

# RESEARCH DATA SERVICES, INC.

405 NORTH REO STREET • SUITE 100  
TAMPA, FLORIDA 33609  
TEL (813) 254-2975 • FAX (813) 254-2986

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

### June 2007 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.

***Research@KlagesGroup.com***

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***www.KlagesGroup.com***

## June 2007 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

|                  | Annual<br>2006 *       | Year to Date (H/M/C/C & V F/R) |                        |                | June                 |                      |                |
|------------------|------------------------|--------------------------------|------------------------|----------------|----------------------|----------------------|----------------|
|                  |                        | 2006 *                         | 2007 *                 | % Δ<br>'06/'07 | 2006                 | 2007                 | % Δ<br>'06/'07 |
| H/M/C/C Visitors | 2,649,090              | 1,487,245                      | 1,479,670              | -0.5           | 316,550              | 312,500              | -1.3           |
| V F/R Visitors   | 2,605,165              | 1,520,820                      | 1,556,670              | +2.4           | 244,980              | 250,900              | +2.4           |
| <b>Total</b>     | <b>5,254,255</b>       | <b>3,008,065</b>               | <b>3,036,340</b>       | <b>+0.9</b>    | <b>561,530</b>       | <b>563,400</b>       | <b>+0.3</b>    |
| H/M/C/C Exp.     | \$1,892,163,402        | \$1,117,952,125                | \$1,159,890,500        | +3.8           | \$165,862,700        | \$171,796,900        | +3.6           |
| V F/R Exp.       | 1,329,141,762          | 779,980,817                    | 813,470,250            | +4.3           | 110,502,710          | 115,915,800          | +4.9           |
| <b>Total</b>     | <b>\$3,221,305,164</b> | <b>\$1,897,932,942</b>         | <b>\$1,973,360,750</b> | <b>+4.0</b>    | <b>\$276,365,410</b> | <b>\$287,712,700</b> | <b>+4.1</b>    |
| Room Nights (e)* | 6,630,561              | 3,814,622                      | 3,718,945              | -2.5           | 553,500              | 533,600              | -3.6           |

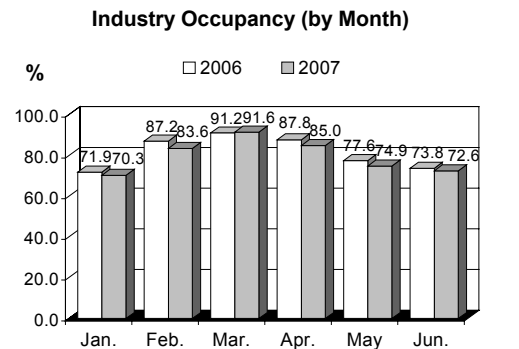
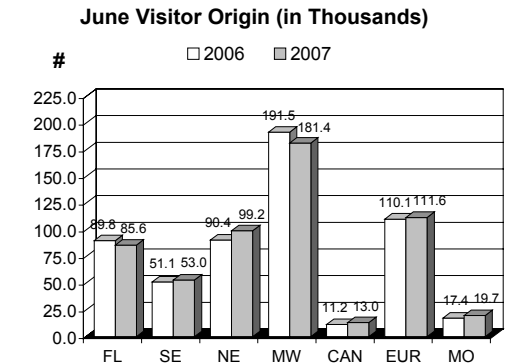
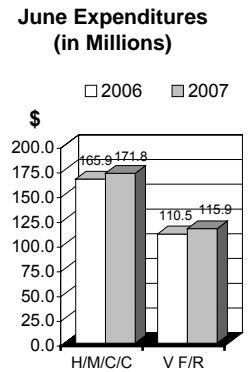
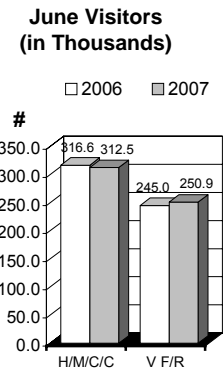
\*Based on Industry REVPAR

| Visitor<br>Origin | Annual<br>2006 * | Year to Date (H/M/C/C & V F/R) |                     |             | June (H/M/C/C & V F/R) |                   |              |                   |             |
|-------------------|------------------|--------------------------------|---------------------|-------------|------------------------|-------------------|--------------|-------------------|-------------|
|                   |                  | 2006<br>Visitor # *            | 2007<br>Visitor # * | %<br>Δ      | %<br>Rel.              | 2006<br>Visitor # | %<br>Rel.    | 2007<br>Visitor # | %<br>Δ      |
| Florida           | 559,916          | 237,383                        | 240,474             | +1.3        | 16.0%                  | 89,845            | 15.2%        | 85,637            | -4.7        |
| Southeast         | 305,039          | 158,229                        | 164,136             | +3.7        | 9.1                    | 51,099            | 9.4          | 52,960            | +3.6        |
| Northeast         | 1,267,716        | 803,793                        | 827,041             | +2.9        | 16.1                   | 90,406            | 17.6         | 99,158            | +9.7        |
| Midwest           | 1,707,860        | 1,085,172                      | 1,074,668           | -1.0        | 34.1                   | 191,482           | 32.2         | 181,415           | -5.3        |
| Canada            | 339,817          | 225,009                        | 221,858             | -1.4        | 2.0                    | 11,231            | 2.3          | 12,958            | +15.4       |
| Europe            | 886,191          | 415,864                        | 421,016             | +1.2        | 19.6                   | 110,060           | 19.8         | 111,553           | +1.4        |
| U.S. Opp. Mkts    | 161,976          | 77,615                         | 82,467              | +6.3        | 3.1                    | 17,407            | 3.5          | 19,719            | +13.3       |
| Latin American    | 25,740           | (04/06) 5,000                  | (04/07) 4,680       | -6.4        | n/a                    | n/a               | n/a          | n/a               | n/a         |
| <b>Total</b>      | <b>5,254,255</b> | <b>3,008,065</b>               | <b>3,036,340</b>    | <b>+0.9</b> | <b>100.0</b>           | <b>561,530</b>    | <b>100.0</b> | <b>563,400</b>    | <b>+0.3</b> |

Please Note: Latin American Visitor numbers published seasonally only.

| Occupancy:<br>Industry (Weighted) | Monthly       |              |               |              | Seasonal<br>Winter | Monthly      |              |
|-----------------------------------|---------------|--------------|---------------|--------------|--------------------|--------------|--------------|
|                                   | Jan.          | Feb.         | Mar.          | Apr.         |                    | May          | Jun.         |
| Occupancy 2007                    | 70.3%         | 83.6%        | 91.6%         | 85.0%        | 82.6%              | 74.9%        | 72.6%        |
| Occupancy 2006                    | 71.9          | 87.2         | 91.2          | 87.8         | 84.5               | 77.6         | 73.8         |
| <b>Δ Points</b>                   | <b>-1.6</b>   | <b>-3.6</b>  | <b>+0.4</b>   | <b>-2.8</b>  | <b>-1.9</b>        | <b>-2.7</b>  | <b>-1.2</b>  |
| ADR 2007                          | \$92.58       | \$112.62     | \$128.34      | \$119.41     | \$113.24           | \$103.50     | \$94.94      |
| ADR 2006                          | 82.99         | 105.23       | 115.22        | 111.96       | 103.85             | 99.46        | 88.91        |
| <b>Δ Percent</b>                  | <b>+11.6%</b> | <b>+7.0%</b> | <b>+11.4%</b> | <b>+6.7%</b> | <b>+9.0%</b>       | <b>+4.1%</b> | <b>+6.8%</b> |

| Occupancy: By Size | June Occupancy |       |         | June Room Rate |         |       |
|--------------------|----------------|-------|---------|----------------|---------|-------|
|                    | 2006           | 2007  | Point Δ | 2006           | 2007    | % Δ   |
| < 20 units         | 68.4%          | 69.4% | +1.0    | \$78.83        | \$82.29 | +4.4  |
| 21 - 50 units      | 71.6           | 70.6  | -1.0    | 80.25          | 84.34   | +5.1  |
| 51 - 100 units     | 74.6           | 71.2  | -3.4    | 89.50          | 94.60   | +5.7  |
| 101+ units         | 76.4           | 75.2  | -1.2    | 98.83          | 109.75  | +11.0 |



