



ST.PETE  
CLEARWATER  
FLORIDA

# Economic Snapshot Report

June 2025 TDC Meeting - April 2025 Data

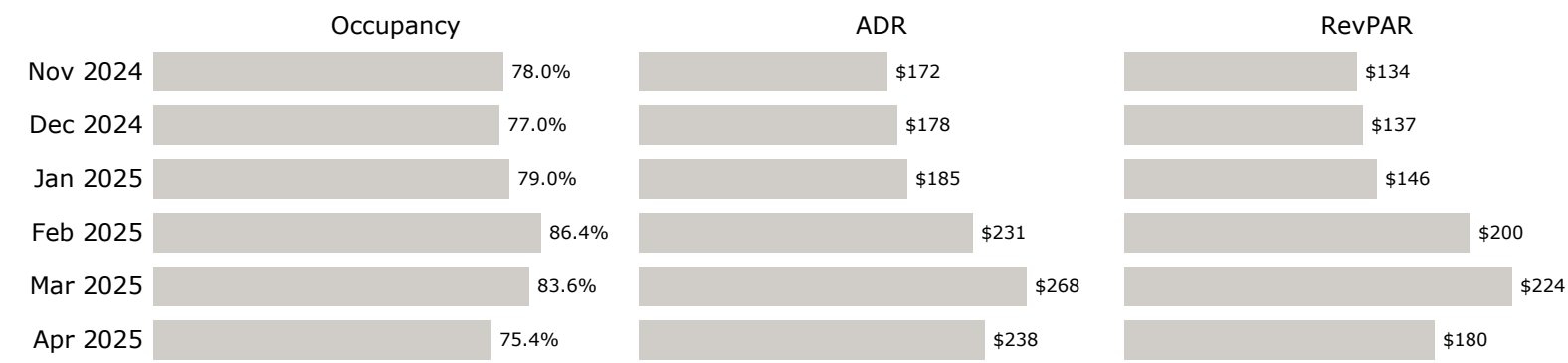
Hotel Performance Summary

Pinellas County, FL | April 2025



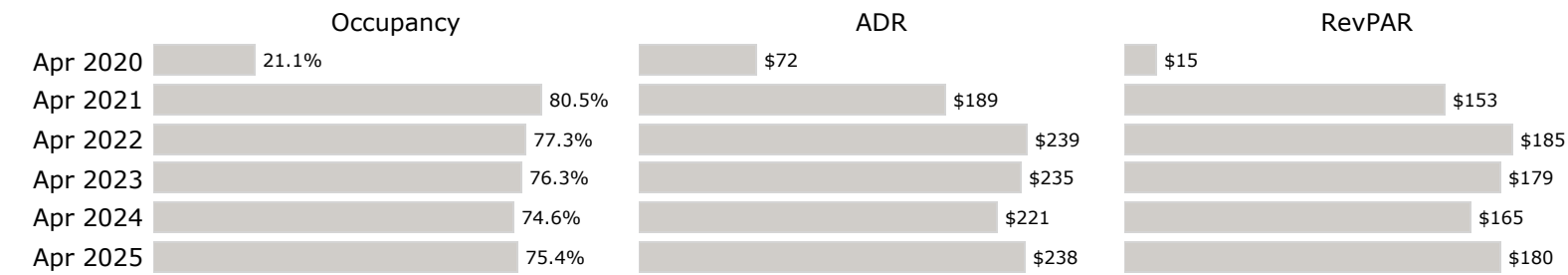
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	75.4%	\$238.30	\$179.58	656.3K	494.6K	\$117.9M
Change vs. Previous Year	▲ 1.0%	▲ 8.0%	▲ 9.0%	▼ -3.0%	▼ -2.1%	▲ 5.7%
YTD Fiscal Year	78.5%	\$206.14	\$161.73	4.5M	3.6M	\$734.3M
YTD Change vs. Previous Year	▲ 14.7%	▲ 2.2%	▲ 17.2%	▼ -4.8%	▲ 9.1%	▲ 11.5%

