



ST.PETE CLEARWATER

TOURISM ECONOMICS SNAPSHOT

September 2020 TDC Meeting

Monthly Totals- July 2020

| | July 2019 | July 2020 | % Change |
|----------------------------|-----------|-----------|----------|
| Room Nights Sold | 481,090 | 337,855 | -29.8% |
| Occupancy | 75.9% | 52.1% | -31.3% |
| Average Daily Rate | \$153.04 | \$139.17 | -9.1% |
| Revenue per Available Room | \$116.15 | \$72.53 | -37.6% |

Monthly Market Comparison – July 2020

| Location | Room Nights Sold | % Change | Average Daily Rate | % Change | Revenue per Available Room | % Change | Occupancy | % Change |
|----------------------------|------------------|---------------|--------------------|---------------|----------------------------|---------------|--------------|---------------|
| St. Pete/Clearwater | 337,855 | -29.8% | \$139.17 | -9.1% | \$72.53 | -37.6% | 52.1% | -31.3% |
| Orlando | 925,084 | -70.4% | \$89.78 | -21.8% | \$26.67 | -70.3% | 29.7% | -62.0% |
| Miami-Dade | 462,989 | -65.8% | \$107.47 | -31.3% | \$33.15 | -71.8% | 30.8% | -59.0% |
| Fort Lauderdale | 451,013 | -38.9% | \$96.33 | -19.0% | \$43.27 | -51.4% | 44.9% | -40.0% |
| Tampa | 323,730 | -37.3% | \$87.69 | -18.4% | \$38.51 | -50.2% | 43.9% | -39.0% |
| Palm Beach County | 200,898 | -44.4% | \$132.35 | +0.9% | \$48.35 | -46.3% | 36.5% | -46.7% |
| Bay County | 192,131 | -7.5% | \$185.63 | -17.8% | \$132.29 | -31.1% | 71.3% | -16.2% |
| Fort Myers | 183,698 | -24.4% | \$140.78 | +4.6% | \$69.76 | -20.9% | 49.6% | -24.4% |
| Sarasota/Bradenton | 178,587 | -16.8% | \$122.40 | +1.7% | \$64.09 | -18.1% | 52.4% | -19.5% |
| Florida Keys | 165,388 | -36.6% | \$270.84 | +11.3% | \$156.23 | -23.1% | 57.7% | -30.9% |
| Osceola County | 133,768 | -67.6% | \$70.35 | -15.9% | \$16.54 | -70.1% | 23.5% | -64.4% |
| Naples | 102,751 | -30.1% | \$195.37 | +7.6% | \$80.65 | -27.1% | 41.3% | -32.2% |
| Florida | 5,529,802 | -46.0% | \$118.84 | -10.8% | \$51.40 | -48.0% | 43.3% | -41.7% |

Fiscal Year 2020 Totals

| | FY 19 | FY 20 | % Change |
|----------------------------|-----------|-----------|----------|
| Room Nights Sold | 4,517,099 | 3,551,862 | -21.4% |
| Occupancy | 73.3% | 57.2% | -21.9% |
| Average Daily Rate | \$156.98 | \$143.77 | -8.4% |
| Revenue per Available Room | \$114.87 | \$82.81 | -27.9% |

Tourist Development Tax: July Five Year Comparison

| Month | Tax Collected | % Change |
|----------|----------------|----------|
| 7/1/2013 | \$2,810,359.58 | - |
| 7/1/2014 | \$3,157,956.91 | 12.37% |
| 7/1/2015 | \$3,495,946.18 | 10.70% |
| 7/1/2016 | \$4,757,607.88 | 36.09% |
| 7/1/2017 | \$5,157,435.15 | 8.40% |
| 7/1/2018 | \$5,488,681.12 | 6.42% |
| 7/1/2019 | \$5,866,977.27 | 6.89% |
| 7/1/2020 | \$4,192,583.19 | -28.54% |

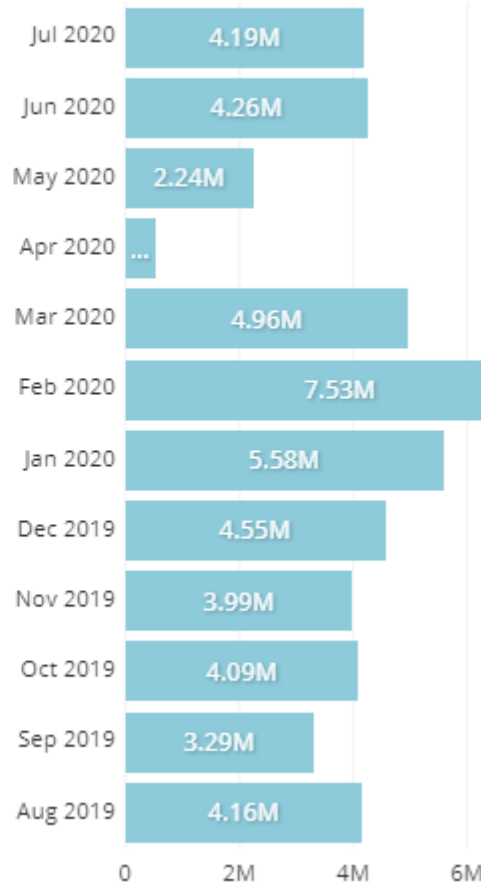


*Starting Jan 1st 2016 Pinellas raised the TDT tax from 5 to 6 cents
For like comparison, the percent change from 2015-2016 is 13.41%

Tourist Development Tax: Year over Year Growth

Rolling 12 Months Tax

| Month | Tax Collected | M/M % Change |
|----------|---------------|--------------|
| Jul 2020 | \$4,192,583 | -28.54% |
| Jun 2020 | \$4,256,609 | -25.58% |
| May 2020 | \$2,243,798 | -58.08% |
| Apr 2020 | \$516,029 | -92.34% |
| Mar 2020 | \$4,964,662 | -48.13% |
| Feb 2020 | \$7,532,078 | 18.54% |
| Jan 2020 | \$5,582,936 | 17.98% |
| Dec 2019 | \$4,554,786 | 14.39% |
| Nov 2019 | \$3,989,907 | 15.52% |
| Oct 2019 | \$4,088,933 | 16.70% |
| Sep 2019 | \$3,293,651 | 2.84% |
| Aug 2019 | \$4,161,610 | 3.53% |
| Total | \$49,377,583 | --- |



Vacation Rentals – July 2020 Totals

| | July 2019 | July 2020 | % Change |
|----------------------------|-----------|-----------|----------|
| Room Nights Sold | 156,277 | 146,584 | -6.2% |
| Occupancy | 62.8% | 62.7% | -0.0% |
| Average Daily Rate | \$233.54 | \$245.27 | +5.0% |
| Revenue Per Available Room | \$146.57 | \$153.87 | +5.0% |

Vacation Rentals - Fiscal Year 2020 Totals

| | FY19 | FY20 | % Change |
|----------------------------|-----------|-----------|----------|
| Room Nights Sold | 1,204,861 | 1,188,274 | -1.4% |
| Occupancy | 61.4% | 57.0% | -7.1% |
| Average Daily Rate | \$229.95 | \$234.26 | +1.9% |
| Revenue Per Available Room | \$141.39 | \$132.84 | -6.0% |