



ST.PETE
CLEARWATER

Tourism Economic Snapshot March 2022 TDC Meeting

Pinellas Monthly Hotel Performance

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



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
61.5%	51%	20.5%	67.5%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$159.58	\$113.21	41%	\$136.96

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$98.09	\$57.76	69.8%	\$92.5

Revenue ▾	Revenue - Last Year	Rev % Change
\$67,937,597	\$38,859,583	74.8%

Supply ▾	Supply - Last Year	Supply % Change
692,571	672,731	2.9%

Demand ▾	Demand - Last Year	Demand % Change
425,727	343,257	24%



Pinellas Fiscal Year Hotel Performance

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

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
63.6%	50.43%	26.28%	65.78%

Revenue ▾	Revenue - Last Year	Rev % Change
\$277,818,360	\$155,880,703	78.48%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$160.38	\$116.01	38.32%	\$133.53

Supply ▾	Supply - Last Year	Supply % Change
2,720,968	2,663,859	8.5%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$102.05	\$58.5	74.73%	\$87.86

Demand ▾	Demand - Last Year	Demand % Change
1,730,628	1,343,191	28.98%

Monthly City Segment Comparison

Date Range: Jan 1, 2022 - Jan 31, 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	67.1%	24.2%	\$100.94	37.1%	\$67.71	70.4%
Clearwater Beach	60.1%	41.9%	\$239.84	34.9%	\$144.13	91.4%
Downtown St. Petersburg	54.1%	1.9%	\$196.86	40.7%	\$106.5	43.3%
Dunedin	67.4%	34.1%	\$156.18	38.1%	\$105.32	85.2%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	63.2%	23%	\$163.88	37.7%	\$103.56	69.4%
St. Pete Beach/ Terra Verde	52.7%	26.6%	\$223.26	38%	\$117.76	74.7%
St. Pete/ Largo/ Pinellas Park	68.7%	11.8%	\$116.31	41.2%	\$79.86	57.9%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	55.6%	8.2%	\$126.67	39.5%	\$70.39	51.1%
Treasure Island Beach	60.8%	18.1%	\$177.4	33.2%	\$107.91	57.4%
Beach	58%	30.7%	\$216.18	37.4%	\$125.4	79.6%
Inland	64.4%	15.8%	\$122.3	37.5%	\$78.8	59.2%

