



ST.PETE  
CLEARWATER

## Tourism Economic Snapshot May 2022 TDC Meeting

### Pinellas Monthly Hotel Performance

Date Range: Mar 1, 2022 - Mar 31, 2022



| Occupancy ▾ | Occupancy - Last Year | Occupancy % Change | 2019 Occupancy |
|-------------|-----------------------|--------------------|----------------|
| 84.2%       | 82.9%                 | 1.6%               | 52.6%          |

| ADR ▾    | ADR - Last Year | ADR % Change | 2019 ADR |
|----------|-----------------|--------------|----------|
| \$268.77 | \$195.61        | 37.4%        | \$181.95 |

| RevPAR ▾ | RevPAR - Last Year | RevPAR % Change | 2019 RevPAR |
|----------|--------------------|-----------------|-------------|
| \$226.26 | \$162.07           | 39.6%           | \$95.77     |

| Revenue ▾     | Revenue - Last Year | Rev % Change |
|---------------|---------------------|--------------|
| \$156,782,470 | \$109,262,098       | 43.5%        |

| Supply ▾ | Supply - Last Year | Supply % Change |
|----------|--------------------|-----------------|
| 692,943  | 674,157            | 2.8%            |

| Demand ▾ | Demand - Last Year | Demand % Change |
|----------|--------------------|-----------------|
| 583,344  | 558,575            | 4.4%            |



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2021 - Mar 31, 2022

| Occupancy ▾ | Occupancy - Last Year | Occupancy % Change | FY19 Occupancy |
|-------------|-----------------------|--------------------|----------------|
| 69.53%      | 58.63%                | 20.6%              | 66.87%         |

| Revenue ▾     | Revenue - Last Year | Rev % Change |
|---------------|---------------------|--------------|
| \$543,435,294 | \$328,391,659       | 71.58%       |

| ADR ▾    | ADR - Last Year | ADR % Change | FY19 ADR |
|----------|-----------------|--------------|----------|
| \$188.59 | \$135.8         | 38.88%       | \$147.86 |

| Supply ▾  | Supply - Last Year | Supply % Change |
|-----------|--------------------|-----------------|
| 4,039,795 | 3,944,076          | 14.6%           |

| RevPAR ▾ | RevPAR - Last Year | RevPAR % Change | FY19 RevPAR |
|----------|--------------------|-----------------|-------------|
| \$134.73 | \$83.4             | 67.52%          | \$98.92     |

| Demand ▾  | Demand - Last Year | Demand % Change |
|-----------|--------------------|-----------------|
| 2,805,826 | 2,309,315          | 23.5%           |

Monthly City Segment Comparison

Date Range: Mar 1, 2022 - Mar 31, 2022

\*As this is a new dataset we do not have 2019 data to compare for this dataset.

| Location ▲  | Occupancy | Occupancy % Change | ADR      | ADR % Change | RevPAR   | RevPAR % Change |
|---|-----------|--------------------|----------|--------------|----------|-----------------|
| Clearwater  | 83%       | 2.9%               | \$148.38 | 48.3%        | \$123.1  | 52.5%           |
| Clearwater Beach                                  | 90.5%     | 0%                 | \$424.69 | 33.3%        | \$384.21 | 33.4%           |
| Downtown St. Petersburg                           | 79%       | -3.4%              | \$252.03 | 42.2%        | \$199.08 | 37.3%           |
| Dunedin   | 78.8%     | -3.9%              | \$238.19 | 44.4%        | \$187.7  | 38.8%           |
| Indian Rocks Beach/ Indian Shores/ Madeira/ Re... | 85.9%     | 0.8%               | \$287.27 | 33.9%        | \$246.68 | 34.9%           |
| St. Pete Beach/ Terra Verde                       | 85.7%     | 1.4%               | \$384.34 | 32.8%        | \$329.57 | 34.7%           |
| St. Pete/ Largo/ Pinellas Park                    | 82.5%     | 4%                 | \$174.68 | 44.1%        | \$144.03 | 49.9%           |
| Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...  | 79%       | 4%                 | \$177.35 | 55.6%        | \$140.08 | 61.8%           |
| Treasure Island Beach                             | 86.2%     | -3%                | \$342.09 | 34.1%        | \$294.89 | 30.1%           |
| Beach   | 87.7%     | 0.1%               | \$384.11 | 33.5%        | \$336.84 | 33.6%           |
| Inland  | 81.6%     | 2.2%               | \$177.48 | 46%          | \$144.9  | 49.2%           |

