



ST.PETE  
CLEARWATER

# Tourism Economic Snapshot MARCH 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, 2022 - Feb 28, 2023

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
70.8%	66.9%	6.0%	68.3%

Revenue ▾	Revenue - Last Year	Rev % Change
\$2,298,244,046	\$1,934,213,175	13.9%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$179.71	\$169.97	5.8%	\$151.08

Supply ▾	Supply - Last Year	Supply % Change
16,205,414	16,068,609	-0.8%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$128.62	\$115.04	12.2%	\$105.06

Demand ▾	Demand - Last Year	Demand % Change
11,469,405	11,159,028	3.2%

## 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	61.9%	4.8%	\$124.5	6.6%	\$82.33	15.3%	215,980.58	4.7%
Florida	68.0%	4.0%	\$142.31	6.0%	\$99.1	15.0%	11,593,713.36	7.5%
Florida Keys	74.9%	13.6%	\$280.85	9.0%	\$215.66	50.4%	277,325.56	38.5%
Fort Lauderdale, FL	72.9%	3.5%	\$139.16	6.5%	\$103.81	15.1%	928,454.65	6.4%
Fort Myers, FL	66.3%	7.0%	\$147.84	5.9%	\$102.63	19.3%	314,217.45	7.7%
Hillsborough County, FL	68.9%	4.5%	\$114.22	6.5%	\$80.34	15.0%	623,815.57	6.9%
Miami/Hialeah, FL	72.3%	4.2%	\$193.22	7.7%	\$143.24	22.0%	1,566,090.31	12.5%
Naples, FL	64.0%	7.5%	\$223.15	7.4%	\$149.92	27.6%	188,150.16	8.4%
Orlando, FL	69.7%	7.7%	\$116.77	6.6%	\$83.36	22.5%	3,393,985.43	15.6%
Osceola County, FL	60.2%	9.4%	\$88.33	6.7%	\$54.4	24.9%	511,669.1	14.9%
Palm Beach County, FL	68.8%	4.7%	\$175.39	6.7%	\$124.62	15.3%	453,681.76	7.2%
Pinellas County, FL	67.6%	4.0%	\$142.04	7.3%	\$98.52	17.2%	535,260.16	5.8%
Sarasota/Bradenton, FL	66.1%	5.4%	\$140.28	6.6%	\$96.02	17.3%	348,575.55	8.6%

# Tourist Development Tax

Current Month Bed Tax:

**\$8,239,496**

± 12.3%

Rolling 12 Months Bed Tax:

**\$96,692,046**

± 20.5%

Fiscal Year to Date Bed Tax:

**\$26,949,320**

± 8.1%

Calendar Year to Date Bed Tax:

**\$8,239,496**

± 12.3%

## Tourist Development Tax: Year over Year Growth

Month	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
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%
Feb 2022	\$9,407,928	\$5,778,834	62.8%	\$6,354,048	48.1%
<b>Grand total</b>	<b>\$96,692,046</b>	<b>\$83,409,483</b>	<b>15.9%</b>	<b>\$64,417,202</b>	<b>50.1%</b>

## Tourist Development Tax: Five Year Comparison

Date (Month): January

(1) ▾

Year	Month	Tax Collected	Prior Year T...	% Change
2023	January	\$8,239,496	\$7,336,168	12.3%
2022	January	\$7,336,168	\$4,188,408	75.2%
2021	January	\$4,188,408	\$5,582,936	-25.0%
2020	January	\$5,582,936	\$4,731,909	18.0%
2019	January	\$4,731,909	\$4,412,969	7.2%
<b>Grand total</b>		<b>\$30,078,917</b>	<b>\$26,252,390</b>	<b>14.6%</b>

# Tourist Development Tax

Jan 1, 2023 - Jan 31, 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...	\$24,916	\$21,455.92	16.1%	\$16,146	54.3%
Clearwater/Clearwater Be...	\$1,707,000	\$1,583,007.8	7.8%	\$1,349,767	26.5%
Dunedin	\$94,019	\$83,089.15	13.2%	\$55,384	69.8%
Indian Rocks Beach	\$70,795	\$67,059.42	5.6%	\$57,604	22.9%
Indian Shores	\$40,823	\$37,173.47	9.8%	\$34,776	17.4%
Madeira Beach	\$124,122	\$115,092.77	7.8%	\$68,502	81.2%
Miscellaneous/Other	\$3,729,879	\$3,427,311.27	8.8%	\$1,384,287	169.4%
N Redington Beach/Reding...	\$106,043	\$102,965.73	3.0%	\$67,827	56.3%
Oldsmar/Safety Harbor	\$145,264	\$87,768.06	65.5%	\$120,156	20.9%
Palm Harbor	\$113,889	\$103,083.43	10.5%	\$89,187	27.7%
St Pete Beach/Tierra Verde	\$873,610	\$733,517.31	19.1%	\$567,432	54.0%
St Petersburg	\$884,817	\$691,078.62	28.0%	\$695,437	27.2%
Tarpon Springs	\$41,588	\$38,698.02	7.5%	\$33,376	24.6%
Treasure Island	\$282,731	\$244,867.21	15.5%	\$192,028	47.2%
<b>Grand total</b>	<b>\$8,239,496</b>	<b>\$7,336,168.18</b>	<b>12.3%</b>	<b>\$4,731,909</b>	<b>74.1%</b>

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

# Tourist Development Tax

Oct 1, 2022 - Jan 31, 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...	\$86,286	\$90,634.61	-4.8%	\$60,757	42.0%
Clearwater/Clearwater Be...	\$6,619,467	\$6,675,749.57	-0.8%	\$5,303,645	24.8%
Dunedin	\$340,152	\$329,239.4	3.3%	\$248,472	36.9%
Indian Rocks Beach	\$234,212	\$220,999.9	6.0%	\$174,261	34.4%
Indian Shores	\$133,888	\$116,891.1	14.5%	\$94,947	41.0%
Madeira Beach	\$481,373	\$405,009.44	18.9%	\$248,253	93.9%
Miscellaneous/Other	\$10,281,573	\$9,303,967.17	10.5%	\$4,689,308	119.3%
N Redington Beach/Reding...	\$352,139	\$332,625.06	5.9%	\$253,797	38.7%
Oldsmar/Safety Harbor	\$506,160	\$344,102.98	47.1%	\$404,082	25.3%
Palm Harbor	\$381,377	\$352,213.1	8.3%	\$269,454	41.5%
St Pete Beach/Tierra Verde	\$3,257,883	\$3,193,207.33	2.0%	\$2,282,983	42.7%
St Petersburg	\$3,114,193	\$2,513,422.33	23.9%	\$2,481,552	25.5%
Tarpon Springs	\$156,456	\$136,640.77	14.5%	\$112,670	38.9%
Treasure Island	\$1,004,163	\$923,103.18	8.8%	\$741,354	35.4%
<b>Grand total</b>	<b>\$26,949,320</b>	<b>\$24,937,805....</b>	<b>8.1%</b>	<b>\$17,365,535</b>	<b>55.2%</b>

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