



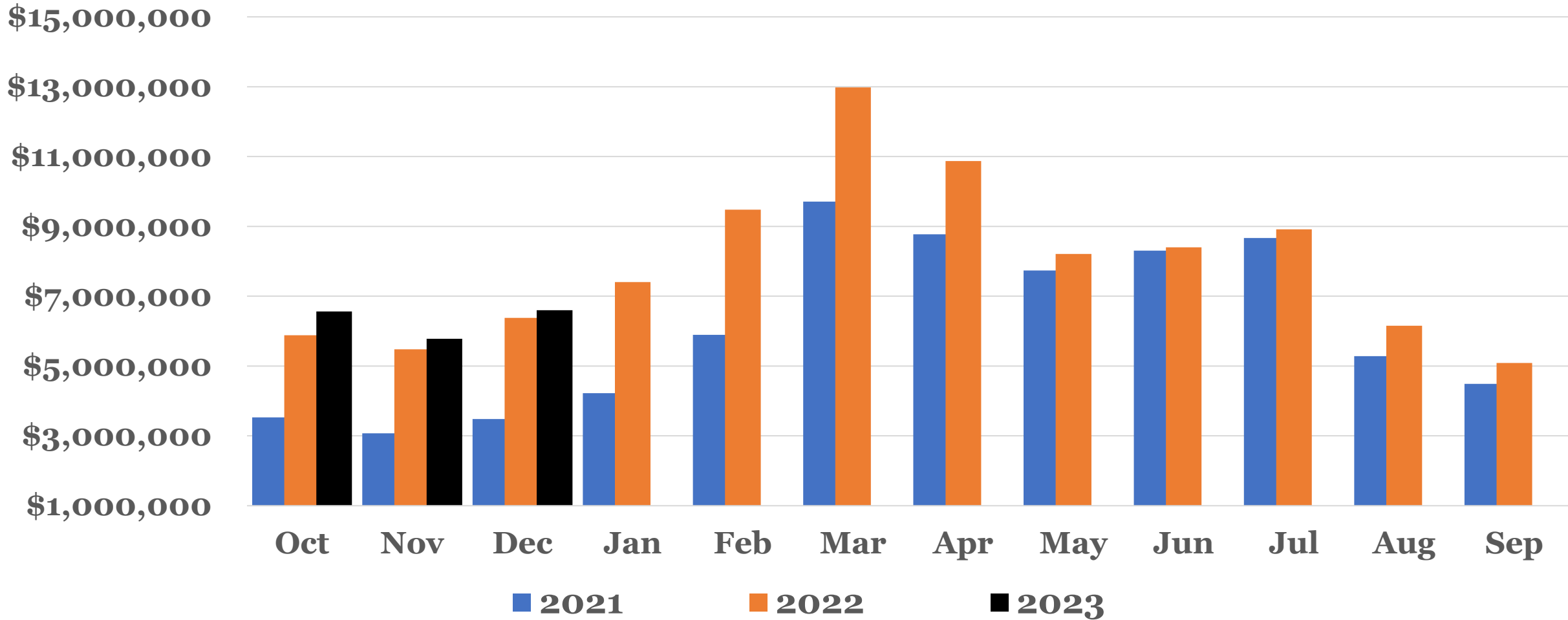
PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL MEETING

February 15, 2023
9:00 a.m. – 12:00 p.m.

DESTINATION METRICS - TDT



Metric	2022	FY 23	2021	FY 22
December Collections	\$6.6M	\$18.7M	\$6.4M	\$17.6M



TDT COLLECTION BY CITY



<u>CITY</u>	<u>Dec. 2022</u>	<u>Dec. 2021</u>	<u>Change</u>
Belleair/Belleair Beach	\$24,356	\$26,458	-7.9%
Clearwater/Clearwater Beach	\$1,654,939	\$1,837,204	-9.9%
Dunedin	\$91,106	\$93,442	-2.5%
Indian Rocks Beach	\$59,359	\$64,327	-7.7%
Indian Shores	\$42,776	\$38,024	12.5%
Madeira Beach	\$140,069	\$111,803	25.3%
Miscellaneous/Other	\$2,324,467	\$2,131,318	9.1%
N Redington Beach/Redington Shores	\$81,892	\$85,040	-3.7%
Oldsmar/Safety Harbor	\$121,319	\$90,078	34.7%
Palm Harbor	\$92,106	\$81,653	12.8%
St Pete Beach/Tierra Verde	\$799,191	\$858,089	-6.9%
St Petersburg	\$736,990	\$680,751	8.3%
Tarpon Springs	\$41,035	\$35,074	17.0%
Treasure Island	\$250,243	\$259,368	-3.5%

