



ST.PETE  
CLEARWATER  
FLORIDA

# Economic Snapshot Report

February 2025 TDC Meeting - December 2024 Data

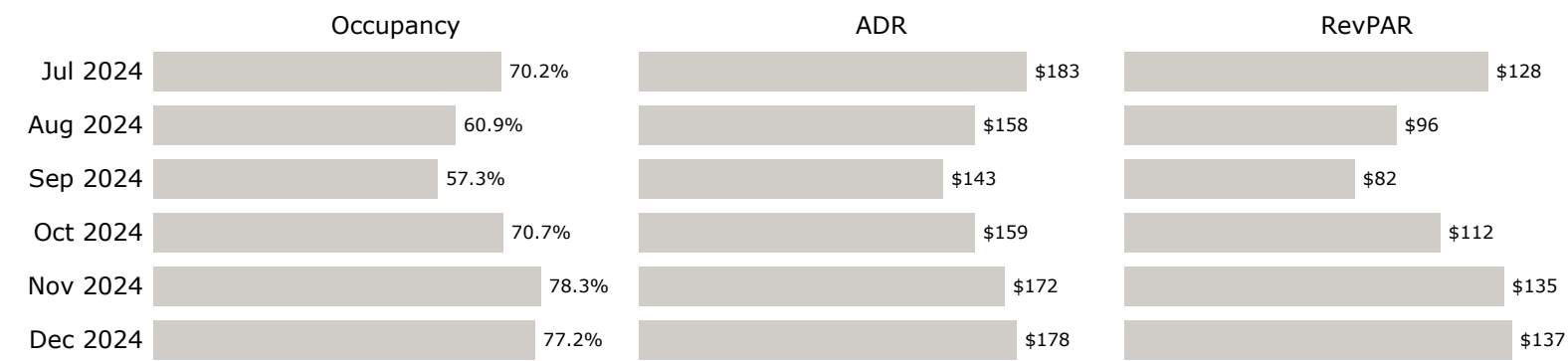
Hotel Performance Summary

Pinellas County, FL | December 2024



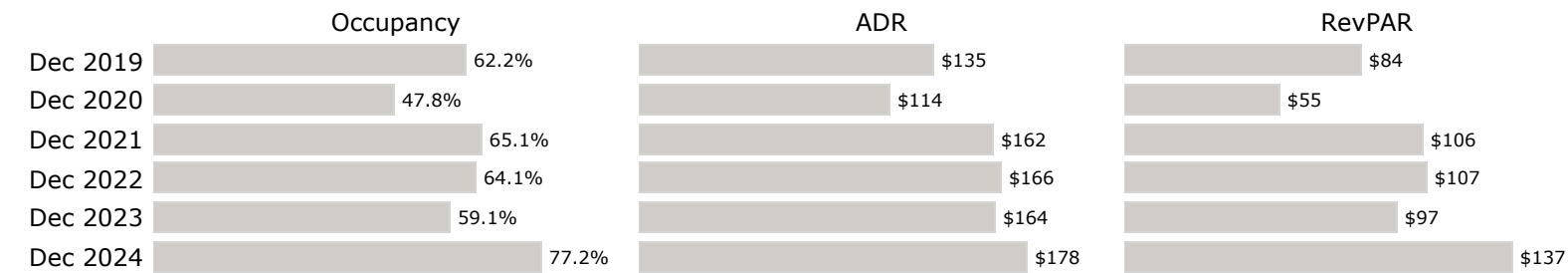
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	77.2%	\$177.95	\$137.31	662.8K	511.5K	\$91.0M
Change vs. Previous Year	▲ 30.6%	▲ 8.8%	▲ 42.1%	▼ -5.0%	▲ 24.1%	▲ 35.0%
YTD Fiscal Year	75.4%	\$169.83	\$127.97	2.0M	1.5M	\$250.5M
YTD Change vs. Previous Year	▲ 25.2%	▲ 4.1%	▲ 30.3%	▼ -5.7%	▲ 18.1%	▲ 22.9%

