RESEARCH DATA SERVICES, INC.
3825 HENDERSON BOULEVARD • SUITE 300
TAMPA, FLORIDA 33629
TEL (813) 254-2975 • FAX (813) 254-2986

Visit St. Petersburg/Clearwater

April 2010 Visitor Profile

Prepared for:

Pinellas County Tourist Development Council

and

Visit St. Petersburg/Clearwater

Prepared by:

Walter J. Klages, Ph.D.

President

Research Data Services, Inc.

Research@KlagesGroup.com

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Executive Summary: April 2010

1. The month of April brought accelerating recovery to Pinellas tourism, notwithstanding the negative stigma of the April 20th Deepwater Horizon spill. The ranks of our lodging visitors (heads in beds) grew by 6.1% and Average Daily Rates (ADR) stabilized at a modest 3.4% contraction. Most importantly, lodging visitor spending grew by a robust 6.6%. In total, the industry's contribution to the County's economy reached $902,125,492. The three-month forward looking index taken in May suggested continuing improvements of tourism activity for the Summer Season. Yet, needless to say, such future progress will be conditional on the movement of the spill.

% of Properties Reporting Reservations:	2009	2010
Up	5.7%	14.6%
The Same	22.7	30.5
Down	65.9	39.0
Don't Know	5.7	15.9

2. This April's visitor origin distribution was as follows:

	April		
Visitor Segments *(H/M/C and V F/R)*	2009 Visitor #	2010 Visitor #	% Δ
Florida	63,761	73,066	+14.6
Southeast	28,423	30,974	+9.0
Northeast	235,069	225,553	-4.0
Midwest	254,274	271,616	+6.8
Canada	56,079	63,536	+13.3
Europe	116,766	114,365	-2.1
Markets of Opportunity	13,828	15,090	+9.1
Total	**768,200**	**794,200**	**+3.4**

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3. April 2010's top DMA's reflect expanding penetration of the destination's New York, Philadelphia, Cincinnati, Milwaukee, and Tampa Bay markets. The St. Petersburg/Clearwater area's top April DMA's are (in rank order):

Rank	April 2010 vs. 2009	2009	2010	'09 Rank
1.	New York	7.1%	8.8%	3
2.	Chicago	8.2	6.3	2
3.	Philadelphia	3.5	5.2	8
4.	Detroit	6.6	5.0	4
5.	Boston	8.7	4.9	1
6.	Tampa/St. Petersburg	3.6	4.8	7
7.	Indianapolis	4.4	4.6	5
8.	Greater Orlando Area	4.3	4.0	6
9.	Cincinnati	--	3.8	--
10.	Pittsburgh	3.2	3.5	9
11.	Milwaukee	--	3.5	--

4. The month of April also saw a notable increase in the group/business travel segment ***(2009: 21.1%; 2010: 25.6%).***

5. This month's visitors are, on average, older ***(2009: 46.5 years of age; 2010: 47.5 years of age)*** and control a higher household income ***(2009: $114,839; 2010: $119,245).*** An increasing majority hold professional and managerial positions ***(2009: 58.0%; 2010: 62.3%).***

6. Virtually all of our visitors are web connected and routinely browse the Internet for travel information. The acceptance of purchasing travel on-line has now reached the 92.0% level. Visitors rely on accommodation websites ***(50.4%),*** airline websites ***(30.8%),*** www.visitstpeteclearwater.com ***(28.4%),*** as well as Expedia ***(15.6%)***, Travelocity ***(11.9%),*** and TripAdvisor ***(10.0%).*** Significantly, some 10.6% volunteer the use of social networking sites such as Facebook and Twitter for travel information.

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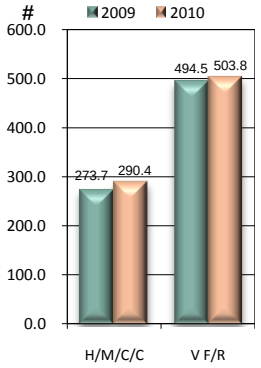
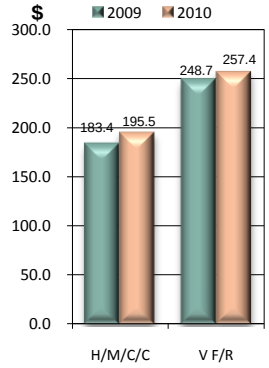
	Annual	Year to Date (H/M/C/C & V F/R)			April		
	2009 *	2009 *	2010 *	% Δ '09/'10	2009	2010	% Δ '09/'10
H/M/C/C Visitors	2,502,810	885,670	892,900	+0.8	273,700	290,400	+6.1
V F/R Visitors	2,488,600	1,054,600	1,061,300	+0.6	494,500	503,800	+1.9
Total	**4,991,410**	**1,940,270**	**1,954,200**	**+0.7**	**768,200**	**794,200**	**+3.4**
H/M/C/C Exp.	$1,882,712,500	$803,580,300	$779,388,800	-3.0	$183,376,300	$195,523,400	+6.6
V F/R Exp.	1,303,267,400	565,128,500	568,721,600	+0.6	248,733,500	257,441,800	+3.5
Total	**$3,185,979,900**	**$1,368,708,800**	**$1,348,110,400**	**-1.5**	**$432,109,800**	**$452,965,200**	**+4.8**
Room Nights (e)*	6,035,805	2,446,145	2,397,200	-2.0	638,900	678,300	+6.2