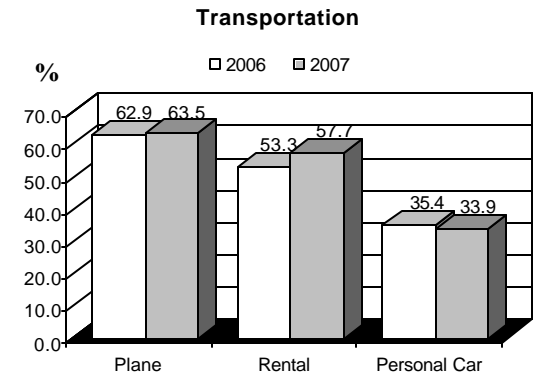
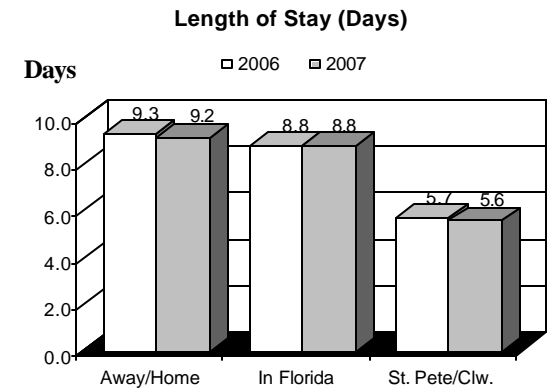
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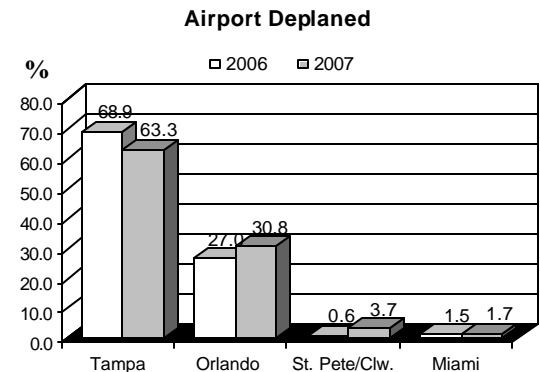


## June 2007 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

|   | <u>June 2006</u> | <u>June 2007</u> |
|---|------------------|------------------|
| <b>Length of Stay (Days)</b>  |                  |                  |
| Away from Home  | 9.3              | 9.2              |
| In Florida  | 8.8              | 8.8              |
| In St. Petersburg/Clearwater Area   | 5.7              | 5.6              |
| <b>Party Size (# of People)</b>   |                  |                  |
|   | 3.3              | 3.3              |
| <b>Party Composition</b>  |                  |                  |
| Family  | 63.7%            | 61.4%            |
| Couple (Traveling without Children)   | 32.1             | 33.9             |
| Single  | 3.1              | 2.7              |
| <b>Transportation (Multiple Response)</b><br>(Percentaged to the Base of All Respondents) |                  |                  |
| Plane   | 62.9%            | 63.5%            |
| Rental Car  | 53.3             | 57.7             |
| Personal Car  | 35.4             | 33.9             |

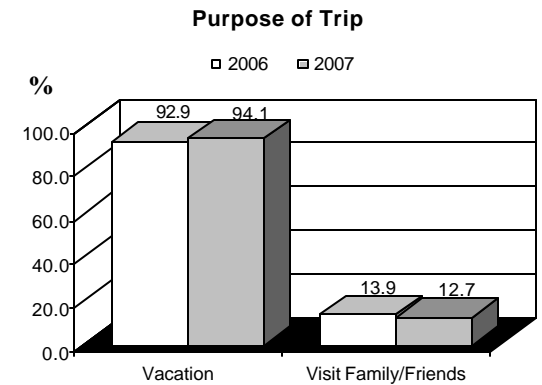


|   | <u>Total</u> |             | <u>Europe</u> |             |
|---|--------------|-------------|---------------|-------------|
|   | <u>2006</u>  | <u>2007</u> | <u>2006</u>   | <u>2007</u> |
| <b>Airport Deplaned (Base: Flew)</b>            |              |             |               |             |
| Tampa International                             | 68.9%        | 63.3%       | 16.9%         | 18.2%       |
| Orlando International/Sanford                   | 27.0         | 30.8        | 72.9          | 77.3        |
| St. Petersburg-Clearwater                       | 0.6          | 3.7         | N/A           | N/A         |
| Miami International                             | 1.5          | 1.7         | 5.1           | 4.5         |
| <b>Car Rental Location (Base: Rented a Car)</b> |              |             |               |             |
| Tampa   | 63.2%        | 60.1%       | 9.6%          | 14.3%       |
| Greater Orlando Area                            | 31.3         | 32.1        | 80.8          | 80.9        |
| St. Petersburg/Clearwater Area                  | 1.3          | 4.6         | N/A           | N/A         |
| Miami   | 1.8          | 1.3         | 5.8           | 4.8         |



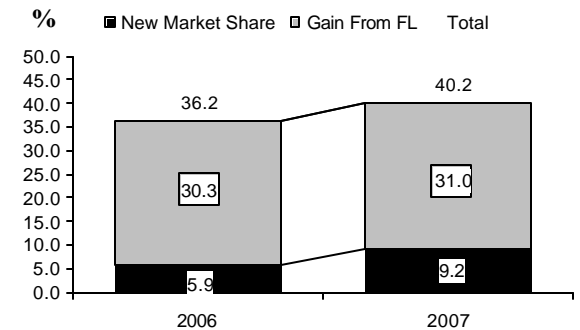
**June 2007 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau**

| Purpose of Trip (Multiple Response) | Total |       | Europe |       |
|-------------------------------------|-------|-------|--------|-------|
|                                     | 2006  | 2007  | 2006   | 2007  |
| <b>A. Visitor Profile Data</b>      |       |       |        |       |
| Vacation                            | 92.9% | 94.1% | 98.3%  | 99.3% |
| Visit Friends/Relatives             | 13.9  | 12.7  | 1.7    | 4.5   |
| <b>B. Occupancy Barometer Data</b>  |       |       |        |       |
| Business Travelers                  | 14.0% | 18.9% | N/A    | N/A   |
| Conferences/Business Meetings       | 9.4   | 9.3   | N/A    | N/A   |

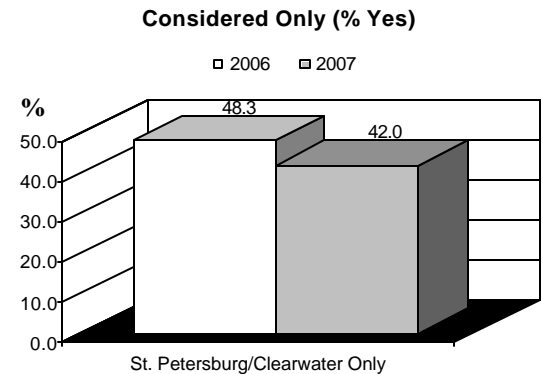


| First Visit to (% Yes)         | Total |       | Europe |       |
|--------------------------------|-------|-------|--------|-------|
|                                | 2006  | 2007  | 2006   | 2007  |
| St. Petersburg/Clearwater Area | 36.2% | 40.2% | 59.9%  | 59.1% |
| Florida                        | 5.9   | 9.2   | 15.3   | 27.3  |

**First Visit to St. Petersburg/Clearwater Area (%Yes)**

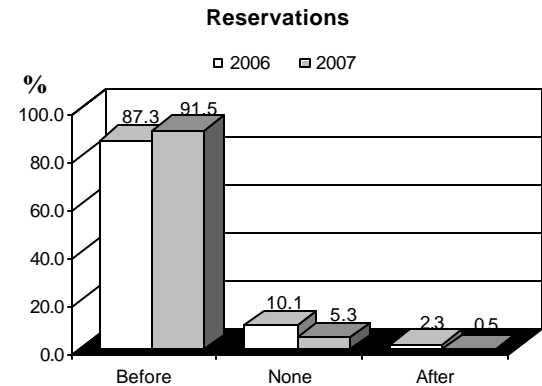
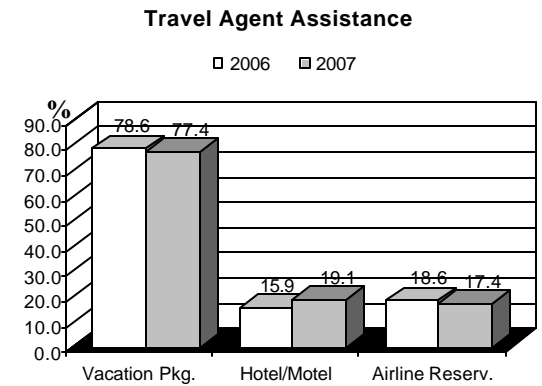


| Considered St. Petersburg/Clearwater Area Only | Total |       | Europe |      |
|--|-------|-------|--------|------|
|  | 2006  | 2007  | 2006   | 2007 |
|  | 48.3% | 42.0% | 19.0%  | 9.1% |

