



ST.PETE  
CLEARWATER

**Destination Metrics**

January 2024

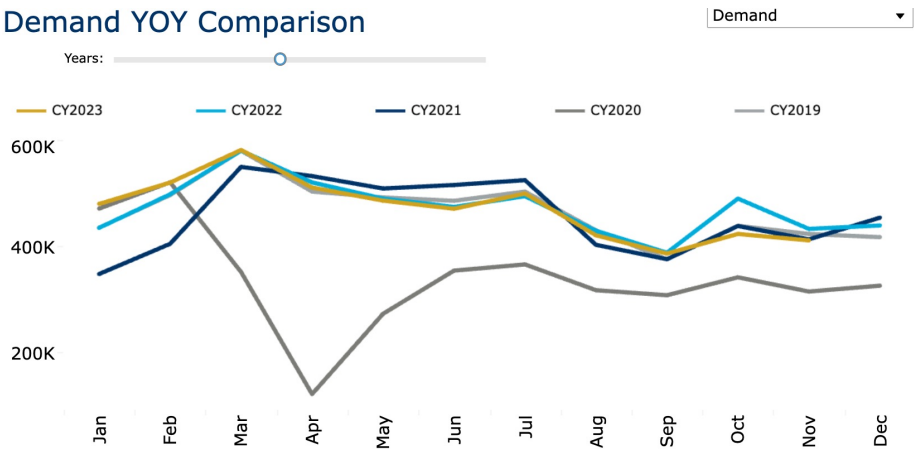
# Monthly STR Snapshot: TDT Collections

Months	FY2023 Net (millions)	FY2024 Net (millions)	Change
October	6.5	6.0	-8%
November	5.7	5.9	2.5%
December	6.6	-	
January	8.3	-	
February	10.6	-	
March	13.6	-	

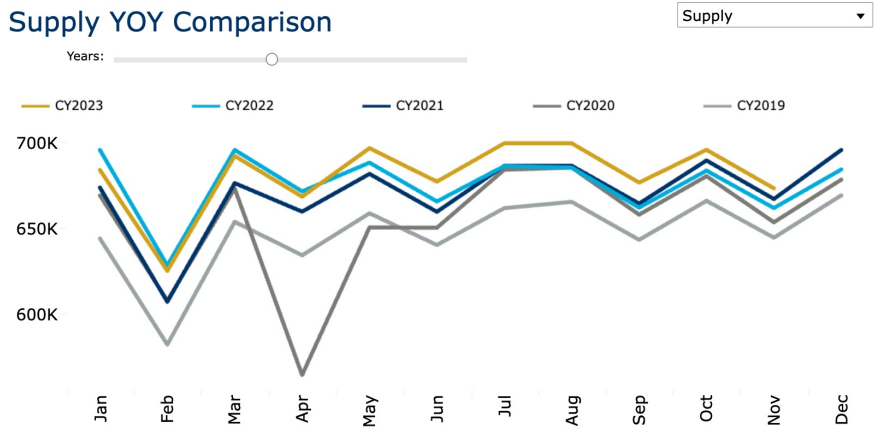
# Monthly STR Snapshot: November 2023

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	60.9%	\$163.62	\$99.59	672.8K	409.5K	\$67.0M
Change vs. Previous Year	▼ -6.6%	▲ 0.9%	▼ -5.8%	▲ 1.7%	▼ -5.0%	▼ -4.1%
YTD <a href="#">Calendar Year</a>	69.1%	\$193.83	\$134.02	7.5M	5.2M	\$1.0B
YTD Change vs. Previous Year	▼ -1.7%	▲ 0.2%	▼ -1.4%	▲ 0.9%	▼ -0.8%	▼ -0.6%

