



# ST.PETE CLEARWATER

TOURISM ECONOMICS SNAPSHOT

November 2020 TDC Meeting

# Monthly Totals- September 2020

	September 2019	September 2020	% Change
Room Nights Sold	353,191	295,866	-16.2%
Occupancy	57.9%	47.4%	-18.1%
Average Daily Rate	\$120.98	\$120.58	-0.3%
Revenue per Available Room	\$70.00	\$57.16	-18.4%



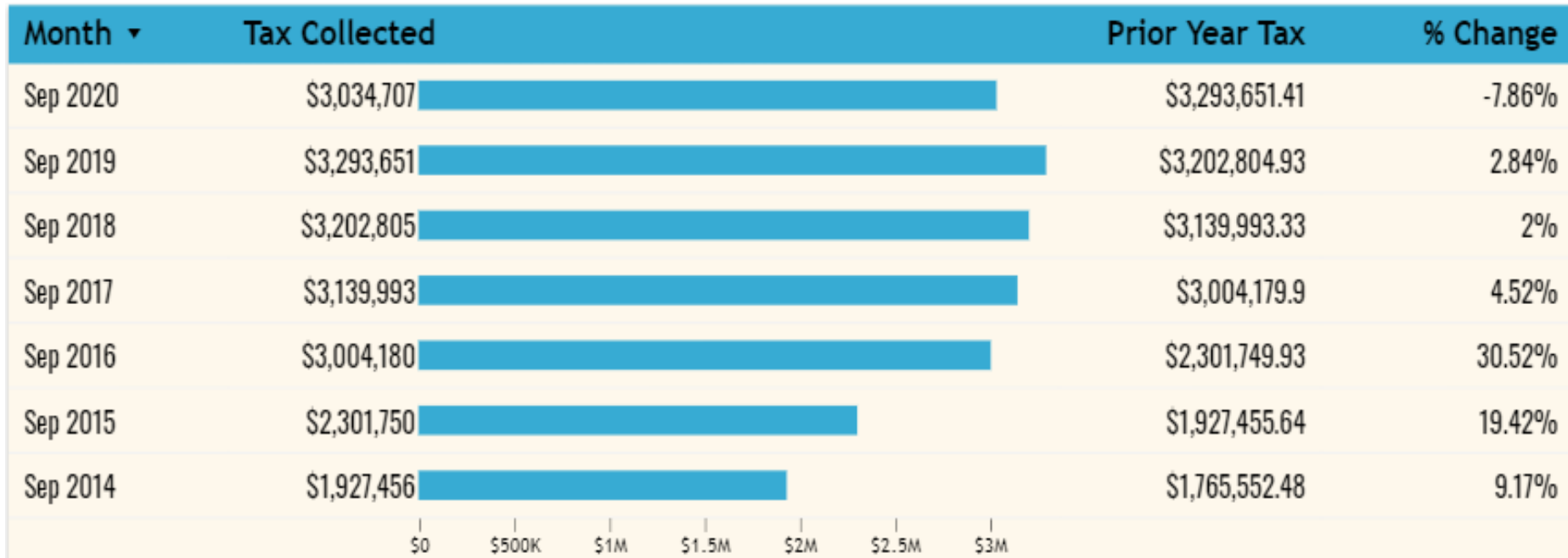
# Monthly Market Comparison – September 2020

