



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

June TDC Meeting



April 2019

	April 2018	April 2019	% Change
Rooms Sold	476,150	486,030	+2.1%
Average Daily Rate	\$169.79	\$180.97	+6.6%
Revenue per available room	\$131.31	\$143.79	+9.5%

Market Comparison Rooms Sold – April 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	486,030	+2.1 %
Orlando	3,094,727	+2.0%
Miami/Hialeah	1,405,282	+1.8%
Fort Lauderdale	770,062	+3.2%
Tampa	525,428	+4.0%
Osceola County	413,884	-1.8%
Palm Beach County	391,412	-1.3 %
Fort Myers	275,006	-1.5%
Florida Keys	252,751	+15.4%
Sarasota/Bradenton	222,089	+4.5%
Naples	164,207	+2.8%
Bay County	160,334	-15.0%
Florida	10,234,671	+2.2 %

Market Comparison ADR – April 2019

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$180.97	+6.6%
Florida Keys	\$314.82	+6.4%
Naples	\$291.82	+7.4%
Miami-Hialeah	\$220.90	+3.5%
Palm Beach County	\$215.24	+6.5%
Fort Myers	\$178.68	+3.5%
Fort Lauderdale	\$166.02	0.0%
Bay County	\$163.49	-21.8%
Sarasota/Bradenton	\$158.29	-4.8%
Orlando	\$136.71	+2.3%
Tampa	\$134.55	+4.5%
Osceola County	\$97.02	-2.1%
Florida	\$160.80	+3.6%

Market Comparison RevPAR – April 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$143.79	+9.5%
Florida Keys	\$263.95	+7.3%
Naples	\$205.20	+0.2%
Miami-Hialeah	\$178.95	+1.1%
Palm Beach County	\$165.26	+3.9%
Fort Myers	\$134.86	+0.6%
Fort Lauderdale	\$131.69	-2.1%
Bay County	\$122.46	+30.9%
Sarasota/Bradenton	\$112.12	-6.4%
Orlando	\$110.52	+2.4%
Tampa	\$103.34	+6.0%
Osceola County	\$66.41	-5.8%
Florida	\$123.93	+3.3%

2019 Year to Date

	2018	2019	% Change
Rooms Sold	1,918,407	1,955,821	+2.0%
Average Daily Rate	\$170.24	\$177.37	+4.2%
Revenue per available room	\$132.64	\$142.41	+7.4%

Market Comparison Rooms Sold – 2019 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	1,955,821	+2.0%
Orlando	12,479,863	-0.4%
Miami/Hialeah	5,695,509	+1.8%
Fort Lauderdale	3,199,721	+4.4%
Tampa	2,212,753	+4.6%
Osceola County	1,711,961	-4.5%
Palm Beach County	1,658,014	-0.1%
Fort Myers	1,184,595	-1.3%
Florida Keys	1,012,028	+18.7%
Sarasota/Bradenton	955,992	+7.6%
Naples	708,515	+5.5%
Bay County	615,995	-2.1%
Florida	41,677,141	+2.4%

