



ST.PETE
CLEARWATER
FLORIDA

Economic Snapshot Report

July 2025 TDC Meeting - May 2025 Data

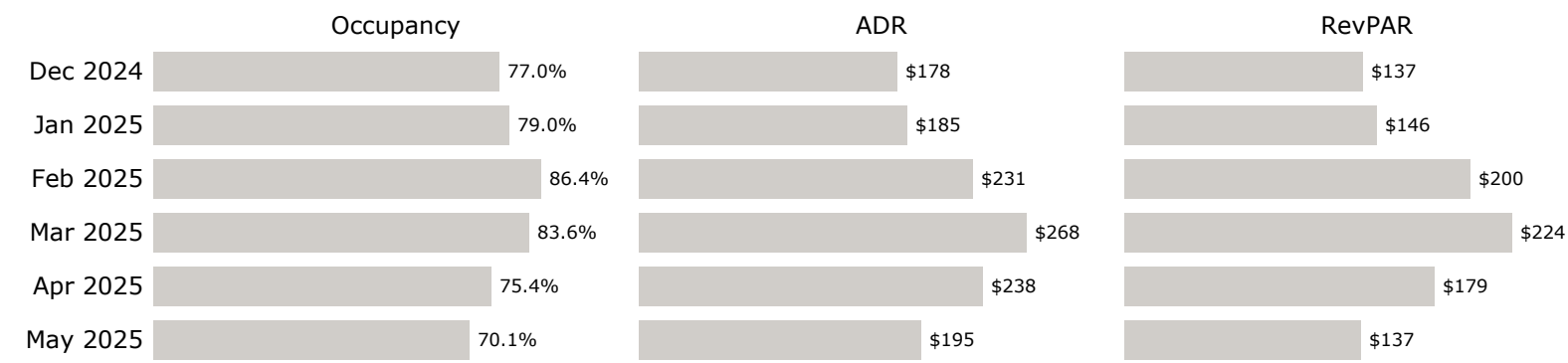
Hotel Performance Summary

Pinellas County, FL | May 2025



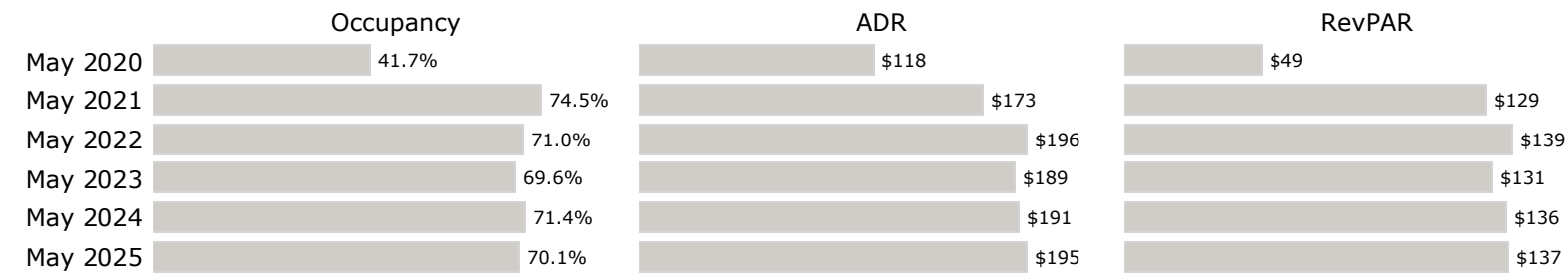
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	70.1%	\$195.22	\$136.90	678.5K	475.8K	\$92.9M
Change vs. Previous Year	▼ -1.8%	▲ 2.3%	▲ 0.4%	▼ -3.0%	▼ -4.8%	▼ -2.6%
YTD Fiscal Year	77.4%	\$204.78	\$158.45	5.2M	4.0M	\$827.0M
YTD Change vs. Previous Year	▲ 12.5%	▲ 2.3%	▲ 15.0%	▼ -4.6%	▲ 7.3%	▲ 9.7%

