

# Visit St. Pete/Clearwater Destination Metrics

November 2023



ST.PETE  
CLEARWATER

# Fiscal Year Recap

## TDT Collections 2023

- \$98 million record TDT funds collected
- **\$2.6 million more** in revenue than FY22

## Hotel (STR) Highlights vs FY 2022:

- **5.7 million rooms sold**
- **103,000 more** rooms sold than FY22
- Nearly **\$1.1 billion** in local hotel revenue
- Strong fall and winter season helped boost year.

## VR (Key Data) Highlights vs FY 2022:

- **3,000 more** guest nights reported
- **\$1.6 million more** in reported revenue





# Traveler Sentiment

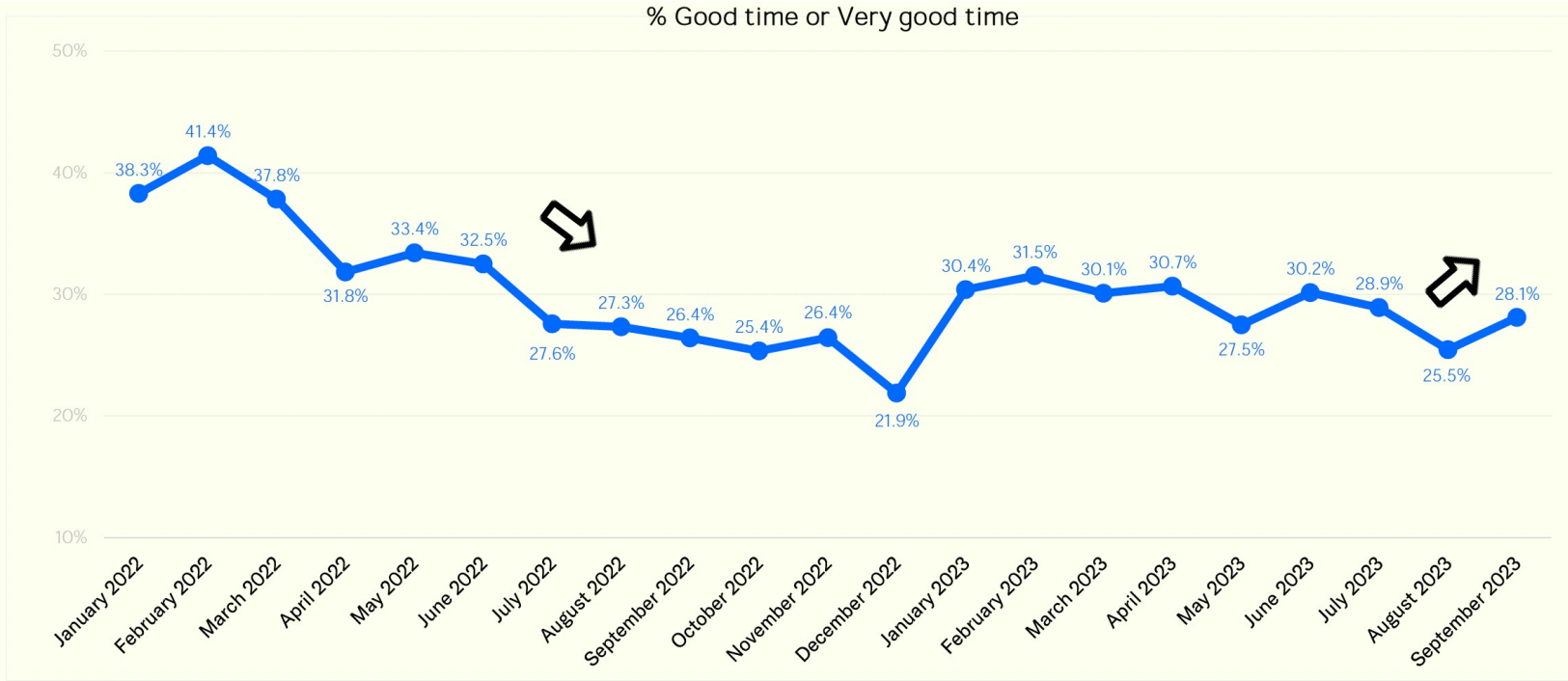
State of the American Traveler, Future Partners  
September 2023



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# Current Travel Sentiment

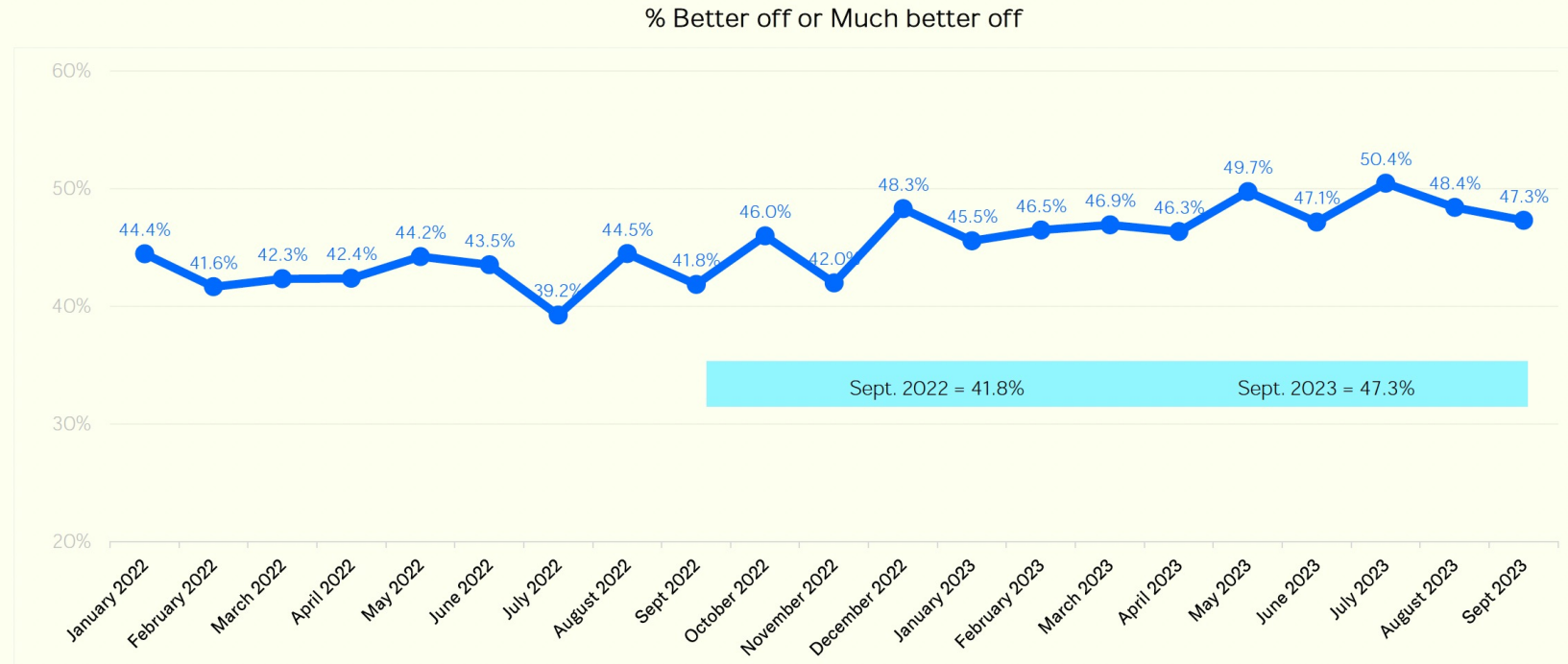
*Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?*





# Future Travel Sentiment

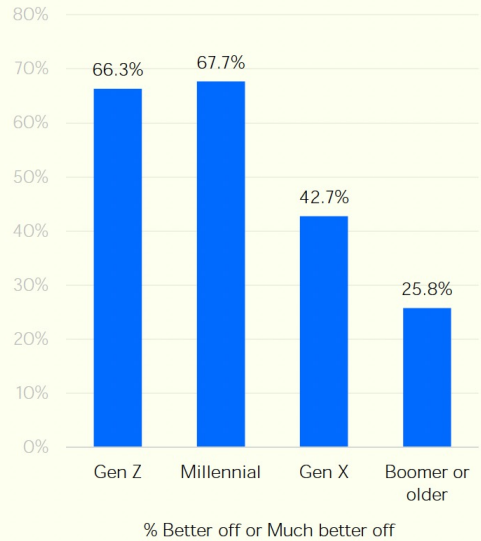
*LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?*



