



ST.PETE
CLEARWATER
FLORIDA

Economic Snapshot Report

March 2025 TDC Meeting - January 2025 Data

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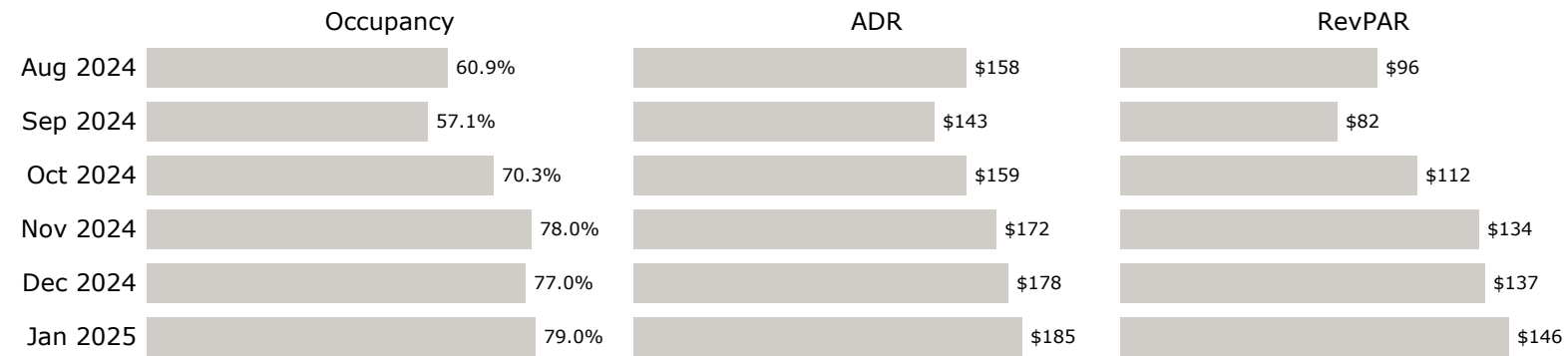
Hotel Performance Summary

Pinellas County, FL | January 2025



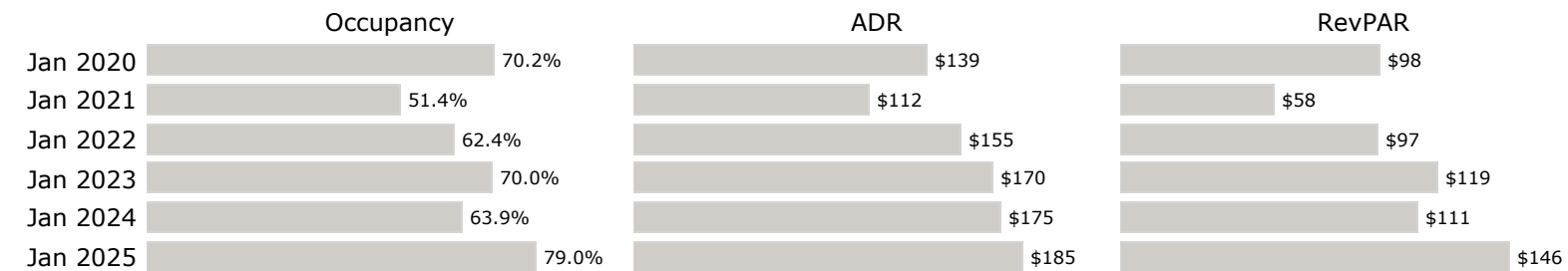
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	79.0%	\$185.11	\$146.16	661.5K	522.3K	\$96.7M
Change vs. Previous Year	▲ 23.6%	▲ 6.1%	▲ 31.1%	▼ -5.6%	▲ 16.7%	▲ 23.7%
YTD Fiscal Year	76.1%	\$174.03	\$132.39	2.6M	2.0M	\$346.7M
YTD Change vs. Previous Year	▲ 24.5%	▲ 4.8%	▲ 30.4%	▼ -5.7%	▲ 17.4%	▲ 23.0%

