



ST.PETE
CLEARWATER
FLORIDA

Economic Snapshot Report

August 2025 TDC Meeting - June 2025 Data

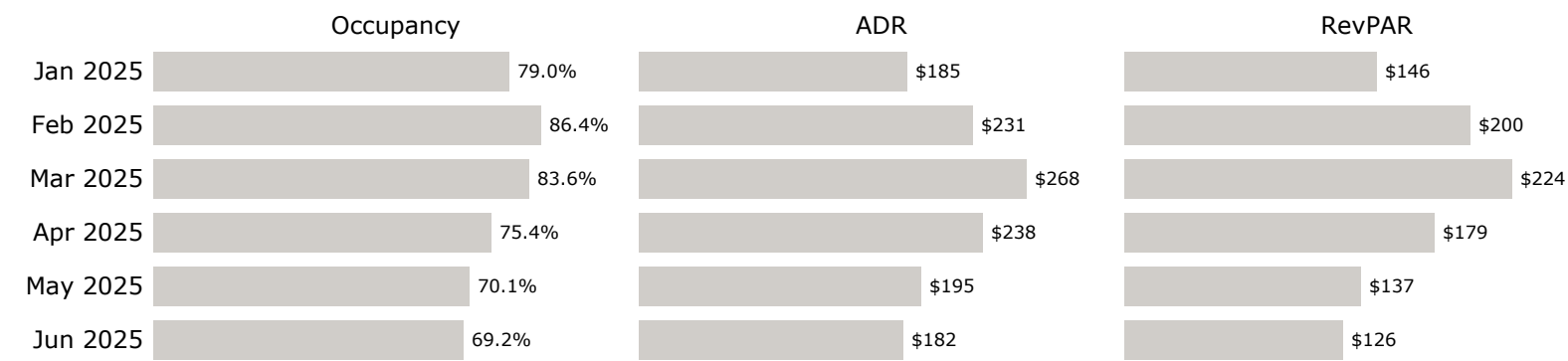
Hotel Performance Summary

Pinellas County, FL | June 2025



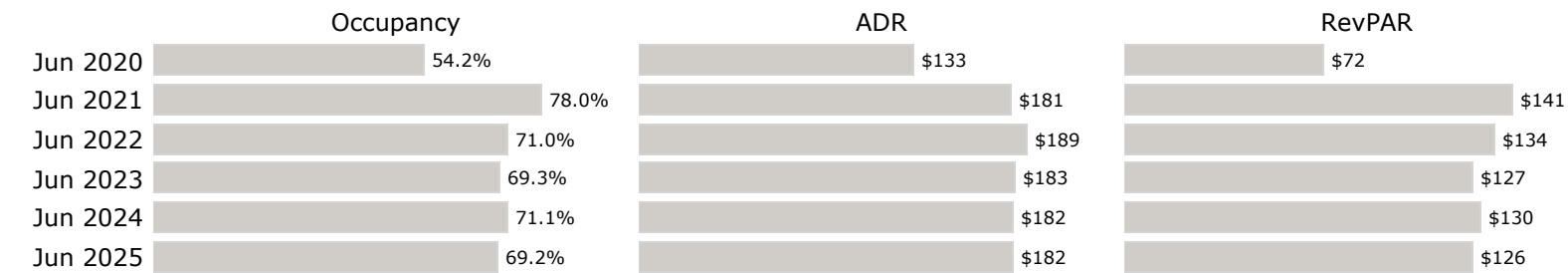
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	69.2%	\$182.29	\$126.08	660.1K	456.6K	\$83.2M
Change vs. Previous Year	▼ -2.7%	▲ 0.0%	▼ -2.7%	▼ -2.6%	▼ -5.2%	▼ -5.2%
YTD Fiscal Year	76.5%	\$202.50	\$154.81	5.9M	4.5M	\$910.2M
YTD Change vs. Previous Year	▲ 10.7%	▲ 2.2%	▲ 13.1%	▼ -4.4%	▲ 5.9%	▲ 8.2%

