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## St. Petersburg/Clearwater Area Convention and Visitors Bureau

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### February 2005 Visitor Profile



***Prepared for:***

Pinellas County Board of County Commissioners

and

St. Petersburg/Clearwater Area Convention and Visitors Bureau

***Prepared by:***

Walter J. Klages, Ph.D.

President

Research Data Services, Inc.

April 13, 2005

## February 2005 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

	Annual 2004 *	Year to Date (H/M/C/C & V F/R)			February		
		2004 *	2005 *	% Δ 04/05	2004	2005	% Δ 04/05
H/M/C/C Visitors	2,630,075	313,979	329,525	+5.0	172,550	180,465	+4.6
V F/R Visitors	2,447,205	253,701	266,723	+5.1	144,845	153,718	+6.1
<b>Total</b>	<b>5,077,280</b>	<b>567,680</b>	<b>596,248</b>	<b>+5.0</b>	<b>317,395</b>	<b>334,183</b>	<b>+5.3</b>
H/M/C/C Exp.	\$1,709,535,123	\$308,455,731	\$335,074,242	+8.6	\$179,532,981	\$192,151,913	+7.0
V F/R Exp.	1,199,187,570	154,573,710	166,164,276	+7.5	98,156,784	106,513,549	+8.5
<b>Total</b>	<b>\$2,908,722,693</b>	<b>\$463,029,441</b>	<b>\$501,238,518</b>	<b>+8.3</b>	<b>\$277,689,765</b>	<b>\$298,665,462</b>	<b>+7.6</b>
Room Nights (e)*	6,925,584	1,243,865	1,252,026	+0.7	649,681	627,453	-3.4

\*Based on Industry REVPAR

Visitor Origin	Annual 2004 *	Year to Date (H/M/C/C & V F/R)			February (H/M/C/C & V F/R)				
		2004 Visitor # *	2005 Visitor # *	% Δ	% Rel.	2004 Visitor #	% Rel.	2005 Visitor #	% Δ
Florida	511,473	20,021	18,464	-7.8	4.1%	13,013	3.8%	12,699	-2.4
Southeast	325,007	26,962	25,585	-5.1	4.0	12,696	3.5	11,696	-7.9
Northeast	1,201,077	184,476	201,717	+9.3	36.2	114,897	36.6	122,311	+6.5
Midwest	1,658,530	203,938	207,822	+1.9	33.5	106,327	33.8	112,954	+6.2
Canada	317,612	52,831	56,887	+7.7	10.1	32,057	10.2	34,087	+6.3
Europe	862,583	58,618	64,650	+10.3	9.4	29,835	9.7	32,416	+8.7
U.S. Opp. Mkts	173,357	20,834	21,123	+1.4	2.7	8,570	2.4	8,020	-6.4
Latin American	27,641	(01/04) n/a	(01/05) n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Total</b>	<b>5,077,280</b>	<b>567,680</b>	<b>596,248</b>	<b>+5.0</b>	<b>100.0</b>	<b>317,395</b>	<b>100.0</b>	<b>334,183</b>	<b>+5.3</b>

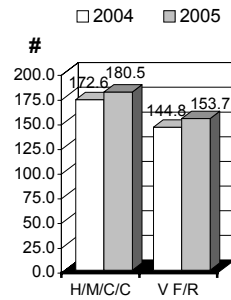
Please Note: Latin American Visitor numbers published seasonally only.

Occupancy: Industry (Weighted)	Seasonal Averages			
	Winter	Spr/Sum	Fall	Annual
Occupancy 2004	84.4%	74.5%	60.7%	73.2%
Occupancy 2003	81.1	72.9	59.8	71.2
<b>Δ Points</b>	<b>+3.3</b>	<b>+1.6</b>	<b>+0.9</b>	<b>+2.0</b>
ADR 2004	\$87.89	\$75.42	\$71.02	\$78.11
ADR 2003	85.57	72.18	66.98	74.91
<b>Δ Percent</b>	<b>+2.7%</b>	<b>+4.5%</b>	<b>+6.0%</b>	<b>+4.3%</b>

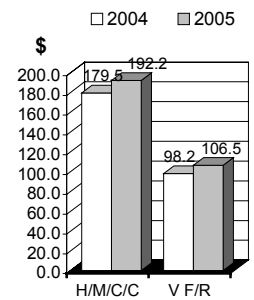
Occupancy: Industry (Weighted)	Monthly	
	Jan.	Feb.
Occupancy 2005	72.6%	89.9%
Occupancy 2004	69.4	87.9
<b>Δ Points</b>	<b>+3.2</b>	<b>+2.0</b>
ADR 2005	\$74.40	\$98.55
ADR 2004	68.55	92.45
<b>Δ Percent</b>	<b>+8.5%</b>	<b>+6.6%</b>

Occupancy: By Size	February Occupancy			February Room Rate		
	2004	2005	Point Δ	2004	2005	% Δ
< 20 units	91.9%	92.0%	+0.1	\$81.32	\$85.11	+4.7
21 - 50 units	91.2	93.5	+2.3	89.54	94.52	+5.6
51 - 100 units	87.1	89.7	+2.6	94.90	99.92	+5.3
101+ units	82.1	84.3	+2.2	96.38	104.25	+8.2

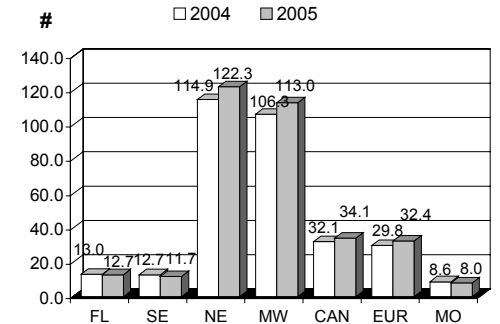
February Visitors  
(in Thousands)



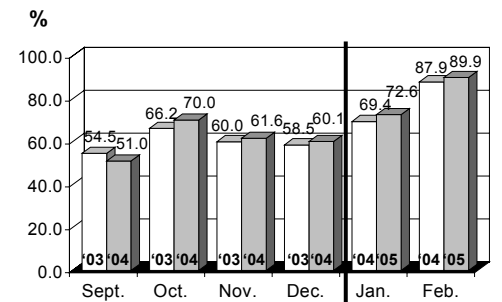
February Expenditures  
(in Millions)



February Visitor Origin (in Thousands)



Industry Occupancy (by Month)



