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St. Petersburg/Clearwater Area Convention and Visitors Bureau

November 2005 Visitor Profile



Prepared for:

Pinellas County Board of County Commissioners
and

St. Petersburg/Clearwater Area Convention and Visitors Bureau

Prepared by:

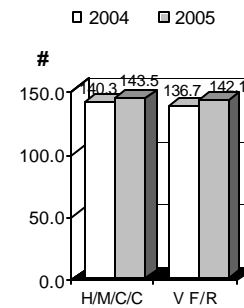
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January 11, 2006

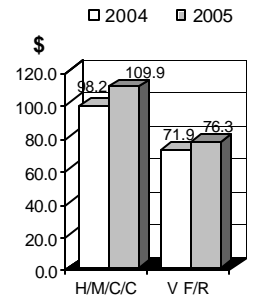
November 2005 Visitor Profile – St. Petersburg/Clearwater Area Convention and Visitors Bureau

	Annual 2004 *	Year to Date (H/M/C/C & V F/R)			November		
		2004 *	2005 *	% D 04/05	2004	2005	% D 04/05
H/M/C/C Visitors	2,630,075	2,451,142	2,477,993	+1.1	140,300	143,500	+2.3
V F/R Visitors	2,447,205	2,226,480	2,324,137	+4.4	136,730	142,100	+3.9
Total	5,077,280	4,677,622	4,802,130	+2.7	277,030	285,600	+3.1
H/M/C/C Exp.	\$1,709,535,123	\$1,597,340,294	\$1,690,915,828	+5.9	\$98,215,545	\$109,875,300	+11.9
V F/R Exp.	1,199,187,570	1,099,838,896	1,171,748,749	+6.5	71,906,148	76,253,300	+6.0
Total	\$2,908,722,693	\$2,697,179,190	\$2,862,664,577	+6.1	\$170,121,693	\$186,128,600	+9.4
Room Nights (e)*	6,925,584	6,467,074	6,348,677	-1.8	439,742	442,300	+0.6

November Visitors
(in Thousands)



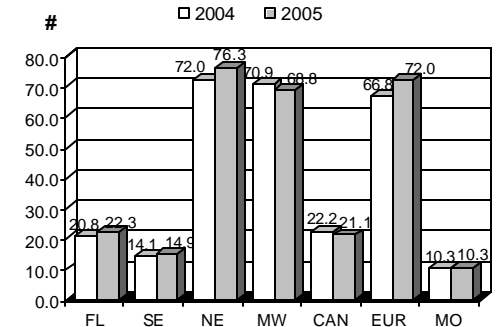
November Expenditures
(in Millions)



*Based on Industry REVPAR

Visitor Origin	Annual 2004 *	Year to Date (H/M/C/C & V F/R)			November (H/M/C/C & V F/R)				
		2004 Visitor # *	2005 Visitor # *	% D	% Rel.	2004 Visitor #	% Rel.	2005 Visitor #	% D
Florida	511,473	482,236	461,274	-4.3	7.5%	20,777	7.8%	22,277	+7.2
Southeast	325,007	302,882	294,704	-2.7	5.1	14,129	5.2	14,851	+5.1
Northeast	1,201,077	1,120,084	1,174,239	+4.8	26.0	72,028	26.7	76,255	+5.9
Midwest	1,658,530	1,528,546	1,579,204	+3.3	25.6	70,920	24.1	68,830	-2.9
Canada	317,612	288,771	298,237	+3.3	8.0	22,162	7.4	21,134	-4.6
Europe	862,583	778,034	822,903	+5.8	24.1	66,764	25.2	71,971	+7.8
U.S. Opp. Mkts	173,357	153,998	151,329	-1.7	3.7	10,250	3.6	10,282	+0.3
Latin American	27,641	(08/04) 23,071	(08/05) 20,240	-12.3	n/a	n/a	n/a	n/a	n/a
Total	5,077,280	4,677,622	4,802,130	+2.7	100.0	277,030	100.0	285,600	+3.1

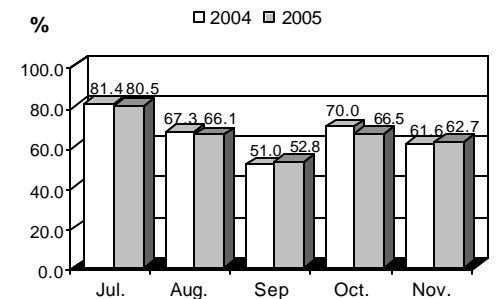
November Visitor Origin (in Thousands)



Please Note: Latin American Visitor numbers published seasonally only.

Industry (Weighted)	Winter	Monthly				Spr/Sum	Monthly		
	Season	May	Jun.	Jul.	Aug.	Season	Sep.	Oct.	Nov.
Occupancy 2005	86.1%	78.1%	77.0%	80.5%	66.1%	75.4%	52.8%	66.5%	62.7%
Occupancy 2004	84.4	75.8	73.5	81.4	67.3	74.5	51.0	70.0	61.6
D Points	+1.7	+2.3	+3.5	-0.9	-1.2	+0.9	+1.8	-3.5	+1.1
ADR 2005	\$94.73	\$85.05	\$79.81	\$82.61	\$78.08	\$81.39	\$72.23	\$73.38	\$74.54
ADR 2004	87.89	78.95	73.91	76.25	72.55	75.42	66.39	68.34	69.06
D Percent	+7.8%	+7.7%	+8.0%	+8.3%	+7.6%	+7.9%	+8.8%	+7.4%	+7.9%

Industry Occupancy (by Month)



Occupancy: By Size	November Occupancy			November Room Rate		
	2004	2005	Point D	2004	2005	% D
< 20 units	57.2%	59.8%	+2.6	\$59.93	\$65.71	+9.6
21 - 50 units	54.8	57.3	+2.5	57.77	63.14	+9.3
51 - 100 units	65.0	66.4	+1.4	66.62	70.59	+6.0
101+ units	65.8	65.5	-0.3	79.90	85.97	+7.6

