

HOSPITALITY ANALYSIS

Existing Inventory

In 2004, only nine hotels/resorts within the State of Florida received a AAA Five Diamond Award designation, and only three hotel/resorts hold the prestigious Five-Star Award from the Mobil Travel Guide.



Sheraton Sand Key Resort

While a Five-Star Mobil Travel Guide or AAA designation is certainly impressive, it is not our desire to change the historically family-oriented Clearwater Beach to an elite passive environment. Our goal is to encourage the development of several three- and four-star resorts and mid-level two- and three-star smaller national flags to offer an array of room rates, amenities and support retail. These new developments should address the needs of a broad spectrum of residents, tourists and the business meeting sector.

A regional market that hosts only a small number of competitive hospitality establishments further strengthens the feasibility for quality new hospitality facilities. In fact, within Pinellas County there are currently only nine hotels and resorts that have earned the Mobil Travel Guide three-star designation.



Clearwater Beach Marriott Suites

Clearwater Beach/Sand Key National Flag Hotels/Resorts with 100 Rooms or More

Facility	Location	Number of Rooms/Suites	Meeting Space	Mobil Star Ranking	AAA Diamond Ranking
Adam's Mark Clearwater Beach Resort	Clearwater Beach	217	10,000 sq. feet	Not Designated	***
Hilton Clearwater Beach Resort	Clearwater Beach	425	32,000 sq. feet	***	***
Clearwater Beach Hotel	Clearwater Beach	157	2 rooms seat 95 people	**	Not Designated
Holiday Inn Sunspree Resort	Clearwater Beach	216	10,000 sq. feet	***	***
Sheraton Sand Key Resort	Sand Key	390	24,600 sq. feet	***	****
Clearwater Beach Marriott Suites	Sand Key	220	7,500 sq. feet	Not Designated	***

Source: City of Clearwater, Field Study Report, June 2004

In June 2004, the city conducted a detailed inventory of the existing hospitality base within Clearwater Beach and Sand Key. This data can be obtained by accessing www.myclearwater.com, then proceeding to the Economic Development & Housing Department's link. The survey documented 4,020 existing rooms within 106 facilities. This current inventory ranges in age and size as follows:



Hilton Clearwater Beach Resort

Age	Number of Hotel Facilities	Number of Rooms
<1949	17	259
1950 – 1969	76	1753
1970 – 1989	14	2119
1990 – 2004	- 0 -	- 0 -
Proposed	3	824

Source: City of Clearwater, Field Study Report, June 2004

It is expected that this current inventory of hotel and motel rooms will continue to decline as more investors assemble properties for new condominium, condominium/hotel and townhome projects. Since 2001, it is estimated that upwards of 408 older motel units have been withdrawn from the market due to the attractive land prices being offered.

Sales Comparison of 2001 – 2003 Motels with Less than 50 Rooms

	Pinellas County In-Land Motels	Clearwater Beach Non-Waterfront	Clearwater Beach Intracoastal Motels	South Pinellas County Gulf Front Motels
Minimum Sales Price Per Square Foot	\$51.50	\$101.20	\$147.06	\$245.58
Maximum Sales Price Per Square Foot	\$122.59	\$213.00	\$306.00	\$519.23
Minimum Sales Price Per Unit	\$17,727.00	\$52,083.00	\$52,250.00	\$93,750.00
Maximum Sales Price Per Unit	\$77,600.00	\$117,500.00	\$250,000.00	\$337,500.00

Source: Records of the Pinellas County Appraiser's Office based on 48 sales transactions, March 2004; no gulf view motels/hotels under 50 rooms sold during this time.

Proposed Hospitality Projects

The attraction of new resorts, mid-size hotels and retail is a high priority of the city. Investors are now recognizing Clearwater Beach as an overlooked hospitality and retail investment opportunity. This opportunity will only strengthen as new families take up residency as permanent and seasonal homeowners within the three beach neighborhoods.



Adam's Mark Clearwater Beach Resort