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Visit St. Petersburg/Clearwater

May 2015 Visitor Profile

Prepared for:

Pinellas County Tourist Development Council

and

Visit St. Petersburg/Clearwater

Prepared by:

Research Data Services, Inc.

www.ResearchDataLLC.com

July 2015

Executive Summary: May 2015

(Survey Sample: n = 496)

Visitation Statistics:

1. In May, the St. Petersburg/Clearwater area attracted **435,400** overnight visitors ***(2014: 422,500).*** These travelers spent **$352,789,000** in the County, yielding an economic impact of **$702,614,600** ***(+7.3%)***.

   Pinellas' key tourism performance metrics are:

Variables	2014	2015	% Δ '14/'15
Occupancy	79.6%	80.9%	+1.6
ADR	$139.17	$148.96	+7.0
RevPAR	$110.78	$120.51	+8.8

2. Lead by growth from key Northeast and Midwest feeder markets, Pinellas' primary visitor origins are:

	May		
Visitor Segments *(H/M/C and V F/R)*	2014 Visitor #	2015 Visitor #	% Δ '14/'15
Florida	61,685	58,344	-5.4
Southeast	32,955	34,396	+4.4
Northeast	111,962	119,300	+6.6
Midwest	125,060	134,539	+7.6
Canada	14,365	13,497	-6.0
Europe	64,643	60,956	-5.7
Markets of Opportunity	11,830	14,368	+21.5
Total	**422,500**	**435,400**	**+3.1**

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3. Pinellas principally draws from the following domestic DMA's *(in rank order):*

May	2014 Rank	2015 Rank
New York	2	**1**
Tampa/St. Petersburg	3	**2**
Chicago	4	**3**
Greater Orlando Area	1	**4**
Miami/Ft. Lauderdale	--	**5**
Pittsburgh	--	**6**
Atlanta	6	**7**
Washington, D.C.	11	**8**
Minneapolis/St. Paul	--	**9**
Cincinnati	9	**10**
Philadelphia	7	**11**
Boston	5	**12**

4. One out of every three May visitors **(35.8%)** chose the St. Petersburg/Clearwater area for the first time ***(2014: 34.2%).***

5. On their May visit, the typical travel party includes an average of **2.6** people, who stay in the destination for **5.5** days.

Transportation:

6. The majority of Pinellas' May 2015 visitors flew to the area ***(2014: 77.8%; 2015: 74.4%)***. Almost three-fourths of these **(71.7%)** report deplaning at Tampa International (TIA) ***(2014: 69.8%),*** while **13.0%** arrived via St. Petersburg-Clearwater International (PIE) ***(2014: 12.0%).***

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Satisfaction:

7. The vast majority of visitors **(97.6%)** are satisfied with their stay ***(2014: 96.5%),*** with **93.9%** planning a future trip to Pinellas ***(2014: 91.2%).***

Information:

8. Fully **93.3%** report using the Internet to plan their Pinellas trip, with **83.0%** booking reservations online.

Management Occupancy Barometer:

9. This May, only **38.6%** of lodging managers' report their **property's three month forward reservation** levels as "better" than last May's ***(2014: 72.6%)****:*

% of Property Managers Reporting Reservations:	2014	2015
Up	72.6%	38.6%
Same	14.8	48.5
Down	8.1	8.3

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ST.PETERSBURG CLEARWATER

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Visitation:

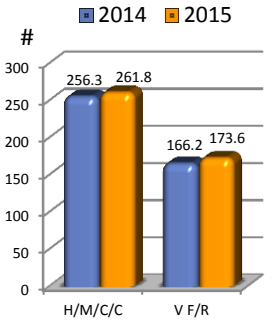
	CY 2014 *	Year-to-Date (Jan – May) (H/M/C/C & V F/R) 2014 *	2015 *	% Δ '14/'15	May (H/M/C/C & V F/R) 2014	2015	% Δ '14/'15
H/M/C/C Visitors	3,242,700	1,352,500	1,422,000	+5.1	256,300	261,800	+2.1
V F/R Visitors	2,643,100	1,268,600	1,326,200	+4.5	166,200	173,600	+4.5
Total Visitors	**5,885,800**	**2,621,100**	**2,748,200**	**+4.8**	**422,500**	**435,400**	**+3.1**
H/M/C/C Exp.	$2,797,162,300	$1,333,767,300	$1,476,555,900	+10.7	$234,287,000	$251,580,200	+7.4
V F/R Exp.	1,462,899,300	711,931,100	759,144,800	+6.6	94,567,800	101,208,800	+7.0
Total Exp.	**$4,260,061,600**	**$2,045,698,400**	**$2,235,700,700**	**+9.3**	**$328,854,800**	**$352,789,000**	**+7.3**
Total Eco. Impact	**$8,484,338,700**	**$4,074,212,900**	**$4,452,621,500**	*k: 1.9916*	**$654,947,200**	**$702,614,600**	*k: 1.9916*
Room Nights (e)*	7,021,700	3,330,500	3,475,100	+4.3	596,000	606,900	+1.8

**Based on Industry REVPAR*

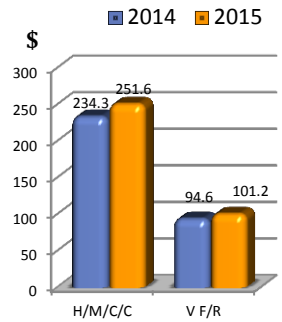
Origin H/M/C/C & V F/R	CY 2014 *	Year-to-Date (Jan – May) 2014 Visitor # *	2015 Visitor # *	% Δ '14/'15	May Share of Market	2014 Visitor #	Share of Market	2015 Visitor #	Vis. Δ '14/'15
Florida	678,664	193,759	192,731	-0.5	14.6%	61,685	13.4%	58,344	-5.4
Southeast	400,023	131,475	142,466	+8.4	7.8	32,955	7.9	34,396	+4.4
Northeast	1,354,144	766,337	796,317	+3.9	26.5	111,962	27.4	119,300	+6.6
Midwest	1,703,538	906,259	960,498	+6.0	29.6	125,060	30.9	134,539	+7.6
Canada	355,111	231,375	215,820	-6.7	3.4	14,365	3.1	13,497	-6.0
Europe	1,081,212	315,633	343,347	+8.8	15.3	64,643	14.0	60,956	-5.7
U.S. Opp. Mkts	169,308	57,762	71,421	+23.6	2.8	11,830	3.3	14,368	+21.5
Latin American	143,800	18,500	25,600	+38.4	n/a	n/a	n/a	n/a	n/a
Total	**5,885,800**	**2,621,100**	**2,748,200**	**+4.8**	**100.0**	**422,500**	**100.0**	**435,400**	**+3.1**

Please Note: Latin American Visitor numbers published seasonally only.

