



ST.PETE  
CLEARWATER

# Tourism Economic Snapshot SEPTEMBER 2022 TDC Meeting

## Pinellas Monthly Hotel Performance

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



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
71.9%	78.4%	-8.3%	76.4%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$199.26	\$199.05	0.1%	\$148.93

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$143.29	\$156.11	-8.2%	\$113.71

Revenue ▾	Revenue - Last Year	Rev % Change
\$758,579,801	\$616,988,161	22.9%

Supply ▾	Supply - Last Year	Supply % Change
4,716,376	4,630,355	1.9%

Demand ▾	Demand - Last Year	Demand % Change
3,480,019	3,421,689	1.7%



## Pinellas Fiscal Year Hotel Performance

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

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
71.2%	66.6%	9.9%	71.4%

Revenue ▾	Revenue - Last Year	Rev % Change
\$1,585,789,150	\$1,211,775,311	46.1%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$196.11	\$156.25	27.6%	\$158.79

Supply ▾	Supply - Last Year	Supply % Change
10,386,414	10,183,303	20.2%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$142.18	\$108.75	42.2%	\$114.27

Demand ▾	Demand - Last Year	Demand % Change
7,527,393	7,027,511	12.8%

## Monthly City Segment Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	69.7%	-10.8%	\$107.77	2%	\$75.16	-9%
Clearwater Beach	81.5%	-6.2%	\$303.62	-10%	\$247.34	-15.5%
Downtown St. Petersburg	61.3%	-22%	\$170.65	-4.8%	\$104.59	-25.8%
Dunedin	68.4%	-14%	\$160.87	3.7%	\$110.08	-10.8%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	75.2%	-5.4%	\$208.56	1.2%	\$156.82	-4.3%
St. Pete Beach/ Terra Verde	74.4%	-2.5%	\$300.17	7.6%	\$223.23	4.9%
St. Pete/ Largo/ Pinellas Park	71.4%	-4.5%	\$126.17	1%	\$90.1	-3.5%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	59.8%	-19.1%	\$115.31	-1.4%	\$68.96	-20.2%
Treasure Island Beach	75.9%	0.1%	\$242.76	0.3%	\$184.19	0.4%
Beach	77.5%	-4.3%	\$282.83	-3%	\$219.27	-7.2%
Inland	67.8%	-11.6%	\$124.98	-0.1%	\$84.78	-11.7%

## Monthly Competitive Market Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	62.3%	5.2%	\$124.12	7.0%	\$82.88	16.2%	176,073.81	4.9%
Florida	67.9%	3.8%	\$140.29	6.0%	\$97.65	14.9%	9,336,963.6	7.4%
Florida Keys	75.1%	14.5%	\$276.18	10.0%	\$212.75	54.0%	224,398.84	40.8%
Fort Lauderdale, FL	73.0%	3.3%	\$136.74	6.4%	\$102.21	15.1%	747,410.66	6.5%
Fort Myers, FL	66.0%	7.1%	\$146.07	5.8%	\$100.9	19.7%	256,278.07	8.8%
Hillsborough County, FL	68.6%	4.4%	\$111.8	5.8%	\$78.33	14.4%	497,666.5	7.0%
Miami/Hialeah, FL	72.3%	4.0%	\$190.8	8.0%	\$141.7	22.6%	1,256,275.68	12.6%
Naples, FL	63.7%	7.6%	\$220.49	8.1%	\$147.45	29.1%	154,842.69	9.0%
Orlando, FL	69.5%	6.9%	\$114.18	6.1%	\$81.26	21.5%	2,744,809.67	14.8%
Osceola County, FL	59.8%	8.6%	\$86.04	6.0%	\$52.58	23.5%	404,386.75	13.3%
Palm Beach County, FL	68.8%	4.5%	\$171.31	6.6%	\$121.63	15.2%	369,216.13	7.1%
Pinellas County, FL	67.6%	4.0%	\$140.17	7.3%	\$97.3	17.6%	432,455.4	6.0%
Sarasota/Bradenton, FL	65.8%	5.2%	\$137.37	6.1%	\$93.51	16.9%	294,107.9	8.8%

# Tourist Development Tax

Current Month Bed Tax:

**\$8,844,521**

± 3.1%

Rolling 12 Months Bed Tax:

**\$93,272,764**

± 35.0%

Fiscal Year to Date Bed Tax:

**\$83,561,259**

± 32.9%

Calendar Year to Date Bed Tax:

**\$65,959,621**

± 24.6%

## Tourist Development Tax: Year over Year Growth

Month	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
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%
Aug 2021	\$5,223,033	\$3,190,596	63.7%	\$4,161,610	25.5%
<b>Grand total</b>	<b>\$93,272,764</b>	<b>\$69,092,293</b>	<b>35.0%</b>	<b>\$64,417,202</b>	<b>44.8%</b>

## Tourist Development Tax: Five Year Comparison

Date (Month): July

(1) ▾

Year	Month	Tax Collected	Prior Year T...	% Change
2022	July	\$8,844,521	\$8,581,849	3.1%
2021	July	\$8,581,849	\$4,192,583	104.7%
2020	July	\$4,192,583	\$5,866,977	-28.5%
2019	July	\$5,866,977	\$5,488,681	6.9%
2018	July	\$5,488,681	\$5,157,435	6.4%
2017	July	\$5,157,435	\$4,757,608	8.4%
<b>Grand total</b>		<b>\$38,132,047</b>	<b>\$34,045,134</b>	<b>12.0%</b>

# Tourist Development Tax

Jul 1, 2022 - Jul 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...	\$37,653	\$39,009.74	-3.5%	\$24,297	55.0%
Clearwater/Clearwater Be...	\$2,537,023	\$2,746,605.44	-7.6%	\$1,926,380	31.7%
Dunedin	\$78,142	\$91,861.21	-14.9%	\$62,853	24.3%
Indian Rocks Beach	\$90,261	\$89,146.52	1.3%	\$65,006	38.9%
Indian Shores	\$49,083	\$42,415.11	15.7%	\$33,886	44.8%
Madeira Beach	\$152,052	\$153,951.72	-1.2%	\$83,111	82.9%
Miscellaneous/Other	\$3,179,022	\$2,639,867.03	20.4%	\$1,531,815	107.5%
N Redington Beach/Reding...	\$133,259	\$134,472.74	-0.9%	\$92,492	44.1%
Oldsmar/Safety Harbor	\$102,407	\$115,567.57	-11.4%	\$95,690	7.0%
Palm Harbor	\$50,427	\$65,297.1	-22.8%	\$43,407	16.2%
St Pete Beach/Tierra Verde	\$1,336,754	\$1,232,612.81	8.4%	\$963,856	38.7%
St Petersburg	\$654,276	\$787,084.3	-16.9%	\$619,779	5.6%
Tarpon Springs	\$36,929	\$42,989.76	-14.1%	\$27,570	33.9%
Treasure Island	\$407,233	\$400,967.95	1.6%	\$296,835	37.2%
<b>Grand total</b>	<b>\$8,844,521</b>	<b>\$8,581,849</b>	<b>3.1%</b>	<b>\$5,866,977</b>	<b>50.8%</b>

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

# Tourist Development Tax

Oct 1, 2021 - Jul 31, 2022

## Tourist Development Tax: YTD Municipality Comparison

Cities ^	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Belleair/Belleair Beach/Bl...	\$340,993	\$283,114.73	20.4%	\$263,350	29.5%
Clearwater/Clearwater Be...	\$23,288,576	\$18,304,589.17	27.2%	\$18,124,396	28.5%
Dunedin	\$959,471	\$726,800.58	32.0%	\$695,431	38.0%
Indian Rocks Beach	\$829,277	\$670,175.44	23.7%	\$671,740	23.5%
Indian Shores	\$458,496	\$346,720.83	32.2%	\$426,071	7.6%
Madeira Beach	\$1,753,581	\$1,158,041.6	51.4%	\$927,395	89.1%
Miscellaneous/Other	\$28,757,767	\$21,460,613.71	34.0%	\$14,376,974	100.0%
N Redington Beach/Reding...	\$1,260,700	\$976,381.88	29.1%	\$917,535	37.4%
Oldsmar/Safety Harbor	\$1,092,026	\$869,716.37	25.6%	\$1,133,257	-3.6%
Palm Harbor	\$993,897	\$694,804.1	43.0%	\$771,117	28.9%
St Pete Beach/Tierra Verde	\$11,791,270	\$8,167,110.08	44.4%	\$8,455,833	39.4%
St Petersburg	\$7,931,352	\$5,862,475.94	35.3%	\$7,062,576	12.3%
Tarpon Springs	\$431,792	\$330,873.2	30.5%	\$344,272	25.4%
Treasure Island	\$3,672,061	\$3,015,573.05	21.8%	\$2,791,994	31.5%
<b>Grand total</b>	<b>\$83,561,259</b>	<b>\$62,866,990...</b>	<b>32.9%</b>	<b>\$56,961,941</b>	<b>46.7%</b>

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