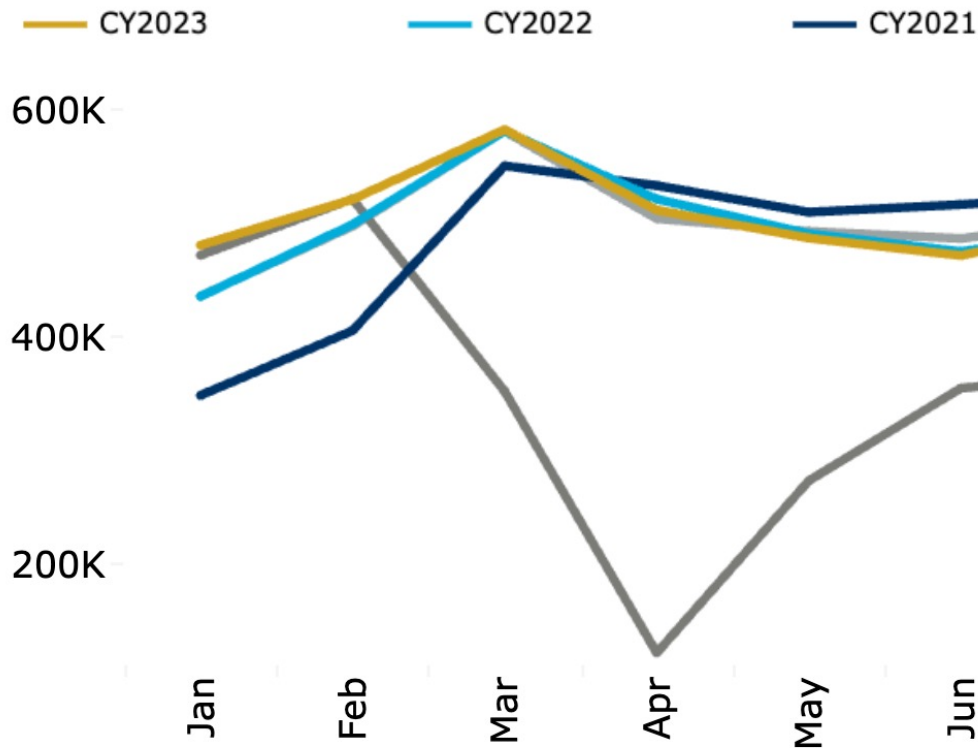
Demand YOY Comparison



Supply YOY Comparison



# Historical Demand

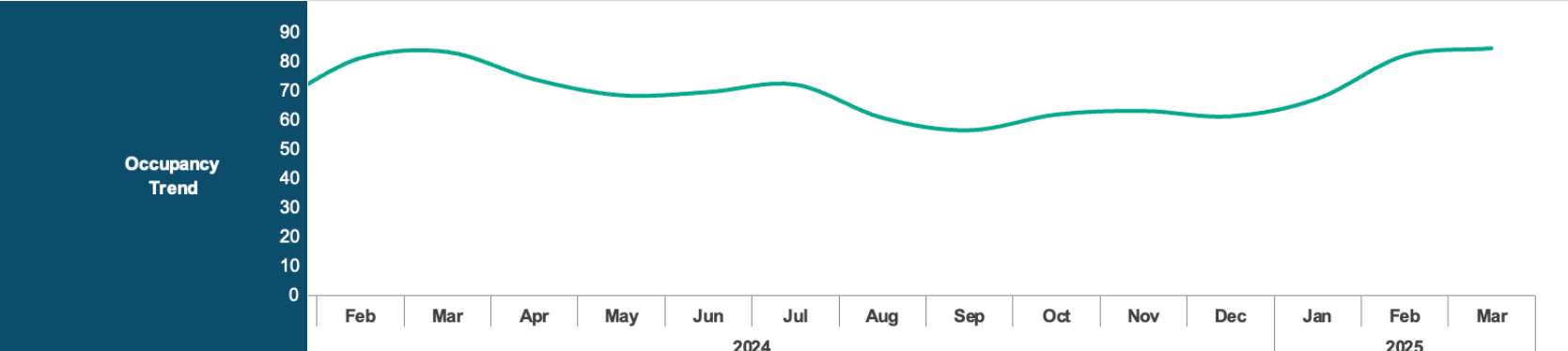


- Calendar Year 2019-2023
- 2023 Recap:
  - January thru March was significantly higher in demand than 2022.
  - Demand began to slightly fall below 2022 in April.



