

# Tourism Economics Snapshot

## August TDC Meeting



**ST. PETE  
CLEARWATER**



Source: Smith Travel Research

# June 2018

|                            | May 2017 | May 2018 | % Change |
|----------------------------|----------|----------|----------|
| Rooms Sold                 | 455,271  | 473,294  | +4.0%    |
| Average Daily Rate         | \$168.35 | \$169.40 | +0.6%    |
| Revenue per available room | \$130.05 | \$130.93 | +0.7%    |

# Market Comparison Rooms Sold – June 2018

| Location                   | Rooms Sold        | % Change     |
|----------------------------|-------------------|--------------|
| <b>St. Pete/Clearwater</b> | <b>473,294</b>    | <b>+4.0</b>  |
| Orlando                    | 3,045,386         | -3.4%        |
| Miami-Hialeah              | 1,386,036         | +3.5%        |
| Fort Lauderdale            | 755,473           | +2.1%        |
| Tampa                      | 505,555           | +3.1%        |
| Osceola County             | 410,455           | -6.9%        |
| Palm Beach County          | 396,504           | +2.5%        |
| Fort Myers                 | 278,398           | +0.9%        |
| Florida Keys               | 222,164           | -10.7        |
| Sarasota/Bradenton         | 215,844           | +7.8%        |
| Bay County                 | 188,995           | +6.4%        |
| Naples                     | 159,715           | -13.3%       |
| <b>Florida</b>             | <b>10,086,670</b> | <b>+0.2%</b> |

# Market Comparison ADR – June 2018

| Location                   | Average Daily Rate | % Change     |
|----------------------------|--------------------|--------------|
| <b>St. Pete/Clearwater</b> | <b>\$169.40</b>    | <b>+0.6%</b> |
| Florida Keys               | \$297.51           | -4.6%        |
| Naples                     | \$271.71           | +5.5%        |
| Miami-Hialeah              | \$213.61           | +3.3%        |
| Palm Beach County          | \$202.14           | +5.9%        |
| Fort Myers                 | \$170.98           | -3.9%        |
| Sarasota/Bradenton         | \$165.22           | +1.4%        |
| Fort Lauderdale            | \$165.15           | +6.4%        |
| Orlando                    | \$135.35           | +1.9%        |
| Bay County                 | \$133.99           | +9.6%        |
| Tampa                      | \$131.55           | +8.9%        |
| Osceola County             | \$98.99            | +6.1%        |
| <b>Florida</b>             | <b>\$155.62</b>    | <b>+2.7%</b> |

# Market Comparison RevPAR – June 2018

| Location                   | Revenue per Available Room | % Change     |
|----------------------------|----------------------------|--------------|
| <b>St. Pete/Clearwater</b> | <b>\$130.93</b>            | <b>+0.7%</b> |
| Florida Keys               | \$252.00                   | -5.6%        |
| Naples                     | \$204.87                   | -1.9%        |
| Miami-Hialeah              | \$178.04                   | +6.9%        |
| Palm Beach County          | \$159.07                   | +9.2%        |
| Fort Lauderdale            | \$133.98                   | +6.9%        |
| Fort Meyers                | \$132.30                   | -5.5%        |
| Sarasota/Bradenton         | \$119.49                   | -1.3%        |
| Orlando                    | \$109.07                   | -3.4%        |
| Tampa                      | \$99.60                    | +10.2%       |
| Bay County                 | \$93.46                    | +12.3%       |
| Osceola County             | \$70.50                    | -2.6%        |
| <b>Florida</b>             | <b>\$120.45</b>            | <b>+1.3%</b> |

# 2018 Year to Date

|                            | 2017      | 2018      | % Change |
|----------------------------|-----------|-----------|----------|
| Rooms Sold                 | 1,839,580 | 1,911,118 | +3.9%    |
| Average Daily Rate         | \$164.94  | \$169.80  | +2.9%    |
| Revenue per available room | \$129.54  | \$132.51  | +2.3%    |

# Market Comparison Rooms Sold – 2018 Year to Date

| Location                   | Rooms Sold        | % Change     |
|----------------------------|-------------------|--------------|
| <b>St. Pete/Clearwater</b> | <b>1,911,118</b>  | <b>+3.9</b>  |
| Orlando                    | 12,502,326        | +2.5%        |
| Miami-Hialeah              | 5,607,766         | +3.9%        |
| Fort Lauderdale            | 3,100,347         | +1.9%        |
| Tampa                      | 2,116,749         | +2.5%        |
| Osceola County             | 1,742,836         | +4.1%        |
| Palm Beach County          | 1,660,042         | +0.3%        |
| Fort Myers                 | 1,198,874         | +5.5%        |
| Sarasota/Bradenton         | 899,540           | +7.5%        |
| Florida Keys               | 860,232           | -12.0%       |
| Naples                     | 671,818           | -5.1%        |
| Bay County                 | 630,473           | -0.8%        |
| <b>Florida</b>             | <b>40,938,992</b> | <b>+2.5%</b> |

# Market Comparison ADR – 2018 Year to Date

| Location                   | Average Daily Rate | % Change     |
|----------------------------|--------------------|--------------|
| <b>St. Pete/Clearwater</b> | <b>\$169.80</b>    | <b>+2.9%</b> |
| Naples                     | \$316.97           | +10.9%       |
| Florida Keys               | \$315.54           | +0.4%        |
| Miami-Hialeah              | \$243.34           | +9.7%        |
| Palm Beach County          | \$240.89           | +8.7%        |
| Fort Myers                 | \$201.98           | +5.8%        |
| Fort Lauderdale            | \$187.46           | +8.8%        |
| Sarasota/Bradenton         | \$179.10           | +3.3%        |
| Orlando                    | \$140.90           | +5.8%        |
| Tampa                      | \$140.61           | +3.6%        |
| Bay County                 | \$111.81           | +8.6%        |
| Osceola County             | \$101.78           | +8.0%        |
| <b>Florida</b>             | <b>\$166.98</b>    | <b>+6.0%</b> |

