



ST.PETE  
CLEARWATER  
FLORIDA

# Economic Snapshot Report

April 2025 TDC Meeting - February 2025 Data

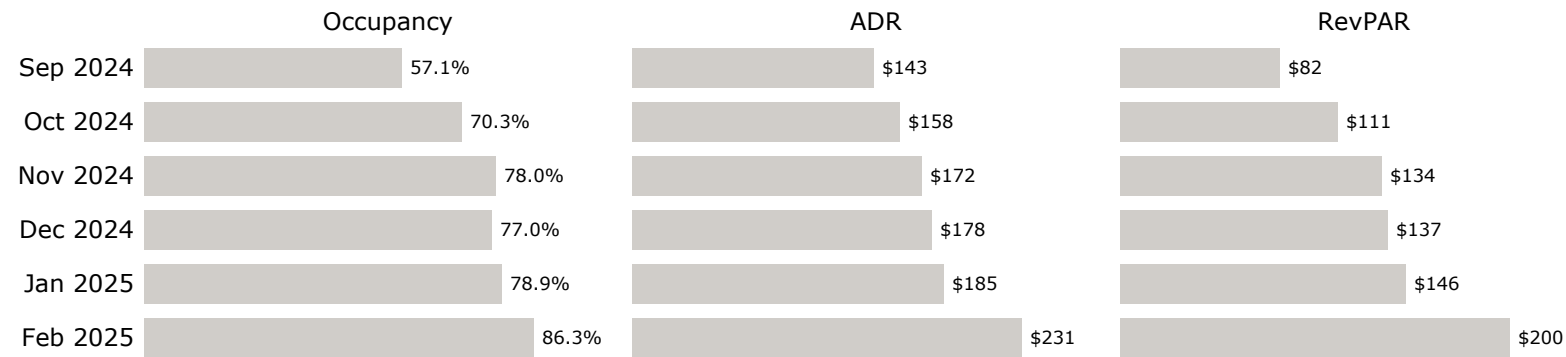
# Hotel Performance Summary

Pinellas County, FL | February 2025



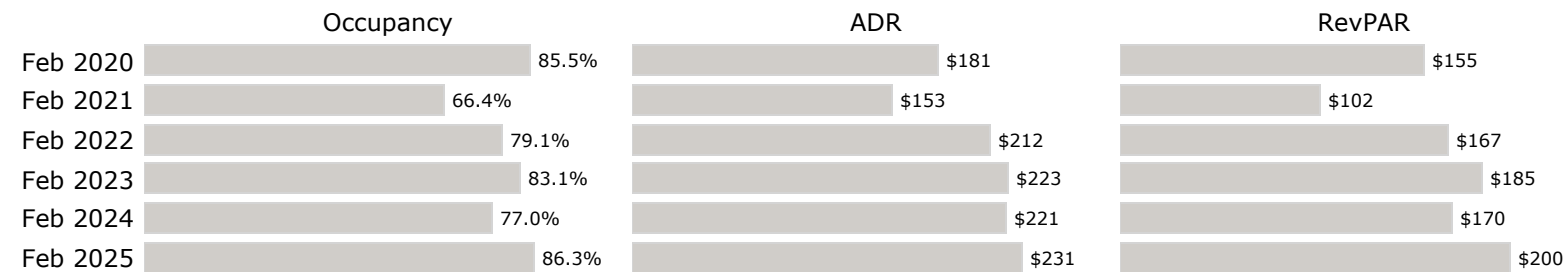
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	86.3%	\$231.13	\$199.50	608.9K	525.6K	\$121.5M
Change vs. Previous Year	▲ 12.2%	▲ 4.6%	▲ 17.3%	▼ -3.8%	▲ 7.8%	▲ 12.8%
YTD Fiscal Year	78.0%	\$185.76	\$144.84	3.2M	2.5M	\$467.7M
YTD Change vs. Previous Year	▲ 21.7%	▲ 4.1%	▲ 26.7%	▼ -5.3%	▲ 15.3%	▲ 20.0%

