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Visit St. Petersburg/Clearwater

## January 2011 Visitor Profile



*Prepared for:*

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

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March 2011

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# St. Petersburg/Clearwater Area Visitor Profile: January 2011

## Executive Summary: January 2011

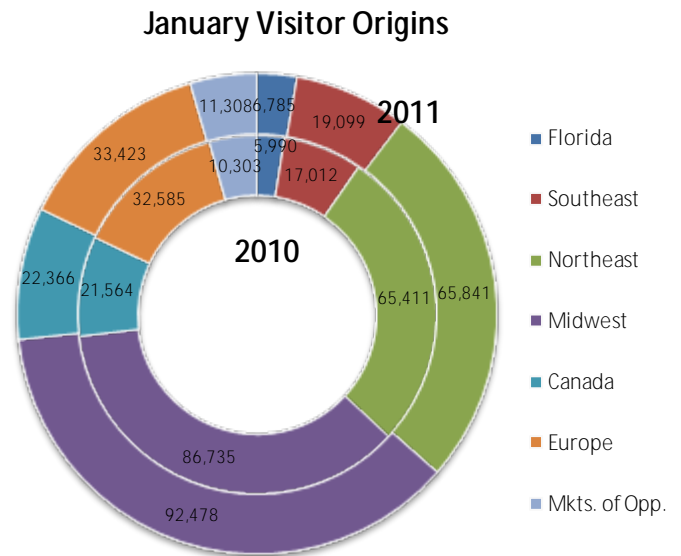
(Survey Sample: n = 440)

- Although this January's census was affected by unusual weather patterns, Pinellas tourism recorded a 4.9% visitation increase. Occupancy grew by 6.0%, with the recession driven contractions in ADR moderating significantly. January tourism contributed fully \$408,034,427 of value added transactions to Pinellas County's economy **(+5.5%)**. Also on the positive side, Pinellas' three-month forward looking reservation barometer indicates continuing improvements in tourism activity levels. Specifically:

% of Properties Reporting Reservations:	2010	2011
Up	12.5%	22.2%
The Same	26.2	30.2
Down	61.3	47.6

- January's visitor origin distributions are as follows:

Visitor Segments (H/M/C and V F/R)	January		
	2010 Visitor #	2011 Visitor #	% Change
Florida	5,990	6,785	+13.3
Southeast	17,012	19,099	+12.3
Northeast	65,411	65,841	+0.7
Midwest	86,735	92,478	+6.6
Canada	21,564	22,366	+3.7
Europe	32,585	33,423	+2.6
Markets of Opportunity	10,303	11,308	+9.8
<b>Total</b>	<b>239,600</b>	<b>251,300</b>	<b>+4.9</b>



## St. Petersburg/Clearwater Area Visitor Profile: January 2011

3. The destination's primary feeder markets are (in rank order):

Rank	January	2011	'10 Rank
1.	New York	7.8%	2
2.	Chicago	7.1	1
3.	Boston	4.0	3
4.	Washington, D.C./Baltimore	3.8	6
5.	Philadelphia	3.2	4
6.	Minneapolis/St. Paul	3.1	5
7.	Pittsburgh	3.0	10
8.	Detroit	2.7	9
9.	Atlanta	2.4	--
10.	St. Louis	2.3	8
11.	Tampa/St. Petersburg	2.3	--

4. The destination's group and meetings market activity showed significant growth this January **(2010: 10.8%; 2011: 14.0%)**.
5. Better than one of every three overnight visitors **(36.9%)** were in the area for the first time.
6. Fully 93.6% rate their experience in the St. Petersburg/Clearwater area as "satisfying," with 44.4% saying they will return next year **(2010: 42.3%)**.
7. The typical 2011 January traveler is younger **(2010: 51.5 years of age; 2011: 51.0 years of age)** and commands a median household income of \$105,128. Professional or managerial positions are held by a majority of visitors **(57.7%)**.
8. Fully 90.4% of January visitors are using the Internet for trip information. URL's accessed most frequently include accommodation websites **(56.5%)**, airline websites **(47.1%)**, and [www.visitstpeteclearwater.com](http://www.visitstpeteclearwater.com) **(35.2%)**. Increasingly, travelers are seeking information about other visitors' trip experiences, with 20.9% accessing traveler reviews and/or social networking sites. Visitors also relate use of sites such as TripAdvisor, Expedia, Priceline, and Travelocity.

## Table of Contents

	<i>Page</i>
I. Section A:	
• January 2011 Visitor Dashboard .....	1
• January 2011 Visitor Profile Data .....	2
II. Section B:	
• Visitor Origin Tracking .....	9
• <b>Top Feeder Markets (DMA's)</b> .....	10
III. Section C:	
• Visitor Origins -- Actual Number of Visitors (2006 -- 2011) .....	11