Last Six Months Performance

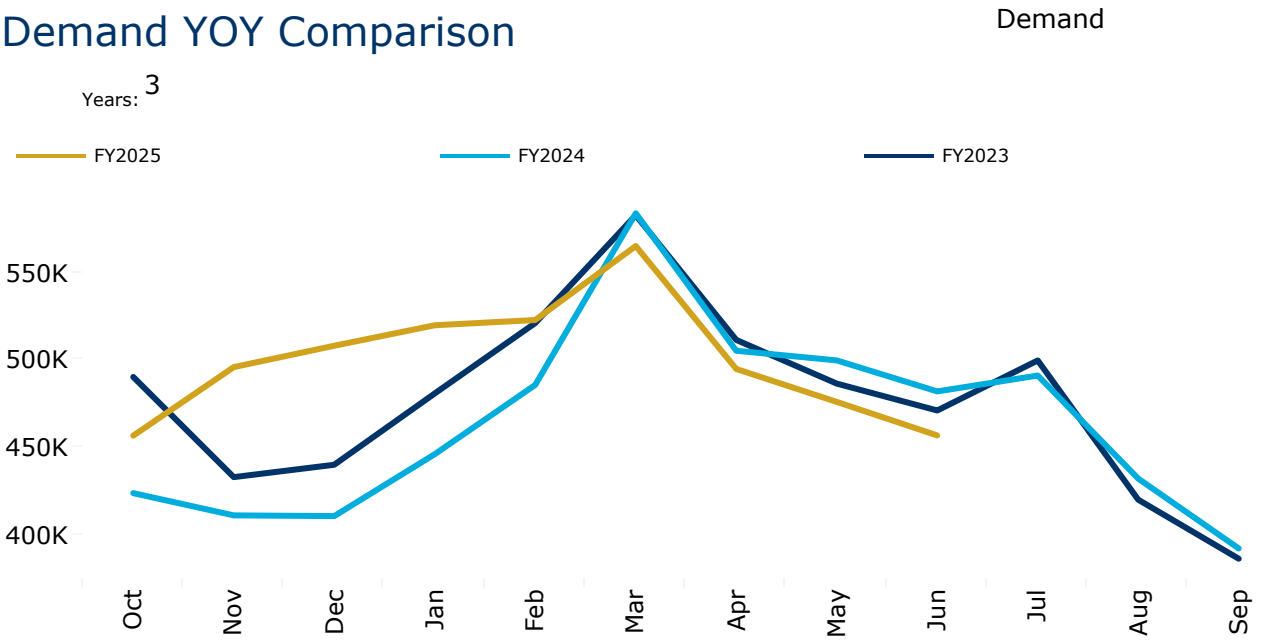


June Performance by Year

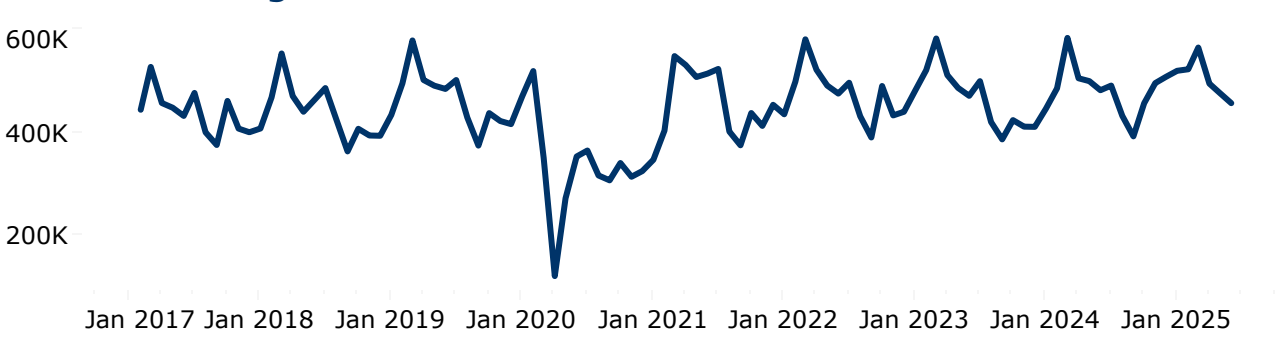
Pinellas County, FL



Demand YOY Comparison



Demand Long Term Trend

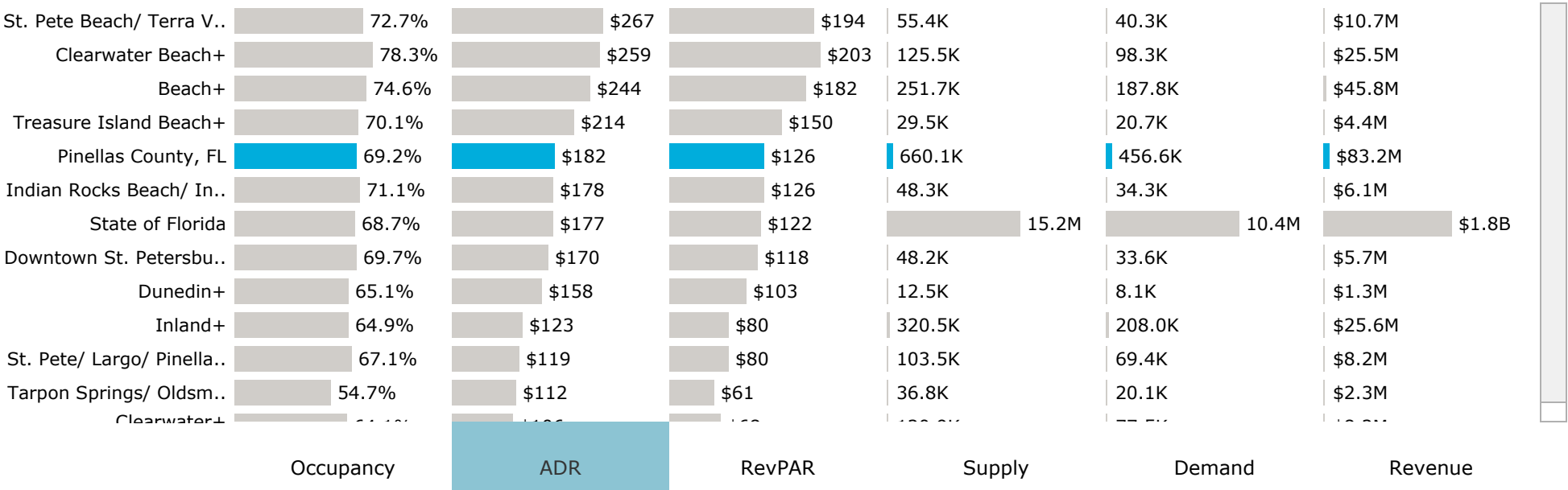


Submarkets Hotel Performance

Pinellas County, FL vs. Submarkets



June 2025, Submarket Hotel KPIs



June 2025, Submarket Hotel Performance vs. Previous Year

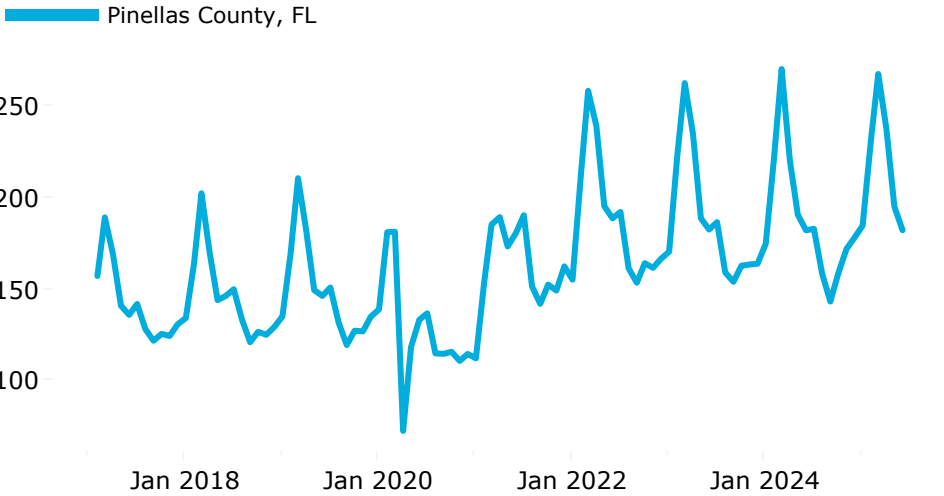
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Rooms Sold	YOY	Room Revenue	YOY
Clearwater Beach+	78.3%	▼ -3.8%	\$259	▼ -3.1%	\$203	▼ -6.8%	125.5K	▼ -1.4%	98.3K	▼ -5.1%	\$25.5M	▼ -8.1%
Clearwater+	64.1%	▼ -3.4%	\$106	▲ 4.0%	\$68	▲ 0.4%	120.9K	▼ -4.5%	77.5K	▼ -7.8%	\$8.2M	▼ -4.1%
Downtown St. Petersburg+	69.7%	▲ 5.5%	\$170	▼ -6.1%	\$118	▼ -1.0%	48.2K	▼ -4.5%	33.6K	▲ 0.8%	\$5.7M	▼ -5.4%