**Based on Industry RFVPAR*

Visitors *(in Thousands)*



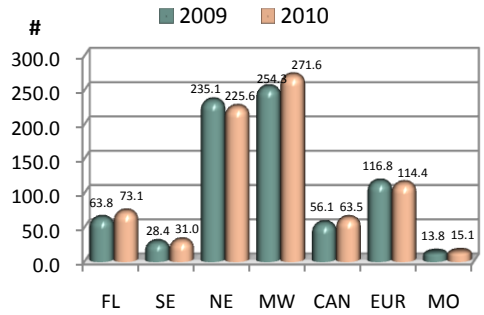
Expenditures *(in Millions)*



Visitor Origin	Annual 2009 *	Year to Date (H/M/C/C & V F/R) 2009 Visitor # *	2010 Visitor # *	% Δ	% Rel.	April (H/M/C/C & V F/R) 2009 Visitor #	% Rel.	2010 Visitor #	% Δ
Florida	597,192	114,076	126,527	+10.9	8.3%	63,761	9.2%	73,066	+14.6
Southeast	301,040	80,344	78,171	-2.7	3.7	28,423	3.9	30,974	+9.0
Northeast	1,186,925	596,009	575,129	-3.5	30.6	235,069	28.4	225,553	-4.0
Midwest	1,459,122	675,910	710,051	+5.1	33.1	254,274	34.2	271,616	+6.8
Canada	307,152	178,028	196,264	+10.2	7.3	56,079	8.0	63,536	+13.3
Europe	953,832	243,849	218,577	-10.4	15.2	116,766	14.4	114,365	-2.1
U.S. Opp. Mkts	157,777	45,784	43,781	-4.4	1.8	13,828	1.9	15,090	+9.1
Latin American	28,370	(4/09) 6,270	(4/10) 5,700	-9.1	n/a	n/a	n/a	n/a	n/a
Total	**4,991,410**	**1,940,270**	**1,954,200**	**+0.7**	**100.0**	**768,200**	**100.0**	**794,200**	**+3.4**

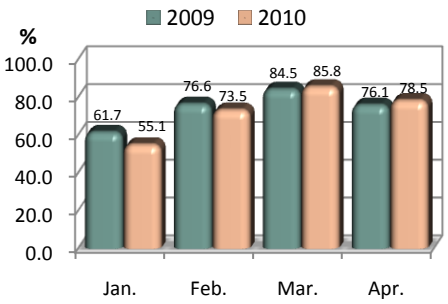
Please Note: Latin American Visitor numbers published seasonally only.

April Visitor Origin *(in Thousands)*



Occupancy: *Industry (Weighted)*	Seasonal Winter	Monthly Occupancy Jan.	Feb.	Mar.	Apr.
Occupancy 2010	73.2%	55.1%	73.5%	85.8%	78.5%
Occupancy 2009	74.7	61.7	76.6	84.5	76.1
Δ Points	**-1.5**	**-6.6**	**-3.1**	**+1.3**	**+2.4**
ADR 2010	$110.41	$92.88	$108.40	$127.74	$112.60
ADR 2009	116.96	106.75	120.26	124.31	116.53
Δ Percent	**-5.6%**	**-13.0%**	**-9.9%**	**+2.8%**	**-3.4%**

Industry Occupancy *(by Month)*



April Occ./ADR:	2009 Occ.	2010 Occ.	Point Δ	2009 ADR	2010 ADR	% Δ
< 20 units	77.4%	74.7%	-2.7	$102.70	$106.64	+3.8
21 - 50 units	73.2	72.8	-0.4	104.17	101.02	-3.0
51 - 100 units	77.8	79.0	+1.2	116.80	109.62	-6.1
101+ units	76.9	80.3	+3.4	128.25	123.00	-4.1
Condominiums	72.6%	73.7%	+1.1	$166.35	$160.91	-3.3

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Length of Stay *(Days)*	2009	2010
Away from Home	9.1	9.3
In Florida	8.7	8.7
In the St. Petersburg/Clearwater Area	5.9	6.1

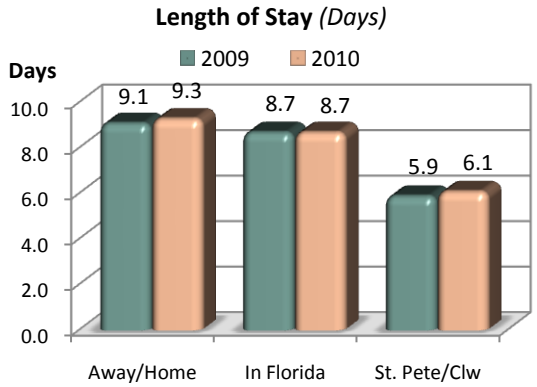
Party Size	2009	2010
Number of People	3.0	3.1

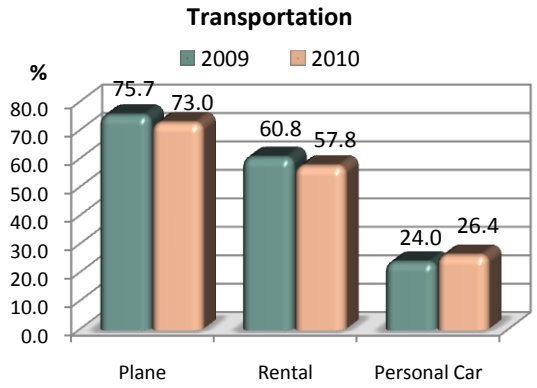
Party Composition	2009	2010
Family	53.1%	57.6%
Couple *(Traveling without Children)*	42.9	37.0
Single	4.0	4.3

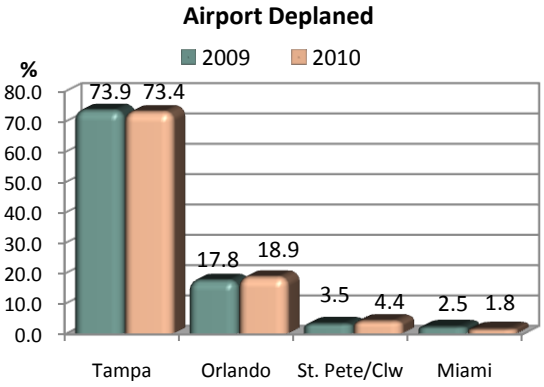
Transportation *(Multiple Response)* *(Percentaged to the Base of H/M/C/C Resp.)*	2009	2010
Plane	75.7%	73.0%
Rental Car	60.8	57.8
Personal Car	24.0	26.4