## Last Six Months Performance

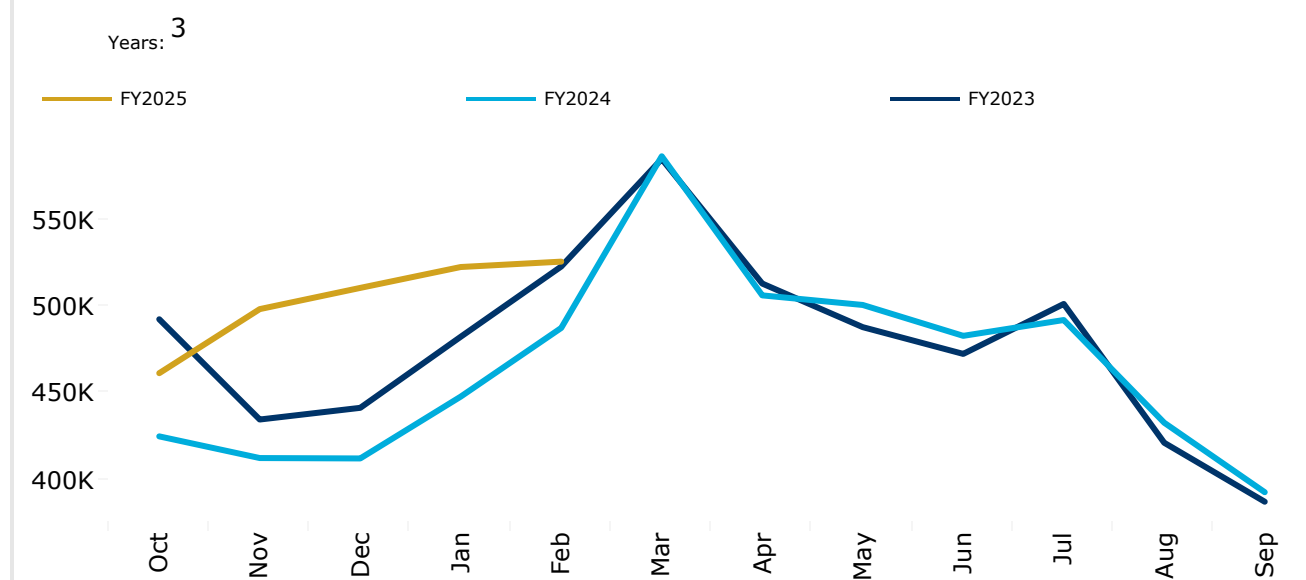


## February Performance by Year

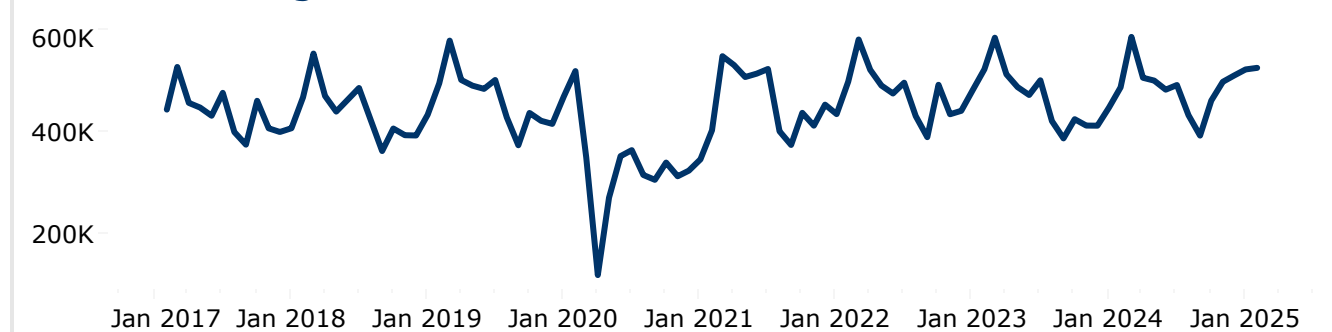
Pinellas County, FL



## Demand YOY Comparison



## Demand Long Term Trend



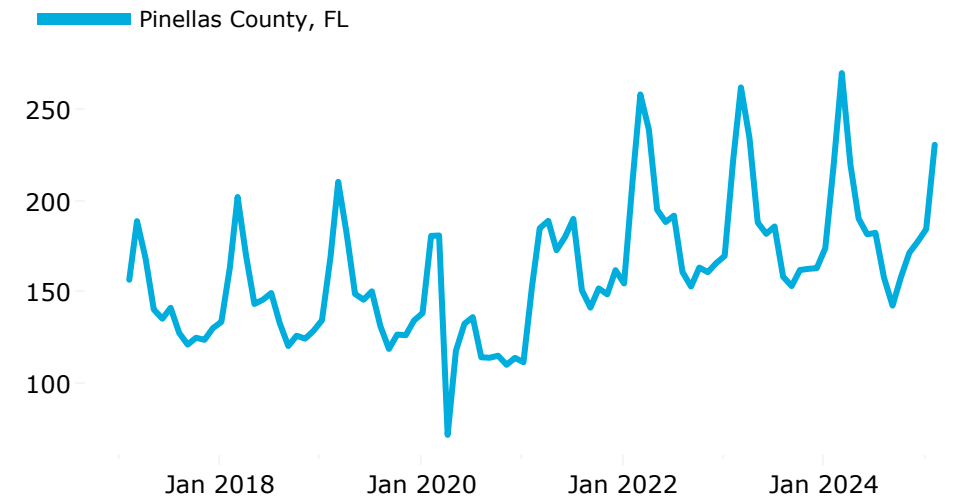
# Submarkets Hotel Performance

Pinellas County, FL vs. Submarkets

## February 2025, Submarket Hotel KPIs

Submarket	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Clearwater Beach+	86.2%	\$298	\$257	118.3K	101.9K	\$30.4M
Downtown St. Petersburg+	86.4%	\$294	\$254	45.0K	38.9K	\$11.5M
Beach+	83.9%	\$274	\$230	230.7K	193.6K	\$53.1M
St. Pete Beach/ Terra Verde+	77.7%	\$262	\$204	45.4K	35.3K	\$9.3M
Treasure Island Beach+	82.7%	\$250	\$207	28.4K	23.5K	\$5.9M
Dunedin+	86.4%	\$240	\$208	11.6K	10.0K	\$2.4M
State of Florida	78.8%	\$237	\$186	14.1M	11.1M	\$2.6B
Pinellas County, FL	86.3%	\$231	\$200	608.9K	525.6K	\$121.5M
Indian Rocks Beach/ Indian Shores/ Madeira Beach+	87.0%	\$230	\$200	45.1K	39.2K	\$9.0M
Tarpon Springs/ Oldsmar/ Palm Harbor+	80.2%	\$195	\$157	34.5K	27.7K	\$5.4M
Inland+	87.7%	\$193	\$169	305.6K	268.1K	\$51.8M
St. Pete/ Largo/ Pinellas Park+	89.9%	\$178	\$160	97.7K	87.8K	\$15.6M
Clearwater+	88.8%	\$163	\$144	118.1K	104.9K	\$17.1M

