



ST.PETE
CLEARWATER

Strategic Plan

Key Performance Indicators

Presented By : HCP Associates



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.



Mission

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

Vision

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

Key Performance Indicators by Department





Organization-wide KPIs



Annual Economic Impact

• \$11,227,000,000 (+3% from 2023)



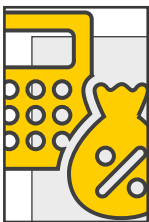
Average Travel Party Daily Spend

• \$297.67 (+3% from 2023)



Property Taxes by Tourism Industry

• \$273,465,000 (+3% from 2023)



Sales Tax generated by Visitors

• \$63,345,000 (+3% from 2023)



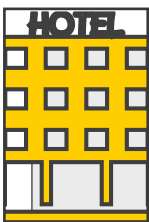
Bed Tax Collected

• \$99,910,000 (+3% from 2023)



Tourism-Serving Jobs in Pinellas County

• 64,169 (+3% from 2023)



Occupied Hotel Room Nights

• 6,901,000 (+3% from 2023)



Visitors to Pinellas County

• 16,377,000 (+3% from 2023)



Direct Visitor Spending

• \$6,798,000,000 (+3% from 2023)



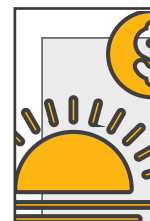
Average Daily Rate (ADR)

• \$201.45 (+5% from 2023)



Revenue Per Available Room (RevPar)

• \$141.28 (+5% from 2023)



Average Days Spent by Visitors

• 4.10 (+5% from 2023)



Average Nights Spent by Visitors

• 3.15 (+5% from 2023)



Business Development KPIs



Hotel Room Nights from Sales/Marketing in Meetings

•143,276 (+5% from 2023)



Hotel Room Nights from Sales/Marketing in Sports

•191,058 (+5% from 2023)



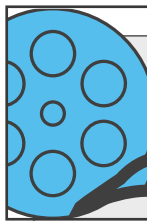
Repeat Business (Simpleview Tracking)

•61 (+5% from 2023)



Increased Attendance for Repeat Business

•200 (+5% from 2023)



Film Exit Survey Satisfaction Score

•80% (+7% from 2023)



Local Spend from Film & Digital Media Productions

•7,245,000 (+5% from 2023)



Travel Trade/Tour Operators Engagement

•5,701 (+5% from 2023)



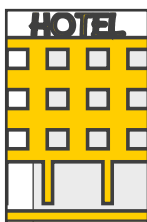
Travel Trade/Tour Operators Engagement - LATAM

•80 (+5% from 2023)



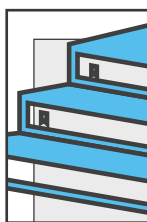
Destination Training Sessions - LATAM

•29 (+7% from 2023)



Hotel Room Nights from Co-op Initiatives

•1,900 (+5% from 2023)



FAM Visits Leisure

•9 (+29% from 2023)



Reach from FAM Visits, Influencers, International Media

•789,600,000 (+5% from 2023)



Partners in Sales Opportunities (Leisure)

•18 (+13% from 2023)



Partners in Sales Opportunities (Meetings)

•17 (+13% from 2023)

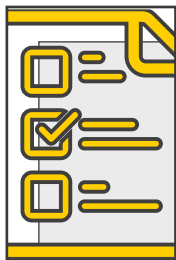


Number of Leisure Sales Opportunities

•38 (+6% from 2023)

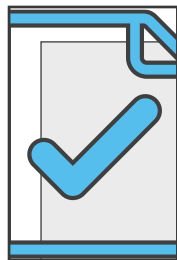


Community Engagement KPIs



Partner Survey Participation Rate

- 50% (new in 2024)



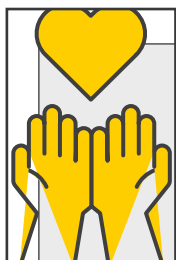
Partner Survey Satisfaction Score

- 75% (new in 2024)



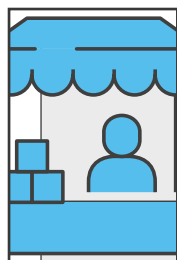
Maintain Pinellas Residents' Perception in Study

- 89% (+1% from 2023)



Total Active Community Ambassadors

- 53 (+6% from 2023)



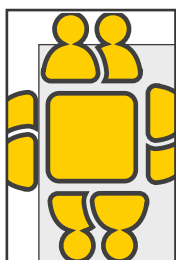
Total In-County Activation Events

- 38 (+9% from 2023)



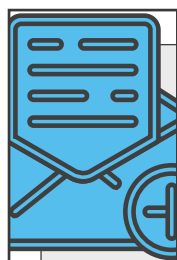
Number of Community Meetings Attended

- 180 (+25% from 2023)



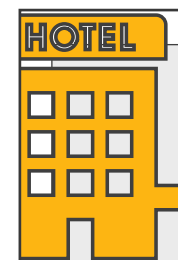
Number of Community Meetings Hosted

- 20 (new in 2024)



