

# DESTINATION METRICS

February 2025



# December

Monthly snapshot

## Tourism Development Tax

Gross tax collections:

\$6,680,556.33

Difference from 2023:

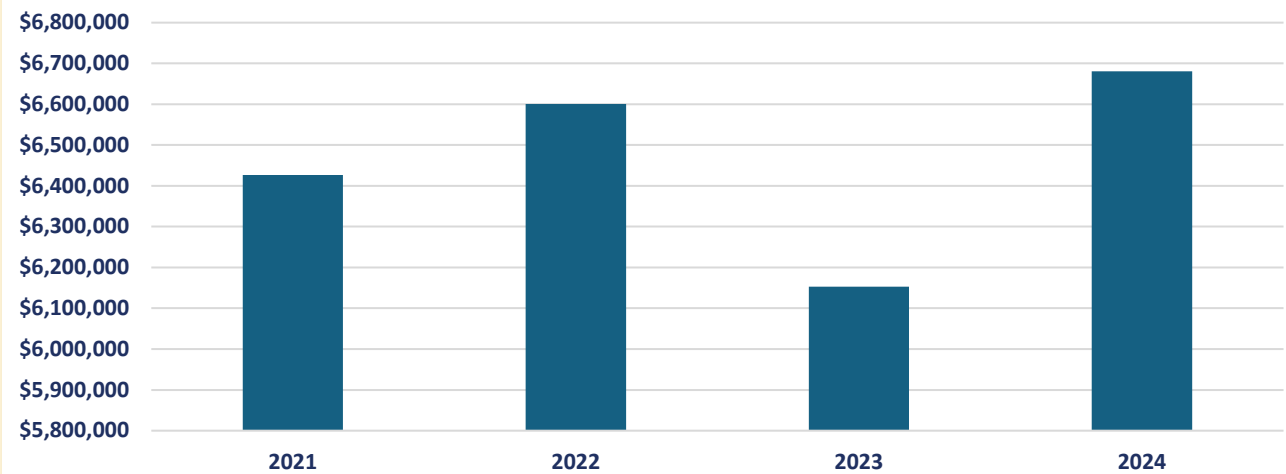
\$527,981

Change from 2023: 8.58%

Record high TDT driven by hotel demand.

Vacation Rental remains below last year.

Gross TDT Collections



Lodging Data

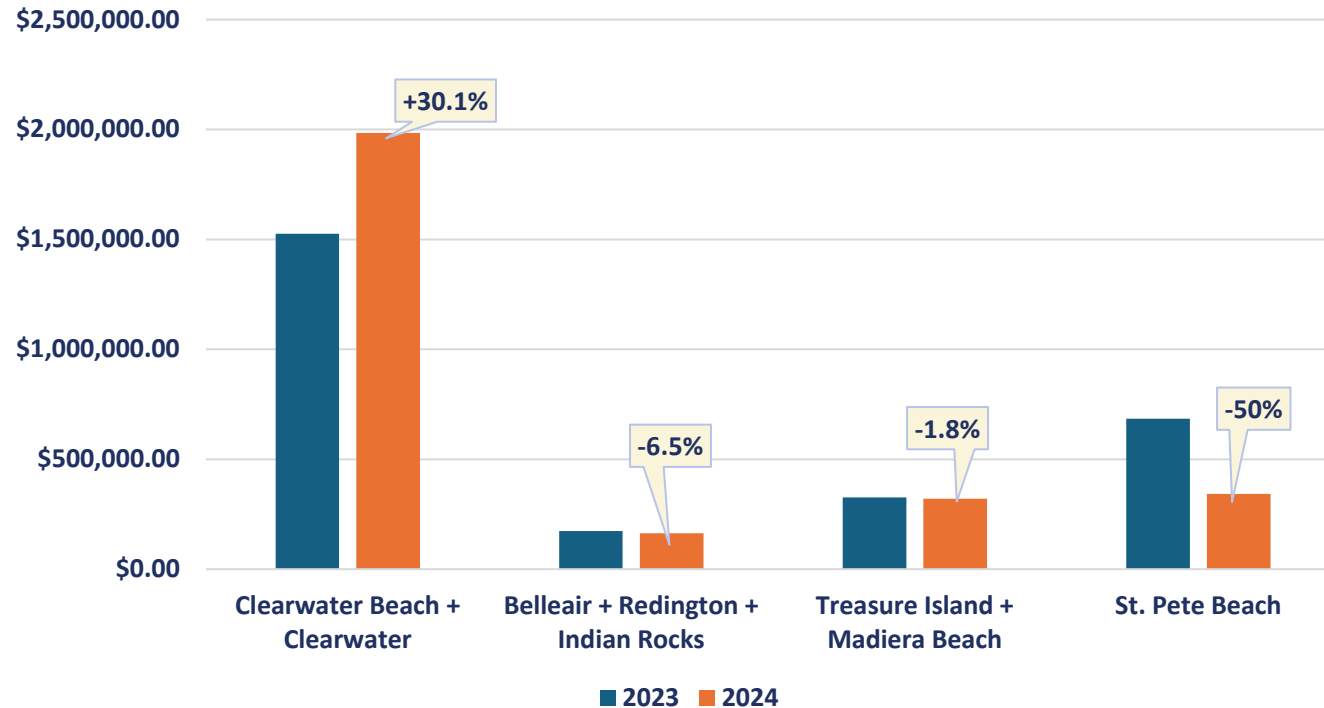
	Hotel/Traditional	Vacation Rental
ADR	\$177.95 (+8.8%)	\$226 (+6%)
Occupancy	77.2% (+30.6%)	50.2% (-3%)
Supply change vs Last Year	-5.0%	-24%
Demand change vs Last Year	+23.6%	-22%
Revenue change vs Last Year	+34.6%	-28%

