



ST.PETE
CLEARWATER, FL

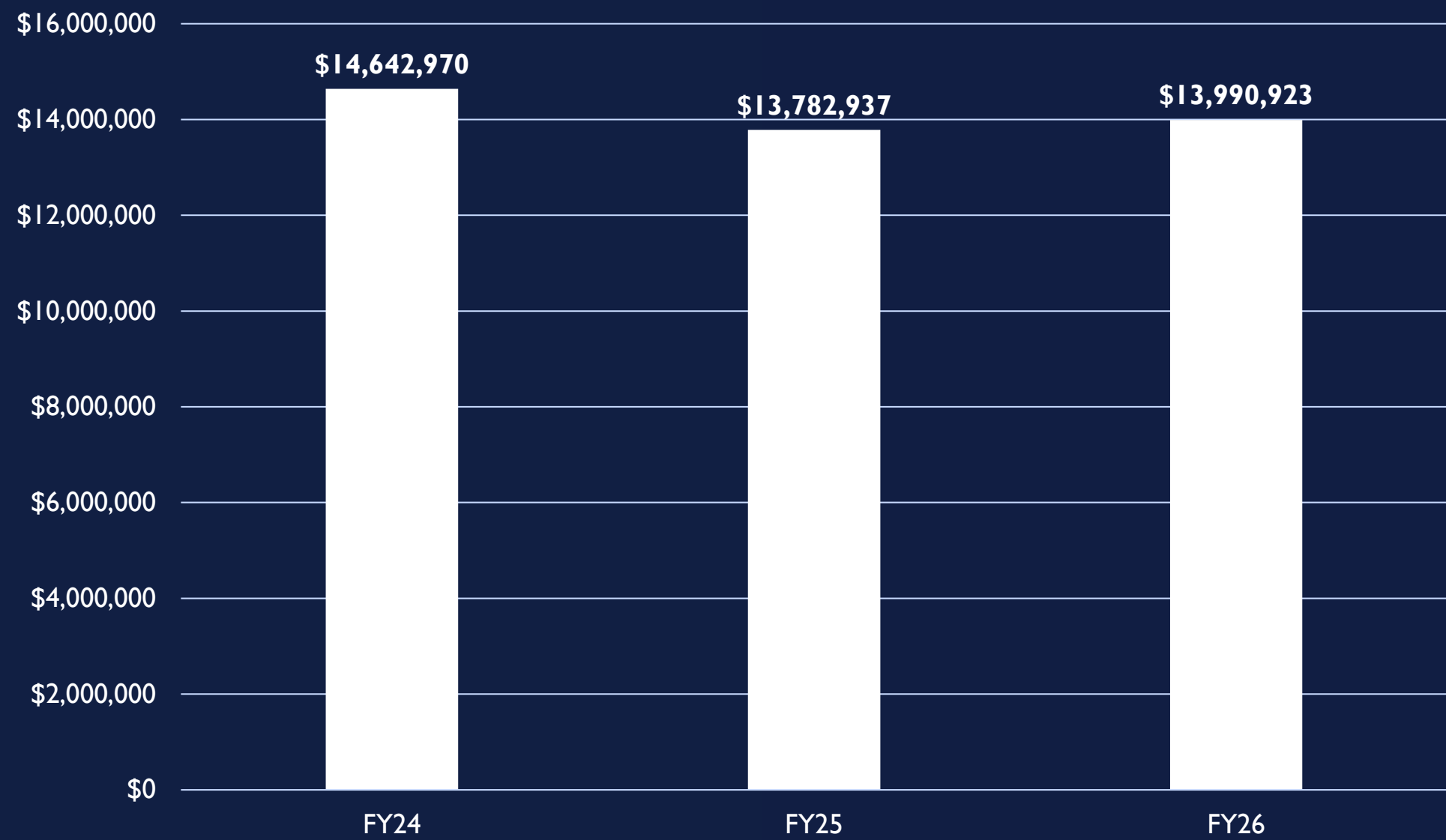


Destination Metrics

Reporting Period: March 2026

Monthly TDT

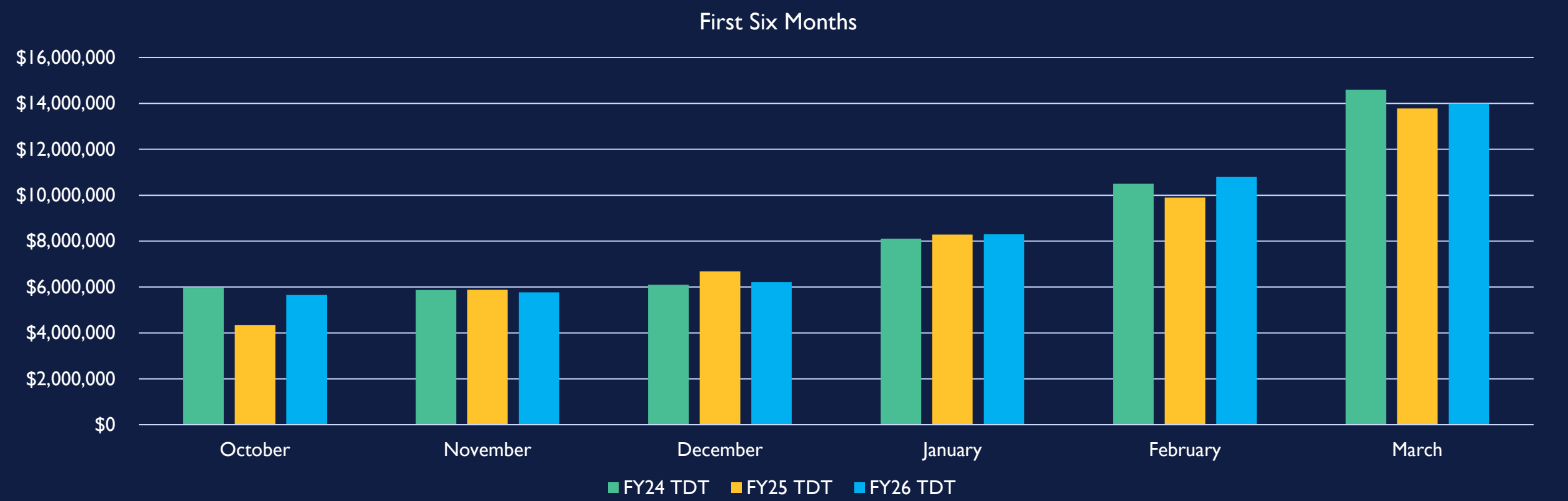
Gross Collections



Source: Pinellas County Tax Collector



Oct-March TDT



	FY24 TDT	FY25 TDT	FY26 TDT
Six Month Total	\$51,139,511.00	\$48,863,971.38	\$50,729,435.57
% Change	-0.80%	3.82%	-

March TDT Geography

Cities	February 2026 Tax Collected	Change vs FY25	Change Vs FY24
Vacation Rental/Other	\$4,903,693.88	16.28%	-4.27%
Clearwater/Clearwater Beach	\$4,025,820.04	-1.03%	3.38%
St. Petersburg	\$1,636,758.29	-5.37%	1.84%
St. Pete Beach	\$1,502,037.64	33.07%	-18.84%
Treasure Island	\$495,208.57	12.31%	-26.16%
Madeira Beach	\$224,602.71	3.12%	-20.90%
Oldsmar/Safety Harbor	\$218,950.32	26.20%	-6.51%
Dunedin	\$202,114.02	10.96%	15.25%
Redington Area	\$176,747.81	32.31%	8.27%
Indian Rocks Beach	\$166,221.34	-7.98%	-17.24%
Palm Harbor	\$139,531.81	-16.75%	-31.58%
Indian Shores	\$96,454.33	15.28%	-21.75%
Tarpon Springs	\$61,485.40	-18.79%	-10.68%
Belleair Area	\$35,834.25	17.71%	-40.82%