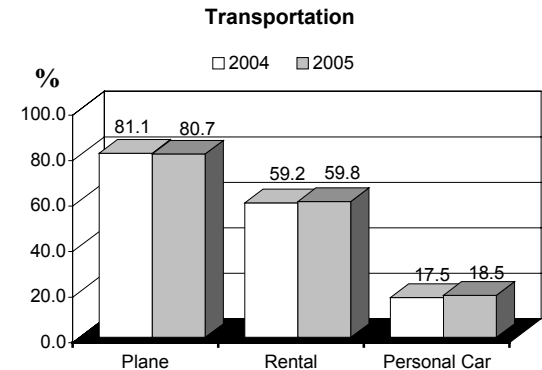
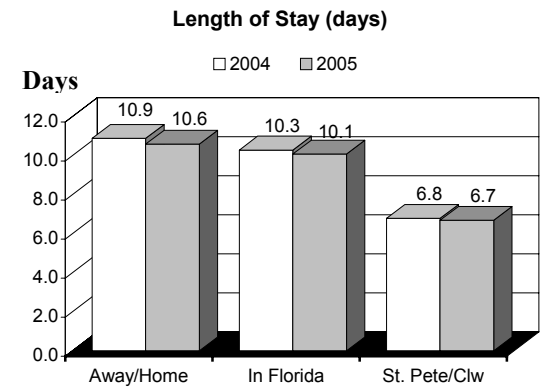
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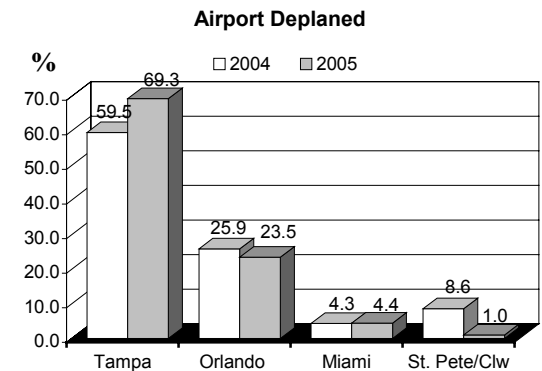


November 2005 Visitor Profile -- St. Petersburg/Clearwater Area Convention and Visitors Bureau

	<u>November 2004</u>	<u>November 2005</u>
Length of Stay		
Away from Home	10.9 days	10.6 days
In Florida	10.3	10.1
In St. Petersburg/Clearwater Area	6.8	6.7
Party Size		
	2.7 people	2.6 people
Party Composition		
Couple	49.4%	55.6%
Family	38.8	36.6
Single	7.9	5.9
Transportation		
Plane	81.1%	80.7%
Rental Car	59.2	59.8
Personal Car	17.5	18.5

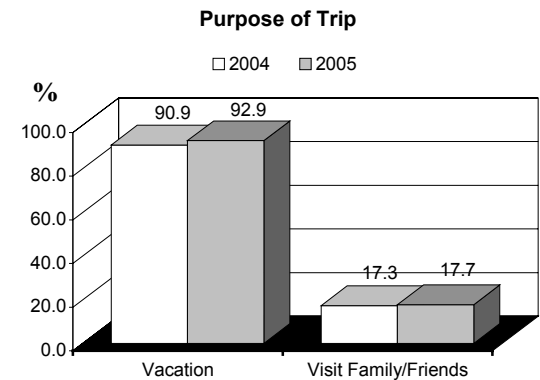


	<u>All Markets</u>		<u>Europe</u>	
	<u>2004</u>	<u>2005</u>	<u>2004</u>	<u>2005</u>
Airport Deplaned				
Tampa International	59.5%	69.3%	27.0%	29.2%
Orlando International/Sanford	25.9	23.5	60.4	59.0
Miami International	4.3	4.4	8.9	9.8
St. Petersburg/Clearwater	8.6	1.0	N/A	N/A
Car Rental Location				
Tampa	51.9%	60.5%	26.7%	27.6%
Orlando Area	31.8	29.0	58.7	60.1
Miami	5.9	5.3	10.3	10.5
St. Petersburg/Clearwater	9.6	3.9	4.3	N/A

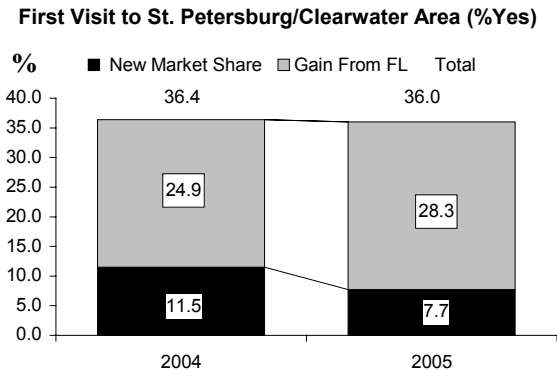


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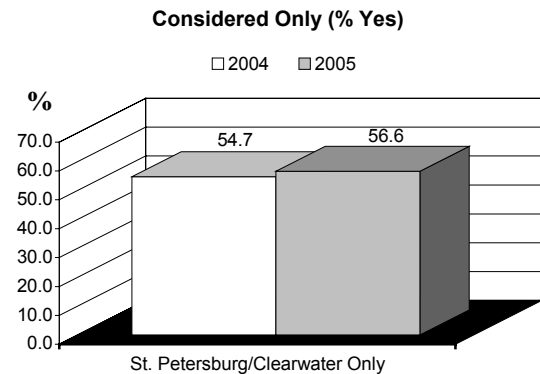
	All Markets		Europe	
	<u>2004</u>	<u>2005</u>	<u>2004</u>	<u>2005</u>
Purpose of Trip				
A. Profile Data				
Vacation	90.9%	92.9%	98.1%	98.6%
Visit Friends/Relatives	17.3	17.7	2.3	4.3
B. Occupancy Survey Data				
Business Travelers	22.1%	20.6%	N/A	N/A
Conferences/Business Meetings	14.4	10.8	N/A	N/A



	All Markets		Europe	
	<u>2004</u>	<u>2005</u>	<u>2004</u>	<u>2005</u>
First Visit to (% yes)				
St. Petersburg/Clearwater Area	36.4%	36.0%	52.8%	47.2%
Florida	11.5	7.7	28.8	24.1