Last Six Months Performance

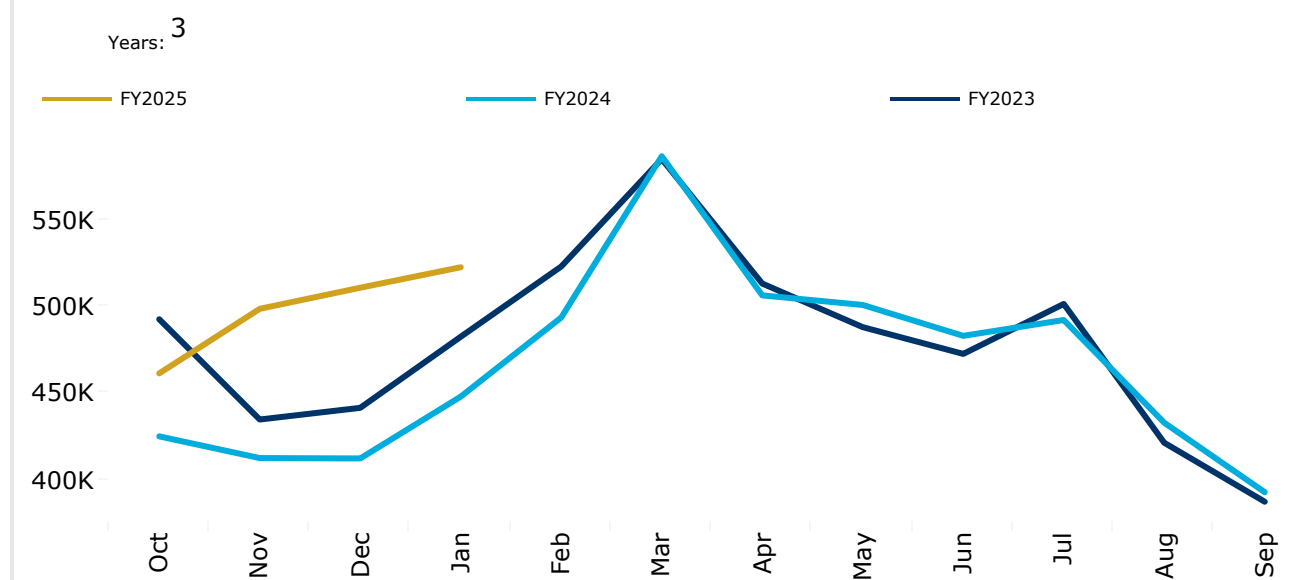


January Performance by Year

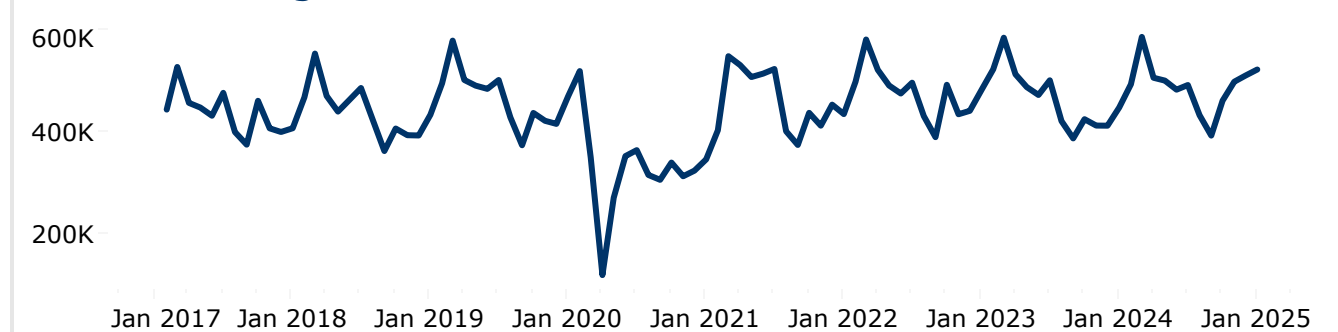
Pinellas County, FL



Demand YOY Comparison



Demand Long Term Trend



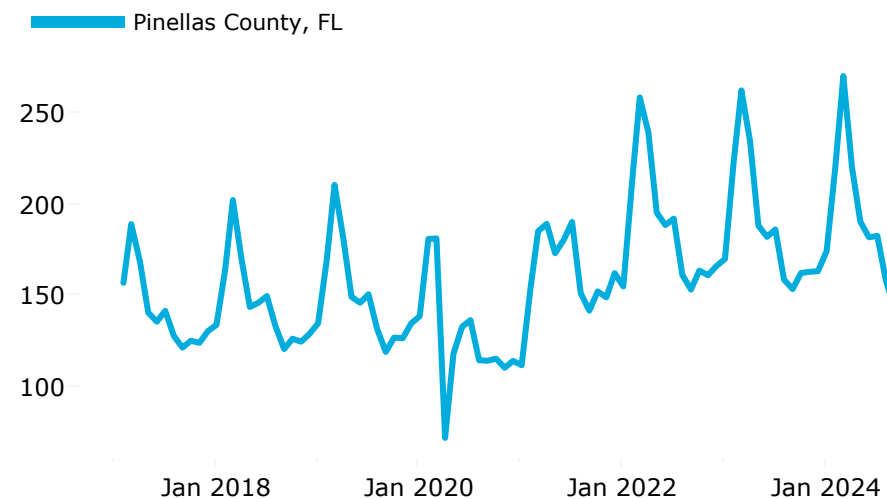
Submarkets Hotel Performance

Pinellas County, FL vs. Submarkets

January 2025, Submarket Hotel KPIs

Submarket	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Downtown St. Petersburg+	80.0%	\$235	\$188	49.8K	39.9K	\$9.4M
Clearwater Beach+	70.6%	\$235	\$166	128.8K	91.0K	\$21.4M
Beach+	71.1%	\$212	\$151	250.8K	178.2K	\$37.9M
State of Florida	71.2%	\$204	\$146	15.5M	11.1M	\$2.3B
Indian Rocks Beach/ Inland+	82.1%	\$192	\$157	49.9K	41.0K	\$7.9M
Treasure Island Beach+	77.3%	\$188	\$145	26.4K	20.4K	\$3.8M
St. Pete Beach/ Terra Verde+	62.1%	\$187	\$116	53.0K	32.9K	\$6.2M
Pinellas County, FL	79.0%	\$185	\$146	661.5K	522.3K	\$96.7M
Dunedin+	74.4%	\$181	\$135	12.9K	9.6K	\$1.7M
Tarpon Springs/ Oldsmar/ Palm Harbor+	76.6%	\$180	\$138	38.2K	29.3K	\$5.3M
Inland+	84.0%	\$167	\$140	338.0K	284.1K	\$47.4M
St. Pete/ Largo/ Pinellas Park+	88.1%	\$158	\$139	108.2K	95.3K	\$15.1M