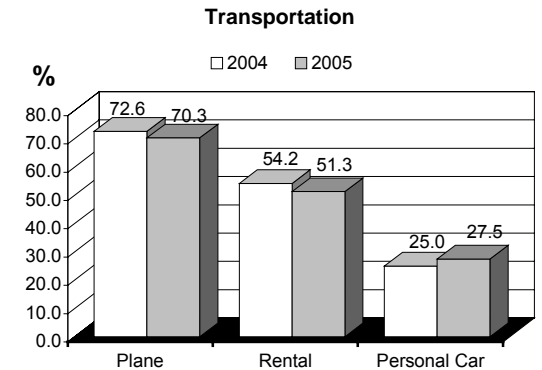
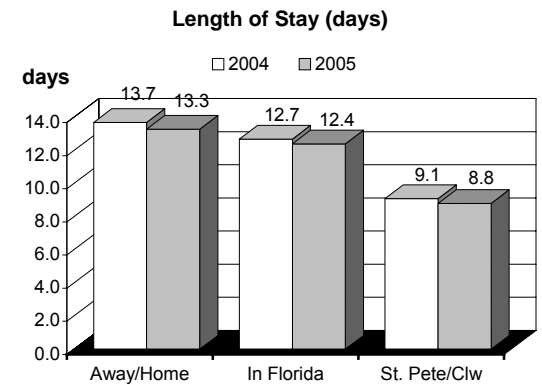
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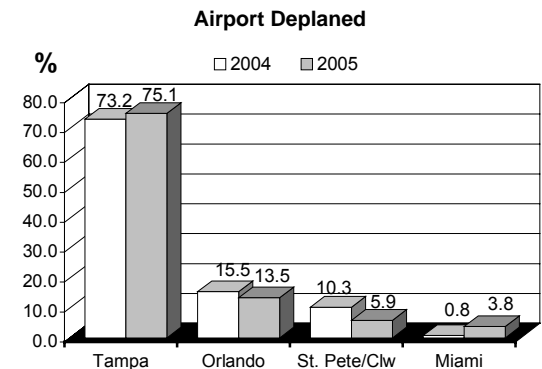


## February 2005 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

	<u>February 2004</u>	<u>February 2005</u>
<b>Length of Stay (days)</b>		
Away from Home	13.7	13.3
In Florida	12.7	12.4
In St. Petersburg/Clearwater	9.1	8.8
<b>Party Size (# of people)</b>		
	2.5	2.6
<b>Type of Party</b>		
Couple	60.2%	61.0%
Family	27.2	28.7
Single	5.7	6.9
<b>Transportation</b>		
Plane	72.6%	70.3%
Rental Car	54.2	51.3
Personal Car	25.0	27.5

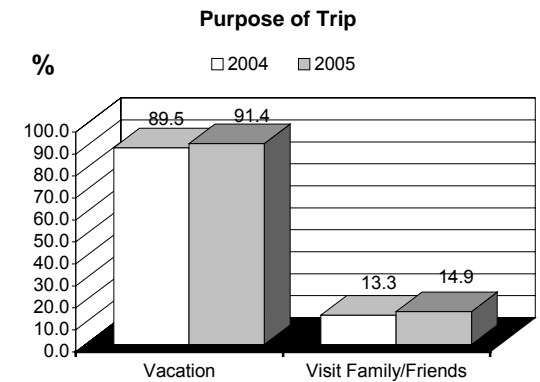


	<b>Total</b>		<b>Europe</b>	
	<u>2004</u>	<u>2005</u>	<u>2004</u>	<u>2005</u>
<b>Airport Deplaned</b>				
Tampa International	73.2%	75.1%	46.7%	22.6%
Orlando International/Sanford	15.5	13.5	51.6	51.6
St. Petersburg-Clearwater Int'l	10.3	5.9	N/A	N/A
Miami International	0.8	3.8	1.7	25.8
<b>Car Rental Location</b>				
Tampa	62.9%	67.4%	42.6%	20.0%
Greater Orlando Area	17.9	17.8	53.1	50.0
St. Petersburg/Clearwater	15.7	8.1	2.3	3.3
Miami	1.1	5.2	2.0	26.7

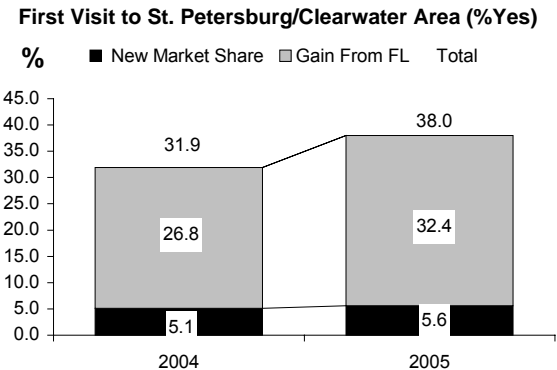


## February 2005 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

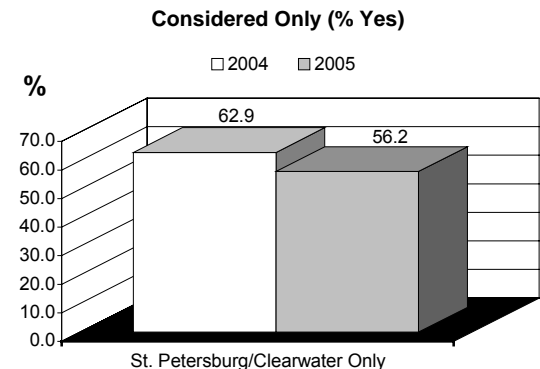
Purpose of Trip	Total		Europe	
	2004	2005	2004	2005
<b>A. Visitor Profile Data</b>				
Vacation	89.5%	91.4%	96.2%	96.8%
Visit Friends/Relatives	13.3	14.9	3.8	N/A
<b>B. Occupancy Barometer Data</b>				
Conferences/Business Meetings	8.1%	8.7%	N/A	N/A
Business Travelers	16.8	12.3	N/A	N/A



First Visit to (% yes)	Total		Europe	
	2004	2005	2004	2005
St. Petersburg/Clearwater Area	31.9%	38.0%	42.3%	71.0%
Florida	5.1	5.6	15.4	35.5

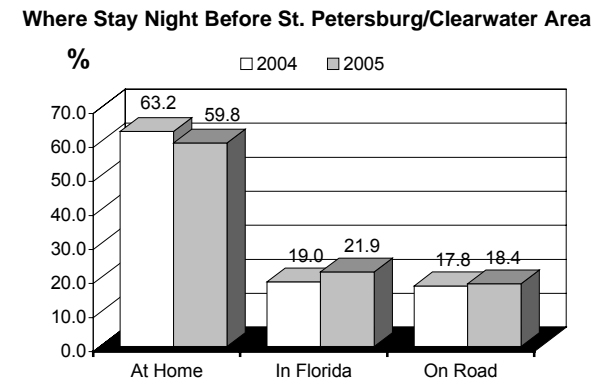
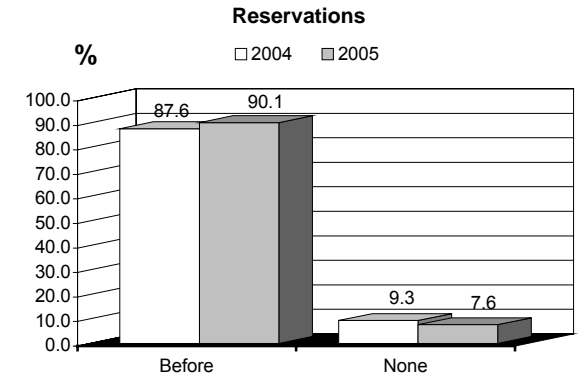
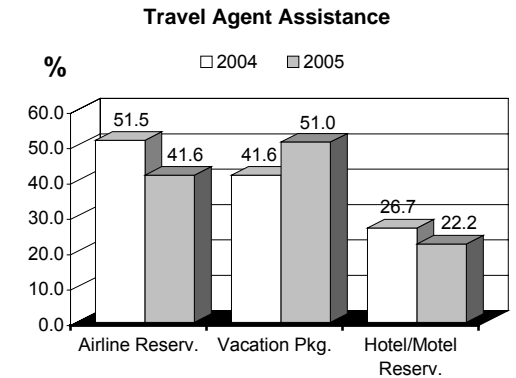