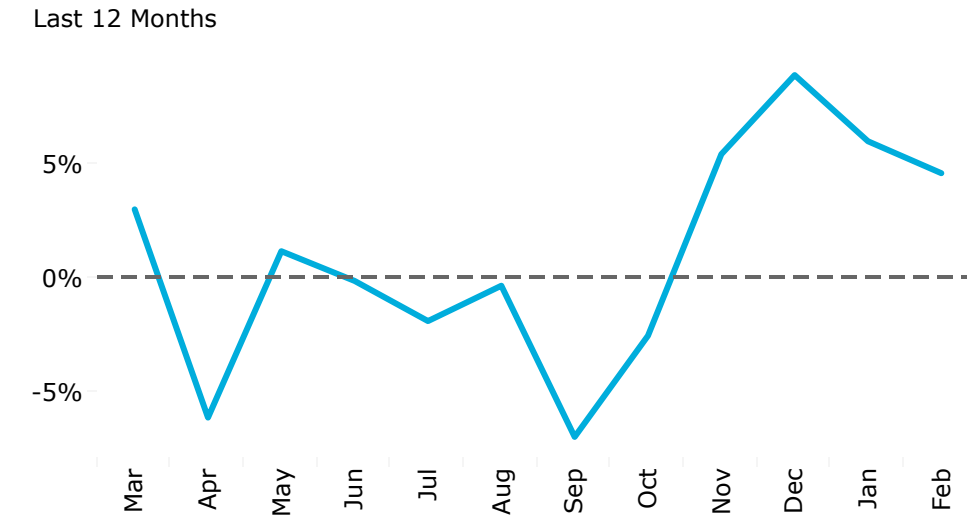
## ADR Comparison



## February 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+	86.2%	▲ 9.3%	\$298	▼ -1.3%	\$257	▲ 7.8%	118.3K	▼ -1.5%	101.9K	▲ 7.7%	\$30.4M	▲ 6.3%
Clearwater+	88.8%	▲ 17.0%	\$163	▲ 11.7%	\$144	▲ 30.8%	118.1K	▲ 0.0%	104.9K	▲ 17.0%	\$17.1M	▲ 30.8%
Downtown St. Petersburg+	86.4%	▲ 7.6%	\$294	▲ 10.2%	\$254	▲ 18.7%	45.0K	▼ -4.5%	38.9K	▲ 2.8%	\$11.5M	▲ 13.3%
Dunedin+	86.4%	▲ 7.2%	\$240	▲ 3.7%	\$208	▲ 11.1%	11.6K	▲ 0.0%	10.0K	▲ 7.2%	\$2.4M	▲ 11.1%
Indian Rocks Beach/ Indian Shores/ Madeira Beach+	87.0%	▲ 13.3%	\$230	▲ 10.6%	\$200	▲ 25.3%	45.1K	▼ -3.9%	39.2K	▲ 8.9%	\$9.0M	▲ 20.4%
Pinellas County, FL	86.3%	▲ 12.2%	\$231	▲ 4.6%	\$200	▲ 17.3%	608.9K	▼ -3.8%	525.6K	▲ 7.8%	\$121.5M	▲ 12.8%
St. Pete Beach/ Terra Verde+	77.7%	▲ 7.9%	\$262	▼ -10.0%	\$204	▼ -2.8%	45.4K	▼ -40.5%	35.3K	▼ -35.8%	\$9.3M	▼ -42.2%
St. Pete/ Largo/ Pinellas Park+	89.9%	▲ 14.5%	\$178	▲ 13.4%	\$160	▲ 29.9%	97.7K	▲ 3.3%	87.8K	▲ 18.3%	\$15.6M	▲ 34.3%
Tarpon Springs/ Oldsmar/ Palm Harbor+	80.2%	▲ 7.2%	\$195	▲ 15.2%	\$157	▲ 23.4%	34.5K	▲ 0.0%	27.7K	▲ 7.2%	\$5.4M	▲ 23.4%
Treasure Island Beach+	82.7%	▲ 8.4%	\$250	▼ -0.3%	\$207	▲ 8.1%	28.4K	▼ -12.7%	23.5K	▼ -5.4%	\$5.9M	▼ -5.6%

