



ST.PETE
CLEARWATER
FLORIDA

Economic Snapshot Report

August 2026 TDC Meeting - June 2026 Data

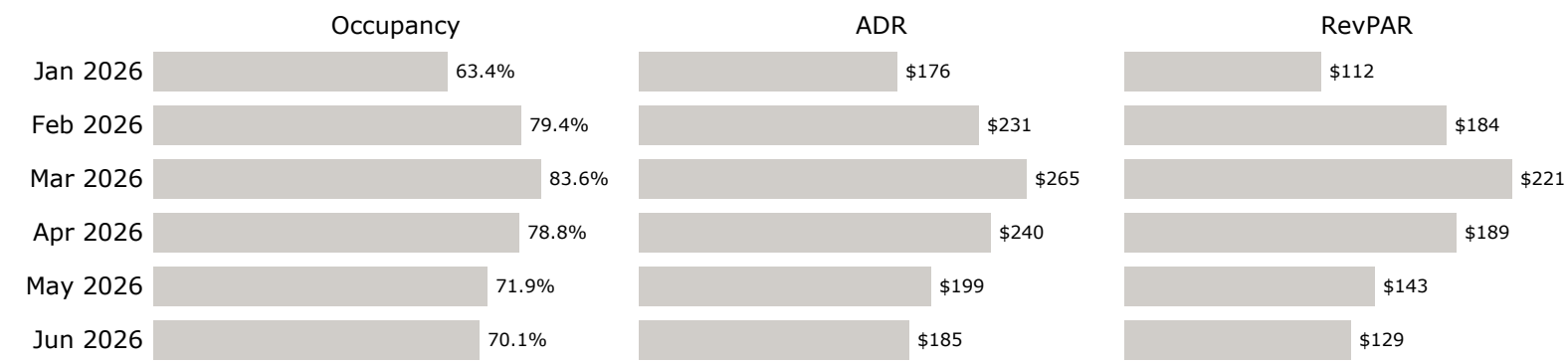
Hotel Performance Summary

Pinellas County, FL | June 2026



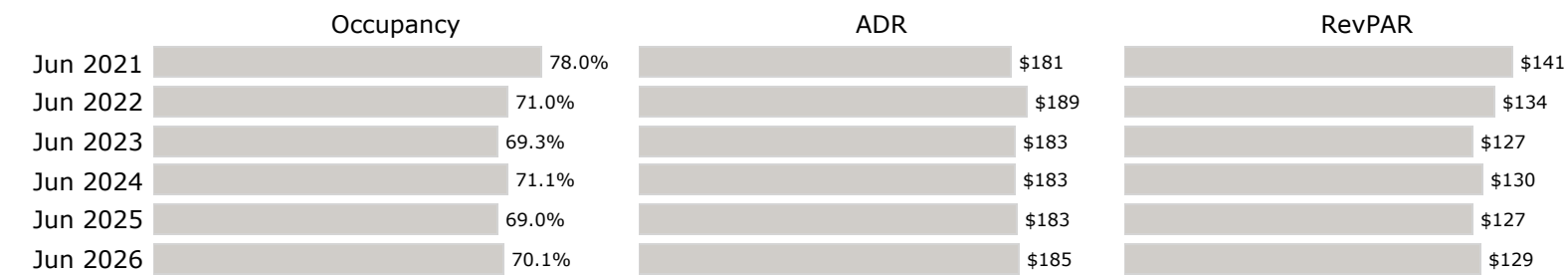
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	70.1%	\$184.64	\$129.48	680.2K	477.0K	\$88.1M
Change vs. Previous Year	▲ 1.6%	▲ 0.7%	▲ 2.3%	▲ 3.0%	▲ 4.7%	▲ 5.4%
YTD Fiscal Year	69.6%	\$203.18	\$141.37	6.1M	4.2M	\$860.0M
YTD Change vs. Previous Year	▼ -8.8%	▼ -0.1%	▼ -9.0%	▲ 3.8%	▼ -5.4%	▼ -5.5%

