



ST.PETE
CLEARWATER

Tourism Economic Snapshot June 2023 TDC Meeting -

Pinellas Monthly Hotel Performance

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



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
76.3%	77.3%	-1.3%	79.5%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$236.98	\$240.62	-1.5%	\$180.97

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$180.8	\$185.94	-2.8%	\$143.79

Revenue ▾	Revenue - Last Year	Rev % Change
\$121,049,819	\$124,759,699	-3%

Supply ▾	Supply - Last Year	Supply % Change
669,510	670,950	-0.2%

Demand ▾	Demand - Last Year	Demand % Change
510,797	518,483	-1.5%



Pinellas Fiscal Year Hotel Performance

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

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
73.4%	70.7%	4.2%	72.9%

Revenue	Revenue - Last Year ▾	Rev % Change
\$702,678,596	\$660,770,976	7.9%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$199.99	\$192.79	4.2%	\$163.8

Supply ▾	Supply - Last Year	Supply % Change
4,713,732	4,748,651	-5.0%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$149.41	\$139.57	8.7%	\$125.62

Demand ▾	Demand - Last Year	Demand % Change
3,457,329	3,352,900	3.4%

Monthly City Segment Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	74%	-2.5%	\$133.1	3.4%	\$98.51	0.9%
Clearwater Beach	83.5%	-3.8%	\$353.3	-6.2%	\$294.85	-9.7%
Downtown St. Petersburg	74.7%	2.2%	\$236.82	2.7%	\$176.78	5%
Dunedin	72.3%	1.4%	\$197.24	-6.3%	\$142.66	-5%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	76.1%	-4.2%	\$219.88	-0.3%	\$167.24	-4.5%
St. Pete Beach/ Tierra Verde	77.2%	-2%	\$357.94	-3.7%	\$276.17	-5.7%
St. Pete/ Largo/ Pinellas Park	75.1%	3.8%	\$149.42	1.1%	\$112.17	5%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	69.2%	-1.5%	\$159.2	5.7%	\$110.18	4.2%
Treasure Island Beach	76.3%	-4.3%	\$301.81	4.1%	\$230.31	-0.4%
Beach	79.5%	-3.3%	\$330.1	-3.6%	\$262.27	-6.7%
Inland	73.9%	0.4%	\$159.6	3%	\$117.87	3.3%

Monthly Competitive Market Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	64.5%	-2.0%	\$160.91	-0.6%	\$103.77	-2.5%	197,140	4.0%
Florida	73.6%	-4.8%	\$214.38	-1.3%	\$157.73	-6.0%	10,731,407	-5.3%
Florida Keys	82.5%	-3.2%	\$423.12	-11.6%	\$348.89	-14.4%	263,815	-2.7%
Fort Lauderdale, FL	76.5%	-3.4%	\$214.47	-3.3%	\$164.13	-6.6%	876,868	-4.9%
Fort Myers, FL	74.2%	-2.9%	\$170.11	-23.0%	\$126.29	-25.2%	215,532	-29.8%
Hillsborough County, FL	76.4%	-4.6%	\$189.93	14.2%	\$145.11	9.0%	583,407	-5.9%
Miami/Hialeah, FL	75.3%	-7.4%	\$246.12	-12.7%	\$185.31	-19.2%	1,506,525	-3.9%
Naples, FL	72.1%	-1.9%	\$332.44	-17.2%	\$239.76	-18.7%	147,840	-14.8%
Orlando, FL	77.4%	-3.5%	\$221.07	6.8%	\$171.08	3.1%	3,191,396	-3.4%
Osceola County, FL	71.6%	-5.8%	\$168.51	15.0%	\$120.72	8.4%	517,367	-9.0%
Palm Beach County, FL	73.4%	-2.5%	\$289.15	-1.8%	\$212.23	-4.2%	418,174	-1.3%
Pinellas County, FL	76.3%	-1.3%	\$236.98	-1.5%	\$180.8	-2.8%	510,797	-1.5%
Sarasota/Bradenton, FL	73.9%	-0.6%	\$222.22	-0.9%	\$164.23	-1.5%	274,107	-0.2%

Current Month Bed Tax:

\$10,525,384

⬇️ -2.7%

Rolling 12 Months Bed Tax:

\$98,230,345

⬆️ 8.7%

Fiscal Year to Date Bed Tax:

\$61,462,257

⬆️ 5.6%

Calendar Year to Date Bed Tax:

\$42,752,433

⬆️ 5.3%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
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%
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%
Grand total	\$138,541,151	\$120,865,956	14.6%	\$91,806,312	50.9%

