

2008

# ST. PETERSBURG CLEARWATER

DESTINATION PROFILE



where the beach takes you

# ST. PETERSBURG/CLEARWATER

## 2008 DESTINATION PROFILE

[VisitStPeteClearwater.com](http://VisitStPeteClearwater.com)

### Destination Profile

The St. Petersburg/Clearwater area is the leading destination on Florida's Gulf Coast, drawing more than 13.6 million visitors in 2008. Made up of 26 distinct communities, the area is best known for its record-breaking sunshine and 35 miles of spectacular beaches. A variety of attractions, world-class museums, sporting and beach activities, arts, culture and nature-related experiences are also readily available.

Visit St. Petersburg/Clearwater, Pinellas County's Convention and Visitors Bureau, is responsible for growing Pinellas County's major industry - tourism. The group's purpose is to strengthen the county's economy and employment by investing the Tourist Development Tax receipts in a comprehensive, successful and research-driven tourism marketing program. Visit St. Petersburg/Clearwater also leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others.

Visit St. Petersburg/Clearwater is the county-wide management and marketing organization responsible for developing and promoting the St. Petersburg/ Clearwater area as a leisure, business, convention, conference, sports and film production destination. Boosted by the CVB's program of strong public relations and direct sales, with support from international sales offices in Central Europe, the United Kingdom and South America, St. Petersburg/Clearwater has seen dramatic increases in tourism to the area over the last 16 years. This booklet provides statistical and demographic information on the area, compiled through CVB-sponsored research.

#### 2008 St. Petersburg/Clearwater Visitors Statistical Summary

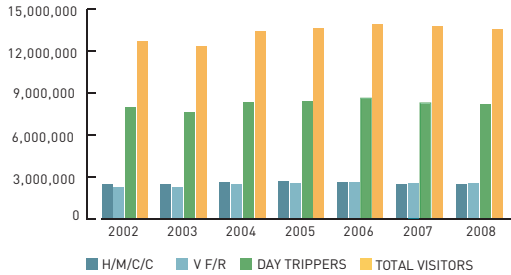
Total Visitors	13,661,180	Air Travel	73.1%
Overnight Visitors	5,193,980	Personal Auto Travel	26.1%
Lodging Occupancy	67.4%	Annual Spending**	\$6,660,421,843
Average Room Rate	\$104.38	Visitor-generated Wages*	\$3,088,969,000
Length of Stay in Our Area	6.4 days	Full-time Jobs*	83,460
Average Party Size	2.9		

\*Direct and Indirect

\*\*Not including Day Trip Visitors

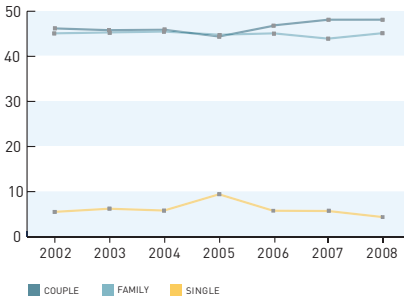
More than 13.6 million visitors vacationed in St. Petersburg/Clearwater last year, making it the most popular vacation destination on Florida's west coast. More than five million visitors stayed overnight and the length of stay in the area averaged six nights. With the extended stay, overnight visitors to the area have the same impact as 17 million visitors to a typical metropolitan destination.

### Visitors



H/M/C/C- Visitors staying in commercial lodgings. (hotels, motels, condos and campgrounds)  
 V F/R- Visitors not staying in commercial lodgings. (staying with friends and/or relatives)  
 DAY TRIPPERS- Visitors who do not stay overnight

### Distribution of Party by Type [ In Percent ]



### Expenditures

Year	# of Visitors	Expenditures*
2002	4,714,732	\$5,236,636,710
2003	4,837,998	\$5,409,486,200
2004	5,077,280	\$5,793,012,115
2005	5,212,435	\$6,145,838,164
2006	5,254,255	\$6,415,551,365
2007	5,300,220	\$6,645,251,089
2008	5,193,980	\$6,660,421,843

