



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

September TDC Meeting



July 2019

	July 2018	July 2019	% Change
Rooms Sold	488,088	485,799	-0.5%
Average Daily Rate	\$146.12	\$148.93	+1.9%
Revenue per Available Room	\$112.02	\$113.71	+1.5%



Market Comparison Rooms Sold – July 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	485,799	-0.5%
Orlando	3,129,353	-0.5%
Miami-Dade	1,354,375	+2.9%
Fort Lauderdale	738,881	-0.4%
Tampa	522,879	+7.4%
Osceola County	415,297	-5.0%
Palm Beach County	361,529	+5.8%
Florida Keys	262,710	+12.6%
Fort Myers	242,336	-3.8%
Sarasota/Bradenton	217,699	+2.3%
Bay County	207,820	-17.4%
Naples	147,170	+8.8%
Florida	10,267,244	+1.0%



Market Comparison ADR – July 2019

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$148.93	+1.9%
Florida Keys	\$242.98	+0.9%
Bay County	\$226.02	+11.9%
Naples	\$182.69	+15.3%
Miami-Dade	\$157.32	-1.8%
Fort Myers	\$132.65	-0.8%
Palm Beach County	\$131.09	+1.4%
Sarasota/Bradenton	\$119.50	-3.7%
Fort Lauderdale	\$119.07	-1.2%
Orlando	\$115.82	+2.4%
Tampa	\$108.08	+3.8%
Osceola County	\$83.94	-1.3%
Florida	\$133.38	+1.4%



Market Comparison RevPAR – July 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$113.71	+1.5%
Florida Keys	\$204.44	+0.5%
Bay County	\$192.23	+5.9%
Miami-Dade	\$118.56	-2.5%
Naples	\$111.41	+6.5%
Orlando	\$90.60	-1.1%
Palm Beach County	\$89.97	+4.7%
Fort Lauderdale	\$89.28	-3.6%
Fort Myers	\$86.32	-5.8%
Sarasota/Bradenton	\$78.84	-8.4%
Tampa	\$78.65	+7.7%
Osceola County	\$55.81	-8.0%
Florida	\$99.26	-0.3%



2019 Year to Date

	2018	2019	% Change
Rooms Sold	3,320,367	3,387,329	+2.0%
Average Daily Rate	\$159.36	\$165.00	+3.5%
Revenue per Available Room	\$121.55	\$129.29	+6.4%



Market Comparison Rooms Sold – 2019 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	3,387,329	+2.0%
Orlando	21,513,088	-0.4%
Miami-Dade	9,702,411	+2.7%
Fort Lauderdale	5,374,130	+2.8%
Tampa	3,748,268	+4.5%
Osceola County	2,892,469	-4.4%
Palm Beach County	2,726,592	+0.4%
Fort Myers	1,911,313	-1.6%
Florida Keys	1,766,559	+16.8%
Sarasota/Bradenton	1,606,473	+7.2%
Bay County	1,196,843	-8.0%
Naples	1,143,343	+5.9%
Florida	71,638,873	+2.1%



Market Comparison ADR – 2019 Year to Date

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$165.00	+3.5%
Florida Keys	\$293.93	+3.9%
Naples	\$269.61	+2.4%
Miami-Dade	\$209.76	-0.9%
Palm Beach County	\$204.13	+1.6%
Bay County	\$179.07	+23.4%
Fort Myers	\$175.85	-0.0%
Fort Lauderdale	\$158.37	-2.3%
Sarasota/Bradenton	\$151.24	-4.6%
Orlando	\$130.81	+0.2%
Tampa	\$130.29	+1.1%
Osceola County	\$95.27	-0.6%
Florida	\$154.41	+1.2%