Monthly Competitive Market Comparison

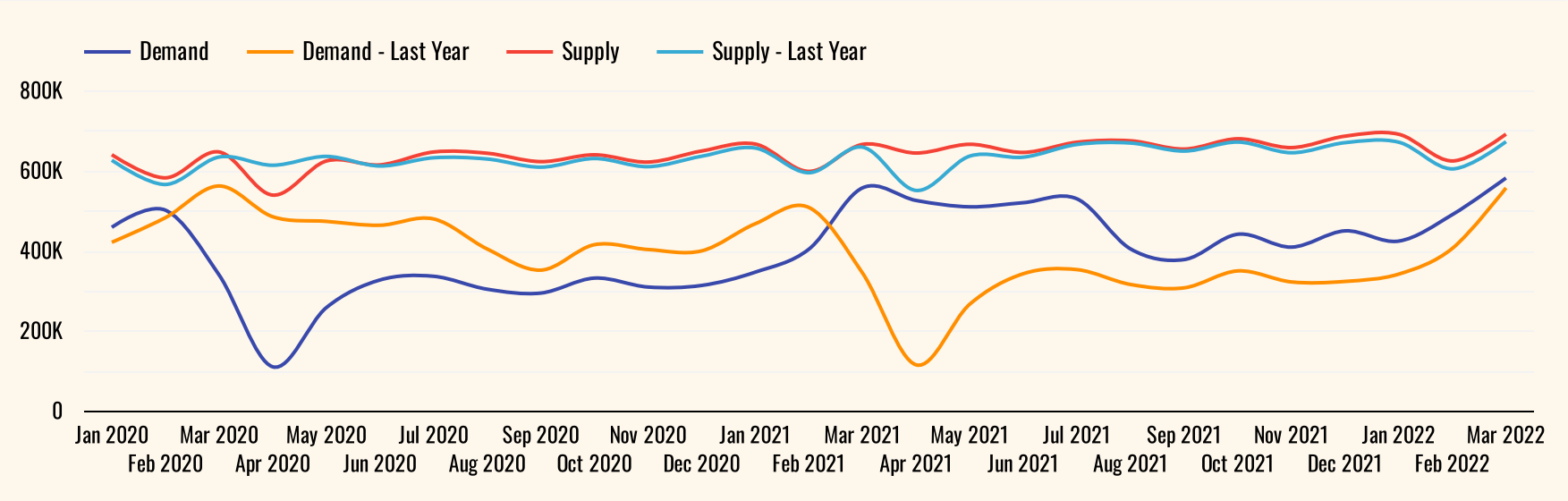
Date Range: Mar 1, 2022 - Mar 31, 2022

| Location ▲         | Occu<br>panc<br>y | Occupan<br>cy %<br>Change | 2019<br>Occupan<br>cy | ADR      | ADR %<br>Change | 2019<br>ADR | RevPAR   | RevPAR<br>%<br>Change | 2019<br>RevPAR | Demand     | Demand<br>%<br>Change |
|--------------------|-------------------|---------------------------|-----------------------|----------|-----------------|-------------|----------|-----------------------|----------------|------------|-----------------------|
| Bay County, FL     | 69.4%             | -5.8%                     | 47.2%                 | \$166.14 | 10.5%           | \$125.77    | \$115.27 | 4.1%                  | \$59.31        | 200,762    | -1.4%                 |
| Florida            | 81.5%             | 14.8%                     | 46.4%                 | \$229.41 | 35.3%           | \$156.78    | \$187.05 | 55.4%                 | \$72.72        | 12,150,264 | 21.3%                 |
| Florida Keys       | 89.3%             | -1.8%                     | 51.1%                 | \$588.06 | 30.3%           | \$350.76    | \$525.15 | 27.9%                 | \$179.22       | 287,299    | -2.1%                 |
| Fort Lauderdale    | 84.4%             | 8.1%                      | 48.7%                 | \$229.34 | 49.3%           | \$166.89    | \$193.56 | 61.4%                 | \$81.25        | 1,003,626  | 14.8%                 |
| Fort Myers, FL     | 85%               | 6.1%                      | 53.9%                 | \$314.59 | 38.4%           | \$224.61    | \$267.52 | 46.8%                 | \$121.1        | 345,235    | 7.7%                  |
| Hillsborough C...  | 85.7%             | 21.4%                     | 50.3%                 | \$176.36 | 57.6%           | \$132.66    | \$151.22 | 91.3%                 | \$66.73        | 684,825    | 21.2%                 |
| Miami/Hialeah,...  | 82.9%             | 13.6%                     | 42.5%                 | \$329.5  | 35.6%           | \$210.13    | \$273.28 | 54.1%                 | \$89.37        | 1,634,631  | 18.9%                 |
| Naples, FL         | 81.3%             | 1.7%                      | 44.6%                 | \$507.78 | 24.1%           | \$318.85    | \$413.01 | 26.3%                 | \$142.18       | 193,925    | -2.3%                 |
| Orlando, FL        | 82.5%             | 43.1%                     | 40.4%                 | \$173.32 | 57.8%           | \$121.76    | \$143.02 | 125.8%                | \$49.15        | 3,426,543  | 63.9%                 |
| Osceola County...  | 76.8%             | 65.2%                     | 41.5%                 | \$135.19 | 49.8%           | \$89.82     | \$103.88 | 147.4%                | \$37.3         | 541,468    | 95.3%                 |
| Palm Beach Co...   | 82.4%             | 11.4%                     | 48.3%                 | \$357.72 | 38.7%           | \$233.79    | \$294.9  | 54.4%                 | \$112.88       | 470,721    | 12.8%                 |
| Pinellas County... | 84.2%             | 1.6%                      | 52.6%                 | \$268.77 | 37.4%           | \$181.95    | \$226.26 | 39.6%                 | \$95.77        | 583,344    | 4.4%                  |
| Sarasota/Brade...  | 86.7%             | 5.5%                      | 49.6%                 | \$277.87 | 37.9%           | \$183.41    | \$240.97 | 45.5%                 | \$90.94        | 324,697    | 8.3%                  |

