



ST.PETE
CLEARWATER

Tourism Economic Snapshot July 2023 TDC Meeting -

Pinellas Monthly Hotel Performance

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



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
69.8%	70.9%	-1.6%	75.1%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$190.14	\$196.38	-3.2%	\$150.1

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$132.66	\$139.31	-4.8%	\$112.76

Revenue ▾	Revenue - Last Year	Rev % Change
\$92,488,888	\$95,711,485	-3.4%

Supply ▾	Supply - Last Year	Supply % Change
697,190	687,053	1.5%

Demand ▾	Demand - Last Year	Demand % Change
486,415	487,377	-0.2%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2022 - May 31, 2023

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
73.0%	70.7%	3.5%	73.2%

Revenue ▾	Revenue - Last Year	Rev % Change
\$795,167,484	\$756,482,461	6.5%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$198.76	\$193.24	3.3%	\$162.09

Supply ▾	Supply - Last Year	Supply % Change
5,410,922	5,435,704	-3.5%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$147.32	\$139.54	7.1%	\$124.01

Demand ▾	Demand - Last Year	Demand % Change
3,943,744	3,840,277	2.9%

Monthly City Segment Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	66.8%	-4.4%	\$111.55	-0.9%	\$74.51	-5.2%
Clearwater Beach	76.7%	-4.2%	\$276.04	-7.2%	\$211.6	-11.1%
Downtown St. Petersburg	68.7%	4.6%	\$196.95	-0.3%	\$135.28	4.3%
Dunedin	65.6%	-3.5%	\$167.35	-5.3%	\$109.75	-8.6%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	67.8%	-5.3%	\$183.04	-0.3%	\$124.05	-5.5%
St. Pete Beach/ Tierra Verde	73.3%	-1%	\$256.69	-8.2%	\$188.06	-9.2%
St. Pete/ Largo/ Pinellas Park	68.9%	0.4%	\$126.06	-1%	\$86.81	-0.6%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	62.5%	4.4%	\$134.9	3.4%	\$84.33	7.9%
Treasure Island Beach	72%	-1.5%	\$238.02	5%	\$171.38	3.4%
Beach	73.5%	-2.9%	\$254.02	-5.3%	\$186.7	-8%
Inland	67.2%	-0.7%	\$134.17	0.1%	\$90.18	-0.7%

Monthly Competitive Market Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	67.4%	-3.0%	\$168.49	-0.6%	\$113.61	-3.6%	213,014	2.9%
Florida	67.3%	-3.8%	\$184.69	-1.6%	\$124.36	-5.3%	10,159,071	-4.0%
Florida Keys	72.5%	-6.2%	\$339.33	-12.5%	\$245.99	-18.0%	239,783	-5.6%
Fort Lauderdale, FL	68.0%	-5.4%	\$175.76	-5.7%	\$119.5	-10.8%	804,963	-6.0%
Fort Myers, FL	68.9%	3.3%	\$144.89	-12.1%	\$99.8	-9.2%	209,317	-24.4%
Hillsborough County, FL	69.2%	-4.5%	\$163.21	7.2%	\$112.9	2.4%	547,971	-5.4%
Miami/Hialeah, FL	69.2%	-5.3%	\$224.36	-9.8%	\$155.18	-14.6%	1,430,413	-1.9%
Naples, FL	66.3%	0.5%	\$246.77	-9.5%	\$163.65	-9.0%	140,663	-11.6%
Orlando, FL	69.3%	-2.5%	\$186.06	3.2%	\$128.99	0.7%	2,956,774	-2.3%
Osceola County, FL	62.0%	-4.8%	\$140.41	7.3%	\$87.05	2.1%	462,633	-8.5%
Palm Beach County, FL	65.6%	-6.1%	\$221.5	-2.9%	\$145.34	-8.8%	388,781	-4.3%
Pinellas County, FL	69.8%	-1.6%	\$190.14	-3.2%	\$132.66	-4.8%	486,415	-0.2%
Sarasota/Bradenton, FL	66.0%	-4.3%	\$172.68	-2.9%	\$113.93	-7.1%	252,607	-3.8%

Current Month Bed Tax:

\$7,861,035

⬇️ -3.1%

Rolling 12 Months Bed Tax:

\$97,936,918

⬆️ 5.9%

Fiscal Year to Date Bed Tax:

\$69,323,292

⬆️ 4.5%

Calendar Year to Date Bed Tax:

\$50,613,468

⬆️ 3.9%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected		Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
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%
Jun 2022	\$8,402,258	<div></div>	\$8,273,409	1.6%	\$5,719,729	46.9%
		<div><div></div><div>\$0</div><div>\$5M</div><div>\$10M</div></div>				
Grand total	\$146,402,186		\$128,974,565	13.5%	\$97,158,811	50.7%

Tourist Development Tax: Five Year Comparison

Date (Month): May













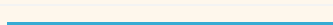

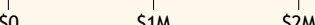
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Year...	Month	Tax Collected		Prior Year T...	% Change
2023	May	\$7,861,035	<div></div>	\$8,108,609	-3.1%
2022	May	\$8,108,609	<div></div>	\$7,697,334	5.3%
2021	May	\$7,697,334	<div></div>	\$2,243,798	243.0%
2020	May	\$2,243,798	<div></div>	\$5,352,499	-58.1%
2019	May	\$5,352,499	<div></div>	\$4,704,831	13.8%
2018	May	\$4,704,831	<div></div>	\$4,460,350	5.5%
			<div><div></div><div>\$0</div><div>\$2M</div><div>\$4M</div><div>\$6M</div><div>\$8M</div></div>		
Grand total		\$53,270,509		\$45,409,474	17.3%

Tourist Development Tax

May 1, 2023 - May 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	\$84,296 	\$94,459.03	-10.8%	\$56,487	49.2%
Indian Shores	\$41,481 	\$39,089.24	6.1%	\$30,052	38.0%
Madeira Beach	\$138,483 	\$203,465.45	-31.9%	\$77,653	78.3%
Miscellaneous/Other	\$2,553,242 	\$2,586,088.16	-1.3%	\$1,223,267	108.7%
Oldsmar/Safety Harbor	\$110,847 	\$110,664	0.2%	\$101,988	8.7%
Palm Harbor	\$98,596 	\$82,179.48	20.0%	\$68,043	44.9%
St Pete Beach/Tierra Verde	\$1,131,016 	\$1,226,370.31	-7.8%	\$878,986	28.7%
St Petersburg	\$870,776 	\$799,553.54	8.9%	\$639,838	36.1%
Tarpon Springs	\$38,503 	\$42,544.51	-9.5%	\$28,798	33.7%
Treasure Island	\$339,785 	\$386,437.2	-12.1%	\$282,859	20.1%
N Redington Beach/Reding...	\$127,064 	\$128,115.95	-0.8%	\$80,479	57.9%
Indian Rocks Beach	\$61,632 	\$69,314.63	-11.1%	\$46,149	33.5%
Clearwater/Clearwater Be...	\$2,241,904 	\$2,310,859.29	-3.0%	\$1,816,342	23.4%
Belleair/Belleair Beach/Bl...	\$23,410 	\$29,468.15	-20.6%	\$21,554	8.6%
Grand total	\$7,861,035 	\$8,108,608.94	-3.1%	\$5,352,499	46.9%

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

Tourist Development Tax

Oct 1, 2022 - May 31, 2023

Tourist Development Tax: FY Municipality Comparison

Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Madeira Beach	\$138,483 	\$203,465.45	-31.9%	\$77,653	78.3%
Belleair/Belleair Beach/Bl...	\$23,410 	\$29,468.15	-20.6%	\$21,554	8.6%
Clearwater/Clearwater Be...	\$2,241,904 	\$2,310,859.29	-3.0%	\$1,816,342	23.4%
St Petersburg	\$870,776 	\$799,553.54	8.9%	\$639,838	36.1%
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Palm Harbor	\$98,596 	\$82,179.48	20.0%	\$68,043	44.9%
St Pete Beach/Tierra Verde	\$1,131,016 	\$1,226,370.31	-7.8%	\$878,986	28.7%
Indian Shores	\$41,481 	\$39,089.24	6.1%	\$30,052	38.0%
Indian Rocks Beach	\$61,632 	\$69,314.63	-11.1%	\$46,149	33.5%
N Redington Beach/Reding...	\$127,064 	\$128,115.95	-0.8%	\$80,479	57.9%
Dunedin	\$84,296 	\$94,459.03	-10.8%	\$56,487	49.2%
Oldsmar/Safety Harbor	\$110,847 	\$110,664	0.2%	\$101,988	8.7%
Treasure Island	\$339,785 	\$386,437.2	-12.1%	\$282,859	20.1%
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Grand total	\$69,323,292	\$66,314,479....	4.5%	\$45,375,235	52.8%

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