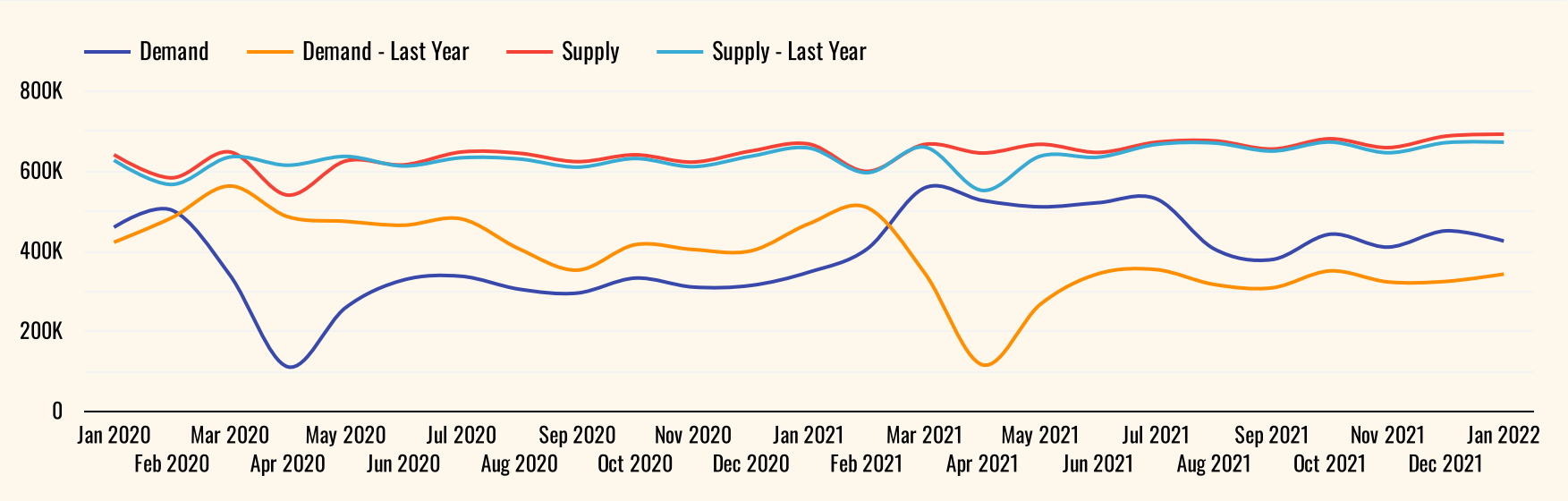
Monthly Competitive Market Comparison

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

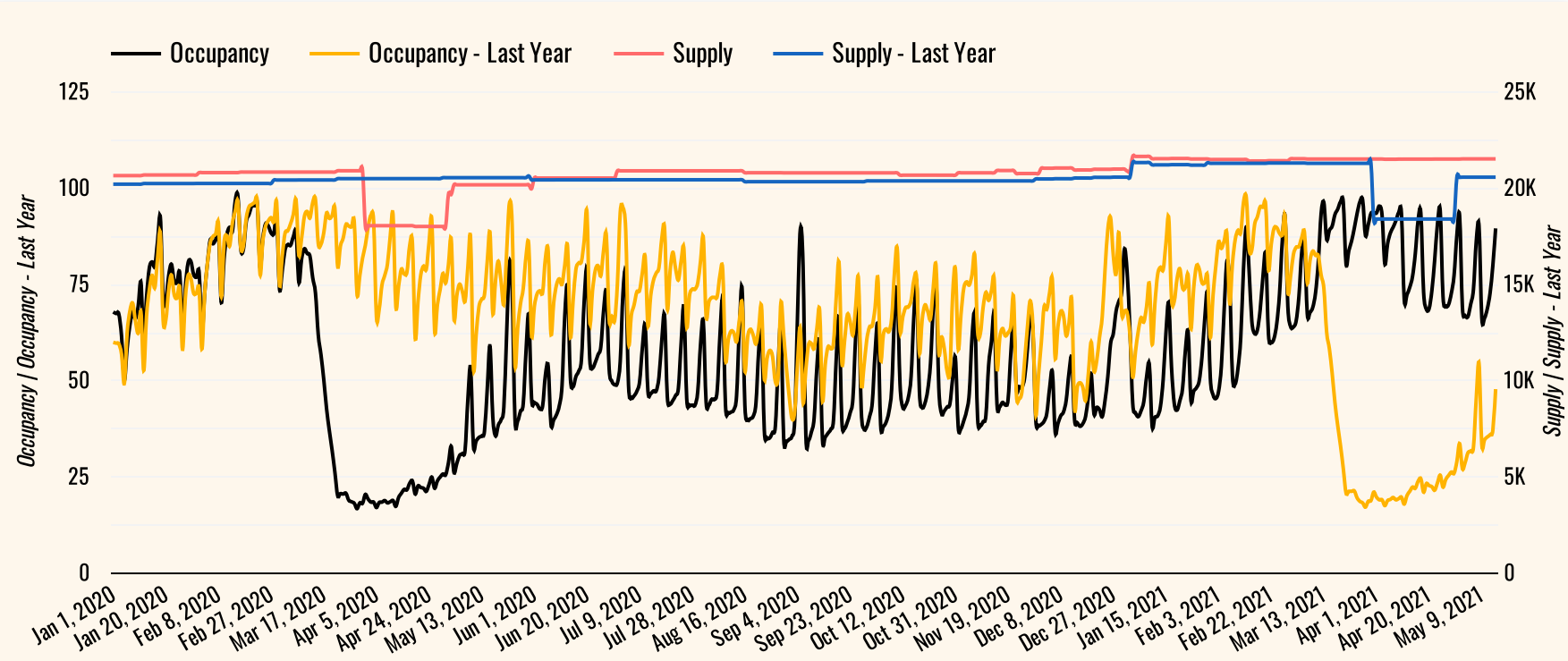
Location ▲	Occu pan cy	Occupan cy % Change	2019 Occupan cy	ADR	ADR % Change	2019 ADR	RevPAR	RevPAR % Change	2019 RevPAR	Demand	Demand % Change
Bay County, FL	41.8%	0.3%	70.3%	\$104.43	7.6%	\$130.26	\$43.61	7.9%	\$91.56	118,442	6%
Florida	62.8%	30.6%	71.6%	\$177.41	40.6%	\$154.2	\$111.49	83.7%	\$110.4	9,340,707	38.9%
Florida Keys	80.7%	24.2%	79%	\$445.3	49.5%	\$286.05	\$359.4	85.6%	\$226	259,655	25.2%
Fort Lauderdale...	67%	17.8%	78.1%	\$180.78	51.2%	\$174.69	\$121.11	78.1%	\$136.51	785,204	25.2%
Fort Myers, FL	76.8%	40.9%	75.7%	\$199.04	35.4%	\$159.4	\$152.94	90.8%	\$120.72	312,460	44.4%
Hillsborough C...	69.9%	29.8%	74.2%	\$146.42	41.5%	\$134.46	\$102.37	83.6%	\$99.83	560,996	31.8%
Miami/Hialeah,...	68.2%	27.3%	78.6%	\$277.7	44.6%	\$234.16	\$189.52	84%	\$184.04	1,344,406	35%
Naples, FL	69.7%	40.3%	69.2%	\$333.2	28.6%	\$283.43	\$232.23	80.5%	\$196.03	166,176	34.7%
Orlando, FL	59%	69.7%	74.9%	\$135.01	54.1%	\$130.53	\$79.67	161.4%	\$97.72	2,447,262	95.1%
Osceola County...	49.2%	80%	62.6%	\$102.51	43.8%	\$100.15	\$50.41	158.9%	\$62.72	346,842	118.6%
Palm Beach Co...	65.6%	25.6%	77.2%	\$283.72	49.6%	\$224.94	\$186.2	88%	\$173.68	374,694	27.4%
Pinellas County...	61.5%	20.5%	67.5%	\$159.58	41%	\$136.96	\$98.09	69.8%	\$92.5	425,727	24%
Sarasota/Brade...	70.1%	34.2%	66.3%	\$182.35	44.9%	\$135.14	\$127.8	94.4%	\$89.61	262,219	37.8%