Last Six Months Performance

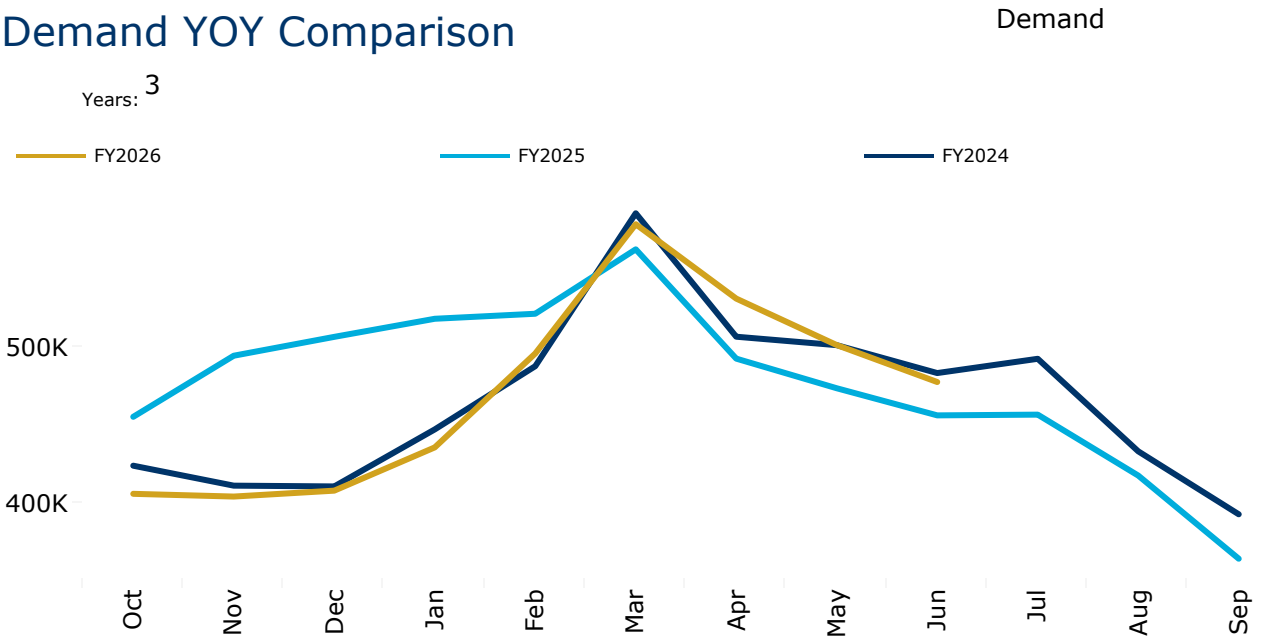


June Performance by Year

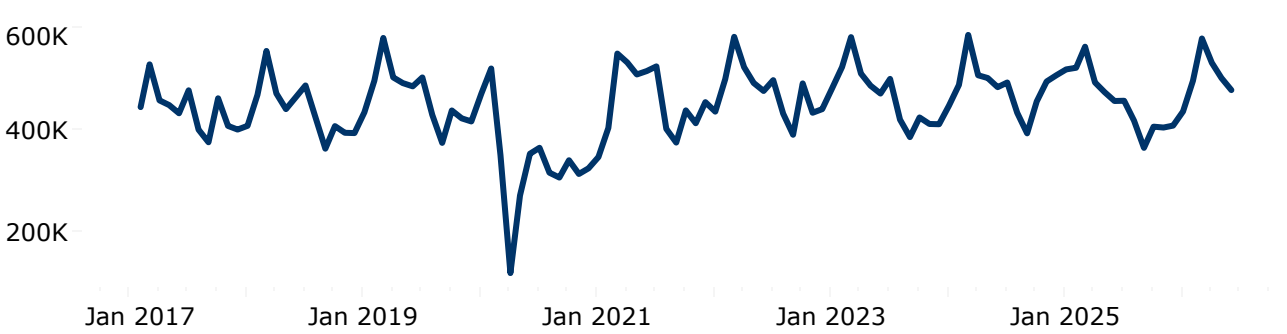
Pinellas County, FL



Demand YOY Comparison



Demand Long Term Trend



Submarkets Hotel Performance

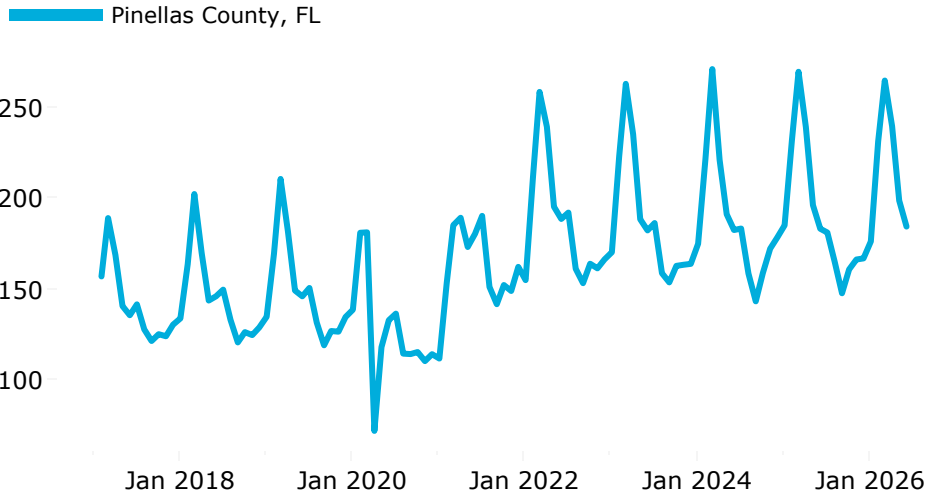
Pinellas County, FL vs. Submarkets



June 2026, Submarket Hotel KPIs

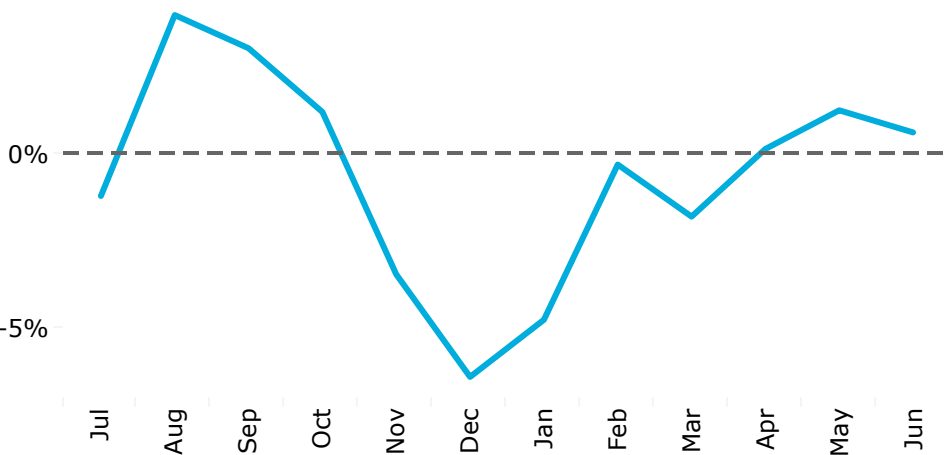
St. Pete Beach/ Terra V..	73.8%	\$276	\$204	64.6K	47.7K	\$13.2M
Clearwater Beach+	77.9%	\$257	\$200	127.0K	98.9K	\$25.4M
Beach+	74.1%	\$247	\$183	261.2K	193.6K	\$47.8M
Treasure Island Beach+	70.9%	\$216	\$153	28.0K	19.9K	\$4.3M
Pinellas County, FL	70.1%	\$185	\$129	680.2K	477.0K	\$88.1M
State of Florida	67.5%	\$184	\$124	15.3M	10.3M	\$1.9B
Downtown St. Petersbu..	74.4%	\$184	\$137	52.5K	39.0K	\$7.2M
Indian Rocks Beach/ In..	68.0%	\$176	\$120	48.6K	33.0K	\$5.8M
Dunedin+	64.9%	\$169	\$109	11.6K	7.5K	\$1.3M
Inland+	66.9%	\$123	\$83	327.0K	218.9K	\$27.0M
St. Pete/ Largo/ Pinella..	68.7%	\$115	\$79	102.7K	70.5K	\$8.1M
Tarpon Springs/ Oldsm..	64.1%	\$110	\$70	37.1K	23.8K	\$2.6M
Clearwater+	66.1%	\$122	\$83	327.0K	218.9K	\$27.0M
Occupancy		ADR	RevPAR	Supply	Demand	Revenue