Last Six Months Performance

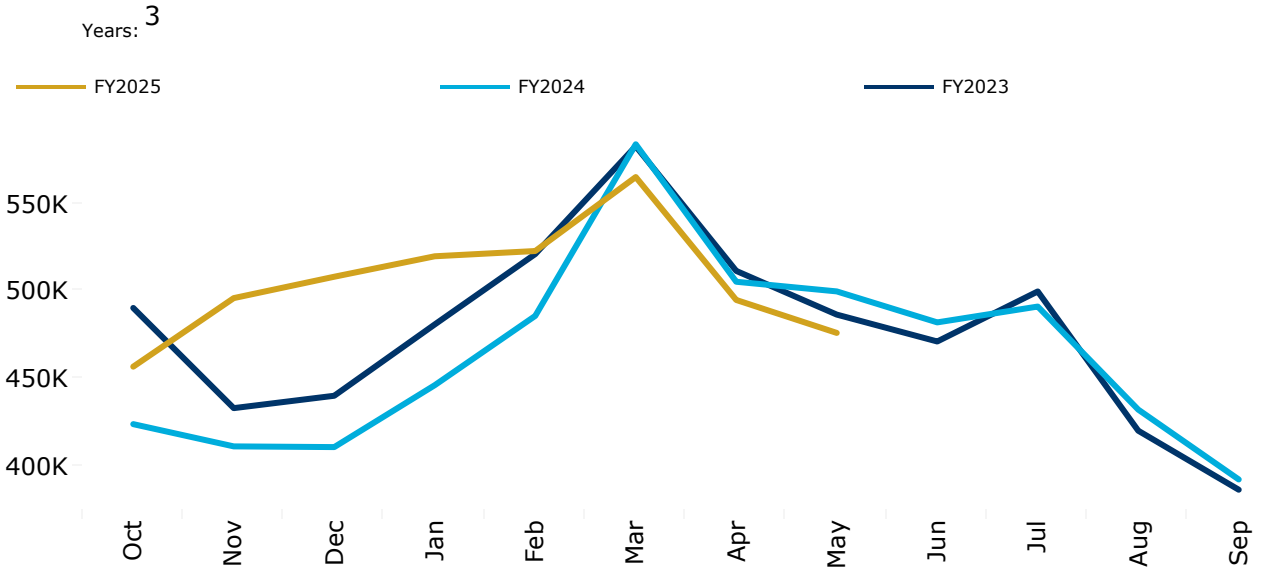


May Performance by Year

Pinellas County, FL



Demand YOY Comparison



Demand Long Term Trend

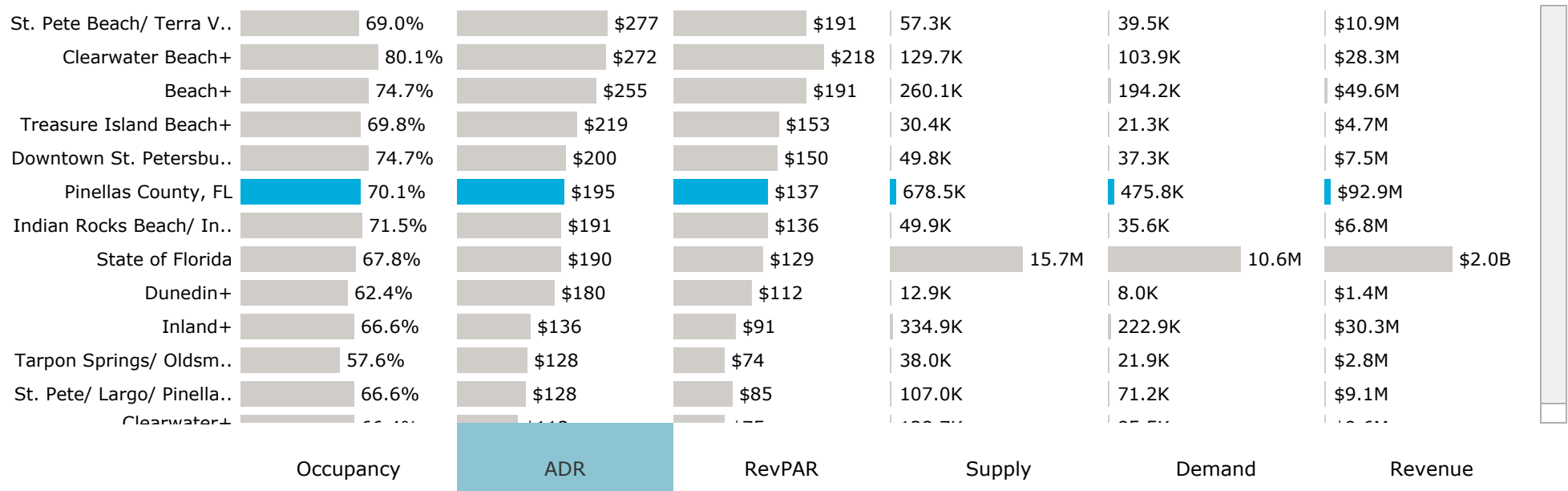


Submarkets Hotel Performance

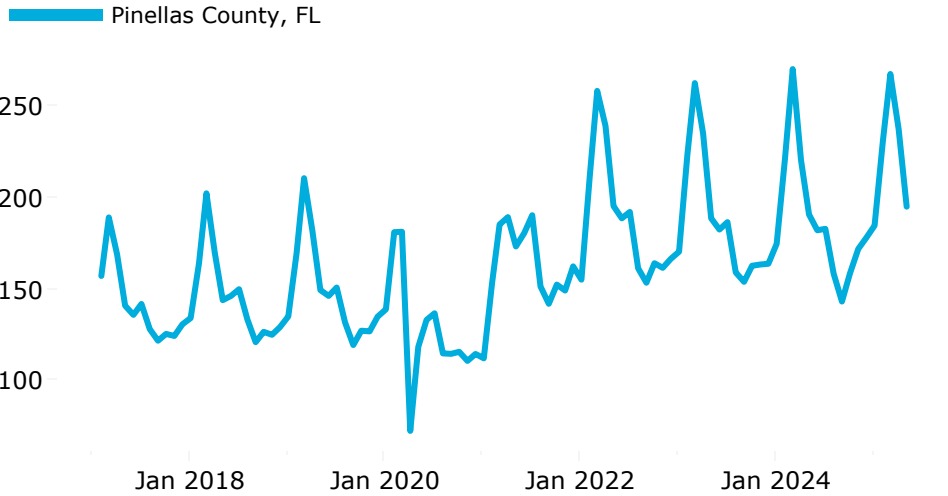
Pinellas County, FL vs. Submarkets



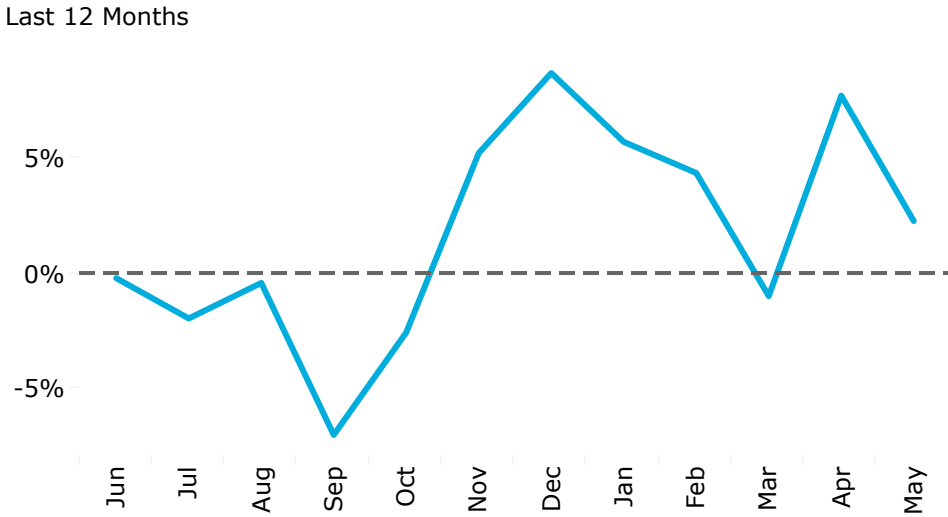
May 2025, Submarket Hotel KPIs



ADR Comparison



ADR vs. Same Month in Previous Year



May 2025, Submarket Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Rooms Sold	YOY	Room Revenue	YOY
Clearwater Beach+	80.1%	▲ 0.0%	\$272	▼ -0.7%	\$218	▼ -0.7%	129.7K	▼ -1.4%	103.9K	▼ -1.4%	\$28.3M	▼ -2.1%
Clearwater+	66.4%	▼ -1.3%	\$112	▲ 5.9%	\$75	▲ 4.5%	128.7K	▼ -1.7%	85.5K	▼ -2.9%	\$9.6M	▲ 2.8%
Downtown St. Petersburg+	74.7%	▲ 5.0%	\$200	▼ -3.5%	\$150	▲ 1.3%	49.8K	▼ -4.5%	37.3K	▲ 0.2%	\$7.5M	▼ -3.2%