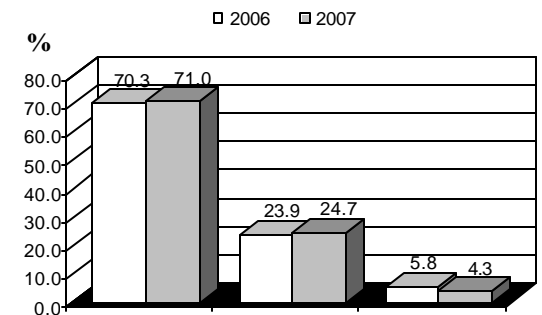


## June 2007 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

|   | Total |       | Europe |       |
|---|-------|-------|--------|-------|
|   | 2006  | 2007  | 2006   | 2007  |
| <b>Information Sources</b><br>(Open Ended Multiple Response)  |       |       |        |       |
| Internet  | 75.3% | 75.7% | 74.7%  | 73.7% |
| Previous Visit  | 53.1  | 47.9  | 37.8   | 36.8  |
| Recommendation  | 27.6  | 27.7  | 25.9   | 21.1  |
| Print Media   | 15.5  | 18.0  | 37.8   | 42.1  |
| Business Contacts   | 6.5   | 8.5   | 3.4    | N/A   |
| Travel Agent  | 5.2   | 6.4   | 21.7   | 36.8  |
| <b>Travel Agent Assisted (% Yes)</b>  | 20.2% | 22.3% | 73.2%  | 73.7% |
| <b>Travel Agent Assistance</b><br>(Base: Assisted by Travel Agent)  |       |       |        |       |
| Vacation Packages (Including Fly/Drive)   | 78.6% | 77.4% | 85.7%  | 87.2% |
| Hotel/Motel Reservations  | 15.9  | 19.1  | 7.1    | 6.7   |
| Airline Reservations  | 18.6  | 17.4  | 9.5    | 8.0   |
| <b>Reservations</b>   |       |       |        |       |
| Before Leaving Home   | 87.3% | 91.5% | 86.4%  | 89.5% |
| None  | 10.1  | 5.3   | 10.2   | 5.3   |
| After Arrival   | 2.3   | 0.5   | 1.7    | N/A   |
| <b>Where Stay Night</b>   |       |       |        |       |
| <b>Before St. Petersburg/Clearwater</b>   |       |       |        |       |
| At Home   | 70.3% | 71.0% | 27.6%  | 27.3% |
| In Florida (Not in St. Pete/Clearwater)   | 23.9  | 24.7  | 67.2   | 69.5  |
| On Road (Not in Florida)  | 5.8   | 4.3   | 5.2    | 3.2   |
| <b>Where in Florida</b><br>(Base: Respondents in Florida Night Prior to Arriving in the St. Petersburg/Clearwater Area) |       |       |        |       |
| Orlando   | 61.8% | 68.6% | 79.4%  | 88.4% |
| Tampa   | 7.9   | 6.5   | N/A    | N/A   |
| <b>Visit Other Florida Areas This Trip</b><br>(Overnight Trips Only -- % Yes)   |       |       |        |       |
|   | 29.3% | 31.6% | 73.1%  | 75.2% |



**Where Stay Night Before St. Petersburg/Clearwater Area**



## June 2007 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

|   | Total |       | Europe |       |
|---|-------|-------|--------|-------|
|   | 2006  | 2007  | 2006   | 2007  |
| <b>Attractions/Theme Parks Visited</b><br><i>(Open Ended Multiple Response)</i> |       |       |        |       |
| Busch Gardens   | 18.3% | 21.9% | 30.4%  | 33.3% |
| Disney World  | 17.0  | 19.3  | 50.8   | 53.5  |
| Sea World   | 14.0  | 15.0  | 45.8   | 47.4  |
| Universal Studios   | 15.0  | 12.8  | 51.1   | 42.1  |
| MGM   | 7.8   | 8.6   | 27.7   | 31.8  |
| EPCOT   | 9.2   | 7.0   | 33.3   | 30.5  |

|  | 2006  | 2007  | 2006  | 2007  |
|--|-------|-------|-------|-------|
| <b>Satisfaction with the St. Petersburg/Clearwater Area</b><br>Satisfied <i>(Combined)</i> | 92.6% | 91.8% | 91.3% | 86.7% |

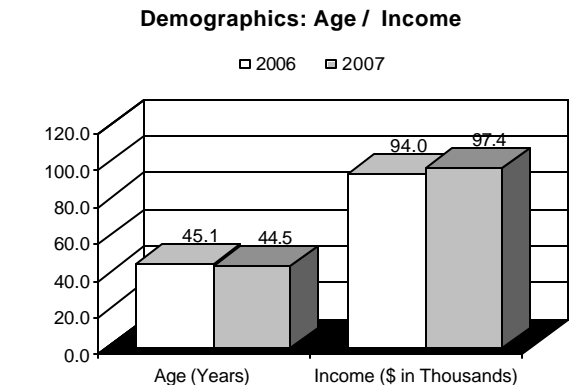
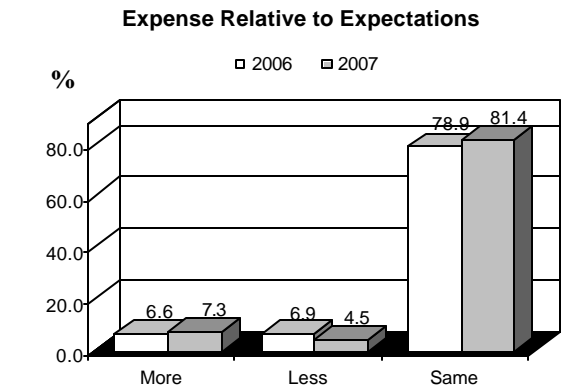
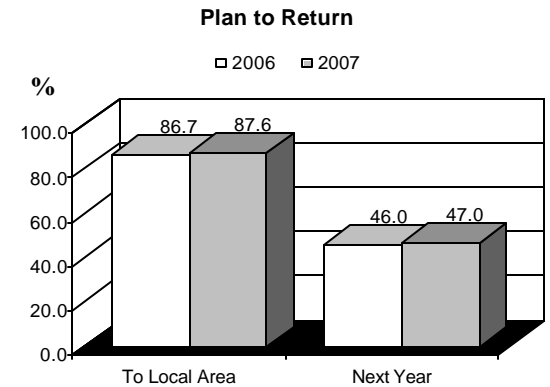
|   | Total |      | Europe |      |
|---|-------|------|--------|------|
|   | 2006  | 2007 | 2006   | 2007 |
| <b>Expense Relative to Expectations</b> |       |      |        |      |
| More Expensive                          | 6.6%  | 7.3% | 10.3%  | 9.5% |
| Less Expensive                          | 6.9   | 4.5  | 15.5   | 14.3 |
| As Expected                             | 78.9  | 81.4 | 58.6   | 61.9 |
| Don't Know                              | 7.6   | 6.8  | 15.6   | 14.3 |

|  | 2006  | 2007  | 2006  | 2007  |
|--|-------|-------|-------|-------|
| <b>Recommend the St. Petersburg/Clearwater Area to Friends/Relatives</b> (% Yes) | 95.7% | 92.7% | 94.1% | 90.5% |

|   | 2006                          | 2007  | 2006  | 2007  |
|---|-------------------------------|-------|-------|-------|
|   | <b>Plan to Return</b> (% Yes) |       |       |       |
| To Local Area                               | 86.7%                         | 87.6% | 71.2% | 70.8% |
| Next Year <i>(Base: Planning to Return)</i> | 46.0                          | 47.0  | 23.9  | 32.5  |

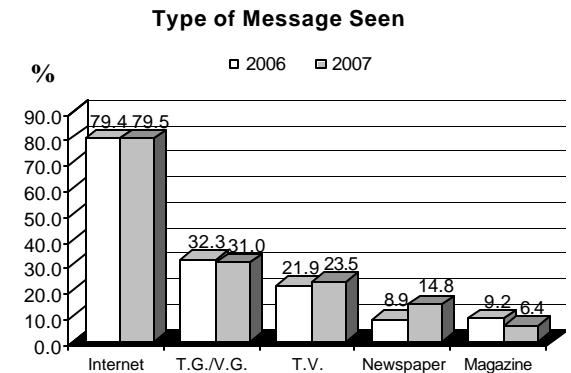
|   | 2006 | 2007 | 2006 | 2007 |
|---|------|------|------|------|
| <b>Median Age Head of Household</b> (Years) | 45.1 | 44.5 | 46.8 | 46.5 |

|                                       | 2006     | 2007     | 2006     | 2007      |
|---------------------------------------|----------|----------|----------|-----------|
| <b>Median Annual Household Income</b> | \$93,951 | \$97,446 | \$90,114 | \$110,000 |

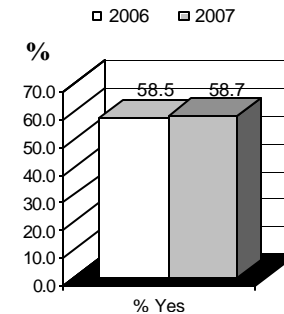


## June 2007 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

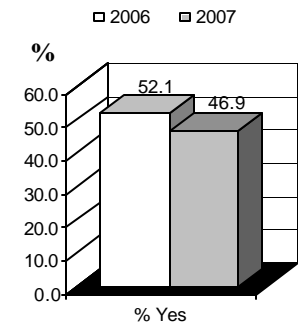
|   | Total |       | Europe |       |
|---|-------|-------|--------|-------|
|   | 2006  | 2007  | 2006   | 2007  |
| <b>St. Petersburg/Clearwater Area Message Seen/Read/Heard</b><br>(% Yes)      | 58.5% | 58.7% | 79.3%  | 78.5% |
| <b>Source of Information (Open Ended Multiple Response)</b>                   |       |       |        |       |
| Internet  | 79.4% | 79.5% | 81.4%  | 81.3% |
| Brochures/Visitor Guides/Travel Guides  | 32.3  | 31.0  | 60.9   | 56.3  |
| Television  | 21.9  | 23.5  | 15.2   | 15.4  |
| Newspapers  | 8.9   | 14.8  | 6.5    | 6.3   |
| Magazine  | 9.2   | 6.4   | 2.3    | N/A   |
| <b>Directly Influenced by Message</b><br>(Base: Seen/Read/Heard Area Message) | 52.1% | 46.9% | 68.6%  | 69.2% |