Last Six Months Performance

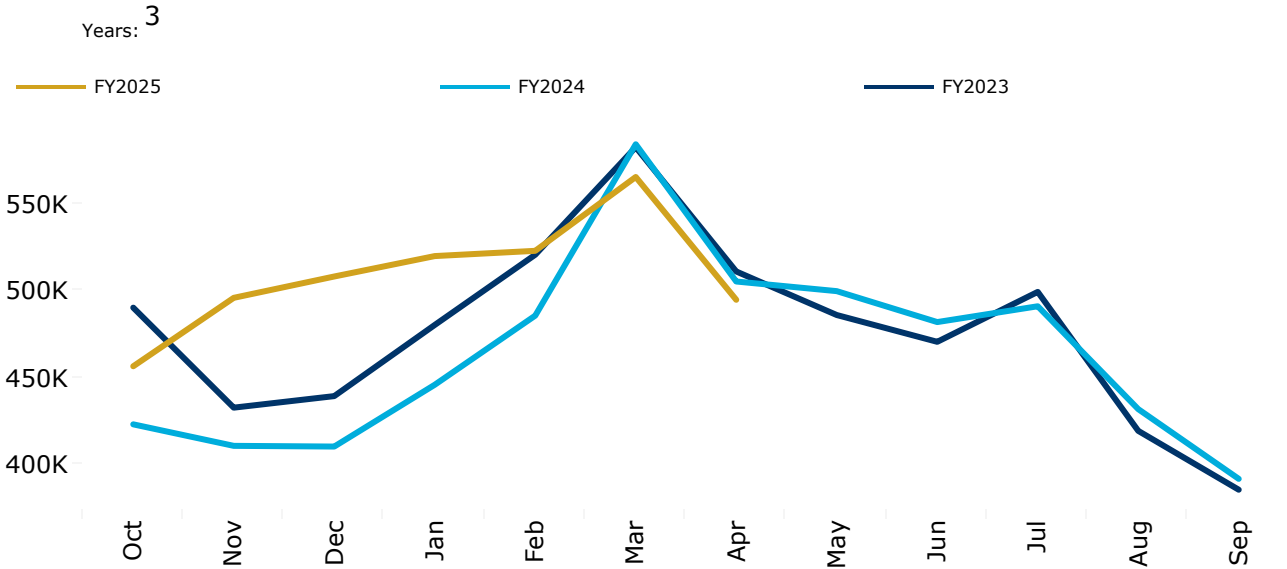


April Performance by Year

Pinellas County, FL



Demand YOY Comparison



Demand Long Term Trend



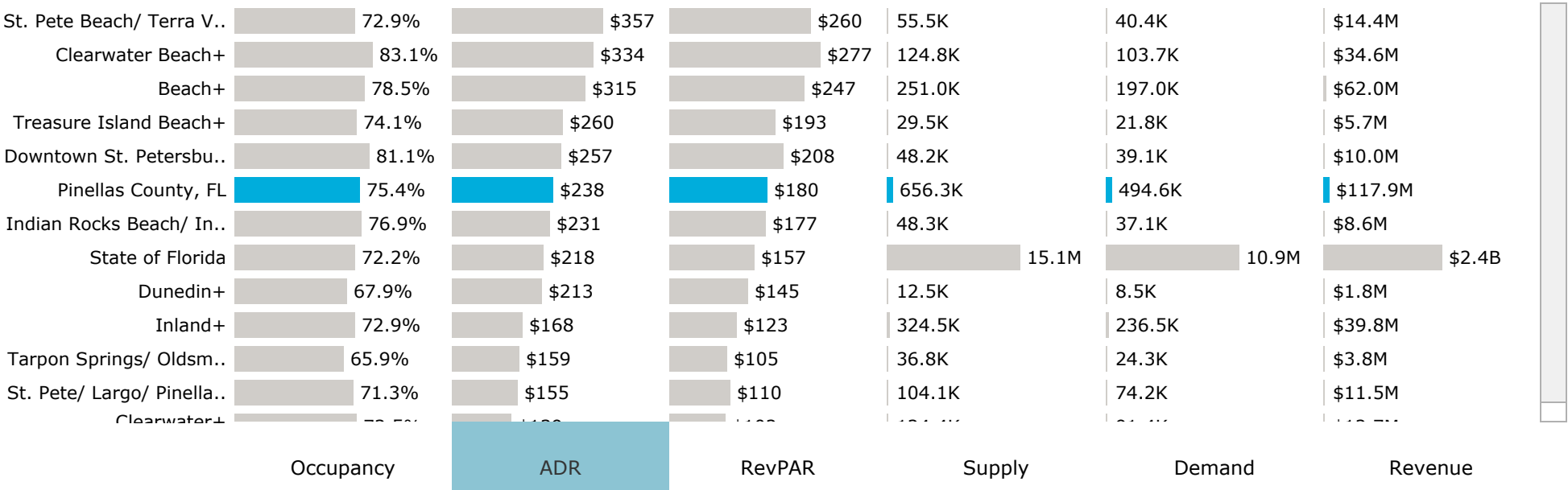


# Submarkets Hotel Performance

Pinellas County, FL vs. Submarkets



## April 2025, Submarket Hotel KPIs



## April 2025, Submarket Hotel Performance vs. Previous Year

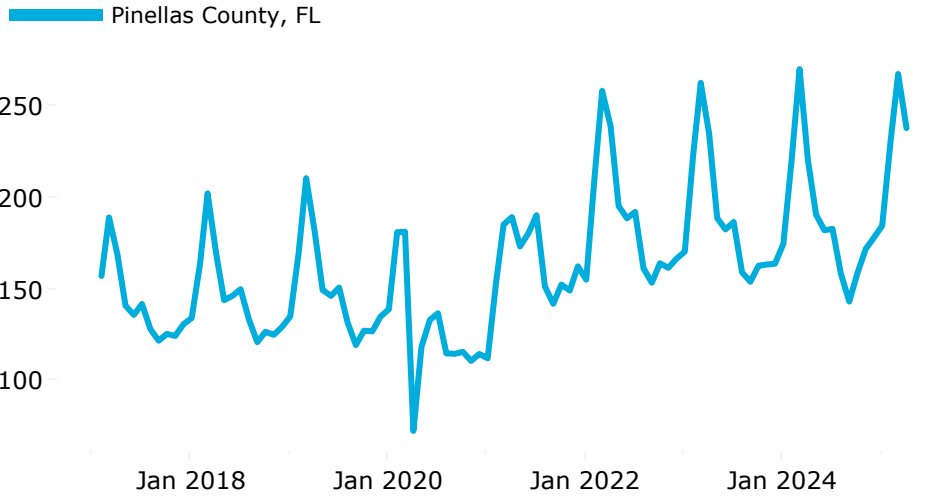
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Rooms Sold	YOY	Room Revenue	YOY
Clearwater Beach+	83.1%	▲ 3.5%	\$334	▲ 5.0%	\$277	▲ 8.7%	124.8K	▼ -1.9%	103.7K	▲ 1.5%	\$34.6M	▲ 6.6%
Clearwater+	73.5%	▲ 4.7%	\$139	▲ 15.2%	\$102	▲ 20.6%	124.4K	▼ -1.8%	91.4K	▲ 2.8%	\$12.7M	▲ 18.4%
Downtown St. Petersburg+	81.1%	▲ 5.6%	\$257	▲ 6.5%	\$208	▲ 12.4%	48.2K	▼ -4.5%	39.1K	▲ 0.8%	\$10.0M	▲ 7.4%
