



ST.PETE  
CLEARWATER

# LOVE THE BEACH

**Tourism Economics Snapshot**

**January TDC Meeting**



# November 2018

	Nov. 2017	Nov. 2018	% Change
Rooms Sold	403,829	382,047	-5.4%
Average Daily Rate	\$124.93	\$126.49	+1.2%
Revenue per Available Room	\$82.54	\$79.16	-4.1%

# Market Comparison Rooms Sold – November 2018

Location	Rooms Sold	% Change
<b>St. Pete/Clearwater</b>	<b>382,047</b>	<b>-5.4%</b>
Orlando	2,819,278	-2.1%
Miami/Hialeah	1,286,584	+0.1%
Fort Lauderdale	714,475	-0.1%
Tampa	465,263	+2.5%
Palm Beach	364,991	-6.3%
Osceola County	345,494	-12.4%
Fort Myers	238,532	-12.9%
Florida Keys	214,041	+21.2%
Sarasota/Bradenton	186,462	+1.9%
Bay County	161,138	+11.9%
Naples	145,578	+3.2%
<b>Florida</b>	<b>9,151,096</b>	<b>-0.4%</b>

# Market Comparison ADR – November 2018

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$126.49</b>	<b>+1.2%</b>
Florida Keys	\$248.31	+2.1%
Naples	\$198.01	+1.8%
Miami/Hialeah	\$178.92	-0.4%
Palm Beach County	\$162.99	+0.4%
Bay County	\$142.64	+62.0%
Fort Lauderdale	\$139.55	-5.8%
Sarasota/Bradenton	\$124.71	-1.7%
Fort Myers	\$122.75	-2.8%
Orlando	\$120.71	+2.5%
Tampa	\$111.69	-1.1%
Osceola County	\$89.08	+2.2%
<b>Florida</b>	<b>\$132.31</b>	<b>+1.7%</b>

# Market Comparison RevPAR – November 2018

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$79.16</b>	<b>-4.1</b>
Florida Keys	\$187.16	-0.1%
Miami/Hialeah	\$135.20	-4.0%
Naples	\$127.10	-10.6
Palm Beach County	\$117.29	-6.6%
Bay County	\$113.20	+140.0%
Fort Lauderdale	\$104.50	-10.3%
Orlando	\$88.52	-2.8%
Fort Myers	\$81.38	-15.3%
Tampa	\$76.93	-1.2%
Sarasota/Bradenton	\$76.14	-5.8%
Osceola County	\$51.89	-12.8%
<b>Florida</b>	<b>\$91.94</b>	<b>-1.8%</b>

# 2018 Year to Date

	2017	2018	% Change
Rooms Sold	4,814,752	4,839,197	+0.5%
Average Daily Rate	\$144.51	\$149.11	+3.2%
Revenue per Available Room	\$104.63	\$105.96	+1.3%

# Market Comparison Rooms Sold – 2018 Year to Date

Location	Rooms Sold	% Change
<b>St. Pete/Clearwater</b>	<b>4,839,197</b>	<b>+0.5%</b>
Orlando	32,905,721	+0.5%
Miami/Hialeah	14,280,005	+1.4%
Fort Lauderdale	8,028,005	+1.4%
Tampa	5,478,027	+1.6%
Osceola County	4,362,404	-1.6%
Palm Beach County	4,070,885	-2.5%
Fort Myers	2,757,900	-2.8%
Florida Keys	2,284,984	-3.7%
Sarasota/Bradenton	2,159,344	+1.5%
Bay County	2,005,964	+1.4%
Naples	1,507,457	-3.7%
<b>Florida</b>	<b>106,463,452</b>	<b>+0.9%</b>

# Market Comparison ADR – 2018 Year to Date

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$149.11</b>	<b>+3.2%</b>
Florida Keys	\$264.09	-1.5%
Naples	\$232.96	+6.6%
Miami/Hialeah	\$193.97	+6.3
Palm Beach County	\$180.27	+7.0%
Fort Myers	\$156.79	+4.2%
Fort Lauderdale	\$147.96	+4.7%
Sarasota/Bradenton	\$145.00	+0.8%
Bay County	\$137.95	+11.1%
Orlando	\$127.08	+5.1%
Tampa	\$122.26	+1.9%
Osceola County	\$92.43	+5.8%
<b>Florida</b>	<b>\$143.28</b>	<b>+4.5%</b>

