



ST.PETE
CLEARWATER

Tourism Economic Snapshot January 2022 TDC Meeting

Pinellas Monthly Hotel Performance

Date Range: Nov 1, 2021 - Nov 30, 2021



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
62.3%	50.1%	24.4%	65.7%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$155.01	\$112.56	37.7%	\$130.77

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$96.57	\$56.37	71.3%	\$85.96

Revenue ▾	Revenue - Last Year	Rev % Change
\$63,663,998	\$36,435,435	74.7%

Supply ▾	Supply - Last Year	Supply % Change
659,220	646,410	2%

Demand ▾	Demand - Last Year	Demand % Change
410,700	323,685	26.9%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2020 - Nov 30, 2021

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
65.48%	55.11%	36.22%	70.75%

Revenue ▾	Revenue - Last Year	Rev % Change
\$983,105,722	\$671,906,809	125.31%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$157.85	\$131.1	27.5%	\$145.94

Supply ▾	Supply - Last Year	Supply % Change
9,155,991	8,929,896	37.5%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$107.1	\$75.14	109.93%	\$105.35

Demand ▾	Demand - Last Year	Demand % Change
6,002,200	4,932,197	42.76%

Monthly City Segment Comparison

Date Range: Nov 1, 2021 - Nov 30, 2021

*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	64.7%	24.2%	\$90.26	32.1%	\$58.44	64.1%
Clearwater Beach	65.6%	35.1%	\$242.93	31.1%	\$159.4	77.2%
Downtown St. Petersburg	58%	45.1%	\$166.87	32.9%	\$96.82	92.7%
Dunedin	72.4%	33.4%	\$149.4	42.5%	\$108.23	90.1%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	61.1%	19.8%	\$153.99	35.4%	\$94.13	62.2%
St. Pete Beach/ Terra Verde	58.5%	27.5%	\$223.69	46.1%	\$130.75	86.4%
St. Pete/ Largo/ Pinellas Park	63.7%	11.9%	\$105.66	33.8%	\$67.26	49.7%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	54.3%	22.2%	\$111.67	37.7%	\$60.63	68.3%
Treasure Island Beach	59.6%	14.2%	\$174.91	36.1%	\$104.28	55.4%
Beach	61.7%	28.1%	\$216.99	36.8%	\$133.86	75.2%
Inland	62.6%	22.9%	\$109.64	35%	\$68.63	66%