Dunedin+	67.9%	▲ 0.9%	\$213	▲ 9.3%	\$145	▲ 10.3%	12.5K	▲ 0.0%	8.5K	▲ 0.9%	\$1.8M	▲ 10.3%
Indian Rocks Beach/ Indian Shores/ Madeir..	76.9%	▲ 4.3%	\$231	▲ 15.6%	\$177	▲ 20.7%	48.3K	▼ -3.9%	37.1K	▲ 0.2%	\$8.6M	▲ 15.9%
Pinellas County, FL	75.4%	▲ 1.0%	\$238	▲ 8.0%	\$180	▲ 9.0%	656.3K	▼ -3.0%	494.6K	▼ -2.1%	\$117.9M	▲ 5.7%
St. Pete Beach/ Terra Verde+	72.9%	▼ -9.9%	\$357	▲ 10.8%	\$260	▼ -0.2%	55.5K	▼ -31.8%	40.4K	▼ -38.5%	\$14.4M	▼ -31.9%
St. Pete/ Largo/ Pinellas Park+	71.3%	▼ -1.3%	\$155	▲ 14.9%	\$110	▲ 13.5%	104.1K	▲ 3.4%	74.2K	▲ 2.1%	\$11.5M	▲ 17.3%
Tarpon Springs/ Oldsmar/ Palm Harbor..	65.9%	▲ 1.7%	\$159	▲ 10.7%	\$105	▲ 12.6%	36.8K	▼ -0.5%	24.3K	▲ 1.2%	\$3.8M	▲ 12.0%
Treasure Island Beach+	74.1%	▼ -4.7%	\$260	▲ 5.1%	\$193	▲ 0.2%	29.5K	▼ -15.6%	21.8K	▼ -19.6%	\$5.7M	▼ -15.5%

