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Visit St. Petersburg/Clearwater

July 2012 Visitor Profile

Prepared for:

Pinellas County Tourist Development Council

and

Visit St. Petersburg/Clearwater

Prepared by:

Research Data Services, Inc.

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September 12, 2012

Executive Summary: July 2012

(Survey Sample: n = 438)

Visitation Statistics:

1. July 2012 marked the 19th straight month of growth in the number of overnight visitors staying in the St. Petersburg/Clearwater area -- a record of **604,200** travelers ***(+3.0%).*** The combined financial injection of July overnight visitation (H/M/C and V F/R) represents a ***$684,185,700*** economic impact ***(+6.6%).*** Key tourism performance metrics are:

Variables	2011	2012	% Δ
Occupancy	76.5%	78.1%	+2.1
ADR	$101.66	$107.68	+5.9
RevPAR	$77.77	$84.10	+8.1

2. While the destination's traditional Midwestern and Northeastern markets remained stable, the Southeastern visitor segment grew by **5.0%** and the Floridian market increased by **3.9%.** Despite the strengthening of dollar parities, July saw a **6.9%** increase from its European markets.

	YTD			July	
Visitor Segments *(H/M/C and V F/R)*	2011 Visitor #	2012 Visitor #	Change in Visitation	2011 Visitor #	2012 Visitor #
Florida	439,830	438,831	- 999	143,668	149,237
Southeast	233,206	249,556	+16,350	62,158	65,254
Northeast	850,320	887,773	+37,453	83,855	83,380
Midwest	1,135,391	1,146,691	+11,300	141,909	142,591
Canada	238,301	250,943	+12,642	16,419	16,918
Europe	509,451	561,458	+52,007	124,317	132,924
Markets of Opportunity	85,101	78,248	-6,853	14,074	13,896
Latin America	8,100	11,300	+3,200	n/a	n/a
Total	**3,499,700**	**3,624,800**	**+125,100**	**586,400**	**604,200**

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3. Nearly six of every ten property managers ***(57.2%)*** indicate that their three month forward reservation levels are the same or better than this time last year:

% of Property Managers Reporting Reservations:	2011	2012
Up	36.6%	32.9%
The Same	29.6	24.3
Down	25.6	30.0

4. St. Petersburg/Clearwater's primary domestic DMA clusters are *(in rank order):*

Rank	July 2012	'11 Rank
1.	Tampa/St. Petersburg	1
2.	Greater Orlando Area	2
3.	Chicago	4
4.	New York	3
5.	Miami/Ft. Lauderdale	--
6.	Detroit	--
7.	Boston	7
8.	Washington, D.C.	11
9.	St. Louis	9
10.	Indianapolis	10
11.	Atlanta	5

5. More than two of every five visitor parties ***(41.7%)*** are in the area for the first time ***(2011: 38.3%).***

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Transportation:

6. Three-fifths **(59.8%)** of July visitors **fly** to the destination ***(2011: 57.3%).*** While Tampa International (TIA) remains the primary airport of deplanement, its share of "fly market" has moderated ***(-1.7%).*** Both St. Petersburg-Clearwater (PIE) and Miami (MIA) International Airports registered market share growth.

Satisfaction:

7. Fully **96.2%** of July visitors rate their experience in the St. Petersburg/Clearwater area as "satisfying"; **88.1%** are planning a return trip ***(2011: 87.5%).***

Information:

8. The Internet is primary as a source of information for visitors ***(2012: 95.1%).*** Specific sites mentioned are:

   - Accommodation websites ***(73.6%),***
   - Airline websites ***(42.0%),***
   - VisitStPeteClearwater.com ***(35.5%),***
   - TripAdvisor ***(28.0%),***
   - Social Networking Sites ***(21.0%).***

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ST.PETERSBURG CLEARWATER

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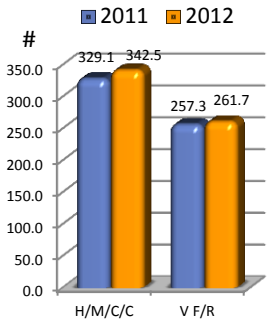
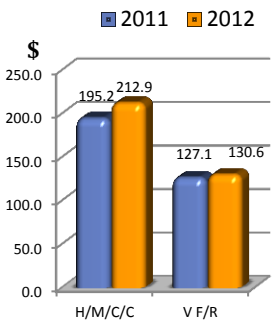
	Annual	Year to Date (H/M/C/C & V F/R)			July (H/M/C/C & V F/R)		
	2011*	2011 *	2012 *	% Δ '11/'12	2011	2012	% Δ '11/'12
H/M/C/C Visitors	2,708,800	1,780,700	1,882,200	+5.7	329,100	342,500	+4.1
V F/R Visitors	2,526,400	1,719,000	1,742,600	+1.4	257,300	261,700	+1.7
Total Visitors	**5,235,200**	**3,499,700**	**3,624,800**	**+3.6**	**586,400**	**604,200**	**+3.0**
H/M/C/C Exp.	$2,054,225,000	$1,382,716,700	$1,514,083,800	+9.5	$195,231,400	$212,947,400	+9.1
V F/R Exp.	1,337,737,600	903,201,900	929,447,400	+2.9	127,081,500	130,588,300	+2.8
Total Exp.	**$3,391,962,600**	**$2,285,918,600**	**$2,443,531,200**	**+6.9**	**$322,312,900**	**$343,535,700**	**+6.6**
Total Eco. Impact	**$6,755,432,714**	**$4,552,635,484**	**$4,866,536,738**	**+6.9**	**$641,918,372**	**$684,185,700**	**+6.6**
Room Nights (e)*	6,332,100	4,151,800	4,285,100	+3.2	600,100	613,300	+2.2

