



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

April TDC Meeting



February 2019

	Feb. 2018	Feb. 2019	% Change
Rooms Sold	470,641	483,276	+2.7%
Average Daily Rate	\$164.21	\$171.07	+4.2%
Revenue per available room	\$134.53	\$146.33	+8.8%

Market Comparison Rooms Sold – February 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	483,276	+2.7%
Orlando	2,954,682	+1.4%
Miami/Hialeah	1,358,762	+1.4%
Fort Lauderdale	778,340	+4.6%
Tampa	545,955	+6.4%
Palm Beach County	407,615	+1.1%
Osceola County	400,679	-2.3%
Fort Myers	293,004	-1.1%
Sarasota/Bradenton	242,029	+9.9%
Florida Keys	241,761	+19.9%
Naples	182,355	+7.5%
Bay County	143,348	+0.7%
Florida	10,002,302	+2.8%

Market Comparison ADR – February 2019

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$171.07	+4.2%
Florida Keys	\$344.81	+3.4%
Naples	\$334.51	0.0%
Palm Beach County	\$267.59	+1.2%
Miami-Hialeah	\$260.89	+0.7%
Fort Myers	\$213.46	-1.4%
Fort Lauderdale	\$194.27	-3.3%
Sarasota/Bradenton	\$180.61	-4.3%
Tampa	\$147.64	+1.7%
Orlando	\$141.87	+3.0%
Bay County	\$136.20	+57.5%
Osceola County	\$101.61	+1.4%
Florida	\$174.52	+1.7%

Market Comparison RevPAR – February 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$146.33	+8.8%
Florida Keys	\$303.24	+4.5%
Naples	\$279.84	-2.5%
Palm Beach County	\$228.97	+1.0%
Miami-Hialeah	\$219.87	-2.4%
Fort Myers	\$183.83	-3.7%
Fort Lauderdale	\$167.25	-4.1%
Sarasota/Bradenton	\$149.38	-3.6%
Tampa	\$126.66	+5.4%
Orlando	\$118.13	+1.9%
Bay County	\$99.50	+102.7%
Osceola County	\$74.21	-2.8%
Florida	\$141.50	+1.7%

2019 Year to Date

	2018	2019	% Change
Rooms Sold	880,378	905,530	+2.9%
Average Daily Rate	\$150.37	\$155.17	+3.2%
Revenue per available room	\$109.61	\$118.03	+7.7%

Market Comparison Rooms Sold – 2019 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	905,530	+2.9%
Orlando	5,891,718	-0.7%
Miami/Hialeah	2,756,564	+1.2%
Fort Lauderdale	1,561,222	+4.7%
Tampa	1,069,064	+6.0%
Palm Beach County	814,783	+0.9%
Osceola County	776,195	-7.2%
Fort Myers	578,292	-1.9%
Florida Keys	476,953	+19.0
Sarasota/Bradenton	456,822	+7.6%
Naples	346,635	+6.1%
Bay County	293,396	+19.9%
Florida	19,754,069	+2.3%

