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Visit St. Petersburg/Clearwater

February 2011 Visitor Profile

Prepared for:

Pinellas County Tourist Development Council

and

Visit St. Petersburg/Clearwater

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Executive Summary: February 2011

(Survey Sample: n = 337)

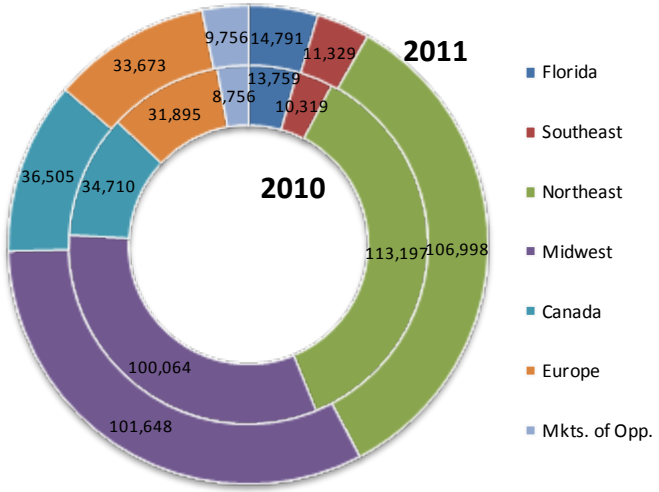
1. In February, occupancy grew by 2.3% and ADR increased by 2.7%. February tourism contributed fully $581,555,963 of value added transactions to Pinellas County's economy ***(+2.0%).*** Pinellas' three-month forward looking reservation barometer indicates continuing recovery of tourism activity levels. Specifically:

% of Properties Reporting Reservations:	2010	2011
Up	22.8%	34.9%
The Same	30.4	27.0
Down	41.8	31.7

2. February's visitor origin distributions are as follows:

Visitor Segments *(H/M/C and V F/R)*	February 2010 Visitor #	February 2011 Visitor #	% Change
Florida	13,759	14,791	+7.5
Southeast	10,319	11,329	+9.8
Northeast	113,197	106,998	-5.5
Midwest	100,064	101,648	+1.6
Canada	34,710	36,505	+5.2
Europe	31,895	33,673	+5.6
Markets of Opportunity	8,756	9,756	+11.4
Total	**312,700**	**314,700**	**+0.6**

February Visitor Origins



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3. The destination's primary feeder markets are (in rank order):

Rank	February	2011	'10 Rank
1.	New York	7.6%	1
2.	Chicago	6.2	2
3.	Boston	5.9	4
4.	Philadelphia	5.8	3
5.	Detroit	4.3	5
6.	Minneapolis/St. Paul	3.6	6
7.	Pittsburgh	3.2	7
8.	Tampa/St. Petersburg	3.0	9
9.	Columbus, OH	2.9	--
10.	Hartford/New Haven	2.8	--

4. One of every three overnight visitors ***(33.8%)*** were in the area for the first time ***(2009: 30.8%).***

5. Fully 93.8% rate their experience in the St. Petersburg/Clearwater area as "satisfying," with 43.5% saying they will return next year ***(2010: 44.5%).***

6. The typical 2011 February traveler is significantly younger ***(2010: 53.4 years of age; 2011: 51.3 years of age)*** and commands a median household income of $115,193. Professional or managerial positions are held by a majority of visitors ***(57.7%)***.

7. Fully 95.7% of February visitors are using the Internet for trip information. URL's accessed most frequently include accommodation websites ***(50.6%),*** airline websites ***(46.7%),*** and www.visitstpeteclearwater.com ***(32.3%).*** Increasingly, travelers are seeking information about other visitors' trip experiences, with 28.2% accessing traveler reviews and/or social networking sites. Visitors also relate use of sites such as TripAdvisor, Expedia, Priceline, Travelocity, Orbitz, and Hotels.com.

