



ST.PETE
CLEARWATER
FLORIDA

Economic Snapshot Report

January 2025 TDC Meeting - November 2024 Data

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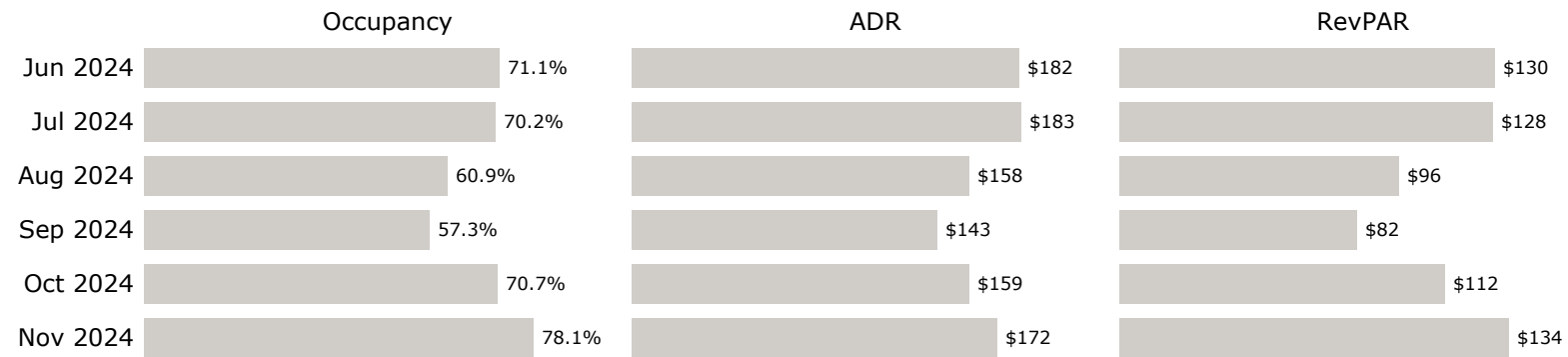
Hotel Performance Summary

Pinellas County, FL | November 2024



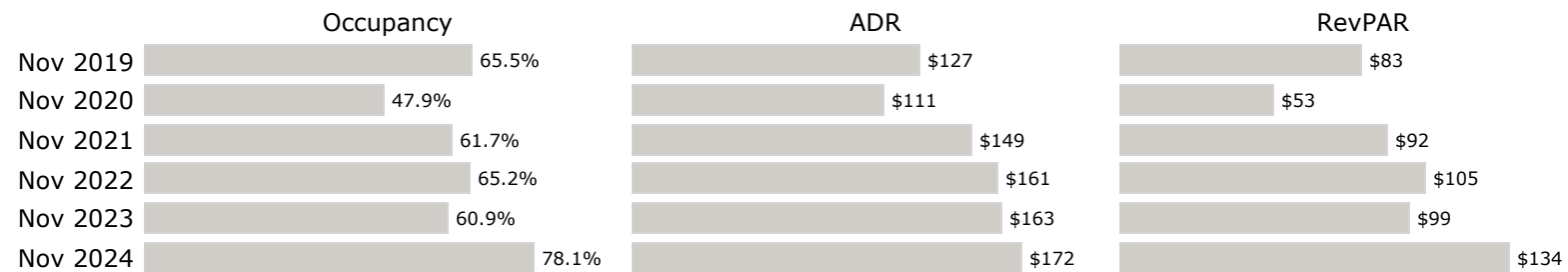
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	78.1%	\$171.84	\$134.17	637.9K	498.0K	\$85.6M
Change vs. Previous Year	▲ 28.3%	▲ 5.3%	▲ 35.0%	▼ -5.7%	▲ 20.9%	▲ 27.3%
YTD Fiscal Year	74.3%	\$165.44	\$122.95	1.3M	961.0K	\$159.0M
YTD Change vs. Previous Year	▲ 22.3%	▲ 1.5%	▲ 24.2%	▼ -6.0%	▲ 14.9%	▲ 16.7%

