



ST.PETE
CLEARWATER

Tourism Economic Snapshot April 2022 TDC Meeting

Pinellas Monthly Hotel Performance

Date Range: Feb 1, 2022 - Feb 28, 2022



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
78.6%	67.2%	16.9%	85.5%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$221.27	\$155.19	42.6%	\$171.07

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$173.89	\$104.36	66.6%	\$146.33

Revenue ▾	Revenue - Last Year	Rev % Change
\$108,834,464	\$63,248,858	72.1%

Supply ▾	Supply - Last Year	Supply % Change
625,884	606,060	3.3%

Demand ▾	Demand - Last Year	Demand % Change
491,854	407,549	20.7%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2021 - Feb 28, 2022

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
66.6%	53.78%	24.4%	69.72%

Revenue ▾	Revenue - Last Year	Rev % Change
\$386,652,824	\$219,129,561	77.2%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$172.56	\$123.84	39.18%	\$141.04

Supply ▾	Supply - Last Year	Supply % Change
3,346,852	3,269,919	11.8%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$116.42	\$67.67	73.1%	\$99.55

Demand ▾	Demand - Last Year	Demand % Change
2,222,482	1,750,740	27.32%

Monthly City Segment Comparison

Date Range: Feb 1, 2022 - Feb 28, 2022

*As this is a new dataset we do not have 2019 data to compare for this dataset.

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	80.3%	19.7%	\$131.63	39.8%	\$105.7	67.3%
Clearwater Beach	81.4%	23.5%	\$331.84	35.1%	\$270.23	66.9%
Downtown St. Petersburg	72.8%	8.9%	\$234.78	37.1%	\$170.95	49.4%
Dunedin	78.5%	29.3%	\$205.64	40.6%	\$161.36	81.7%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	80%	17.2%	\$237.39	48%	\$189.94	73.4%
St. Pete Beach/ Terra Verde	74.7%	12.4%	\$314.98	46.5%	\$235.37	64.6%
St. Pete/ Largo/ Pinellas Park	81.2%	14.8%	\$156.55	44.9%	\$127.15	66.4%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	73%	12.5%	\$158.75	42.7%	\$115.88	60.5%
Treasure Island Beach	80.4%	13.3%	\$268.59	45.2%	\$215.9	64.5%
Beach	78.9%	18.2%	\$305.81	41.2%	\$241.26	67%
Inland	78.6%	16.2%	\$159	40.8%	\$125.01	63.6%

