



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

October TDC Meeting



August 2019

	August 2018	August 2019	% Change
Rooms Sold	414,352	411,721	-0.6%
Average Daily Rate	\$132.28	\$132.49	+0.2%
Revenue per Available Room	\$86.84	\$85.73	-1.3%

Market Comparison Rooms Sold – August 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	411,721	-0.6%
Orlando	2,761,582	-0.4%
Miami-Dade	1,286,499	-0.1%
Fort Lauderdale	696,503	-3.2%
Tampa	495,710	+2.5%
Osceola County	347,288	-1.2%
Palm Beach County	327,090	-2.1%
Florida Keys	217,563	+3.4%
Fort Myers	204,784	+5.4%
Bay County	185,190	-4.5%
Sarasota/Bradenton	177,575	+9.5%
Naples	127,765	+12.4%
Florida	9,157,107	-0.4%

Market Comparison ADR – August 2019

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$132.49	+0.2%
Florida Keys	\$215.90	+0.5%
Bay County	\$169.81	+27.3%
Naples	\$161.73	+10.8%
Miami-Dade	\$147.25	-2.2%
Palm Beach County	\$120.99	-1.1%
Fort Myers	\$115.45	+8.0%
Fort Lauderdale	\$110.72	-1.7%
Sarasota/Bradenton	\$108.52	+0.9%
Orlando	\$107.04	+2.9%
Tampa	\$106.96	+2.7%
Osceola County	\$76.71	+1.1%
Florida7	\$119.80	+1.5%

Market Comparison RevPAR – August 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$85.73	-1.3%
Florida Keys	\$152.71	-4.4%
Bay County	\$123.68	+33.8%
Miami-Dade	\$105.54	-4.8%
Naples	\$84.51	+5.7%
Fort Lauderdale	\$77.95	-7.1%
Palm Beach County	\$75.12	-5.5%
Orlando	\$73.78	-0.4%
Tampa	\$72.60	+0.7%
Fort Myers	\$63.49	+12.3%
Sarasota/Bradenton	\$58.80	+5.5%
Osceola County	\$42.65	-3.8%
Florida	\$79.35	-1.7%

2019 Year to Date

	2018	2019	% Change
Rooms Sold	3,734,719	3,798,704	+1.7%
Average Daily Rate	\$156.36	\$161.49	+3.3%
Revenue per Available Room	\$117.16	\$123.70	+5.6%

Market Comparison Rooms Sold – 2019 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	3,798,704	+1.7%
Orlando	24,272,299	-0.4%
Miami-Dade	10,961,250	+2.3%
Fort Lauderdale	6,070,369	+2.1%
Tampa	4,242,139	+4.2%
Osceola County	3,238,925	-4.1%
Palm Beach County	3,053,544	+0.1%
Fort Myers	2,116,470	-0.9%
Florida Keys	1,982,589	+15.1%
Sarasota/Bradenton	1,783,915	+7.4%
Bay County	1,382,021	-7.6%
Naples	1,271,089	+6.5%
Florida	80,761,165	+1.8%