Dunedin+	65.1%	▲ 0.6%	\$158	▲ 1.9%	\$103	▲ 2.5%	12.5K	▲ 0.0%	8.1K	▲ 0.6%	\$1.3M	▲ 2.5%
Indian Rocks Beach/ Indian Shores/ Madeira Beach+	71.1%	▼ -0.8%	\$178	▲ 3.9%	\$126	▲ 3.1%	48.3K	▼ -4.2%	34.3K	▼ -5.0%	\$6.1M	▼ -1.2%
Pinellas County, FL	69.2%	▼ -2.7%	\$182	▲ 0.0%	\$126	▼ -2.7%	660.1K	▼ -2.6%	456.6K	▼ -5.2%	\$83.2M	▼ -5.2%
St. Pete Beach/ Terra Verde+	72.7%	▼ -5.6%	\$267	▲ 7.7%	\$194	▲ 1.7%	55.4K	▼ -31.9%	40.3K	▼ -35.7%	\$10.7M	▼ -30.7%
St. Pete/ Largo/ Pinellas Park+	67.1%	▲ 0.1%	\$119	▲ 4.4%	\$80	▲ 4.5%	103.5K	▲ 2.8%	69.4K	▲ 2.8%	\$8.2M	▲ 7.4%
Tarpon Springs/ Oldsmar/ Palm Harbor..	54.7%	▼ -6.5%	\$112	▼ -2.5%	\$61	▼ -8.8%	36.8K	▼ -0.5%	20.1K	▼ -6.9%	\$2.3M	▼ -9.2%
Treasure Island Beach+	70.1%	▼ -7.3%	\$214	▲ 2.3%	\$150	▼ -5.2%	29.5K	▼ -15.6%	20.7K	▼ -21.8%	\$4.4M	▼ -20.0%