\* Supply, Demand and Revenue change is of representative sample

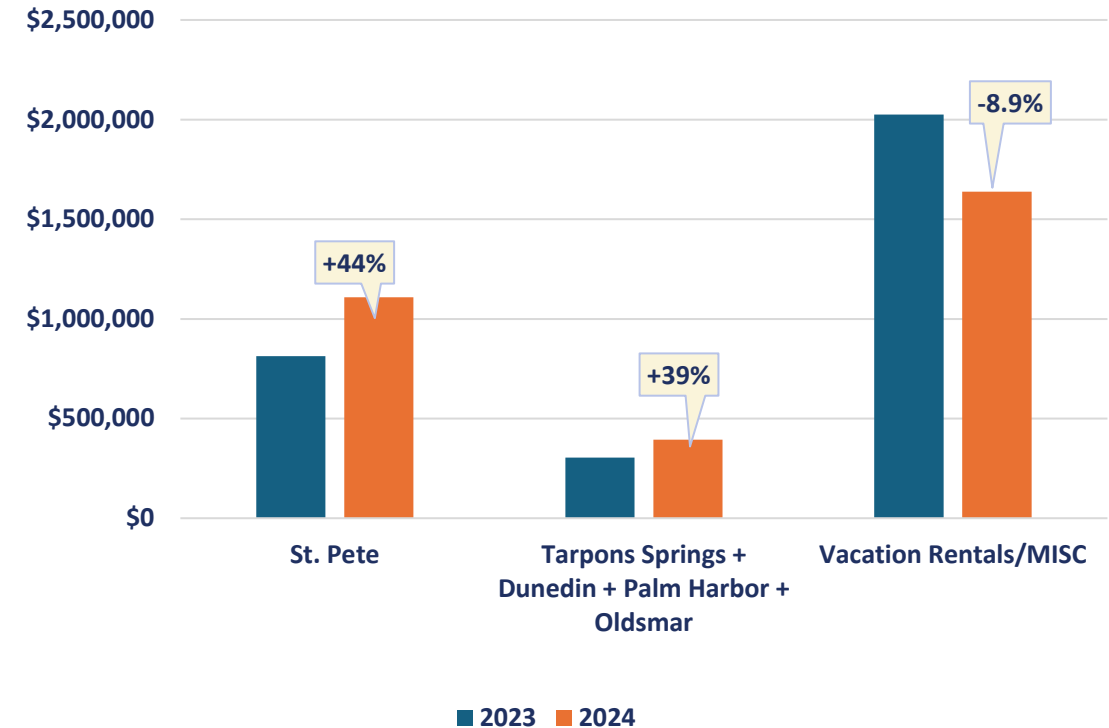
# COLLECTIONS

## Tourist Development Tax (TDT) by area

Beach Areas - December



Inland + Vacation Rental - December



Clearwater and St. Pete TDT collections continue to lead TDT growth. Vacation Rental and St. Pete Beach remain in recovery.