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ST.PETERSBURG CLEARWATER

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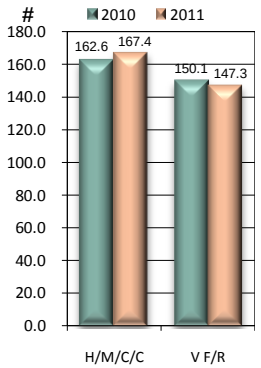
St. Petersburg/Clearwater Area Visitor Profile | February 2011

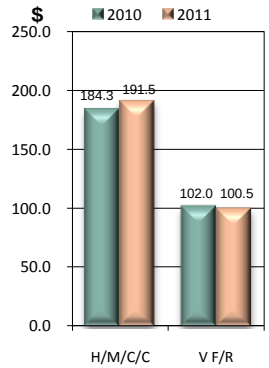
	Annual 2010*	Year to Date (H/M/C/C & V F/R) 2010 *	2011 *	% Δ '10/'11	February 2010	2011	% Δ '10/'11
H/M/C/C Visitors	2,545,900	288,200	305,500	+6.0	162,600	167,400	+3.0
V F/R Visitors	2,495,300	264,100	260,500	-1.4	150,100	147,300	-1.9
Total	**5,041,200**	**552,300**	**566,000**	**+2.5**	**312,700**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

**Based on Industry RFVPAR*

Visitors *(in Thousands)*



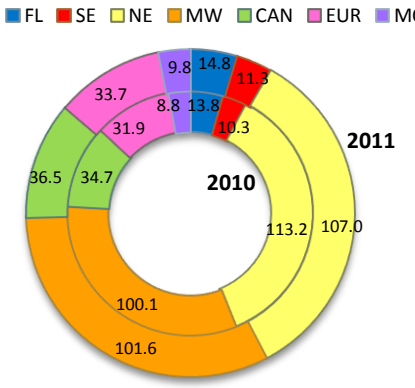
Expenditures *(in Millions)*



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

Please Note: Latin American Visitor numbers published seasonally only.

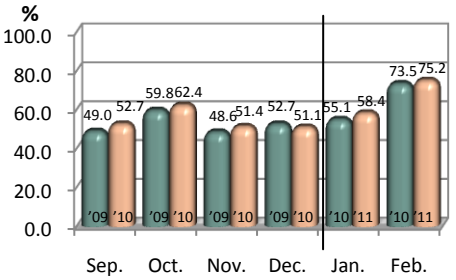
February Visitor Origin *(in Thousands)*



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

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

Industry Occupancy *(by Month)*



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

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

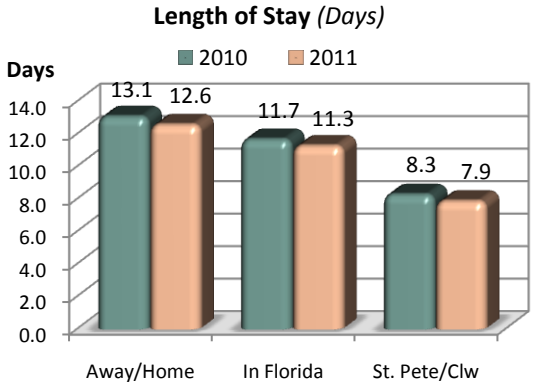
Party Size	2010	2011
Number of People	2.5	2.4

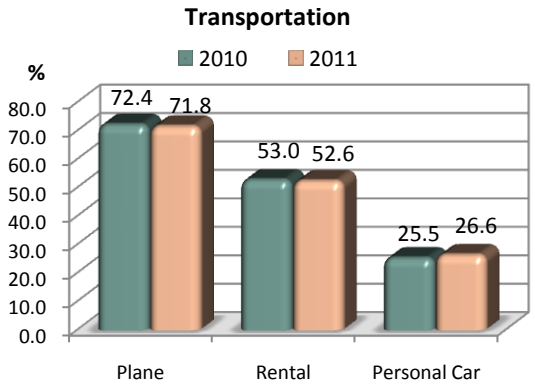
Party Composition *(Multiple Response)*	2010	2011
Couple *(Traveling without Children)*	68.5%	69.3%
Family	24.1	23.3
Single	7.3	7.6

