



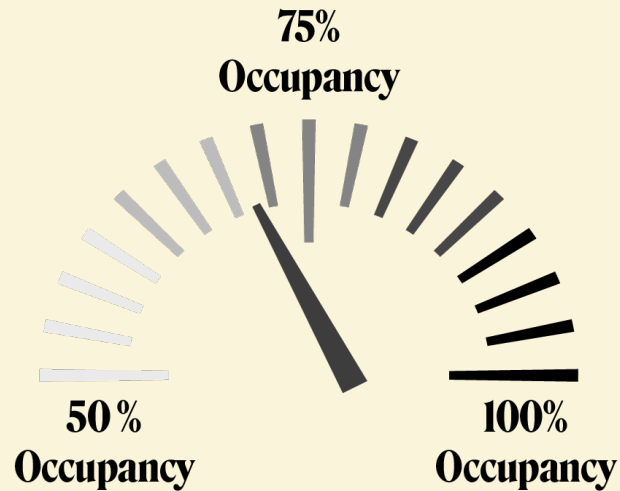
ST.PETE
CLEARWATER

DESTINATION METRICS

JULY 2024



May 2024 Visitors



Occupancy

- Hotel occupancy was **71.6%**. Up 2.9% from last year.
- Hotel supply was up 0.9% from last year
- Vacation rental (VR) occupancy was **60.9%**. Down 5% from last year.