Considered St. Petersburg/ Clearwater Only	Total		Europe	
	2004	2005	2004	2005
	62.9%	56.2%	23.1%	12.9%



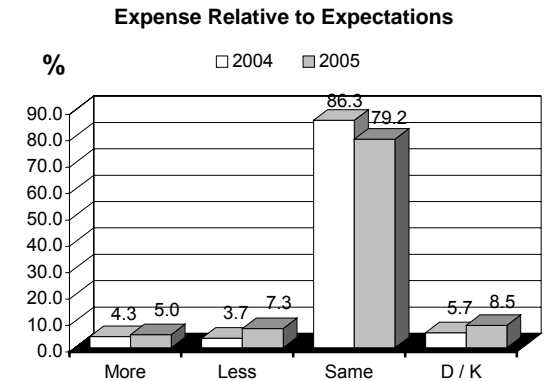
## February 2005 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

	Total		Europe	
	2004	2005	2004	2005
<b>Information Sources (Volunteered)</b>				
Internet	53.4%	63.4%	52.3%	63.0%
Previous Visit	61.0	54.8	53.9	31.0
Recommendation	26.8	32.8	36.7	39.6
Business Contacts	13.3	11.5	3.8	N/A
Print Media	7.0	9.5	23.3	33.2
Travel Agent	4.6	5.6	7.7	17.5
<b>Travel Agent Assisted (% Yes)</b>	17.9%	20.8%	61.5%	83.3%
<b>Travel Agent Assistance</b>				
Airline Reservations	51.5%	41.6%	22.2%	19.8%
Vacation Packages (Including Fly/Drive)	41.6	51.0	75.0	80.0
Hotel/Motel Reservations	26.7	22.2	11.1	12.0
<b>Reservations</b>				
Before Leaving Home	87.6%	90.1%	93.1%	93.6%
None	9.3	7.6	5.0	3.2
<b>Where Stay Night Before St. Petersburg/Clearwater</b>				
At Home	63.2%	59.8%	69.2%	25.8%
In Florida (not in St. Pete/Clearwater)	19.0	21.9	30.8	67.7
On Road (not in Florida)	17.8	18.4	N/A	6.5
<b>Where in Florida</b> (Base: Respondents in Florida Night Prior to Arriving in St. Petersburg/Clearwater)				
Orlando	47.2%	40.0%	83.3%	68.4%
<b>Visit Other Florida Areas This Trip</b> (Overnight trips only -- % yes)				
	25.6%	28.2%	60.5%	70.3%

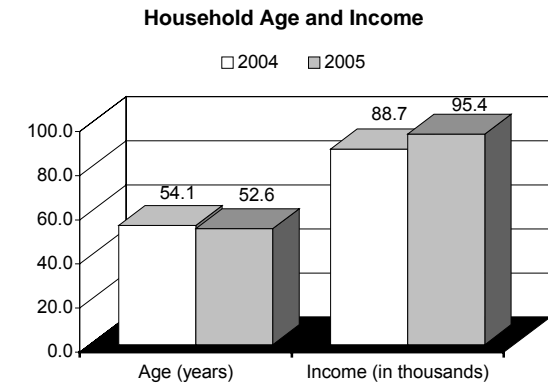
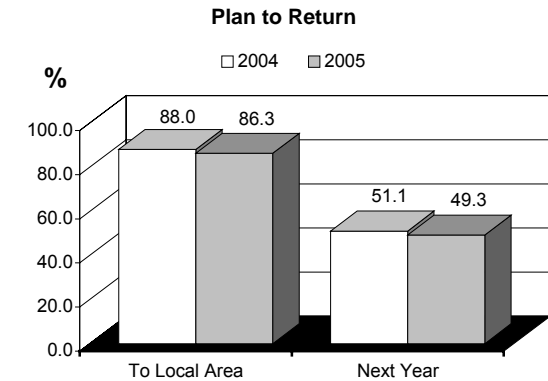


## February 2005 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

	Total		Europe	
	2004	2005	2004	2005
<b>Attractions/Theme Parks Visited</b>				
Disney World	8.5%	12.2%	34.6%	44.7%
Busch Gardens	13.1	10.7	23.1	22.6
Universal Studios	5.8	6.7	32.2	38.7
Sea World	6.6	6.4	28.6	31.9
EPCOT	6.1	3.5	28.8	22.6
Animal Kingdom	1.8	3.2	7.7	11.9
MGM	4.0	2.2	23.1	16.1
<b>Satisfaction with Area</b>				
Satisfied	93.0%	91.9%	96.2%	92.9%

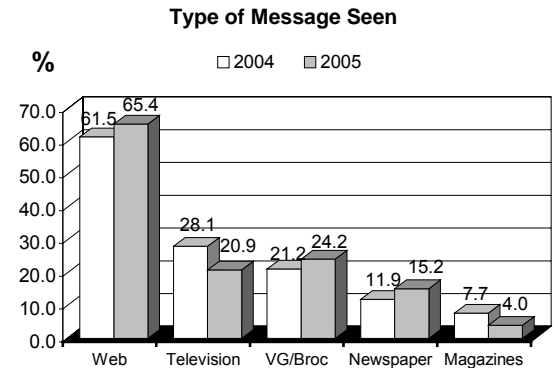


	Total		Europe	
	2004	2005	2004	2005
<b>Expense Relative to Expectations</b>				
More Expensive	4.3%	5.0%	8.4%	19.4%
Less Expensive	3.7	7.3	7.7	3.2
As Expected	86.3	79.2	73.1	54.8
Don't Know	5.7	8.5	10.8	22.6
<b>Recommend St. Petersburg/Clearwater to Friends/Relatives (% yes)</b>	93.0%	93.2%	96.1%	93.1%
<b>Plan to Return (% yes)</b>				
To Local Area	88.0%	86.3%	84.6%	79.9%
Next Year (Base: Planning to Return)	51.1	49.3	32.3	24.2
<b>Median Age Head of Household (years)</b>	54.1	52.6	48.4	47.1
<b>Median Annual Household Income</b>	\$88,672	\$95,350	\$80,005	\$87,500

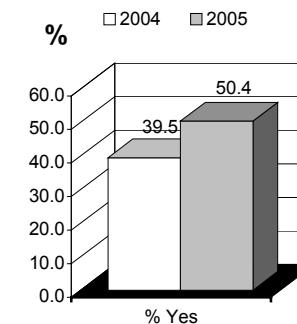


## February 2005 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

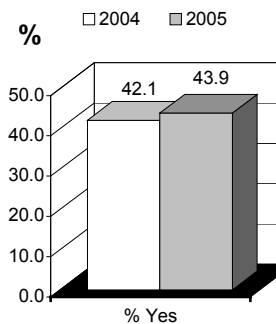
	Total		Europe	
	2004	2005	2004	2005
<b>Travel Stories, Advertising, and/or Promotions Seen/Read/Heard for Destination</b> (% yes)	39.5%	50.4%	50.4%	72.7%
<b>Source of Message</b>				
Internet	61.5%	65.4%	50.7%	56.6%
Television	28.1	20.9	25.3	13.0
Brochures/Visitor Guides/Travel Guides	21.2	24.2	72.7	69.6
Newspapers	11.9	15.2	2.4	N/A
Magazines	7.7	4.0	1.5	N/A
<b>Directly Influenced by Message</b> (Base: Seen/Read/Heard Message)	42.1%	43.9%	48.4%	65.2%



