



**ST.PETE  
CLEARWATER**

**Tourism Economic Snapshot  
February 2021 TDC Meeting**

**Monthly Hotel Performance**

Current Month Metrics: Dec 1, 2020 - Dec 31, 2020



Occupancy ▾	Occupancy - Last Year	Occupancy % Change
48.4%	62.9%	-23.1%

Revenue ▾	Revenue - Last Year	Rev % Change
\$37,393,817	\$55,035,451	-32.1%

ADR ▾	ADR - Last Year	ADR % Change
\$118.72	\$137.14	-13.4%

Supply ▾	Supply - Last Year	Supply % Change
650,752	637,732	2%

RevPAR ▾	RevPAR - Last Ye...	RevPAR % Change
\$57.46	\$86.3	-33.4%

Demand ▾	Demand - Last Year	Demand % Change
314,972	401,317	-21.5%



# 12 Month Rolling Calendar Year Hotel Performance

Date Range: Jan 1, 2020 - Dec 31, 2020

Occupancy ▾	Occupancy - Last Year	Occupancy % Change
51.93%	72%	-27.16%

Revenue ▾	Revenue - Last Year	Rev % Change
\$536,835,839	\$819,644,486	-31.57%

ADR ▾	ADR - Last Year	ADR % Change
\$130.91	\$150.12	-11.76%

Supply ▾	Supply - Last Year	Supply % Change
7,488,937	7,452,737	6%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change
\$71.49	\$110.15	-32.69%

Demand ▾	Demand - Last Year	Demand % Change
3,902,617	5,360,377	-26.16%

## Monthly City Segment Comparison

Current Month Metrics: Dec 1, 2020 - Dec 31, 2020

Location ▲	ADR	ADR % Change	RevPAR	RevPAR % Change	Occupancy	Occupancy % Change
Beach	\$173.31	-5.1%	\$75.69	-31.6%	43.7%	-27.9%
Clearwater	\$68	-14.4%	\$35.2	-31.9%	51.8%	-20.4%
Clearwater Beach	\$195.68	-4%	\$85.89	-34.9%	43.9%	-32.2%
Downtown St. Petersburg	\$127.82	-22%	\$64.37	-46.2%	50.4%	-31%
Dunedin	\$109.45	-12.6%	\$51.32	-40.8%	46.9%	-32.2%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	\$120.33	-14%	\$59.11	-29.5%	49.1%	-18%
Inland	\$83.03	-18.9%	\$42.83	-35.5%	51.6%	-20.5%
St. Pete Beach/ Terra Verde	\$179.24	1.9%	\$70.56	-28.5%	39.4%	-29.9%
St. Pete/ Largo/ Pinellas Park	\$79.5	-18.3%	\$43.47	-27.5%	54.7%	-11.3%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	\$82.11	-19.8%	\$37.56	-40%	45.7%	-25.2%
Treasure Island Beach	\$148.15	-7.1%	\$73.06	-25.3%	49.3%	-19.6%

