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Visit St. Petersburg/Clearwater

## November 2010 Visitor Profile



***Prepared for:***

Pinellas County Tourist Development Council  
and  
Visit St. Petersburg/Clearwater

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**Executive Summary: November 2010**

1. This November, the recovery of the nation’s economy combined with destination promotions and scheduled events (Ironman, etc.) effected to attract an additional 12,300 overnight visitors to the St. Petersburg/Clearwater area **(+4.7%)**. Lodging occupancy and Average Daily Rates expanded in tandem with the higher level of visitation **(+5.8% and +3.3%, respectively)**. As a consequence, November 2010’s Pinellas tourism economic impact reached almost \$357 million **(+6.5%)**.
2. This November’s **visitor origin distribution** is as follows:

November Visitor Segments (H/M/C and V F/R)	2009 Visitor #	2010 Visitor #	Change in Visitation
Florida	30,502	33,306	+2,804
Southeast	10,689	12,012	+1,323
Northeast	65,957	70,980	+5,023
Midwest	53,704	59,241	+5,537
Canada	20,074	19,656	- 418
Europe	69,346	66,612	-2,734
Markets of Opportunity	10,428	11,193	+ 765
Total	260,700	273,000	+12,300

Survey Sample: n = 412

3. Again, reflecting improvements in consumer confidence and the fading of the AIG stigma, the **destination’s** group and meetings market activity showed notable growth **(2009: 10.4%; 2010: 13.3%)**.

## St. Petersburg/Clearwater Area Visitor Profile: November 2010

4. For November 2010, the **destination's** top feeder markets are (in rank order):

Rank	November	2010	'09 Rank
1.	New York	8.9%	1
2.	Tampa/St. Petersburg	7.6	3
3.	Chicago	5.7	2
4.	Philadelphia	4.6	6
5.	Greater Orlando Area	4.4	4
6.	Boston	3.5	5
7.	Atlanta	2.8	11
8.	Washington, D.C.	2.7	9
9.	Pittsburgh	2.6	7
10.	Detroit	2.5	8
11.	Cincinnati	2.5	--

5. This month, the St. Petersburg/Clearwater area attracted a significantly higher level of first time visitors. Better than one of every three overnight patrons (**34.6%**) were in the area for the first time (**2009: 31.3%**).
6. Satisfaction is the multiplier of future visitation. Importantly, fully 92.7% rate their November experience in the St. Petersburg/Clearwater area as “satisfying,” with 47.8% indicating an intent to return next year.
7. The typical 2010 November traveler is slightly younger (**2009: 49.5 years of age; 2010: 49.2 years of age**) and commands a median household income of \$117,174 (**2009: \$115,366**). Professional or managerial positions are held by a majority of visitors (**54.8%**).
8. Fully 89.2% use the Internet to get information for their trip. **URL's** accessed most frequently by visitors include accommodation websites (**67.1%**), airline websites (**47.9%**), and [www.visitstpeteclearwater.com](http://www.visitstpeteclearwater.com) (**23.8%**). Not surprisingly, **many travelers seek information about other travelers' reported experiences, with** TripAdvisor, Expedia, and Orbitz attracting growing interest. Social networks such as Facebook and Twitter, as well as traveler reviews/blogs are consulted by 16.1%.

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	Year to Date (H/M/C/C & V F/R)				November		
	Annual 2009 *	2009 *	2010 *	% Δ '09/'10	2009	2010	% Δ '09/'10
H/M/C/C Visitors	2,502,810	2,322,910	2,368,900	+2.0	119,100	127,400	+7.0
V F/R Visitors	2,488,600	2,259,200	2,268,400	+0.4	141,600	145,600	+2.8
<b>Total</b>	<b>4,991,410</b>	<b>4,582,110</b>	<b>4,637,300</b>	<b>+1.2</b>	<b>260,700</b>	<b>273,000</b>	<b>+4.7</b>
H/M/C/C Exp.	\$1,882,712,500	\$1,757,641,200	\$1,758,894,000	+0.1	\$92,606,000	\$100,293,600	+8.3
V F/R Exp.	1,303,267,400	1,186,044,000	1,192,980,200	+0.6	75,472,800	78,770,000	+4.4
<b>Total</b>	<b>\$3,185,979,900</b>	<b>\$2,943,685,200</b>	<b>\$2,951,874,200</b>	<b>+0.3</b>	<b>\$168,078,800</b>	<b>\$179,063,600</b>	<b>+6.5</b>
Room Nights (e)*	6,035,805	5,599,805	5,604,500	+0.1	350,700	370,900	+5.8