# St. Petersburg/Clearwater Area Visitor Profile | January 2011

	Annual (H/M/C/C & V F/R)				January		
	Annual 2010 *	2009 *	2010 *	% Δ '09/'10	2010	2011	% Δ '10/'11
H/M/C/C Visitors	2,545,900	2,502,810	2,545,900	+1.7	125,600	138,100	+10.0
V F/R Visitors	2,495,300	2,488,600	2,495,300	+0.3	114,000	113,200	-0.7
<b>Total</b>	<b>5,041,200</b>	<b>4,991,410</b>	<b>5,041,200</b>	<b>+1.0</b>	<b>239,600</b>	<b>251,300</b>	<b>+4.9</b>
H/M/C/C Exp.	1,880,809,600	\$1,882,712,500	1,880,809,600	-0.1	\$127,169,200	\$138,655,700	+9.0
V F/R Exp.	1,308,472,300	1,303,267,400	1,308,472,300	+0.4	66,959,300	66,222,000	-1.1
<b>Total</b>	<b>\$3,189,281,900</b>	<b>\$3,185,979,900</b>	<b>\$3,189,281,900</b>	<b>+0.1</b>	<b>\$194,128,500</b>	<b>\$204,877,700</b>	<b>+5.5</b>
Room Nights (e) *	6,022,400	6,035,805	6,022,400	-0.2	452,100	493,300	+9.1

\*Based on Industr RVFVAR

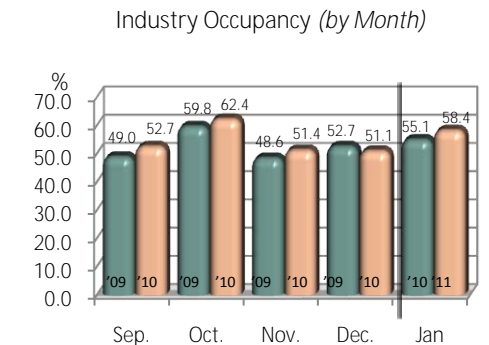
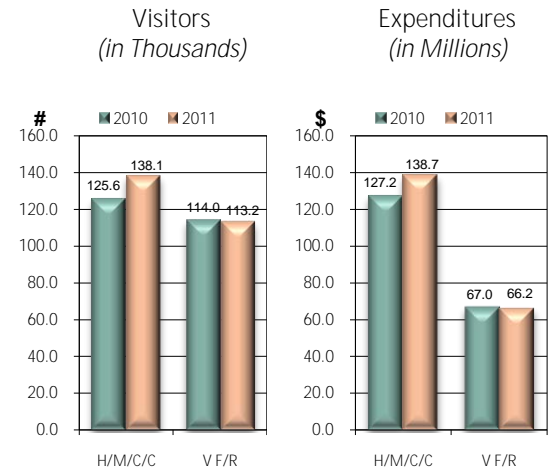
Visitor Origin	Annual (H/M/C/C & V F/R)					January (H/M/C/C & V F/R)			
	Annual 2010 *	2009 Visitor # *	2010 Visitor # *	% Δ	% Rel.	2010 Visitor #	% Rel.	2011 Visitor #	% Δ
Florida	651,881	597,192	651,881	+9.2	2.5%	5,990	2.7%	6,785	+13.3
Southeast	317,064	301,040	317,064	+5.3	7.1	17,012	7.6	19,099	+12.3
Northeast	1,162,490	1,186,925	1,162,490	-2.1	27.3	65,411	26.2	65,841	+0.7
Midwest	1,503,651	1,459,122	1,503,651	+3.1	36.2	86,735	36.8	92,478	+6.6
Canada	319,074	307,152	319,074	+3.9	9.0	21,564	8.9	22,366	+3.7
Europe	901,315	953,832	901,315	-5.5	13.6	32,585	13.3	33,423	+2.6
U.S. Opp. Mkts	155,825	157,777	155,825	-1.2	4.3	10,303	4.5	11,308	+9.8
Latin American	29,900	(12/09) 28,370	(12/10) 29,900	+5.4	n/a	n/a	n/a	n/a	n/a
<b>Total</b>	<b>5,041,200</b>	<b>4,991,410</b>	<b>5,041,200</b>	<b>+1.0</b>	<b>100.0</b>	<b>239,600</b>	<b>100.0</b>	<b>251,300</b>	<b>+4.9</b>

Please Note: Latin American Visitor numbers published seasonally only.

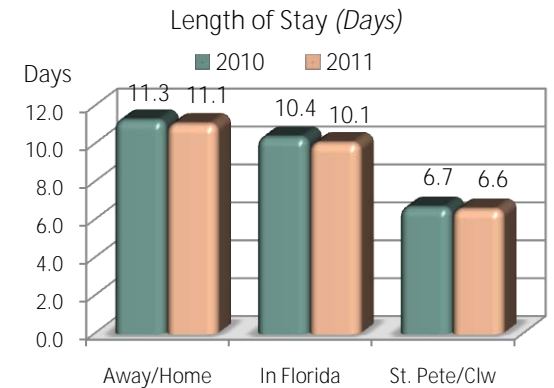
Occupancy: Industry (Weighted)	Seasonal Averages			
	Winter	Spr/Sum	Fall	Annual
Occupancy 2010	73.2%	67.1%	54.4%	64.9%
Occupancy 2009	74.7	66.4	52.5	64.5
<b>Δ Points</b>	<b>-1.5</b>	<b>+0.7</b>	<b>+1.9</b>	<b>+0.4</b>
ADR 2010	\$110.41	\$98.58	\$91.46	\$100.15
ADR 2009	116.96	98.67	\$89.51	\$101.71
<b>Δ Percent</b>	<b>-5.6%</b>	<b>-0.1%</b>	<b>+2.2%</b>	<b>-1.5%</b>

