



ST.PETE
CLEARWATER, FL

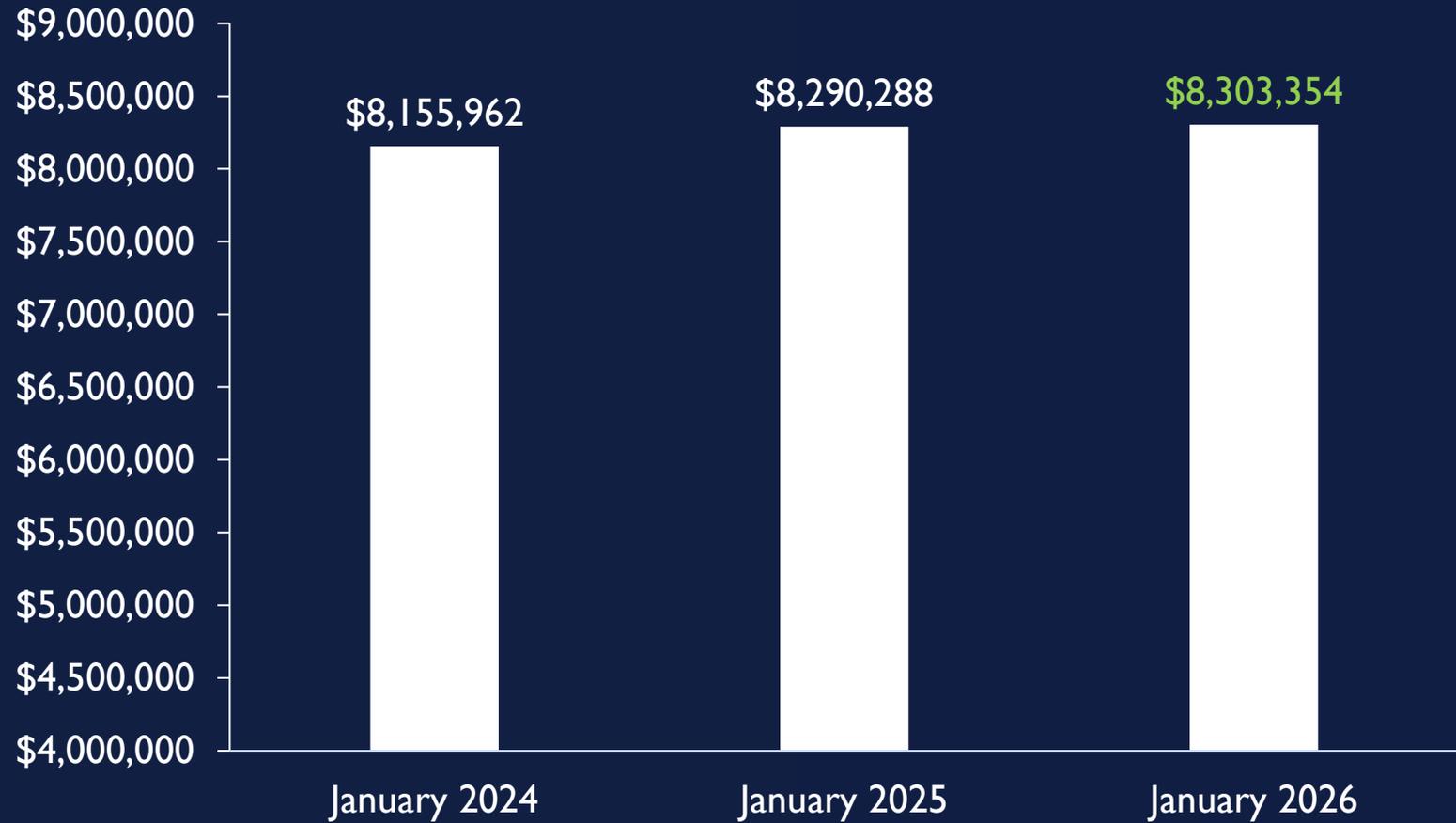
Destination Metrics

Reporting Period: January & February 2026

Pacing Period: March-May 2026

Monthly TDT:

Gross Collections



TDT Geography:

Cities	January 2026 Tax Collected	Change vs FY25	Change Vs FY24
Vacation Rental/Other	3,931,134.16	15.12%	9.01%
Clearwater/Clearwater Beach	1,806,006.89	-11.71%	3.13%
St. Petersburg	1,070,428.89	-21.94%	4.54%
St. Pete Beach/Tierra Verde	538,397.14	31.06%	-29.21%
Treasure Island	184,647.50	-7.63%	-28.12%
Oldsmar/Safety Harbor	132,809.48	-34.50%	4.02%
Palm Harbor	121,665.21	6.76%	8.96%
Dunedin	112,898.36	13.30%	20.35%
Madeira Beach	88,471.05	-32.76%	-26.78%
N Redington Beach/Redington Beach/Redington Shores	75,236.56	-27.74%	26.27%
Indian Rocks Beach	48,073.01	-36.94%	-24.37%
Tarpon Springs	35,328.25	-30.33%	-9.51%
Indian Shores	31,467.04	7.90%	-34.68%
Belleair/Bellair Beach/Bluffs/Shores	19,383.36	10.18%	-38.27%



January - February

Hotel and Vacation Rental Data

Pinellas Visitors: January 2026

Mobile Visitor Estimate:
1.4 Million (minimum 50 miles or more)
Up **18%** from FY25