Dunedin+	62.4%	▼ -6.6%	\$180	▲ 5.2%	\$112	▼ -1.7%	12.9K	▲ 0.0%	8.0K	▼ -6.6%	\$1.4M	▼ -1.7%
Indian Rocks Beach/ Indian Shores/ Madeir..	71.5%	▲ 1.2%	\$191	▲ 6.6%	\$136	▲ 7.9%	49.9K	▼ -4.2%	35.6K	▼ -3.0%	\$6.8M	▲ 3.4%
Pinellas County, FL	70.1%	▼ -1.8%	\$195	▲ 2.3%	\$137	▲ 0.4%	678.5K	▼ -3.0%	475.8K	▼ -4.8%	\$92.9M	▼ -2.6%
St. Pete Beach/ Terra Verde+	69.0%	▼ -6.7%	\$277	▲ 5.0%	\$191	▼ -2.0%	57.3K	▼ -31.9%	39.5K	▼ -36.4%	\$10.9M	▼ -33.3%
St. Pete/ Largo/ Pinellas Park+	66.6%	▼ -3.7%	\$128	▲ 4.2%	\$85	▲ 0.3%	107.0K	▲ 2.8%	71.2K	▼ -1.0%	\$9.1M	▲ 3.1%
Tarpon Springs/ Oldsmar/ Palm Harbor..	57.6%	▼ -5.2%	\$128	▲ 1.1%	\$74	▼ -4.1%	38.0K	▼ -0.5%	21.9K	▼ -5.6%	\$2.8M	▼ -4.6%
Treasure Island Beach+	69.8%	▼ -4.9%	\$219	▲ 1.8%	\$153	▼ -3.2%	30.4K	▼ -15.6%	21.3K	▼ -19.8%	\$4.7M	▼ -18.3%

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



