



ST.PETE  
CLEARWATER

# LOVE THE BEACH

**Tourism Economics Snapshot**

July TDC Meeting



# May 2019

	April 2018	April 2019	% Change
Rooms Sold	445,157	475,610	+6.8%
Average Daily Rate	\$143.72	\$150.10	+4.4%
Revenue per available room	\$100.55	\$112.76	+12.1%

# Market Comparison Rooms Sold – May 2019

Location	Rooms Sold	% Change
<b>St. Pete/Clearwater</b>	<b>475,610</b>	<b>+6.8%</b>
Orlando	2,904,114	0.0%
Miami/Hialeah	1,369,510	+3.9%
Fort Lauderdale	740,346	+3.2%
Tampa	510,965	+3.6%
Osceola County	379,153	-2.0%
Palm Beach County	368,917	+1.8 %
Fort Myers	246,478	+1.8%
Florida Keys	242,343	+19.6%
Sarasota/Bradenton	214,613	+13.0%
Naples	154,938	+5.7%
Bay County	183,783	-3.6%
<b>Florida</b>	<b>9,870,271</b>	<b>+3.8%</b>

# Market Comparison ADR – May 2019

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$150.10</b>	<b>+4.4%</b>
Florida Keys	\$257.29	+1.1%
Naples	\$204.44	+5.7%
Bay County	\$185.12	+35.0%
Miami/Hialeah	\$178.84	-1.7%
Palm Beach	\$155.32	+2.8%
Fort Myers	\$136.16	+1.6%
Fort Lauderdale	\$131.93	-0.1%
Sarasota/Bradenton	\$127.45	-4.1%
Orlando	\$123.14	+2.4%
Tampa	\$120.07	-2.2%
Osceola County	\$90.82	+1.3%
<b>Florida</b>	<b>\$139.01</b>	<b>+2.2%</b>

# Market Comparison RevPAR – May 2019

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$112.76</b>	<b>+12.1%</b>
Florida Keys	\$200.15	+5.7%
Bay County	\$151.02	+61.6%
Miami-Hialeah	\$136.43	-1.8%
Naples	\$131.25	+1.3%
Palm Beach County	\$108.77	+3.5%
Fort Lauderdale	\$98.22	-0.2%
Orlando	\$90.31	+0.2%
Fort Myers	\$89.14	+2.1%
Tampa	\$86.79	-1.1%
Sarasota/Bradenton	\$83.01	+0.7%
Osceola County	\$55.10	-2.8%
<b>Florida</b>	<b>\$99.91</b>	<b>+3.6%</b>

# 2019 Year to Date

	2018	2019	% Change
Rooms Sold	2,363,564	2,431,349	+2.9%
Average Daily Rate	\$165.25	\$172.00	+4.1%
Revenue per available room	\$126.04	\$136.25	+8.1%

# Market Comparison Rooms Sold – 2019 Year to Date

Location	Rooms Sold	% Change
<b>St. Pete/Clearwater</b>	<b>2,431,349</b>	<b>+2.9%</b>
Orlando	15,384,220	+0.3%
Miami/Hialeah	7,072,439	+2.2%
Fort Lauderdale	3,938,290	+4.2%
Tampa	2,723,607	+4.4%
Osceola County	2,091,730	-4.0%
Palm Beach County	2,026,591	+0.2%
Fort Myers	1,431,009	-0.8%
Florida Keys	1,253,667	+18.8%
Sarasota/Bradenton	1,174,153	+8.5%
Naples	863,453	+5.5%
Bay County	798,861	-2.1%
<b>Florida</b>	<b>51,548,766</b>	<b>+2.7%</b>



# Market Comparison ADR – 2019 Year to Date

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$172.00</b>	<b>+4.1%</b>
Florida Keys	\$316.01	+4.6%
Naples	\$298.61	+1.3%
Palm Beach County	\$229.53	+2.1%
Miami/Hialeah	\$230.18	-0.5%
Fort Myers	\$190.53	-0.1%
Fort Lauderdale	\$172.64	-2.9%
Sarasota/Bradenton	\$162.98	-4.9%
Bay County	\$156.67	+32.6%
Tampa	\$138.23	+1.1%
Orlando	\$135.87	+0.6%
Osceola County	\$99.05	-0.7%
<b>Florida</b>	<b>\$162.79</b>	<b>+1.3%</b>