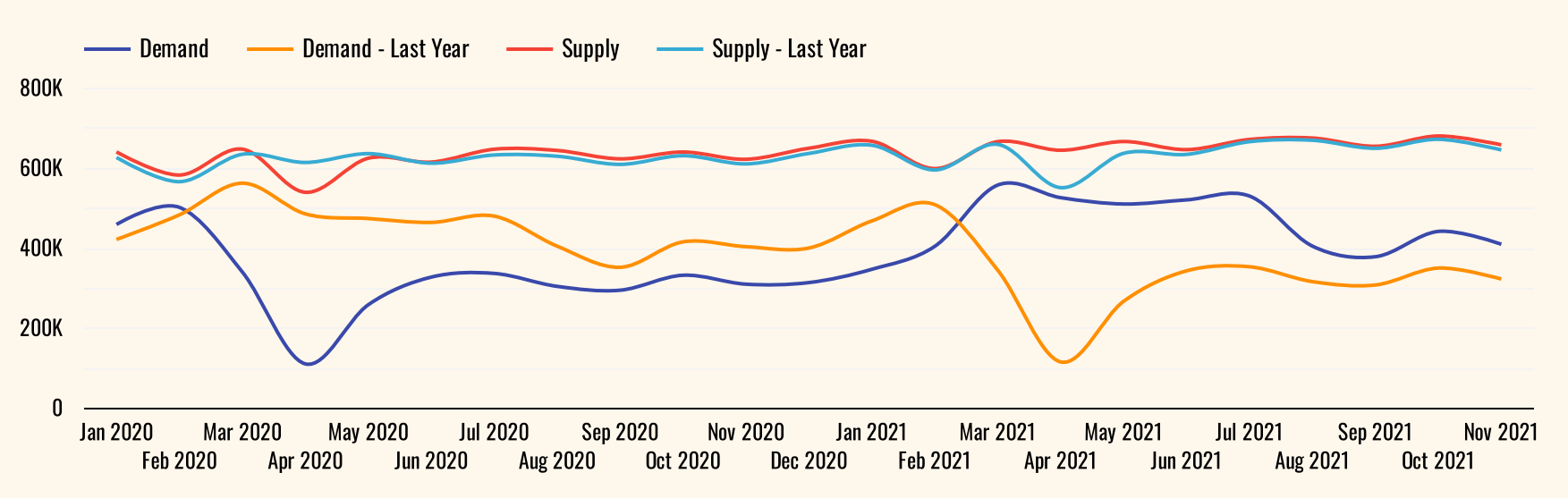
Monthly Competitive Market Comparison

Date Range: Nov 1, 2021 - Nov 30, 2021

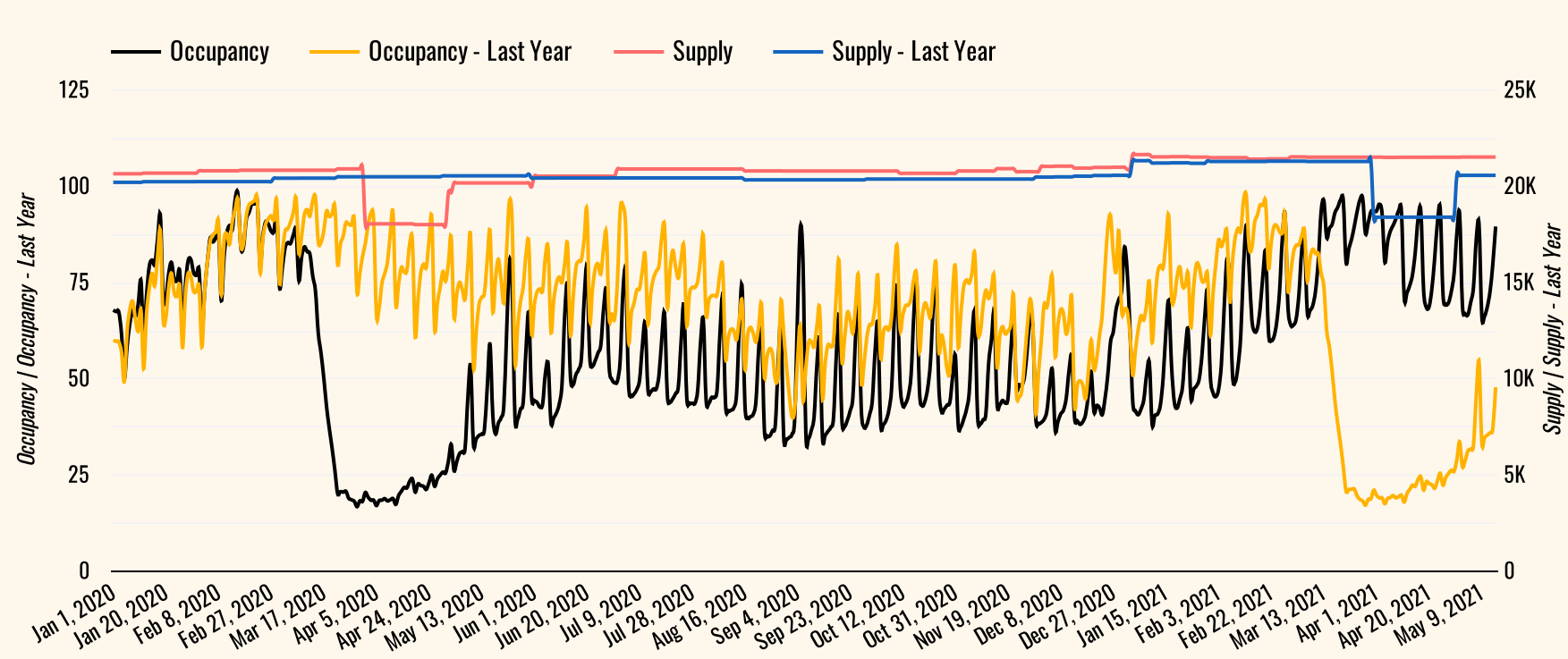
Location ▲	Occu pan cy	Occupan cy % Change	2019 Occupan cy	ADR	ADR % Change	2019 ADR	RevPAR	RevPAR % Change	2019 RevPAR	Demand	Demand % Change
Bay County, FL	49.7%	-2.5%	58.7%	\$118.1	11.9%	\$115.58	\$58.66	9.1%	\$67.82	136,314	3.1%
Florida	64.8%	46.8%	71.1%	\$156.36	45.3%	\$134.47	\$101.38	113.3%	\$95.55	9,258,485	57.9%
Florida Keys	75.8%	34.1%	78.5%	\$381.77	53.5%	\$254.89	\$289.43	105.9%	\$200.08	236,008	35.7%
Fort Lauderdal...	67.6%	37%	78.7%	\$153.52	57.6%	\$142.69	\$103.84	115.9%	\$112.31	742,740	46.4%
Fort Myers, FL	71.8%	53.9%	68.2%	\$151.11	26.2%	\$127.79	\$108.51	94.2%	\$87.17	282,885	59.7%