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

Source: STR

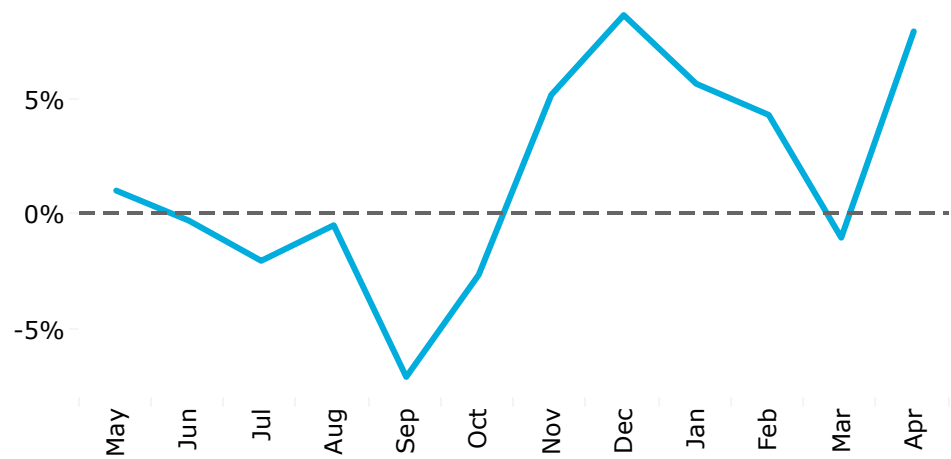


## ADR Comparison



## ADR vs. Same Month in Previous Year

Last 12 Months



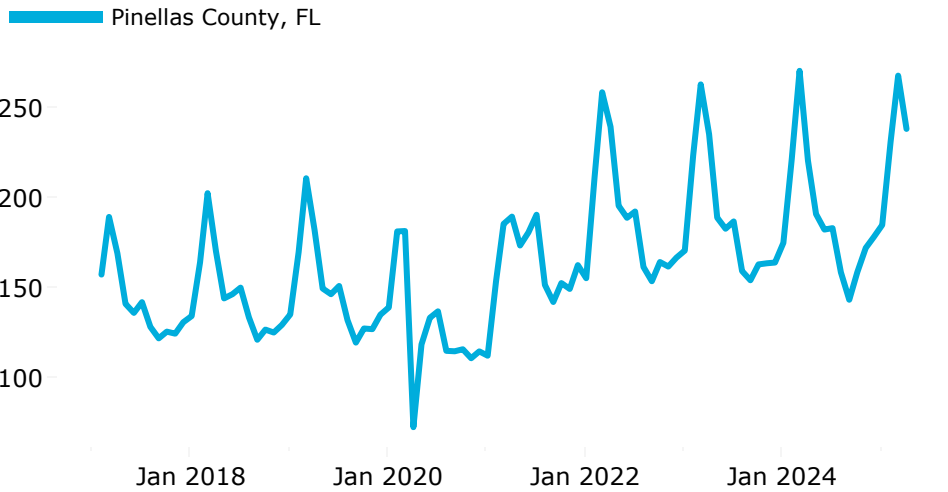
Competitive Markets Hotel Performance
Pinellas County, FL vs. Comp. Markets