Last Six Months Performance

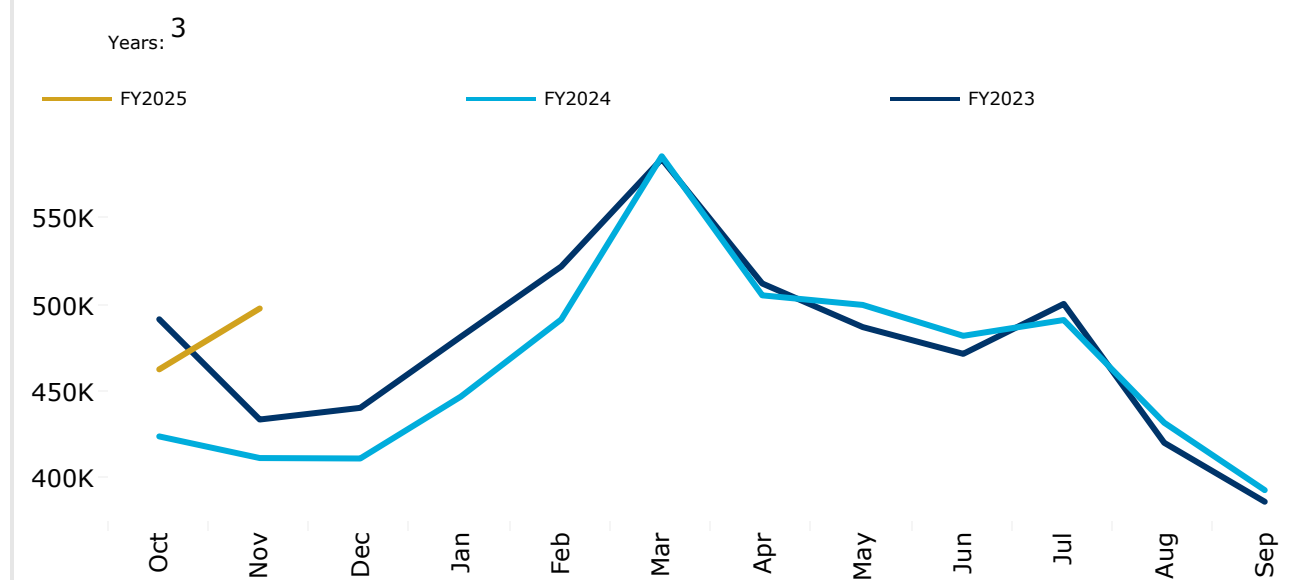


November Performance by Year

Pinellas County, FL



Demand YOY Comparison



Demand Long Term Trend



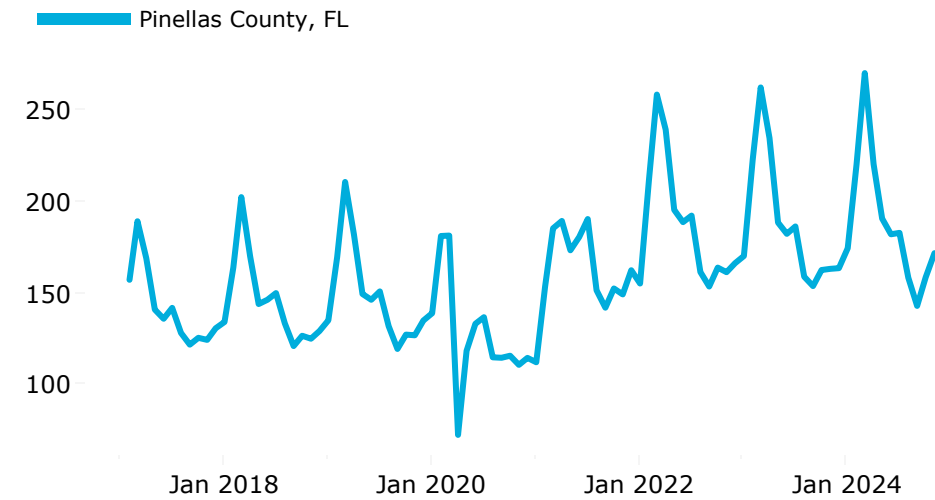
Submarkets Hotel Performance

Pinellas County, FL vs. Submarkets

November 2024, Submarket Hotel KPIs

Submarket	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Clearwater Beach+	67.1%	\$224	\$151	124.7K	83.6K	\$18.8M
Downtown St. Petersburg+	75.3%	\$210	\$158	48.2K	36.3K	\$7.6M
Beach+	66.5%	\$204	\$136	242.7K	161.3K	\$32.9M
Treasure Island Beach+	76.6%	\$186	\$142	23.6K	18.1K	\$3.4M
Indian Rocks Beach/ Indian Shores/ Madeira Beach+	82.4%	\$182	\$150	48.3K	39.8K	\$7.2M
St. Pete Beach/ Terra Verde+	50.1%	\$182	\$91	53.1K	26.6K	\$4.8M
State of Florida	70.8%	\$178	\$126	14.9M	10.6M	\$1.9B
Pinellas County, FL	78.1%	\$172	\$134	637.9K	498.0K	\$85.6M
Tarpon Springs/ Oldsmar/ Palm Harbor+	77.3%	\$159	\$123	37.0K	28.6K	\$4.5M
Inland+	85.3%	\$152	\$130	325.4K	277.6K	\$42.2M
St. Pete/ Largo/ Pinellas Park+	91.3%	\$144	\$131	104.7K	95.6K	\$13.8M
Clearwater+	86.6%	\$136	\$117	126.2K	109.3K	\$14.8M

