



Tourism Development Council

January 17, 2024



TAMPA BAY THE EASY WAY

Calendar Year 2023 Accomplishments & Marketing Initiatives



Air Service

PIE'S Passenger Traffic

2017 Passengers – 2,055,269

2018 Passengers – 2,237,446

2019 Passengers – 2,288,331

2020 Passengers – 1,394,573

2021 Passengers – 2,036,251

2022 Passengers – 2,445,919

2023 Passengers – **Reveal on 1/23! :)**

We only need 146,179 passenger to set a new record!

We need 200,259 passengers to reach 2.5 million!

Results

2022 passenger traffic was up 20% from 2021

2023 passenger traffic was up 2-3% from 2022

Six record breaking months in 2023 –

January, June, July September, October and November

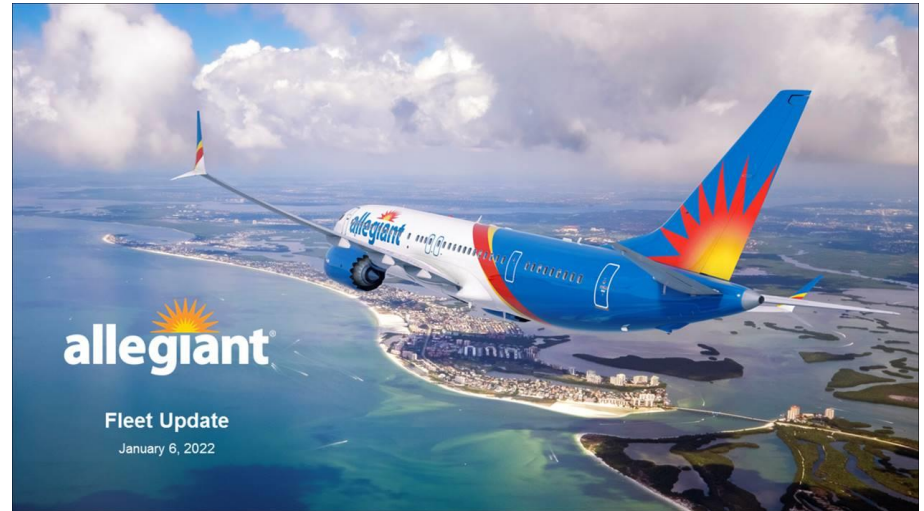
July 2023 was the biggest month in history

1 New Destination for total of 62 non-stop destinations

Allegiant: (Bismarck, ND begins 5/15)