\*Direct and Indirect Overnight Visitor Expenditures (H/M/C/C & V F/R)

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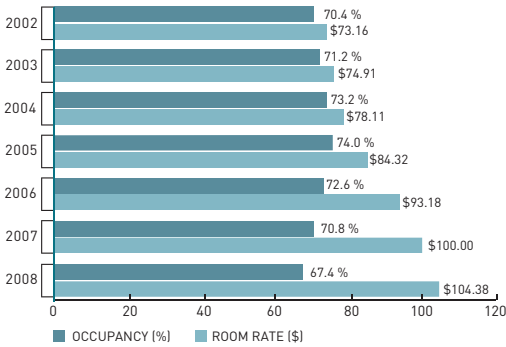
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### Lodging Performance

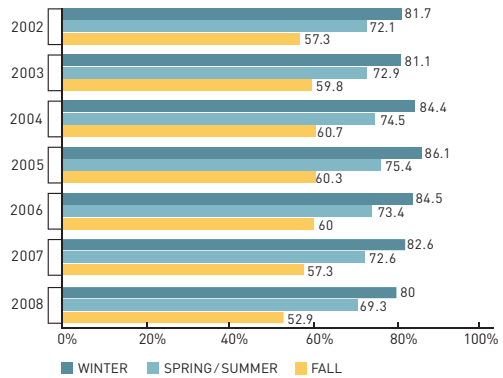
Year after year, occupancy at short-term accommodations remains strong. Also, room rates continue to increase dramatically.

#### Lodging Performance



From cozy B&Bs and mom-and-pop motels to expansive gulf-front condos and four-star resorts, the St. Petersburg/Clearwater area offers a wide array of quality lodging options that appeal to most any lifestyle or budget.

### Occupancy by Season



# ST. PETERSBURG/CLEARWATER

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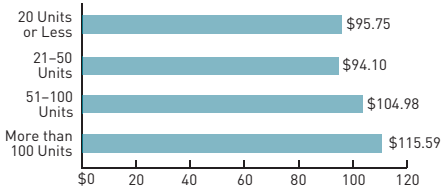
[VisitStPeteClearwater.com](http://VisitStPeteClearwater.com)

### Average Daily Rate by Season (\$)

Year	Winter	Spring/Summer	Fall
2002	83.71	70.50	65.27
2003	85.57	72.18	66.98
2004	87.89	75.42	71.02
2005	94.73	81.39	76.85
2006	103.85	91.39	84.31
2007	113.24	96.83	89.94
2008	119.96	102.69	90.48

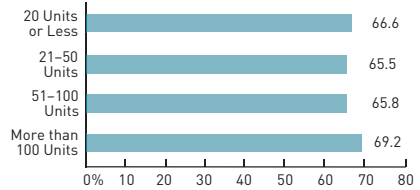
### Lodging by Size 2008

[ Room Rates \$ ]



### Lodging by Size 2008

[ Occupancy % ]

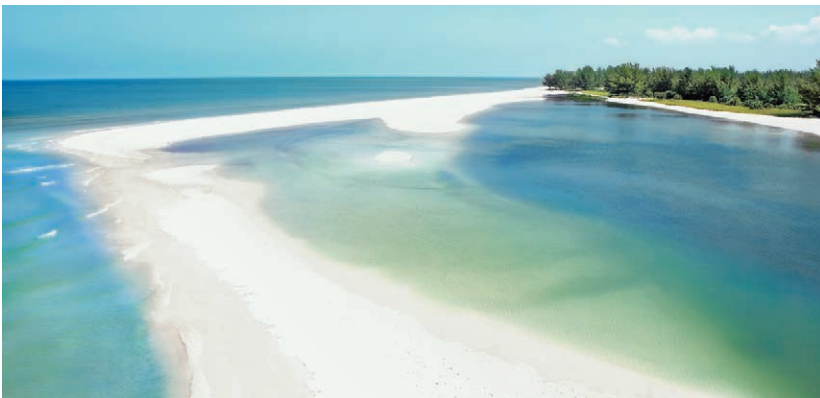


## St. Petersburg/Clearwater Area Visitor Origins 2002-2008

The Midwest and Northeast remain the area's primary domestic visitor origin markets. However, in-state travel continues to be an important segment. The U.K., Central Europe and Canada continue to be top international markets for the area.

