

Tourism Economics Snapshot

September TDC Meeting



**ST.PETE
CLEARWATER**



Source: Smith Travel Research

July 2018

	July 2017	July 2018	% Change
Rooms Sold	472,921	484,485	+2.4%
Average Daily Rate	\$141.19	\$146.19	+3.0%
Revenue per available room	\$108.97	\$118.82	+2.6%



Market Comparison Rooms Sold – July 2018

Location	Rooms Sold	% Change
St. Pete/Clearwater	484,485	+2.4%
Orlando	3,169,992	+2.2%
Miami/Hialeah	1,320,859	-5.0%
Fort Lauderdale	751,164	-1.9%
Tampa	487,381	-0.2%
Osceola County	433,325	+2.4%
Palm Beach County	342,082	-7.5%
Bay County	252,178	+1.2%
Fort Meyers	250,492	-1.8%
Florida Keys	239,640	-6.9%
Sarasota/Bradenton	214,492	+7.9%
Naples	146,639	-1.5%
Florida	10,258,544	+0.2%

Market Comparison ADR – July 2018

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$146.19	+3.0%
Florida Keys	\$241.78	-2.7%
Bay County	\$197.83	+5.1%
Naples	\$165.40	-1.1%
Miami/Hialeah	\$162.01	+2.0%
Fort Meyers	\$133.14	-0.3%
Palm Beach County	\$129.28	+4.8%
Sarasota/Bradenton	\$123.59	-1.4%
Fort Lauderdale	\$119.89	+3.7%
Orlando	\$114.85	+3.5%
Tampa	\$103.59	-0.5%
Osceola County	\$85.10	+4.6%
Florida	\$132.33	+2.2%

Market Comparison RevPAR – July 2018

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$111.82	+2.6%
Florida Keys	\$211.81	-0.7%
Bay County	\$178.18	+6.3%
Miami/Hialeah	\$123.67	-3.4%
Naples	\$110.81	+0.2%
Orlando	\$92.95	+3.6%
Fort Lauderdale	\$92.23	-0.4%
Fort Meyers	\$90.70	-1.0%
Sarasota/Bradenton	\$86.02	+1.9%
Palm Beach	\$86.01	-1.2%
Tampa	\$72.75	-4.2%
Osceola County	\$61.45	+6.1%
Florida	\$100.42	+0.9%

2018 Year to Date

	2017	2018	% Change
Rooms Sold	3,185,783	3,300,307	+3.6%
Average Daily Rate	\$154.29	\$159.22	+3.2%
Revenue per available room	\$117.82	\$121.33	+3.0%



Market Comparison Rooms Sold – 2018 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	3,300,307	+3.6%
Orlando	21,748,873	+2.6%
Miami/Hialeah	9,435,381	+1.8%
Fort Lauderdale	5,292,392	+1.7%
Tampa	3,588,833	+2.3%
Osceola County	2,982,990	+3.6%
Palm Beach County	2,716,193	-0.9%
Fort Myers	1,938,140	+4.0%
Florida Keys	1,518,979	-10.9
Sarasota/Bradenton	1,507,517	+5.9%
Bay County	1,310,318	+1.1%
Naples	1,091,560	-4.2%
Florida	70,685,011	+2.1%