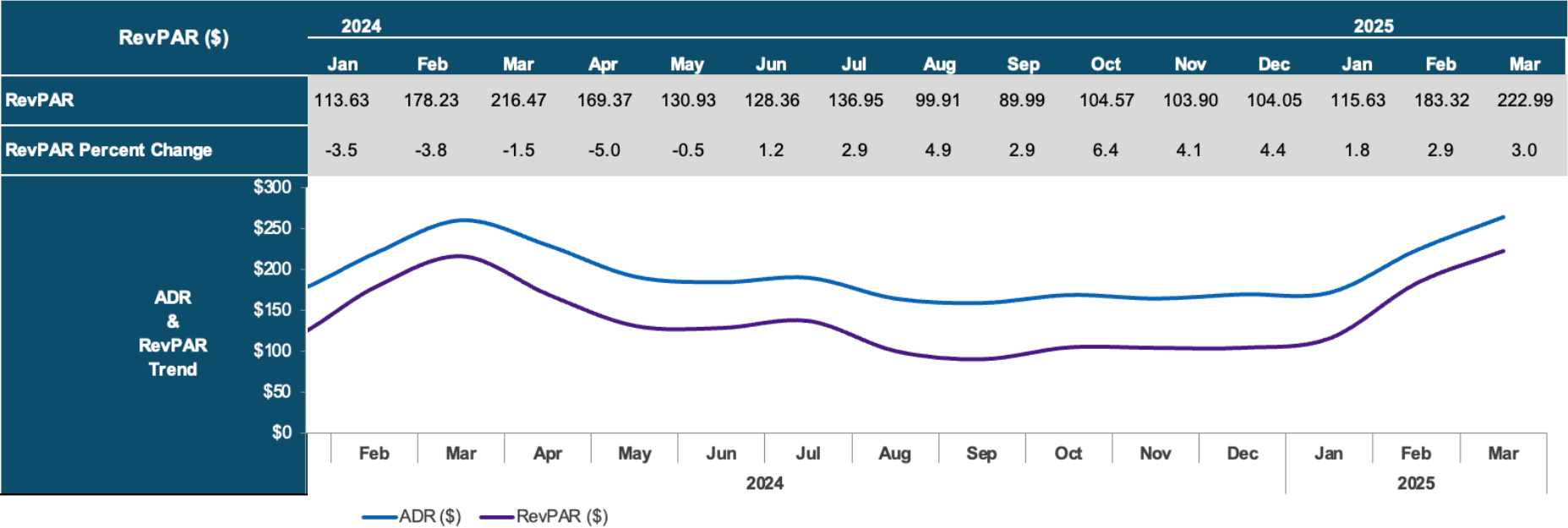
# Quarterly STR Forecast Data (from end of 2023)

Occupancy (%)	2024												2025		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Occupancy	66.6	81.2	83.4	74.0	68.5	69.6	72.2	60.8	56.5	61.9	63.2	61.3	67.4	82.1	84.6
Occupancy Percent Change	-3.2	-1.7	-0.2	-2.3	-1.6	0.4	1.3	1.4	-0.5	2.6	1.4	1.0	1.1	1.0	1.5



ADR (\$)	2024												2025		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
ADR	70.48	219.38	259.70	228.98	191.13	184.33	189.75	164.39	159.14	168.84	164.47	169.70	171.68	223.35	263.60
ADR Percent Change	-0.3	-2.1	-1.4	-2.8	1.1	0.8	1.5	3.5	3.4	3.7	2.7	3.4	0.7	1.8	1.5

