

Visit St. Pete/Clearwater

Pinellas County Tourist Development Meeting

9 a.m.-12 p.m. | July 19, 2023

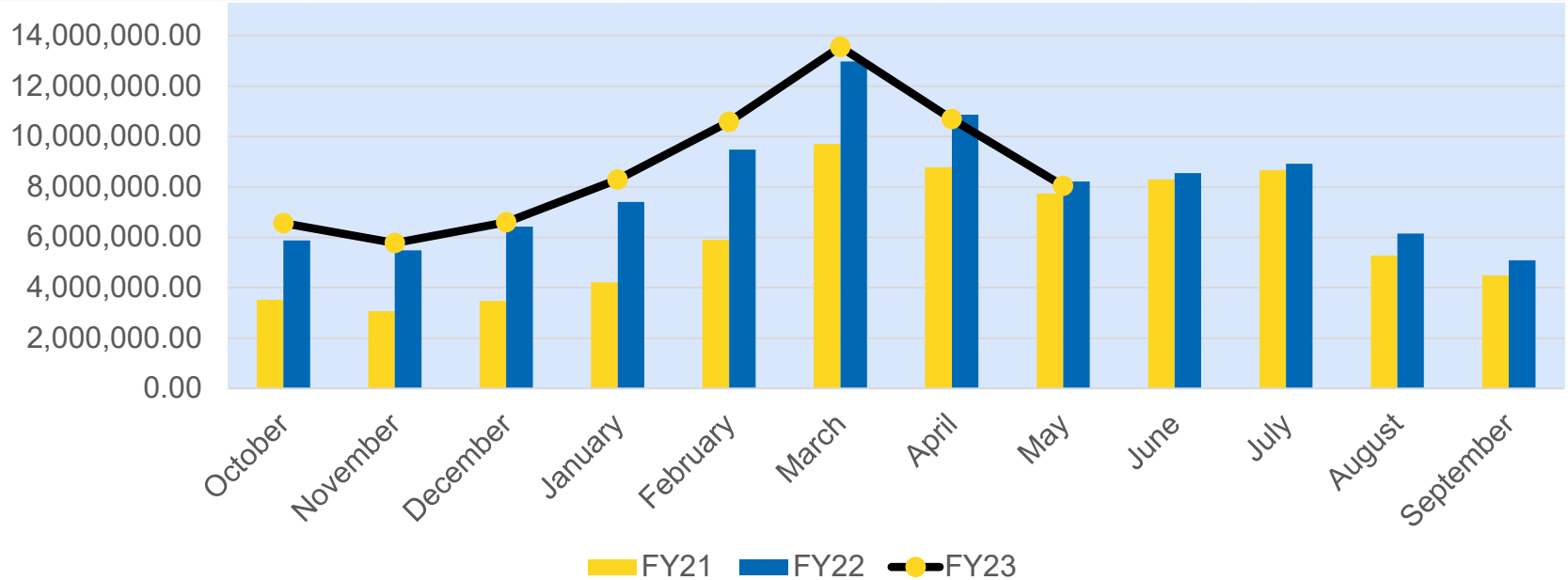


**ST.PETE
CLEARWATER**



TDT Collections 2023

Metric	2023	FY23	2022	FY22
April Collections	\$10.7M	\$62.1M	\$10.9M	\$58.5M
May Collections	\$8M	\$70.1M	\$8.2M	\$66.7M



