



ST.PETE  
CLEARWATER  
FLORIDA

# Economic Snapshot Report

December 2024 TDC Meeting - October 2024 Data

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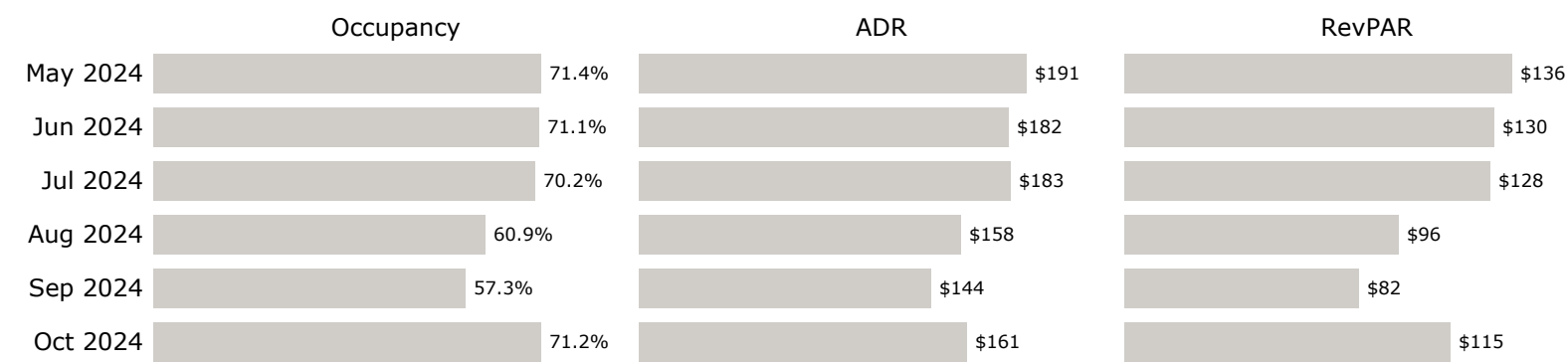
Hotel Performance Summary

Pinellas County, FL | October 2024



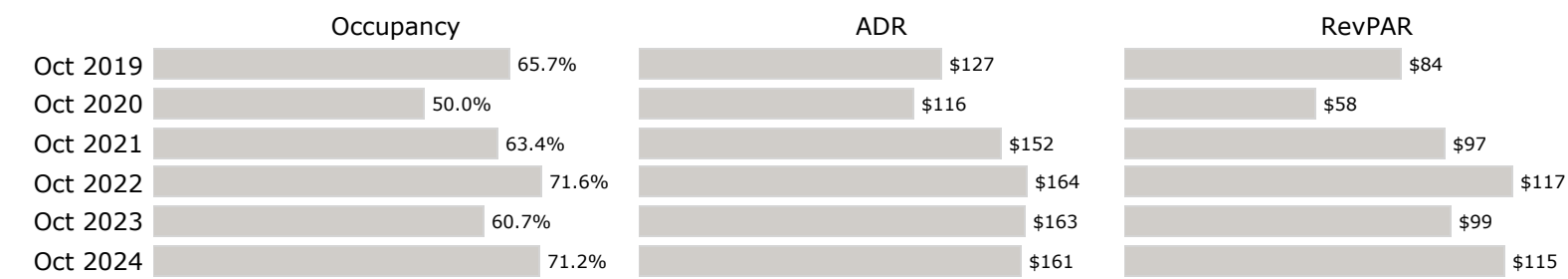
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	71.2%	\$161.03	\$114.67	657.3K	468.1K	\$75.4M
Change vs. Previous Year	▲ 17.4%	▼ -1.0%	▲ 16.2%	▼ -6.0%	▲ 10.3%	▲ 9.3%
YTD Fiscal Year	71.2%	\$161.03	\$114.67	657.3K	468.1K	\$75.4M
YTD Change vs. Previous Year	▲ 17.4%	▼ -1.0%	▲ 16.2%	▼ -6.0%	▲ 10.3%	▲ 9.3%