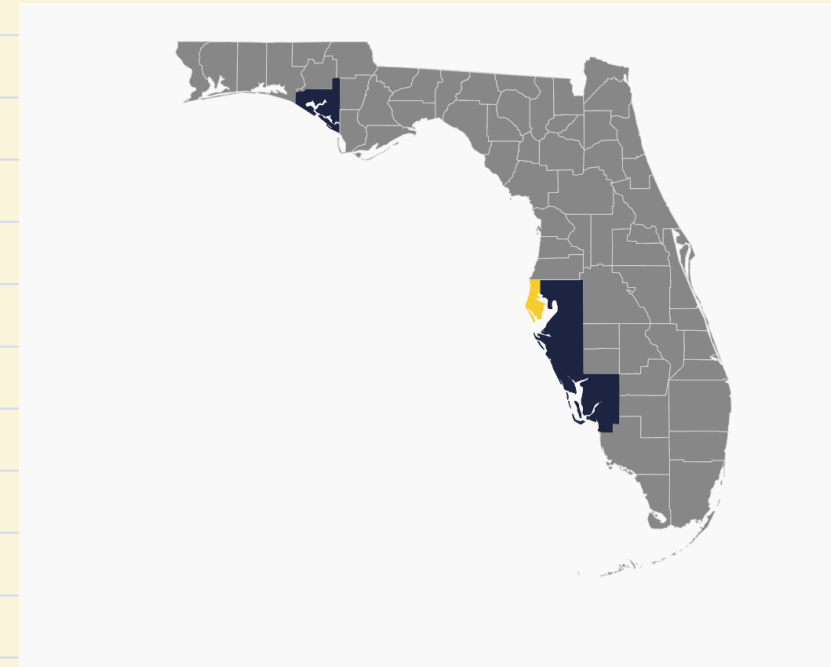
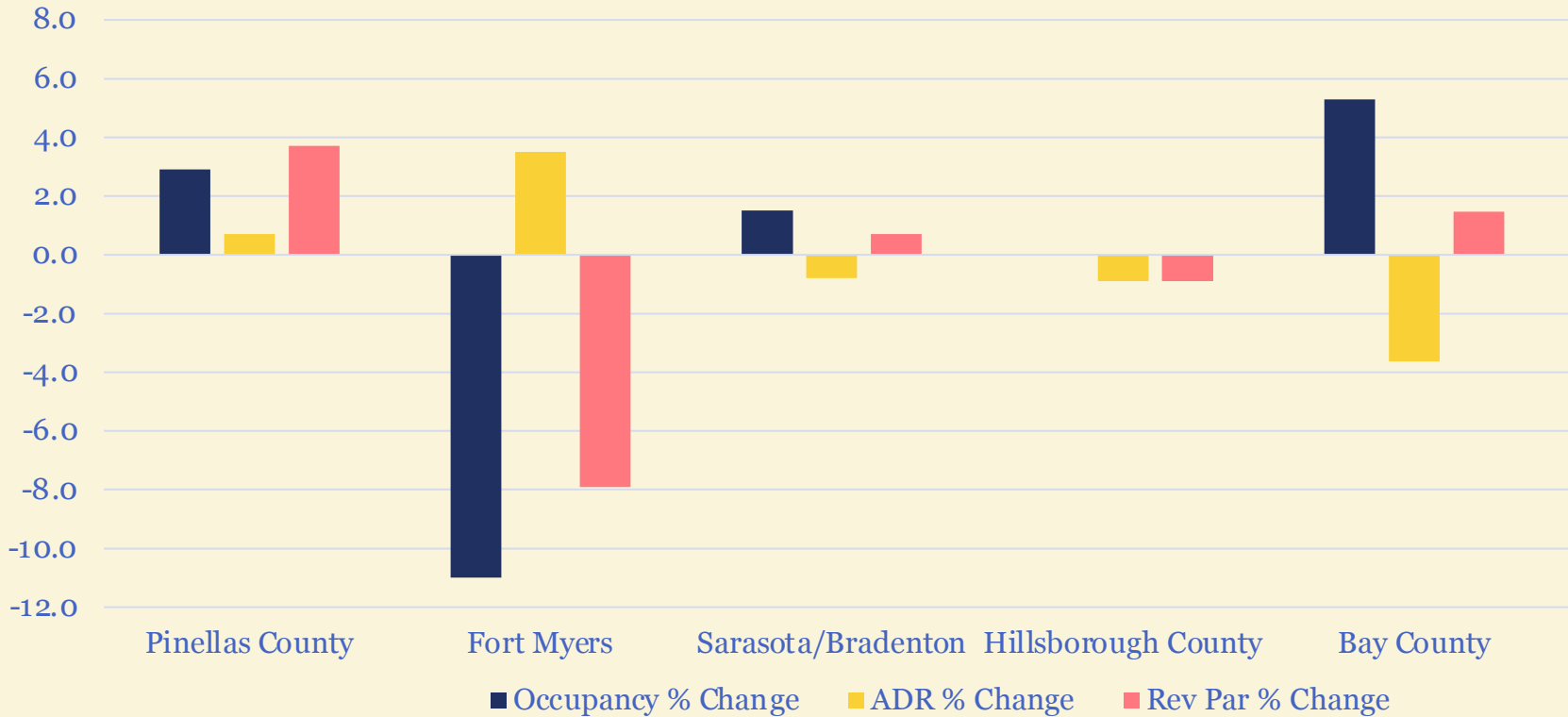
Source: STR + Key Data

Daily Rate (ADR)

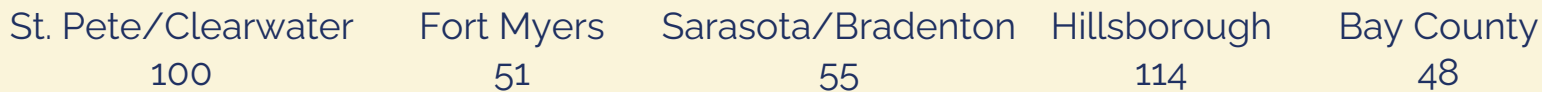
- Hotel ADR was **\$190.36**. Up 0.7% from last year
- Vacation rental ADR **\$222**. Down 3% from last year.
- *Source: STR + Key Data*

