



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

December TDC Meeting



Monthly Totals- October 2019

	October 2018	October 2019	% Change
Rooms Sold	398,083	422,559	+6.1%
Average Daily Rate	\$127.56	\$130.19	+2.1%
Revenue per Available Room	\$80.13	\$86.29	+7.7%

Market Comparison Rooms Nights Sold – October 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	422,559	+6.1%
Orlando	3,013,033	+2.5%
Miami-Dade	1,236,507	+2.8%
Fort Lauderdale	723,046	+6.4%
Tampa	501,280	+1.8%
Osceola County	371,182	+4.3%
Palm Beach County	344,788	-1.3%
Fort Myers	227,412	+5.8%
Florida Keys	203,796	+8.9%
Sarasota/Bradenton	185,142	+4.1%
Bay County	185,012	+18.5%
Naples	140,404	+12.8%
Florida	9,452,860	+1.5%

Market Comparison ADR – October 2019

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$130.19	+2.1%
Florida Keys	\$229.83	+2.0%
Naples	\$179.29	+8.7%
Miami-Dade	\$157.52	-3.6%
Palm Beach County	\$141.04	-3.0%
Bay County	\$130.08	+4.4%
Orlando	\$128.08	+0.3%
Fort Lauderdale	\$125.08	-1.8%
Fort Myers	\$115.19	+3.6%
Tampa	\$113.92	-1.9%
Sarasota/Bradenton	\$112.42	-4.0%
Osceola County	\$86.77	-3.9%
Florida	\$128.44	-1.0%

Market Comparison RevPAR – October 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$86.29	+7.7%
Florida Keys	\$152.08	+3.1%
Miami-Dade	\$108.00	-3.3%
Naples	\$102.95	+17.5%
Orlando	\$96.12	+0.6%
Bay County	\$94.65	+36.2%
Palm Beach County	\$90.87	-7.4%
Fort Lauderdale	\$89.24	+0.9%
Tampa	\$78.40	-5.3%
Fort Myers	\$70.34	+8.2%
Sarasota/Bradenton	\$62.34	-5.0%
Osceola County	\$51.58	-1.5%
Florida	\$87.38	-1.8%

Year to Date Totals- 2019

	2018	2019	% Change
Rooms Sold	4,486,322	4,579,023	+2.1%
Average Daily Rate	\$151.08	\$155.44	+2.9%
Revenue per Available Room	\$108.82	\$114.57	+5.3%

Market Comparison Rooms Nights Sold –Year to Date 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	4,579,023	+2.1%
Orlando	29,671,030	-0.7%
Miami-Dade	13,251,175	+1.9%
Fort Lauderdale	7,374,371	+1.8%
Tampa	5,152,289	+3.5%
Osceola County	3,894,281	-3.9%
Palm Beach County	3,688,867	-0.3%
Fort Myers	2,522,607	+0.1%
Florida Keys	2,335,400	+12.8%
Sarasota/Bradenton	2,115,279	+6.7%
Bay County	1,741,332	-5.4%
Naples	1,524,063	+7.1%
Florida	98,101,969	+1.3%

Market Comparison ADR – Year to Date 2019

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$155.44	+2.9%
Florida Keys	\$274.27	+3.9%
Naples	\$243.93	+3.1%
Miami-Dade	\$192.31	-1.3%
Palm Beach County	\$184.08	+1.2%
Bay County	\$167.98	+20.7%
Fort Myers	\$160.35	+0.3%
Fort Lauderdale	\$146.25	-2.1%
Sarasota/Bradenton	\$140.75	-3.9%
Orlando	\$126.23	+0.3%
Tampa	\$124.62	+1.2%
Osceola County	\$91.53	-0.9%
Florida	\$145.22	+0.9%

