



**ST.PETE
CLEARWATER**

Tourism Economic Snapshot December 2023

Pinellas Monthly Hotel Performance

Date Range: Oct 1, 2023 - Oct 31, 2023



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
60.7%	71.5%	-15.2%	66.3%

Revenue ▾	Revenue - Last Year	Rev % Change
\$68,677,192	\$80,410,379	-14.6%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$162.81	\$164.61	-1.1%	\$130.19

Supply ▾	Supply - Last Year	Supply % Change
695,516	683,178	1.8%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$98.74	\$117.7	-16.1%	\$86.29

Demand ▾	Demand - Last Year	Demand % Change
421,835	488,485	-13.6%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2023 - Sep 30, 2024

Occupancy	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
60.7%	71.5%	-15.2%	66.3%

Revenue	Revenue - Last Year	Rev % Change
\$68,677,192	\$80,410,379	-14.6%

ADR	ADR - Last Year	ADR % Change	FY19 ADR
\$162.81	\$164.61	-1.1%	\$130.19

Supply	Supply - Last Year	Supply % Change
695,516	683,178	1.8%

RevPAR	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$98.74	\$117.7	-16.1%	\$86.29

Demand	Demand - Last Year	Demand % Change
421,835	488,485	-13.6%

Monthly City Segment Comparison

Date Range: Oct 1, 2023 - Oct 31, 2023

Location	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	61.4%	-20.7%	\$100.48	-8%	\$61.69	-27%
Clearwater Beach	63.4%	-7.8%	\$236.52	-1.4%	\$150.01	-9%
Downtown St. Petersburg	54.6%	-16.1%	\$192.3	4.1%	\$105.03	-12.7%
Dunedin	60.5%	-13.5%	\$161.69	3.3%	\$97.75	-10.6%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	58.9%	-19.8%	\$142.8	-8.5%	\$84.04	-26.6%
St. Pete Beach/ Tierra Verde	59.4%	-4.3%	\$214.41	-8%	\$127.35	-11.9%
St. Pete/ Largo/ Pinellas Park	62.4%	-21.7%	\$114.02	-8.2%	\$71.19	-28.1%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East Lake	56.6%	-16.9%	\$123.61	-4%	\$69.94	-20.2%
Treasure Island Beach	61.5%	-10.9%	\$175.03	-2.4%	\$107.72	-13%
Beach	61.3%	-8.8%	\$210.31	-3.1%	\$128.93	-11.7%
Inland	60.1%	-19.7%	\$122.54	-4.3%	\$73.67	-23.2%

Monthly Competitive Market Comparison

Date Range: Oct 1, 2023 - Oct 31, 2023

Location	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	60.1%	1.2%	\$123.4	-7.5%	\$74.11	-6.5%	203,571	10.9%
Florida	65.2%	-9.7%	\$169.67	-2.2%	\$110.58	-11.7%	9,932,894	-8.5%
Florida Keys	62.0%	-1.1%	\$283.72	-7.7%	\$175.88	-8.7%	203,687	-1.3%
Fort Lauderdale, FL	67.6%	-5.0%	\$166.49	-2.3%	\$112.62	-7.3%	803,270	-5.4%
Fort Myers, FL	62.2%	-19.0%	\$137.86	-13.3%	\$85.7	-29.8%	210,512	1.2%
Hillsborough County, FL	68.5%	-14.1%	\$150.93	-2.2%	\$103.32	-16.0%	542,074	-15.5%
Miami/Hialeah, FL	68.0%	-3.3%	\$184.09	-4.6%	\$125.16	-7.8%	1,391,354	-2.1%
Naples, FL	60.4%	-18.9%	\$234.97	11.5%	\$141.94	-9.6%	134,720	-8.5%
Orlando	70.6%	-10.1%	\$189.24	-0.2%	\$133.59	-10.3%	3,017,386	-10.0%
Osceola County, FL	64.7%	-11.2%	\$134.72	0.2%	\$87.13	-11.0%	495,698	-11.5%
Palm Beach County, FL	63.1%	-7.4%	\$198.36	-1.4%	\$125.22	-8.7%	372,876	-5.7%
Pinellas County, FL	60.7%	-15.2%	\$162.81	-1.1%	\$98.74	-16.1%	421,835	-13.6%
Sarasota/Bradenton, FL	60.1%	-27.5%	\$153.36	-19.3%	\$92.18	-41.5%	232,217	-27.4%