Occupancy: Industry (Weighted)	Monthly Jan.
	Occupancy 2011
Occupancy 2010	55.1
<b>Δ Points</b>	<b>+3.3</b>
ADR 2011	\$91.70
ADR 2010	92.88
<b>Δ Percent</b>	<b>-1.3%</b>

January Occ./ADR:	2010 Occ.			Point Δ	2011 Occ.		% Δ
	2010 Occ.	2011 Occ.	2010 ADR		2011 ADR		
< 20 units	57.2%	59.3%	+2.1	\$104.48	\$103.19	-1.2	
21 - 50 units	52.4	55.4	+3.0	79.22	81.86	+3.3	
51 - 100 units	52.9	55.1	+2.2	93.15	89.15	-4.3	
101+ units	57.2	59.9	+2.7	98.68	96.13	-2.6	
Condominiums	49.0%	48.3%	-0.7	\$129.09	\$125.27	-3.0	

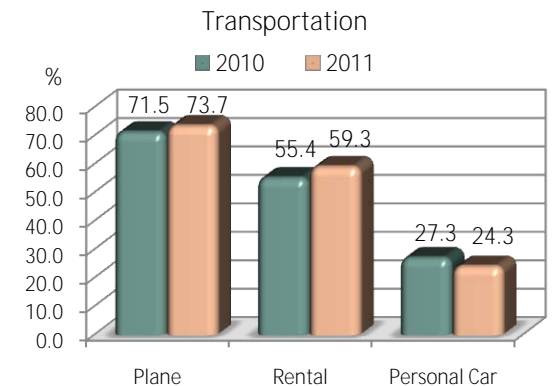


Length of Stay (Days)	2010	2011
Away from Home	11.3	11.1
In Florida	10.4	10.1
In the St. Petersburg/Clearwater Area	6.7	6.6

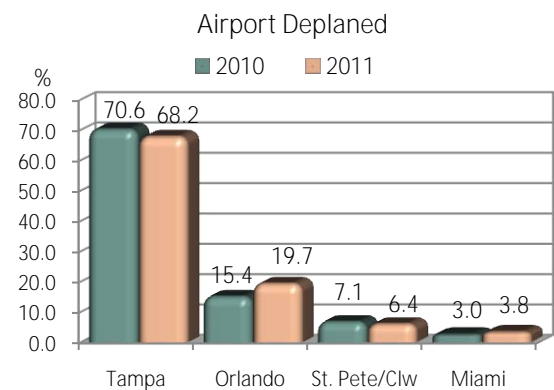


Party Size	2010	2011
Number of People	2.4	2.4

Party Composition	2010	2011
Couple (Traveling without Children)	62.1%	58.3%
Family	31.8	33.6
Single	5.9	6.0



Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	2010	2011
Plane	71.5%	73.7%
Rental Car	55.4	59.3
Personal Car	27.3	24.3



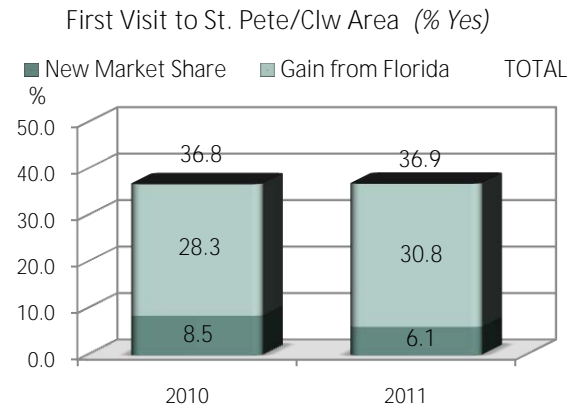
Airport Deplaned (Base: Flew)	Total		Europe	
	2010	2011	2010	2011
Tampa International	70.6%	68.2%	35.8%	30.8%
Orlando International/Sanford	15.4	19.7	47.8	51.9
St. Petersburg-Clearwater International	7.1	6.4	N/A	N/A
Miami International	3.0	3.8	13.4	15.4

Car Rental Location (Base: Rented a Car)	2010		2011	
	2010	2011	2010	2011
Tampa	61.1%	57.9%	27.9%	24.4%
Greater Orlando Area	19.8	22.5	50.8	53.3
St. Petersburg/Clearwater Area	11.7	10.3	3.3	2.2
Miami	3.9	4.8	14.8	17.8

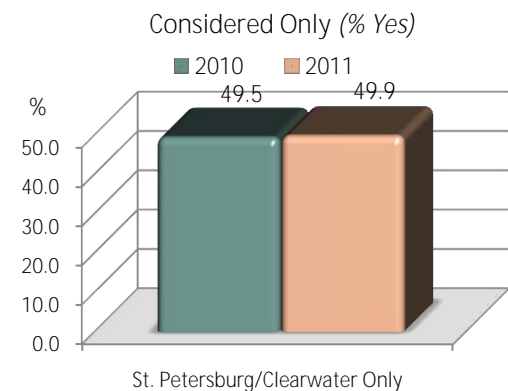
Purpose of Trip (Multiple Response)	Total		Europe	
	2010	2011	2010	2011
<b>A. Profile Data</b>				
Vacation	87.6%	87.0%	97.0%	96.2%
Visit With Friends/Relatives	16.6	15.0	4.5	3.8
Special Event	7.1	5.7	1.5	N/A
<b>B. Occupancy Survey Data</b>				
Business	18.4%	15.0%	N/A	N/A
Conference/Business Meetings	10.8	14.0	N/A	N/A



