



ST.PETE  
CLEARWATER

# LOVE THE BEACH

**Tourism Economics Snapshot**

**February TDC Meeting**



# December 2018

	Dec. 2017	Dec. 2018	% Change
Rooms Sold	396,672	383,889	-3.2%
Average Daily Rate	\$130.95	\$130.30	-0.5%
Revenue per Available Room	\$82.02	\$79.51	-3.1%

# Market Comparison Rooms Sold – December 2018

Location	Rooms Sold	% Change
<b>St. Pete/Clearwater</b>	<b>383,889</b>	<b>-3.2%</b>
Orlando	2,919,535	-3.9%
Miami/Hialeah	1,350,209	+2.2%
Fort Lauderdale	761,678	+5.1%
Tampa	491,860	+3.4%
Palm Beach County	388,799	-1.7%
Osceola County	377,774	-11.8%
Fort Myers	246,410	-9.0%
Florida Keys	219,255	+17.8%
Sarasota/Bradenton	198,169	+0.9%
Naples	147,834	+4.7%
Bay County	142,068	+30.5%
<b>Florida</b>	<b>9,303,115</b>	<b>+0.2%</b>

# Market Comparison ADR – December 2018

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$130.30</b>	<b>-0.5%</b>
Florida Keys	\$314.05	+8.1%
Naples	\$259.72	+4.6%
Miami/Hialeah	\$257.48	+4.4%
Palm Beach County	\$209.91	+3.3%
Fort Lauderdale	\$154.92	-0.8%
Fort Myers	\$146.48	-0.3%
Sarasota/Bradenton	\$142.25	-2.7%
Bay County	\$132.50	+66.3%
Orlando	\$130.01	-0.6%
Tampa	\$110.70	-1.0%
Osceola County	\$104.16	+3.0%
<b>Florida</b>	<b>\$152.82</b>	<b>+3.0%</b>



# Market Comparison RevPAR – December 2018

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$79.51</b>	<b>-3.1%</b>
Florida Keys	\$231.67	+5.2%
Miami/Hialeah	\$195.70	+1.8%
Naples	\$161.65	-1.3%
Palm Beach County	\$154.52	-0.2%
Fort Lauderdale	\$118.55	-0.8%
Fort Myers	\$97.08	-9.2%
Orlando	\$88.52	-6.2%
Bay County	\$89.72	+190.8%
Sarasota/Bradenton	\$87.01	-10.1%
Tampa	\$78.01	-0.2%
Osceola County	\$64.07	-11.7%
<b>Florida</b>	<b>\$91.94</b>	<b>-1.8%</b>

# 2018 Year to Date

	2017	2018	% Change
Rooms Sold	5,217,537	5,232,762	+0.3%
Average Daily Rate	\$143.43	\$147.66	+3.0%
Revenue per Available Room	\$102.49	\$103.69	+1.1%

# Market Comparison Rooms Sold – 2018 Year to Date

Location	Rooms Sold	% Change
<b>St. Pete/Clearwater</b>	<b>5,232,762</b>	<b>+0.5%</b>
Orlando	35,828,736	-2.5%
Miami/Hialeah	15,637,180	+1.5%
Fort Lauderdale	8,744,081	+1.7%
Tampa	5,969,837	+1.7%
Osceola County	4,740,548	-2.9%
Palm Beach County	4,459,564	-2.4%
Fort Myers	3,005,218	-3.3%
Florida Keys	2,499,521	-2.1%
Sarasota/Bradenton	2,357,689	+1.4%
Bay County	2,148,001	+2.9%
Naples	1,718,291	-3.0%
<b>Florida</b>	<b>115,681,984</b>	<b>+0.8%</b>

# Market Comparison ADR – 2018 Year to Date

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$147.66</b>	<b>+3.0%</b>
Florida Keys	\$268.49	-0.5%
Naples	\$235.26	+6.5%
Miami/Hialeah	\$199.35	+6.1%
Palm Beach County	\$182.86	+6.6%
Fort Myers	\$155.90	+3.8%
Fort Lauderdale	\$148.81	+4.2%
Sarasota/Bradenton	\$144.77	+0.5%
Bay County	\$137.29	+13.0%
Orlando	\$127.32	+4.7%
Tampa	\$121.31	+1.7%
Osceola County	\$92.36	+5.4%
<b>Florida</b>	<b>\$144.06</b>	<b>+4.4%</b>

