



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

August TDC Meeting



June 2019

	June 2018	June 2019	% Change
Rooms Sold	467,436	469,400	+0.4%
Average Daily Rate	\$143.66	\$145.47	+1.3%
Revenue per Available Room	\$109.00	\$110.91	+1.8%

Market Comparison Rooms Sold – June 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	469,400	+0.4%
Orlando	2,993,988	-4.2%
Miami/Hialeah	1,272,217	+4.8%
Fort Lauderdale	696,848	-1.2%
Tampa	501,933	+2.2%
Osceola County	392,481	-6.9%
Palm Beach County	334,935	-4.7 %
Florida Keys	249,097	+13.1%
Fort Myers	237,992	-3.7%
Sarasota/Bradenton	212,773	+5.3%
Bay County	189,686	-18.9%
Naples	132,519	-4.8%
Florida	9,809,059	-0.4%

Market Comparison ADR – June 2019

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$145.47	+1.3%
Florida Keys	\$236.04	+0.3%
Bay County	\$219.94	+23.6%
Naples	\$177.28	+3.6%
Miami/Hialeah	\$152.48	-1.9%
Fort Myers	\$131.54	-1.2%
Palm Beach County	\$128.51	-3.4%
Orlando	\$121.25	-3.5%
Sarasota/Bradenton	\$119.33	-5.1%
Fort Lauderdale	\$119.21	-1.9%
Tampa	\$110.38	-1.0%
Osceola County	\$89.87	+0.1%
Florida	\$132.54	-0.2%

Market Comparison RevPAR – June 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$110.91	+1.8%
Florida Keys	\$194.71	+0.2%
Bay County	\$176.43	+14.8%
Miami-Hialeah	\$111.54	-1.2%
Naples	\$100.59	-1.6%
Orlando	\$94.18	-9.8%
Fort Lauderdale	\$86.70	-5.4%
Fort Myers	\$85.91	-6.1%
Palm Beach County	\$84.43	-10.1%
Tampa	\$80.99	-1.2%
Sarasota/Bradenton	\$79.52	-7.1%
Osceola County	\$58.33	-8.7%
Florida	\$97.50	-3.1%

2019 Year to Date

	2018	2019	% Change
Rooms Sold	2,832,279	2,901,854	+2.5%
Average Daily Rate	\$161.64	\$167.68	+3.7%
Revenue per Available Room	\$123.18	\$131.98	+7.1%

Market Comparison Rooms Sold – 2019 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	2,901,854	+2.5%
Orlando	18,386,678	-0.4%
Miami/Hialeah	8,344,800	+2.6%
Fort Lauderdale	4,635,477	+3.3%
Tampa	3,225,480	+4.0%
Osceola County	2,483,938	-4.5%
Palm Beach County	2,353,266	-0.9%
Fort Myers	1,668,994	-1.2%
Florida Keys	1,504,750	+17.6%
Sarasota/Bradenton	1,388,711	-1.2%
Naples	996,173	+5.4%
Bay County	989,087	-5.8%
Florida	61,361,904	+2.2%

Market Comparison ADR – 2019 Year to Date

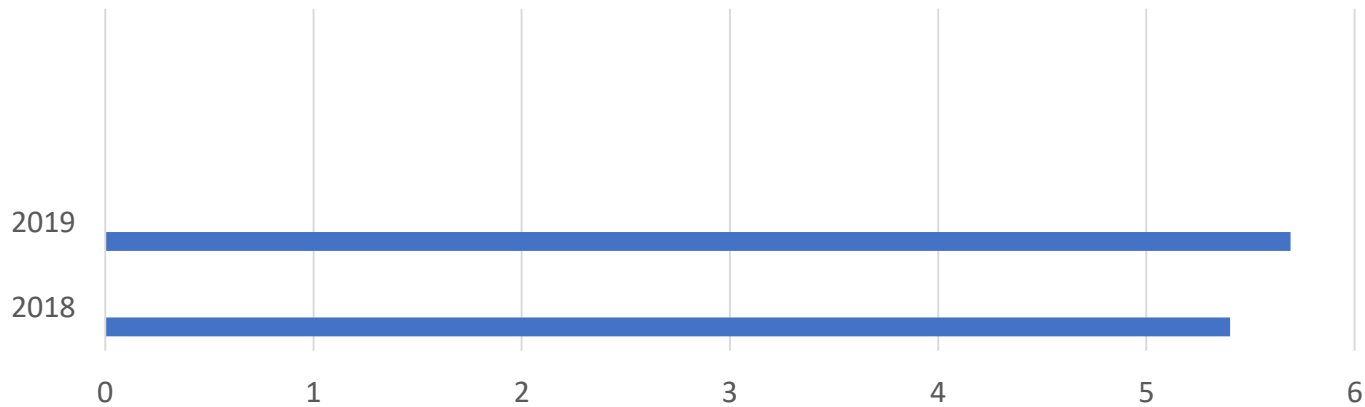
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$167.68	+3.7%
Florida Keys	\$302.65	+4.2%
Naples	\$282.45	+1.5%
Miami/Hialeah	\$218.26	-0.8%
Palm Beach County	\$214.61	+1.6%
Fort Myers	\$182.12	-0.1%
Fort Lauderdale	\$164.61	-2.5%
Bay County	\$169.20	+28.7%
Sarasota/Bradenton	\$156.22	-4.8%
Tampa	\$133.89	+0.9%
Orlando	\$133.41	-0.1%
Osceola County	\$97.60	-0.5%
Florida	\$157.90	+1.1%

