



ST.PETE CLEARWATER

TOURISM ECONOMICS SNAPSHOT

August 2020 TDC Meeting

Monthly Totals- June 2020

	August 2019	August 2020	% Change
Room Nights Sold	465,326	328,583	-29.4%
Average Daily Rate	\$147.97	\$136.19	-8.0%
Revenue per Available Room	\$112.27	\$72.63	-35.3%

Monthly Market Comparison – June 2020

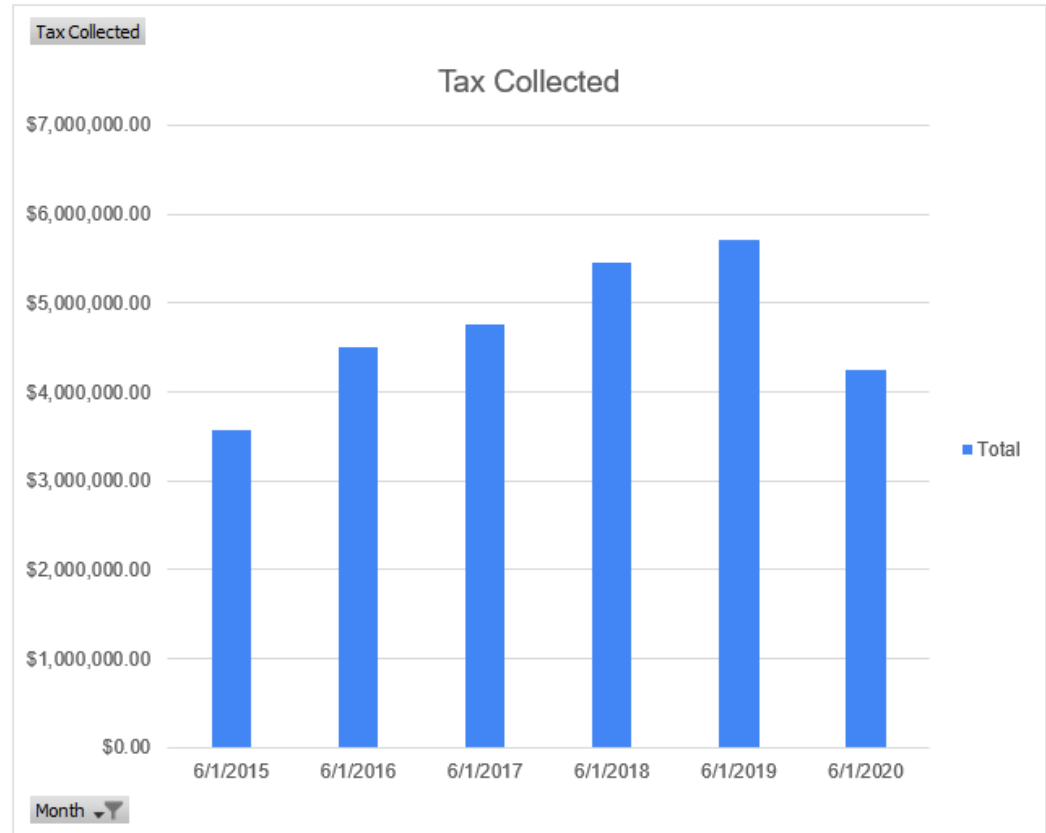
Location	Room Nights Sold	% Change	Average Daily Rate	% Change	Revenue per Available Room	% Change
St. Pete/Clearwater	328,583	-29.4%	\$136.19	-8.0%	\$72.63	-35.3%
Orlando	701,530	-76.6%	\$79.43	-34.2%	\$20.16	-78.6%
Miami-Dade	437,678	-65.5%	\$115.42	-23.9%	\$36.24	-67.2%
Fort Lauderdale	402,352	-42.3%	\$93.82	-21.1%	\$37.68	-56.5%
Tampa	282,599	-43.1%	\$86.15	-22.0%	\$34.13	-57.9%
Palm Beach County	200,839	-40.7%	\$138.85	+6.8%	\$52.77	-38.9%
Bay County	197,955	+4.4%	\$192.80	-12.3%	\$147.35	-16.4%
Sarasota/Bradenton	162,882	-22.7%	\$116.79	-2.6%	\$58.83	-25.7%
Fort Myers	155,021	-34.9%	\$134.97	+2.5%	\$57.69	-33.3%
Florida Keys	144,436	-41.7%	\$254.60	+7.6%	\$137.14	-29.3%
Osceola County	121,823	-68.8%	\$59.78	-32.9%	\$12.90	-77.6%
Naples	90,458	-31.8%	\$180.46	+2.7%	\$67.33	-32.5%
Florida	5,012,422	-48.8%	\$116.68	-11.9%	\$48.56	-50.2%