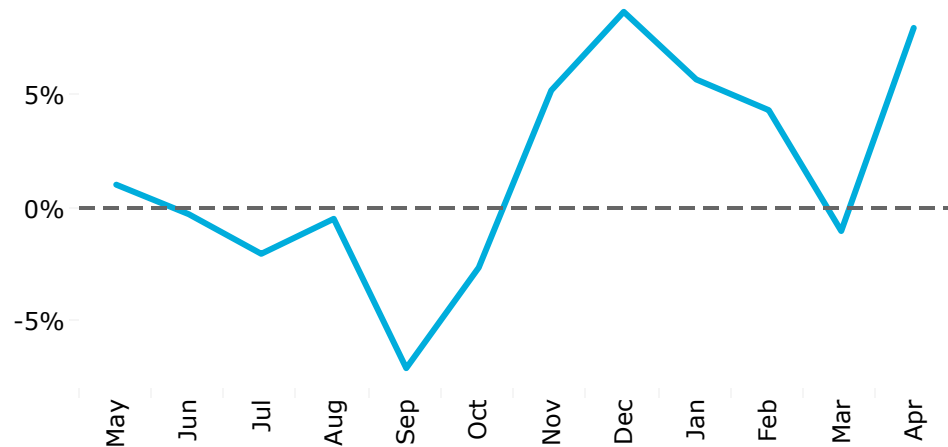
April 2025, Comp. Markets Hotel KPIs

Florida Keys	81.6%	\$401	\$327	319.7K	260.9K	\$104.6M
Palm Beach County, FL	74.2%	\$316	\$235	585.5K	434.4K	\$137.3M
Naples, FL	72.9%	\$276	\$201	93.5K	68.2K	\$18.8M
Miami/Hialeah, FL	80.4%	\$253	\$204	2.0M	1.6M	\$398.5M
Sarasota/Bradenton, FL	71.2%	\$246	\$175	381.4K	271.7K	\$66.8M
Pinellas County, FL	75.4%	\$238	\$180	656.3K	494.6K	\$117.9M
Orlando	73.0%	\$223	\$163	4.3M	3.1M	\$697.3M
State of Florida	72.2%	\$218	\$157	15.1M	10.9M	\$2.4B
Fort Lauderdale, FL	75.2%	\$205	\$154	1.2M	890.1K	\$182.8M
Hillsborough County, ..	75.8%	\$198	\$150	779.0K	590.7K	\$116.8M
Fort Myers, FL	64.4%	\$192	\$123	383.5K	246.8K	\$47.3M
Osceola County, FL	68.5%	\$174	\$119	738.6K	506.0K	\$87.8M
Bay County, FL	66.3%	\$144	\$96	330.3K	218.9K	\$31.6M
Occupancy		ADR	RevPAR	Supply	Rooms Sold	Revenue

ADR Comparison



ADR vs. Same Month in Previous Year
Last 12 Months



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

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Bay County, FL	66.3%	▲ 3.2%	\$144	▲ 4.0%	\$96	▲ 7.3%	330.3K	▼ -1.2%	218.9K	▲ 1.9%	\$31.6M	▲ 6.0%
Florida Keys	81.6%	▲ 2.0%	\$401	▼ -0.1%	\$327	▲ 2.0%	319.7K	▲ 2.0%	260.9K	▲ 4.1%	\$104.6M	▲ 4.0%
Fort Lauderdale, FL	75.2%	▼ -0.1%	\$205	▲ 2.2%	\$154	▲ 2.2%	1.2M	▲ 0.6%	890.1K	▲ 0.6%	\$182.8M	▲ 2.8%
Fort Myers, FL	64.4%	▼ -3.4%	\$192	▲ 9.7%	\$123	▲ 5.9%	383.5K	▲ 10.3%	246.8K	▲ 6.5%	\$47.3M	▲ 16.8%
Hillsborough County..	75.8%	▼ -0.8%	\$198	▲ 9.1%	\$150	▲ 8.2%	779.0K	▲ 0.8%	590.7K	▲ 0.0%	\$116.8M	▲ 9.1%
Miami/Hialeah, FL	80.4%	▲ 2.3%	\$253	▲ 5.8%	\$204	▲ 8.3%	2.0M	▲ 0.5%	1.6M	▲ 2.8%	\$398.5M	▲ 8.8%
Naples, FL	72.9%	▲ 6.9%	\$276	▼ -2.7%	\$201	▲ 3.9%	93.5K	▲ 0.0%	68.2K	▲ 6.9%	\$18.8M	▲ 3.9%
Orlando	73.0%	▲ 2.1%	\$223	▲ 6.7%	\$163	▲ 9.0%	4.3M	▲ 1.0%	3.1M	▲ 3.1%	\$697.3M	▲ 10.0%
Osceola County, FL	68.5%	▲ 4.9%	\$174	▲ 11.2%	\$119	▲ 16.6%	738.6K	▼ -0.8%	506.0K	▲ 4.0%	\$87.8M	▲ 15.7%
Palm Beach County,..	74.2%	▲ 3.8%	\$316	▲ 13.2%	\$235	▲ 17.5%	585.5K	▲ 1.3%	434.4K	▲ 5.2%	\$137.3M	▲ 19.0%
Pinellas County, FL	75.4%	▲ 1.0%	\$238	▲ 8.0%	\$180	▲ 9.0%	656.3K	▼ -3.0%	494.6K	▼ -2.1%	\$117.9M	▲ 5.7%
Sarasota/Bradenton..	71.2%	▼ -2.8%	\$246	▲ 9.9%	\$175	▲ 6.9%	381.4K	▲ 3.3%	271.7K	▲ 0.4%	\$66.8M	▲ 10.4%
State of Florida	72.2%	▲ 1.1%	\$218	▲ 6.3%	\$157	▲ 7.5%	15.1M	▲ 1.1%	10.9M	▲ 2.3%	\$2.4B	▲ 8.7%