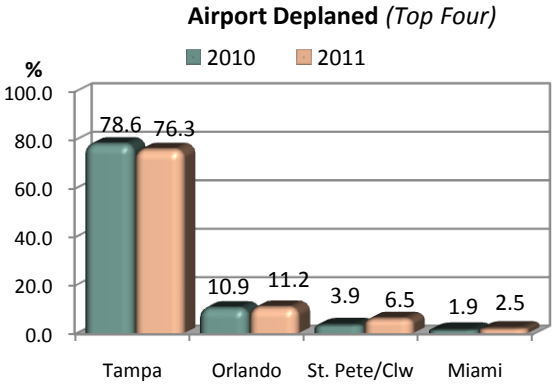
Transportation *(Multiple Response)* *(Percentaged to the Base of All Respondents)*	2010	2011
Plane	72.4%	71.8%
Rental Car	53.0	52.6
Personal Car	25.5	26.6

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

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







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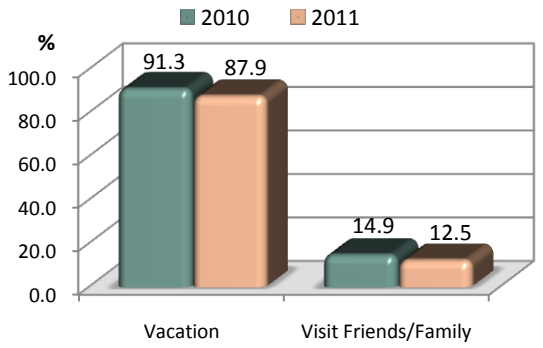
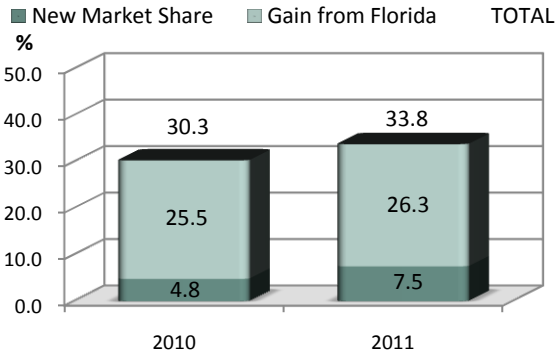
Purpose of Trip *(Multiple Response)*	Total		Europe	
A. Profile Data	2010	2011	2010	2011
Vacation	91.3%	87.9%	96.6%	93.9%
Visit Friends/Relatives	14.9	12.5	6.9	5.6
B. Occupancy Survey Data	2010	2011	2010	2011
Business	13.3%	12.4%	N/A	N/A
Conference/Business Meetings	8.9	8.0	N/A	N/A

Purpose of Trip



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

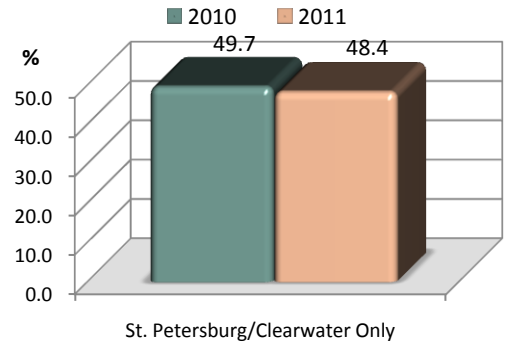
First Visit to St. Pete/Clw Area *(% Yes)*



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

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

Considered Only *(% Yes)*



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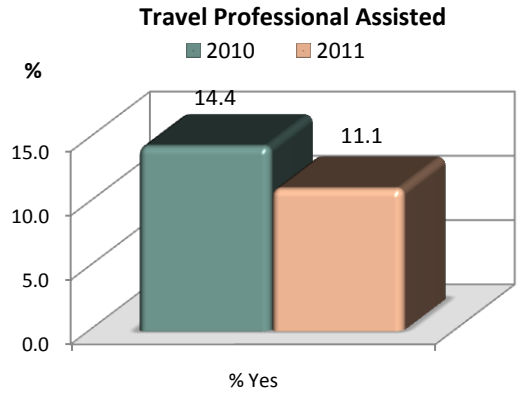
	Total		Europe	
Travel Professional Assisted	2010	2011	2010	2011
% Yes	14.4%	11.1%	62.1%	57.3%

