



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

February TDC Meeting



February TDC Meeting

Monthly Totals- December 2019

	December 2018	December 2019	% Change
Room Nights Sold	385,488	407,626	+5.7%
Average Daily Rate	\$129.69	\$136.20	+5.0%
Revenue per Available Room	\$79.17	\$86.67	+9.5%

Monthly Market Comparison – December 2019

Location	Room Nights Sold	% Change	Average Daily Rate	% Change	Revenue per Available Room	% Change
St. Pete/Clearwater	407,626	+5.7%	\$136.20	+5.0%	\$86.67	+9.5%
Orlando	3,037,247	+4.0%	\$135.54	+5.6%	\$102.36	+7.5%
Miami-Dade	1,416,506	+4.4%	\$254.45	-0.8%	\$199.01	+1.7%
Fort Lauderdale	803,645	+5.5%	\$156.12	+0.8%	\$122.25	+3.0%
Tampa	524,358	+7.6%	\$113.56	+2.4%	\$80.59	+3.0%
Palm Beach County	410,046	+5.7%	\$214.15	+2.3%	\$162.95	+5.6%
Osceola County	401,401	+5.3%	\$106.07	+1.1%	\$68.19	+5.7%
Fort Myers	254,661	+3.1%	\$155.95	+6.3%	\$105.56	+8.3%
Florida Keys	227,979	+4.0%	\$329.45	+5.4%	\$240.08	+4.8%
Sarasota/Bradenton	227,746	+14.5%	\$141.94	+0.0%	\$95.82	+10.7%
Naples	163,052	+10.4%	\$269.94	+4.4%	\$179.99	+12.0%
Bay County	123,304	-15.3%	\$108.02	-20.8%	\$52.73	-43.3%
Florida	9,680,637	+4.1%	\$155.84	+2.3%	\$107.96	+3.7%

Year to Date Totals- 2019

	2018	2019	% Change
Room Nights Sold	5,257,288	5,388,517	+2.5%
Average Daily Rate	\$147.65	\$152.12	+3.0%
Revenue per Available Room	\$103.87	\$109.72	+5.6%

Market Comparison –Year to Date 2019

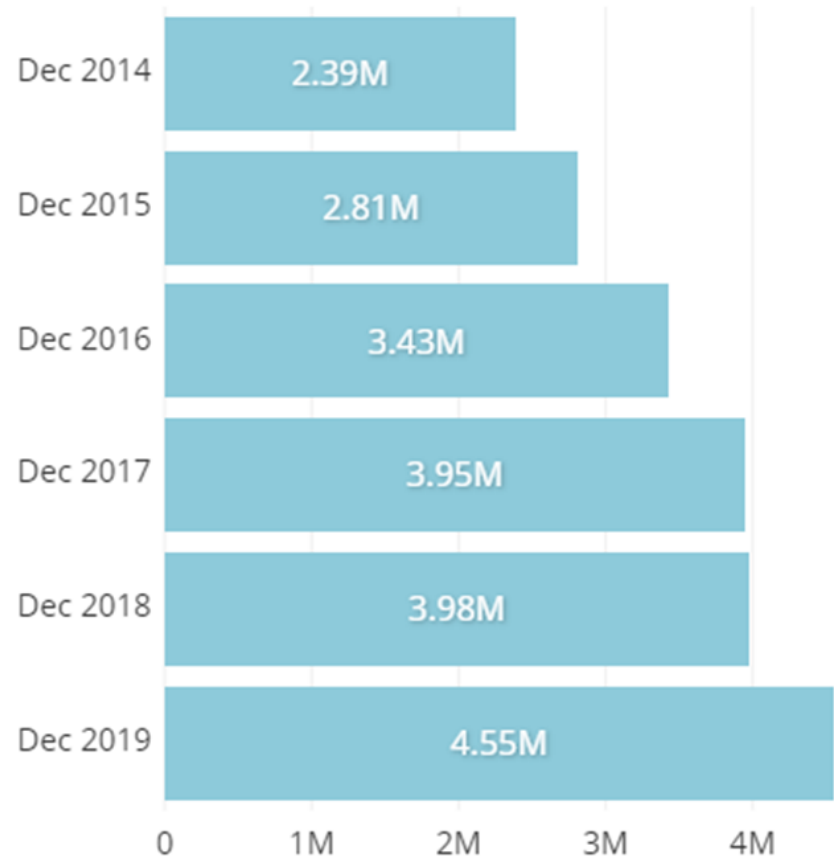
Location	Room Nights Sold	% Change	Average Daily Rate	% Change	Revenue per Available Room	% Change
St. Pete/Clearwater	5,388,517	+2.5%	\$152.12	+3.0%	\$109.72	+5.6%
Orlando	35,684,844	+0.2%	\$126.95	+1.1%	\$96.60	-1.1%
Miami-Dade	16,056,967	+2.4%	\$196.52	-1.2%	\$149.19	-2.1%
Fort Lauderdale	8,952,847	+2.7%	\$146.83	-1.5%	\$111.56	-2.5%
Tampa	6,169,218	+4.1%	\$122.61	+1.1%	\$90.06	+1.4%
Osceola County	4,668,869	-2.2%	\$92.50	-0.6%	\$58.80	-4.7%
Palm Beach County	4,485,413	+0.8%	\$185.24	+1.3%	\$133.36	+0.1%
Fort Myers	3,028,700	+0.7%	\$157.24	+1.0%	\$107.75	+0.3%
Florida Keys	2,791,036	+11.4%	\$277.32	+3.9%	\$212.53	+3.8%
Sarasota/Bradenton	2,537,487	+7.1%	\$139.28	-3.5%	\$91.08	-2.9%
Bay County	2,006,829	-6.6%	\$160.64	+15.1%	\$114.89	+21.2%
Naples	1,841,923	+7.6%	\$241.99	+3.0%	\$156.20	+1.7%
Florida	117,357,563	+1.8%	\$145.21	+1.1%	\$104.92	+0.3%

