



ST.PETE
CLEARWATER

Tourism Economic Snapshot OCTOBER 2022 TDC Meeting

Pinellas Monthly Hotel Performance

Date Range: Aug 1, 2022 - Aug 31, 2022



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
62.4%	59.7%	4.6%	64.7%

Revenue ▾	Revenue - Last Year	Rev % Change
\$70,385,197	\$64,272,661	9.5%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$164.9	\$157.56	4.7%	\$132.49

Supply ▾	Supply - Last Year	Supply % Change
684,046	683,860	0%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$102.9	\$93.99	9.5%	\$85.73

Demand ▾	Demand - Last Year	Demand % Change
426,841	407,929	4.6%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2021 - Aug 31, 2022

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
70.4%	65.9%	9.4%	70.8%

Revenue ▾	Revenue - Last Year	Rev % Change
\$1,656,174,347	\$1,276,047,972	42.8%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$193.27	\$156.37	25.5%	\$156.4

Supply ▾	Supply - Last Year	Supply % Change
11,070,460	10,867,163	20.2%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$138.61	\$107.4	39.2%	\$111.67

Demand ▾	Demand - Last Year	Demand % Change
7,954,234	7,435,440	12.0%

Monthly City Segment Comparison

Date Range: Aug 1, 2022 - Aug 31, 2022

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	61.5%	-1.7%	\$97.34	7.3%	\$59.88	5.4%
Clearwater Beach	67.5%	0%	\$251.23	-2%	\$169.47	-2%
Downtown St. Petersburg	55.3%	-0.6%	\$155.48	-2.1%	\$86.04	-2.6%
Dunedin	58.5%	-1.9%	\$142.17	11.3%	\$83.16	9.2%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	63%	9.1%	\$167.64	7.2%	\$105.56	17%
St. Pete Beach/ Terra Verde	57.6%	11.7%	\$244.97	8.3%	\$141.01	21%
St. Pete/ Largo/ Pinellas Park	67.8%	14%	\$110.61	5.7%	\$74.99	20.5%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	57.7%	0.3%	\$108.81	10.5%	\$62.75	10.9%
Treasure Island Beach	60.8%	19.7%	\$191.34	7.9%	\$116.35	29.1%
Beach	62.7%	6.8%	\$231.12	2%	\$144.94	8.9%
Inland	61.9%	3.3%	\$112.42	6%	\$69.62	9.5%

Monthly Competitive Market Comparison

Date Range: Aug 1, 2022 - Aug 31, 2022

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	62.3%	5.1%	\$124.52	6.9%	\$83.09	16.0%	176,167.43	4.8%
Florida	67.9%	3.8%	\$140.34	5.9%	\$97.63	14.9%	9,340,381.39	7.4%
Florida Keys	75.1%	14.5%	\$276.42	9.8%	\$212.78	53.5%	224,424.07	40.5%
Fort Lauderdale, FL	72.9%	3.3%	\$136.75	6.4%	\$102.1	15.1%	747,546.62	6.5%
Fort Myers, FL	65.9%	7.1%	\$146.05	5.8%	\$100.75	19.6%	256,071.29	8.8%
Hillsborough County, FL	68.6%	4.5%	\$111.93	5.8%	\$78.39	14.5%	497,991.38	7.0%
Miami/Hialeah, FL	72.3%	4.1%	\$190.74	8.0%	\$141.56	22.6%	1,257,091.3	12.6%
Naples, FL	63.6%	7.6%	\$220.41	8.0%	\$147.23	28.9%	154,681.39	9.0%
Orlando, FL	69.5%	7.0%	\$114.27	6.1%	\$81.29	21.7%	2,745,451.35	14.9%
Osceola County, FL	59.8%	8.7%	\$86.17	6.0%	\$52.64	23.5%	404,715.93	13.5%
Palm Beach County, FL	68.7%	4.5%	\$171.24	6.6%	\$121.47	15.2%	369,131.89	7.1%
Pinellas County, FL	67.6%	4.0%	\$140.37	7.3%	\$97.35	17.5%	432,409.39	6.0%
Sarasota/Bradenton, FL	65.8%	5.3%	\$137.45	6.1%	\$93.48	16.9%	293,593.23	8.8%

Tourist Development Tax

Current Month Bed Tax:

\$6,123,668

± 17.2%

Rolling 12 Months Bed Tax:

\$94,173,399

± 32.4%

Fiscal Year to Date Bed Tax:

\$89,684,927

± 31.7%

Calendar Year to Date Bed Tax:

\$72,083,290

± 23.9%

Tourist Development Tax: Year over Year Growth

Month	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
Aug 2022	\$6,123,668	\$5,223,033	17.2%	\$4,161,610	47.1%
Jul 2022	\$8,844,521	\$8,581,849	3.1%	\$5,866,977	50.8%
Jun 2022	\$8,402,258	\$8,273,409	1.6%	\$5,719,729	46.9%
May 2022	\$8,108,609	\$7,697,334	5.3%	\$5,352,499	51.5%
Apr 2022	\$10,818,811	\$8,749,606	23.6%	\$6,732,633	60.7%
Mar 2022	\$13,041,326	\$9,679,140	34.7%	\$9,570,520	36.3%
Feb 2022	\$9,407,928	\$5,778,834	62.8%	\$6,354,048	48.1%
Jan 2022	\$7,336,168	\$4,188,408	75.2%	\$4,731,909	55.0%
Dec 2021	\$6,392,629	\$3,463,829	84.6%	\$4,554,786	40.3%
Nov 2021	\$5,416,319	\$2,982,305	81.6%	\$3,989,907	35.8%
Oct 2021	\$5,792,690	\$3,472,276	66.8%	\$4,088,933	41.7%
Sep 2021	\$4,488,471	\$3,034,707	47.9%	\$3,293,651	36.3%
Grand total	\$94,173,399	\$71,124,730	32.4%	\$64,417,202	46.2%

Tourist Development Tax: Five Year Comparison

Date (Month): August

(1) ▾

Year	Month	Tax Collected	Prior Year T...	% Change
2022	August	\$6,123,668	\$5,223,033	17.2%
2021	August	\$5,223,033	\$3,190,596	63.7%
2020	August	\$3,190,596	\$4,161,610	-23.3%
2019	August	\$4,161,610	\$4,019,684	3.5%
2018	August	\$4,019,684	\$3,522,831	14.1%
2017	August	\$3,522,831	\$3,281,834	7.3%
Grand total		\$26,241,422	\$23,399,588	12.1%

Tourist Development Tax

Aug 1, 2022 - Aug 31, 2022

Tourist Development Tax: Monthly Municipality Comparison

Cities ^	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Belleair/Belleair Beach/Bl...	\$22,302	\$22,542	-1.1%	\$15,259	46.2%
Clearwater/Clearwater Be...	\$1,787,215	\$1,703,430.22	4.9%	\$1,455,080	22.8%
Dunedin	\$67,763	\$57,847.13	17.1%	\$48,811	38.8%
Indian Rocks Beach	\$44,914	\$44,610.16	0.7%	\$36,341	23.6%
Indian Shores	\$28,632	\$22,819.73	25.5%	\$20,569	39.2%
Madeira Beach	\$94,516	\$84,492.45	11.9%	\$58,707	61.0%
Miscellaneous/Other	\$2,138,081	\$1,688,870	26.6%	\$1,001,152	113.6%
N Redington Beach/Reding...	\$89,063	\$60,734.52	46.6%	\$65,509	36.0%
Oldsmar/Safety Harbor	\$97,727	\$85,233.03	14.7%	\$84,966	15.0%
Palm Harbor	\$41,405	\$38,628.83	7.2%	\$37,101	11.6%
St Pete Beach/Tierra Verde	\$861,199	\$695,549.48	23.8%	\$625,332	37.7%
St Petersburg	\$572,646	\$499,523.87	14.6%	\$508,329	12.7%
Tarpon Springs	\$32,730	\$29,405.65	11.3%	\$22,260	47.0%
Treasure Island	\$245,474	\$189,346.09	29.6%	\$182,193	34.7%
Grand total	\$6,123,668	\$5,223,033.16	17.2%	\$4,161,610	47.1%

*Misc./Other - Bed Tax from property management accounts and individuals that have properties in multiple cities

Tourist Development Tax

Tourist Development Tax Collected- FY 22

Oct 1, 2021 - Aug 31, 2022

Cities ^	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Belleair/Belleair Beach/Bl...	\$363,294	\$305,656.73	18.9%	\$278,609	30.4%
Clearwater/Clearwater Be...	\$25,075,791	\$20,008,019.39	25.3%	\$19,579,477	28.1%
Dunedin	\$1,027,234	\$784,647.71	30.9%	\$744,243	38.0%
Indian Rocks Beach	\$874,191	\$714,785.6	22.3%	\$708,081	23.5%
Indian Shores	\$487,127	\$369,540.56	31.8%	\$446,639	9.1%
Madeira Beach	\$1,848,097	\$1,242,534.05	48.7%	\$986,102	87.4%
Miscellaneous/Other	\$30,895,849	\$23,149,483.71	33.5%	\$15,378,126	100.9%
N Redington Beach/Reding...	\$1,349,763	\$1,037,116.4	30.1%	\$983,043	37.3%
Oldsmar/Safety Harbor	\$1,189,754	\$954,949.4	24.6%	\$1,218,224	-2.3%
Palm Harbor	\$1,035,302	\$733,432.93	41.2%	\$808,217	28.1%
St Pete Beach/Tierra Verde	\$12,652,470	\$8,862,659.56	42.8%	\$9,081,165	39.3%
St Petersburg	\$8,503,998	\$6,361,999.81	33.7%	\$7,570,905	12.3%
Tarpon Springs	\$464,522	\$360,278.85	28.9%	\$366,531	26.7%
Treasure Island	\$3,917,535	\$3,204,919.14	22.2%	\$2,974,188	31.7%
Grand total	\$89,684,927	\$68,090,023...	31.7%	\$61,123,551	46.7%

*Misc./Other- Bed Tax from property management accounts and individuals that have properties in multiple cities