**Seen/Read/Heard Message**



**Influenced by Message**



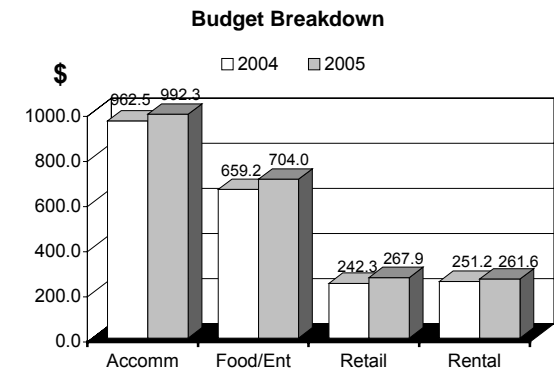
	February 2004	February 2005
<b>Budget Breakdown</b>		
Accommodations	\$962.47	\$992.26
Food/Entertainment	659.18	704.01
Retail Purchases	242.33	267.87
Rental Car	251.21	261.60

### St. Petersburg/Clearwater Area Base Budget

	2004	2005
Total	\$2,124.86	\$2,238.55
Per Person/Trip	841.34	860.98
Per Person/Day	93.40	97.84

### Occupation

	2004 (%)	2005 (%)
Retired	29.3%	26.5%
Professional/Technical	26.9	29.2
Executive/Managerial	17.1	19.4
Craft/Mechanical/Factory	6.0	5.0
Salesman/Buyer	3.7	7.9

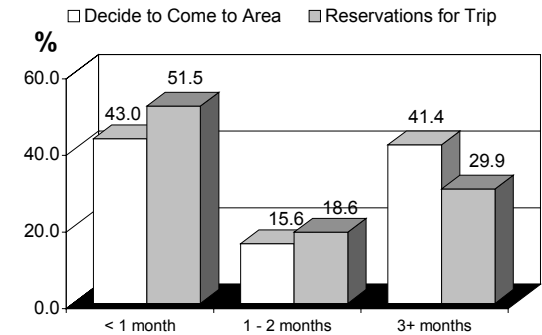


## February 2005 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

### When Did Visitors Make the Decision to Come to the St. Petersburg/Clearwater Area vs. Make Reservations for This Trip

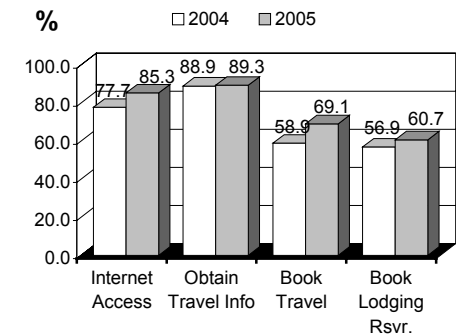
	Decide		Reservations	
	Feb. '04	Feb. '05	Feb. '04	Feb. '05
Less than One Month	36.2%	43.0%	53.0%	51.5%
1 - 2 Months	18.9	15.6	22.3	18.6
3 Months or more	44.9	41.4	24.7	29.9
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	--	--	24.9%	18.8%

2005 Decision to Come to Area vs. Reservations



	February 2004	February 2005
<b>Have Internet Access</b>	77.7%	85.3%
<b>Use Internet to:</b> (Base: Respondents who have internet access)		
Obtain Travel Information	88.9%	89.3%
Book Travel Services	58.9	69.1
<b>Book Lodging Reservations:</b> (Base: Respondents who book travel services on-line)	56.9%	60.7%

Computer Use



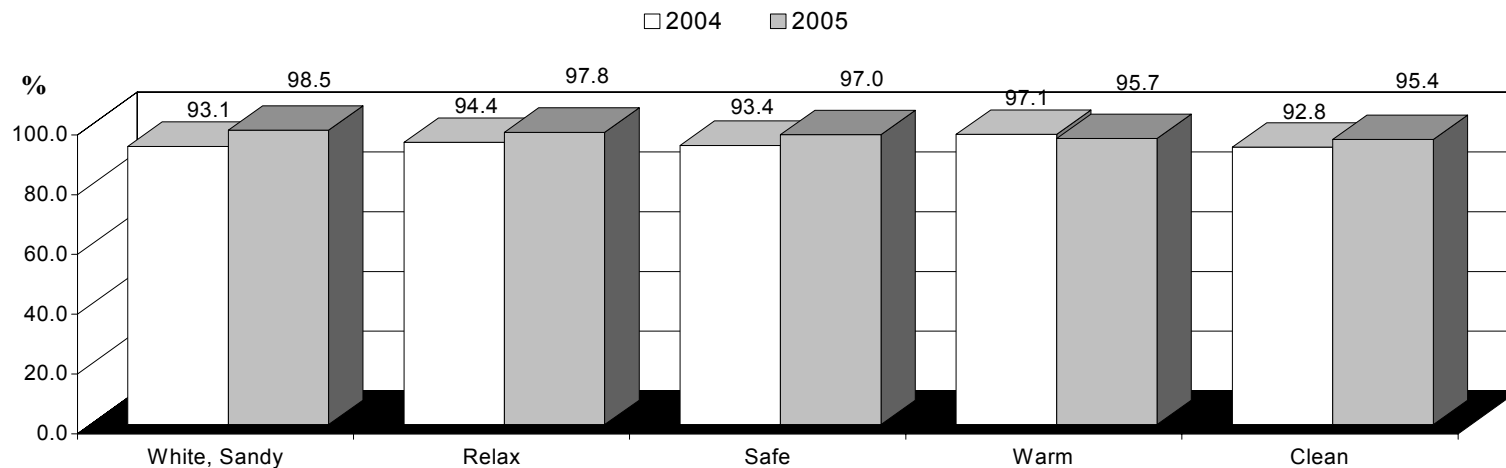
### Occupancy Rate (By Type of Establishment)

	Hotel	Motel Resort Vacation	Motel Urban/Midtown	Motel Roadside	Condo-miniums
<b>February 2004</b>					
Occupancy Rate	82.6%	88.6%	81.8%	80.5%	90.5%
Average Unit Rate	\$112.66	\$76.82	\$56.25	\$57.10	\$136.29
<b>February 2005</b>					
Occupancy Rate	84.9%	90.5%	83.0%	83.1%	93.6%
Average Unit Rate	\$119.70	\$78.51	\$60.71	\$59.11	\$145.94

