28.7%	-16.6%
Tarpon Springs	\$25,342.70	-52.0%	-20.5%
Indian Shores	\$15,914.31	-2.1%	-36.2%
Belleair/Belleair Beach/Bluffs/Shores	\$14,245.63	0.1%	-20.0%

CoStar Temporary Closed Report

Community	Open	Temp Closed	Total	Percentage
St Pete Beach	2066	602	2668	77.4%
Clearwater/ Clearwater Beach	9,124	285	9,409	97.0%
Saint Petersburg	4928	27	4955	99.5%
Treasure Island	1363	101	1464	93.1%
Belleair, North Redington, Indian Rocks Beaches	727	89	816	89%

All other areas of Pinellas County are 100% open.

November Lodging Performance

Hotel Performance	FY26	Change from FY25	Change from FY24
ADR Sample	\$165.97	-3.5%	1.6%
Demand Sample	402,371	-18.4%	-1.9%
Revenue Sample	\$66,782,257	-21.3%	-0.3%
Vacation Rental Performance	FY26	Change from FY25	Change from FY24
ADR Sample	\$224	33.8%	20.4%
Demand Sample	30,601	46.7%	4.1%
Revenue Sample	\$6,845,504	96.4%	25.4%

Trends & Forecast



HOTEL RENTAL REVENUE PACING:

FEBRUARY THRU APRIL

FY26, FY25 Hotel Revenue Pacing sample vs FY24

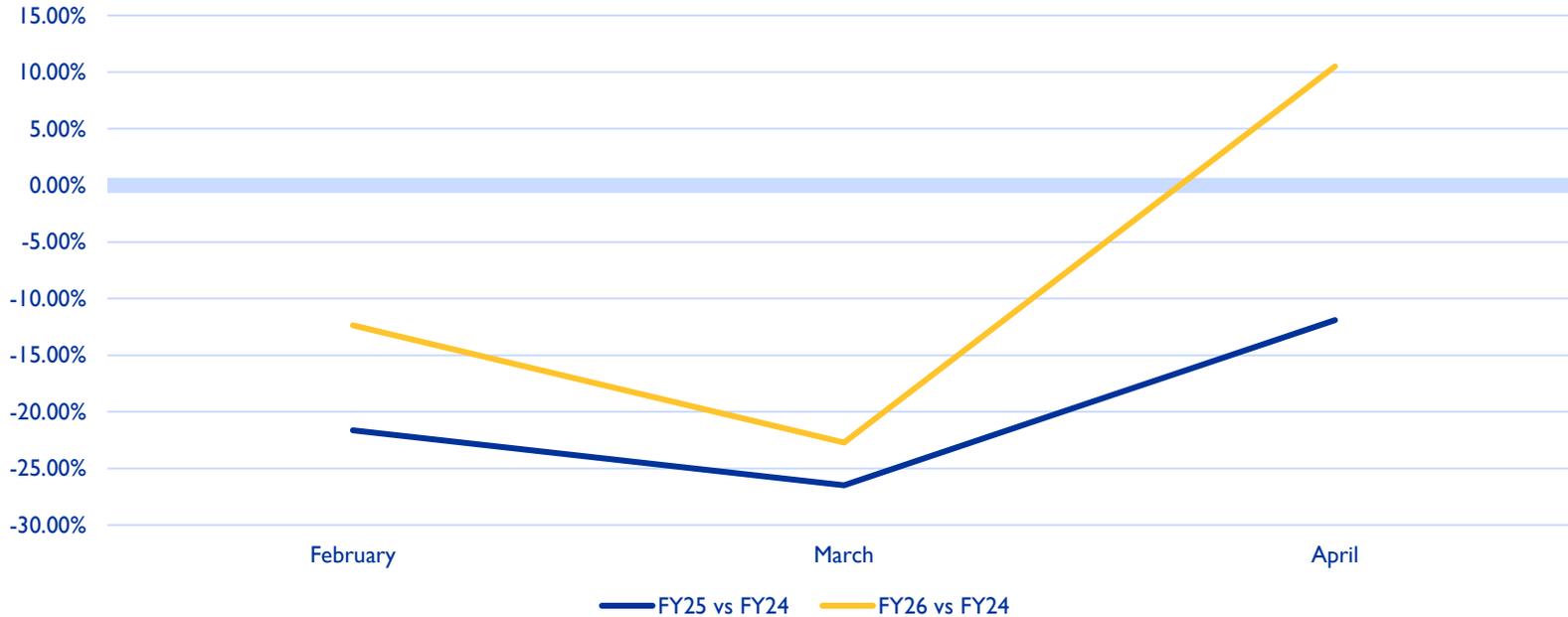


Chart shows revenue from Amadeus sample of guest hotel reservations on the books at start of year, for each year.

