

SPACE COAST OFFICE OF TOURISM

Weekly Update



Tourism News and Updates



Space Coast Office of Tourism Year in Review 2023

2023 was a busy year for the Space Coast Office of Tourism. From the TDT Collected to the marketing campaigns executed and grants awarded, our team has worked very hard to foster and improve our community while welcoming visitors from all over the world. Check out this infographic and take a look at some of the highlights.

2023 Year in Review

Sales Action Team Meeting - April 19th

The next Sales Action Team meeting is scheduled for April 19th. In this meeting, we'll discuss our current marketing campaigns, travel and trade outreach opportunities, and our new and improved website. If you would like an invite, please click the link below and request an invite. It's a wonderful opportunity to keep up to date with what our office is up to and to network with your peers.

[Request an Invite](#)

Spotlight on the Space Coast

Space Coast in the Media

In The News

- Lonely Planet - [11 of the best beaches in Florida](#)
- Fox Weather - [Final Delta IV Heavy rocket gets new launch date after scrub](#)
- The London Economic - [5 Places to visit in Florida this summer](#)
- Miami Herald - [Sunshine State Thrills: A Guide to the Best Outdoor Adventures in Florida](#)
- Florida Today - [Feeling festive: Your guide to April fairs and festivals in Brevard](#)

Community News and Updates

Space Coast Daily - [10th Annual Palm Bay Fair Opens Today at 5 p.m. – Features Free Admission, Free Parking and Free Shows!](#)

STR and Occupancy Reports

The Space Coast Office of Tourism receives weekly and monthly reports from STR that include Occupancy, ADR, RevPar, and Room Night Demand to track hotel lodging trends. We also receive quarterly forecasting reports and Hotel Pipeline (new hotels being built) reports which will be included here. We have created customized reports that look at week-over-week hotel performance and hotel room night demand. We have created a Public Access folder in Dropbox that gives you the ability to download all of these reports. Just click on the link below and you can search for the reports you are seeking. Notable reports in this week's folder include:

[STR Weekly Occupancy and ADR](#)
[Weekly Report 3-24-2024](#)

[**View Reports**](#)



Executive Director's Message

February Tourist Development Tax (TDT) collections have come in at \$2,762,558 – a positive sign, being up 3.1% from last year's \$2.68 million and up 20% compared to the February 2022 number of \$2.3 million. It was the 3rd best month in TDT history. Year to date collections are still down 3.3%, totaling \$10.08 million versus last year's \$10.4 million. This is the first month since June, 2023 that TDT was up so it could mark the beginning of a shift. Also, looking at the combined winter months of January and February, we were at \$5.08 million, up over last year's \$5.02 million. Of course, we do have the typical biggest month of the year coming up – March. Last year March was the best month in TDT history so we will see if we can beat that high water mark this year.

Looking at TDT by type, hotels represented 65% of the total for the month which is up from the 60% in January. Hotel TDT for the month was \$1.8 million compared to last year's \$1.77 million. Vacation rentals were at 34% of TDT for the month, down from 38% in December. Revenue was at \$773,000 versus \$876,000 the prior year. In terms of hotel/motel revenue by city, Cocoa Beach and Cape Canaveral were at 34% of the total and generated \$937,000 in TDT this year which is \$18.7 million in total revenue, up 3.5%. Melbourne and the Beaches were at 27% as a percentage of the total and generated \$736,000 for the month which is \$14.7 million in total revenue, down 1% from last year at this time. March is currently tracking very close to last March.

[**TDT Reports**](#)

Partner Support

The Tourism Development Office is here to support you and your tourism-related business. Our Partner Portal provides an easy way to connect with our office. Here you'll find links to create or update your free business listing, submit events to our event calendar, speak with our Public Relations manager about exciting news, and connect your social accounts to our content

dashboard for seamless sharing. Each of these options is a convenient way to share your unique story with a larger audience of engaged visitors. Connect with us today!

[Partner Portal](#)

LAUNCH ALERT: Space Coast Launches

Florida's Space Coast Office of Tourism is excited to announce the rollout of our newly updated rocket launch notification app, Space Coast Launches. This new version has been optimized to feature the current launch schedule with a user-friendly interface, 2-hour and T minus 5-minutes to launch notifications, compass, and link to live feed. The app also features a launch viewing location map and access to an exclusive Astronaut-themed travel itinerary so visitors can make the most of their rocket launch experience.

[Download Space Coast Launches for iOS](#)

[Download Space Coast Launches for Android](#)



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