



ST.PETE
CLEARWATER

Tourism Economic Snapshot DECEMBER 2022 TDC Meeting

Pinellas Monthly Hotel Performance

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



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
71.6%	65%	10.2%	66.3%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$167.99	\$158.5	6%	\$130.19

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$120.3	\$103.03	16.8%	\$86.29

Revenue ▾	Revenue - Last Year	Rev % Change
\$975,266,447	\$808,177,810	20.7%

Supply ▾	Supply - Last Year	Supply % Change
6,753,123	6,668,374	1.3%

Demand ▾	Demand - Last Year	Demand % Change
4,784,930	4,661,262	2.7%



Pinellas Fiscal Year Hotel Performance

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

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
69.5%	65.2%	8.8%	69.5%

Revenue ▾	Revenue - Last Year	Rev % Change
\$3,520,368,189	\$2,821,397,441	39.4%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$188.5	\$155.76	22.6%	\$151.66

Supply ▾	Supply - Last Year	Supply % Change
23,887,045	23,512,702	22.9%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$133.49	\$105.29	35.0%	\$106.54

Demand ▾	Demand - Last Year	Demand % Change
17,029,114	16,308,639	10.5%

Monthly City Segment Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	78.1%	17%	\$108.99	20.8%	\$85.11	41.4%
Clearwater Beach	68%	-0.9%	\$251.14	2.6%	\$170.66	1.6%
Downtown St. Petersburg	66.5%	14.7%	\$186.82	2.9%	\$124.31	18.1%
Dunedin	70.4%	1.8%	\$159.7	10.4%	\$112.43	12.4%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	71%	9.2%	\$168.58	6.3%	\$119.69	16%
St. Pete Beach/ Terra Verde	61.3%	-4.5%	\$232.24	3.2%	\$142.3	-1.4%
St. Pete/ Largo/ Pinellas Park	81.5%	27%	\$128.61	17.8%	\$104.78	49.6%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	66.1%	12.4%	\$127.38	20.9%	\$84.2	35.9%
Treasure Island Beach	68.5%	7.5%	\$186.76	4.4%	\$127.96	12.2%
Beach	66.2%	0.5%	\$225.78	3.1%	\$149.37	3.6%
Inland	75.7%	18.5%	\$129.3	16%	\$97.93	37.5%

Monthly Competitive Market Comparison

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

\$6,524,255

± 12.6%

Rolling 12 Months Bed Tax:

\$95,412,097

± 34.1%

Fiscal Year to Date Bed Tax:

\$6,524,255

± 12.6%

Calendar Year to Date Bed Tax:

\$83,603,150

± 22.1%

Tourist Development Tax: Year over Year Growth

Month	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
Oct 2022	\$6,524,255	\$5,792,690	12.6%	\$4,088,933	59.6%
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%
Grand total	\$95,412,097	\$74,898,909	27.4%	\$64,417,202	48.1%

Tourist Development Tax: Five Year Comparison

Date (Month): October

(1)

Year	Month	Tax Collected	Prior Year T...	% Change
2022	October	\$6,524,255	\$5,792,690	12.6%
2021	October	\$5,792,690	\$3,472,276	66.8%
2020	October	\$3,472,276	\$4,088,933	-15.1%
2019	October	\$4,088,933	\$3,503,736	16.7%
2018	October	\$3,503,736	\$3,822,830	-8.3%
Grand total		\$23,381,891	\$20,680,466	13.1%

Tourist Development Tax

Oct 1, 2022 - Oct 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...	\$19,654	\$22,318.09	-11.9%	\$12,739	54.3%
Clearwater/Clearwater Be...	\$1,795,263	\$1,686,096.97	6.5%	\$1,322,749	35.7%
Dunedin	\$81,048	\$73,332.74	10.5%	\$58,372	38.8%
Indian Rocks Beach	\$55,249	\$47,011.49	17.5%	\$32,809	68.4%
Indian Shores	\$25,825	\$21,207.91	21.8%	\$16,544	56.1%
Madeira Beach	\$118,395	\$95,702.41	23.7%	\$56,753	108.6%
Miscellaneous/Other	\$2,236,426	\$1,910,120.16	17.1%	\$1,029,662	117.2%
N Redington Beach/Reding...	\$87,412	\$76,784.69	13.8%	\$62,261	40.4%
Oldsmar/Safety Harbor	\$124,022	\$82,285.78	50.7%	\$95,277	30.2%
Palm Harbor	\$93,245	\$87,837.69	6.2%	\$55,516	68.0%
St Pete Beach/Tierra Verde	\$822,342	\$850,976.53	-3.4%	\$570,339	44.2%
St Petersburg	\$785,425	\$588,729.76	33.4%	\$580,296	35.3%
Tarpon Springs	\$37,823	\$31,417.86	20.4%	\$25,138	50.5%
Treasure Island	\$242,125	\$218,868.07	10.6%	\$170,479	42.0%
Grand total	\$6,524,255	\$5,792,690.15	12.6%	\$4,088,933	59.6%

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

Tourist Development Tax

Oct 1, 2022 - Sep 30, 2023

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...	\$19,654	\$22,318.09	-11.9%	\$12,739	54.3%
Clearwater/Clearwater Be...	\$1,795,263	\$1,686,096.97	6.5%	\$1,322,749	35.7%
Dunedin	\$81,048	\$73,332.74	10.5%	\$58,372	38.8%
Indian Rocks Beach	\$55,249	\$47,011.49	17.5%	\$32,809	68.4%
Indian Shores	\$25,825	\$21,207.91	21.8%	\$16,544	56.1%
Madeira Beach	\$118,395	\$95,702.41	23.7%	\$56,753	108.6%
Miscellaneous/Other	\$2,236,426	\$1,910,120.16	17.1%	\$1,029,662	117.2%
N Redington Beach/Reding...	\$87,412	\$76,784.69	13.8%	\$62,261	40.4%
Oldsmar/Safety Harbor	\$124,022	\$82,285.78	50.7%	\$95,277	30.2%
Palm Harbor	\$93,245	\$87,837.69	6.2%	\$55,516	68.0%
St Pete Beach/Tierra Verde	\$822,342	\$850,976.53	-3.4%	\$570,339	44.2%
St Petersburg	\$785,425	\$588,729.76	33.4%	\$580,296	35.3%
Tarpon Springs	\$37,823	\$31,417.86	20.4%	\$25,138	50.5%
Treasure Island	\$242,125	\$218,868.07	10.6%	\$170,479	42.0%
Grand total	\$6,524,255	\$5,792,690.15	12.6%	\$4,088,933	59.6%

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