Location	Room Nights Sold	% Change	Average Daily Rate	% Change	Revenue per Available Room	% Change	Occupancy	% Change
<b>St. Pete/Clearwater</b>	<b>295,866</b>	<b>-16.2%</b>	<b>\$120.58</b>	<b>-0.3%</b>	<b>\$57.16</b>	<b>-18.4%</b>	<b>47.4%</b>	<b>-18.1%</b>
Orlando	986,376	-58.6%	\$84.22	-19.8%	\$26.46	-59.0%	31.4%	-48.9%
Miami-Dade	572,514	-45.9%	\$118.24	-12.0%	\$42.78	-47.7%	36.2%	-40.6%
Fort Lauderdale	448,288	-22.9%	\$96.09	-8.2%	\$44.00	-30.8%	45.8%	-24.6%
Tampa	327,867	-26.7%	\$87.28	-20.1%	\$40.12	-42.3%	46.0%	-27.8%
Palm Beach County	214,664	-26.0%	\$128.43	+8.7%	\$51.72	-23.2%	40.3%	-29.3%
Bay County	178,508	-0.9%	\$136.44	+3.0%	\$93.35	-3.8%	68.4%	-6.6%
Florida Keys	167,555	+16.1%	\$212.67	+16.0%	\$119.13	+32.4%	56.0%	14.2%
Fort Myers	164,832	-8.1%	\$112.52	+10.6%	\$50.51	-0.6%	44.9%	-10.2%
Sarasota/Bradenton	156,981	+2.9%	\$110.78	+7.6%	\$52.69	+6.4%	47.6%	-1.1%
Osceola County	134,850	-53.6%	\$68.72	-14.6%	\$16.56	-57.2%	24.1%	-49.9%
Naples	92,683	-17.3%	\$173.08	+10.8%	\$66.60	-10.0%	38.5%	-18.7%
<b>Florida</b>	<b>5,478,525</b>	<b>-30.3%</b>	<b>\$106.18</b>	<b>-5.8%</b>	<b>\$45.87</b>	<b>-30.9%</b>	<b>43.2%</b>	<b>-26.7%</b>

# Fiscal Year 2020 Totals

	FY 19	FY 20	% Change
Room Nights Sold	5,253,477	4,134,741	-21.3%
Occupancy	71.3%	55.6%	-22.0%
Average Daily Rate	\$153.03	\$140.74	-8.0%
Revenue per Available Room	\$108.88	\$78.58	-27.8%

# Tourist Development Tax: September Five Year Comparison



\*Starting Jan 1<sup>st</sup> 2016 Pinellas raised the TDT tax from 5 to 6 cents  
For like comparison, the percent change from 2015-2016 is 8.76%

# Tourist Development Tax: Year over Year Growth

## Rolling 12 Months Bed Tax Detail

Month ▾	Tax Collected	Prior Year Tax	% Change
Sep 2020	\$3,034,706.62	\$3,293,651	-7.86%
Aug 2020	\$3,190,595.66	\$4,161,610	-23.33%
Jul 2020	\$4,192,583.19	\$5,866,977	-28.54%
Jun 2020	\$4,256,608.71	\$5,719,729	-25.58%
May 2020	\$2,243,798.47	\$5,352,499	-58.08%
Apr 2020	\$516,028.76	\$6,732,633	-92.34%
Mar 2020	\$4,964,661.95	\$9,570,520	-48.13%
Feb 2020	\$7,532,078.27	\$6,354,048	18.54%
Jan 2020	\$5,582,935.99	\$4,731,909	17.98%
Dec 2019	\$4,554,785.80	\$3,981,893	14.39%
Nov 2019	\$3,989,907.09	\$3,453,977	15.52%
Oct 2019	\$4,088,933.39	\$3,503,736	16.7%
<b>Grand total</b>	<b>\$48,147,623.90</b>	<b>\$62,723,182</b>	<b>-23.24%</b>

Current Month Bed Tax:

**\$3,034,707**

↓ -7.9%

Fiscal Year to Date Bed Tax:

**\$48,147,624**

↓ -23.2%



# Vacation Rentals – September 2020 Totals

	September 2019	September 2020	% Change
Room Nights Sold	93,654	88,301	-5.7%
Occupancy	48.3%	48.6%	+0.7%
Average Daily Rate	\$207.15	\$230.95	+11.5%
Revenue Per Available Room	\$100.02	\$112.28	+12.2%

# Vacation Rentals - Fiscal Year 2020 Totals

	FY19	FY20	% Change
Room Nights Sold	1,420,913	1,380,117	-2.9%
Occupancy	59.7%	55.9%	-6.3%
Average Daily Rate	\$227.75	\$234.33	+2.9%
Revenue Per Available Room	\$135.99	\$130.67	-3.9%