



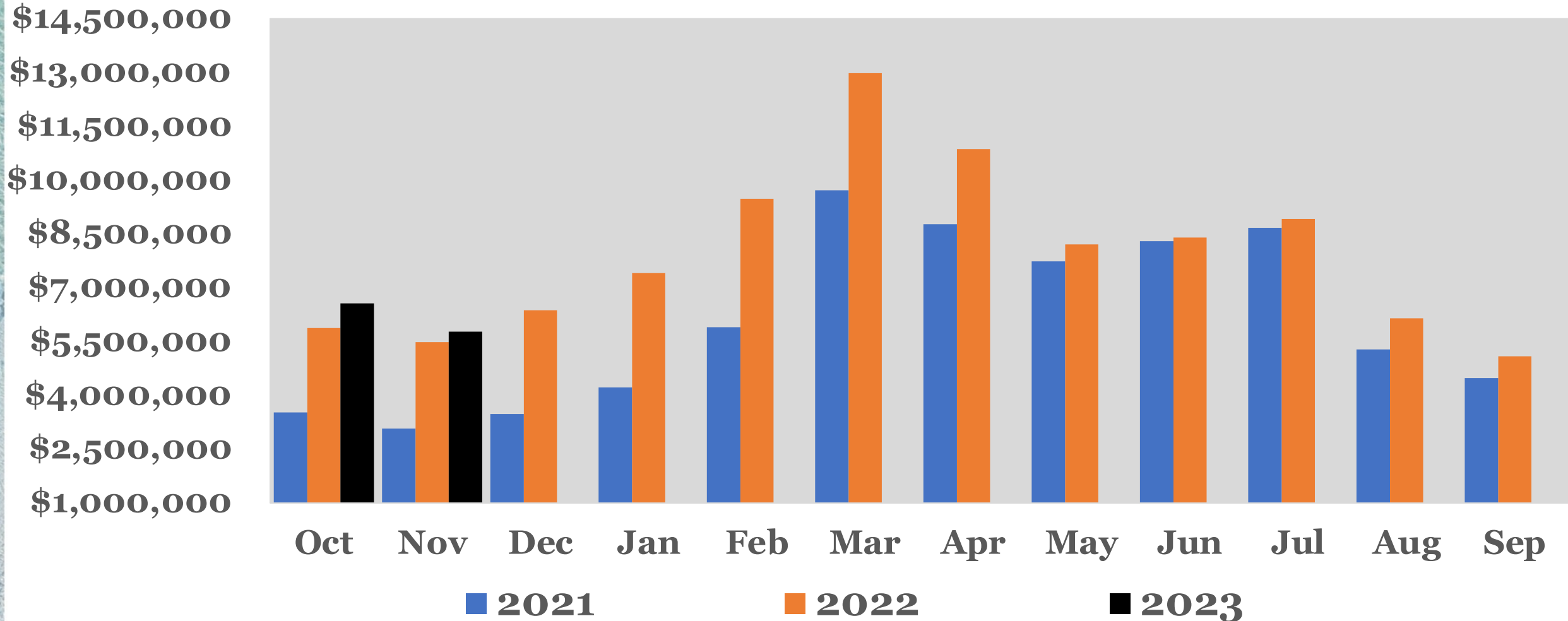
PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL MEETING

January 18, 2023
9:00 a.m. – 12:00 p.m.