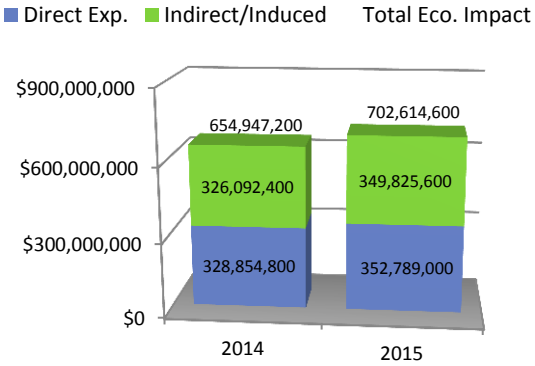
Visitors *(in Thousands)*



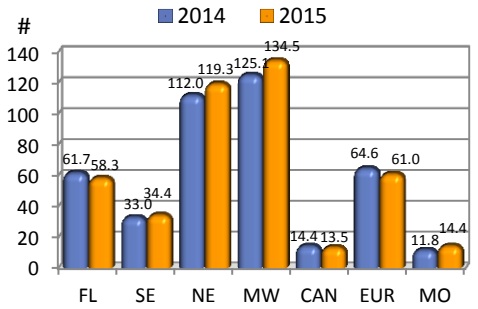
Expenditures *(in Millions)*



May Economic Impact



May Visitor Origins *(in Thousands)*



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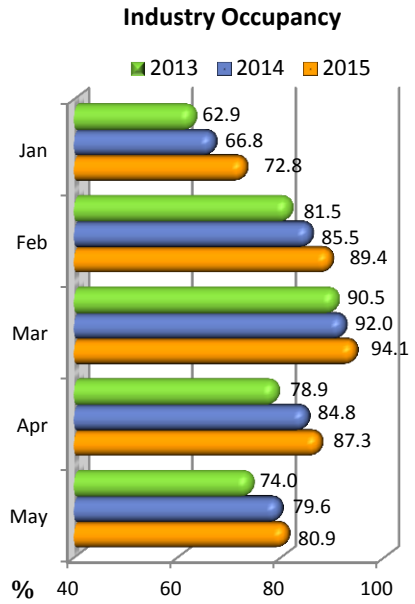
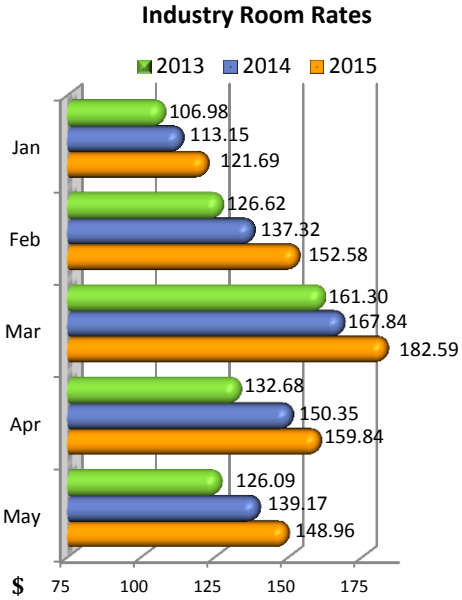
Occupancy:

	Occupancy			% Δ	ADR			% Δ
Industry (Weighted)	2013	2014	2015	'14/'15	2013	2014	2015	'14/'15
January	62.9%	66.8%	72.8%	+9.0	$106.98	$113.15	$121.69	+7.5
February	81.5	85.5	89.4	+4.6	126.62	137.32	152.58	+11.1
March	90.5	92.0	94.1	+2.3	161.30	167.84	182.59	+8.8
April	78.9	84.8	87.3	+2.9	132.68	150.35	159.84	+6.3
May	74.0	79.6	80.9	+1.6	126.09	139.17	148.96	+7.0
June	76.6	80.4			114.87	123.15		
July	78.7	82.9			115.71	122.06		
August	66.5	68.9			112.24	122.96		
September	59.7	60.5			109.43	114.00		
October	69.0	71.8			104.64	111.26		
November	58.9	60.2			106.65	113.33		
December	57.7	59.4			114.58	123.76		



May Occ./ADR:	2014	2015	% Δ	2014	2015	% Δ
< 20 units	68.1%	68.4%	+0.4	$129.14	$133.41	+3.3
21 - 50 units	73.3	71.2	-2.9	138.76	150.77	+8.7
51 - 100 units	71.1	75.0	+5.5	115.57	127.01	+9.9
101+ units	85.3	86.7	+1.6	149.74	159.53	+6.5
Condominiums	68.2%	65.0%	-4.7	$156.62	$162.17	+3.5



Seasonal Averages	Occupancy			% Δ	ADR			% Δ
Industry (Weighted)	2013	2014	2015	'14/'15	2013	2014	2015	'14/'15
Winter Season *(Jan-Apr)*	78.5%	82.3%	85.9%	+4.4	$131.90	$142.17	$154.18	+8.4
Spr/Sum Season *(May-Aug)*	74.0	78.0			117.23	126.84		
Fall Season *(Sep-Dec)*	61.3	63.0			108.83	115.59		
Annual	71.2	74.4			119.32	128.20		

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St. Petersburg/Clearwater Area:

May 2015 Visitor Profile

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Visitor Profile:

Length of Stay *(Days)*	2014	2015
Away from Home	7.5	7.4
In the St. Petersburg/Clearwater Area	5.7	5.5

Party Size	2014	2015
Number of People	2.7	2.6

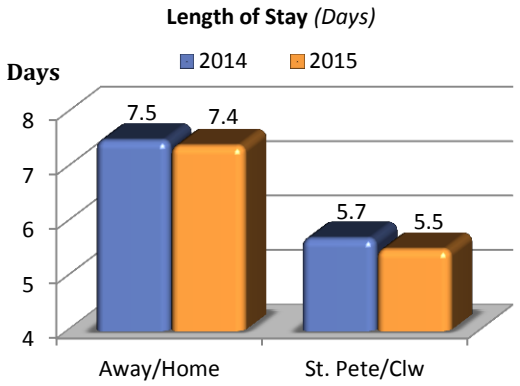
Party Composition	2014	2015
Couple *(Traveling without Children)*	49.9%	53.8%
Family	41.4	42.0
Single	5.8	3.8

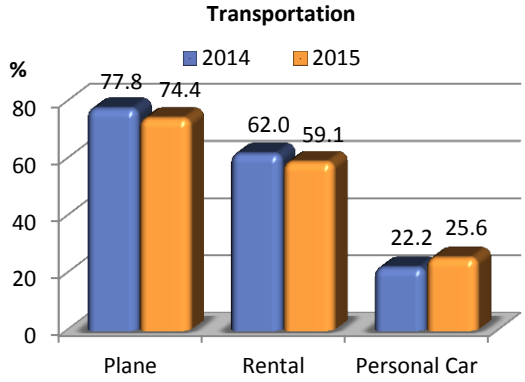
Transportation *(Multiple Response)*
(Percentaged to the Base of All Respondents)

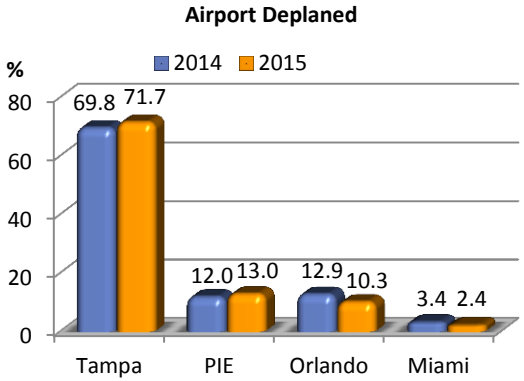
	2014	2015
Plane	77.8%	74.4%
Rental Car	62.0	59.1
Personal Car	22.2	25.6