# Vacation Rental Demand, Supply

## Year Over Year Change

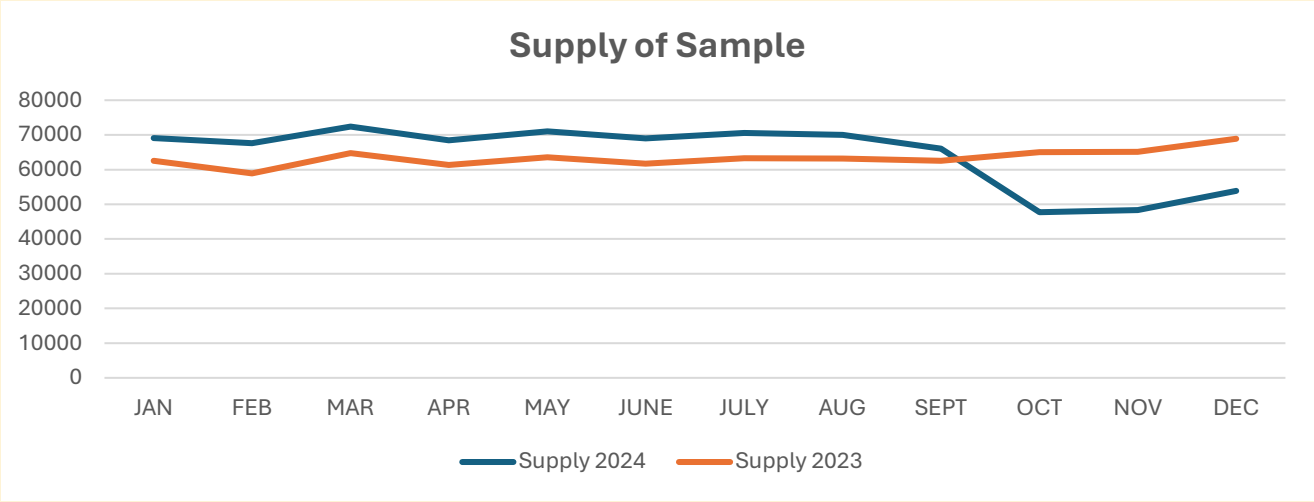
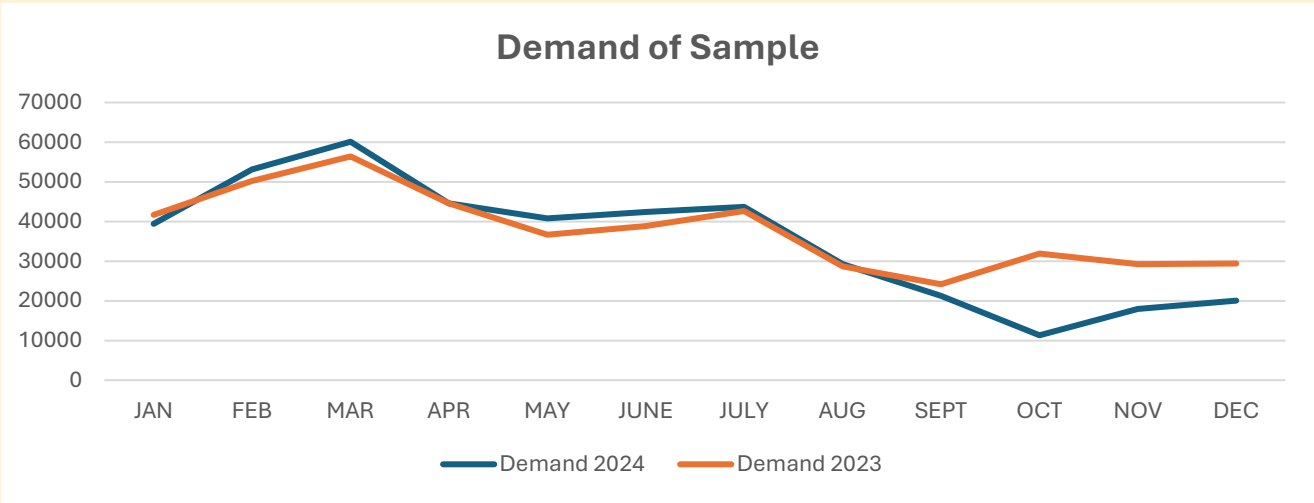
Jan-Aug Supply Change	OCT	NOV	DEC
11.78%	-26.61%	-25.81%	-21.74%

