



ST.PETE  
CLEARWATER

## Tourism Economic Snapshot May 2023 TDC Meeting -

### Pinellas Monthly Hotel Performance

Date Range: Mar 1, 2023 - Mar 30, 2023



Occupancy ▾	Occupancy - Last Year	Occupancy % Change	2019 Occupancy
83.9%	83.3%	0.8%	89.2%

ADR ▾	ADR - Last Year	ADR % Change	2019 ADR
\$264.98	\$259.53	2.1%	\$210.23

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	2019 RevPAR
\$222.34	\$216.11	2.9%	\$210.23

Revenue ▾	Revenue - Last Year	Rev % Change
\$154,141,934	\$150,176,591	2.6%

Supply ▾	Supply - Last Year	Supply % Change
693,284	694,896	-0.2%

Demand ▾	Demand - Last Year	Demand % Change
581,712	578,648	0.5%



Pinellas Fiscal Year Hotel Performance

Date Range: Oct 1, 2022 - Mar 31, 2023

Occupancy ▾	Occupancy - Last Year	Occupancy % Change	FY19 Occupancy
73.0%	69.6%	5.1%	71.8%

Revenue ▾	Revenue - Last Year	Rev % Change
\$581,628,777	\$536,011,277	9.7%

ADR ▾	ADR - Last Year	ADR % Change	FY19 ADR
\$193.83	\$184.82	5.2%	\$160.94

Supply ▾	Supply - Last Year	Supply % Change
4,044,222	4,077,701	-4.8%

RevPAR ▾	RevPAR - Last Year	RevPAR % Change	FY19 RevPAR
\$144.18	\$131.84	10.7%	\$122.59

Demand ▾	Demand - Last Year	Demand % Change
2,946,532	2,834,417	4.2%

Monthly City Segment Comparison

Date Range: Mar 1, 2023 - Mar 31, 2023

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change
Clearwater	82.9%	0.6%	\$160.84	9.1%	\$133.36	9.7%
Clearwater Beach	88.1%	-1.4%	\$386.82	-1.6%	\$340.87	-3%
Downtown St. Petersburg	78.3%	0.8%	\$281.92	14.7%	\$220.84	15.5%
Dunedin	81.7%	8.5%	\$252.56	2.2%	\$206.33	10.8%
Indian Rocks Beach/ Indian Shores/ Madeira/ Re...	85%	-1.4%	\$248.85	0%	\$211.52	-1.4%
St. Pete Beach/ Tierra Verde	83.8%	-2.4%	\$383.76	-1.8%	\$321.65	-4.1%
St. Pete/ Largo/ Pinellas Park	84.4%	4.7%	\$175.35	5.8%	\$147.92	10.8%
Tarpon Springs/ Oldsmar/ Palm Harbor/ East La...	80.1%	2.8%	\$193.41	8%	\$155	11%
Treasure Island Beach	84.3%	-1.4%	\$338.88	4%	\$285.63	2.5%
Beach	85.9%	-1.5%	\$359.29	-1%	\$308.52	-2.5%
Inland	82.3%	2.3%	\$190.35	9.2%	\$156.68	11.8%