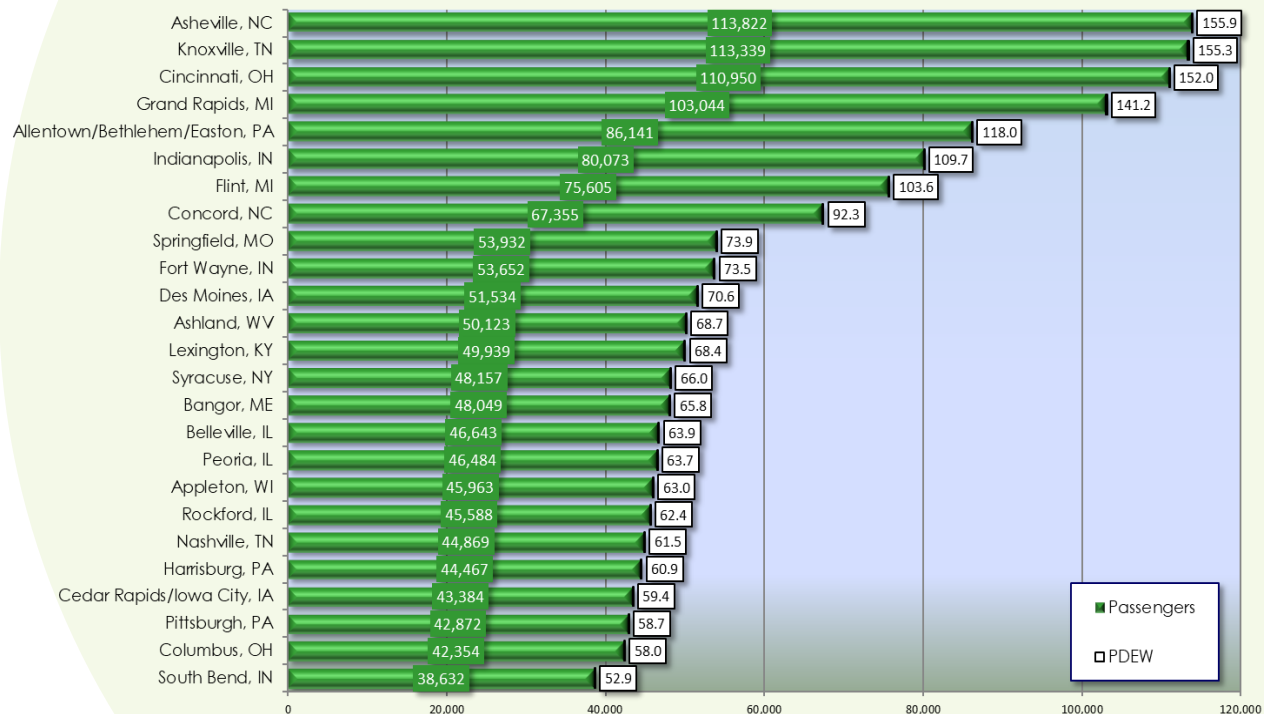
Scott DeAngelo, Allegiant EVP/CMO, & Board Member, LVCVA presented at the October TDC meeting.

More to come in 2024!



Many Smaller Cities Rank in the Top 25 St. Petersburg/Clearwater Markets, Thanks to Allegiant's Service and Low Fares!

O&D Passengers in St. Petersburg-Clearwater's (PIE) Top 25 Markets Year Ended Second Quarter 2023



Fiscal 2023 Concessions Revenue

- **Rental Car Revenue** – Collected 7.9% less in FY23 than in FY22
- **Paid Parking Revenue** – Collected 10.9% more in FY23 than in FY22
- **Food & Beverage Revenue** – Collected 18.9% more in FY23 than in FY22
- **News & Gifts Revenue** – Collected 1.6% more in FY22 than in FY21
- **Ground Transportation** (*Taxis, Uber, Lyft, Turo, Courtesy Shuttles*) – Collected 11.3% more in FY23 than in FY22

Overall revenues were up 2% in FY23 vs. FY22 **Good Year!**



“Everyone Loves PIE” Campaign

- Will further increase local brand awareness
- **The campaign concept** leverages the memorability of our unique airport code
- Clever wordplay and eye-catching design bring to life fun associations with our favorite dessert