**Seen/Read/Heard Message**



**Influenced by Message**

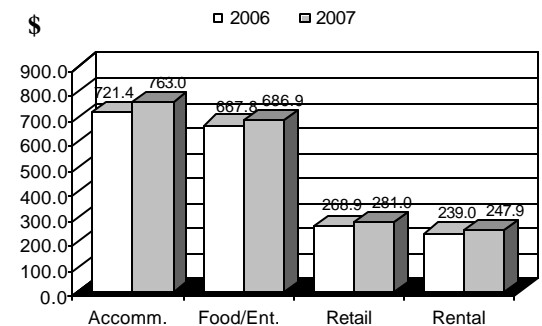


|  | June 2006 | June 2007 |
|--|-----------|-----------|
| <b>Visitor Party Budget Breakdown</b><br>(By Category) |           |           |
| Accommodations   | \$721.44  | \$763.03  |
| Food/Entertainment                                     | 667.77    | 686.93    |
| Retail Purchases                                       | 268.92    | 281.04    |
| Rental Car   | 239.01    | 247.85    |

|   | June 2006  | June 2007  |
|---|------------|------------|
| <b>St. Petersburg/Clearwater Area Base Budget</b> |            |            |
| Total   | \$1,729.09 | \$1,814.19 |
| Per Person/Trip                                   | 523.97     | 549.75     |
| Per Person/Day                                    | 91.92      | 98.17      |

|                          | June 2006 | June 2007 |
|--------------------------|-----------|-----------|
| <b>Occupation</b>        |           |           |
| Professional/Technical   | 37.6%     | 37.2%     |
| Executive/Managerial     | 23.9      | 21.3      |
| Retired                  | 10.0      | 12.8      |
| Craft/Mechanical/Factory | 9.6       | 12.2      |
| Salesman/Buyer           | 5.2       | 8.0       |

**Budget Breakdown**

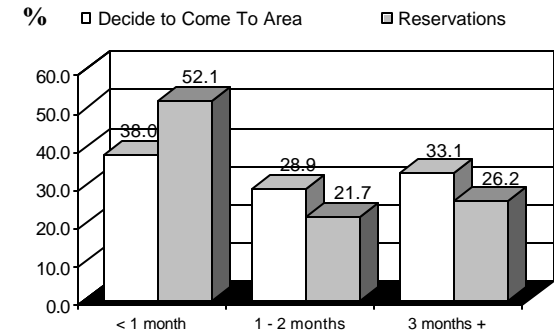


## June 2007 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

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

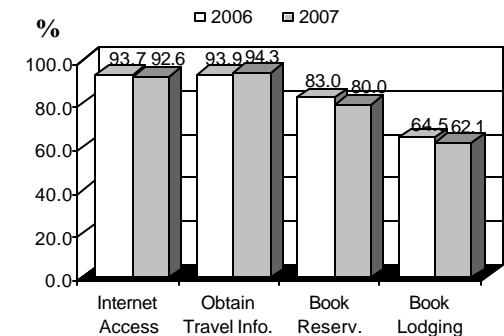
|  | Decide   |          | Reservations |          |
|--|----------|----------|--------------|----------|
|  | June '06 | June '07 | June '06     | June '07 |
| Less than One Month  | 43.3%    | 38.0%    | 53.6%        | 52.1%    |
| 1 - 2 Months   | 26.7     | 28.9     | 23.4         | 21.7     |
| 3 Months or More   | 30.0     | 33.1     | 23.0         | 26.2     |
| Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival | --       | --       | 44.5%        | 39.4%    |

Decision to Come to Area vs. Reservations 2007



|   | June 2006 | June 2007 |
|---|-----------|-----------|
| <b>Have Internet Access</b>   | 93.7%     | 92.6%     |
| <b>Use Internet to:</b> (Base: Respondents who have Internet Access)                          |           |           |
| Obtain Travel Information   | 93.9%     | 94.3%     |
| Book Travel Reservations On-line  | 83.0      | 80.0      |
| <b>Book Lodging Reservations:</b><br>(Base: Respondents who Book Travel Reservations On-line) | 64.5%     | 62.1%     |

Computer Use



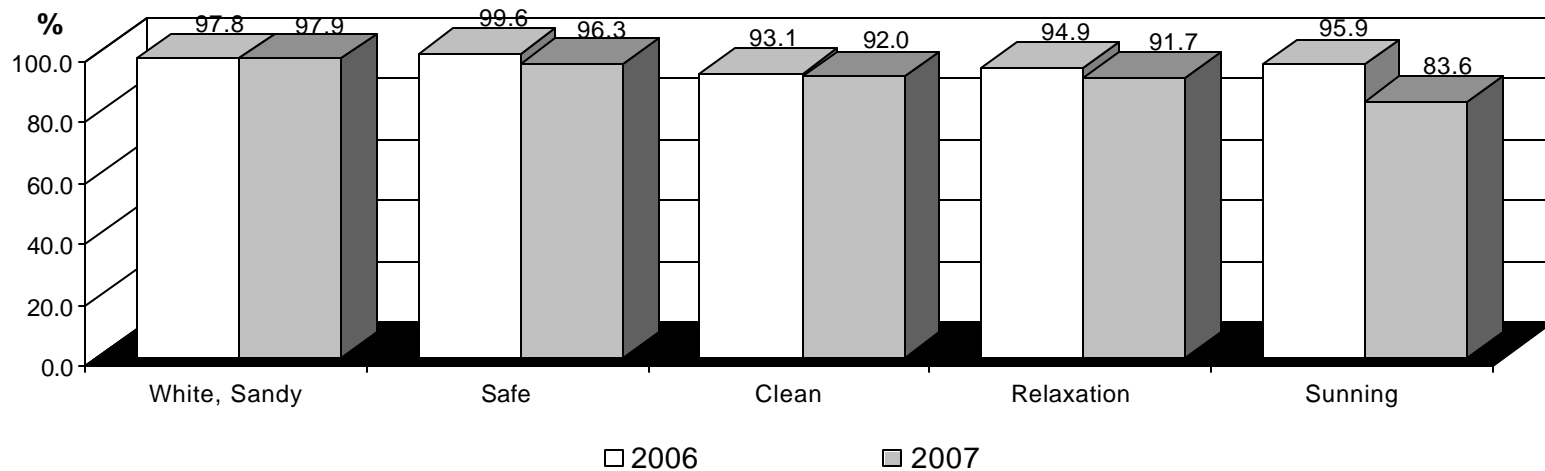
### Occupancy Rate (By Type of Establishment)

|                   | Hotel    | Motel/<br>Resort<br>Vacation | Motel<br>Urban/<br>Midtown | Motel<br>Roadside | Condo-<br>miniums |
|-------------------|----------|------------------------------|----------------------------|-------------------|-------------------|
| <b>June 2006</b>  |          |                              |                            |                   |                   |
| Occupancy Rate    | 79.0%    | 67.3%                        | 65.8%                      | 62.8%             | 71.0%             |
| Average Unit Rate | \$110.32 | \$76.03                      | \$50.75                    | \$56.80           | \$133.95          |
| <b>June 2007</b>  |          |                              |                            |                   |                   |
| Occupancy Rate    | 77.6%    | 65.6%                        | 65.0%                      | 63.1%             | 70.6%             |
| Average Unit Rate | \$118.45 | \$79.95                      | \$55.77                    | \$59.34           | \$142.15          |

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

| Influential Factors          | July '06 | Aug. '06 | Sep. '06 | Oct. '06 | Nov. '06 | Dec. '06 | Jan. '07 | Feb. '07 | Mar. '07 | Apr. '07 | May '07 | Jun. '07     | Jun. '06 |
|------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|--------------|----------|
| White, Sandy Beaches         | 99.2%    | 98.4%    | 99.5%    | 99.6%    | 99.0%    | 99.6%    | 99.4%    | 95.0%    | 95.5%    | 97.6%    | 98.5%   | <b>97.9%</b> | 97.8%    |
| Safe Destination             | 99.5     | 98.7     | 95.4     | 94.6     | 96.6     | 97.0     | 99.1     | 97.0     | 94.6     | 97.6     | 99.3    | <b>96.3</b>  | 99.6     |
| Clean, Unspoiled Environment | 96.6     | 96.1     | 94.7     | 92.2     | 96.2     | 94.2     | 96.5     | 96.9     | 96.1     | 96.5     | 99.1    | <b>92.0</b>  | 93.1     |
| Complete Relaxation          | 98.5     | 98.1     | 96.6     | 98.8     | 94.6     | 95.9     | 97.0     | 90.9     | 95.4     | 97.8     | 95.9    | <b>91.7</b>  | 94.9     |
| Sunning on the Beach         | 98.2     | 95.2     | 96.2     | 89.7     | 90.2     | 94.2     | 94.1     | 91.7     | 90.5     | 88.2     | 78.7    | <b>83.6</b>  | 95.9     |
| Good Value for the Money     | 78.4     | 80.5     | 75.5     | 75.5     | 82.3     | 86.3     | 86.2     | 81.9     | 83.8     | 74.0     | 68.3    | <b>75.8</b>  | 85.4     |
| Warm Weather                 | 66.9     | 62.4     | 73.1     | 92.2     | 91.2     | 90.4     | 97.7     | 92.5     | 94.3     | 92.8     | 85.3    | <b>70.0</b>  | 71.5     |
| Reasonably Priced Lodging    | 79.1     | 81.7     | 80.0     | 72.0     | 80.0     | 82.4     | 79.8     | 78.7     | 72.1     | 67.0     | 66.6    | <b>65.5</b>  | 80.3     |
| Upscale Accommodations       | 62.8     | 66.1     | 66.5     | 61.9     | 62.6     | 58.5     | 52.3     | 55.5     | 56.7     | 55.9     | 52.7    | <b>64.0</b>  | 57.2     |
| Good Dining Out              | 49.2     | 54.3     | 56.7     | 59.1     | 63.6     | 64.3     | 69.5     | 73.8     | 65.8     | 63.2     | 67.2    | <b>58.4</b>  | 61.8     |