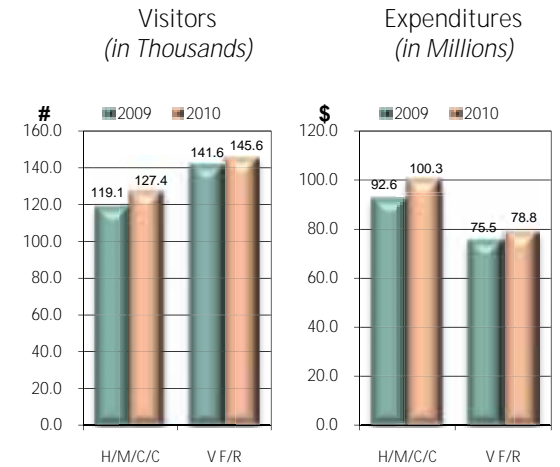
\*Based on Industr RVFVAR

Visitor Origin	Year to Date (H/M/C/C & V F/R)				November (H/M/C/C & V F/R)				
	Annual 2009 *	2009 Visitor # *	2010 Visitor # *	% Δ	% Rel.	2009 Visitor #	% Rel.	2010 Visitor #	% Δ
Florida	597,192	559,378	616,601	+10.2	11.7%	30,502	12.2%	33,306	+9.2
Southeast	301,040	277,051	292,609	+5.6	4.1	10,689	4.4	12,012	+12.4
Northeast	1,186,925	1,092,187	1,071,085	-1.9	25.3	65,957	26.0	70,980	+7.6
Midwest	1,459,122	1,358,692	1,403,426	+3.3	20.6	53,704	21.7	59,241	+10.3
Canada	307,152	279,503	288,606	+3.3	7.7	20,074	7.2	19,656	-2.1
Europe	953,832	855,435	802,293	-6.2	26.6	69,346	24.4	66,612	-3.9
U.S. Opp. Mkts	157,777	134,194	135,780	+1.2	4.0	10,428	4.1	11,193	+7.3
Latin American	28,370	(08/09) 25,670	(08/10) 26,900	+4.8	n/a	n/a	n/a	n/a	n/a
<b>Total</b>	<b>4,991,410</b>	<b>4,582,110</b>	<b>4,637,300</b>	<b>+1.2</b>	<b>100.0</b>	<b>260,700</b>	<b>100.0</b>	<b>273,000</b>	<b>+4.7</b>

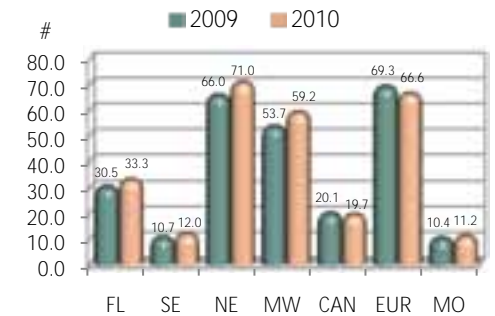
Please Note: Latin American Visitor numbers published seasonally only.

Occupancy: Industry (Weighted)	Seasonal Winter	Monthly				Seasonal Spr/Sum	Monthly		
		May	Jun.	Jul.	Aug.		Sep.	Oct.	Nov.
Occupancy 2010	73.2%	68.4%	67.9%	69.5%	62.5%	67.1%	52.7%	62.4%	51.4%
Occupancy 2009	74.7	65.5	65.9	73.0	61.0	66.4	49.0	59.8	48.6
<b>Δ Points</b>	<b>-1.5</b>	<b>+2.9</b>	<b>+2.0</b>	<b>-3.5</b>	<b>+1.5</b>	<b>+0.7</b>	<b>+3.7</b>	<b>+2.6</b>	<b>+2.8</b>
ADR 2010	\$110.41	\$103.60	\$99.92	\$95.88	\$94.91	\$98.58	\$94.55	\$90.22	\$87.52
ADR 2009	116.96	106.98	95.60	98.61	93.50	98.67	90.70	86.03	84.73
<b>Δ Percent</b>	<b>-5.6%</b>	<b>-3.2%</b>	<b>+4.5%</b>	<b>-2.8%</b>	<b>+1.5%</b>	<b>-0.1%</b>	<b>+4.2%</b>	<b>+4.9%</b>	<b>+3.3%</b>

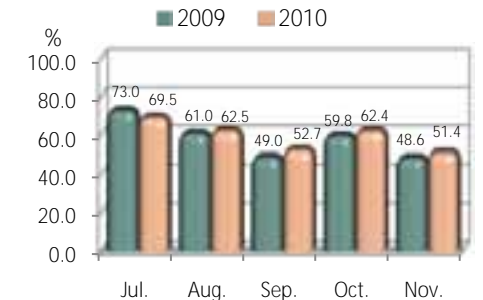
November Occ./ADR:	2009 Occ.	2010 Occ.	Point Δ	2009 ADR	2010 ADR	% Δ
< 20 units	44.3%	43.8%	-0.5	\$82.07	\$85.04	+3.6
21 - 50 units	44.6	43.5	-1.1	75.97	77.98	+2.6
51 - 100 units	47.1	50.7	+3.6	79.61	83.04	+4.3
101+ units	53.0	59.0	+6.0	93.23	96.24	+3.2
Condominiums	41.8%	44.0%	+2.2	\$116.86	\$134.71	+15.3



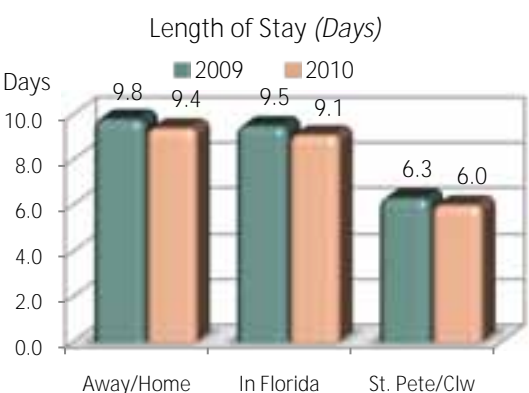
November Visitor Origin (in Thousands)



Industry Occupancy (by Month)

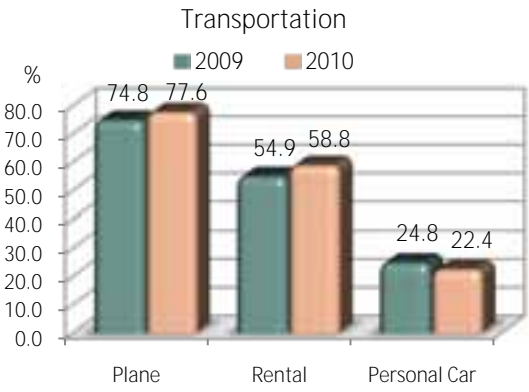


Length of Stay (Days)	2009	2010
Away from Home	9.8	9.4
In Florida	9.5	9.1
In the St. Petersburg/Clearwater Area	6.3	6.0