Jan 1, 2020 - Jan 31, 2022

Room Nights Supply and Demand

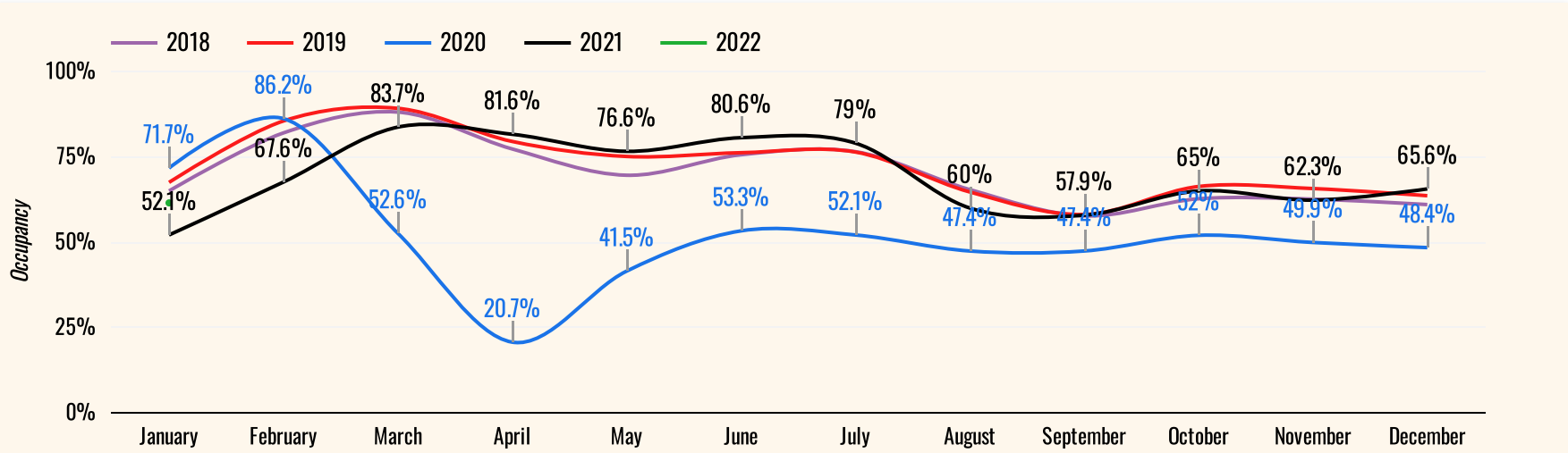


Room Nights Occupancy and Supply



Jan 1, 2018 - Jan 31, 2022

Occupancy 2018- 2021



Current Month Bed Tax:

\$7,336,168

75.2%

Rolling 12 Months Bed Tax:

\$83,409,483

89.4%

Fiscal Year to Date Bed Tax:

\$24,937,806

76.8%

Calendar Year to Date Bed Tax:

\$87,597,891

76.5%

Tourist Development Tax: Year over Year Growth

Month	Tax Collected	2020 Tax Collected	2020 % Change	2019 Tax Collected	2019 % Change
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%
May 2021	\$7,697,334	\$2,243,798	243.0%	\$5,352,499	43.8%
Apr 2021	\$8,749,606	\$516,029	1,595.6%	\$6,732,633	30.0%
Mar 2021	\$9,679,140	\$4,964,662	95.0%	\$9,570,520	1.1%
Feb 2021	\$5,778,834	\$7,532,078	-23.3%	\$6,354,048	-9.1%
Grand total	\$83,409,483	\$44,037,880	89.4%	\$64,417,202	29.5%

Tourist Development Tax: Five Year Comparison

Date (Month): January (1)













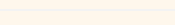

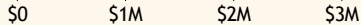
Year	Month	Tax Collected	Prior Year T...	% Change
2022	January	\$7,336,168	\$4,188,408	75.15%
2021	January	\$4,188,408	\$5,582,936	-24.98%
2020	January	\$5,582,936	\$4,731,909	17.98%
2019	January	\$4,731,909	\$4,412,969	7.23%
2018	January	\$4,412,969	\$4,287,702	2.92%
2017	January	\$4,287,702	\$3,826,074	12.07%
Grand total		\$30,540,092	\$27,029,998	12.99%

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

Tourist Development Tax

Jan 1, 2022 - Jan 31, 2022

Tourist Development Tax: Monthly Municipality Comparison

Cities	Tax Collected	2020 Tax Collected	2020 % Change	2019 Tax Collected	2019 % Change
Dunedin	\$83,089 	\$43,683.65	90.21%	\$55,384	50.0%
Indian Shores	\$37,173 	\$21,172.97	75.57%	\$34,776	6.9%
Madeira Beach	\$115,093 	\$71,071.9	61.94%	\$68,502	68.0%
Miscellaneous/Other	\$3,427,311 	\$2,030,924.92	68.76%	\$1,384,287	147.6%
Oldsmar/Safety Harbor	\$87,768 	\$62,516.39	40.39%	\$120,156	-27.0%
Palm Harbor	\$103,083 	\$61,932.05	66.45%	\$89,187	15.6%
St Pete Beach/Tierra Verde	\$733,517 	\$317,721.7	130.87%	\$567,432	29.3%
St Petersburg	\$691,079 	\$412,563.48	67.51%	\$695,437	-0.6%
Tarpon Springs	\$38,698 	\$23,159.29	67.1%	\$33,376	15.9%
Treasure Island	\$244,867 	\$153,868.85	59.14%	\$192,028	27.5%
N Redington Beach/Reding...	\$102,966 	\$46,734.92	120.32%	\$67,827	51.8%
Indian Rocks Beach	\$67,059 	\$62,671.07	7%	\$57,604	16.4%
Clearwater/Clearwater Be...	\$1,583,008 	\$866,289.24	82.73%	\$1,349,767	17.3%
Belleair/Belleair Beach/Bl...	\$21,456 	\$14,097.73	52.19%	\$16,146	32.9%
Grand total	\$7,336,168 	\$4,188,408.16	75.15%	\$4,731,909	55.0%

