



ST. PETE  
CLEARWATER

# Destination 2027: Strategic Plan

## Planning for the Future

The post-COVID era has demonstrated that travel and tourism have permanently changed. Pinellas County proactively responded to these changes in creating a robust strategic plan that looks to shape the future of our destination.



### Our Mission

Visit St. Pete Clearwater drives the economic engine of tourism by attracting local, national, and international visitors with our expertise, innovation, and creativity.



### Our Vision

To inspire travel to Pinellas County, a destination of unique communities, distinct cultures, and vibrant experiences.



#### Increasing the economic impact of each visitor

Recognizing that Pinellas County already receives a tremendous amount of visitors every year, emphasis is placed on obtaining visitors that stay for multiple nights, utilize multiple attractions and amenities of the region, and generally increase the economic activity of the region.



#### Developing the assets of the region

Understanding that tastes change and expectations constantly increase, this strategic plan emphasizes the importance of adding new capital investments that promote the tourism sector as well as improving existing assets – from hotel inventory to parks and preserves.



#### Increasing the economic benefits of tourism to the local community

Ensuring that tourism is an industry in which locals can earn gainful employment and that all Pinellas County residents both receive and are aware of the economic benefits that out-of-town visitors bring to the area.



#### Deepening partnerships across Pinellas County

Working towards including more of Pinellas County in the tourist landscape and also including tourism as a key consideration in planning, transportation, economic development, and other aspects of how Pinellas County is built up and improved.





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# Organizationwide KPIs

Visit St Pete Clearwater is committed to excellence in destination management, focusing on sustainable growth, innovative marketing, and exceptional visitor experiences. Our organizationwide KPIs reflect our goals to enhance economic impact, increase visitor satisfaction, and strengthen community and partner relationships. We strive for a balance between attracting tourists and preserving our unique destination, ensuring we remain a top choice globally while benefiting our local community.



## Annual Economic Impact

The total financial benefit tourism brings to the region, including all spending.

**2024 Goal: \$ 11,227,000,000 (+3% from 2023)**



## Average Travel Party Daily Spend

The average amount spent per day by groups of visitors.

**2024 Goal: \$297.67 (+3% from 2023)**



## Property Taxes by Tourism Industry

The total property taxes collected from tourism-related lodging facilities.

**2024 Goal: \$273,465,000 (+3% from 2023)**



## Sales Tax generated by Visitors

The amount of sales tax revenue generated by tourist spending in the region.

**2024 Goal: \$63,345,000 (+3% from 2023)**



## Bed Tax Collected

The total revenue from taxes on accommodations paid by visitors.

**2024 Goal: \$99,910,000 (+3% from 2023)**



## Tourism-Serving Jobs in Pinellas County

The count of local jobs supported by the tourism sector.

**2024 Goal: 64,169 (+3% from 2023)**



## Occupied Hotel Room Nights

The total number of hotel room nights booked over a year, a measure of demand.

**2024 Goal: 6,901,000 (+3% from 2023)**



## Visitors to Pinellas County

The total number of tourists visiting the region, reflecting the success of marketing efforts.

**2024 Goal: 16,377,000 (+3% from 2023)**



## Direct Visitor Spending

The total amount of money spent by tourists in the region.

**2024 Goal: \$6,798,000,000 (+3% from 2023)**



## Average Daily Rate (ADR)

The average revenue earned from each occupied hotel room, indicating pricing strategies.

**2024 Goal: 201.45 (+5% from 2023)**



## Revenue Per Available Room (RevPar)

The average income per available room, showing overall lodging performance.

**2024 Goal: \$141.28 (+5% from 2023)**



## Average Days Spent by Visitors

The typical length of stay for visitors in the region, in days.

**2024 Goal: 4.10 (+5% from 2023)**



## Average Nights Spent by Visitors

The average number of nights visitors spend in the region.