## ADR vs. Same Month in Previous Year



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

Source: STR

# Competitive Markets Hotel Performance

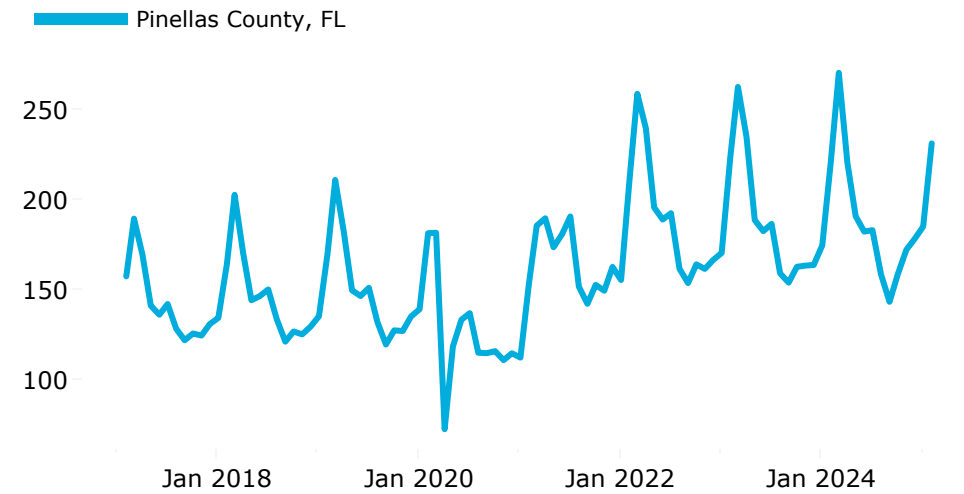
Pinellas County, FL vs. Comp. Markets



## February 2025, Comp. Markets Hotel KPIs

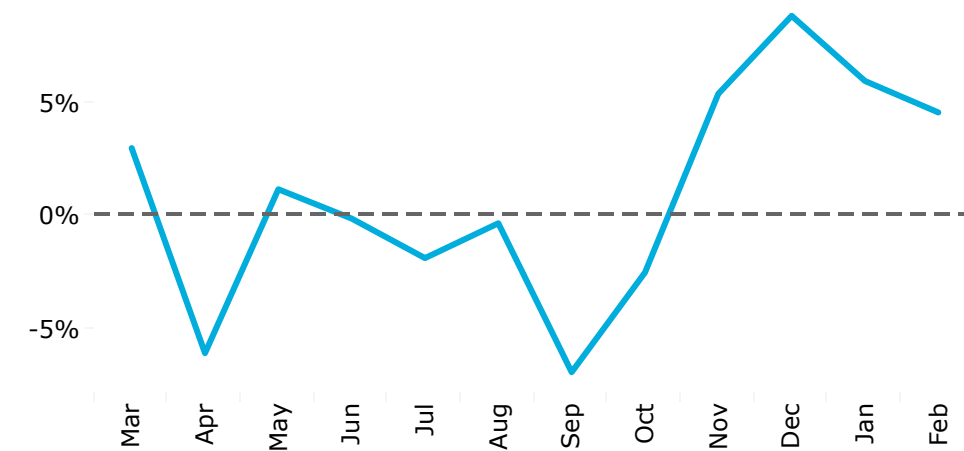
Market	Occupancy	ADR	RevPAR	Supply	Rooms Sold	Revenue
Florida Keys	85.5%	\$459	\$393	298.5K	255.3K	\$117.2M
Naples, FL	80.5%	\$404	\$325	87.2K	70.2K	\$28.4M
Palm Beach County, FL	85.6%	\$384	\$329	546.6K	467.8K	\$179.8M
Miami/Hialeah, FL	85.5%	\$305	\$261	1.8M	1.6M	\$478.4M
Sarasota/Bradenton, FL	82.4%	\$262	\$216	349.0K	287.7K	\$75.3M
Fort Lauderdale, FL	82.4%	\$246	\$203	1.1M	911.7K	\$224.2M
State of Florida	78.8%	\$237	\$186	14.1M	11.1M	\$2.6B
Fort Myers, FL	78.6%	\$232	\$182	352.0K	276.8K	\$64.1M
Pinellas County, FL	86.3%	\$231	\$200	608.9K	525.6K	\$121.5M
Orlando	80.4%	\$226	\$181	4.0M	3.2M	\$716.2M
Hillsborough County, ..	86.7%	\$214	\$185	720.0K	623.9K	\$133.2M
Osceola County, FL	76.2%	\$169	\$129	687.8K	523.9K	\$88.8M
Bay County, FL	53.4%	\$102	\$54	307.9K	164.3K	\$16.8M

## ADR Comparison



## ADR vs. Same Month in Previous Year

Last 12 Months