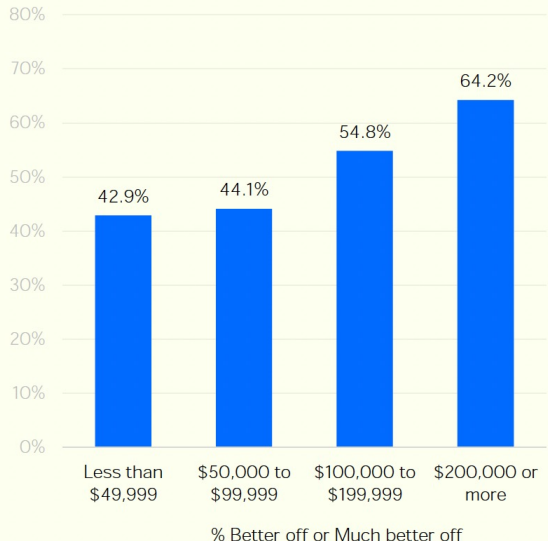
# Future Travel Sentiment - Detail

Financial Optimism is Alive & Well among Younger Travelers and City Dwellers

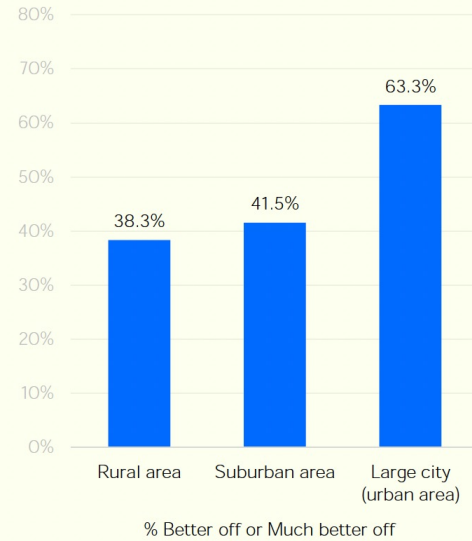
By Generation



By Annual Household Income



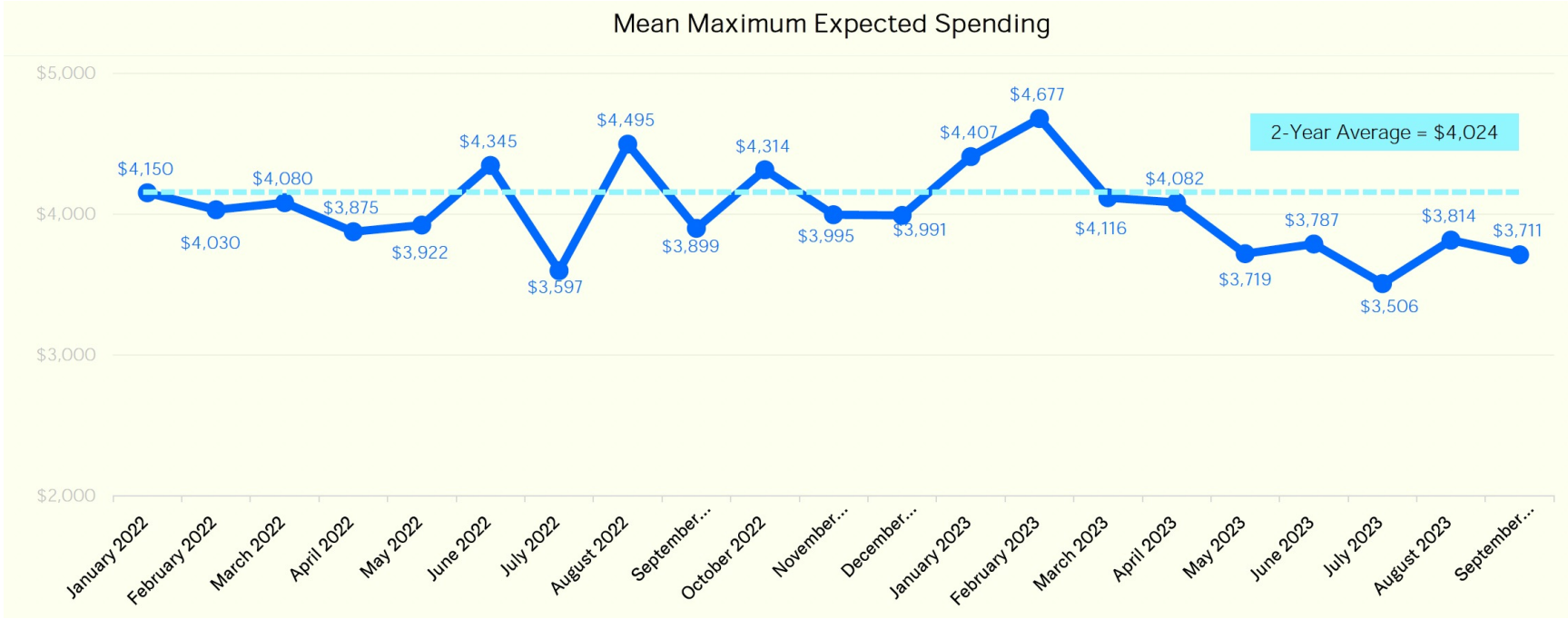
By Place of Residence





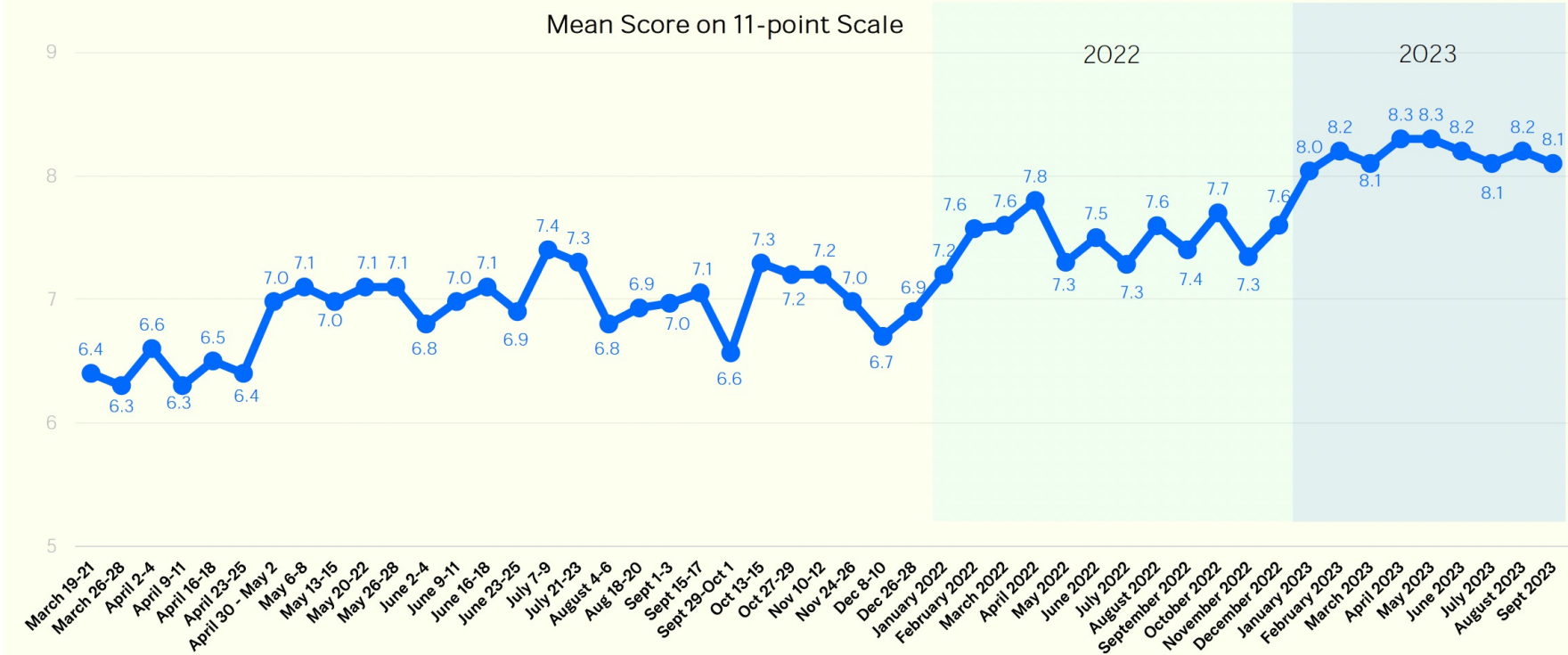
# Expected Travel Spend

*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):*



# Excitement About Travel

Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?