May 2025, Comp. Markets Hotel KPIs

Florida Keys	75.4%	\$329	\$248	334.6K	252.3K	\$83.1M
Palm Beach County, FL	68.5%	\$236	\$162	605.1K	414.6K	\$98.0M
Miami/Hialeah, FL	71.6%	\$220	\$157	2.0M	1.5M	\$319.2M
Naples, FL	65.9%	\$211	\$139	96.6K	63.6K	\$13.4M
Orlando	69.2%	\$198	\$137	4.4M	3.1M	\$609.0M
Pinellas County, FL	70.1%	\$195	\$137	678.5K	475.8K	\$92.9M
Sarasota/Bradenton, FL	64.6%	\$194	\$125	394.6K	254.9K	\$49.5M
State of Florida	67.8%	\$190	\$129	15.7M	10.6M	\$2.0B
Fort Lauderdale, FL	69.4%	\$174	\$121	1.2M	850.9K	\$147.7M
Hillsborough County, ..	68.8%	\$172	\$118	806.8K	555.4K	\$95.5M
Bay County, FL	71.8%	\$166	\$119	341.3K	245.1K	\$40.6M
Fort Myers, FL	58.0%	\$157	\$91	400.1K	232.1K	\$36.5M
Osceola County, FL	63.8%	\$150	\$96	778.8K	496.6K	\$74.6M
Occupancy		ADR	RevPAR	Supply	Rooms Sold	Revenue

