

Tourism Economics Snapshot

January TDC Meeting



**ST. PETE
CLEARWATER**



Source: Smith Travel Research

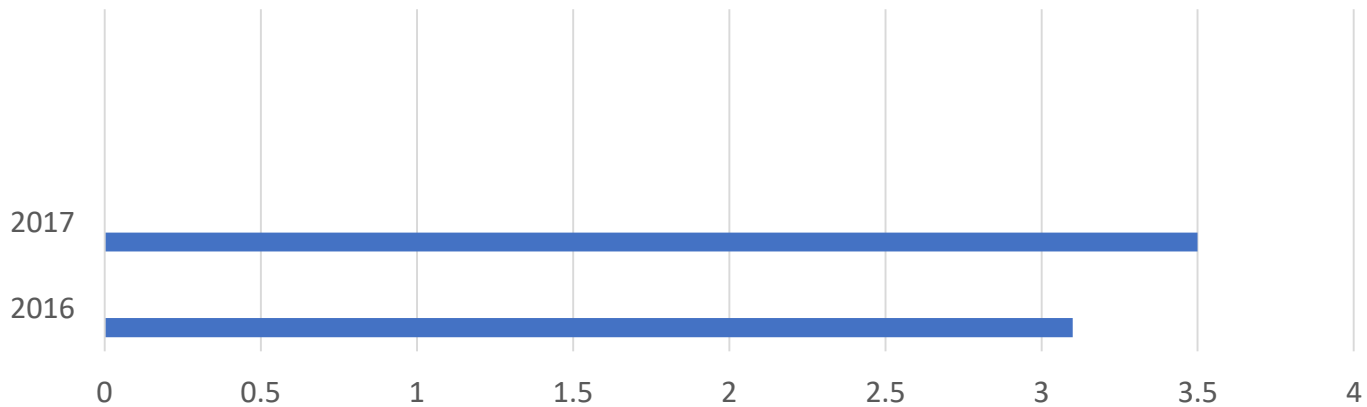
November 2017

	Nov 2016	Nov 2017	% Change
Rooms Sold	366,968	405,059	+10.4%
Average Daily Rate	\$120.06	\$124.59	+3.8%
Revenue per available room	\$76.94	\$82.69	+7.5%



Tourist Development Tax: November

Year	TDT November	% change
2017	\$3,500,759	+12.89%
2016	\$3,101,037	



October's Tourist Development Tax in Millions



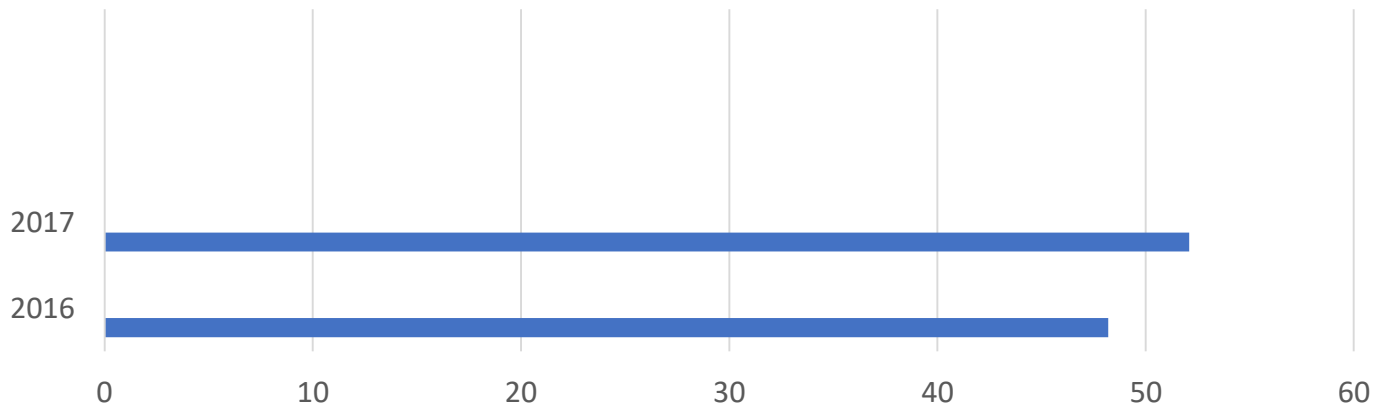
2017 Year to Date (Jan.-Nov.)

	Nov 2016	Nov 2017	% Change
Rooms Sold	6,372,947	6,640,403	+4.2%
Average Daily Rate	\$140.03	\$144.36	+3.1%
Revenue per available room	\$100	\$104.76	+4.8%



Tourist Development Tax: Jan.-Nov.

Year	TDT January - November	% change
2017	\$52,113,661	+8.1%
2016	\$48,220,052	



January – November’s Tourist Development Tax in Millions



Year to Date Market Comparison Rooms Sold in 2017

Location	Rooms Sold	% Change
St. Pete/Clearwater	4,818,980	+5.9%
Orlando	32,778,121	+5.2%
Miami-Hialeah	14,103,401	+4.4%
Fort Lauderdale	7,957,961	+1.8%
Tampa	5,392,020	+2.5%
Osceola County	4,378,150	+3.5%
Palm Beach County	4,183,450	+4.7%
Fort Myers	2,834,397	+3.1%
Florida Keys	2,381,746	+1.2%
Sarasota/Bradenton	2,165,445	+4.1%
Bay County	1,983,724	+10.9%
Naples	1,643,248	+4.2%
Florida	105,970,575	+4.4%



Year to Date Market Comparison ADR 2017

Location	Average Daily Rate	% Change
St. Pete/Clearwater	\$144.36	+3.1%
Florida Keys	\$268.10	-0.4%
Naples	\$217.68	-0.6%
Miami Hialeah	\$183.11	-2.2%
Palm Beach County	\$168.38	+1.8%
Fort Myers	\$151.25	+0.7%
Sarasota/Bradenton	\$142.34	+2.7%
Fort Lauderdale	\$141.11	+1.1%
Bay County	\$124.25	+6.4%
Orlando	\$120.83	+4.5%
Tampa	\$119.91	+4.5%
Osceola County	\$86.78	+5.7%
Florida	\$137.10	+2.1%



Year to Date Market Comparison RevPAR 2017

Location	Revenue per Available Room	% Change
St. Pete/Clearwater	\$104.76	+4.8%
Florida Keys	\$208.50	+1.9%
Naples	\$146.64	+4.3%
Miami Hialeah	\$140.20	-1.3%
Palm Beach County	\$124.96	+4.5%
Fort Myers	\$108.42	+2.9%
Fort Lauderdale	\$109.89	+2.1%
Sarasota/Bradenton	\$100.44	+4.3%
Orlando	\$95.91	+9.3%
Hillsborough County	\$89.32	+4.8%
Bay County	\$83.07	+14.9%
Osceola County	\$60.41	+9.1%
Florida	\$101.71	+5.1%



Key Takeaways

- 51 straight months of TDT growth year-over-year
- 74 of 75 months of TDT growth year-over-year
- December was strong. January, even when comparing against CFP, looks strong and steady.
- STR: Represents more than half of our total hotel rooms. Non flags: Alden, Bilmar, Sirata, Sunset Vistas, all Ocean Properties & more.