DESTINATION METRICS - TDT



Metric	2022	FY 23	2021	FY 22
November Collections	\$5.7M	\$12.3M	\$5.4M	\$11.3M



TDT COLLECTION BY CITY



CITY	Nov. 2022	Nov. 2021	Change
Belleair/Belleair Beach/Bluffs/Shores	\$17,359.14	\$20,402.57	-14.9%
Clearwater/Clearwater Beach	\$1,462,264.20	\$1,569,440.89	-6.8%
Dunedin	\$73,979.49	\$79,375.78	-6.8%
Indian Rocks Beach	\$48,809.81	\$42,602.22	14.6%
Indian Shores	\$24,463.58	\$20,485.64	19.4%
Madeira Beach	\$98,787.14	\$82,411.19	19.9%
Miscellaneous/Other	\$1,990,800.76	\$1,835,218.17	8.5%
N Redington Bch/Redington Bch/Redington Shores	\$76,790.81	\$67,834.44	13.2%
Oldsmar/Safety Harbor	\$115,554.90	\$83,971.26	37.6%
Palm Harbor	\$82,136.60	\$79,638.86	3.1%
St Pete Beach/Tierra Verde	\$762,740.28	\$750,624.42	1.6%
St Petersburg	\$706,960.33	\$552,862.98	27.9%
Tarpon Springs	\$36,009.83	\$31,451.13	14.5%
Treasure Island	\$229,062.91	\$199,999.42	14.5%

TDT COLLECTION BY CITY



Municipality	# of Rooms	# of Properties	TDT Collected	TDT Per Property	TDT Per Room
Belleair/Belleair Beach/Bl...	140	4	\$ 381,975	\$ 95,494	\$ 2,728
Clearwater/Clearwater Beach	9,093	107	\$ 26,495,298	\$ 6,623,825	\$ 2,914
Dunedin	518	10	\$ 1,085,987	\$ 271,497	\$ 2,097
St Petersburg	5,044	76	\$ 9,107,374	\$ 2,276,844	\$ 1,806
Indian Rocks Beach	413	7	\$ 916,881	\$ 229,220	\$ 2,220
Indian Shores	113	4	\$ 514,923	\$ 128,731	\$ 4,557
Madeira Beach	644	11	\$ 1,927,718	\$ 481,930	\$ 2,993
N Redington Beach/Redington Shores	373	12	\$ 1,424,196	\$ 356,049	\$ 3,818
Oldsmar/Safety Harbor	643	7	\$ 1,277,703	\$ 319,426	\$ 1,987
Palm Harbor	496	3	\$ 1,093,995	\$ 273,499	\$ 2,206
St Pete Beach/Tierra Verde	2,618	26	\$ 13,307,434	\$ 3,326,859	\$ 5,083
Tarpon Springs	291	4	\$ 498,479	\$ 124,620	\$ 1,713
Treasure Island	1,390	39	\$ 4,092,445	\$ 1,023,111	\$ 2,944