Market Comparison ADR – 2018 Year to Date

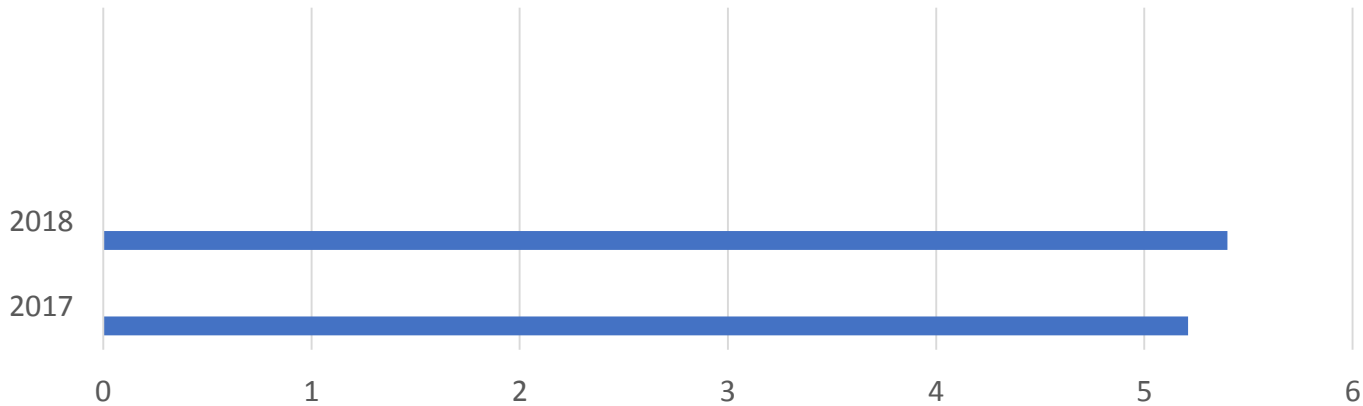
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$159.22	+3.2%
Florida Keys	\$284.37	-0.2%
Naples	\$263.11	+8.6%
Miami/Hialeah	\$213.10	+9.3%
Palm Beach County	\$200.88	+8.3%
Fort Myers	\$176.08	+5.2%
Fort Lauderdale	\$161.22	+7.9%
Sarasota/Bradenton	\$158.12	+2.4%
Bay County	\$143.05	+7.5%
Orlando	\$132.61	+5.8%
Tampa	\$128.86	+3.5%
Osceola County	\$96.14	+6.9%
Florida	\$153.17	+5.5%

Market Comparison RevPAR – 2018 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$121.33	+3.0%
Florida Keys	\$238.28	+0.0%
Naples	\$191.86	+10.8%
Miami/Hialeah	\$171.59	+11.4%
Palm Beach	\$153.78	+8.2%
Fort Myers	\$134.44	+7.6%
Fort Lauderdale	\$129.07	+7.3%
Sarasota/Bradenton	\$114.18	-0.1%
Orlando	\$108.17	+6.8%
Tampa	\$98.09	+3.1%
Bay County	\$98.05	+6.1%
Osceola County	\$70.04	+9.5%
Florida	\$117.71	+6.2%

Tourist Development Tax: July

Year	TDT July	% change
2018	\$5,524,708	+6.02%
2017	\$5,210,931	

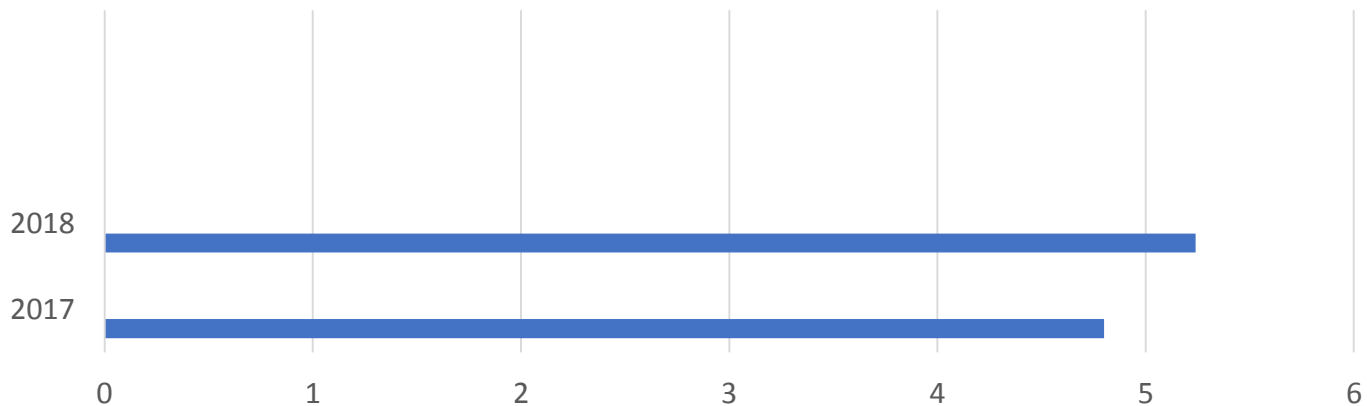


Tourist Development Tax in Millions



Tourist Development Tax: Oct.-July

Fiscal Year	TDT October - July	% change
2018	\$52,448,511	+9.25%
2017	\$48,008,503	



October – July Tourist Development Tax in Millions