Gulf Markets – Hotel Performance

May 2024 | STR



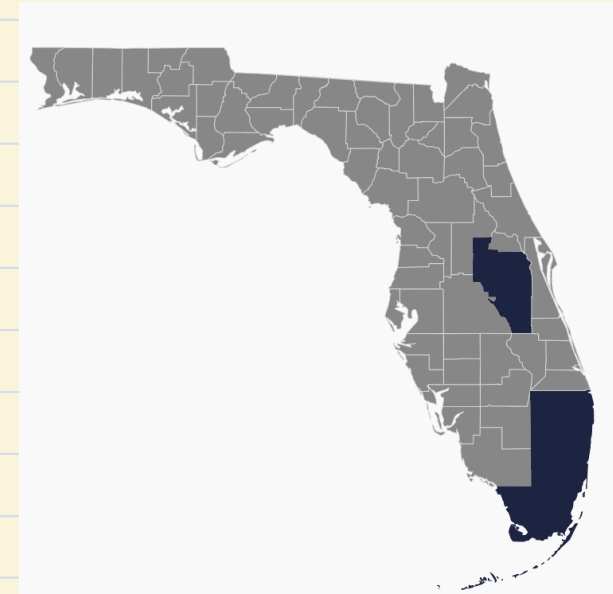
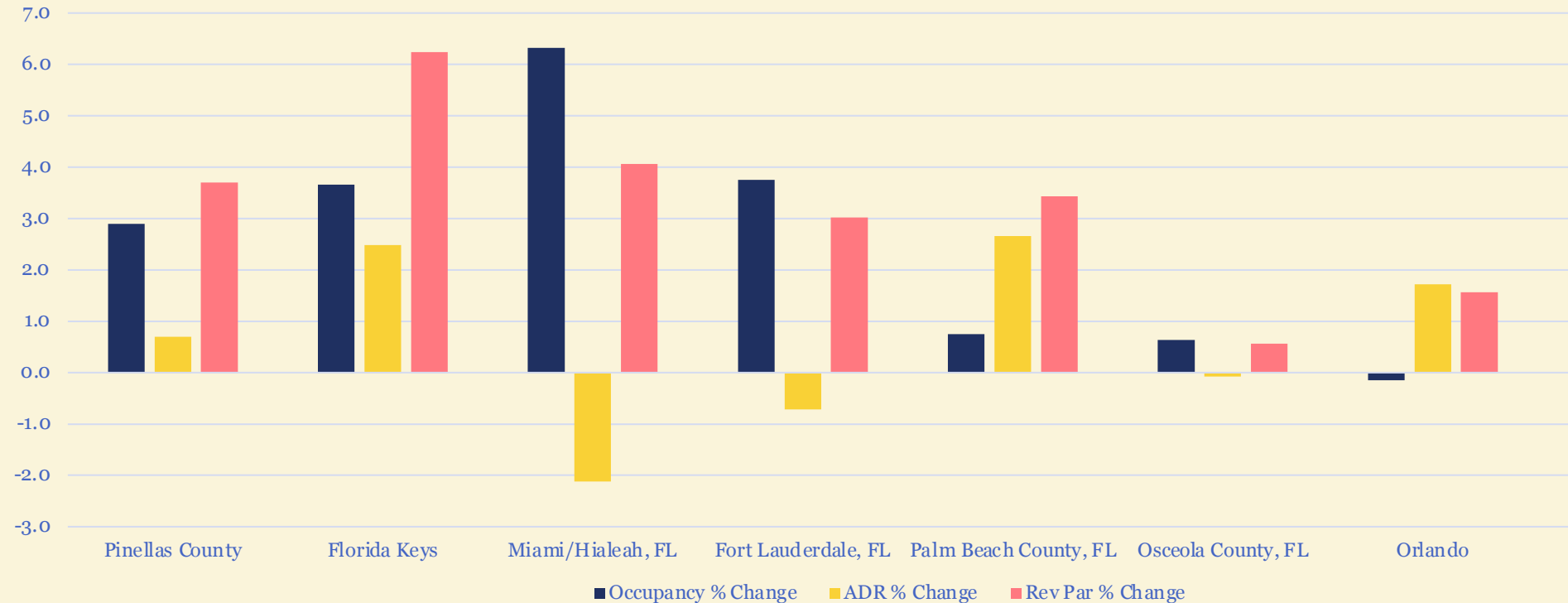
Relative Supply Index:



Pinellas County RevPar and Occupancy growth was ahead in May compared to neighboring communities.