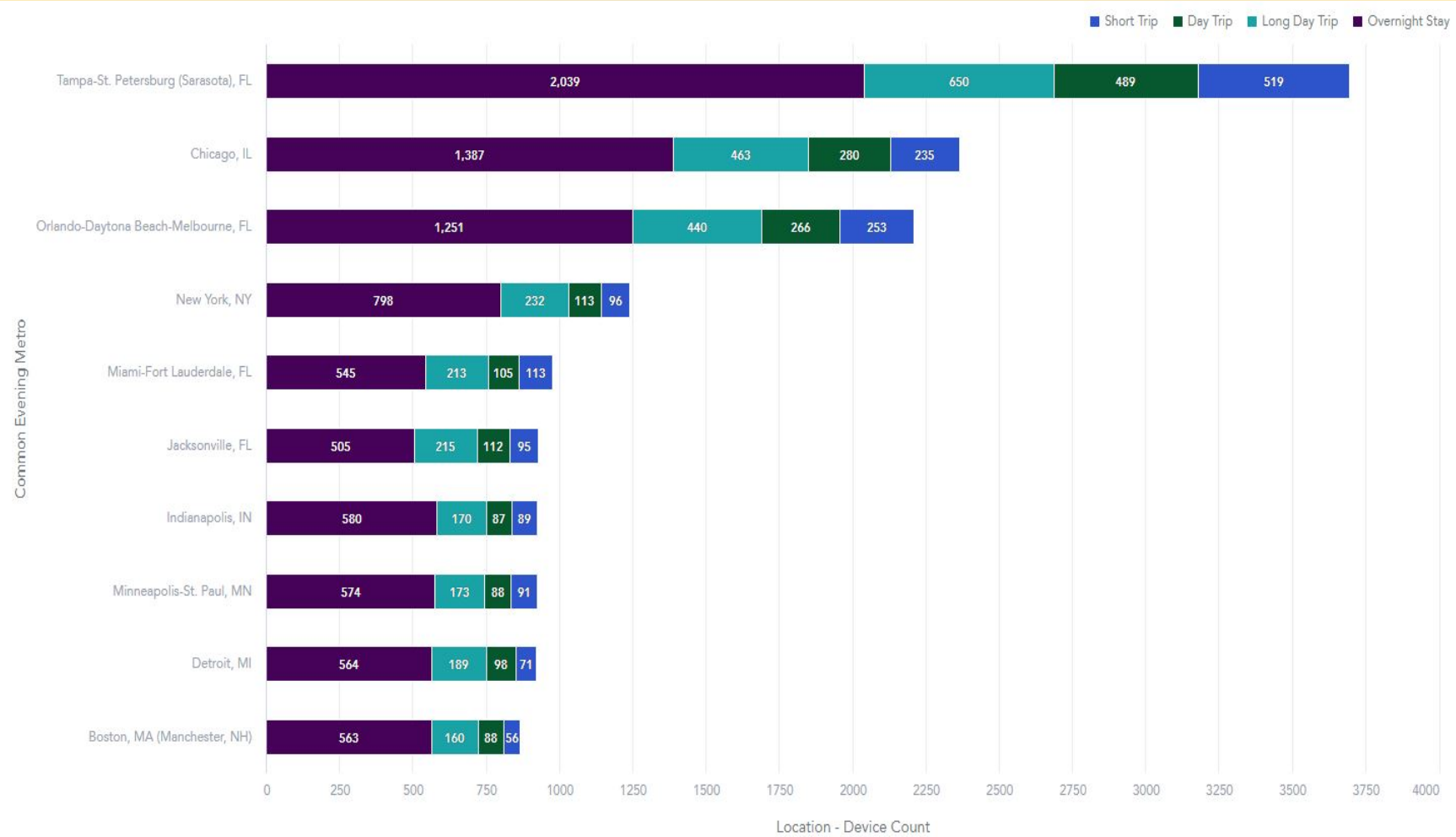
*Misc./Other- Bed Tax from property management accounts and individuals that have properties in multiple cities