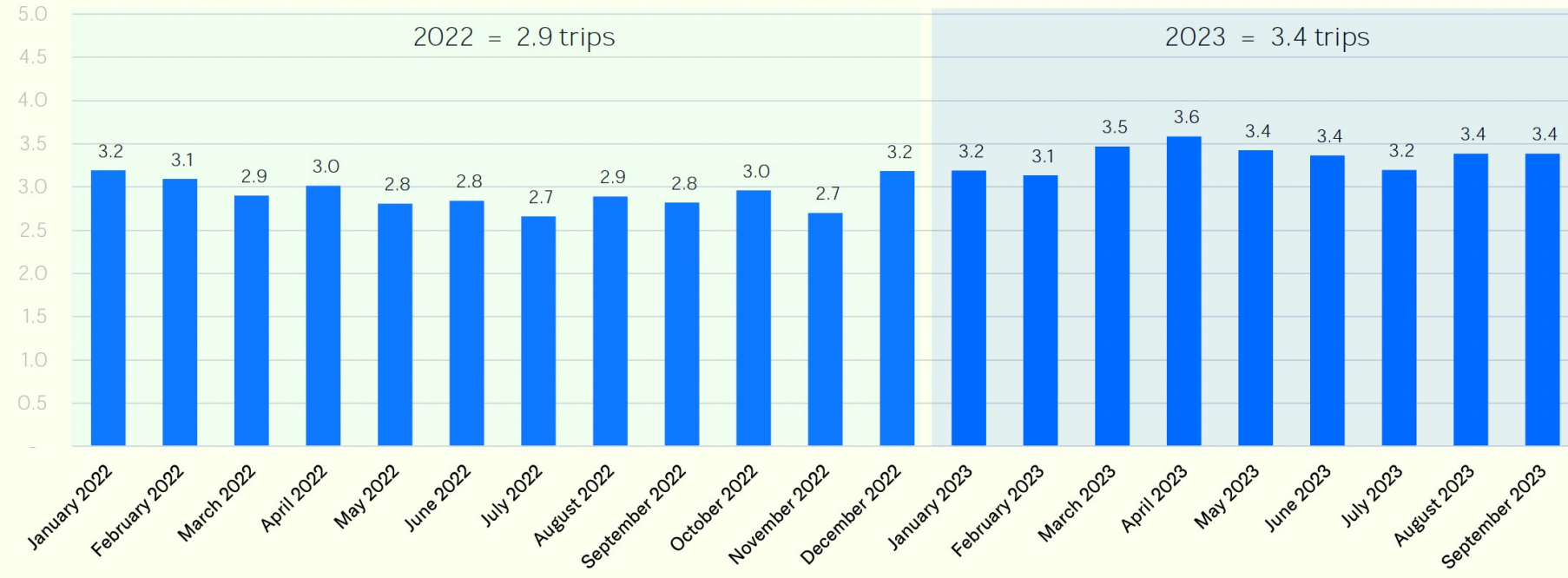




# Expected Future Trips

*IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?*

Expected Trips (Mean for Next 12 Months)