SE Florida Markets – Hotel Performance

May 2024 | STR



Relative Supply Index (St. Pete-Clearwater = 100):

Florida Keys	Miami	Fort Lauderdale	Palm Beach	Osceola	Orlando
47	291	172	85	111	620

Southeast Florida communities had a very strong month.

Hotel Spring Season

March through May			
	2023	2024	% Change
Avg Occupancy	76.7%	76.4%	-0.34%
ADR	\$227.87	\$225.86	-0.88%
Avg Supply	22,377	22,583	0.92%
Avg Demand	17,154	17,257	0.60%
Avg Revenue	\$3,989,823.07	\$3,971,947.03	-0.45%
Avg RevPAR	\$178.40	\$175.84	-1.43%

Despite headwinds, 2024 was nearly as successful as 2023, indicating spring season travel has normalized.

Top Instate Markets

Source: Key Data + Amadeus	Booking window	Percent of guest check ins	Percent of revenue
Tampa-St. Petersburg-Clearwater	24	10.20%	7.00%
Orlando	23	7.40%	4.00%
Miami-Fort Lauderdale	22	4.30%	2.90%
Jacksonville	25	2.40%	1.60%
Bradenton-Sarasota-Venice	30	2.00%	1.30%
Lakeland-Winter Haven	23	1.50%	0.80%
Cape Coral-Fort Myers	26	1.40%	0.80%
Palm Bay-Melbourne-Titusville	27	1.10%	0.70%
Deltona-Daytona Beach-Ormond Beach	25	0.90%	0.50%
Naples-Marco Island	27	0.80%	0.50%

Spring drew significant visitation from major and nearby Florida communities.