	Total		Europe	
Airport Deplaned *(Base: Flew)*	2014	2015	2014	2015
Tampa International	69.8%	71.7%	33.0%	30.0%
St. Petersburg-Clearwater International	12.0	13.0	n/a	n/a
Orlando International/Sanford	12.9	10.3	49.6	51.1
Miami/Fort Lauderdale International	3.4	2.4	18.1	14.3

Car Rental Location *(Base: Rented a Car)*	2014	2015	2014	2015
Tampa	67.9%	70.7%	29.0%	28.2%
Greater Orlando Area	13.4	10.5	51.5	52.1
St. Petersburg/Clearwater	13.2	13.7	n/a	n/a
Miami/Fort Lauderdale	4.0	2.6	18.8	14.9







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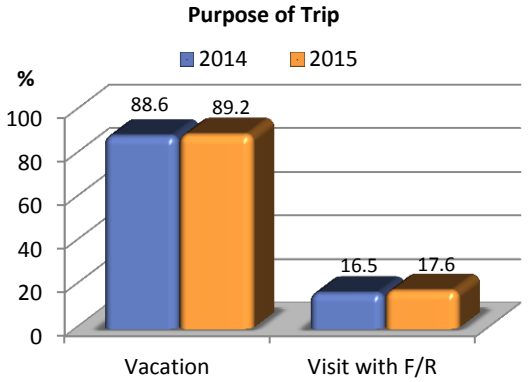
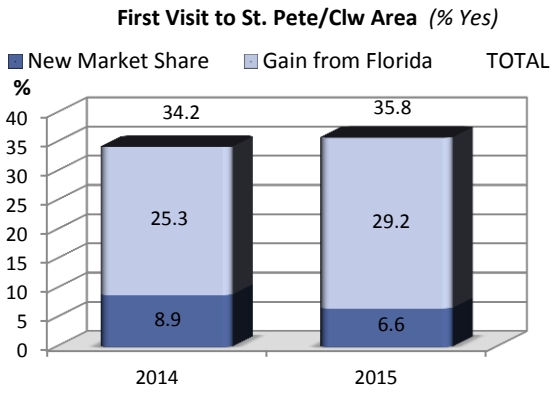
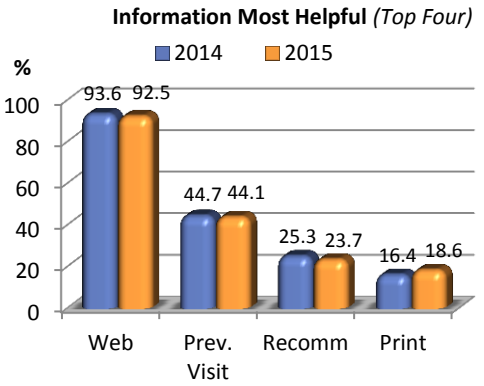
Purpose of Trip *(Multiple Response)*	Total		Europe	
A. Profile Data	2014	2015	2014	2015
Vacation	88.6%	89.2%	95.7%	96.5%
Visit with Friends/Relatives	16.5	17.6	n/a	n/a
B. Occupancy Survey Data	2014	2015	2014	2015
Group	22.6%	21.2%	n/a	n/a



First Visit to *(% yes)*	Total		Europe	
	2014	2015	2014	2015
St. Petersburg/Clearwater Area	34.2%	35.8%	54.0%	53.2%
Florida	8.9	6.6	27.6	22.7



Information Most Helpful to Visit *(Open Ended Multiple Response)*	Total		Europe	
	2014	2015	2014	2015
Internet	93.6%	92.5%	95.2%	95.3%
Previous Visit	44.7	44.1	28.1	29.3
Recommendation	25.3	23.7	19.3	19.6
Print Media	16.4	18.6	34.6	34.9
Business	12.4	10.6	n/a	n/a
Travel Professional	8.0	9.6	44.6	54.3
Special Event	5.2	4.3	n/a	n/a



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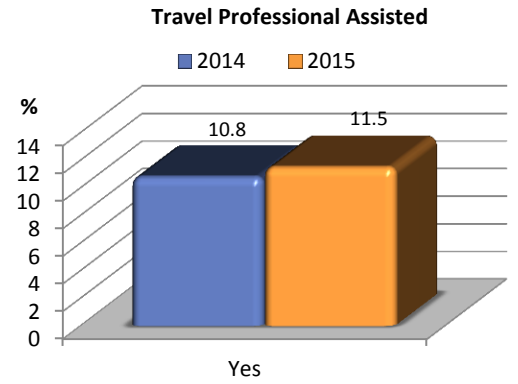
	Total		Europe	
Travel Professional Assisted	2014	2015	2014	2015
% Yes	10.8%	11.5%	61.4%	65.1%

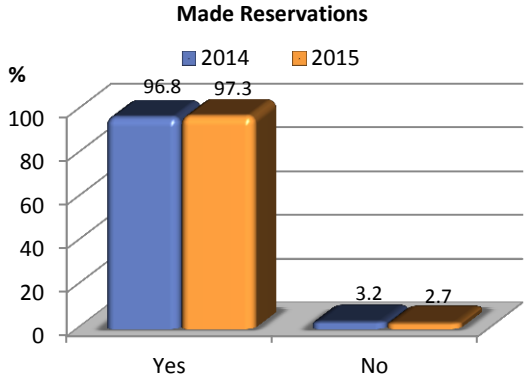
Made Lodging Reservations	2014	2015	2014	2015
Yes	96.8%	97.3%	99.6%	99.4%
No	3.2	2.7	0.7	0.6

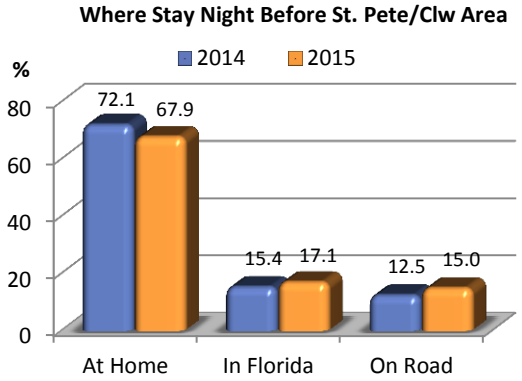
Where Stay Night Before St. Petersburg/Clearwater Area	2014	2015	2014	2015
At Home	72.1%	67.9%	35.5%	34.2%
In Florida *(Not in St. Pete/Clearwater)*	15.4	17.1	57.6	59.7
On Road *(Not in Florida)*	12.5	15.0	6.9	6.1

Where in Florida *(Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)*	2014	2015	2014	2015
Orlando/Attractions	59.9%	53.1%	72.9%	70.6%

Visit Other Florida Areas This Trip	2014	2015	2014	2015
Overnight Trips Only -- % Yes	26.1%	29.7%	70.4%	71.4%