Last Six Months Performance

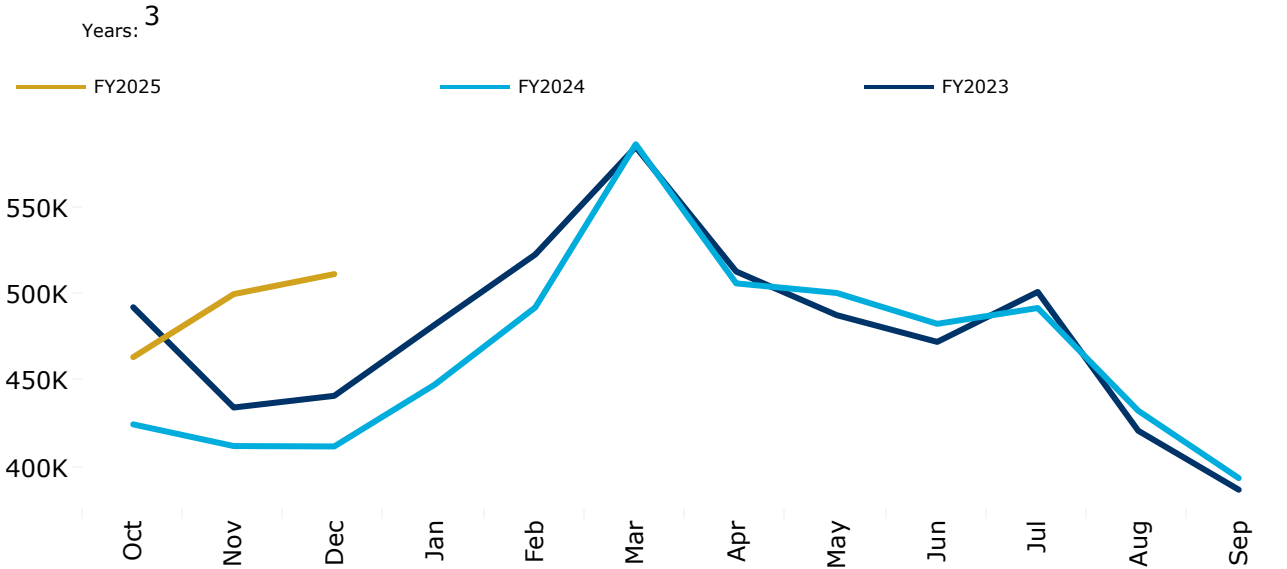


December Performance by Year

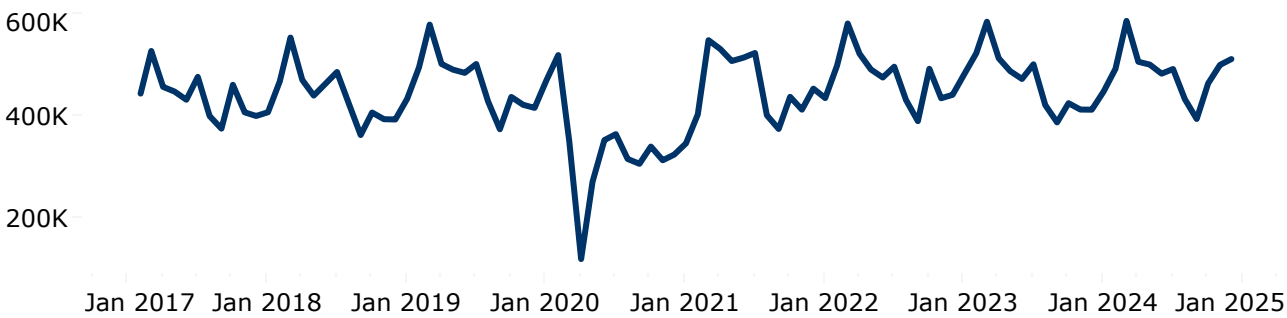
Pinellas County, FL



Demand YOY Comparison



Demand Long Term Trend



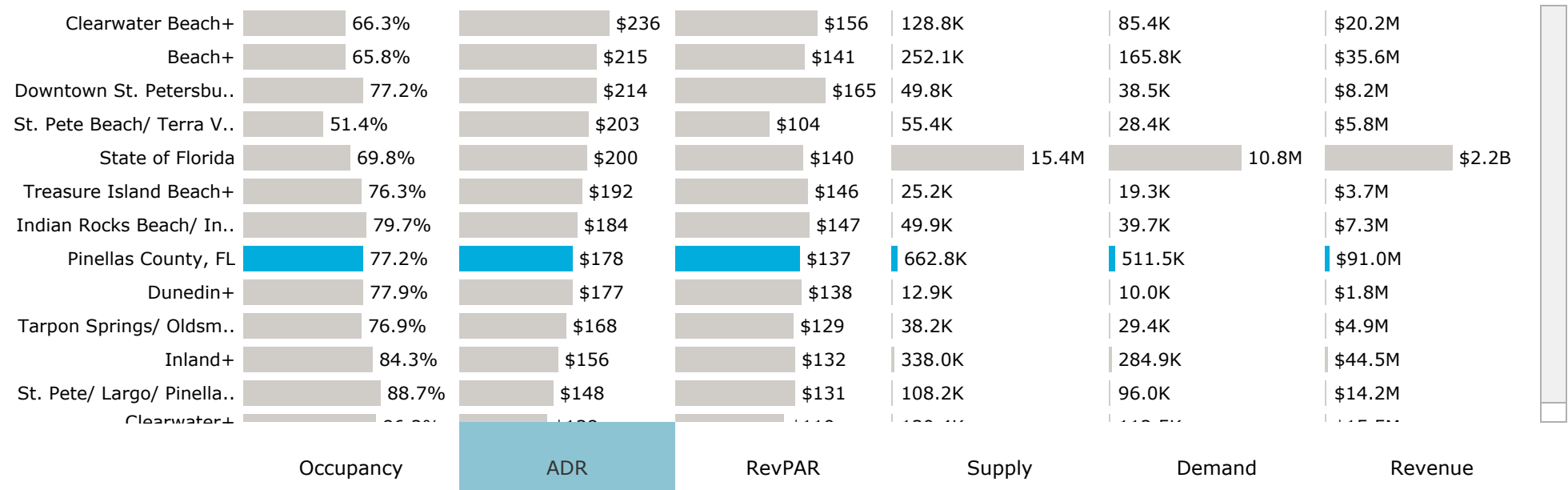


Submarkets Hotel Performance

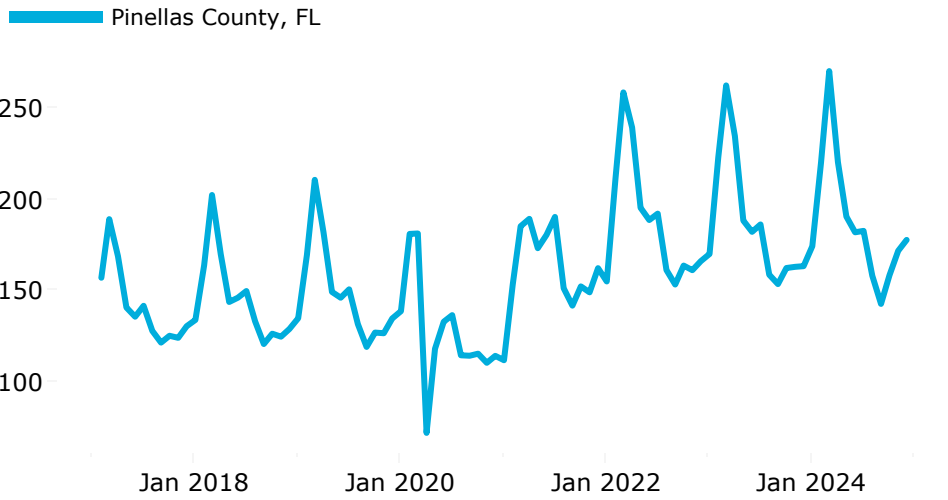
Pinellas County, FL vs. Submarkets



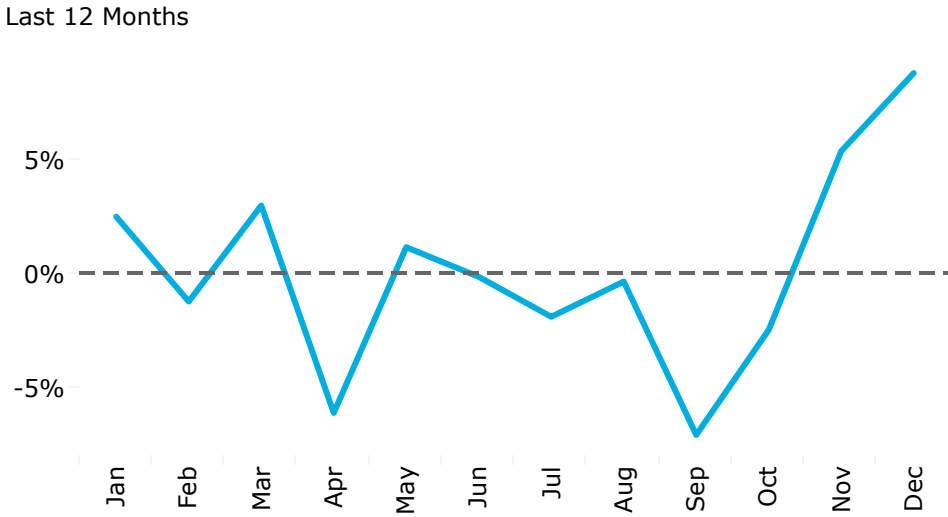
December 2024, Submarket Hotel KPIs



ADR Comparison



ADR vs. Same Month in Previous Year



December 2024, Submarket Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Rooms Sold	YOY	Room Revenue	YOY