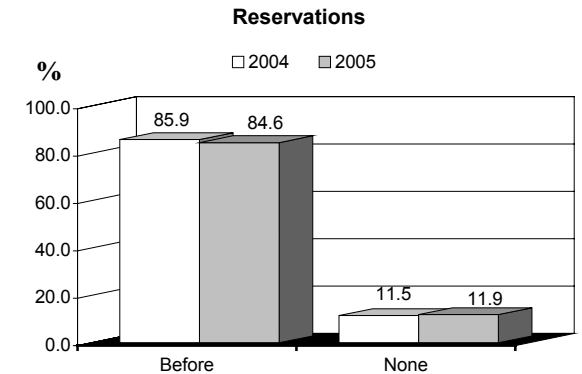
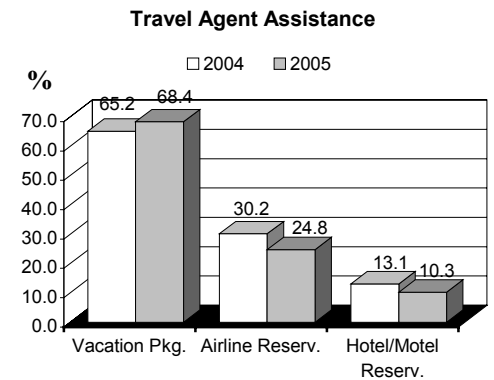


	All Markets		Europe	
	<u>2004</u>	<u>2005</u>	<u>2004</u>	<u>2005</u>
Considered St. Petersburg/Clearwater Only				
	54.7%	56.6%	18.9%	27.1%

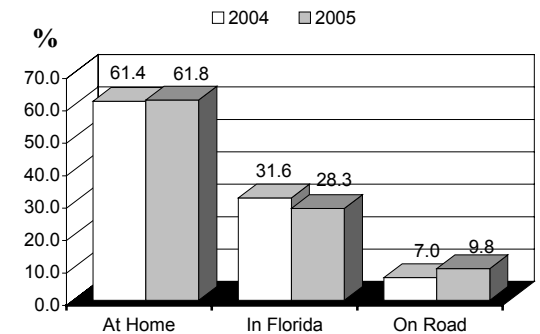


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	All Markets		Europe	
	2004	2005	2004	2005
Info Most Helpful To Visit				
Internet	65.2%	72.3%	56.6%	62.9%
Previous Visit	54.5	56.6	38.0	42.9
Recommendation	23.0	22.2	24.0	24.6
Print Media	9.2	9.1	28.0	21.4
Business	10.5	7.9	3.8	3.0
Travel Agent	10.8	6.6	34.0	29.5
Travel Agent Assisted (% yes)	27.4%	22.9%	73.6%	70.0%
Travel Agent Assistance				
Fly/Drive Packages	65.2%	68.4%	87.2%	87.8%
Airline Reservations	30.2	24.8	12.8	10.2
Hotel/Motel Reservations	13.1	10.3	7.7	6.1
Reservations				
Before Leaving Home	85.9%	84.6%	86.8%	82.9%
None	11.5	11.9	7.5	11.4
Where Stay Night Before the St. Pete/Clearwater Area				
At Home	61.4%	61.8%	17.0%	27.0%
In Florida (not St. Pete/Clearwater)	31.6	28.3	75.5	65.7
On Road (not in Florida)	7.0	9.8	7.5	7.1
Where in Florida				
<i>(Base: Respondents in Florida Night Prior to Arriving in St. Petersburg/Clearwater Area)</i>				
Orlando	73.1%	68.3%	76.7%	86.7%
Tampa	4.2	4.1	N/A	N/A
Visit Other Florida Areas This Trip				
<i>(Overnight trips only -- % yes)</i>	37.3%	33.1%	70.2%	73.1%



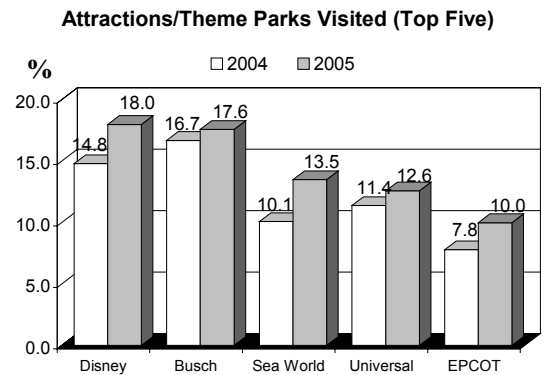
Where Stay Night Before St. Petersburg/Clearwater Area



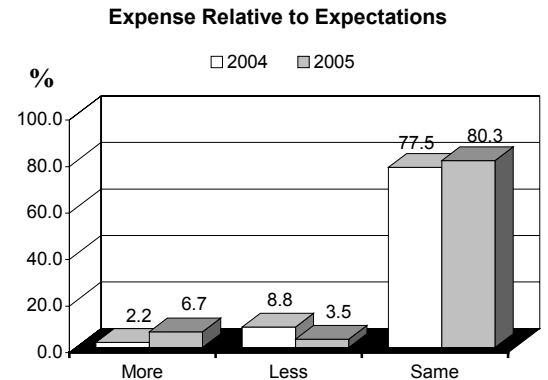
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Attractions/Theme Parks Visited	All Markets		Europe	
	2004	2005	2004	2005
Disney World	14.8%	18.0%	37.7%	39.9%
Busch Gardens	16.7	17.6	24.5	22.9
Sea World	10.1	13.5	29.9	33.6
Universal Studios	11.4	12.6	33.1	35.7
EPCOT	7.8	10.0	26.4	28.9
MGM	6.2	8.7	20.8	23.6

Satisfaction with the St. Pete/Clearwater Area Satisfied (Combined)	2004	2005	2004	2005
	95.1%	94.8%	92.4%	90.2%



Expense Relative to Expectations	All Markets		Europe	
	2004	2005	2004	2005
More Expensive	2.2%	6.7%	3.8%	10.0%
Less Expensive	8.8	3.5	9.4	4.3
As Expected	77.5	80.3	77.8	74.3
Don't Know	11.5	9.4	9.0	11.4

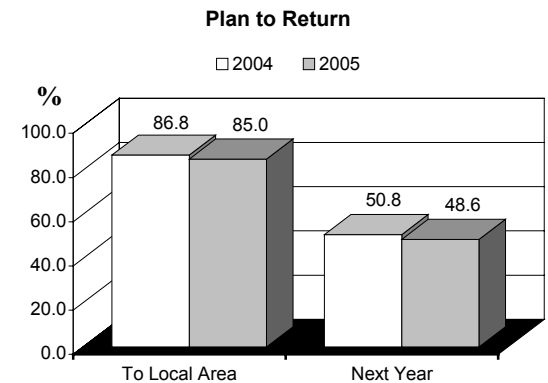


Recommend St. Pete/Clearwater Area to Friends/Relatives (% yes)	2004	2005	2004	2005
	97.3%	96.6%	95.3%	94.2%