ADR Comparison

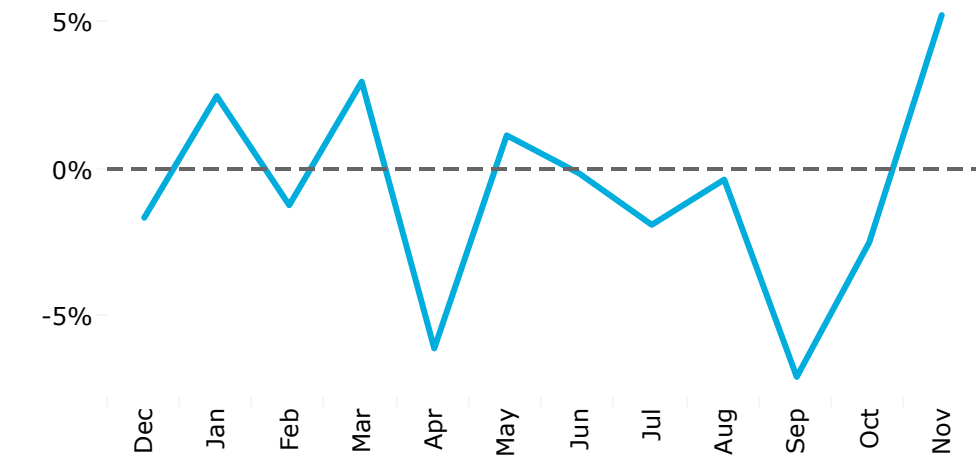


November 2024, Submarket Hotel Performance vs. Previous Year

Submarket	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Rooms Sold	YOY	Room Revenue	YOY
Clearwater Beach+	67.1%	▲ 10.5%	\$224	▼ -2.5%	\$151	▲ 7.7%	124.7K	▼ -3.1%	83.6K	▲ 7.1%	\$18.8M	▲ 4.4%
Clearwater+	86.6%	▲ 38.9%	\$136	▲ 32.1%	\$117	▲ 83.5%	126.2K	▼ -2.0%	109.3K	▲ 36.1%	\$14.8M	▲ 79.9%
Downtown St. Petersburg+	75.3%	▲ 22.7%	\$210	▲ 3.3%	\$158	▲ 26.7%	48.2K	▼ -4.5%	36.3K	▲ 17.1%	\$7.6M	▲ 21.0%
Indian Rocks Beach/ Indian Shores/ Madeira Beach+	82.4%	▲ 44.3%	\$182	▲ 27.0%	\$150	▲ 83.2%	48.3K	▲ 3.7%	39.8K	▲ 49.6%	\$7.2M	▲ 90.0%
Pinellas County, FL	78.1%	▲ 28.3%	\$172	▲ 5.3%	\$134	▲ 35.0%	637.9K	▼ -5.7%	498.0K	▲ 20.9%	\$85.6M	▲ 27.3%
St. Pete Beach/ Terra Verde+	50.1%	▼ -13.7%	\$182	▼ -15.4%	\$91	▼ -27.0%	53.1K	▼ -35.1%	26.6K	▼ -44.0%	\$4.8M	▼ -52.6%
St. Pete/ Largo/ Pinellas Park+	91.3%	▲ 43.6%	\$144	▲ 25.8%	\$131	▲ 80.7%	104.7K	▲ 3.3%	95.6K	▲ 48.4%	\$13.8M	▲ 86.7%
Tarpon Springs/ Oldsmar/ Palm Harbor+	77.3%	▲ 30.4%	\$159	▲ 28.0%	\$123	▲ 66.9%	37.0K	▼ -1.0%	28.6K	▲ 29.1%	\$4.5M	▲ 65.3%
Treasure Island Beach+	76.6%	▲ 26.8%	\$186	▼ -2.0%	\$142	▲ 24.3%	23.6K	▼ -32.3%	18.1K	▼ -14.1%	\$3.4M	▼ -15.9%