### Visitor Origins

Origin	2002	2003	2004	2005	2006	2007	2008
Florida	519,880	522,435	511,473	493,008	559,916	548,757	549,604
Southeast	317,518	326,227	325,007	319,115	305,039	322,067	300,486
Northeast	1,063,960	1,118,221	1,201,077	1,266,594	1,267,716	1,307,040	1,215,764
Midwest	1,536,304	1,577,069	1,658,530	1,707,769	1,707,860	1,709,323	1,586,715
Canada	303,251	296,202	317,612	324,682	339,817	338,521	349,934
Europe	756,971	789,453	862,583	903,459	886,191	873,656	1,007,182
Latin America	176,015	172,237	173,357	174,113	161,976	174,676	156,095
Other	40,533	36,154	27,641	23,695	25,740	26,180	28,200
Total	4,714,432	4,837,998	5,077,280	5,212,435	5,254,255	5,300,220	5,193,980



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In addition to attracting vacationers from every state, the area hosted over 1.4 million international visitors in 2008. Also in 2008, Visit St. Pete/Clearwater re-established its presence in the South American market which had been discontinued in 2001, securing shared sales representation in both Brazil and Argentina with Tampa Bay & Company.

The St. Petersburg/Clearwater area provides a vacation atmosphere for leisure travelers, but it also serves the meetings and conventions market, providing a sophisticated metropolitan setting with world-class arts and cultural offerings. The area has over 46 meeting hotels with 8,440 sleeping rooms and nearly 500,000 sq. ft. of meeting space.

### International Visitors

Origin	2004	2005	2006	2007	2008	% Change
U.K.	590,327	612,886	598,522	568,754	683,283	+12.2%
Cont. Europe	272,256	290,573	287,669	304,902	368,899	+21.0%
Total Europe	862,583	903,456	886,191	873,656	1,007,182	+15.3%

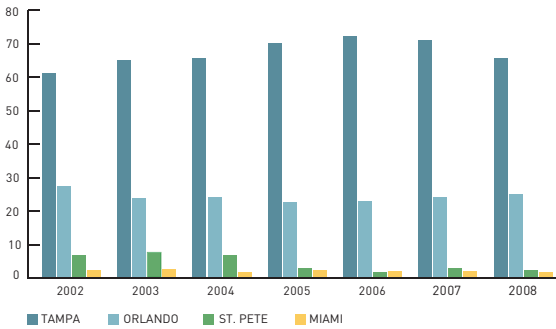
### International Expenditures

Origin	2004	2005	2006	2007	2008	% Change
U.K.	\$347,877,305	\$375,086,250	\$384,251,124	\$390,734,000	\$457,010,600	+17.0%
Cont. Europe	\$163,901,000	\$183,045,700	\$191,012,216	\$216,174,275	\$269,896,600	+24.9%
Total Europe	\$511,778,305	\$558,131,950	\$575,263,340	\$606,908,275	\$726,907,200	+19.8%