**2024 Goal: 3.15 (+5% from 2023)**



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# Marketing (Earned Media & Spending Metrics)



## ROI of Ad Effectiveness Study

Evaluates the return on investment for marketing efforts based on the Ad Effectiveness study.  
**2024 Goal: 43.26 (+5% from 2023)**



## Visitor Spending Attributed to VSPC Marketing through Ad Effectiveness Study

Tracks the total spending by visitors that is directly linked to VSPC's marketing efforts.  
**2024 Goal: \$173,250,000 (+5% from 2023)**



## Out-of-Market Journalists Engaged in the Past Year

Counts journalists from outside the local area who have been engaged in covering the destination.  
**2024 Goal: 360.15 (+5% from 2023)**



## Stories Carried by Out-of-Market Media

The number of stories about the destination published by media outlets not based in the local area.  
**2024 Goal: 1,032.15 (+5% from 2023)**



## Stories Carried by Local Media

The number of local media stories that feature the destination.  
**2024 Goal: 24 (new in 2024)**



## Number of Overnight Visitors in Paid Accommodations

The total number of visitors staying overnight in paid lodging facilities.  
**2024 Goal: \$4,935,000 (+5% from 2023)**



## Total Social Media Reach

The total number of people who have seen VSPC's content on social media platforms.  
**2024 Goal: 84,945,000 (+5% from 2023)**



## Total Social Media Engagements

The total count of interactions (likes, shares, comments) with VSPC's social media content.  
**2024 Goal: 6,195,000 (+5% from 2023)**



## Number of Email Opens

The number of times emails from VSPC are opened, indicating the interest level in the content.  
**2024 Goal: 1,575,000 (+5% from 2023)**



## Number of Email Clicks

The number of clicks on links within VSPC's marketing emails, showing engagement with the content.  
**2024 Goal: 44,835 (+5% from 2023)**



## Engaged Site Users

Tracks users who engage meaningfully with the VSPC website, indicating active interest.  
**2024 Goal: 2,625,000 (+5% from 2023)**



## Search Volume Impressions

The number of times VSPC appears in search results, reflecting its visibility in search engines.  
**2024 Goal: 58,695,000 (+5% from 2023)**



## Organic Search Clicks

Counts clicks VSPC receives from organic search results, indicating the effectiveness of SEO.  
**2024 Goal: 1,155,000 (+5% from 2023)**



## Gulf-to-Bay Magazine Reader Satisfaction Score

Measures the satisfaction level of readers with the Gulf-to-Bay Magazine.  
**2024 Goal: 98% (0% from 2023)**



## Number of Co-op Advertising Partners

The number of partners collaborating with VSPC on advertising efforts.  
**2024 Goal: 28 (+8% from 2023)**



## Total Ad Impressions through Paid Media Channels

The total exposure of VSPC advertisements across all paid media channels.  
**2024 Goal: 2,488,500,000 (+5% from 2023)**



## Events Featured in the VSPC Calendar per Year

The number of events listed on the VSPC calendar, reflecting community activity.  
**2024 Goal: 523 (+10% from 2023)**



## Total Page Views to the VSPC Calendar per Year

Counts page views of the VSPC event calendar, indicating public interest in local events.  
**2024 Goal: 243,980 (+10% from 2023)**



## Total Ad Impressions through Paid DIGITAL Media Channels

The total number of times VSPC's digital advertisements are viewed.  
**2024 Goal: 189,000,000 (+5% from 2023)**



## Total Ad Impressions through Paid TRADITIONAL Media Channels

The total number of views for VSPC's advertisements in traditional media channels.  
**2024 Goal: 2,299,500,000 (+5% from 2023)**



## Industry Update Emails Opened

Indicates the level of engagement by measuring how many industry-related emails are opened.  
**2024 Goal: 16,170 (+5% from 2023)**



## Industry Update Emails Clicked Through

Measures the effectiveness and relevance of email content by tracking click-through rates.  
**2024 Goal: 1,032 (+5% from 2023)**



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# Business Development (Meetings, Sports, Film, Tour Ops Metrics)

## Business Development

In a world where dynamic events, nationwide sports competitions, and international travel shape destination choices, our business development strategy is attuned to these key drivers. We are committed to fostering a vibrant events calendar, supporting sports initiatives, and tapping into international markets, all while enhancing our unique destination appeal.



### Hotel Room Nights from Sales/Marketing in Meetings

This KPI measures the number of hotel room nights booked as a direct result of sales and marketing efforts targeting the meetings market.

**2024 Goal: 143,276 (+5% from 2023)**



### Hotel Room Nights from Sales/Marketing in Sports

This KPI tracks the hotel room nights booked thanks to marketing and sales activities aimed at sports events.

**2024 Goal: 191,058 (+5% from 2023)**



### Repeat Business (Simpleview Tracking)

This KPI assesses the rate of customers returning to the region, serving as an indicator of customer satisfaction and the destination's appeal.

**2024 Goal: 61 (+5% from 2023)**



### Increased Attendance for Repeat Business

This KPI measures the growth in attendance at events or businesses that have chosen to return to the region for their activities.