Party Size	2009	2010
Number of People	2.7	2.6

Party Composition	2009	2010
Couple (Traveling without Children)	60.1%	54.9%
Family	35.0	35.7
Single	5.5	8.3



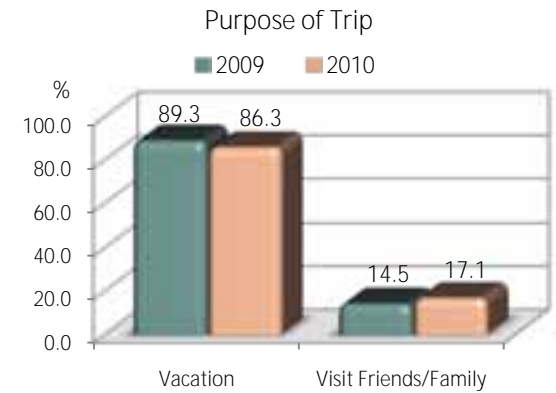
Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	2009	2010
Plane	74.8%	77.6%
Rental Car	54.9	58.8
Personal Car	24.8	22.4

Airport Deplaned (Base: Flew)	Total		Europe	
	2009	2010	2009	2010
Tampa International	71.0%	68.7%	36.1%	33.3%
Orlando International/Sanford	22.7	25.5	53.0	54.2
Miami International	2.1	3.9	6.0	12.5
St. Petersburg-Clearwater International	1.1	1.0	N/A	N/A

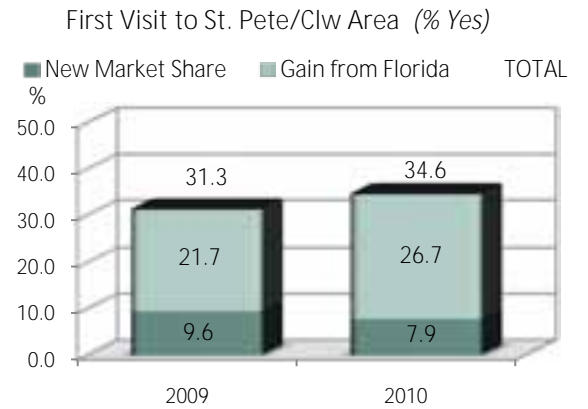


Car Rental Location (Base: Rented a Car)	2009	2010	2009	2010
	Tampa	63.4%	59.8%	33.8%
Greater Orlando Area	28.2	32.6	55.4	54.2
Miami	2.9	5.2	6.8	12.5
St. Petersburg/Clearwater Area	2.0	1.3	N/A	N/A

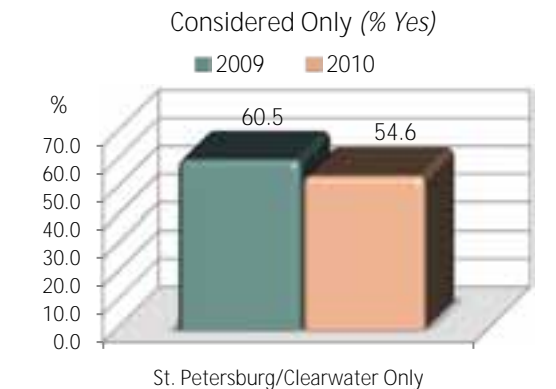
Purpose of Trip (Multiple Response)	Total		Europe	
	2009	2010	2009	2010
<b>A. Profile Data</b>				
Vacation	89.3%	86.3%	96.4%	95.8%
Visit Friends/Relatives	14.5	17.1	N/A	4.2
<b>B. Occupancy Survey Data</b>				
Business	16.5%	14.9%	N/A	N/A
Conference/Business Meetings	10.4	13.3	N/A	N/A



First Visit to (% yes)	Total		Europe	
	2009	2010	2009	2010
St. Petersburg/Clearwater Area	31.3%	34.6%	48.2%	54.2%
Florida	9.6	7.9	25.3	29.2

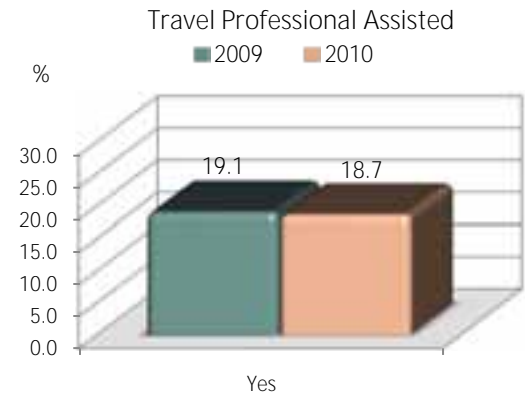


Considered St. Pete/Clw Only	Total		Europe	
	2009	2010	2009	2010
% Yes	60.5%	54.6%	24.1%	25.0%

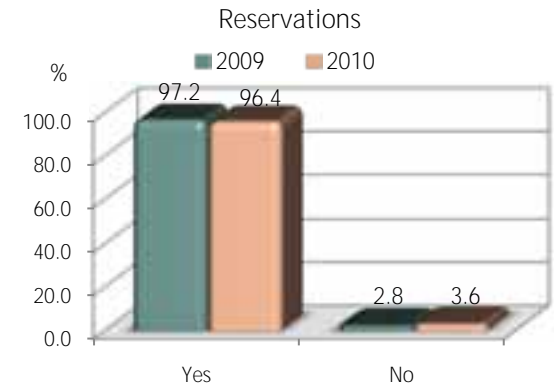


Information Most Helpful to Visit (Open Ended Multiple Response)	2009	2010	2009	2010
	Internet	85.3%	88.9%	79.5%
Previous Visit	56.6	52.0	49.4	41.7
Special Event	13.7	15.3	4.8	8.3
Recommendation	15.9	14.9	20.5	16.7
Travel Professional	7.9	8.1	25.3	29.2
Print Media	8.2	7.5	27.7	25.0
Business Contacts	5.1	6.8	3.6	4.2