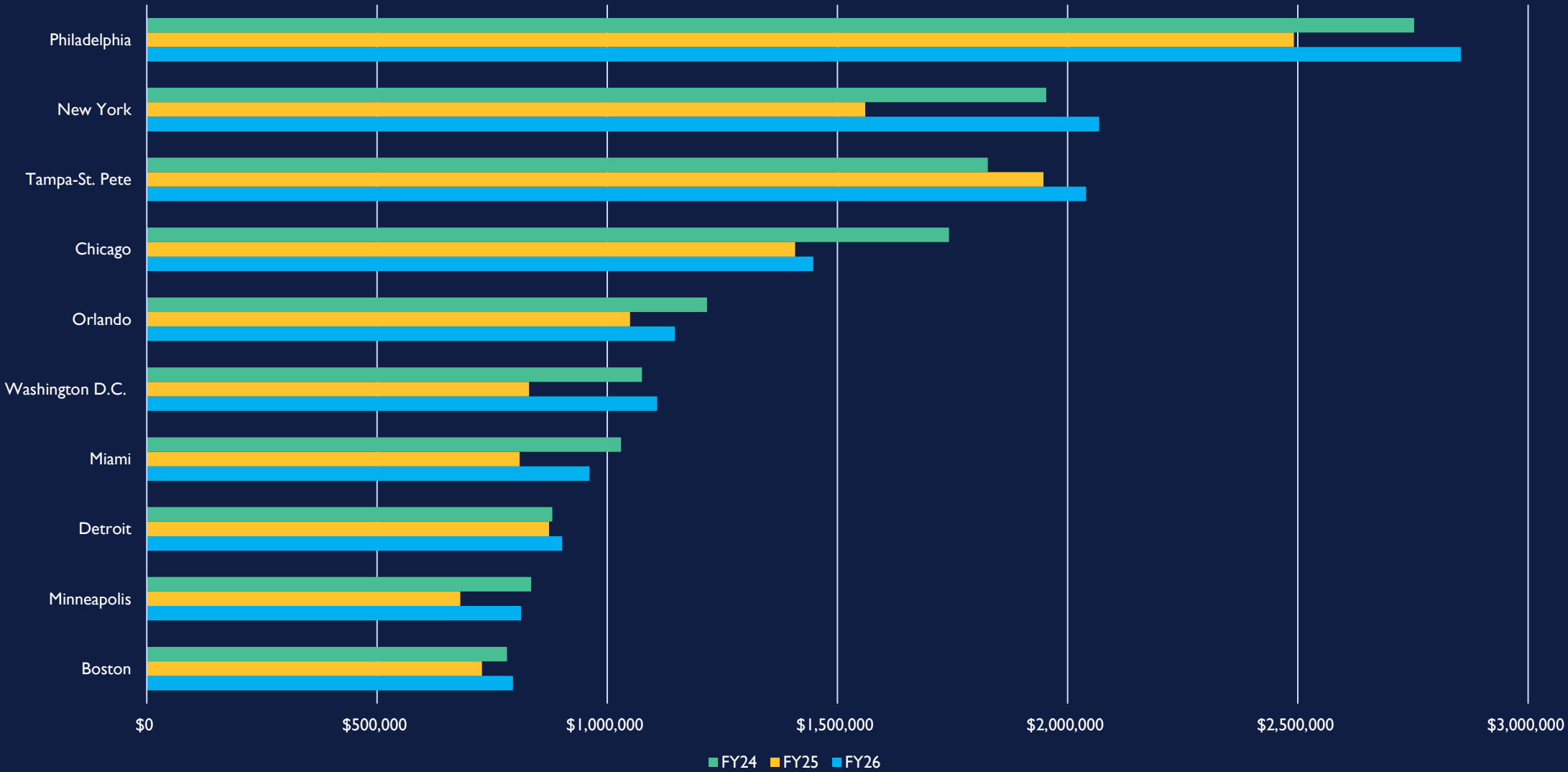
Source: Pinellas County Tax Collector

FY26 March Visitor Summary

Key Metrics	March 2026	Change from March 2025	Change From March 2024
Total Estimated Visitors	3.3 million	+4.6%	-8.2%
Hotel Occupancy	84.1%	0.4%	0.4%
Hotel Rate	\$261.26	-1.9%	-2.4%
Hotel Length of stay	2.5 Nights	2.6 Nights	2.5 Nights
Vacation Rental Rate	\$374	10.1%	10.5%
Vacation Rental Paid Occupancy	64.7%	7.1%	-4.3%
Vacation Rental Length of Stay	6 nights	6.5	6.5

