

Tourism Economics Snapshot

July TDC Meeting



**ST. PETE
CLEARWATER**



Source: Smith Travel Research

May 2018

	May 2017	May 2018	% Change
Rooms Sold	444,324	440,586	-0.8%
Average Daily Rate	\$140.96	\$143.71	+1.9%
Revenue per available room	\$101.83	\$99.96	-1.8%

Market Comparison Rooms Sold – May 2018

Location	Rooms Sold	% Change
St. Pete/Clearwater	440,586	-0.8
Orlando	2,914,413	-1.5%
Miami/Hialeah	1,316,733	+2.9%
Fort Lauderdale	726,196	+1.9%
Tampa	493,347	+3.6%
Osceola County	378,418	-0.8%
Palm Beach County	362,644	-1.5%
Fort Myers	241,634	+3.0%
Florida Keys	202,295	-14.8
Bay County	193,143	+2.0%
Sarasota/Bradenton	192,150	-2.7%
Naples	146,646	-5.2%
Florida	9,555,203	-0.5%

Market Comparison ADR – May 2018

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$143.71	+1.9
Florida Keys	\$255.37	+0.2
Naples	\$193.34	+5.9
Miami-Hialeah	\$182.07	+7.0
Palm Beach County	\$151.00	+5.3
Bay County	\$135.17	+4.8
Fort Meyers	\$133.97	+2.2
Sarasota/Bradenton	\$132.18	+2.1
Fort Lauderdale	\$131.48	+6.5
Tampa	\$122.77	+8.4
Orlando	\$121.71	+3.9
Osceola County	\$89.07	+2.9
Florida	\$136.30	+4.2%

Market Comparison RevPAR – May 2018

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$99.96	-1.8%
Florida Keys	\$192.10	-4.8
Miami/Hialeah	\$139.46	+10.3%
Naples	\$129.53	+7.7%
Palm Beach County	\$105.17	+4.4%
Fort Lauderdale	\$98.05	+6.2%
Bay County	\$93.24	+4.8%
Orlando	\$90.83	+0.4%
Tampa	\$87.89	+10.1%
Fort Meyers	\$87.07	+2.6%
Sarasota/Bradenton	\$82.38	-9.4%
Osceola County	\$56.60	+0.8%
Florida	\$96.61	+2.2%

2018 Year to Date

	2017	2018	% Change
Rooms Sold	2,283,904	2,351,557	+3.0%
Average Daily Rate	\$160.27	\$164.91	+2.9%
Revenue per available room	\$123.66	\$125.71	+1.7%

Market Comparison Rooms Sold – 2018 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	2,351,557	+3.0
Orlando	15,424,667	+1.7%
Miami-Hialeah	6,900,453	+3.4%
Fort Lauderdale	3,826,398	+1.9%
Tampa	2,610,058	+2.7%
Osceola County	2,121,672	+3.3%
Palm Beach County	2,022,651	+0.0%
Fort Myers	1,440,774	+5.1%
Sarasota/Bradenton	1,091,528	+5.5%
Florida Keys	1,057,493	-13.0%
Bay County	823,549	-0.2%
Naples	818,464	-5.1%
Florida	50,464,282	+1.9%