Clearwater Beach+	66.3%	▲ 14.9%	\$236	▼ -0.1%	\$156	▲ 14.8%	128.8K	▼ -3.1%	85.4K	▲ 11.4%	\$20.2M	▲ 11.2%
Clearwater+	86.2%	▲ 38.8%	\$138	▲ 40.9%	\$119	▲ 95.6%	130.4K	▼ -0.3%	112.5K	▲ 38.4%	\$15.5M	▲ 95.0%
Downtown St. Petersburg+	77.2%	▲ 25.2%	\$214	▲ 3.4%	\$165	▲ 29.5%	49.8K	▼ -4.5%	38.5K	▲ 19.6%	\$8.2M	▲ 23.7%
Dunedin+	77.9%	▲ 27.0%	\$177	▲ 6.4%	\$138	▲ 35.1%	12.9K	▲ 0.0%	10.0K	▲ 27.0%	\$1.8M	▲ 35.1%
Indian Rocks Beach/ Indian Shores/ Madeir..	79.7%	▲ 43.8%	\$184	▲ 24.2%	\$147	▲ 78.5%	49.9K	▲ 3.8%	39.7K	▲ 49.2%	\$7.3M	▲ 85.3%
Pinellas County, FL	77.2%	▲ 30.6%	\$178	▲ 8.8%	\$137	▲ 42.1%	662.8K	▼ -5.0%	511.5K	▲ 24.1%	\$91.0M	▲ 35.0%