ADR Comparison



ADR vs. Same Month in Previous Year

Last 12 Months



June 2026, Submarket Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Rooms Sold	YOY	Room Revenue	YOY
Clearwater Beach+	77.9%	▼ -0.6%	\$257	▼ -0.8%	\$200	▼ -1.4%	127.0K	▲ 1.0%	98.9K	▲ 0.4%	\$25.4M	▼ -0.4%
Clearwater+	63.4%	▼ -1.3%	\$100	▼ -5.5%	\$64	▼ -6.8%	124.7K	▲ 3.3%	79.1K	▲ 2.0%	\$7.9M	▼ -3.7%
Downtown St. Petersburg+	74.4%	▲ 8.1%	\$184	▲ 10.3%	\$137	▲ 19.2%	52.5K	▲ 3.9%	39.0K	▲ 12.3%	\$7.2M	▲ 23.8%
Dunedin+	64.9%	▼ -1.1%	\$169	▲ 3.3%	\$109	▲ 2.3%	11.6K	▲ 0.0%	7.5K	▼ -1.1%	\$1.3M	▲ 2.3%
Indian Rocks Beach/ Indian Shores/ Madeir..	68.0%	▼ -4.5%	\$176	▼ -1.1%	\$120	▼ -5.5%	48.6K	▲ 3.5%	33.0K	▼ -1.1%	\$5.8M	▼ -2.2%
Pinellas County, FL	70.1%	▲ 1.6%	\$185	▲ 0.7%	\$129	▲ 2.3%	680.2K	▲ 3.0%	477.0K	▲ 4.7%	\$88.1M	▲ 5.4%
St. Pete Beach/ Terra Verde+	73.8%	▲ 1.5%	\$276	▲ 3.6%	\$204	▲ 5.2%	64.6K	▲ 16.6%	47.7K	▲ 18.3%	\$13.2M	▲ 22.6%
St. Pete/ Largo/ Pinellas Park+	68.7%	▲ 3.0%	\$115	▼ -4.0%	\$79	▼ -1.1%	102.7K	▼ -0.2%	70.5K	▲ 2.8%	\$8.1M	▼ -1.3%
Tarpon Springs/ Oldsmar/ Palm Harbor..	64.1%	▲ 17.2%	\$110	▼ -2.1%	\$70	▲ 14.7%	37.1K	▲ 0.7%	23.8K	▲ 18.0%	\$2.6M	▲ 15.5%
Treasure Island Beach+	70.9%	▲ 3.3%	\$216	▼ -1.7%	\$153	▲ 1.6%	28.0K	▼ -2.0%	19.9K	▲ 1.3%	\$4.3M	▼ -0.5%