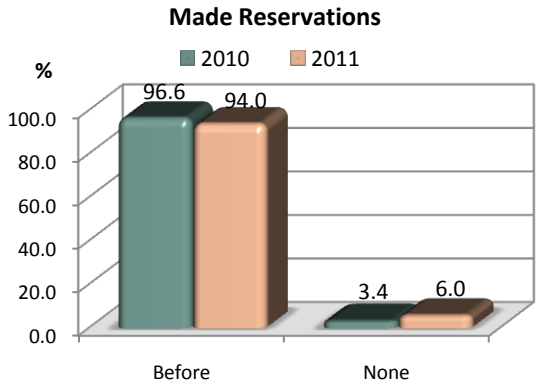
Made Reservations	2010	2011	2010	2011
Yes	96.6%	94.0%	96.6%	94.4%
No	3.4	6.0	3.4	5.6

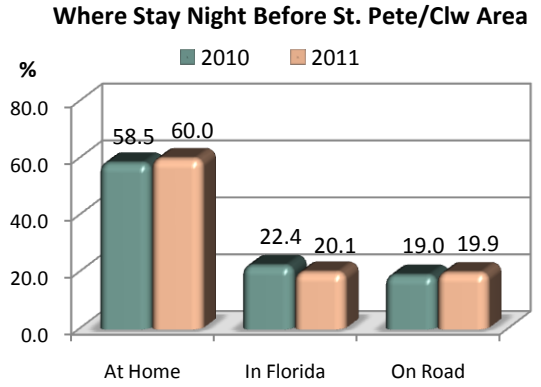
Where Stay Night Before St. Petersburg/Clearwater Area	2010	2011	2010	2011
At Home	58.5%	60.0%	31.0%	39.1%
In Florida *(Not in St. Pete/Clearwater)*	22.4	20.1	62.1	53.6
On Road *(Not in Florida)*	19.0	19.9	6.9	7.3

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

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







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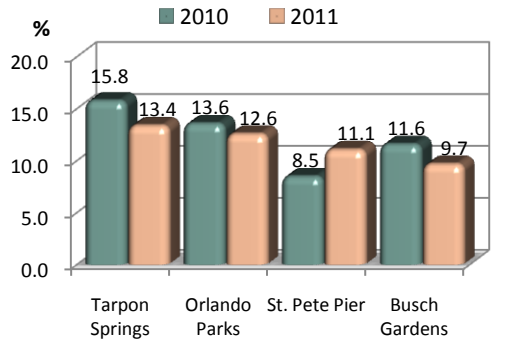
Attractions/Theme Parks Visited *(Open Ended Multiple Response)*	Total 2010	Total 2011	Europe 2010	Europe 2011
Tarpon Springs	15.8%	13.4%	13.8%	11.1%
Orlando Theme Parks	13.6	12.6	27.6	28.3
St. Petersburg Pier	8.5	11.1	6.9	10.0
Busch Gardens	11.6	9.7	17.2	14.0
Fort Desoto	N/A	7.9	N/A	2.6
Salvador Dali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

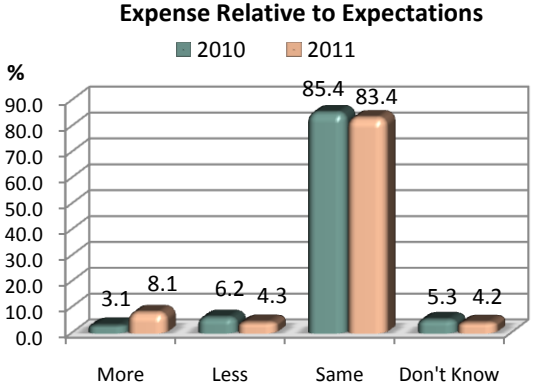
Attractions/Theme Parks Visited *(Top Four)*



Satisfaction with St. Petersburg/Clearwater	Total 2010	Total 2011	Europe 2010	Europe 2011
Satisfied *(Combined)*	91.9%	93.8%	93.1%	94.4%