**Based on Industry REVPAR*

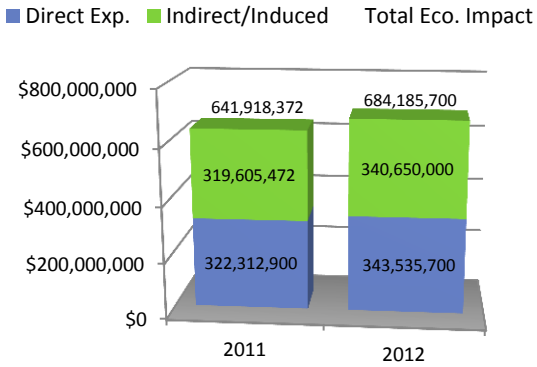
Visitors *(in Thousands)*



Expenditures *(in Millions)*



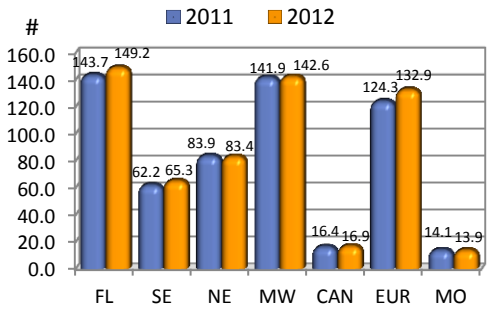
July Economic Impact



Origin	Annual	Year to Date 2011	Year to Date 2012	% Δ	July Share of	July 2011	July Share of	July 2012	% Δ
H/M/C/C & V F/R	2011 *	Visitor # *	Visitor # *	'11/'12	Market	Visitor #	Market	Visitor #	'11/'12
Florida	672,891	439,830	438,831	-0.2	24.5%	143,668	24.7%	149,237	+3.9
Southeast	333,836	233,206	249,556	+7.0	10.6	62,158	10.8	65,254	+5.0
Northeast	1,215,923	850,320	887,773	+4.4	14.3	83,855	13.8	83,380	-0.6
Midwest	1,559,622	1,135,391	1,146,691	+1.0	24.2	141,909	23.6	142,591	+0.5
Canada	320,663	238,301	250,943	+5.3	2.8	16,419	2.8	16,918	+3.0
Europe	934,335	509,451	561,458	+10.2	21.2	124,317	22.0	132,924	+6.9
U.S. Opp. Mkts	149,830	85,101	78,248	-8.1	2.4	14,074	2.3	13,896	-1.3
Latin American	48,100	(4/11) 8,100	(4/12) 11,300	+39.5	n/a	n/a	n/a	n/a	n/a
Total	**5,235,200**	**3,499,700**	**3,624,800**	**+3.6**	**100.0**	**586,400**	**100.0**	**604,200**	**+3.0**

Please Note: Latin American Visitor numbers published seasonally only.

July Visitor Origins *(in Thousands)*



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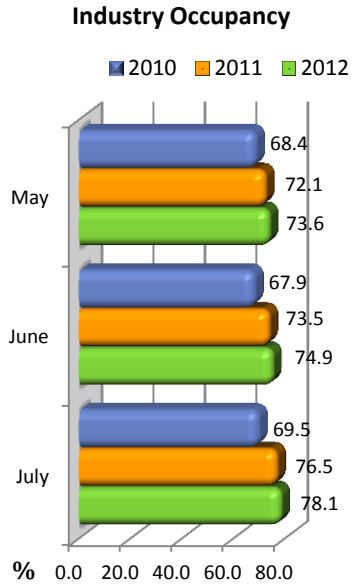
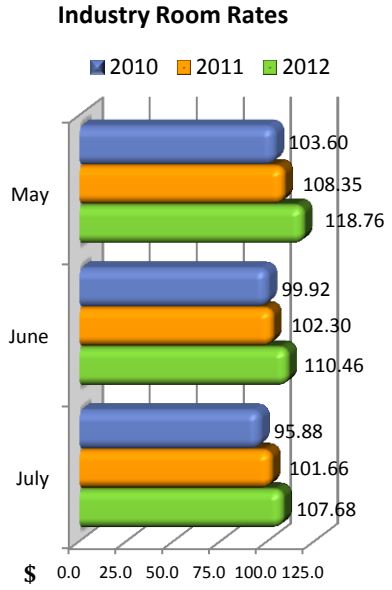
Occupancy: Monthly	Occupancy			ADR		
Industry (Weighted)	**2011**	**2012**	**% Δ**	**2011**	**2012**	**% Δ**
January	58.4%	60.8%	+4.1	$91.70	$98.46	+7.4
February	75.2	79.2	+5.3	111.30	119.38	+7.3
March	88.8	91.3	+2.8	134.70	143.53	+6.6
April	79.7	81.5	+2.3	120.32	128.33	+6.7
May	72.1	73.6	+2.1	108.35	118.76	+9.6
June	73.5	74.9	+1.9	102.30	110.46	+8.0
July	76.5	78.1	+2.1	101.66	107.68	+5.9



July Occ./ADR:	Occupancy			ADR		
	2011	**2012**	**% Δ**	**2011**	**2012**	**% Δ**
< 20 units	72.3%	75.2%	+4.0	$107.92	$114.08	+5.7
21 - 50 units	74.9	75.0	+0.1	96.82	107.29	+10.8
51 - 100 units	74.2	73.6	-0.8	96.75	98.09	+1.4
101+ units	79.5	82.0	+3.1	111.73	117.01	+4.7
Condominiums	74.9%	75.8%	+1.2	$140.94	$146.91	+4.2



Occupancy: Seasonal Averages	Occupancy			% Δ	ADR			% Δ
Industry (Weighted)	**2010**	**2011**	**2012**	**'11/'12**	**2010**	**2011**	**2012**	**'11/'12**
Winter Season	73.2%	75.5%	78.2%	+3.6	$110.41	$114.51	$122.43	+6.9
Spring/Summer Season	67.1	71.6			98.58	102.95		
Fall Season	54.4	57.3			91.46	97.05		
Annual	64.9	68.2			100.15	104.83		