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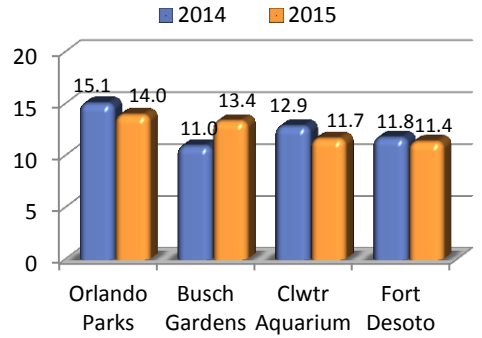
	Total		Europe	
Attractions/Theme Parks Visited *(Open Ended Multiple Response)*	2014	2015	2014	2015
Orlando Theme Parks	15.1%	14.0%	44.9%	41.8%
Busch Gardens	11.0	13.4	16.6	17.9
Clearwater Marine Aquarium	12.9	11.7	8.1	8.3
Fort Desoto	11.8	11.4	9.2	8.8
Salvador Dali Museum	5.9	5.7	12.7	12.2
Tarpon Springs	5.6	4.7	3.9	4.0

Satisfaction with St. Petersburg/Clearwater	2014	2015	2014	2015
Satisfied *(Combined)*	96.5%	97.6%	96.4%	96.7%

Attractions/Theme Parks Visited *(Top Four)*



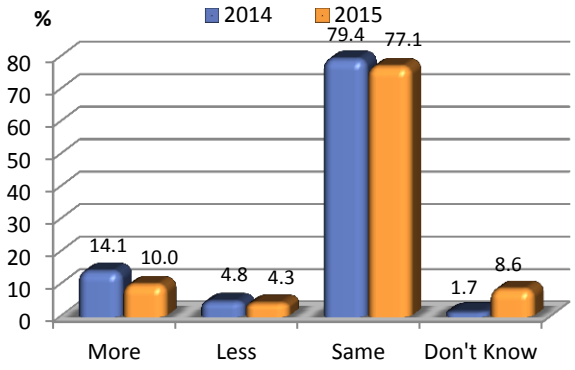
	Total		Europe	
Expense Relative to Expectations	2014	2015	2014	2015
More Expensive	14.1%	10.0%	20.2%	24.2%
Less Expensive	4.8	4.3	12.9	9.9
As Expected	79.4	77.1	62.7	60.4
Don't Know	1.7	8.6	4.2	5.5

Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2014	2015	2014	2015
% Yes	91.9%	91.4%	94.5%	94.9%

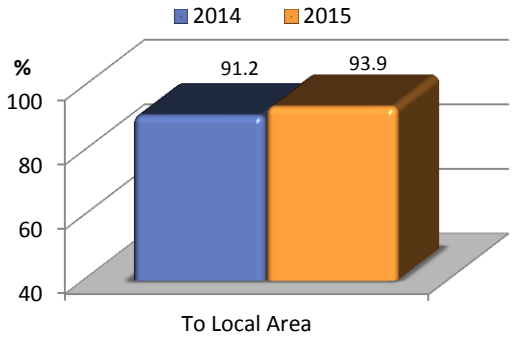
Plan to Return *(% Yes)*	2014	2015	2014	2015
To Local Area	91.2%	93.9%	75.8%	77.7%

Demographics	2014	2015	2014	2015
Average Age Head of Household	44.1	43.6	43.9	43.8
Median Annual Household Income	$110,556	$113,465	$105,562	$106,759

Expense Relative to Expectations



Plan to Return



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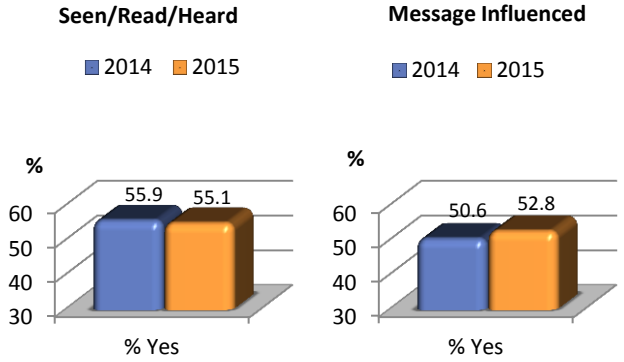
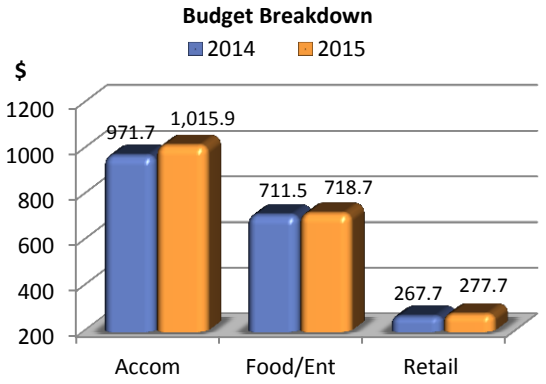
St. Pete/Clw Message Seen/Read/Heard	Total 2014	Total 2015	Europe 2014	Europe 2015
% Yes	55.9%	55.1%	62.3%	62.8%

Directly Influenced by Message *(Base: Seen/Read/Heard Area Message)*	2014	2015	2014	2015
% Yes	50.6%	52.8%	83.9%	85.1%



Party Budget Breakdown *(By Category)*	2014	2015
Accommodations	$971.74	$1,015.89
Food/Entertainment	711.49	718.73
Retail Purchases	267.69	277.65

St. Pete/Clw Area Base Budget	2014	2015
Per Person/Trip	$786.49	$826.80
Per Person/Day	137.98	150.33
Total Party/Trip	$2,123.51	$2,149.68



Occupation	2014	2015
Professional/Technical	33.6%	32.1%
Executive/Managerial	27.4	28.0
Retired	8.1	9.7
Salesman/Buyer	6.3	7.0
Craft/Mechanical/Factory	5.6	5.0

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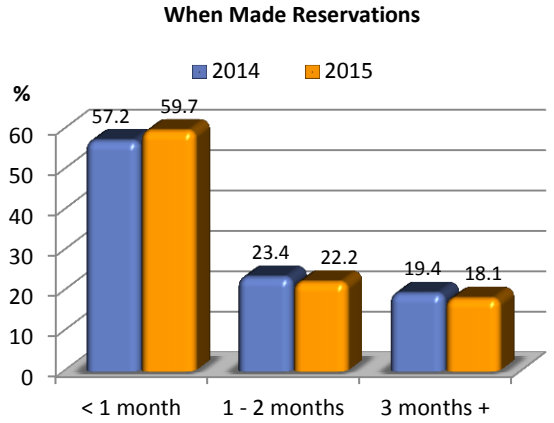
When Visitors Made Reservations for This Trip to the St. Pete/Clw Area	2014	2015
Less than One Month	57.2%	59.7%
1 - 2 Months	23.4	22.2
3 Months or More	19.4	18.1

