



ST.PETE  
CLEARWATER

# LOVE THE BEACH

**Tourism Economics Snapshot**

April TDC Meeting



# Monthly Totals- February 2020

	February 2019	February 2020	% Change
Room Nights Sold	484,256	502,913	+3.9%
Average Daily Rate	\$170.75	\$184.14	+7.8%
Revenue per Available Room	\$145.80	\$158.66	+8.8%

# Monthly Market Comparison – February 2020

Location	Room Nights Sold	% Change	Average Daily Rate	% Change	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>502,913</b>	<b>+3.9%</b>	<b>\$184.14</b>	<b>+7.8%</b>	<b>\$158.66</b>	<b>+8.8%</b>
Orlando	3,094,059	+4.6%	\$143.75	+1.7%	\$122.45	+4.2%
Miami-Dade	1,431,093	+5.7%	\$290.41	+11.9%	\$249.15	+14.3%
Fort Lauderdale	813,743	+4.3%	\$212.82	+9.7%	\$185.99	+11.1%
Tampa	588,241	+8.8%	\$155.00	+4.8%	\$136.15	+7.2%
Osceola County	434,693	+7.3%	\$100.93	+1.9%	\$77.82	+8.5%
Palm Beach County	428,477	+5.3%	\$279.00	+4.2%	\$242.56	+5.9%
Fort Myers	299,255	+2.1%	\$229.45	+7.5%	\$201.99	+9.9%
Sarasota/Bradenton	267,038	+9.8%	\$194.01	+7.3%	\$170.03	+13.8%
Florida Keys	253,975	+4.5%	\$367.86	+6.7%	\$330.62	+9.2%
Naples	198,153	+8.7%	\$342.41	+3.1%	\$297.72	+7.2%
Bay County	139,186	+0.4%	\$112.04	-17.1%	\$66.93	-29.8%
<b>Florida</b>	<b>10,452,931</b>	<b>+4.5%</b>	<b>\$184.57</b>	<b>+6.1%</b>	<b>\$151.93</b>	<b>+7.8%</b>

# Fiscal Year 2020 Totals

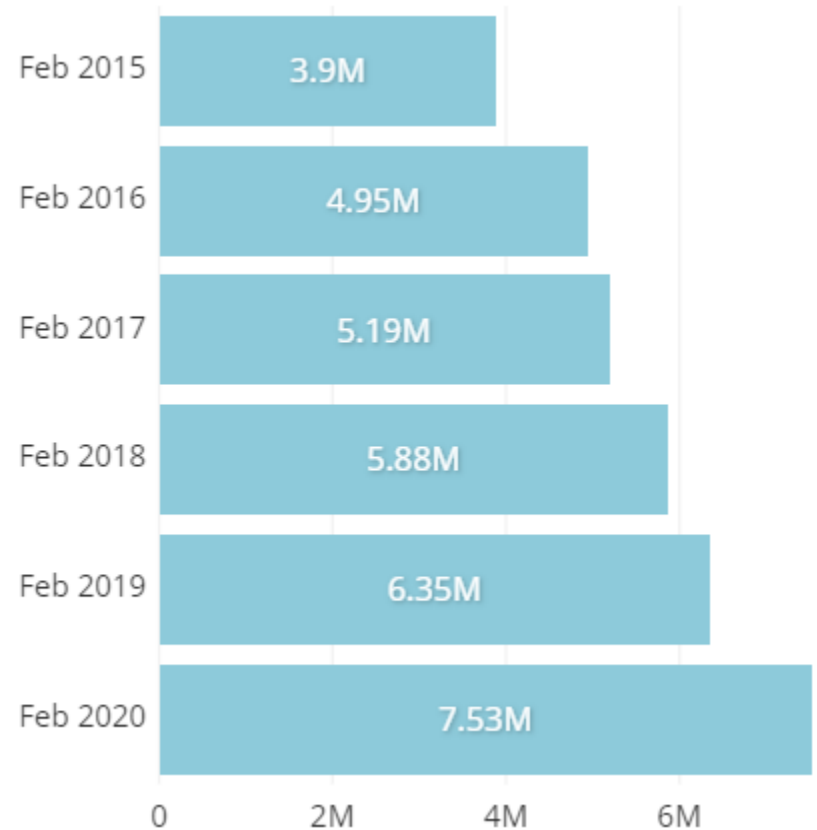
	FY 19	FY 20	% Change
Room Nights Sold	2,066,898	2,198,780	+6.4%
Average Daily Rate	\$138.59	\$144.61	+4.3%
Revenue per Available Room	\$95.56	\$103.85	+8.7%