First Visit to (% Yes)	Total		Europe	
	2010	2011	2010	2011
St. Petersburg/Clearwater Area	36.8%	36.9%	61.2%	65.4%
Florida	8.5	6.1	25.4	23.1

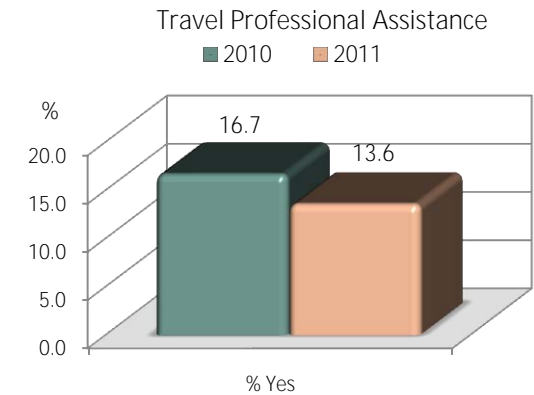


Considered St. Pete/Clw Only	Total		Europe	
	2010	2011	2010	2011
% Yes	49.5%	49.9%	23.9%	21.2%

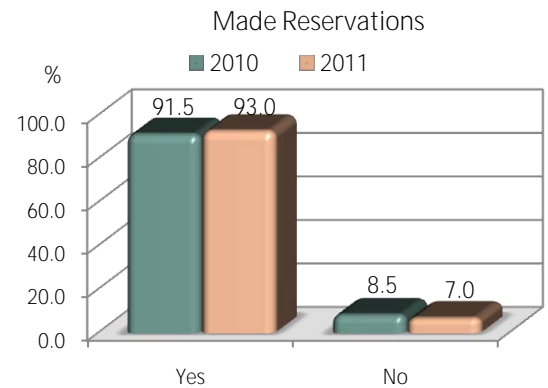


Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2010	2011	2010	2011
Internet	76.3%	78.1%	83.6%	86.5%
Previous Visit	47.7	47.5	35.8	30.8
Recommendation	17.8	17.6	17.9	21.2
Business Contacts	10.2	12.5	3.0	5.8
Print Media	9.5	11.8	32.8	32.7
Special Event	9.2	8.6	3.0	N/A

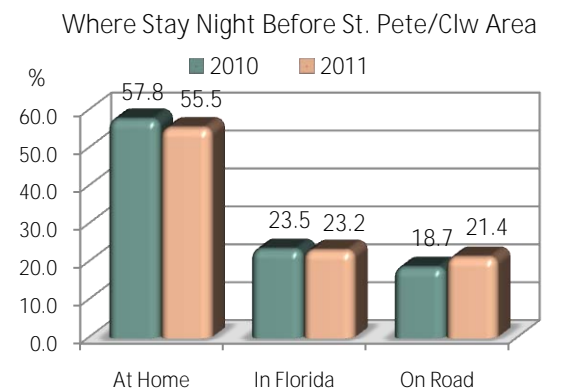
Travel Professional Assisted	Total		Europe	
	2010	2011	2010	2011
% Yes	16.7%	13.6%	59.7%	57.7%



Made Reservations	2010	2011	2010	2011
	Yes	91.5%	93.0%	88.1%
No	8.5	7.0	11.9	6.9



Where Stay Night Before St. Petersburg/Clearwater Area	2010	2011	2010	2011
	At Home	57.8%	55.5%	35.8%
In Florida (Not in St. Pete/Clearwater)	23.5	23.2	56.7	61.5
On Road (Not in Florida)	18.7	21.4	7.5	5.8



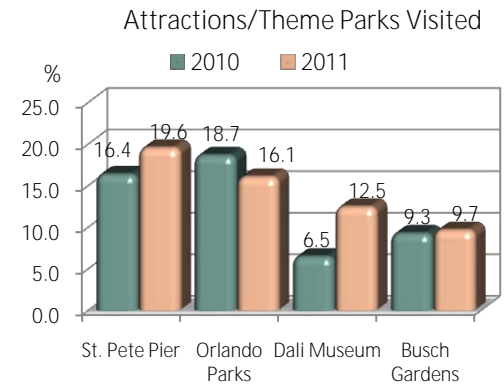
Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	2010	2011	2010	2011
	Orlando	43.0%	43.6%	60.5%

Visit Other Florida Areas This Trip	2010	2011	2010	2011
	Overnight Trips Only -- % Yes	30.2%	31.1%	62.7%

Attractions/Theme Parks Visited (Open Ended Multiple Response)	Total		Europe	
	2010	2011	2010	2011
St. Petersburg Pier	16.4%	19.6%	11.9%	16.2%
Orlando Theme Parks	18.7	16.1	46.3	40.4
Salvador Dali Museum	6.5	12.5	10.4	23.1
Busch Gardens	9.3	9.7	19.4	23.1

Satisfaction with St. Petersburg/Clearwater Satisfied (Combined)	Total		Europe	
	2010	2011	2010	2011
	92.9%	93.6%	89.3%	88.5%