ADR Comparison

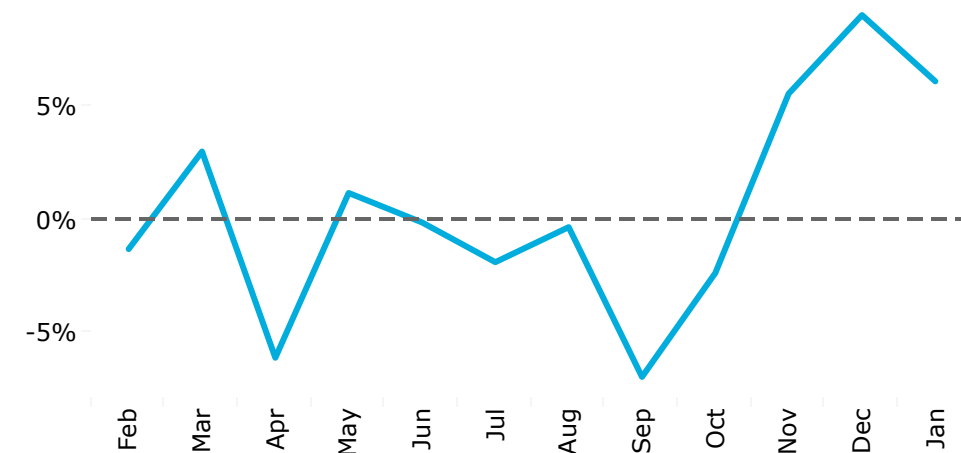


January 2025, Submarket Hotel Performance vs. Previous Year

Submarket	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Rooms Sold	YOY	Room Revenue	YOY
Clearwater Beach+	70.6%	▲ 9.7%	\$235	▼ -1.2%	\$166	▲ 8.4%	128.8K	▼ -3.1%	91.0K	▲ 6.3%	\$21.4M	▲ 5.1%
Clearwater+	85.4%	▲ 29.9%	\$145	▲ 26.3%	\$124	▲ 64.1%	130.4K	▼ -0.3%	111.4K	▲ 29.5%	\$16.2M	▲ 63.6%
Downtown St. Petersburg+	80.0%	▲ 22.8%	\$235	▼ -0.4%	\$188	▲ 22.4%	49.8K	▼ -4.5%	39.9K	▲ 17.3%	\$9.4M	▲ 16.8%
Dunedin+	74.4%	▲ 8.9%	\$181	▲ 3.4%	\$135	▲ 12.6%	12.9K	▲ 0.0%	9.6K	▲ 8.9%	\$1.7M	▲ 12.6%
Indian Rocks Beach/ Indian Shores/ Madeira Beach+	82.1%	▲ 39.6%	\$192	▲ 22.0%	\$157	▲ 70.3%	49.9K	▼ -3.9%	41.0K	▲ 34.1%	\$7.9M	▲ 63.6%
Pinellas County, FL	79.0%	▲ 23.6%	\$185	▲ 6.1%	\$146	▲ 31.1%	661.5K	▼ -5.6%	522.3K	▲ 16.7%	\$96.7M	▲ 23.7%
St. Pete Beach/ Terra Verde+	62.1%	▲ 11.1%	\$187	▼ -15.6%	\$116	▼ -6.2%	53.0K	▼ -37.3%	32.9K	▼ -30.4%	\$6.2M	▼ -41.2%
St. Pete/ Largo/ Pinellas Park+	88.1%	▲ 27.8%	\$158	▲ 21.3%	\$139	▲ 55.1%	108.2K	▲ 3.3%	95.3K	▲ 32.1%	\$15.1M	▲ 60.3%
Tarpon Springs/ Oldsmar/ Palm Harbor+	76.6%	▲ 21.9%	\$180	▲ 27.5%	\$138	▲ 55.4%	38.2K	▲ 0.0%	29.3K	▲ 21.9%	\$5.3M	▲ 55.4%
Treasure Island Beach+	77.3%	▲ 22.6%	\$188	▲ 4.9%	\$145	▲ 28.6%	26.4K	▼ -27.0%	20.4K	▼ -10.5%	\$3.8M	▼ -6.1%

