



ST.PETE  
CLEARWATER

# Tourism Economic Snapshot July 2022 TDC Meeting

## Pinellas Monthly Hotel Performance

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



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
72.2%	76.2%	-5.3%	76.6%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$203.35	\$180.34	12.8%	\$181.27

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$146.75	\$137.37	6.8%	\$138.86

Revenue ▾	Revenue - Last Year	Rev % Change
\$100,640,341	\$93,269,404	7.9%

Supply ▾	Supply - Last Year	Supply % Change
685,813	678,962	1%

Demand ▾	Demand - Last Year	Demand % Change
494,919	517,181	-4.3%



### Pinellas Fiscal Year Hotel Performance

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

Occupancy	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
70.9%	63.64%	14.29%	69.66%

Revenue	Revenue - Last Year	Rev % Change
\$775,286,268	\$528,161,620	57.58%

ADR	ADR - Last Year	ADR % Change	FY19 ADR
\$198.35	\$149.39	34.01%	\$156.17

Supply	Supply - Last Year	Supply % Change
5,394,758	5,280,098	17.4%

RevPAR	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$143.9	\$99.98	54.11%	\$109.52

Demand	Demand - Last Year	Demand % Change
3,821,658	3,359,119	16.81%

### Monthly City Segment Comparison

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

Location	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	70.7%	-2.8%	\$113.68	13.5%	\$80.42	10.4%
Clearwater Beach	82%	-4.6%	\$313.08	9.4%	\$256.6	4.3%
Downtown St. Petersburg	66%	-5.8%	\$204.18	12%	\$134.84	5.5%
Dunedin	72.3%	-8.7%	\$173.66	10.4%	\$125.63	0.8%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	72.7%	-6.9%	\$205.15	9.6%	\$149.06	2%
St. Pete Beach/ Terra Verde	73.5%	-11.1%	\$284.73	19%	\$209.24	5.8%
St. Pete/ Largo/ Pinellas Park	70.5%	-0.5%	\$136.52	15.2%	\$96.21	14.7%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	61.3%	-7%	\$129.76	13.4%	\$79.48	5.5%
Treasure Island Beach	74%	-9.6%	\$238.07	13.1%	\$176.09	2.3%
Beach	76.7%	-7.5%	\$282.01	12.7%	\$216.26	4.2%
Inland	69%	-3.2%	\$137.77	13.9%	\$95.07	10.3%

### Monthly Competitive Market Comparison

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

Location	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	61.94%	5.39%	\$122.16	7.39%	\$80.86	16.86%	163,633.49	5.09%
Florida	67.81%	3.99%	\$138.06	6.14%	\$95.87	15.37%	8,860,575.09	7.38%
Florida Keys	75.1%	14.89%	\$276.36	10.25%	\$212.87	55.05%	211,670	41.54%
Fort Lauderdale, FL	73.12%	3.49%	\$136.31	6.59%	\$102.11	15.58%	698,497.52	6.59%
Fort Myers, FL	65.88%	7.27%	\$145.92	5.79%	\$100.75	19.96%	241,046.97	9.07%
Hillsborough County, FL	68.66%	4.64%	\$110.91	5.89%	\$77.77	14.8%	468,963.55	7.05%
Miami/Hialeah, FL	72.41%	4.17%	\$190.33	8.24%	\$141.65	23.14%	1,189,965.27	12.72%
Naples, FL	63.57%	7.68%	\$220.94	8.09%	\$147.67	29.37%	144,778.64	9.24%
Orlando, FL	69.45%	6.87%	\$113.89	6.03%	\$81.01	21.57%	2,605,666.83	14.66%
Osceola County, FL	59.69%	8.74%	\$84.94	5.98%	\$51.78	23.77%	356,053.5	12.71%
Palm Beach County, FL	68.82%	4.72%	\$171.05	6.67%	\$121.58	15.54%	347,682.45	6.77%
Pinellas County, FL	67.54%	4.19%	\$139.38	7.43%	\$96.67	17.99%	408,582.93	6.15%
Sarasota/Bradenton, FL	65.73%	5.36%	\$136.81	6.23%	\$93.02	17.23%	195,743.83	8.86%

# Tourist Development Tax

Current Month Bed Tax:

**\$8,108,609**

± 5.3%

Rolling 12 Months Bed Tax:

**\$92,881,242**

± 53.1%

Fiscal Year to Date Bed Tax:

**\$66,314,480**

± 44.1%

Calendar Year to Date Bed Tax:

**\$48,712,842**

± 35.0%

## Tourist Development Tax: Year over Year Growth

Month	Tax Collected	2020 Tax Collected	2020 % Change	2019 Tax Collected	2019 % Change
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%
Jul 2021	\$8,581,849	\$4,192,583	104.7%	\$5,866,977	46.3%
Jun 2021	\$8,273,409	\$4,256,609	94.4%	\$5,719,729	44.6%
<b>Grand total</b>	<b>\$92,881,242</b>	<b>\$60,686,227</b>	<b>53.1%</b>	<b>\$64,417,202</b>	<b>44.2%</b>

## Tourist Development Tax: Five Year Comparison

Date (Month): March

(1) ▾

Year	Month	Tax Collected	Prior Year T...	% Change
2022	March	\$13,041,326	\$9,679,140	34.74%
2021	March	\$9,679,140	\$4,964,662	94.96%
2020	March	\$4,964,662	\$9,570,520	-48.13%
2019	March	\$9,570,520	\$8,999,486	6.35%
2018	March	\$8,999,486	\$7,900,218	13.91%
2017	March	\$7,900,218	\$7,712,813	2.43%
<b>Grand total</b>		<b>\$54,155,351</b>	<b>\$48,826,838</b>	<b>10.91%</b>

# Tourist Development Tax

May 1, 2022 - May 31, 2022

## Tourist Development Tax: Monthly Municipality Comparison

Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Dunedin	\$94,459	\$91,808.78	2.89%	\$56,487	67.2%
Indian Shores	\$39,089	\$34,257.24	14.11%	\$30,052	30.1%
Madeira Beach	\$203,465	\$139,024.7	46.35%	\$77,653	162.0%
Miscellaneous/Other	\$2,586,088	\$2,462,837.23	5%	\$1,223,267	111.4%
Oldsmar/Safety Harbor	\$82,179	\$100,707.24	-18.4%	\$101,988	-19.4%
Palm Harbor	\$128,116	\$50,283.52	154.79%	\$68,043	88.3%
St Pete Beach/Tierra Verde	\$799,554	\$1,098,557.43	-27.22%	\$878,986	-9.0%
St Petersburg	\$1,226,370	\$707,130.78	73.43%	\$639,838	91.7%
Tarpon Springs	\$386,437	\$40,339.44	857.96%	\$28,798	1,241.9%
Treasure Island	\$42,545	\$375,955.84	-88.68%	\$282,859	-85.0%
N Redington Beach/Reding...	\$110,664	\$119,961.39	-7.75%	\$80,479	37.5%
Indian Rocks Beach	\$69,315	\$67,048.7	3.38%	\$46,149	50.2%
Clearwater/Clearwater Be...	\$2,310,859	\$2,376,057.07	-2.74%	\$1,816,342	27.2%
Belleair/Belleair Beach/Bl...	\$29,468	\$33,364.64	-11.68%	\$21,554	36.7%
<b>Grand total</b>	<b>\$8,108,609</b>	<b>\$7,697,334</b>	<b>5.34%</b>	<b>\$5,352,499</b>	<b>51.5%</b>

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