ADR vs. Same Month in Previous Year

Last 12 Months



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

Source: STR

Competitive Markets Hotel Performance

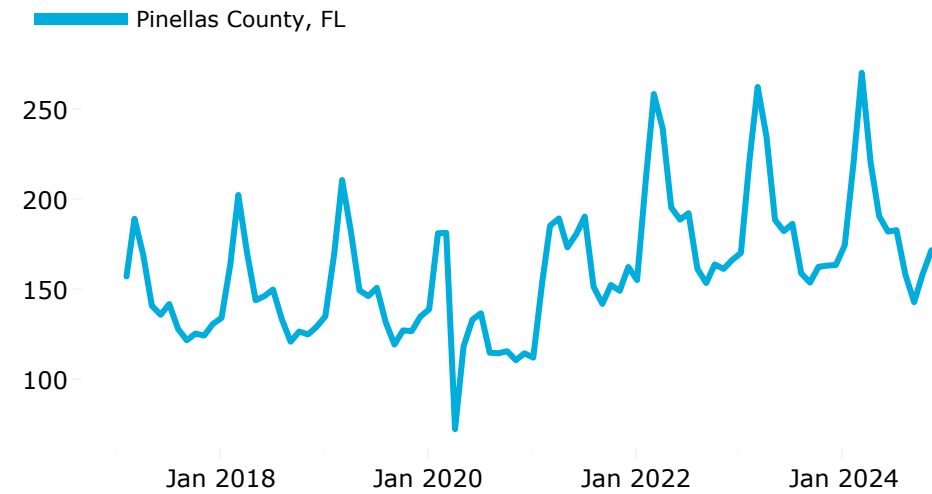
Pinellas County, FL vs. Comp. Markets



November 2024, Comp. Markets Hotel KPIs

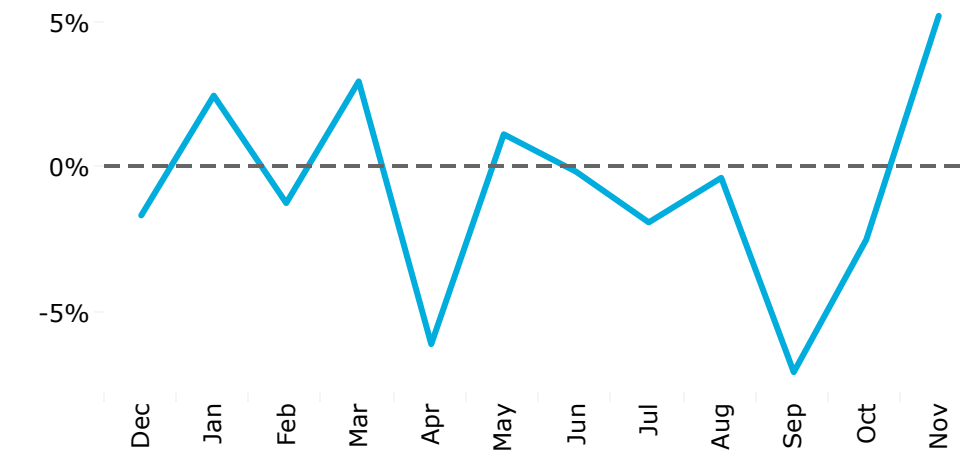
Market	Occupancy	ADR	RevPAR	Supply	Rooms Sold	Revenue
Florida Keys	71.7%	\$317	\$227	319.7K	229.2K	\$72.7M
Palm Beach County, FL	73.9%	\$240	\$177	574.4K	424.3K	\$101.8M
Naples, FL	68.3%	\$233	\$159	93.5K	63.9K	\$14.9M
Miami/Hialeah, FL	73.7%	\$205	\$151	2.0M	1.4M	\$296.6M
Sarasota/Bradenton, FL	75.7%	\$193	\$146	367.1K	277.9K	\$53.6M
Orlando	72.9%	\$187	\$136	4.2M	3.1M	\$574.6M
State of Florida	70.8%	\$178	\$126	14.9M	10.6M	\$1.9B
Fort Lauderdale, FL	72.4%	\$173	\$125	1.2M	843.4K	\$145.6M
Pinellas County, FL	78.1%	\$172	\$134	637.9K	498.0K	\$85.6M
Hillsborough County, ..	81.1%	\$170	\$138	755.6K	613.0K	\$104.1M
Fort Myers, FL	68.8%	\$144	\$99	349.1K	240.1K	\$34.6M
Osceola County, FL	66.8%	\$126	\$84	736.9K	492.6K	\$61.9M
Bay County, FL	51.2%	\$104	\$53	326.6K	167.2K	\$17.4M

ADR Comparison



ADR vs. Same Month in Previous Year

Last 12 Months



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