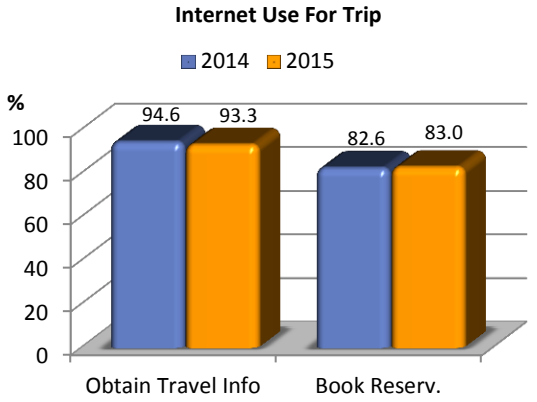
Used Internet to Obtain Travel Info for this Trip	2014	2015
% Yes	94.6%	93.3%

Book Reservations for Trip Online	2014	2015
% Yes	82.6%	83.0%



Occupancy Survey Data 2015:

Compared to the same time in 2014, OVER THE NEXT THREE MONTHS, properties report reservations:	2014	2015
Up	72.6%	38.6%
Same	14.8	48.5
Down	8.1	8.3
Don't Know	4.5	4.6



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St. Petersburg/Clearwater Area Visitor Origins

2012 -- 2013 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	+42.6	+12.1	-5.7	+4.2	+10.8	+10.0	+0.1	+6.0	+6.7	+9.6	+6.7	+3.4
Southeast	+8.9	+1.2	+0.3	+9.6	-4.4	-7.8	+3.7	+7.9	+7.4	+16.4	+16.6	+7.4
Northeast	+2.4	+5.8	+1.0	-3.2	+0.3	-0.4	+4.7	+1.9	+6.2	+7.9	-0.9	+8.4
Midwest	+3.6	+1.3	+6.7	-4.0	+1.3	+1.5	-1.7	-9.0	+1.9	+2.6	+11.9	+7.0
Canada	+2.6	+10.1	+0.9	+1.1	+7.7	+7.4	-5.5	+6.5	-0.7	+11.8	-13.8	+8.6
Europe	+3.4	-4.9	+7.5	-8.9	+1.6	+4.5	+4.5	+1.0	+6.2	+1.8	+2.5	+1.8
Mkts Opp	+9.2	+7.6	+3.4	+4.9	+6.4	-1.5	+10.6	-20.7	+5.0	+8.4	+1.5	+3.4
TOTAL	**+4.8**	**+4.0**	**+3.4**	**-2.6**	**+2.3**	**+2.3**	**+1.8**	**-0.9**	**+5.0**	**+5.5**	**+3.4**	**+5.7**

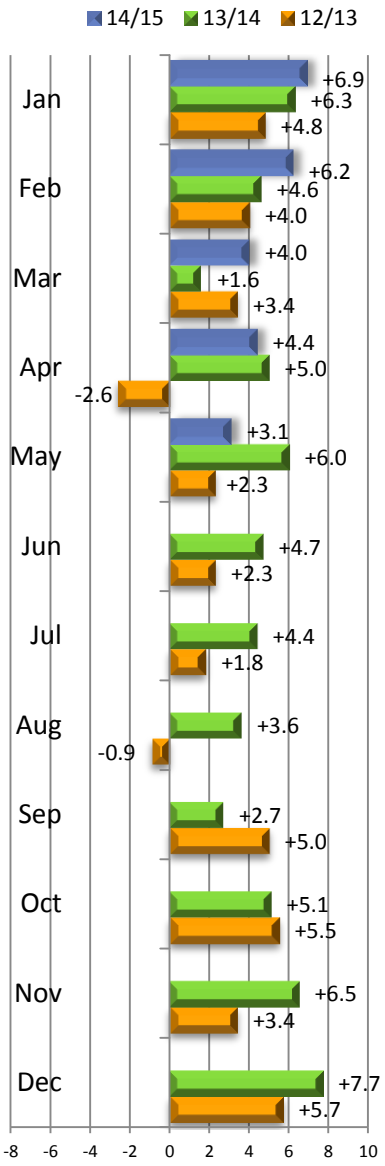
2013 -- 2014 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-3.1	-23.9	-19.9	-7.7	+8.3	-0.4	-7.2	-3.6	-16.0	-6.6	-1.0	-4.0
Southeast	+8.9	+10.4	+4.7	+5.0	+14.9	+11.4	+6.3	+9.2	+9.4	+12.1	+12.6	+9.4
Northeast	+10.9	-1.1	+2.6	+7.8	+13.8	+6.8	+7.3	+5.8	+4.9	+9.1	+1.1	+8.6
Midwest	+10.2	+4.9	+2.5	+6.6	+0.3	+6.3	+9.0	+7.4	+9.1	+0.3	+9.8	+11.5
Canada	+1.6	+8.8	+2.4	-5.3	-9.9	+9.7	+20.4	-7.1	+17.4	+8.0	+15.4	+0.4
Europe	-6.5	+31.8	+4.1	+9.8	+2.0	+1.6	+6.7	+3.1	+5.6	+9.0	+10.1	+8.1
Mkts Opp	+2.0	+8.1	+1.6	+20.0	+14.2	+8.7	+12.7	+9.3	+5.5	+10.7	+3.9	+12.4
TOTAL	**+6.3**	**+4.6**	**+1.6**	**+5.0**	**+6.0**	**+4.7**	**+4.4**	**+3.6**	**+2.7**	**+5.1**	**+6.5**	**+7.7**

2014 -- 2015 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-10.4	+14.2	+14.1	-3.3	-5.4							
Southeast	+1.6	+11.8	+10.3	+13.7	+4.4							
Northeast	+8.5	+7.5	+2.2	+1.0	+6.6							
Midwest	+9.2	+7.9	+3.2	+6.0	+7.6							
Canada	-3.0	-4.4	-3.8	-13.9	-6.0							
Europe	+12.0	+4.5	+15.5	+14.4	-5.7							
Mkts Opp	+4.6	+9.6	+24.8	+56.6	+21.5							
TOTAL	**+6.9**	**+6.2**	**+4.0**	**+4.4**	**+3.1**							

% Changes in Visitation *(by Month)*



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Top May U.S. Feeder Markets (2014 – 2015)

May	2014 Rank	2015 Rank
New York	2	**1**
Tampa/St. Petersburg	3	**2**
Chicago	4	**3**
Greater Orlando Area	1	**4**
Miami/Ft. Lauderdale	--	**5**
Pittsburgh	--	**6**
Atlanta	6	**7**
Washington, D.C.	11	**8**
Minneapolis/St. Paul	--	**9**
Cincinnati	9	**10**
Philadelphia	7	**11**
Boston	5	**12**