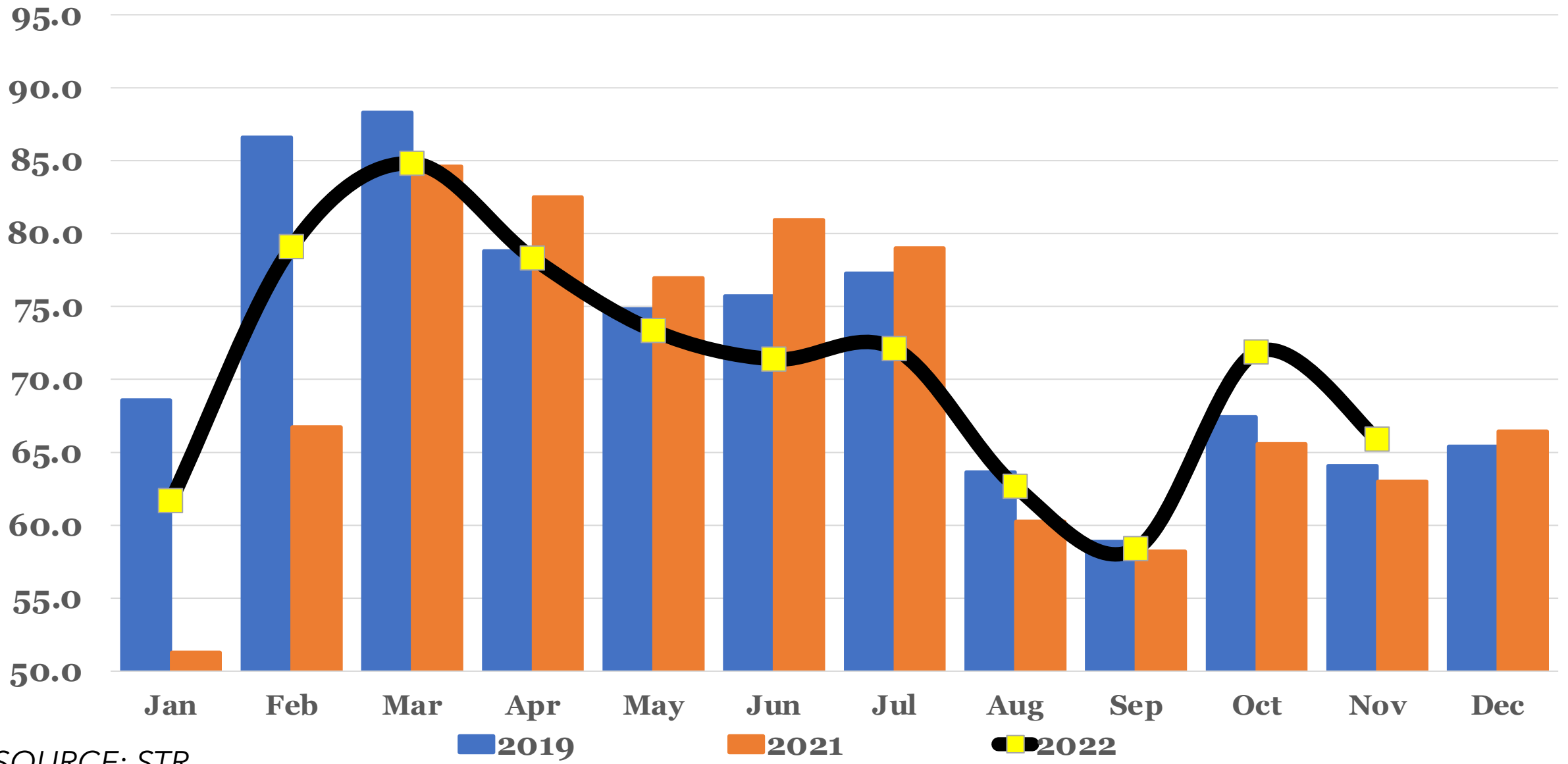
DESTINATION METRICS - LODGING



Metric (Nov)	2022	2021
Occupancy (Hotel)	65%	62%
Occupancy (VR)	62%	60%
Avg. Daily Rate (Hotel)	\$164	\$154
Avg. Daily Rate (VR)	\$170	\$152