Jan-Aug Demand Change	OCT	NOV	DEC
3.96%	-64.53%	-38.58%	-31.65%

Jan-Aug Occupancy Change	OCT	NOV	DEC
-6.54%	-32.87%	-5.45%	-2.83%

Prior to Hurricane Helene, supply growth outpaced demand, generating an overall decrease in occupancy despite actual growth in demand.

Demand and supply have improved in consecutive months but remain well below last year.



# St. Pete Beach Hotel Demand, Supply

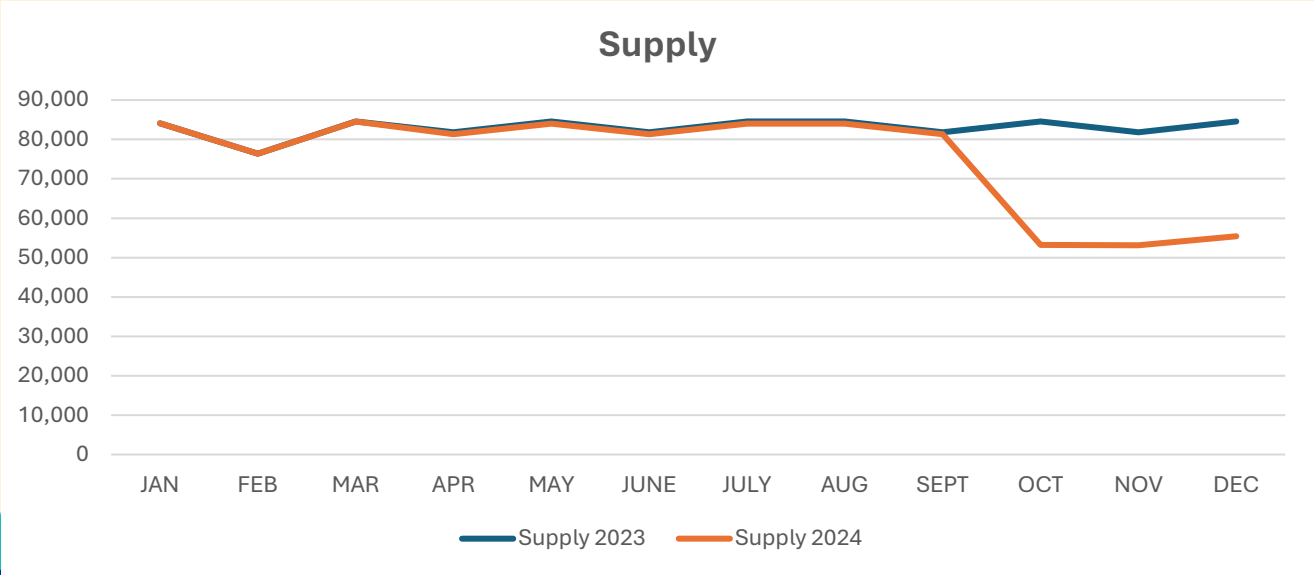
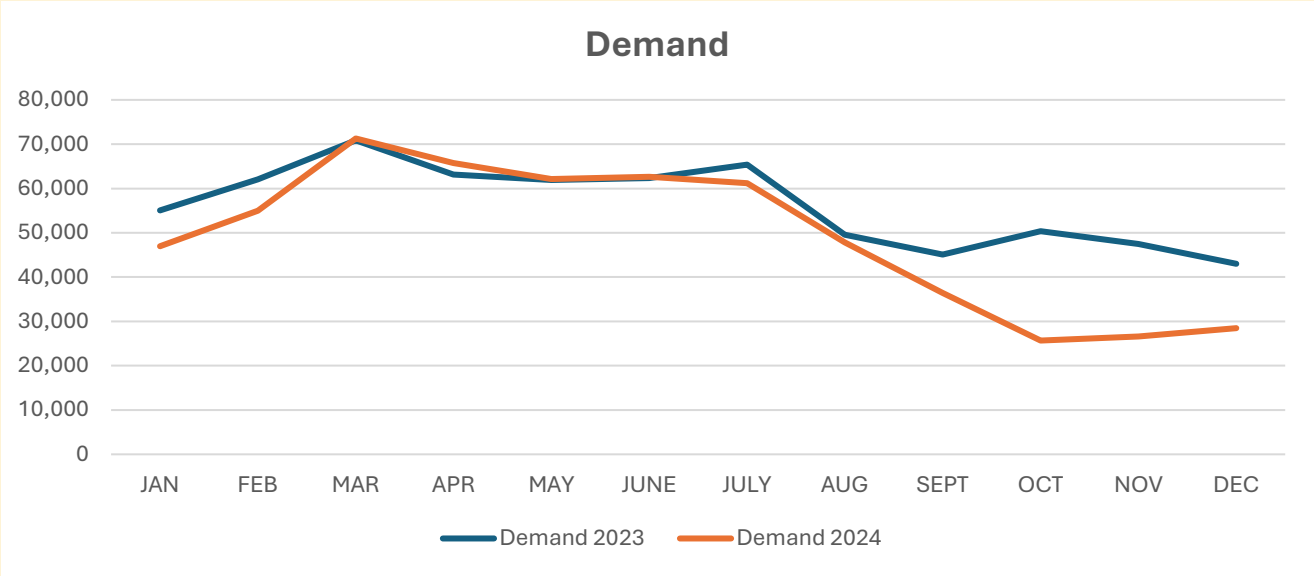
## Year Over Year Change

