



ST.PETE  
CLEARWATER

# LOVE THE BEACH

**Tourism Economics Snapshot**

January TDC Meeting



# Monthly Totals- November 2019

	November 2018	November 2019	% Change
Room Nights Sold	385,478	405,549	+5.2%
Average Daily Rate	\$125.71	\$130.77	+4.0%
Revenue per Available Room	\$79.00	\$85.96	+8.8%

# Market Comparison Room Nights Sold – November 2019

Location	Room Nights Sold	% Change
<b>St. Pete/Clearwater</b>	<b>405,549</b>	<b>+5.2%</b>
Orlando	2,972,920	+5.8%
Miami-Dade	1,366,609	+5.9%
Fort Lauderdale	774,993	+8.8%
Tampa	493,811	+7.3%
Palm Beach County	385,852	+5.8%
Osceola County	372,852	+8.5%
Fort Myers	250,573	+4.5%
Florida Keys	233,984	+8.9%
Sarasota/Bradenton	195,331	+4.1%
Naples	159,461	+9.5%
Bay County	143,424	-13.6%
<b>Florida</b>	<b>9,570,919</b>	<b>+4.9%</b>

# Market Comparison ADR – November 2019

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$130.77</b>	<b>+4.0%</b>
Florida Keys	\$254.89	+2.8%
Naples	\$203.93	+3.0%
Miami-Dade	\$177.06	-0.6%
Palm Beach County	\$165.98	+1.8%
Fort Lauderdale	\$142.69	+2.1%
Fort Myers	\$127.79	+4.9%
Orlando	\$125.55	+4.8%
Sarasota/Bradenton	\$117.59	-5.5%
Bay County	\$115.58	-20.5%
Tampa	\$111.12	-0.6%
Osceola County	\$87.87	-0.2%
<b>Florida</b>	<b>\$134.47</b>	<b>+1.7%</b>

# Market Comparison RevPAR – November 2019

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$85.96</b>	<b>+8.8%</b>
Florida Keys	\$200.08	+7.2%
Miami-Dade	\$138.61	+3.1%
Naples	\$137.42	+8.1%
Palm Beach County	\$123.67	+5.5%
Fort Lauderdale	\$112.31	+7.3%
Orlando	\$96.10	+8.5%
Fort Myers	\$87.17	+7.3%
Tampa	\$77.52	+0.7%
Sarasota/Bradenton	\$71.09	-6.4%
Bay County	\$67.82	-41.8%
Osceola County	\$54.22	+6.4%
<b>Florida</b>	<b>\$95.55</b>	<b>+3.8%</b>

# Year to Date Totals- 2019

	2018	2019	% Change
Room Nights Sold	4,871,800	4,984,263	+2.3%
Average Daily Rate	\$149.07	\$153.43	+2.9%
Revenue per Available Room	\$106.14	\$111.98	+5.5%

# Market Comparison Room Nights Sold –Year to Date 2019

Location	Room Nights Sold	% Change
<b>St. Pete/Clearwater</b>	<b>4,984,263</b>	<b>+2.3%</b>
Orlando	32,643,907	-0.1%
Miami-Dade	14,617,442	+2.2%
Fort Lauderdale	8,148,549	+2.4%
Tampa	5,645,761	+3.8%
Osceola County	4,267,788	-2.9%
Palm Beach County	4,075,599	+0.3%
Fort Myers	2,772,961	+0.5%
Florida Keys	2,569,049	+12.4%
Sarasota/Bradenton	2,309,956	+6.5%
Bay County	1,884,622	-6.1%
Naples	1,683,494	+7.3%
<b>Florida</b>	<b>107,664,727</b>	<b>+1.6%</b>



# Market Comparison ADR – Year to Date 2019

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$153.43</b>	<b>+2.9%</b>
Florida Keys	\$272.55	+3.8%
Naples	\$240.15	+3.0%
Miami-Dade	\$190.89	-1.3%
Palm Beach County	\$182.32	+1.1%
Bay County	\$164.00	+17.4%
Fort Myers	\$157.42	+0.6%
Fort Lauderdale	\$145.93	-1.8%
Sarasota/Bradenton	\$138.83	-4.0%
Orlando	\$126.16	+0.7%
Tampa	\$123.44	+1.0%
Osceola County	\$91.20	-0.9%
<b>Florida</b>	<b>\$144.27</b>	<b>+1.0%</b>