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2015

	Florida												
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15
Jan.	5,773	5,990	+3.8	6,785	+13.3	6,640	-2.1	9,466	+42.6	9,173	-3.1	8,221	-10.4
Feb.	13,473	13,759	+2.1	14,791	+7.5	17,365	+17.4	19,470	+12.1	14,808	-23.9	16,908	+14.2
Mar.	31,069	33,712	+8.5	36,828	+9.2	35,921	-2.5	33,883	-5.7	27,134	-19.9	30,965	+14.1
Apr.	63,761	73,066	+14.6	84,756	+16.0	84,153	-0.7	87,674	+4.2	80,959	-7.7	78,293	-3.3
Win.	**114,076**	**126,527**	**+10.9**	**143,160**	**+13.1**	**144,079**	**+0.6**	**150,493**	**+4.5**	**132,074**	**-12.2**	**134,387**	**+1.8**
May	45,911	42,834	-6.7	48,801	+13.9	51,414	+5.4	56,971	+10.8	61,685	+8.3	58,344	-5.4
Jun.	94,916	103,780	+9.3	104,201	+0.4	94,101	-9.7	103,555	+10.0	103,127	-0.4		
Jul.	138,497	148,372	+7.1	143,668	-3.2	149,237	+3.9	149,421	+0.1	138,629	-7.2		
Aug.	66,731	88,807	+33.1	80,288	-9.6	81,527	+1.5	86,422	+6.0	83,294	-3.6		
Sp./Sm.	**346,055**	**383,793**	**+10.9**	**376,958**	**-1.8**	**376,279**	**-0.2**	**396,369**	**+5.3**	**386,735**	**-2.4**		
Sept.	40,743	38,055	-6.6	41,364	+8.7	45,492	+10.0	48,538	+6.7	40,757	-16.0		
Oct.	28,002	34,920	+24.7	37,120	+6.3	39,582	+6.6	43,384	+9.6	40,541	-6.6		
Nov.	30,502	33,306	+9.2	36,087	+8.3	36,431	+1.0	38,887	+6.7	38,508	-1.0		
Dec.	37,814	35,280	-6.7	38,202	+8.3	40,345	+5.6	41,731	+3.4	40,049	-4.0		
Fall	**137,061**	**141,561**	**+3.3**	**152,773**	**+7.9**	**161,850**	**+5.9**	**172,540**	**+6.6**	**159,855**	**-7.4**		
Total	**597,192**	**651,881**	**+9.2**	**672,891**	**+3.2**	**682,208**	**+1.4**	**719,402**	**+5.5**	**678,664**	**-5.7**		

** 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
2009 - 2015

	Southeast												
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15
Jan.	16,315	17,012	+4.3	19,099	+12.3	20,451	+7.1	22,272	+8.9	24,264	+8.9	24,664	+1.6
Feb.	12,158	10,319	-15.1	11,329	+9.8	12,598	+11.2	12,744	+1.2	14,068	+10.4	15,728	+11.8
Mar.	23,448	19,866	-15.3	21,483	+8.1	20,797	-3.2	20,851	+0.3	21,839	+4.7	24,083	+10.3
Apr.	28,423	30,974	+9.0	30,674	-1.0	33,328	+8.7	36,531	+9.6	38,349	+5.0	43,595	+13.7
Win.	**80,344**	**78,171**	**-2.7**	**82,585**	**+5.6**	**87,174**	**+5.6**	**92,398**	**+6.0**	**98,520**	**+6.6**	**108,070**	**+9.7**
May	20,998	28,677	+36.6	27,994	-2.4	29,991	+7.1	28,685	-4.4	32,955	+14.9	34,396	+4.4
Jun.	52,561	56,560	+7.6	60,469	+6.9	67,137	+11.0	61,908	-7.8	68,948	+11.4		
Jul.	57,230	61,127	+6.8	62,158	+1.7	65,254	+5.0	67,639	+3.7	71,882	+6.3		
Aug.	24,978	23,707	-5.1	26,634	+12.3	27,445	+3.0	29,607	+7.9	32,323	+9.2		
Sp./Sm.	**155,767**	**170,071**	**+9.2**	**177,255**	**+4.2**	**189,827**	**+7.1**	**187,839**	**-1.0**	**206,108**	**+9.7**		
Sept.	7,780	9,675	+24.4	9,192	-5.0	10,832	+17.8	11,629	+7.4	12,720	+9.4		
Oct.	22,471	22,680	+0.9	24,499	+8.0	25,881	+5.6	30,127	+16.4	33,784	+12.1		
Nov.	10,689	12,012	+12.4	13,858	+15.4	13,809	-0.4	16,101	+16.6	18,122	+12.6		
Dec.	23,989	24,455	+1.9	26,447	+8.1	26,181	-1.0	28,123	+7.4	30,769	+9.4		
Fall	**64,929**	**68,822**	**+6.0**	**73,996**	**+7.5**	**76,703**	**+3.7**	**85,980**	**+12.1**	**95,395**	**+11.0**		
Total	**301,040**	**317,064**	**+5.3**	**333,836**	**+5.3**	**353,704**	**+6.0**	**366,217**	**+3.5**	**400,023**	**+9.2**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2015

	Northeast												
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15
Jan.	68,774	65,411	-4.9	65,841	+0.7	69,056	+4.9	70,714	+2.4	78,414	+10.9	85,058	+8.5
Feb.	121,582	113,197	-6.9	106,998	-5.5	118,154	+10.4	124,962	+5.8	123,647	-1.1	132,902	+7.5
Mar.	170,584	170,968	+0.2	179,230	+4.8	186,539	+4.1	188,313	+1.0	193,245	+2.6	197,485	+2.2
Apr.	235,069	225,553	-4.0	234,895	+4.1	248,294	+5.7	240,293	-3.2	259,069	+7.8	261,572	+1.0
Win.	**596,009**	**575,129**	**-3.5**	**586,964**	**+2.1**	**622,043**	**+6.0**	**624,282**	**+0.4**	**654,375**	**+4.8**	**677,017**	**+3.5**
May	88,975	84,942	-4.5	94,197	+10.9	98,154	+4.2	98,405	+0.3	111,962	+13.8	119,300	+6.6
Jun.	77,055	84,062	+9.1	85,304	+1.5	84,196	-1.3	83,857	-0.4	89,574	+6.8		
Jul.	91,568	74,464	-18.7	83,855	+12.6	83,380	-0.6	87,316	+4.7	93,703	+7.3		
Aug.	70,459	65,853	-6.5	71,410	+8.4	71,841	+0.6	73,218	+1.9	77,493	+5.8		
Sp./Sm.	**328,057**	**309,321**	**-5.7**	**334,766**	**+8.2**	**337,571**	**+0.8**	**342,796**	**+1.5**	**372,732**	**+8.7**		
Sept.	38,901	41,495	+6.7	43,892	+5.8	44,530	+1.5	47,273	+6.2	49,584	+4.9		
Oct.	63,263	74,160	+17.2	72,755	-1.9	69,650	-4.3	75,118	+7.9	81,926	+9.1		
Nov.	65,957	70,980	+7.6	76,794	+8.2	78,151	+1.8	77,469	-0.9	78,311	+1.1		
Dec.	94,738	91,405	-3.5	100,752	+10.2	99,575	-1.2	107,957	+8.4	117,216	+8.6		
Fall	**262,859**	**278,040**	**+5.8**	**294,193**	**+5.8**	**291,906**	**-0.8**	**307,817**	**+5.5**	**327,037**	**+6.2**		
Total	**1,186,925**	**1,162,490**	**-2.1**	**1,215,923**	**+4.6**	**1,251,520**	**+2.9**	**1,274,895**	**+1.9**	**1,354,144**	**+6.2**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2015