Jan-Aug Supply Change	OCT	NOV	DEC
-0.41%	-37.10%	-35.08%	-34.49%

Jan-Aug Demand Change	OCT	NOV	DEC
-3.57%	-49.04%	-43.96%	-33.84%

Jan-Aug Occupancy Change	OCT	NOV	DEC
-3.24%	-19.00%	-13.67%	+0.98%

Prior to Hurricane Helene, supply and demand of St. Pete Beach Hotels were very similar to last year. Since Hurricane Helene, occupancy has rebounded, demand and supply recover at a slower pace.



# TAMPA BAY

## Hotel & Vacation Rental Data

Compared to other Tampa Bay area destinations, Pinellas County hotel demand and revenue grew in December, but remains below vacation rental revenue, supply and demand in contrast to Sarasota and Tampa.

	December Hotel (% Change)					
	Occ	ADR	RevPAR	Revenue	Supply	Demand
Pinellas County, FL	+30.1%	+8.9%	+41.7%	+34.6%	-5.0%	+23.6%
Hillsborough County, FL	+14.1%	+13.6%	+29.5%	+27.0%	-1.9%	+11.8%
Sarasota/Bradenton, FL	+13.2%	+5.7%	+19.7%	+18.1%	-1.3%	+11.7%

	December Vacation Rental (% Change)					
	Occ	ADR	RevPAR	Revenue	Supply	Demand
Pinellas County, FL	-3%	+6%	-8%	-27%	-21%	-32%
Hillsborough County, FL	+9%	+4%	+15%	+17%	+1%	+13%
Sarasota FL	+4%	+0%	+3%	-17%	-19%	-17%

# STATE OF FLORIDA

Hotel data of Orlando, Miami & Fort Myers regions

	Occ	ADR	RevPAR	Revenue	Supply	Demand
Pinellas County, FL	30.1%	8.9%	41.7%	34.6%	-5.0%	23.6%

	Fort Myers Area (% Change)					
	Occ	ADR	RevPAR	Revenue	Supply	Demand
Naples, FL	+10.5%	-1.0%	+9.4%	+13.7%	+4.0%	+14.9%
Fort Myers, FL	+1.9%	-1.3%	+0.6%	+5.0%	+4.4%	+6.4%
	Orlando Area (% Change)					
	Occ	ADR	RevPAR	Revenue	Supply	Demand
Orlando	+3.7%	+2.3%	+6.0%	+6.6%	+0.5%	+4.2%
Osceola County, FL	+4.6%	+2.1%	+6.8%	+6.4%	-0.4%	+4.2%
	Miami Area (% Change)					
	Occ	ADR	RevPAR	Revenue	Supply	Demand
Miami/Hialeah, FL	+0.3%	+0.4%	+0.7%	+0.3%	-0.3%	-0.0%
Palm Beach County, FL	+8.4%	+1.9%	+10.5%	+11.6%	+1.0%	+9.5%
Fort Lauderdale, FL	-1.9%	-1.7%	-3.6%	-4.0%	-0.4%	-2.3%