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

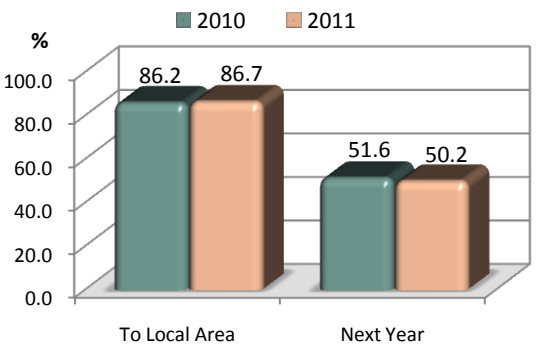
Expense Relative to Expectations



Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2010	2011	2010	2011
% Yes	90.2%	92.4%	89.7%	88.9%

Plan to Return *(% Yes)*	2010	2011	2010	2011
To Local Area	86.2%	86.7%	75.9%	72.5%
Next Year *(Base: Planning to Return)*	51.6	50.2	27.3	30.0

Plan to Return



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

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

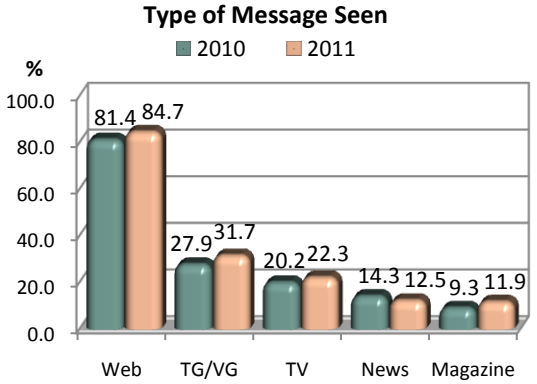
Source of Information *(Base: Seen/Read/Heard Area Message) (Open Ended Multiple Response)*	2010	2011	2010	2011
Internet	81.4%	84.7%	78.9%	82.2%
Brochures/Visitor Guides/Travel Guides	27.9	31.7	68.4	60.6
Television	20.2	22.3	10.5	8.3
Newspapers	14.3	12.5	N/A	N/A
Magazines	9.3	11.9	N/A	N/A

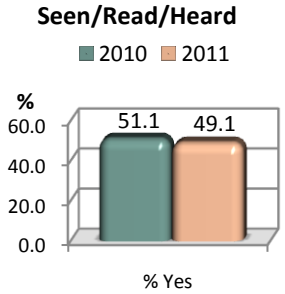
Directly Influenced by Message *(Base: Seen/Read/Heard Area Message)*	2010	2011	2010	2011
% Yes	44.6%	49.8%	63.2%	64.7%

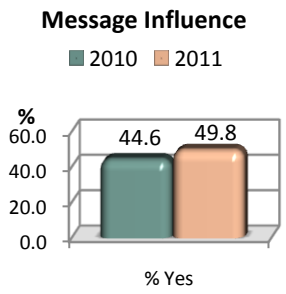
Budget Breakdown *(By Category)*	2010	2011
Accommodations	$1,033.40	$1,005.75
Food/Entertainment	822.79	810.98
Retail Purchases	259.46	267.67
Rental Car	269.41	285.94

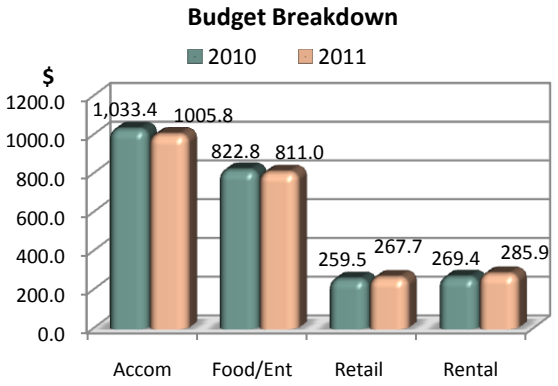
St. Pete/Clw Area Base Budget	2010	2011
Total	$2,342.79	$2,301.80
Per Person/Trip	937.12	959.08
Per Person/Day	112.91	121.40

