



ST.PETE
CLEARWATER

Tourism Economic Snapshot APRIL 2023 TDC Meeting

Pinellas Monthly Hotel Performance

Date Range: Feb 1, 2023 - Feb 28, 2023



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
83%	79.1%	5%	78.6%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$225.19	\$212.15	6.1%	\$221.27

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$186.94	\$167.78	11.4%	\$173.89

Revenue ▾	Revenue - Last Year	Rev % Change
\$116,981,150	\$105,237,288	11.2%

Supply ▾	Supply - Last Year	Supply % Change
625,772	627,228	-0.2%

Demand ▾	Demand - Last Year	Demand % Change
519,486	496,041	4.7%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2021 - Feb 28, 2023

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
69.8%	65.7%	7.9%	69.3%

Revenue ▾	Revenue - Last Year	Rev % Change
\$4,843,345,788	\$3,947,432,806	33.0%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$187.12	\$159.78	18.6%	\$152.75

Supply ▾	Supply - Last Year	Supply % Change
33,339,336	32,912,937	20.8%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$132.84	\$108.29	29.4%	\$107.29

Demand ▾	Demand - Last Year	Demand % Change
23,713,589	22,806,405	8.8%

Monthly City Segment Comparison

Date Range: Feb 1, 2023 - Feb 28, 2023

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	83.3%	3.7%	\$144.78	10.1%	\$120.56	14.2%
Clearwater Beach	86.1%	5.3%	\$315.12	1.6%	\$271.28	7.1%
Downtown St. Petersburg	77%	6.6%	\$249.51	8.8%	\$192.19	16%
Dunedin	82.3%	7.4%	\$222.83	6.8%	\$183.36	14.7%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	84.3%	1.5%	\$215.79	4%	\$181.81	5.6%
St. Pete Beach/ Terra Verde	81.2%	7.2%	\$308.89	0.4%	\$250.86	7.6%
St. Pete/ Largo/ Pinellas Park	84.2%	5%	\$158.5	7.8%	\$133.52	13.1%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	80.2%	10.8%	\$176.82	10.6%	\$141.85	22.6%
Treasure Island Beach	83.8%	1.8%	\$283.99	12.9%	\$237.88	14.9%
Beach	84.1%	5%	\$294.04	2.8%	\$247.16	7.9%
Inland	82.2%	5.3%	\$170.87	9.7%	\$140.51	15.5%

Monthly Competitive Market Comparison

Date Range: Feb 1, 2023 - Feb 28, 2023

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	58.3%	3.9%	\$109.96	1.6%	\$64.07	5.6%	161,739	9.4%
Florida	79.5%	3.8%	\$227.99	5.5%	\$181.32	9.5%	10,789,842	3.7%
Florida Keys	87.2%	0.6%	\$465.09	-13.5%	\$405.78	-12.9%	260,878	1.0%
Fort Lauderdale, FL	83.6%	2.2%	\$249.45	10.4%	\$208.42	12.9%	898,800	1.4%
Fort Myers, FL	84.1%	-5.4%	\$243.87	-6.4%	\$205.09	-11.4%	223,491	-32.3%
Hillsborough County, FL	83.2%	1.0%	\$192.8	18.4%	\$160.45	19.5%	592,881	-1.3%
Miami/Hialeah, FL	81.1%	-1.1%	\$293.38	-1.4%	\$237.91	-2.6%	1,514,998	2.8%
Naples, FL	83.2%	-2.0%	\$403.06	-8.7%	\$335.34	-10.5%	166,655	-10.6%
Orlando, FL	82.3%	11.3%	\$215.79	15.5%	\$177.5	28.5%	3,143,760	13.2%
Osceola County, FL	77.6%	11.2%	\$161.17	28.0%	\$125.02	42.3%	526,030	17.0%
Palm Beach County, FL	83.4%	2.7%	\$363.79	5.7%	\$303.45	8.5%	440,328	3.0%
Pinellas County, FL	83.0%	5.0%	\$225.19	6.1%	\$186.94	11.4%	519,486	4.7%
Sarasota/Bradenton, FL	84.3%	-2.2%	\$252.95	4.4%	\$213.34	2.1%	289,313	-1.6%

Current Month Bed Tax:

\$10,385,498

± 10.4%

Rolling 12 Months Bed Tax:

\$97,669,617

± 12.2%

Fiscal Year to Date Bed Tax:

\$37,334,818

± 8.7%

Calendar Year to Date Bed Tax:

\$18,624,994

± 11.2%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
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%
Apr 2022	\$10,818,811	\$8,749,606	23.6%	\$6,732,633	60.7%
Mar 2022	\$13,041,326	\$9,679,140	34.7%	\$9,570,520	36.3%
Grand total		\$87,038,577	12.2%	\$64,417,202	51.6%