New Unique Consumer Emails Added (Activations)

- 5,500 (+10% from 2023)



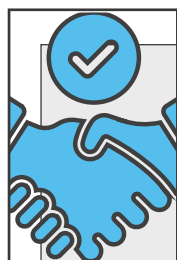
Hotel Room Nights from Elite Events Program

- 249,700 (+3% from 2023)



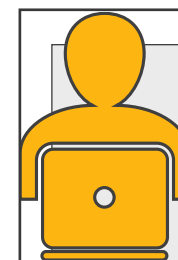
New Unique Partner Emails Added (Engagement)

- 120 (+20% from 2023)



Local Partners in On-site Activations

- 35 (+17% from 2023)

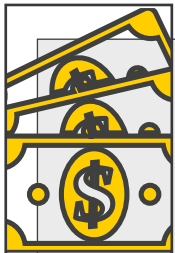


Unique Web Users to Partner Website

- 20,177 (+10% from 2023)



Marketing KPIs



ROI of Ad Effectiveness Study

• 43.26 (+5% from 2023)



Visitor Spending Attributed to VSPC Marketing

• \$173,250,000 (+5% from 2023)



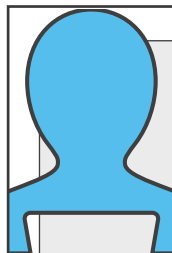
Out-of-Market Journalists Engaged

• 360.15 (+5% from 2023)



Stories Carried by Out-of-Market Media

• 1,032.15 (+5% from 2023)



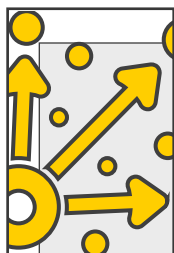
Stories Carried by Local Media

• 24 (new in 2024)



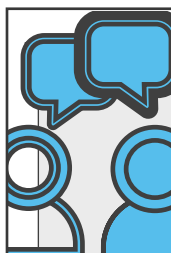
Number of Overnight Visitors in Paid Accommodations

• \$4,935,000 (+5% from 2023)



Total Social Media Reach

• 84,945,000 (+5% from 2023)



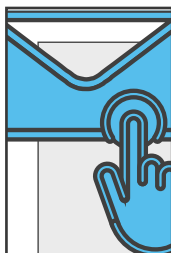
Total Social Media Engagements

• 6,195,000 (+5% from 2023)



Number of Email Opens

• 1,575,000 (+5% from 2023)



Number of Email Clicks

• 44,835 (+5% from 2023)

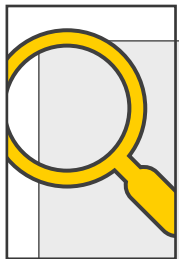


Engaged Site Users

• 2,625,000 (+5% from 2023)

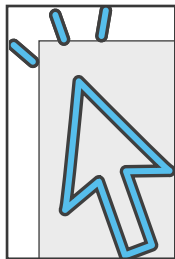


Marketing KPIs



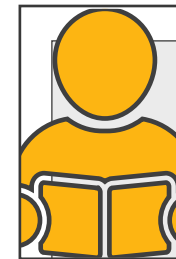
Search Volume Impressions

• 58,695,000 (+5% from 2023)



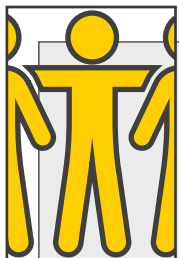
Organic Search Clicks

• 1,155,000 (+5% from 2023)



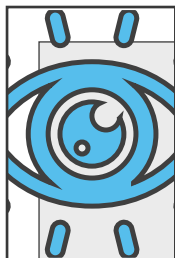
Gulf-to-Bay Magazine Reader Satisfaction Score

• 98% (0% from 2023)



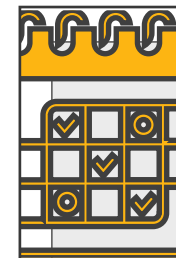
Number of Co-op Advertising Partners

• 28 (+8% from 2023)



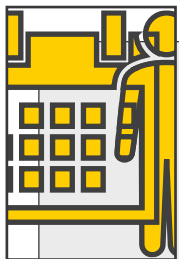
Total Ad Impressions through Paid Media Channels

• 2,488,500,000 (+5% from 2023)



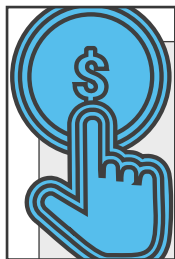
Events Featured in the VSPC Calendar per Year

• 523 (+10% from 2023)



Total Page Views to the VSPC Calendar per Year

• 243,980 (+10% from 2023)



Total Ad Impressions through Paid DIGITAL Media Channels

• 189,000,000 (+5% from 2023)



Total Ad Impressions through Paid TRADITIONAL Media Channels

• 2,299,500,000 (+5% from 2023)



Industry Update Emails Opened

• 16,170 (+5% from 2023)



Industry Update Emails Clicked Through

• 1,032 (+5% from 2023)