Plan to Return (% yes)	All Markets		Europe	
	2004	2005	2004	2005
To Local Area	86.8%	85.0%	80.6%	79.2%
Next Year (Base: Planning to Return)	50.8	48.6	43.2	38.6

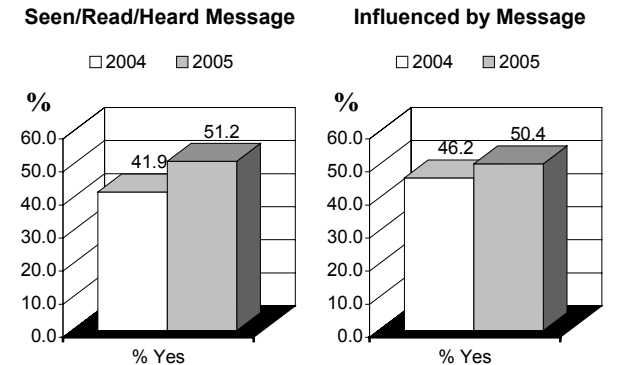
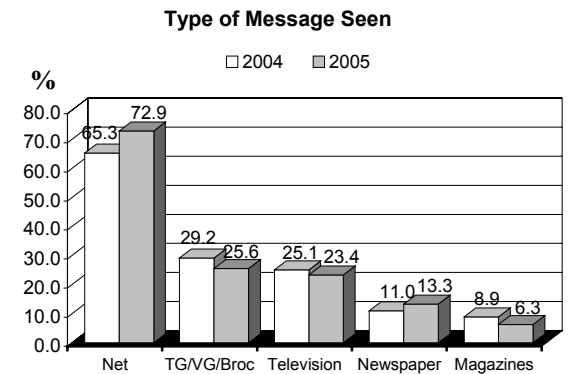
Median Age Head of Household (years)	2004	2005	2004	2005
	46.0	47.8	48.6	51.0

Median Annual Household Income	2004	2005	2004	2005
	\$92,317	\$103,913	\$73,121	\$80,825



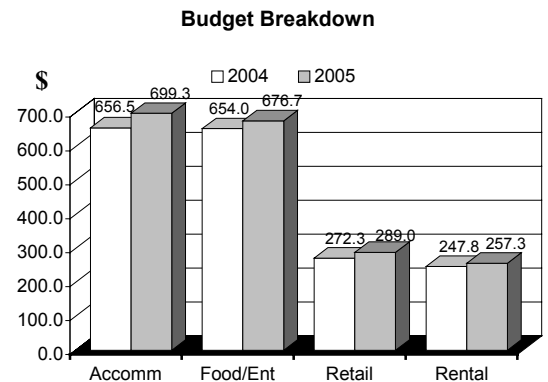
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	All Markets		Europe	
	2004	2005	2004	2005
St. Petersburg/Clearwater Area Message Seen/Read/Heard (% yes)	41.9%	51.2%	55.8%	57.1%
Source of Information				
Internet	65.3%	72.9%	62.1%	66.7%
Brochures/Visitor Guides/Travel Guides	29.2	25.6	65.5	62.5
Television	25.1	23.4	13.8	18.1
Newspapers	11.0	13.3	4.1	2.5
Magazines	8.9	6.3	3.4	2.3
Directly Influenced by Message (Base: Seen/Read/Heard Area Message)	46.2%	50.4%	63.3%	62.5%



	November 2004	November 2005
Budget Breakdown		
Accommodations	\$656.53	\$699.34
Food/Entertainment	654.03	676.72
Retail Purchases	272.28	288.97
Rental Car	247.79	257.28
St. Petersburg/Clearwater Area Base Budget		
Total	\$1,626.89	\$1,713.53
Per Person/Trip	602.55	659.05
Per Person/Day	88.61	98.37

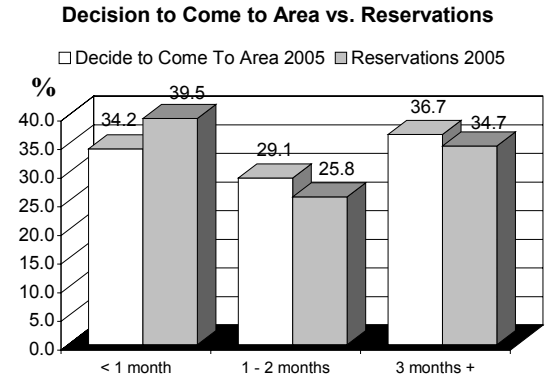
Occupation	2004 (%)	2005 (%)
Professional/Technical	37.3%	34.5%
Executive/Managerial	23.6	22.2
Retired	15.9	18.6
Craft/Mechanical/Factory	7.0	10.5
Salesman/Buyer	3.5	7.0



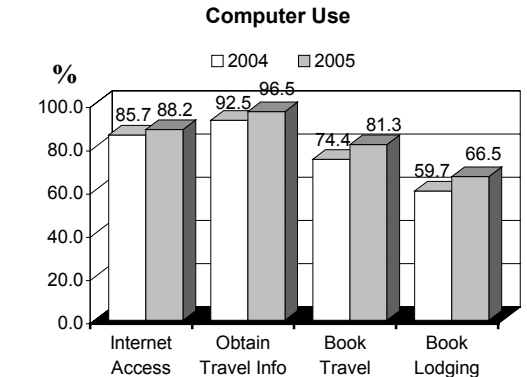
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When Did Visitors Make the Decision to Come to the St. Petersburg/Clearwater Area vs. Make Reservations for This Trip

	Decide		Reservations	
	Nov. '04	Nov. '05	Nov. '04	Nov. '05
Less than One Month	35.4%	34.2%	42.3%	39.5%
1 - 2 Months	30.5	29.1	26.6	25.8
3 Months or More	34.1	36.7	31.1	34.7
Percent with No Reservations or Reservations Made Less than 7 Days in Advance of Arrival	--	--	20.5%	21.5%



	November 2004	November 2005
Have Internet Access	85.7%	88.2%
Use Internet to: <i>(Base: Respondents who have Internet Access)</i>		
Obtain Travel Information	92.5%	96.5%
Book Travel Services On-line	74.4	81.3
Book Lodging: <i>(Base: Respondents who book travel services on-line)</i>	59.7%	66.5%