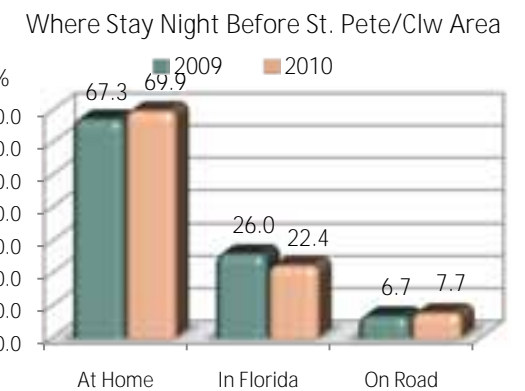
Travel Professional Assisted	Total		Europe	
	2009	2010	2009	2010
% Yes	19.1%	18.7%	54.2%	66.7%



Reservations	2009	2010	2009	2010
	Yes	97.2%	96.4%	95.2%
No	2.8	3.6	4.8	4.2



Where Stay Night Before St. Petersburg/Clearwater Area	2009	2010	2009	2010
	At Home	67.3%	69.9%	42.2%
In Florida (Not in St. Pete/Clearwater)	26.0	22.4	53.0	54.2
On Road (Not in Florida)	6.7	7.7	4.8	4.2



Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	2009	2010	2009	2010
	Orlando	57.4%	61.8%	70.5%

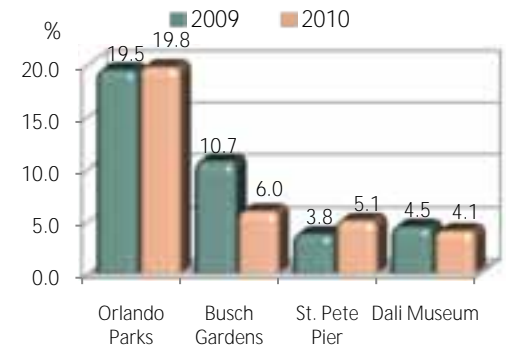
Visit Other Florida Areas This Trip	2009	2010	2009	2010
	Overnight Trips Only -- % Yes	30.9%	28.2%	66.3%

Attractions/Theme Parks Visited (Open Ended Multiple Response)	Total		Europe	
	2009	2010	2009	2010
Orlando Theme Parks	19.5%	19.8%	49.4%	50.0%
Busch Gardens	10.7	6.0	18.1	12.5
St. Petersburg Pier	3.8	5.1	3.6	4.2
Salvador Dali Museum	4.5	4.1	6.0	12.5

Satisfaction with St. Petersburg/Clearwater Satisfied (Combined)	Total		Europe	
	2009	2010	2009	2010
	93.7%	92.7%	94.0%	91.7%

Attractions/Theme Parks Visited (Top Five)



Expense Relative to Expectations	Total		Europe	
	2009	2010	2009	2010
More Expensive	2.7%	5.9%	4.8%	16.7%
Less Expensive	4.6	3.6	8.4	4.2
As Expected	88.6	86.0	79.5	66.7
Don't Know	4.1	4.6	7.2	12.5

Recommend St. Petersburg/Clearwater Area to Friends/Relatives	Total		Europe	
	2009	2010	2009	2010
% Yes	93.0%	92.3%	92.8%	87.5%

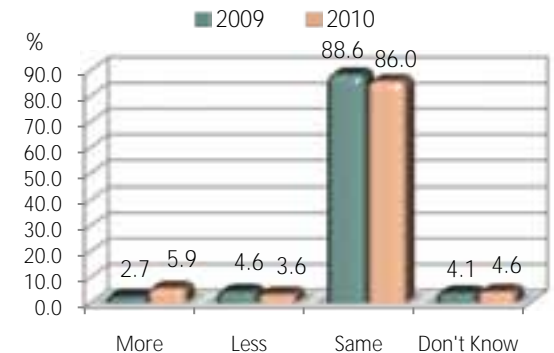
  

Plan to Return (% Yes)	Total		Europe	
	2009	2010	2009	2010
To Local Area	89.6%	89.6%	78.3%	75.0%
Next Year (Base: Planning to Return)	55.3	53.4	41.5	38.9

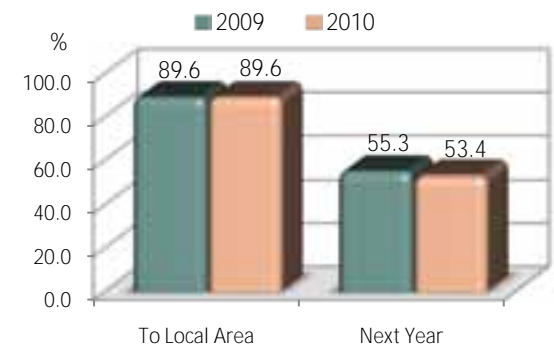
  

Demographics	Total		Europe	
	2009	2010	2009	2010
Average Age Head of Household	49.5	49.2	49.2	48.8
Median Annual Household Income	\$115,366	\$117,174	\$95,000	\$93,789

Expense Relative to Expectations



Plan to Return



St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2009	2010	2009	2010
% Yes	54.5%	55.0%	66.3%	62.5%

Source of Information  
(Base: Seen/Read/Heard Area Message)  
(Open Ended Multiple Response)

	2009	2010	2009	2010
Internet	83.2%	84.2%	76.4%	73.3%
Television	22.4	25.5	12.7	20.0
Brochures/Visitor Guides/Travel Guides	25.6	23.7	56.4	60.0
Newspapers	13.5	8.6	7.3	N/A
Magazines	8.0	6.9	5.5	N/A

Directly Influenced by Message  
(Base: Seen/Read/Heard Area Message)