Market Comparison RevPAR – 2019 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$131.98	+7.1%
Florida Keys	\$251.68	+5.4%
Naples	\$200.23	-2.7%
Miami/Hialeah	\$174.27	-2.4%
Palm Beach County	\$164.25	-0.6%
Fort Myers	\$138.26	-2.6%
Fort Lauderdale	\$130.87	-3.7%
Bay County	\$127.75	+51.0%
Sarasota/Bradenton	\$113.53	-4.7%
Orlando	\$106.24	-2.7%
Tampa	\$104.75	+2.4%
Osceola County	\$66.62	-6.9%
Florida	\$121.03	+0.7%

Tourist Development Tax: June

Year	TDT June	% change
2019	\$5,693,434	+5.39%
2018	\$5,402,254	



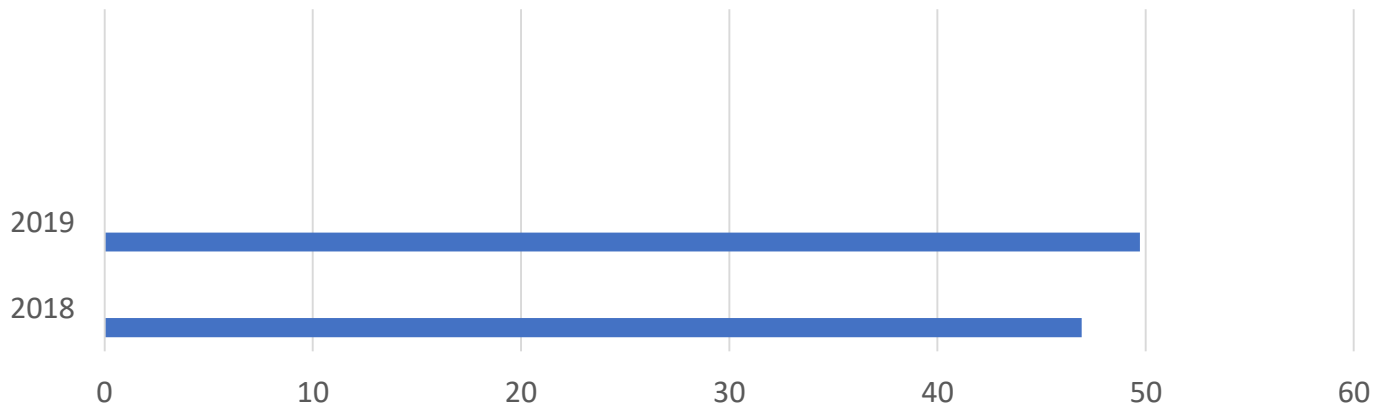
Tourist Development Tax in Millions

State TDT Market Comparison - June

Location	TDT Collection	% Change
St. Pete/Clearwater	\$5,719,729	+4.9%
Orlando	\$24,217,600	-3.4%
Osceola County	\$4,792,322	+8.5%
Bay County	\$4,653,724	+0.2%
Miami/Hialeah	\$3,721,582	+2.5%
Florida Keys	\$3,290,326	+22.7%
Tampa	\$2,886,586	+2.7%
Palm Beach County	\$2,883,950	-4.9%
Fort Myers	\$2,692,137	+5.9%
Naples	\$1,830,675	+8.7%
Sarasota/Bradenton	\$1,614,814	+13.4%
Fort Lauderdale	Not Reported	
Florida	\$80,450,244	-5.8%

Tourist Development Tax: Oct.-June

Fiscal Year	TDT October - June	% change
2019	\$49,725,849	+5.97%
2018	\$46,923,773	



Tourist Development Tax in Millions

State TDT Market Comparison - July 18 - June 19

Location	State TDT Collection	% Change
St. Pete/Clearwater	\$62,114,189	+6.2 %
Orlando	\$282,498,500	+3.7%
Osceola County	\$60,556,259	-5.8%
Palm Beach County	\$53,968,597	+0.9%
Miami-Hialeah	\$47,458,361	+2.7%
Fort Myers	\$42,055,351	-0.8%
Florida Keys	\$40,489,002	+21.3%
Tampa	\$34,491,113	+2.9%
Naples	\$29,951,728	+10.1%
Bay County	\$27,860,776	+14.0%
Sarasota/Bradenton	\$22,378,412	+4.3
Fort Lauderdale	Not Reported	
Florida	\$1,002,055,201	-4.9%