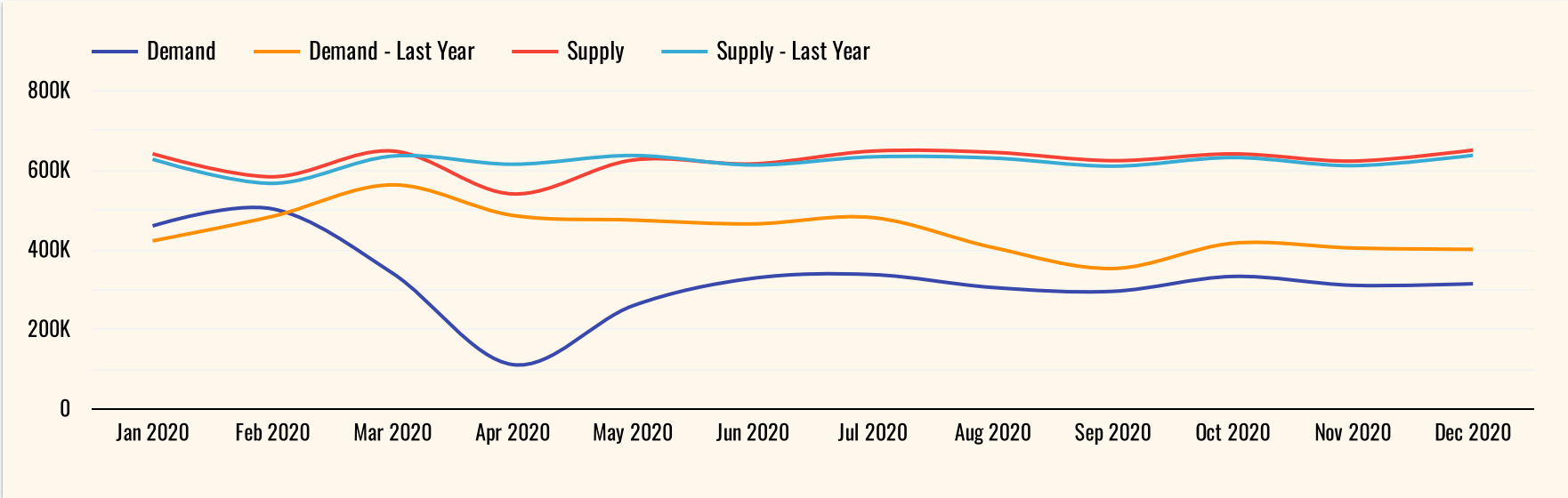
## Monthly Market Comparison

Current Month Metrics: Dec 1, 2020 - Dec 31, 2020

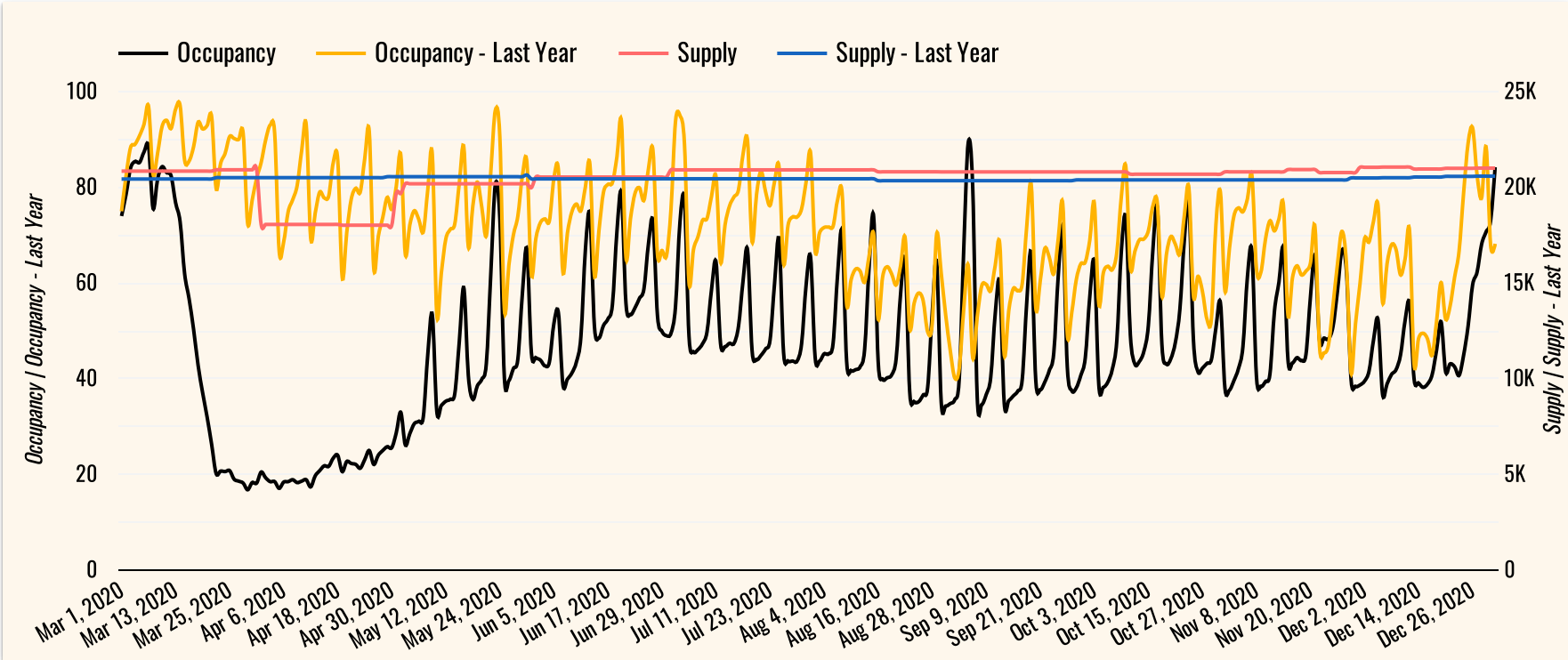
Location ▲	Demand	Demand % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Occupancy	Occupancy % Change
Bay County, FL	108,970	-11.8%	\$95.53	-11.5%	\$38.38	-27.2%	40.2%	-17.7%
Florida	6,407,758	-33.7%	\$125.18	-19.7%	\$58.31	-45.9%	46.6%	-32.6%
Florida Keys	202,269	-9.7%	\$315.47	-4.3%	\$204.61	-14.2%	64.9%	-10.3%
Fort Lauderdale, FL	563,324	-30.6%	\$112.26	-28.1%	\$61.89	-49.4%	55.1%	-29.6%
Fort Myers, FL	204,574	-19.8%	\$147.2	-5.9%	\$77.09	-27.4%	52.4%	-22.9%
Hillsborough County,...	364,005	-29.9%	\$88.95	-21.9%	\$42.07	-47.6%	47.3%	-32.9%
Miami/Hialeah, FL	867,500	-39.1%	\$187.01	-26.1%	\$91.19	-53.9%	48.8%	-37.6%
Naples, FL	130,225	-20.2%	\$257.79	-4.3%	\$131.53	-26.9%	51%	-23.6%
Orlando, FL	1,449,760	-52.1%	\$96.78	-28.7%	\$38.39	-62.5%	39.7%	-47.4%
Osceola County, FL	179,722	-55.3%	\$96.43	-9.2%	\$29.73	-56.5%	30.8%	-52.1%
Palm Beach County, ...	281,339	-31.4%	\$184	-14%	\$93.34	-42.7%	50.7%	-33.4%
Pinellas County, FL	314,972	-21.5%	\$118.72	-13.4%	\$57.46	-33.4%	48.4%	-23.1%
Sarasota/Bradenton,...	174,223	-24%	\$125.57	-12%	\$63.16	-34.4%	50.3%	-25.5%

