



ST.PETE  
CLEARWATER

# LOVE THE BEACH

**Tourism Economics Snapshot**

**December TDC Meeting**



# October 2018

	Oct. 2017	Oct. 2018	% Change
Rooms Sold	455,604	395,246	-13.2%
Average Daily Rate	\$125.72	\$128.14	+1.9%
Revenue per available room	\$90.75	\$80.30	-11.5%

# Market Comparison Rooms Sold – October 2018

Location	Rooms Sold	% Change
<b>St. Pete/Clearwater</b>	<b>395,246</b>	<b>-13.2%</b>
Orlando	2,944,394	-4.1%
Miami/Hialeah	1,201,420	-4.4%
Fort Lauderdale	689,654	-4.7%
Tampa	497,616	-2.9%
Osceola County	361,003	-13.3%
Palm Beach County	350,540	-10.3%
Fort Myers	214,954	-24.2%
Florida Keys	187,151	+9.0%
Sarasota/Bradenton	181,187	-4.6%
Bay County	155,194	-11.7%
Naples	125,060	-7.9%
<b>Florida</b>	<b>9,364,964</b>	<b>-4.3%</b>

# Market Comparison ADR – October 2018

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$128.14</b>	<b>-1.9%</b>
Florida Keys	\$227.71	+1.4%
Naples	\$164.68	+0.5%
Miami/Hialeah	\$163.72	+1.3%
Palm Beach County	\$145.60	+4.8%
Orlando	\$128.09	+5.3%
Fort Lauderdale	\$126.44	-0.6%
Bay County	\$124.23	+22.9%
Sarasota/Bradenton	\$116.05	-2.7%
Tampa	\$115.92	-1.4%
Fort Myers	\$111.46	-5.9%
Osceola County	\$90.68	+5.0%
<b>Florida</b>	<b>\$129.69</b>	<b>+3.2%</b>



# Market Comparison RevPAR – October 2018

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$80.30</b>	<b>-11.5</b>
Florida Keys	\$149.86	-7.7%
Miami/Hialeah	\$112.86	-6.9%
Palm Beach County	\$98.61	-4.9%
Orlando	\$94.96	-2.3%
Fort Lauderdale	\$88.50	-9.0%
Naples	\$87.88	-19.4%
Tampa	\$82.64	-7.6%
Bay County	\$68.86	+8.6%
Sarasota/Bradenton	\$65.87	-12.9%
Fort Myers	\$65.15	-28.9%
Osceola County	\$53.42	-11.4%
<b>Florida</b>	<b>\$88.94</b>	<b>-4.5%</b>



# 2018 Year to Date

	2017	2018	% Change
Rooms Sold	4,410,923	4,457,107	+1.0%
Average Daily Rate	\$146.30	\$151.06	+3.2%
Revenue per available room	\$106.86	\$108.60	+1.6%



# Market Comparison Rooms Sold – 2018 Year to Date

Location	Rooms Sold	% Change
<b>St. Pete/Clearwater</b>	<b>4,457,107</b>	<b>+1.0%</b>
Orlando	30,086,655	+0.8%
Miami/Hialeah	12,998,660	+1.5%
Fort Lauderdale	7,339,088	+1.5%
Tampa	5,012,774	+1.5%
Osceola County	4,017,612	-0.6%
Palm Beach County	3,705,989	-2.1%
Fort Myers	2,519,542	-1.7%
Florida Keys	2,072,275	-5.6%
Sarasota/Bradenton	1,998,456	+1.4%
Bay County	1,848,305	+0.6%
Naples	1,427,014	-4.2%
<b>Florida</b>	<b>97,515,270</b>	<b>+1.0%</b>

# Market Comparison ADR – 2018 Year to Date

Location	Average Daily Rate	% Change
<b>St. Pete/Clearwater</b>	<b>\$151.06</b>	<b>+3.2%</b>
Florida Keys	\$265.73	-1.6%
Naples	\$236.34	+7.1%
Miami/Hialeah	\$195.43	+7.0%
Palm Beach County	\$181.97	+7.6%
Fort Myers	\$160.03	+4.5%
Fort Lauderdale	\$148.64	+5.8%
Sarasota/Bradenton	\$146.10	+0.9%
Bay County	\$137.43	+8.3%
Orlando	\$127.68	+5.3%
Tampa	\$123.24	+2.2%
Osceola County	\$92.71	+6.1%
<b>Florida</b>	<b>\$144.28</b>	<b>+4.8%</b>



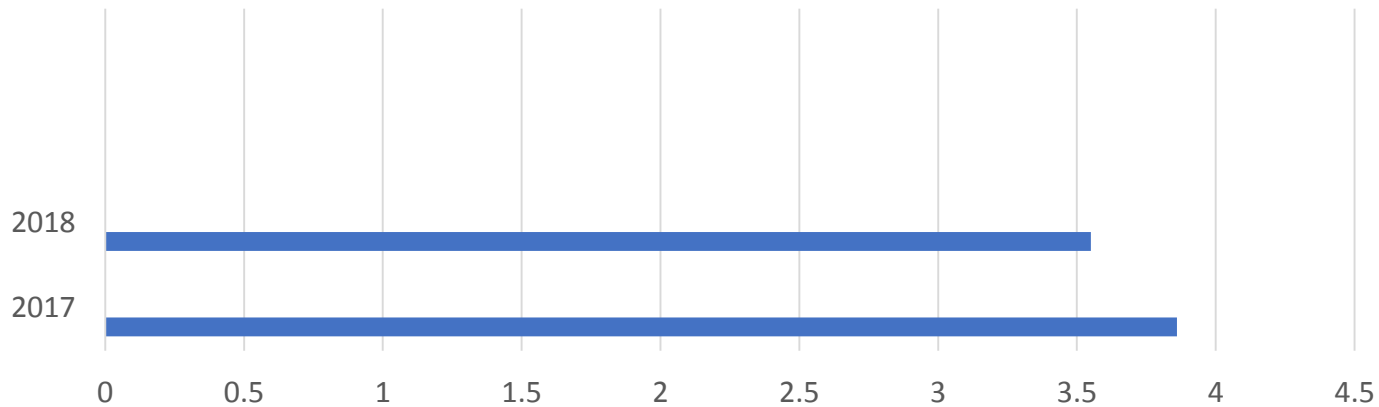


# Market Comparison RevPAR – 2018 Year to Date

Location	Revenue per Available Room	% Change
<b>St. Pete/Clearwater</b>	<b>\$108.60</b>	<b>+1.6%</b>
Florida Keys	\$206.73	-0.5%
Naples	\$156.74	+6.9%
Miami/Hialeah	\$150.23	+7.9%
Palm Beach	\$132.82	+6.5%
Fort Lauderdale	\$114.62	+4.9%
Fort Meyers	\$111.08	+1.8%
Orlando	\$100.03	+4.0%
Sarasota/Bradenton	\$96.42	-5.0%
Bay County	\$92.62	+7.2%
Tampa	\$91.04	+0.7%
Osceola County	\$63.13	+4.0%
<b>Florida</b>	<b>\$106.31</b>	<b>+4.0%</b>

# Tourist Development Tax: Oct.

Year	TDT October	% change
2018	\$3,552,991	<b>-7.95%</b>
2017	\$3,859,872	



Tourist Development Tax in Millions

