



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

November TDC Meeting



September 2018

	Sept. 2017	Sept. 2018	% Change
Rooms Sold	372,715	350,612	-5.9%
Average Daily Rate	\$122.04	\$122.03	0.0%
Revenue per available room	\$74.64	\$70.41	-5.7%

Market Comparison Rooms Sold – September 2018

Location	Rooms Sold	% Change
St. Pete/Clearwater	350,612	-5.9%
Orlando	2,571,944	-9.0%
Miami/Hialeah	1,088,313	+10.9%
Fort Lauderdale	627,366	+6.9%
Tampa	442,525	-2.5%
Osceola County	319,031	-17.2%
Palm Beach County	306,363	-4.8%
Fort Meyers	170,449	-18.5%
Bay County	188,974	+3.8%
Florida Keys	158,286	+76.7%
Sarasota/Bradenton	144,710	-24.0%
Naples	105,746	+16.8%
Florida	8,233,152	-3.4%

Market Comparison ADR – September 2018

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$122.03	0.0%
Florida Keys	\$196.56	-2.2%
Naples	\$145.78	+9.7%
Miami/Hialeah	\$140.68	-2.3%
Palm Beach County	\$120.60	-0.5%
Bay County	\$115.23	+2.9%
Orlando	\$110.09	-1.0%
Fort Lauderdale	\$109.41	-6.1%
Tampa	\$106.59	-4.3%
Sarasota/Bradenton	\$102.47	-18.3%
Fort Meyers	\$98.49	-9.8%
Osceola County	\$80.49	-3.3%
Florida	\$115.65	+0.3%

Market Comparison RevPAR – September 2018

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$70.41	-5.7%
Florida Keys	\$113.33	+68.3%
Miami/Hialeah	\$90.28	+6.2%
Bay County	\$80.36	+6.8%
Palm Beach	\$74.27	-3.5%
Orlando	\$73.95	-12.5%
Fort Lauderdale	\$72.64	-1.4%
Tampa	\$69.83	-10.0%
Naples	\$67.97	+23.2%
Sarasota/Bradenton	\$48.76	-1.4%
Fort Meyers	\$47.17	-25.7%
Osceola County	\$43.30	-22.4%
Florida	\$72.28	-5.2%



2018 Year to Date

	2017	2018	% Change
Rooms Sold	3,954,784	4,061,229	+2.7%
Average Daily Rate	\$148.64	\$153.25	+3.1%
Revenue per available room	\$108.75	\$111.81	+2.8%

Market Comparison Rooms Sold – 2018 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	4,061,229	+2.7%
Orlando	27,139,240	+1.3%
Miami/Hialeah	11,807,211	+2.2%
Fort Lauderdale	6,649,420	+2.2%
Tampa	4,515,162	+2.0%
Osceola County	3,658,523	+0.9%
Palm Beach County	3,355,472	-1.1%
Fort Myers	2,304,588	+1.1%
Florida Keys	1,885,269	-6.9%
Sarasota/Bradenton	1,817,137	+2.0%
Bay County	1,693,111	+1.9%
Naples	1,301,954	-3.9%
Florida	88,187,961	+1.6%

Market Comparison ADR – 2018 Year to Date

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$153.25	+3.1%
Florida Keys	\$269.55	-1.6%
Naples	\$243.23	+7.5%
Miami/Hialeah	\$198.60	+7.4%
Palm Beach County	\$185.76	+7.6%
Fort Myers	\$164.56	+4.6%
Fort Lauderdale	\$150.95	+6.3%
Sarasota/Bradenton	\$149.11	+1.1%
Bay County	\$138.64	+7.0%
Orlando	\$127.62	+5.3%
Tampa	\$124.05	+2.5%
Osceola County	\$92.75	+6.0%
Florida	\$145.84	+4.9%