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









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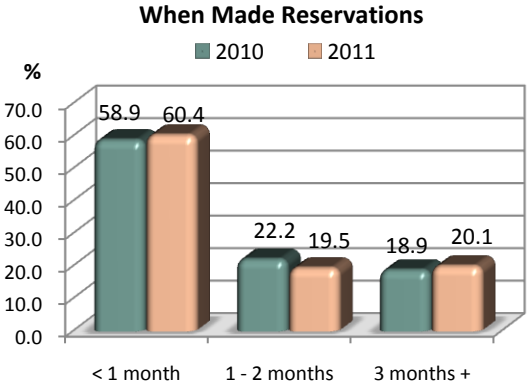
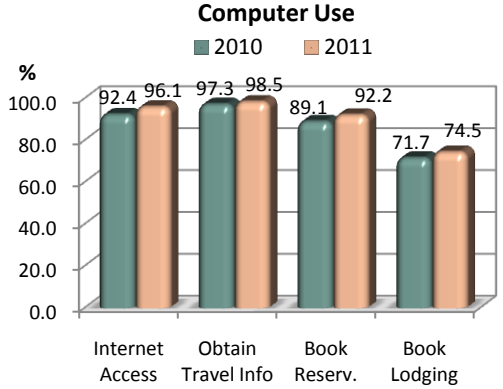
When Visitors Made Reservations for This Trip to the St. Pete/Clearwater Area	2010	2011
Less than One Month	58.9%	60.4%
1 - 2 Months	22.2	19.5
3 Months or More	18.9	20.1



Have Internet Access	2010	2011
% Yes	92.4%	96.1%

Use Internet to: *(Base: Respondents who Have Internet Access)*	2010	2011
Obtain Travel Information	97.3%	98.5%
Book Travel Reservations On-Line	89.1	92.2



Book Lodging Reservations: *(Base: Respondents who Book Travel Reservations On-Line)*	2010	2011
% Yes	71.7%	74.5%

Compared to 2010, <u>OVER THE NEXT THREE MONTHS</u>, properties report reservations:

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

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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? *(Open Ended Multiple Response)*

Attributes	February 2011
White, Sandy Beaches	85.8%
Warm Weather	83.8
Complete Relaxation	72.2
Clean, Unspoiled Environment	68.5
Good Dining Out	65.4
Safe Destination	63.5
Reasonably Priced Lodging	61.8
Good Value for the Money	58.0
Clear, Blue Water	49.2
Sunning on the Beach	47.5
Resort Atmosphere	43.3
Activities For All Ages	40.5
Family Atmosphere	39.4
Upscale Accommodations	35.3

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St. Petersburg/Clearwater Area Visitor Origins