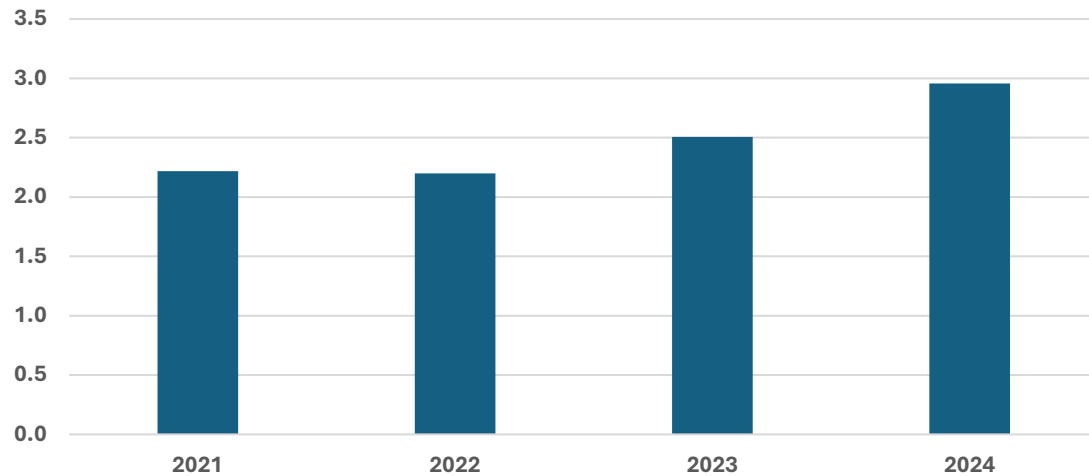
Across Florida, beach communities led revenue and demand growth relative to last year.



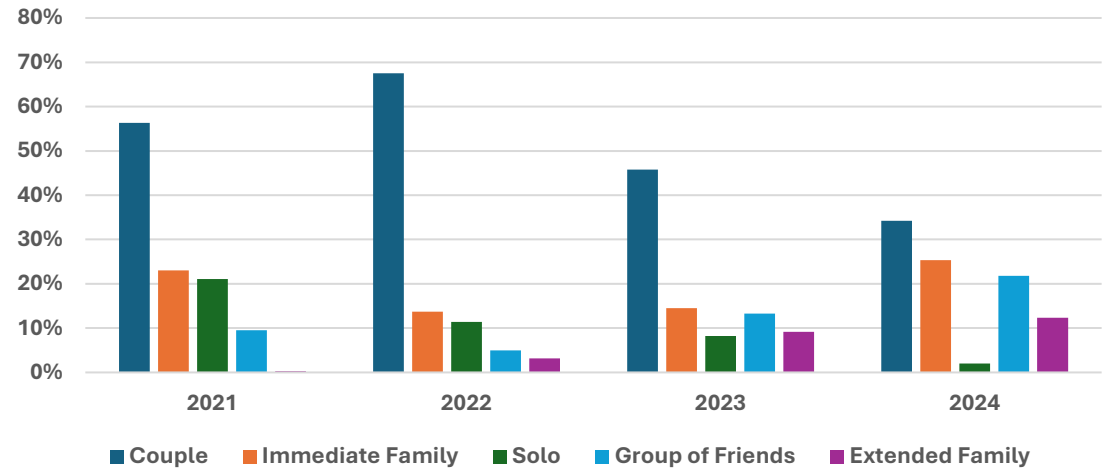
# December Visitor Survey Data

More visitors are traveling in different party compositions, such as groups of friends or extended family. They're also more often traveling with children, growing the average travel party size.