Market Comparison ADR – 2019 Year to Date

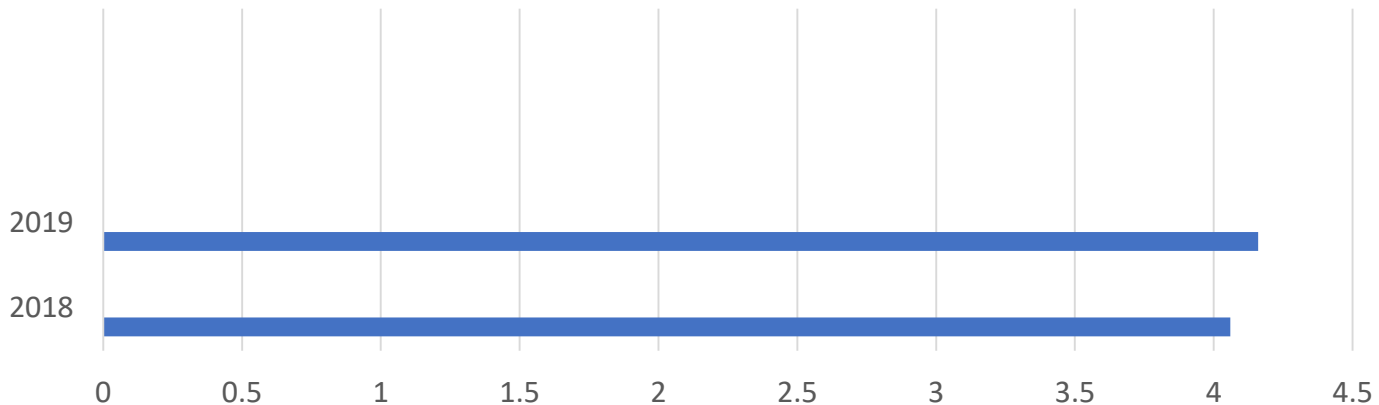
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$161.49	+3.3%
Florida Keys	\$285.42	+3.9%
Naples	\$258.77	+2.7%
Miami-Dade	\$202.34	-0.9%
Palm Beach County	\$195.22	+1.5%
Bay County	\$177.83	+23.9%
Fort Myers	\$170.14	+0.3%
Fort Lauderdale	\$152.91	-2.0%
Sarasota/Bradenton	\$147.00	-4.2%
Orlando	\$128.13	+0.5%
Tampa	\$127.49	+1.3%
Osceola County	\$93.31	-0.5%
Florida	\$150.46	+1.3%

Market Comparison RevPAR – 2019 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$123.70	+5.6%
Florida Keys	\$232.93	+4.2%
Naples	\$173.93	-2.3%
Miami-Dade	\$158.32	-2.5%
Palm Beach County	\$144.39	+0.0%
Bay County	\$135.89	+38.6%
Fort Myers	\$122.35	-1.9%
Fort Lauderdale	\$118.92	-3.8%
Sarasota/Bradenton	\$102.09	-4.2%
Orlando	\$100.03	-2.3%
Tampa	\$96.97	+2.4%
Osceola County	\$61.85	-6.6%
Florida	\$112.89	+0.4%

Tourist Development Tax: August

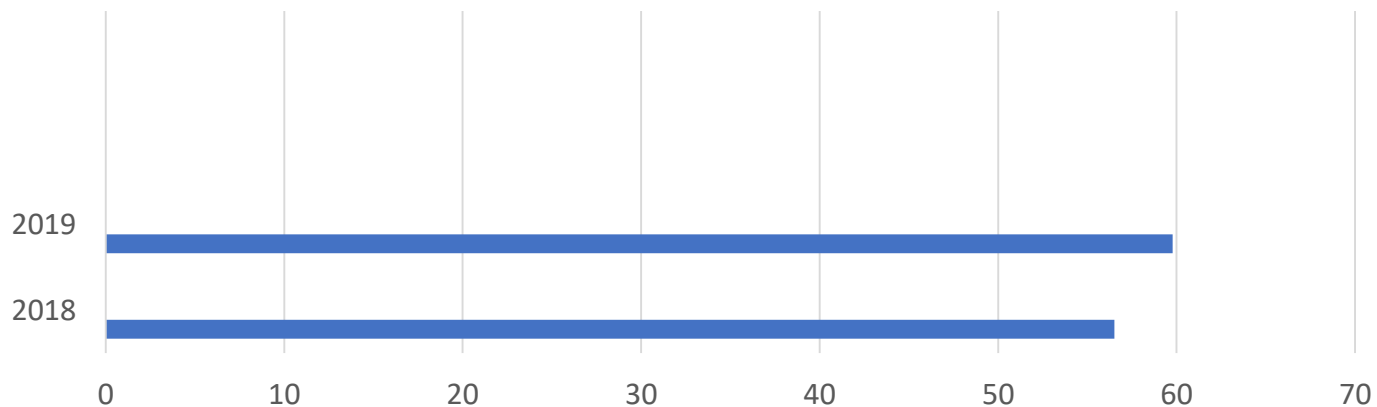
Year	TDT August	% change
2019	\$4,159,722	+2.46%
2018	\$4,059,716	



Tourist Development Tax in Millions

Tourist Development Tax: Oct.-August

Fiscal Year	TDT October - August	% change
2019	\$59,778,801	+5.79%
2018	\$56,508,197	



Tourist Development Tax in Millions