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Visit St. Petersburg/Clearwater

February 2011 Visitor Profile



Prepared for:

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

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**ST.PETERSBURG
CLEARWATER**

St. Petersburg/Clearwater Area Visitor Profile February 2011

	Year to Date (H/M/C/C & V F/R)				February		
	Annual 2010*	2010 *	2011 *	% Δ '10/'11	2010	2011	% Δ '10/'11
H/M/C/C Visitors	2,545,900	288,200	305,500	+6.0	162,600	167,400	+3.0
V F/R Visitors	2,495,300	264,100	260,500	-1.4	150,100	147,300	-1.9
Total	5,041,200	552,300	566,000	+2.5	312,700	314,700	+0.6
H/M/C/C Exp.	\$1,880,809,600	\$311,419,600	\$330,201,500	+6.0	\$184,250,400	\$191,545,800	+4.0
V F/R Exp.	1,308,472,300	168,980,800	166,680,600	-1.4	102,021,500	100,458,600	-1.5
Total	\$3,189,281,900	\$480,400,400	\$496,882,100	+3.4	\$286,271,900	\$292,004,400	+2.0
Room Nights (e)*	6,022,400	982,900	1,031,400	+4.9	530,800	538,100	+1.4

*Based on Industry RVFVAR

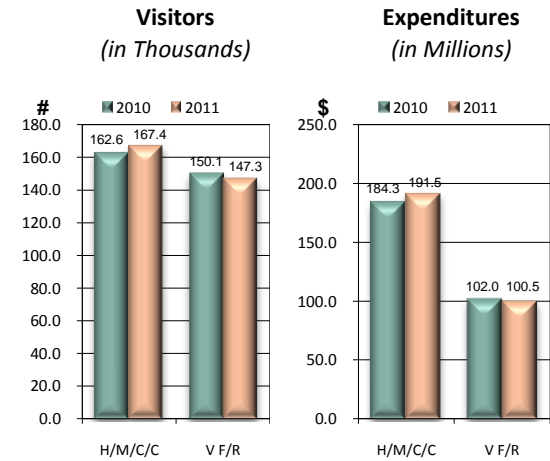
Visitor Origin	Year to Date (H/M/C/C & V F/R)					February (H/M/C/C & V F/R)			
	Annual 2010 *	2010 Visitor # *	2011 Visitor # *	% Δ	% Rel.	2010 Visitor #	% Rel.	2011 Visitor #	% Δ
Florida	651,881	19,749	21,576	+9.3	4.4%	13,759	4.7%	14,791	+7.5
Southeast	317,064	27,331	30,428	+11.3	3.3	10,319	3.6	11,329	+9.8
Northeast	1,162,490	178,608	172,839	-3.2	36.2	113,197	34.0	106,998	-5.5
Midwest	1,503,651	186,799	194,126	+3.9	32.0	100,064	32.3	101,648	+1.6
Canada	319,074	56,274	58,871	+4.6	11.1	34,710	11.6	36,505	+5.2
Europe	901,315	64,480	67,096	+4.1	10.2	31,895	10.7	33,673	+5.6
U.S. Opp. Mkts	155,825	19,059	21,064	+10.5	2.8	8,756	3.1	9,756	+11.4
Latin American	29,900	(1/10) n/a	(1/11) n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total	5,041,200	552,300	566,000	+2.5	100.0	312,700	100.0	314,700	+0.6

Please Note: Latin American Visitor numbers published seasonally only.

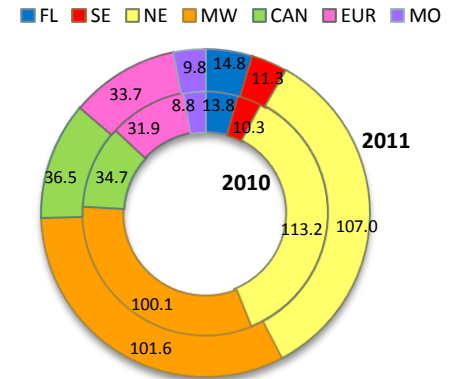
Occupancy: Industry (Weighted)	Seasonal Averages			
	Winter	Spr/Sum	Fall	Annual
Occupancy 2010	73.2%	67.1%	54.4%	64.9%
Occupancy 2009	74.7	66.4	52.5	64.5
Δ Points	-1.5	+0.7	+1.9	+0.4
ADR 2010	\$110.41	\$98.58	\$91.46	\$100.15
ADR 2009	116.96	98.67	\$89.51	\$101.71
Δ Percent	-5.6%	-0.1%	+2.2%	-1.5%