Expense Relative to Expectations	Total		Europe	
	2010	2011	2010	2011
More Expensive	5.1%	7.1%	14.9%	19.2%
Less Expensive	6.7	9.4	13.4	11.5
As Expected	83.3	80.9	61.2	63.5
<b>Don't Know</b>	4.9	2.6	10.4	5.8

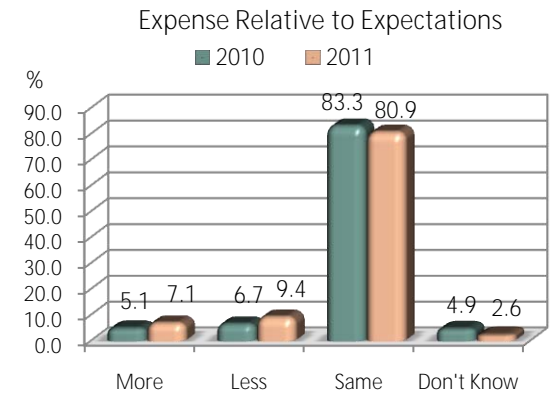
Recommend St. Petersburg/Clearwater Area to Friends/Relatives	Total		Europe	
	2010	2011	2010	2011
% Yes	93.7%	92.8%	91.0%	90.4%

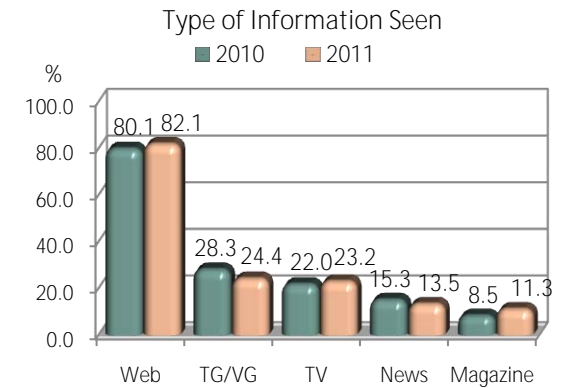
Plan to Return (% Yes)	Total		Europe	
	2010	2011	2010	2011
To Local Area	88.1%	90.8%	71.6%	75.0%
Next Year (Base: Planning to Return)	48.0	48.9	35.4	29.9

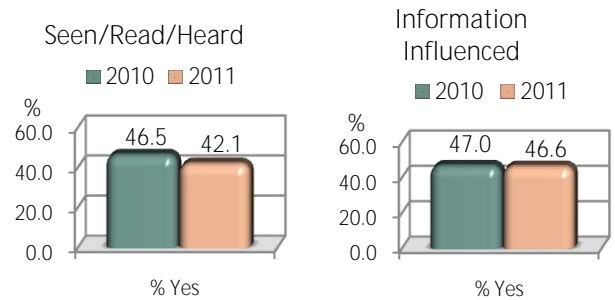
Demographics	Total		Europe	
	2010	2011	2010	2011
Average Age Head of Household	51.5	51.0	49.4	49.2
Median Annual Household Income	\$101,294	\$105,128	\$105,000	\$100,589



St. Pete/Clearwater Information Seen/Read/Heard	Total		Europe	
	2010	2011	2010	2011
% Yes	46.5%	42.1%	65.7%	67.3%
Source of Information <i>(Base: Seen/Read/Heard Area Information)</i> <i>(Open Ended Multiple Response)</i>				
	2010	2011	2010	2011
Internet	80.1%	82.1%	79.5%	82.9%
Brochures/Visitor Guides/Travel Guides	28.3	24.4	61.4	62.9
Television	22.0	23.2	9.1	11.4
Newspapers	15.3	13.5	2.3	N/A
Magazines	8.5	11.3	2.3	5.7



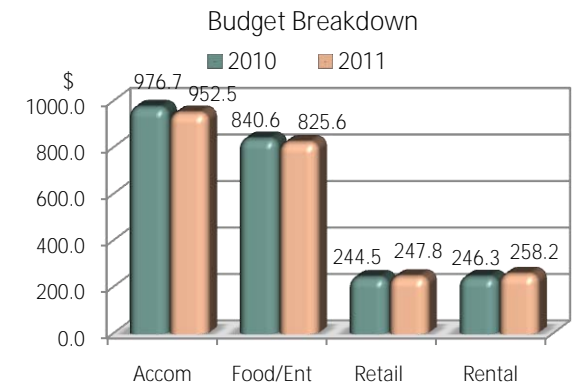
Directly Influenced by Information <i>(Base: Seen/Read/Heard Area Information)</i>	2010	2011	2010	2011
	% Yes	47.0%	46.6%	70.4%



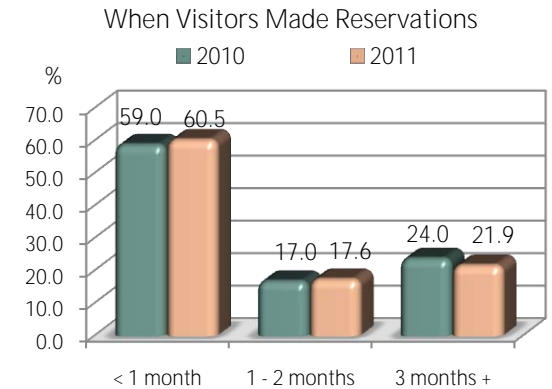
Budget Breakdown (By Category)	2010	2011
Accommodations	\$976.74	\$952.47
Food/Entertainment	840.59	825.56
Retail Purchases	244.47	247.83
Rental Car	246.27	258.16