Destination Arrivals by Origin Market

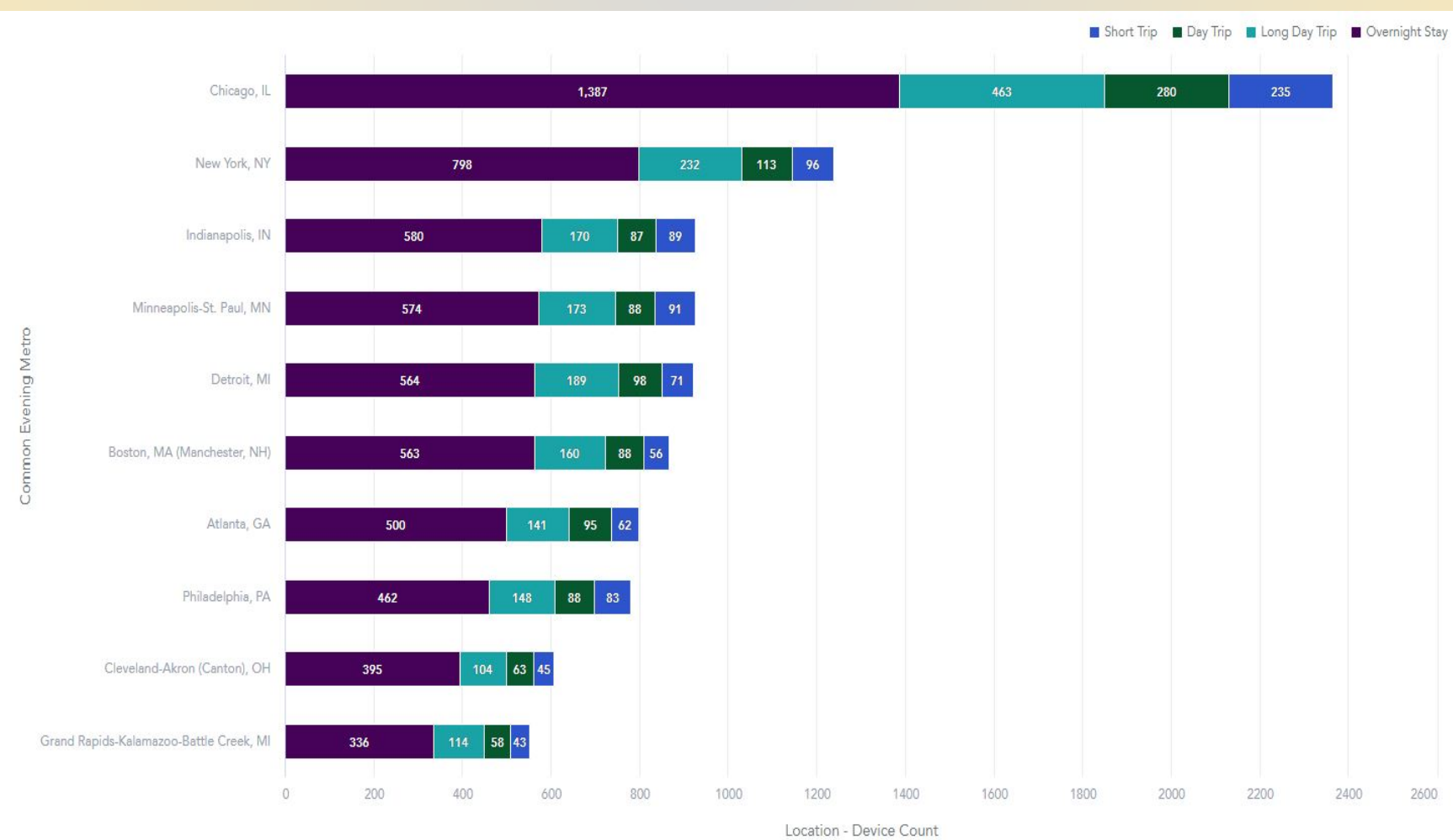
Overall Top 10 Arrival Markets - January 2022