Total Daily Visitors 50 miles or greater



Pinellas Visitors: February 2026

Mobile Visitor Estimate

1.5 Million (minimum 50 miles or more.)

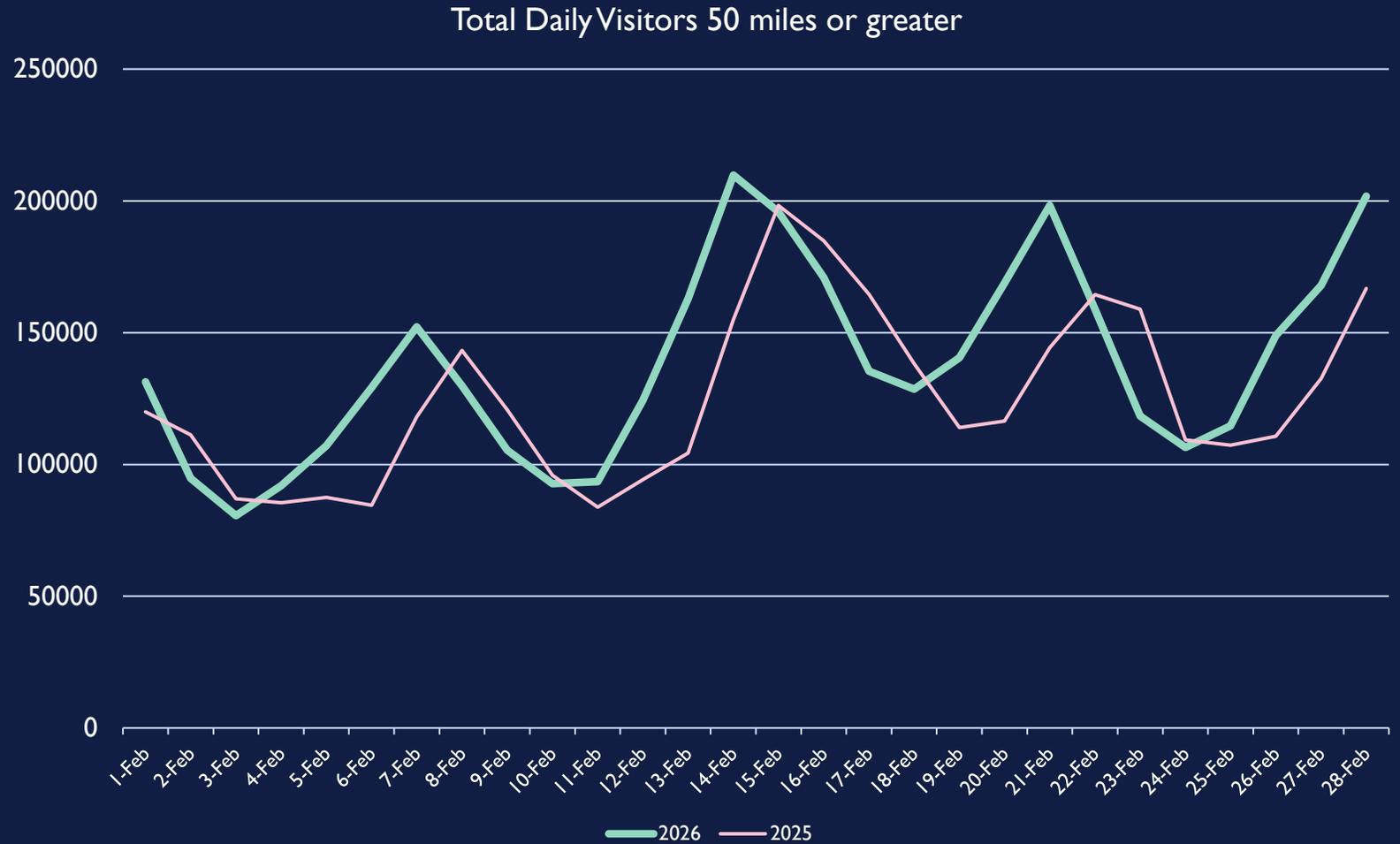
6.2% increase from previous year

Peak Days:

February 14: 209.8K visitors

February 21: 198.2K visitors

February 28: 201.7K visitors



Amadeus Hotel Summary: January 2026

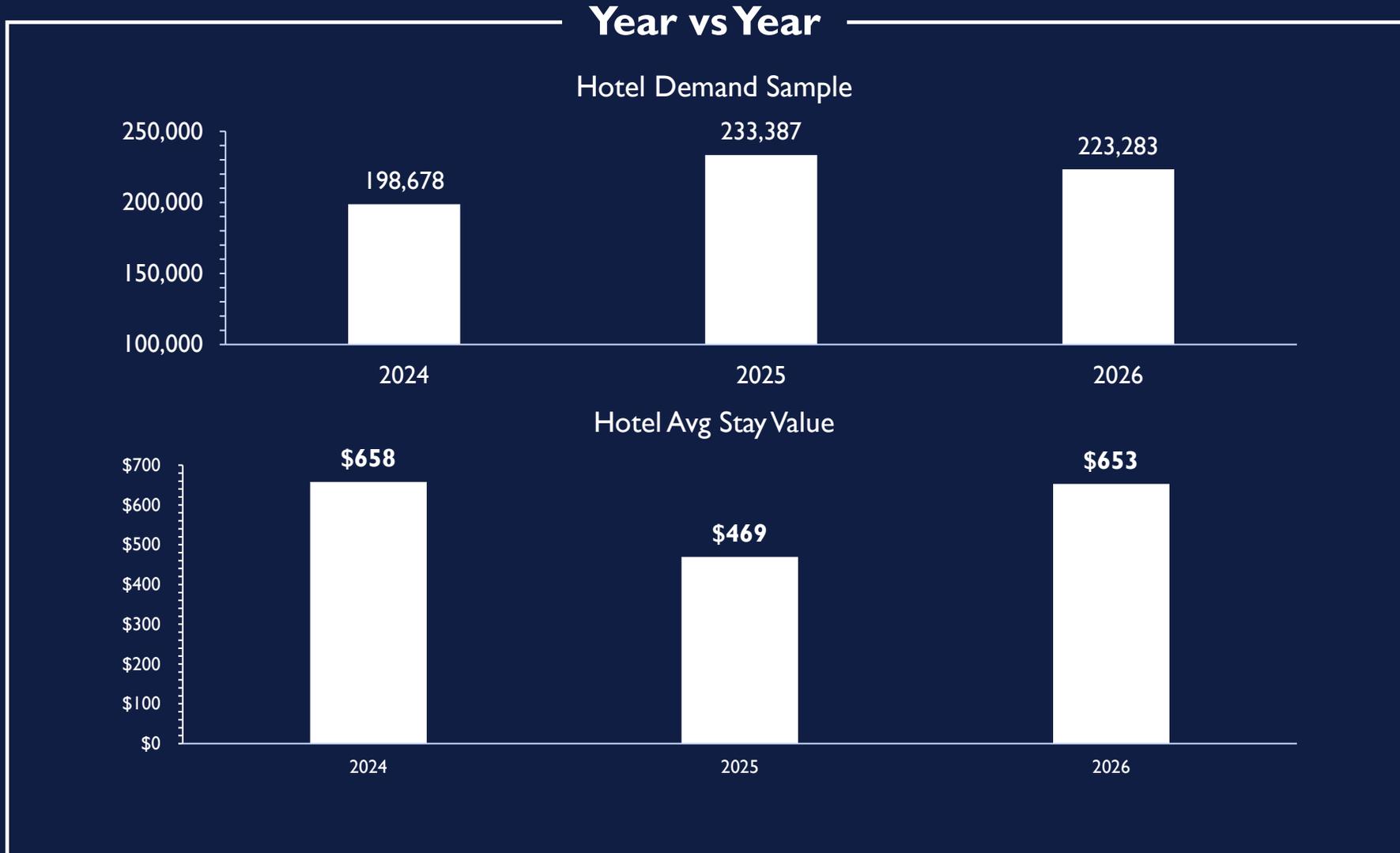
Hotel Performance Year over Year

Hotel Sample KPIs	January 2024	January 2025	January 2026
ADR	\$207	\$203	\$202
Check-in Sample	85,002	80,486	88,381
Average Booking Window	27 Days	24 Days	24 Days
Average Length of Stay	2.5 days	2.8 Days	2.3 Days