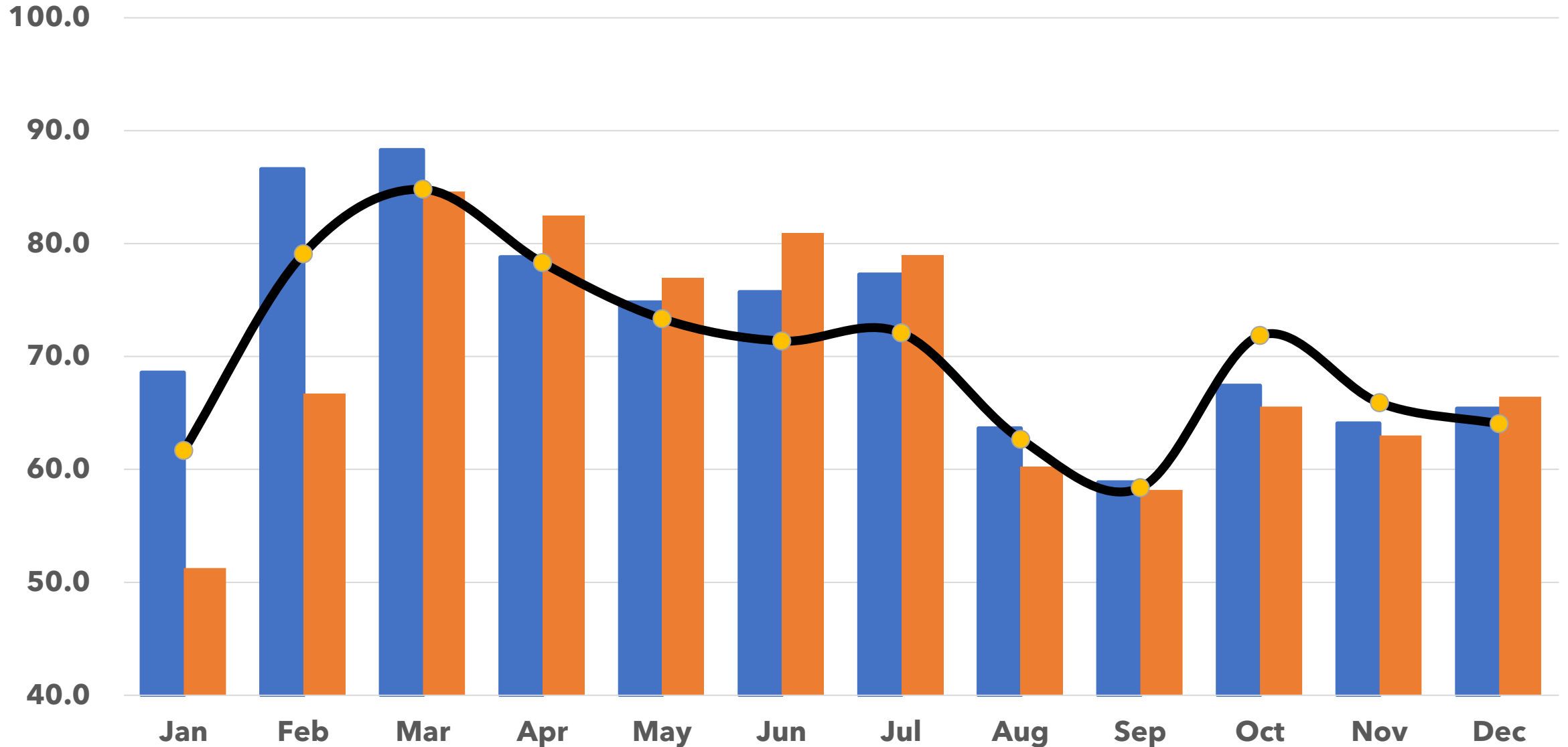
DESTINATION METRICS - LODGING



Metric (Dec)	2022	2021
Occupancy (Hotel)	64%	66%
Occupancy (VR)	85%	86%
Avg. Daily Rate (Hotel)	\$170	\$169
Avg. Daily Rate (VR)	\$206	\$217

Area (Hotels)	Dec. 2022	Dec. 2021
Beach (Occupancy)	59%	63%
Inland (Occupancy)	67%	66%
Beach (ADR)	\$235	\$241
Inland (ADR)	\$126	\$116