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



Out of State Top 10 Arrival Markets - January 2022

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

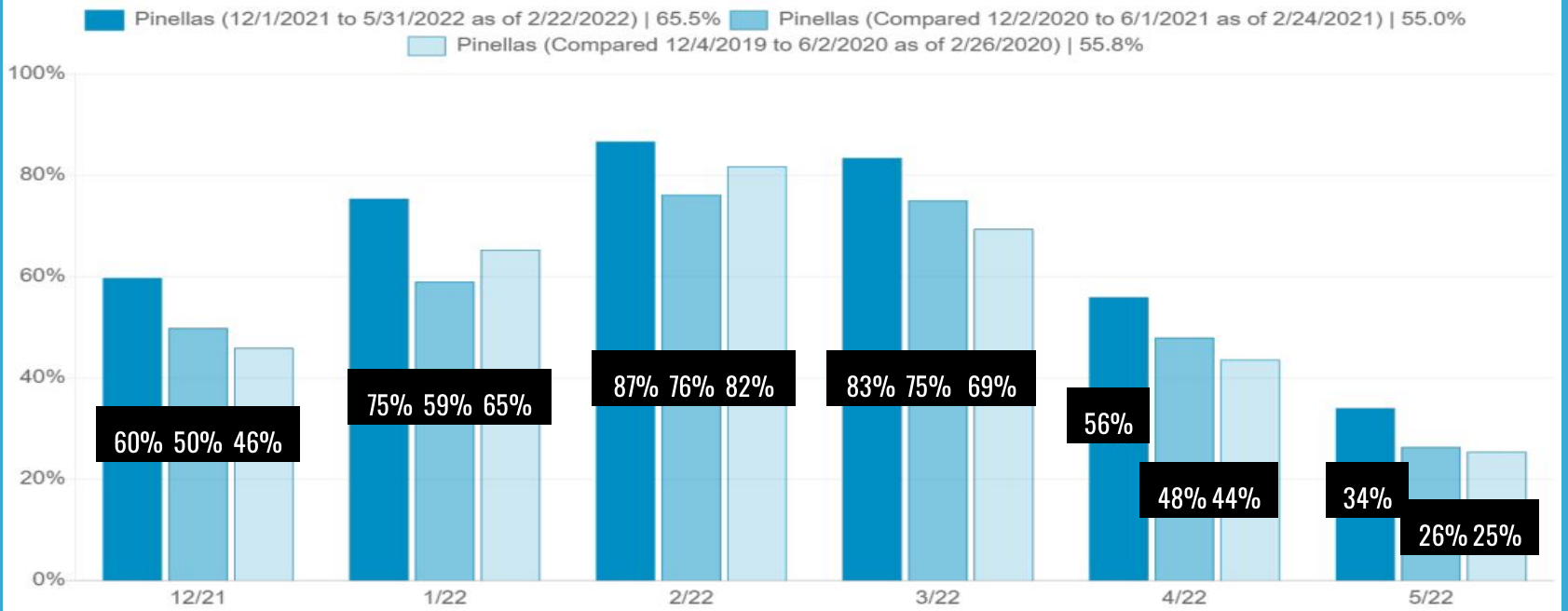


Vacation Rentals

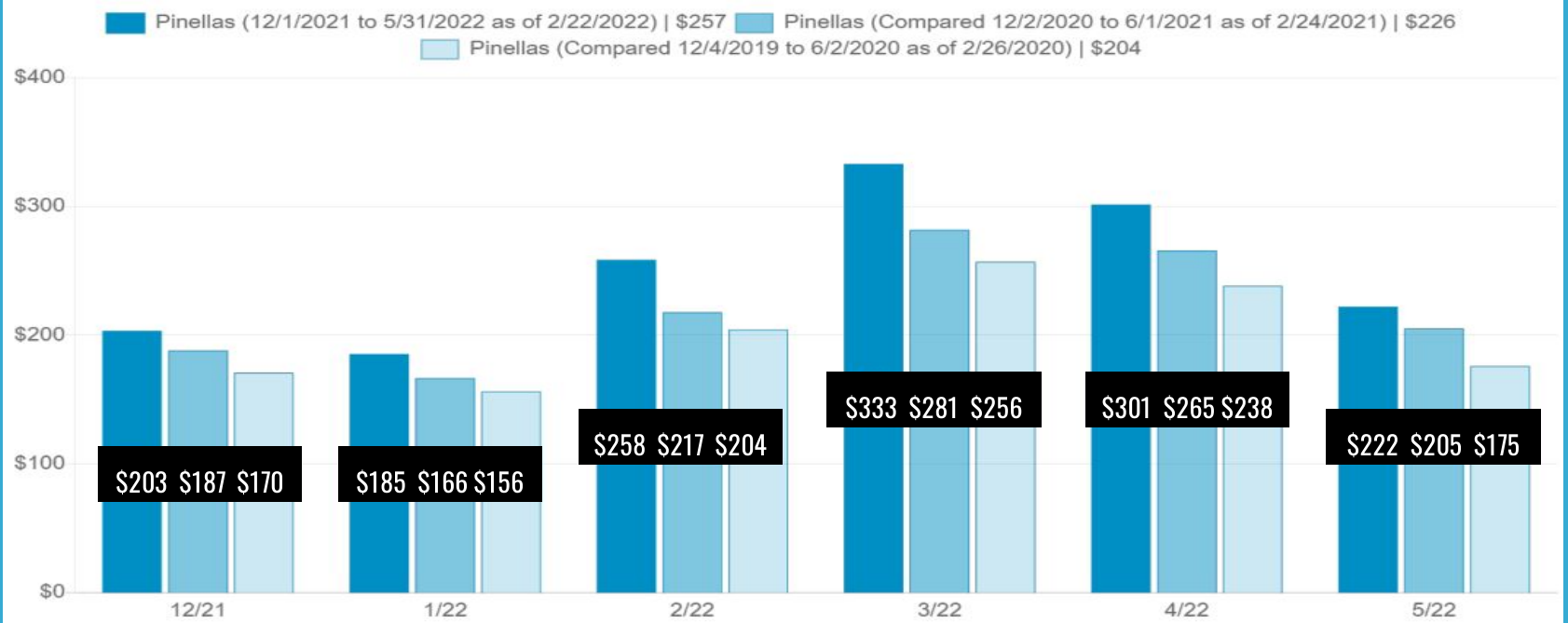
Last 3 months & upcoming 3 months totals

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



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.