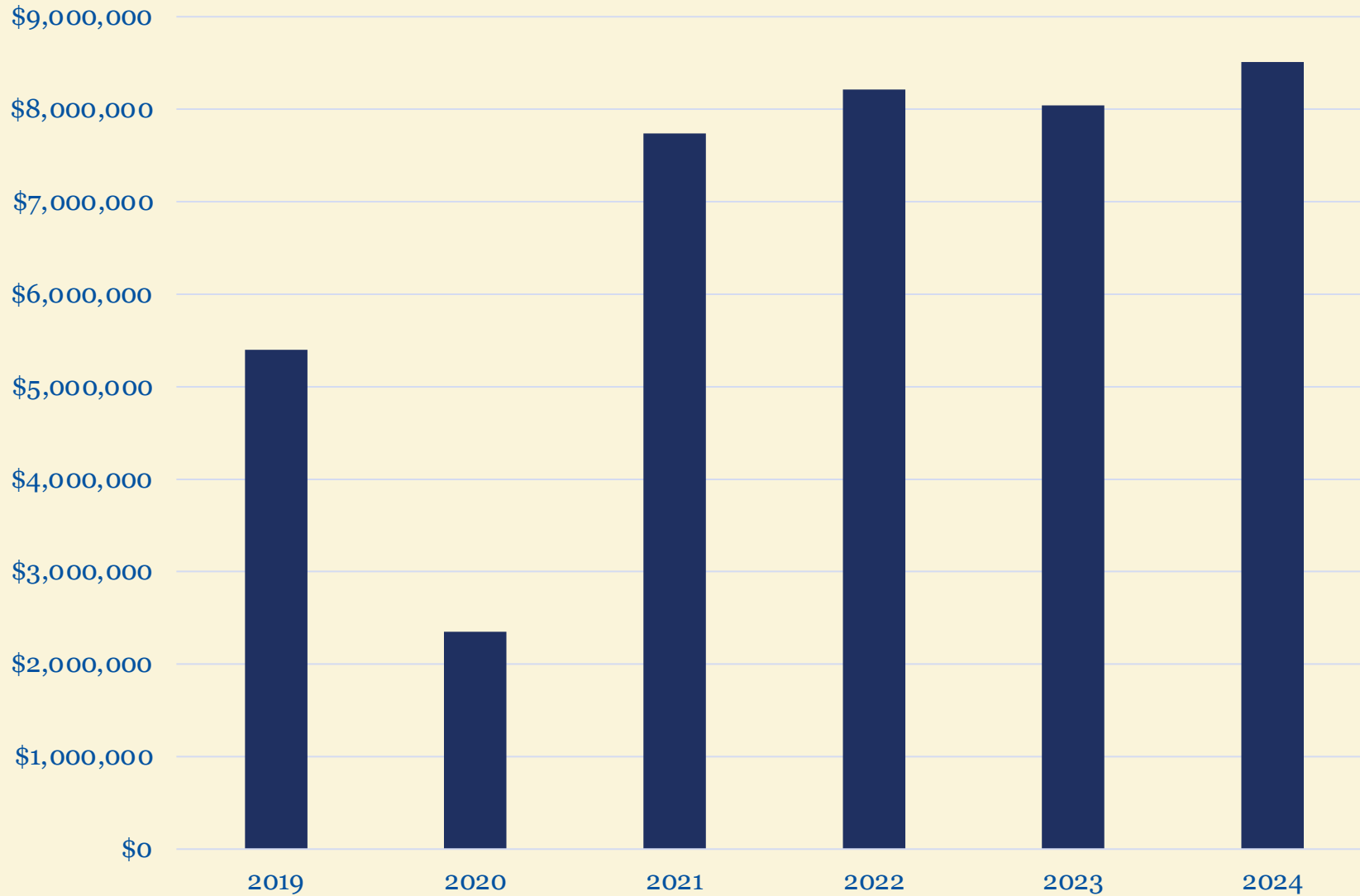
Top Out-of-State Markets

Source: Key Data + Amadeus	Booking window	Percent of guest check ins	Percent of revenue
New York	43	4.20%	5.60%
Atlanta	27	3.10%	2.90%
Philadelphia	57	2.90%	4.60%
Chicago	45	2.70%	4.00%
Washington	44	2.20%	2.80%
Boston	41	1.80%	2.40%
Detroit	48	1.40%	2.20%
Dallas-Fort Worth	33	1.40%	1.50%
Minneapolis-St. Paul	45	1.20%	1.70%
Houston	30	1.00%	1.00%
Cincinnati	45	0.90%	1.20%
Baltimore	45	0.90%	1.20%
Charlotte	28	0.90%	1.00%
Pittsburgh	49	0.80%	1.20%
Indianapolis	53	0.80%	1.10%
Columbus	50	0.70%	1.00%
Cleveland	44	0.70%	1.00%
Nashville	32	0.70%	0.90%
Denver	38	0.70%	0.90%
St. Louis	42	0.70%	0.80%

Seasonal out of state markets are Midwest and Northeast, with more consistent visitation in major south and southwest metro areas throughout the year.