Occupancy: Industry (Weighted)	Monthly	
	Jan.	Feb.
Occupancy 2011	58.4%	75.2%
Occupancy 2010	55.1	73.5
Δ Points	+3.3	+1.7
ADR 2011	\$91.70	\$111.30
ADR 2010	92.88	108.40
Δ Percent	-1.3%	+2.7%

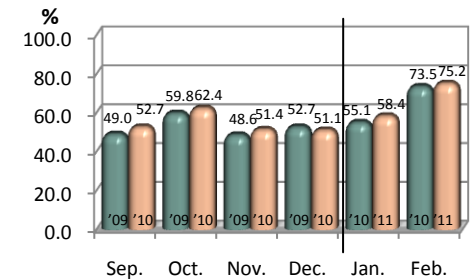
February Occ./ADR:	2010 Occ.	2011 Occ.	Point Δ	2010 ADR	2011 ADR	% Δ
< 20 units	74.4%	74.2%	-0.2	\$111.05	\$114.22	+2.9%
21 - 50 units	75.0	77.6	+2.6	100.47	103.68	+3.2%
51 - 100 units	71.7	75.0	+3.3	111.35	115.03	+3.3%
101+ units	73.0	74.9	+1.9	111.75	114.07	+2.1%
Condominiums	86.9%	83.4%	-3.5	\$169.10	\$172.06	+1.8



February Visitor Origin (in Thousands)



Industry Occupancy (by Month)

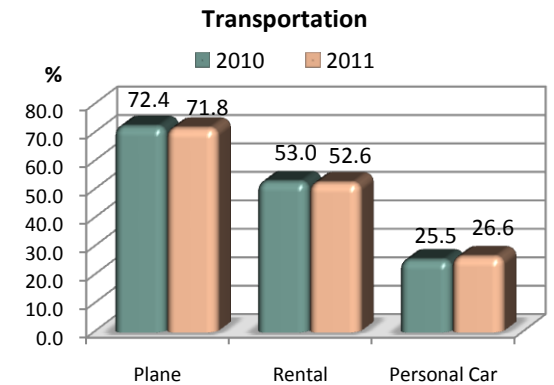
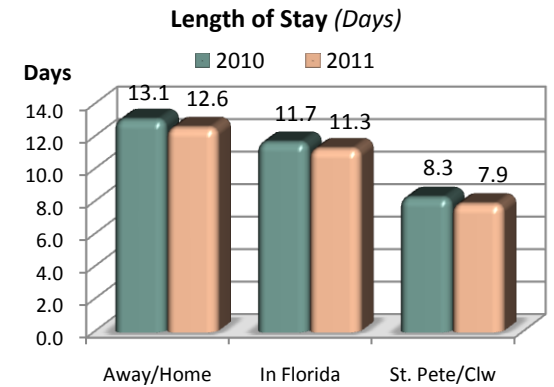


Length of Stay (Days)	2010	2011
Away from Home	13.1	12.6
In Florida	11.7	11.3
In the St. Petersburg/Clearwater Area	8.3	7.9

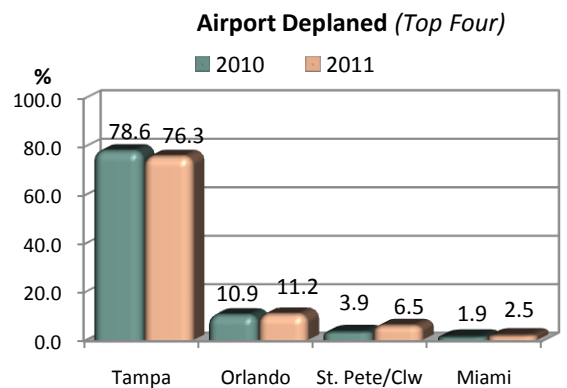
Party Size	2010	2011
Number of People	2.5	2.4