## February 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	53.4%	▼ -2.6%	\$102	▲ 1.1%	\$54	▼ -1.6%	307.9K	▼ -0.2%	164.3K	▼ -2.8%	\$16.8M	▼ -1.7%
Florida Keys	85.5%	▲ 0.2%	\$459	▼ -2.1%	\$393	▼ -1.8%	298.5K	▲ 1.6%	255.3K	▲ 1.9%	\$117.2M	▼ -0.2%
Fort Lauderdale, FL	82.4%	▼ -1.2%	\$246	▲ 2.5%	\$203	▲ 1.2%	1.1M	▲ 0.8%	911.7K	▼ -0.4%	\$224.2M	▲ 2.0%
Fort Myers, FL	78.6%	▼ -1.1%	\$232	▼ -0.4%	\$182	▼ -1.5%	352.0K	▲ 9.6%	276.8K	▲ 8.4%	\$64.1M	▲ 8.0%
Hillsborough County..	86.7%	▲ 6.0%	\$214	▲ 8.9%	\$185	▲ 15.4%	720.0K	▼ -0.1%	623.9K	▲ 5.8%	\$133.2M	▲ 15.3%
Miami/Hialeah, FL	85.5%	▲ 2.1%	\$305	▲ 4.7%	\$261	▲ 6.8%	1.8M	▼ -0.2%	1.6M	▲ 1.9%	\$478.4M	▲ 6.6%
Naples, FL	80.5%	▼ -1.0%	\$404	▼ -4.2%	\$325	▼ -5.2%	87.2K	▲ 4.0%	70.2K	▲ 2.9%	\$28.4M	▼ -1.4%
Orlando	80.4%	▲ 1.6%	\$226	▲ 3.7%	\$181	▲ 5.3%	4.0M	▲ 0.2%	3.2M	▲ 1.8%	\$716.2M	▲ 5.6%
Osceola County, FL	76.2%	▲ 1.8%	\$169	▲ 4.6%	\$129	▲ 6.4%	687.8K	▼ -1.2%	523.9K	▲ 0.6%	\$88.8M	▲ 5.2%
Palm Beach County,..	85.6%	▲ 5.3%	\$384	▲ 6.1%	\$329	▲ 11.7%	546.6K	▲ 1.3%	467.8K	▲ 6.7%	\$179.8M	▲ 13.3%
Pinellas County, FL	86.3%	▲ 12.2%	\$231	▲ 4.6%	\$200	▲ 17.3%	608.9K	▼ -3.8%	525.6K	▲ 7.8%	\$121.5M	▲ 12.8%
Sarasota/Bradenton..	82.4%	▲ 1.8%	\$262	▲ 2.7%	\$216	▲ 4.6%	349.0K	▲ 2.0%	287.7K	▲ 3.9%	\$75.3M	▲ 6.7%
State of Florida	78.8%	▲ 2.4%	\$237	▲ 3.4%	\$186	▲ 5.9%	14.1M	▲ 0.9%	11.1M	▲ 3.3%	\$2.6B	▲ 6.9%