Tourist Development Tax

Current Month Bed Tax:

\$5,981,843

↓ -8.3%

Rolling 12 Months Bed Tax:

\$96,523,821

↑ 1.9%

Fiscal Year to Date Bed Tax:

\$5,981,843

↓ -8.3%

Calendar Year to Date Bed Tax:

\$84,338,252

↑ 9.4%

Tourist Development Tax: Year over Year Growth

Month	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
Oct 2023	\$5,981,843	\$6,524,255	-8.3%	\$4,088,933	46.3%
Sep 2023	\$5,148,722	\$4,995,605	3.1%	\$3,293,651	56.3%
Aug 2023	\$5,740,432	\$6,123,668	-6.3%	\$4,161,610	37.9%
Jul 2023	\$8,620,440	\$8,844,521	-2.5%	\$5,866,977	46.9%
Jun 2023	\$8,233,346	\$8,402,258	-2.0%	\$5,719,729	43.9%
May 2023	\$7,861,035	\$8,108,609	-3.1%	\$5,352,499	46.9%
Apr 2023	\$10,525,384	\$10,818,811	-2.7%	\$6,732,633	56.3%
Mar 2023	\$13,602,055	\$13,041,326	4.3%	\$9,570,520	42.1%
Feb 2023	\$10,385,498	\$9,407,928	10.4%	\$6,354,048	63.4%
Jan 2023	\$8,239,496	\$7,336,168	12.3%	\$4,731,909	74.1%
Dec 2022	\$6,459,849	\$6,392,629	1.1%	\$4,554,786	41.8%
Nov 2022	\$5,725,720	\$5,416,319	5.7%	\$3,989,907	43.5%
Grand total	\$180,126,970	\$163,864,873	9.9%	\$120,289,712	49.7%

Tourist Development Tax: Six Year Comparison

Date (Month): October

(1)

Year...	Month	Tax Collected	Prior Year T...	% Change
2023	October	\$5,981,843	\$6,524,255	-8.3%
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		\$43,553,164	\$37,571,321	15.9%

Tourist Development Tax

Oct 1, 2023 - Oct 31, 2023

Tourist Development Tax: Monthly Municipality Comparison

Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Dunedin	\$72,898	\$81,047.61	-10.1%	\$58,372	24.9%
Indian Shores	\$27,557	\$25,824.93	6.7%	\$16,544	66.6%
Madeira Beach	\$100,282	\$118,395.34	-15.3%	\$56,753	76.7%
Miscellaneous/Other	\$2,030,226	\$2,236,426.38	-9.2%	\$1,029,662	97.2%
Oldsmar/Safety Harbor	\$101,710	\$124,021.54	-18.0%	\$95,277	6.8%
Palm Harbor	\$79,945	\$93,245.3	-14.3%	\$55,516	44.0%
St Pete Beach/Tierra Verde	\$790,237	\$822,341.53	-3.9%	\$570,339	38.6%
St Petersburg	\$727,568	\$785,425.36	-7.4%	\$580,296	25.4%
Tarpon Springs	\$28,094	\$37,823.01	-25.7%	\$25,138	11.8%
Treasure Island	\$248,406	\$242,125.41	2.6%	\$170,479	45.7%
N Redington Beach/Reding...	\$38,755	\$87,412.26	-55.7%	\$62,261	-37.8%
Indian Rocks Beach	\$48,371	\$55,248.97	-12.4%	\$32,809	47.4%
Clearwater/Clearwater Be...	\$1,670,934	\$1,795,263.12	-6.9%	\$1,322,749	26.3%
Belleair/Belleair Beach/Bl...	\$16,861	\$19,654.4	-14.2%	\$12,739	32.4%
Grand total	\$5,981,843	\$6,524,255.16	-8.3%	\$4,088,933	46.3%

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

Tourist Development Tax

Oct 1, 2023 - Sep 30, 2024

Tourist Development Tax: FY Municipality Comparison

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Grand total	\$5,981,843	\$6,524,255.16	-8.3%	\$4,088,933	46.3%

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