St. Pete Beach/ Terra Verde+	51.4%	▲ 1.0%	\$203	▼ -11.5%	\$104	▼ -10.6%	55.4K	▼ -34.5%	28.4K	▼ -33.8%	\$5.8M	▼ -41.4%
St. Pete/ Largo/ Pinellas Park+	88.7%	▲ 38.0%	\$148	▲ 32.9%	\$131	▲ 83.5%	108.2K	▲ 3.3%	96.0K	▲ 42.6%	\$14.2M	▲ 89.6%
Tarpon Springs/ Oldsmar/ Palm Harbor..	76.9%	▲ 35.6%	\$168	▲ 38.5%	\$129	▲ 87.8%	38.2K	▼ -1.0%	29.4K	▲ 34.3%	\$4.9M	▲ 86.0%
Treasure Island Beach+	76.3%	▲ 35.3%	\$192	▼ -1.2%	\$146	▲ 33.7%	25.2K	▼ -30.1%	19.3K	▼ -5.4%	\$3.7M	▼ -6.5%

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

Source: STR

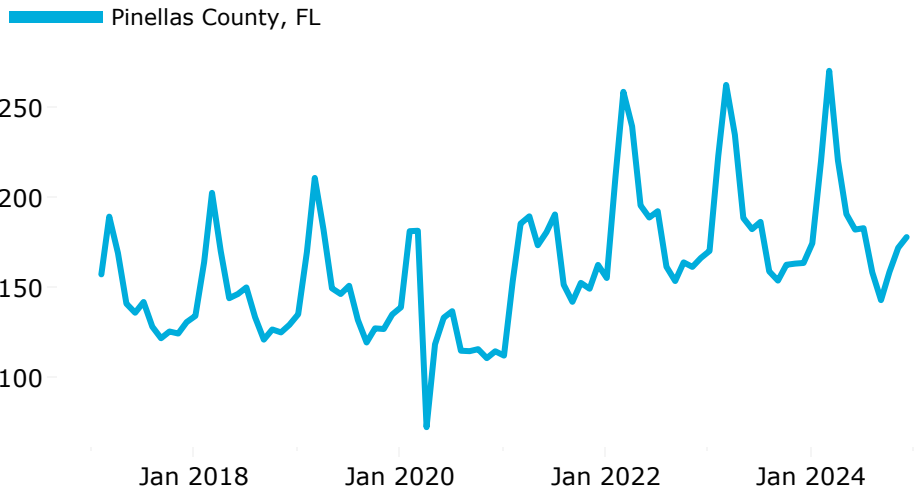
Competitive Markets Hotel Performance
Pinellas County, FL vs. Comp. Markets