Hillsborough C...	67.6%	44.3%	69.8%	\$122.25	38.9%	\$111.12	\$82.59	100.4%	\$77.52	524,029	52.5%
Miami/Hialeah,...	70.1%	61.2%	78.3%	\$224.92	70.9%	\$177.06	\$157.7	175.4%	\$138.61	1,318,079	74.7%
Naples, FL	69.4%	54%	67.4%	\$245.9	21.4%	\$203.93	\$170.6	86.9%	\$137.42	160,074	47.8%
Orlando, FL	63.4%	87.2%	76.5%	\$132.55	53.4%	\$125.55	\$84.06	187.1%	\$96.1	2,536,502	121%
Osceola County...	54.7%	112.3%	61.7%	\$102.28	39.5%	\$87.87	\$55.99	196.1%	\$54.22	373,641	153.7%
Palm Beach Co...	67.3%	52.1%	74.5%	\$213.5	49.8%	\$165.98	\$143.6	127.8%	\$123.67	369,008	53.4%
Pinellas County...	62.3%	24.4%	65.7%	\$155.01	37.7%	\$130.77	\$96.57	71.3%	\$85.96	410,700	26.9%
Sarasota/Brade...	66.8%	40.8%	60.5%	\$154.68	37.6%	\$117.59	\$103.38	93.8%	\$71.09	236,454	46%