	Total		Europe	
Airport Deplaned *(Base: Flew)*	2009	2010	2009	2010
Tampa International	73.9%	73.4%	20.0%	31.8%
Orlando International/Sanford	17.8	18.9	60.0	59.1
St. Petersburg-Clearwater International	3.5	4.4	N/A	N/A
Miami International	2.5	1.8	11.1	9.1

Car Rental Location *(Base: Rented a Car)*	2009	2010	2009	2010
Tampa	70.1%	69.8%	19.5%	33.3%
Greater Orlando Area	20.7	21.7	61.0	57.1
St. Petersburg/Clearwater Area	3.8	4.5	N/A	N/A
Miami	3.3	2.3	12.2	9.5







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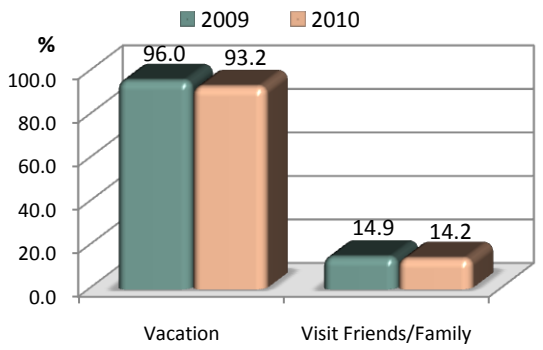
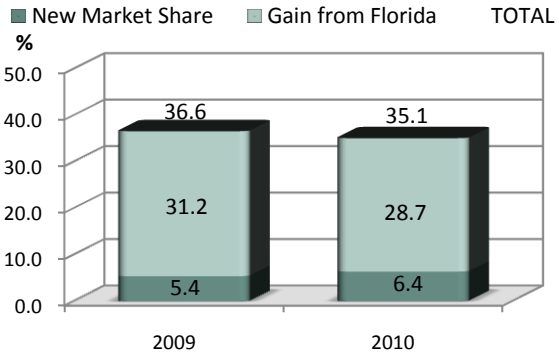
Purpose of Trip *(Multiple Response)*	Total		Europe	
A. Profile Data	2009	2010	2009	2010
Vacation	96.0%	93.2%	97.8%	95.5%
Visit Friends/Relatives	14.9	14.2	8.9	4.5
B. Occupancy Survey Data	2009	2010	2009	2010
Business	14.9%	17.7%	N/A	N/A
Conference/Business Meetings	6.2	7.9	N/A	N/A

Purpose of Trip



First Visit to *(% yes)*	Total		Europe	
	2009	2010	2009	2010
St. Petersburg/Clearwater Area	36.6%	35.1%	62.2%	68.2%
Florida	5.4	6.4	24.4	27.3

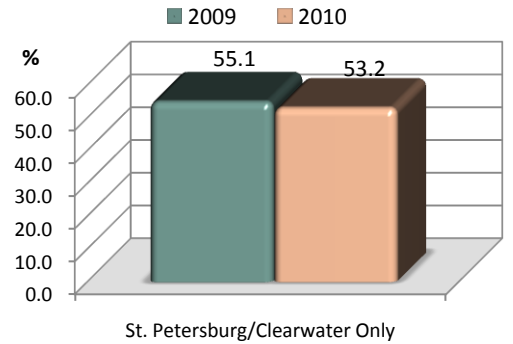
First Visit to St. Pete/Clw Area *(% Yes)*



Considered St. Pete/Clw Only	Total		Europe	
	2009	2010	2009	2010
% Yes	55.1%	53.2%	11.1%	18.2%

Information Most Helpful to Visit *(Open Ended Multiple Response)*	2009	2010	2009	2010
Internet	90.4%	91.1%	93.3%	95.5%
Previous Visit	54.9	50.7	31.1	22.7
Recommendation	23.5	24.5	28.9	22.7
Print Media	6.2	8.5	33.3	36.4
Travel Professional	5.8	6.2	22.2	27.3
Business Contacts	4.1	4.9	N/A	4.5

Considered Only *(% Yes)*



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	Total		Europe	
Travel Professional Assisted	2009	2010	2009	2010
% Yes	15.4%	16.4%	57.8%	72.7%

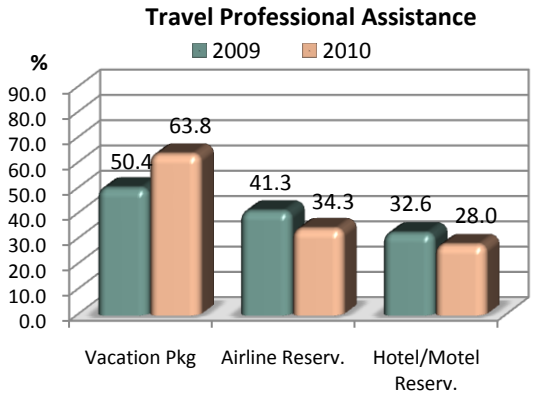
Travel Professional Assistance *(Base: Assisted by Travel Professional)*	2009	2010	2009	2010
Vacation Packages *(Including Fly/Drive)*	50.4%	63.8%	76.9%	87.5%
Airline Reservations	41.3	34.3	15.4	18.8
Hotel/Motel Reservations	32.6	28.0	23.1	12.5