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

Source: STR

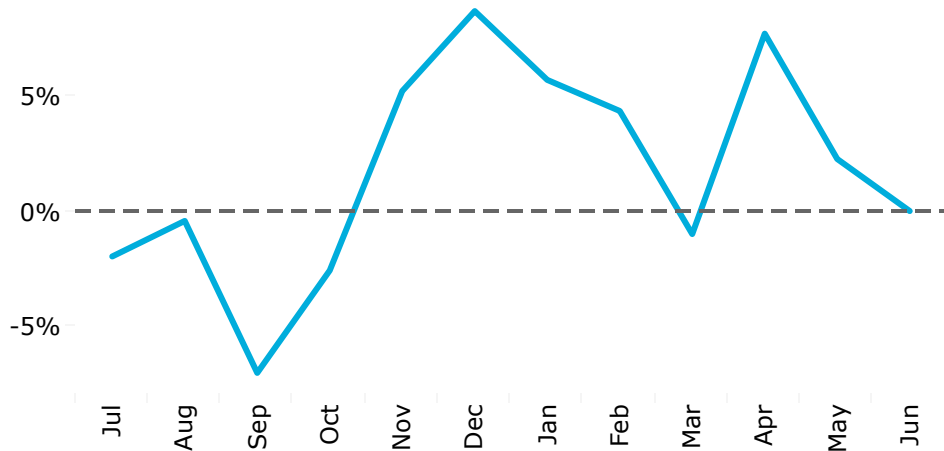


ADR Comparison



ADR vs. Same Month in Previous Year

Last 12 Months



Competitive Markets Hotel Performance

Pinellas County, FL vs. Comp. Markets



June 2025, Comp. Markets Hotel KPIs

Florida Keys	74.8%	\$287	\$214	321.2K	240.1K	\$68.9M
Orlando	73.5%	\$197	\$145	4.3M	3.2M	\$620.2M
Palm Beach County, FL	65.0%	\$194	\$126	585.5K	380.5K	\$73.7M
Sarasota/Bradenton, FL	68.3%	\$193	\$132	377.4K	257.8K	\$49.6M
Bay County, FL	77.3%	\$190	\$147	333.0K	257.5K	\$48.9M
Pinellas County, FL	69.2%	\$182	\$126	660.1K	456.6K	\$83.2M
Naples, FL	58.7%	\$178	\$105	93.5K	54.8K	\$9.8M
State of Florida	68.7%	\$177	\$122	15.2M	10.4M	\$1.8B
Miami/Hialeah, FL	70.5%	\$177	\$125	1.9M	1.4M	\$242.4M
Fort Lauderdale, FL	68.3%	\$157	\$108	1.2M	806.2K	\$126.9M
Fort Myers, FL	55.8%	\$152	\$85	391.0K	218.3K	\$33.3M
Hillsborough County, ..	67.6%	\$147	\$99	783.9K	529.9K	\$77.8M
Osceola County, FL	65.7%	\$142	\$94	753.8K	495.4K	\$70.5M
Occupancy		ADR	RevPAR	Supply	Rooms Sold	Revenue