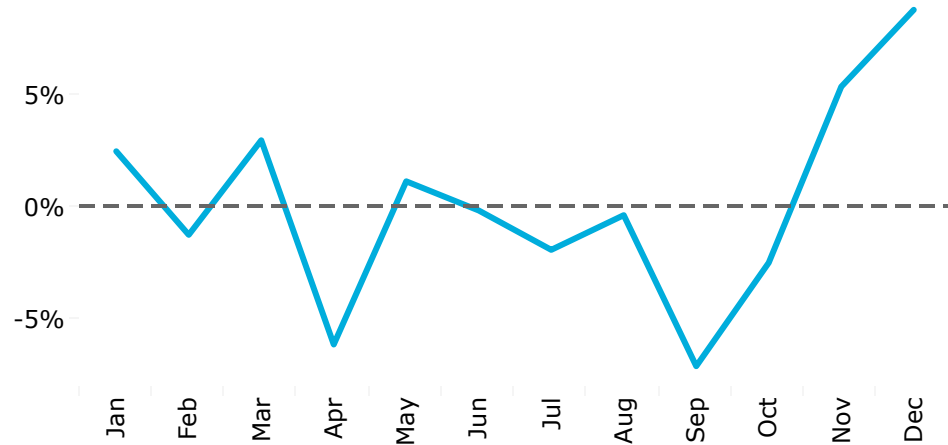
December 2024, Comp. Markets Hotel KPIs

Florida Keys	73.2%	\$390	\$285	330.3K	241.7K	\$94.3M
Palm Beach County, FL	74.2%	\$287	\$213	598.5K	444.1K	\$127.4M
Naples, FL	64.5%	\$275	\$177	96.6K	62.3K	\$17.1M
Miami/Hialeah, FL	76.2%	\$270	\$206	2.0M	1.5M	\$418.1M
Orlando	73.2%	\$210	\$154	4.3M	3.2M	\$668.2M
State of Florida	69.8%	\$200	\$140	15.4M	10.8M	\$2.2B
Sarasota/Bradenton, FL	71.3%	\$198	\$141	379.0K	270.2K	\$53.5M
Fort Lauderdale, FL	73.4%	\$189	\$139	1.2M	887.9K	\$168.0M
Pinellas County, FL	77.2%	\$178	\$137	662.8K	511.5K	\$91.0M
Hillsborough County, ..	78.4%	\$171	\$134	784.9K	615.0K	\$105.3M
Osceola County, FL	68.0%	\$157	\$107	761.5K	518.0K	\$81.1M
Fort Myers, FL	64.8%	\$154	\$100	371.4K	240.7K	\$37.1M
Bay County, FL	43.8%	\$96	\$42	336.8K	147.4K	\$14.2M
Occupancy		ADR	RevPAR	Supply	Rooms Sold	Revenue

ADR Comparison



ADR vs. Same Month in Previous Year
Last 12 Months



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

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Bay County, FL	43.8%	▲ 3.8%	\$96	▼ -0.9%	\$42	▲ 2.8%	336.8K	▼ -0.8%	147.4K	▲ 2.9%	\$14.2M	▲ 2.0%
Florida Keys	73.2%	▼ -1.0%	\$390	▼ -2.9%	\$285	▼ -3.9%	330.3K	▲ 1.4%	241.7K	▲ 0.3%	\$94.3M	▼ -2.6%
Fort Lauderdale, FL	73.4%	▼ -1.7%	\$189	▼ -1.3%	\$139	▼ -2.9%	1.2M	▼ -0.4%	887.9K	▼ -2.1%	\$168.0M	▼ -3.3%
Fort Myers, FL	64.8%	▲ 2.2%	\$154	▼ -1.4%	\$100	▲ 0.9%	371.4K	▲ 4.4%	240.7K	▲ 6.7%	\$37.1M	▲ 5.3%
Hillsborough County..	78.4%	▲ 14.2%	\$171	▲ 13.5%	\$134	▲ 29.7%	784.9K	▼ -1.9%	615.0K	▲ 12.0%	\$105.3M	▲ 27.1%
Miami/Hialeah, FL	76.2%	▲ 1.0%	\$270	▲ 0.7%	\$206	▲ 1.7%	2.0M	▼ -0.3%	1.5M	▲ 0.7%	\$418.1M	▲ 1.4%
Naples, FL	64.5%	▲ 11.2%	\$275	▼ -1.2%	\$177	▲ 9.9%	96.6K	▲ 4.0%	62.3K	▲ 15.7%	\$17.1M	▲ 14.3%
Orlando	73.2%	▲ 4.0%	\$210	▲ 2.2%	\$154	▲ 6.3%	4.3M	▲ 0.5%	3.2M	▲ 4.5%	\$668.2M	▲ 6.8%
Osceola County, FL	68.0%	▲ 5.0%	\$157	▲ 2.1%	\$107	▲ 7.1%	761.5K	▼ -0.4%	518.0K	▲ 4.6%	\$81.1M	▲ 6.7%
Palm Beach County,..	74.2%	▲ 8.7%	\$287	▲ 1.9%	\$213	▲ 10.7%	598.5K	▲ 1.0%	444.1K	▲ 9.7%	\$127.4M	▲ 11.8%
Pinellas County, FL	77.2%	▲ 30.6%	\$178	▲ 8.8%	\$137	▲ 42.1%	662.8K	▼ -5.0%	511.5K	▲ 24.1%	\$91.0M	▲ 35.0%
Sarasota/Bradenton..	71.3%	▲ 13.8%	\$198	▲ 5.6%	\$141	▲ 20.2%	379.0K	▼ -1.3%	270.2K	▲ 12.3%	\$53.5M	▲ 18.6%
State of Florida	69.8%	▲ 6.7%	\$200	▲ 1.1%	\$140	▲ 7.8%	15.4M	▲ 0.5%	10.8M	▲ 7.2%	\$2.2B	▲ 8.3%

