



ST.PETE  
CLEARWATER

## Tourism Economic Snapshot JANUARY 2023 TDC Meeting

### Pinellas Monthly Hotel Performance

Date Range: Nov 1, 2022 - Nov 30, 2022



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
65.7%	62.3%	5.5%	65.7%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$164.46	\$154.92	6.2%	\$130.77

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$108.13	\$96.59	11.9%	\$85.96

Revenue ▾	Revenue - Last Year	Rev % Change
\$1,049,722,310	\$876,034,549	19.8%

Supply ▾	Supply - Last Year	Supply % Change
7,453,963	7,379,960	1%

Demand ▾	Demand - Last Year	Demand % Change
5,248,385	5,110,017	2.7%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2021 - Nov 30, 2022

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
69.2%	65.0%	8.5%	69.2%

Revenue ▾	Revenue - Last Year	Rev % Change
\$4,570,090,499	\$3,697,431,990	38.0%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$186.79	\$155.7	21.4%	\$150.17

Supply ▾	Supply - Last Year	Supply % Change
31,341,008	30,892,662	23.9%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$131.68	\$104.67	33.4%	\$105.07

Demand ▾	Demand - Last Year	Demand % Change
22,277,499	21,418,656	10.0%

Monthly City Segment Comparison

Date Range: Nov 1, 2022 - Nov 30, 2022

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	69.3%	7.2%	\$105.1	15.9%	\$72.84	24.2%
Clearwater Beach	64.2%	-2.1%	\$242.11	-0.3%	\$155.55	-2.4%
Downtown St. Petersburg	61.4%	5.9%	\$182.85	9.6%	\$112.3	16%
Dunedin	64.7%	-10.7%	\$159.3	6.6%	\$103.06	-4.8%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	64.5%	5.6%	\$163.04	6.3%	\$105.11	12.3%
St. Pete Beach/ Terra Verde	61%	4.4%	\$225.39	0.8%	\$137.57	5.2%
St. Pete/ Largo/ Pinellas Park	72.3%	13.5%	\$123.28	16.7%	\$89.1	32.5%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	61.3%	12.5%	\$130.21	17.5%	\$79.81	32.2%
Treasure Island Beach	63.2%	6.1%	\$189.22	8.2%	\$119.67	14.8%
Beach	62.8%	1.8%	\$219.71	1.4%	\$137.96	3.2%
Inland	68%	8.6%	\$126.05	14.8%	\$85.66	24.7%

Monthly Competitive Market Comparison

Date Range: Nov 1, 2022 - Nov 30, 2022

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	62.2%	4.9%	\$124.88	6.7%	\$83.04	15.5%	217,761.38	4.7%
Florida	67.9%	4.0%	\$140.82	6.0%	\$97.91	15.1%	11,621,089.43	7.6%
Florida Keys	74.8%	13.9%	\$277.44	9.5%	\$212.58	51.9%	277,776.56	39.5%
Fort Lauderdale, FL	72.8%	3.5%	\$137.26	6.5%	\$102.27	15.2%	929,694.04	6.5%
Fort Myers, FL	66.0%	7.2%	\$146.29	6.0%	\$101.06	19.8%	316,528.78	8.7%
Hillsborough County, FL	68.7%	4.6%	\$112.76	6.2%	\$79.02	14.9%	624,707.19	7.1%
Miami/Hialeah, FL	72.2%	4.3%	\$191.17	8.0%	\$141.61	22.5%	1,567,467.06	12.7%
Naples, FL	63.7%	7.7%	\$220.42	7.8%	\$147.3	28.4%	188,795.99	8.8%
Orlando, FL	69.6%	7.6%	\$115.02	6.4%	\$81.88	22.3%	3,401,149.49	15.6%
Osceola County, FL	60.0%	9.3%	\$86.89	6.3%	\$53.22	24.4%	511,706.47	14.8%
Palm Beach County, FL	68.7%	4.7%	\$171.99	6.7%	\$121.82	15.4%	454,350.48	7.2%
Pinellas County, FL	67.5%	4.0%	\$140.92	7.3%	\$97.57	17.4%	536,617.68	5.9%
Sarasota/Bradenton, FL	65.9%	5.5%	\$138.43	6.5%	\$94.36	17.5%	350,345.7	8.8%

Current Month Bed Tax:

\$5,725,720

± 5.7%

Rolling 12 Months Bed Tax:

\$95,721,498

± 23.8%

Fiscal Year to Date Bed Tax:

\$12,249,975

± 9.3%

Calendar Year to Date Bed Tax:

\$89,328,870

± 30.5%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
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%
May 2022	\$8,108,609 <div></div>	\$7,697,334	5.3%	\$5,352,499	51.5%
Apr 2022	\$10,818,811 <div></div>	\$8,749,606	23.6%	\$6,732,633	60.7%
Mar 2022	\$13,041,326 <div></div>	\$9,679,140	34.7%	\$9,570,520	36.3%
Feb 2022	\$9,407,928 <div></div>	\$5,778,834	62.8%	\$6,354,048	48.1%
Jan 2022	\$7,336,168 <div></div>	\$4,188,408	75.2%	\$4,731,909	55.0%
Dec 2021	\$6,392,629 <div></div>	\$3,463,829	84.6%	\$4,554,786	40.3%
Grand total	\$95,721,498	\$77,332,923	23.8%	\$64,417,202	48.6%

Tourist Development Tax: Five Year Comparison















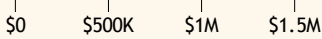
Date (Month): November (1) ▾

Year	Month	Tax Collected	Prior Year T...	% Change
2022	November	\$5,725,720 <div></div>	\$5,416,319	5.7%
2021	November	\$5,416,319 <div></div>	\$2,982,305	81.6%
2020	November	\$2,982,305 <div></div>	\$3,989,907	-25.3%
2019	November	\$3,989,907 <div></div>	\$3,453,977	15.5%
2018	November	\$3,453,977 <div></div>	\$3,442,326	0.3%
Grand total		\$21,568,227	\$19,284,834	11.8%

# Tourist Development Tax

Nov 1, 2022 - Nov 30, 2022

## Tourist Development Tax: Monthly Municipality Comparison















Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Dunedin	\$73,979 	\$79,375.78	-6.8%	\$63,428	16.6%
Indian Shores	\$24,464 	\$20,485.64	19.4%	\$15,758	55.2%
Madeira Beach	\$98,787 	\$82,411.19	19.9%	\$51,321	92.5%
Miscellaneous/Other	\$1,990,801 	\$1,835,218.17	8.5%	\$985,060	102.1%
Oldsmar/Safety Harbor	\$115,555 	\$83,971.26	37.6%	\$88,707	30.3%
Palm Harbor	\$82,137 	\$79,638.86	3.1%	\$59,243	38.6%
St Pete Beach/Tierra Verde	\$762,740 	\$750,624.42	1.6%	\$569,297	34.0%
St Petersburg	\$706,960 	\$552,862.98	27.9%	\$582,138	21.4%
Tarpon Springs	\$36,010 	\$31,451.13	14.5%	\$25,341	42.1%
Treasure Island	\$229,063 	\$199,999.42	14.5%	\$179,632	27.5%
N Redington Beach/Reding...	\$76,791 	\$67,834.44	13.2%	\$58,272	31.8%
Indian Rocks Beach	\$48,810 	\$42,602.22	14.6%	\$33,516	45.6%
Clearwater/Clearwater Be...	\$1,462,264 	\$1,569,440.89	-6.8%	\$1,265,765	15.5%
Belleair/Belleair Beach/Bl...	\$17,359 	\$20,402.57	-14.9%	\$12,431	39.6%
<b>Grand total</b>	<b>\$5,725,720</b> 	<b>\$5,416,318.97</b>	<b>5.7%</b>	<b>\$3,989,907</b>	<b>43.5%</b>

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

# Tourist Development Tax

Nov 1, 2022 - Nov 30, 2022

## Tourist Development Tax: FY Municipality Comparison

Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Miscellaneous/Other	\$1,990,801 	\$1,835,218.17	8.5%	\$985,060	102.1%
Madeira Beach	\$98,787 	\$82,411.19	19.9%	\$51,321	92.5%
Indian Shores	\$24,464 	\$20,485.64	19.4%	\$15,758	55.2%
Tarpon Springs	\$36,010 	\$31,451.13	14.5%	\$25,341	42.1%
Indian Rocks Beach	\$48,810 	\$42,602.22	14.6%	\$33,516	45.6%
St Pete Beach/Tierra Verde	\$762,740 	\$750,624.42	1.6%	\$569,297	34.0%
N Redington Beach/Reding...	\$76,791 	\$67,834.44	13.2%	\$58,272	31.8%
Palm Harbor	\$82,137 	\$79,638.86	3.1%	\$59,243	38.6%
Oldsmar/Safety Harbor	\$115,555 	\$83,971.26	37.6%	\$88,707	30.3%
Dunedin	\$73,979 	\$79,375.78	-6.8%	\$63,428	16.6%
Belleair/Belleair Beach/Bl...	\$17,359 	\$20,402.57	-14.9%	\$12,431	39.6%
St Petersburg	\$706,960 	\$552,862.98	27.9%	\$582,138	21.4%
Treasure Island	\$229,063 	\$199,999.42	14.5%	\$179,632	27.5%
Clearwater/Clearwater Be...	\$1,462,264 	\$1,569,440.89	-6.8%	\$1,265,765	15.5%
<b>Grand total</b>	<b>\$12,249,975</b>	<b>\$11,209,009.12</b>	<b>9.3%</b>	<b>\$8,078,840</b>	<b>51.6%</b>

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