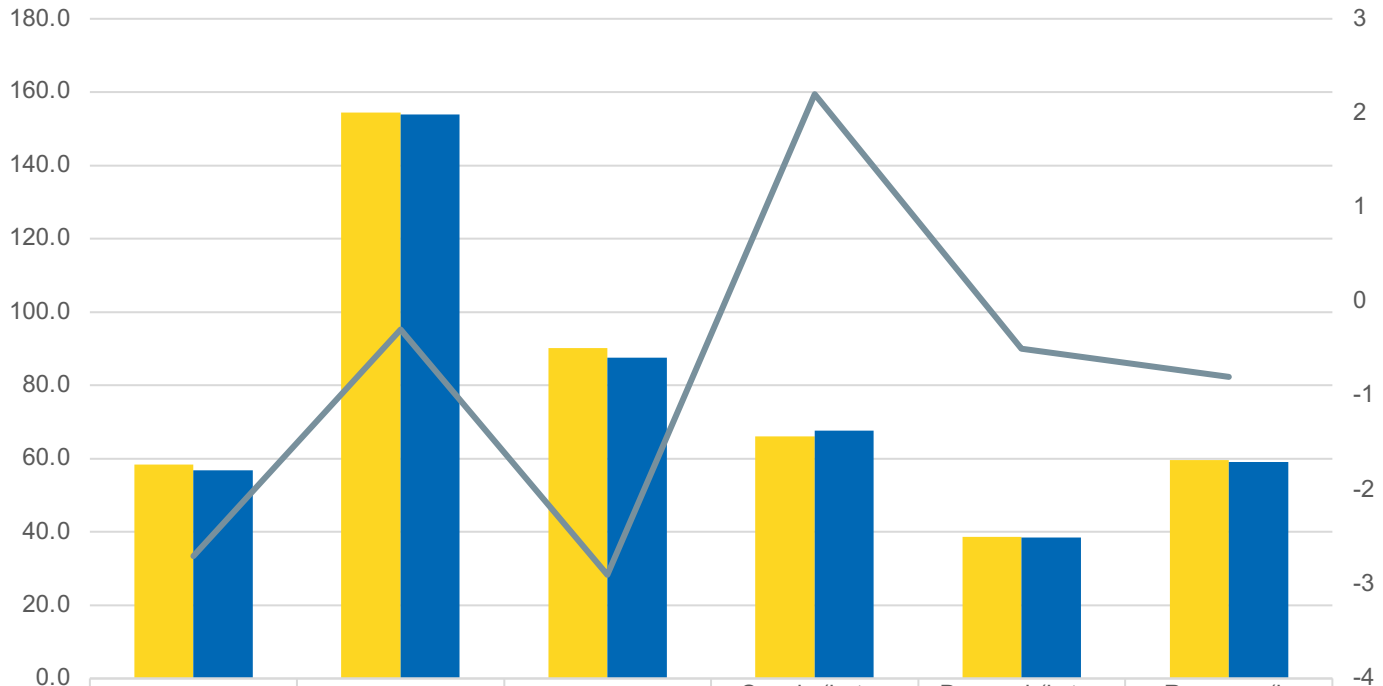
# State Comparison

## STR Monthly Report, September 2023





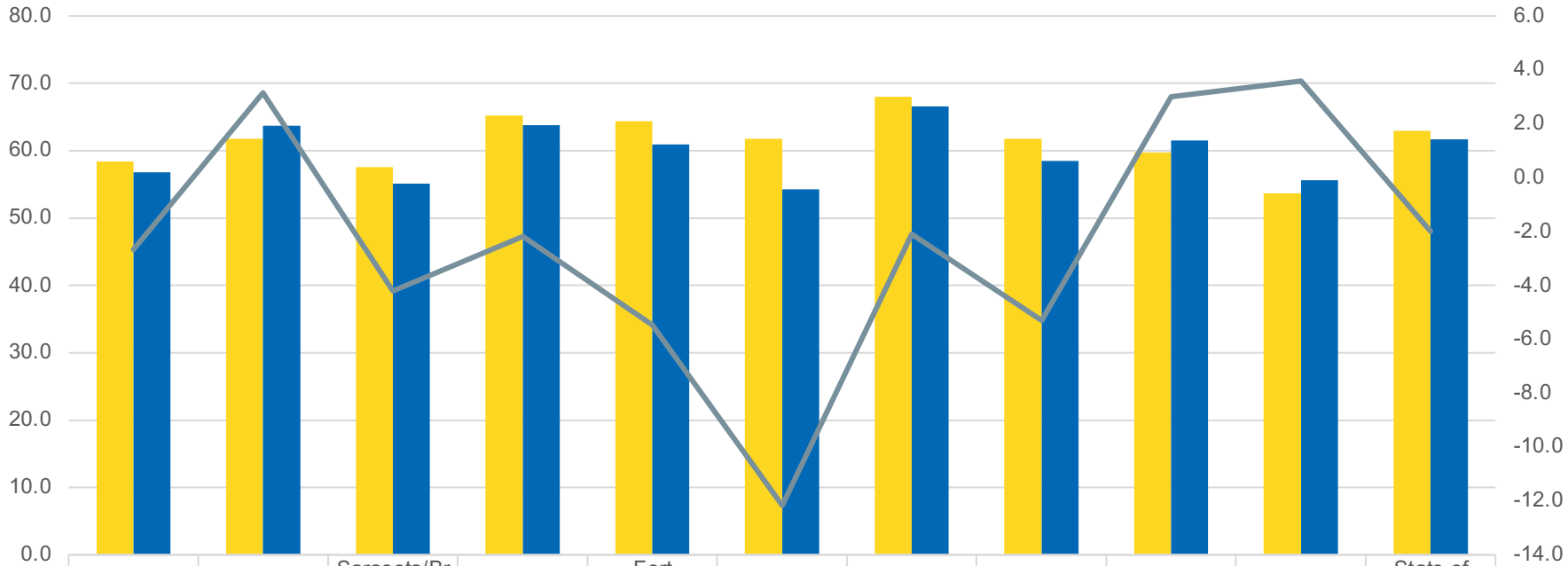
# St. Pete/Clearwater September STR Data



	Occupancy	ADR	RevPAR	Supply (in ten thousands)	Demand (in ten thousands)	Revenue (in millions)
2022	58.4	154.3	90.1	66.1	38.6	59.6
2023	56.8	153.9	87.5	67.6	38.4	59.1
Percent Change	-2.7	-0.3	-2.9	2.2	-0.5	-0.8

2022 2023 Percent Change

# Florida Destination Occupancy

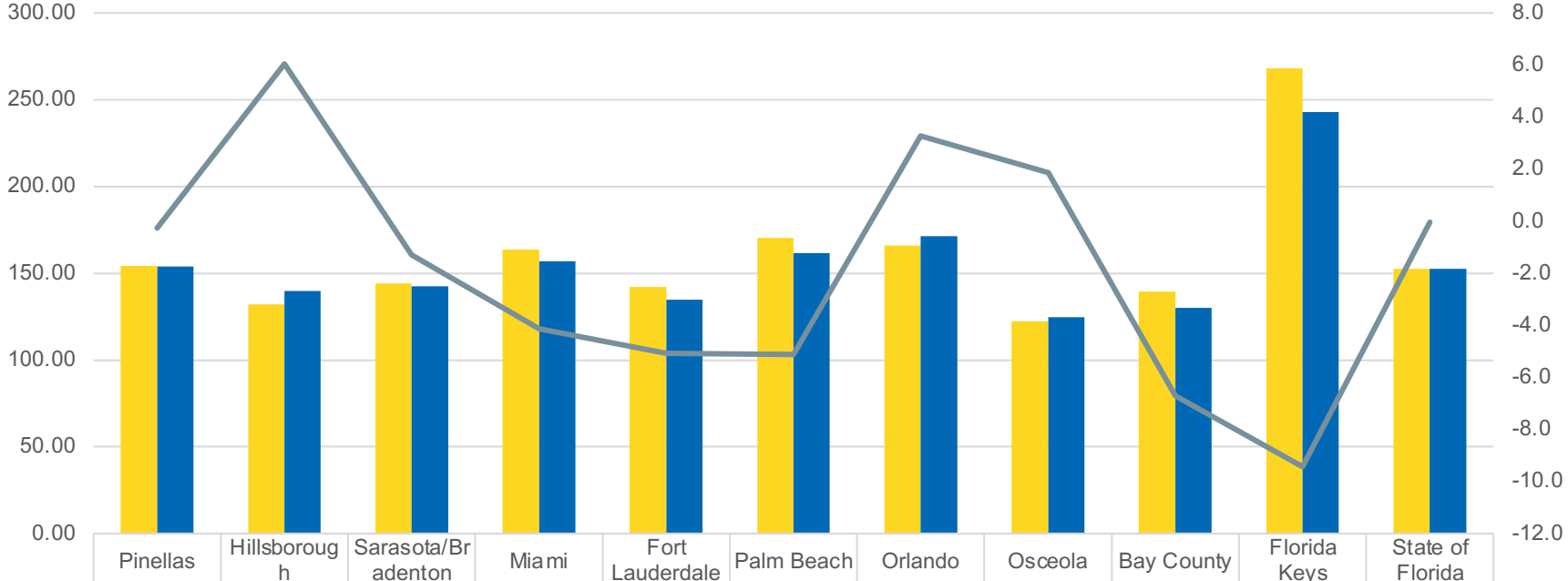


	Pinellas	Hillsborough	Sarasota/Bradenton	Miami	Fort Lauderdale	Palm Beach	Orlando	Osceola	Bay County	Florida Keys	State of Florida
2022	58.4	61.8	57.5	65.2	64.4	61.8	68.0	61.7	59.8	53.7	62.9
2023	56.8	63.7	55.1	63.8	60.9	54.3	66.5	58.5	61.5	55.6	61.7
Change	-2.7	3.2	-4.2	-2.2	-5.5	-12.2	-2.1	-5.3	3.0	3.6	-2.0

2022 2023 Change



# Florida Destination ADR



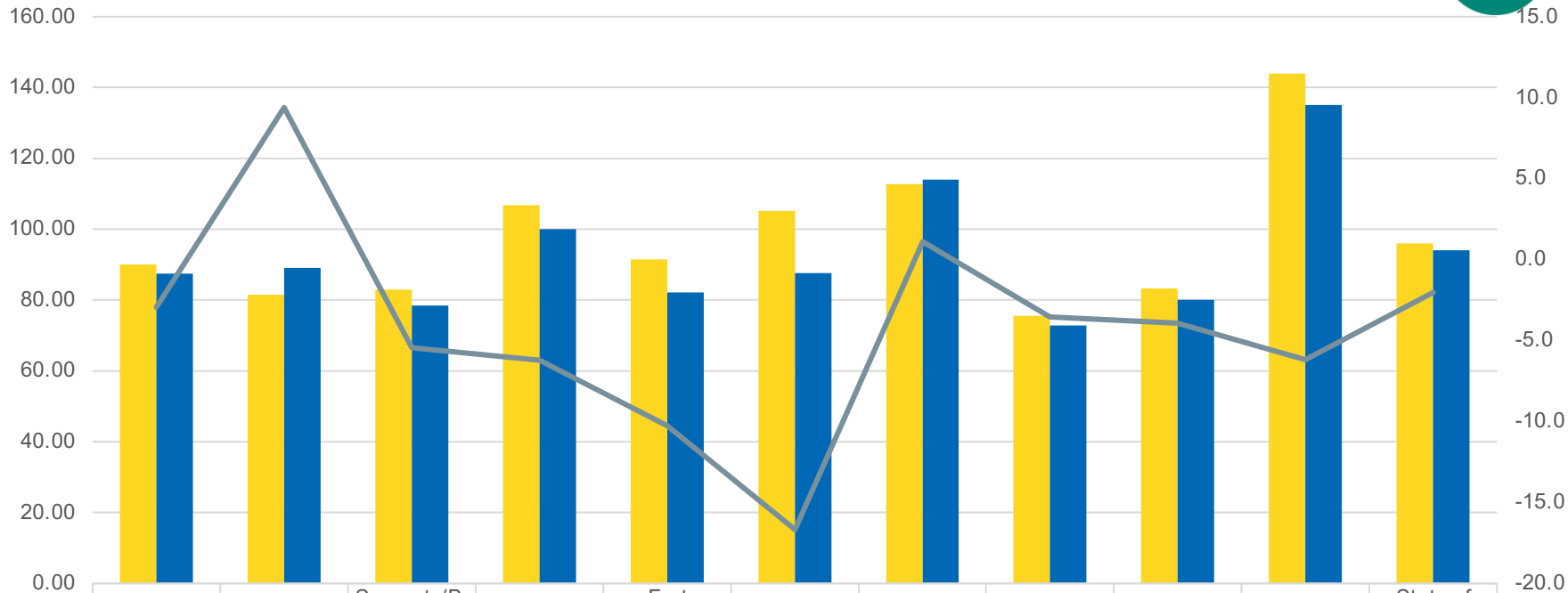
ADR 2022	154.34	131.95	144.22	163.72	142.14	170.26	165.85	122.43	139.36	268.05	152.61
ADR 2023	153.93	139.93	142.35	156.95	134.92	161.53	171.29	124.70	130.01	242.77	152.54
Percent Change	-0.3	6.0	-1.3	-4.1	-5.1	-5.1	3.3	1.9	-6.7	-9.4	-0.0