Market	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Bay County, FL	51.2%	▲ 6.9%	\$104	▼ -0.8%	\$53	▲ 6.0%	326.6K	▼ -0.7%	167.2K	▲ 6.1%	\$17.4M	▲ 5.3%
Florida Keys	71.7%	▼ -0.8%	\$317	▼ -3.4%	\$227	▼ -4.2%	319.7K	▲ 1.4%	229.2K	▲ 0.6%	\$72.7M	▼ -2.8%
Fort Lauderdale, FL	72.4%	▲ 2.0%	\$173	▲ 6.7%	\$125	▲ 8.9%	1.2M	▼ -0.2%	843.4K	▲ 1.9%	\$145.6M	▲ 8.7%
Fort Myers, FL	68.8%	▲ 0.7%	\$144	▼ -2.2%	\$99	▼ -1.5%	349.1K	▲ 5.6%	240.1K	▲ 6.4%	\$34.6M	▲ 4.1%
Hillsborough County..	81.1%	▲ 21.8%	\$170	▲ 15.3%	\$138	▲ 40.5%	755.6K	▼ -2.3%	613.0K	▲ 19.0%	\$104.1M	▲ 37.3%
Miami/Hialeah, FL	73.7%	▲ 2.4%	\$205	▲ 3.3%	\$151	▲ 5.8%	2.0M	▲ 0.0%	1.4M	▲ 2.3%	\$296.6M	▲ 5.7%
Naples, FL	68.3%	▲ 5.4%	\$233	▲ 1.3%	\$159	▲ 6.8%	93.5K	▲ 9.5%	63.9K	▲ 15.4%	\$14.9M	▲ 16.9%
Orlando	72.9%	▲ 4.7%	\$187	▲ 3.0%	\$136	▲ 7.8%	4.2M	▲ 0.5%	3.1M	▲ 5.2%	\$574.6M	▲ 8.4%
Osceola County, FL	66.8%	▲ 5.7%	\$126	▼ -2.3%	\$84	▲ 3.3%	736.9K	▼ -0.5%	492.6K	▲ 5.2%	\$61.9M	▲ 2.8%
Palm Beach County,..	73.9%	▲ 12.0%	\$240	▲ 3.1%	\$177	▲ 15.5%	574.4K	▲ 0.2%	424.3K	▲ 12.2%	\$101.8M	▲ 15.7%
Pinellas County, FL	78.1%	▲ 28.3%	\$172	▲ 5.3%	\$134	▲ 35.0%	637.9K	▼ -5.7%	498.0K	▲ 20.9%	\$85.6M	▲ 27.3%
Sarasota/Bradenton..	75.7%	▲ 17.1%	\$193	▲ 8.9%	\$146	▲ 27.5%	367.1K	▼ -1.3%	277.9K	▲ 15.6%	\$53.6M	▲ 25.9%
State of Florida	70.8%	▲ 8.0%	\$178	▲ 3.7%	\$126	▲ 12.0%	14.9M	▲ 0.7%	10.6M	▲ 8.7%	\$1.9B	▲ 12.7%