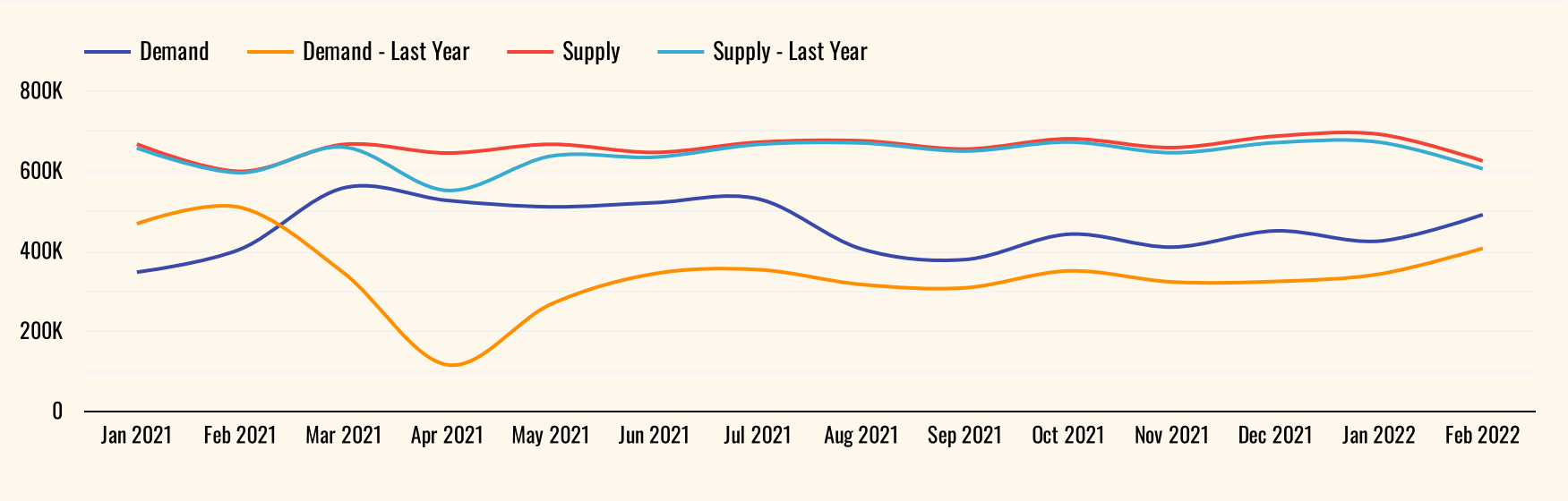
Monthly Competitive Market Comparison

Date Range: Feb 1, 2022 - Feb 28, 2022

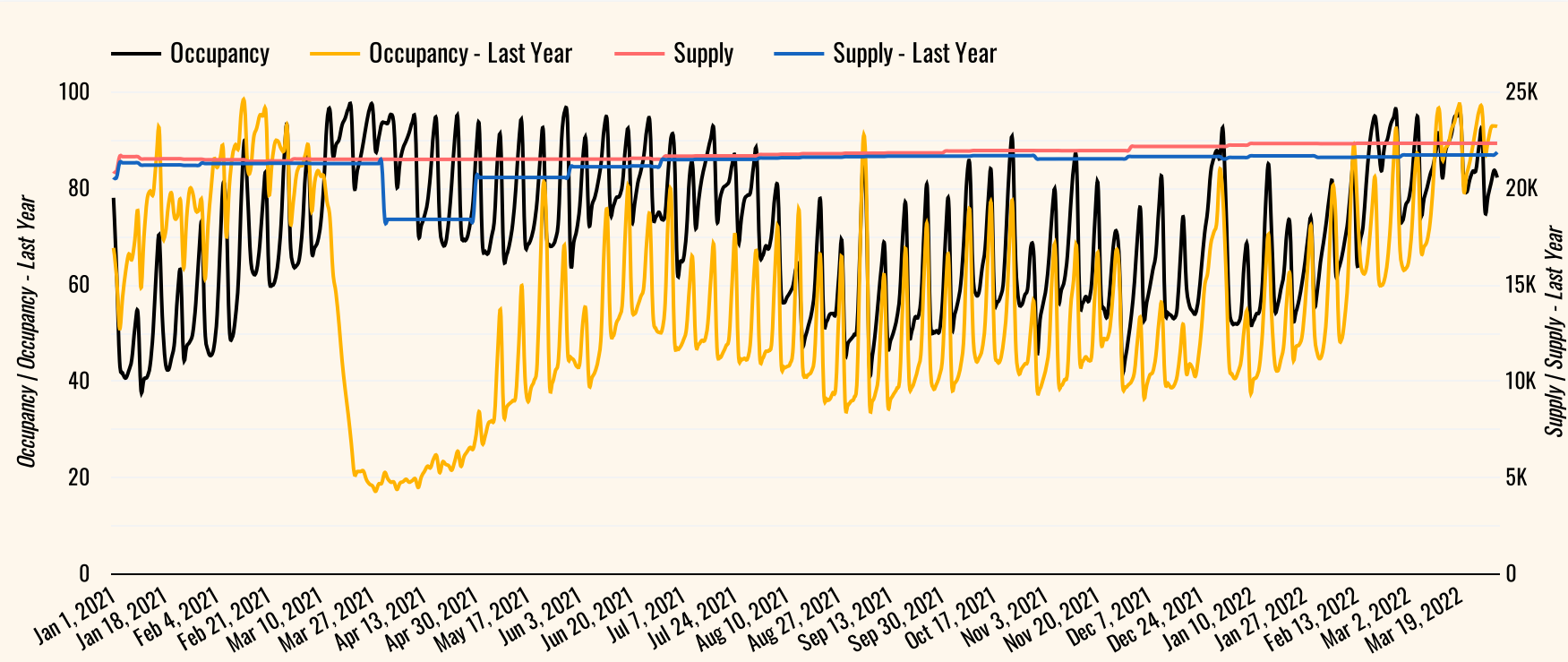
Location ▲	Occu panc y	Occupan cy % Change	2019 Occupan cy	ADR	ADR % Change	2019 ADR	RevPAR	RevPAR % Change	2019 RevPAR	Demand	Demand % Change
Bay County, FL	56%	6%	73.1%	\$119.02	13.8%	\$136.2	\$66.7	20.6%	\$99.5	143,568	10.4%
Florida	76.5%	30.1%	81.1%	\$211.11	42.1%	\$174.52	\$161.41	85%	\$141.5	10,271,939	37.9%
Florida Keys	88%	3.2%	87.9%	\$563.04	48.7%	\$344.81	\$495.61	53.6%	\$303.24	255,784	3.2%
Fort Lauderdal...	80.8%	15.9%	86.1%	\$214.65	59.4%	\$194.27	\$173.45	84.8%	\$167.25	860,103	23.8%
Fort Myers, FL	88.1%	29.4%	86.1%	\$277.53	45.6%	\$213.46	\$244.41	88.4%	\$183.83	323,462	31.6%