Influential Factors in Choosing the St. Petersburg/Clearwater Area -- June 2007



### St. Petersburg/Clearwater Area Visitor Origins

| 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        | -6.7        | -1.3        | -1.3        | +0.6        | -5.3        | -11.6       | +1.2        | -16.9       | +7.2        | +8.5        |
| Southeast   | -2.6        | -7.9        | +1.5        | +4.1        | -0.7        | +1.3        | -15.5       | +4.2        | -9.4        | -4.7        | +5.1        | +10.3       |
| Northeast   | +14.1       | +6.5        | +8.7        | +7.3        | +4.1        | +1.7        | +2.7        | +1.7        | +3.5        | -9.5        | +5.9        | +14.0       |
| Midwest   | -2.8        | +6.2        | +9.5        | +6.9        | +4.3        | +5.8        | +2.3        | -3.5        | -3.4        | -4.3        | -2.9        | -1.1        |
| Canada  | +9.8        | +6.3        | +4.9        | +7.8        | +9.6        | +10.8       | -10.4       | +1.3        | -7.7        | -1.4        | -4.6        | -8.3        |
| Europe  | +12.0       | +8.7        | +15.8       | +8.4        | +7.5        | +8.7        | +5.1        | +0.7        | +1.3        | -3.2        | +7.8        | -4.7        |
| Mkts of Opp   | +6.8        | -6.4        | -18.1       | -6.0        | -3.9        | -1.1        | +8.9        | +13.0       | -16.4       | -8.9        | +0.3        | +17.7       |
| <b>TOTAL</b>  | <b>+4.7</b> | <b>+5.3</b> | <b>+7.5</b> | <b>+6.2</b> | <b>+3.7</b> | <b>+4.3</b> | <b>-0.7</b> | <b>-1.7</b> | <b>-1.2</b> | <b>-6.0</b> | <b>+3.1</b> | <b>+3.0</b> |

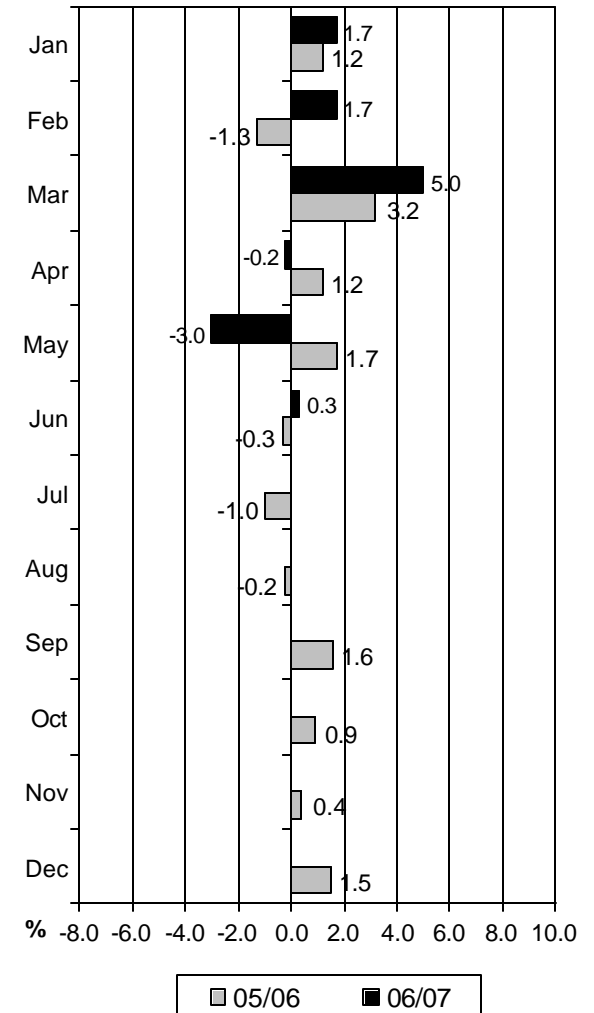
  

| 2005 – 2006 Percent Changes (By Same Month Last Year) |             |             |             |             |             |             |             |             |             |             |             |             |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Origin Mkts   | Jan.        | Feb.        | Mar.        | Apr.        | May         | Jun.        | Jul.        | Aug.        | Sep.        | Oct.        | Nov.        | Dec.        |
| Florida   | +10.4       | -14.3       | +14.4       | +4.3        | +12.1       | +16.4       | +16.2       | +24.1       | +20.1       | +5.8        | +5.5        | +9.3        |
| Southeast   | +6.9        | +10.0       | -9.0        | -11.4       | -1.3        | -10.2       | +3.6        | -7.3        | -7.6        | -3.3        | -3.5        | -5.3        |
| Northeast   | -1.1        | -5.9        | +0.5        | +2.6        | +5.4        | +2.9        | -8.1        | -1.2        | -8.1        | +9.1        | -3.0        | +2.3        |
| Midwest   | +4.5        | -1.0        | +2.9        | +2.4        | -0.7        | -4.0        | -6.1        | -4.3        | +0.1        | -1.6        | +7.0        | +1.8        |
| Canada  | -5.8        | +5.5        | +14.2       | +4.1        | -3.8        | +17.3       | +7.0        | +5.7        | +11.1       | -22.8       | +4.4        | +7.7        |
| Europe  | -5.4        | +5.9        | -6.8        | +3.2        | -1.3        | -1.3        | -7.5        | -8.2        | -1.3        | +3.8        | -4.0        | -0.6        |
| Mkts of Opp   | +9.3        | +11.1       | +16.1       | -38.4       | -3.6        | -16.5       | +1.9        | -13.2       | -1.5        | -2.3        | -2.4        | -7.6        |
| <b>TOTAL</b>  | <b>+1.2</b> | <b>-1.3</b> | <b>+3.2</b> | <b>+1.2</b> | <b>+1.7</b> | <b>-0.3</b> | <b>-1.0</b> | <b>-0.2</b> | <b>+1.6</b> | <b>+0.9</b> | <b>+0.4</b> | <b>+1.5</b> |

| 2006 – 2007 Percent Changes (By Same Month Last Year) |             |             |             |             |             |             |      |      |      |      |      |      |
|---|-------------|-------------|-------------|-------------|-------------|-------------|------|------|------|------|------|------|
| Origin Mkts   | Jan.        | Feb.        | Mar.        | Apr.        | May         | Jun.        | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
| Florida   | +18.7       | +23.3       | +11.2       | +7.2        | -9.2        | -4.7        |      |      |      |      |      |      |
| Southeast   | +10.8       | -0.9        | +26.0       | +6.9        | -17.9       | +3.6        |      |      |      |      |      |      |
| Northeast   | +3.1        | +2.3        | +8.2        | -2.2        | +2.0        | +9.7        |      |      |      |      |      |      |
| Midwest   | -1.5        | -0.1        | +4.3        | -0.8        | -5.6        | -5.3        |      |      |      |      |      |      |
| Canada  | +5.5        | -3.9        | -5.9        | -1.6        | +8.1        | +15.4       |      |      |      |      |      |      |
| Europe  | +7.1        | +7.6        | +2.2        | -2.2        | +1.2        | +1.4        |      |      |      |      |      |      |
| Mkts of Opp   | -17.1       | -5.8        | +16.7       | +28.3       | +2.4        | +13.3       |      |      |      |      |      |      |
| <b>TOTAL</b>  | <b>+1.7</b> | <b>+1.7</b> | <b>+5.0</b> | <b>-0.2</b> | <b>-3.0</b> | <b>+0.3</b> |      |      |      |      |      |      |

Percent Changes in Visitation (by Month)  
(D)



