



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

October TDC Meeting



August 2018

	August 2017	August 2018	% Change
Rooms Sold	396,286	410,557	+3.6%
Average Daily Rate	\$128.27	\$131.94	+2.9%
Revenue per available room	\$81.43	\$86.28	+6.0%

Market Comparison Rooms Sold – August 2018

Location	Rooms Sold	% Change
St. Pete/Clearwater	410,557	+3.6%
Orlando	2,829,490	+2.4%
Miami/Hialeah	1, 279,426	-0.8%
Fort Lauderdale	729,947	+2.0%
Tampa	483,961	+4.4%
Osceola County	357,164	-0.8%
Palm Beach County	334,603	+1.1%
Fort Meyers	195,433	-6.1%
Bay County	194,018	+5.8%
Florida Keys	214,749	-4.6%
Sarasota/Bradenton	165,481	-1.2%
Naples	125,123	+1.0%
Florida	9,307,535	+3.0%

Market Comparison ADR – August 2018

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$131.94	+2.9%
Florida Keys	\$216.24	-0.3%
Naples	\$153.27	+3.2
Miami/Hialeah	\$149.14	+3.8%
Bay County	\$131.58	+7.6%
Palm Beach County	\$122.34	+5.5%
Fort Lauderdale	\$112.07	+2.9%
Sarasota/Bradenton	\$107.35	-5.3%
Fort Meyers	\$107.34	-7.3%
Orlando	\$105.80	+6.3%
Tampa	\$103.97	+0.2%
Osceola County	\$75.06	+3.5%
Florida	\$118.35	+3.7%

Market Comparison RevPAR – August 2018

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$86.28	+6.0%
Florida Keys	\$165.08	+1.7%
Miami/Hialeah	\$109.08	+0.9%
Bay County	\$91.18	+13.8%
Naples	\$87.61	+7.3%
Fort Lauderdale	\$83.78	+3.1%
Palm Beach	\$79.63	+8.8%
Orlando	\$76.00	+6.1%
Tampa	\$72.09	+0.4%
Fort Meyers	\$57.05	-12.0%
Sarasota/Bradenton	\$56.53	-10.8%
Osceola County	\$44.67	+1.7%
Florida	\$81.21	+4.9%

2018 Year to Date

	2017	2018	% Change
Rooms Sold	3,582,069	3,710,518	+3.6%
Average Daily Rate	\$151.41	\$156.21	+3.2%
Revenue per available room	\$113.09	\$116.89	+3.4%

Market Comparison Rooms Sold – 2018 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	3,710,518	+3.6%
Orlando	24,577,705	+2.6%
Miami/Hialeah	10,710,700	+1.4%
Fort Lauderdale	6,021,999	+1.7%
Tampa	4,072,663	+2.5%
Osceola County	3,339,865	+3.1%
Palm Beach County	3,050,757	-0.7%
Fort Myers	2,134,640	+3.1%
Florida Keys	1,731,328	-10.4%
Sarasota/Bradenton	1,674,448	+5.3%
Bay County	1,504,151	+1.7%
Naples	1,216,683	-3.7%
Florida	79,985,409	+2.2%