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

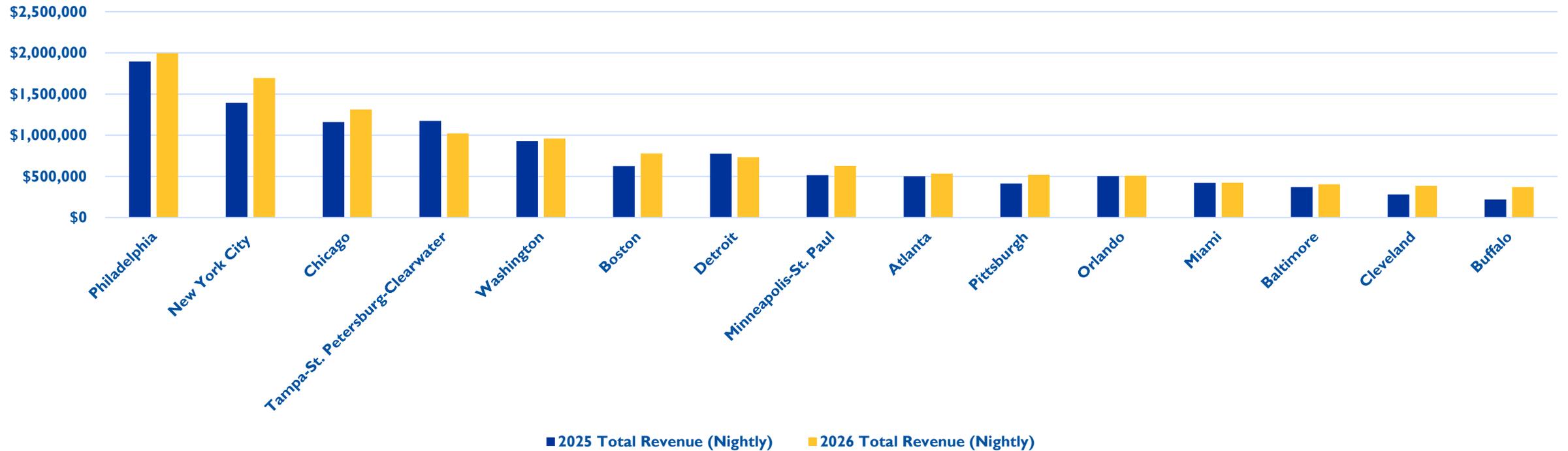
Sample shows an improved February and March from FY25, but below the FY24 waterline.

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

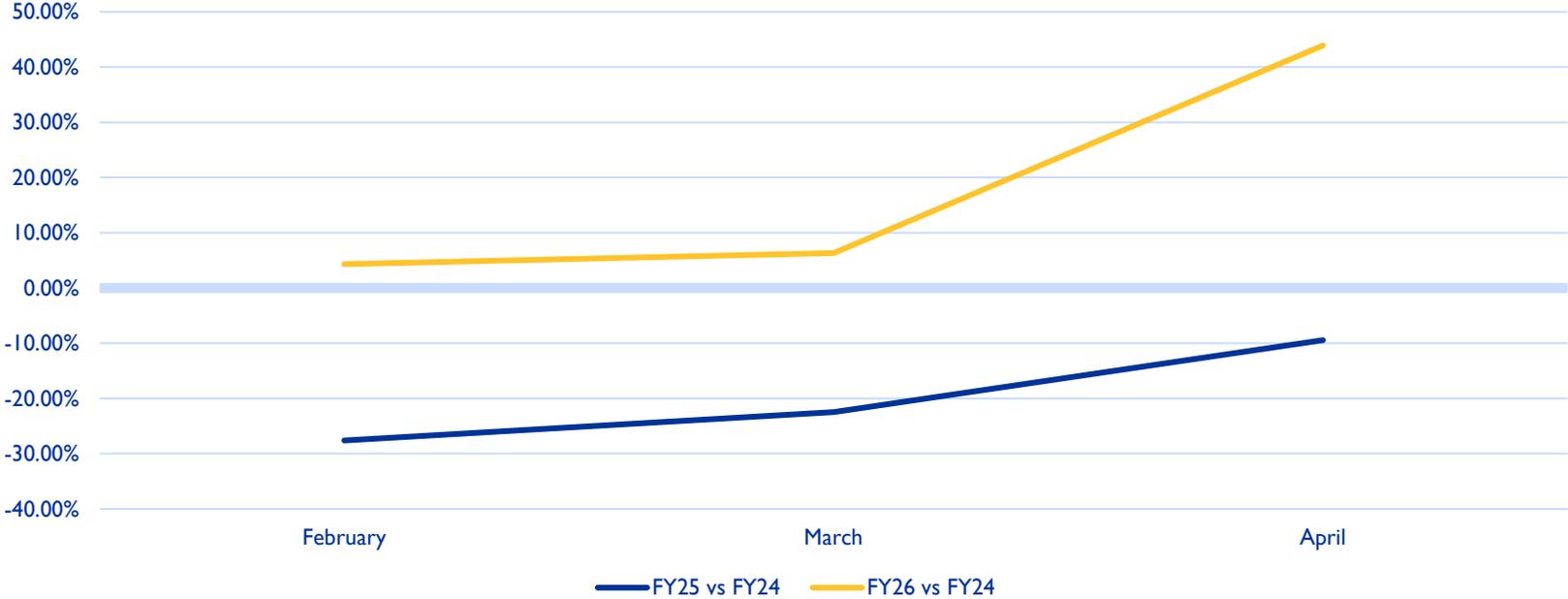


Chart shows revenue from Key Data sample of guest Vacation Rental reservations on the books at start of year, for each year.

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.

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 & GROUPER SANDWICHES & 200 MPH INDY CARS & TIKI BARS & SEASHELLS & 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



**ST.PETE
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