Jan 1, 2020 - Nov 30, 2021

Room Nights Supply and Demand

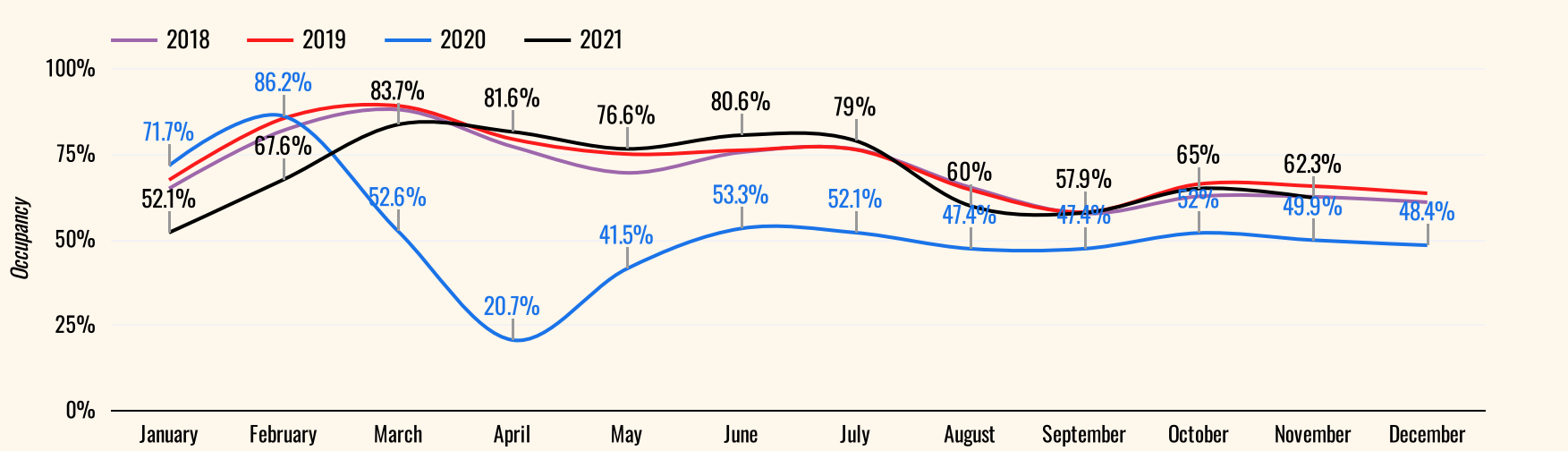


Room Nights Occupancy and Supply



Jan 1, 2018 - Nov 30, 2021

Occupancy 2018- 2021



Current Month Bed Tax:

\$5,416,319

⬆ 81.6%

Rolling 12 Months Bed Tax:

\$77,332,923

⬆ 66.2%

Fiscal Year to Date Bed Tax:

\$11,209,009

⬆ 73.7%

Calendar Year to Date Bed Tax:

\$73,869,094

⬆ 76.0%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected	2020 Tax Collected	2020 % Change	2019 Tax Collected	2019 % Change
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>	\$3,174,818	64.5%	\$2,642,459	97.7%
Jul 2021	\$8,581,849 <div></div>	\$4,169,928	105.8%	\$3,853,448	122.7%
Jun 2021	\$8,273,409 <div></div>	\$4,231,921	95.5%	\$3,822,586	116.4%
May 2021	\$7,697,334 <div></div>	\$2,230,193	245.1%	\$3,458,115	122.6%
Apr 2021	\$8,749,606 <div></div>	\$514,353	1,601.1%	\$4,369,148	100.3%
Mar 2021	\$9,679,140 <div></div>	\$4,925,506	96.5%	\$6,370,153	51.9%
Feb 2021	\$5,778,834 <div></div>	\$7,532,078	-23.3%	\$4,252,651	35.9%
Jan 2021	\$4,188,408 <div></div>	\$5,582,936	-25.0%	\$3,310,612	26.5%
Dec 2020	\$3,463,829 <div></div>	\$4,554,786	-24.0%	-	-
Grand total	\$77,332,923	\$46,405,808	66.6%	\$43,451,663	78.0%

Tourist Development Tax: Five Year Comparison

Date (Month): November (1) ▾















Year ...	Month	Tax Collected	Prior Year T...	% Change
2021	November	\$5,416,319 <div></div>	\$2,982,305	81.62%
2020	November	\$2,982,305 <div></div>	\$3,989,907	-25.25%
2019	November	\$3,989,907 <div></div>	\$3,453,977	15.52%
2018	November	\$3,453,977 <div></div>	\$3,442,326	0.34%
2017	November	\$3,442,326 <div></div>	\$3,026,715	13.73%
Grand total		\$19,284,834	\$16,895,230	14.14%