**2024 Goal: 200 (+5% from 2023)**



### Film Exit Survey Satisfaction Score

This KPI evaluates the satisfaction levels reported by film production teams after completing projects in the region.

**2024 Goal: 80% (+7% from 2023)**



### Local Spend from Film & Digital Media Productions

This KPI quantifies the economic impact generated from film and digital media productions taking place in the region.

**2024 Goal: 7,245,000 (+5% from 2023)**



### Travel Trade/Tour Operators Engagement

This KPI measures the level of engagement with leisure travel advisors and tour operators to widen the region's appeal and draw in visitors.

**2024 Goal: 5,701 (+5% from 2023)**



### Travel Trade/Tour Operators Engagement - LATAM

Similar to the previous, this KPI focuses on engagement levels with travel advisors and tour operators in Latin America to attract visitors from these areas.

**2024 Goal: 80 (+5% from 2023)**



### Destination Training Sessions - LATAM

This KPI counts the number of training sessions held for industry clients to promote the region within Latin American markets.

**2024 Goal: 29 (+7% from 2023)**



### Hotel Room Nights from Co-op Initiatives

This KPI tracks hotel room nights generated through cooperative marketing campaigns and partnerships.

**2024 Goal: 1,900 (+5% from 2023)**



### FAM Visits Leisure

This KPI records the number of familiarization (FAM) and educational visits organized to showcase the destination to potential promoters.

**2024 Goal: 9 (+29% from 2023)**



### Reach from FAM Visits, Influencers, International Media

This KPI measures the collective reach achieved through FAM visits, influencer partnerships, and coverage by international media.

**2024 Goal: 789,600,000 (+5% from 2023)**



### Partners in Sales Opportunities (Leisure)

This KPI counts the number of partners engaged in creating sales opportunities within leisure markets.

**2024 Goal: 18 (+13% from 2023)**



### Partners in Sales Opportunities (Meetings)

This KPI quantifies the number of partners involved in generating sales opportunities in the meetings sector.

**2024 Goal: 17 (+13% from 2023)**



### Number of Leisure Sales Opportunities

This KPI tracks the total count of sales opportunities identified within the leisure and domestic markets.

**2024 Goal: 38 (+6% from 2023)**



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# Community Engagement (Industry Satisfaction & Support Metrics)

## Community Engagement

At the heart of our strategy lies the integration of community values with visitor experiences. We aim to cultivate a dynamic environment where tourism flourishes alongside local well-being. Our initiatives are designed to promote inclusivity, celebrate cultural diversity, and boost the economic vitality of St. Pete Clearwater.



### Partner Survey Participation Rate

This KPI tracks the proportion of partners engaged in providing feedback through surveys.  
**2024 Goal: 50% (new in 2024)**



### Partner Survey Satisfaction Score

Reflects the overall satisfaction of partners based on their responses to surveys.  
**2024 Goal: 75% (new in 2024)**



### Maintain Pinellas Residents' Perception in Study

Measures the perception of local residents regarding the impact of tourism on their community.  
**2024 Goal: 89% (+1% from 2023)**



### Total Active Community Ambassadors

Counts the individuals actively promoting local tourism and engagement within the community.  
**2024 Goal: 53 (+6% from 2023)**



### Total In-County Activation Events

The number of events organized locally to boost tourism and encourage community participation.  
**2024 Goal: 38 (+9% from 2023)**



### Number of Community Meetings Attended

Quantifies the engagement level with local stakeholders through attendance at community meetings.  
**2024 Goal: 180 (+25% from 2023)**



### Number of Community Meetings Hosted

Shows the initiative in engaging stakeholders by the number of community meetings organized.  
**2024 Goal: 20 (new in 2024)**



### NEW Unique Consumer Emails Added (Activations)

The accumulation of new consumer email addresses from various activations.  
**2024 Goal: 5,500 (+10% from 2023)**



### Hotel Room Nights from Elite Events Program

Tracks the number of hotel bookings attributed to large-scale, prominent events.  
**2024 Goal: 249,700 (+3% from 2023)**



### NEW Unique Partner Emails Added (Engagement)

Counts new partner email addresses gathered through engagement activities.  
**2024 Goal: 120 (+20% from 2023)**



### Local Partners in On-site Activations

Measures the involvement of local partners in events and activations on-site.  
**2024 Goal: 35 (+17% from 2023)**



### Unique Web Users to Partner Website

Tracks the number of distinct visitors to the partner's website.  
**2024 Goal: 20,177 (+10% from 2023)**