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

Source: STR

Competitive Markets Hotel Performance

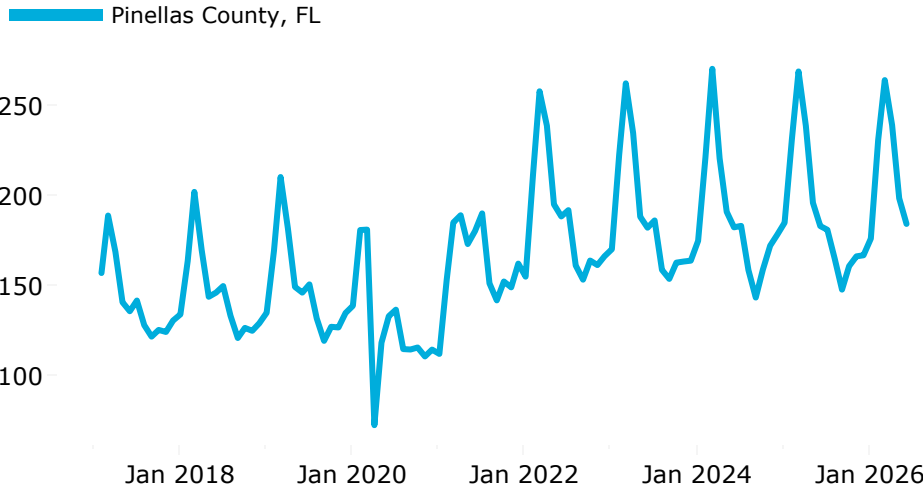
Pinellas County, FL vs. Comp. Markets



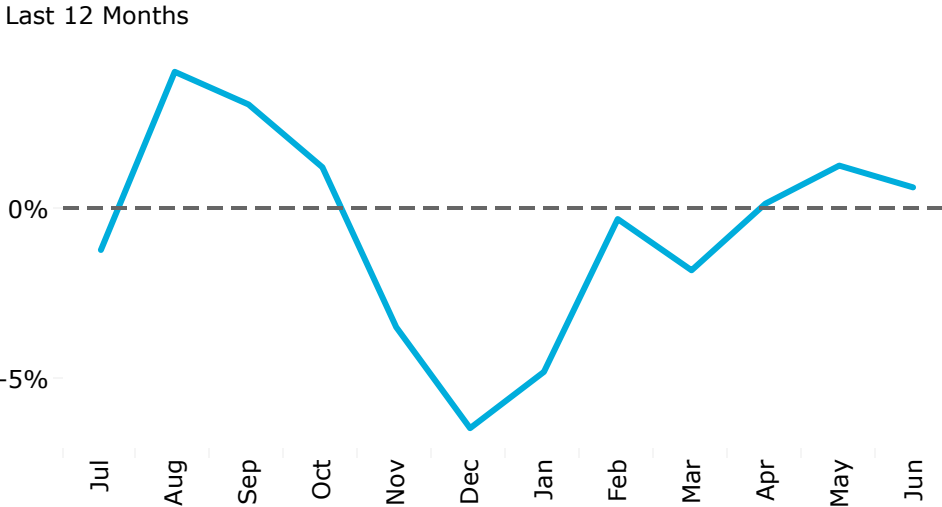
June 2026, Comp. Markets Hotel KPIs

Florida Keys	75.0%	\$290	\$217	323.4K	242.4K	\$70.3M
Miami/Hialeah, FL	65.2%	\$218	\$142	2.0M	1.3M	\$278.2M
Palm Beach County, FL	67.5%	\$215	\$145	572.7K	386.3K	\$83.1M
Naples, FL	56.9%	\$214	\$122	88.5K	50.4K	\$10.8M
Sarasota/Bradenton, FL	69.4%	\$202	\$140	382.3K	265.2K	\$53.5M
Orlando	70.3%	\$198	\$139	4.3M	3.1M	\$603.6M
Bay County, FL	78.3%	\$195	\$152	332.1K	259.9K	\$50.6M
Pinellas County, FL	70.1%	\$185	\$129	680.2K	477.0K	\$88.1M
State of Florida	67.5%	\$184	\$124	15.3M	10.3M	\$1.9B
Fort Lauderdale, FL	67.0%	\$163	\$109	1.2M	785.8K	\$127.7M
Osceola County, FL	63.3%	\$153	\$97	785.1K	497.1K	\$76.2M
Fort Myers, FL	56.6%	\$153	\$86	400.1K	226.3K	\$34.5M
Hillsborough County, ..	69.1%	\$148	\$102	775.0K	535.5K	\$79.0M
Occupancy		ADR	RevPAR	Supply	Rooms Sold	Revenue

ADR Comparison



ADR vs. Same Month in Previous Year



June 2026, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Bay County, FL	78.3%	▲ 0.3%	\$195	▲ 2.4%	\$152	▲ 2.7%	332.1K	▼ -0.3%	259.9K	▲ 0.0%	\$50.6M	▲ 2.5%
Florida Keys	75.0%	▼ -0.2%	\$290	▲ 1.2%	\$217	▲ 1.0%	323.4K	▼ -0.1%	242.4K	▼ -0.3%	\$70.3M	▲ 0.9%
Fort Lauderdale, FL	67.0%	▼ -2.5%	\$163	▲ 5.5%	\$109	▲ 2.9%	1.2M	▲ 1.0%	785.8K	▼ -1.5%	\$127.7M	▲ 3.9%
Fort Myers, FL	56.6%	▲ 1.1%	\$153	▼ -0.2%	\$86	▲ 0.9%	400.1K	▲ 2.1%	226.3K	▲ 3.2%	\$34.5M	▲ 3.0%
Hillsborough County..	69.1%	▲ 2.2%	\$148	▲ 0.5%	\$102	▲ 2.7%	775.0K	▼ -1.1%	535.5K	▲ 1.1%	\$79.0M	▲ 1.6%
Miami/Hialeah, FL	65.2%	▼ -7.7%	\$218	▲ 23.2%	\$142	▲ 13.6%	2.0M	▲ 1.0%	1.3M	▼ -6.8%	\$278.2M	▲ 14.8%
Naples, FL	56.9%	▲ 0.2%	\$214	▲ 22.2%	\$122	▲ 22.4%	88.5K	▼ -5.3%	50.4K	▼ -5.1%	\$10.8M	▲ 16.0%
Orlando	70.3%	▼ -4.5%	\$198	▲ 0.0%	\$139	▼ -4.4%	4.3M	▼ -0.2%	3.1M	▼ -4.6%	\$603.6M	▼ -4.6%
Osceola County, FL	63.3%	▼ -4.1%	\$153	▲ 8.1%	\$97	▲ 3.6%	785.1K	▼ -3.1%	497.1K	▼ -7.1%	\$76.2M	▲ 0.4%
Palm Beach County,..	67.5%	▲ 3.6%	\$215	▲ 10.8%	\$145	▲ 14.8%	572.7K	▼ -1.5%	386.3K	▲ 2.0%	\$83.1M	▲ 13.0%
Pinellas County, FL	70.1%	▲ 1.6%	\$185	▲ 0.7%	\$129	▲ 2.3%	680.2K	▲ 3.0%	477.0K	▲ 4.7%	\$88.1M	▲ 5.4%
Sarasota/Bradenton..	69.4%	▲ 1.3%	\$202	▲ 4.5%	\$140	▲ 5.9%	382.3K	▲ 2.0%	265.2K	▲ 3.4%	\$53.5M	▲ 8.1%
State of Florida	67.5%	▼ -1.8%	\$184	▲ 3.7%	\$124	▲ 1.8%	15.3M	▲ 0.6%	10.3M	▼ -1.2%	\$1.9B	▲ 2.5%