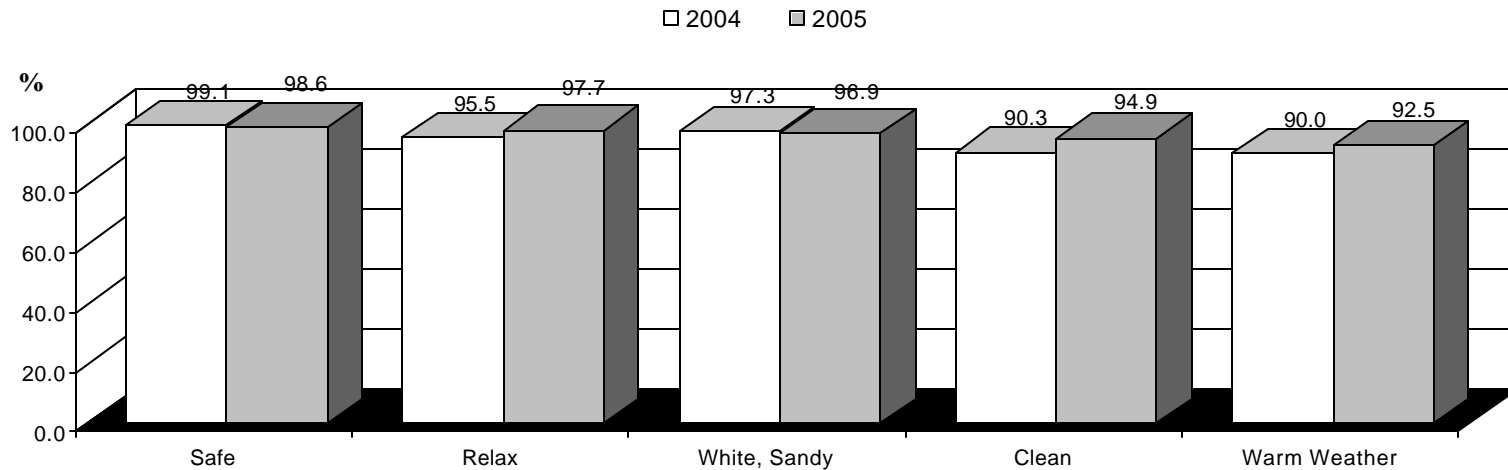
Occupancy Rate (By Type of Establishment)

	Hotel	Motel Resort Vacation	Motel Urban/Midtown	Motel Roadside	Condominiums
November 2004					
Occupancy Rate	65.7%	53.9%	61.0%	56.7%	55.5%
Average Unit Rate	\$83.34	\$56.27	\$44.49	\$47.14	\$95.82
November 2005					
Occupancy Rate	66.4%	54.8%	61.8%	58.4%	55.4%
Average Unit Rate	\$90.46	\$59.46	\$45.96	\$51.48	\$104.32

Influential Factors in Choosing the St. Petersburg/Clearwater Area

Influential Factors	Dec. '04	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sep. '05	Oct. '05	Nov. '05	Nov. '04
Safe Destination	98.2%	96.8%	97.0%	97.9%	96.6%	98.2%	98.7%	99.1%	99.7%	98.9%	98.4%	98.6%	99.1%
Complete Relaxation	95.5	96.6	97.8	98.8	97.9	96.9	97.0	98.6	97.5	98.2	96.9	97.7	95.5
White, Sandy Beaches	97.8	99.3	98.5	99.0	97.2	97.6	99.5	99.3	96.4	99.2	98.3	96.9	97.3
Clean, Unspoiled Environment	92.3	96.3	95.4	96.2	94.4	94.6	96.5	94.9	95.9	95.2	94.5	94.9	90.3
Warm Weather	94.5	95.6	95.7	96.4	93.8	88.8	71.2	62.5	66.7	73.7	90.4	92.5	90.0
Sunning on the Beach	86.9	91.8	93.5	95.6	92.6	94.6	91.3	91.1	91.4	93.6	91.8	91.2	85.5
Good Value for the Money	87.9	90.2	86.0	81.8	78.1	79.4	84.8	89.2	88.0	88.1	88.0	87.2	86.9
Reasonably Priced Lodging	86.6	88.1	81.8	74.7	73.4	81.2	81.0	83.3	83.6	86.4	87.3	82.7	80.7
Good Dining Out	64.2	65.0	66.6	65.1	63.1	62.9	64.2	63.1	64.7	66.3	65.8	67.7	61.4
Upscale Accommodations	57.9	55.3	53.4	51.3	58.7	57.3	64.6	59.8	64.5	63.4	60.1	59.8	56.1

Influential Factors in Choosing the St. Petersburg/Clearwater Area -- November 2005



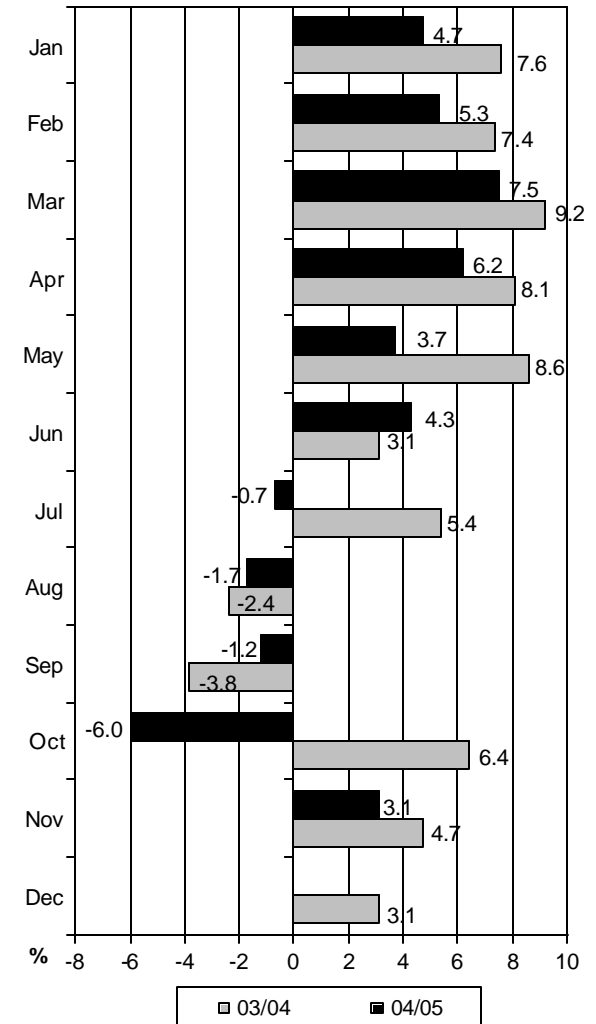
St. Petersburg/Clearwater Area Visitor Origins