Party Composition (Multiple Response)	2010	2011
Couple (Traveling without Children)	68.5%	69.3%
Family	24.1	23.3
Single	7.3	7.6

Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	2010	2011
Plane	72.4%	71.8%
Rental Car	53.0	52.6
Personal Car	25.5	26.6

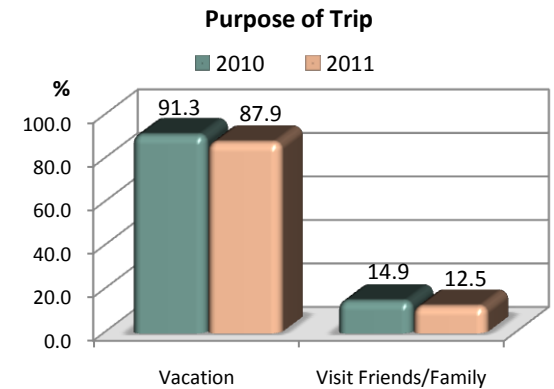


Airport Deplanned (Base: Flew)	Total		Europe	
	2010	2011	2010	2011
Tampa International	78.6%	76.3%	27.6%	37.9%
Orlando International/Sanford	10.9	11.2	44.8	45.4
St. Petersburg-Clearwater International	3.9	6.5	N/A	N/A
Miami International	1.9	2.5	13.8	16.7
Ft. Lauderdale International	1.9	2.3	6.9	N/A

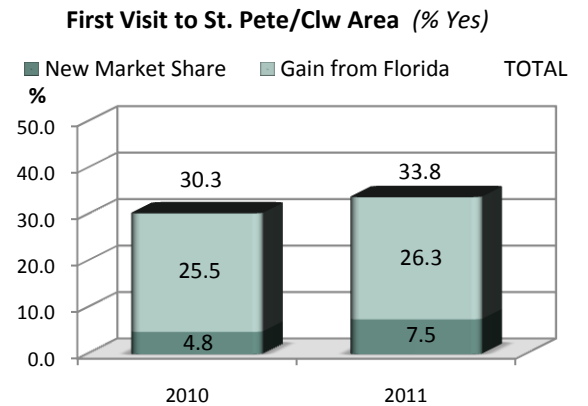


Car Rental Location (Base: Rented a Car)	2010	2011	2010	2011
Tampa	69.3%	66.0%	26.9%	34.1%
Greater Orlando Area	14.3	14.6	46.2	48.3
St. Petersburg/Clearwater Area	9.0	10.5	N/A	N/A
Miami	2.6	3.4	15.4	17.6
Ft. Lauderdale	4.4	3.2	7.7	N/A

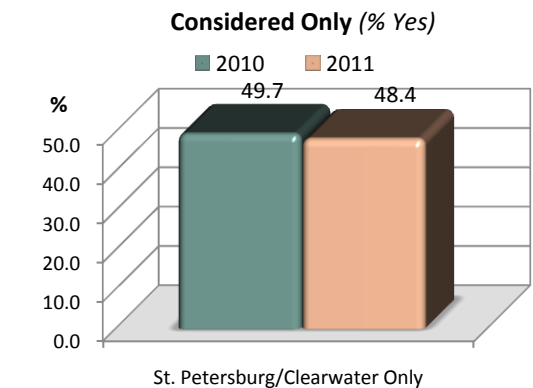
Purpose of Trip (Multiple Response)	Total		Europe	
	2010	2011	2010	2011
A. Profile Data				
Vacation	91.3%	87.9%	96.6%	93.9%
Visit Friends/Relatives	14.9	12.5	6.9	5.6
B. Occupancy Survey Data				
Business	13.3%	12.4%	N/A	N/A
Conference/Business Meetings	8.9	8.0	N/A	N/A



First Visit to (% yes)	Total		Europe	
	2010	2011	2010	2011
St. Petersburg/Clearwater Area	30.3%	33.8%	51.7%	64.2%
Florida	4.8	7.5	20.7	30.7

