



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

March TDC Meeting



January 2019

	Jan. 2018	Jan. 2019	% Change
Rooms Sold	409,737	422,440	+3.1%
Average Daily Rate	\$134.47	\$136.96	+1.9%
Revenue per Available Room	\$87.01	\$92.50	+6.3%

Market Comparison Rooms Sold – January 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	442,440	+3.1%
Orlando	2,950,343	-3.9%
Miami/Hialeah	1,395,664	+0.9%
Fort Lauderdale	783,058	+4.8%
Tampa	523,109	+5.6%
Palm Beach County	407,205	+0.7%
Osceola County	388,209	-8.9%
Fort Myers	285,288	-2.7%
Florida Keys	239,899	+20.3%
Sarasota/Bradenton	214,816	+5.0%
Naples	164,280	+4.6%
Bay County	150,075	+46.8%
Florida	9,768,341	+2.1%

Market Comparison ADR – January 2019

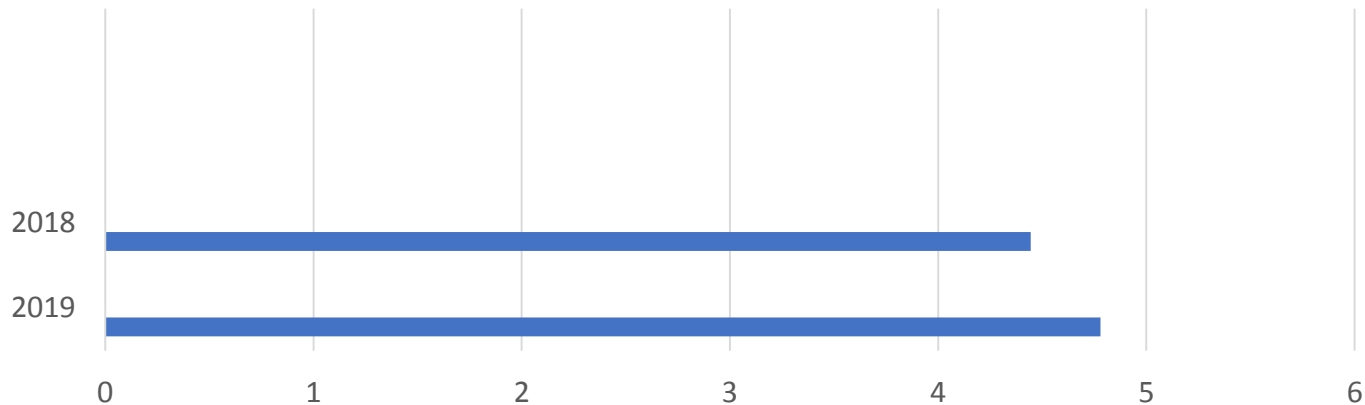
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$136.96	+1.9%
Florida Keys	\$286.05	+5.6%
Naples	\$283.43	+1.1%
Miami/Hialeah	\$234.16	+1.4%
Palm Beach County	\$224.94	+1.8%
Fort Lauderdale	\$174.69	-2.6%
Fort Myers	\$159.40	-2.6%
Sarasota/Bradenton	\$135.14	-4.7%
Tampa	\$134.36	-1.1%
Orlando	\$130.53	-2.6%
Bay County	\$130.26	+72.3%
Osceola County	\$100.15	+0.9%
Florida	\$154.20	+0.1%

Market Comparison RevPAR – January 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$95.20	+6.3%
Florida Keys	\$226.00	+3.4%
Naples	\$196.03	-2.5%
Miami/Hialeah	\$184.04	-1.9%
Palm Beach County	\$173.68	+1.3%
Fort Lauderdale	\$136.51	-3.8%
Fort Myers	\$120.72	-6.5%
Tampa	\$99.83	+1.7%
Orlando	\$97.72	-7.4%
Bay County	\$91.56	+229.1%
Sarasota/Bradenton	\$89.61	-8.3%
Osceola County	\$62.72	-11.6%
Florida	\$110.40	-0.7%

Tourist Development Tax: Jan.

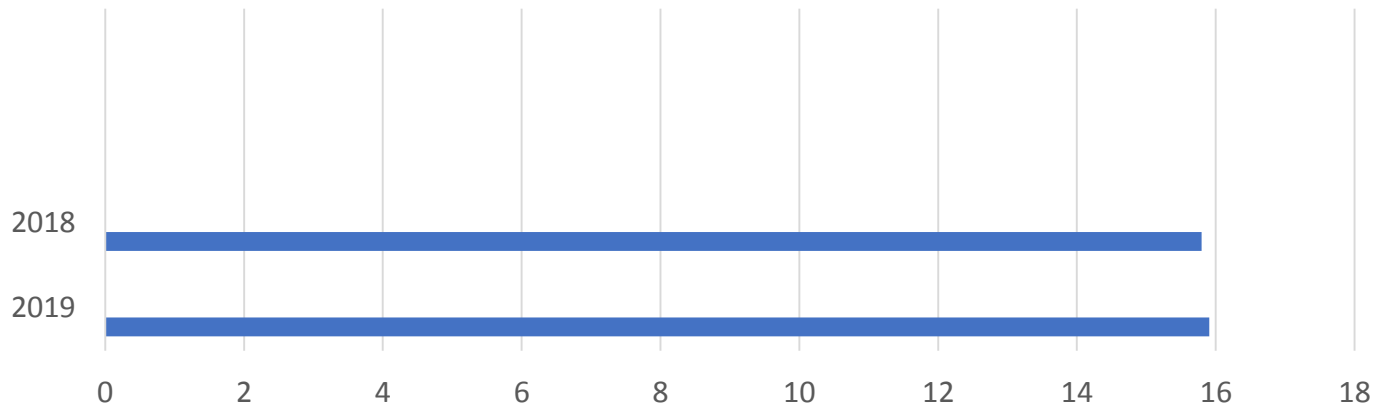
Year	TDT January	% change
2019	\$4,780,414	+7.53%
2018	\$4,445,625	



Tourist Development Tax in Millions

Tourist Development Tax: (Oct.-Jan.)

Year	TDT November	% change
2019	\$15,906,351	+0.80%
2018	\$15,779,800	



Tourist Development Tax in Millions