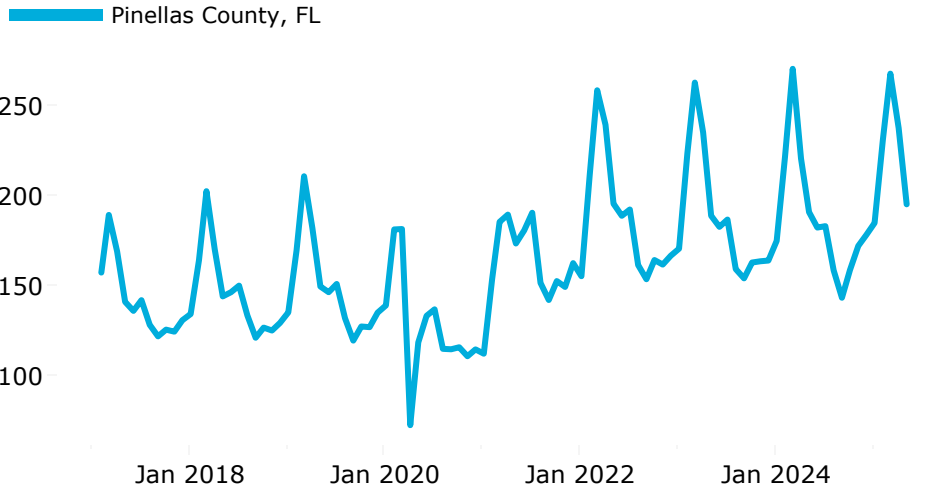
May 2025, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Bay County, FL	71.8%	▲ 1.0%	\$166	▲ 2.7%	\$119	▲ 3.7%	341.3K	▼ -1.2%	245.1K	▼ -0.2%	\$40.6M	▲ 2.5%
Florida Keys	75.4%	▲ 1.2%	\$329	▼ -5.0%	\$248	▼ -3.9%	334.6K	▲ 2.9%	252.3K	▲ 4.2%	\$83.1M	▼ -1.1%
Fort Lauderdale, FL	69.4%	▼ -1.9%	\$174	▲ 0.0%	\$121	▼ -1.9%	1.2M	▲ 1.0%	850.9K	▼ -0.9%	\$147.7M	▼ -1.0%
Fort Myers, FL	58.0%	▼ -3.5%	\$157	▲ 6.1%	\$91	▲ 2.4%	400.1K	▲ 9.6%	232.1K	▲ 5.7%	\$36.5M	▲ 12.2%
Hillsborough County..	68.8%	▼ -1.7%	\$172	▲ 6.4%	\$118	▲ 4.5%	806.8K	▲ 1.1%	555.4K	▼ -0.7%	\$95.5M	▲ 5.7%
Miami/Hialeah, FL	71.6%	▼ -2.6%	\$220	▲ 0.5%	\$157	▼ -2.1%	2.0M	▲ 0.6%	1.5M	▼ -2.0%	\$319.2M	▼ -1.5%
Naples, FL	65.9%	▲ 5.1%	\$211	▼ -1.1%	\$139	▲ 3.9%	96.6K	▲ 0.0%	63.6K	▲ 5.1%	\$13.4M	▲ 3.9%
Orlando	69.2%	▲ 0.6%	\$198	▲ 4.7%	\$137	▲ 5.3%	4.4M	▲ 1.3%	3.1M	▲ 1.9%	\$609.0M	▲ 6.7%
Osceola County, FL	63.8%	▲ 2.8%	\$150	▲ 6.8%	\$96	▲ 9.8%	778.8K	▲ 0.8%	496.6K	▲ 3.5%	\$74.6M	▲ 10.6%
Palm Beach County,..	68.5%	▲ 4.2%	\$236	▲ 5.4%	\$162	▲ 9.9%	605.1K	▲ 2.4%	414.6K	▲ 6.7%	\$98.0M	▲ 12.5%
Pinellas County, FL	70.1%	▼ -1.8%	\$195	▲ 2.3%	\$137	▲ 0.4%	678.5K	▼ -3.0%	475.8K	▼ -4.8%	\$92.9M	▼ -2.6%
Sarasota/Bradenton..	64.6%	▼ -3.6%	\$194	▲ 9.9%	\$125	▲ 5.9%	394.6K	▲ 3.4%	254.9K	▼ -0.4%	\$49.5M	▲ 9.5%
State of Florida	67.8%	▼ -1.0%	\$190	▲ 2.9%	\$129	▲ 1.9%	15.7M	▲ 1.4%	10.6M	▲ 0.3%	\$2.0B	▲ 3.3%

