



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

May TDC Meeting



March 2019

	March 2018	March 2019	% Change
Rooms Sold	560,050	563,216	+0.6%
Average Daily Rate	\$202.23	\$210.23	+4.1%
Revenue per available room	\$177.79	\$187.58	+5.5%

Market Comparison Rooms Sold – March 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	563,216	+0.6%
Orlando	3,506,601	+1.6%
Miami/Hialeah	1,546,351	+3.2%
Fort Lauderdale	869,642	+5.3%
Tampa	618,438	+2.6%
Osceola County	504,285	-0.5%
Palm Beach County	454,156	0.0%
Fort Myers	331,380	-0.2%
Sarasota/Bradenton	277,369	+10.5%
Florida Keys	272,759	+18.2%
Naples	197,401	+6.5%
Bay County	164,393	-16.1%
Florida	11,712,845	+3.1%

Market Comparison ADR – March 2019

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$210.23	+4.1%
Florida Keys	\$365.93	+4.3%
Naples	\$358.61	-3.3%
Palm Beach County	\$271.45	0.0%
Miami-Hialeah	\$255.61	-4.2%
Fort Myers	\$245.91	-0.8%
Sarasota/Bradenton	\$201.01	-6.5%
Fort Lauderdale	\$191.74	-6.7%
Bay County	\$160.01	+25.0%
Tampa	\$151.70	+2.5%
Orlando	\$145.52	-2.0%
Osceola County	\$106.38	-2.8%
Florida	\$181.84	-0.5%

Market Comparison RevPAR – March 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$187.58	+5.5%
Florida Keys	\$372.41	+8.6%
Naples	\$293.33	-6.6%
Palm Beach County	\$233.75	-1.6%
Miami-Hialeah	\$220.74	-5.4%
Fort Myers	\$216.43	-2.3%
Sarasota/Bradenton	\$172.09	-4.4%
Fort Lauderdale	\$166.27	-6.8%
Tampa	\$132.69	+2.6%
Orlando	\$129.38	-2.5%
Bay County	\$120.15	+33.9%
Osceola County	\$87.60	-5.3%
Florida	\$155.56	+0.1%

2019 Year to Date

	2018	2019	% Change
Rooms Sold	1,440,428	1,468,611	+2.0%
Average Daily Rate	\$170.45	\$176.28	+3.4%
Revenue per available room	\$133.14	\$142.11	+6.7%

Market Comparison Rooms Sold – 2019 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	1,468,611	+2.0%
Orlando	9,400,347	+0.2%
Miami/Hialeah	4,301,168	+1.9%
Fort Lauderdale	2,429,804	+4.8%
Tampa	1,687,721	+4.7%
Osceola County	1,280,354	-4.7%
Palm Beach County	1,268,904	+0.4%
Fort Myers	909,680	-1.3%
Florida Keys	750,491	+18.6%
Sarasota/Bradenton	734,079	+8.6%
Naples	544,308	+6.3%
Bay County	457,765	+3.9%
Florida	31,465,257	+2.6%