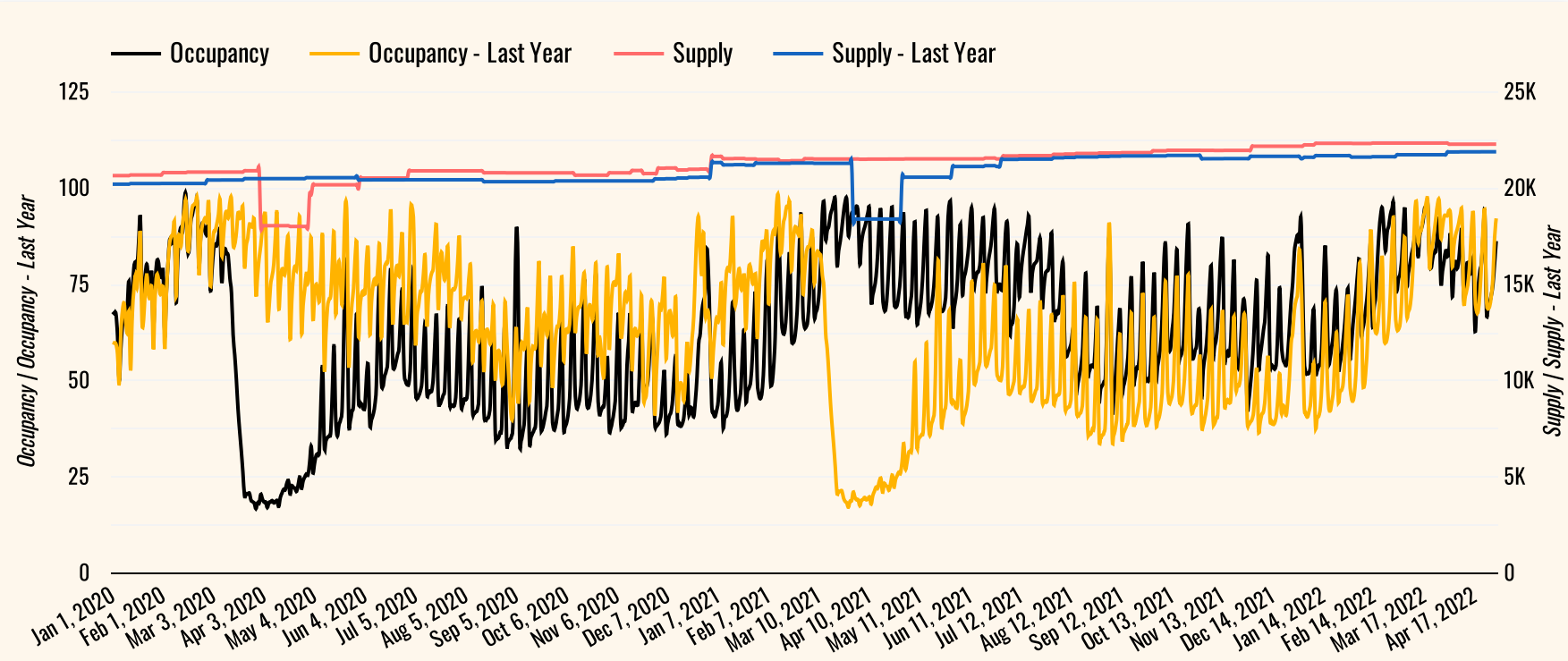


Jan 1, 2020 - Apr 30, 2022

## Room Nights Supply and Demand

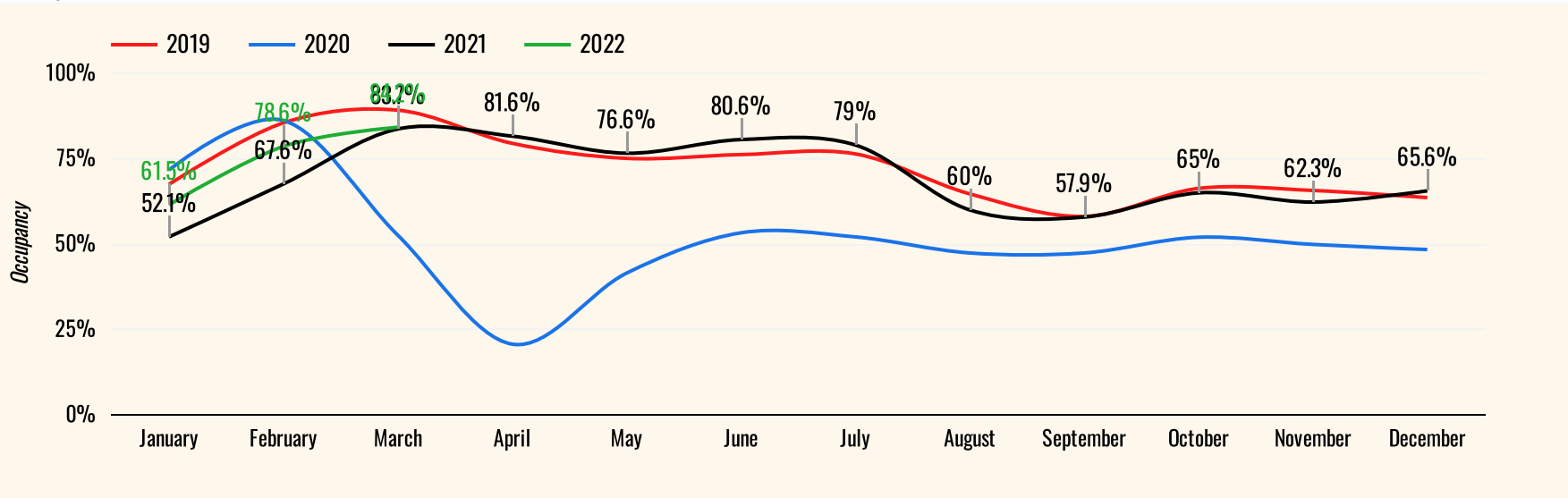


## Room Nights Occupancy and Supply



Jan 1, 2019 - Mar 31, 2022

## Occupancy 2018- 2021



# Tourist Development Tax



Current Month Bed Tax:

\$13,041,326

⬆️ 34.7%

Rolling 12 Months Bed Tax:

\$90,400,763

⬆️ 92.3%

Fiscal Year to Date Bed Tax:

\$47,387,060

⬆️ 60.3%

Calendar Year to Date Bed Tax:

\$29,785,422

⬆️ 51.6%

## Tourist Development Tax: Year over Year Growth

| Month ▾                | Tax Collected                       | 2020 Tax Collected | 2020 % Change | 2019 Tax Collected | 2019 % Change |
|------------------------|-------------------------------------|--------------------|---------------|--------------------|---------------|
| Mar 2022               | \$13,041,326 <div><div></div></div> | \$9,679,140        | 34.7%         | \$9,570,520        | 36.3%         |
| Feb 2022               | \$9,407,928 <div><div></div></div>  | \$5,778,834        | 62.8%         | \$6,354,048        | 48.1%         |
| Jan 2022               | \$7,336,168 <div><div></div></div>  | \$4,188,408        | 75.2%         | \$4,731,909        | 55.0%         |
| Dec 2021               | \$6,392,629 <div><div></div></div>  | \$3,463,829        | 84.6%         | \$4,554,786        | 40.3%         |
| Nov 2021               | \$5,416,319 <div><div></div></div>  | \$2,982,305        | 81.6%         | \$3,989,907        | 35.8%         |
| Oct 2021               | \$5,792,690 <div><div></div></div>  | \$3,472,276        | 66.8%         | \$4,088,933        | 41.7%         |
| Sep 2021               | \$4,488,471 <div><div></div></div>  | \$3,034,707        | 47.9%         | \$3,293,651        | 36.3%         |
| Aug 2021               | \$5,223,033 <div><div></div></div>  | \$3,190,596        | 63.7%         | \$4,161,610        | 25.5%         |
| Jul 2021               | \$8,581,849 <div><div></div></div>  | \$4,192,583        | 104.7%        | \$5,866,977        | 46.3%         |
| Jun 2021               | \$8,273,409 <div><div></div></div>  | \$4,256,609        | 94.4%         | \$5,719,729        | 44.6%         |
| May 2021               | \$7,697,334 <div><div></div></div>  | \$2,243,798        | 243.0%        | \$5,352,499        | 43.8%         |
| Apr 2021               | \$8,749,606 <div><div></div></div>  | \$516,029          | 1,595.6%      | \$6,732,633        | 30.0%         |
| <div><div></div></div> |                                     |                    |               |                    |               |
| Grand total            | \$90,400,763                        | \$46,999,113       | 92.3%         | \$64,417,202       | 40.3%         |

## Tourist Development Tax: Five Year Comparison













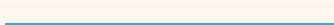

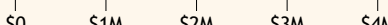
Date (Month): March (1) ▾

| Year ▾      | Month | Tax Collected                       | Prior Year T... | % Change |
|-------------|-------|-------------------------------------|-----------------|----------|
| 2022        | March | \$13,041,326 <div><div></div></div> | \$9,679,140     | 34.74%   |
| 2021        | March | \$9,679,140 <div><div></div></div>  | \$4,964,662     | 94.96%   |
| 2020        | March | \$4,964,662 <div><div></div></div>  | \$9,570,520     | -48.13%  |
| 2019        | March | \$9,570,520 <div><div></div></div>  | \$8,999,486     | 6.35%    |
| 2018        | March | \$8,999,486 <div><div></div></div>  | \$7,900,218     | 13.91%   |
| 2017        | March | \$7,900,218 <div><div></div></div>  | \$7,712,813     | 2.43%    |
|             |       | <div><div></div></div>              |                 |          |
| Grand total |       | \$54,155,351                        | \$48,826,838    | 10.91%   |