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

Source: STR



# Pinellas County Tourist Development Tax Collections

February 2025



## Tourist Development Tax Collections

# \$9.9M

-6.3% YOY | +54.1% vs. 2019

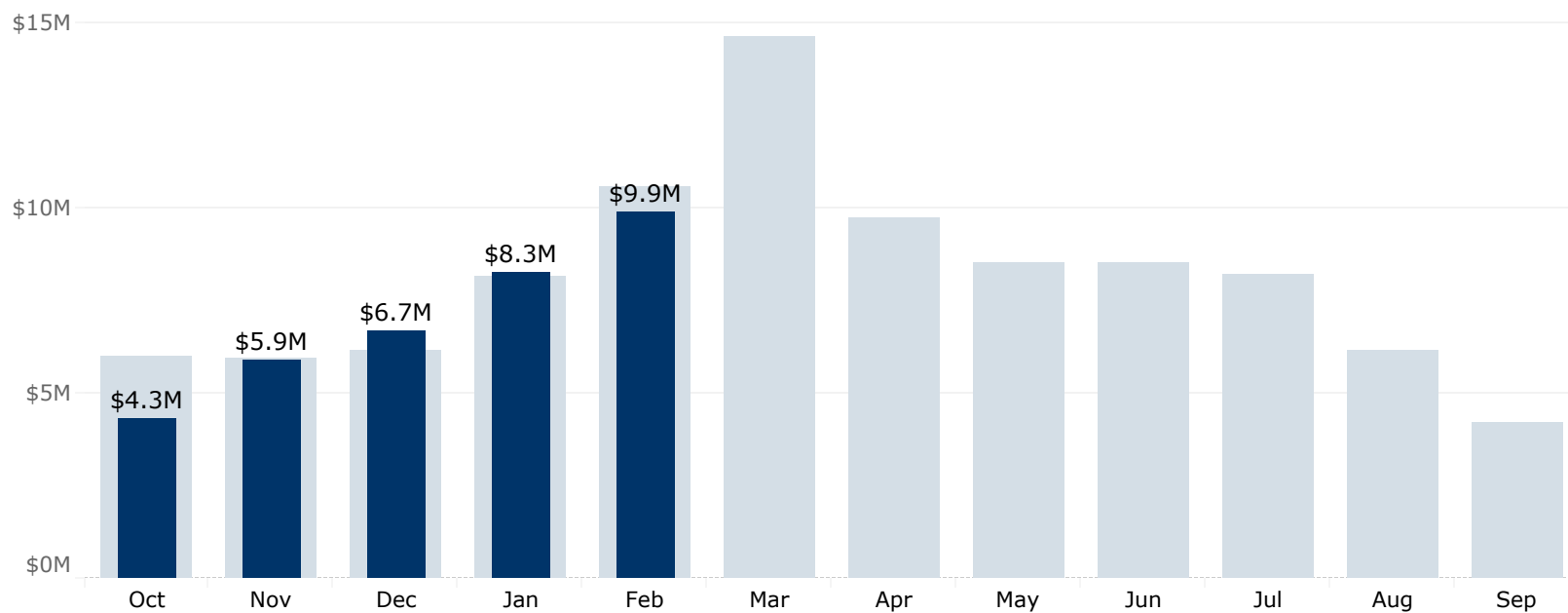
### Gross Tax Collected

## Tourist Development Tax Collections by Month

Fiscal Year 2025

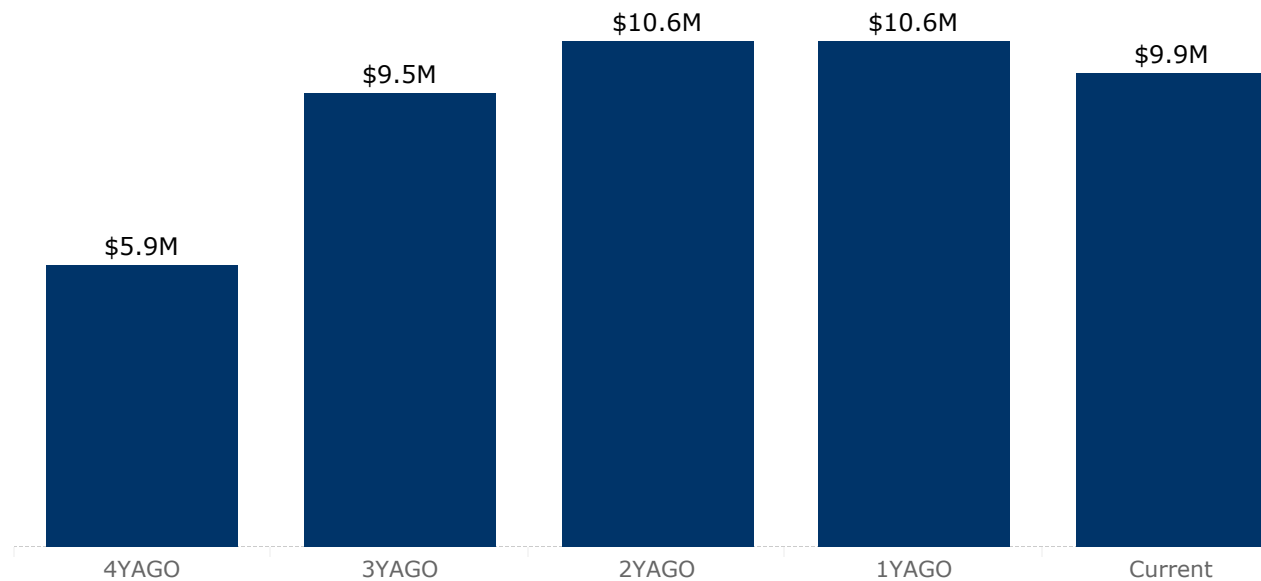
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
\$4.3M	\$5.9M	\$6.7M	\$8.3M	\$9.9M							
-28.1%	-0.8%	+8.6%	+1.6%	-6.3%							