Key Notes:

- January ADR slightly lowered.
- More guest check-ins than past two years
- Less guest nights, revenue than last year due to displacement
- Consistent booking window, slightly shorter length of stay.

Pinellas Hotels: February 2026



Vacation Rental Summary: January 2026

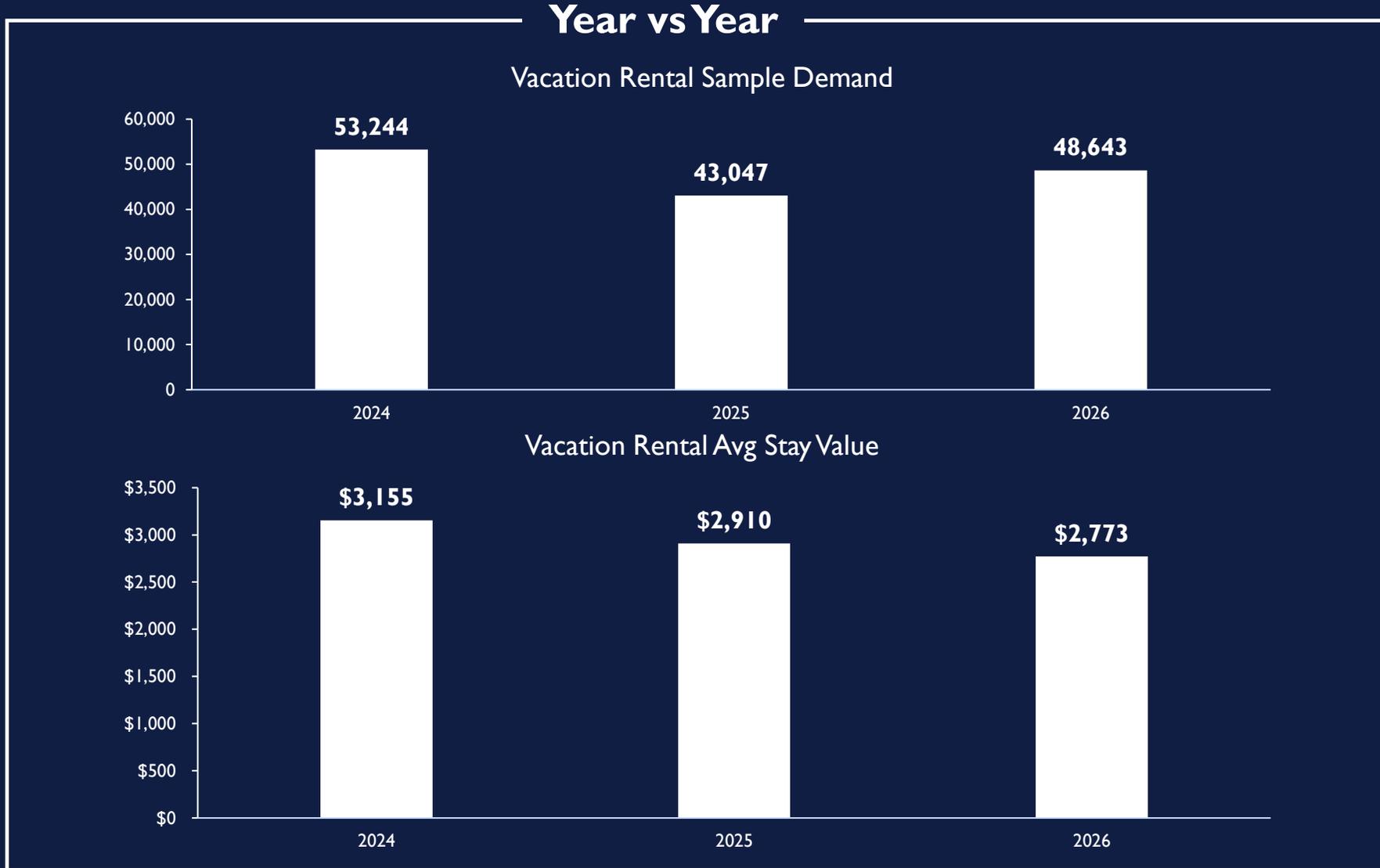
Vacation Rental Performance Year over Year