Tourist Development Tax: Five Year Comparison

Date (Month): April













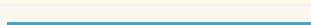

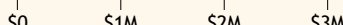
(1) ▾

Year...	Month	Tax Collected	Prior Year T...	% Change
2023	April	\$10,525,384	\$10,818,811	-2.7%
2022	April	\$10,818,811	\$8,749,606	23.6%
2021	April	\$8,749,606	\$516,029	1,595.6%
2020	April	\$516,029	\$6,732,633	-92.3%
2019	April	\$6,732,633	\$6,004,363	12.1%
2018	April	\$6,004,363	\$5,849,953	2.6%
Grand total		\$65,387,004	\$54,861,620	19.2%

Tourist Development Tax

Apr 1, 2023 - Apr 30, 2023

Tourist Development Tax: Monthly Municipality Comparison









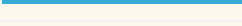





Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Dunedin	\$106,510 	\$112,567.8	-5.4%	\$70,713	50.6%
Indian Shores	\$48,728 	\$50,353.18	-3.2%	\$41,988	16.1%
Madeira Beach	\$176,449 	\$201,593.64	-12.5%	\$101,423	74.0%
Miscellaneous/Other	\$3,583,928 	\$3,488,887.35	2.7%	\$1,519,350	135.9%
Oldsmar/Safety Harbor	\$145,797 	\$128,076.6	13.8%	\$120,806	20.7%
Palm Harbor	\$103,704 	\$135,191.76	-23.3%	\$87,787	18.1%
St Pete Beach/Tierra Verde	\$1,563,778 	\$1,661,693.4	-5.9%	\$1,138,704	37.3%
St Petersburg	\$1,080,527 	\$995,892.7	8.5%	\$787,728	37.2%
Tarpon Springs	\$47,732 	\$51,386.28	-7.1%	\$35,617	34.0%
Treasure Island	\$437,777 	\$496,009.84	-11.7%	\$357,108	22.6%
N Redington Beach/Reding...	\$164,935 	\$161,887.79	1.9%	\$110,232	49.6%
Indian Rocks Beach	\$99,000 	\$105,165.68	-5.9%	\$68,404	44.7%
Clearwater/Clearwater Be...	\$2,934,276 	\$3,186,974.05	-7.9%	\$2,262,369	29.7%
Belleair/Belleair Beach/Bl...	\$32,242 	\$43,130.88	-25.2%	\$30,403	6.0%
Grand total	\$10,525,384 	\$10,818,810.95	-2.7%	\$6,732,633	56.3%

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

Tourist Development Tax

Oct 1, 2022 - Apr 30, 2023

Tourist Development Tax: FY Municipality Comparison

Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Miscellaneous/Other	\$3,583,928 	\$3,488,887.35	2.7%	\$1,519,350	135.9%
St Petersburg	\$1,080,527 	\$995,892.7	8.5%	\$787,728	37.2%
Treasure Island	\$437,777 	\$496,009.84	-11.7%	\$357,108	22.6%
St Pete Beach/Tierra Verde	\$1,563,778 	\$1,661,693.4	-5.9%	\$1,138,704	37.3%
Belleair/Belleair Beach/Bl...	\$32,242 	\$43,130.88	-25.2%	\$30,403	6.0%
Dunedin	\$106,510 	\$112,567.8	-5.4%	\$70,713	50.6%
Palm Harbor	\$103,704 	\$135,191.76	-23.3%	\$87,787	18.1%
N Redington Beach/Reding...	\$164,935 	\$161,887.79	1.9%	\$110,232	49.6%
Clearwater/Clearwater Be...	\$2,934,276 	\$3,186,974.05	-7.9%	\$2,262,369	29.7%
Tarpon Springs	\$47,732 	\$51,386.28	-7.1%	\$35,617	34.0%
Oldsmar/Safety Harbor	\$145,797 	\$128,076.6	13.8%	\$120,806	20.7%
Indian Shores	\$48,728 	\$50,353.18	-3.2%	\$41,988	16.1%
Indian Rocks Beach	\$99,000 	\$105,165.68	-5.9%	\$68,404	44.7%
Madeira Beach	\$176,449 	\$201,593.64	-12.5%	\$101,423	74.0%
	<div> <div></div> <div>\$0</div> <div>\$1M</div> <div>\$2M</div> <div>\$3M</div> <div>\$4M</div> </div>				
Grand total	\$61,462,257	\$58,205,870....	5.6%	\$40,022,736	53.6%

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