



ST.PETE  
CLEARWATER

# Tourism Economic Snapshot FEBRUARY 2023 TDC Meeting

## Pinellas Monthly Hotel Performance

Date Range: Dec 1, 2022 - Dec 31, 2022



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
63.6%	65.7%	-3.3%	63.6%

Revenue ▾	Revenue - Last Year	Rev % Change
\$74,163,535	\$77,443,303	-4.2%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$169.59	\$168.63	0.6%	\$136.2

Supply ▾	Supply - Last Year	Supply % Change
687,921	698,678	-1.5%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$107.81	\$110.84	-2.7%	\$86.67

Demand ▾	Demand - Last Year	Demand % Change
437,305	459,249	-4.8%



## Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2021 - Dec 31, 2022

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
68.9%	65.1%	7.8%	68.8%

Revenue ▾	Revenue - Last Year	Rev % Change
\$4,644,254,034	\$3,774,875,293	35.2%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$185.64	\$156.56	20.0%	\$149.24

Supply ▾	Supply - Last Year	Supply % Change
32,028,929	31,591,340	22.4%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$130.09	\$105.08	30.9%	\$103.84

Demand ▾	Demand - Last Year	Demand % Change
22,714,804	21,877,905	9.0%

## Monthly City Segment Comparison

Date Range: Dec 1, 2022 - Dec 31, 2022

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	70%	1%	\$103.36	9%	\$72.38	10.1%
Clearwater Beach	63.3%	-4.7%	\$255.83	-5.8%	\$161.83	-10.3%
Downtown St. Petersburg	59.6%	-3.3%	\$186.53	4.4%	\$111.12	1%
Dunedin	64.9%	-11.9%	\$176.78	11.8%	\$114.74	-1.5%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	61.7%	-6%	\$171.6	1.9%	\$105.86	-4.2%
St. Pete Beach/ Terra Verde	54.4%	-9.5%	\$248.96	0%	\$135.46	-9.5%
St. Pete/ Largo/ Pinellas Park	69.1%	0.2%	\$120.88	7.7%	\$83.58	7.9%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	60.8%	8.8%	\$134.32	12.6%	\$81.62	22.4%
Treasure Island Beach	56.8%	-11.2%	\$198.78	-1%	\$112.86	-12.1%
Beach	59.4%	-6.9%	\$234.98	-2.8%	\$139.48	-9.6%
Inland	67%	0.3%	\$125.82	8.1%	\$84.28	8.4%

## Monthly Competitive Market Comparison

Date Range: Dec 1, 2022 - Dec 31, 2022

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	62.0%	4.8%	\$124.81	6.7%	\$82.77	15.4%	217,033.6	4.6%
Florida	67.9%	4.0%	\$141.2	6.0%	\$98.14	15.0%	11,608,368.93	7.6%
Florida Keys	74.8%	13.8%	\$278.61	9.3%	\$213.44	51.4%	277,538.91	39.1%
Fort Lauderdale, FL	72.8%	3.4%	\$137.68	6.4%	\$102.52	15.1%	928,969.07	6.4%
Fort Myers, FL	66.1%	7.1%	\$146.6	5.9%	\$101.32	19.6%	315,614.6	8.3%
Hillsborough County, FL	68.7%	4.5%	\$113.09	6.3%	\$79.28	14.9%	624,302.71	7.0%
Miami/Hialeah, FL	72.2%	4.2%	\$191.95	7.9%	\$142.11	22.2%	1,566,596.19	12.6%
Naples, FL	63.8%	7.6%	\$221.02	7.6%	\$147.8	28.1%	188,503.95	8.7%
Orlando, FL	69.6%	7.5%	\$115.4	6.4%	\$82.16	22.3%	3,398,296.24	15.5%
Osceola County, FL	60.0%	9.3%	\$87.34	6.4%	\$53.53	24.4%	511,564.25	14.7%
Palm Beach County, FL	68.7%	4.7%	\$172.88	6.7%	\$122.43	15.3%	453,976.92	7.2%
Pinellas County, FL	67.5%	4.0%	\$141.15	7.2%	\$97.65	17.2%	535,829.48	5.8%
Sarasota/Bradenton, FL	65.9%	5.4%	\$138.9	6.5%	\$94.66	17.4%	349,559.83	8.7%

# Tourist Development Tax

Current Month Bed Tax:

**\$6,459,849**

± 1.1%

Rolling 12 Months Bed Tax:

**\$95,788,719**

± 19.3%

Fiscal Year to Date Bed Tax:

**\$18,709,824**

± 6.3%

Calendar Year to Date Bed Tax:

**\$95,788,719**

± 19.3%

## Tourist Development Tax: Year over Year Growth

Month	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
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%
Jan 2022	\$7,336,168	\$4,188,408	75.2%	\$4,731,909	55.0%
<b>Grand total</b>	<b>\$95,788,719</b>	<b>\$80,261,723</b>	<b>19.3%</b>	<b>\$64,417,202</b>	<b>48.7%</b>

## Tourist Development Tax: Five Year Comparison

Date (Month): December

(1) ▾

Year	Month	Tax Collected	Prior Year T...	% Change
2022	December	\$6,459,849	\$6,392,629	1.1%
2021	December	\$6,392,629	\$3,463,829	84.6%
2020	December	\$3,463,829	\$4,554,786	-24.0%
2019	December	\$4,554,786	\$3,981,893	14.4%
2018	December	\$3,981,893	\$3,948,937	0.8%
<b>Grand total</b>		<b>\$24,852,985</b>	<b>\$22,342,074</b>	<b>11.2%</b>

# Tourist Development Tax

Dec 1, 2022 - Dec 31, 2022

## 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...	\$24,356	\$26,458.03	-7.9%	\$19,440	25.3%
Clearwater/Clearwater Be...	\$1,654,939	\$1,837,203.91	-9.9%	\$1,365,364	21.2%
Dunedin	\$91,106	\$93,441.73	-2.5%	\$71,288	27.8%
Indian Rocks Beach	\$59,359	\$64,326.77	-7.7%	\$50,331	17.9%
Indian Shores	\$42,776	\$38,024.08	12.5%	\$27,869	53.5%
Madeira Beach	\$140,069	\$111,803.07	25.3%	\$71,678	95.4%
Miscellaneous/Other	\$2,324,467	\$2,131,317.57	9.1%	\$1,290,298	80.1%
N Redington Beach/Reding...	\$81,892	\$85,040.2	-3.7%	\$65,438	25.1%
Oldsmar/Safety Harbor	\$121,319	\$90,077.88	34.7%	\$99,943	21.4%
Palm Harbor	\$92,106	\$81,653.12	12.8%	\$65,509	40.6%
St Pete Beach/Tierra Verde	\$799,191	\$858,089.07	-6.9%	\$575,915	38.8%
St Petersburg	\$736,990	\$680,750.97	8.3%	\$623,681	18.2%
Tarpon Springs	\$41,035	\$35,073.76	17.0%	\$28,815	42.4%
Treasure Island	\$250,243	\$259,368.48	-3.5%	\$199,215	25.6%
<b>Grand total</b>	<b>\$6,459,849</b>	<b>\$6,392,628.64</b>	<b>1.1%</b>	<b>\$4,554,786</b>	<b>41.8%</b>

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

# Tourist Development Tax

Dec 1, 2022 - Dec 31, 2022

## 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...	\$61,370	\$69,178.69	-11.3%	\$44,610	37.6%
Clearwater/Clearwater Be...	\$4,912,466	\$5,092,741.77	-3.5%	\$3,953,877	24.2%
Dunedin	\$246,134	\$246,150.25	-0.0%	\$193,088	27.5%
Indian Rocks Beach	\$163,417	\$153,940.48	6.2%	\$116,657	40.1%
Indian Shores	\$93,065	\$79,717.63	16.7%	\$60,171	54.7%
Madeira Beach	\$357,251	\$289,916.67	23.2%	\$179,751	98.7%
Miscellaneous/Other	\$6,551,694	\$5,876,655.9	11.5%	\$3,305,021	98.2%
N Redington Beach/Reding...	\$246,095	\$229,659.33	7.2%	\$185,970	32.3%
Oldsmar/Safety Harbor	\$360,896	\$256,334.92	40.8%	\$283,927	27.1%
Palm Harbor	\$267,488	\$249,129.67	7.4%	\$180,268	48.4%
St Pete Beach/Tierra Verde	\$2,384,273	\$2,459,690.02	-3.1%	\$1,715,551	39.0%
St Petersburg	\$2,229,376	\$1,822,343.71	22.3%	\$1,786,116	24.8%
Tarpon Springs	\$114,868	\$97,942.75	17.3%	\$79,294	44.9%
Treasure Island	\$721,432	\$678,235.97	6.4%	\$549,326	31.3%
<b>Grand total</b>	<b>\$18,709,824</b>	<b>\$17,601,637.76</b>	<b>6.3%</b>	<b>\$12,633,626</b>	<b>48.1%</b>

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