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Length of Stay *(Days)*	2011	2012
Away from Home	8.9	9.0
In the St. Petersburg/Clearwater Area	5.3	5.2

Party Size	2011	2012
Number of People	3.3	3.2

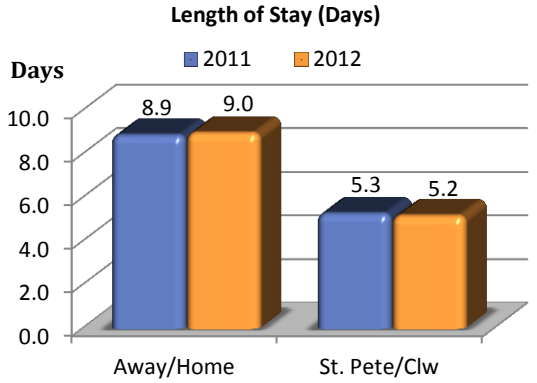
Party Composition	2011	2012
Family	64.6%	66.5%
Couple *(Traveling without Children)*	34.3	33.2
Single	5.3	5.2

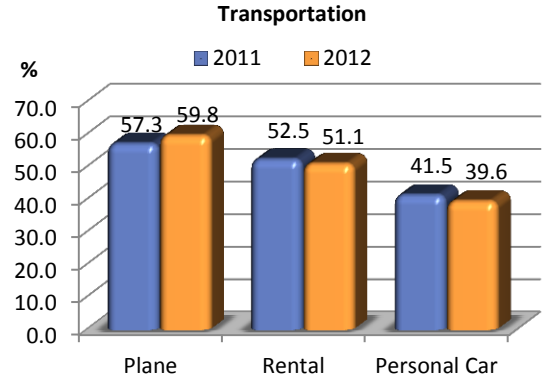
Transportation *(Multiple Response)*
(Percentaged to the Base of All Respondents)

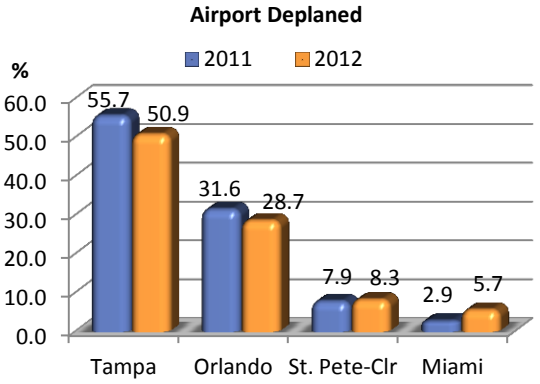
	2011	2012
Plane	57.3%	59.8%
Rental Car	52.5	51.1
Personal Car	41.5	39.6

	Total		Europe	
Airport Deplaned *(Base: Flew)*	2011	2012	2011	2012
Tampa International	55.7%	50.9%	20.0%	13.9%
Orlando International/Sanford	31.6	28.7	71.1	66.8
St. Petersburg-Clearwater International	7.9	8.3	N/A	N/A
Miami International	2.9	5.7	6.7	10.3

Car Rental Location *(Base: Rented a Car)*	2011	2012	2011	2012
Tampa	47.4%	45.1%	16.3%	11.9%
Greater Orlando Area	35.5	32.1	69.5	64.8
St. Petersburg/Clearwater	9.6	12.7	3.8	N/A
Miami	3.2	6.7	6.8	10.5







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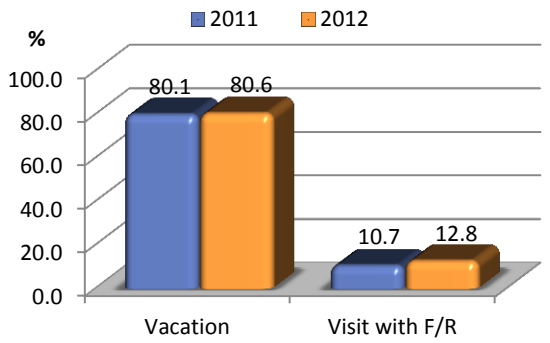
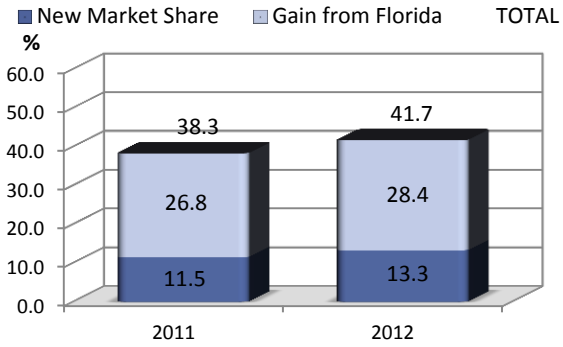
Purpose of Trip *(Multiple Response)*	Total		Europe	
A. Profile Data	2011	2012	2011	2012
Vacation	80.1%	80.6%	97.2%	97.8%
Visit with Friends/Relatives	10.7	12.8	N/A	2.4
B. Occupancy Survey Data	2011	2012	2011	2012
Group	N/A	16.5%	N/A	N/A

Purpose of Trip



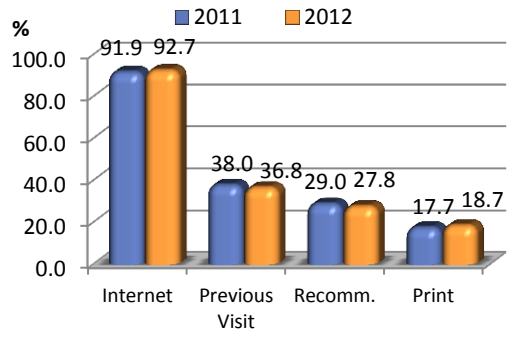
First Visit to *(% yes)*	Total		Europe	
	2011	2012	2011	2012
St. Petersburg/Clearwater Area	38.3%	41.7%	59.3%	64.3%
Florida	11.5	13.3	37.0	35.6

