



ST.PETE
CLEARWATER

Tourism Economic Snapshot September 2023 TDC Meeting -

Pinellas Monthly Hotel Performance

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



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
70.6%	71.8%	-1.6%	76.4%

Revenue ▾	Revenue - Last Year	Rev % Change
\$91,371,729	\$95,151,913	-4%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$185.15	\$193.53	-4.3%	\$148.93

Supply ▾	Supply - Last Year	Supply % Change
698,802	684,945	2%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$130.75	\$138.92	-5.9%	\$113.71

Demand ▾	Demand - Last Year	Demand % Change
493,489	491,658	0.4%



Pinellas Fiscal Year Hotel Performance

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

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
72.4%	70.9%	2.4%	73.8%

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

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$195.91	\$192.92	1.9%	\$159.11

Supply ▾	Supply - Last Year	Supply % Change
6,785,204	6,784,219	0.3%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$143.71	\$138.99	4.5%	\$121.67

Demand ▾	Demand - Last Year	Demand % Change
4,906,529	4,802,833	2.3%

Monthly City Segment Comparison

Date Range: Jul 1, 2023 - Jul 31, 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	75.4%	-2.4%	\$254.61	-7.1%	\$192.05	-9.4%
Inland	66.9%	-0.5%	\$121.13	0.4%	\$81.08	-0.1%

Monthly Competitive Market Comparison

Date Range: Jul 1, 2023 - Jul 31, 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%

Tourist Development Tax

Current Month Bed Tax:

\$8,620,440

↓ -2.5%

Rolling 12 Months Bed Tax:

\$97,296,352

↑ 4.3%

Fiscal Year to Date Bed Tax:

\$86,177,078

↑ 3.1%

Calendar Year to Date Bed Tax:

\$67,467,254

↑ 2.3%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
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%
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%
Grand total	\$163,255,973	\$146,221,344	11.6%	\$108,745,517	50.1%

Tourist Development Tax: Five Year Comparison

Date (Month): July

(1) ▾

Year...	Month	Tax Collected	Prior Year T...	% Change
2023	July	\$8,620,440	\$8,844,521	-2.5%
2022	July	\$8,844,521	\$8,581,849	3.1%
2021	July	\$8,581,849	\$4,192,583	104.7%
2020	July	\$4,192,583	\$5,866,977	-28.5%
2019	July	\$5,866,977	\$5,488,681	6.9%
2018	July	\$5,488,681	\$5,157,435	6.4%
Grand total		\$60,974,357	\$52,353,917	16.5%

Tourist Development Tax

Jul 1, 2023 - Jul 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	\$78,216	\$78,141.99	0.1%	\$62,853	24.4%
Indian Shores	\$49,300	\$49,083.25	0.4%	\$33,886	45.5%
Madeira Beach	\$146,007	\$152,051.86	-4.0%	\$83,111	75.7%
Miscellaneous/Other	\$3,145,654	\$3,179,021.67	-1.0%	\$1,531,815	105.4%
Oldsmar/Safety Harbor	\$100,628	\$102,407.15	-1.7%	\$95,690	5.2%
Palm Harbor	\$40,765	\$50,427.12	-19.2%	\$43,407	-6.1%
St Pete Beach/Tierra Verde	\$1,271,268	\$1,336,753.98	-4.9%	\$963,856	31.9%
St Petersburg	\$726,154	\$654,275.83	11.0%	\$619,779	17.2%
Tarpon Springs	\$34,642	\$36,928.76	-6.2%	\$27,570	25.7%
Treasure Island	\$381,714	\$407,233.22	-6.3%	\$296,835	28.6%
N Redington Beach/Reding...	\$135,411	\$133,258.81	1.6%	\$92,492	46.4%
Indian Rocks Beach	\$81,371	\$90,261.43	-9.8%	\$65,006	25.2%
Clearwater/Clearwater Be...	\$2,404,362	\$2,537,023.39	-5.2%	\$1,926,380	24.8%
Belleair/Belleair Beach/Bl...	\$24,949	\$37,652.68	-33.7%	\$24,297	2.7%
Grand total	\$8,620,440	\$8,844,521.14	-2.5%	\$5,866,977	46.9%

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

Tourist Development Tax

Oct 1, 2022 - Jul 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	\$146,007	\$152,051.86	-4.0%	\$83,111	75.7%
N Redington Beach/Reding...	\$135,411	\$133,258.81	1.6%	\$92,492	46.4%
Miscellaneous/Other	\$3,145,654	\$3,179,021.67	-1.0%	\$1,531,815	105.4%
Tarpon Springs	\$34,642	\$36,928.76	-6.2%	\$27,570	25.7%
Indian Shores	\$49,300	\$49,083.25	0.4%	\$33,886	45.5%
Clearwater/Clearwater Be...	\$2,404,362	\$2,537,023.39	-5.2%	\$1,926,380	24.8%
Belleair/Belleair Beach/Bl...	\$24,949	\$37,652.68	-33.7%	\$24,297	2.7%
Dunedin	\$78,216	\$78,141.99	0.1%	\$62,853	24.4%
Oldsmar/Safety Harbor	\$100,628	\$102,407.15	-1.7%	\$95,690	5.2%
St Pete Beach/Tierra Verde	\$1,271,268	\$1,336,753.98	-4.9%	\$963,856	31.9%
Indian Rocks Beach	\$81,371	\$90,261.43	-9.8%	\$65,006	25.2%
Treasure Island	\$381,714	\$407,233.22	-6.3%	\$296,835	28.6%
Palm Harbor	\$40,765	\$50,427.12	-19.2%	\$43,407	-6.1%
St Petersburg	\$726,154	\$654,275.83	11.0%	\$619,779	17.2%
Grand total	\$86,177,078	\$83,561,259....	3.1%	\$56,961,941	51.3%

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