A Sampling of Our Digital Banner Ads



Evergreen



Key West



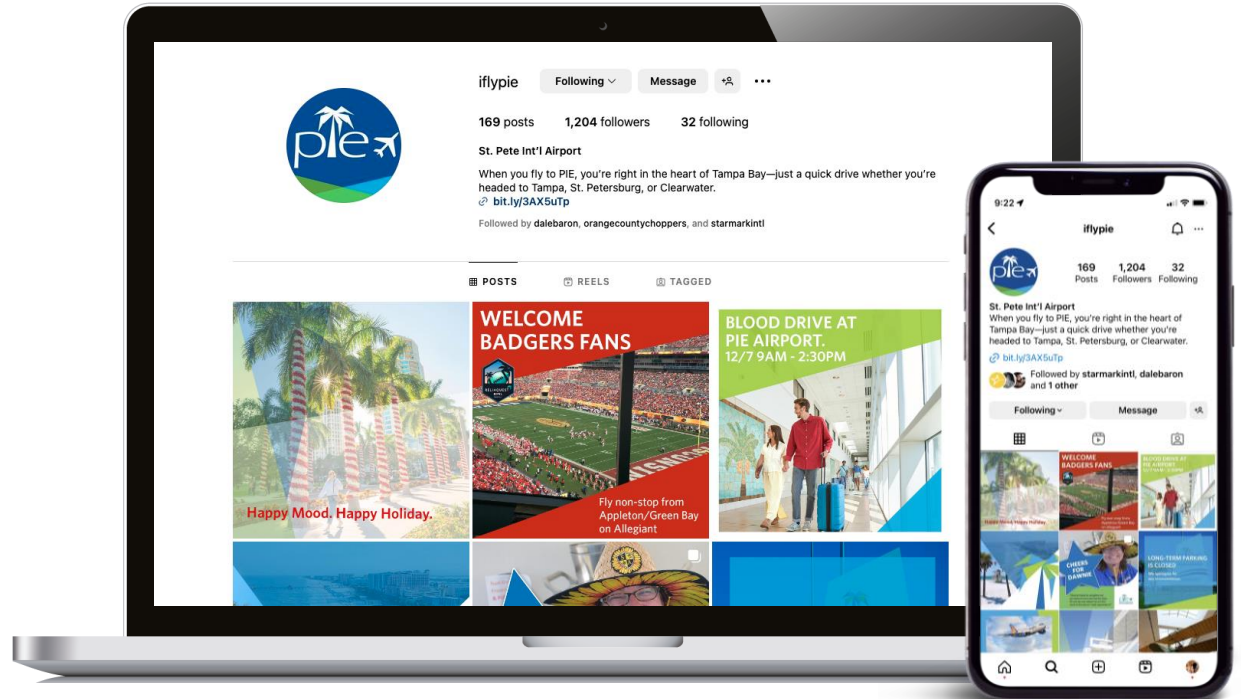
OOH Boards for St.Pete-Clearwater Market

- Developed four new billboards that use the “Everyone Loves PIE” campaign theme
- Shows off the easy experience of traveling through PIE
- Includes important information for travelers



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, special events and airport announcements



Dynamic Facebook Ads

- These paid social ads consist of 10 headline options, 10 copy line options and 5 image options that are assembled by Facebook's algorithm in a way that will best appeal to the person viewing it.
- From October 2022 - September 2023, campaigns delivered a reach of **6,745,038 individual users**, **19,460,680 impressions**, **29,829 clicks**, and a **CTR of 0.15%**. (~2x higher than industry benchmark)
- The creative shown is from our successful, "Everyone Loves PIE" campaign.



A large, white, trapezoidal sign for St. Pete-Clearwater International Airport. The sign features a logo with a stylized palm tree and an airplane, the text 'pie' in blue, 'St. Pete-Clearwater' in green, and 'International' in blue. A blue wave graphic separates the logo from the word 'AIRPORT' in blue. The sign is set in a landscaped area with green grass and brown mulch. In the background, there is a parking lot with several cars, palm trees, and airport buildings under a cloudy sky.

pie
St. Pete-Clearwater
International

AIRPORT

Pie Day Activation

- January 23 is National Pie Day, when we'll be launching our first-ever Pie Day celebration.
- The event will include free mini pie giveaways, a contest to win two Allegiant tickets, and the unveiling of our latest art installation.
- With partners from around the community, including Paul Teutul Sr., we're expecting to have a great turnout and celebration.



Sand Sculpture Installation

- In conjunction with Pie Day on January 23, we will be unveiling our latest art installation, a sand sculpture in baggage claim.
- We commissioned Dean Arscott and the Sandtastic team to create this 11 ton masterpiece.
- The unveiling will take place at 10 am on January 23, and the piece will be on display until Spring 2024.



THANK YOU



We're whipping up plans and initiatives that will help us meet marketing, operations, and passenger goals and keep PIE hot in 2024.