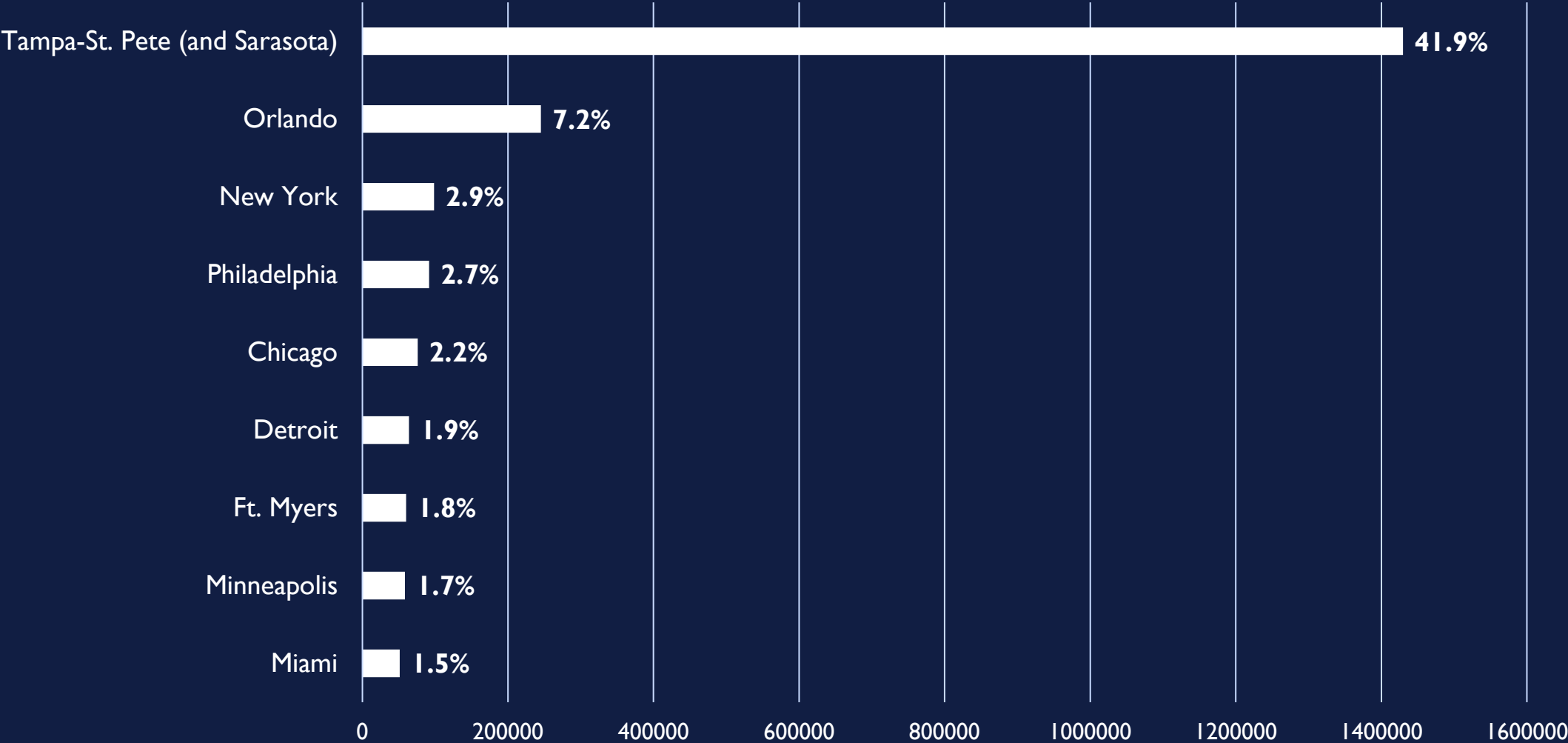
FY26 March Visitor Origin Markets

Top 10 Hotel Revenue MSA



FY26 March Visitor Origin Markets

