



ST.PETE
CLEARWATER

LOVE THE BEACH

Tourism Economics Snapshot

November TDC Meeting



September 2019

	September 2018	September 2019	% Change
Rooms Sold	353,520	357,760	+1.2%
Average Daily Rate	\$121.86	\$121.02	-0.7%
Revenue per Available Room	\$70.53	\$70.31	-0.3%

Market Comparison Rooms Sold – September 2019

Location	Rooms Sold	% Change
St. Pete/Clearwater	357,760	+1.2%
Orlando	2,390,400	-6.7%
Miami-Dade	1,054,817	-2.5%
Fort Lauderdale	581,599	-5.9%
Tampa	452,476	+2.3%
Palm Beach County	291,142	-2.7%
Osceola County	290,255	-8.5%
Bay County	180,215	-4.4%
Fort Myers	179,281	+5.5%
Sarasota/Bradenton	153,813	+7.1%
Florida Keys	148,006	-6.9%
Naples	112,585	+7.2%
Florida	7,902,371	-3.3%



Market Comparison ADR – September 2019

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$121.02	-0.7%
Florida Keys	\$182.99	-5.9%
Naples	\$157.00	+7.5%
Miami-Dade	\$134.59	-4.3%
Bay County	\$132.51	+13.5%
Palm Beach County	\$118.63	-1.2%
Tampa	\$109.19	+2.3%
Fort Lauderdale	\$104.89	-4.5%
Orlando	\$104.78	-3.2%
Sarasota/Bradenton	\$102.68	+0.2%
Fort Myers	\$101.72	+3.7%
Osceola County	\$80.31	-0.2%
Florida	\$112.67	-2.1%



Market Comparison RevPAR – September 2019

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$70.31	-0.3%
Bay County	\$97.05	+19.4%
Florida Keys	\$90.87	-18.8%
Miami-Dade	\$81.73	-8.8%
Naples	\$74.70	+10.5%
Tampa	\$69.41	-0.7%
Palm Beach County	\$67.76	-6.2%
Orlando	\$64.55	-11.9%
Fort Lauderdale	\$63.72	-12.4%
Fort Myers	\$50.60	+8.0%
Sarasota/Bradenton	\$49.78	+2.3%
Osceola County	\$38.35	-10.7%
Florida	\$66.47	-7.6%



2019 Year to Date

	2018	2019	% Change
Rooms Sold	4,088,239	4,156,461	+1.7%
Average Daily Rate	\$153.37	\$158.01	+3.0%
Revenue per Available Room	\$112.07	\$117.80	+5.1%



Market Comparison Rooms Sold – 2019 Year to Date

Location	Rooms Sold	% Change
St. Pete/Clearwater	4,156,461	+1.7%
Orlando	26,658,483	-1.0%
Miami-Dade	11,991,482	+1.8%
Fort Lauderdale	6,648,059	+1.3%
Tampa	4,694,615	+4.0%
Osceola County	3,523,302	-4.7%
Palm Beach County	3,344,659	-0.1%
Fort Myers	2,295,204	-0.4%
Florida Keys	2,131,807	+13.2%
Sarasota/Bradenton	1,937,632	+7.4%
Bay County	1,562,240	-7.2%
Naples	1,383,674	+6.5%
Florida	88,631,328	+1.3%



Market Comparison ADR – 2019 Year to Date

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$158.01	+3.0%
Florida Keys	\$278.50	+4.0%
Naples	\$250.49	+2.9%
Miami-Dade	\$196.01	-1.1%
Palm Beach County	\$188.56	+1.5%
Bay County	\$172.61	+22.8%
Fort Myers	\$164.82	+0.2%
Fort Lauderdale	\$148.74	-2.0%
Sarasota/Bradenton	\$143.49	-4.0%
Orlando	\$126.01	+0.3%
Tampa	\$125.74	+1.4%
Osceola County	\$92.00	-0.6%
Florida	\$147.03	+1.1%