Market Comparison ADR – 2018 Year to Date

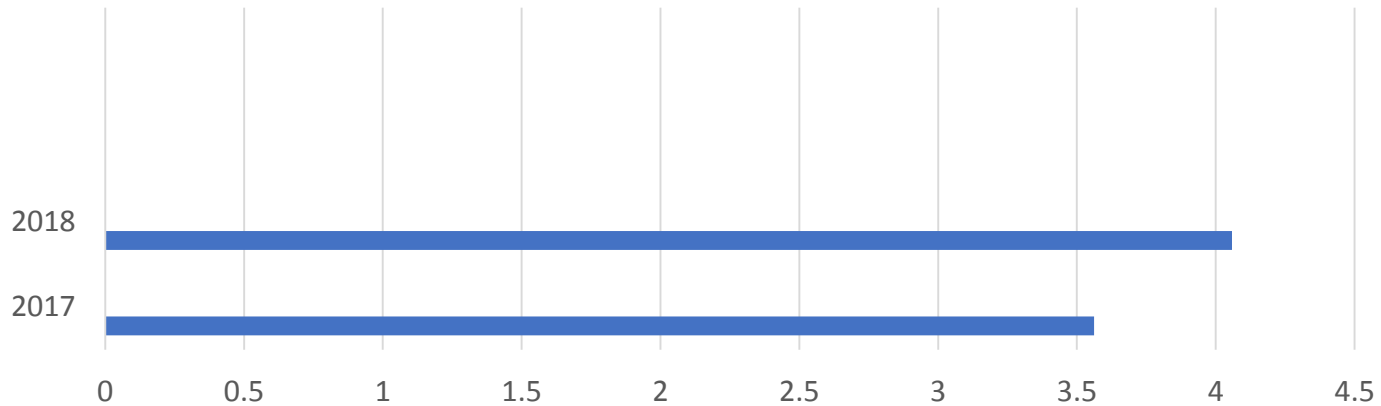
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$156.21	+3.2%
Florida Keys	\$276.18	-0.4%
Naples	\$251.81	+8.1%
Miami/Hialeah	\$204.59	+8.4%
Palm Beach County	\$192.26	+8.0%
Fort Myers	\$169.86	+4.7%
Fort Lauderdale	\$155.27	+7.4%
Sarasota/Bradenton	\$153.09	+2.0%
Bay County	\$141.58	+7.5%
Orlando	\$129.53	+5.9%
Tampa	\$125.95	+3.1%
Osceola County	\$93.90	+6.7%
Florida	\$149.01	+5.2%

Market Comparison RevPAR – 2018 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$116.89	+3.4%
Florida Keys	\$227.54	-0.4%
Naples	\$178.56	+10.3%
Miami/Hialeah	\$162.71	+9.8%
Palm Beach	\$144.39	+8.3%
Fort Myers	\$124.76	+6.5%
Fort Lauderdale	\$123.24	+7.0%
Sarasota/Bradenton	\$106.72	-0.7%
Orlando	\$104.03	+6.7%
Bay County	\$97.17	+7.0%
Tampa	\$94.77	+2.8%
Osceola County	\$66.81	+8.8%
Florida	\$112.91	+6.0%

Tourist Development Tax: August

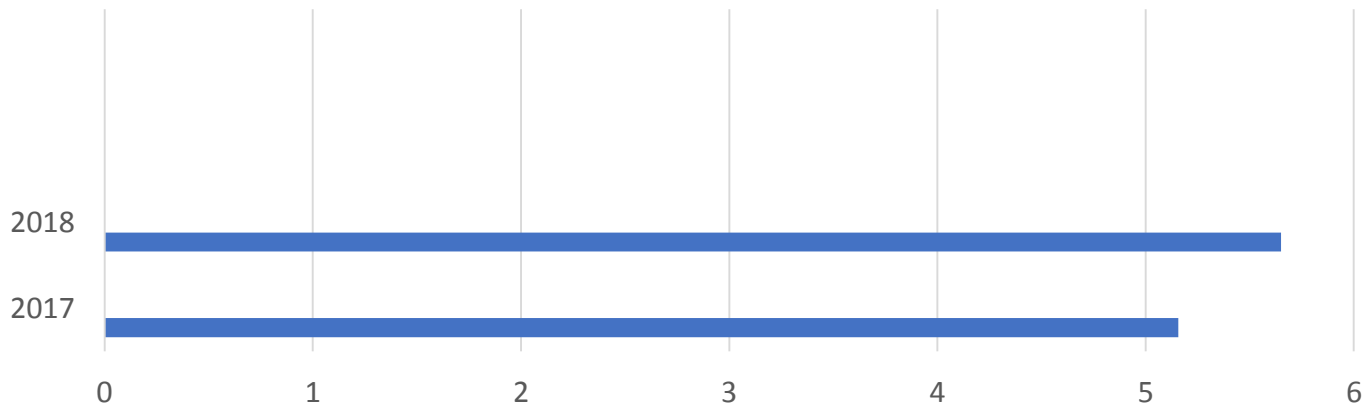
Year	TDT August	% change
2018	\$4,059,716	+13.96%
2017	\$3,562,408	



Tourist Development Tax in Millions

Tourist Development Tax: Oct.-Aug

Fiscal Year	TDT October - Aug	% change
2018	\$56,508,227	+9.76%
2017	\$51,570,910	



October – August Tourist Development Tax in Millions