DMA Area Destination Visitation (mobile estimate)

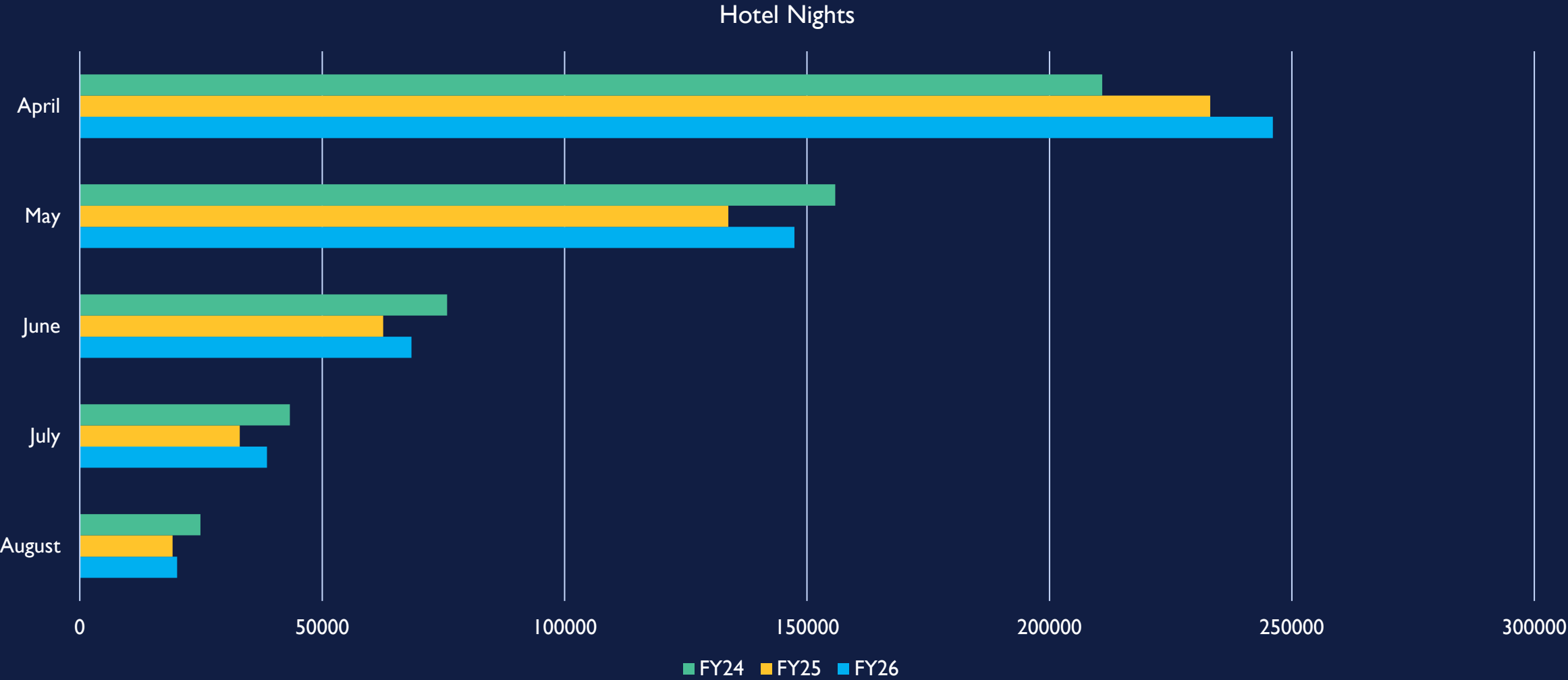


*Percentages shown illustrate total volume of market visitation.