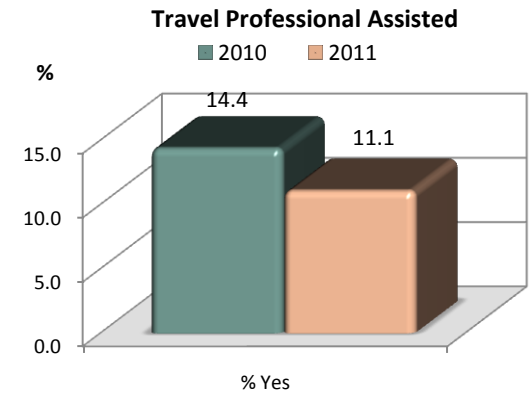


Considered St. Pete/Clw Only	Total		Europe	
	2010	2011	2010	2011
% Yes	49.7%	48.4%	20.7%	30.8%

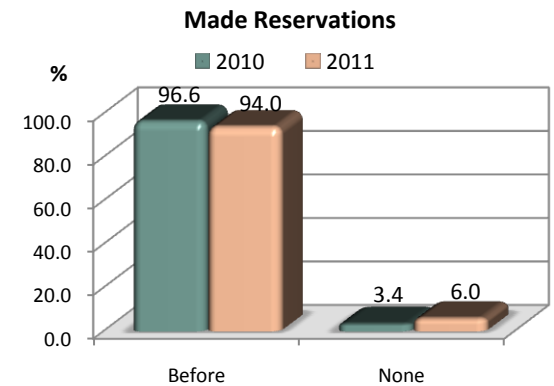


Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2010	2011	2010	2011
Internet	78.7%	83.3%	89.7%	94.4%
Previous Visit	52.5	46.9	37.9	30.4
Recommendation	23.7	22.6	24.1	21.3
Business Contacts	11.5	12.5	3.4	5.5
Print Media	9.0	11.6	27.6	31.1
Travel Professional	6.2	8.5	24.1	27.5

Travel Professional Assisted	Total		Europe	
	2010	2011	2010	2011
% Yes	14.4%	11.1%	62.1%	57.3%

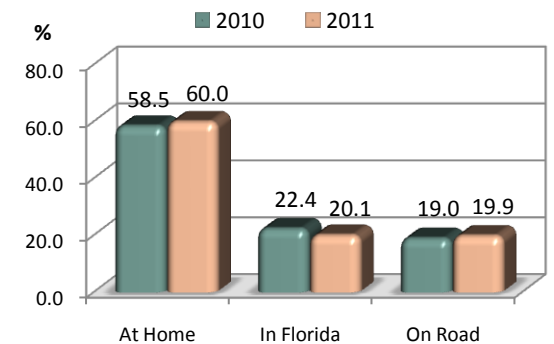


Made Reservations	2010	2011	2010	2011
Yes	96.6%	94.0%	96.6%	94.4%
No	3.4	6.0	3.4	5.6



Where Stay Night Before St. Petersburg/Clearwater Area	2010	2011	2010	2011
At Home	58.5%	60.0%	31.0%	39.1%
In Florida (Not in St. Pete/Clearwater)	22.4	20.1	62.1	53.6
On Road (Not in Florida)	19.0	19.9	6.9	7.3

Where Stay Night Before St. Pete/Clw Area



Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	2010	2011	2010	2011
Orlando	32.9%	31.6%	50.0%	50.0%

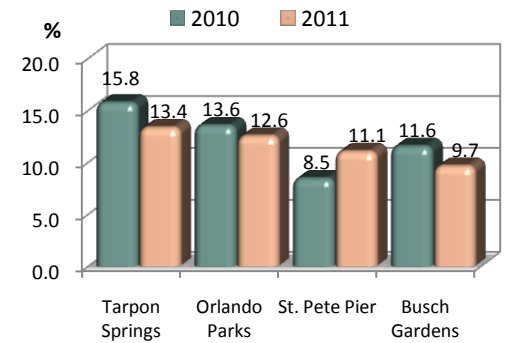
Visit Other Florida Areas This Trip	2010	2011	2010	2011
Overnight Trips Only -- % Yes	30.9%	28.5%	65.5%	56.0%

Attractions/Theme Parks Visited

(Open Ended Multiple Response)