May TDT Collections 2019-2024

Gross Collections

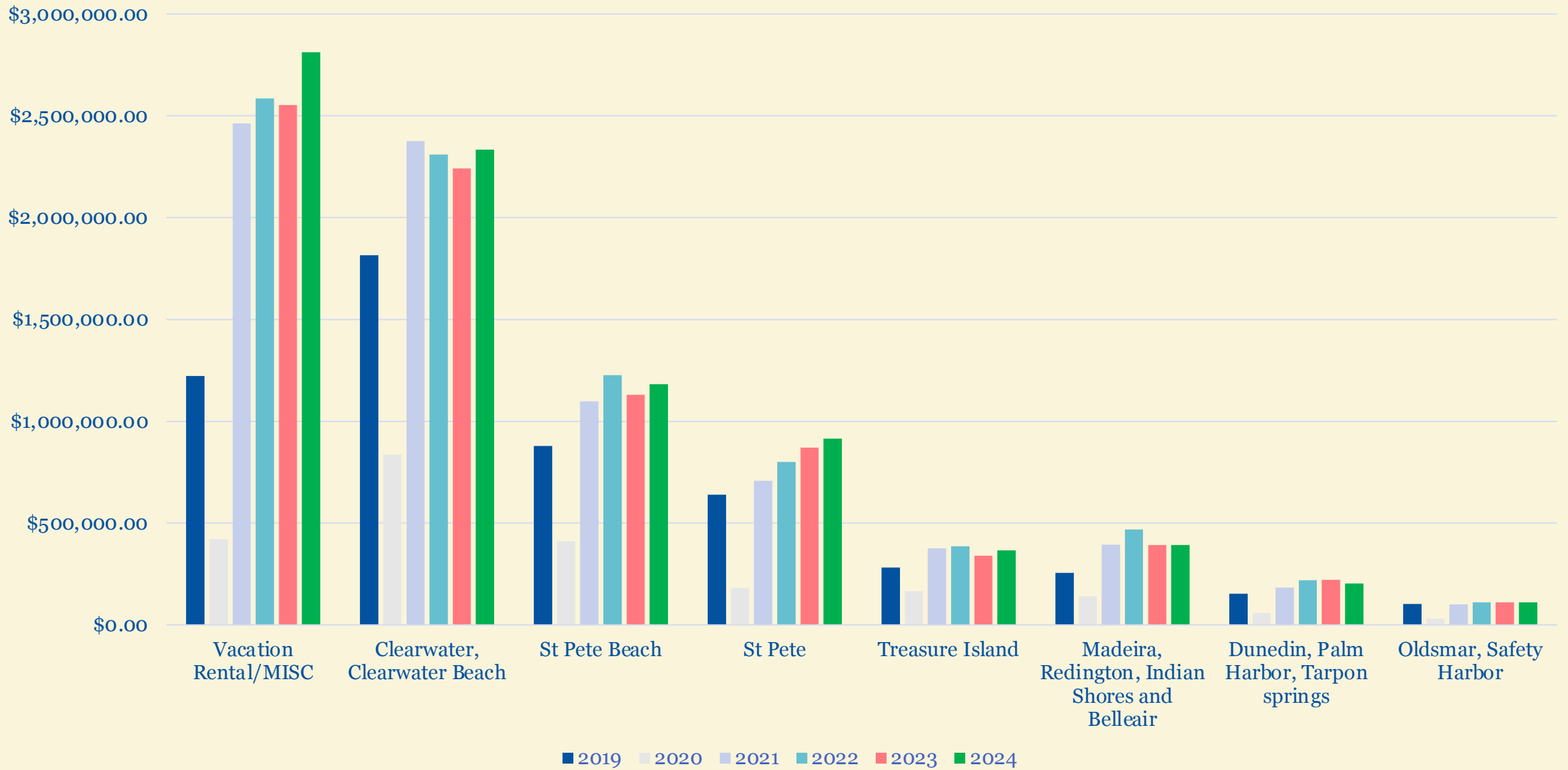


May 2024:
\$8,507,686
5.8% increase over
2023

Year to Date TDT Collections

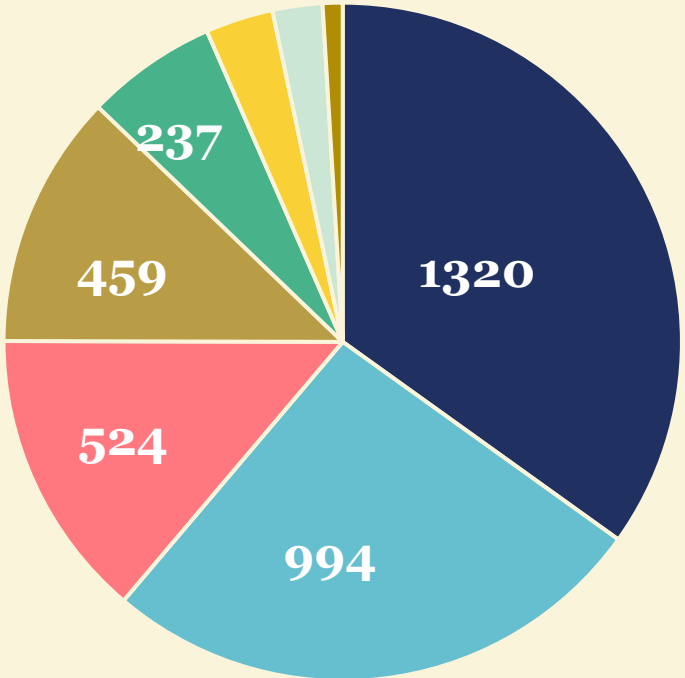
Reporting Periods	FY23 Gross Tax	FY24 Gross Tax	Percent Monthly Change
October	6,564,992.67	6,023,444.00	-8.25%
November	5,779,198.85	5,924,800.40	2.52%
December	6,600,517.68	6,152,575.15	-6.79%
January	8,286,359.54	8,155,962.74	-1.57%
February	10,581,926.00	10,559,734.39	-0.21%
March	13,560,693.76	14,642,970.72	7.98%
April	10,688,516.26	9,740,782.47	-8.87%
May	8,041,594.89	8,507,686.61	5.8%
Year to Date	70,103,799.65	69,707,956.48	-0.56%