Last Six Months Performance

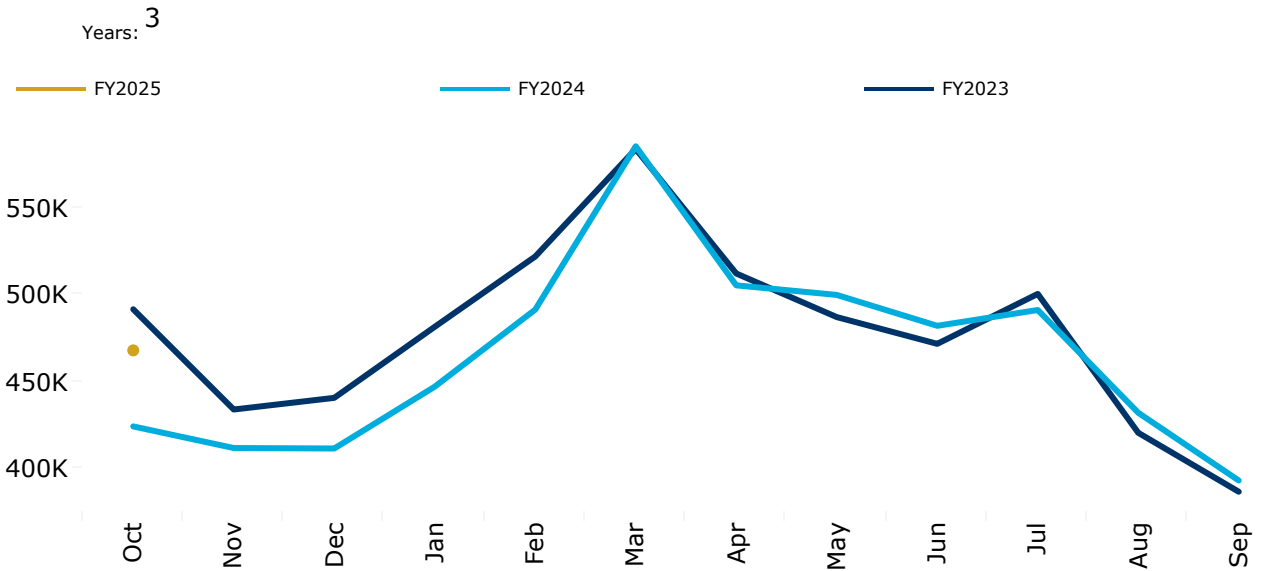


October Performance by Year

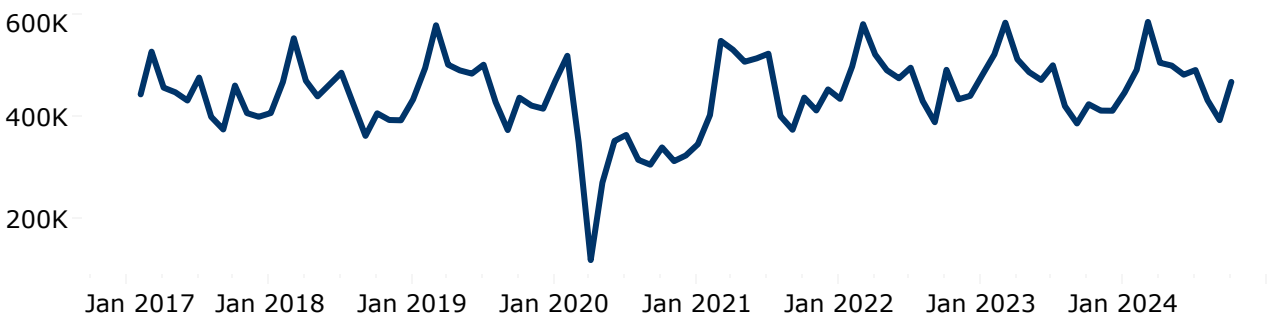
Pinellas County, FL



Demand YOY Comparison



Demand Long Term Trend





Submarkets Hotel Performance

Pinellas County, FL vs. Submarkets



October 2024, Submarket Hotel KPIs

Clearwater Beach+	56.3%	\$224	\$126	124.4K	70.1K	\$15.7M
Beach+	58.3%	\$203	\$118	246.5K	143.7K	\$29.2M
St. Pete Beach/ Terra V..	48.3%	\$197	\$95	53.2K	25.7K	\$5.0M
Downtown St. Petersbu..	63.5%	\$190	\$121	49.8K	31.6K	\$6.0M
Treasure Island Beach+	66.7%	\$177	\$118	25.4K	16.9K	\$3.0M
Indian Rocks Beach/ In..	73.6%	\$174	\$128	50.7K	37.3K	\$6.5M
State of Florida	68.6%	\$171	\$117	15.4M	10.6M	\$1.8B
Pinellas County, FL	71.2%	\$161	\$115	657.3K	468.1K	\$75.4M
Tarpon Springs/ Oldsm..	75.4%	\$149	\$112	38.2K	28.8K	\$4.3M
Inland+	78.9%	\$138	\$109	338.0K	266.7K	\$36.8M
St. Pete/ Largo/ Pinella..	86.9%	\$133	\$115	108.2K	94.0K	\$12.5M
Clearwater+	79.4%	\$120	\$95	130.4K	103.5K	\$12.4M
Occupancy		ADR	RevPAR	Supply	Demand	Revenue