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

Source: STR



Pinellas County Tourist Development Tax Collections

June 2026

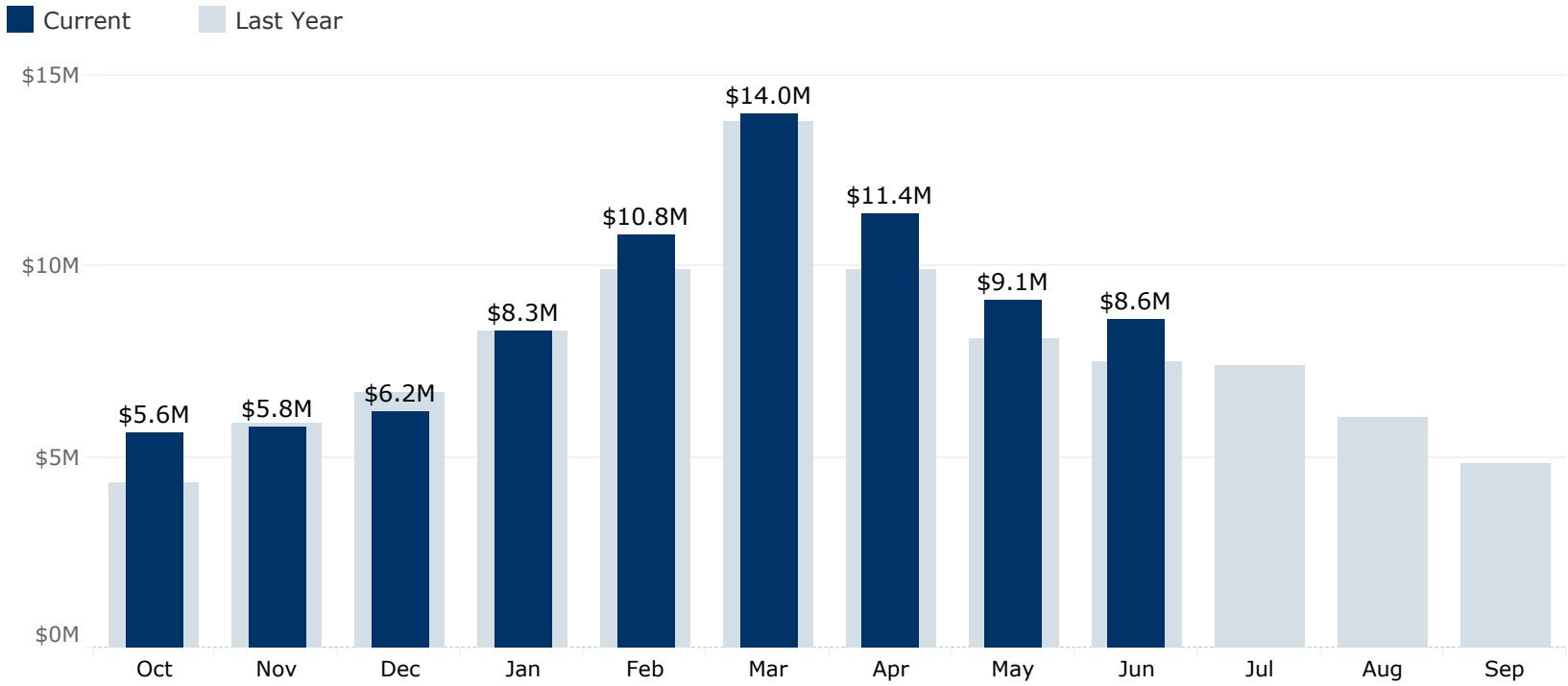


Tourist Development Tax Collections
\$8.6M
+14.8% YOY | +50.8% vs. 2019
Gross Tax Collected