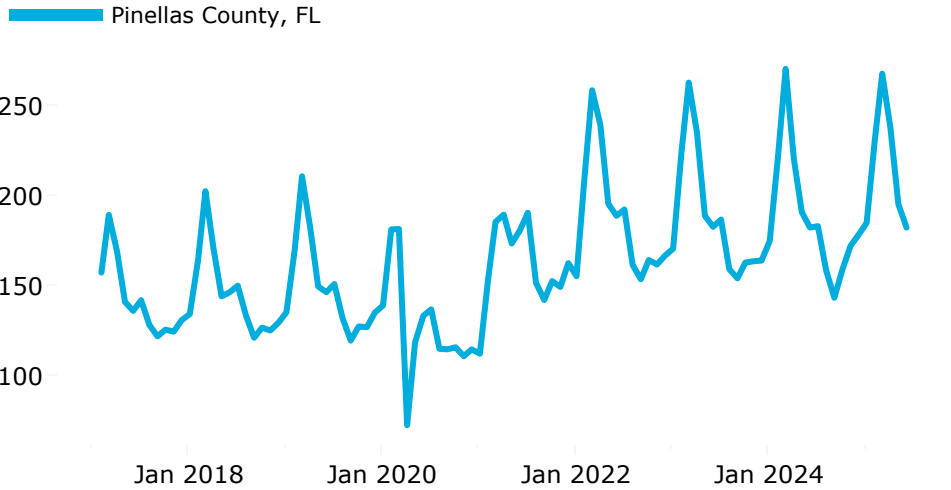
June 2025, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Bay County, FL	77.3%	▲ 0.8%	\$190	▲ 2.0%	\$147	▲ 2.8%	333.0K	▼ -0.4%	257.5K	▲ 0.4%	\$48.9M	▲ 2.4%
Florida Keys	74.8%	▲ 6.8%	\$287	▼ -4.5%	\$214	▲ 2.0%	321.2K	▲ 2.1%	240.1K	▲ 9.1%	\$68.9M	▲ 4.2%
Fort Lauderdale, FL	68.3%	▼ -0.4%	\$157	▲ 4.3%	\$108	▲ 3.9%	1.2M	▲ 0.9%	806.2K	▲ 0.5%	\$126.9M	▲ 4.8%
Fort Myers, FL	55.8%	▼ -2.5%	\$152	▲ 8.6%	\$85	▲ 5.9%	391.0K	▲ 10.6%	218.3K	▲ 7.9%	\$33.3M	▲ 17.1%
Hillsborough County..	67.6%	▼ -5.3%	\$147	▲ 1.2%	\$99	▼ -4.1%	783.9K	▲ 1.5%	529.9K	▼ -3.9%	\$77.8M	▼ -2.7%
Miami/Hialeah, FL	70.5%	▲ 1.4%	\$177	▲ 3.1%	\$125	▲ 4.5%	1.9M	▼ -0.3%	1.4M	▲ 1.1%	\$242.4M	▲ 4.2%
Naples, FL	58.7%	▲ 1.0%	\$178	▼ -1.9%	\$105	▼ -0.9%	93.5K	▲ 0.0%	54.8K	▲ 1.0%	\$9.8M	▼ -0.9%
Orlando	73.5%	▲ 1.5%	\$197	▲ 4.2%	\$145	▲ 5.8%	4.3M	▲ 1.1%	3.2M	▲ 2.6%	\$620.2M	▲ 7.0%
Osceola County, FL	65.7%	▲ 0.9%	\$142	▲ 2.3%	\$94	▲ 3.2%	753.8K	▲ 1.2%	495.4K	▲ 2.1%	\$70.5M	▲ 4.5%
Palm Beach County,..	65.0%	▲ 3.2%	\$194	▲ 7.1%	\$126	▲ 10.6%	585.5K	▲ 2.1%	380.5K	▲ 5.4%	\$73.7M	▲ 12.9%
Pinellas County, FL	69.2%	▼ -2.7%	\$182	▲ 0.0%	\$126	▼ -2.7%	660.1K	▼ -2.6%	456.6K	▼ -5.2%	\$83.2M	▼ -5.2%
Sarasota/Bradenton..	68.3%	▲ 2.3%	\$193	▲ 9.5%	\$132	▲ 12.1%	377.4K	▲ 2.2%	257.8K	▲ 4.6%	\$49.6M	▲ 14.5%
State of Florida	68.7%	▼ -0.4%	\$177	▲ 3.0%	\$122	▲ 2.6%	15.2M	▲ 1.3%	10.4M	▲ 0.8%	\$1.8B	▲ 3.9%

