

Tourism Economics Snapshot

February TDC Meeting



**ST. PETE
CLEARWATER**



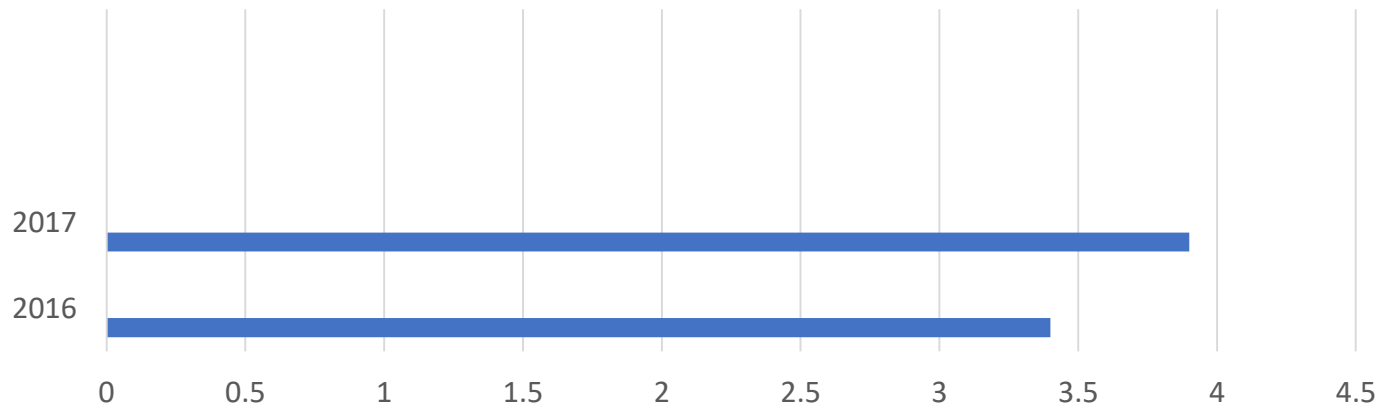
Source: Smith Travel Research

December 2017

	Dec 2016	Dec 2017	% Change
Rooms Sold	354,716	397,274	+12.0%
Average Daily Rate	\$124.48	\$130.59	+4.9%
Revenue per available room	\$74.63	\$82.26	+10.2%

Tourist Development Tax: December

Year	TDT December	% change
2017	\$3,973,543	+14.83%
2016	\$3,460,437	



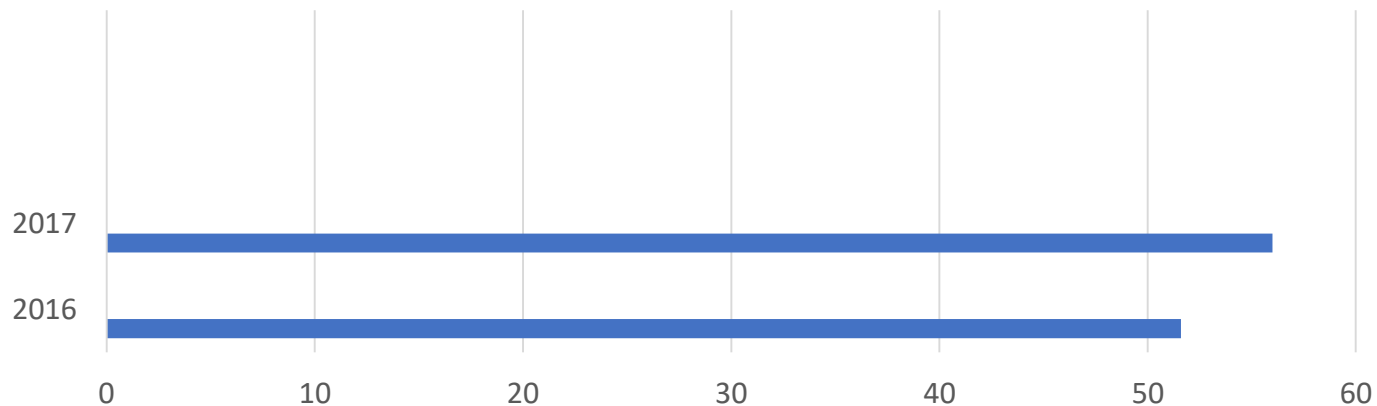
December's Tourist Development Tax in Millions

2017 Year to Date (Jan.-Dec.)

	2016	2017	% Change
Rooms Sold	4,905,921	5,216,603	+6.3%
Average Daily Rate	\$138.90	\$143.31	+3.2%
Revenue per available room	\$97.84	\$102.82	+5.1%

Tourist Development Tax: Jan.-Dec.