TDT Collections by Municipality: April 2023

Cities	April 2023	April 2022	% Change
Belleair/Belleair Beach/Bluffs/Shores	\$32,241.83	\$43,130.88	-25.2%
Clearwater/Clearwater Beach	\$2,934,276.36	\$3,186,974.05	-7.9%
Dunedin	\$106,510.37	\$112,567.80	-5.4%
Indian Rocks Beach	\$98,999.90	\$105,165.68	-5.9%
Indian Shores	\$48,727.70	\$50,353.18	-3.2%
Madeira Beach	\$176,449.25	\$201,593.64	-12.5%
Miscellaneous/Other	\$3,583,928.24	\$3,488,887.35	2.7%
N Redington Beach/Redington Beach/Redington Shores	\$164,934.66	\$161,887.79	1.9%
Oldsmar/Safety Harbor	\$145,797.10	\$128,076.60	13.8%
Palm Harbor	\$103,704.44	\$135,191.76	-23.3%
St Pete Beach/Tierra Verde	\$1,563,778.19	\$1,661,693.40	-5.9%
St Petersburg	\$1,080,526.70	\$995,892.70	8.5%
Tarpon Springs	\$47,731.68	\$51,386.28	-7.1%
Treasure Island	\$437,777.45	\$496,009.84	-11.7%

TDT Collections by Municipality: May 2023

Cities	May 2023	May 2022	% Change
Belleair/Belleair Beach/Bluffs/Shores	\$23409.91	\$29,468.15	-20.6%
Clearwater/Clearwater Beach	\$2241904.12	\$2,310,859.29	-3.0%
Dunedin	\$84295.83	\$94,459.03	-10.8%
Indian Rocks Beach	\$61632.22	\$69,314.63	-11.1%
Indian Shores	\$41480.58	\$39,089.24	6.1%
Madeira Beach	\$138482.8	\$203,465.45	-31.9%
Miscellaneous/Other	\$2553242.49	\$2,586,088.16	-1.3%
N Redington Beach/Redington Beach/Redington Shores	\$127064.06	\$128,115.95	-0.8%
Oldsmar/Safety Harbor	\$110847.31	\$110,664.00	0.2%
Palm Harbor	\$98596.05	\$82,179.48	20.0%
St Pete Beach/Tierra Verde	\$1131016.41	\$1,226,370.31	-7.8%
St Petersburg	\$870775.59	\$799,553.54	8.9%
Tarpon Springs	\$38503.08	\$42,544.51	-9.5%
Treasure Island	\$339784.75	\$386,437.20	-12.1%