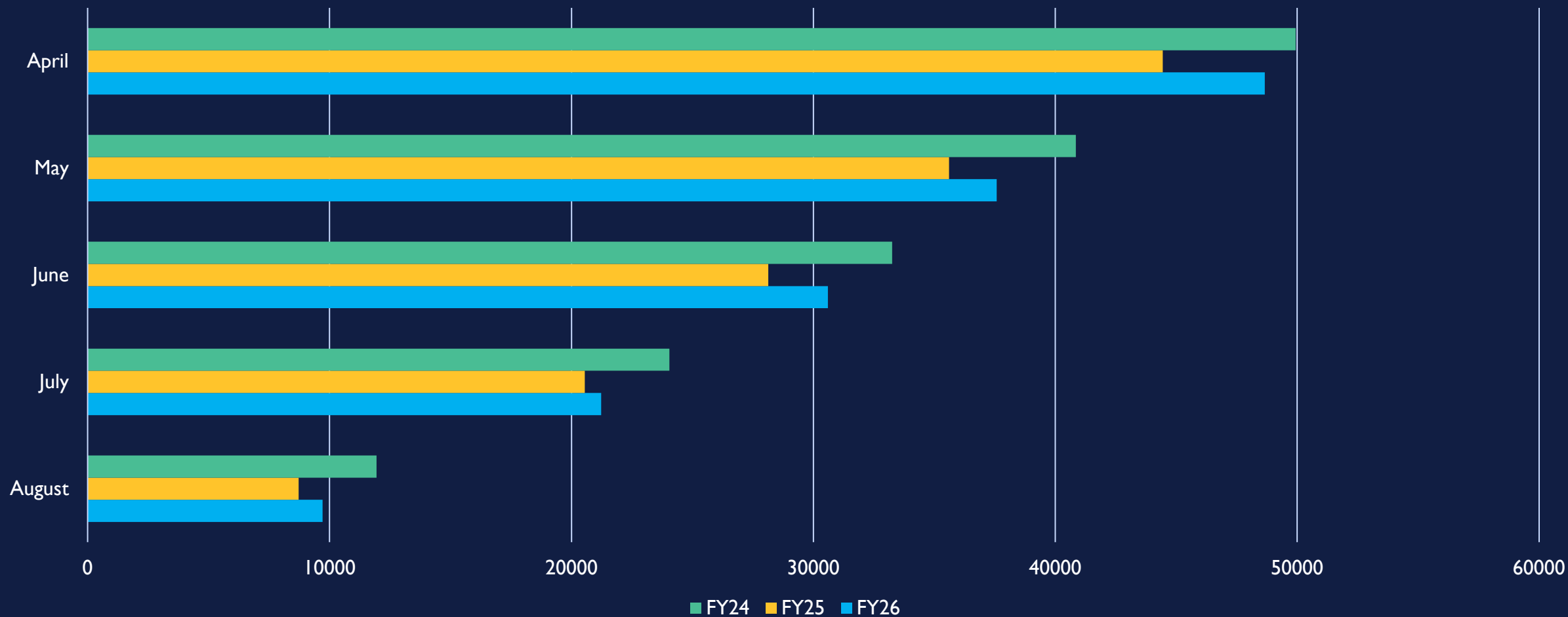
Forward Data +
Sentiment

Pacing April-August



Pacing April-August

Vacation Rental Nights



State of the American Traveler: Priorities

12

Surveyed March 2026

Travelers likely to visit St. Pete-Clearwater:

- **70% say travel is a budget priority (vs 61% of all surveyed respondents.)**
- **34.1% are likely to travel more in the next 12 months (13.8% say they are likely to travel less.)**
- **36.6% are likely to spend more on travel (16.3% say likely to spend less.)**



Thank You!