Hotel Sample KPIs	January 2024	January 2025	January 2026
ADR	\$216	\$200	\$223
Check-in Sample	4,670	3,375	3,987
Guest Night Sample	42,403	31,281	31,626
Revenue of Sample	\$9.16 million	\$6.26 million	\$7.06 million
Average Booking Window	102 Days	88 Days	91 Days
Average Length of Stay	11.1 Days	11.0 Days	11.2 Days

Key Notes:

- January ADR higher than 2024, 2025.
- More guest check-ins than last year, below 2024
- Improved revenue from last year, still below 2024.
- Trip planned before the holidays, taken after.

Pinellas Vacation Rentals: February 2026





Pacing

March - June 2026

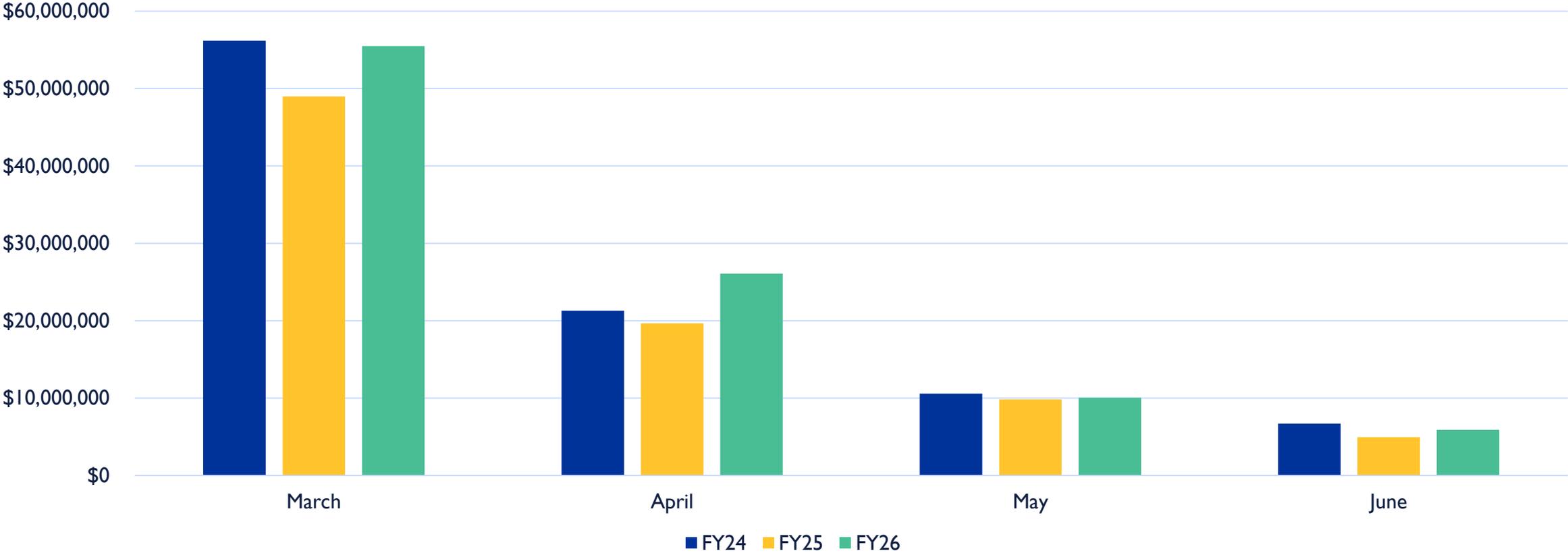
Hotel Pacing: March-June

Hotel Performance Year over Year

Hotel Pacing Changes vs Last Year	March - April	May-June	Rest of Fiscal Year
ADR	5.3%	6%	4.2%
Check-in Sample	37.2%	14%	30.5%
Guest Night Sample	16.9%	13.4%	20.5%
Revenue of Sample	23.1%	20.1%	25.5%
Average Booking Window	-7.5%	-0.5%	-2.7%
Average Length of Stay	-6.3%	0.6%	-4.2%

HOTEL REVENUE BENCHMARKING: MARCH THRU JUNE

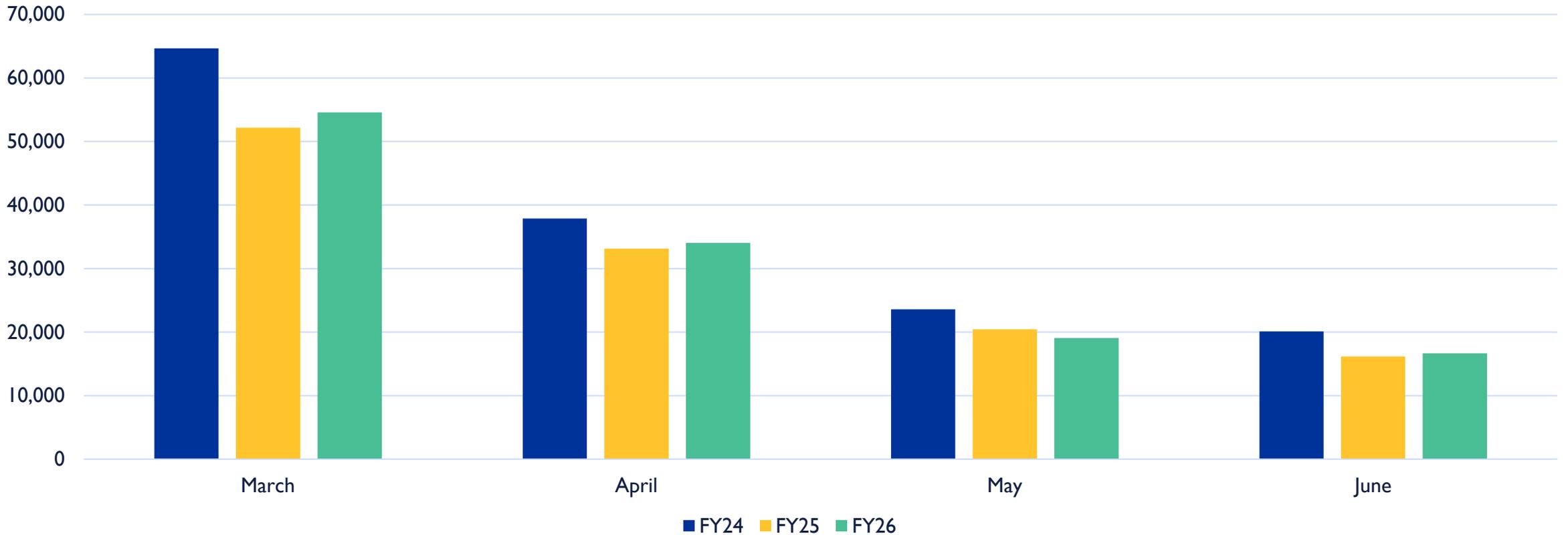
Hotel Revenue



VACATION RENTAL BENCHMARKING:

MARCH THRU JUNE

Vacation Rental Guest Nights



FY26 paces ahead of FY25 and FY24 through Spring.



Thank you!
Questions?