	Total		Europe	
	2010	2011	2010	2011
Tarpon Springs	15.8%	13.4%	13.8%	11.1%
Orlando Theme Parks	13.6	12.6	27.6	28.3
St. Petersburg Pier	8.5	11.1	6.9	10.0
Busch Gardens	11.6	9.7	17.2	14.0
Fort Desoto	N/A	7.9	N/A	2.6
Salvador Dali Museum	6.5	7.3	10.3	16.7
Clearwater Aquarium	N/A	5.9	N/A	2.0

Attractions/Theme Parks Visited (Top Four)

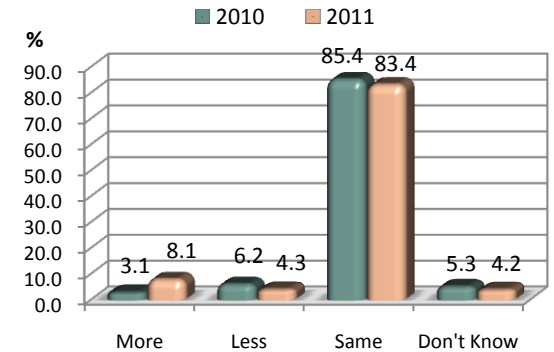


Satisfaction with St. Petersburg/Clearwater

Satisfied *(Combined)*

	2010	2011	2010	2011
Satisfied <i>(Combined)</i>	91.9%	93.8%	93.1%	94.4%

Expense Relative to Expectations



Expense Relative to Expectations

	Total		Europe	
	2010	2011	2010	2011
More Expensive	3.1%	8.1%	10.3%	16.7%
Less Expensive	6.2	4.3	3.4	5.6
As Expected	85.4	83.4	82.8	71.6
Don't Know	5.3	4.2	3.4	6.1

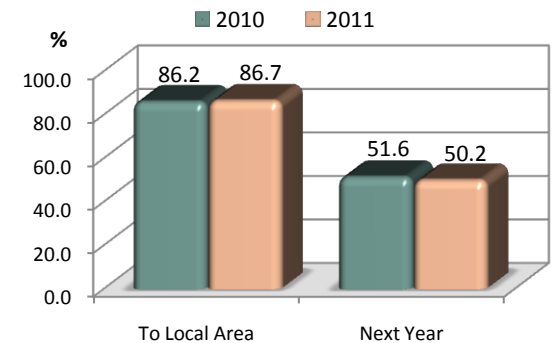
Recommend St. Petersburg/Clearwater Area to Friends/Relatives

	2010	2011	2010	2011
% Yes	90.2%	92.4%	89.7%	88.9%

Plan to Return (% Yes)

	2010	2011	2010	2011
To Local Area	86.2%	86.7%	75.9%	72.5%
Next Year <i>(Base: Planning to Return)</i>	51.6	50.2	27.3	30.0

Plan to Return



Demographics

	2010	2011	2010	2011
Average Age Head of Household	53.4	51.3	52.9	51.4
Median Annual Household Income	\$117,400	\$115,193	\$104,965	\$113,986

St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2010	2011	2010	2011
% Yes	51.1%	49.1%	65.5%	66.7%

Source of Information

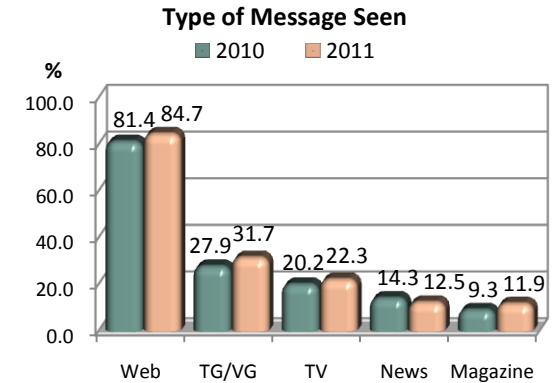
(Base: Seen/Read/Heard Area Message)
(Open Ended Multiple Response)

	2010	2011	2010	2011
Internet	81.4%	84.7%	78.9%	82.2%
Brochures/Visitor Guides/Travel Guides	27.9	31.7	68.4	60.6
Television	20.2	22.3	10.5	8.3
Newspapers	14.3	12.5	N/A	N/A
Magazines	9.3	11.9	N/A	N/A