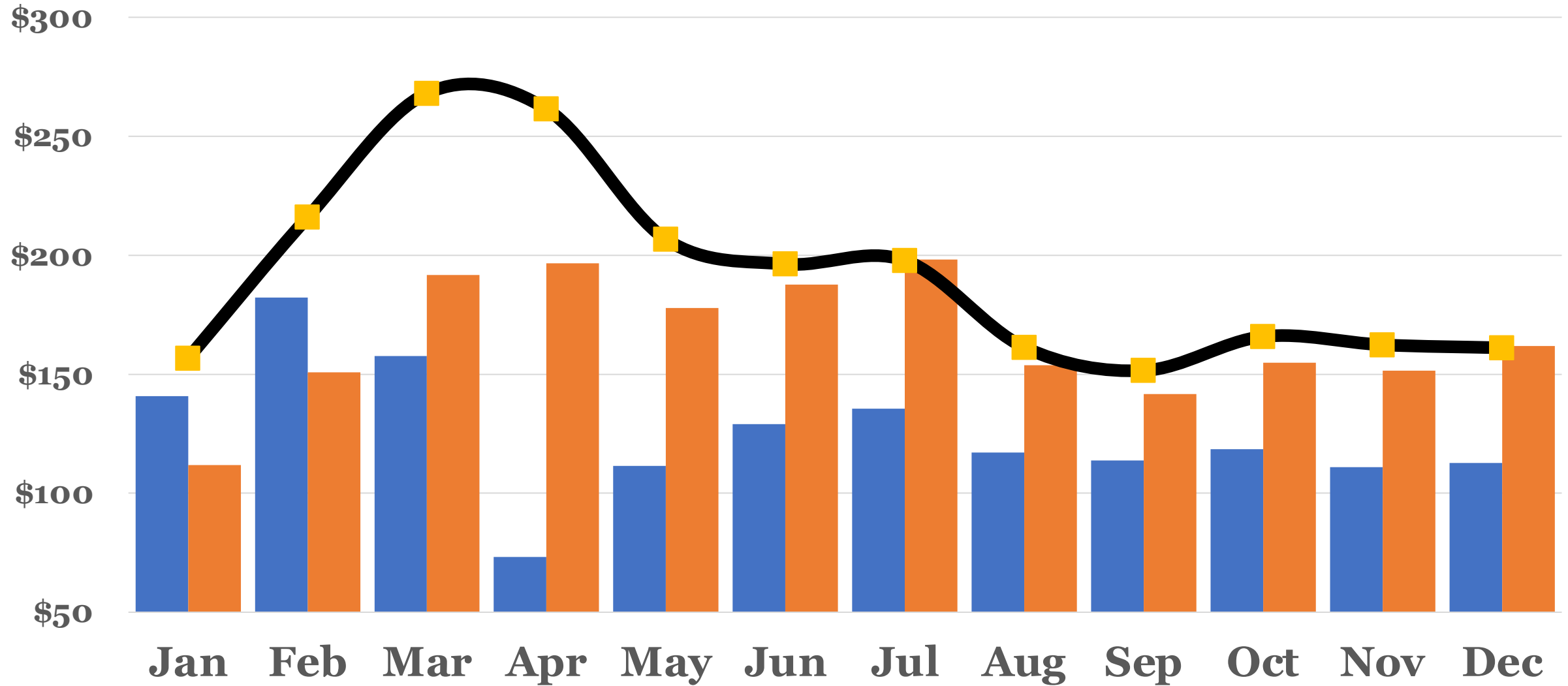
Area (Hotels)	Oct 2022	Oct 2021
Beach (Occupancy)	62%	62%
Inland (Occupancy)	68%	61%
Beach (ADR)	\$219	\$216
Inland (ADR)	\$126	\$109

LODGING METRICS - OCCUPANCY



SOURCE: STR

LODGING METRICS - ADR



SOURCE: STR

■ 2020

■ 2021

■ 2022

DESTINATION METRICS - VR



<u>KPI (November)</u>	<u>2022</u>	<u>2021</u>	<u>Difference</u>
Paid Occupancy	62%	60%	3%
ADR	\$170	\$152	12%
RevPAR	\$93	\$80	16%
Avg. Length of Stay	6.5	6.1	7%



DESTINATION METRICS - VR



<u>KPI (Jan.-Mar.)</u>	<u>2023</u>	<u>2022</u>	<u>Difference</u>
Paid Occupancy	77%	78%	-0%
ADR	\$260	\$228	14%
RevPAR	\$192	\$169	14%
Avg. Length of Stay	11.6	10.9	6%

Bookings as of 1/13/23 and same time period one year prior



VISITOR PROFILE – NOVEMBER 2022



Metric	2022	2021
Daily Spend:	\$298	\$272
Travel Party Size:	2.3	2.5
Avg. Time – Decision to Arrival (Days):	82	44
Mean Days:	5.1	3.3
Mean Nights:	4.3	2.6
Stayed Overnight:	39%	36%
Average Age:	48	49
Average Income:	\$98,865	\$109,660



PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL MEETING

NEXT MEETING

February 15, 2023

9:00 a.m. – 12:00 p.m.