Hillsborough C...	82.6%	29.8%	85.8%	\$162.91	12.3%	\$147.64	\$134.56	45.8%	\$126.66	601,476	32.6%
Miami/Hialeah,...	81.6%	23.8%	84.3%	\$317.65	50.6%	\$260.89	\$259.18	86.5%	\$219.87	1,449,885	30.5%
Naples, FL	85.8%	27.4%	83.7%	\$435.31	30.3%	\$334.51	\$373.46	66%	\$279.84	184,751	22.3%
Orlando, FL	73.7%	71%	83.3%	\$154.98	64.4%	\$141.87	\$114.16	181.2%	\$118.13	2,756,128	95.6%
Osceola County...	66.8%	106%	73%	\$119.44	61%	\$101.61	\$79.79	231.7%	\$74.21	425,213	143.6%
Palm Beach Co...	81.3%	30%	85.6%	\$347.31	54.9%	\$267.59	\$282.48	101.4%	\$228.97	419,394	31.8%
Pinellas County...	78.6%	16.9%	85.5%	\$221.27	42.6%	\$171.07	\$173.89	66.6%	\$146.33	491,854	20.7%
Sarasota/Brade...	84.7%	20.9%	82.7%	\$247.38	56.6%	\$180.61	\$209.63	89.4%	\$149.38	286,387	24.2%