First Visit to St. Pete/Clw Area *(% Yes)*



Information Most Helpful to Visit *(Open Ended Multiple Response)*	Total		Europe	
	2011	2012	2011	2012
Internet	91.9%	92.7%	88.0%	93.1%
Previous Visit	38.0	36.8	37.0	34.2
Recommendation	29.0	27.8	16.9	14.3
Print Media	17.7	18.7	44.4	42.9
Travel Professional	9.1	9.0	49.0	50.0
Business	8.4	7.5	N/A	N/A

Information Most Helpful *(Top Four)*



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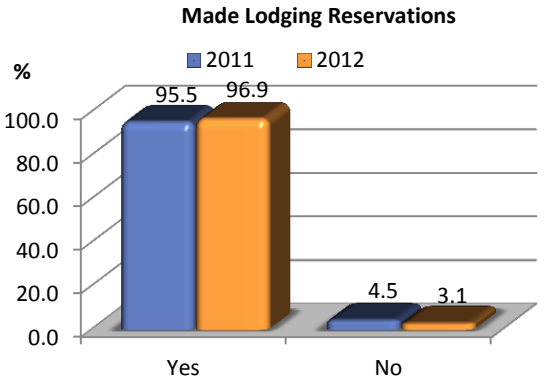
	Total		Europe	
Travel Professional Assisted	2011	2012	2011	2012
% Yes	18.0%	15.2%	74.4%	70.9%

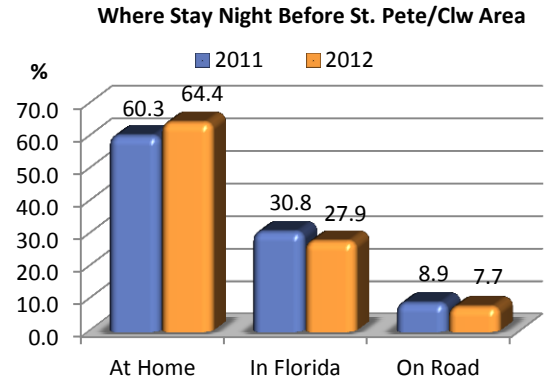
Made Lodging Reservations	2011	2012	2011	2012
Yes	95.5%	96.9%	98.6%	99.3%
No	4.5	3.1	1.4	0.7

Where Stay Night Before St. Petersburg/Clearwater Area	2011	2012	2011	2012
At Home	60.3%	64.4%	14.0%	15.7%
In Florida *(Not in St. Pete/Clearwater)*	30.8	27.9	78.6	77.2
On Road *(Not in Florida)*	8.9	7.7	7.4	7.1

Where in Florida *(Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)*	2011	2012	2011	2012
Orlando/Attractions	69.4%	65.4%	79.3%	74.0%

Visit Other Florida Areas This Trip	2011	2012	2011	2012
Overnight Trips Only -- % Yes	30.3%	35.3%	80.1%	78.6%





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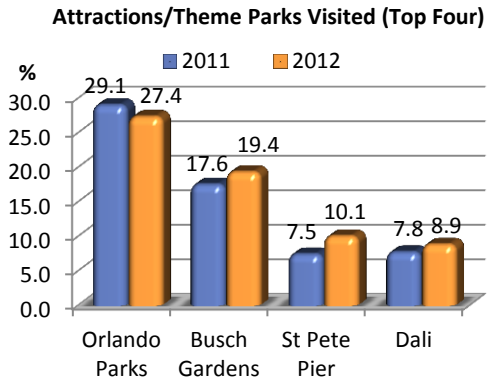
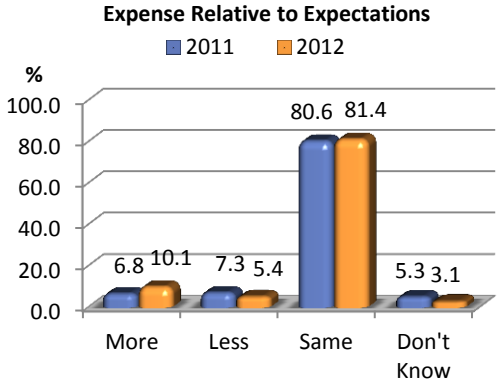
	Total		Europe	
Attractions/Theme Parks Visited *(Open Ended Multiple Response)*	2011	2012	2011	2012
Orlando Theme Parks	29.1%	27.4%	69.0%	73.7%
Busch Gardens	17.6	19.4	23.4	21.4
St. Petersburg Pier	7.5	10.1	7.9	11.2
Salvador Dali Museum	7.8	8.9	11.1	9.0
Clearwater Aquarium	4.7	7.3	11.1	10.2
Fort DeSoto	4.1	5.8	3.7	N/A



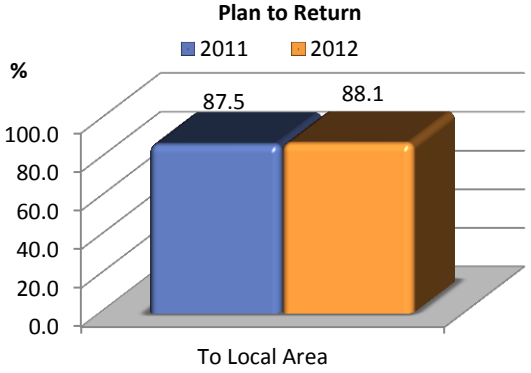
	Total		Europe	
Satisfaction with St. Petersburg/Clearwater	2011	2012	2011	2012
Satisfied *(Combined)*	95.5%	96.2%	92.6%	96.4%

	Total		Europe	
Expense Relative to Expectations	2011	2012	2011	2012
More Expensive	6.8%	10.1%	25.7%	20.8%
Less Expensive	7.3	5.4	16.6	18.6
As Expected	80.6	81.4	50.3	53.5
Don't Know	5.3	3.1	7.4	7.1



Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2011	2012	2011	2012
% Yes	93.3%	94.9%	94.8%	96.3%

Plan to Return *(% Yes)*	2011	2012	2011	2012
To Local Area	87.5%	88.1%	70.4%	68.4%



	Total		Europe	
Demographics	2011	2012	2011	2012
Average Age Head of Household	44.9	44.7	45.8	46.0
Median Annual Household Income	$114,766	$116,500	$111,929	$109,200

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St. Pete/Clw Message Seen/Read/Heard	Total 2011	Total 2012	Europe 2011	Europe 2012
% Yes	58.2%	59.1%	70.4%	75.9%

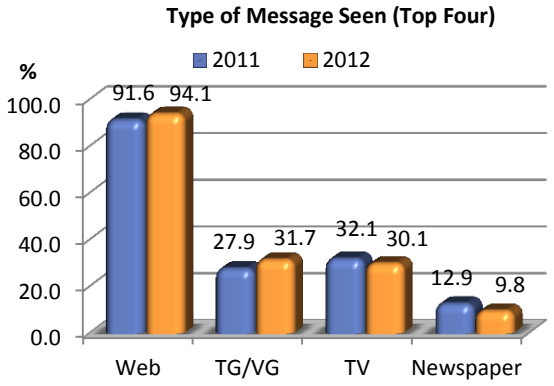
Source of Information (Base: Seen/Read/Heard Area Message) (Open Ended Multiple Response)	2011	2012	2011	2012
Internet	91.6%	94.1%	85.3%	91.3%
Brochures/Visitor Guides/Travel Guides	27.9	31.7	71.1	71.6
Television	32.1	30.1	10.5	13.6
Newspapers	12.9	9.8	5.3	N/A
Magazines	5.0	7.1	N/A	N/A
AAA	N/A	5.5	N/A	N/A

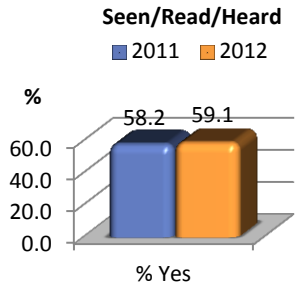
Directly Influenced by Message (Base: Seen/Read/Heard Area Message)	2011	2012	2011	2012
% Yes	51.5%	56.0%	72.7%	75.0%

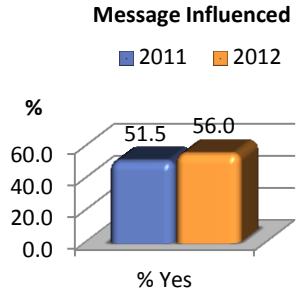
Party Budget Breakdown (By Category)	2011	2012
Accommodations	$750.30	$783.02
Food/Entertainment	746.26	755.42
Retail Purchases	276.53	299.13
Rental Car	267.85	288.52

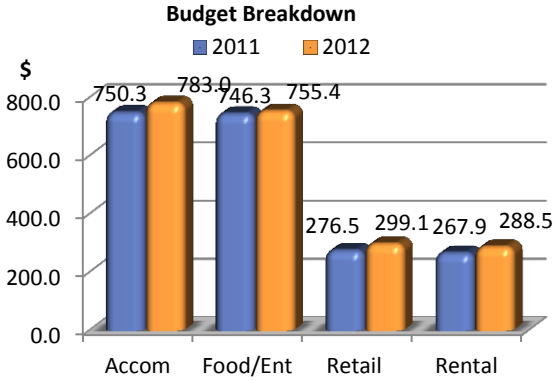
St. Pete/Clw Area Base Budget	2011	2012
Per Person/Trip	$567.10	$594.36
Per Person/Day	107.00	114.30
Total Party/Trip	$1,871.42	$1,901.94

Occupation	2011	2012
Professional/Technical	45.3%	42.8%
Executive/Managerial	27.5	26.4
Craft/Mechanical/Factory	7.7	8.0
Salesman/Buyer	4.7	6.0
Retired	6.1	5.3









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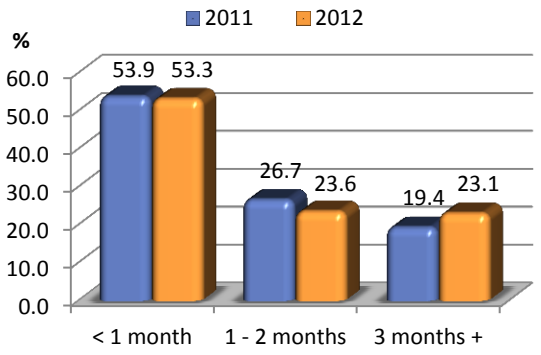
When Visitors Made Reservations for This Trip to the St. Pete/Clw Area	2011	2012
Less than One Month	53.9%	53.3%
1 - 2 Months	26.7	23.6
3 Months or More	19.4	23.1

Have Internet Access	2011	2012
% Yes	99.2%	99.6%

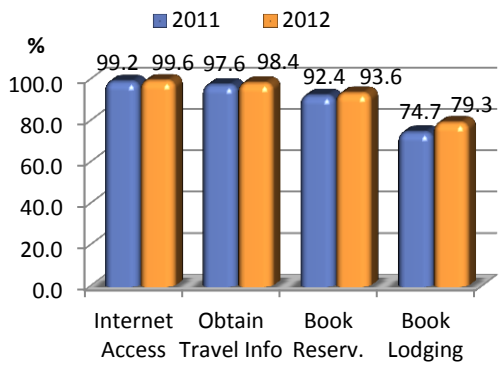
Use Internet to: *(Base: Respondents who Have Internet Access)*	2011	2012
Obtain Travel Information	97.6%	98.4%
Book Travel Reservations On-Line	92.4	93.6

Book Lodging Reservations: *(Base: Respondents who Book Travel Reservations On-Line)*	2011	2012
% Yes	74.7%	79.3%

When Made Reservations



Computer Use



Compared to the same time in 2011, OVER THE NEXT THREE MONTHS, properties report reservations:

Occupancy Survey Data 2012	2011	2012
Up	36.6%	32.9%
Same	29.3	24.3
Down	25.6	30.0
Don't Know	8.5	12.9

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Thinking about your experiences while here in the St. Petersburg/Clearwater Area, which of the following attributes describes this area well? *(Open Ended Multiple Response)*

Attributes	July 2012
Warm Weather	91.7%
White, Sandy Beaches	85.9
Complete Relaxation	69.7
Clean, Unspoiled Environment	67.2
Safe Destination	65.9
Good Value for the Money	63.0
Clear, Blue Water	62.7
Good Dining Out	60.3
Reasonably Priced Lodging	57.6
Family Atmosphere	55.3
Sunning on the Beach	51.6
Resort Atmosphere	43.6
Very Safe Beaches for Children	41.8
Activities For All Ages	40.9
Upscale Accommodations	40.5

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St. Petersburg/Clearwater Area Visitor Origins

2009 -- 2010 Percent Change (By Same Month Last Year)

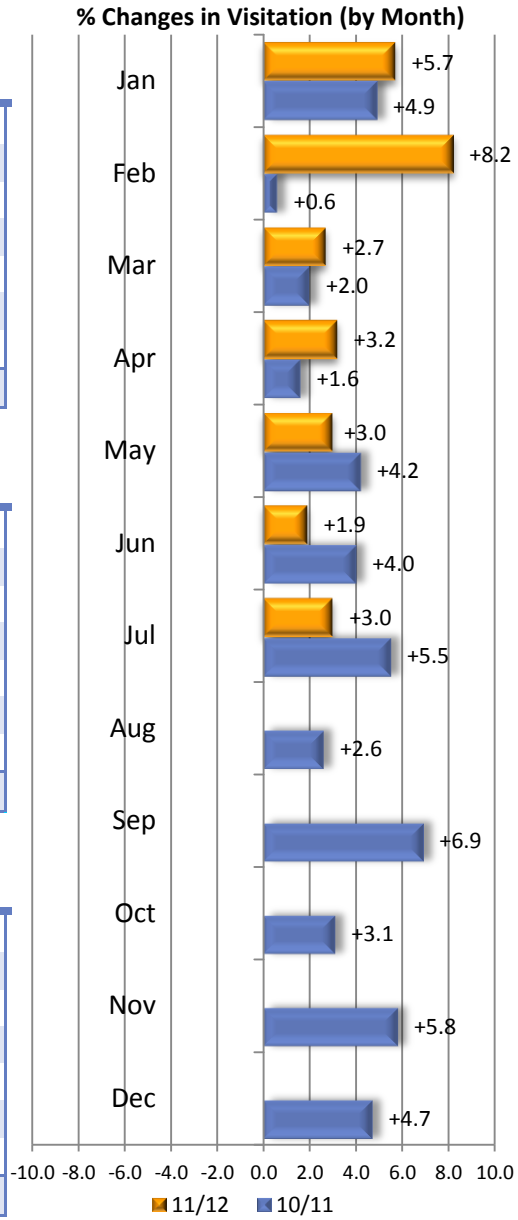
Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	+3.8	+2.1	+8.5	+14.6	-6.7	+9.3	+7.1	+33.1	-6.6	+24.7	+9.2	-6.7
Southeast	+4.3	-15.1	-15.3	+9.0	+36.6	+7.6	+6.8	-5.1	+24.4	+0.9	+12.4	+1.9
Northeast	-4.9	-6.9	+0.2	-4.0	-4.5	+9.1	-18.7	-6.5	+6.7	+17.2	+7.6	-3.5
Midwest	+4.7	-0.2	+5.5	+6.8	+7.8	-1.2	-0.2	-5.9	+9.7	-0.3	+10.3	-0.2
Canada	+3.5	+6.7	+11.5	+13.3	+7.4	-7.6	-18.2	-2.5	+10.3	-34.3	-2.1	+10.2
Europe	-27.5	-17.7	-8.4	-2.1	-3.3	-8.9	-5.6	-6.9	+0.2	+0.1	-3.9	+0.6
Mkts Opp	-10.8	-11.2	-8.7	+9.1	-9.7	+11.9	-12.3	-4.1	+59.6	+15.7	+7.3	-15.0
TOTAL	**-4.5**	**-4.8**	**+2.7**	**+3.4**	**+2.0**	**+1.7**	**-2.9**	**+0.9**	**+5.0**	**+4.1**	**+4.7**	**-1.4**

2010 -- 2011 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	+13.3	+7.5	+9.2	+16.0	+13.9	+0.4	-3.2	-9.6	+8.7	+6.3	+8.3	+8.3
Southeast	+12.3	+9.8	+8.1	-1.0	-2.4	+6.9	+1.7	+12.3	-5.0	+8.0	+15.4	+8.1
Northeast	+0.7	-5.5	+4.8	+4.1	+10.9	+1.5	+12.6	+8.4	+5.8	-1.9	+8.2	+10.2
Midwest	+6.6	+1.6	+2.4	-0.4	-0.5	+7.1	+14.5	+5.5	+7.8	+1.7	+4.8	+2.6
Canada	+3.7	+5.2	-8.5	+4.2	+6.8	+9.3	-7.7	+6.2	+1.8	+17.3	+1.3	-2.2
Europe	+2.6	+5.6	+5.0	-7.5	-1.5	+5.1	+8.6	+6.4	+9.6	+6.5	+3.2	+3.4
Mkts Opp	+9.8	+11.4	-29.9	-3.7	+10.9	-5.4	-9.6	-8.2	-1.6	-9.8	+0.6	-3.7
TOTAL	**+4.9**	**+0.6**	**+2.0**	**+1.6**	**+4.2**	**+4.0**	**+5.5**	**+2.6**	**+6.9**	**+3.1**	**+5.8**	**+4.7**