*Starting Jan 1st 2016 Pinellas raised the TDT tax from 5 to 6 cents

Tourist Development Tax

Nov 1, 2021 - Nov 30, 2021

Tourist Development Tax: Monthly Municipality Comparison

Cities	Tax Collected	2020 Tax Collected	2020 % Change	2019 Tax Collected	2019 % Change
Dunedin	\$79,376 	\$42,133.21	88.39%	\$63,428	25.1%
Indian Shores	\$20,486 	\$12,655.79	61.87%	\$15,758	30.0%
Madeira Beach	\$82,411 	\$54,407.98	51.47%	\$51,321	60.6%
Miscellaneous/Other	\$1,835,218 	\$1,001,962.99	83.16%	\$985,060	86.3%
Oldsmar/Safety Harbor	\$83,971 	\$49,881.22	68.34%	\$88,707	-5.3%
Palm Harbor	\$79,639 	\$40,841.56	94.99%	\$59,243	34.4%
St Pete Beach/Tierra Verde	\$750,624 	\$336,405.41	123.13%	\$569,297	31.9%
St Petersburg	\$552,863 	\$305,250.55	81.12%	\$582,138	-5.0%
Tarpon Springs	\$31,451 	\$17,757.24	77.12%	\$25,341	24.1%
Treasure Island	\$199,999 	\$135,098.36	48.04%	\$179,632	11.3%
N Redington Beach/Reding...	\$67,834 	\$41,003.07	65.44%	\$58,272	16.4%
Indian Rocks Beach	\$42,602 	\$28,515.19	49.4%	\$33,516	27.1%
Clearwater/Clearwater Be...	\$1,569,441 	\$903,726.69	73.66%	\$1,265,765	24.0%
Belleair/Belleair Beach/Bl...	\$20,403 	\$12,665.55	61.09%	\$12,431	64.1%
Grand total	\$5,416,319	\$2,982,304.81	81.62%	\$3,989,907	35.8%

