



ST.PETE
CLEARWATER

Tourism Economic Snapshot November 2023 TDC Meeting

Pinellas Monthly Hotel Performance

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



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
56.8%	58.4%	-2.7%	58.1%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$153.93	\$154.34	-0.3%	\$121.02

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$87.46	\$90.1	-2.9%	\$70.31

Revenue ▾	Revenue - Last Year	Rev % Change
\$59,167,245	\$59,615,089	-0.8%

Supply ▾	Supply - Last Year	Supply % Change
676,470	661,620	2.2%

Demand ▾	Demand - Last Year	Demand % Change
384,386	386,270	-0.5%



Pinellas Fiscal Year Hotel Performance

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

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
70.1%	69.1%	1.5%	71.7%

Revenue ▾	Revenue - Last Year	Rev % Change
\$1,039,569,919	\$1,010,420,199	3.7%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$189.33	\$187.15	1.4%	\$153.72

Supply ▾	Supply - Last Year	Supply % Change
8,161,034	8,130,784	4.6%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$135	\$131.78	3.1%	\$114.4

Demand ▾	Demand - Last Year	Demand % Change
5,710,965	5,616,869	1.8%

Monthly City Segment Comparison

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

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	68.2%	-1.6%	\$102.25	-3.6%	\$69.73	-5.1%
Clearwater Beach	75.3%	-5.9%	\$270.84	-10.2%	\$204	-15.5%
Downtown St. Petersburg	64.7%	6.4%	\$177.16	8.4%	\$114.65	15.4%
Dunedin	70%	2.4%	\$153.13	-3.9%	\$107.18	-1.6%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	71.8%	-4.4%	\$183.04	0.8%	\$131.44	-3.6%
St. Pete Beach/ Tierra Verde	77.4%	2.6%	\$267.15	-9.8%	\$206.8	-7.5%
St. Pete/ Largo/ Pinellas Park	70%	-1.2%	\$116	-0.7%	\$81.21	-1.9%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East Lake	56.3%	-4.7%	\$114.87	-0.8%	\$64.64	-5.5%
Treasure Island Beach	78%	1.4%	\$242.29	6.4%	\$189.08	8%
Beach	55.5%	2.2%	\$201.36	-4.7%	\$111.85	-2.6%
Inland	57.8%	-5.9%	\$116.17	1%	\$67.14	-5%

Monthly Competitive Market Comparison

Date Range: Sep 1, 2023 - Sep 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:

\$5,148,722

⬆️ 3.1%

Rolling 12 Months Bed Tax:

\$97,066,233

⬆️ 2.5%

Fiscal Year to Date Bed Tax:

\$97,066,233

⬆️ 2.5%

Calendar Year to Date Bed Tax:

\$78,356,408

⬆️ 1.7%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
Sep 2023	\$5,148,722 <div><div></div></div>	\$4,995,605	3.1%	\$3,293,651	56.3%
Aug 2023	\$5,740,432 <div><div></div></div>	\$6,123,668	-6.3%	\$4,161,610	37.9%
Jul 2023	\$8,620,440 <div><div></div></div>	\$8,844,521	-2.5%	\$5,866,977	46.9%
Jun 2023	\$8,233,346 <div><div></div></div>	\$8,402,258	-2.0%	\$5,719,729	43.9%
May 2023	\$7,861,035 <div><div></div></div>	\$8,108,609	-3.1%	\$5,352,499	46.9%
Apr 2023	\$10,525,384 <div><div></div></div>	\$10,818,811	-2.7%	\$6,732,633	56.3%
Mar 2023	\$13,602,055 <div><div></div></div>	\$13,041,326	4.3%	\$9,570,520	42.1%
Feb 2023	\$10,385,498 <div><div></div></div>	\$9,407,928	10.4%	\$6,354,048	63.4%
Jan 2023	\$8,239,496 <div><div></div></div>	\$7,336,168	12.3%	\$4,731,909	74.1%
Dec 2022	\$6,459,849 <div><div></div></div>	\$6,392,629	1.1%	\$4,554,786	41.8%
Nov 2022	\$5,725,720 <div><div></div></div>	\$5,416,319	5.7%	\$3,989,907	43.5%
Oct 2022	\$6,524,255 <div><div></div></div>	\$5,792,690	12.6%	\$4,088,933	59.6%
Grand total	\$174,145,127	\$157,340,618	10.7%	\$116,200,778	49.9%

Tourist Development Tax: Six Year Comparison















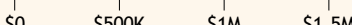
Date (Month): September (1) ▾

Year...	Month	Tax Collected	Prior Year T...	% Change
2023	September	\$5,148,722 <div><div></div></div>	\$4,995,605	3.1%
2022	September	\$4,995,605 <div><div></div></div>	\$4,488,471	11.3%
2021	September	\$4,488,471 <div><div></div></div>	\$3,034,707	47.9%
2020	September	\$3,034,707 <div><div></div></div>	\$3,293,651	-7.9%
2019	September	\$3,293,651 <div><div></div></div>	\$3,202,805	2.8%
2018	September	\$3,202,805 <div><div></div></div>	\$3,139,993	2.0%
Grand total		\$36,302,892	\$31,154,171	16.5%

Tourist Development Tax

Sep 1, 2023 - Sep 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	\$62,886 	\$58,752.76	7.0%	\$46,004	36.7%
Indian Shores	\$27,610 	\$27,795.46	-0.7%	\$19,199	43.8%
Madeira Beach	\$86,729 	\$79,620.55	8.9%	\$49,021	76.9%
Miscellaneous/Other	\$1,767,829 	\$1,660,274.77	6.5%	\$794,384	122.5%
Oldsmar/Safety Harbor	\$91,791 	\$87,949.41	4.4%	\$84,503	8.6%
Palm Harbor	\$55,335 	\$58,692.43	-5.7%	\$40,181	37.7%
St Pete Beach/Tierra Verde	\$686,520 	\$654,964.41	4.8%	\$453,129	51.5%
St Petersburg	\$607,027 	\$603,376.08	0.6%	\$464,152	30.8%
Tarpon Springs	\$19,477 	\$33,957.35	-42.6%	\$21,015	-7.3%
Treasure Island	\$191,583 	\$174,910.62	9.5%	\$140,147	36.7%
N Redington Beach/Reding...	\$36,118 	\$74,433.22	-51.5%	\$51,995	-30.5%
Indian Rocks Beach	\$52,908 	\$42,690.05	23.9%	\$36,333	45.6%
Clearwater/Clearwater Be...	\$1,449,855 	\$1,419,506.91	2.1%	\$1,081,626	34.0%
Belleair/Belleair Beach/Bl...	\$13,054 	\$18,680.84	-30.1%	\$11,963	9.1%
Grand total	\$5,148,722 	\$4,995,604.86	3.1%	\$3,293,651	56.3%

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