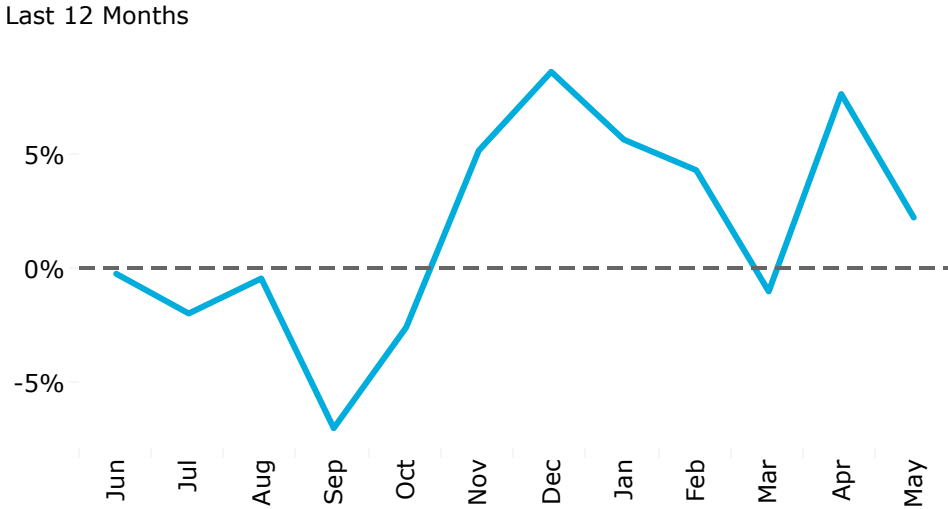
History for markets varies. Click on a market to check its history in the line charts

Source: STR

ADR Comparison



ADR vs. Same Month in Previous Year





Pinellas County Tourist Development Tax Collections

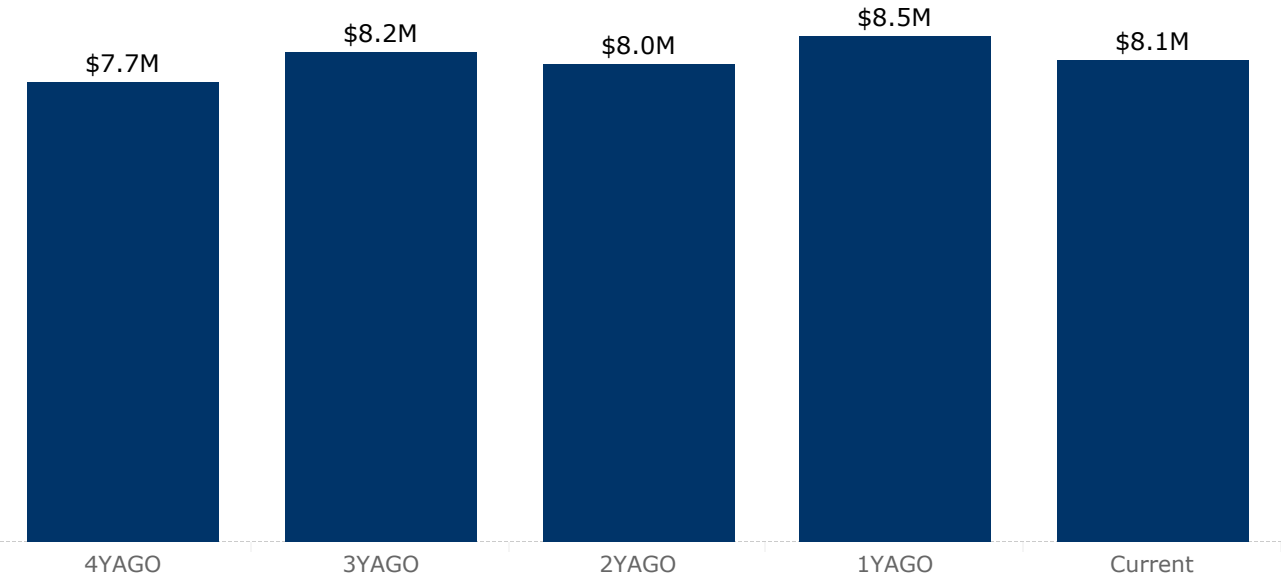
May 2025



Tourist Development Tax Collections
\$8.1M
-5.1% YOY | +49.7% vs. 2019
Gross Tax Collected