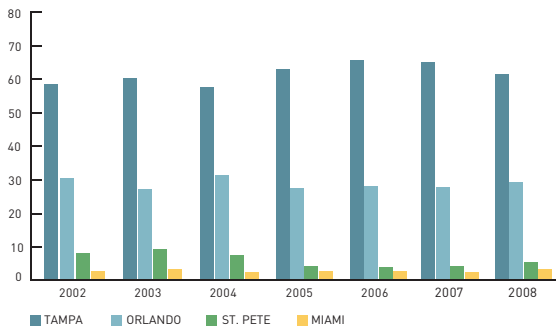
### Purpose of Trip

Year	Vacation	Visit Friends or Relatives	Business	Conference or Meeting
2002	92.5%	11.4%	16.0%	8.4%
2003	91.8%	13.5%	16.6%	8.3%
2004	92.0%	14.1%	17.0%	8.7%
2005	93.6%	12.9%	15.4%	8.6%
2006	92.2%	13.1%	14.6%	10.0%
2007	92.0%	15.4%	16.4%	11.0%
2008	92.9%	14.6%	16.5%	10.1%

## Airport



## Rental Car Pickup Location



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### Influential Factors

Selecting a place to vacation can be difficult. Fortunately, when choosing the St. Petersburg/Clearwater area, there are so many desirable attributes that most vacationers come back year after year to experience all that the destination has to offer. Below are the factors that visitors cited as to why they chose to visit the St. Petersburg/Clearwater area from 2002 to 2008. Based on the percentages, the desire to visit our award-winning beaches continues to be one of the most influential factors.

#### Influential Factors

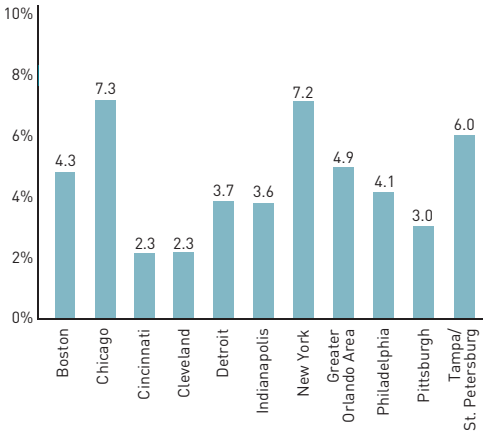
Factor	2002	2003	2004	2005	2006	2007	2008
Safe Destination	83.4%	91.4%	95.6%	98.3%	97.0%	96.6%	96.2%
Beaches	90.1%	95.3%	88.9%	98.2%	98.5%	96.5%	94.8%
Environment	90.4%	94.0%	93.4%	95.4%	94.2%	95.2%	93.8%
Relaxing	92.2%	92.8%	95.0%	97.5%	97.2%	95.0%	94.1%
Suntanning	78.6%	79.6%	85.2%	92.6%	94.2%	87.2%	83.8%
Weather	85.4%	85.1%	85.5%	84.9%	84.9%	84.3%	85.6%
Value for Money	82.2%	84.5%	85.7%	85.8%	82.2%	80.2%	85.8%
Value of Lodging	71.7%	77.7%	82.5%	82.3%	79.5%	73.8%	79.7%
Good Dining	67.5%	56.8%	59.9%	65.2%	62.0%	64.4%	71.3%
Upscale Lodging	65.7%	62.8%	57.8%	59.4%	59.1%	58.8%	61.4%



## Value of Tourism

Tourism impacts every aspect of our community. Its revenue is vital to the success of our businesses. There is great value in visitors telling their friends and family about St. Petersburg/Clearwater. It generates billions of dollars in revenue that is the driving force of our economy. From 2002 to 2008, visitors to the area contributed close to \$13 billion to the local economy.

### Top U.S. Feeder Markets [ DMAs ]



Tourism is the area's #1 employer. There are 83,460 Pinellas County residents who have jobs related, in some way, to our visitors. From restaurants to flower shops, education programs to museums, tourism impacts it all.

### Tourism Impact

Impact	2005	2006	2007	2008
Resort Tax Collections (fiscal year)	\$18,602,260	\$23,378,525	\$25,638,311	\$26,353,771
Area Residents Employed in Tourism*	85,395	83,539	85,800	83,460
Area Wages Generated by Tourism*	\$2,880,342,416	\$2,927,858,591	\$3,072,427,879	\$3,088,969,000

\*Direct and Indirect