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



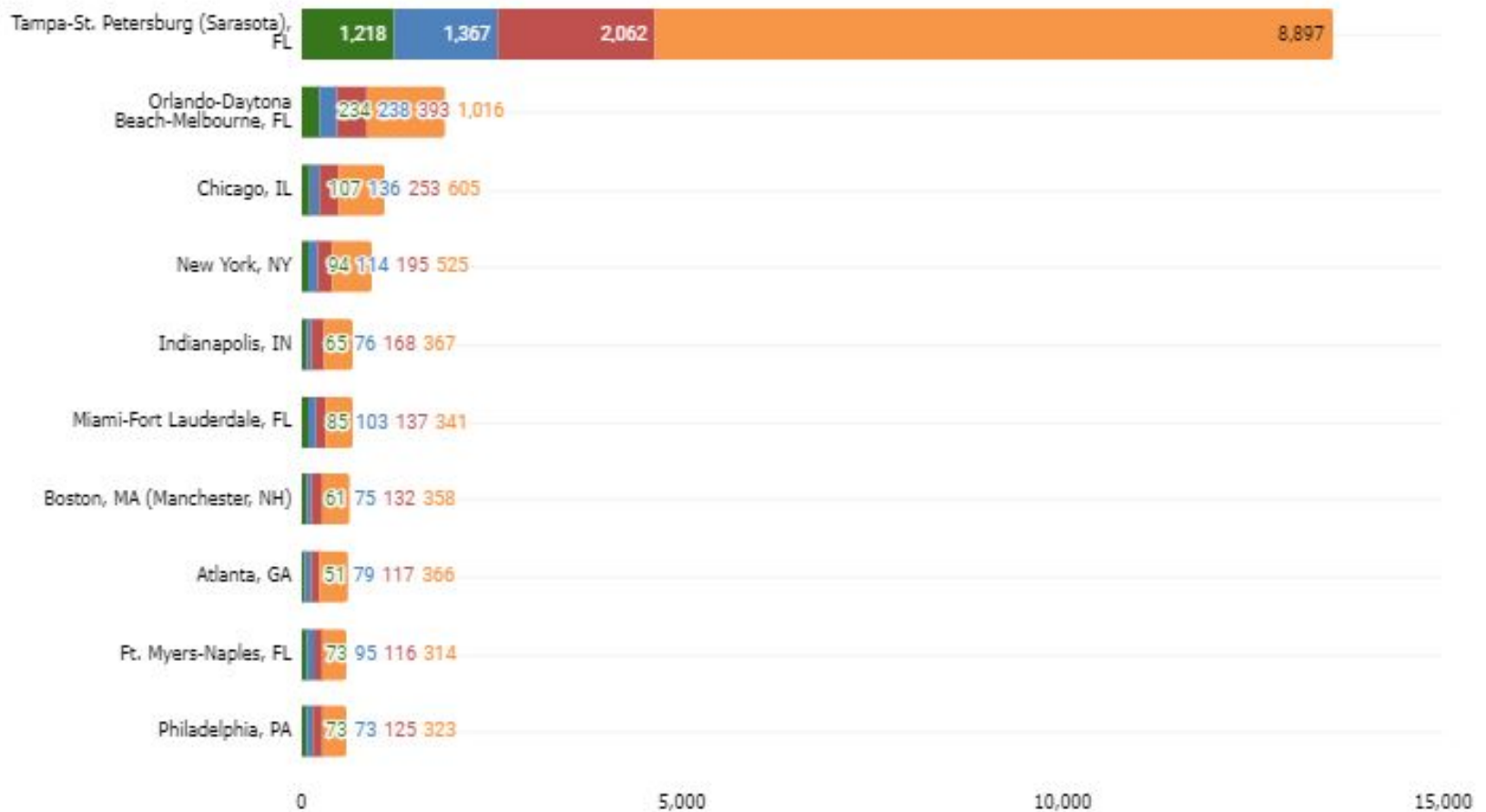
Destination Arrivals by Origin Market

Overall Top 10 Arrival Markets - November 2021

Short Trip Day Trip Long Day Trip Overnight Stay

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

Common Evening Metro

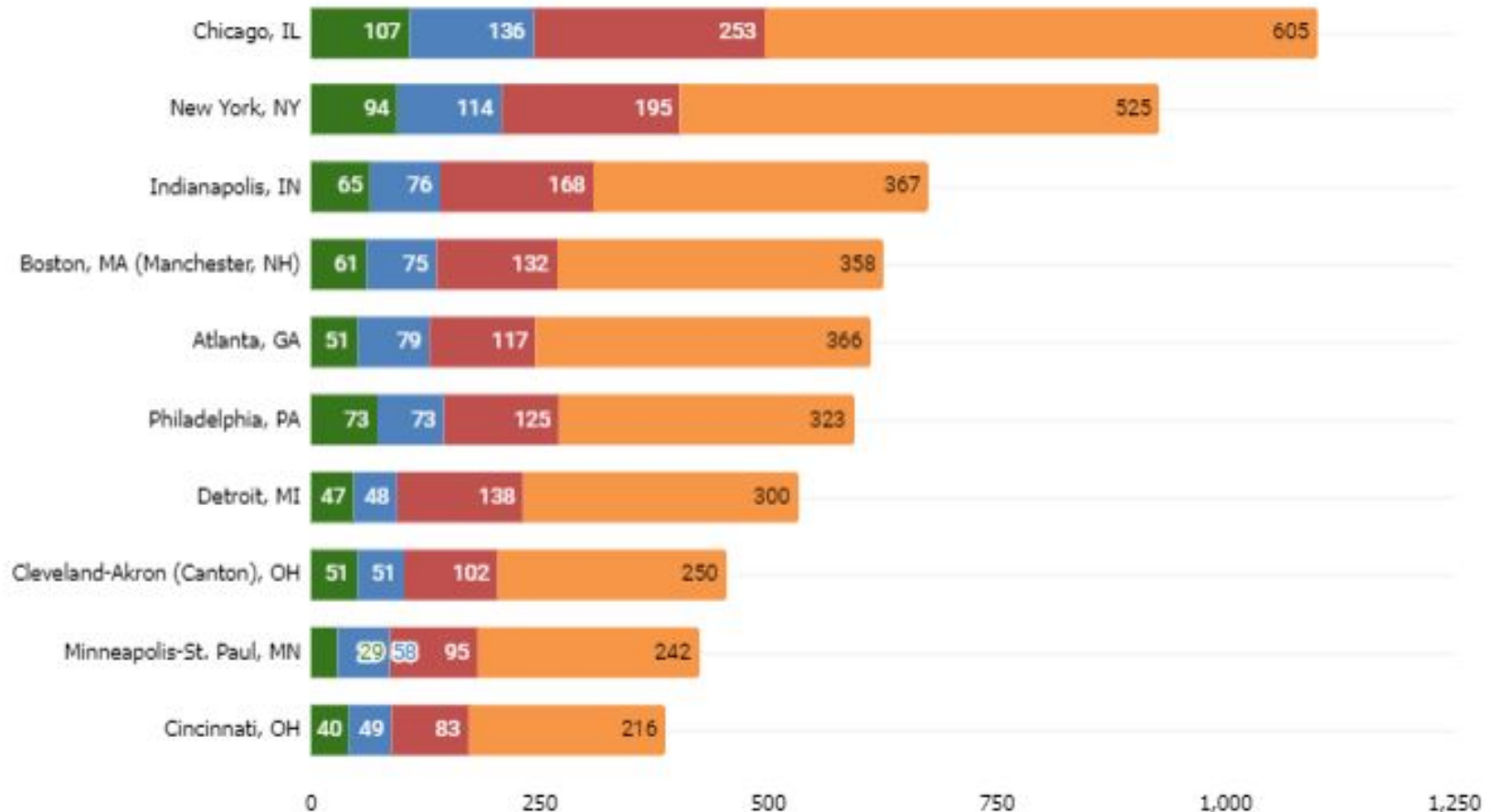


Out of State Top 10 Arrival Markets - November 2021

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

Short Trip Day Trip Long Day Trip Overnight Stay

