



ST.PETE
CLEARWATER

Tourism Economic Snapshot August 2023 TDC Meeting -

Pinellas Monthly Hotel Performance

Date Range: Jun 1, 2023 - Jun 30, 2023



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
69.5%	71%	-2.1%	76.2%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$183.89	\$189.74	-3.1%	\$145.47

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$127.76	\$134.65	-5.1%	\$110.91

Revenue ▾	Revenue - Last Year	Rev % Change
\$86,297,479	\$89,347,851	-3.4%

Supply ▾	Supply - Last Year	Supply % Change
675,480	663,570	1.8%

Demand ▾	Demand - Last Year	Demand % Change
469,296	470,898	-0.3%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2022 - Jun 30, 2023

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
72.6%	70.8%	2.8%	73.5%

Revenue ▾	Revenue - Last Year	Rev % Change
\$881,464,963	\$845,830,312	5.4%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$197.11	\$192.85	2.6%	\$160.24

Supply ▾	Supply - Last Year	Supply % Change
6,086,402	6,099,274	-1.7%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$145.15	\$138.99	5.7%	\$122.56

Demand ▾	Demand - Last Year	Demand % Change
4,413,040	4,311,175	2.6%

Monthly City Segment Comparison

Date Range: Jun 1, 2023 - Jun 30, 2023

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	65.8%	-5%	\$104.22	-3.4%	\$68.56	-8.2%
Clearwater Beach	77.3%	-2.2%	\$272.12	-6.7%	\$210.24	-8.8%
Downtown St. Petersburg	62%	1.3%	\$174.04	-1.7%	\$107.9	-0.5%
Dunedin	67.5%	1.3%	\$153.04	-2.1%	\$103.3	-0.9%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	70.4%	-4.8%	\$177	0.2%	\$124.62	-4.5%
St. Pete Beach/ Tierra Verde	76.3%	3.9%	\$252.61	-7.9%	\$192.66	-4.3%
St. Pete/ Largo/ Pinellas Park	67.9%	-3%	\$118.38	-0.7%	\$80.36	-3.7%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	59.3%	-0.3%	\$120.26	1.2%	\$71.33	0.8%
Treasure Island Beach	76%	0.3%	\$236.32	4.7%	\$179.59	4.9%
Beach	75.5%	-0.5%	\$249.75	-5%	\$188.6	-5.5%
Inland	65.2%	-2.8%	\$122.65	-1.3%	\$79.95	-4.1%

Monthly Competitive Market Comparison

Date Range: Jun 1, 2023 - Jun 30, 2023

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	71.3%	-7.9%	\$202.06	0.3%	\$144.13	-7.6%	229,157	4.1%
Florida	69.4%	-2.8%	\$172.6	-1.7%	\$119.84	-4.4%	10,172,861	-2.7%
Florida Keys	78.2%	4.3%	\$306.97	-13.1%	\$240.03	-9.4%	250,324	5.0%
Fort Lauderdale, FL	68.5%	1.8%	\$153.4	-3.3%	\$105.1	-1.5%	783,266	1.1%
Fort Myers, FL	67.0%	2.6%	\$134.63	-13.5%	\$90.26	-11.2%	203,157	-22.6%
Hillsborough County, FL	69.5%	-3.1%	\$140.59	2.2%	\$97.65	-1.0%	532,439	-4.1%
Miami/Hialeah, FL	68.0%	-0.9%	\$176.09	-6.2%	\$119.76	-7.1%	1,358,821	1.9%
Naples, FL	63.2%	0.9%	\$213.31	-5.3%	\$134.91	-4.4%	127,510	-12.8%
Orlando, FL	74.0%	-4.3%	\$185.12	0.3%	\$137.03	-3.9%	3,055,239	-4.0%
Osceola County, FL	65.9%	-7.9%	\$144.05	5.3%	\$94.86	-3.0%	475,537	-10.9%
Palm Beach County, FL	63.4%	2.2%	\$182.42	-1.4%	\$115.62	0.7%	363,528	4.4%
Pinellas County, FL	69.5%	-2.1%	\$183.89	-3.1%	\$127.76	-5.1%	469,296	-0.3%
Sarasota/Bradenton, FL	69.8%	-4.4%	\$174.27	3.2%	\$121.71	-1.4%	258,986	-3.7%

Current Month Bed Tax:

\$8,233,346

⬇️ -2.0%

Rolling 12 Months Bed Tax:

\$97,520,433

⬆️ 4.8%

Fiscal Year to Date Bed Tax:

\$77,556,638

⬆️ 3.8%

Calendar Year to Date Bed Tax:

\$58,846,814

⬆️ 3.0%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected		Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
Jun 2023	\$8,233,346	<div></div>	\$8,402,258	-2.0%	\$5,719,729	43.9%
May 2023	\$7,861,035	<div></div>	\$8,108,609	-3.1%	\$5,352,499	46.9%
Apr 2023	\$10,525,384	<div></div>	\$10,818,811	-2.7%	\$6,732,633	56.3%
Mar 2023	\$13,602,055	<div></div>	\$13,041,326	4.3%	\$9,570,520	42.1%
Feb 2023	\$10,385,498	<div></div>	\$9,407,928	10.4%	\$6,354,048	63.4%
Jan 2023	\$8,239,496	<div></div>	\$7,336,168	12.3%	\$4,731,909	74.1%
Dec 2022	\$6,459,849	<div></div>	\$6,392,629	1.1%	\$4,554,786	41.8%
Nov 2022	\$5,725,720	<div></div>	\$5,416,319	5.7%	\$3,989,907	43.5%
Oct 2022	\$6,524,255	<div></div>	\$5,792,690	12.6%	\$4,088,933	59.6%
Sep 2022	\$4,995,605	<div></div>	\$4,488,471	11.3%	\$3,293,651	51.7%
Aug 2022	\$6,123,668	<div></div>	\$5,223,033	17.2%	\$4,161,610	47.1%
Jul 2022	\$8,844,521	<div></div>	\$8,581,849	3.1%	\$5,866,977	50.8%
		<div><div>\$0</div><div>\$5M</div><div>\$10M</div></div>				
Grand total	\$154,635,533		\$137,376,823	12.6%	\$102,878,540	50.3%

Tourist Development Tax: Five Year Comparison

Date (Month): June















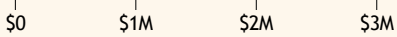
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Year...	Month	Tax Collected		Prior Year T...	% Change
2023	June	\$8,233,346	<div></div>	\$8,402,258	-2.0%
2022	June	\$8,402,258	<div></div>	\$8,273,409	1.6%
2021	June	\$8,273,409	<div></div>	\$4,256,609	94.4%
2020	June	\$4,256,609	<div></div>	\$5,719,729	-25.6%
2019	June	\$5,719,729	<div></div>	\$5,452,058	4.9%
2018	June	\$5,452,058	<div></div>	\$4,752,962	14.7%
			<div><div>\$0</div><div>\$2M</div><div>\$4M</div><div>\$6M</div><div>\$8M</div></div>		
Grand total		\$59,138,287		\$50,904,941	16.2%

Tourist Development Tax

Jun 1, 2023 - Jun 30, 2023

Tourist Development Tax: Monthly Municipality Comparison















Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Dunedin	\$81,078 	\$81,324.05	-0.3%	\$60,653	33.7%
Indian Shores	\$64,126 	\$58,296.51	10.0%	\$60,113	6.7%
Madeira Beach	\$159,332 	\$335,727.4	-52.5%	\$109,138	46.0%
Miscellaneous/Other	\$3,077,161 	\$2,830,234.39	8.7%	\$1,559,716	97.3%
Oldsmar/Safety Harbor	\$105,198 	\$107,470.74	-2.1%	\$92,749	13.4%
Palm Harbor	\$66,438 	\$55,744.79	19.2%	\$53,030	25.3%
St Pete Beach/Tierra Verde	\$1,126,019 	\$1,167,274.21	-3.5%	\$868,305	29.7%
St Petersburg	\$708,113 	\$717,319.37	-1.3%	\$591,262	19.8%
Tarpon Springs	\$36,844 	\$34,852.37	5.7%	\$28,068	31.3%
Treasure Island	\$348,786 	\$395,305.58	-11.8%	\$289,704	20.4%
N Redington Beach/Reding...	\$137,609 	\$129,033.53	6.6%	\$94,068	46.3%
Indian Rocks Beach	\$99,380 	\$97,419.29	2.0%	\$76,434	30.0%
Clearwater/Clearwater Be...	\$2,195,206 	\$2,356,911.62	-6.9%	\$1,805,887	21.6%
Belleair/Belleair Beach/Bl...	\$28,058 	\$35,344.45	-20.6%	\$30,602	-8.3%
Grand total	\$8,233,346 	\$8,402,258.3	-2.0%	\$5,719,729	43.9%

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

Tourist Development Tax

Oct 1, 2022 - Jun 30, 2023

Tourist Development Tax: FY Municipality Comparison

Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Indian Rocks Beach	\$99,380 	\$97,419.29	2.0%	\$76,434	30.0%
Oldsmar/Safety Harbor	\$105,198 	\$107,470.74	-2.1%	\$92,749	13.4%
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Madeira Beach	\$159,332 	\$335,727.4	-52.5%	\$109,138	46.0%
Miscellaneous/Other	\$3,077,161 	\$2,830,234.39	8.7%	\$1,559,716	97.3%
Indian Shores	\$64,126 	\$58,296.51	10.0%	\$60,113	6.7%
Treasure Island	\$348,786 	\$395,305.58	-11.8%	\$289,704	20.4%
	<div> <div></div> <div>\$0</div> <div>\$1M</div> <div>\$2M</div> <div>\$3M</div> <div>\$4M</div> </div>				
Grand total	\$77,556,638	\$74,716,737.88	3.8%	\$51,094,964	51.8%

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