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

Source: STR



Pinellas County Tourist Development Tax Collections

November 2024



Tourist Development Tax Collections

\$5.9M

-0.8% YOY | +45.4% vs. 2019

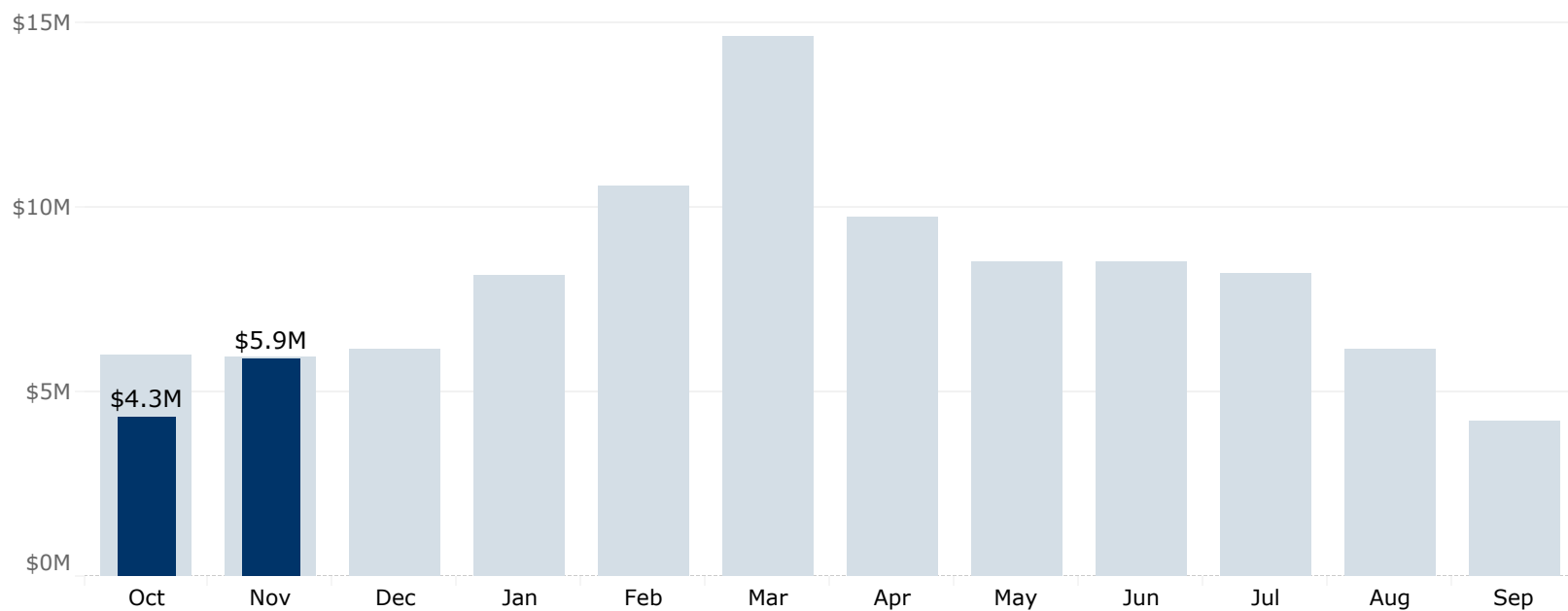
Gross Tax Collected

