

Tourism Economics Snapshot

May TDC Meeting



**ST.PETE
CLEARWATER**



March 2018

	March 2017	March 2018	% Change
Rooms Sold	525,862	558,689	+6.2%
Average Daily Rate	\$188.85	\$201.04	+6.5%
Revenue per available room	\$163.91	\$177.22	+8.1%

Market Comparison Rooms Sold – March 2018

Location	Rooms Sold	% Change
St. Pete/Clearwater	558,689	+6.2
Orlando	3,477,744	+3.9%
Miami-Hialeah	1,504,279	+2.4%
Fort Lauderdale	836,077	+1.7%
Tampa	602,660	+3.4%
Osceola County	502,630	+7.2%
Palm Beach County	461,568	+1.1%
Fort Myers	331,467	+6.2%
Sarasota/Bradenton	247,772	+4.1%
Florida Keys	237,845	-10.3%
Bay County	196,294	-2.5%
Naples	185,414	-3.8%
Florida	11,483,343	+2.9%

Market Comparison ADR – March 2018

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$201.04	+6.5%
Naples	\$370.80	+15.4%
Florida Keys	\$352.37	+4.7%
Palm Beach County	\$270.85	+11.2%
Miami-Hialeah	\$268.22	+15.2%
Fort Myers	\$248.43	+8.5%
Sarasota/Bradenton	\$211.59	+4.0%
Fort Lauderdale	\$204.44	+13.4%
Orlando	\$152.05	+9.2%
Tampa	\$148.16	+6.3%
Bay County	\$127.84	+9.6%
Osceola County	\$108.47	+8.8%
Florida	\$183.80	+9.1%

Market Comparison RevPAR – March 2018

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$177.22	+8.1%
Naples	\$314.09	+19.1%
Florida Keys	\$313.01	+3.7%
Palm Beach County	\$240.07	+13.1%
Miami-Hialeah	\$235.70	+18.2%
Fort Myers	\$221.49	+12.3%
Sarasota/Bradenton	\$178.07	+1.0%
Fort Lauderdale	\$177.61	+12.3%
Orlando	\$135.69	+11.5%
Tampa	\$129.41	+7.4%
Osceola County	\$91.55	+14.9%
Bay County	\$89.62	+3.1%
Florida	\$156.55	+10.6%

2018 Year to Date

	2017	2018	% Change
Rooms Sold	1,384,309	1,437,899	+3.9%
Average Daily Rate	\$163.82	\$169.92	+3.7%
Revenue per available room	\$129.37	\$133.04	+2.8%

Market Comparison Rooms Sold – 2018 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	1,437,899	+3.9
Orlando	9,453,313	+4.5%
Miami-Hialeah	4,226,260	+4.2%
Fort Lauderdale	2,345,217	+1.8%
Tampa	1,611,202	+2.3%
Osceola County	1,332,048	+8.1%
Palm Beach County	1,268,960	+0.1%
Fort Myers	920,275	+7.0%
Sarasota/Bradenton	671,025	+5.4%
Florida Keys	640,939	-12.1%
Naples	512,127	-2.2%
Bay County	414,522	-3.6%
Florida	30,849,433	+3.3%