ADR 2022    ADR 2023    Percent Change





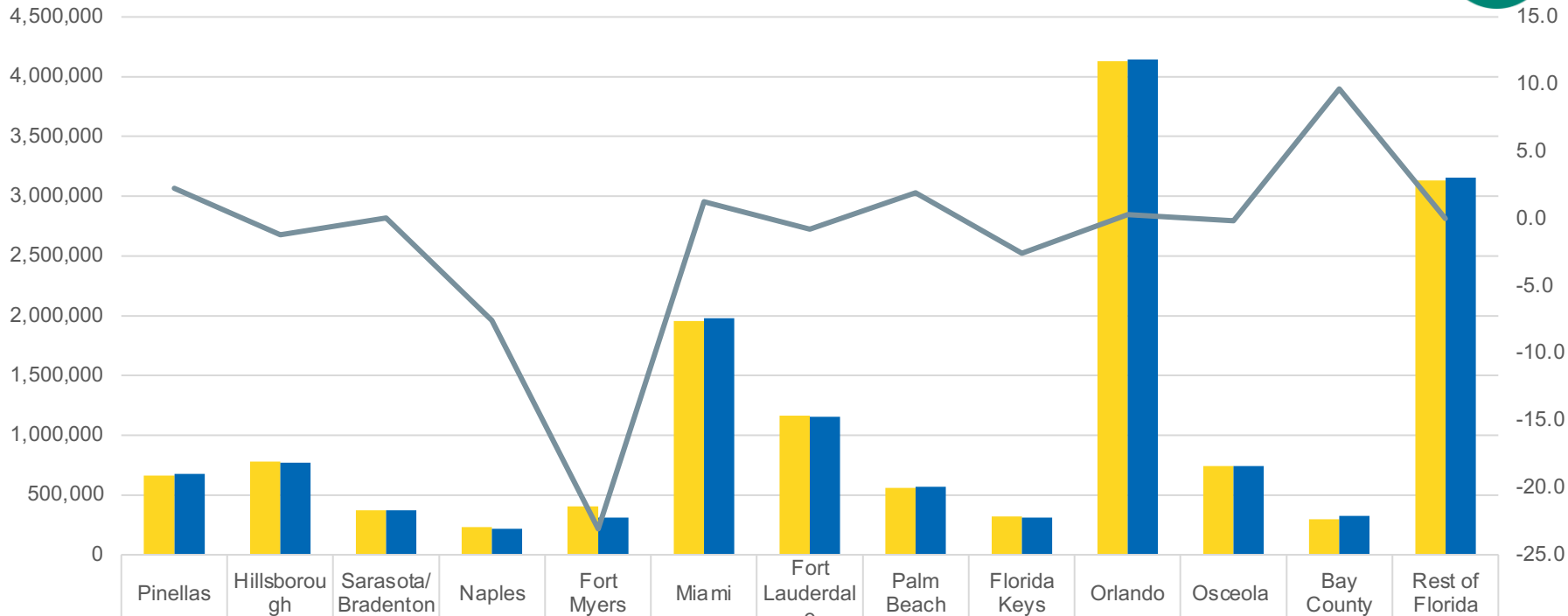
# Florida Destination Revenue Per Available Room



	Pinellas	Hillsborough	Sarasota/Bradenton	Miami	Fort Lauderdale	Palm Beach	Orlando	Osceola	Bay County	Florida Keys	State of Florida
ADR 2022	90.10	81.49	82.97	106.74	91.56	105.19	112.73	75.58	83.27	143.92	96.06
ADR 2023	87.46	89.15	78.45	100.10	82.15	87.65	113.98	72.92	80.01	135.02	94.11
Percent Change	-2.9	9.4	-5.4	-6.2	-10.3	-16.7	1.1	-3.5	-3.9	-6.2	-2.0

■ ADR 2022   
 ■ ADR 2023   
 — Percent Change

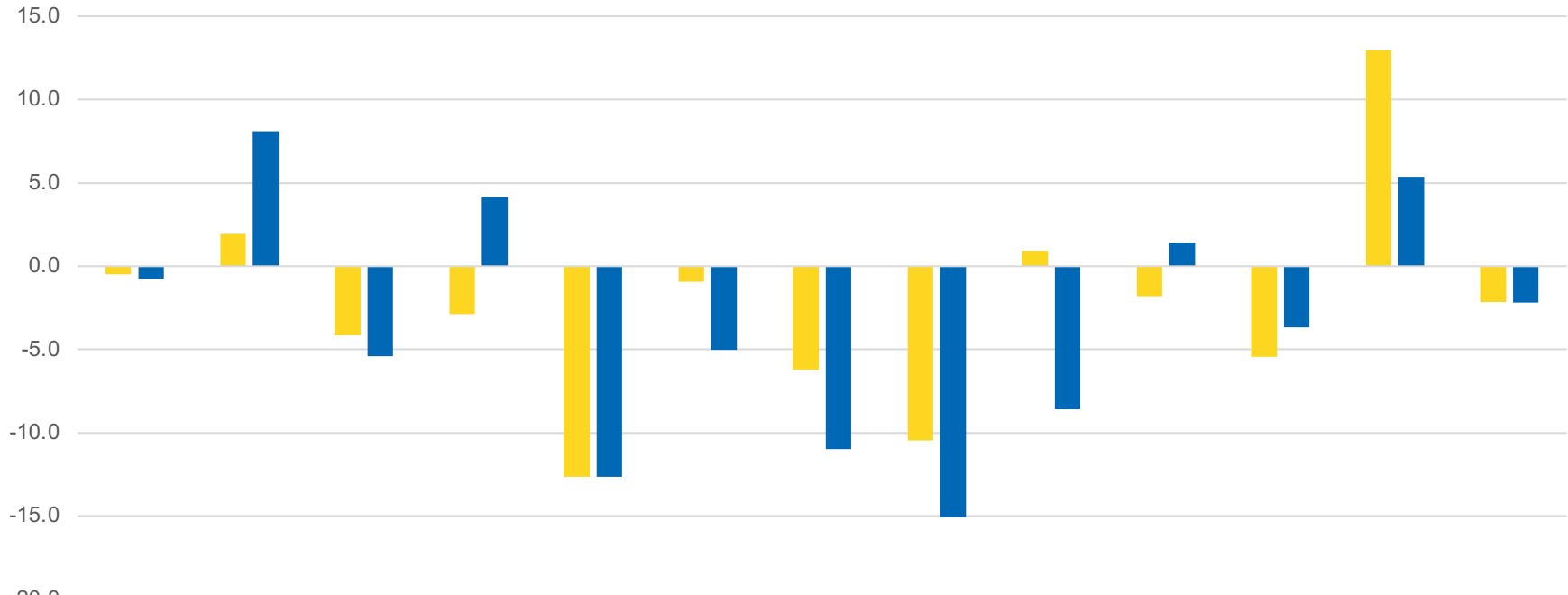
# Where is the state supply?