### Influential Factors in Choosing the St. Petersburg/Clearwater Area

Influential Factors	Mar. '04	Apr. '04	May. '04	Jun. '04	Jul. '04	Aug. '04	Sep. '04	Oct. '04	Nov. '04	Dec. '04	Jan. '05	Feb. '05	Feb. '04
White, Sandy Beaches	95.7%	95.4%	96.9%	98.8%	97.9%	99.5%	98.6%	98.7%	97.3%	97.8%	99.3%	98.5%	93.1%
Complete Relaxation	94.1	95.1	95.7	96.7	97.0	96.6	92.8	95.5	95.5	95.5	96.6	97.8	94.4
Safe Destination	93.2	94.5	94.1	97.4	98.0	97.3	91.7	96.2	99.1	98.2	96.8	97.0	93.4
Warm Weather	94.9	94.1	87.9	75.4	68.3	72.3	71.5	88.8	90.0	94.5	95.6	95.7	97.1
Clean, Unspoiled Environment	92.6	93.4	92.0	94.8	96.4	94.4	95.7	94.9	90.3	92.3	96.3	95.4	92.8
Sunning on the Beach	81.7	86.6	86.0	84.3	85.5	87.8	88.1	89.0	85.5	86.9	91.8	93.5	79.1
Good Value for the Money	82.8	81.3	86.8	86.8	86.7	85.3	83.3	86.4	86.9	87.9	90.2	86.0	86.1
Reasonably Priced Lodging	78.7	77.1	83.9	83.3	85.3	82.9	83.5	83.2	80.7	86.6	88.1	81.8	81.2
Good Dining Out	54.5	56.0	59.9	57.5	59.8	62.0	63.6	65.9	61.4	64.2	65.0	66.6	56.5
Upscale Accommodations	58.4	57.1	51.2	59.2	60.4	62.0	58.1	55.5	56.1	57.9	55.3	53.4	58.5

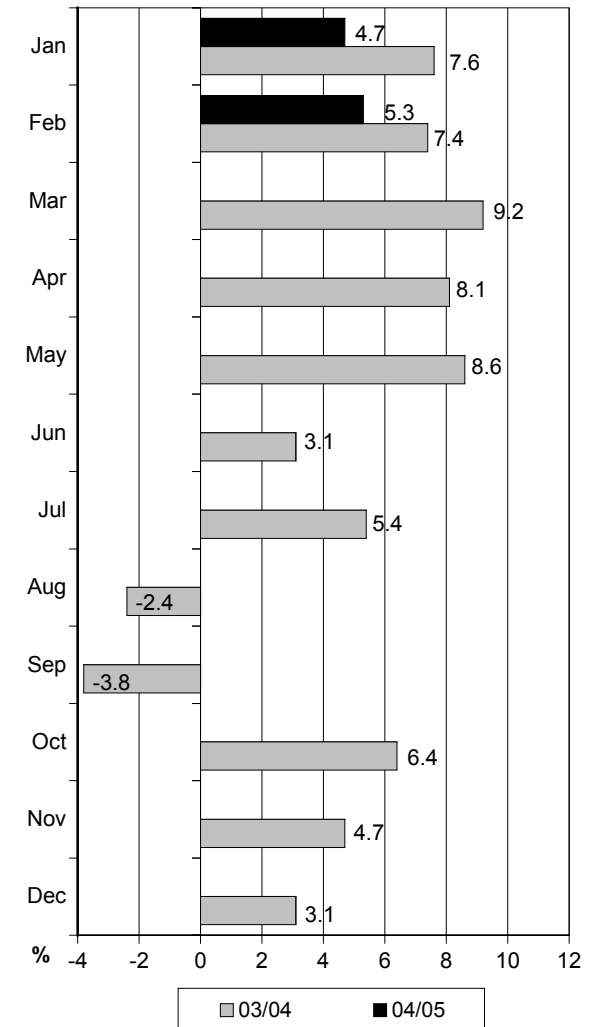
### Influential Factors in Choosing the St. Petersburg/Clearwater Area -- February



### St. Petersburg/Clearwater Area Visitor Origins

2002 – 2003 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	-23.4	-5.4	-2.1	-3.3	-6.1	+3.7	+3.6	+9.1	-7.7	-1.5	-6.6	+4.0
Southeast	+0.6	-8.3	+10.4	+8.1	+10.9	-0.4	+3.0	-6.4	-2.5	+4.1	+9.7	+3.8
Northeast	-6.5	+3.6	-1.1	+4.2	+9.3	+5.1	-0.3	+11.3	+18.2	+6.2	+13.3	+13.9
Midwest	-2.1	-8.7	-1.3	+1.4	+4.3	-1.6	+0.9	+8.1	+14.5	+10.6	+12.6	+10.6
Canada	+2.3	+9.6	+5.8	-7.9	-32.4	-28.3	+10.4	-13.9	-1.9	-7.2	+0.5	+4.3
Europe	+26.1	+2.3	-4.1	+5.4	+11.7	+11.5	+3.8	+7.9	+4.0	-7.9	+2.6	+1.7
Mkts of Opp	-5.2	+13.1	-4.2	-8.5	-6.0	+7.8	-6.7	-7.1	+9.8	-16.8	+13.3	+1.3
<b>TOTAL</b>	<b>-1.1</b>	<b>-1.1</b>	<b>-0.3</b>	<b>+1.7</b>	<b>+3.4</b>	<b>+2.4</b>	<b>+2.1</b>	<b>+6.2</b>	<b>+7.2</b>	<b>+1.4</b>	<b>+7.5</b>	<b>+7.3</b>
2003 – 2004 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	+25.6	+0.1	+5.2	-1.7	+3.6	-6.7	+0.2	-9.0	+3.7	+7.9	+7.6	-18.0
Southeast	-1.0	+13.1	-4.1	+3.9	+2.7	+0.2	-3.3	-3.9	-7.7	-0.5	+6.8	-3.8
Northeast	+9.6	+8.6	+11.2	+9.2	+10.4	+7.8	+11.0	-0.9	-15.4	+4.9	+7.2	+10.7
Midwest	+7.9	+8.1	+9.4	+8.7	+8.9	+4.3	+6.2	-4.8	-12.2	+7.7	+1.9	+1.6
Canada	-0.7	+5.3	+12.8	+11.3	+11.8	+17.9	+8.0	+7.3	+2.9	-0.2	-3.7	+7.5
Europe	+6.7	+9.8	+10.6	+10.3	+9.9	+6.5	+10.0	+6.4	+16.8	+9.2	+7.8	+9.8
Mkts of Opp	+14.7	-9.4	-8.3	+4.1	+11.3	+0.5	+2.1	-7.1	-10.7	+9.7	-0.7	-0.9
<b>TOTAL</b>	<b>+7.6</b>	<b>+7.4</b>	<b>+9.2</b>	<b>+8.1</b>	<b>+8.6</b>	<b>+3.1</b>	<b>+5.4</b>	<b>-2.4</b>	<b>-3.8</b>	<b>+6.4</b>	<b>+4.7</b>	<b>+3.1</b>
2004 – 2005 Percent Changes (By Same Month Last Year)												
Origin Mkts	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Florida	-17.7	-2.4										
Southeast	-2.6	-7.9										
Northeast	+14.1	+6.5										
Midwest	-2.8	+6.2										
Canada	+9.8	+6.3										
Europe	+12.0	+8.7										
Mkts of Opp	+6.8	-6.4										
<b>TOTAL</b>	<b>+4.7</b>	<b>+5.3</b>										

Percent Changes in Visitation (by Month) (Δ)