	Midwest												
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15
Jan.	82,830	86,735	+4.7	92,478	+6.6	94,022	+1.7	97,440	+3.6	107,412	+10.2	117,310	+9.2
Feb.	100,223	100,064	-0.2	101,648	+1.6	106,577	+4.8	107,970	+1.3	113,281	+4.9	122,285	+7.9
Mar.	238,583	251,636	+5.5	257,796	+2.4	255,231	-1.0	272,369	+6.7	279,280	+2.5	288,314	+3.2
Apr.	254,274	271,616	+6.8	270,412	-0.4	274,956	+1.7	263,835	-4.0	281,226	+6.6	298,050	+6.0
Win.	**675,910**	**710,051**	**+5.1**	**722,334**	**+1.7**	**730,786**	**+1.2**	**741,614**	**+1.5**	**781,199**	**+5.3**	**825,959**	**+5.7**
May	112,820	121,605	+7.8	121,056	-0.5	123,082	+1.7	124,699	+1.3	125,060	+0.3	134,539	+7.6
Jun.	141,863	140,103	-1.2	150,092	+7.1	150,232	+0.1	152,519	+1.5	162,057	+6.3		
Jul.	124,189	123,921	-0.2	141,909	+14.5	142,591	+0.5	140,197	-1.7	152,748	+9.0		
Aug.	98,419	92,570	-5.9	97,658	+5.5	107,761	+10.3	98,024	-9.0	105,258	+7.4		
Sp./Sm.	**477,291**	**478,199**	**+0.2**	**510,715**	**+6.8**	**523,666**	**+2.5**	**515,439**	**-1.6**	**545,123**	**+5.8**		
Sept.	45,657	50,095	+9.7	54,003	+7.8	56,083	+3.9	57,133	+1.9	62,304	+9.1		
Oct.	106,130	105,840	-0.3	107,648	+1.7	109,994	+2.2	112,878	+2.6	113,176	+0.3		
Nov.	53,704	59,241	+10.3	62,071	+4.8	60,816	-2.0	68,051	+11.9	74,752	+9.8		
Dec.	100,430	100,225	-0.2	102,851	+2.6	106,442	+3.5	113,854	+7.0	126,984	+11.5		
Fall	**305,921**	**315,401**	**+3.1**	**326,573**	**+3.5**	**333,335**	**+2.1**	**351,916**	**+5.6**	**377,216**	**+7.2**		
Total	**1,459,122**	**1,503,651**	**+3.1**	**1,559,622**	**+3.7**	**1,587,787**	**+1.8**	**1,608,969**	**+1.3**	**1,703,538**	**+5.9**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2015

	Canada												
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15
Jan.	20,833	21,564	+3.5	22,366	+3.7	24,701	+10.4	25,334	+2.6	25,743	+1.6	24,980	-3.0
Feb.	32,531	34,710	+6.7	36,505	+5.2	40,179	+10.1	44,250	+10.1	48,126	+8.8	46,004	-4.4
Mar.	68,585	76,454	+11.5	69,973	-8.5	77,515	+10.8	78,192	+0.9	80,078	+2.4	77,067	-3.8
Apr.	56,079	63,536	+13.3	66,190	+4.2	65,823	-0.6	66,568	+1.1	63,063	-5.3	54,272	-13.9
Win.	**178,028**	**196,264**	**+10.2**	**195,034**	**-0.6**	**208,218**	**+6.8**	**214,344**	**+2.9**	**217,010**	**+1.2**	**202,323**	**-6.8**
May	13,524	14,520	+7.4	15,510	+6.8	14,801	-4.6	15,936	+7.7	14,365	-9.9	13,497	-6.0
Jun.	11,227	10,378	-7.6	11,338	+9.3	11,006	-2.9	11,819	+7.4	12,965	+9.7		
Jul.	21,747	17,782	-18.2	16,419	-7.7	16,918	+3.0	15,987	-5.5	19,254	+20.4		
Aug.	10,811	10,536	-2.5	11,194	+6.2	10,897	-2.7	11,603	+6.5	10,774	-7.1		
Sp./Sm.	**57,309**	**53,216**	**-7.1**	**54,461**	**+2.3**	**53,622**	**-1.5**	**55,345**	**+3.2**	**57,358**	**+3.6**		
Sept.	8,190	9,030	+10.3	9,192	+1.8	8,906	-3.1	8,848	-0.7	10,384	+17.4		
Oct.	15,902	10,440	-34.3	12,250	+17.3	12,940	+5.6	14,461	+11.8	15,625	+8.0		
Nov.	20,074	19,656	-2.1	19,920	+1.3	21,153	+6.2	18,228	-13.8	21,034	+15.4		
Dec.	27,649	30,468	+10.2	29,806	-2.2	30,902	+3.7	33,566	+8.6	33,700	+0.4		
Fall	**71,815**	**69,594**	**-3.1**	**71,168**	**+2.3**	**73,901**	**+3.8**	**75,103**	**+1.6**	**80,743**	**+7.5**		
Total	**307,152**	**319,074**	**+3.9**	**320,663**	**+0.5**	**335,741**	**+4.7**	**344,792**	**+2.7**	**355,111**	**+3.0**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2015

	Europe												
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15
Jan.	44,929	32,585	-27.5	33,423	+2.6	37,981	+13.6	39,254	+3.4	36,691	-6.5	41,106	+12.0
Feb.	38,775	31,895	-17.7	33,673	+5.6	35,753	+6.2	33,984	-4.9	44,794	+31.8	46,791	+4.5
Mar.	43,379	39,732	-8.4	41,738	+5.0	47,895	+14.8	51,476	+7.5	53,606	+4.1	61,929	+15.5
Apr.	116,766	114,365	-2.1	105,743	-7.5	115,815	+9.5	105,534	-8.9	115,899	+9.8	132,565	+14.4
Win.	**243,849**	**218,577**	**-10.4**	**214,577**	**-1.8**	**237,444**	**+10.7**	**230,248**	**-3.0**	**250,990**	**+9.0**	**282,391**	**+12.5**
May	61,215	59,169	-3.3	58,258	-1.5	62,320	+7.0	63,346	+1.6	64,643	+2.0	60,956	-5.7
Jun.	117,369	106,893	-8.9	112,299	+5.1	128,770	+14.7	134,509	+4.5	136,718	+1.6		
Jul.	121,328	114,474	-5.6	124,317	+8.6	132,924	+6.9	138,967	+4.5	148,256	+6.7		
Aug.	86,490	80,528	-6.9	85,692	+6.4	85,967	+0.3	86,822	+1.0	89,511	+3.1		
Sp./Sm.	**386,402**	**361,064**	**-6.6**	**380,566**	**+5.4**	**409,981**	**+7.7**	**423,644**	**+3.3**	**439,128**	**+3.7**		
Sept.	58,351	58,480	+0.2	64,114	+9.6	66,192	+3.2	70,278	+6.2	74,246	+5.6		
Oct.	97,487	97,560	+0.1	103,936	+6.5	108,471	+4.4	110,467	+1.8	120,356	+9.0		
Nov.	69,346	66,612	-3.9	68,711	+3.2	71,100	+3.5	72,912	+2.5	80,253	+10.1		
Dec.	98,397	99,022	+0.6	102,431	+3.4	105,583	+3.1	107,503	+1.8	116,239	+8.1		
Fall	**323,581**	**321,674**	**-0.6**	**339,192**	**+5.4**	**351,346**	**+3.6**	**361,160**	**+2.8**	**391,094**	**+8.3**		
Total	**953,832**	**901,315**	**-5.5**	**934,335**	**+3.7**	**998,771**	**+6.9**	**1,015,052**	**+1.6**	**1,081,212**	**+6.5**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2015