October 2024, Submarket Hotel Performance vs. Previous Year

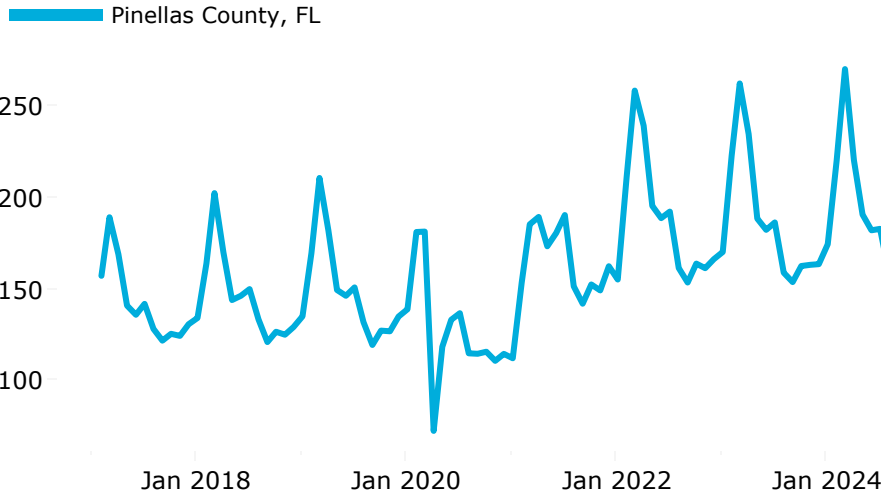
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Rooms Sold	YOY	Room Revenue	YOY
Clearwater Beach+	56.3%	▼ -11.1%	\$224	▼ -5.1%	\$126	▼ -15.7%	124.4K	▼ -6.4%	70.1K	▼ -16.8%	\$15.7M	▼ -21.1%
Clearwater+	79.4%	▲ 29.4%	\$120	▲ 19.4%	\$95	▲ 54.5%	130.4K	▼ -2.0%	103.5K	▲ 26.8%	\$12.4M	▲ 51.4%
Downtown St. Petersburg+	63.5%	▲ 16.2%	\$190	▼ -1.1%	\$121	▲ 14.9%	49.8K	▼ -4.5%	31.6K	▲ 10.9%	\$6.0M	▲ 9.8%
Indian Rocks Beach/ Indian Shores/ Madeir..	73.6%	▲ 24.9%	\$174	▲ 21.8%	\$128	▲ 52.0%	50.7K	▲ 5.5%	37.3K	▲ 31.7%	\$6.5M	▲ 60.3%
Pinellas County, FL	71.2%	▲ 17.4%	\$161	▼ -1.0%	\$115	▲ 16.2%	657.3K	▼ -6.0%	468.1K	▲ 10.3%	\$75.4M	▲ 9.3%
St. Pete Beach/ Terra Verde+	48.3%	▼ -19.0%	\$197	▼ -8.5%	\$95	▼ -25.9%	53.2K	▼ -37.1%	25.7K	▼ -49.0%	\$5.0M	▼ -53.4%
St. Pete/ Largo/ Pinellas Park+	86.9%	▲ 39.2%	\$133	▲ 16.5%	\$115	▲ 62.1%	108.2K	▲ 3.3%	94.0K	▲ 43.8%	\$12.5M	▲ 67.5%
Tarpon Springs/ Oldsmar/ Palm Harbor..	75.4%	▲ 33.3%	\$149	▲ 20.5%	\$112	▲ 60.6%	38.2K	▼ -1.0%	28.8K	▲ 32.0%	\$4.3M	▲ 59.1%
Treasure Island Beach+	66.7%	▲ 7.7%	\$177	▲ 1.7%	\$118	▲ 9.6%	25.4K	▼ -29.6%	16.9K	▼ -24.2%	\$3.0M	▼ -22.9%

History for submarkets varies. Click on a submarket to check its history in the line charts