Tourist Development Tax Collections by Month

Fiscal Year 2025

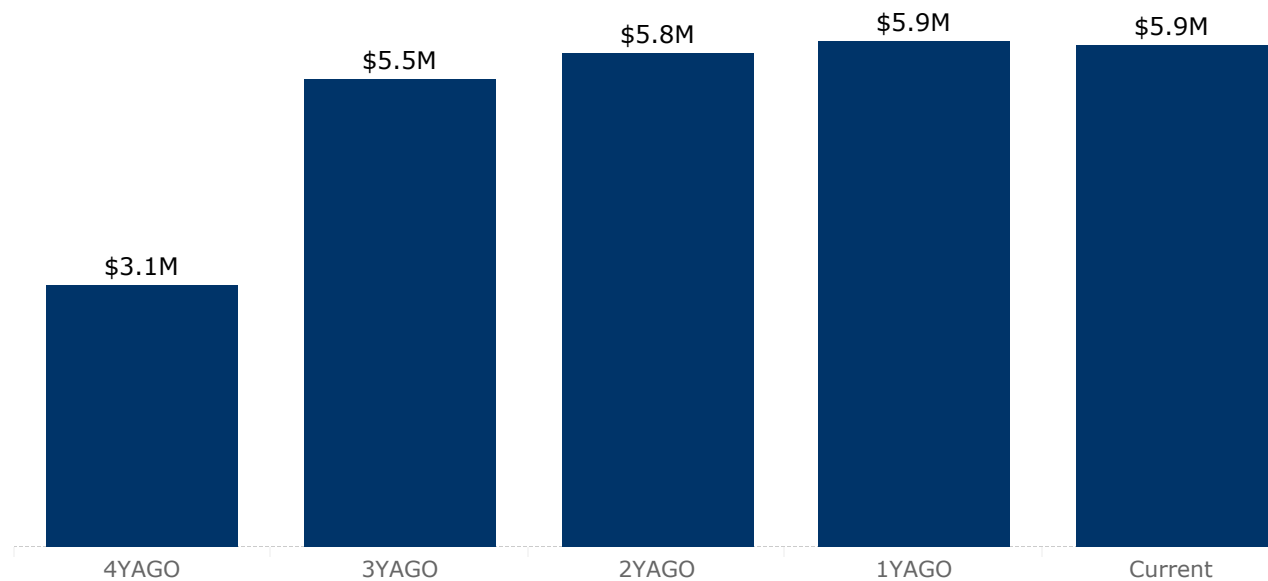
Month	Current	Last Year	Change
Oct	\$4.3M	\$6.1M	-28.1%
Nov	\$5.9M	\$6.0M	-0.8%
Dec		\$6.2M	
Jan		\$8.2M	
Feb		\$10.6M	
Mar		\$14.5M	
Apr		\$9.7M	
May		\$8.5M	
Jun		\$8.5M	
Jul		\$8.2M	
Aug		\$6.2M	
Sep		\$4.1M	