Market Comparison ADR – 2019 Year to Date

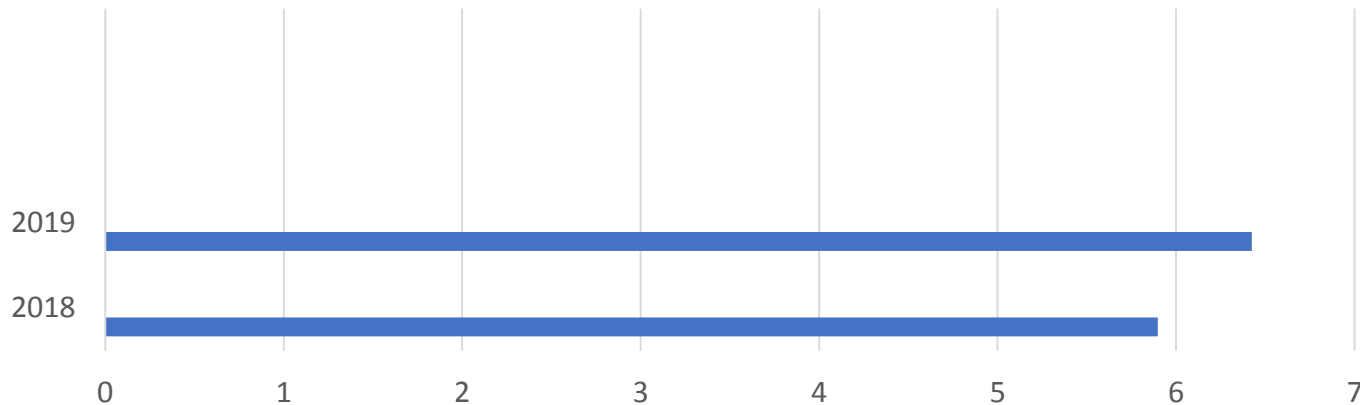
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$155.17	+3.2%
Florida Keys	\$316.04	+4.6%
Naples	\$310.30	+0.6%
Miami/Hialeah	\$247.18	+1.0%
Palm Beach County	\$246.29	+1.5%
Fort Myers	\$186.79	-1.8%
Fort Lauderdale	\$184.47	-3.0%
Sarasota/Bradenton	\$159.24	-4.1%
Tampa	\$141.19	+0.4%
Orlando	\$136.29	+0.3%
Bay County	\$133.17	+62.5%
Osceola County	\$100.98	+1.2%
Florida	\$164.49	+1.0%

Market Comparison RevPAR – 2019 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$118.03	+7.7%
Florida Keys	\$260.54	+2.9%
Naples	\$236.14	-2.4%
Miami/Hialeah	\$200.84	-2.2%
Palm Beach	\$199.92	+1.1%
Fort Lauderdale	\$151.09	-4.0%
Fort Myers	\$150.67	-1.8%
Sarasota/Bradenton	\$117.97	-5.5%
Tampa	\$112.57	+3.6%
Orlando	\$107.39	-2.8%
Bay County	\$95.36	+151.5%
Osceola County	\$67.80	-7.7%
Florida	\$125.10	+0.5%

Tourist Development Tax: February

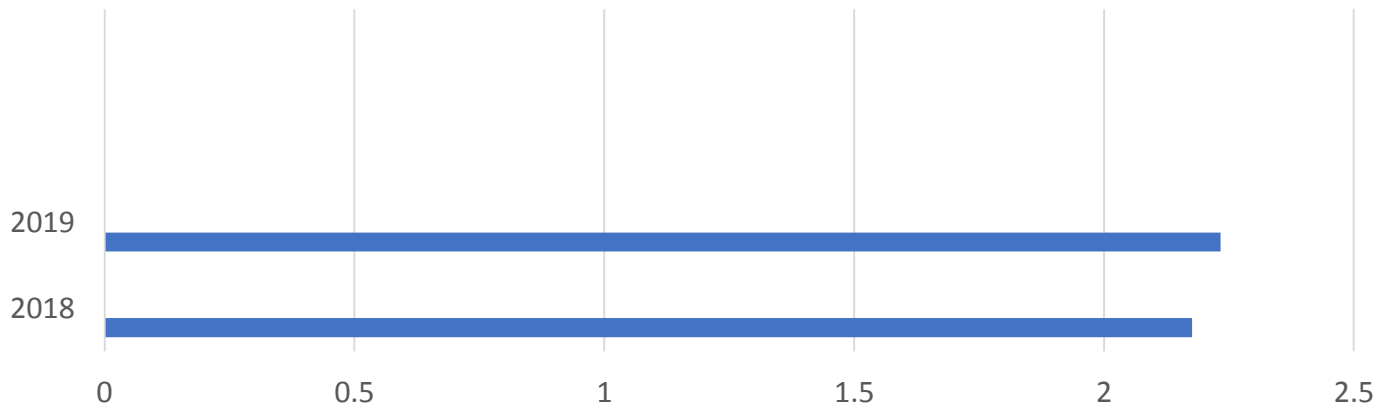
Year	TDT FEB	% change
2019	\$6,424,264	+7.27%
2018	\$5,989,146	



Tourist Development Tax in Millions

Tourist Development Tax: Oct.-Feb.

Fiscal Year	TDT October - February	% change
2019	\$22,330,615	+2.58%
2018	\$21,768,946	



October – February Tourist Development Tax in Millions