



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

March TDC Meeting



March TDC Meeting

Monthly Totals- January 2020

	January 2019	January 2020	% Change
Room Nights Sold	422,764	460,133	+8.8%
Average Daily Rate	\$136.60	\$141.77	+3.8%
Revenue per Available Room	\$91.99	\$101.68	+10.5%

Monthly Market Comparison – January 2020

Location	Room Nights Sold	% Change	Average Daily Rate	% Change	Revenue per Available Room	% Change
St. Pete/Clearwater	460,133	+8.8%	\$141.77	+3.8%	\$101.68	+10.5%
Orlando	3,101,714	+5.7%	\$131.53	+1.1%	\$101.44	+4.6%
Miami-Dade	1,492,708	+7.1%	\$266.32	+14.5%	\$215.89	+18.6%
Fort Lauderdale	826,956	+5.5%	\$189.08	+8.6%	\$152.33	+11.9%
Tampa	559,075	+7.8%	\$138.41	+2.8%	\$104.34	+4.1%
Palm Beach County	422,832	+4.0%	\$232.81	+3.5%	\$182.56	+5.1%
Osceola County	421,634	+11.8%	\$97.56	-0.1%	\$65.88	+10.8%
Fort Myers	295,085	+3.4%	\$174.03	+9.2%	\$136.50	+13.0%
Florida Keys	258,098	+9.5%	\$310.28	+8.4%	\$256.00	+16.0%
Sarasota/Bradenton	247,470	+14.7%	\$142.01	+5.1%	\$104.18	+16.4%
Naples	178,500	+9.0%	\$286.44	+1.5%	\$205.96	+5.9%
Bay County	121,468	-16.4%	\$103.80	-20.1%	\$49.92	-43.4%
Florida	10,277,008	+5.6%	\$163.11	+6.0%	\$119.58	+9.1%

Fiscal Year 2020 Totals

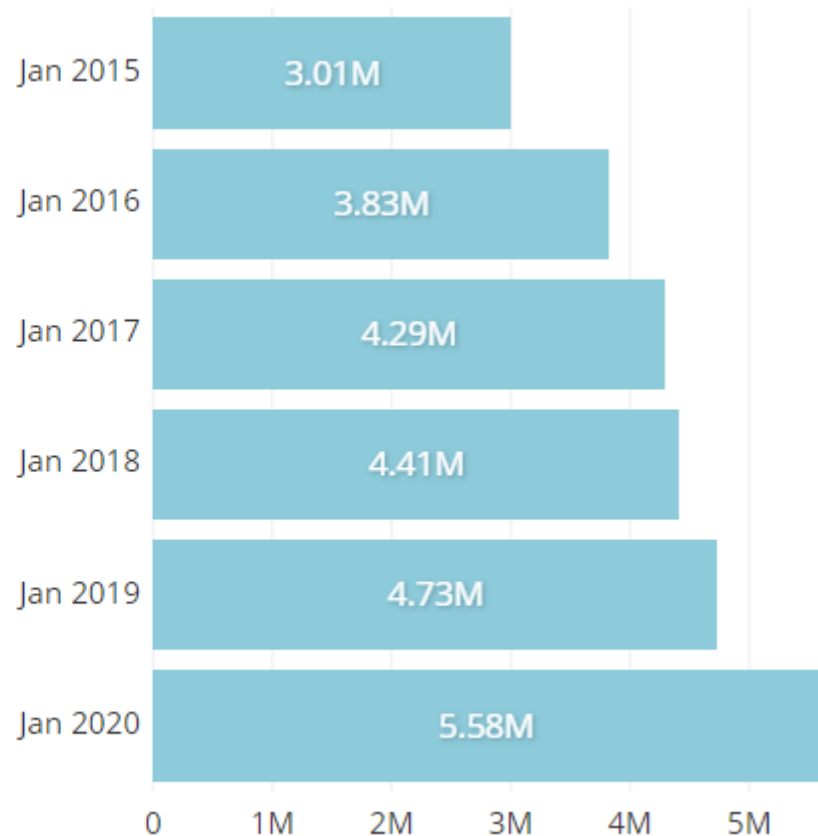
	FY 19	FY 20	% Change
Room Nights Sold	1,583,622	1,695,867	+7.1%
Average Daily Rate	\$130.47	\$134.73	+3.3%
Revenue per Available Room	\$82.87	\$90.15	+8.8%

Tourist Development Tax: November Five Year Growth

Year-Over-Year monthly Tax Collected

Month	Tax Collected	Percent Change
Jan 2015	\$3,006,838.96	0.00%
Jan 2016	\$3,826,073.90	27.25%
Jan 2017	\$4,287,702.13	12.07%
Jan 2018	\$4,412,968.78	2.92%
Jan 2019	\$4,731,908.91	7.23%
Jan 2020	\$5,582,935.99	17.98%

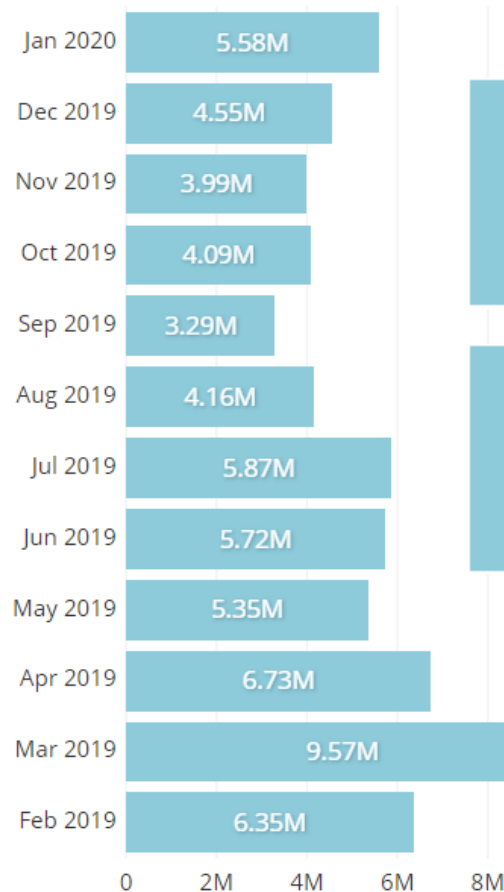
*Starting Jan 1st 2016 Pinellas raised the TDT tax from 5 to 6 cents
For like comparison, the percent change from 2015-2016 is 6.04%



Tourist Development Tax: Year over Year Growth

Rolling 12 Months Tax

Month	Tax Collected	M/M % Change
Jan 2020	\$5,582,936	17.98%
Dec 2019	\$4,554,786	14.39%
Nov 2019	\$3,989,907	15.52%
Oct 2019	\$4,088,933	16.70%
Sep 2019	\$3,293,651	2.84%
Aug 2019	\$4,161,610	3.53%
Jul 2019	\$5,866,977	6.89%
Jun 2019	\$5,719,729	4.91%
May 2019	\$5,352,499	13.77%
Apr 2019	\$6,732,633	12.13%
Mar 2019	\$9,570,520	6.35%
Feb 2019	\$6,354,048	8.10%
Total	\$65,268,229	---



Rolling 12 Months Bed Tax

65,268,229.45 ▲ 9.84%

Current Month Bed Tax: Jan 2020

5,582,935.99 ▲ 17.98%

Home Share Totals- January 2020

	January 2019	January 2020	% Change
Room Nights Sold	99,756	154,591	+55.0%
Average Daily Rate	\$212.83	\$211.64	-0.6%
Revenue Per Available Room	\$119.22	\$140.19	+17.6%