Jan 1, 2020 - Dec 31, 2020

### Room Nights Supply and Demand

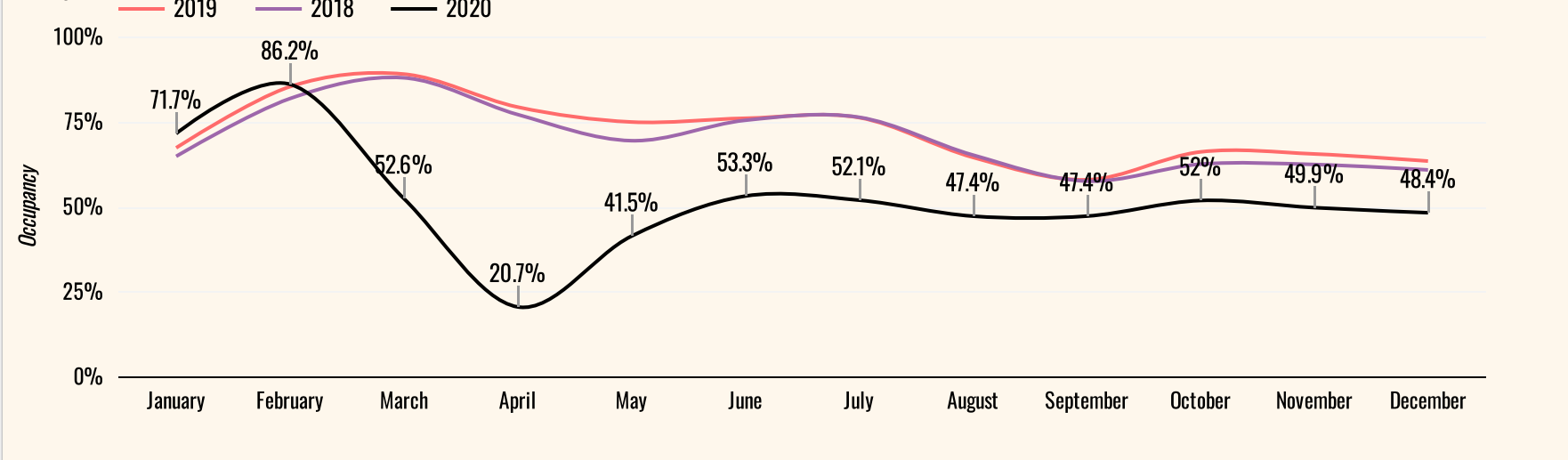


### Room Nights Occupancy and Supply



Jan 1, 2018 - Dec 31, 2020

### Occupancy 2018- 2020



# Tourist Development Tax

Current Month Bed Tax:

**\$3,463,829**

↓ -24.0%

Rolling 12 Months Bed Tax:

**\$45,432,408**

↓ -29.5%

Fiscal Year to Date Bed Tax:

**\$9,918,410**

↓ -21.5%

Calendar Year to Date Bed Tax:

**\$45,432,408**

↓ -29.5%

## Tourist Development Tax: Year over Year Growth

Month	Tax Collected	Prior Year Tax	% Change
Dec 2020	\$3,463,829	\$4,554,785.8	-23.95%
Nov 2020	\$2,982,305	\$3,989,907.09	-25.25%
Oct 2020	\$3,472,276	\$4,088,933.39	-15.08%
Sep 2020	\$3,034,707	\$3,293,651.41	-7.86%
Aug 2020	\$3,190,596	\$4,161,609.79	-23.33%
Jul 2020	\$4,192,583	\$5,866,977.27	-28.54%
Jun 2020	\$4,256,609	\$5,719,728.84	-25.58%
May 2020	\$2,243,798	\$5,352,498.67	-58.08%
Apr 2020	\$516,029	\$6,732,632.97	-92.34%
Mar 2020	\$4,964,662	\$9,570,519.91	-48.13%
Feb 2020	\$7,532,078	\$6,354,048.32	18.54%
Jan 2020	\$5,582,936	\$4,731,908.91	17.98%
<b>Grand total</b>	<b>\$45,432,408</b>	<b>\$64,417,202.37</b>	<b>-29.47%</b>

## Tourist Development Tax: Five Year Comparison

Date (Month): December

(1) ▾

Year	Month	Tax Collected	Prior Year T...	% Change
2020	December	\$3,463,829	\$4,554,786	-23.95%
2019	December	\$4,554,786	\$3,981,893	14.39%
2018	December	\$3,981,893	\$3,948,937	0.83%
2017	December	\$3,948,937	\$3,434,114	14.99%
2016	December	\$3,434,114	\$2,811,910	22.13%
<b>Grand total</b>		<b>\$19,383,559</b>	<b>\$18,731,640</b>	<b>3.48%</b>

\*Starting Jan 1st 2016 Pinellas raised the TDT tax from 5 to 6 cents

# Vacation Rentals

## Last 3 months & upcoming 3 months totals

**Adjusted Paid & Owner Occupancy:** The percentage of nights occupied by guests and owners out of the Total Nights minus hold night in the period.