	2009	2010	2009	2010
% Yes	43.9%	45.2%	58.8%	60.0%

Budget Breakdown (By Category)

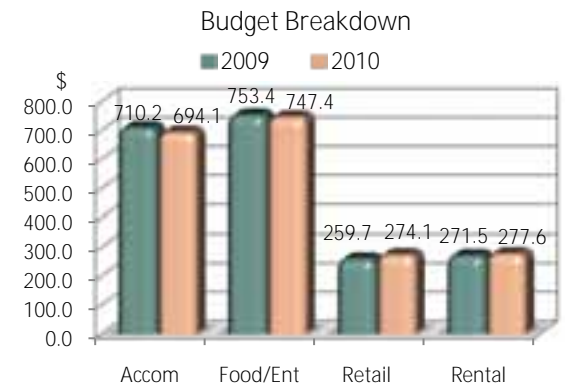
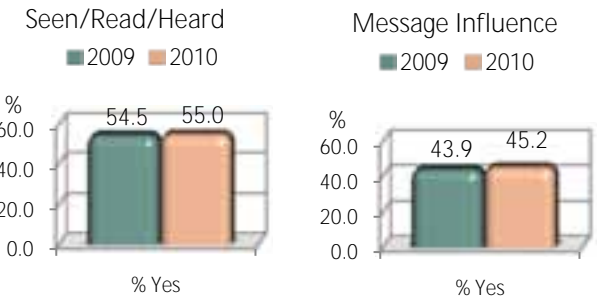
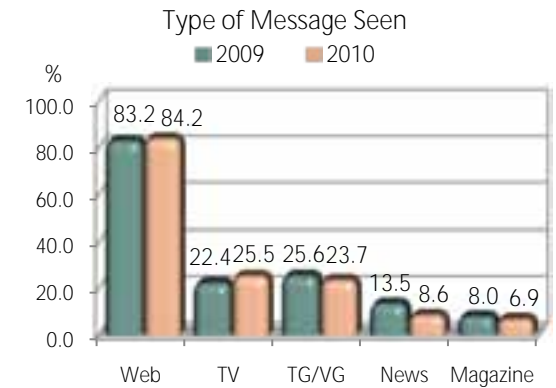
	2009	2010
Accommodations	\$710.24	\$694.14
Food/Entertainment	753.43	747.41
Retail Purchases	259.73	274.13
Rental Car	271.46	277.57

St. Pete/Clw Area Base Budget

	2009	2010
Total	\$1,746.94	\$1,703.22
Per Person/Trip	647.02	655.08
Per Person/Day	102.70	109.18

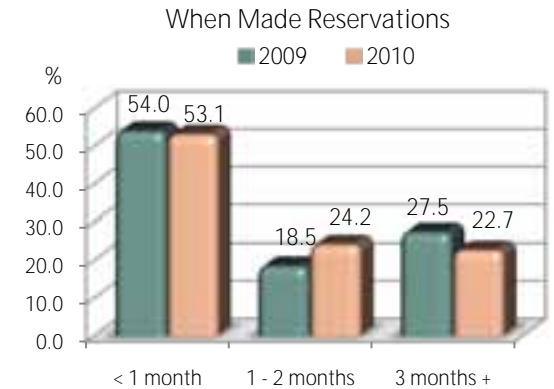
Occupation

	2009	2010
Professional/Technical	29.6%	32.6%
Executive/Managerial	25.2	22.2
Retired	16.8	16.4
Salesman/Buyer	9.7	8.3
Craft/Mechanical/Factory	6.6	6.1



When Did Visitors Make Reservations for their trip to the St. Pete/Clearwater Area

	2009	2010
Less than One Month	54.0%	53.1%
1 - 2 Months	18.5	24.2
3 Months or More	27.5	22.7

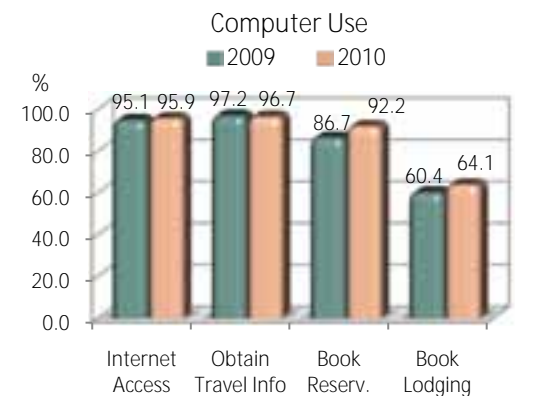


Have Internet Access

	2009	2010
% Yes	95.1%	95.9%

Use Internet to: *(Base: Respondents who Have Internet Access)*

	2009	2010
Obtain Travel Information	97.2%	96.7%
Book Travel Reservations On-Line	86.7	92.2



Book Lodging Reservations:  
*(Base: Respondents who Book Travel Reservations On-Line)*

	2009	2010
% Yes	60.4%	64.1%

Compared to 2010, OVER THE NEXT THREE MONTHS, properties report reservations:

**Occupancy Survey Data 2010**

	2009	2010
Up	18.0%	18.8%
Same	24.0	28.7
Down	52.0	46.1
Don't Know	6.0	6.4

Thinking about your experiences while here in the St. Petersburg/Clearwater Area, which of the following attributes describes this area well?