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

Source: STR



# Pinellas County Tourist Development Tax Collections

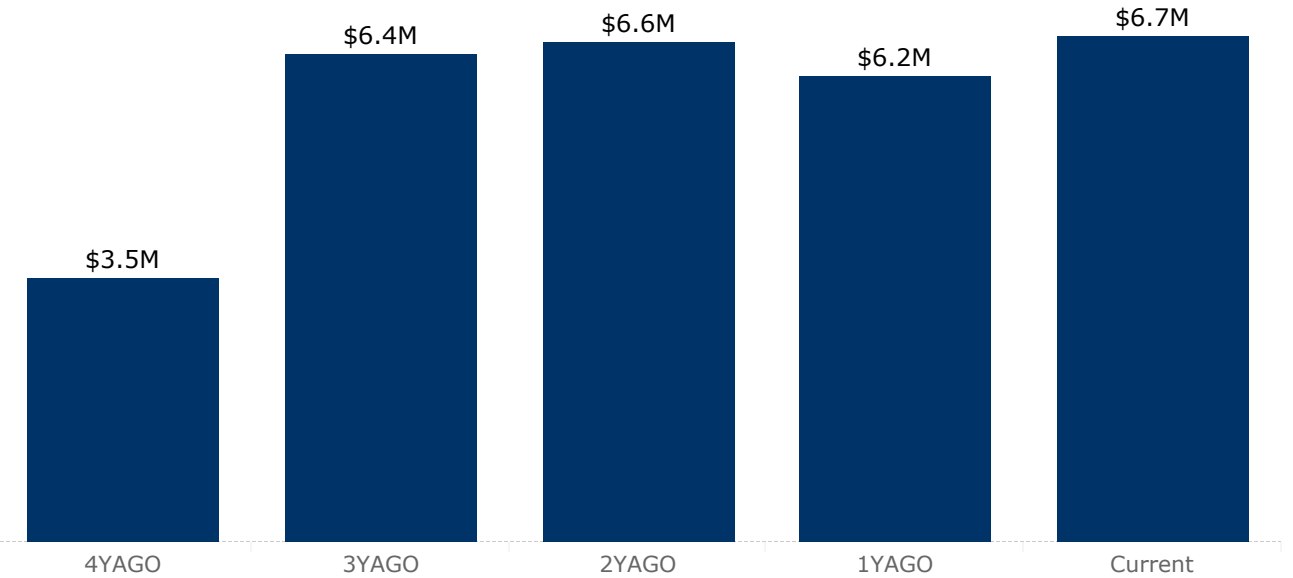
December 2024



Tourist Development Tax Collections  
**\$6.7M**  
+8.6% YOY | +46.0% vs. 2019  
Gross Tax Collected