# Tourist Development Tax

Mar 1, 2022 - Mar 31, 2022

## Tourist Development Tax: Monthly Municipality Comparison

| Cities                        | Tax Collected   | 2020 Tax Collected    | 2020 % Change | 2019 Tax Collected | 2019 % Change |
|-------------------------------|---|-----------------------|---------------|--------------------|---------------|
| Dunedin                       | \$153,030              | \$112,369.25          | 36.18%        | \$117,279          | 30.5%         |
| Indian Shores                 | \$94,689               | \$72,531.3            | 30.55%        | \$114,632          | -17.4%        |
| Madeira Beach                 | \$277,265              | \$202,899             | 36.65%        | \$195,759          | 41.6%         |
| Miscellaneous/Other           | \$4,091,974            | \$3,210,949.95        | 27.44%        | \$2,282,996        | 79.2%         |
| Oldsmar/Safety Harbor         | \$175,751              | \$121,223.57          | 44.98%        | \$179,584          | -2.1%         |
| Palm Harbor                   | \$162,492              | \$129,673.41          | 25.31%        | \$133,181          | 22.0%         |
| St Pete Beach/Tierra Verde    | \$1,960,450            | \$1,298,030.71        | 51.03%        | \$1,423,919        | 37.7%         |
| St Petersburg                 | \$1,249,816            | \$849,427.14          | 47.14%        | \$1,139,818        | 9.7%          |
| Tarpon Springs                | \$73,197               | \$45,809.82           | 59.78%        | \$66,517           | 10.0%         |
| Treasure Island               | \$635,768             | \$506,312.15          | 25.57%        | \$494,641          | 28.5%         |
| N Redington Beach/Reding...   | \$224,736            | \$174,963.53          | 28.45%        | \$184,045          | 22.1%         |
| Indian Rocks Beach            | \$157,483            | \$123,652.3           | 27.36%        | \$155,061          | 1.6%          |
| Clearwater/Clearwater Be...   | \$3,718,543          | \$2,781,562.16        | 33.69%        | \$3,016,189        | 23.3%         |
| Belleair/Belleair Beach/Bl... | \$66,131             | \$49,735.66           | 32.97%        | \$66,899           | -1.1%         |
| <b>Grand total</b>            | <b>\$13,041,326</b>  | <b>\$9,679,139.95</b> | <b>34.74%</b> | <b>\$9,570,520</b> | <b>36.3%</b>  |

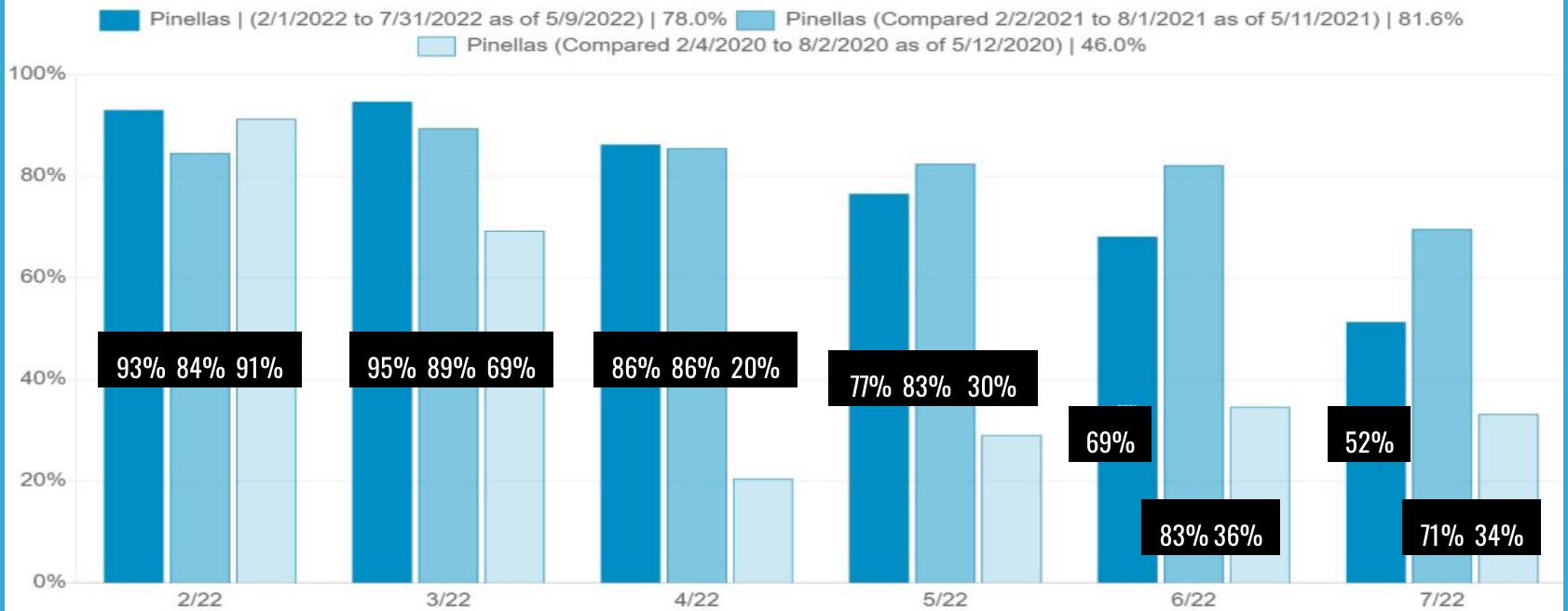
\*Misc./Other- Bed Tax from property management accounts and individuals that have properties in multiple cities