### TOP U.S. FEEDER MARKETS

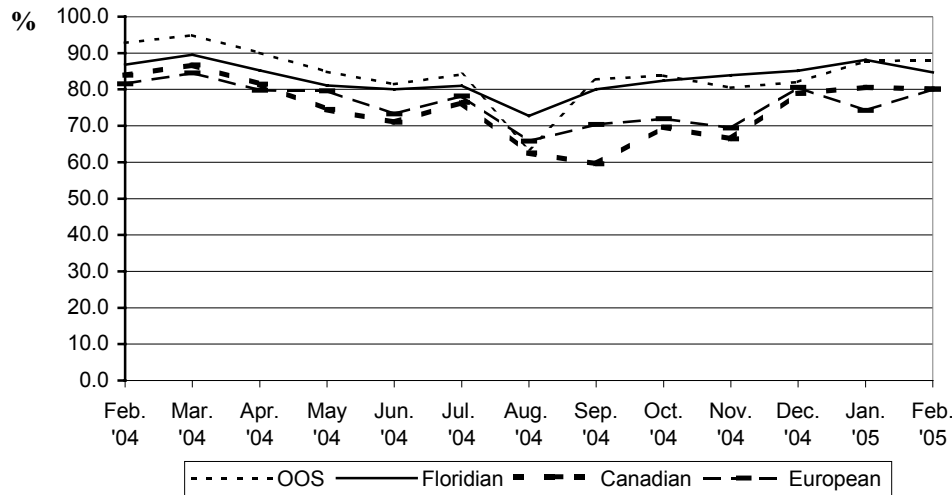
<u>February 2004</u>		<u>February 2005</u>		<u>'04</u>		
<u>Rank</u>		<u>Rank</u>		<u>Rank</u>		
1.	<i>New York</i>	10.7%	1.	<i>New York</i>	10.2%	1
2.	<i>Chicago</i>	9.3	2.	<i>Chicago</i>	9.4	2
3.	<i>Boston</i>	7.3	3.	<i>Boston</i>	7.9	3
4.	<i>Detroit</i>	7.1	4.	<i>Minneapolis / St. Paul</i>	4.9	5
5.	<i>Minneapolis / St. Paul</i>	5.0	5.	<i>Detroit</i>	4.5	4
6.	<i>Philadelphia</i>	4.7	6.	<i>Philadelphia</i>	4.0	6
7.	<i>Pittsburgh</i>	3.5	7.	<i>Washington, D.C.</i>	3.7	--
8.	<i>Buffalo</i>	3.1	8.	<i>Buffalo</i>	3.4	8
9.	<i>Cleveland</i>	3.0	9.	<i>Indianapolis</i>	3.0	--
10.	<i>Cincinnati</i>	2.8	10.	<i>Cleveland</i>	2.9	9
			11.	<i>Hartford / New Haven</i>	2.9	--

**St. Petersburg/Clearwater Area Occupancy Barometer: 2004 -- 2005**

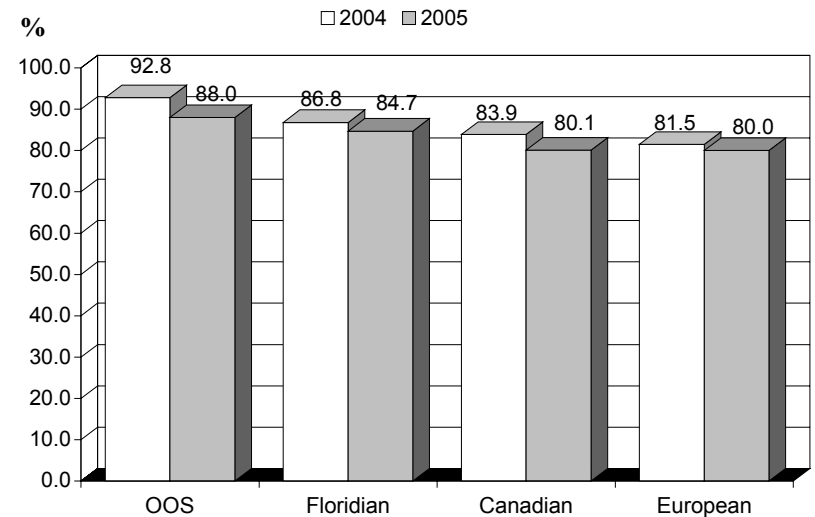
1. Compared to 2004, **OVER THE NEXT THREE MONTHS**, properties report **RESERVATIONS UP OR THE SAME** for:

	Mar. '04	Apr. '04	May '04	Jun. '04	Jul. '04	Aug. '04	Sep. '04	Oct. '04	Nov. '04	Dec. '04	Jan. '05	Feb. '05	Feb. '04
U.S. OOS Travelers	94.9%	90.1%	84.9%	81.4%	84.2%	63.6%	82.8%	83.8%	80.5%	82.1%	87.8%	88.0%	92.8%
Floridian Travelers	89.5	85.2	81.1	80.0	81.0	72.7	80.0	82.4	83.9	85.1	88.1	84.7	86.8
Canadian Travelers	86.7	81.4	74.5	71.0	74.4	62.5	59.5	69.7	66.4	78.9	80.6	80.1	83.9
European Travelers	84.5	79.8	79.6	73.3	78.2	65.8	70.4	71.9	69.4	80.6	74.2	80.0	81.5

**Reservations**



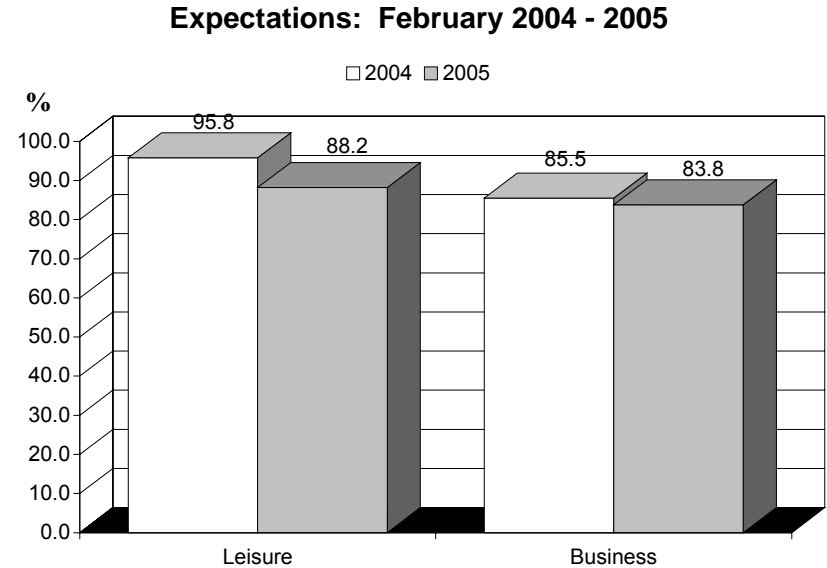
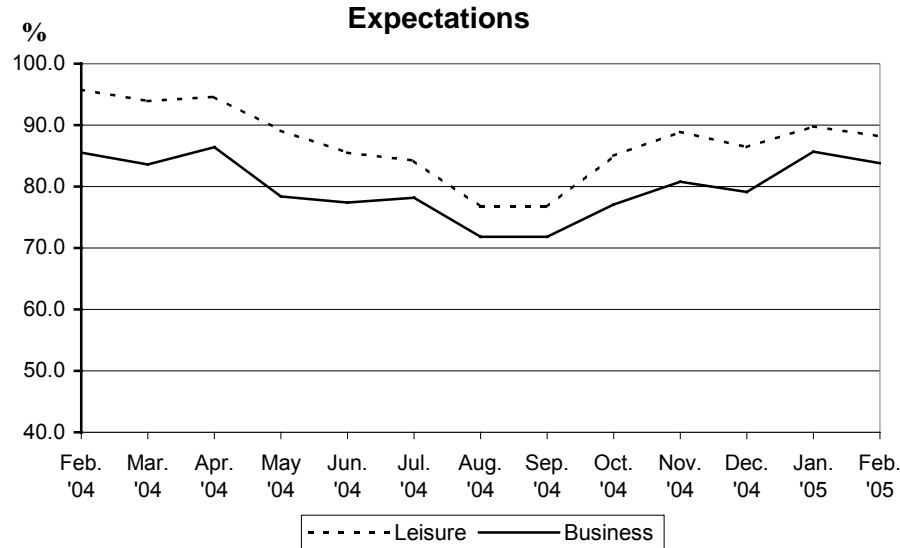
**Reservations: February 2004 - 2005**