TDT by City/Area May 2019-2024



Hotel Pipeline

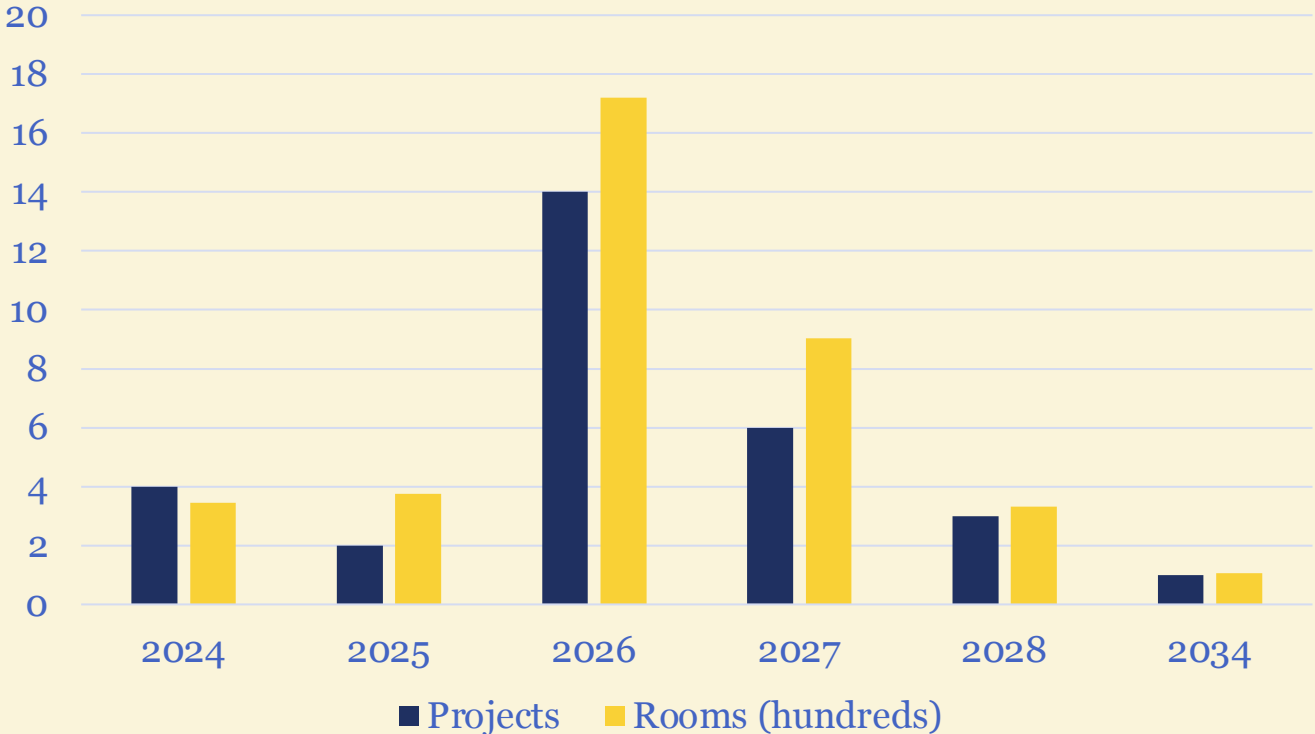
3782 Total Rooms



- Clearwater/Beach
- St Pete
- St Pete Beach
- Madeira Beach
- Tarpon Springs
- Largo
- Dunedin
- Safety Harbor

Projects by Status	
Final Planning	12
Proposed	12
Under Construction	6
Total Projects	30

Projects & Rooms by Year



Hotel Pipeline

Property Name	Constr Status	Submarket Name	Rooms	Year Built
The Galaxy Hotel	Under Construction	St Petersburg	92	2024
The J Hotel	Under Construction	Tarpon Springs/North Shore	68	2024
MOXY St. Petersburg Downtown	Under Construction	St Petersburg	163	2024
Grant Street Inn	Under Construction	Tarpon Springs/North Shore	22	2024
Opal Sol	Under Construction	Clearwater	248	2025
Home2 Suites by Hilton Clearwater St. Petersburg Ulmerton Rd	Under Construction	Clearwater	128	2025
The St. James Hotel	Final Planning	Tarpon Springs/North Shore	36	2026
Orange Station Hotel, Autograph Collection St. Petersburg	Final Planning	St Petersburg	170	2026
Clearwater Point Hotel (former Chart House Suites)	Final Planning	Clearwater	60	2026
Edge District Boutique Hotel	Final Planning	St Petersburg	114	2026
Embassy Suites by Hilton Clearwater Beach	Final Planning	Clearwater	180	2026
WoodSpring Suites Tarpon Springs	Final Planning	Tarpon Springs/North Shore	122	2026
WoodSpring Suites Largo	Proposed	Clearwater	122	2026
Hotel B	Final Planning	St Petersburg	168	2026
Hotel at Clearwater Bluffs	Final Planning	Clearwater	158	2026
Tarpon Springs Hotel	Proposed	Tarpon Springs/North Shore	8	2026
Tempo by Hilton St. Petersburg Downtown	Final Planning	St Petersburg	185	2026
Residence Inn By Marriott St. Petersburg Downtown	Final Planning	St Petersburg	150	2026
Residence Inn by Marriott Clearwater	Final Planning	Clearwater	125	2026
WoodSpring Suites Clearwater	Proposed	Clearwater	122	2026
Echelon City Center Hotel	Proposed	St Petersburg	120	2027
Beachmaker Resort Hotel Madeira Beach	Final Planning	St Petersburg	161	2027
Sea Captain Resort	Proposed	Clearwater	98	2027
The Windward Pass Resort	Proposed	St Petersburg	104	2027
Hampton by Hilton St Pete Beach	Proposed	St Petersburg	130	2027
JW Marriott St. Pete Beach	Proposed	St Petersburg	290	2027
Hampton by Hilton Madeira Beach	Proposed	St Petersburg	130	2028
Hampton Inn & Suites by Hilton Clearwater Central	Proposed	Clearwater	117	2028
Home2 Suites by Hilton Clearwater Central	Proposed	Clearwater	84	2028
Cambria at the Sponge Docks	Proposed	Tarpon Springs/North Shore	107	2034



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THANK YOU!