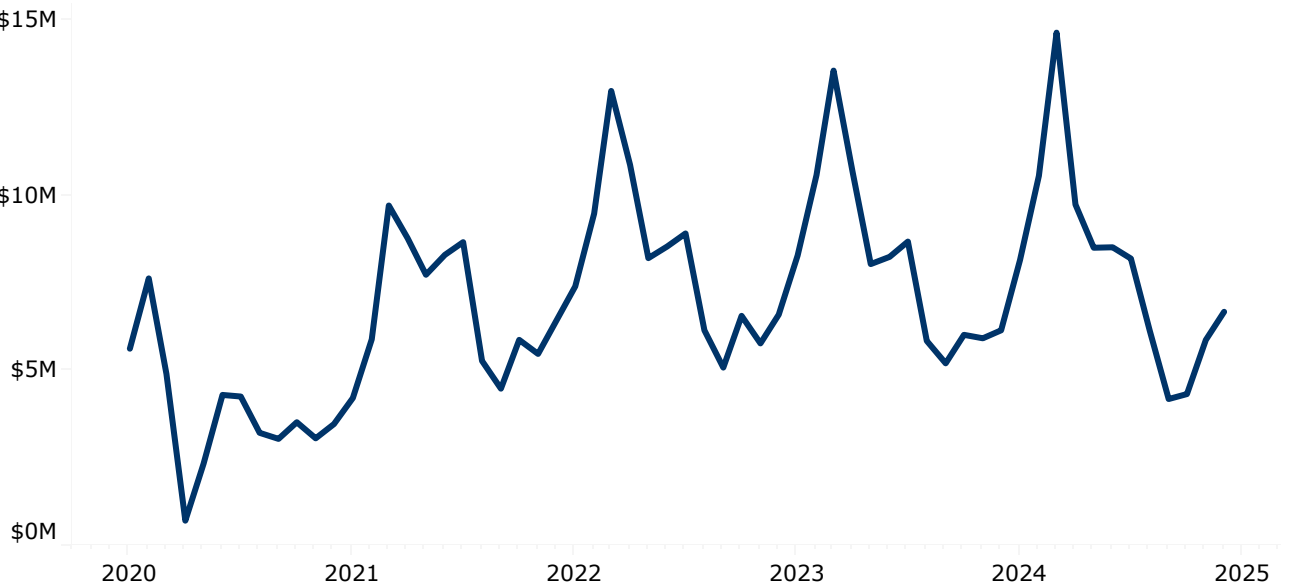
## Tourist Development Tax Collections

December 2024 vs. comparable months over the past 5 years



## Tourist Development Tax Collections

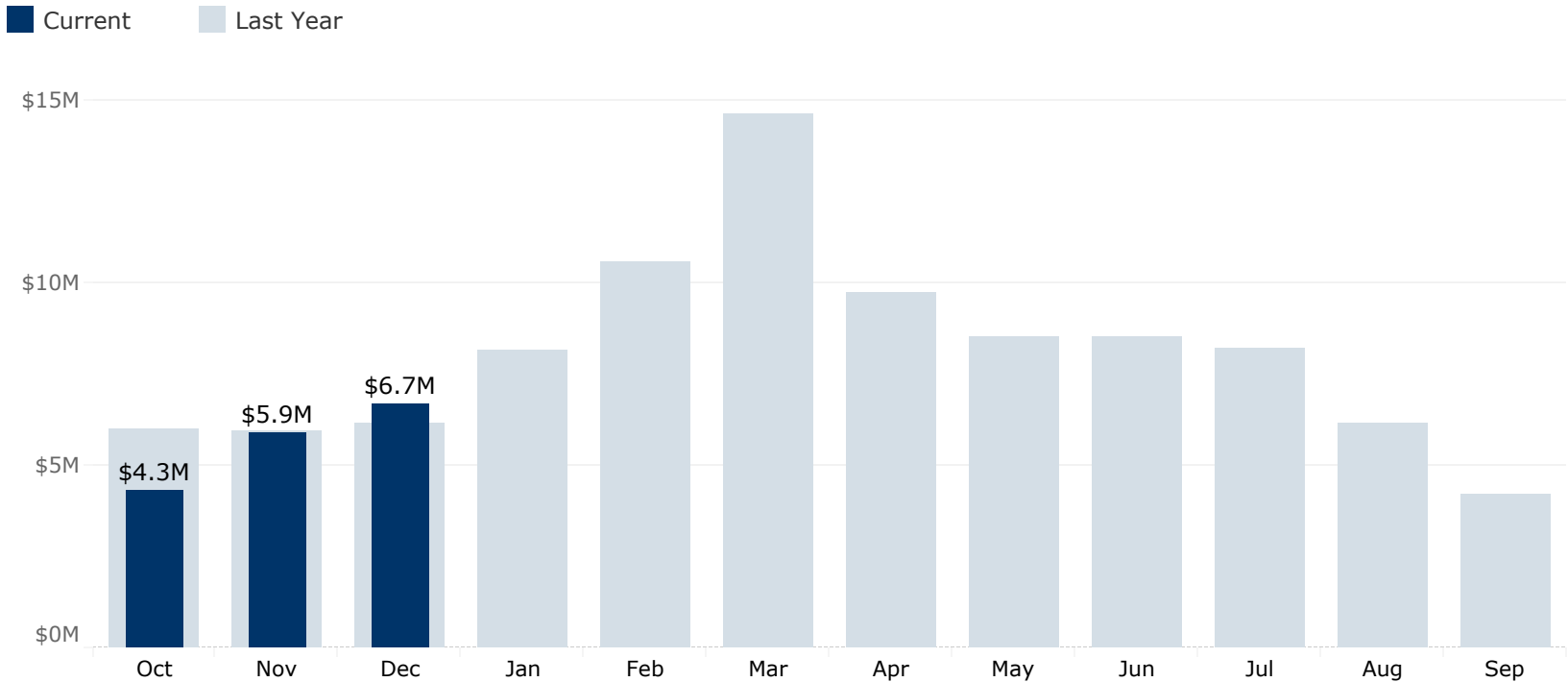
Long Term Trend



## Tourist Development Tax Collections by Month

Fiscal Year 2025

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
\$4.3M	\$5.9M	\$6.7M									
-28.1%	-0.8%	+8.6%									



Source: Pinellas County Tax Collector



# Pinellas County Local Option Tax Collections

December 2024



## Local Option Tax Share of Total Collections

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Miscellaneous/Other	19.43%	28.96%	31.99%									
Clearwater/Clearwater Beach	35.79%	33.29%	30.53%									
St Petersburg	25.35%	19.57%	18.29%									
St Pete Beach/Tierra Verde	4.12%	4.76%	5.27%									