2022 2023 Percent Change



# What is the change in demand and revenue?



	Pinellas	Hillsborough	Sarasota/Bradenton	Naples	Fort Myers	Miami/Hialeah	Fort Lauderdale	Palm Beach	Florida Keys	Orlando	Osceola	Bay County	State of Florida
YoY Demand	-0.5	1.9	-4.1	-2.9	-12.6	-0.9	-6.2	-10.5	0.9	-1.8	-5.4	12.9	-2.2
YoY Revenue	-0.8	8.1	-5.4	4.2	-12.6	-5.0	-11.0	-15.1	-8.6	1.4	-3.7	5.4	-2.2

■ YoY Demand ■ YoY Revenue





# Monthly Data

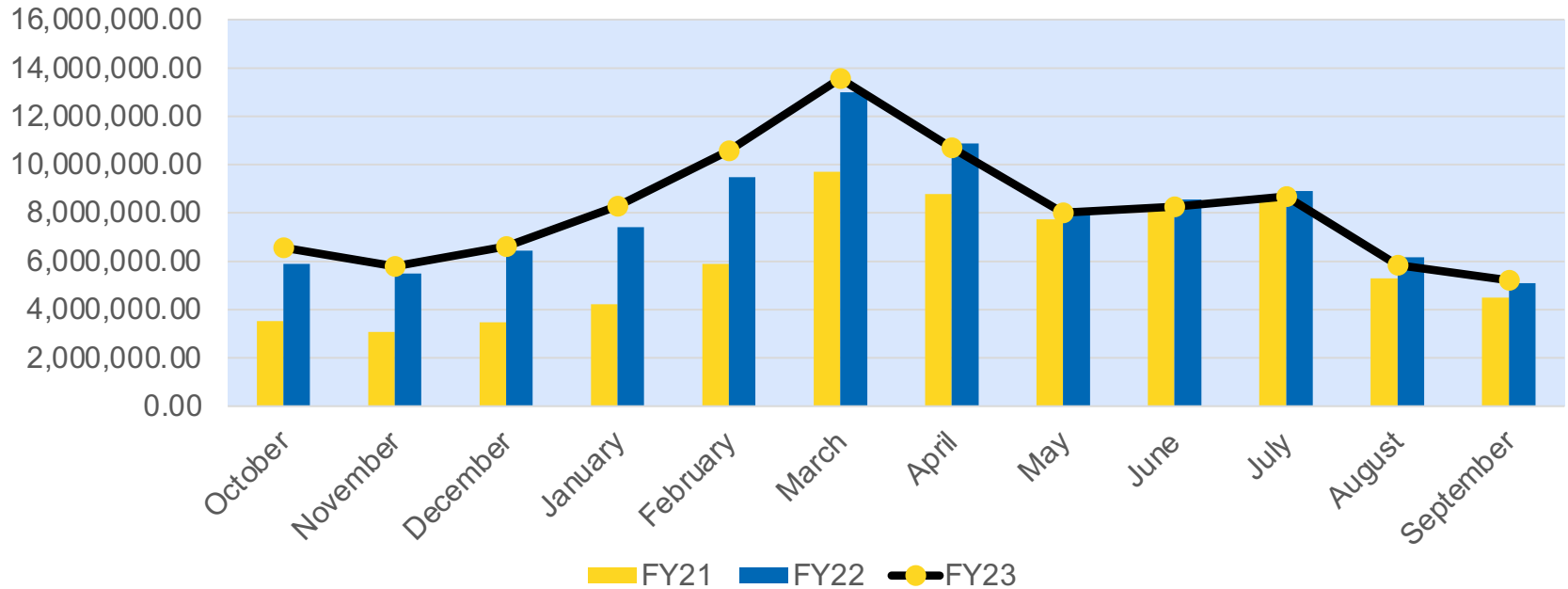
TDT, STR, CoStar and Key Data



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# Tourist Development Tax Monthly: September 2023

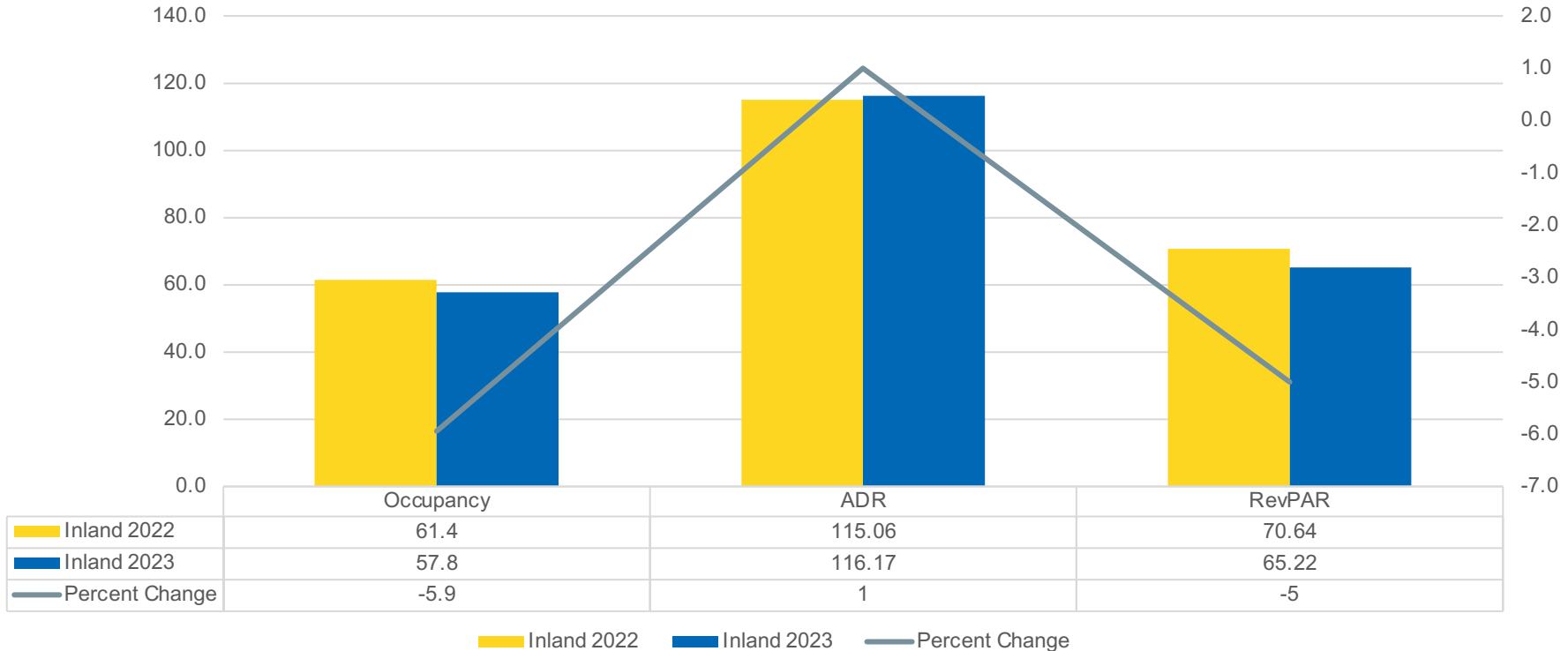
Metric	2022	FY22	2023	FY23
Sept Collections	\$5.09 million	\$95.4 million	\$5.21 million	\$98 million