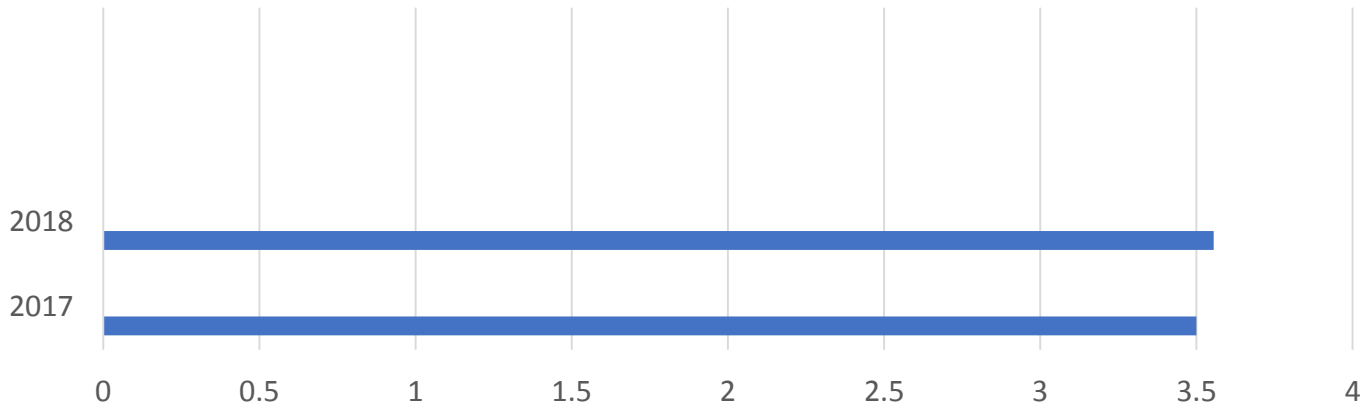


# Market Comparison RevPAR – 2018 Year to Date

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$105.96</b>	<b>+1.3%</b>
Florida Keys	\$204.71	-0.7%
Naples	\$153.82	+5.1%
Miami/Hialeah	\$148.83	+6.8%
Palm Beach	\$131.41	+5.3%
Fort Lauderdale	\$113.80	+3.5%
Fort Meyers	\$108.39	+0.4%
Orlando	\$98.98	+3.4%
Sarasota/Bradenton	\$94.94	-5.0%
Bay County	\$94.11	+13.5%
Tampa	\$89.76	+0.5%
Osceola County	\$62.10	+2.4%
<b>Florida</b>	<b>\$105.04</b>	<b>+3.5%</b>

# Tourist Development Tax: Nov.

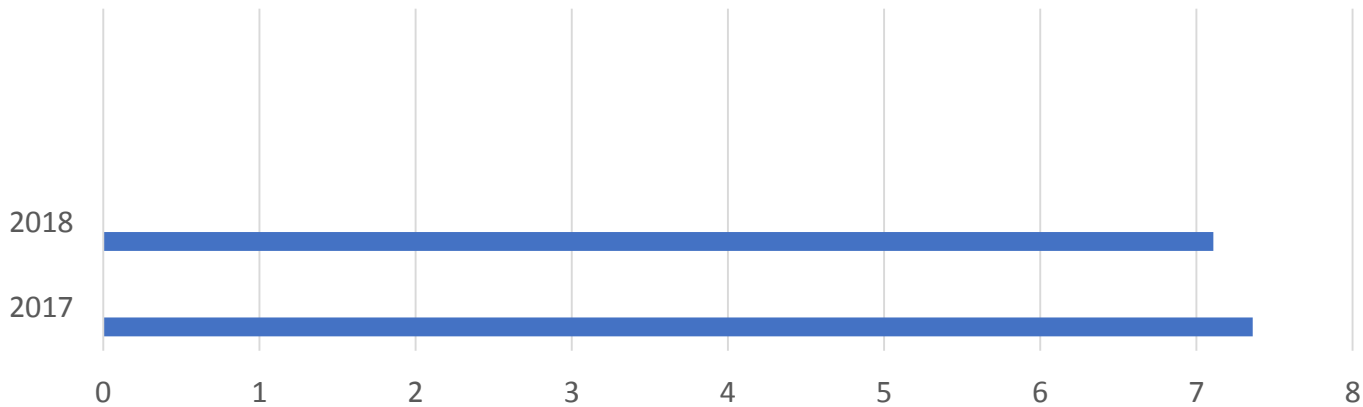
Year	TDT November	% change
2018	\$3,556,669	1.6%
2017	\$3,500,760	



Tourist Development Tax in Millions

# Tourist Development Tax: (Oct.-Nov.)

Year	TDT November	% change
2018	\$7,109,660	<b>-3.41%</b>
2017	\$7,360,632	



Tourist Development Tax in Millions