Treasure Island	2.20%	2.67%	2.99%									
Oldsmar/Safety Harbor	3.81%	3.15%	2.86%									
Madeira Beach	1.93%	1.48%	1.95%									
Dunedin	2.13%	1.51%	1.59%									
Palm Harbor	2.25%	1.36%	1.31%									
Indian Rocks Beach	0.24%	0.90%	0.98%									
N Redington Beach/Redington Beach/Redington Shores	0.86%	0.86%	0.81%									
Tarpon Springs	1.48%	0.93%	0.73%									
Indian Shores	0.17%	0.29%	0.45%									
Belleair/Belleair Beach/Bluffs/Shores	0.24%	0.25%	0.26%									
Total	100.00%	100.00%	100.00%									

Source: Pinellas County Tax Collector

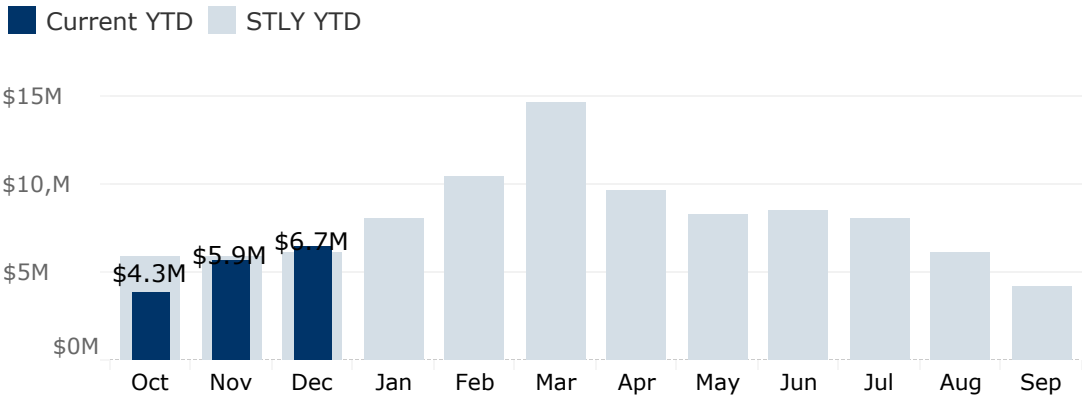
## Tourist Development Tax Collections

December 2024 vs. comparable months over the past 5 years



## Tourist Development Tax Collections by Month

Fiscal Year 2025



## Local Option Tax Collections

Long Term Trend | Location: All