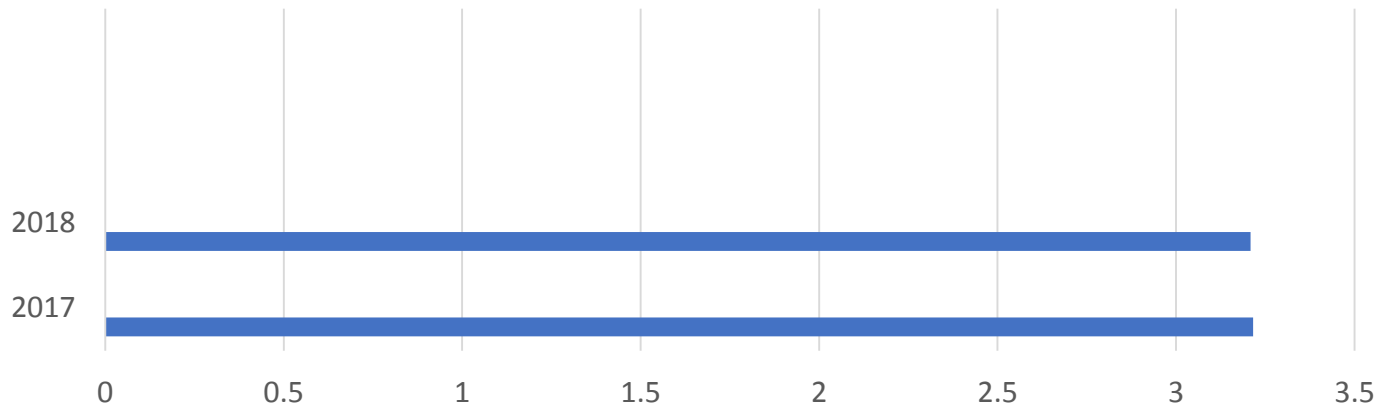


Market Comparison RevPAR – 2018 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$111.81	+2.8%
Florida Keys	\$213.57	+0.8%
Naples	\$165.16	+9.8%
Miami/Hialeah	\$154.57	+9.4%
Palm Beach	\$136.71	+7.5%
Fort Lauderdale	\$117.63	+6.4%
Fort Meyers	\$116.26	+4.6%
Orlando	\$100.59	+4.7%
Sarasota/Bradenton	\$100.13	-4.2%
Bay County	\$95.32	+7.0%
Tampa	\$92.00	+1.6%
Osceola County	\$64.18	+5.6%
Florida	\$108.34	+5.0%

Tourist Development Tax: Sept.

Year	TDT September	% change
2018	\$3,209,901	-0.20%
2017	\$3,216,430	

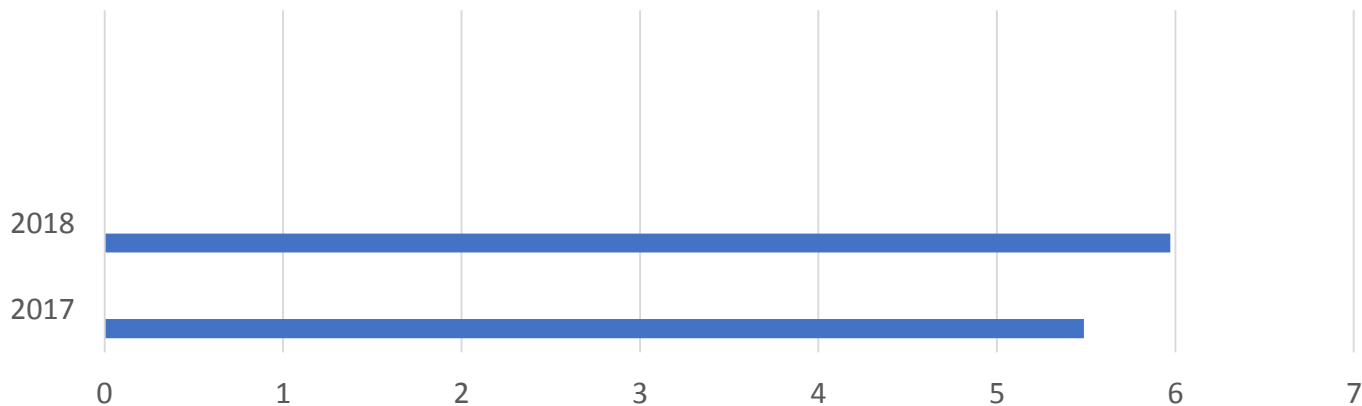


Tourist Development Tax in Millions



Tourist Development Tax: Oct.-Sept.

Fiscal Year	TDT October - September	% change
2018	\$59,718,128	+9.0%
2017	\$54,787,340	



October – September Tourist Development Tax in Millions