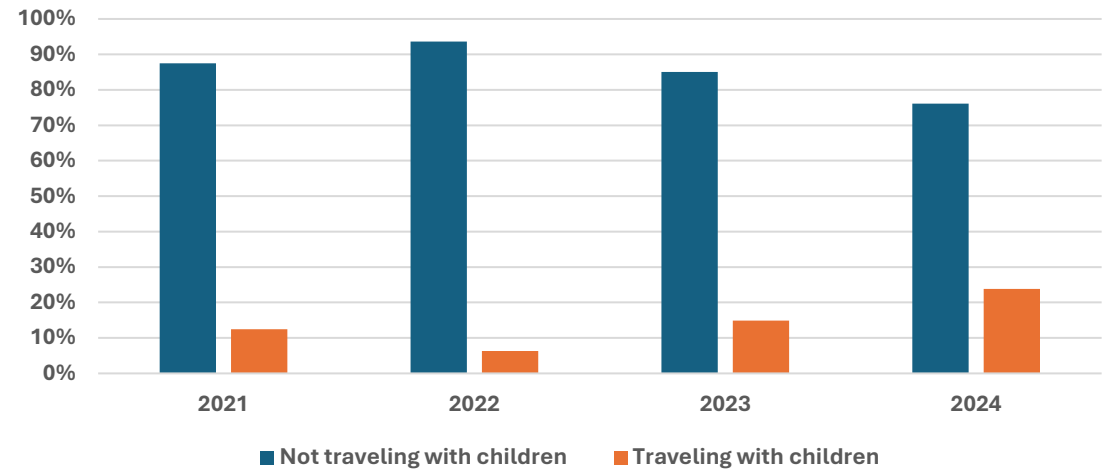
## Average Travel Party Size



## Party Composition



## Traveling with Children

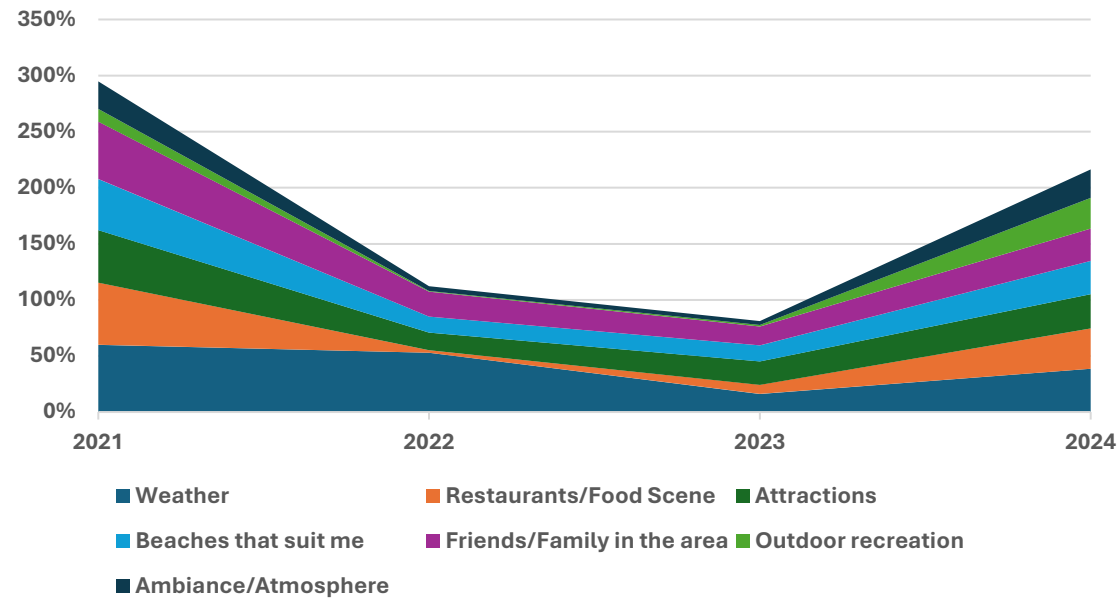




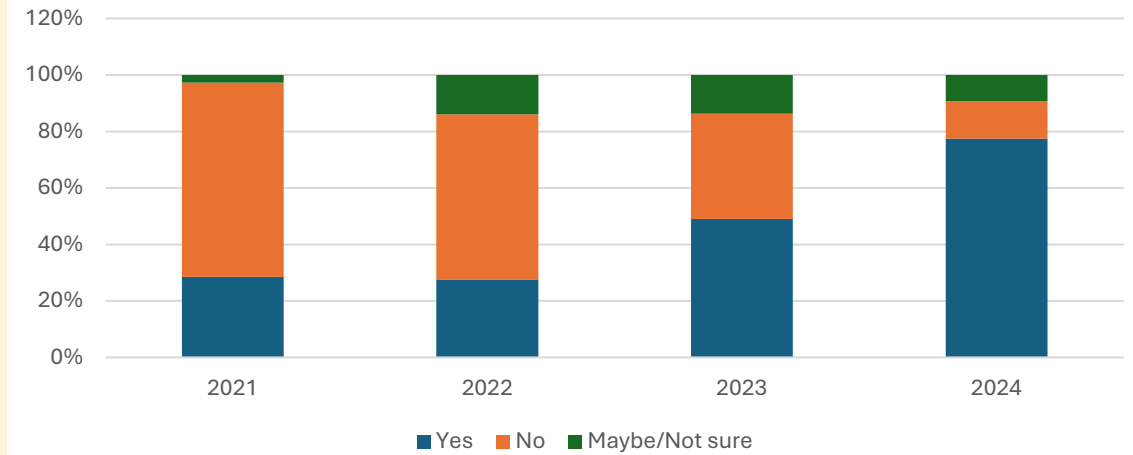
# December Visitor Survey Data Continued

More visitors cited visiting their friends and relatives as the driving reason compared to previous years. Important factors including weather, restaurants and attractions demonstrated real enthusiasm to visit. Meanwhile Advertising Recall is at a record high.

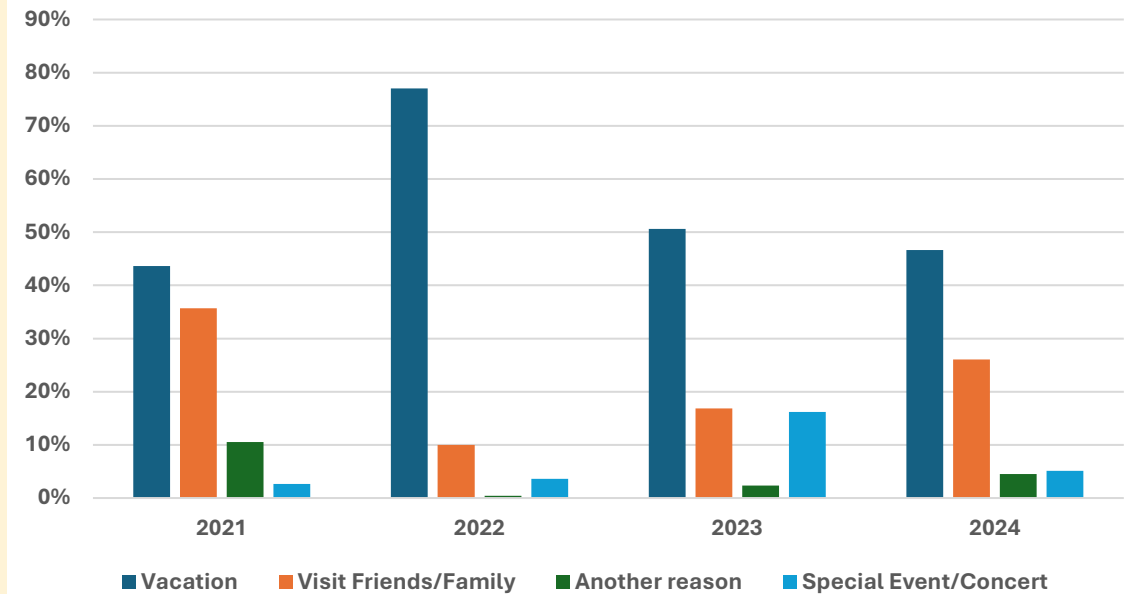
## Important Factors in Decision to Visit



## Advertising Recall



## Reason For Visiting



# JANUARY

Preliminary Data

January Early Data Change vs Last Year		
	Hotel/Traditional	Vacation Rental
ADR	+5.9%	-5%
Occupancy	+22.1%	-3%
Supply	-5.7%	-22%
Demand	+15.2%	-28%
Revenue	+22%	-32%

\* Supply, Demand and Revenue change is of representative sample

To start 2025, hotel demand and revenue continues to remain above last year.

Supply, demand and revenue of our vacation rental industry continues to recover but remain below last year.

# QUESTIONS?