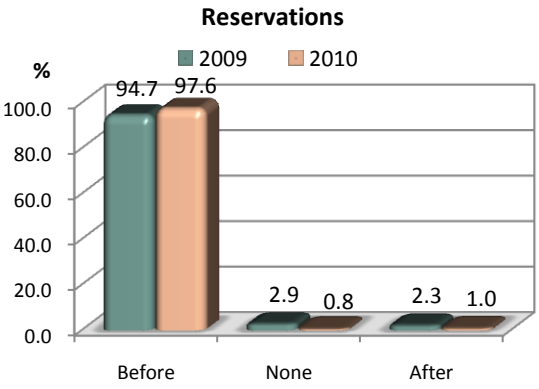
Reservations	2009	2010	2009	2010
Before Leaving Home	94.7%	97.6%	88.9%	95.5%
None	2.9	0.8	4.4	N/A
After Arrival	2.3	1.0	6.7	4.5

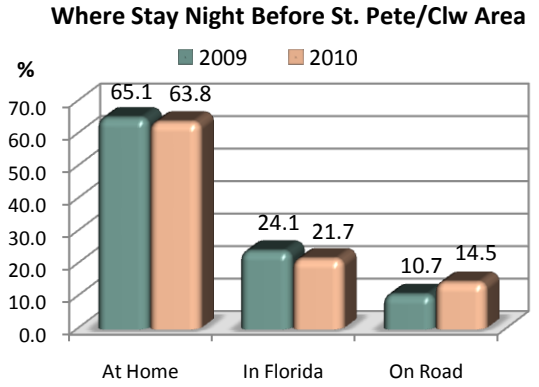
Where Stay Night Before St. Petersburg/Clearwater Area	2009	2010	2009	2010
At Home	65.1%	63.8%	20.0%	27.3%
In Florida *(Not in St. Pete/Clearwater)*	24.1	21.7	77.8	68.2
On Road *(Not in Florida)*	10.7	14.5	2.2	4.5

Where in Florida *(Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)*	2009	2010	2009	2010
Orlando	59.4%	60.5%	80.0%	86.7%

Visit Other Florida Areas This Trip	2009	2010	2009	2010
Overnight Trips Only -- % Yes	33.5%	30.9%	84.4%	77.3%







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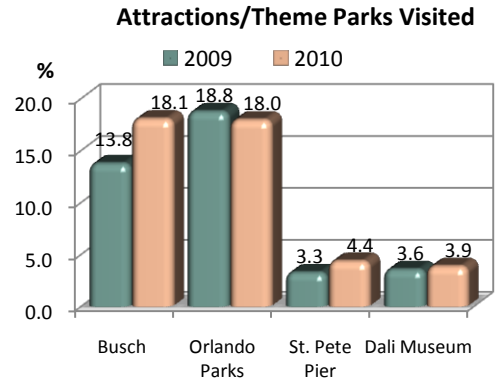
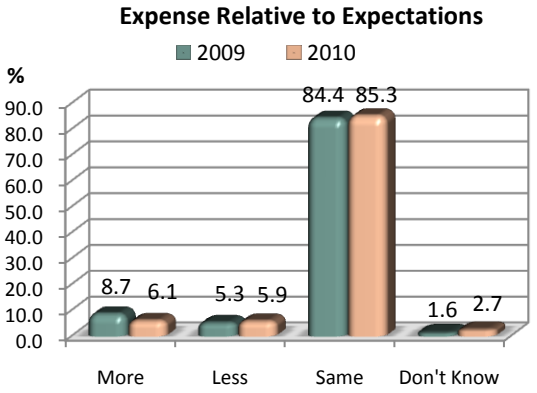
Attractions/Theme Parks Visited *(Open Ended Multiple Response)*	Total 2009	Total 2010	Europe 2009	Europe 2010
Busch Gardens	13.8%	18.1%	26.7%	31.8%
Orlando Theme Parks	18.8	18.0	57.8	63.6
St. Petersburg Pier	3.3	4.4	4.4	4.5
Salvador Dali Museum	3.6	3.9	8.9	9.1

Satisfaction with St. Petersburg/Clearwater	Total 2009	Total 2010	Europe 2009	Europe 2010
Satisfied *(Combined)*	92.7%	93.5%	91.1%	90.9%

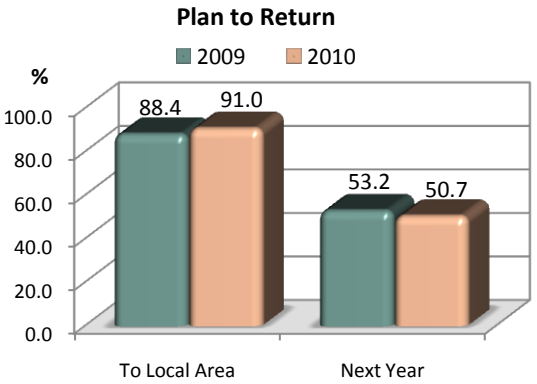


Expense Relative to Expectations	Total 2009	Total 2010	Europe 2009	Europe 2010
More Expensive	8.7%	6.1%	15.6%	22.7%
Less Expensive	5.3	5.9	8.9	9.1
As Expected	84.4	85.3	68.9	63.6
Don't Know	1.6	2.7	6.7	4.5



Recommend St. Petersburg/Clearwater Area to Friends/Relatives	Total 2009	Total 2010	Europe 2009	Europe 2010
% Yes	91.8%	92.6%	86.7%	86.4%

Plan to Return *(% Yes)*	Total 2009	Total 2010	Europe 2009	Europe 2010
To Local Area	88.4%	91.0%	71.1%	68.2%
Next Year *(Base: Planning to Return)*	53.2	50.7	25.0	20.0



Demographics	Total 2009	Total 2010	Europe 2009	Europe 2010
Average Age Head of Household	46.5	47.5	44.8	47.5
Median Annual Household Income	$114,839	$119,245	$124,906	$130,000

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St. Pete/Clw Message Seen/Read/Heard	Total 2009	Total 2010	Europe 2009	Europe 2010
% Yes	57.3%	57.7%	66.7%	72.7%