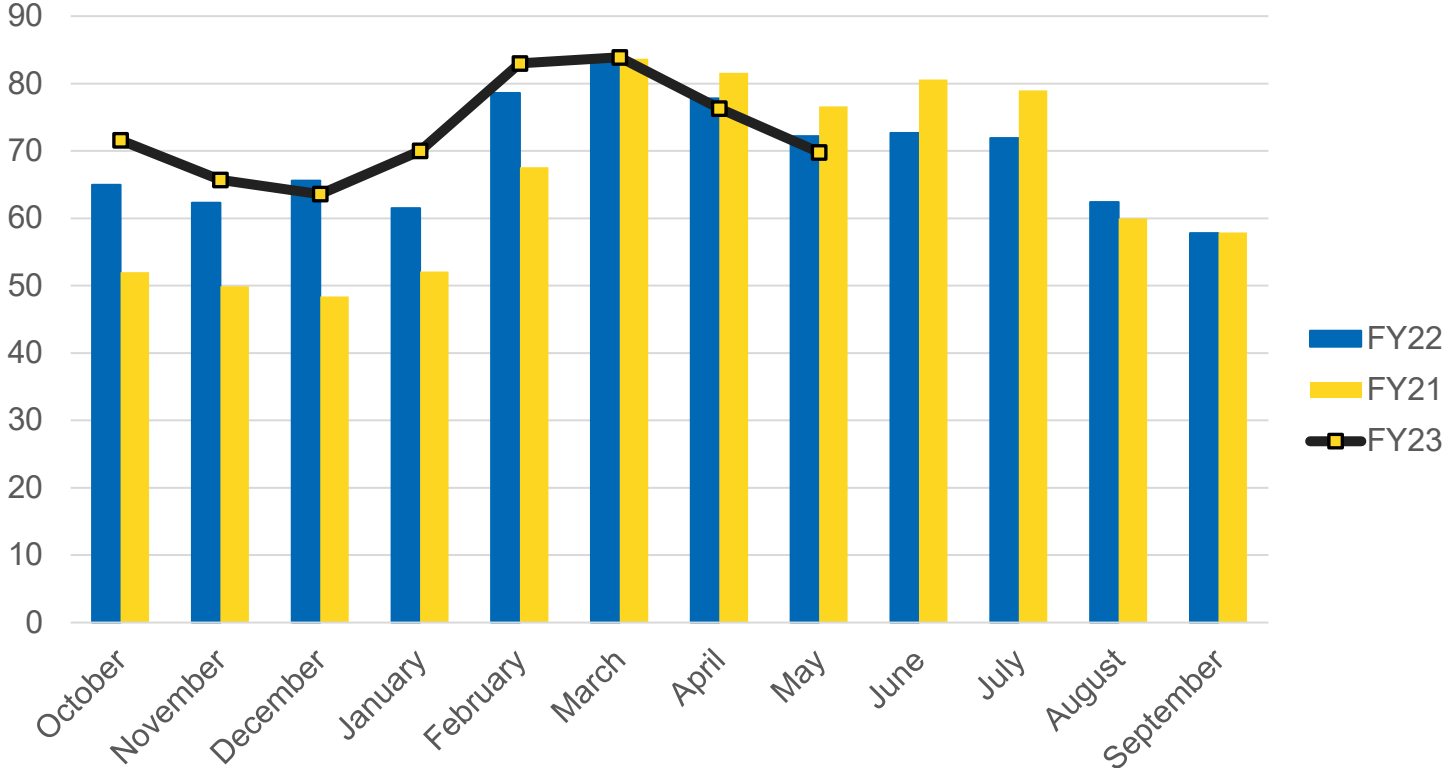
Destination Metrics: Lodging April

Metric	2023	2022
Occupancy (Hotel)	76.3%	77.3%
Occupancy (VR)	76.9%	83.5%
Avg. Daily Rate (Hotel)	\$236.98	\$240.62
Avg. Daily Rate (VR)	\$262	\$272
Area (Hotels)	2023	2022
Occupancy (Beach)	79.5%	82.1%
Occupancy (Inland)	73.9%	73.6%
Avg. Daily Rate (Beach)	\$330.1	\$342.33
Avg. Daily Rate (Inland)	\$159.60	\$154.98