Market Comparison ADR – 2018 Year to Date

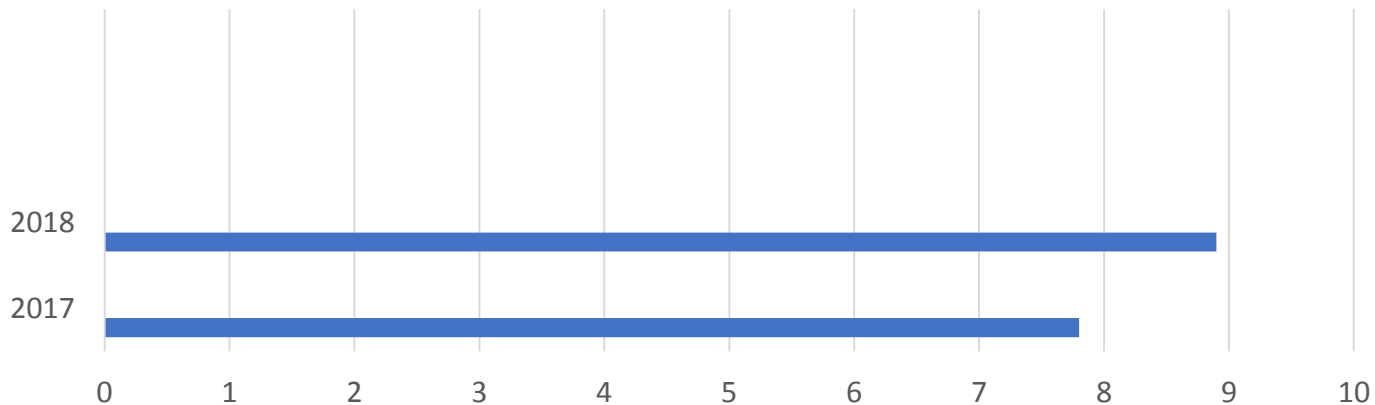
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$169.92	+3.7%
Naples	\$331.10	+11.9%
Florida Keys	\$322.02	+2.1%
Palm Beach County	\$252.91	+9.5%
Miami-Hialeah	\$253.66	+11.8%
Fort Myers	\$211.32	+8.4%
Fort Lauderdale	\$194.64	+9.5%
Sarasota/Bradenton	\$181.52	+2.8%
Tampa	\$143.45	+2.2%
Orlando	\$143.09	+7.3%
Osceola County	\$102.57	+8.5%
Bay County	\$102.29	+7.2%
Florida	\$170.88	+7.2%

Market Comparison RevPAR – 2018 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$133.04	-2.8%
Florida Keys	\$278.18	+3.8%
Naples	\$266.83	+17.0%
Miami-Hialeah	\$216.42	+16.6%
Palm Beach	\$212.29	+9.9%
Fort Myers	\$180.17	+13.2%
Fort Lauderdale	\$163.91	+8.8%
Sarasota/Bradenton	\$142.50	+1.3%
Orlando	\$120.17	+10.7%
Tampa	\$115.83	+1.5%
Osceola County	\$79.30	+15.9%
Bay County	\$55.78	-0.3%
Florida	\$135.83	+9.2%

Tourist Development Tax: March

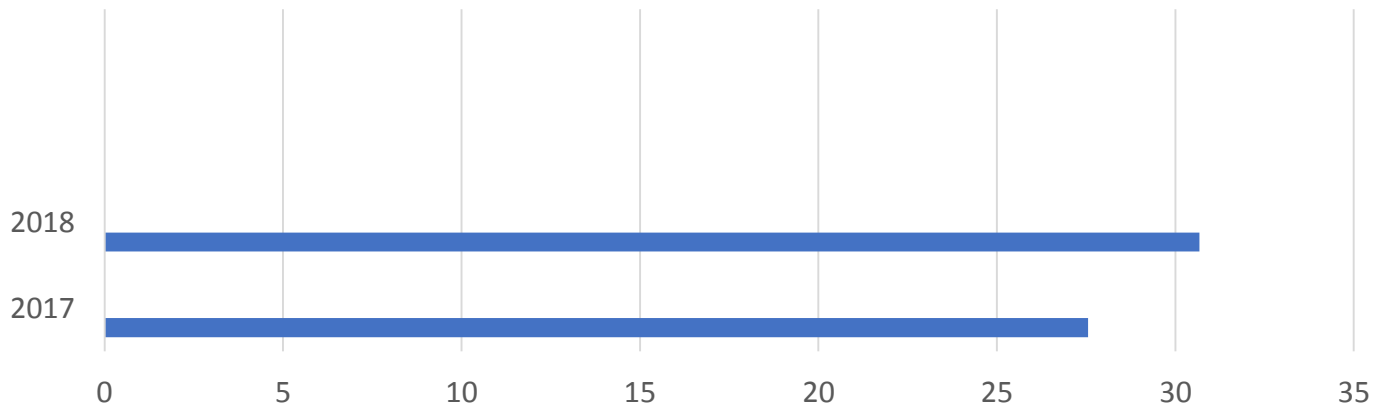
Year	TDT March	% change
2018	\$8,903,570	+14.15%
2017	\$7,799,933	



Tourist Development Tax in Millions

Tourist Development Tax: Oct.-March

Fiscal Year	TDT October - March	% change
2018	\$30,672,516	+11.31%
2017	\$27,555,790	



October – March Tourist Development Tax in Millions