# Quarterly STR Forecast Data (from end of 2023)



# Short-Term Rental Snapshot: November 2023

## ADR ⓘ

**\$174**

primary

▼1%

**\$176**

compare

## Adjusted Paid & Owner Occupancy ⓘ

**53.2%**

primary

▼13%

**61.0%**

compare

## Avg. Length of Stay ⓘ

**5.6**

primary

▼3%

**5.7**

compare

## Avg. Total Stay Value ⓘ

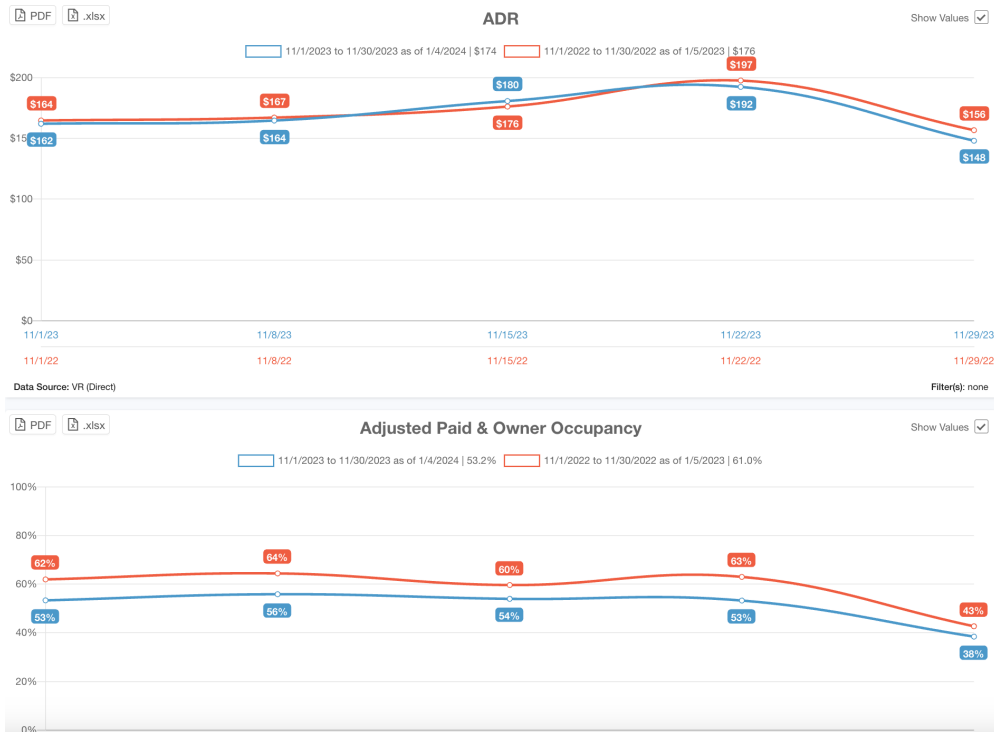
**\$1.3K**

primary

▼7%

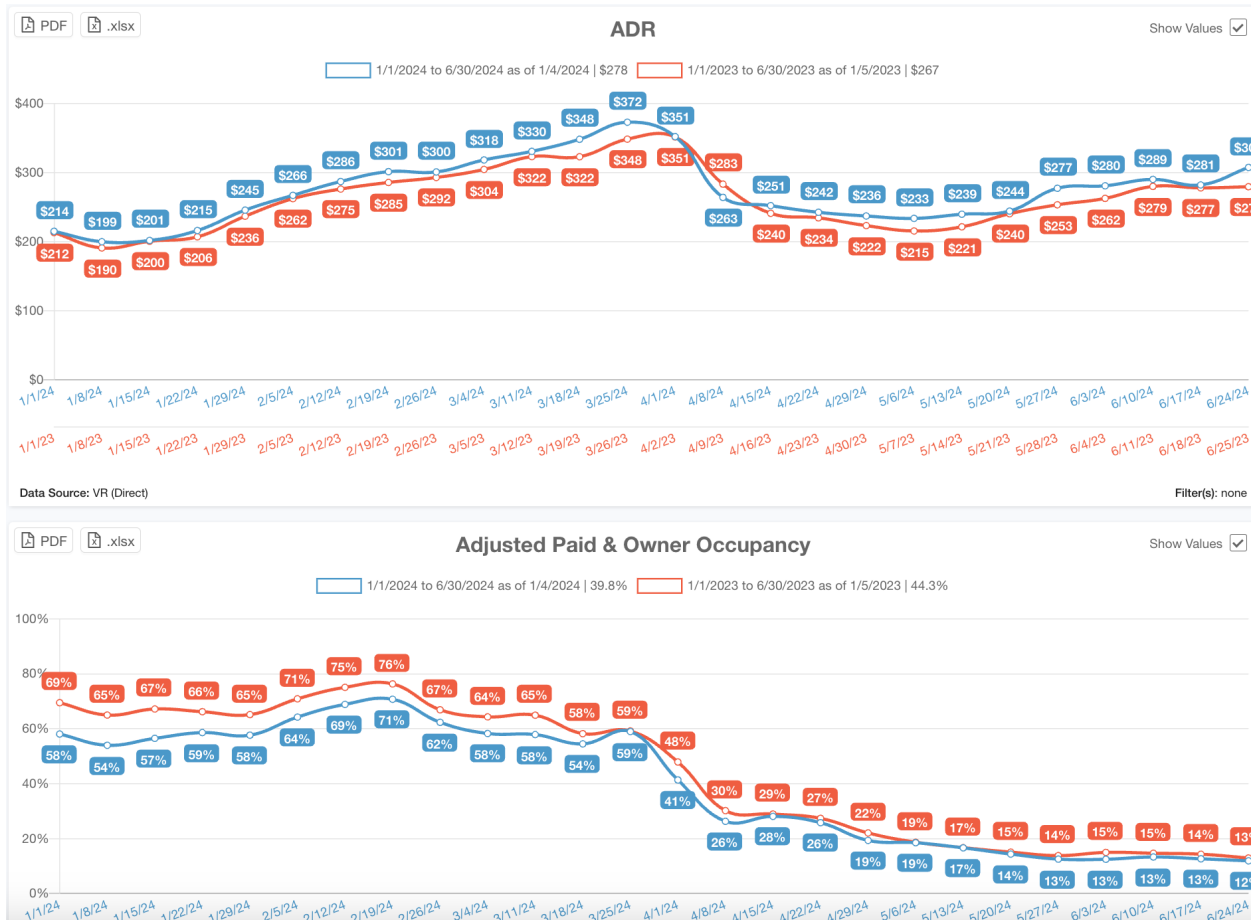
**\$1.4K**

compare



# Key Data Pacing

- Pacing report pulled at start of January 2024



# Visitor Profile Snapshot

## Future Partners, November profile



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# November Trends

- Daily Spend of the overnight visitor surveyed was higher than 2022 and 2021
- Average overnight stay was shorter than last year by more than a day.
- Decision time to travel for overnight visitor is shrinking



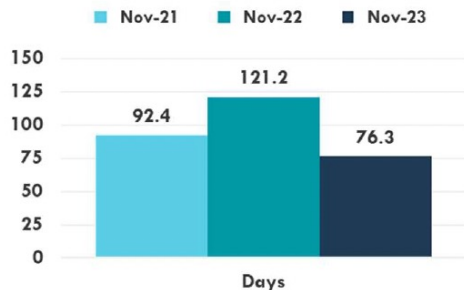