Year	TDT January - December	% change
2017	\$56,087,204	+8.5%
2016	\$51,680,489	



January – December's Tourist Development Tax in Millions

Year to Date Market Comparison

Rooms Sold in 2017

Location	Rooms Sold	% Change
St. Pete/Clearwater	5,216,603	+6.3%
Orlando	35,809,215	+5.6%
Miami-Hialeah	15,440,558	+4.7%
Fort Lauderdale	8,691,340	+1.8%
Tampa	5,868,351	+3.1%
Osceola County	4,800,357	+4.3%
Palm Beach County	4,578,991	+497%
Fort Myers	3,105,280	+4.0%
Florida Keys	2,567,953	+0.2%
Sarasota/Bradenton	2,364,356	+4.5%
Bay County	2,092,797	+9.9%
Naples	1,796,741	+4.5%
Florida	115,970,575	+4.6%



Year to Date Market Comparison ADR 2017

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$143.31	+3.2%
Florida Keys	\$269.85	-0.7%
Naples	\$220.39	+0.2
Miami Hialeah	\$188.81	-0.6%
Palm Beach County	\$171.40	+2.7%
Fort Myers	\$151.01	+1.0%
Sarasota/Bradenton	\$142.44	+3.0%
Fort Lauderdale	\$142.31	+1.8%
Bay County	\$121.88	+6.6%
Orlando	\$121.53	+4.8%
Tampa	\$119.27	+4.9%
Osceola County	\$87.97	+6.0%
Florida	\$138.06	+2.6%

Year to Date Market Comparison RevPAR 2017

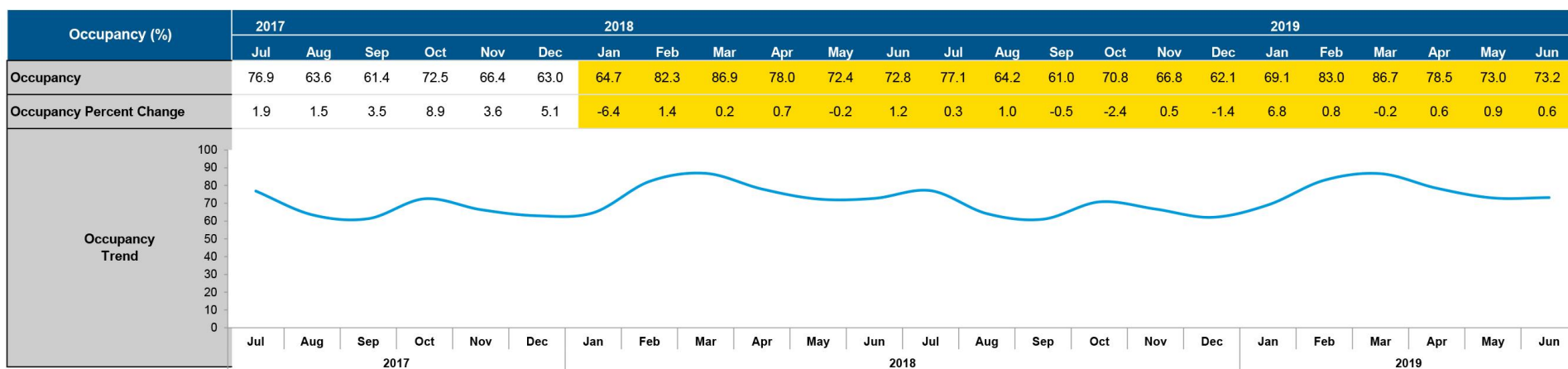
Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$102.82	+5.1%
Florida Keys	\$209.57	+2.0%
Naples	\$148.97	+5.8%
Miami Hialeah	\$144.78	-0.8%
Palm Beach County	\$127.46	+5.8%
Fort Myers	\$108.43	+4.0%
Fort Lauderdale	\$110.74	+28%
Sarasota/Bradenton	\$100.15	+4.6%
Orlando	\$96.40	+10.0%
Hillsborough County	\$88.40	+5.2%
Bay County	\$78.59	+14.1%
Osceola County	\$61.41	+10.2%
Florida	\$101.96	+5.9%

Key Takeaways

- 52 straight months of TDT growth year-over-year
- 75 of 76 months of TDT growth year-over-year
- January will likely be another * month because College Football Playoff



Forecast (Q2-Q4 2018, Q1 2019)



Forecast (Q2-Q4 2018, Q1 2019)

ADR(\$)	2017						2018												2019					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
ADR	141.8	128.2	121.6	125.6	124.6	130.6	135.0	161.7	191.3	171.4	147.1	140.7	149.7	134.8	126.2	128.8	129.1	135.8	143.4	168.5	201.2	179.3	154.2	146.0
ADR Percent Change	1.8	3.3	4.4	1.1	3.8	4.9	-3.3	3.0	1.2	2.0	4.5	3.5	5.6	5.1	3.8	2.6	3.6	4.0	6.2	4.2	5.1	4.6	4.8	3.8

RevPAR (\$)	2017						2018												2019					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
RevPAR	109.0	81.5	74.6	91.1	82.8	82.3	87.3	133.0	166.2	133.8	106.5	102.4	115.5	86.5	77.1	91.2	86.2	84.4	99.0	139.8	174.4	140.7	112.5	106.9
RevPAR Percent Change	3.7	4.8	8.1	10.1	7.6	10.2	-9.5	4.4	1.4	2.7	4.3	4.7	5.9	6.2	3.3	0.1	4.1	2.5	13.4	5.1	4.9	5.2	5.7	4.5