## TOP U.S. FEEDER MARKETS

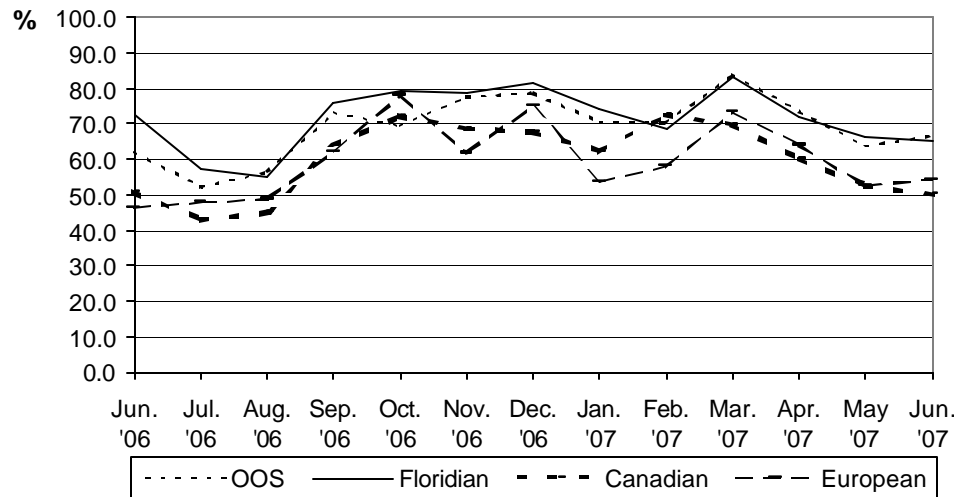
| <u>June 2006</u> |                             | <u>June 2007</u> |     | <u>'06</u>                  |      |    |
|------------------|-----------------------------|------------------|-----|-----------------------------|------|----|
| <u>Rank</u>      |                             | <u>Rank</u>      |     | <u>Rank</u>                 |      |    |
| 1.               | <i>Tampa/St. Petersburg</i> | 10.9%            | 1.  | <i>Tampa/St. Petersburg</i> | 9.9% | 1  |
| 2.               | <i>Chicago</i>              | 10.0             | 2.  | <i>Chicago</i>              | 8.5  | 2  |
| 3.               | <i>Greater Orlando</i>      | 5.5              | 3.  | <i>Philadelphia</i>         | 4.9  | 6  |
| 4.               | <i>New York</i>             | 5.4              | 4.  | <i>Pittsburgh</i>           | 4.7  | 10 |
| 5.               | <i>Indianapolis</i>         | 4.7              | 5.  | <i>Washington, D.C.</i>     | 4.6  | -- |
| 6.               | <i>Philadelphia</i>         | 4.2              | 6.  | <i>Greater Orlando</i>      | 4.5  | 3  |
| 7.               | <i>Cincinnati</i>           | 3.7              | 7.  | <i>Indianapolis</i>         | 4.4  | 5  |
| 8.               | <i>Boston</i>               | 3.1              | 8.  | <i>Cincinnati</i>           | 4.3  | 7  |
| 9.               | <i>Columbus, OH</i>         | 3.0              | 9.  | <i>New York</i>             | 3.7  | 4  |
| 10.              | <i>Pittsburgh</i>           | 2.9              | 10. | <i>Boston</i>               | 3.4  | 8  |
| 11.              | <i>Baltimore</i>            | 2.9              |     |                             |      |    |

### St. Petersburg/Clearwater Area Occupancy Barometer: 2006 – 2007

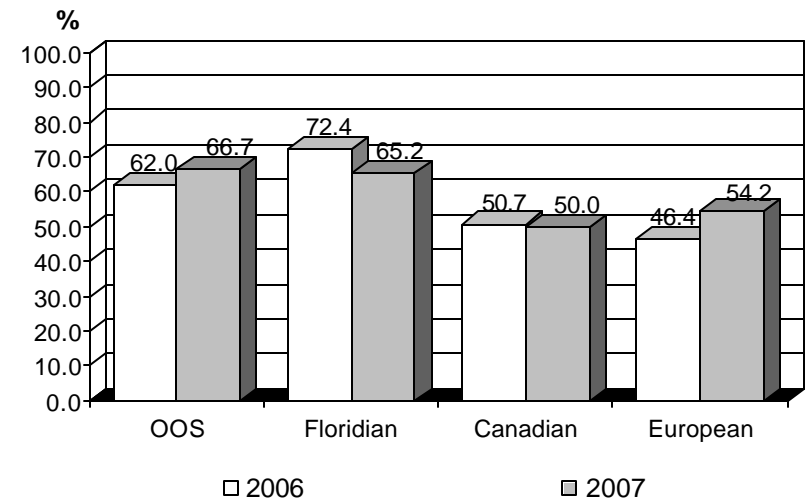
1. Compared to 2006, OVER THE NEXT THREE MONTHS, properties report RESERVATIONS UP OR THE SAME for:

|                     | July '06 | Aug. '06 | Sep. '06 | Oct. '06 | Nov. '06 | Dec. '06 | Jan. '07 | Feb. '07 | Mar. '07 | Apr. '07 | May '07 | Jun. '07     | Jun. '06 |
|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|--------------|----------|
| U.S. OOS Travelers  | 52.2%    | 56.3%    | 73.2%    | 69.2%    | 77.5%    | 78.6%    | 70.4%    | 70.2%    | 83.8%    | 73.5%    | 63.6%   | <b>66.7%</b> | 62.0%    |
| Floridian Travelers | 57.4     | 55.1     | 75.6     | 79.5     | 78.9     | 81.6     | 73.9     | 68.3     | 82.9     | 71.8     | 66.5    | <b>65.2</b>  | 72.4     |
| Canadian Travelers  | 42.9     | 45.0     | 63.9     | 72.2     | 68.5     | 67.6     | 62.2     | 72.5     | 69.7     | 60.0     | 52.5    | <b>50.0</b>  | 50.7     |
| European Travelers  | 47.7     | 48.7     | 62.2     | 78.1     | 61.7     | 75.0     | 53.7     | 57.9     | 73.3     | 64.0     | 52.6    | <b>54.2</b>  | 46.4     |

Reservations



Reservations: June 2006 - 2007

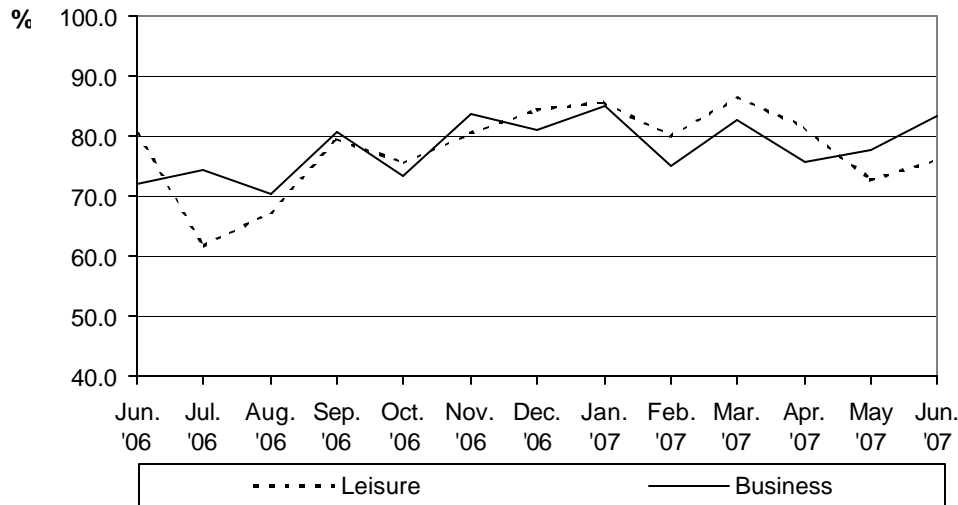


2. **OVER THE NEXT THREE MONTHS** (compared to the same period last year), industry managers **EXPECT** “growth” or “stability” for the following market segments:

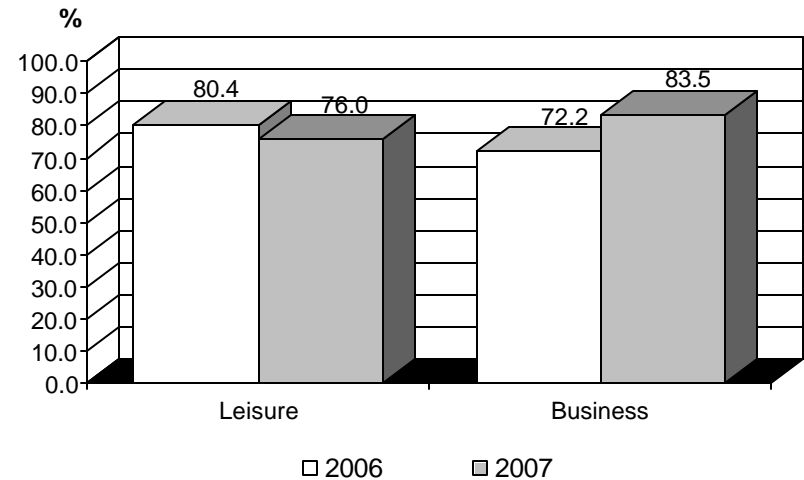
|                                     | July '06 | Aug. '06 | Sep. '06 | Oct. '06 | Nov. '06 | Dec. '06 | Jan. '07 | Feb. '07 | Mar. '07 | Apr. '07 | May '07 | Jun. '07     | Jun. '06 |
|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|--------------|----------|
| Leisure Travelers                   | 61.7%    | 67.3%    | 79.5%    | 75.6%    | 80.5%    | 84.4%    | 85.7%    | 80.0%    | 86.5%    | 81.5%    | 76.5%   | <b>76.0%</b> | 80.4%    |
| Business Travelers                  | 74.3     | 70.4     | 80.6     | 73.5     | 83.8     | 81.2     | 85.2     | 75.0     | 82.9     | 75.7     | 86.0    | <b>83.5</b>  | 72.2     |
| Conferences/<br>Business Meetings * | 60.0     | 70.6     | 78.6     | 77.8     | 80.8     | 92.0     | 72.7     | 76.7     | 79.3     | 82.1     | 79.9    | <b>61.9</b>  | 70.6     |
| Travel & Tour Groups *              | 60.9     | 70.0     | 82.8     | 67.9     | 77.7     | 84.0     | 72.4     | 64.7     | 68.7     | 77.4     | 75.0    | <b>63.2</b>  | 67.9     |