Attributes	November 2010
Warm Weather	86.0%
White, Sandy Beaches	81.5
Complete Relaxation	74.2
Reasonably Priced Lodging	64.3
Clean, Unspoiled Environment	60.6
Good Value for the Money	60.0
Clear, Blue Water	59.7
Safe Destination	59.3
Good Dining Out	58.7
Very Safe Beaches for Children	56.7
Activities for All Ages	50.1
Sunning on the Beach	50.1
Resort Atmosphere	49.5
Upscale Accommodations	37.9
Family Atmosphere	37.8

St. Petersburg/Clearwater Area Visitor Origins

2007 -- 2008 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-13.2	-13.6	-21.9	-0.1	+0.2	+7.9	+7.8	-3.6	-13.4	+10.6	+19.3	-11.1
Southeast	+8.4	+12.3	-10.8	-8.0	-1.9	+0.9	-7.0	-20.5	-30.7	-17.5	-21.2	+8.3
Northeast	-10.2	-0.7	+3.0	+1.8	-9.0	-9.6	-14.6	-12.8	-13.1	-19.2	-19.9	-12.0
Midwest	-0.4	+1.3	+2.1	-4.6	-2.5	-4.9	-11.3	-14.4	-26.4	-14.6	-17.1	-21.0
Canada	+1.8	+4.6	+3.7	+6.9	+1.3	+7.4	+12.1	-11.1	-3.0	-5.6	+5.8	+0.6
Europe	+1.2	+7.2	+4.5	-2.8	+0.8	+4.8	+22.9	+25.7	+34.6	+36.8	+14.0	+34.5
Mkts Opp	-0.6	+9.8	-24.7	-6.9	-13.8	-9.7	-17.4	-13.4	-32.0	-12.2	+6.5	-7.0
TOTAL	-2.8	+1.6	+0.4	-1.5	-3.6	-1.2	-0.9	-5.3	-6.8	-1.8	-5.0	-3.3

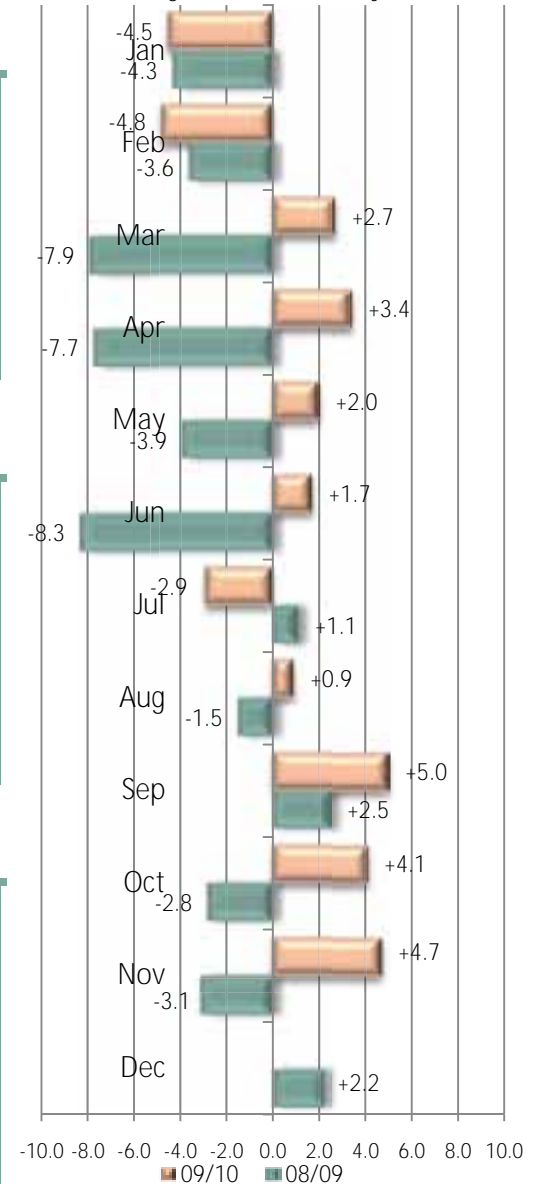
2008 -- 2009 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-12.0	+16.2	+16.2	+5.0	+18.0	+2.7	+9.2	+2.5	+19.3	-1.6	+15.7	+18.8
Southeast	-8.5	-15.1	+15.1	-18.7	+1.2	-1.7	+9.9	+4.8	+21.7	+0.3	-9.7	+7.7
Northeast	-5.3	+3.9	-4.7	-8.3	-5.8	-14.0	+3.7	-5.5	+8.2	+0.5	+8.5	+12.3
Midwest	-14.9	-11.5	-12.7	-8.5	-7.4	-17.8	-7.8	+2.0	+8.3	+6.2	-6.7	+0.6
Canada	-9.7	-10.0	-13.8	-12.5	-10.9	-19.3	-10.6	-7.8	-19.6	-10.6	-15.2	-8.6
Europe	+35.9	-2.0	-10.4	-5.8	-8.2	+0.4	-1.2	-4.4	-10.9	-13.0	-12.0	-9.7
Mkts Opp	-2.2	+7.1	+10.5	-2.2	-1.1	-14.1	+4.5	-8.4	-5.1	+2.9	+4.8	+16.2
TOTAL	-4.3	-3.6	-7.9	-7.7	-3.9	-8.3	+1.1	-1.5	+2.5	-2.8	-3.1	+2.2

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	
Southeast	+4.3	-15.1	-15.3	+9.0	+36.6	+7.6	+6.8	-5.1	+24.4	+0.9	+12.4	
Northeast	-4.9	-6.9	+0.2	-4.0	-4.5	+9.1	-18.7	-6.5	+6.7	+17.2	+7.6	
Midwest	+4.7	-0.2	+5.5	+6.8	+7.8	-1.2	-0.2	-5.9	+9.7	-0.3	+10.3	
Canada	+3.5	+6.7	+11.5	+13.3	+7.4	-7.6	-18.2	-2.5	+10.3	-34.3	-2.1	
Europe	-27.5	-17.7	-8.4	-2.1	-3.3	-8.9	-5.6	-6.9	+0.2	+0.1	-3.9	
Mkts Opp	-10.8	-11.2	-8.7	+9.1	-9.7	+11.9	-12.3	-4.1	+59.6	+15.7	+7.3	
TOTAL	-4.5	-4.8	+2.7	+3.4	+2.0	+1.7	-2.9	+0.9	+5.0	+4.1	+4.7	