Common Evening Metro

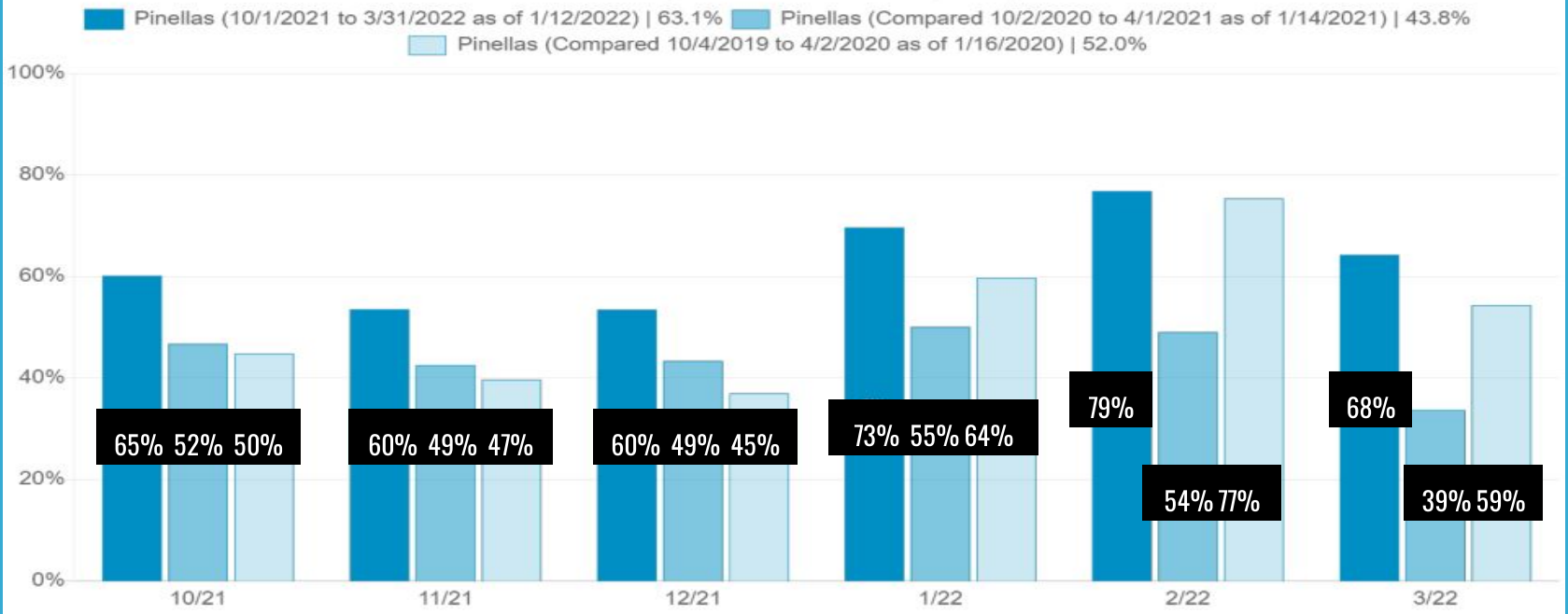


Vacation Rentals

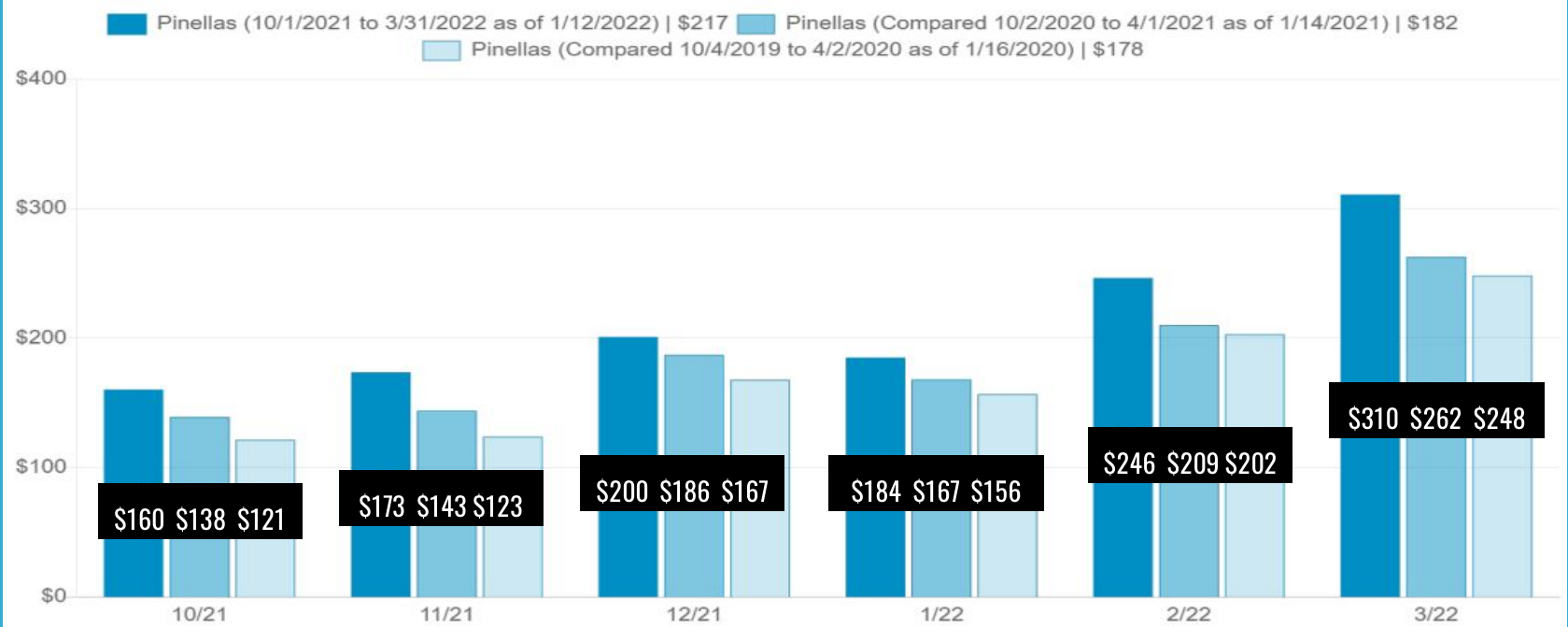
Last 3 months & upcoming 3 months totals

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 Occupancy %



Pinellas ADR



Pinellas RevPAR



Vacation Rentals

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	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022
Clearwater	67%	70%	72%	67%	76%	67%
Clearwater Beach	67%	69%	69%	64%	75%	68%
Dunedin	65%	67%	69%	72%	80%	75%
Indian Rocks Beach	66%	66%	66%	66%	83%	77%
Indian Shores	68%	67%	69%	70%	86%	77%
Largo	68%	71%	72%	60%	74%	63%
Madeira Beach	68%	70%	70%	73%	88%	82%
North Redington Beach	67%	63%	62%	64%	85%	77%
Oldsmar	66%	71%	72%	62%	71%	59%
Redington Beach	63%	69%	70%	69%	82%	76%
Redington Shores	66%	66%	67%	73%	89%	84%
Sand Key Beach	67%	75%	78%	82%	87%	82%
St. Pete Beach	67%	71%	71%	68%	77%	72%
St. Petersburg	73%	75%	77%	70%	74%	66%
Tarpon Springs	65%	70%	71%	68%	80%	71%
Treasure Island	69%	70%	70%	68%	83%	76%