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

Source: STR



# Pinellas County Tourist Development Tax Collections

April 2025

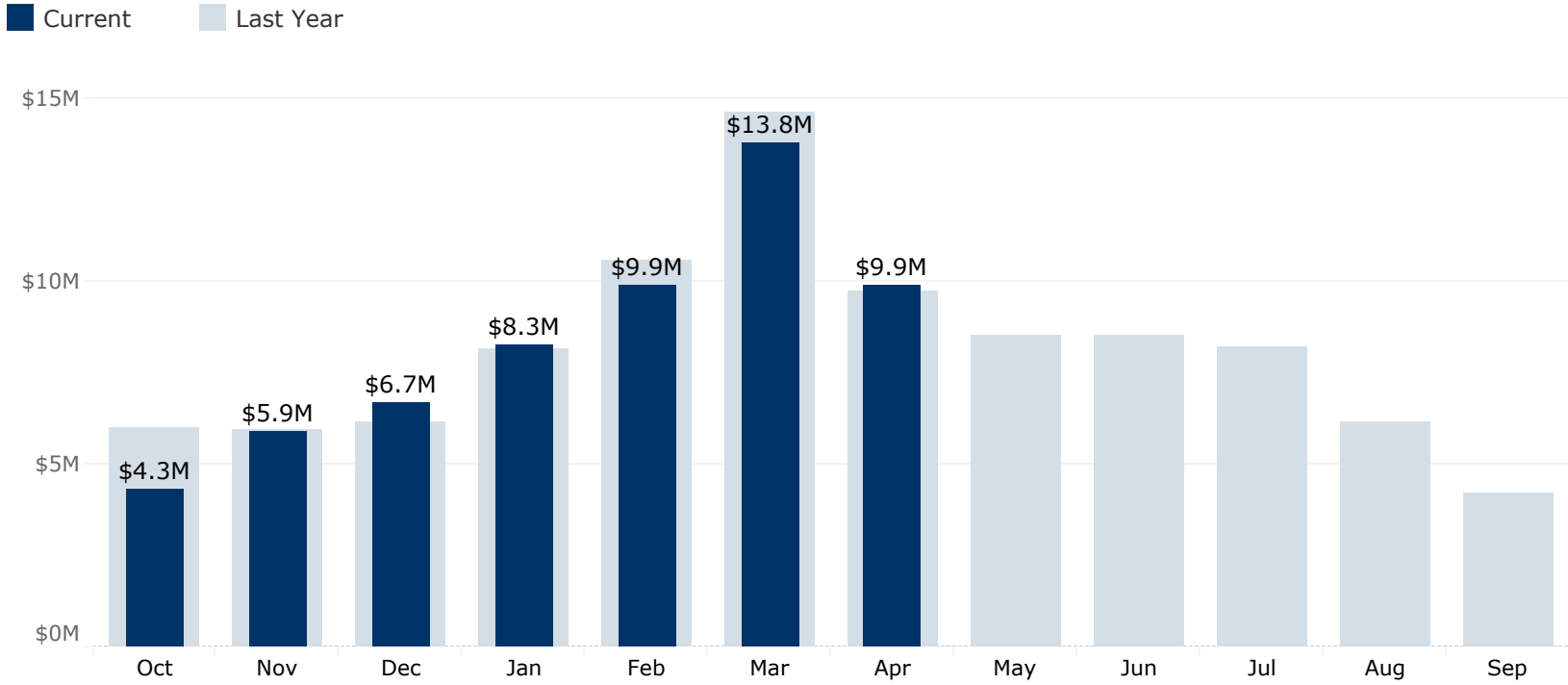


Tourist Development Tax Collections  
**\$9.9M**  
+1.6% YOY | +46.4% vs. 2019  
Gross Tax Collected