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

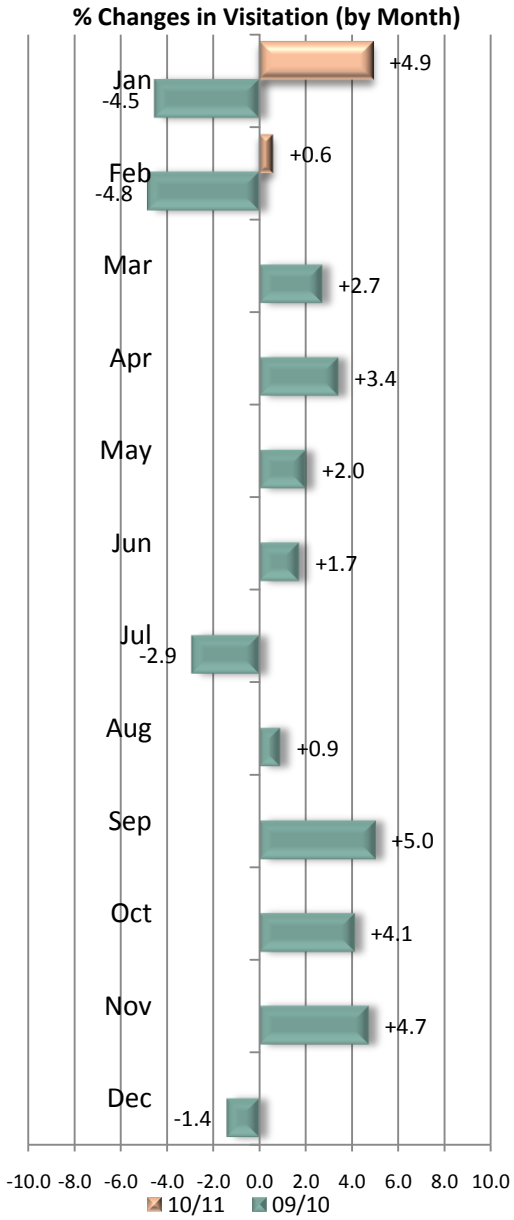
Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-12.0	+16.2	+16.2	+5.0	+18.0	+2.7	+9.2	+2.5	+19.3	-1.6	+15.7	+18.8
Southeast	-8.5	-15.1	+15.1	-18.7	+1.2	-1.7	+9.9	+4.8	+21.7	+0.3	-9.7	+7.7
Northeast	-5.3	+3.9	-4.7	-8.3	-5.8	-14.0	+3.7	-5.5	+8.2	+0.5	+8.5	+12.3
Midwest	-14.9	-11.5	-12.7	-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	-6.7	+9.3	+7.1	+33.1	-6.6	+24.7	+9.2	-6.7
Southeast	+4.3	-15.1	-15.3	+9.0	+36.6	+7.6	+6.8	-5.1	+24.4	+0.9	+12.4	+1.9
Northeast	-4.9	-6.9	+0.2	-4.0	-4.5	+9.1	-18.7	-6.5	+6.7	+17.2	+7.6	-3.5
Midwest	+4.7	-0.2	+5.5	+6.8	+7.8	-1.2	-0.2	-5.9	+9.7	-0.3	+10.3	-0.2
Canada	+3.5	+6.7	+11.5	+13.3	+7.4	-7.6	-18.2	-2.5	+10.3	-34.3	-2.1	+10.2
Europe	-27.5	-17.7	-8.4	-2.1	-3.3	-8.9	-5.6	-6.9	+0.2	+0.1	-3.9	+0.6
Mkts Opp	-10.8	-11.2	-8.7	+9.1	-9.7	+11.9	-12.3	-4.1	+59.6	+15.7	+7.3	-15.0
TOTAL	**-4.5**	**-4.8**	**+2.7**	**+3.4**	**+2.0**	**+1.7**	**-2.9**	**+0.9**	**+5.0**	**+4.1**	**+4.7**	**-1.4**

2010 -- 2011 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	+13.3	+7.5										
Southeast	+12.3	+9.8										
Northeast	+0.7	-5.5										
Midwest	+6.6	+1.6										
Canada	+3.7	+5.2										
Europe	+2.6	+5.6										
Mkts Opp	+9.8	+11.4										
TOTAL	**+4.9**	**+0.6**										



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Top U.S. Feeder Markets

February 2010			February 2011			'10 Rank
Rank			Rank			
1.	*New York*	6.9%	1.	*New York*	7.6%	1
2.	*Chicago*	6.4	2.	*Chicago*	6.2	2
3.	*Philadelphia*	5.6	3.	*Boston*	5.9	4
4.	*Boston*	5.5	4.	*Philadelphia*	5.8	3
5.	*Detroit*	3.8	5.	*Detroit*	4.3	5
6.	*Minneapolis/St. Paul*	3.4	6.	*Minneapolis/St. Paul*	3.6	6
7.	*Pittsburgh*	2.9	7.	*Pittsburgh*	3.2	7
8.	*Indianapolis*	2.6	8.	*Tampa/St. Petersburg*	3.0	9
9.	*Tampa/St. Petersburg*	2.5	9.	*Columbus, OH*	2.9	--
10.	*Cincinnati*	2.3	10.	*Hartford/New Haven*	2.8	--