Fiscal Year 2020 Totals

	FY 19	FY 20	% Change
Room Nights Sold	4,036,009	3,214,369	-20.4%
Average Daily Rate	\$157.45	\$144.25	-8.4%
Revenue per Available Room	\$114.73	\$84.02	-26.8%

Tourist Development Tax: August Five Year Comparison

Month	Tax Collected	% Change
6/1/2015	\$3,569,780.98	-
6/1/2016	\$4,506,339.84	26.2%
6/1/2017	\$4,752,961.66	5.5%
6/1/2018	\$5,452,058.15	14.7%
6/1/2019	\$5,719,728.84	4.9%
6/1/2020	\$4,256,608.71	-25.6%



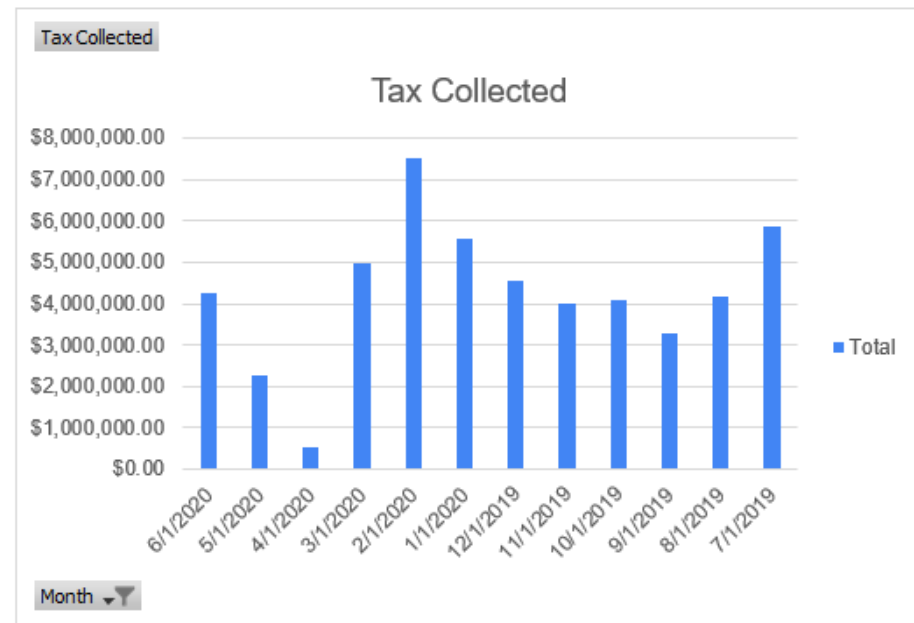
*Starting Jan 1st 2016 Pinellas raised the TDT tax from 5 to 6 cents
For like comparison, the percent change from 2015-2016 is 5.49%

Tourist Development Tax: Year over Year Growth

Month	Tax Collected	% Change
6/1/2020	\$4,256,608.71	-25.58%
5/1/2020	\$2,243,798.47	-58.08%
4/1/2020	\$516,028.76	-92.34%
3/1/2020	\$4,964,661.95	-48.13%
2/1/2020	\$7,532,078.27	18.54%
1/1/2020	\$5,582,935.99	17.98%
12/1/2019	\$4,554,785.80	14.39%
11/1/2019	\$3,989,907.09	15.52%
10/1/2019	\$4,088,933.39	16.70%
9/1/2019	\$3,293,651.41	2.84%
8/1/2019	\$4,161,609.79	3.53%
7/1/2019	\$5,866,977.27	6.89%

Rolling 12 Months Bed Tax	
Total	% Change
\$ 51,051,977	-17.81%

Current Month Bed Tax: Aug 2020	
Total	% Change
\$ 4,256,609	-25.58%



Vacation Rentals – June 2020 Totals

	August 2019	August 2020	% Change
Room Nights Sold	134,915	135,632	+0.5%
Average Daily Rate	\$230.54	\$233.57	+1.3%
Revenue Per Available Room	\$146.78	\$141.60	-3.5%

Vacation Rentals - Fiscal Year 2020 Totals

	FY19	FY20	% Change
Room Nights Sold	1,049,507	1,042,669	-0.7%
Average Daily Rate	\$229.39	\$232.73	+1.5%
Revenue Per Available Room	\$140.63	\$130.24	-7.4%