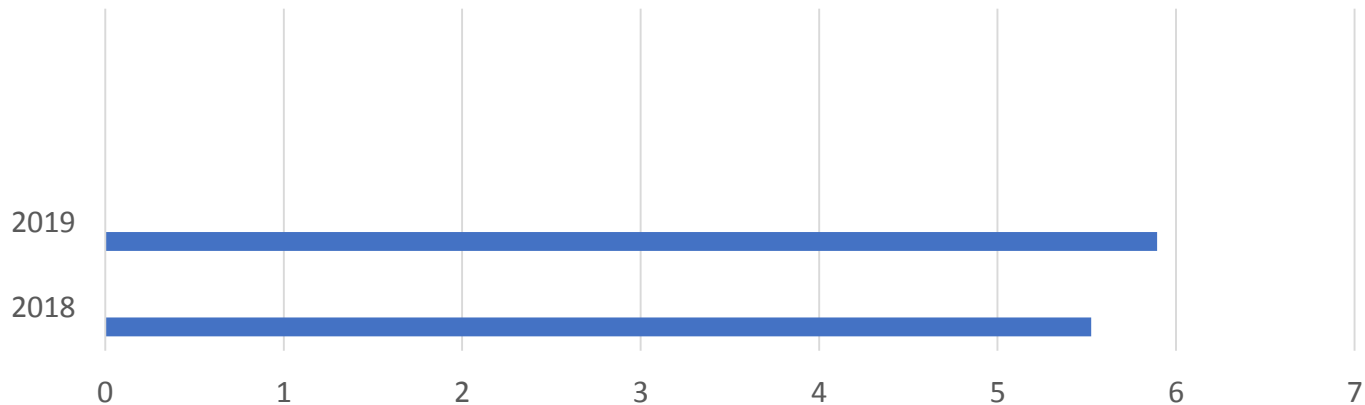
Market Comparison RevPAR – 2019 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$129.29	+6.4%
Florida Keys	\$244.72	+4.8%
Naples	\$187.21	-2.4%
Miami-Dade	\$166.16	-2.3%
Palm Beach County	\$154.53	+0.5%
Bay County	\$137.89	+39.5%
Fort Myers	\$130.74	-2.9%
Fort Lauderdale	\$124.87	-3.6%
Sarasota/Bradenton	\$108.42	-5.1%
Orlando	\$103.91	-2.5%
Tampa	\$100.88	+2.9%
Osceola County	\$64.66	-6.8%
Florida	\$117.88	+0.6%



Tourist Development Tax: July

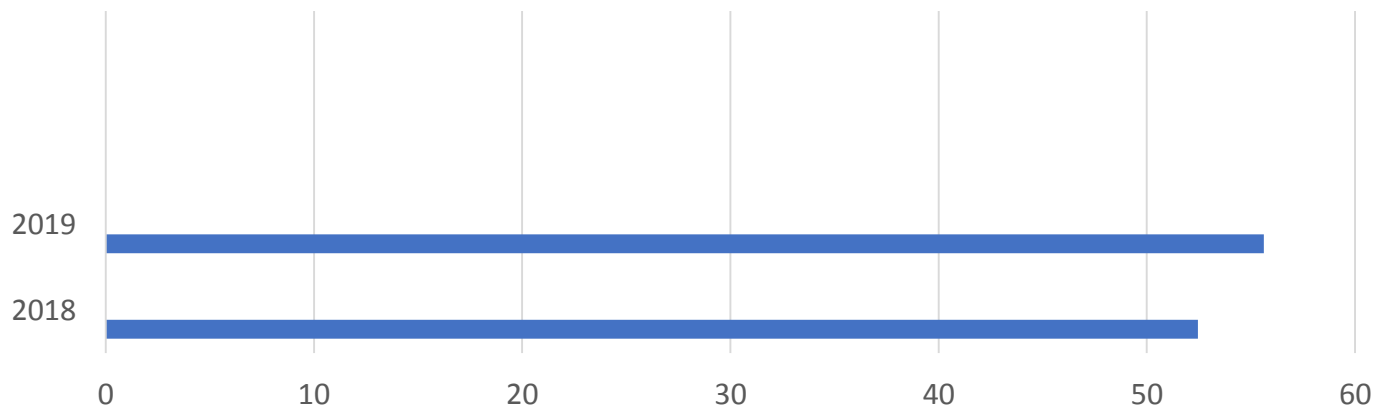
Year	TDT July	% change
2019	\$5,893,230	+6.67%
2018	\$5,524,708	



Tourist Development Tax in Millions

Tourist Development Tax: Oct.-July

Fiscal Year	TDT October - July	% change
2019	\$55,619,079	+6.05%
2018	\$52,448,481	



Tourist Development Tax in Millions