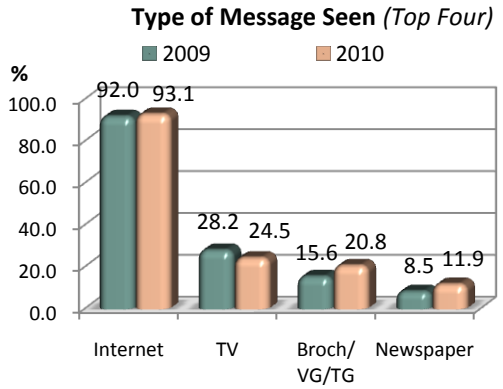
Source of Information (Base: Seen/Read/Heard Area Message) (Open Ended Multiple Response)	2009	2010	2009	2010
Internet	92.0%	93.1%	86.7%	87.5%
Television	28.2	24.5	6.7	6.2
Brochures/Visitor Guides/Travel Guides	15.6	20.8	56.7	62.5
Newspapers	8.5	11.9	N/A	N/A
Magazines	11.6	8.7	N/A	N/A

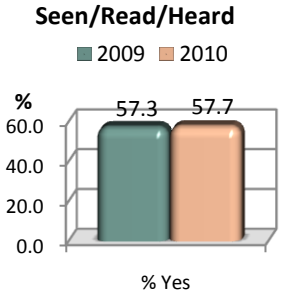
Directly Influenced by Message (Base: Seen/Read/Heard Area Message)	2009	2010	2009	2010
% Yes	52.3%	52.9%	80.0%	81.2%

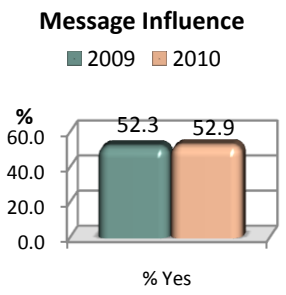
Budget Breakdown (By Category)	2009	2010
Accommodations	$1,009.55	$1,007.45
Food/Entertainment	754.20	775.82
Retail Purchases	238.81	249.92
Rental Car	260.07	270.99

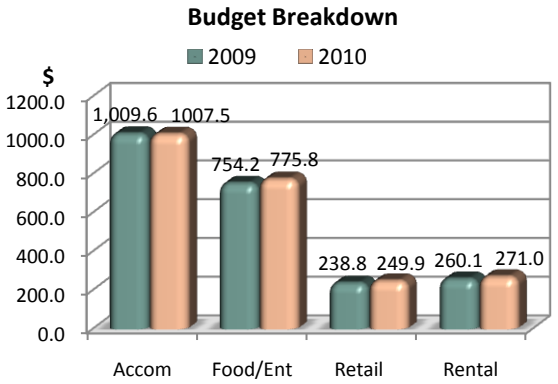
St. Pete/Clw Area Base Budget	2009	2010
Total	$2,009.97	$2,087.20
Per Person/Trip	669.99	673.29
Per Person/Day	113.56	110.38

Occupation	2009	2010
Professional/Technical	34.4%	38.3%
Executive/Managerial	23.6	24.0
Retired	13.8	10.2
Salesman/Buyer	8.6	9.2
Craft/Mechanical/Factory	7.9	6.7









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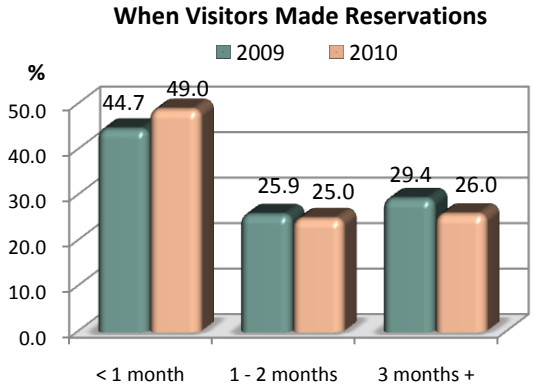
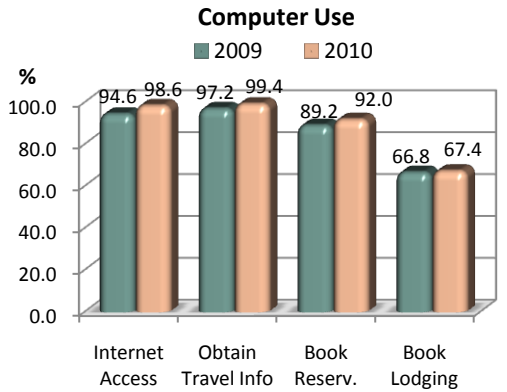
When Visitors Made Reservations for This Trip to the St. Pete/Clearwater Area	2009	2010
Less than One Month	44.7%	49.0%
1 - 2 Months	25.9	25.0
3 Months or More	29.4	26.0



Have Internet Access	2009	2010
% Yes	94.6%	98.6%

Use Internet to: *(Base: Respondents who Have Internet Access)*	2009	2010
Obtain Travel Information	97.2%	99.4%
Book Travel Reservations On-Line	89.2	92.0

Book Lodging Reservations: *(Base: Respondents who Book Travel Reservations On-Line)*	2009	2010
% Yes	66.8%	67.4%



Compared to 2009, <u>OVER THE NEXT THREE MONTHS</u>, properties report reservations:

Occupancy Survey Data	2009	2010
Up	5.7%	14.6%
Same	22.7	30.5
Down	65.9	39.0
Don't Know	5.7	15.9

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Thinking about your experiences while here in the St. Petersburg/Clearwater Area, which of the following attributes describes this area well?