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

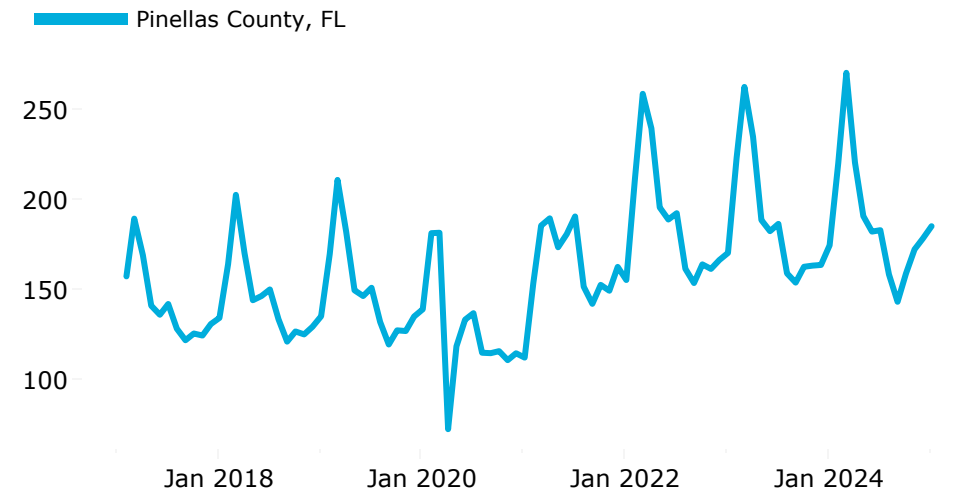
Pinellas County, FL vs. Comp. Markets



January 2025, Comp. Markets Hotel KPIs

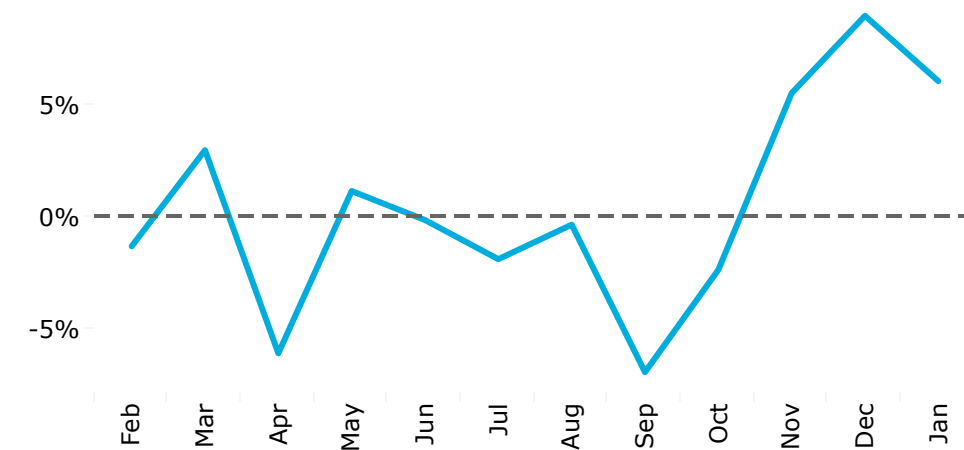
Market	Occupancy	ADR	RevPAR	Supply	Rooms Sold	Revenue
Florida Keys	77.3%	\$383	\$296	330.5K	255.3K	\$97.8M
Naples, FL	70.6%	\$313	\$221	96.6K	68.2K	\$21.4M
Palm Beach County, FL	76.4%	\$313	\$239	605.1K	462.4K	\$144.6M
Miami/Hialeah, FL	79.0%	\$257	\$203	2.0M	1.6M	\$412.7M
Sarasota/Bradenton, FL	74.2%	\$213	\$158	386.3K	286.8K	\$61.2M
Fort Lauderdale, FL	74.7%	\$211	\$158	1.2M	911.7K	\$192.7M
State of Florida	71.2%	\$204	\$146	15.5M	11.1M	\$2.3B
Orlando	74.4%	\$203	\$151	4.4M	3.3M	\$660.3M
Hillsborough County, ..	80.3%	\$192	\$154	784.8K	629.9K	\$120.6M
Fort Myers, FL	67.7%	\$188	\$127	379.0K	256.5K	\$48.2M
Pinellas County, FL	79.0%	\$185	\$146	661.5K	522.3K	\$96.7M
Osceola County, FL	69.3%	\$153	\$106	761.5K	528.0K	\$80.9M
Bay County, FL	40.3%	\$93	\$38	340.6K	137.4K	\$12.8M

ADR Comparison



ADR vs. Same Month in Previous Year

Last 12 Months



January 2025, Comp. Markets Hotel Performance vs. Previous Year

Market	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Bay County, FL	40.3%	▼ -5.7%	\$93	▼ -0.3%	\$38	▼ -6.0%	340.6K	▼ -0.3%	137.4K	▼ -5.9%	\$12.8M	▼ -6.2%