## Tourist Development Tax Collections by Month

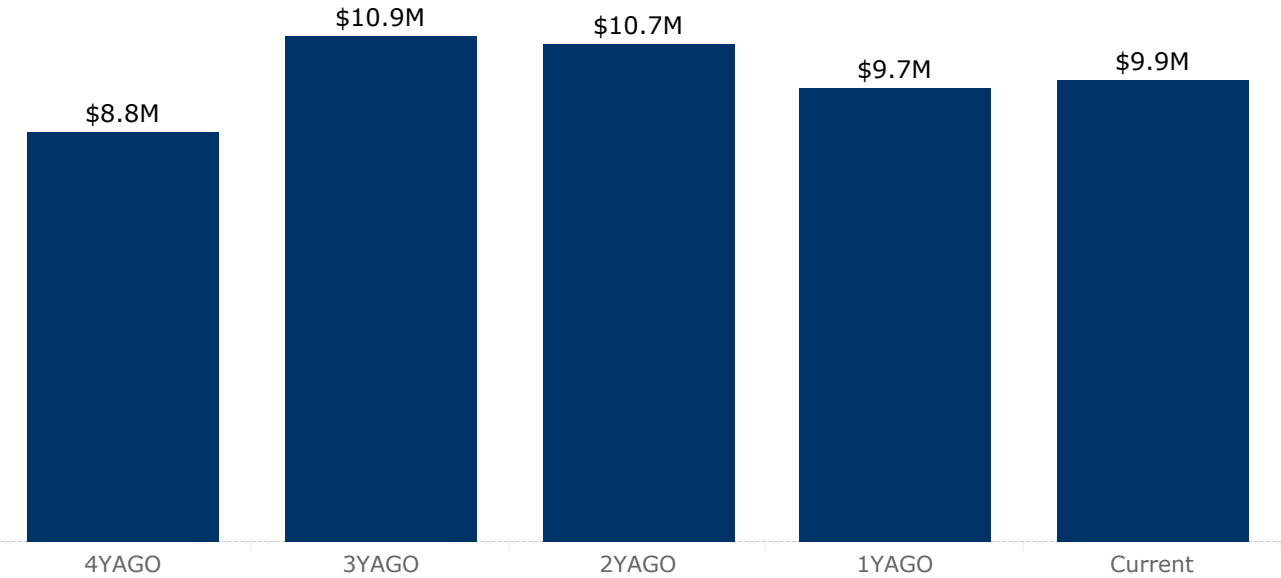
Fiscal Year 2025

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
\$4.3M	\$5.9M	\$6.7M	\$8.3M	\$9.9M	\$13.8M	\$9.9M					
-28.1%	-0.8%	+8.6%	+1.6%	-6.3%	-5.9%	+1.6%					