Attributes	April 2010
White, Sandy Beaches	91.0%
Warm Weather	82.9
Complete Relaxation	81.0
Good Dining Out	74.3
Safe Destination	72.9
Clean, Unspoiled Environment	67.9
Good Value for the Money	61.1
Reasonably Priced Lodging	58.8
Clear, Blue Water	58.5
Family Atmosphere	54.5
Resort Atmosphere	52.2
Sunning on the Beach	50.4
Upscale Accommodations	44.9

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St. Petersburg/Clearwater Area Visitor Origins

2007 -- 2008 Percent Change (By Same Month Last Year)

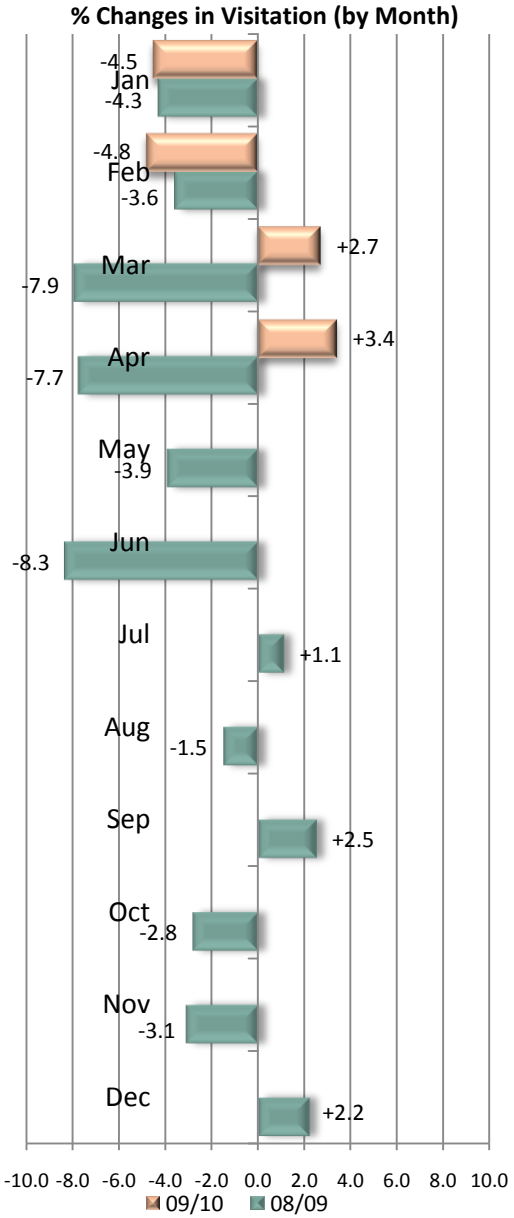
Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-13.2	-13.6	-21.9	-0.1	+0.2	+7.9	+7.8	-3.6	-13.4	+10.6	+19.3	-11.1
Southeast	+8.4	+12.3	-10.8	-8.0	-1.9	+0.9	-7.0	-20.5	-30.7	-17.5	-21.2	+8.3
Northeast	-10.2	-0.7	+3.0	+1.8	-9.0	-9.6	-14.6	-12.8	-13.1	-19.2	-19.9	-12.0
Midwest	-0.4	+1.3	+2.1	-4.6	-2.5	-4.9	-11.3	-14.4	-26.4	-14.6	-17.1	-21.0
Canada	+1.8	+4.6	+3.7	+6.9	+1.3	+7.4	+12.1	-11.1	-3.0	-5.6	+5.8	+0.6
Europe	+1.2	+7.2	+4.5	-2.8	+0.8	+4.8	+22.9	+25.7	+34.6	+36.8	+14.0	+34.5
Mkts Opp	-0.6	+9.8	-24.7	-6.9	-13.8	-9.7	-17.4	-13.4	-32.0	-12.2	+6.5	-7.0
TOTAL	**-2.8**	**+1.6**	**+0.4**	**-1.5**	**-3.6**	**-1.2**	**-0.9**	**-5.3**	**-6.8**	**-1.8**	**-5.0**	**-3.3**

2008 -- 2009 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-12.0	+16.2	+16.2	+5.0	+18.0	+2.7	+9.2	+2.5	+19.3	-1.6	+15.7	+18.8
Southeast	-8.5	-15.1	+15.1	-18.7	+1.2	-1.7	+9.9	+4.8	+21.7	+0.3	-9.7	+7.7
Northeast	-5.3	+3.9	-4.7	-8.3	-5.8	-14.0	+3.7	-5.5	+8.2	+0.5	+8.5	+12.3
Midwest	-14.9	-11.5	-12.7	-8.5	-7.4	-17.8	-7.8	+2.0	+8.3	+6.2	-6.7	+0.6
Canada	-9.7	-10.0	-13.8	-12.5	-10.9	-19.3	-10.6	-7.8	-19.6	-10.6	-15.2	-8.6
Europe	+35.9	-2.0	-10.4	-5.8	-8.2	+0.4	-1.2	-4.4	-10.9	-13.0	-12.0	-9.7
Mkts Opp	-2.2	+7.1	+10.5	-2.2	-1.1	-14.1	+4.5	-8.4	-5.1	+2.9	+4.8	+16.2
TOTAL	**-4.3**	**-3.6**	**-7.9**	**-7.7**	**-3.9**	**-8.3**	**+1.1**	**-1.5**	**+2.5**	**-2.8**	**-3.1**	**+2.2**

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

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	+3.8	+2.1	+8.5	+14.6								
Southeast	+4.3	-15.1	-15.3	+9.0								
Northeast	-4.9	-6.9	+0.2	-4.0								
Midwest	+4.7	-0.2	+5.5	+6.8								
Canada	+3.5	+6.7	+11.5	+13.3								
Europe	-27.5	-17.7	-8.4	-2.1								
Mkts Opp	-10.8	-11.2	-8.7	+9.1								
TOTAL	**-4.5**	**-4.8**	**+2.7**	**+3.4**								