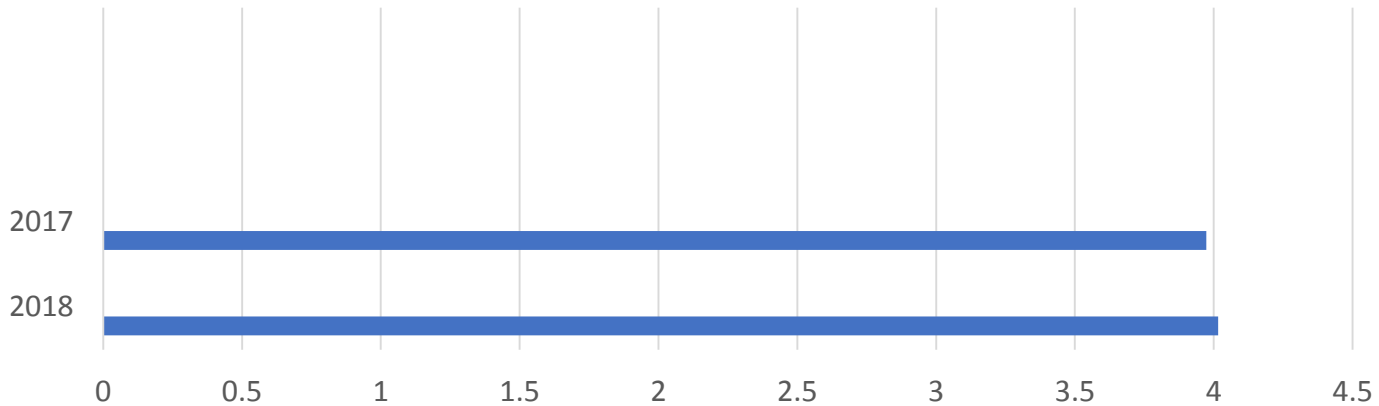


# Market Comparison RevPAR – 2018 Year to Date

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$103.61</b>	<b>+1.1%</b>
Florida Keys	\$207.17	-0.1%
Naples	\$154.54	+4.6%
Miami/Hialeah	\$152.81	+6.3%
Palm Beach	\$133.42	+4.8%
Fort Lauderdale	\$114.39	+3.1%
Fort Meyers	\$107.43	-0.4%
Orlando	\$98.68	+2.5%
Sarasota/Bradenton	\$94.94	-5.5%
Bay County	\$93.82	+19.6%
Tampa	\$88.75	+0.5%
Osceola County	\$62.21	+2.4%
<b>Florida</b>	<b>\$104.97</b>	<b>+3.5%</b>

# Tourist Development Tax: Dec.

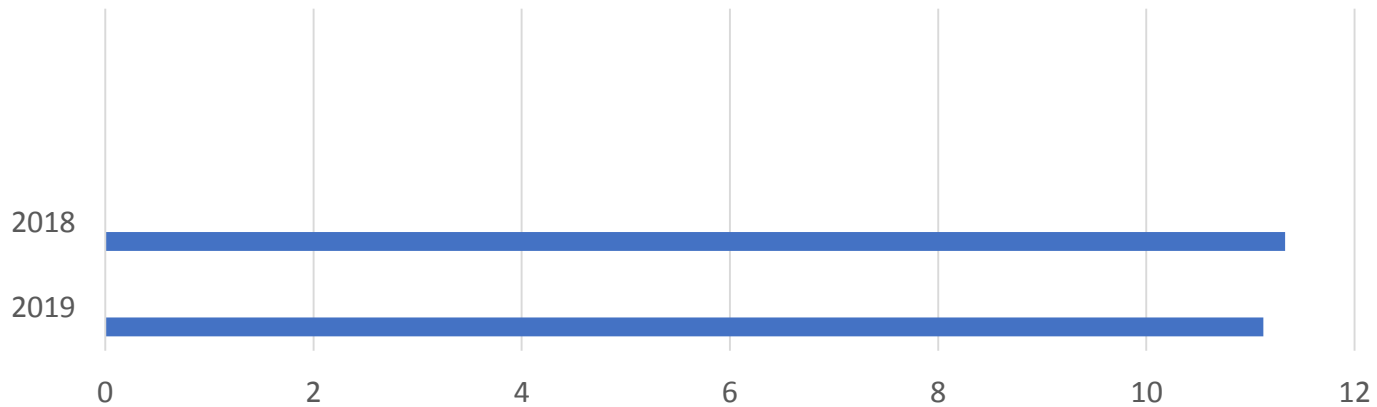
Year	TDT December	% change
2018	\$4,016,278	+1.08%
2017	\$3,973,543	



Tourist Development Tax in Millions

# Tourist Development Tax: (Oct.-Dec.)

Year	TDT November	% change
2019	\$11,125,938	-1.84%
2018	\$11,334,175	



Tourist Development Tax in Millions