2. **OVER THE NEXT THREE MONTHS** (compared to the same period last year), industry managers **EXPECT** “growth” or “stability” for the following market segments:

	Mar. '04	Apr. '04	May. '04	Jun. '04	Jul. '04	Aug. '04	Sep. '04	Oct. '04	Nov. '04	Dec. '04	Jan. '05	Feb. '05	Feb. '04
Leisure Travelers	93.9%	94.6%	89.1%	85.5%	84.2%	76.7%	83.4%	85.0%	88.9%	86.4%	89.8%	88.2%	95.8%
Business Travelers	83.6	86.4	78.4	77.4	78.2	71.8	75.0	77.1	80.8	79.1	85.7	83.8	85.5
Conferences/ Business Meetings *	73.6	76.8	74.3	71.4	73.6	69.7	72.8	75.9	75.0	73.5	80.0	78.6	79.6
Travel & Tour Groups *	77.4	80.6	73.3	72.8	74.5	67.7	69.6	71.1	68.2	83.3	75.0	77.2	82.1

\* (Base: Properties where category is applicable.)



**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2000 - 2005**

	Florida						Southeast					
	2000	2001	2002	2003	2004	2005	2000	2001	2002	2003	2004	2005
Jan.	6,535	5,484	7,286	5,581	7,008	5,765	13,070	13,461	14,337	14,417	14,266	13,889
Feb.	8,780	10,695	13,737	12,999	13,013	12,699	10,829	10,389	12,244	11,226	12,696	11,696
Mar.	25,457	24,399	28,040	27,443	28,868		18,113	19,316	18,526	20,458	19,609	
Apr.	49,901	50,052	57,965	56,050	55,082		31,098	31,376	34,350	37,124	38,558	
<b>Win.</b>	<b>90,673</b>	<b>90,630</b>	<b>107,028</b>	<b>102,073</b>	<b>103,971</b>		<b>73,110</b>	<b>74,542</b>	<b>79,457</b>	<b>83,225</b>	<b>85,129</b>	
May	32,071	35,312	39,785	37,344	38,673		25,656	24,108	23,069	25,587	26,283	
Jun.	73,540	73,014	79,279	82,217	76,684		60,353	57,997	56,263	56,033	56,163	
Jul.	89,525	92,259	104,221	107,994	108,187		52,307	53,818	56,801	58,519	56,616	
Aug.	62,519	68,066	72,170	78,708	71,585		29,353	27,072	29,489	27,610	26,543	
<b>Sp./Sm.</b>	<b>257,655</b>	<b>268,651</b>	<b>295,455</b>	<b>306,263</b>	<b>295,129</b>		<b>167,669</b>	<b>162,995</b>	<b>165,622</b>	<b>167,749</b>	<b>165,605</b>	
Sept.	29,460	35,020	37,503	34,600	35,863		12,104	10,006	11,523	11,234	10,370	
Oct.	18,705	23,644	24,931	24,548	26,496		25,540	27,307	26,712	27,798	27,649	
Nov.	11,231	19,142	20,683	19,316	20,777		7,324	10,634	12,065	13,230	14,129	
Dec.	22,947	36,129	34,280	35,635	29,237		17,384	22,233	22,139	22,991	22,125	
<b>Fall</b>	<b>82,343</b>	<b>113,935</b>	<b>117,397</b>	<b>114,099</b>	<b>112,373</b>		<b>62,352</b>	<b>70,180</b>	<b>72,439</b>	<b>75,253</b>	<b>74,273</b>	
<b>Total</b>	<b>430,671</b>	<b>473,216</b>	<b>519,880</b>	<b>522,435</b>	<b>511,473</b>		<b>303,131</b>	<b>307,717</b>	<b>317,518</b>	<b>326,227</b>	<b>325,007</b>	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2000 - 2005**

	Northeast						Midwest					
	2000	2001	2002	2003	2004	2005	2000	2001	2002	2003	2004	2005
Jan.	65,348	72,292	67,925	63,480	69,579	79,406	80,518	89,742	92,368	90,453	97,611	94,868
Feb.	95,121	103,281	102,131	105,765	114,897	122,311	98,633	100,836	107,805	98,380	106,327	112,954
Mar.	122,877	133,178	133,689	132,228	147,065		196,310	206,883	210,797	208,071	227,678	
Apr.	189,480	197,966	205,384	214,010	233,706		224,917	242,788	243,311	246,767	268,329	
<b>Win.</b>	<b>472,826</b>	<b>506,717</b>	<b>509,129</b>	<b>515,483</b>	<b>565,247</b>		<b>600,378</b>	<b>640,249</b>	<b>654,281</b>	<b>643,671</b>	<b>699,945</b>	
May	78,320	76,397	76,896	84,023	92,740		108,365	110,012	112,335	117,218	127,659	
Jun.	72,525	76,121	76,210	80,123	86,405		161,280	174,508	183,621	180,669	188,470	
Jul.	81,981	87,646	89,630	89,374	99,218		129,258	130,701	140,178	141,509	150,229	
Aug.	69,000	71,546	73,334	81,593	80,835		102,165	102,098	107,867	116,620	110,997	
<b>Sp./Sm.</b>	<b>301,826</b>	<b>311,710</b>	<b>316,070</b>	<b>335,113</b>	<b>359,198</b>		<b>501,068</b>	<b>517,319</b>	<b>544,001</b>	<b>556,016</b>	<b>577,355</b>	
Sept.	46,360	37,136	41,065	48,529	41,049		63,488	53,299	58,664	67,177	58,980	
Oct.	77,700	70,931	74,081	78,700	82,562		99,283	94,908	101,861	112,634	121,346	
Nov.	60,793	57,662	59,340	67,209	72,028		64,211	61,443	61,802	69,590	70,920	
Dec.	73,709	66,005	64,275	73,187	80,993		104,306	112,903	115,695	127,981	129,984	
<b>Fall</b>	<b>258,562</b>	<b>231,734</b>	<b>238,761</b>	<b>267,625</b>	<b>276,632</b>		<b>331,288</b>	<b>322,553</b>	<b>338,022</b>	<b>377,382</b>	<b>381,230</b>	
<b>Total</b>	<b>1,033,214</b>	<b>1,050,161</b>	<b>1,063,960</b>	<b>1,118,221</b>	<b>1,201,077</b>		<b>1,432,734</b>	<b>1,480,121</b>	<b>1,536,304</b>	<b>1,577,069</b>	<b>1,658,530</b>	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2000 - 2005**