■ Current ■ Last Year



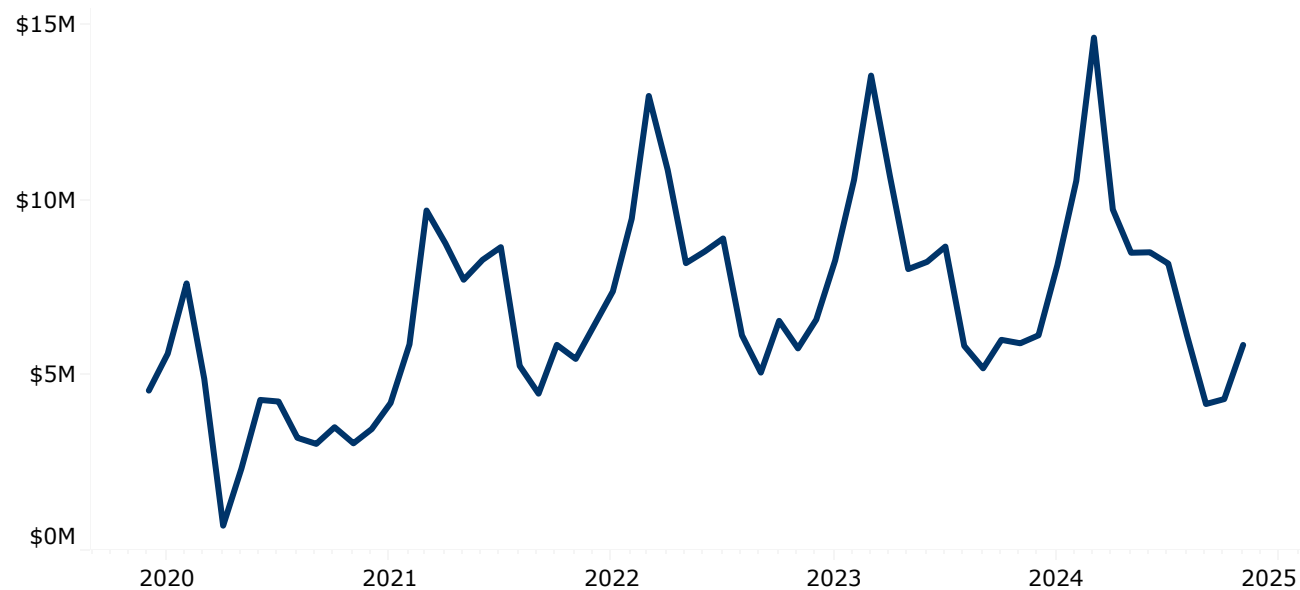
Tourist Development Tax Collections

November 2024 vs. comparable months over the past 5 years



Tourist Development Tax Collections

Long Term Trend





Pinellas County Local Option Tax Collections

November 2024



Local Option Tax Share of Total Collections

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

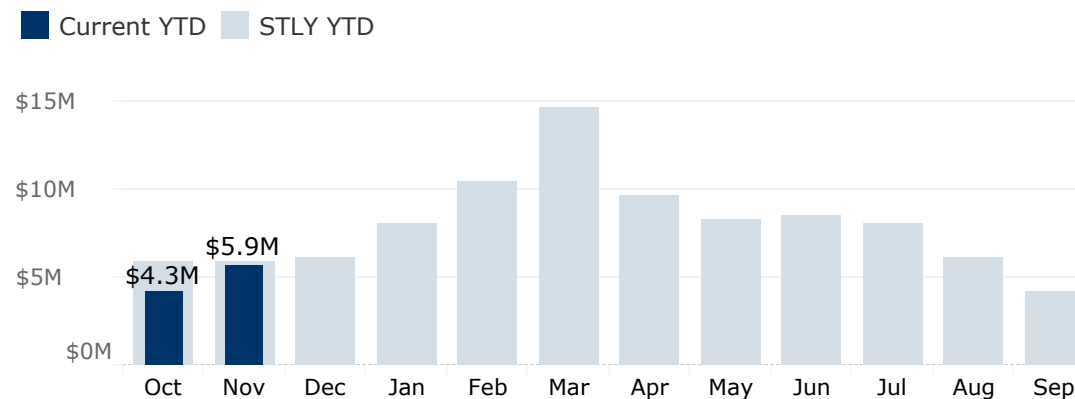
Tourist Development Tax Collections

November 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