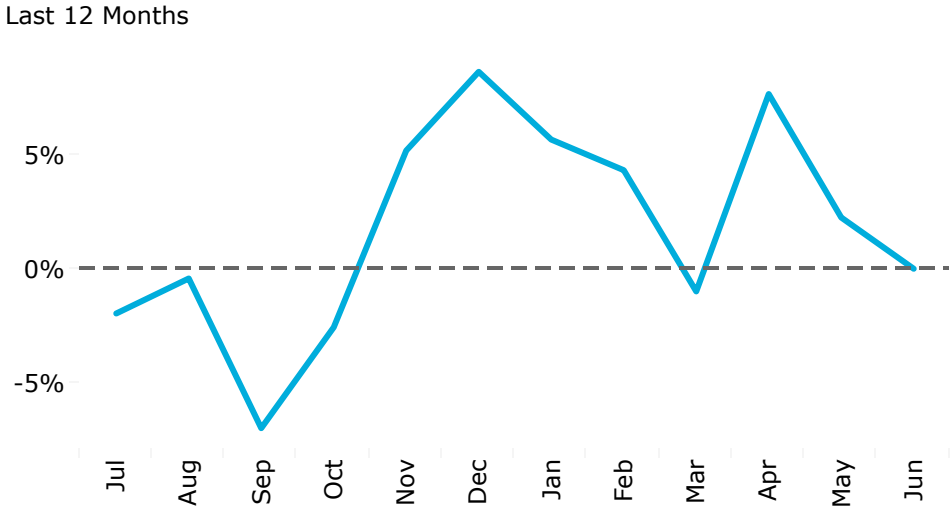
History for markets varies. Click on a market to check its history in the line charts

Source: STR

ADR Comparison



ADR vs. Same Month in Previous Year





Pinellas County Tourist Development Tax Collections

June 2025

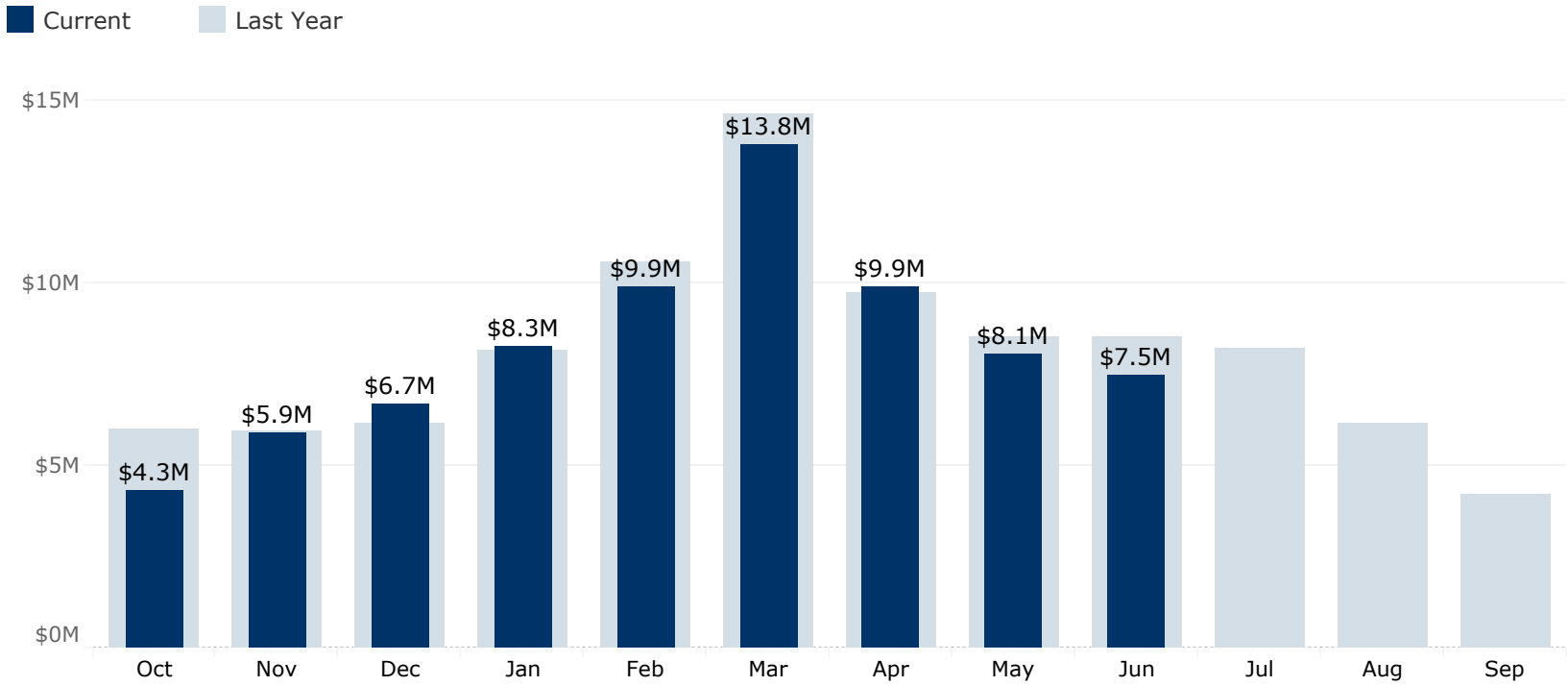


Tourist Development Tax Collections
\$7.5M
-12.2% YOY | +31.4% vs. 2019
Gross Tax Collected