Jan 1, 2021 - Mar 31, 2022

Room Nights Supply and Demand

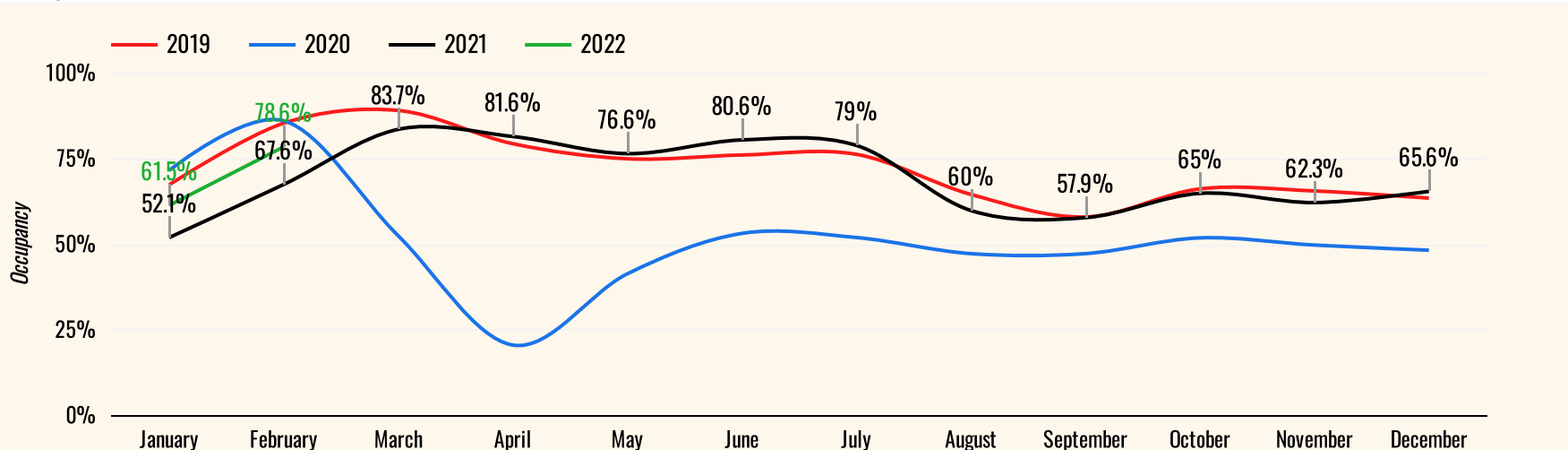


Room Nights Occupancy and Supply



Jan 1, 2019 - Feb 28, 2022

Occupancy 2018- 2021



Current Month Bed Tax:

\$9,407,928

⬆ 62.8%

Rolling 12 Months Bed Tax:

\$87,038,577

⬆ 105.8%

Fiscal Year to Date Bed Tax:

\$34,345,734

⬆ 72.7%

Calendar Year to Date Bed Tax:

\$16,744,096

⬆ 68.0%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected	2020 Tax Collected	2020 % Change	2019 Tax Collected	2019 % Change
Feb 2022	\$9,407,928 <div></div>	\$5,778,834	62.8%	\$6,354,048	48.1%
Jan 2022	\$7,336,168 <div></div>	\$4,188,408	75.2%	\$4,731,909	55.0%
Dec 2021	\$6,392,629 <div></div>	\$3,463,829	84.6%	\$4,554,786	40.3%
Nov 2021	\$5,416,319 <div></div>	\$2,982,305	81.6%	\$3,989,907	35.8%
Oct 2021	\$5,792,690 <div></div>	\$3,472,276	66.8%	\$4,088,933	41.7%
Sep 2021	\$4,488,471 <div></div>	\$3,034,707	47.9%	\$3,293,651	36.3%
Aug 2021	\$5,223,033 <div></div>	\$3,190,596	63.7%	\$4,161,610	25.5%
Jul 2021	\$8,581,849 <div></div>	\$4,192,583	104.7%	\$5,866,977	46.3%
Jun 2021	\$8,273,409 <div></div>	\$4,256,609	94.4%	\$5,719,729	44.6%
May 2021	\$7,697,334 <div></div>	\$2,243,798	243.0%	\$5,352,499	43.8%
Apr 2021	\$8,749,606 <div></div>	\$516,029	1,595.6%	\$6,732,633	30.0%
Mar 2021	\$9,679,140 <div></div>	\$4,964,662	95.0%	\$9,570,520	1.1%
Grand total	\$87,038,577	\$42,284,635	105.8%	\$64,417,202	35.1%

Tourist Development Tax: Five Year Comparison















Date (Month): February (1) ▾

Year ▾	Month	Tax Collected	Prior Year T...	% Change
2022	February	\$9,407,928 <div></div>	\$5,778,834	62.80%
2021	February	\$5,778,834 <div></div>	\$7,532,078	-23.28%
2020	February	\$7,532,078 <div></div>	\$6,354,048	18.54%
2019	February	\$6,354,048 <div></div>	\$5,877,722	8.10%
2018	February	\$5,877,722 <div></div>	\$5,188,816	13.28%
2017	February	\$5,188,816 <div></div>	\$4,947,735	4.87%
Grand total		\$40,139,426	\$35,679,233	12.50%