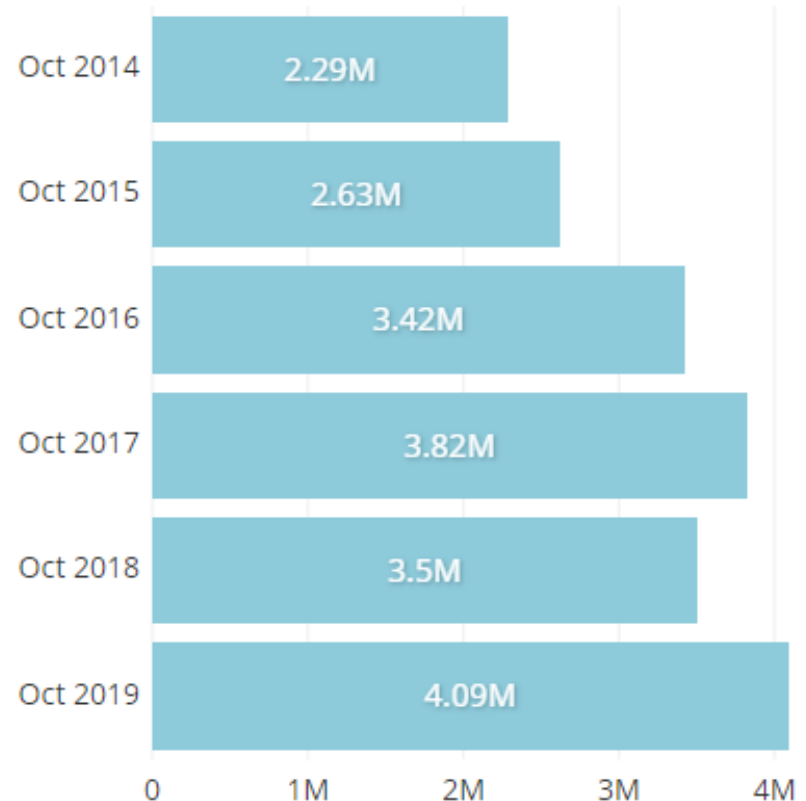
Market Comparison RevPAR – Year to Date 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$114.57	+5.3%
Florida Keys	\$210.81	+3.4%
Naples	\$156.71	+0.1%
Miami-Dade	\$145.09	-3.0%
Palm Beach County	\$131.26	-1.0%
Bay County	\$126.69	+35.6%
Fort Lauderdale	\$110.37	-4.0%
Fort Myers	\$110.04	-0.9%
Orlando	\$96.07	-2.8%
Sarasota/Bradenton	\$92.47	-4.1%
Tampa	\$92.36	+1.4%
Osceola County	\$58.29	-6.7%
Florida	\$105.57	-0.4%

Tourist Development Tax: October Five Year Growth

Year-Over-Year monthly Tax Collected

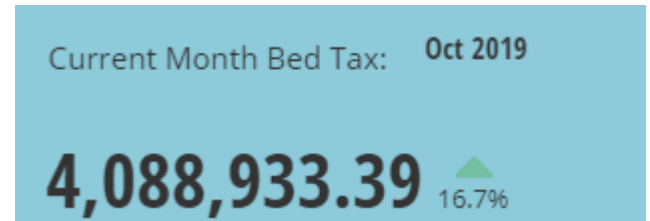
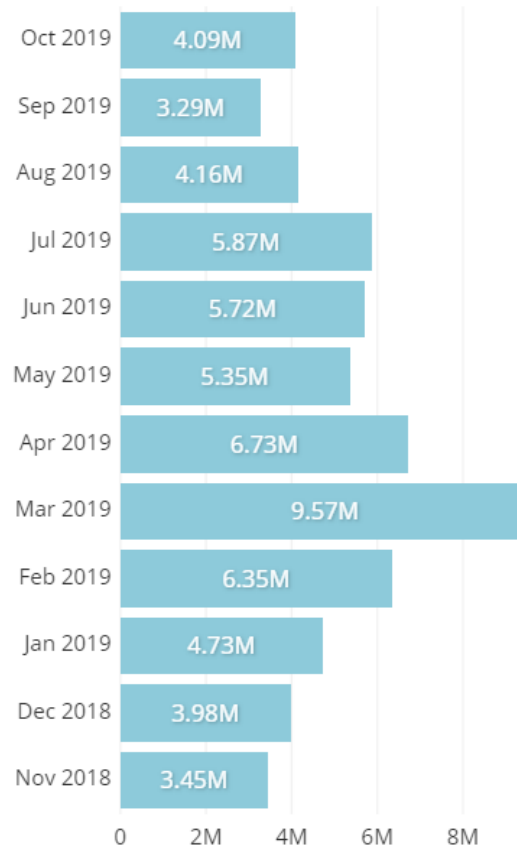
Month	Tax Collected	Percent Change
Oct 2014	\$2,289,028.35	0.00%
Oct 2015	\$2,627,808.86	14.80%
Oct 2016	\$3,423,420.18	30.28%
Oct 2017	\$3,822,830.10	11.67%
Oct 2018	\$3,503,736.30	-8.35%
Oct 2019	\$4,088,933.39	16.70%



*Starting Jan 1st 2016 Pinellas raised the TDT tax from 5 to 6 cents
For like comparison, the percent change from 2015-2016 is 8.76%

Tourist Development Tax: Year over Year Growth

Month	Tax Collected	M/M % Change
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%
Feb 2019	\$6,354,048	8.10%
Jan 2019	\$4,731,909	7.23%
Dec 2018	\$3,981,893	0.83%
Nov 2018	\$3,453,977	0.34%
Total	\$63,308,379	---



Home Share Totals- October 2019

	October 2018	October 2019	% Change
Rooms Sold	83,469	110,194	+32.0%
Average Daily Rate	\$198.02	\$207.05	+4.6%
Revenue Per Available Room	\$98.63	\$106.15	+7.6%

Home Share Totals- Year to Date

	2018	2019	% Change
Rooms Sold	1,029,655	1,224,727	+18.9%
Average Daily Rate	\$210.76	\$226.62	+7.5%
Revenue Per Available Room	\$126.98	\$142.11	+11.9%