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

Expectations



Expectations: June 2006 - 2007



**St. Petersburg/Clearwater Area  
Hotel/Motel/Condo/Campground and V F/R Visitor Origins  
2002 - 2007**

|                | Florida        |                |                |                |                |                | Southeast      |                |                |                |                |               |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|
|                | 2002           | 2003           | 2004           | 2005           | 2006           | 2007           | 2002           | 2003           | 2004           | 2005           | 2006           | 2007          |
| Jan.           | 7,286          | 5,581          | 7,008          | 5,765          | 6,364          | 7,554          | 14,337         | 14,417         | 14,266         | 13,889         | 14,850         | 16,458        |
| Feb.           | 13,737         | 12,999         | 13,013         | 12,699         | 10,889         | 13,422         | 12,244         | 11,226         | 12,696         | 11,696         | 12,868         | 12,751        |
| Mar.           | 28,040         | 27,443         | 28,868         | 26,925         | 30,800         | 34,245         | 18,526         | 20,458         | 19,609         | 19,901         | 18,118         | 22,830        |
| Apr.           | 57,965         | 56,050         | 55,082         | 54,344         | 56,707         | 60,792         | 34,350         | 37,124         | 38,558         | 40,131         | 35,548         | 37,995        |
| <b>Win.</b>    | <b>107,028</b> | <b>102,073</b> | <b>103,971</b> | <b>99,733</b>  | <b>104,760</b> | <b>116,013</b> | <b>79,457</b>  | <b>83,225</b>  | <b>85,129</b>  | <b>85,617</b>  | <b>81,384</b>  | <b>90,034</b> |
| May            | 39,785         | 37,344         | 38,673         | 38,161         | 42,778         | 38,824         | 23,069         | 25,587         | 26,283         | 26,089         | 25,746         | 21,142        |
| Jun.           | 79,279         | 82,217         | 76,684         | 77,157         | 89,845         | 85,637         | 56,263         | 56,033         | 56,163         | 56,882         | 51,099         | 52,960        |
| Jul.           | 104,221        | 107,994        | 108,187        | 102,408        | 118,977        |                | 56,801         | 58,519         | 56,616         | 47,865         | 49,574         |               |
| Aug.           | 72,170         | 78,708         | 71,585         | 63,248         | 78,503         |                | 29,489         | 27,610         | 26,543         | 27,671         | 25,642         |               |
| <b>Sp./Sm.</b> | <b>295,455</b> | <b>306,263</b> | <b>295,129</b> | <b>280,974</b> | <b>330,103</b> |                | <b>165,622</b> | <b>167,749</b> | <b>165,605</b> | <b>158,507</b> | <b>152,061</b> |               |
| Sept.          | 37,503         | 34,600         | 35,863         | 36,282         | 43,587         |                | 11,523         | 11,234         | 10,370         | 9,391          | 8,674          |               |
| Oct.           | 24,931         | 24,548         | 26,496         | 22,008         | 23,291         |                | 26,712         | 27,798         | 27,649         | 26,338         | 25,474         |               |
| Nov.           | 20,683         | 19,316         | 20,777         | 22,277         | 23,503         |                | 12,065         | 13,230         | 14,129         | 14,851         | 14,331         |               |
| Dec.           | 34,280         | 35,635         | 29,237         | 31,734         | 34,672         |                | 22,139         | 22,991         | 22,125         | 24,411         | 23,115         |               |
| <b>Fall</b>    | <b>117,397</b> | <b>114,099</b> | <b>112,373</b> | <b>112,301</b> | <b>125,053</b> |                | <b>72,439</b>  | <b>75,253</b>  | <b>74,273</b>  | <b>74,991</b>  | <b>71,594</b>  |               |
| <b>Total</b>   | <b>519,880</b> | <b>522,435</b> | <b>511,473</b> | <b>493,008</b> | <b>559,916</b> |                | <b>317,518</b> | <b>326,227</b> | <b>325,007</b> | <b>319,115</b> | <b>305,039</b> |               |

*\* 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  
2002 - 2007**

|                | Northeast        |                  |                  |                  |                  |                | Midwest          |                  |                  |                  |                  |                |
|----------------|------------------|------------------|------------------|------------------|------------------|----------------|------------------|------------------|------------------|------------------|------------------|----------------|
|                | 2002             | 2003             | 2004             | 2005             | 2006             | 2007           | 2002             | 2003             | 2004             | 2005             | 2006             | 2007           |
| Jan.           | 67,925           | 63,480           | 69,579           | 79,406           | 78,493           | 80,940         | 92,368           | 90,453           | 97,611           | 94,868           | 99,177           | 97,668         |
| Feb.           | 102,131          | 105,765          | 114,897          | 122,311          | 115,154          | 117,782        | 107,805          | 98,380           | 106,327          | 112,954          | 111,855          | 111,741        |
| Mar.           | 133,689          | 132,228          | 147,065          | 159,792          | 160,645          | 173,763        | 210,797          | 208,071          | 227,678          | 249,346          | 256,670          | 267,620        |
| Apr.           | 205,384          | 214,010          | 233,706          | 250,818          | 257,300          | 251,610        | 243,311          | 246,767          | 268,329          | 286,769          | 293,694          | 291,294        |
| <b>Win.</b>    | <b>509,129</b>   | <b>515,483</b>   | <b>565,247</b>   | <b>612,327</b>   | <b>611,592</b>   | <b>624,095</b> | <b>654,281</b>   | <b>643,671</b>   | <b>699,945</b>   | <b>743,937</b>   | <b>761,396</b>   | <b>768,323</b> |
| May            | 76,896           | 84,023           | 92,740           | 96,569           | 101,795          | 103,788        | 112,335          | 117,218          | 127,659          | 133,172          | 132,294          | 124,930        |
| Jun.           | 76,210           | 80,123           | 86,405           | 87,858           | 90,406           | 99,158         | 183,621          | 180,669          | 188,470          | 199,369          | 191,482          | 181,415        |
| Jul.           | 89,630           | 89,374           | 99,218           | 101,852          | 93,639           |                | 140,178          | 141,509          | 150,229          | 153,612          | 144,315          |                |
| Aug.           | 73,334           | 81,593           | 80,835           | 82,222           | 81,264           |                | 107,867          | 116,620          | 110,997          | 107,126          | 102,566          |                |
| <b>Sp./Sm.</b> | <b>316,070</b>   | <b>335,113</b>   | <b>359,198</b>   | <b>368,501</b>   | <b>367,104</b>   |                | <b>544,001</b>   | <b>556,016</b>   | <b>577,355</b>   | <b>593,279</b>   | <b>570,657</b>   |                |
| Sept.          | 41,065           | 48,529           | 41,049           | 42,472           | 39,033           |                | 58,664           | 67,177           | 58,980           | 56,984           | 57,032           |                |
| Oct.           | 74,081           | 78,700           | 82,562           | 74,684           | 81,517           |                | 101,861          | 112,634          | 121,346          | 116,174          | 114,269          |                |
| Nov.           | 59,340           | 67,209           | 72,028           | 76,255           | 73,948           |                | 61,802           | 69,590           | 70,920           | 68,830           | 73,661           |                |
| Dec.           | 64,275           | 73,187           | 80,993           | 92,355           | 94,522           |                | 115,695          | 127,981          | 129,984          | 128,565          | 130,845          |                |
| <b>Fall</b>    | <b>238,761</b>   | <b>267,625</b>   | <b>276,632</b>   | <b>285,766</b>   | <b>289,020</b>   |                | <b>338,022</b>   | <b>377,382</b>   | <b>381,230</b>   | <b>370,553</b>   | <b>375,807</b>   |                |
| <b>Total</b>   | <b>1,063,960</b> | <b>1,118,221</b> | <b>1,201,077</b> | <b>1,266,594</b> | <b>1,267,716</b> |                | <b>1,536,304</b> | <b>1,577,069</b> | <b>1,658,530</b> | <b>1,707,769</b> | <b>1,707,860</b> |                |