Florida Keys	77.3%	▼ -1.6%	\$383	▼ -1.6%	\$296	▼ -3.1%	330.5K	▲ 1.6%	255.3K	▲ 0.0%	\$97.8M	▼ -1.6%
Fort Lauderdale, FL	74.7%	▼ -1.6%	\$211	▲ 0.6%	\$158	▼ -1.0%	1.2M	▲ 0.4%	911.7K	▼ -1.2%	\$192.7M	▼ -0.6%
Fort Myers, FL	67.7%	▼ -4.9%	\$188	▼ -1.4%	\$127	▼ -6.3%	379.0K	▲ 6.6%	256.5K	▲ 1.4%	\$48.2M	▼ -0.1%
Hillsborough County..	80.3%	▲ 10.7%	\$192	▲ 9.0%	\$154	▲ 20.6%	784.8K	▼ -1.9%	629.9K	▲ 8.5%	\$120.6M	▲ 18.3%
Miami/Hialeah, FL	79.0%	▲ 0.6%	\$257	▲ 2.3%	\$203	▲ 2.9%	2.0M	▼ -0.2%	1.6M	▲ 0.4%	\$412.7M	▲ 2.7%
Naples, FL	70.6%	▲ 1.5%	\$313	▼ -6.2%	\$221	▼ -4.8%	96.6K	▲ 4.0%	68.2K	▲ 5.5%	\$21.4M	▼ -1.0%
Orlando	74.4%	▲ 3.3%	\$203	▲ 4.7%	\$151	▲ 8.2%	4.4M	▲ 0.1%	3.3M	▲ 3.4%	\$660.3M	▲ 8.2%
Osceola County, FL	69.3%	▲ 3.9%	\$153	▲ 6.6%	\$106	▲ 10.7%	761.5K	▼ -1.2%	528.0K	▲ 2.6%	\$80.9M	▲ 9.4%
Palm Beach County,..	76.4%	▲ 9.3%	\$313	▲ 7.2%	\$239	▲ 17.1%	605.1K	▲ 1.4%	462.4K	▲ 10.8%	\$144.6M	▲ 18.7%
Pinellas County, FL	79.0%	▲ 23.6%	\$185	▲ 6.1%	\$146	▲ 31.1%	661.5K	▼ -5.6%	522.3K	▲ 16.7%	\$96.7M	▲ 23.7%
Sarasota/Bradenton..	74.2%	▲ 7.5%	\$213	▲ 7.2%	\$158	▲ 15.2%	386.3K	▲ 0.9%	286.8K	▲ 8.4%	\$61.2M	▲ 16.2%
State of Florida	71.2%	▲ 3.9%	\$204	▲ 3.4%	\$146	▲ 7.4%	15.5M	▲ 0.5%	11.1M	▲ 4.4%	\$2.3B	▲ 7.9%