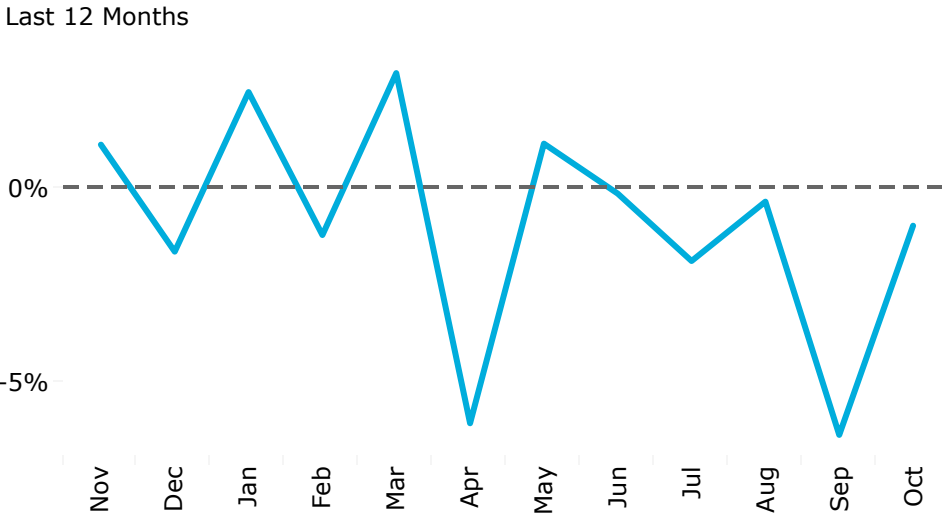
Source: STR



ADR Comparison



ADR vs. Same Month in Previous Year

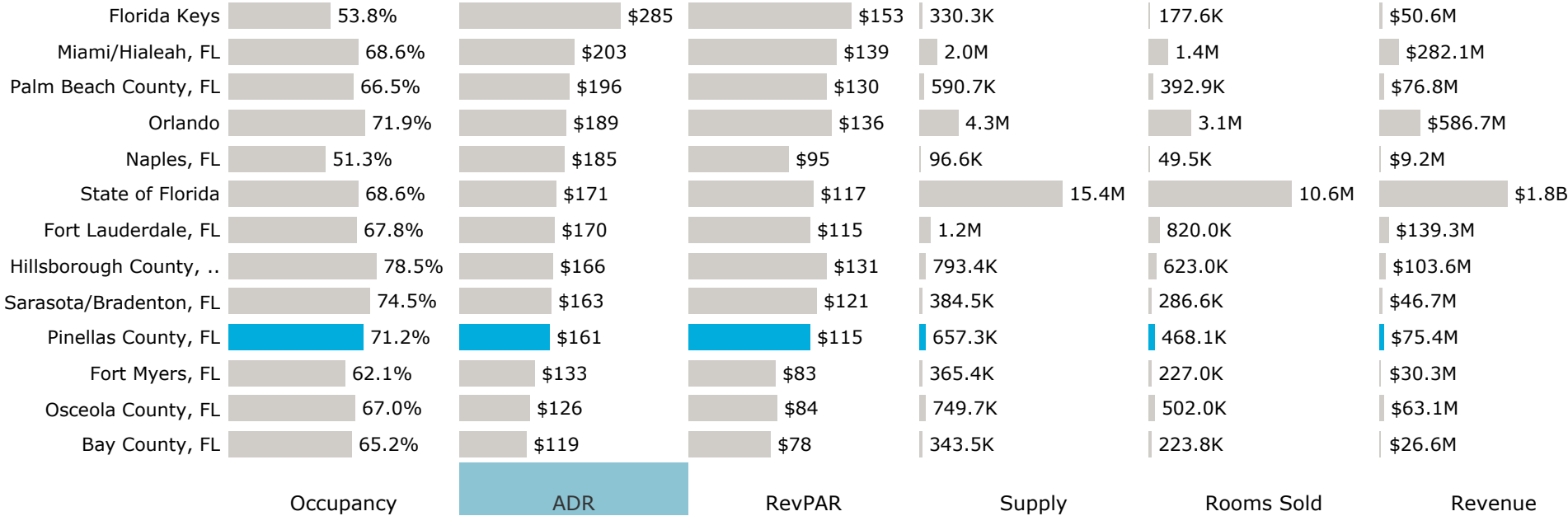


Competitive Markets Hotel Performance

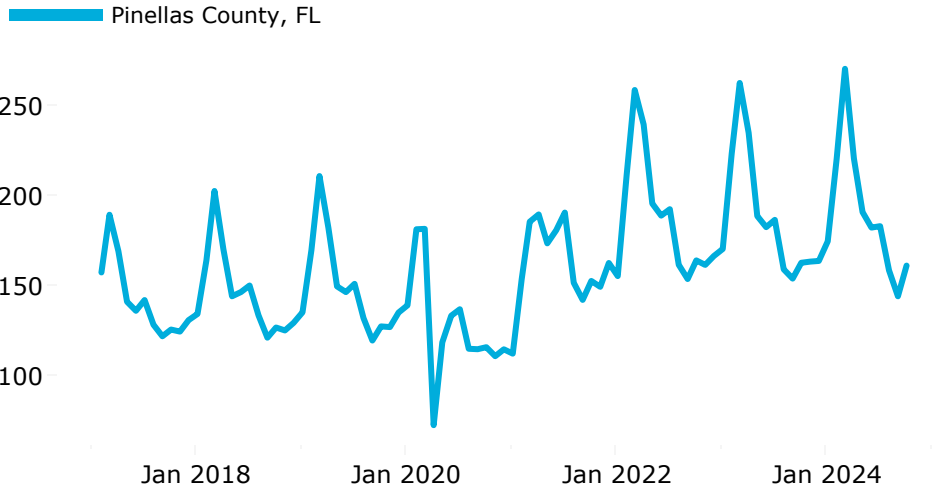
Pinellas County, FL vs. Comp. Markets



October 2024, Comp. Markets Hotel KPIs

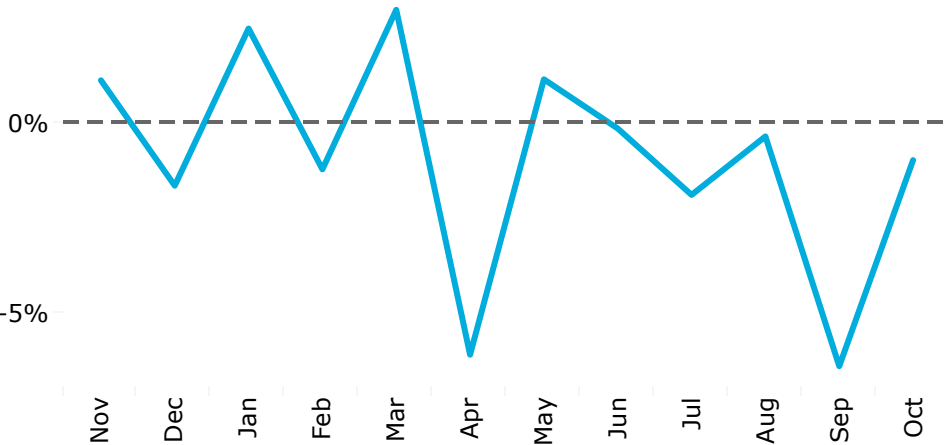


ADR Comparison



ADR vs. Same Month in Previous Year

Last 12 Months



October 2024, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Bay County, FL	65.2%	▲ 8.7%	\$119	▼ -2.8%	\$78	▲ 5.6%	343.5K	▲ 1.1%	223.8K	▲ 9.9%	\$26.6M	▲ 6.8%
Florida Keys	53.8%	▼ -13.1%	\$285	▲ 0.6%	\$153	▼ -12.6%	330.3K	▼ -0.6%	177.6K	▼ -13.7%	\$50.6M	▼ -13.1%
Fort Lauderdale, FL	67.8%	▲ 0.4%	\$170	▲ 2.2%	\$115	▲ 2.7%	1.2M	▲ 0.6%	820.0K	▲ 1.0%	\$139.3M	▲ 3.3%
Fort Myers, FL	62.1%	▼ -0.3%	\$133	▼ -2.9%	\$83	▼ -3.2%	365.4K	▲ 7.0%	227.0K	▲ 6.7%	\$30.3M	▲ 3.5%