# Tourist Development Tax: February Five Year Growth

## Year-Over-Year monthly Tax Collected

Month	Tax Collected	Percent Change
Feb 2015	\$3,895,396.70	0.00%
Feb 2016	\$4,947,734.94	27.01%
Feb 2017	\$5,188,816.11	4.87%
Feb 2018	\$5,877,721.75	13.28%
Feb 2019	\$6,354,048.32	8.10%
Feb 2020	\$7,532,078.27	18.54%

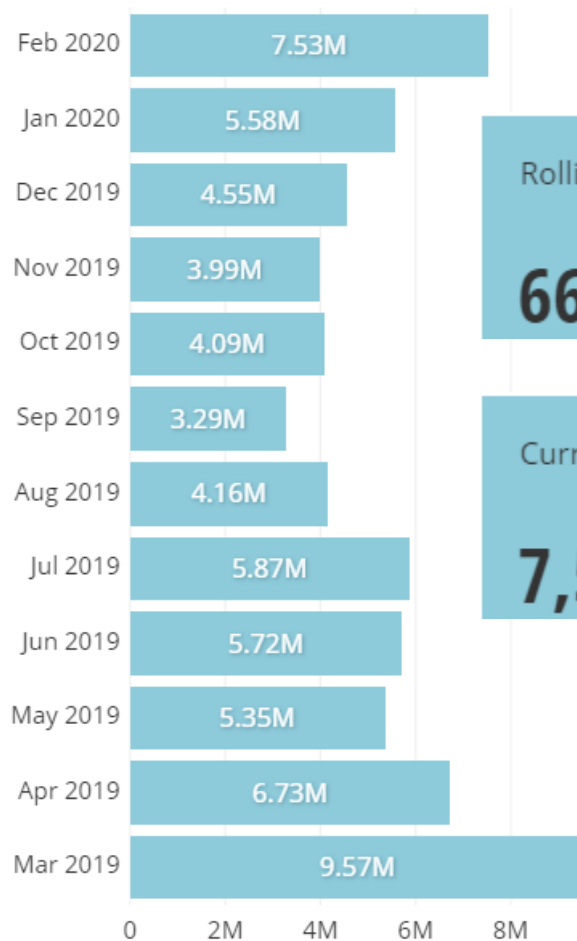
\*Starting Jan 1<sup>st</sup> 2016 Pinellas raised the TDT tax from 5 to 6 cents  
For like comparison, the percent change from 2015-2016 is 5.85%



# Tourist Development Tax: Year over Year Growth

## Rolling 12 Months Tax

Month	Tax Collected	M/M % Change
Feb 2020	\$7,532,078	18.54%
Jan 2020	\$5,582,936	17.98%
Dec 2019	\$4,554,786	14.39%
Nov 2019	\$3,989,907	15.52%
Oct 2019	\$4,088,933	16.70%
Sep 2019	\$3,293,651	2.84%
Aug 2019	\$4,161,610	3.53%
Jul 2019	\$5,866,977	6.89%
Jun 2019	\$5,719,729	4.91%
May 2019	\$5,352,499	13.77%
Apr 2019	\$6,732,633	12.13%
Mar 2019	\$9,570,520	6.35%
<b>Total</b>	<b>\$66,446,259</b>	<b>---</b>



Rolling 12 Months Bed Tax  
**66,446,259.40** ▲ 10.93%

Current Month Bed Tax: **Feb 2020**  
**7,532,078.27** ▲ 18.54%



# Home Share Totals- February 2020

	February 2019	February 2020	% Change
Room Nights Sold	109,195	180,958	+65.7%
Average Daily Rate	\$238.87	\$239.42	+0.2%
Revenue Per Available Room	\$177.72	\$206.27	+16.1%

# Home Share Fiscal Year 2020 Totals

	FY19	FY20	% Change
Room Nights Sold	485,298	695,628	+43.3%
Average Daily Rate	\$215.99	\$223.37	+3.4%
Revenue Per Available Room	\$119.01	\$135.58	+13.9%