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2002 - 2007**

|                | Canada         |                |                |                |                |                | Europe         |                |                |                |                |                |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                | 2002           | 2003           | 2004           | 2005           | 2006           | 2007           | 2002           | 2003           | 2004           | 2005           | 2006           | 2007           |
| Jan.           | 20,448         | 20,927         | 20,774         | 22,800         | 21,480         | 22,663         | 21,388         | 26,973         | 28,783         | 32,234         | 30,496         | 32,646         |
| Feb.           | 27,772         | 30,430         | 32,057         | 34,087         | 35,965         | 34,563         | 26,578         | 27,180         | 29,835         | 32,416         | 34,315         | 36,912         |
| Mar.           | 57,080         | 60,376         | 68,086         | 71,409         | 81,531         | 76,735         | 39,556         | 37,922         | 41,941         | 48,581         | 45,295         | 46,294         |
| Apr.           | 52,956         | 48,771         | 54,295         | 58,524         | 60,939         | 59,947         | 100,187        | 105,549        | 116,460        | 126,245        | 130,343        | 127,494        |
| <b>Win.</b>    | <b>158,256</b> | <b>160,504</b> | <b>175,212</b> | <b>186,820</b> | <b>199,915</b> | <b>193,908</b> | <b>187,709</b> | <b>197,624</b> | <b>217,019</b> | <b>239,476</b> | <b>240,449</b> | <b>243,346</b> |
| May            | 17,385         | 11,756         | 13,141         | 14,408         | 13,863         | 14,992         | 50,150         | 56,016         | 61,577         | 66,197         | 65,355         | 66,117         |
| Jun.           | 10,230         | 7,331          | 8,640          | 9,574          | 11,231         | 12,958         | 86,440         | 96,357         | 102,606        | 111,512        | 110,060        | 111,553        |
| Jul.           | 19,281         | 21,280         | 22,983         | 20,593         | 22,033         |                | 92,757         | 96,290         | 105,945        | 111,313        | 103,003        |                |
| Aug.           | 14,356         | 12,363         | 13,271         | 13,440         | 14,201         |                | 72,170         | 77,884         | 82,846         | 83,408         | 76,530         |                |
| <b>Sp./Sm.</b> | <b>61,252</b>  | <b>52,730</b>  | <b>58,035</b>  | <b>58,015</b>  | <b>61,328</b>  |                | <b>301,517</b> | <b>326,547</b> | <b>352,974</b> | <b>372,430</b> | <b>354,948</b> |                |
| Sept.          | 9,847          | 9,661          | 9,938          | 9,177          | 10,192         |                | 42,322         | 44,036         | 51,419         | 52,076         | 51,393         |                |
| Oct.           | 25,287         | 23,465         | 23,424         | 23,091         | 17,832         |                | 89,396         | 82,310         | 89,858         | 86,950         | 90,251         |                |
| Nov.           | 22,899         | 23,020         | 22,162         | 21,134         | 22,070         |                | 60,325         | 61,917         | 66,764         | 71,971         | 69,075         |                |
| Dec.           | 25,710         | 26,822         | 28,841         | 26,445         | 28,480         |                | 75,702         | 77,019         | 84,549         | 80,556         | 80,075         |                |
| <b>Fall</b>    | <b>83,743</b>  | <b>82,968</b>  | <b>84,365</b>  | <b>79,847</b>  | <b>78,574</b>  |                | <b>267,745</b> | <b>265,282</b> | <b>292,590</b> | <b>291,553</b> | <b>290,794</b> |                |
| <b>Total</b>   | <b>303,251</b> | <b>296,202</b> | <b>317,612</b> | <b>324,682</b> | <b>339,817</b> |                | <b>756,971</b> | <b>789,453</b> | <b>862,583</b> | <b>903,459</b> | <b>886,191</b> |                |

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|                | Markets of Opportunity |                |                |                |                |               | Latin America |               |               |               |               |              |
|----------------|------------------------|----------------|----------------|----------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
|                | 2002                   | 2003           | 2004           | 2005           | 2006           | 2007          | 2002          | 2003          | 2004          | 2005          | 2006          | 2007         |
| Jan.           | 11,282                 | 10,696         | 12,264         | 13,103         | 14,320         | 11,871        | n/a           | n/a           | n/a           | n/a           | n/a           | n/a          |
| Feb.           | 8,362                  | 9,454          | 8,570          | 8,020          | 8,909          | 8,389         | n/a           | n/a           | n/a           | n/a           | n/a           | n/a          |
| Mar.           | 13,018                 | 12,474         | 11,438         | 9,365          | 10,871         | 12,683        | n/a           | n/a           | n/a           | n/a           | n/a           | n/a          |
| Apr.           | 21,469                 | 19,654         | 20,459         | 19,229         | 11,849         | 15,198        | n/a           | n/a           | n/a           | n/a           | n/a           | n/a          |
| <b>Win.</b>    | <b>54,131</b>          | <b>52,278</b>  | <b>52,731</b>  | <b>49,717</b>  | <b>45,949</b>  | <b>48,141</b> | <b>9,800</b>  | <b>6,500</b>  | <b>3,745</b>  | <b>4,190</b>  | <b>5,000</b>  | <b>4,680</b> |
| May            | 14,711                 | 13,831         | 15,394         | 14,797         | 14,259         | 14,607        | n/a           | n/a           | n/a           | n/a           | n/a           | n/a          |
| Jun.           | 19,436                 | 20,947         | 21,061         | 20,838         | 17,407         | 19,719        | n/a           | n/a           | n/a           | n/a           | n/a           | n/a          |
| Jul.           | 18,239                 | 17,024         | 17,377         | 18,923         | 19,279         |               | n/a           | n/a           | n/a           | n/a           | n/a           |              |
| Aug.           | 18,625                 | 17,308         | 16,087         | 18,184         | 15,779         |               | n/a           | n/a           | n/a           | n/a           | n/a           |              |
| <b>Sp./Sm.</b> | <b>71,011</b>          | <b>69,110</b>  | <b>69,919</b>  | <b>72,742</b>  | <b>66,724</b>  |               | <b>23,490</b> | <b>24,414</b> | <b>19,326</b> | <b>16,050</b> | <b>16,200</b> |              |
| Sept.          | 8,590                  | 9,436          | 8,426          | 7,043          | 6,939          |               | n/a           | n/a           | n/a           | n/a           | n/a           |              |
| Oct.           | 13,890                 | 11,552         | 12,672         | 11,545         | 11,281         |               | n/a           | n/a           | n/a           | n/a           | n/a           |              |
| Nov.           | 9,110                  | 10,319         | 10,250         | 10,282         | 10,032         |               | n/a           | n/a           | n/a           | n/a           | n/a           |              |
| Dec.           | 19,283                 | 19,542         | 19,359         | 22,784         | 21,051         |               | n/a           | n/a           | n/a           | n/a           | n/a           |              |
| <b>Fall</b>    | <b>50,873</b>          | <b>50,849</b>  | <b>50,707</b>  | <b>51,654</b>  | <b>49,303</b>  |               | <b>7,243</b>  | <b>5,240</b>  | <b>4,570</b>  | <b>3,455</b>  | <b>4,540</b>  |              |
| <b>Total</b>   | <b>176,015</b>         | <b>172,237</b> | <b>173,357</b> | <b>174,113</b> | <b>161,976</b> |               | <b>40,533</b> | <b>36,154</b> | <b>27,641</b> | <b>23,695</b> | <b>25,740</b> |              |

**St. Petersburg/Clearwater Area  
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|                | <b>TOTAL</b>     |                  |                  |                  |                  |                  |
|----------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                | <b>2002 *</b>    | <b>2003 *</b>    | <b>2004 *</b>    | <b>2005 *</b>    | <b>2006 *</b>    | <b>2007 *</b>    |
| Jan.           | 235,034          | 232,527          | 250,285          | 262,065          | 265,180          | 269,800          |
| Feb.           | 298,629          | 295,434          | 317,395          | 334,183          | 329,955          | 335,560          |
| Mar.           | 500,706          | 498,972          | 544,685          | 585,319          | 603,930          | 634,170          |
| Apr.           | 715,622          | 727,925          | 786,889          | 836,060          | 846,380          | 844,330          |
| <b>Win.</b>    | <b>1,759,791</b> | <b>1,761,358</b> | <b>1,902,999</b> | <b>2,021,817</b> | <b>2,050,445</b> | <b>2,088,540</b> |
| May            | 334,331          | 345,775          | 375,467          | 389,393          | 396,090          | 384,400          |
| Jun.           | 511,479          | 523,677          | 540,029          | 563,190          | 561,530          | 563,400          |
| Jul.           | 521,107          | 531,990          | 560,555          | 556,566          | 550,820          |                  |
| Aug.           | 388,011          | 412,086          | 402,164          | 395,299          | 394,485          |                  |
| <b>Sp./Sm.</b> | <b>1,778,418</b> | <b>1,837,942</b> | <b>1,897,541</b> | <b>1,920,498</b> | <b>1,919,125</b> |                  |
| Sept.          | 209,514          | 224,673          | 216,045          | 213,425          | 216,850          |                  |
| Oct.           | 356,158          | 361,007          | 384,007          | 360,790          | 363,915          |                  |
| Nov.           | 246,224          | 264,601          | 277,030          | 285,600          | 286,620          |                  |
| Dec.           | 357,084          | 383,177          | 395,088          | 406,850          | 412,760          |                  |
| <b>Fall</b>    | <b>1,176,223</b> | <b>1,238,698</b> | <b>1,276,740</b> | <b>1,270,120</b> | <b>1,284,685</b> |                  |
| <b>Total</b>   | <b>4,714,432</b> | <b>4,837,998</b> | <b>5,077,280</b> | <b>5,212,435</b> | <b>5,254,255</b> |                  |