Hillsborough County..	78.5%	▲ 14.7%	\$166	▲ 10.1%	\$131	▲ 26.3%	793.4K	▲ 0.2%	623.0K	▲ 14.9%	\$103.6M	▲ 26.6%
Miami/Hialeah, FL	68.6%	▲ 0.9%	\$203	▲ 10.1%	\$139	▲ 11.1%	2.0M	▼ -0.1%	1.4M	▲ 0.8%	\$282.1M	▲ 11.0%
Naples, FL	51.3%	▼ -8.2%	\$185	▼ -1.4%	\$95	▼ -9.5%	96.6K	▲ 9.5%	49.5K	▲ 0.4%	\$9.2M	▼ -1.0%
Orlando	71.9%	▲ 2.3%	\$189	▼ -0.7%	\$136	▲ 1.6%	4.3M	▲ 0.7%	3.1M	▲ 3.0%	\$586.7M	▲ 2.3%
Osceola County, FL	67.0%	▲ 3.9%	\$126	▼ -6.6%	\$84	▼ -3.0%	749.7K	▼ -0.1%	502.0K	▲ 3.8%	\$63.1M	▼ -3.1%
Palm Beach County,..	66.5%	▲ 5.3%	\$196	▼ -1.2%	\$130	▲ 4.0%	590.7K	▼ -0.3%	392.9K	▲ 5.1%	\$76.8M	▲ 3.8%
Pinellas County, FL	71.2%	▲ 17.4%	\$161	▼ -1.0%	\$115	▲ 16.2%	657.3K	▼ -6.0%	468.1K	▲ 10.3%	\$75.4M	▲ 9.3%
Sarasota/Bradenton..	74.5%	▲ 24.2%	\$163	▲ 5.1%	\$121	▲ 30.5%	384.5K	▲ 0.4%	286.6K	▲ 24.7%	\$46.7M	▲ 31.0%
State of Florida	68.6%	▲ 5.5%	\$171	▲ 0.6%	\$117	▲ 6.2%	15.4M	▲ 0.9%	10.6M	▲ 6.5%	\$1.8B	▲ 7.1%

History for markets varies. Click on a market to check its history in the line charts