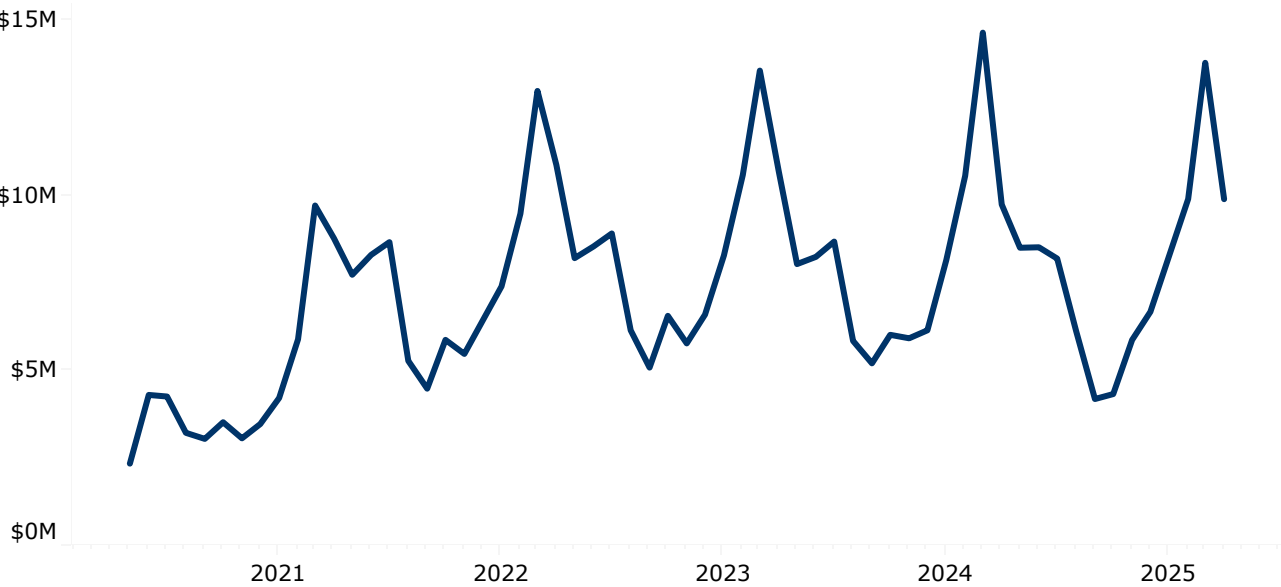
## Tourist Development Tax Collections

April 2025 vs. comparable months over the past 5 years



## Tourist Development Tax Collections

Long Term Trend



Source: Pinellas County Tax Collector



# Pinellas County Local Option Tax Collections

April 2025



## Local Option Tax Share of Total Collections

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Clearwater/Clearwater Beach	35.79%	33.29%	30.53%	24.74%	28.67%	31.71%	32.54%					
Miscellaneous/Other	19.43%	28.96%	31.99%	41.30%	35.44%	32.87%	31.64%					
St Petersburg	25.35%	19.57%	18.29%	16.59%	15.65%	13.48%	13.00%					
St Pete Beach/Tierra Verde	4.12%	4.76%	5.27%	4.97%	6.98%	8.80%	11.20%					
Treasure Island	2.20%	2.67%	2.99%	2.42%	3.31%	3.44%	3.21%					
Oldsmar/Safety Harbor	3.81%	3.15%	2.86%	2.45%	2.06%	1.31%	1.50%					
Madeira Beach	1.93%	1.48%	1.95%	1.59%	1.58%	1.70%	1.39%					
Dunedin	2.13%	1.51%	1.59%	1.21%	1.42%	1.42%	1.27%					
N Redington Beach/Redington Beach/Redington Shores	0.86%	0.86%	0.81%	1.26%	1.12%	1.35%	1.21%					
Palm Harbor	2.25%	1.36%	1.31%	1.38%	1.49%	1.04%	1.08%					
Indian Rocks Beach	0.24%	0.90%	0.98%	0.92%	1.01%	1.41%	0.89%					
Tarpon Springs	1.48%	0.93%	0.73%	0.61%	0.53%	0.59%	0.45%					
Indian Shores	0.17%	0.29%	0.45%	0.35%	0.50%	0.65%	0.40%					
Belleair/Belleair Beach/Bluffs/Shores	0.24%	0.25%	0.26%	0.21%	0.23%	0.24%	0.22%					
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%					

Source: Pinellas County Tax Collector

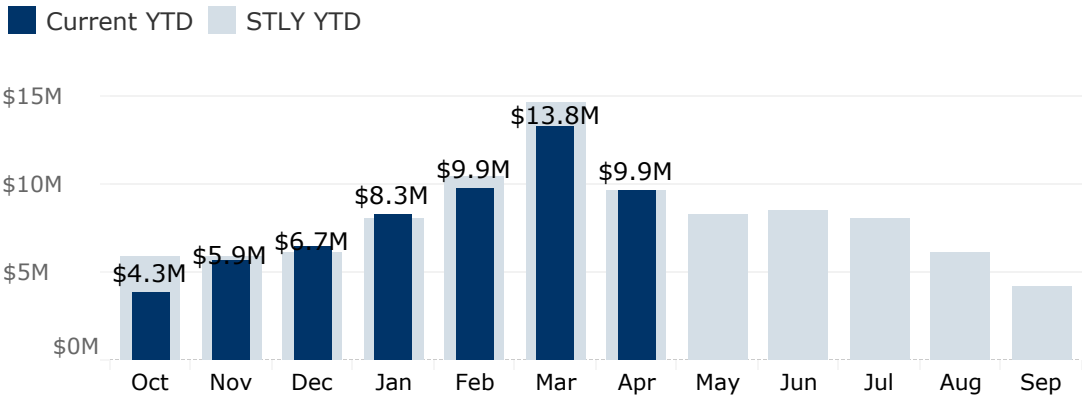
## Tourist Development Tax Collections

April 2025 vs. comparable months over the past 5 years



## Tourist Development Tax Collections by Month

Fiscal Year 2025



## Tourist Development Tax Collections

Long Term Trend