Tourist Development Tax Collections by Month

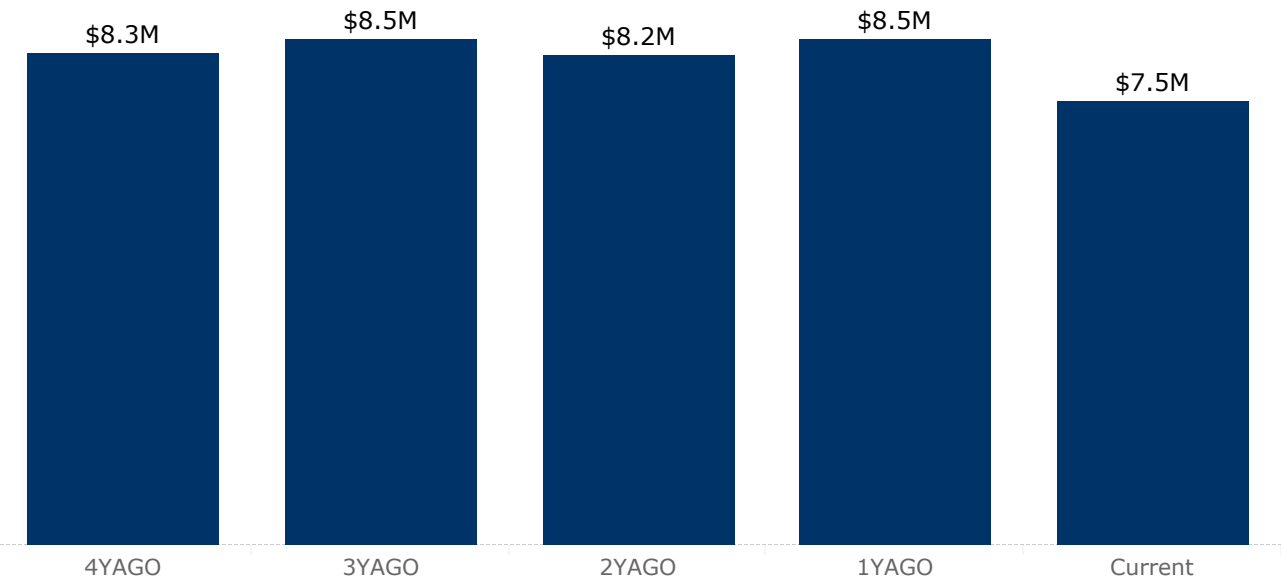
Fiscal Year 2025

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	\$8.1M	\$7.5M			
-28.1%	-0.8%	+8.6%	+1.6%	-6.3%	-5.9%	+1.6%	-5.1%	-12.2%			



