



ST.PETE
CLEARWATER

Tourism Economic Snapshot August 2022 TDC Meeting

Pinellas Monthly Hotel Performance

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



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
72.7%	78.1%	-6.9%	80.6%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$175.01	\$168.36	3.9%	\$189.57

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$127.29	\$131.48	-3.2%	\$152.78

Revenue ▾	Revenue - Last Year	Rev % Change
\$51,923,081	\$66,625,530	-22.1%

Supply ▾	Supply - Last Year	Supply % Change
275,280	272,850	0.9%

Demand ▾	Demand - Last Year	Demand % Change
225,716	246,703	-8.5%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2021 - Jun 30, 2022

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
71.1%	65.24%	11.93%	70.88%

Revenue ▾	Revenue - Last Year	Rev % Change
\$827,209,349	\$594,787,150	48.72%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$195.76	\$151.5	30.67%	\$159.88

Supply ▾	Supply - Last Year	Supply % Change
5,670,038	5,552,948	18.3%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$142.05	\$103.48	47.74%	\$114.33

Demand ▾	Demand - Last Year	Demand % Change
4,047,374	3,605,822	14%

Monthly City Segment Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	69.6%	-9.8%	\$109.77	8%	\$76.44	-2.6%
Clearwater Beach	80.5%	-9.7%	\$310.39	0.1%	\$249.9	-9.7%
Downtown St. Petersburg	61.3%	-22%	\$184.47	8.2%	\$113.17	-15.7%
Dunedin	68.3%	-15.7%	\$156.95	3.6%	\$107.25	-12.7%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	73.1%	-12.7%	\$197.14	0.5%	\$144.03	-12.3%
St. Pete Beach/ Terra Verde	72%	-17.5%	\$277.87	7.9%	\$200.18	-11%
St. Pete/ Largo/ Pinellas Park	70.4%	-4.5%	\$129.48	9.4%	\$91.12	4.4%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	60.3%	-9.3%	\$118.51	8.2%	\$71.47	-1.8%
Treasure Island Beach	74.4%	-11.2%	\$239.88	7.4%	\$178.57	-4.6%
Beach	75.9%	-12.7%	\$278.23	3.5%	\$211.05	-9.6%
Inland	67.6%	-10.3%	\$128.91	7.8%	\$87.08	-3.3%

Monthly Competitive Market Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	62.11%	5.27%	\$123.06	7.21%	\$81.76	16.53%	166,199.42	4.96%
Florida	67.87%	3.82%	\$140.05	6.04%	\$97.44	15.07%	8,791,368.95	7.32%
Florida Keys	75.04%	14.69%	\$275.34	10.18%	\$211.95	54.53%	211,091.38	41.13%
Fort Lauderdale, FL	73.05%	3.38%	\$136.6	6.56%	\$102.18	15.39%	703,537.61	6.51%
Fort Myers, FL	65.93%	7.21%	\$145.85	5.88%	\$100.73	19.93%	240,998.43	8.86%
Hillsborough County, FL	68.65%	4.54%	\$111.66	5.76%	\$78.25	14.54%	467,189.67	6.91%
Miami/Hialeah, FL	72.32%	4.08%	\$190.68	8.15%	\$141.68	22.87%	1,182,238.25	12.56%
Naples, FL	63.67%	7.72%	\$220.34	8.19%	\$147.4	29.42%	146,443.69	9.09%
Orlando, FL	69.46%	6.93%	\$113.93	6.1%	\$81.02	21.65%	2,590,420.8	14.48%
Osceola County, FL	59.72%	8.59%	\$85.78	5.99%	\$52.31	23.54%	379,188.77	12.82%
Palm Beach County, FL	68.84%	4.59%	\$171.27	6.66%	\$121.74	15.36%	349,119.57	7.09%
Pinellas County, FL	67.59%	4.1%	\$139.68	7.4%	\$96.92	17.82%	407,059.04	6.03%
Sarasota/Bradenton, FL	65.78%	5.3%	\$137.07	6.19%	\$93.25	17.08%	280,480.24	8.8%

Tourist Development Tax

Current Month Bed Tax:

\$8,402,258

± 1.6%

Rolling 12 Months Bed Tax:

\$93,010,091

± 43.7%

Fiscal Year to Date Bed Tax:

\$74,716,738

± 37.6%

Calendar Year to Date Bed Tax:

\$57,115,100

± 28.7%

Tourist Development Tax: Year over Year Growth

Month	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
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%
Jul 2021	\$8,581,849	\$4,192,583	104.7%	\$5,866,977	46.3%
Grand total	\$93,010,091	\$64,703,027	43.7%	\$64,417,202	44.4%

Tourist Development Tax: Five Year Comparison

Date (Month): June

(1) ▾

Year	Month	Tax Collected	Prior Year T...	% Change
2022	June	\$8,402,258	\$8,273,409	1.56%
2021	June	\$8,273,409	\$4,256,609	94.37%
2020	June	\$4,256,609	\$5,719,729	-25.58%
2019	June	\$5,719,729	\$5,452,058	4.91%
2018	June	\$5,452,058	\$4,752,962	14.71%
2017	June	\$4,752,962	\$4,506,340	5.47%
Grand total		\$36,857,025	\$32,961,106	11.82%

Tourist Development Tax

Jun 1, 2022 - Jun 30, 2022

Tourist Development Tax: Monthly Municipality Comparison

Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Dunedin	\$81,324	\$94,803.88	-14.22%	\$60,653	34.1%
Indian Shores	\$58,297	\$54,508.35	6.95%	\$60,113	-3.0%
Madeira Beach	\$335,727	\$142,963.33	134.83%	\$109,138	207.6%
Miscellaneous/Other	\$2,830,234	\$2,641,615.06	7.14%	\$1,559,716	81.5%
Oldsmar/Safety Harbor	\$107,471	\$102,706.05	4.64%	\$92,749	15.9%
Palm Harbor	\$55,745	\$58,266.04	-4.33%	\$53,030	5.1%
St Pete Beach/Tierra Verde	\$1,167,274	\$1,216,108.61	-4.02%	\$868,305	34.4%
St Petersburg	\$717,319	\$725,295.02	-1.1%	\$591,262	21.3%
Tarpon Springs	\$34,852	\$40,645.59	-14.25%	\$28,068	24.2%
Treasure Island	\$395,306	\$396,582.93	-0.32%	\$289,704	36.5%
N Redington Beach/Reding...	\$129,034	\$137,627.6	-6.24%	\$94,068	37.2%
Indian Rocks Beach	\$97,419	\$90,564.4	7.57%	\$76,434	27.5%
Clearwater/Clearwater Be...	\$2,356,912	\$2,528,749.09	-6.8%	\$1,805,887	30.5%
Belleair/Belleair Beach/Bl...	\$35,344	\$42,973.34	-17.75%	\$30,602	15.5%
Grand total	\$8,402,258	\$8,273,409.29	1.56%	\$5,719,729	46.9%

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