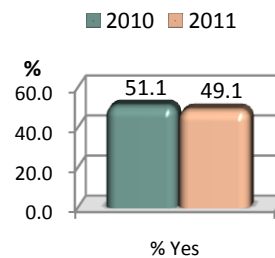
Directly Influenced by Message

(Base: Seen/Read/Heard Area Message)

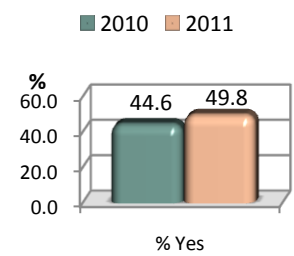
	2010	2011	2010	2011
% Yes	44.6%	49.8%	63.2%	64.7%



Seen/Read/Heard



Message Influence



Budget Breakdown (By Category)

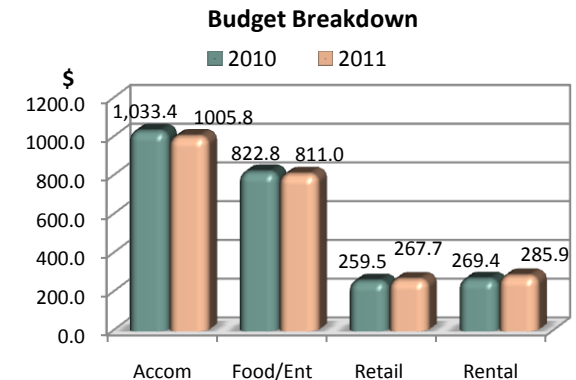
	2010	2011
Accommodations	\$1,033.40	\$1,005.75
Food/Entertainment	822.79	810.98
Retail Purchases	259.46	267.67
Rental Car	269.41	285.94

St. Pete/Clw Area Base Budget

	2010	2011
Total	\$2,342.79	\$2,301.80
Per Person/Trip	937.12	959.08
Per Person/Day	112.91	121.40

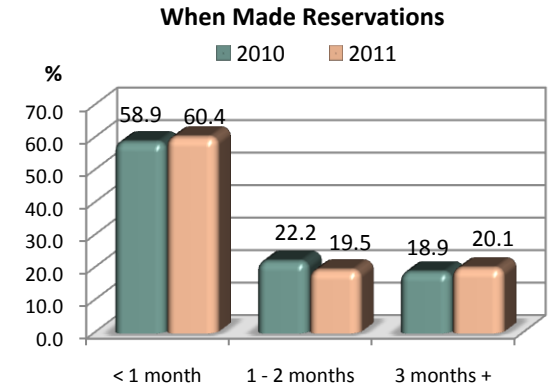
Occupation

	2010	2011
Professional/Technical	31.5%	33.6%
Retired	29.8	24.4
Executive/Managerial	20.6	24.1
Salesman/Buyer	5.3	6.7
Craft/Mechanical/Factory	3.6	5.8



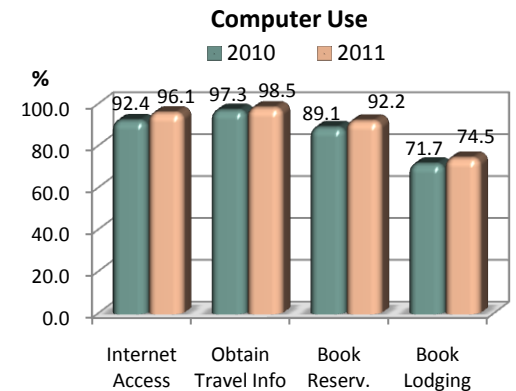
When Visitors Made Reservations for This Trip to the St. Pete/Clearwater Area

	2010	2011
Less than One Month	58.9%	60.4%
1 - 2 Months	22.2	19.5
3 Months or More	18.9	20.1



Have Internet Access

	2010	2011
% Yes	92.4%	96.1%



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

	2010	2011
Obtain Travel Information	97.3%	98.5%
Book Travel Reservations On-Line	89.1	92.2

Book Lodging Reservations:

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

	2010	2011
% Yes	71.7%	74.5%

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

Occupancy Survey Data

	2010	2011
Up	22.8%	34.9%
Same	30.4	27.0
Down	41.8	31.7
Don't Know	5.1	6.3