Tourist Development Tax

Feb 1, 2022 - Feb 28, 2022

Tourist Development Tax: Monthly Municipality Comparison

Cities	Tax Collected	2020 Tax Collected	2020 % Change	2019 Tax Collected	2019 % Change
Dunedin	\$110,709 	\$62,879.17	76.07%	\$78,975	40.2%
Indian Shores	\$50,094 	\$31,734.05	57.86%	\$50,452	-0.7%
Madeira Beach	\$178,468 	\$107,810.84	65.54%	\$112,058	59.3%
Miscellaneous/Other	\$3,277,595 	\$2,262,670.6	44.86%	\$1,570,522	108.7%
Oldsmar/Safety Harbor	\$123,554 	\$92,613.36	33.41%	\$138,358	-10.7%
Palm Harbor	\$155,649 	\$96,952.1	60.54%	\$116,213	33.9%
St Pete Beach/Tierra Verde	\$1,245,521 	\$609,447.84	104.37%	\$899,079	38.5%
St Petersburg	\$1,001,073 	\$537,321.64	86.31%	\$802,598	24.7%
Tarpon Springs	\$56,242 	\$31,409.54	79.06%	\$45,032	24.9%
Treasure Island	\$428,204 	\$265,720.37	61.15%	\$329,493	30.0%
N Redington Beach/Reding...	\$151,042 	\$79,690.19	89.54%	\$102,421	47.5%
Indian Rocks Beach	\$88,633 	\$53,163.41	66.72%	\$86,424	2.6%
Clearwater/Clearwater Be...	\$2,502,515 	\$1,523,892.83	64.22%	\$1,993,584	25.5%
Belleair/Belleair Beach/Bl...	\$38,631 	\$23,528.05	64.19%	\$28,838	34.0%
Grand total	\$9,407,928	\$5,778,833.99	62.8%	\$6,354,048	48.1%