	Markets of Opportunity												
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15
Jan.	11,546	10,303	-10.8	11,308	+9.8	12,749	+12.7	13,920	+9.2	14,203	+2.0	14,861	+4.6
Feb.	9,858	8,756	-11.2	9,756	+11.4	9,874	+1.2	10,620	+7.6	11,476	+8.1	12,582	+9.6
Mar.	10,552	9,632	-8.7	6,752	-29.9	6,302	-6.7	6,516	+3.4	6,618	+1.6	8,257	+24.8
Apr.	13,828	15,090	+9.1	14,530	-3.7	10,831	-25.5	11,365	+4.9	13,635	+20.0	21,353	+56.6
Win.	**45,784**	**43,781**	**-4.4**	**42,346**	**-3.3**	**39,756**	**-6.1**	**42,421**	**+6.7**	**45,932**	**+8.3**	**57,053**	**+24.2**
May	12,457	11,253	-9.7	12,484	+10.9	9,738	-22.0	10,358	+6.4	11,830	+14.2	14,368	+21.5
Jun.	15,309	17,124	+11.9	16,197	-5.4	14,858	-8.3	14,633	-1.5	15,911	+8.7		
Jul.	17,741	15,560	-12.3	14,074	-9.6	13,896	-1.3	15,373	+10.6	17,328	+12.7		
Aug.	14,912	14,299	-4.1	13,124	-8.2	18,162	+38.4	14,404	-20.7	15,747	+9.3		
Sp./Sm.	**60,419**	**58,236**	**-3.6**	**55,879**	**-4.0**	**56,654**	**+1.4**	**54,768**	**-3.3**	**60,816**	**+11.0**		
Sept.	5,118	8,170	+59.6	8,043	-1.6	8,665	+7.7	9,101	+5.0	9,605	+5.5		
Oct.	12,445	14,400	+15.7	12,992	-9.8	14,082	+8.4	15,265	+8.4	16,892	+10.7		
Nov.	10,428	11,193	+7.3	11,259	+0.6	12,340	+9.6	12,152	-1.5	12,620	+3.9		
Dec.	23,583	20,045	-15.0	19,311	-3.7	20,172	+4.5	20,866	+3.4	23,443	+12.4		
Fall	**51,574**	**53,808**	**+4.3**	**51,605**	**-4.1**	**55,259**	**+7.1**	**57,384**	**+3.8**	**62,560**	**+9.0**		
Total	**157,777**	**155,825**	**-1.2**	**149,830**	**-3.8**	**151,669**	**+1.2**	**154,573**	**+1.9**	**169,308**	**+9.5**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2015

	Latin America												
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15
Jan.	n/a	n/a		n/a		n/a		n/a		n/a		n/a	
Feb.	n/a	n/a		n/a		n/a		n/a		n/a		n/a	
Mar.	n/a	n/a		n/a		n/a		n/a		n/a		n/a	
Apr.	n/a	n/a		n/a		n/a		n/a		n/a		n/a	
Win.	**6,270**	**5,700**	**-9.1**	**8,100**	**+42.1**	**11,300**	**+39.5**	**11,600**	**+2.7**	**18,500**	**+59.5**	**25,600**	**+38.4**
May	n/a	n/a		n/a		n/a		n/a		n/a		n/a	
Jun.	n/a	n/a		n/a		n/a		n/a		n/a			
Jul.	n/a	n/a		n/a		n/a		n/a		n/a			
Aug.	n/a	n/a		n/a		n/a		n/a		n/a			
Sp./Sm.	**19,400**	**21,200**	**+9.3**	**34,700**	**+63.7**	**54,800**	**+57.9**	**74,400**	**+35.8**	**109,300**	**+46.9**		
Sept.	n/a	n/a		n/a		n/a		n/a		n/a			
Oct.	n/a	n/a		n/a		n/a		n/a		n/a			
Nov.	n/a	n/a		n/a		n/a		n/a		n/a			
Dec.	n/a	n/a		n/a		n/a		n/a		n/a			
Fall	**2,700**	**3,000**	**+11.1**	**5,300**	**+76.7**	**7,500**	**+41.5**	**10,000**	**+33.3**	**16,000**	**+60.0**		
Total	**28,370**	**29,900**	**+5.4**	**48,100**	**+60.9**	**73,600**	**+53.0**	**96,000**	**+30.4**	**143,800**	**+49.8**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2015

	TOTAL												
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15
Jan.	251,000	239,600	-4.5	251,300	+4.9	265,600	+5.7	278,400	+4.8	295,900	+6.3	316,200	+6.9
Feb.	328,600	312,700	-4.8	314,700	+0.6	340,500	+8.2	354,000	+4.0	370,200	+4.6	393,200	+6.2
Mar.	586,200	602,000	+2.7	613,800	+2.0	630,200	+2.7	651,600	+3.4	661,800	+1.6	688,100	+4.0
Apr.	768,200	794,200	+3.4	807,200	+1.6	833,200	+3.2	811,800	-2.6	852,200	+5.0	889,700	+4.4
Win.	**1,940,270**	**1,954,200**	**+0.7**	**1,995,100**	**+2.1**	**2,080,800**	**+4.3**	**2,107,400**	**+1.3**	**2,198,600**	**+4.3**	**2,312,800**	**+5.2**
May	355,900	363,000	+2.0	378,300	+4.2	389,500	+3.0	398,400	+2.3	422,500	+6.0	435,400	+3.1
Jun.	510,300	518,900	+1.7	539,900	+4.0	550,300	+1.9	562,800	+2.3	589,300	+4.7		
Jul.	572,300	555,700	-2.9	586,400	+5.5	604,200	+3.0	614,900	+1.8	641,800	+4.4		
Aug.	372,800	376,300	+0.9	386,000	+2.6	403,600	+4.6	400,100	-0.9	414,400	+3.6		
Sp./Sm.	**1,830,700**	**1,835,100**	**+0.2**	**1,925,300**	**+4.9**	**2,002,400**	**+4.0**	**2,050,600**	**+2.4**	**2,177,300**	**+6.2**		
Sept.	204,740	215,000	+5.0	229,800	+6.9	240,700	+4.7	252,800	+5.0	259,600	+2.7		
Oct.	345,700	360,000	+4.1	371,200	+3.1	380,600	+2.5	401,700	+5.5	422,300	+5.1		
Nov.	260,700	273,000	+4.7	288,700	+5.8	293,800	+1.8	303,800	+3.4	323,600	+6.5		
Dec.	406,600	400,900	-1.4	419,800	+4.7	429,200	+2.2	453,600	+5.7	488400	+7.7		
Fall	**1,220,440**	**1,251,900**	**+2.6**	**1,314,800**	**+5.0**	**1,351,800**	**+2.8**	**1,421,900**	**+5.2**	**1,509,900**	**+6.2**		
Total	**4,991,410**	**5,041,200**	**+1.0**	**5,235,200**	**+3.8**	**5,435,000**	**+3.8**	**5,579,900**	**+2.7**	**5,885,800**	**+5.5**		

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