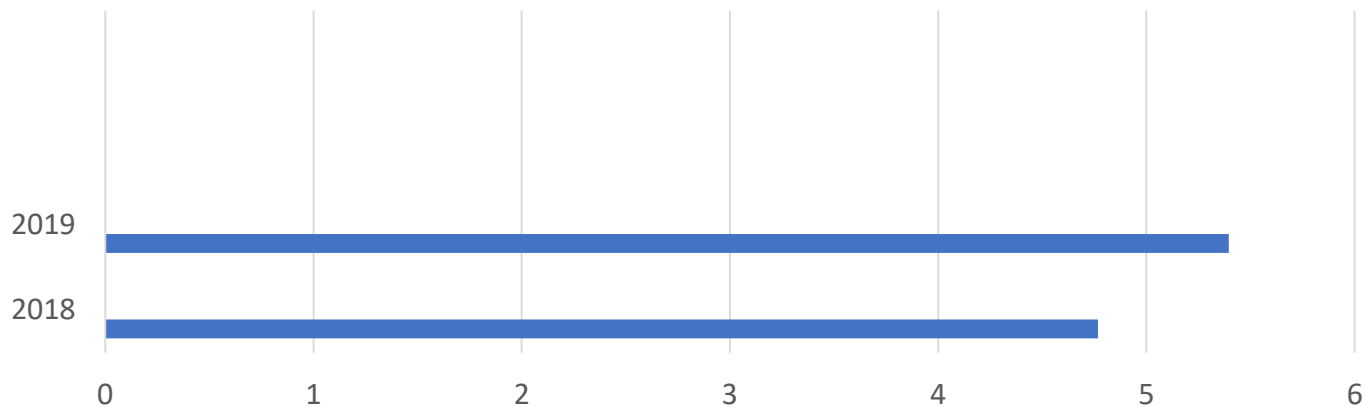


# Market Comparison RevPAR – 2019 Year to Date

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$136.25</b>	<b>+8.1%</b>
Florida Keys	\$263.25	+6.0%
Naples	\$220.05	-2.8%
Miami/Hialeah	\$186.86	-2.5%
Palm Beach County	\$181.34	+1.2%
Fort Myers	\$148.66	-2.1%
Fort Lauderdale	\$139.55	-3.7%
Sarasota/Bradenton	\$120.40	-4.4%
Bay County	\$116.87	+64.9%
Tampa	\$109.49	+2.9%
Orlando	\$108.67	-1.4%
Osceola County	\$68.28	-6.6%
<b>Florida</b>	<b>\$125.80</b>	<b>+1.4%</b>

# Tourist Development Tax: May

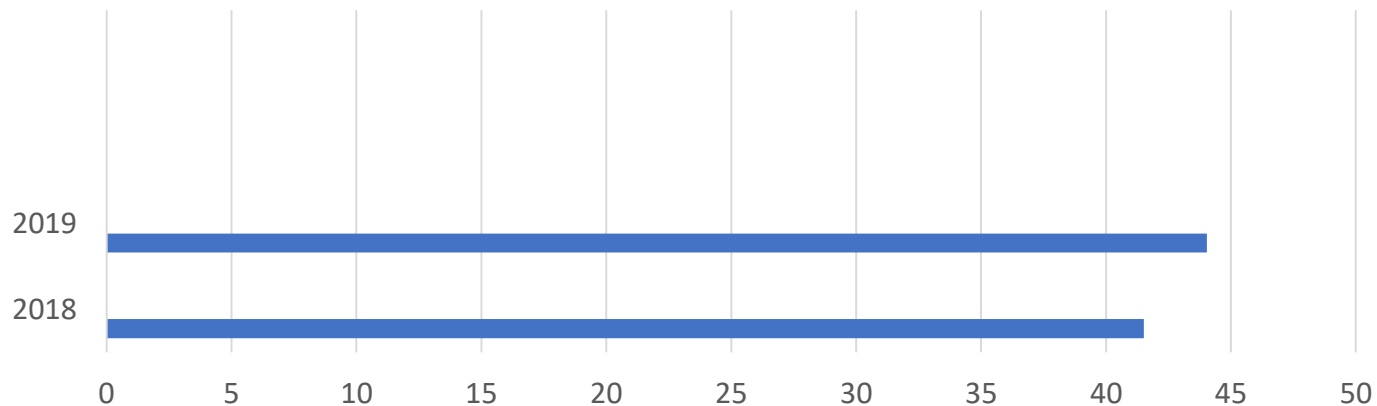
Year	TDT May	% change
2019	\$5,396,683	<b>+13.20%</b>
2018	\$4,767,440	



Tourist Development Tax in Millions

# Tourist Development Tax: Oct.-May

Fiscal Year	TDT October - May	% change
2019	\$44,032,414	<b>+6.05%</b>
2018	\$41,521,519	



October – May Tourist Development Tax in Millions