Tourist Development Tax Collections by Month

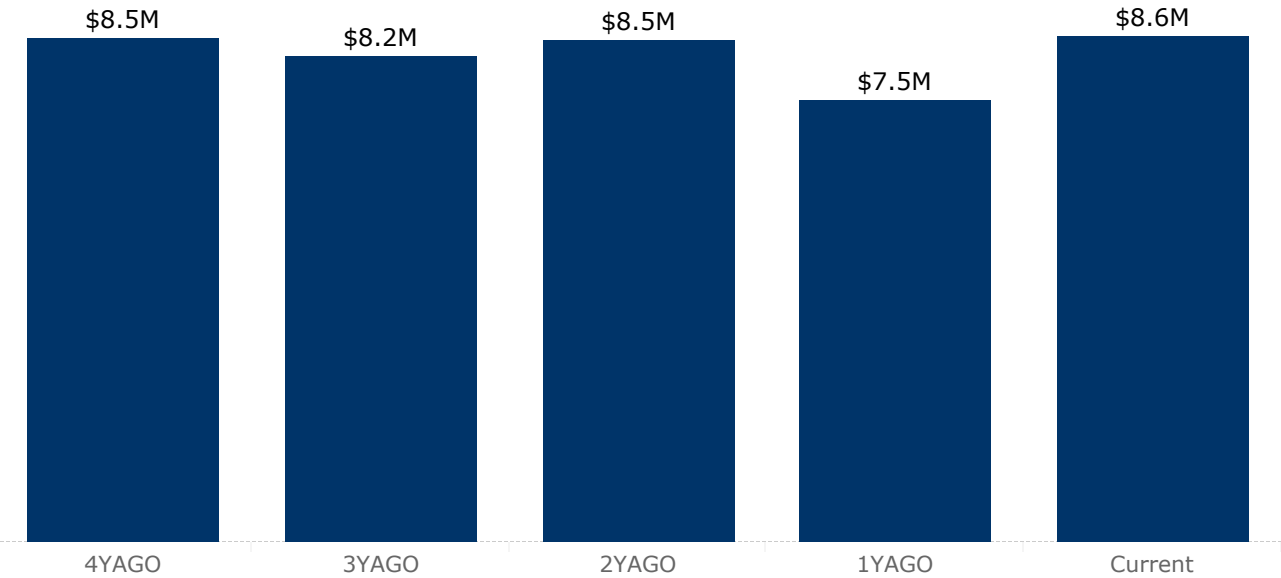
Fiscal Year 2026

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
\$5.6M	\$5.8M	\$6.2M	\$8.3M	\$10.8M	\$14.0M	\$11.4M	\$9.1M	\$8.6M			
+30.4%	-1.8%	-7.0%	+0.2%	+9.1%	+1.5%	+14.9%	+12.8%	+14.8%			