Monthly Competitive Market Comparison

Date Range: Mar 1, 2023 - Mar 31, 2023

Location ▲	Occupancy	Occupancy % Change	ADR	ADR % Change	RevPAR	RevPAR % Change	Demand	Demand % Change
Bay County, FL	66.5%	-0.9%	\$146.65	-1.5%	\$97.48	-2.4%	202,257	1.3%
Florida	80.2%	-1.5%	\$239.04	2.3%	\$191.79	0.8%	12,065,805	-1.6%
Florida Keys	85.5%	-3.4%	\$481.49	-12.2%	\$411.56	-15.2%	282,228	-3.0%
Fort Lauderdale, FL	82.5%	-2.2%	\$244.18	1.9%	\$201.38	-0.3%	982,630	-3.3%
Fort Myers, FL	80.2%	-6.0%	\$246.51	-15.4%	\$197.69	-20.5%	239,753	-32.3%
Hillsborough County, FL	84.7%	-0.6%	\$201.65	13.7%	\$170.78	13.0%	668,247	-2.0%
Miami/Hialeah, FL	81.7%	-2.0%	\$287.07	-5.3%	\$234.44	-7.2%	1,689,502	1.7%
Naples, FL	77.3%	-5.2%	\$409.27	-15.1%	\$316.29	-19.5%	171,171	-13.7%
Orlando, FL	81.8%	-1.2%	\$231.52	11.4%	\$189.43	10.1%	3,463,177	0.4%
Osceola County, FL	77.4%	-1.2%	\$174.74	22.2%	\$135.31	20.8%	582,550	4.2%
Palm Beach County, FL	82.5%	0.1%	\$365.21	2.9%	\$301.47	3.0%	486,165	1.3%
Pinellas County, FL	83.9%	0.8%	\$264.98	2.1%	\$222.34	2.9%	581,712	0.5%
Sarasota/Bradenton, FL	83.7%	-4.2%	\$269.77	1.2%	\$225.78	-3.1%	320,807	-3.7%

Current Month Bed Tax:

\$13,602,055

⬆ 4.3%

Rolling 12 Months Bed Tax:

\$97,669,617

⬆ 12.2%

Fiscal Year to Date Bed Tax:

\$77,556,638

⬆ 63.7%

Calendar Year to Date Bed Tax:

\$58,846,814

⬆ 97.6%

Tourist Development Tax: Year over Year Growth

Month ▾	Tax Collected	Prior Yr. Tax Collected	Prior Yr % Change	2019 Tax Collected	2019 % Change
Mar 2023	\$13,602,055 <div><div></div></div>	\$13,041,326	4.3%	\$9,570,520	42.1%
Feb 2023	\$10,385,498 <div><div></div></div>	\$9,407,928	10.4%	\$6,354,048	63.4%
Jan 2023	\$8,239,496 <div><div></div></div>	\$7,336,168	12.3%	\$4,731,909	74.1%
Dec 2022	\$6,459,849 <div><div></div></div>	\$6,392,629	1.1%	\$4,554,786	41.8%
Nov 2022	\$5,725,720 <div><div></div></div>	\$5,416,319	5.7%	\$3,989,907	43.5%
Oct 2022	\$6,524,255 <div><div></div></div>	\$5,792,690	12.6%	\$4,088,933	59.6%
Sep 2022	\$4,995,605 <div><div></div></div>	\$4,488,471	11.3%	\$3,293,651	51.7%
Aug 2022	\$6,123,668 <div><div></div></div>	\$5,223,033	17.2%	\$4,161,610	47.1%
Jul 2022	\$8,844,521 <div><div></div></div>	\$8,581,849	3.1%	\$5,866,977	50.8%
Jun 2022	\$8,402,258 <div><div></div></div>	\$8,273,409	1.6%	\$5,719,729	46.9%
May 2022	\$8,108,609 <div><div></div></div>	\$7,697,334	5.3%	\$5,352,499	51.5%
Apr 2022	\$10,818,811 <div><div></div></div>	\$8,749,606	23.6%	\$6,732,633	60.7%
Grand total	\$120,679,599	\$105,858,737	14.0%	\$80,341,771	50.2%

Tourist Development Tax: Five Year Comparison

Date (Month): March

(1) ▾
















Year...	Month	Tax Collected	Prior Year T...	% Change
2023	March	\$13,602,055 <div><div></div></div>	\$13,041,326	4.3%
2022	March	\$13,041,326 <div><div></div></div>	\$9,679,140	34.7%
2021	March	\$9,679,140 <div><div></div></div>	\$4,964,662	95.0%
2020	March	\$4,964,662 <div><div></div></div>	\$9,570,520	-48.1%
2019	March	\$9,570,520 <div><div></div></div>	\$8,999,486	6.3%
2018	March	\$8,999,486 <div><div></div></div>	\$7,900,218	13.9%
Grand total		\$91,920,106	\$78,318,051	17.4%