Tourist Development Tax: Five Year Comparison

Date (Month): February

(1) ▾

Year...	Month	Tax Collected	Prior Year T...	% Change
2023	February	\$10,385,498	\$9,407,928	10.4%
2022	February	\$9,407,928	\$5,778,834	62.8%
2021	February	\$5,778,834	\$7,532,078	-23.3%
2020	February	\$7,532,078	\$6,354,048	18.5%
2019	February	\$6,354,048	\$5,877,722	8.1%
Grand total		\$39,458,387	\$34,950,610	12.9%

Feb 1, 2023 - Feb 28, 2023

Tourist Development Tax: Monthly Municipality Comparison

Cities ^	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Belleair/Belleair Beach/Bl...	\$33,740 <div></div>	\$38,630.69	-12.7%	\$28,838	17.0%
Clearwater/Clearwater Be...	\$2,648,521 <div></div>	\$2,502,514.93	5.8%	\$1,993,584	32.9%
Dunedin	\$123,690 <div></div>	\$110,709.18	11.7%	\$78,975	56.6%
Indian Rocks Beach	\$97,810 <div></div>	\$88,632.66	10.4%	\$86,424	13.2%
Indian Shores	\$60,671 <div></div>	\$50,093.86	21.1%	\$50,452	20.3%
Madeira Beach	\$190,326 <div></div>	\$178,467.92	6.6%	\$112,058	69.8%
Miscellaneous/Other	\$3,766,130 <div></div>	\$3,277,594.58	14.9%	\$1,570,522	139.8%
N Redington Beach/Reding...	\$166,188 <div></div>	\$151,042.41	10.0%	\$102,421	62.3%
Oldsmar/Safety Harbor	\$163,823 <div></div>	\$123,553.54	32.6%	\$138,358	18.4%
Palm Harbor	\$184,914 <div></div>	\$155,648.88	18.8%	\$116,213	59.1%
St Pete Beach/Tierra Verde	\$1,338,587 <div></div>	\$1,245,520.84	7.5%	\$899,079	48.9%
St Petersburg	\$1,095,428 <div></div>	\$1,001,072.63	9.4%	\$802,598	36.5%
Tarpon Springs	\$62,920 <div></div>	\$56,241.88	11.9%	\$45,032	39.7%
Treasure Island	\$452,751 <div></div>	\$428,203.93	5.7%	\$329,493	37.4%
Grand total	\$10,385,498 <div><div></div><div>\$0</div><div>\$1M</div><div>\$2M</div><div>\$3M</div></div>	\$9,407,927.93	10.4%	\$6,354,048	63.4%

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

Oct 1, 2022 - Feb 28, 2023

Tourist Development Tax: FY Municipality Comparison

Cities ^	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Belleair/Belleair Beach/Bl...	\$120,025 <div></div>	\$129,265.3	-7.1%	\$89,595	34.0%
Clearwater/Clearwater Be...	\$9,267,988 <div></div>	\$9,178,264.5	1.0%	\$7,297,229	27.0%
Dunedin	\$463,842 <div></div>	\$439,948.58	5.4%	\$327,446	41.7%
Indian Rocks Beach	\$332,022 <div></div>	\$309,632.56	7.2%	\$260,685	27.4%
Indian Shores	\$194,559 <div></div>	\$166,984.96	16.5%	\$145,399	33.8%
Madeira Beach	\$671,698 <div></div>	\$583,477.36	15.1%	\$360,311	86.4%
Miscellaneous/Other	\$14,047,703 <div></div>	\$12,581,561.75	11.7%	\$6,259,830	124.4%
N Redington Beach/Reding...	\$518,327 <div></div>	\$483,667.47	7.2%	\$356,219	45.5%
Oldsmar/Safety Harbor	\$669,983 <div></div>	\$467,656.52	43.3%	\$542,440	23.5%
Palm Harbor	\$566,291 <div></div>	\$507,861.98	11.5%	\$385,668	46.8%
St Pete Beach/Tierra Verde	\$4,596,470 <div></div>	\$4,438,728.17	3.6%	\$3,182,062	44.4%
St Petersburg	\$4,209,621 <div></div>	\$3,514,494.96	19.8%	\$3,284,150	28.2%
Tarpon Springs	\$219,375 <div></div>	\$192,882.65	13.7%	\$157,703	39.1%
Treasure Island	\$1,456,914 <div></div>	\$1,351,307.11	7.8%	\$1,070,846	36.1%
Grand total	\$37,334,818 <div><div></div><div>\$0</div><div>\$5M</div><div>\$10M</div></div>	\$34,345,733.87	8.7%	\$23,719,584	57.4%

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