Market Comparison ADR – 2019 Year to Date

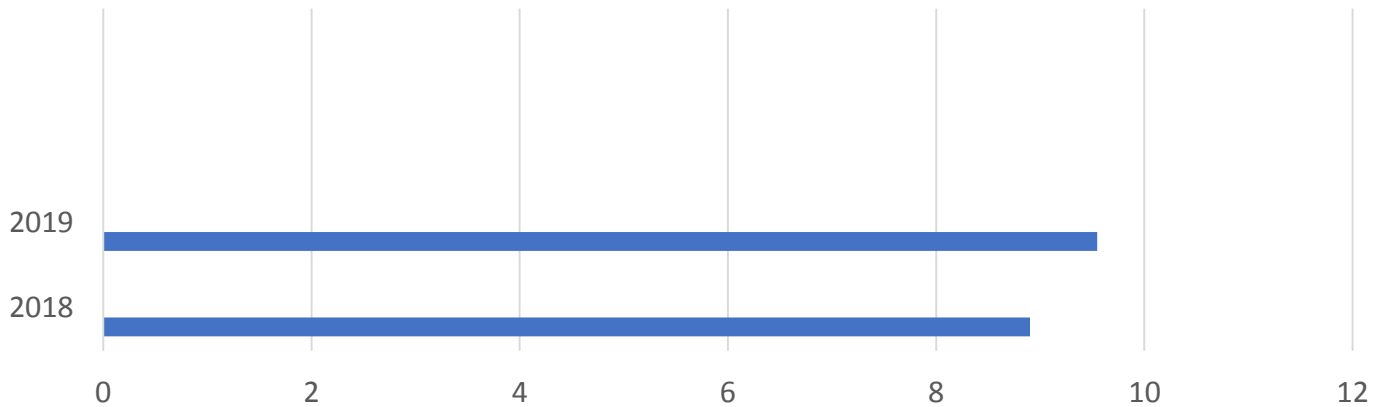
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$176.28	+3.4%
Florida Keys	\$334.15	+4.5%
Naples	\$327.45	-1.1%
Palm Beach County	\$255.29	+0.9%
Miami/Hialeah	\$250.11	-1.0%
Fort Myers	\$208.33	-1.2%
Fort Lauderdale	\$187.09	-4.4%
Sarasota/Bradenton	\$175.04	-5.0%
Tampa	\$145.04	+1.1%
Bay County	\$142.82	+39.4%
Orlando	\$139.78	-0.5%
Osceola County	\$103.12	-0.3%
Florida	\$170.95	+0.4%

Market Comparison RevPAR – 2019 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$142.11	+6.7%
Florida Keys	\$283.57	+4.8%
Naples	\$255.78	-4.1%
Palm Beach County	\$211.56	+0.1%
Miami/Hialeah	\$207.66	-3.5%
Fort Myers	\$173.37	-3.7%
Fort Lauderdale	\$156.27	-5.1%
Sarasota/Bradenton	\$136.61	-5.1%
Tampa	\$119.53	+3.2%
Orlando	\$114.99	-2.7%
Bay County	\$104.00	+86.3%
Osceola County	\$74.66	-6.7%
Florida	\$135.60	+0.3%

Tourist Development Tax: March

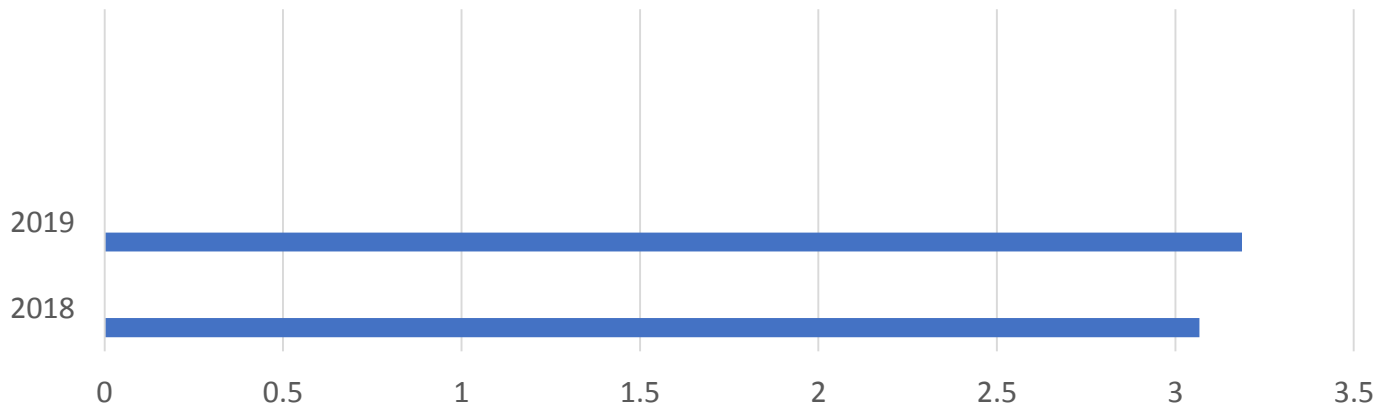
Year	TDT March	% change
2019	\$9,549,271	+7.25%
2018	\$8,903,570	



Tourist Development Tax in Millions

Tourist Development Tax: Oct.-March

Fiscal Year	TDT October - March	% change
2019	\$31,879,886	+3.94%
2018	\$30,672,516	



October – March Tourist Development Tax in Millions