# Tourist Development Tax

Mar 1, 2023 - Mar 31, 2023

## Tourist Development Tax: Monthly Municipality Comparison















Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Dunedin	\$166,365 	\$153,029.99	8.7%	\$117,279	41.9%
Indian Shores	\$109,556 	\$94,688.53	15.7%	\$114,632	-4.4%
Madeira Beach	\$281,989 	\$277,265.43	1.7%	\$195,759	44.0%
Miscellaneous/Other	\$4,550,887 	\$4,091,973.94	11.2%	\$2,282,996	99.3%
Oldsmar/Safety Harbor	\$206,373 	\$175,751.37	17.4%	\$179,584	14.9%
Palm Harbor	\$196,691 	\$162,491.92	21.0%	\$133,181	47.7%
St Pete Beach/Tierra Verde	\$1,859,815 	\$1,960,450.07	-5.1%	\$1,423,919	30.6%
St Petersburg	\$1,465,476 	\$1,249,815.99	17.3%	\$1,139,818	28.6%
Tarpon Springs	\$77,847 	\$73,197.21	6.4%	\$66,517	17.0%
Treasure Island	\$603,840 	\$635,767.58	-5.0%	\$494,641	22.1%
N Redington Beach/Reding...	\$223,801 	\$224,736.48	-0.4%	\$184,045	21.6%
Indian Rocks Beach	\$157,355 	\$157,482.93	-0.1%	\$155,061	1.5%
Clearwater/Clearwater Be...	\$3,642,090 	\$3,718,543.01	-2.1%	\$3,016,189	20.8%
Belleair/Belleair Beach/Bl...	\$59,970 	\$66,131.37	-9.3%	\$66,899	-10.4%
<b>Grand total</b>	<b>\$13,602,055</b> 	<b>\$13,041,325.82</b>	<b>4.3%</b>	<b>\$9,570,520</b>	<b>42.1%</b>

\*Misc./Other- Bed Tax from property management accounts and individuals that have properties in multiple cities

# Tourist Development Tax

Oct 1, 2022 - Mar 31, 2023

## Tourist Development Tax: FY Municipality Comparison

Cities	Tax Collected	Prior Year Tax Collected	% Change	FY 19 Tax Collected	% Change vs Current Year
Indian Shores	\$109,556 	\$94,688.53	15.7%	\$114,632	-4.4%
Palm Harbor	\$196,691 	\$162,491.92	21.0%	\$133,181	47.7%
Miscellaneous/Other	\$4,550,887 	\$4,091,973.94	11.2%	\$2,282,996	99.3%
Tarpon Springs	\$77,847 	\$73,197.21	6.4%	\$66,517	17.0%
Clearwater/Clearwater Be...	\$3,642,090 	\$3,718,543.01	-2.1%	\$3,016,189	20.8%
Belleair/Belleair Beach/Bl...	\$59,970 	\$66,131.37	-9.3%	\$66,899	-10.4%
St Petersburg	\$1,465,476 	\$1,249,815.99	17.3%	\$1,139,818	28.6%
Madeira Beach	\$281,989 	\$277,265.43	1.7%	\$195,759	44.0%
Oldsmar/Safety Harbor	\$206,373 	\$175,751.37	17.4%	\$179,584	14.9%
Dunedin	\$166,365 	\$153,029.99	8.7%	\$117,279	41.9%
Treasure Island	\$603,840 	\$635,767.58	-5.0%	\$494,641	22.1%
St Pete Beach/Tierra Verde	\$1,859,815 	\$1,960,450.07	-5.1%	\$1,423,919	30.6%
N Redington Beach/Reding...	\$223,801 	\$224,736.48	-0.4%	\$184,045	21.6%
Indian Rocks Beach	\$157,355 	\$157,482.93	-0.1%	\$155,061	1.5%
<b>Grand total</b>	<b>\$50,936,873</b>	<b>\$47,387,059....</b>	<b>7.5%</b>	<b>\$33,290,103</b>	<b>53.0%</b>

\*Misc./Other- Bed Tax from property management accounts and individuals that have properties in multiple cities