# September STR Inland Hotel Data



## Inland Monthly STR



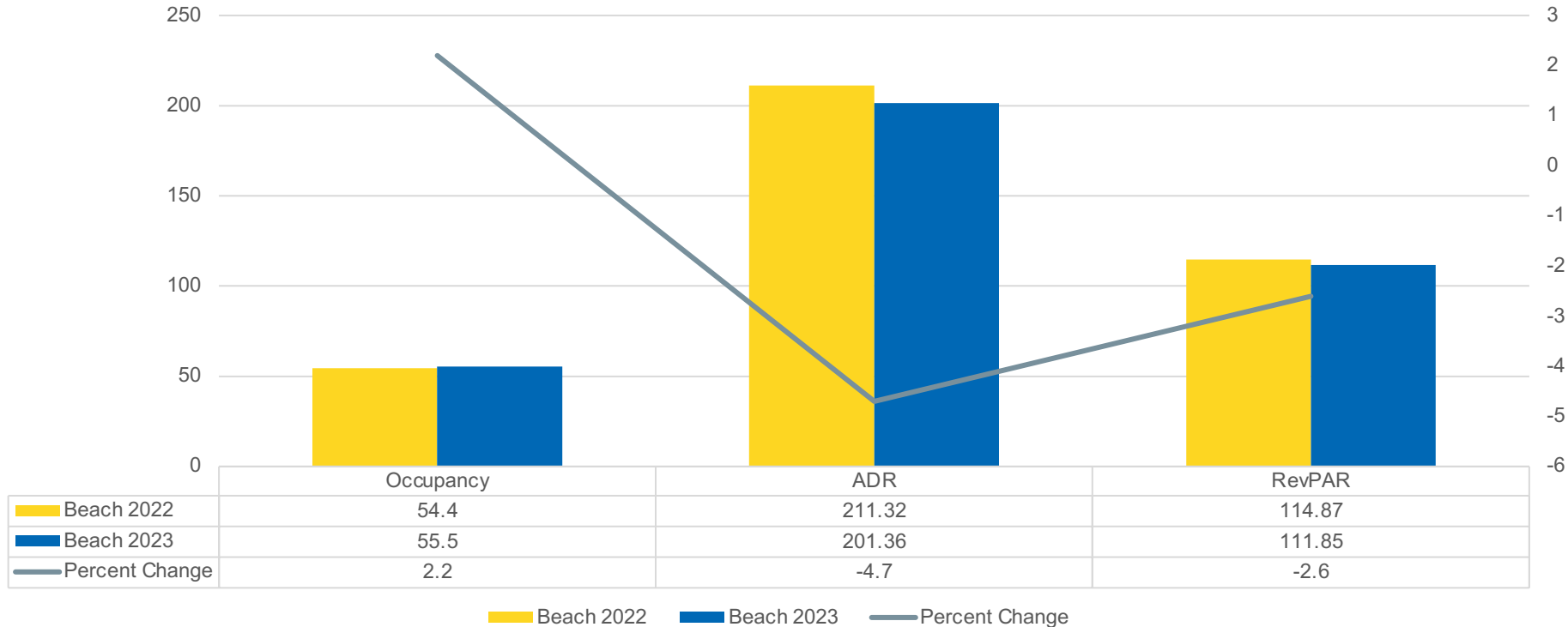
Inland data sample from 76 properties, totaling 8574 rooms



# September STR Beach Hotel Data



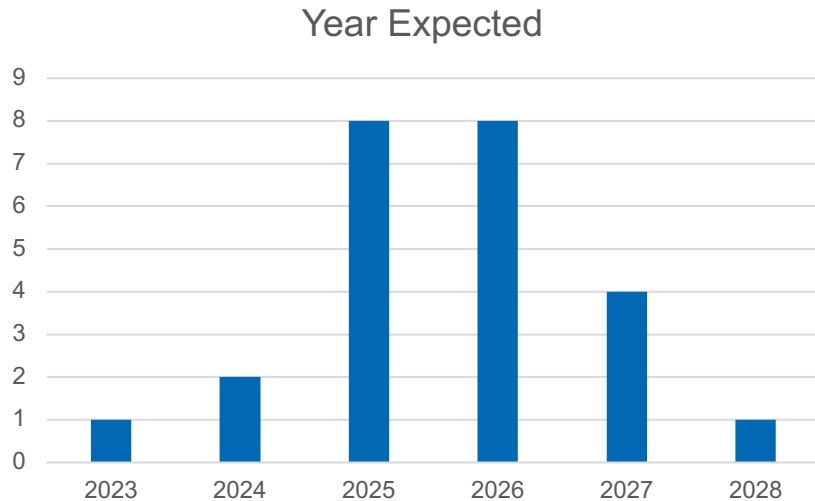
## Beach Monthly STR



Inland data sample from 42 properties, totaling 6818 rooms

# Hotel Pipeline

Source: CoStar. Data pulled Oct. 23, 2023



**3281 Rooms**

Proposed, final planning  
or under Construction

**6**

Under  
construction

**7**

Final  
Planning

**11**

Proposed  
projects

# Hotel Pipeline

Hotel Pipeline – Properties Under Construction

Property Name	Rooms	Operation Type	Property Address	City
The Hiatus Clearwater Beach, Curio Collection by Hilton	88	Franchise	385 S Gulfview Blvd	Clearwater
Moxy St. Petersburg Downtown	161	Franchise	1234 Central Ave	Saint Petersburg
The J Hotel	68	Independent	491 Causeway Blvd	Dunedin
Home2 Suites by Hilton Clearwater St. Petersburg Ulmerton Rd	128	Franchise	4501 Ulmerton Rd	Clearwater
Opal Sol	227	Independent	411 S Gulfview Blvd	Clearwater
WoodSpring Suites Tarpon Springs	122	Franchise	SEQ Highway 19	Tarpon Springs

# Hotel Pipeline

## Hotel Pipeline – Properties Final Planning

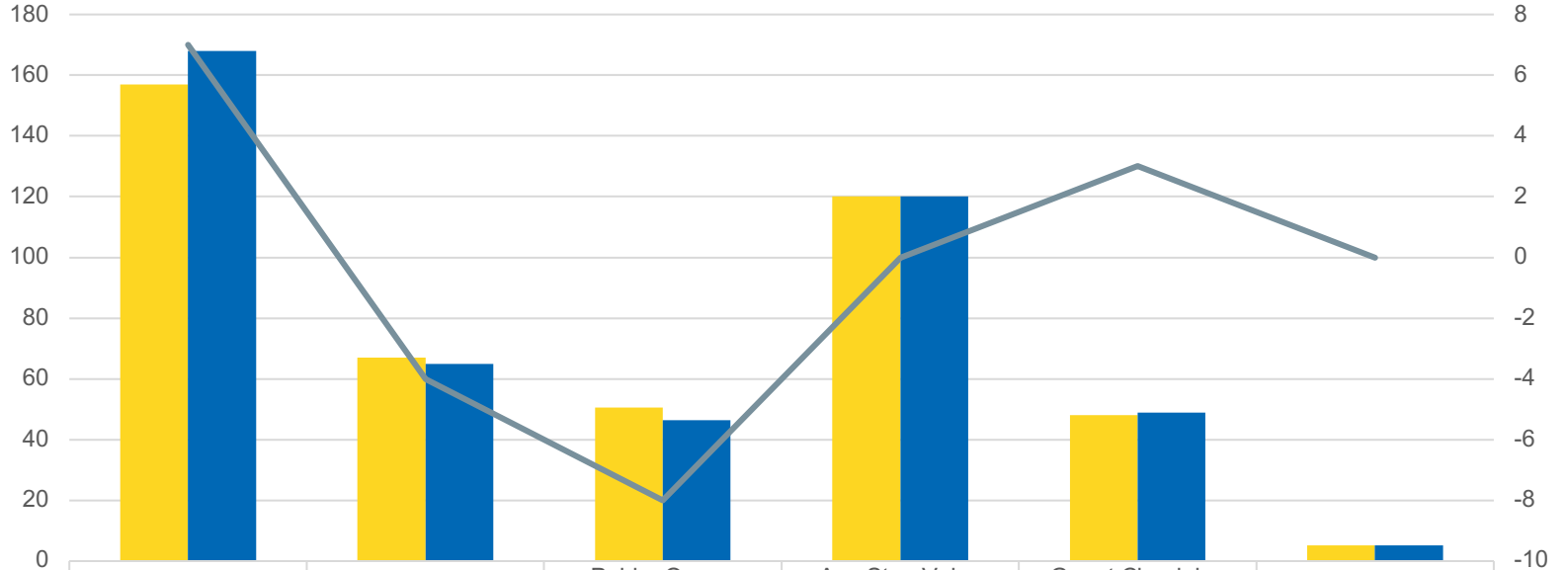
Property Name	Rooms	Operation Type	Property Address	City
Echelon City Center Hotel	120	Independent	300 Carillon Pky	Saint Petersburg
Edge District Boutique Hotel	114	Independent	1111 Central Ave	Saint Petersburg
Hotel B	168	Independent	15040 Madeira Way	Madeira Beach
Residence Inn By Marriott St. Petersburg Downtown	150	Franchise	SWQ 5th Ave N & 1st St N	Saint Petersburg
WoodSpring Suites Seminole	122	Franchise	8305 Bay Pines Blvd	Saint Petersburg
WoodSpring Suites Largo	122	Franchise	1180 Jasper St	Largo
Cambria Hotel & Suites Tarpon Springs	107		693 Roosevelt Blvd	Tarpon Springs