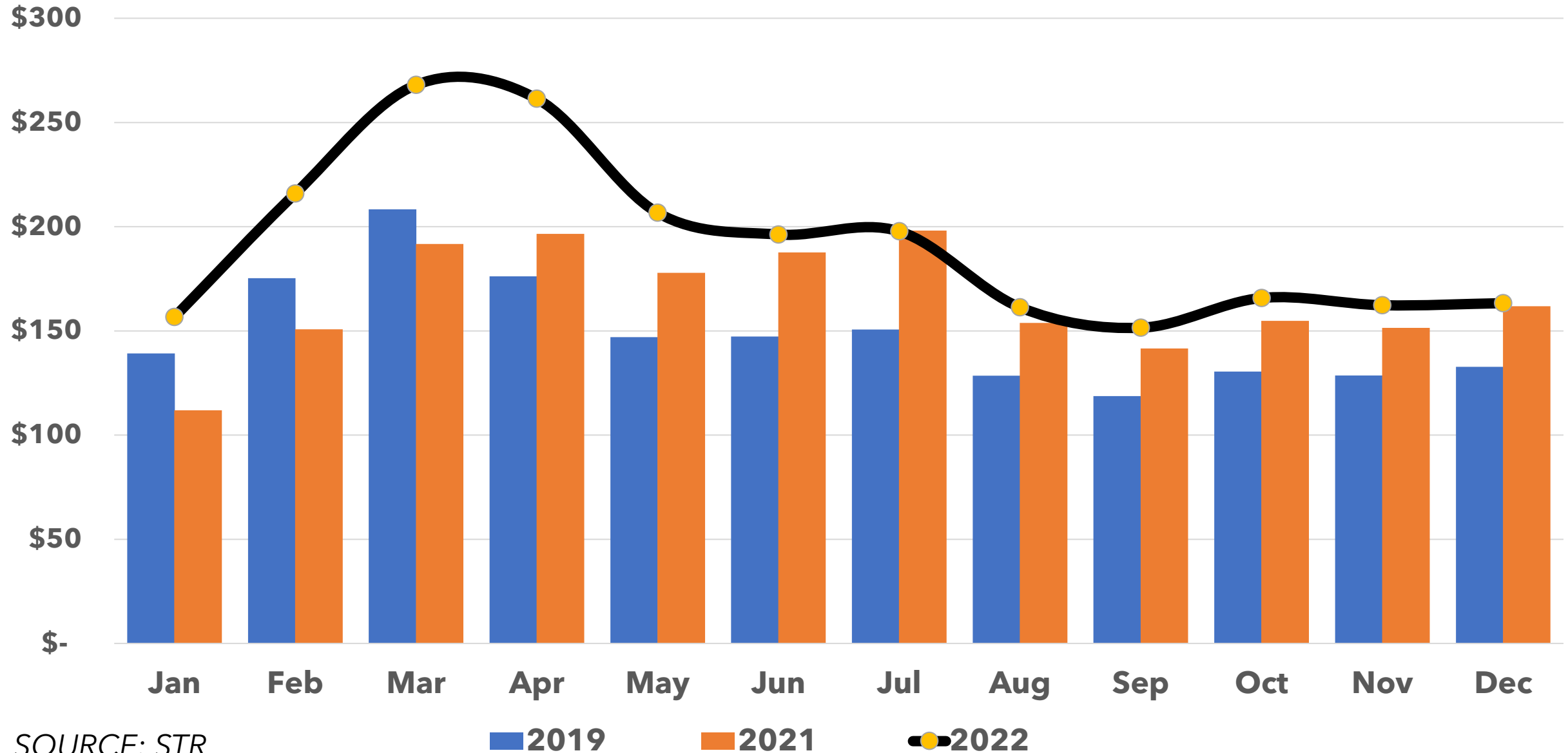
LODGING METRICS - OCCUPANCY



SOURCE: STR

2019 **2021** **2022**

LODGING METRICS - ADR



SOURCE: STR

DESTINATION METRICS - VR



<u>KPI (December)</u>	<u>2022</u>	<u>2021</u>	<u>Difference</u>
ADR	\$252	\$261	-4%
Adjusted Paid & Owner Occupancy	84.9%	85.9%	-1%
Adjusted RevPAR	\$206	\$217	-5%
Avg. Length of Stay	15.5	8.1	92%

Bookings as of 2/10/23 and same time period one year prior



DESTINATION METRICS - VR



<u>KPI (Feb.-Apr.)</u>	<u>2023</u>	<u>2022</u>	<u>Difference</u>
ADR	\$286	\$278	3%
Adjusted Paid & Owner Occupancy	74.4%	75.5%	-1%
Adjusted RevPAR	\$202	\$200	1%
Avg. Length of Stay	8.8	8.1	8%

Bookings as of 2/10/23 and same time period one year prior





PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL MEETING

NEXT MEETING

March 29, 2023

9:00 a.m. – 12:00 p.m.