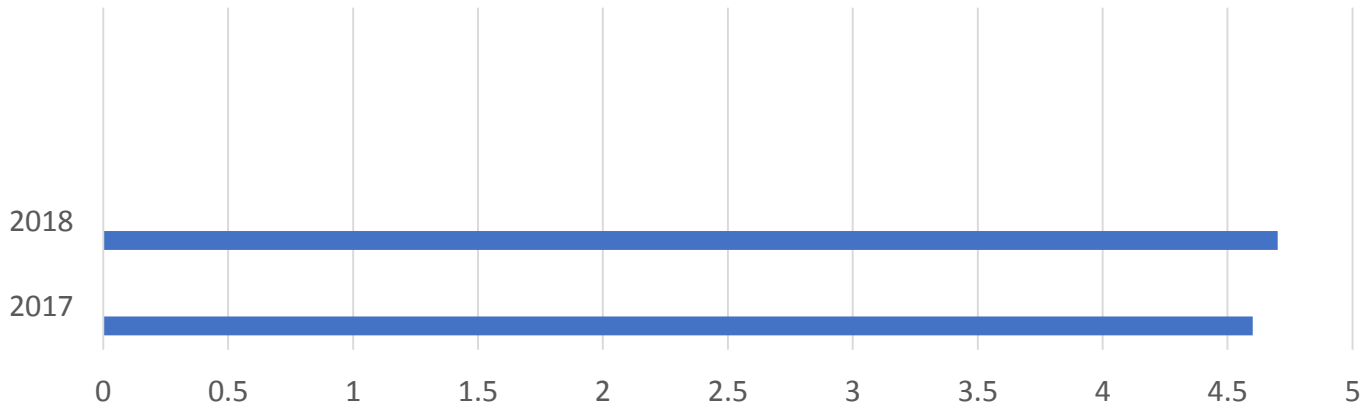


# Market Comparison RevPAR – 2018 Year to Date

| Location                   | Revenue per Available Room | % Change     |
|----------------------------|----------------------------|--------------|
| <b>St. Pete/Clearwater</b> | <b>\$132.51</b>            | <b>+2.3%</b> |
| Florida Keys               | \$270.29                   | +1.0%        |
| Naples                     | \$251.32                   | +12.6%       |
| Miami-Hialeah              | \$206.24                   | +14.1%       |
| Palm Beach                 | \$198.39                   | +9.4%        |
| Fort Myers                 | \$168.26                   | +9.0%        |
| Fort Lauderdale            | \$156.41                   | +8.4%        |
| Sarasota/Bradenton         | \$137.33                   | +1.1%        |
| Orlando                    | \$117.17                   | +6.8%        |
| Tampa                      | \$111.76                   | +3.3%        |
| Osceola County             | \$77.14                    | +11.1%       |
| Bay County                 | \$65.23                    | +3.9%        |
| <b>Florida</b>             | <b>\$131.81</b>            | <b>+7.2%</b> |

# Tourist Development Tax: June

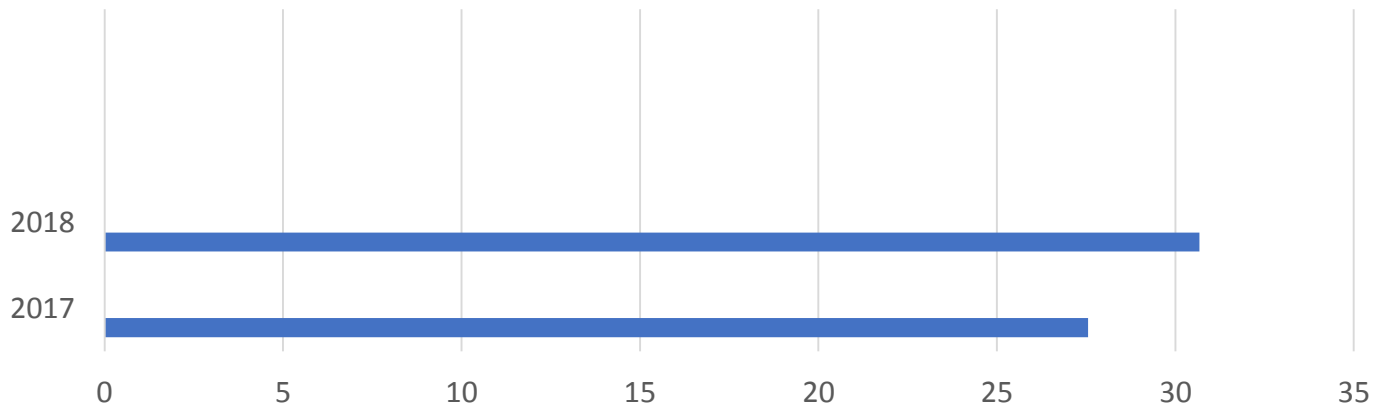
| Year | TDT April   | % change      |
|------|-------------|---------------|
| 2018 | \$4,727,440 | <b>+3.73%</b> |
| 2017 | \$4,596,180 |               |



Tourist Development Tax in Millions

# Tourist Development Tax: Oct.-June

| Fiscal Year | TDT October - April | % change      |
|-------------|---------------------|---------------|
| 2018        | \$36,754,109        | <b>+9.74%</b> |
| 2017        | \$33,492,021        |               |



October – August Tourist Development Tax in Millions