Tourist Development Tax Collections

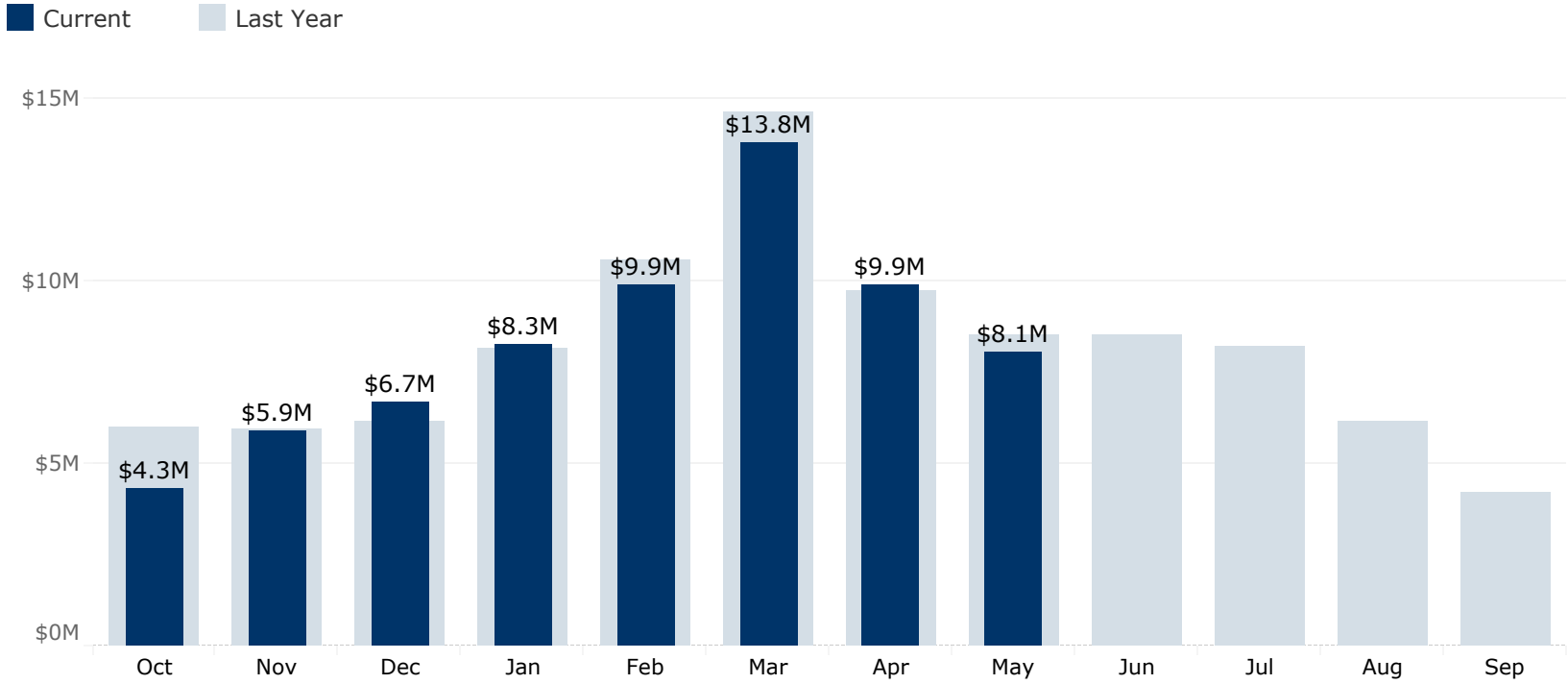
May 2025 vs. comparable months over the past 5 years