2011 -- 2012 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-2.1	+17.4	-2.5	-0.7	+5.4	-9.7	+3.9					
Southeast	+7.1	+11.2	-3.2	+8.7	+7.1	+11.0	+5.0					
Northeast	+4.9	+10.4	+4.1	+5.7	+4.2	-1.3	-0.6					
Midwest	+1.7	+4.8	-1.0	+1.7	+1.7	+0.1	+0.5					
Canada	+10.4	+10.1	+10.8	-0.6	-4.6	-2.9	+3.0					
Europe	+13.6	+6.2	+14.8	+9.5	+7.0	+14.7	+6.9					
Mkts Opp	+12.7	+1.2	-6.7	-25.5	-22.0	-8.3	-1.3					
TOTAL	**+5.7**	**+8.2**	**+2.7**	**+3.2**	**+3.0**	**+1.9**	**+3.0**					



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Top U.S. Feeder Markets

	July 2012	'11 Rank
Rank		
1.	*Tampa/St. Petersburg*	1
2.	*Greater Orlando Area*	2
3.	*Chicago*	4
4.	*New York*	3
5.	*Miami/Ft. Lauderdale*	--
6.	*Detroit*	--
7.	*Boston*	7
8.	*Washington, D.C.*	11
9.	*St. Louis*	9
10.	*Indianapolis*	10
11.	*Atlanta*	5

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2007 - 2012

	Florida						Southeast					
	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
Jan.	7,554	6,558	5,773	5,990	6,785	6,640	16,458	17,836	16,315	17,012	19,099	20,451
Feb.	13,422	11,594	13,473	13,759	14,791	17,365	12,751	14,322	12,158	10,319	11,329	12,598
Mar.	34,245	26,741	31,069	33,712	36,828	35,921	22,830	20,374	23,448	19,866	21,483	20,797
Apr.	60,792	60,737	63,761	73,066	84,756	84,153	37,995	34,945	28,423	30,974	30,674	33,328
Win.	**116,013**	**105,630**	**114,076**	**126,527**	**143,160**	**144,079**	**90,034**	**87,477**	**80,344**	**78,171**	**82,585**	**87,174**
May	38,824	38,892	45,911	42,834	48,801	51,414	21,142	20,742	20,998	28,677	27,994	29,991
Jun.	85,637	92,412	94,916	103,780	104,201	94,101	52,960	53,443	52,561	56,560	60,469	67,137
Jul.	117,657	126,784	138,497	148,372	143,668	149,237	55,973	52,072	57,230	61,127	62,158	65,254
Aug.	67,549	65,085	66,731	88,807	80,288		29,978	23,839	24,978	23,707	26,634	
Sp./Sm.	**309,667**	**323,173**	**346,055**	**383,793**	**376,958**		**160,053**	**150,096**	**155,767**	**170,071**	**177,255**	
Sept.	39,455	34,159	40,743	38,055	41,364		9,220	6,392	7,780	9,675	9,192	
Oct.	25,716	28,448	28,002	34,920	37,120		27,165	22,403	22,471	22,680	24,499	
Nov.	22,097	26,362	30,502	33,306	36,087		15,015	11,836	10,689	12,012	13,858	
Dec.	35,809	31,832	37,814	35,280	38,202		20,580	22,282	23,989	24,455	26,447	
Fall	**123,077**	**120,801**	**137,061**	**141,561**	**152,773**		**71,980**	**62,913**	**64,929**	**68,822**	**73,996**	
Total	**548,757**	**549,604**	**597,192**	**651,881**	**672,891**		**322,067**	**300,486**	**301,040**	**317,064**	**333,836**	

** Please Note: Annual and seasonal figures are calculated to include Latin American visitors.*

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2007 - 2012

	Northeast						Midwest					
	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
Jan.	80,940	72,657	68,774	65,411	65,841	69,056	97,668	97,313	82,830	86,735	92,478	94,022
Feb.	117,782	116,963	121,582	113,197	106,998	118,154	111,741	113,212	100,223	100,064	101,648	106,577
Mar.	173,763	178,913	170,584	170,968	179,230	186,539	267,620	273,144	238,583	251,636	257,796	255,231
Apr.	251,610	256,262	235,069	225,553	234,895	248,294	291,294	277,895	254,274	271,616	270,412	274,956
Win.	**624,095**	**624,795**	**596,009**	**575,129**	**586,964**	**622,043**	**768,323**	**761,564**	**675,910**	**710,051**	**722,334**	**730,786**
May	103,788	94,452	88,975	84,942	94,197	98,154	124,930	121,862	112,820	121,605	121,056	123,082
Jun.	99,158	89,629	77,055	84,062	85,304	84,196	181,415	172,577	141,863	140,103	150,092	150,232
Jul.	103,378	88,296	91,568	74,464	83,855	83,380	151,926	134,708	124,189	123,921	141,909	142,591
Aug.	85,536	74,545	70,459	65,853	71,410		112,715	96,492	98,419	92,570	97,658	
Sp./Sm.	**391,860**	**346,922**	**328,057**	**309,321**	**334,766**		**570,986**	**525,639**	**477,291**	**478,199**	**510,715**	
Sept.	41,385	35,957	38,901	41,495	43,892		57,253	42,149	45,657	50,095	54,003	
Oct.	77,873	62,941	63,263	74,160	72,755		116,991	99,924	106,130	105,840	107,648	
Nov.	75,924	60,794	65,957	70,980	76,794		69,409	57,566	53,704	59,241	62,071	
Dec.	95,903	84,355	94,738	91,405	100,752		126,361	99,873	100,430	100,225	102,851	
Fall	**291,085**	**244,047**	**262,859**	**278,040**	**294,193**		**370,014**	**299,512**	**305,921**	**315,401**	**326,573**	
Total	**1,307,040**	**1,215,764**	**1,186,925**	**1,162,490**	**1,215,923**		**1,709,323**	**1,586,715**	**1,459,122**	**1,503,651**	**1,559,622**	