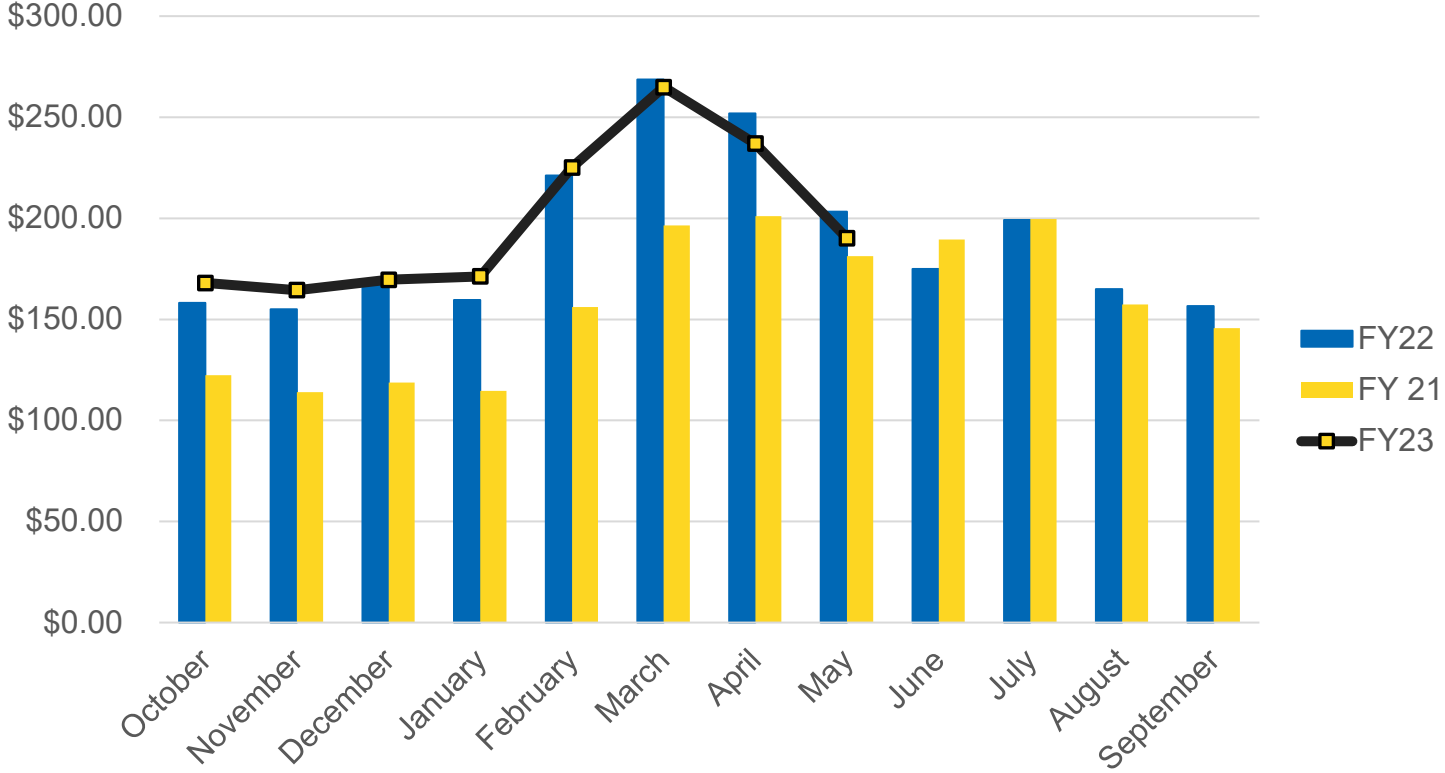
Destination Metrics: Lodging May

Metric	2023	2022
Occupancy (Hotel)	69.8%	70.9%
Occupancy (VR)	76.9%	83.5%
Avg. Daily Rate (Hotel)	\$190.14	\$196.38
Avg. Daily Rate (VR)	\$262	\$272
Area (Hotels)	2023	2022
Occupancy (Beach)	73.5%	75.7%
Occupancy (Inland)	67.2%	67.7%
Avg. Daily Rate (Beach)	\$254.02	\$268.32
Avg. Daily Rate (Inland)	\$134.17	\$134.09

Lodging Metrics: Occupancy



Lodging Metrics: ADR



Destination Metrics: VR

April	2023	2022	% Change
ADR	\$262	\$272	- 4%
Adjusted Paid & Owner Occupancy	76.9%	83.5%	- 8%
Adjusted RevPAR	\$191	\$221	- 13%
Avg. Length of Stay	6.1	5.8	6%

Destination Metrics: VR

May	2023	2022	% Change
ADR	\$205	\$198	4%
Adjusted Paid & Owner Occupancy	62.6%	72.4%	- 14%
Adjusted RevPAR	\$117	\$135	- 13%
Avg. Length of Stay	5.4	5.4	0%

Destination Metrics: VR

July – September	2023	2022	% Change
ADR	\$223	\$199	4%
Adjusted Paid & Owner Occupancy	41.9%	45.4%	- 8%
Adjusted RevPAR	\$77	\$78	- 1%
Avg. Length of Stay	6.2	6	3%

April 2023 Visitor Profile

<u>Metric</u>	<u>2023</u>	<u>2022</u>
Daily Spend	\$266.40	\$296.37
Travel Party Size	2.4	2.8
Avg. Time – Decision to Travel	57	71.3
Mean Days	3.3	3.1
Mean Nights	2.6	2.2
Stayed Overnight	31%	44.3%
Average Age	52.5	48.6
Average Income	\$77,190	\$105,430

