



ST.PETE
CLEARWATER

Tourism Economic Snapshot DECEMBER 2022 TDC Meeting

Pinellas Monthly Hotel Performance

Date Range: Sep 1, 2022 - Sep 30, 2022



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
57.8%	57.6%	0.2%	58.1%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$156.57	\$146.32	7%	\$121.02

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$90.43	\$84.34	7.2%	\$70.31

Revenue ▾	Revenue - Last Year	Rev % Change
\$888,927,395	\$737,171,659	20.6%

Supply ▾	Supply - Last Year	Supply % Change
6,063,462	5,977,165	1.4%

Demand ▾	Demand - Last Year	Demand % Change
4,289,950	4,211,937	1.9%



Pinellas Fiscal Year Hotel Performance

Date Range: Sep 1, 2021 - Sep 30, 2022

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
68.5%	63.9%	9.7%	68.9%

Revenue ▾	Revenue - Last Year	Rev % Change
\$2,600,409,462	\$2,049,921,167	41.7%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$186.79	\$152.71	23.9%	\$150.95

Supply ▾	Supply - Last Year	Supply % Change
17,789,572	17,494,908	22.4%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$130.73	\$101.71	37.5%	\$105.31

Demand ▾	Demand - Last Year	Demand % Change
12,623,801	11,956,349	12.1%

Monthly City Segment Comparison

Date Range: Sep 1, 2022 - Sep 30, 2022

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	63.4%	5.5%	\$96.71	11.1%	\$61.28	17.2%
Clearwater Beach	55.8%	-6.1%	\$233.82	0.2%	\$130.4	-5.9%
Downtown St. Petersburg	56.1%	7.1%	\$178.79	13.1%	\$100.3	21.1%
Dunedin	54.1%	-12.8%	\$146.51	12.5%	\$79.31	-1.9%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	54.8%	-2%	\$163.21	10%	\$89.51	7.8%
St. Pete Beach/ Terra Verde	47.8%	-9.1%	\$232.26	12.6%	\$111.08	2.4%
St. Pete/ Largo/ Pinellas Park	65%	9%	\$114.98	14.3%	\$74.77	24.6%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	59%	0.2%	\$107.78	7.3%	\$63.59	7.5%
Treasure Island Beach	50.1%	-4.3%	\$182.91	8.7%	\$91.65	4%
Beach	52.4%	-5.8%	\$217.43	5.5%	\$113.87	-0.6%
Inland	61.9%	5.4%	\$116.59	12.8%	\$72.21	18.9%

Monthly Competitive Market Comparison

Date Range: Sep 1, 2022 - Sep 30, 2022

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	62.3%	5.0%	\$124.91	6.8%	\$83.23	15.6%	202,737.26	4.7%
Florida	67.9%	4.0%	\$140.58	6.0%	\$97.75	15.1%	10,789,299.71	7.6%
Florida Keys	74.8%	14.1%	\$276.87	9.6%	\$212.31	52.5%	258,486.02	39.8%
Fort Lauderdale, FL	72.9%	3.5%	\$137.01	6.4%	\$102.15	15.2%	863,328.91	6.5%
Fort Myers, FL	65.9%	7.1%	\$146.01	5.9%	\$100.67	19.6%	294,935.9	8.7%
Hillsborough County, FL	68.7%	4.6%	\$112.45	6.0%	\$78.8	14.7%	578,457.68	7.0%
Miami/Hialeah, FL	72.2%	4.3%	\$190.77	8.0%	\$141.35	22.6%	1,453,997.89	12.7%
Naples, FL	63.6%	7.7%	\$220.19	7.8%	\$146.98	28.6%	176,312.4	8.9%
Orlando, FL	69.5%	7.5%	\$114.72	6.3%	\$81.65	22.3%	3,161,102.18	15.4%
Osceola County, FL	59.9%	9.2%	\$86.6	6.2%	\$53	24.3%	472,362.33	14.4%
Palm Beach County, FL	68.7%	4.7%	\$171.48	6.7%	\$121.48	15.4%	423,186.77	7.2%
Pinellas County, FL	67.5%	4.0%	\$140.73	7.3%	\$97.48	17.4%	498,619.56	5.9%
Sarasota/Bradenton, FL	65.9%	5.5%	\$137.97	6.4%	\$93.95	17.4%	329,431.21	8.8%

Tourist Development Tax

Current Month Bed Tax:

\$4,995,605

± 11.3%

Rolling 12 Months Bed Tax:

\$94,173,399

± 32.4%

Fiscal Year to Date Bed Tax:

\$94,680,532

± 30.5%

Calendar Year to Date Bed Tax:

\$77,078,895

± 23.0%

Tourist Development Tax: Year over Year Growth

Month	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
Sep 2022	\$4,995,605	\$4,488,471	11.3%	\$3,293,651	51.7%
Aug 2022	\$6,123,668	\$5,223,033	17.2%	\$4,161,610	47.1%
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%
Grand total	\$94,680,532	\$72,578,495	30.5%	\$64,417,202	47.0%

Tourist Development Tax: Five Year Comparison

Date (Month): September

(1) ▾

Year	Month	Tax Collected	Prior Year T...	% Change
2022	September	\$4,995,605	\$4,488,471	11.3%
2021	September	\$4,488,471	\$3,034,707	47.9%
2020	September	\$3,034,707	\$3,293,651	-7.9%
2019	September	\$3,293,651	\$3,202,805	2.8%
2018	September	\$3,202,805	\$3,139,993	2.0%
Grand total		\$19,015,239	\$17,159,628	10.8%

Tourist Development Tax

Sep 1, 2022 - Sep 30, 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...	\$18,681	\$19,508.56	-4.2%	\$11,963	56.1%
Clearwater/Clearwater Be...	\$1,419,507	\$1,331,665.15	6.6%	\$1,081,626	31.2%
Dunedin	\$58,753	\$58,987.61	-0.4%	\$46,004	27.7%
Indian Rocks Beach	\$42,690	\$42,017.75	1.6%	\$36,333	17.5%
Indian Shores	\$27,795	\$26,211.41	6.0%	\$19,199	44.8%
Madeira Beach	\$79,621	\$76,015.57	4.7%	\$49,021	62.4%
Miscellaneous/Other	\$1,660,275	\$1,442,227.5	15.1%	\$794,384	109.0%
N Redington Beach/Reding...	\$74,433	\$57,642.77	29.1%	\$51,995	43.2%
Oldsmar/Safety Harbor	\$87,949	\$78,198.45	12.5%	\$84,503	4.1%
Palm Harbor	\$58,692	\$59,401.6	-1.2%	\$40,181	46.1%
St Pete Beach/Tierra Verde	\$654,964	\$620,685.31	5.5%	\$453,129	44.5%
St Petersburg	\$603,376	\$473,445.94	27.4%	\$464,152	30.0%
Tarpon Springs	\$33,957	\$27,723.93	22.5%	\$21,015	61.6%
Treasure Island	\$174,911	\$174,739.87	0.1%	\$140,147	24.8%
Grand total	\$4,995,605	\$4,488,471.42	11.3%	\$3,293,651	51.7%

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

Tourist Development Tax

Oct 1, 2021 - Sep 30, 2022

Tourist Development Tax: FY Municipality Comparison

Cities ^	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Belleair/Belleair Beach/Bl...	\$381,975	\$325,165.29	17.5%	\$290,573	31.5%
Clearwater/Clearwater Be...	\$26,495,298	\$21,339,684.54	24.2%	\$20,661,102	28.2%
Dunedin	\$1,085,987	\$843,635.32	28.7%	\$790,247	37.4%
Indian Rocks Beach	\$916,881	\$756,803.35	21.2%	\$744,414	23.2%
Indian Shores	\$514,923	\$395,751.97	30.1%	\$465,838	10.5%
Madeira Beach	\$1,927,718	\$1,318,549.62	46.2%	\$1,035,124	86.2%
Miscellaneous/Other	\$32,556,123	\$24,591,711.21	32.4%	\$16,172,510	101.3%
N Redington Beach/Reding...	\$1,424,196	\$1,094,759.17	30.1%	\$1,035,039	37.6%
Oldsmar/Safety Harbor	\$1,277,703	\$1,033,147.85	23.7%	\$1,302,727	-1.9%
Palm Harbor	\$1,093,995	\$792,834.53	38.0%	\$848,399	28.9%
St Pete Beach/Tierra Verde	\$13,307,434	\$9,483,344.87	40.3%	\$9,534,294	39.6%
St Petersburg	\$9,107,374	\$6,835,445.75	33.2%	\$8,035,056	13.3%
Tarpon Springs	\$498,479	\$388,002.78	28.5%	\$387,546	28.6%
Treasure Island	\$4,092,445	\$3,379,659.01	21.1%	\$3,114,334	31.4%
Grand total	\$94,680,532	\$72,578,495....	30.5%	\$64,417,202	47.0%

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