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

Source: STR



Pinellas County Tourist Development Tax Collections

January 2025



Tourist Development Tax Collections

\$8.3M

+1.6% YOY | +73.4% vs. 2019

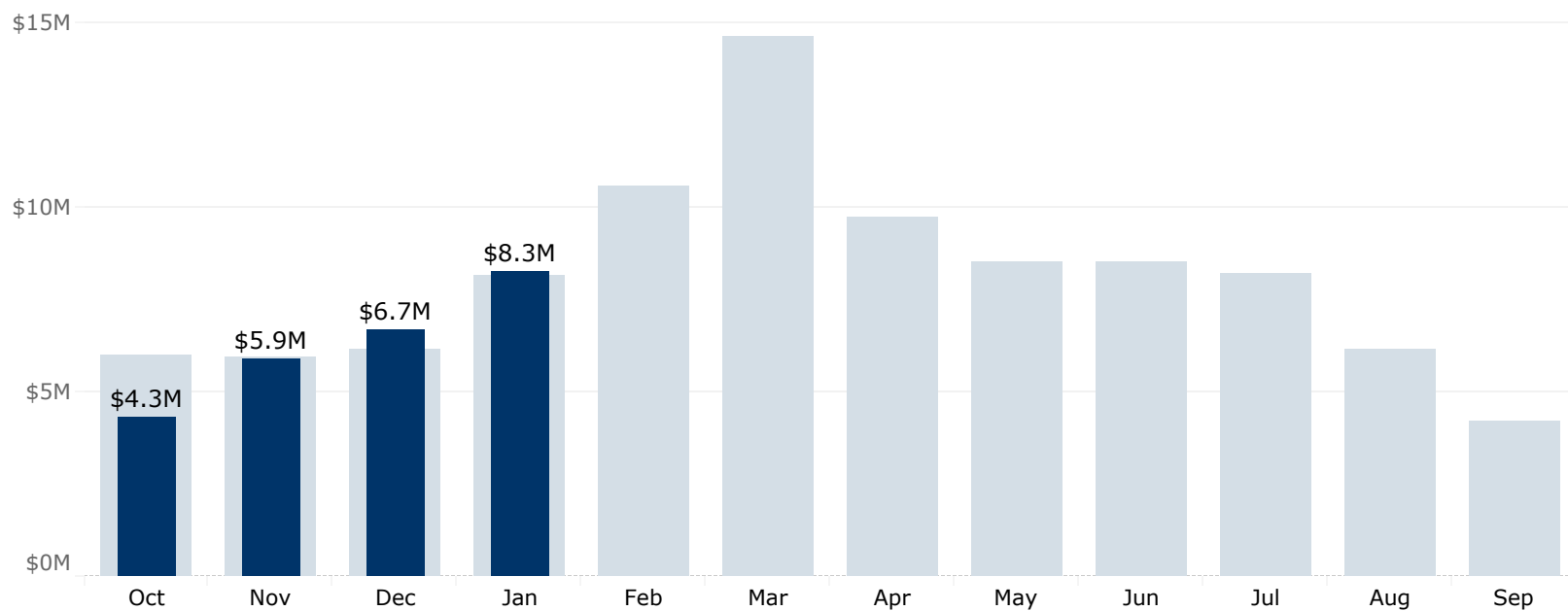
Gross Tax Collected

Tourist Development Tax Collections by Month

Fiscal Year 2025

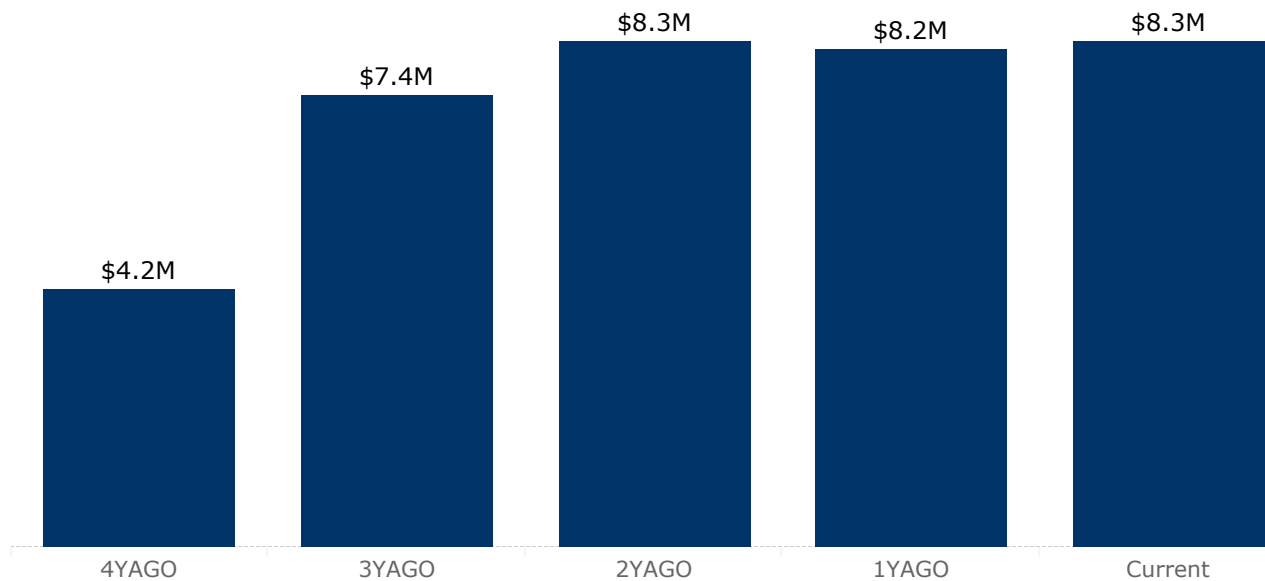
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
\$4.3M	\$5.9M	\$6.7M	\$8.3M								
-28.1%	-0.8%	+8.6%	+1.6%								