St. Pete/Clw Area Base Budget	2010	2011
Total	\$2,057.01	\$2,039.81
Per Person/Trip	857.09	849.92
Per Person/Day	122.44	128.78

Occupation	2010	2011
Professional/Technical	32.3%	32.7%
Executive/Managerial	24.4	25.0
Retired	25.2	22.9
Salesman/Buyer	6.3	8.3
Craft/Mechanical/Factory	5.5	4.0

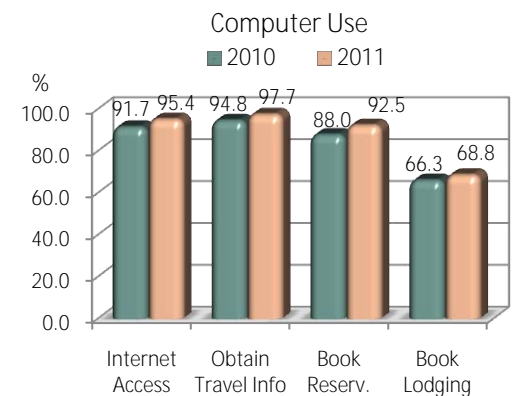


When Visitors Made Reservations for Their Trip	2010	2011
Less than One Month	59.0%	60.5%
1 - 2 Months	17.0	17.6
3 Months or More	24.0	21.9



Have Internet Access	2010	2011
% Yes	91.7%	95.4%

Use Internet to: <i>(Base: Respondents who Have Internet Access)</i>	2010	2011
Obtain Travel Information	94.8%	97.7%
Book Travel Reservations On-Line	88.0	92.5



Book Lodging Reservations: <i>(Base: Respondents who Book Travel Reservations On-Line)</i>	2010	2011
% Yes	66.3%	68.8%

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

Occupancy Survey Data	January 2010	January 2011
Up	11.8%	20.3%
Same	24.7	27.5
Down	57.7	43.5
Don't Know	5.9	8.7

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	January 2011
White, Sandy Beaches	82.7%
Complete Relaxation	68.1
Warm Weather	67.1
Clean, Unspoiled Environment	64.8
Reasonably Priced Lodging	59.5
Safe Destination	58.4
Good Dining Out	58.1
Clear, Blue Water	55.2
Good Value for the Money	53.6
Sunning on the Beach	46.2
Resort Atmosphere	44.9
Family Atmosphere	37.8
Activities For All Ages	37.5
Upscale Accommodations	31.0

St. Petersburg/Clearwater Area Visitor Origins

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

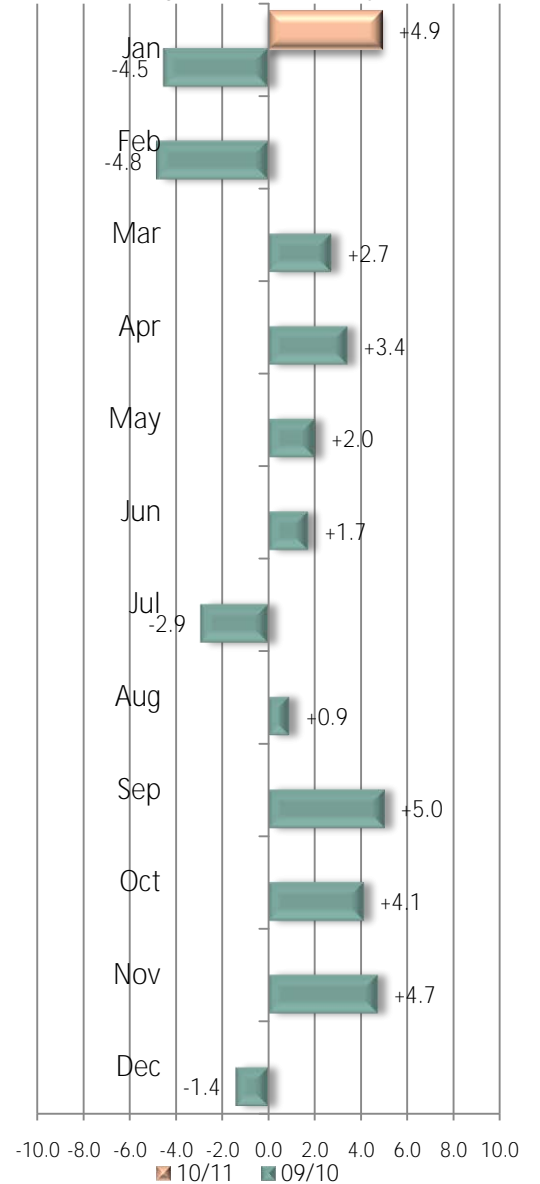
2009 -- 2010 Percent Change (By Same Month Last Year)

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	-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											
Southeast	+12.3											
Northeast	+0.7											
Midwest	+6.6											
Canada	+3.7											
Europe	+2.6											
Mkts Opp	+9.8											
TOTAL	+4.9											

% Changes in Visitation (by Month)