Market Comparison ADR – 2018 Year to Date

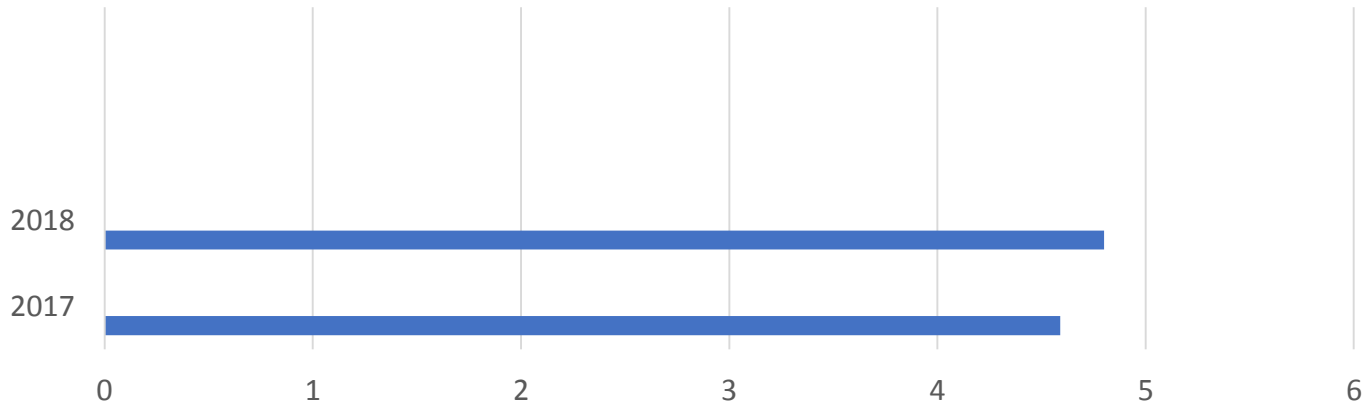
Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$164.91	+2.9%
Florida Keys	\$304.02	+0.4%
Naples	\$294.82	+10.3%
Miami-Hialeah	\$231.85	+9.4%
Palm Beach County	\$224.77	+8.4%
Fort Myers	\$190.81	+5.6%
Fort Lauderdale	\$176.84	+8.5%
Sarasota/Bradenton	\$170.84	+3.6%
Orlando	\$137.25	+5.5%
Tampa	\$136.53	+4.0%
Bay County	\$117.30	+7.7%
Osceola County	\$99.51	+7.2%
Florida	\$161.13	+5.8%

Market Comparison RevPAR – 2018 Year to Date

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$125.71	+1.7%
Florida Keys	\$253.35	-0.3%
Naples	\$226.31	+12.0%
Miami-Hialeah	\$192.42	+13.5%
Palm Beach	\$179.25	+8.8%
Fort Myers	\$151.80	+8.4%
Fort Lauderdale	\$156.41	+8.4%
Sarasota/Bradenton	\$125.89	-0.4%
Orlando	\$111.75	+5.7%
Tampa	\$106.53	+4.2%
Osceola County	\$72.93	+9.4%
Bay County	\$71.00	+4.0%
Florida	\$124.89	+6.3%

Tourist Development Tax: May

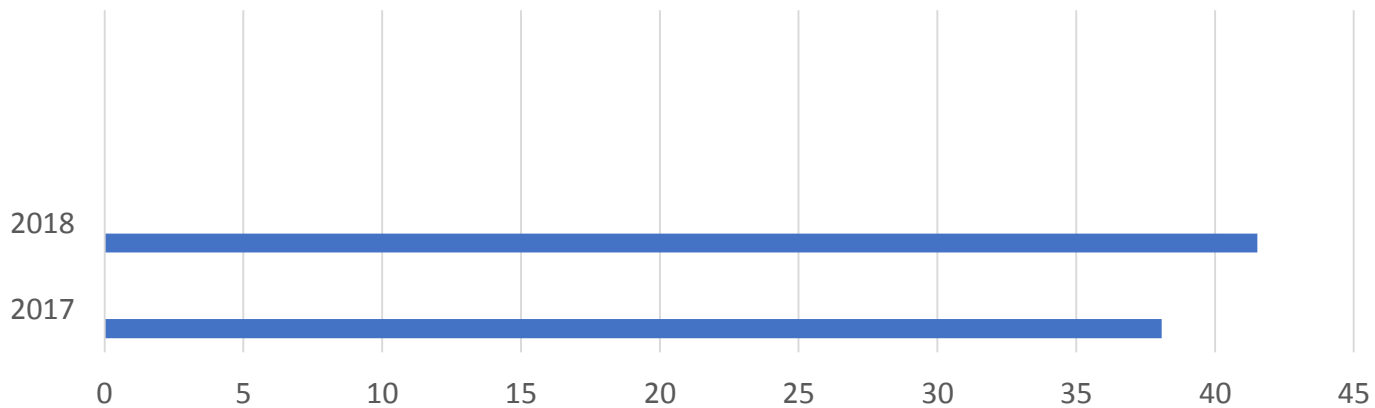
Year	TDT April	% change
2018	\$4,767,440	+3.73%
2017	\$4,596,180	



Tourist Development Tax in Millions

Tourist Development Tax: Oct.-May

Fiscal Year	TDT October - May	% change
2018	\$41,521,549	+9.09%
2017	\$38,088,202	



October – May Tourist Development Tax in Millions