# Vacation Rentals

## Last 3 months & upcoming 3 months totals

**Adjusted Paid & Owner Occupancy:** The percentage of nights occupied by guests and owners out of the Total Nights minus hold night in the period.

### Pinellas Adjusted Paid & Owner Occupancy



### Pinellas ADR



### Pinellas RevPAR



# Vacation Rentals

## Last 3 months & upcoming 3 months totals

OTA Occupancy - Scrapped Occupancy from Airbnb and VRBO that is not connected to a property management system.

\*This is a different view then the Adjusted Paid & Owner Occupancy as with OTA Occupancy we are not directly linked to the Property Management System (PMS) and cannot see the owners stays or cancelled booking as clearly with the scrapping process.

| Month / Occupancy     |          |          |          |          |          |          |
|-----------------------|----------|----------|----------|----------|----------|----------|
| City Segment          | Feb 2022 | Mar 2022 | Apr 2022 | May 2022 | Jun 2022 | Jul 2022 |
| Clearwater            | 87%      | 88%      | 79%      | 65%      | 54%      | 46%      |
| Clearwater Beach      | 89%      | 91%      | 85%      | 74%      | 66%      | 59%      |
| Dunedin               | 86%      | 87%      | 78%      | 64%      | 49%      | 41%      |
| Indian Rocks Beach    | 92%      | 93%      | 86%      | 72%      | 68%      | 61%      |
| Indian Shores         | 94%      | 94%      | 88%      | 75%      | 72%      | 63%      |
| Largo                 | 88%      | 88%      | 78%      | 62%      | 52%      | 44%      |
| Madeira Beach         | 94%      | 94%      | 88%      | 73%      | 65%      | 56%      |
| North Redington Beach | 93%      | 96%      | 86%      | 73%      | 66%      | 52%      |
| Oldsmar               | 82%      | 85%      | 73%      | 60%      | 54%      | 46%      |
| Redington Beach       | 89%      | 91%      | 83%      | 67%      | 64%      | 57%      |
| Redington Shores      | 93%      | 94%      | 86%      | 73%      | 68%      | 63%      |
| Sand Key Beach        | 92%      | 91%      | 83%      | 73%      | 68%      | 60%      |
| St. Pete Beach        | 92%      | 92%      | 85%      | 74%      | 61%      | 50%      |
| St. Petersburg        | 86%      | 85%      | 80%      | 67%      | 53%      | 47%      |
| Tarpon Springs        | 90%      | 91%      | 80%      | 61%      | 53%      | 40%      |
| Treasure Island       | 92%      | 93%      | 86%      | 72%      | 64%      | 54%      |