

# Tourism Economics Snapshot

## March TDC Meeting



**ST. PETE  
CLEARWATER**



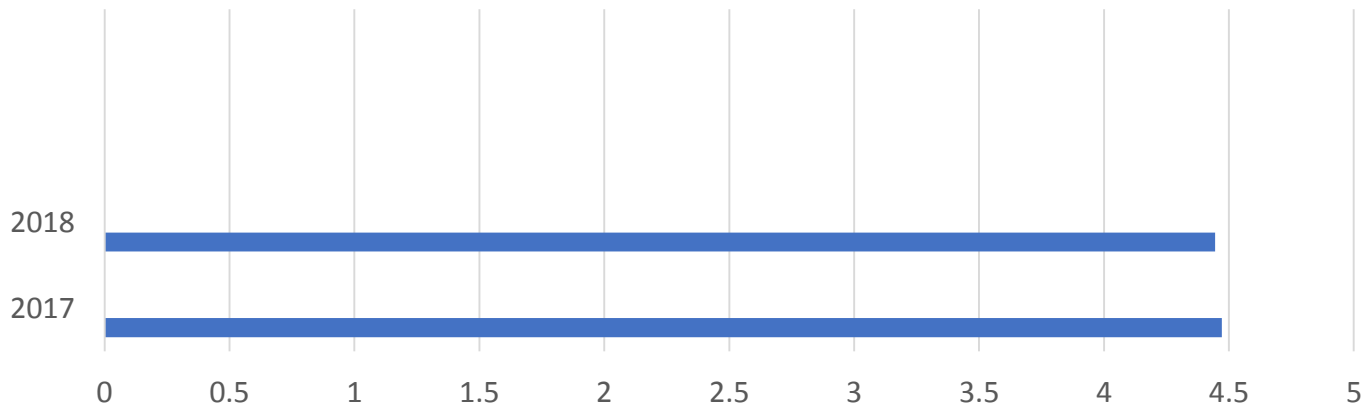
Source: Smith Travel Research

# January 2018

	Jan 2017	Jan 2018	% Change
Rooms Sold	416,734	409,728	-1.7%
Average Daily Rate	\$139.46	\$134.47	-3.6%
Revenue per available room	\$96.44	\$87.37	-9.4%

# Tourist Development Tax: January

Year	TDT January	% change
2018	\$4,445,625	-0.59%
2017	\$4,472,160	



December's Tourist Development Tax in Millions

# Market Comparison Rooms Sold

Location	Rooms Sold	% Change
<b>St. Pete/Clearwater</b>	<b>409,728</b>	<b>-1.7</b>
Orlando	3,048,644	+5.6%
Miami-Hialeah	1,381,863	+6.0%
Fort Lauderdale	751,793	+0.8%
Tampa	495,512	0.0%
Osceola County	422,963	+13.0%
Palm Beach County	398,842	-0.1%
Fort Myers	293,239	+7.3%
Sarasota/Bradenton	204,128	+5.4%
Florida Keys	200,865	-13.2%
Naples	157,689	-0.3%
Bay County	102,584	-7.9%
<b>Florida</b>	<b>9,626,767</b>	<b>+3.5%</b>

# Market Comparison ADR

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$134.47</b>	<b>-3.6%</b>
Naples	\$281.72	+9.1%
Florida Keys	\$271.84	-3.1%
Miami-Hialeah	\$232.42	+7.8%
Palm Beach County	\$220.82	+8.1%
Fort Lauderdale	\$178.51	+5.9%
Fort Myers	\$162.87	+7.6%
Sarasota/Bradenton	\$140.32	+2.4%
Orlando	\$135.96	+8.9%
Tampa	\$135.96	+4.4%
Osceola County	\$98.58	-12.1%
Bay County	\$75.47	+2.6%
<b>Florida</b>	<b>\$154.48</b>	<b>+5.7%</b>

# Market Comparison RevPAR

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$87.37</b>	<b>-9.4%</b>
Florida Keys	\$223.81	+1.7%
Naples	\$202.95	+15.5%
Miami-Hialeah	\$189.01	-14.3%
Palm Beach County	\$169.16	+7.7%
Fort Lauderdale	\$140.50	+4.5%
Fort Myers	\$128.46	+7.6%
Orlando	\$107.07	+14.1%
Tampa	\$98.23	-7.4%
Sarasota/Bradenton	\$97.19	-0.9%
Osceola County	\$70.32	+25.2%
Bay County	\$27.82	-8.9%
<b>Florida</b>	<b>\$111.61</b>	<b>+8.1%</b>