■ Current ■ Last Year



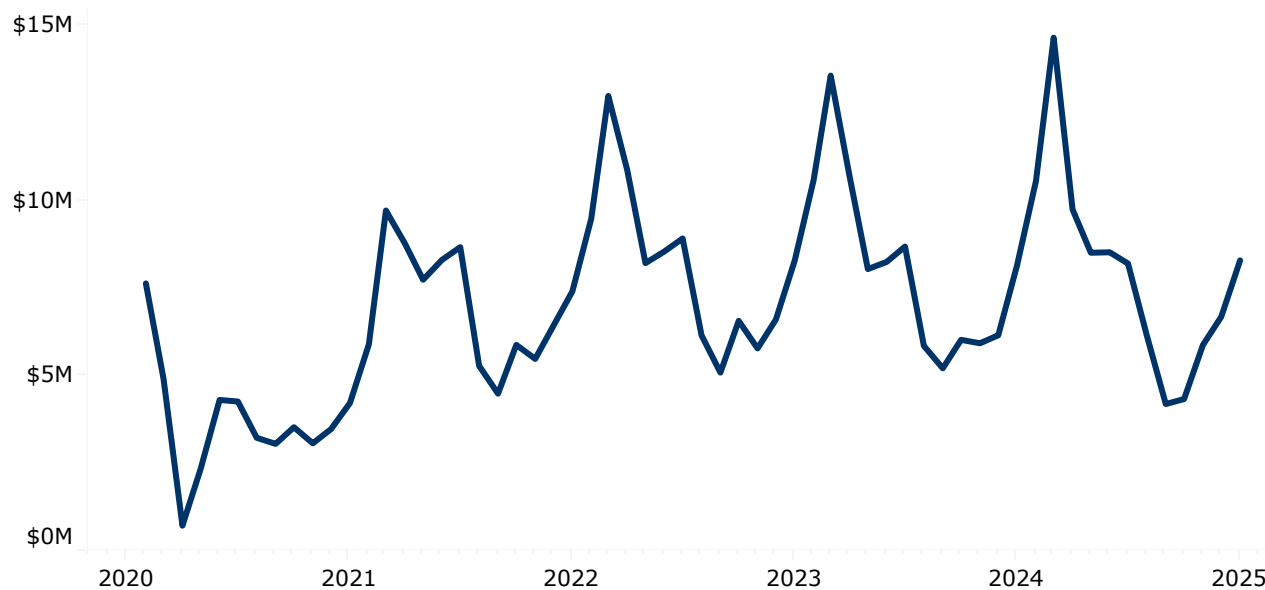
Tourist Development Tax Collections

January 2025 vs. comparable months over the past 5 years



Tourist Development Tax Collections

Long Term Trend





Pinellas County Local Option Tax Collections

January 2025

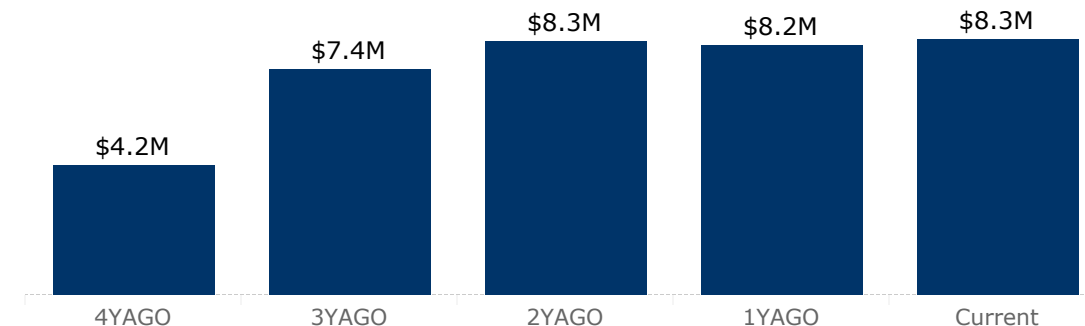


Local Option Tax Share of Total Collections

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Miscellaneous/Other	19.43%	28.96%	31.99%	41.30%								
Clearwater/Clearwater Beach	35.79%	33.29%	30.53%	24.74%								
St Petersburg	25.35%	19.57%	18.29%	16.59%								
St Pete Beach/Tierra Verde	4.12%	4.76%	5.27%	4.97%								
Oldsmar/Safety Harbor	3.81%	3.15%	2.86%	2.45%								
Treasure Island	2.20%	2.67%	2.99%	2.42%								
Madeira Beach	1.93%	1.48%	1.95%	1.59%								
Palm Harbor	2.25%	1.36%	1.31%	1.38%								
N Redington Beach/Redington Beach/Redington Shores	0.86%	0.86%	0.81%	1.26%								
Dunedin	2.13%	1.51%	1.59%	1.21%								
Indian Rocks Beach	0.24%	0.90%	0.98%	0.92%								
Tarpon Springs	1.48%	0.93%	0.73%	0.61%								
Indian Shores	0.17%	0.29%	0.45%	0.35%								
Belleair/Belleair Beach/Bluffs/Shores	0.24%	0.25%	0.26%	0.21%								
Total	100.00%	100.00%	100.00%	100.00%								

Tourist Development Tax Collections

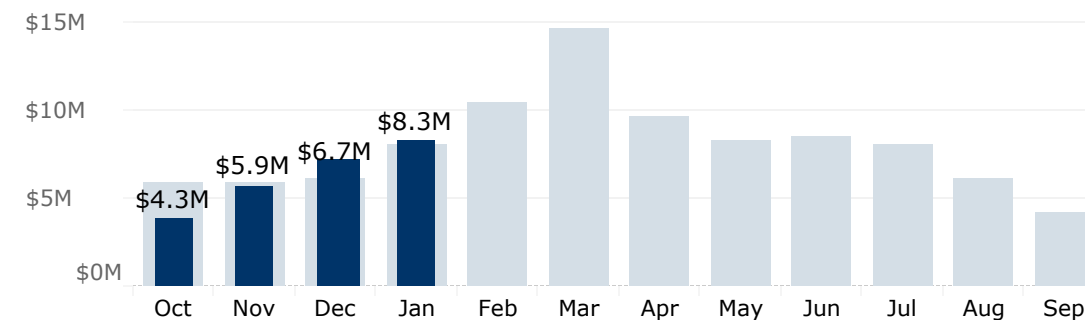
January 2025 vs. comparable months over the past 5 years



Tourist Development Tax Collections by Month

Fiscal Year 2025

Current YTD STLY YTD



Tourist Development Tax Collections

Long Term Trend