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Top U.S. Feeder Markets

April 2009			April 2010			'09 Rank
Rank			Rank			
1.	*Boston*	8.7%	1.	*New York*	8.8%	3
2.	*Chicago*	8.2	2.	*Chicago*	6.3	2
3.	*New York*	7.1	3.	*Philadelphia*	5.2	8
4.	*Detroit*	6.6	4.	*Detroit*	5.0	4
5.	*Indianapolis*	4.4	5.	*Boston*	4.9	1
6.	*Greater Orlando Area*	4.3	6.	*Tampa/St. Petersburg*	4.8	7
7.	*Tampa/St. Petersburg*	3.6	7.	*Indianapolis*	4.6	5
8.	*Philadelphia*	3.5	8.	*Greater Orlando Area*	4.0	6
9.	*Pittsburgh*	3.2	9.	*Cincinnati*	3.8	--
10.	*Hartford/New Haven*	2.9	10.	*Pittsburgh*	3.5	9
			11.	*Milwaukee*	3.5	--

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2005 - 2010

	Florida						Southeast					
	2005	**2006**	**2007**	**2008**	**2009**	**2010**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**
Jan.	5,765	6,364	7,554	6,558	5,773	5,990	13,889	14,850	16,458	17,836	16,315	17,012
Feb.	12,699	10,889	13,422	11,594	13,473	13,759	11,696	12,868	12,751	14,322	12,158	10,319
Mar.	26,925	30,800	34,245	26,741	31,069	33,712	19,901	18,118	22,830	20,374	23,448	19,866
Apr.	54,344	56,707	60,792	60,737	63,761	73,066	40,131	35,548	37,995	34,945	28,423	30,974
Win.	**99,733**	**104,760**	**116,013**	**105,630**	**114,076**	**126,527**	**85,617**	**81,384**	**90,034**	**87,477**	**80,344**	**78,171**
May	38,161	42,778	38,824	38,892	45,911		26,089	25,746	21,142	20,742	20,998	
Jun.	77,157	89,845	85,637	92,412	94,916		56,882	51,099	52,960	53,443	52,561	
Jul.	102,408	118,977	117,657	126,784	138,497		47,865	49,574	55,973	52,072	57,230	
Aug.	63,248	78,503	67,549	65,085	66,731		27,671	25,642	29,978	23,839	24,978	
Sp./Sm.	**280,974**	**330,103**	**309,667**	**323,173**	**346,055**		**158,507**	**152,061**	**160,053**	**150,096**	**155,767**	
Sept.	36,282	43,587	39,455	34,159	40,743		9,391	8,674	9,220	6,392	7,780	
Oct.	22,008	23,291	25,716	28,448	28,002		26,338	25,474	27,165	22,403	22,471	
Nov.	22,277	23,503	22,097	26,362	30,502		14,851	14,331	15,015	11,836	10,689	
Dec.	31,734	34,672	35,809	31,832	37,814		24,411	23,115	20,580	22,282	23,989	
Fall	**112,301**	**125,053**	**123,077**	**120,801**	**137,061**		**74,991**	**71,594**	**71,980**	**62,913**	**64,929**	
Total	**493,008**	**559,916**	**548,757**	**549,604**	**597,192**		**319,115**	**305,039**	**322,067**	**300,486**	**301,040**	

** Please Note: Annual and seasonal figures are calculated to include Latin American visitors.*

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2005 - 2010

	Northeast						Midwest					
	2005	2006	2007	2008	2009	2010	2005	2006	2007	2008	2009	2010
Jan.	79,406	78,493	80,940	72,657	68,774	65,411	94,868	99,177	97,668	97,313	82,830	86,735
Feb.	122,311	115,154	117,782	116,963	121,582	113,197	112,954	111,855	111,741	113,212	100,223	100,064
Mar.	159,792	160,645	173,763	178,913	170,584	170,968	249,346	256,670	267,620	273,144	238,583	251,636
Apr.	250,818	257,300	251,610	256,262	235,069	225,553	286,769	293,694	291,294	277,895	254,274	271,616
Win.	**612,327**	**611,592**	**624,095**	**624,795**	**596,009**	**575,129**	**743,937**	**761,396**	**768,323**	**761,564**	**675,910**	**710,051**
May	96,569	101,795	103,788	94,452	88,975		133,172	132,294	124,930	121,862	112,820	
Jun.	87,858	90,406	99,158	89,629	77,055		199,369	191,482	181,415	172,577	141,863	
Jul.	101,852	93,639	103,378	88,296	91,568		153,612	144,315	151,926	134,708	124,189	
Aug.	82,222	81,264	85,536	74,545	70,459		107,126	102,566	112,715	96,492	98,419	
Sp./Sm.	**368,501**	**367,104**	**391,860**	**346,922**	**328,057**		**593,279**	**570,657**	**570,986**	**525,639**	**477,291**	
Sept.	42,472	39,033	41,385	35,957	38,901		56,984	57,032	57,253	42,149	45,657	
Oct.	74,684	81,517	77,873	62,941	63,263		116,174	114,269	116,991	99,924	106,130	
Nov.	76,255	73,948	75,924	60,794	65,957		68,830	73,661	69,409	57,566	53,704	
Dec.	92,355	94,522	95,903	84,355	94,738		128,565	130,845	126,361	99,873	100,430	
Fall	**285,766**	**289,020**	**291,085**	**244,047**	**262,859**		**370,553**	**375,807**	**370,014**	**299,512**	**305,921**	
Total	**1,266,594**	**1,267,716**	**1,307,040**	**1,215,764**	**1,186,925**		**1,707,769**	**1,707,860**	**1,709,323**	**1,586,715**	**1,459,122**	