Top U.S. Feeder Markets

January 2010			January 2011			'10 Rank
Rank			Rank			
1.	<i>Chicago</i>	6.9%	1.	<i>New York</i>	7.8%	2
2.	<i>New York</i>	6.0	2.	<i>Chicago</i>	7.1	1
3.	<i>Boston</i>	4.8	3.	<i>Boston</i>	4.0	3
4.	<i>Philadelphia</i>	3.6	4.	<i>Washington, D.C./Baltimore</i>	3.8	6
5.	<i>Minneapolis/St. Paul</i>	3.3	5.	<i>Philadelphia</i>	3.2	4
6.	<i>Washington, D.C./Baltimore</i>	3.2	6.	<i>Minneapolis/St. Paul</i>	3.1	5
7.	<i>Indianapolis</i>	3.0	7.	<i>Pittsburgh</i>	3.0	10
8.	<i>St. Louis</i>	2.9	8.	<i>Detroit</i>	2.7	9
9.	<i>Detroit</i>	2.8	9.	<i>Atlanta</i>	2.4	--
10.	<i>Pittsburgh</i>	2.7	10.	<i>St. Louis</i>	2.3	8
11.	<i>Cleveland</i>	2.7	11.	<i>Tampa/St. Petersburg</i>	2.3	--
12.	<i>Cincinnati</i>	2.7				

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2006 - 2011**

	Florida						Southeast					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
Jan.	6,364	7,554	6,558	5,773	5,990	6,785	14,850	16,458	17,836	16,315	17,012	19,099
Feb.	10,889	13,422	11,594	13,473	13,759		12,868	12,751	14,322	12,158	10,319	
Mar.	30,800	34,245	26,741	31,069	33,712		18,118	22,830	20,374	23,448	19,866	
Apr.	56,707	60,792	60,737	63,761	73,066		35,548	37,995	34,945	28,423	30,974	
Win.	104,760	116,013	105,630	114,076	126,527		81,384	90,034	87,477	80,344	78,171	
May	42,778	38,824	38,892	45,911	42,834		25,746	21,142	20,742	20,998	28,677	
Jun.	89,845	85,637	92,412	94,916	103,780		51,099	52,960	53,443	52,561	56,560	
Jul.	118,977	117,657	126,784	138,497	148,372		49,574	55,973	52,072	57,230	61,127	
Aug.	78,503	67,549	65,085	66,731	88,807		25,642	29,978	23,839	24,978	23,707	
Sp./Sm.	330,103	309,667	323,173	346,055	383,793		152,061	160,053	150,096	155,767	170,071	
Sept.	43,587	39,455	34,159	40,743	38,055		8,674	9,220	6,392	7,780	9,675	
Oct.	23,291	25,716	28,448	28,002	34,920		25,474	27,165	22,403	22,471	22,680	
Nov.	23,503	22,097	26,362	30,502	33,306		14,331	15,015	11,836	10,689	12,012	
Dec.	34,672	35,809	31,832	37,814	35,280		23,115	20,580	22,282	23,989	24,455	
Fall	125,053	123,077	120,801	137,061	141,561		71,594	71,980	62,913	64,929	68,822	
Total	559,916	548,757	549,604	597,192	651,881		305,039	322,067	300,486	301,040	317,064	

\* 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  
2006 - 2011**

	Northeast						Midwest					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
Jan.	78,493	80,940	72,657	68,774	65,411	65,841	99,177	97,668	97,313	82,830	86,735	92,478
Feb.	115,154	117,782	116,963	121,582	113,197		111,855	111,741	113,212	100,223	100,064	
Mar.	160,645	173,763	178,913	170,584	170,968		256,670	267,620	273,144	238,583	251,636	
Apr.	257,300	251,610	256,262	235,069	225,553		293,694	291,294	277,895	254,274	271,616	
Win.	611,592	624,095	624,795	596,009	575,129		761,396	768,323	761,564	675,910	710,051	
May	101,795	103,788	94,452	88,975	84,942		132,294	124,930	121,862	112,820	121,605	
Jun.	90,406	99,158	89,629	77,055	84,062		191,482	181,415	172,577	141,863	140,103	
Jul.	93,639	103,378	88,296	91,568	74,464		144,315	151,926	134,708	124,189	123,921	
Aug.	81,264	85,536	74,545	70,459	65,853		102,566	112,715	96,492	98,419	92,570	
Sp./Sm.	367,104	391,860	346,922	328,057	309,321		570,657	570,986	525,639	477,291	478,199	
Sept.	39,033	41,385	35,957	38,901	41,495		57,032	57,253	42,149	45,657	50,095	
Oct.	81,517	77,873	62,941	63,263	74,160		114,269	116,991	99,924	106,130	105,840	
Nov.	73,948	75,924	60,794	65,957	70,980		73,661	69,409	57,566	53,704	59,241	
Dec.	94,522	95,903	84,355	94,738	91,405		130,845	126,361	99,873	100,430	100,225	
Fall	289,020	291,085	244,047	262,859	278,040		375,807	370,014	299,512	305,921	315,401	
<b>Total</b>	<b>1,267,716</b>	<b>1,307,040</b>	<b>1,215,764</b>	<b>1,186,925</b>	<b>1,162,490</b>		<b>1,707,860</b>	<b>1,709,323</b>	<b>1,586,715</b>	<b>1,459,122</b>	<b>1,503,651</b>	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2006 - 2011**