# Hotel Pipeline

## Hotel Pipeline – Properties Proposed

Property Name	Rooms	Operation Type	Property Address	City
Tarpon Springs Hotel	8	Independent	100 N Ring Ave	Tarpon Springs
Orange Station Hotel, Autograph Collection	170	Franchise	SWQ 1st Avenue North and 13th Street North	Saint Petersburg
Tempo by Hilton St. Petersburg Downtown	185	Franchise	232-256 2nd St N	Saint Petersburg
Hampton Inn & Suites by Hilton Clearwater Central	117	Franchise	2525 Drew St	Clearwater
Home2 Suites by Hilton Clearwater Central	84	Franchise	2525 Drew St	Clearwater
Hotel at Clearwater Bluffs	158	Independent	50 N Osceola Ave	Clearwater
Hampton by Hilton Madeira Beach	130	Franchise	555 150th Ave	Madeira Beach
Gulf Blvd St. Beach Hotel	130	Independent	5300 Gulf Blvd	Saint Pete Beach
JW Marriott St. Pete Beach	290	Franchise	5300 Gulf Blvd	Saint Pete Beach
Embassy Suites by Hilton Clearwater Beach	180	Franchise	325 S Gulfview Blvd	Clearwater
Residence Inn St Pete-Clearwater Airport	132	Franchise	NEQ Ulmerton Rd & Roosevelt Blvd	Clearwater

# September Vacation Rental Data



	ADR	RevPAR	Paid + Owner Occupancy	Avg Stay Value (tens)	Guest Check-ins (hundreds)	Avg Length of Stay
2022	157	67	50.5	120	48	5.2
2023	168	65	46.5	120	49	5.2
Percent Change	7	-4	-8	0	3	0

2022 2023 Percent Change



# Visitor Profile Snapshot Future Partners, August profile



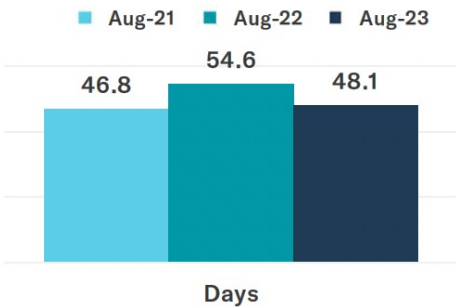
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# August 2023 Visitor Profile

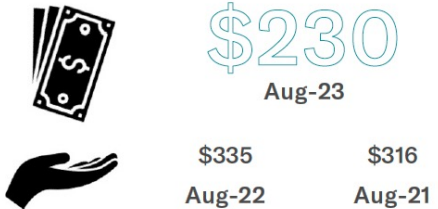
VISIT ST. PETE/CLEARWATER Total Visitors

Future Partners

## Average Time Between Decision to Visit & Arrival



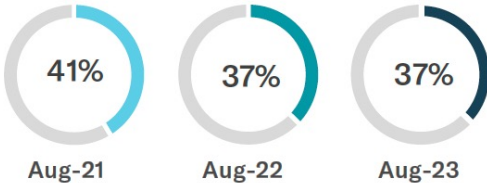
## Average Daily Spending



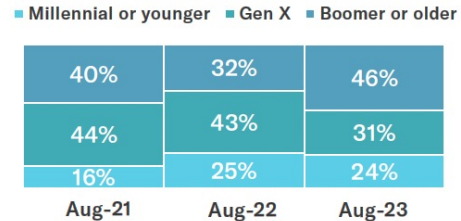
## Travel Party Size



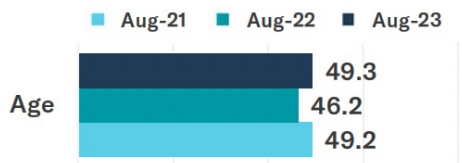
## Percent Staying Overnight



## Generations



## Average Age



## Average Income

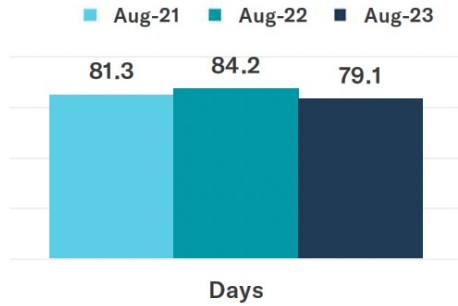


# August 2023 Visitor Profile - Overnight

VISIT ST. PETE/CLEARWATER Overnight Visitors

Future Partners

## Average Time Between Decision to Visit & Arrival



## Average Daily Spending



\$363

Aug-23

Aug-22: \$435  
Aug-21: \$398

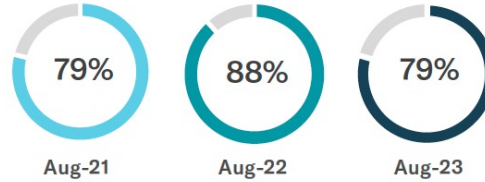
## Travel Party Size



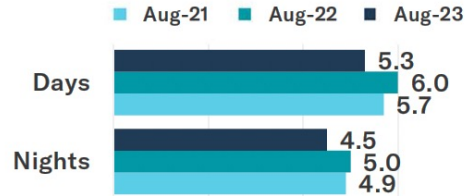
2.6  
Aug-23

Aug-22: 2.8  
Aug-21: 3.0

## Percent Out-of-State

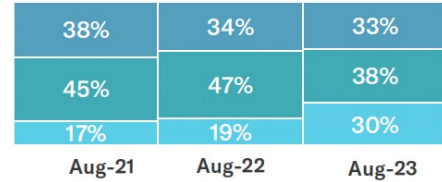


## Average Days & Nights

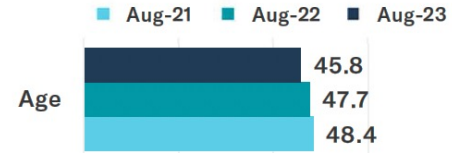


## Generations

Millennial or younger Gen X Boomer or older



## Average Age



## Average Income

\$91,448  
Aug-23

Aug-22: \$114,926  
Aug-21: \$111,305

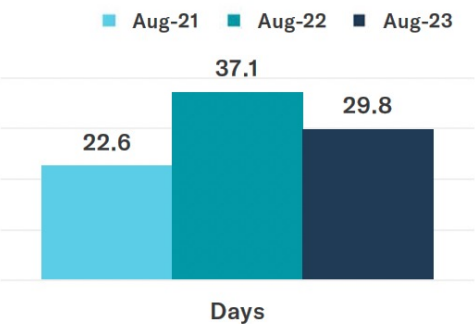


# August 2023 Visitor Profile - Daytripper

VISIT ST. PETE/CLEARWATER Day-trippers

Future Partners

## Average Time Between Decision to Visit & Arrival



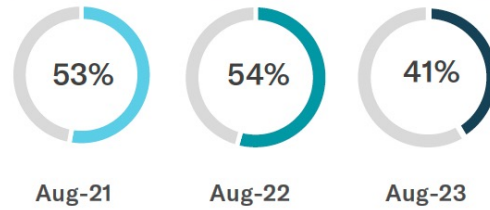
## Average Daily Spending



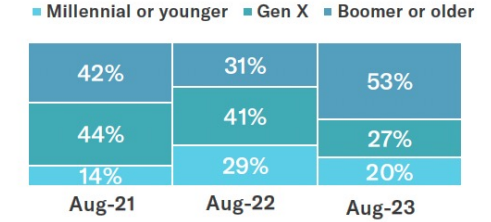
## Travel Party Size



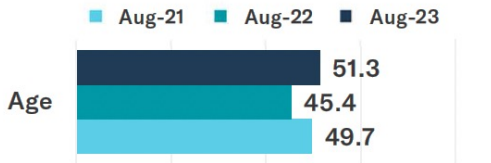
## Percent Out-of-State



## Generations



## Average Age



## Average Income