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2005 - 2010

	Canada						Europe					
	2005	2006	2007	2008	2009	2010	2005	2006	2007	2008	2009	2010
Jan.	22,800	21,480	22,663	23,082	20,833	21,564	32,234	30,496	32,646	33,050	44,929	32,585
Feb.	34,087	35,965	34,563	36,146	32,531	34,710	32,416	34,315	36,912	39,556	38,775	31,895
Mar.	71,409	81,531	76,735	79,588	68,585	76,454	48,581	45,295	46,294	48,389	43,379	39,732
Apr.	58,524	60,939	59,947	64,066	56,079	63,536	126,245	130,343	127,494	123,971	116,766	114,365
Win.	**186,820**	**199,915**	**193,908**	**202,882**	**178,028**	**196,264**	**239,476**	**240,449**	**243,346**	**244,966**	**243,849**	**218,577**
May	14,408	13,863	14,992	15,186	13,524		66,197	65,355	66,117	66,672	61,215	
Jun.	9,574	11,231	12,958	13,918	11,227		111,512	110,060	111,553	116,907	117,369	
Jul.	20,593	22,033	21,704	24,338	21,747		111,313	103,003	99,951	122,822	121,328	
Aug.	13,440	14,201	13,190	11,730	10,811		83,408	76,530	71,946	90,438	86,490	
Sp./Sm.	**58,015**	**61,328**	**62,844**	**65,172**	**57,309**		**372,430**	**354,948**	**349,567**	**396,839**	**386,402**	
Sept.	9,177	10,192	10,507	10,188	8,190		52,076	51,393	48,676	65,521	58,351	
Oct.	23,091	17,832	18,834	17,780	15,902		86,950	90,251	81,857	112,014	97,487	
Nov.	21,134	22,070	22,381	23,672	20,084		71,971	69,075	69,125	78,817	69,346	
Dec.	26,445	28,480	30,047	30,240	27,649		80,556	80,075	81,085	109,025	98,397	
Fall	**79,847**	**78,574**	**81,769**	**81,880**	**71,825**		**291,553**	**290,794**	**280,743**	**365,377**	**323,581**	
Total	**324,682**	**339,817**	**338,521**	**349,934**	**307,162**		**903,459**	**886,191**	**873,656**	**1,007,182**	**953,832**	

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2005 - 2010

	Markets of Opportunity						Latin America					
	2005	2006	2007	2008	2009	2010	2005	2006	2007	2008	2009	2010
Jan.	13,103	14,320	11,871	11,804	11,546	10,303	n/a	n/a	n/a	n/a	n/a	n/a
Feb.	8,020	8,909	8,389	9,207	9,858	8,756	n/a	n/a	n/a	n/a	n/a	n/a
Mar.	9,365	10,871	12,683	9,551	10,552	9,632	n/a	n/a	n/a	n/a	n/a	n/a
Apr.	19,229	11,849	15,198	14,144	13,828	15,090	n/a	n/a	n/a	n/a	n/a	n/a
Win.	**49,717**	**45,949**	**48,141**	**44,706**	**45,784**	**43,781**	**4,190**	**5,000**	**4,680**	**5,300**	**6,270**	**5,700**
May	14,797	14,259	14,607	12,594	12,457		n/a	n/a	n/a	n/a	n/a	
Jun.	20,838	17,407	19,719	17,814	15,309		n/a	n/a	n/a	n/a	n/a	
Jul.	18,923	19,279	20,561	16,980	17,741		n/a	n/a	n/a	n/a	n/a	
Aug.	18,184	15,779	18,786	16,271	14,912		n/a	n/a	n/a	n/a	n/a	
Sp./Sm.	**72,742**	**66,724**	**73,673**	**63,659**	**60,419**		**16,050**	**16,200**	**16,800**	**18,300**	**19,400**	
Sept.	7,043	6,939	7,934	5,394	5,118		n/a	n/a	n/a	n/a	n/a	
Oct.	11,545	11,281	13,764	12,090	12,445		n/a	n/a	n/a	n/a	n/a	
Nov.	10,282	10,032	9,349	9,953	10,428		n/a	n/a	n/a	n/a	n/a	
Dec.	22,784	21,051	21,815	20,293	23,583		n/a	n/a	n/a	n/a	n/a	
Fall	**51,654**	**49,303**	**52,862**	**47,730**	**51,574**		**3,455**	**4,540**	**4,700**	**4,600**	**2,700**	
Total	**174,113**	**161,976**	**174,676**	**156,095**	**157,777**		**23,695**	**25,740**	**26,180**	**28,200**	**28,370**	

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2005 - 2010

	TOTAL					
	2005 *	**2006 ***	**2007 ***	**2008 ***	**2009 ***	**2010 ***
Jan.	262,065	265,180	269,800	262,300	251,000	239,600
Feb.	334,183	329,955	335,560	341,000	328,600	312,700
Mar.	585,319	603,930	634,170	636,700	586,200	602,000
Apr.	836,060	846,380	844,330	832,020	768,200	794,200
Win.	**2,021,817**	**2,050,445**	**2,088,540**	**2,077,320**	**1,940,270**	**1,954,200**
May	389,393	396,090	384,400	370,400	355,900	
Jun.	563,190	561,530	563,400	556,700	510,300	
Jul.	556,566	550,820	571,150	566,000	572,300	
Aug.	395,299	394,485	399,700	378,400	372,800	
Sp./Sm.	**1,920,498**	**1,919,125**	**1,935,450**	**1,889,800**	**1,830,700**	
Sept.	213,425	216,850	214,430	199,760	204,740	
Oct.	360,790	363,915	362,200	355,600	345,700	
Nov.	285,600	286,620	283,300	269,000	260,700	
Dec.	406,850	412,760	411,600	397,900	406,600	
Fall	**1,270,120**	**1,284,685**	**1,276,230**	**1,226,860**	**1,220,440**	
Total	**5,212,435**	**5,254,255**	**5,300,220**	**5,193,980**	**4,991,410**	

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