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2007 - 2012

	Canada						Europe					
	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
Jan.	22,663	23,082	20,833	21,564	22,366	24,701	32,646	33,050	44,929	32,585	33,423	37,981
Feb.	34,563	36,146	32,531	34,710	36,505	40,179	36,912	39,556	38,775	31,895	33,673	35,753
Mar.	76,735	79,588	68,585	76,454	69,973	77,515	46,294	48,389	43,379	39,732	41,738	47,895
Apr.	59,947	64,066	56,079	63,536	66,190	65,823	127,494	123,971	116,766	114,365	105,743	115,815
Win.	**193,908**	**202,882**	**178,028**	**196,264**	**195,034**	**208,218**	**243,346**	**244,966**	**243,849**	**218,577**	**214,577**	**237,444**
May	14,992	15,186	13,524	14,520	15,510	14,801	66,117	66,672	61,215	59,169	58,258	62,320
Jun.	12,958	13,918	11,227	10,378	11,338	11,006	111,553	116,907	117,369	106,893	112,299	128,770
Jul.	21,704	24,338	21,747	17,782	16,419	16,918	99,951	122,822	121,328	114,474	124,317	132,924
Aug.	13,190	11,730	10,811	10,536	11,194		71,946	90,438	86,490	80,528	85,692	
Sp./Sm.	**62,844**	**65,172**	**57,309**	**53,216**	**54,461**		**349,567**	**396,839**	**386,402**	**361,064**	**380,566**	
Sept.	10,507	10,188	8,190	9,030	9,192		48,676	65,521	58,351	58,480	64,114	
Oct.	18,834	17,780	15,902	10,440	12,250		81,857	112,014	97,487	97,560	103,936	
Nov.	22,381	23,672	20,074	19,656	19,920		69,125	78,817	69,346	66,612	68,711	
Dec.	30,047	30,240	27,649	30,468	29,806		81,085	109,025	98,397	99,022	102,431	
Fall	**81,769**	**81,880**	**71,815**	**69,594**	**71,168**		**280,743**	**365,377**	**323,581**	**321,674**	**339,192**	
Total	**338,521**	**349,934**	**307,152**	**319,074**	**320,663**		**873,656**	**1,007,182**	**953,832**	**901,315**	**934,335**	

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2007 - 2012

	Markets of Opportunity						Latin America					
	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
Jan.	11,871	11,804	11,546	10,303	11,308	12,749	n/a	n/a	n/a	n/a	n/a	n/a
Feb.	8,389	9,207	9,858	8,756	9,756	9,874	n/a	n/a	n/a	n/a	n/a	n/a
Mar.	12,683	9,551	10,552	9,632	6,752	6,302	n/a	n/a	n/a	n/a	n/a	n/a
Apr.	15,198	14,144	13,828	15,090	14,530	10,831	n/a	n/a	n/a	n/a	n/a	n/a
Win.	**48,141**	**44,706**	**45,784**	**43,781**	**42,346**	**39,756**	**4,680**	**5,300**	**6,270**	**5,700**	**8,100**	**11,300**
May	14,607	12,594	12,457	11,253	12,484	9,738	n/a	n/a	n/a	n/a	n/a	n/a
Jun.	19,719	17,814	15,309	17,124	16,197	14,858	n/a	n/a	n/a	n/a	n/a	n/a
Jul.	20,561	16,980	17,741	15,560	14,074	13,896	n/a	n/a	n/a	n/a	n/a	n/a
Aug.	18,786	16,271	14,912	14,299	13,124		n/a	n/a	n/a	n/a	n/a	
Sp./Sm.	**73,673**	**63,659**	**60,419**	**58,236**	**55,879**		**16,800**	**18,300**	**19,400**	**21,200**	**34,700**	
Sept.	7,934	5,394	5,118	8,170	8,043		n/a	n/a	n/a	n/a	n/a	
Oct.	13,764	12,090	12,445	14,400	12,992		n/a	n/a	n/a	n/a	n/a	
Nov.	9,349	9,953	10,428	11,193	11,259		n/a	n/a	n/a	n/a	n/a	
Dec.	21,815	20,293	23,583	20,045	19,311		n/a	n/a	n/a	n/a	n/a	
Fall	**52,862**	**47,730**	**51,574**	**53,808**	**51,605**		**4,700**	**4,600**	**2,700**	**3,000**	**5,300**	
Total	**174,676**	**156,095**	**157,777**	**155,825**	**149,830**		**26,180**	**28,200**	**28,370**	**29,900**	**48,100**	

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2007 - 2012

	TOTAL					
	2007 *	**2008 ***	**2009 ***	**2010 ***	**2011 ***	**2012 ***
Jan.	269,800	262,300	251,000	239,600	251,300	265,600
Feb.	335,560	341,000	328,600	312,700	314,700	340,500
Mar.	634,170	636,700	586,200	602,000	613,800	630,200
Apr.	844,330	832,020	768,200	794,200	807,200	833,200
Win.	**2,088,540**	**2,077,320**	**1,940,270**	**1,954,200**	**1,995,100**	**2,080,800**
May	384,400	370,400	355,900	363,000	378,300	389,500
Jun.	563,400	556,700	510,300	518,900	539,900	550,300
Jul.	571,150	566,000	572,300	555,700	586,400	604,200
Aug.	399,700	378,400	372,800	376,300	386,000	
Sp./Sm.	**1,935,450**	**1,889,800**	**1,830,700**	**1,835,100**	**1,925,300**	
Sept.	214,430	199,760	204,740	215,000	229,800	
Oct.	362,200	355,600	345,700	360,000	371,200	
Nov.	283,300	269,000	260,700	273,000	288,700	
Dec.	411,600	397,900	406,600	400,900	419,800	
Fall	**1,276,230**	**1,226,860**	**1,220,440**	**1,251,900**	**1,314,800**	
Total	**5,300,220**	**5,193,980**	**4,991,410**	**5,041,200**	**5,235,200**	

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