# November Overnight 2023 Visitor Profile

VISIT ST. PETE/CLEARWATER *November 2023 - Overnight*

**Future Partners**

## Average Time Between Decision to Visit & Arrival



## Average Daily Spending



## Travel Party Size



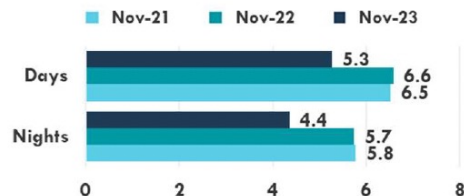
2.5

Nov-23

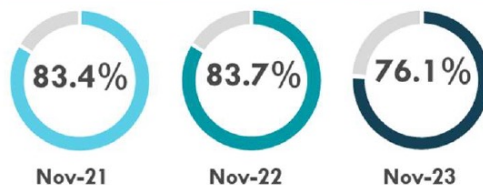
Nov-22 2.5

Nov-21 2.7

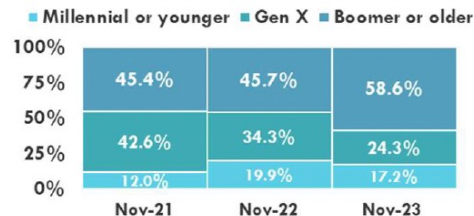
## Average Days & Nights



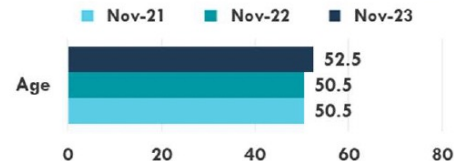
## Percent Out-of-State



## Generations



## Average Age



## Average Income



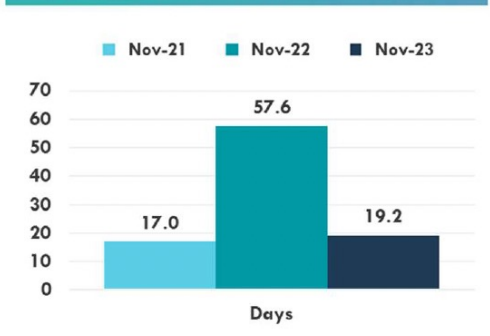
# November Daytrip 2023 Visitor Profile

VISIT ST. PETE/CLEARWATER

November 2023 - Daytrip

Future Partners

Average Time Between  
Decision to Visit & Arrival



Average Daily Spending



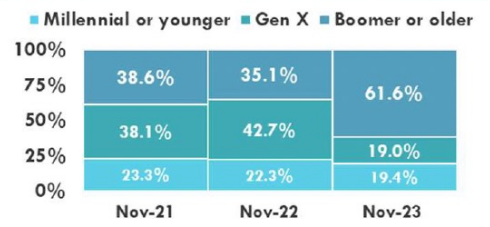
Travel Party Size



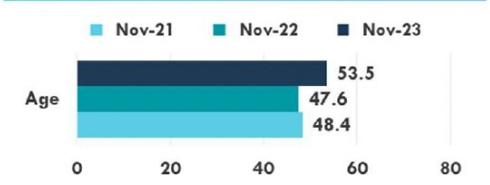
Percent Out-of-State



Generations



Average Age



Average Income







Thank you!



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