Tourist Development Tax: November Five Year Growth

Year-Over-Year monthly Tax Collected

Month	Tax Collected	Percent Change
Dec 2014	\$2,391,134.14	0.00%
Dec 2015	\$2,811,909.93	17.60%
Dec 2016	\$3,434,113.76	22.13%
Dec 2017	\$3,948,937.33	14.99%
Dec 2018	\$3,981,893.06	0.83%
Dec 2019	\$4,554,785.80	14.39%

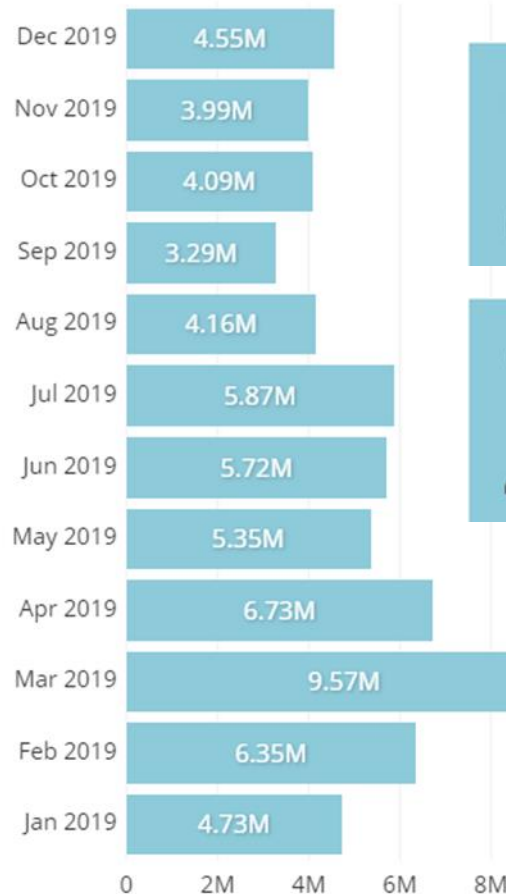
*Starting Jan 1st 2016 Pinellas raised the TDT tax from 5 to 6 cents
For like comparison, the percent change from 2015-2016 is 1.77%



Tourist Development Tax: Year over Year Growth

Rolling 12 Months Tax

Month	Tax Collected	M/M % Change
Dec 2019	\$4,554,786	14.39%
Nov 2019	\$3,989,907	15.52%
Oct 2019	\$4,088,933	16.70%
Sep 2019	\$3,293,651	2.84%
Aug 2019	\$4,161,610	3.53%
Jul 2019	\$5,866,977	6.89%
Jun 2019	\$5,719,729	4.91%
May 2019	\$5,352,499	13.77%
Apr 2019	\$6,732,633	12.13%
Mar 2019	\$9,570,520	6.35%
Feb 2019	\$6,354,048	8.10%
Jan 2019	\$4,731,909	7.23%
Total	\$64,417,202	---



Home Share Totals- December 2019

	December 2018	December 2019	% Change
Room Nights Sold	98,694	142,132	+44.0%
Average Daily Rate	\$223.01	\$219.90	-1.4%
Revenue Per Available Room	\$107.14	\$115.46	+7.8%

Home Share Totals- Year to Date

	2018	2019	% Change
Room Nights Sold	1,273,333	1,540,296	+21.0%
Average Daily Rate	\$211.37	\$227.90	+7.8%
Revenue Per Available Room	\$123.35	\$138.13	+12.0%