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

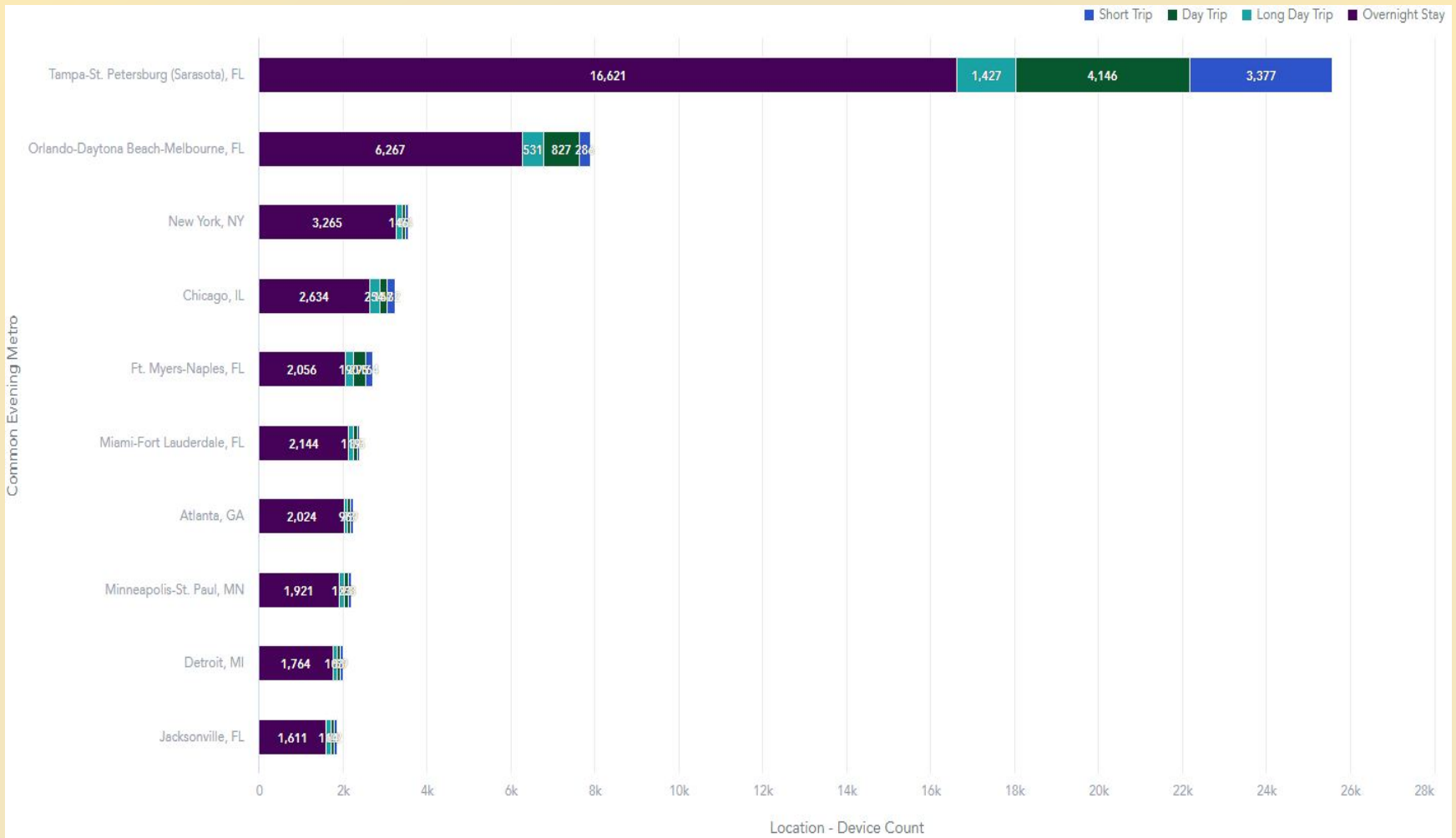
Destination Arrivals by Origin Market



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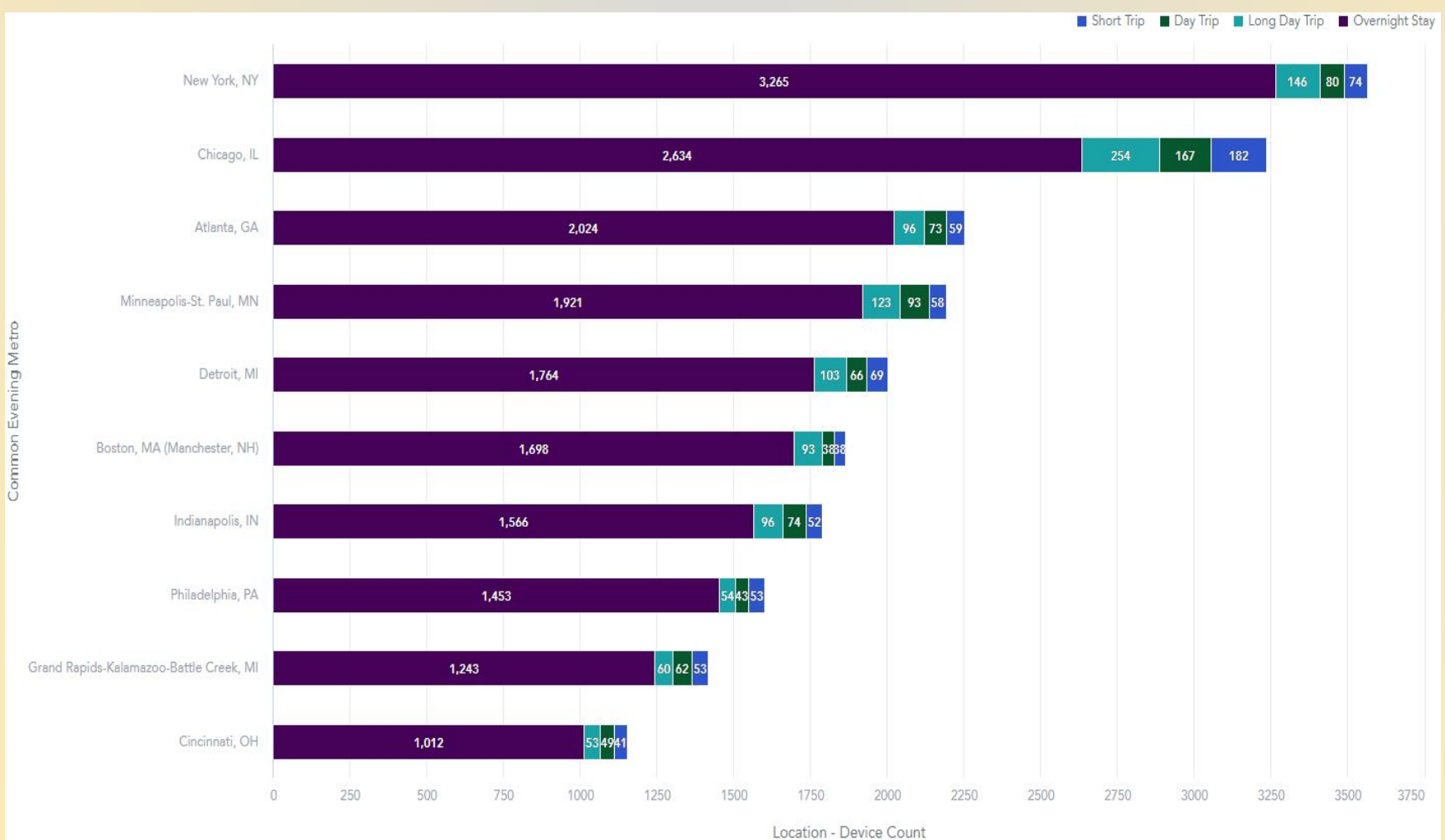
Overall Top 10 Arrival Markets - February 2022

*These observations account for about 5% of visitation not total visitation.