Source: STR



# Pinellas County Tourist Development Tax Collections

October 2024



## Tourist Development Tax Collections

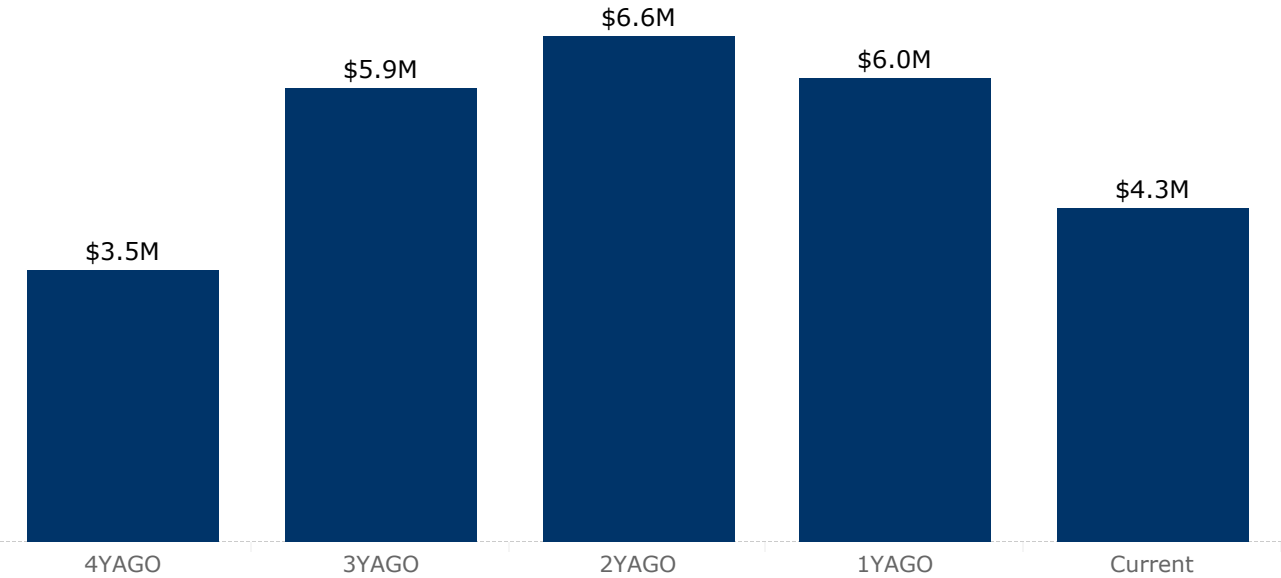
\$4.3M

-28.1% YOY | +6.0% vs. 2019

Gross Tax Collected

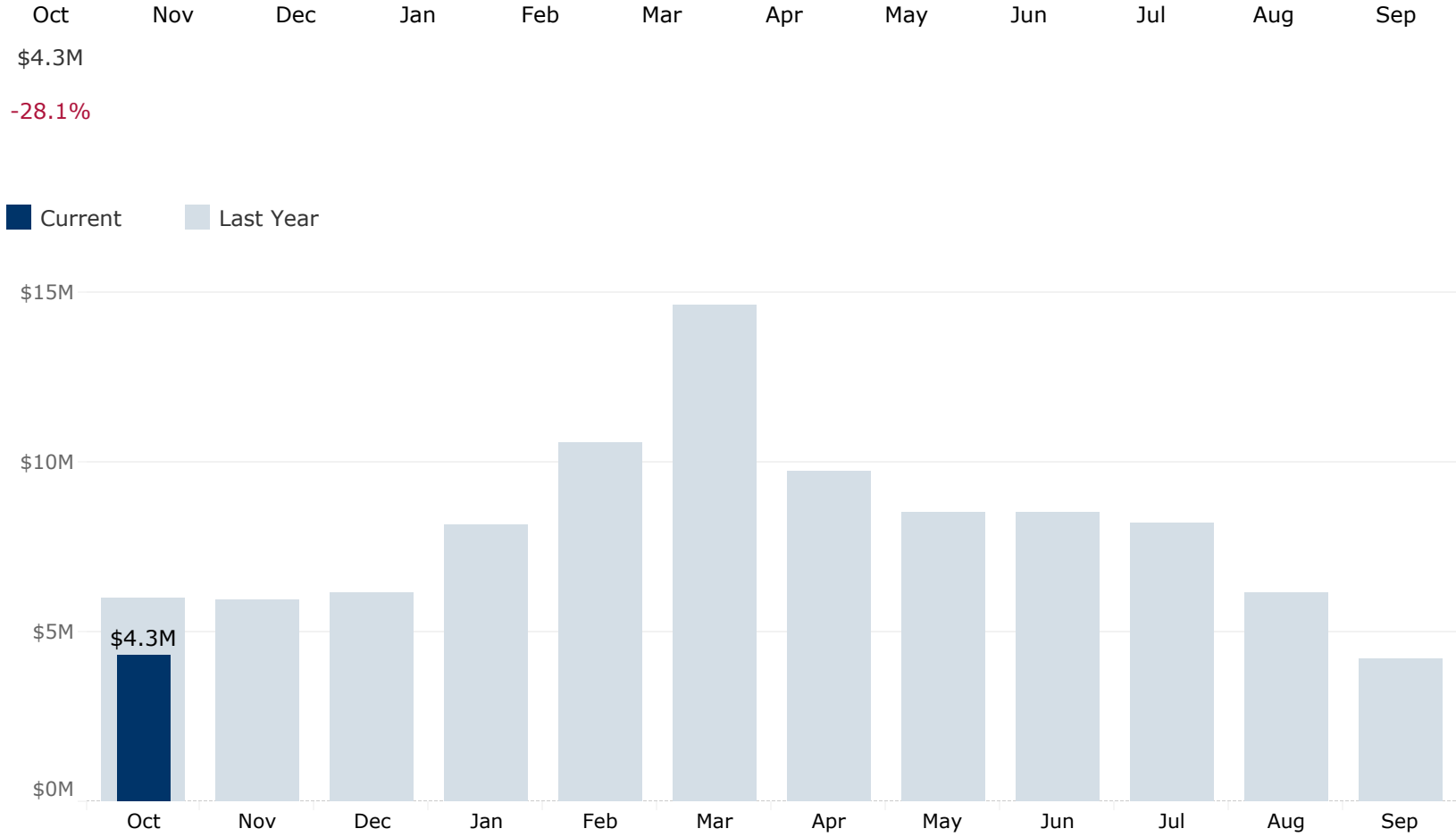
## Tourist Development Tax Collections

October 2024 vs. comparable months over the past 5 years



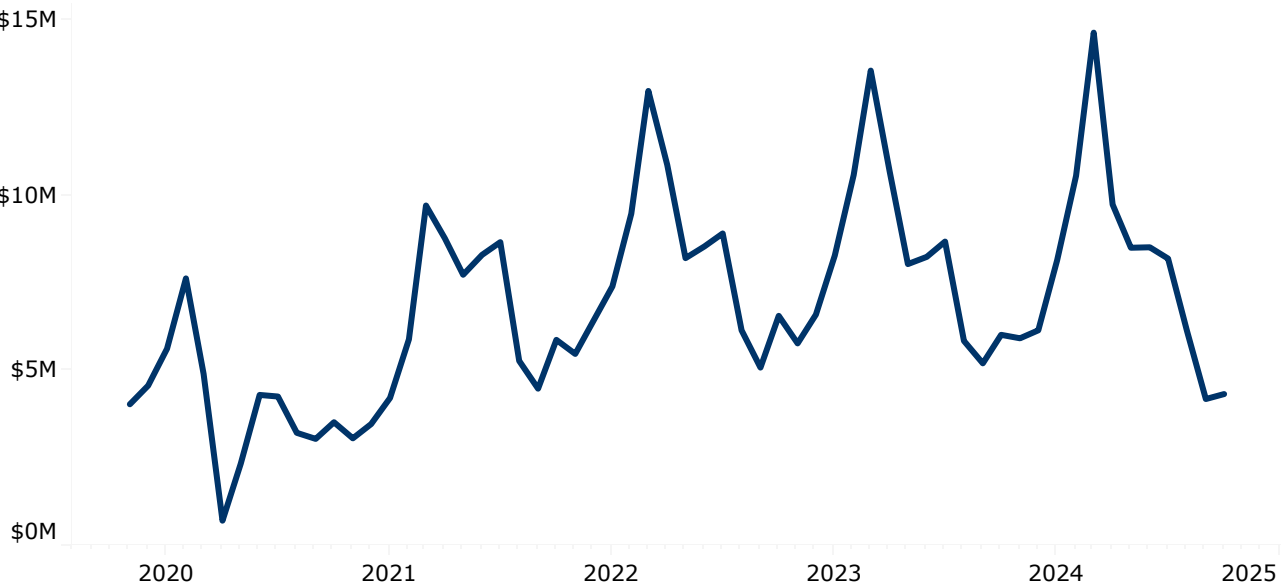
## Tourist Development Tax Collections by Month

Fiscal Year 2025



## Tourist Development Tax Collections

Long Term Trend