Tourist Development Tax Collections by Month

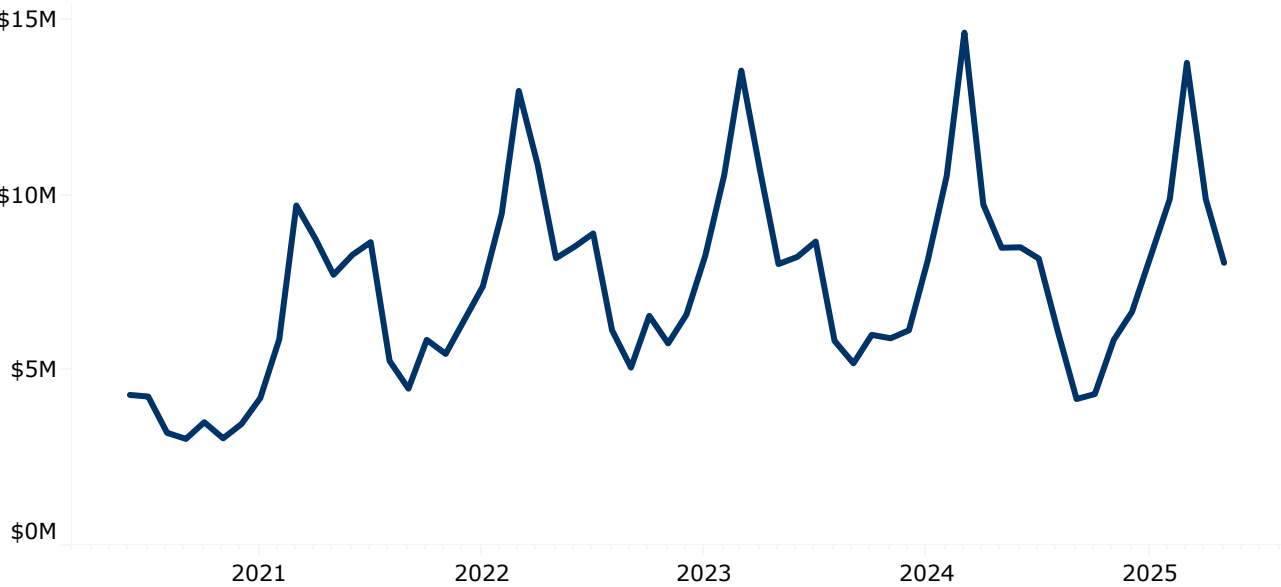
Fiscal Year 2025

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				
-28.1%	-0.8%	+8.6%	+1.6%	-6.3%	-5.9%	+1.6%	-5.1%				



Tourist Development Tax Collections

Long Term Trend



Source: Pinellas County Tax Collector



Pinellas County Local Option Tax Collections

May 2025



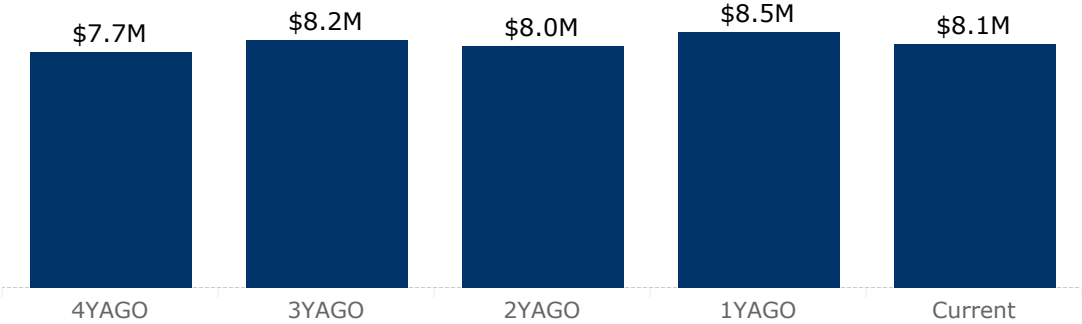
Local Option Tax Share of Total Collections

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

Source: Pinellas County Tax Collector

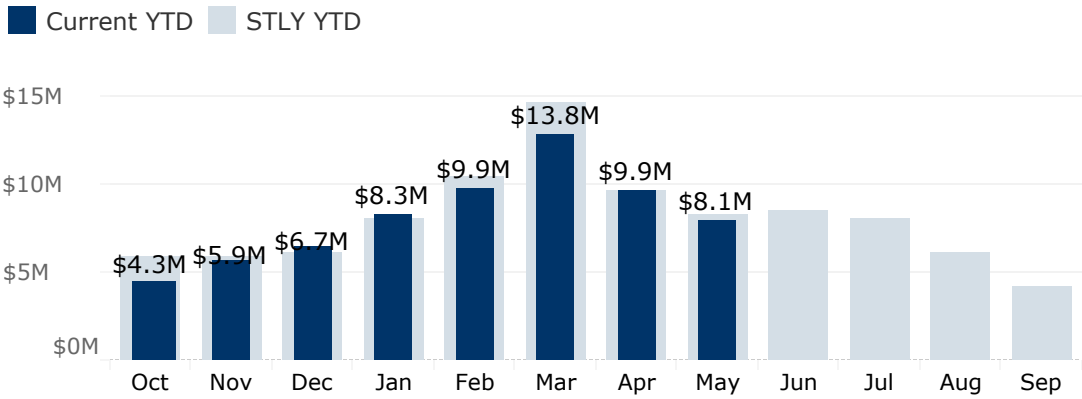
Tourist Development Tax Collections

May 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