Out of State Top 10 Arrival Markets - February 2022

*These observations account for about 5% of visitation not total visitation.

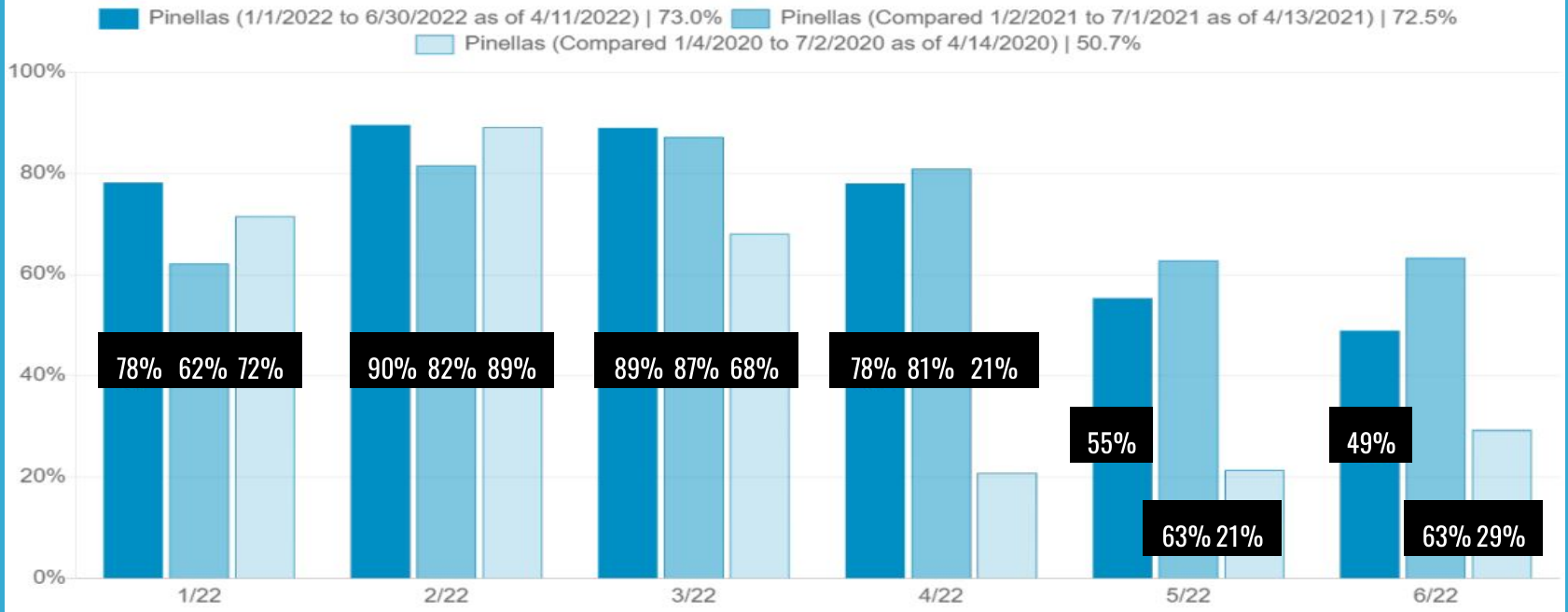


Vacation Rentals

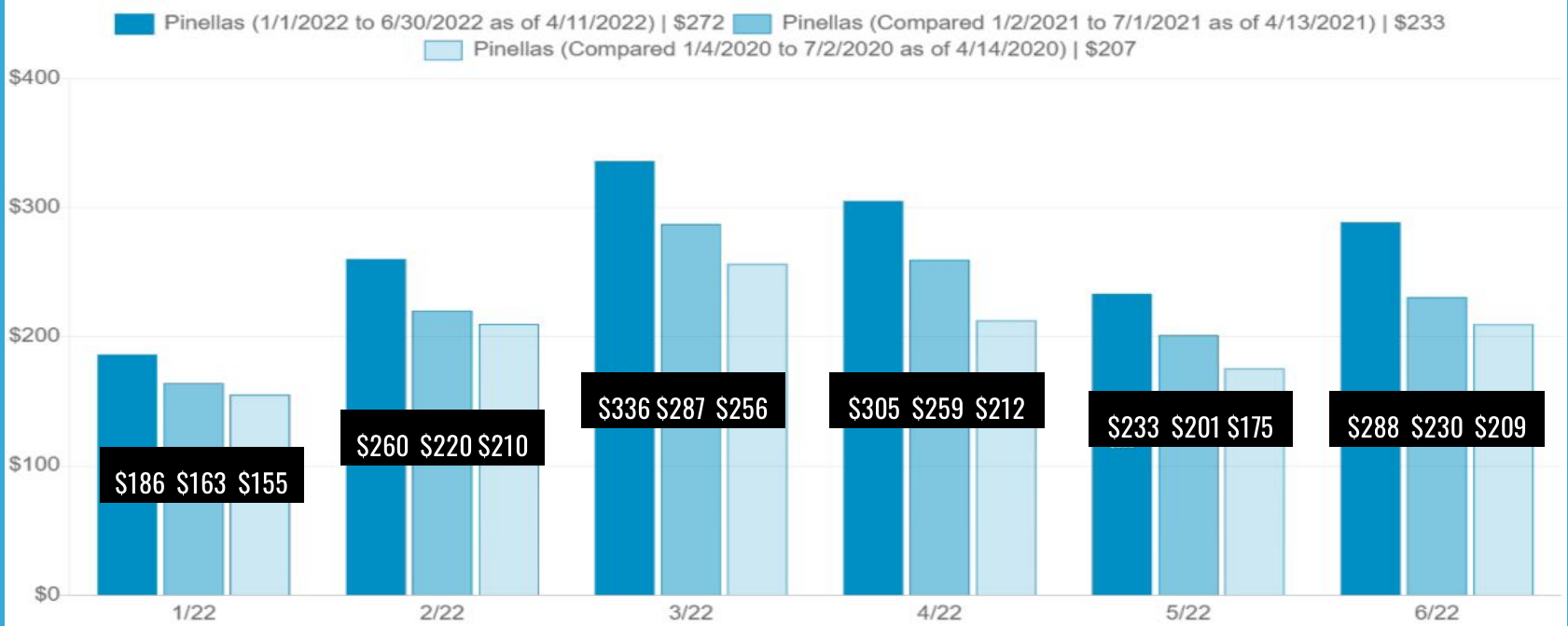
Last 3 months & upcoming 3 months totals

Adjusted Paid & Owner Occupancy: The percentage of nights occupied by guests and owners out of the Total Nights minus hold night in the period.

Pinellas Adjusted Paid & Owner Occupancy



Pinellas ADR



Pinellas RevPAR



Last 3 months & upcoming 3 months totals

OTA Occupancy - Scrapped Occupancy from Airbnb and VRBO that is not connected to a property management system.

*This is a different view then the Adjusted Paid & Owner Occupancy as with OTA Occupancy we are not directly linked to the Property Management System (PMS) and cannot see the owners stays or cancelled booking as clearly with the scrapping process.

Month / Occupancy						
City Segment	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022
Clearwater	72%	87%	88%	74%	51%	47%
Clearwater Beach	70%	89%	91%	82%	64%	60%
Dunedin	75%	86%	87%	73%	52%	42%
Indian Rocks Beach	71%	92%	93%	83%	61%	62%
Indian Shores	75%	94%	94%	85%	63%	63%
Largo	68%	88%	88%	72%	47%	44%
Madeira Beach	77%	94%	94%	85%	60%	57%
North Redington Beach	70%	93%	96%	82%	59%	58%
Oldsmar	69%	82%	85%	68%	46%	43%
Redington Beach	73%	89%	91%	80%	60%	58%
Redington Shores	76%	93%	94%	83%	63%	60%
Sand Key Beach	84%	92%	91%	81%	59%	52%
St. Pete Beach	74%	92%	92%	82%	62%	51%
St. Petersburg	75%	86%	85%	74%	54%	47%
Tarpon Springs	73%	90%	91%	73%	45%	43%
Treasure Island	73%	92%	93%	82%	60%	57%