	Canada						Europe					
	2000	2001	2002	2003	2004	2005	2000	2001	2002	2003	2004	2005
Jan.	25,439	24,679	20,448	20,927	20,774	22,800	30,340	32,158	21,388	26,973	28,783	32,234
Feb.	34,243	36,362	27,772	30,430	32,057	34,087	36,878	37,279	26,578	27,180	29,835	32,416
Mar.	62,663	66,589	57,080	60,376	68,086		51,403	48,798	39,556	37,922	41,941	
Apr.	65,089	69,475	52,956	48,771	54,295		139,579	132,226	100,187	105,549	116,460	
<b>Win.</b>	<b>187,434</b>	<b>197,105</b>	<b>158,256</b>	<b>160,504</b>	<b>175,212</b>		<b>258,200</b>	<b>250,461</b>	<b>187,709</b>	<b>197,624</b>	<b>217,019</b>	
May	18,567	19,014	17,385	11,756	13,141		59,415	58,741	50,150	56,016	61,577	
Jun.	11,665	10,874	10,230	7,331	8,640		108,027	104,601	86,440	96,357	102,606	
Jul.	22,633	24,090	19,281	21,280	22,983		110,649	108,148	92,757	96,290	105,945	
Aug.	15,249	16,243	14,356	12,363	13,271		89,585	87,402	72,170	77,884	82,846	
<b>Sp./Sm.</b>	<b>68,114</b>	<b>70,221</b>	<b>61,252</b>	<b>52,730</b>	<b>58,035</b>		<b>367,676</b>	<b>358,892</b>	<b>301,517</b>	<b>326,547</b>	<b>352,974</b>	
Sept.	11,190	8,466	9,847	9,661	9,938		57,322	40,792	42,322	44,036	51,419	
Oct.	27,698	23,977	25,287	23,465	23,424		97,844	82,253	89,396	82,310	89,858	
Nov.	24,415	22,214	22,899	23,020	22,162		68,850	55,535	60,325	61,917	66,764	
Dec.	30,596	24,665	25,710	26,822	28,841		84,140	69,826	75,702	77,019	84,549	
<b>Fall</b>	<b>93,899</b>	<b>79,322</b>	<b>83,743</b>	<b>82,968</b>	<b>84,365</b>		<b>308,156</b>	<b>248,406</b>	<b>267,745</b>	<b>265,282</b>	<b>292,590</b>	
<b>Total</b>	<b>349,447</b>	<b>346,648</b>	<b>303,251</b>	<b>296,202</b>	<b>317,612</b>		<b>934,032</b>	<b>857,759</b>	<b>756,971</b>	<b>789,453</b>	<b>862,583</b>	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2000 - 2005**

	Markets of Opportunity						Latin America					
	2000	2001	2002	2003	2004	2005	2000	2001	2002	2003	2004	2005
Jan.	12,136	11,467	11,282	10,696	12,264	13,103	n/a	n/a	n/a	n/a	n/a	n/a
Feb.	8,195	6,722	8,362	9,454	8,570	8,020	n/a	n/a	n/a	n/a	n/a	n/a
Mar.	12,728	9,150	13,018	12,474	11,438		n/a	n/a	n/a	n/a	n/a	
Apr.	23,143	23,158	21,469	19,654	20,459		n/a	n/a	n/a	n/a	n/a	
<b>Win.</b>	<b>56,202</b>	<b>50,497</b>	<b>54,131</b>	<b>52,278</b>	<b>52,731</b>		<b>9,819</b>	<b>13,010</b>	<b>9,800</b>	<b>6,500</b>	<b>3,745</b>	
May	15,191	15,959	14,711	13,831	15,394		n/a	n/a	n/a	n/a	n/a	
Jun.	19,780	20,713	19,436	20,947	21,061		n/a	n/a	n/a	n/a	n/a	
Jul.	16,597	15,889	18,239	17,024	17,377		n/a	n/a	n/a	n/a	n/a	
Aug.	13,342	14,309	18,625	17,308	16,087		n/a	n/a	n/a	n/a	n/a	
<b>Sp./Sm.</b>	<b>64,910</b>	<b>66,870</b>	<b>71,011</b>	<b>69,110</b>	<b>69,919</b>		<b>32,683</b>	<b>31,321</b>	<b>23,490</b>	<b>24,414</b>	<b>19,326</b>	
Sept.	8,450	7,697	8,590	9,436	8,426		n/a	n/a	n/a	n/a	n/a	
Oct.	12,950	9,990	13,890	11,552	12,672		n/a	n/a	n/a	n/a	n/a	
Nov.	7,324	9,689	9,110	10,319	10,250		n/a	n/a	n/a	n/a	n/a	
Dec.	14,603	15,633	19,283	19,542	19,359		n/a	n/a	n/a	n/a	n/a	
<b>Fall</b>	<b>43,327</b>	<b>43,009</b>	<b>50,873</b>	<b>50,849</b>	<b>50,707</b>		<b>9,970</b>	<b>5,832</b>	<b>7,243</b>	<b>5,240</b>	<b>4,570</b>	
<b>Total</b>	<b>164,439</b>	<b>160,376</b>	<b>176,015</b>	<b>172,237</b>	<b>173,357</b>		<b>52,472</b>	<b>50,163</b>	<b>40,533</b>	<b>36,154</b>	<b>27,641</b>	

**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2000 - 2005**

	<b>TOTAL</b>					
	<b>2000 *</b>	<b>2001 *</b>	<b>2002 *</b>	<b>2003 *</b>	<b>2004 *</b>	<b>2005 *</b>
Jan.	233,386	249,283	235,034	232,527	250,285	262,065
Feb.	292,679	305,564	298,629	295,434	317,395	334,183
Mar.	489,551	508,313	500,706	498,972	544,685	
Apr.	723,207	747,041	715,622	727,925	786,889	
<b>Win.</b>	<b>1,748,642</b>	<b>1,823,211</b>	<b>1,759,791</b>	<b>1,761,358</b>	<b>1,902,999</b>	
May	337,585	339,543	334,331	345,775	375,467	
Jun.	507,170	517,828	511,479	523,677	540,029	
Jul.	502,950	512,551	521,107	531,990	560,555	
Aug.	381,213	386,736	388,011	412,086	402,164	
<b>Sp./Sm.</b>	<b>1,761,601</b>	<b>1,787,979</b>	<b>1,778,418</b>	<b>1,837,942</b>	<b>1,897,541</b>	
Sept.	228,374	192,416	209,514	224,673	216,045	
Oct.	359,720	333,010	356,158	361,007	384,007	
Nov.	244,148	236,319	246,224	264,601	277,030	
Dec.	347,685	347,394	357,084	383,177	395,088	
<b>Fall</b>	<b>1,189,897</b>	<b>1,114,971</b>	<b>1,176,223</b>	<b>1,238,698</b>	<b>1,276,740</b>	
<b>Total</b>	<b>4,700,140</b>	<b>4,726,161</b>	<b>4,714,432</b>	<b>4,837,998</b>	<b>5,077,280</b>	