■ Current ■ Last Year



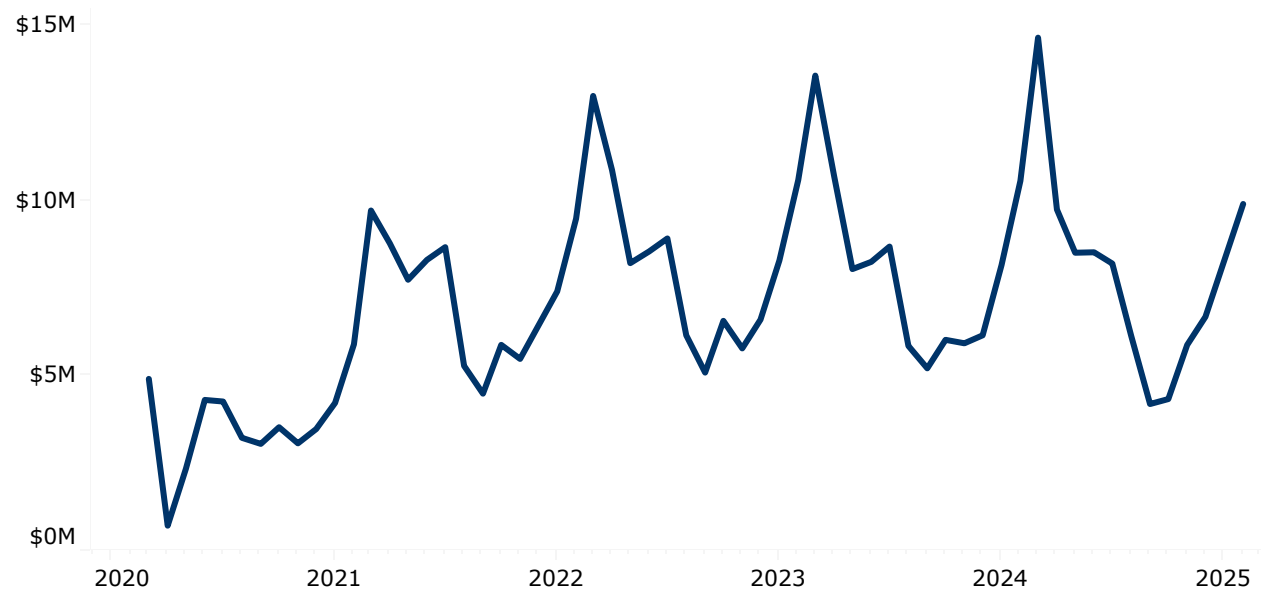
## Tourist Development Tax Collections

February 2025 vs. comparable months over the past 5 years



## Tourist Development Tax Collections

Long Term Trend





# Pinellas County Local Option Tax Collections

February 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%	35.44%							
Clearwater/Clearwater Beach	35.79%	33.29%	30.53%	24.74%	28.67%							
St Petersburg	25.35%	19.57%	18.29%	16.59%	15.65%							
St Pete Beach/Tierra Verde	4.12%	4.76%	5.27%	4.97%	6.98%							
Treasure Island	2.20%	2.67%	2.99%	2.42%	3.31%							
Oldsmar/Safety Harbor	3.81%	3.15%	2.86%	2.45%	2.06%							
Madeira Beach	1.93%	1.48%	1.95%	1.59%	1.58%							
Palm Harbor	2.25%	1.36%	1.31%	1.38%	1.49%							
Dunedin	2.13%	1.51%	1.59%	1.21%	1.42%							
N Redington Beach/Redington Beach/Redington Shores	0.86%	0.86%	0.81%	1.26%	1.12%							
Indian Rocks Beach	0.24%	0.90%	0.98%	0.92%	1.01%							
Tarpon Springs	1.48%	0.93%	0.73%	0.61%	0.53%							
Indian Shores	0.17%	0.29%	0.45%	0.35%	0.50%							
Belleair/Belleair Beach/Bluffs/Shores	0.24%	0.25%	0.26%	0.21%	0.23%							
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>							

## Tourist Development Tax Collections

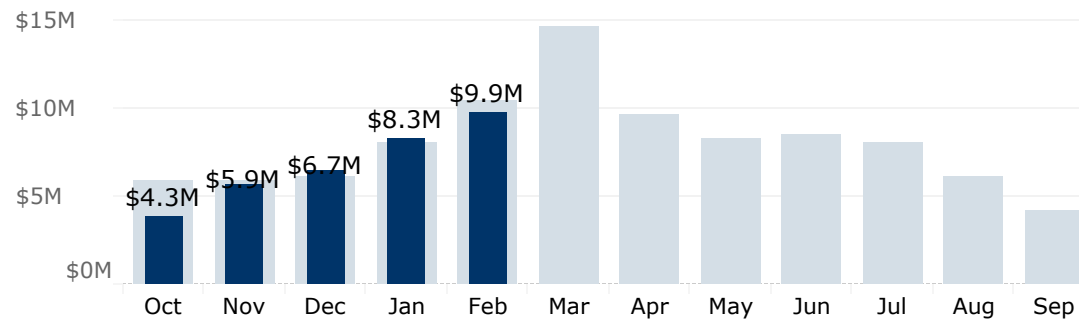
February 2025 vs. comparable months over the past 5 years



## Tourist Development Tax Collections by Month

Fiscal Year 2025

Current YTD (Dark Blue), STLY YTD (Light Blue)



## Tourist Development Tax Collections

Long Term Trend