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
TOTAL	-1.1	-1.1	-0.3	+1.7	+3.4	+2.4	+2.1	+6.2	+7.2	+1.4	+7.5	+7.3

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
TOTAL	+7.6	+7.4	+9.2	+8.1	+8.6	+3.1	+5.4	-2.4	-3.8	+6.4	+4.7	+3.1

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	
Southeast	-2.6	-7.9	+1.5	+4.1	-0.7	+1.3	-15.5	+4.2	-9.4	-4.7	+5.1	
Northeast	+14.1	+6.5	+8.7	+7.3	+4.1	+1.7	+2.7	+1.7	+3.5	-9.5	+5.9	
Midwest	-2.8	+6.2	+9.5	+6.9	+4.3	+5.8	+2.3	-3.5	-3.4	-4.3	-2.9	
Canada	+9.8	+6.3	+4.9	+7.8	+9.6	+10.8	-10.4	+1.3	-7.7	-1.4	-4.6	
Europe	+12.0	+8.7	+15.8	+8.4	+7.5	+8.7	+5.1	+0.7	+1.3	-3.2	+7.8	
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	
TOTAL	+4.7	+5.3	+7.5	+6.2	+3.7	+4.3	-0.7	-1.7	-1.2	-6.0	+3.1	

Percent Changes in Visitation (by Month)
(D)



TOP U.S. FEEDER MARKETS

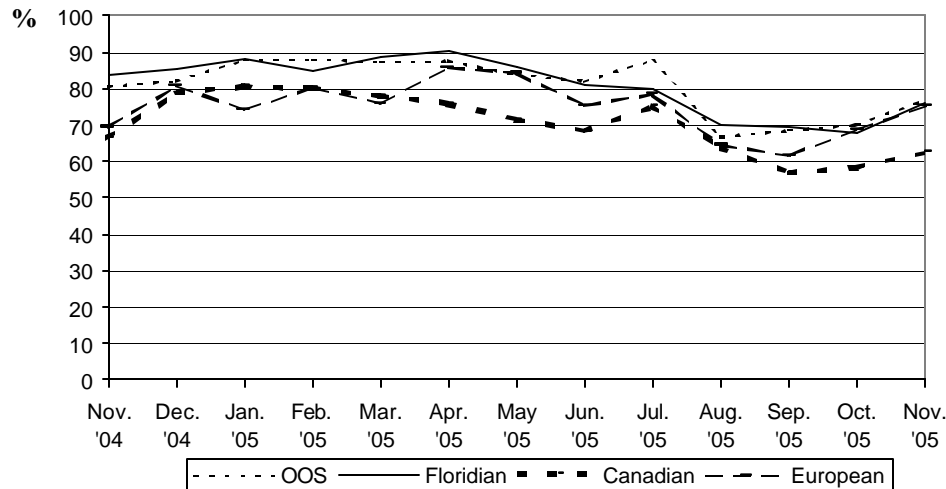
<u>November 2004</u>		<u>November 2005</u>		<u>'04 Rank</u>		
<u>Rank</u>		<u>Rank</u>				
1.	<i>Chicago</i>	14.7%	1.	<i>Chicago</i>	13.5%	1
2.	<i>New York</i>	10.1	2.	<i>New York</i>	11.8	2
3.	<i>Philadelphia</i>	5.8	3.	<i>Boston</i>	6.3	4
4.	<i>Boston</i>	5.0	4.	<i>Philadelphia</i>	6.2	3
5.	<i>Tampa/St. Petersburg</i>	3.8	5.	<i>Tampa/St. Petersburg</i>	4.3	5
6.	<i>Detroit</i>	3.7	6.	<i>Atlanta</i>	3.6	--
7.	<i>Indianapolis</i>	3.4	7.	<i>Hartford/New Haven</i>	3.4	10
8.	<i>Columbus, OH</i>	3.3	8.	<i>Detroit</i>	3.3	6
9.	<i>Providence/New Bedford</i>	3.3	9.	<i>Cleveland</i>	3.1	--
10.	<i>Hartford/New Haven</i>	3.2	10.	<i>Cincinnati</i>	3.1	--

St. Petersburg/Clearwater Area Occupancy Barometer: 2004 – 2005

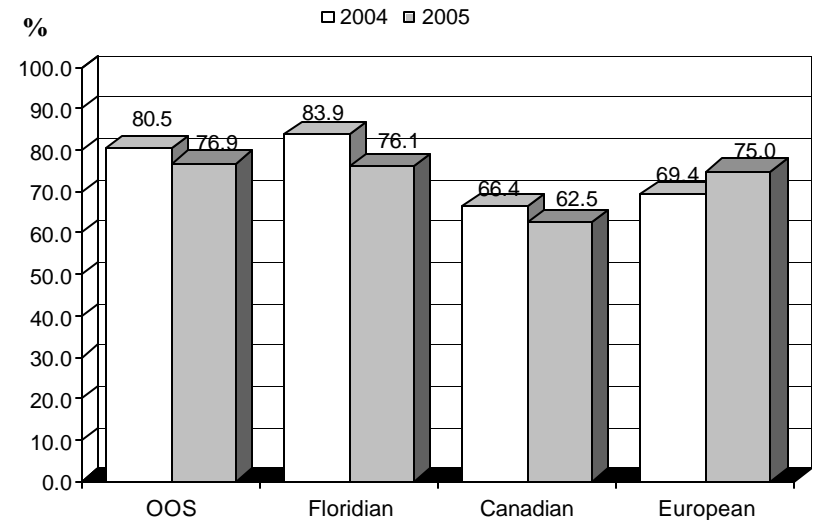
1. Compared to 2004, OVER THE NEXT THREE MONTHS, properties report RESERVATIONS UP OR THE SAME for:

	Dec. '04	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sep. '05	Oct. '05	Nov. '05	Nov. '04
U.S. OOS Travelers	82.1%	87.8%	88.0%	87.2%	87.5%	83.8%	82.0%	87.8%	66.7%	68.4%	70.0%	76.9%	80.5%
Floridian Travelers	85.1	88.1	84.7	88.6	90.6	85.7	80.7	80.1	70.1	69.2	67.6	76.1	83.9
Canadian Travelers	78.9	80.6	80.1	77.8	75.9	71.5	68.3	75.3	63.7	56.7	58.3	62.5	66.4
European Travelers	80.6	74.2	80.0	75.9	85.7	84.3	75.3	78.4	64.5	61.6	68.8	75.0	69.4

Reservations



Reservations: November 2004 - 2005

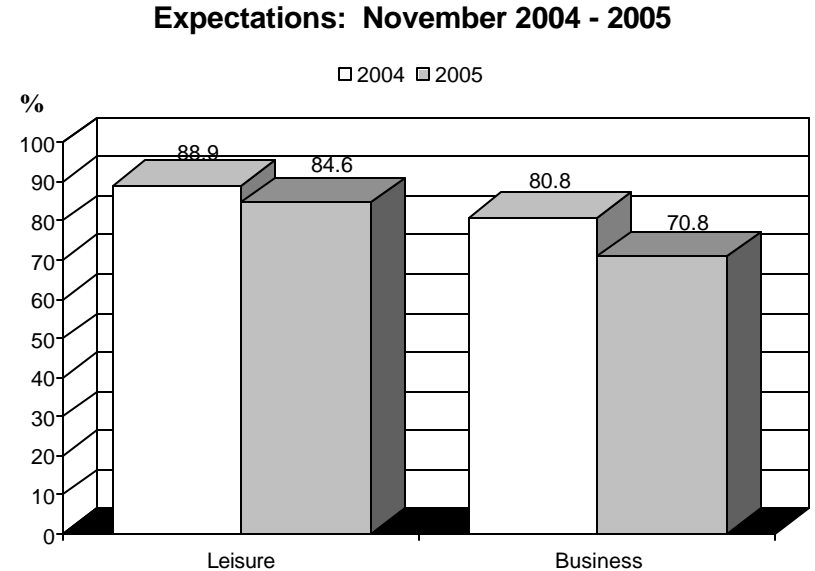
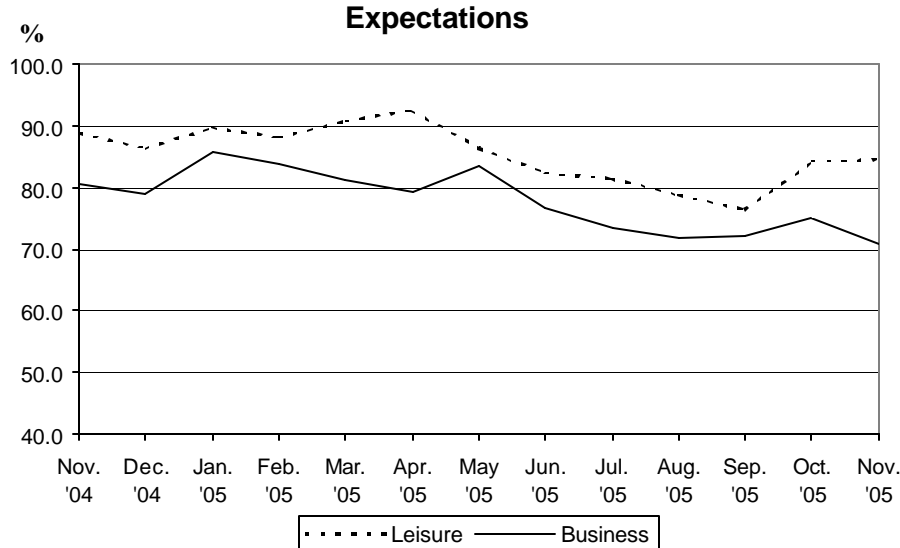


November 2005 Visitor Profile – St. Petersburg/Clearwater Area Convention and Visitors Bureau

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

	Dec. '04	Jan. '05	Feb. '05	Mar. '05	Apr. '05	May '05	Jun. '05	July '05	Aug. '05	Sep. '05	Oct. '05	Nov. '05	Nov. '04
Leisure Travelers	86.4%	89.8%	88.2%	90.9%	92.6%	86.5%	82.4%	81.5%	78.8%	76.4%	84.3%	84.6%	88.9%
Business Travelers	79.1	85.7	83.8	81.4	79.5	83.7	76.7	73.6	71.9	72.1	75.0	70.8	80.8
Conferences/ Business Meetings *	73.5	80.0	78.6	75.9	73.6	68.1	66.2	71.3	66.2	65.2	74.1	81.8	75.0
Travel & Tour Groups *	83.3	75.0	77.2	70.4	72.6	72.0	69.9	74.0	65.4	66.7	72.7	73.9	68.2

* (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	26,925	18,113	19,316	18,526	20,458	19,609	19,901
Apr.	49,901	50,052	57,965	56,050	55,082	54,344	31,098	31,376	34,350	37,124	38,558	40,131
Win.	90,673	90,630	107,028	102,073	103,971	99,733	73,110	74,542	79,457	83,225	85,129	85,617
May	32,071	35,312	39,785	37,344	38,673	38,161	25,656	24,108	23,069	25,587	26,283	26,089
Jun.	73,540	73,014	79,279	82,217	76,684	77,157	60,353	57,997	56,263	56,033	56,163	56,882
Jul.	89,525	92,259	104,221	107,994	108,187	102,408	52,307	53,818	56,801	58,519	56,616	47,865
Aug.	62,519	68,066	72,170	78,708	71,585	63,248	29,353	27,072	29,489	27,610	26,543	27,671
Sp./Sm.	257,655	268,651	295,455	306,263	295,129	280,974	167,669	162,995	165,622	167,749	165,605	158,507
Sept.	29,460	35,020	37,503	34,600	35,863	36,282	12,104	10,006	11,523	11,234	10,370	9,391
Oct.	18,705	23,644	24,931	24,548	26,496	22,008	25,540	27,307	26,712	27,798	27,649	26,338
Nov.	11,231	19,142	20,683	19,316	20,777	22,277	7,324	10,634	12,065	13,230	14,129	14,851
Dec.	22,947	36,129	34,280	35,635	29,237		17,384	22,233	22,139	22,991	22,125	
Fall	82,343	113,935	117,397	114,099	112,373		62,352	70,180	72,439	75,253	74,273	
Total	430,671	473,216	519,880	522,435	511,473		303,131	307,717	317,518	326,227	325,007	