	Canada						Europe					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
Jan.	21,480	22,663	23,082	20,833	21,564	22,366	30,496	32,646	33,050	44,929	32,585	33,423
Feb.	35,965	34,563	36,146	32,531	34,710		34,315	36,912	39,556	38,775	31,895	
Mar.	81,531	76,735	79,588	68,585	76,454		45,295	46,294	48,389	43,379	39,732	
Apr.	60,939	59,947	64,066	56,079	63,536		130,343	127,494	123,971	116,766	114,365	
Win.	199,915	193,908	202,882	178,028	196,264		240,449	243,346	244,966	243,849	218,577	
May	13,863	14,992	15,186	13,524	14,520		65,355	66,117	66,672	61,215	59,169	
Jun.	11,231	12,958	13,918	11,227	10,378		110,060	111,553	116,907	117,369	106,893	
Jul.	22,033	21,704	24,338	21,747	17,782		103,003	99,951	122,822	121,328	114,474	
Aug.	14,201	13,190	11,730	10,811	10,536		76,530	71,946	90,438	86,490	80,528	
Sp./Sm.	61,328	62,844	65,172	57,309	53,216		354,948	349,567	396,839	386,402	361,064	
Sept.	10,192	10,507	10,188	8,190	9,030		51,393	48,676	65,521	58,351	58,480	
Oct.	17,832	18,834	17,780	15,902	10,440		90,251	81,857	112,014	97,487	97,560	
Nov.	22,070	22,381	23,672	20,074	19,656		69,075	69,125	78,817	69,346	66,612	
Dec.	28,480	30,047	30,240	27,649	30,468		80,075	81,085	109,025	98,397	99,022	
Fall	78,574	81,769	81,880	71,815	69,594		290,794	280,743	365,377	323,581	321,674	
<b>Total</b>	<b>339,817</b>	<b>338,521</b>	<b>349,934</b>	<b>307,152</b>	<b>319,074</b>		<b>886,191</b>	<b>873,656</b>	<b>1,007,182</b>	<b>953,832</b>	<b>901,315</b>	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2006 - 2011**

	Markets of Opportunity						Latin America					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
Jan.	14,320	11,871	11,804	11,546	10,303	11,308	n/a	n/a	n/a	n/a	n/a	n/a
Feb.	8,909	8,389	9,207	9,858	8,756		n/a	n/a	n/a	n/a	n/a	
Mar.	10,871	12,683	9,551	10,552	9,632		n/a	n/a	n/a	n/a	n/a	
Apr.	11,849	15,198	14,144	13,828	15,090		n/a	n/a	n/a	n/a	n/a	
Win.	45,949	48,141	44,706	45,784	43,781		5,000	4,680	5,300	6,270	5,700	
May	14,259	14,607	12,594	12,457	11,253		n/a	n/a	n/a	n/a	n/a	
Jun.	17,407	19,719	17,814	15,309	17,124		n/a	n/a	n/a	n/a	n/a	
Jul.	19,279	20,561	16,980	17,741	15,560		n/a	n/a	n/a	n/a	n/a	
Aug.	15,779	18,786	16,271	14,912	14,299		n/a	n/a	n/a	n/a	n/a	
Sp./Sm.	66,724	73,673	63,659	60,419	58,236		16,200	16,800	18,300	19,400	21,200	
Sept.	6,939	7,934	5,394	5,118	8,170		n/a	n/a	n/a	n/a	n/a	
Oct.	11,281	13,764	12,090	12,445	14,400		n/a	n/a	n/a	n/a	n/a	
Nov.	10,032	9,349	9,953	10,428	11,193		n/a	n/a	n/a	n/a	n/a	
Dec.	21,051	21,815	20,293	23,583	20,045		n/a	n/a	n/a	n/a	n/a	
Fall	49,303	52,862	47,730	51,574	53,808		4,540	4,700	4,600	2,700	3,000	
Total	161,976	174,676	156,095	157,777	155,825		25,740	26,180	28,200	28,370	29,900	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2006 - 2011**

	TOTAL					
	2006 *	2007 *	2008 *	2009 *	2010 *	2011 *
Jan.	265,180	269,800	262,300	251,000	239,600	251,300
Feb.	329,955	335,560	341,000	328,600	312,700	
Mar.	603,930	634,170	636,700	586,200	602,000	
Apr.	846,380	844,330	832,020	768,200	794,200	
Win.	2,050,445	2,088,540	2,077,320	1,940,270	1,954,200	
May	396,090	384,400	370,400	355,900	363,000	
Jun.	561,530	563,400	556,700	510,300	518,900	
Jul.	550,820	571,150	566,000	572,300	555,700	
Aug.	394,485	399,700	378,400	372,800	376,300	
Sp./Sm.	1,919,125	1,935,450	1,889,800	1,830,700	1,835,100	
Sept.	216,850	214,430	199,760	204,740	215,000	
Oct.	363,915	362,200	355,600	345,700	360,000	
Nov.	286,620	283,300	269,000	260,700	273,000	
Dec.	412,760	411,600	397,900	406,600	400,900	
Fall	1,284,685	1,276,230	1,226,860	1,220,440	1,251,900	
Total	5,254,255	5,300,220	5,193,980	4,991,410	5,041,200	