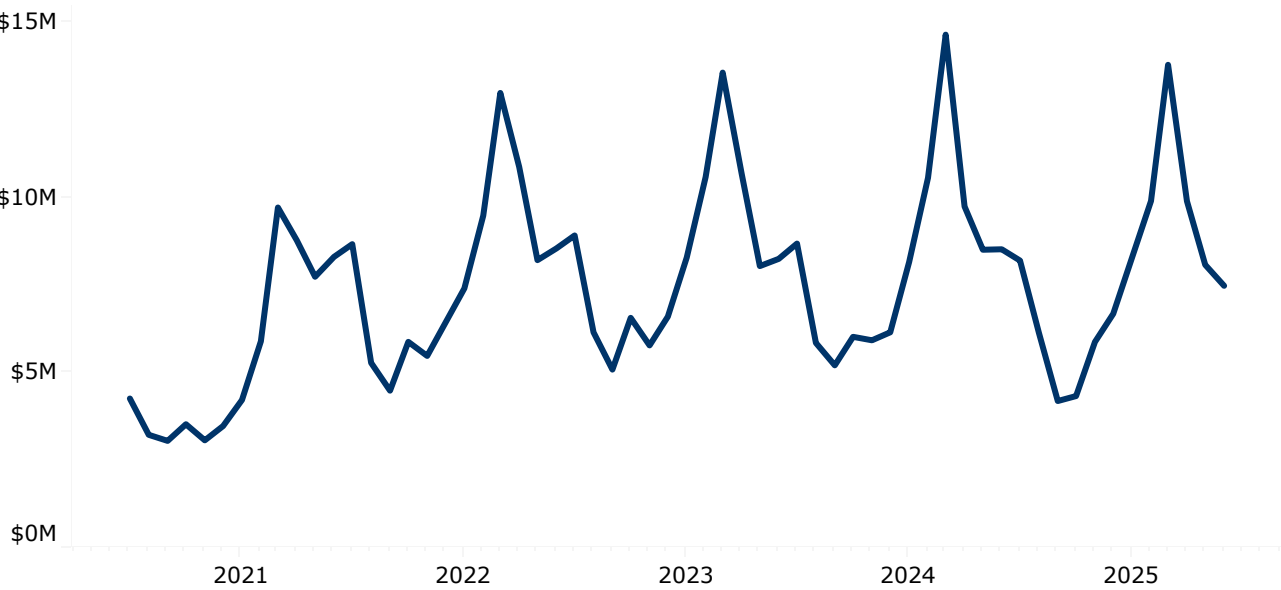
Tourist Development Tax Collections

June 2025 vs. comparable months over the past 5 years



Tourist Development Tax Collections

Long Term Trend





Pinellas County Local Option Tax Collections

June 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%	32.87%	31.64%	33.98%	35.75%			
Clearwater/Clearwater Beach	35.79%	33.29%	30.53%	24.74%	28.67%	31.71%	32.54%	32.65%	31.04%			
St Pete Beach/Tierra Verde	4.12%	4.76%	5.27%	4.97%	6.98%	8.80%	11.20%	9.91%	10.76%			
St Petersburg	25.35%	19.57%	18.29%	16.59%	15.65%	13.48%	13.00%	12.21%	10.71%			
Treasure Island	2.20%	2.67%	2.99%	2.42%	3.31%	3.44%	3.21%	3.57%	3.80%			
Madeira Beach	1.93%	1.48%	1.95%	1.59%	1.58%	1.70%	1.39%	1.45%	1.63%			
Dunedin	2.13%	1.51%	1.59%	1.21%	1.42%	1.42%	1.27%	1.23%	1.26%			
Indian Rocks Beach	0.24%	0.90%	0.98%	0.92%	1.01%	1.41%	0.89%	0.83%	1.25%			
N Redington Beach/Redington Beach/Redington Shores	0.86%	0.86%	0.81%	1.26%	1.12%	1.35%	1.21%	1.17%	1.23%			
Oldsmar/Safety Harbor	3.81%	3.15%	2.86%	2.45%	2.06%	1.31%	1.50%	1.20%	0.73%			
Palm Harbor	2.25%	1.36%	1.31%	1.38%	1.49%	1.04%	1.08%	0.90%	0.65%			
Indian Shores	0.17%	0.29%	0.45%	0.35%	0.50%	0.65%	0.40%	0.34%	0.60%			
Tarpon Springs	1.48%	0.93%	0.73%	0.61%	0.53%	0.59%	0.45%	0.40%	0.42%			
Belleair/Belleair Beach/Bluffs/Shores	0.24%	0.25%	0.26%	0.21%	0.23%	0.24%	0.22%	0.18%	0.18%			
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			

Source: Pinellas County Tax Collector

Tourist Development Tax Collections

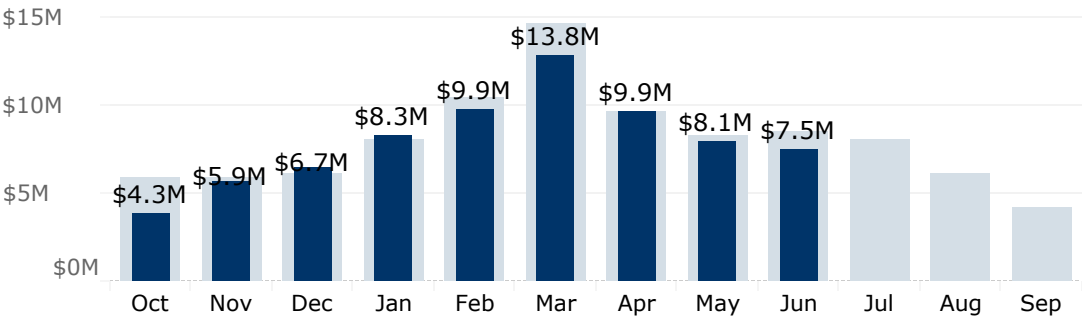
June 2025 vs. comparable months over the past 5 years



Tourist Development Tax Collections by Month

Fiscal Year 2025

Current YTD STLY YTD



Tourist Development Tax Collections

Long Term Trend