% Changes in Visitation (by Month)



## Top U.S. Feeder Markets

November 2009			November 2010			'09 Rank
Rank			Rank			
1.	<b>New York</b>	9.3%	1.	<b>New York</b>	8.9%	1
2.	<b>Chicago</b>	8.9	2.	<b>Tampa/St. Petersburg</b>	7.6	3
3.	<b>Tampa/St. Petersburg</b>	6.2	3.	<b>Chicago</b>	5.7	2
4.	<b>Greater Orlando Area</b>	4.2	4.	<b>Philadelphia</b>	4.6	6
5.	<b>Boston</b>	3.6	5.	<b>Greater Orlando Area</b>	4.4	4
6.	<b>Philadelphia</b>	3.5	6.	<b>Boston</b>	3.5	5
7.	<b>Pittsburgh</b>	3.0	7.	<b>Atlanta</b>	2.8	11
8.	<b>Detroit</b>	2.7	8.	<b>Washington, D.C.</b>	2.7	9
9.	<b>Washington, D.C.</b>	2.6	9.	<b>Pittsburgh</b>	2.6	7
10.	<b>Cleveland</b>	2.5	10.	<b>Detroit</b>	2.5	8
11.	<b>Atlanta</b>	2.5	11.	<b>Cincinnati</b>	2.5	--

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2005 - 2010**

	Florida						Southeast					
	2005	2006	2007	2008	2009	2010	2005	2006	2007	2008	2009	2010
Jan.	5,765	6,364	7,554	6,558	5,773	5,990	13,889	14,850	16,458	17,836	16,315	17,012
Feb.	12,699	10,889	13,422	11,594	13,473	13,759	11,696	12,868	12,751	14,322	12,158	10,319
Mar.	26,925	30,800	34,245	26,741	31,069	33,712	19,901	18,118	22,830	20,374	23,448	19,866
Apr.	54,344	56,707	60,792	60,737	63,761	73,066	40,131	35,548	37,995	34,945	28,423	30,974
Win.	99,733	104,760	116,013	105,630	114,076	126,527	85,617	81,384	90,034	87,477	80,344	78,171
May	38,161	42,778	38,824	38,892	45,911	42,834	26,089	25,746	21,142	20,742	20,998	28,677
Jun.	77,157	89,845	85,637	92,412	94,916	103,780	56,882	51,099	52,960	53,443	52,561	56,560
Jul.	102,408	118,977	117,657	126,784	138,497	148,372	47,865	49,574	55,973	52,072	57,230	61,127
Aug.	63,248	78,503	67,549	65,085	66,731	88,807	27,671	25,642	29,978	23,839	24,978	23,707
Sp./Sm.	280,974	330,103	309,667	323,173	346,055	383,793	158,507	152,061	160,053	150,096	155,767	170,071
Sept.	36,282	43,587	39,455	34,159	40,743	38,055	9,391	8,674	9,220	6,392	7,780	9,675
Oct.	22,008	23,291	25,716	28,448	28,002	34,920	26,338	25,474	27,165	22,403	22,471	22,680
Nov.	22,277	23,503	22,097	26,362	30,502	33,306	14,851	14,331	15,015	11,836	10,689	12,012
Dec.	31,734	34,672	35,809	31,832	37,814		24,411	23,115	20,580	22,282	23,989	
Fall	112,301	125,053	123,077	120,801	137,061		74,991	71,594	71,980	62,913	64,929	
Total	493,008	559,916	548,757	549,604	597,192		319,115	305,039	322,067	300,486	301,040	

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

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2005 - 2010**

	Northeast						Midwest					
	2005	2006	2007	2008	2009	2010	2005	2006	2007	2008	2009	2010
Jan.	79,406	78,493	80,940	72,657	68,774	65,411	94,868	99,177	97,668	97,313	82,830	86,735
Feb.	122,311	115,154	117,782	116,963	121,582	113,197	112,954	111,855	111,741	113,212	100,223	100,064
Mar.	159,792	160,645	173,763	178,913	170,584	170,968	249,346	256,670	267,620	273,144	238,583	251,636
Apr.	250,818	257,300	251,610	256,262	235,069	225,553	286,769	293,694	291,294	277,895	254,274	271,616
Win.	612,327	611,592	624,095	624,795	596,009	575,129	743,937	761,396	768,323	761,564	675,910	710,051
May	96,569	101,795	103,788	94,452	88,975	84,942	133,172	132,294	124,930	121,862	112,820	121,605
Jun.	87,858	90,406	99,158	89,629	77,055	84,062	199,369	191,482	181,415	172,577	141,863	140,103
Jul.	101,852	93,639	103,378	88,296	91,568	74,464	153,612	144,315	151,926	134,708	124,189	123,921
Aug.	82,222	81,264	85,536	74,545	70,459	65,853	107,126	102,566	112,715	96,492	98,419	92,570
Sp./Sm.	368,501	367,104	391,860	346,922	328,057	309,321	593,279	570,657	570,986	525,639	477,291	478,199
Sept.	42,472	39,033	41,385	35,957	38,901	41,495	56,984	57,032	57,253	42,149	45,657	50,095
Oct.	74,684	81,517	77,873	62,941	63,263	74,160	116,174	114,269	116,991	99,924	106,130	105,840
Nov.	76,255	73,948	75,924	60,794	65,957	70,980	68,830	73,661	69,409	57,566	53,704	59,241
Dec.	92,355	94,522	95,903	84,355	94,738		128,565	130,845	126,361	99,873	100,430	
Fall	285,766	289,020	291,085	244,047	262,859		370,553	375,807	370,014	299,512	305,921	
Total	1,266,594	1,267,716	1,307,040	1,215,764	1,186,925		1,707,769	1,707,860	1,709,323	1,586,715	1,459,122	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2005 - 2010**