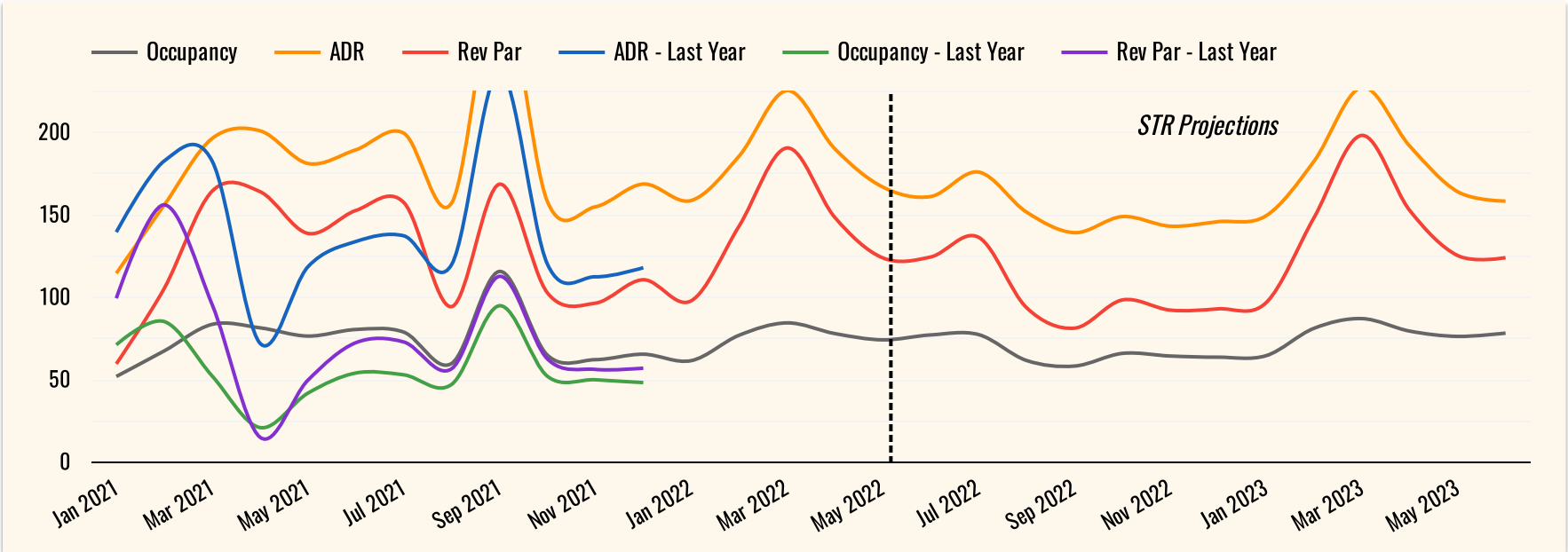
*This is a different view then the Adjusted Paid & Owner Occupancy as with OTA Occupancy we are not directly linked to the Property Management System (PMS) and cannot see the owners stays or cancelled booking as clearly with the scrapping process.

Month / Occupancy						
City Segment	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022
Clearwater	72%	72%	87%	81%	54%	36%
Clearwater Beach	69%	70%	88%	84%	67%	51%
Dunedin	69%	75%	86%	83%	57%	38%
Indian Rocks Beach	66%	71%	92%	90%	70%	46%
Indian Shores	69%	75%	94%	92%	70%	44%
Largo	72%	68%	88%	81%	53%	34%
Madeira Beach	70%	77%	94%	92%	73%	44%
North Redington Beach	62%	70%	93%	92%	63%	41%
Oldsmar	72%	69%	82%	80%	51%	38%
Redington Beach	70%	73%	89%	87%	72%	46%
Redington Shores	67%	76%	93%	92%	69%	48%
Sand Key Beach	78%	84%	92%	90%	69%	45%
St. Pete Beach	71%	74%	92%	85%	65%	49%
St. Petersburg	77%	75%	86%	78%	58%	45%
Tarpon Springs	71%	73%	90%	84%	55%	33%
Treasure Island	70%	73%	92%	90%	66%	42%