Market Comparison ADR – 2019 Year to Date

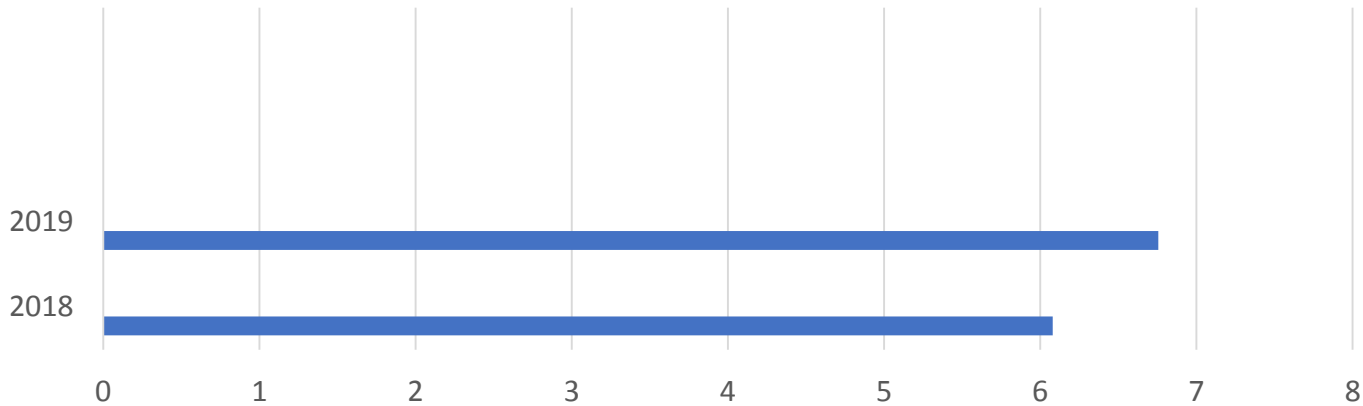
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$177.37	+4.2%
Florida Keys	\$329.89	+5.2%
Naples	\$319.20	+0.7%
Palm Beach County	\$246.30	+2.2%
Miami/Hialeah	\$242.63	-0.1%
Fort Myers	\$201.46	-0.3%
Fort Lauderdale	\$182.02	-3.4%
Sarasota/Bradenton	\$171.23	-4.8%
Bay County	\$148.13	+32.3%
Tampa	\$142.42	+1.8%
Orlando	\$138.86	+0.2%
Osceola County	\$100.99	-0.9%
Florida	\$168.42	+1.2%

Market Comparison RevPAR – 2019 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$142.41	+7.4%
Florida Keys	\$279.75	+5.9%
Naples	\$243.08	-3.3%
Palm Beach County	\$200.13	+0.9%
Miami/Hialeah	\$199.95	-2.7%
Fort Myers	\$163.74	-2.9%
Fort Lauderdale	\$150.11	-4.4%
Sarasota/Bradenton	\$130.53	-5.3%
Tampa	\$115.37	+3.7%
Orlando	\$113.45	-1.7%
Bay County	\$108.28	+65.9%
Osceola County	\$71.76	-7.2%
Florida	\$132.50	+0.9%

Tourist Development Tax: April

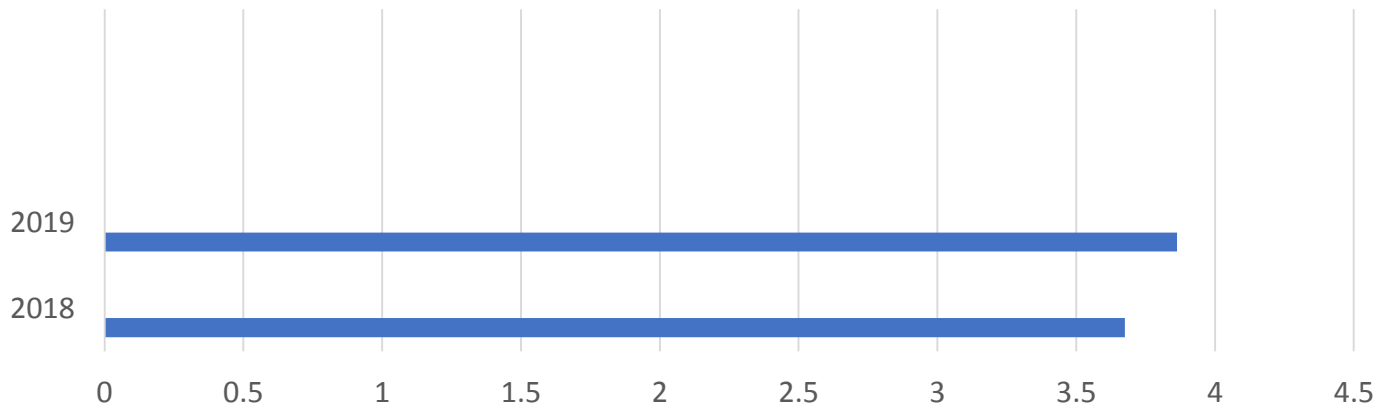
Year	TDT April	% change
2019	\$6,775,845	+11.09%
2018	\$6,081,563	



Tourist Development Tax in Millions

Tourist Development Tax: Oct.-April

Fiscal Year	TDT October - April	% change
2019	\$38,635,731	+5.12%
2018	\$36,754,079	



October – April Tourist Development Tax in Millions