	Canada						Europe					
	2005	2006	2007	2008	2009	2010	2005	2006	2007	2008	2009	2010
Jan.	22,800	21,480	22,663	23,082	20,833	21,564	32,234	30,496	32,646	33,050	44,929	32,585
Feb.	34,087	35,965	34,563	36,146	32,531	34,710	32,416	34,315	36,912	39,556	38,775	31,895
Mar.	71,409	81,531	76,735	79,588	68,585	76,454	48,581	45,295	46,294	48,389	43,379	39,732
Apr.	58,524	60,939	59,947	64,066	56,079	63,536	126,245	130,343	127,494	123,971	116,766	114,365
Win.	186,820	199,915	193,908	202,882	178,028	196,264	239,476	240,449	243,346	244,966	243,849	218,577
May	14,408	13,863	14,992	15,186	13,524	14,520	66,197	65,355	66,117	66,672	61,215	59,169
Jun.	9,574	11,231	12,958	13,918	11,227	10,378	111,512	110,060	111,553	116,907	117,369	106,893
Jul.	20,593	22,033	21,704	24,338	21,747	17,782	111,313	103,003	99,951	122,822	121,328	114,474
Aug.	13,440	14,201	13,190	11,730	10,811	10,536	83,408	76,530	71,946	90,438	86,490	80,528
Sp./Sm.	58,015	61,328	62,844	65,172	57,309	53,216	372,430	354,948	349,567	396,839	386,402	361,064
Sept.	9,177	10,192	10,507	10,188	8,190	9,030	52,076	51,393	48,676	65,521	58,351	58,480
Oct.	23,091	17,832	18,834	17,780	15,902	10,440	86,950	90,251	81,857	112,014	97,487	97,560
Nov.	21,134	22,070	22,381	23,672	20,074	19,656	71,971	69,075	69,125	78,817	69,346	66,612
Dec.	26,445	28,480	30,047	30,240	27,649		80,556	80,075	81,085	109,025	98,397	
Fall	79,847	78,574	81,769	81,880	71,815		291,553	290,794	280,743	365,377	323,581	
Total	324,682	339,817	338,521	349,934	307,152		903,459	886,191	873,656	1,007,182	953,832	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2005 - 2010**

	Markets of Opportunity						Latin America					
	2005	2006	2007	2008	2009	2010	2005	2006	2007	2008	2009	2010
Jan.	13,103	14,320	11,871	11,804	11,546	10,303	n/a	n/a	n/a	n/a	n/a	n/a
Feb.	8,020	8,909	8,389	9,207	9,858	8,756	n/a	n/a	n/a	n/a	n/a	n/a
Mar.	9,365	10,871	12,683	9,551	10,552	9,632	n/a	n/a	n/a	n/a	n/a	n/a
Apr.	19,229	11,849	15,198	14,144	13,828	15,090	n/a	n/a	n/a	n/a	n/a	n/a
Win.	49,717	45,949	48,141	44,706	45,784	43,781	4,190	5,000	4,680	5,300	6,270	5,700
May	14,797	14,259	14,607	12,594	12,457	11,253	n/a	n/a	n/a	n/a	n/a	n/a
Jun.	20,838	17,407	19,719	17,814	15,309	17,124	n/a	n/a	n/a	n/a	n/a	n/a
Jul.	18,923	19,279	20,561	16,980	17,741	15,560	n/a	n/a	n/a	n/a	n/a	n/a
Aug.	18,184	15,779	18,786	16,271	14,912	14,299	n/a	n/a	n/a	n/a	n/a	n/a
Sp./Sm.	72,742	66,724	73,673	63,659	60,419	58,236	16,050	16,200	16,800	18,300	19,400	21,200
Sept.	7,043	6,939	7,934	5,394	5,118	8,170	n/a	n/a	n/a	n/a	n/a	n/a
Oct.	11,545	11,281	13,764	12,090	12,445	14,400	n/a	n/a	n/a	n/a	n/a	n/a
Nov.	10,282	10,032	9,349	9,953	10,428	11,193	n/a	n/a	n/a	n/a	n/a	n/a
Dec.	22,784	21,051	21,815	20,293	23,583		n/a	n/a	n/a	n/a	n/a	
Fall	51,654	49,303	52,862	47,730	51,574		3,455	4,540	4,700	4,600	2,700	
Total	174,113	161,976	174,676	156,095	157,777		23,695	25,740	26,180	28,200	28,370	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2005 - 2010**

	TOTAL					
	2005 *	2006 *	2007 *	2008 *	2009 *	2010 *
Jan.	262,065	265,180	269,800	262,300	251,000	239,600
Feb.	334,183	329,955	335,560	341,000	328,600	312,700
Mar.	585,319	603,930	634,170	636,700	586,200	602,000
Apr.	836,060	846,380	844,330	832,020	768,200	794,200
Win.	2,021,817	2,050,445	2,088,540	2,077,320	1,940,270	1,954,200
May	389,393	396,090	384,400	370,400	355,900	363,000
Jun.	563,190	561,530	563,400	556,700	510,300	518,900
Jul.	556,566	550,820	571,150	566,000	572,300	555,700
Aug.	395,299	394,485	399,700	378,400	372,800	376,300
Sp./Sm.	1,920,498	1,919,125	1,935,450	1,889,800	1,830,700	1,835,100
Sept.	213,425	216,850	214,430	199,760	204,740	215,000
Oct.	360,790	363,915	362,200	355,600	345,700	360,000
Nov.	285,600	286,620	283,300	269,000	260,700	273,000
Dec.	406,850	412,760	411,600	397,900	406,600	
Fall	1,270,120	1,284,685	1,276,230	1,226,860	1,220,440	
Total	5,212,435	5,254,255	5,300,220	5,193,980	4,991,410	