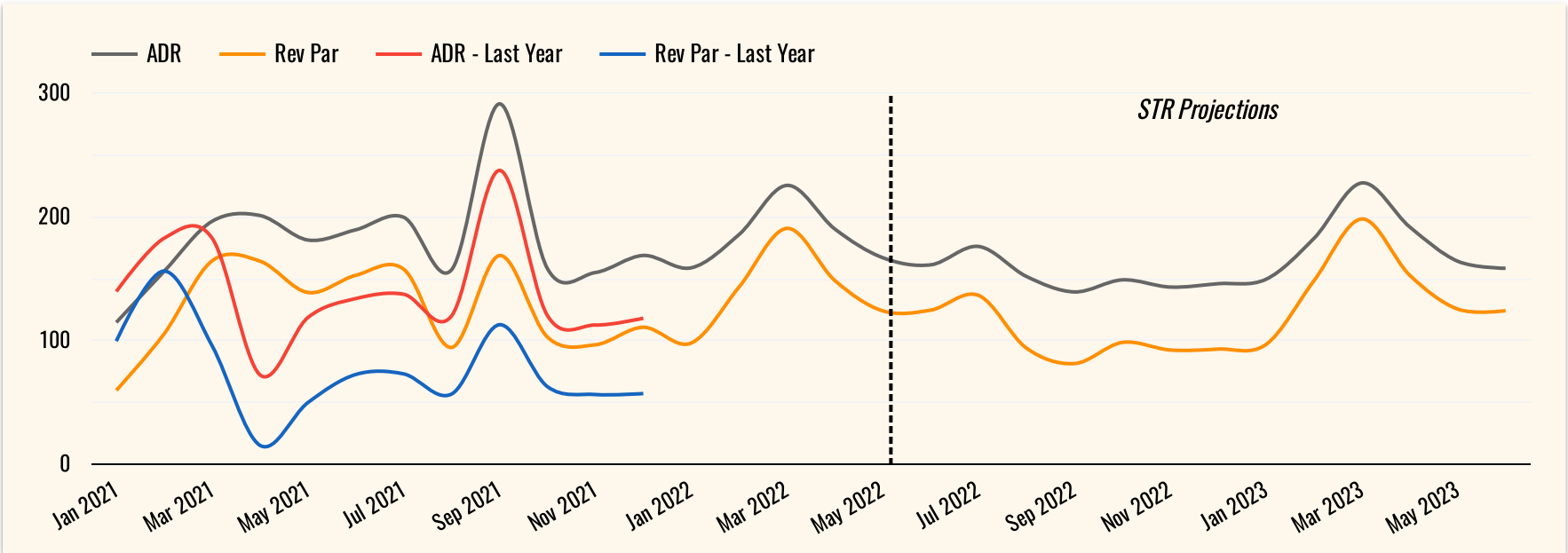
Hotel Forecast



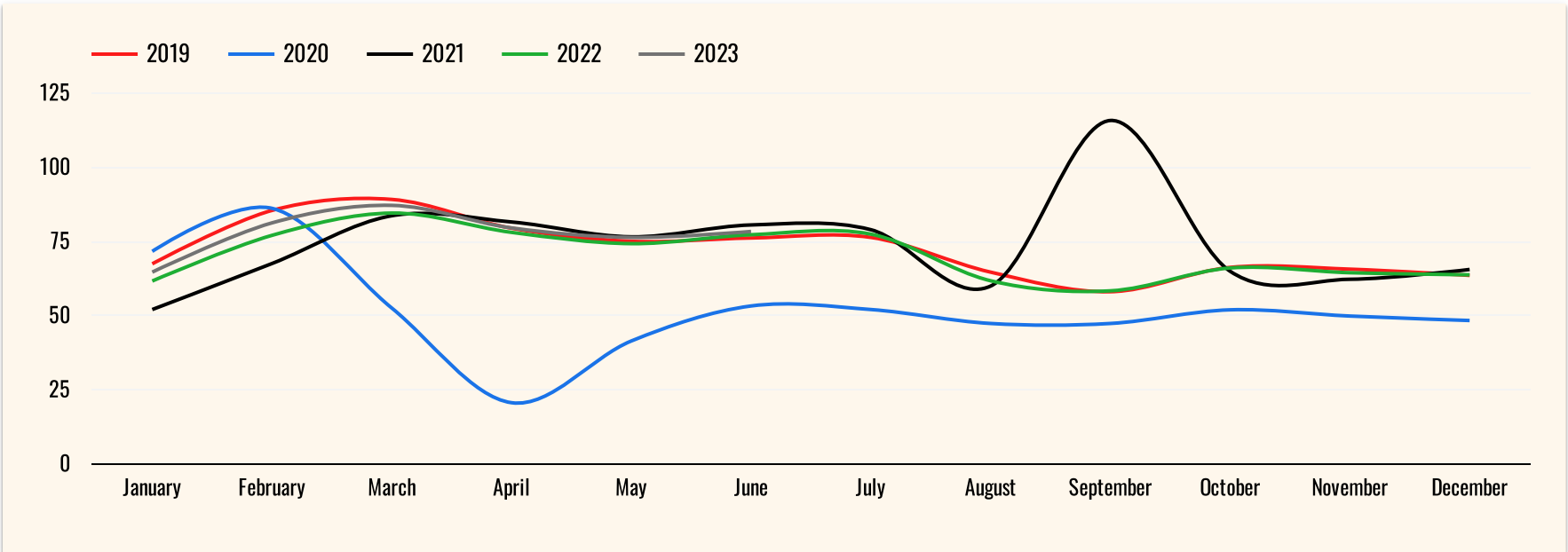
STR Custom Forecast 2022 Q1 Projections through March 2023



STR Custom Forecast 2022 Q1 ADR & RevPAR Projections through March 2023



STR Custom Forecast 2022 Q1 Occupancy Projections through March 2023 compared to previous years



Hotel Forecast

Last 3 months & upcoming 3 months totals - as of 2/13/22

Dec 1, 2021 - May 31, 2022

Month ▲	Occupancy	Occupancy % Change - 2020	2019 Occupancy	Occupancy % Change - 2019	Leisure Room Nights	Leisure % Change	Group Room Nights	Group % Change
Dec 2021	67.4%	37.3%	67%	-2.3%	144,119	31.8%	19,551	98.23%
Jan 2022	62.0%	30.1%	71%	-15.0%	125,441	21.7%	23,927	88.28%
Feb 2022	76.1%	42.3%	85%	-13.3%	126,212	24.2%	37,490	136.78%
Mar 2022	56.8%	46.5%	44%	25.9%	89,397	19.0%	24,962	30.92%
Apr 2022	36.8%	42.2%	10%	276.8%	47,025	36.3%	13,981	-47.14%
May 2022	24.0%	86.6%	33%	-28.7%	19,436	65.1%	7,710	-60.43%

Occupancy data is current as of this date, meaning that any data in the report reflects reservations that were in the hotels' systems on this date.

Group reservations are rooms sold as part of a negotiated commitment of 10+ rooms for similar stay dates (e.g. wedding block).

Leisure reservations are rooms sold not part of a group reservation.