# Market Comparison RevPAR – Year to Date 2019

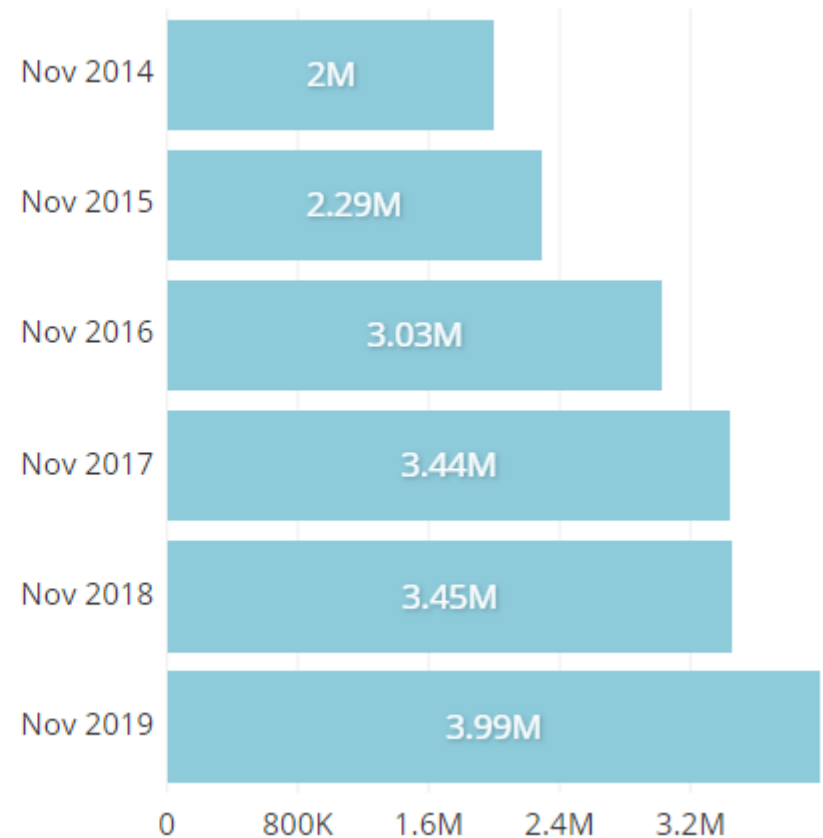
Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$111.98</b>	<b>+5.5%</b>
Florida Keys	\$209.85	+3.7%
Naples	\$154.96	+0.8%
Miami-Dade	\$144.51	-2.5%
Palm Beach County	\$130.56	-0.5%
Bay County	\$121.05	+27.3%
Fort Lauderdale	\$110.54	-3.0%
Fort Myers	\$107.96	-0.3%
Orlando	\$96.07	-1.8%
Tampa	\$90.99	+1.3%
Sarasota/Bradenton	\$90.52	-4.3%
Osceola County	\$57.92	-5.8%
<b>Florida</b>	<b>\$104.65</b>	<b>-0.1%</b>

# Tourist Development Tax: November Five Year Growth

Year-Over-Year monthly Tax Collected

Month	Tax Collected	Percent Change
Nov 2014	\$2,002,683.60	0.00%
Nov 2015	\$2,285,108.89	14.10%
Nov 2016	\$3,026,714.70	32.45%
Nov 2017	\$3,442,326.43	13.73%
Nov 2018	\$3,453,976.55	0.34%
Nov 2019	\$3,989,907.09	15.52%

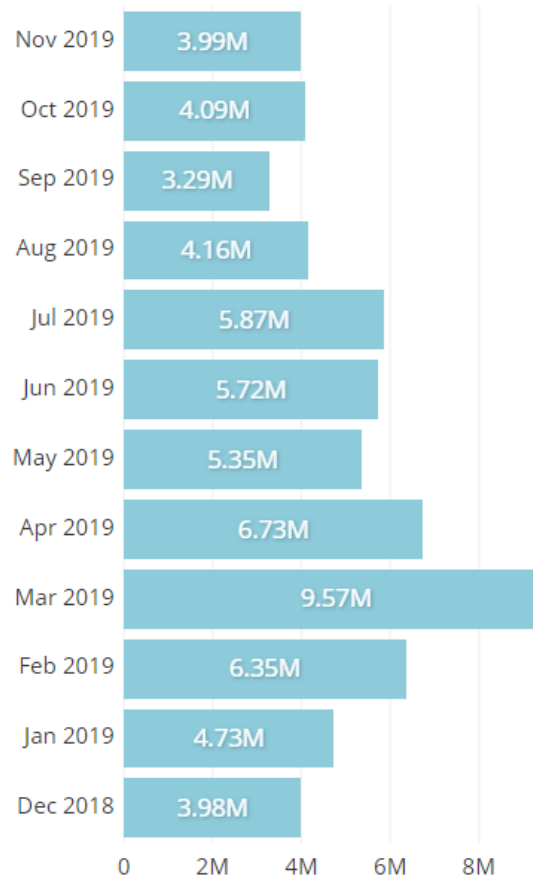
\*Starting Jan 1<sup>st</sup> 2016 Pinellas raised the TDT tax from 5 to 6 cents  
For like comparison, the percent change from 2015-2016 is 10.38%



# Tourist Development Tax: Year over Year Growth

## Rolling 12 Months Tax

Month	Tax Collected	M/M % Change
Nov 2019	\$3,989,907	15.52%
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%
<b>Total</b>	<b>\$63,844,310</b>	<b>---</b>



## Rolling 12 Months Bed Tax

**63,844,309.63** ▲ 8.08%

## Current Month Bed Tax: **Nov 2019**

**3,989,907.09** ▲ 15.52%

# Home Share Totals- November 2019

	November 2018	November 2019	% Change
Room Nights Sold	91,800	109,996	+19.8%
Average Daily Rate	\$201.50	\$229.11	+13.7%
Revenue Per Available Room	\$104.72	\$114.52	+9.4%

# Home Share Totals- Year to Date

	2018	2019	% Change
Room Nights Sold	1,200,344	1,430,382	+19.2%
Average Daily Rate	\$210.03	\$228.24	+8.7%
Revenue Per Available Room	\$124.81	\$140.17	+12.3%