Market Comparison RevPAR – 2019 Year to Date

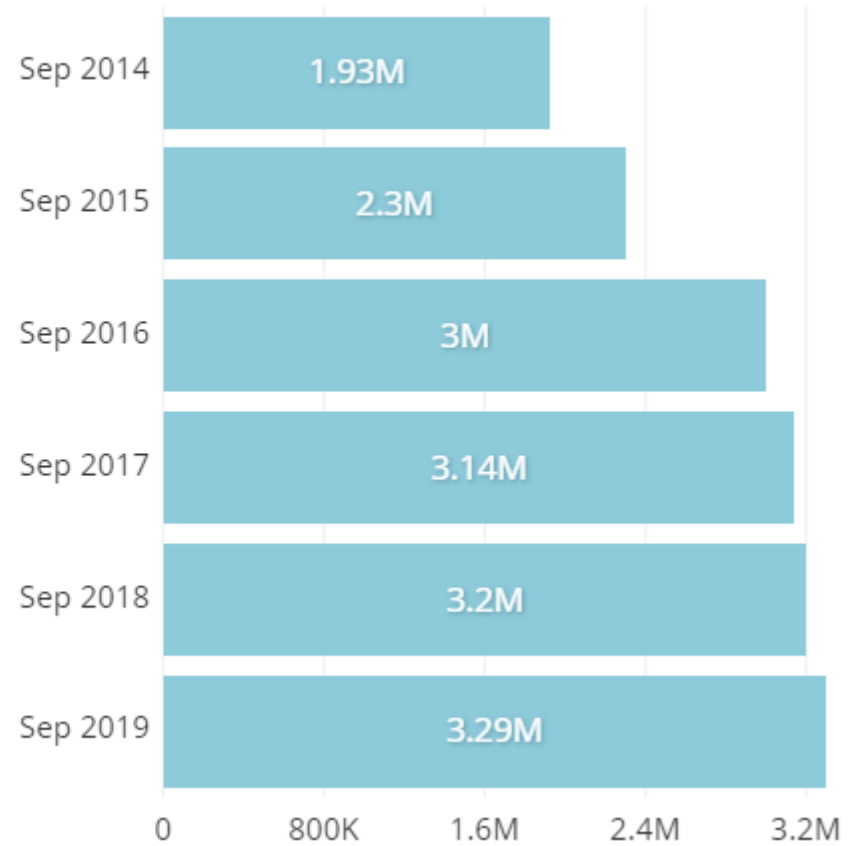
Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$117.80	+5.1%
Florida Keys	\$217.44	+3.2%
Naples	\$162.89	-1.3%
Miami-Dade	\$149.29	-3.0%
Palm Beach County	\$135.97	-0.4%
Bay County	\$131.24	+36.5%
Fort Myers	\$114.51	-1.5%
Fort Lauderdale	\$112.90	-4.4%
Sarasota/Bradenton	\$96.34	-3.8%
Orlando	\$96.06	-3.1%
Tampa	\$93.86	+2.1%
Osceola County	\$59.00	-7.3%
Florida	\$107.67	-0.2%



Tourist Development Tax: September Five Year Growth

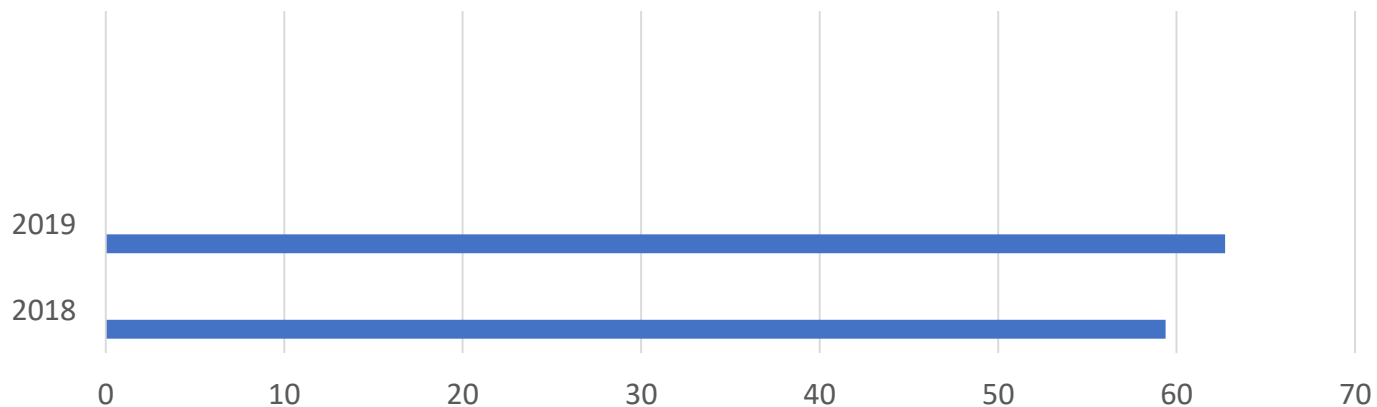
Year-Over-Year monthly Tax Collected

Month	Tax Collected	Percent Change
Sep 2014	\$1,927,455.64	0.00%
Sep 2015	\$2,301,749.93	19.42%
Sep 2016	\$3,004,179.90	30.52%
Sep 2017	\$3,139,993.33	4.52%
Sep 2018	\$3,202,804.93	2.00%
Sep 2019	\$3,293,651.41	2.84%



Tourist Development Tax: October-September

Fiscal Year	TDT October - September	% change
2019	\$62,723,182	+5.64%
2018	\$59,376,692	



Tourist Development Tax in Millions

Tourist Development Tax: Historical Seasonality