# Pinellas County Local Option Tax Collections

October 2024



## Local Option Tax Share of Total Collections

	Oct	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Nov	Dec
Clearwater/Clearwater Beach	35.79%											
St Petersburg	25.35%											
Miscellaneous/Other	19.43%											
St Pete Beach/Tierra Verde	4.12%											
Oldsmar/Safety Harbor	3.81%											
Palm Harbor	2.25%											
Treasure Island	2.20%											
Dunedin	2.13%											
Madeira Beach	1.93%											
Tarpon Springs	1.48%											
N Redington Beach/Redington Beach/Redington Shores	0.86%											
Belleair/Belleair Beach/Bluffs/Shores	0.24%											
Indian Rocks Beach	0.24%											
Indian Shores	0.17%											
Total	100.00%											

Source: Pinellas County Tax Collector

## Tourist Development Tax Collections

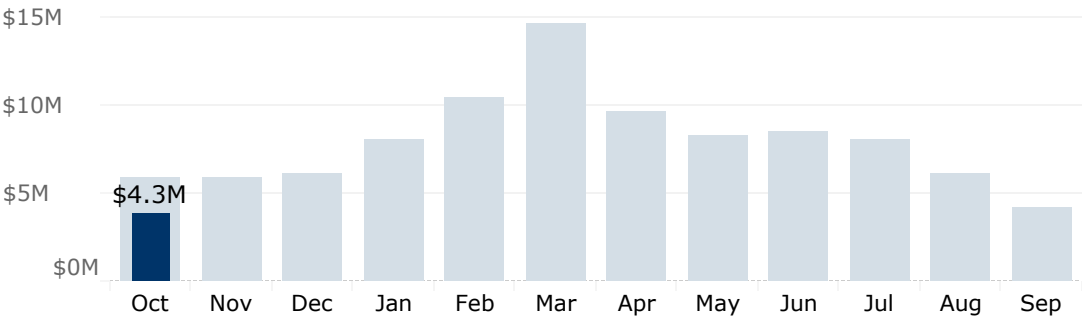
October 2024 vs. comparable months over the past 5 years



## Tourist Development Tax Collections by Month

Fiscal Year 2025

Current YTD STLY YTD



## Tourist Development Tax Collections

Long Term Trend