**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	159,792	196,310	206,883	210,797	208,071	227,678	249,346
Apr.	189,480	197,966	205,384	214,010	233,706	250,818	224,917	242,788	243,311	246,767	268,329	286,769
Win.	472,826	506,717	509,129	515,483	565,247	612,327	600,378	640,249	654,281	643,671	699,945	743,937
May	78,320	76,397	76,896	84,023	92,740	96,569	108,365	110,012	112,335	117,218	127,659	133,172
Jun.	72,525	76,121	76,210	80,123	86,405	87,858	161,280	174,508	183,621	180,669	188,470	199,369
Jul.	81,981	87,646	89,630	89,374	99,218	101,852	129,258	130,701	140,178	141,509	150,229	153,612
Aug.	69,000	71,546	73,334	81,593	80,835	82,222	102,165	102,098	107,867	116,620	110,997	107,126
Sp./Sm.	301,826	311,710	316,070	335,113	359,198	368,501	501,068	517,319	544,001	556,016	577,355	593,279
Sept.	46,360	37,136	41,065	48,529	41,049	42,472	63,488	53,299	58,664	67,177	58,980	56,984
Oct.	77,700	70,931	74,081	78,700	82,562	74,684	99,283	94,908	101,861	112,634	121,346	116,174
Nov.	60,793	57,662	59,340	67,209	72,028	76,255	64,211	61,443	61,802	69,590	70,920	68,830
Dec.	73,709	66,005	64,275	73,187	80,993		104,306	112,903	115,695	127,981	129,984	
Fall	258,562	231,734	238,761	267,625	276,632		331,288	322,553	338,022	377,382	381,230	
Total	1,033,214	1,050,161	1,063,960	1,118,221	1,201,077		1,432,734	1,480,121	1,536,304	1,577,069	1,658,530	

**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	71,409	51,403	48,798	39,556	37,922	41,941	48,581
Apr.	65,089	69,475	52,956	48,771	54,295	58,524	139,579	132,226	100,187	105,549	116,460	126,245
Win.	187,434	197,105	158,256	160,504	175,212	186,820	258,200	250,461	187,709	197,624	217,019	239,476
May	18,567	19,014	17,385	11,756	13,141	14,408	59,415	58,741	50,150	56,016	61,577	66,197
Jun.	11,665	10,874	10,230	7,331	8,640	9,574	108,027	104,601	86,440	96,357	102,606	111,512
Jul.	22,633	24,090	19,281	21,280	22,983	20,593	110,649	108,148	92,757	96,290	105,945	111,313
Aug.	15,249	16,243	14,356	12,363	13,271	13,440	89,585	87,402	72,170	77,884	82,846	83,408
Sp./Sm.	68,114	70,221	61,252	52,730	58,035	58,015	367,676	358,892	301,517	326,547	352,974	372,430
Sept.	11,190	8,466	9,847	9,661	9,938	9,177	57,322	40,792	42,322	44,036	51,419	52,076
Oct.	27,698	23,977	25,287	23,465	23,424	23,091	97,844	82,253	89,396	82,310	89,858	86,950
Nov.	24,415	22,214	22,899	23,020	22,162	21,134	68,850	55,535	60,325	61,917	66,764	71,971
Dec.	30,596	24,665	25,710	26,822	28,841		84,140	69,826	75,702	77,019	84,549	
Fall	93,899	79,322	83,743	82,968	84,365		308,156	248,406	267,745	265,282	292,590	
Total	349,447	346,648	303,251	296,202	317,612		934,032	857,759	756,971	789,453	862,583	

**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	9,365	n/a	n/a	n/a	n/a	n/a	n/a
Apr.	23,143	23,158	21,469	19,654	20,459	19,229	n/a	n/a	n/a	n/a	n/a	n/a
Win.	56,202	50,497	54,131	52,278	52,731	49,717	9,819	13,010	9,800	6,500	3,745	4,190
May	15,191	15,959	14,711	13,831	15,394	14,797	n/a	n/a	n/a	n/a	n/a	n/a
Jun.	19,780	20,713	19,436	20,947	21,061	20,838	n/a	n/a	n/a	n/a	n/a	n/a
Jul.	16,597	15,889	18,239	17,024	17,377	18,923	n/a	n/a	n/a	n/a	n/a	n/a
Aug.	13,342	14,309	18,625	17,308	16,087	18,184	n/a	n/a	n/a	n/a	n/a	n/a
Sp./Sm.	64,910	66,870	71,011	69,110	69,919	72,742	32,683	31,321	23,490	24,414	19,326	16,050
Sept.	8,450	7,697	8,590	9,436	8,426	7,043	n/a	n/a	n/a	n/a	n/a	n/a
Oct.	12,950	9,990	13,890	11,552	12,672	11,545	n/a	n/a	n/a	n/a	n/a	n/a
Nov.	7,324	9,689	9,110	10,319	10,250	10,282	n/a	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	
Fall	43,327	43,009	50,873	50,849	50,707		9,970	5,832	7,243	5,240	4,570	
Total	164,439	160,376	176,015	172,237	173,357		52,472	50,163	40,533	36,154	27,641	

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

	TOTAL					
	2000 *	2001 *	2002 *	2003 *	2004 *	2005 *
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	585,319
Apr.	723,207	747,041	715,622	727,925	786,889	836,060
Win.	1,748,642	1,823,211	1,759,791	1,761,358	1,902,999	2,021,817
May	337,585	339,543	334,331	345,775	375,467	389,393
Jun.	507,170	517,828	511,479	523,677	540,029	563,190
Jul.	502,950	512,551	521,107	531,990	560,555	556,566
Aug.	381,213	386,736	388,011	412,086	402,164	395,299
Sp./Sm.	1,761,601	1,787,979	1,778,418	1,837,942	1,897,541	1,920,498
Sept.	228,374	192,416	209,514	224,673	216,045	213,425
Oct.	359,720	333,010	356,158	361,007	384,007	360,790
Nov.	244,148	236,319	246,224	264,601	277,030	285,600
Dec.	347,685	347,394	357,084	383,177	395,088	
Fall	1,189,897	1,114,971	1,176,223	1,238,698	1,276,740	
Total	4,700,140	4,726,161	4,714,432	4,837,998	5,077,280	