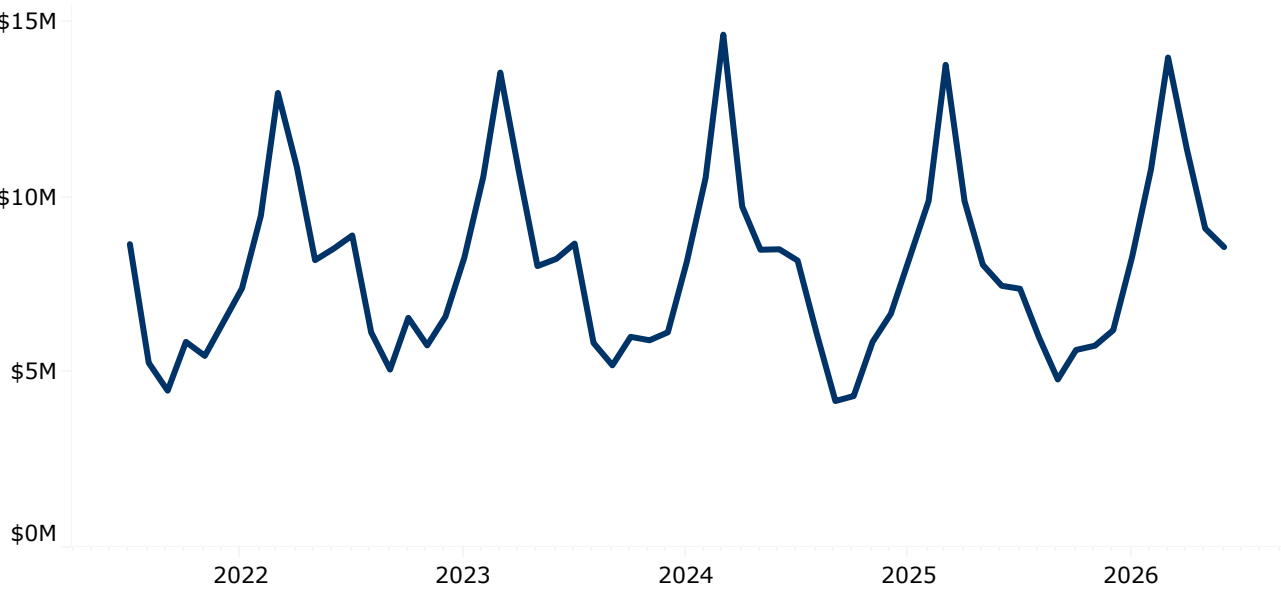
Tourist Development Tax Collections

June 2026 vs. comparable months over the past 5 years



Tourist Development Tax Collections

Long Term Trend





Pinellas County Local Option Tax Collections

June 2026



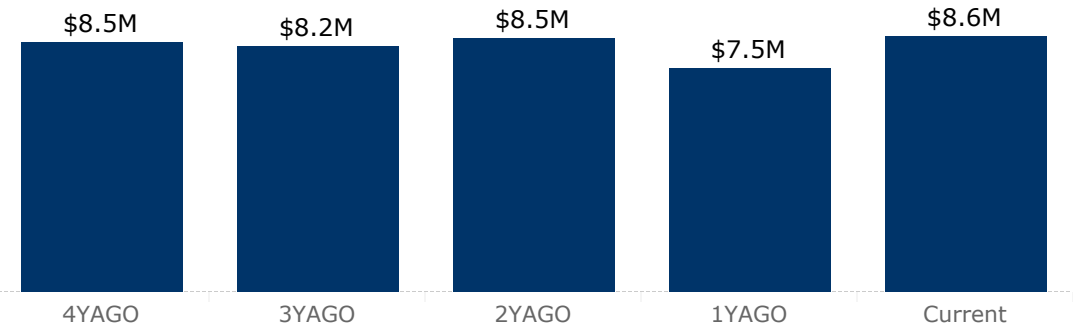
Local Option Tax Share of Total Collections

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Miscellaneous/Other	36.04%	35.49%	38.68%	47.96%	39.54%	35.32%	34.56%	36.70%	39.80%			
Clearwater/Clearwater Beach	29.11%	28.06%	26.72%	22.04%	25.80%	28.99%	30.54%	29.90%	27.64%			
St Pete Beach/Tierra Verde	9.45%	9.33%	8.52%	6.57%	8.78%	10.82%	11.58%	11.09%	11.21%			
St Petersburg	13.70%	15.71%	14.73%	13.06%	13.82%	11.79%	11.94%	11.28%	9.91%			
Treasure Island	3.01%	2.87%	2.67%	2.25%	3.16%	3.57%	3.39%	3.31%	3.49%			
Madeira Beach	1.46%	1.29%	1.22%	1.08%	1.43%	1.62%	1.34%	1.36%	1.49%			
N Redington Beach/Redington Shores	0.95%	0.96%	0.93%	0.92%	1.02%	1.27%	1.18%	1.18%	1.23%			
Dunedin	1.63%	1.53%	1.54%	1.38%	1.44%	1.46%	1.19%	1.19%	1.14%			
Oldsmar/Safety Harbor	1.69%	1.79%	1.78%	1.62%	1.60%	1.58%	1.38%	1.27%	1.07%			
Indian Rocks Beach	0.62%	0.63%	0.70%	0.59%	0.80%	1.20%	0.88%	0.72%	1.01%			
Palm Harbor	1.38%	1.37%	1.33%	1.48%	1.39%	1.00%	1.00%	0.97%	0.72%			
Indian Shores	0.30%	0.28%	0.42%	0.38%	0.49%	0.69%	0.38%	0.35%	0.64%			
Tarpon Springs	0.45%	0.44%	0.48%	0.43%	0.43%	0.44%	0.36%	0.37%	0.34%			
Belleair/Belleair Beach/Bluffs/Shores	0.21%	0.25%	0.27%	0.24%	0.30%	0.26%	0.28%	0.30%	0.31%			
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			

Source: Pinellas County Tax Collector

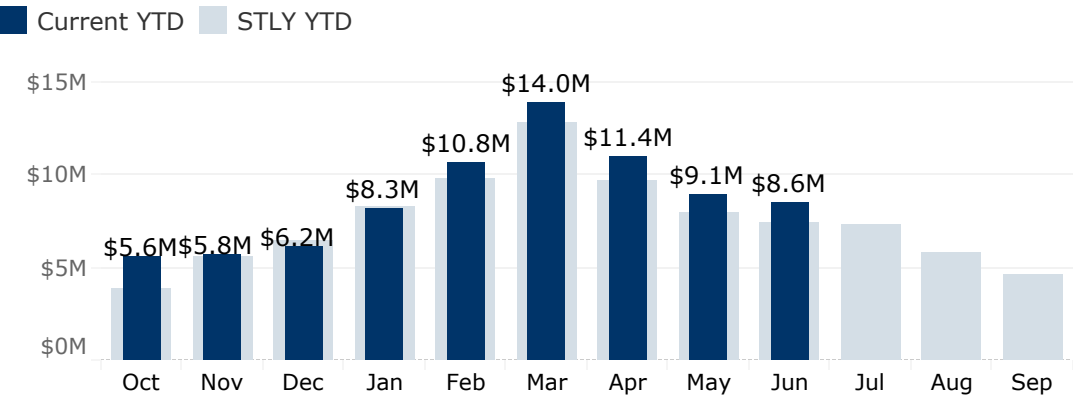
Tourist Development Tax Collections

June 2026 vs. comparable months over the past 5 years



Tourist Development Tax Collections by Month

Fiscal Year 2026



Tourist Development Tax Collections

Long Term Trend