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2006 - 2011

	Florida						Southeast					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
Jan.	6,364	7,554	6,558	5,773	5,990	6,785	14,850	16,458	17,836	16,315	17,012	19,099
Feb.	10,889	13,422	11,594	13,473	13,759	14,791	12,868	12,751	14,322	12,158	10,319	11,329
Mar.	30,800	34,245	26,741	31,069	33,712		18,118	22,830	20,374	23,448	19,866	
Apr.	56,707	60,792	60,737	63,761	73,066		35,548	37,995	34,945	28,423	30,974	
Win.	**104,760**	**116,013**	**105,630**	**114,076**	**126,527**		**81,384**	**90,034**	**87,477**	**80,344**	**78,171**	
May	42,778	38,824	38,892	45,911	42,834		25,746	21,142	20,742	20,998	28,677	
Jun.	89,845	85,637	92,412	94,916	103,780		51,099	52,960	53,443	52,561	56,560	
Jul.	118,977	117,657	126,784	138,497	148,372		49,574	55,973	52,072	57,230	61,127	
Aug.	78,503	67,549	65,085	66,731	88,807		25,642	29,978	23,839	24,978	23,707	
Sp./Sm.	**330,103**	**309,667**	**323,173**	**346,055**	**383,793**		**152,061**	**160,053**	**150,096**	**155,767**	**170,071**	
Sept.	43,587	39,455	34,159	40,743	38,055		8,674	9,220	6,392	7,780	9,675	
Oct.	23,291	25,716	28,448	28,002	34,920		25,474	27,165	22,403	22,471	22,680	
Nov.	23,503	22,097	26,362	30,502	33,306		14,331	15,015	11,836	10,689	12,012	
Dec.	34,672	35,809	31,832	37,814	35,280		23,115	20,580	22,282	23,989	24,455	
Fall	**125,053**	**123,077**	**120,801**	**137,061**	**141,561**		**71,594**	**71,980**	**62,913**	**64,929**	**68,822**	
Total	**559,916**	**548,757**	**549,604**	**597,192**	**651,881**		**305,039**	**322,067**	**300,486**	**301,040**	**317,064**	

** 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
2006 - 2011

	Northeast						Midwest					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
Jan.	78,493	80,940	72,657	68,774	65,411	65,841	99,177	97,668	97,313	82,830	86,735	92,478
Feb.	115,154	117,782	116,963	121,582	113,197	106,998	111,855	111,741	113,212	100,223	100,064	101,648
Mar.	160,645	173,763	178,913	170,584	170,968		256,670	267,620	273,144	238,583	251,636	
Apr.	257,300	251,610	256,262	235,069	225,553		293,694	291,294	277,895	254,274	271,616	
Win.	**611,592**	**624,095**	**624,795**	**596,009**	**575,129**		**761,396**	**768,323**	**761,564**	**675,910**	**710,051**	
May	101,795	103,788	94,452	88,975	84,942		132,294	124,930	121,862	112,820	121,605	
Jun.	90,406	99,158	89,629	77,055	84,062		191,482	181,415	172,577	141,863	140,103	
Jul.	93,639	103,378	88,296	91,568	74,464		144,315	151,926	134,708	124,189	123,921	
Aug.	81,264	85,536	74,545	70,459	65,853		102,566	112,715	96,492	98,419	92,570	
Sp./Sm.	**367,104**	**391,860**	**346,922**	**328,057**	**309,321**		**570,657**	**570,986**	**525,639**	**477,291**	**478,199**	
Sept.	39,033	41,385	35,957	38,901	41,495		57,032	57,253	42,149	45,657	50,095	
Oct.	81,517	77,873	62,941	63,263	74,160		114,269	116,991	99,924	106,130	105,840	
Nov.	73,948	75,924	60,794	65,957	70,980		73,661	69,409	57,566	53,704	59,241	
Dec.	94,522	95,903	84,355	94,738	91,405		130,845	126,361	99,873	100,430	100,225	
Fall	**289,020**	**291,085**	**244,047**	**262,859**	**278,040**		**375,807**	**370,014**	**299,512**	**305,921**	**315,401**	
Total	**1,267,716**	**1,307,040**	**1,215,764**	**1,186,925**	**1,162,490**		**1,707,860**	**1,709,323**	**1,586,715**	**1,459,122**	**1,503,651**	

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2006 - 2011

	Canada						Europe					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
Jan.	21,480	22,663	23,082	20,833	21,564	22,366	30,496	32,646	33,050	44,929	32,585	33,423
Feb.	35,965	34,563	36,146	32,531	34,710	36,505	34,315	36,912	39,556	38,775	31,895	33,673
Mar.	81,531	76,735	79,588	68,585	76,454		45,295	46,294	48,389	43,379	39,732	
Apr.	60,939	59,947	64,066	56,079	63,536		130,343	127,494	123,971	116,766	114,365	
Win.	**199,915**	**193,908**	**202,882**	**178,028**	**196,264**		**240,449**	**243,346**	**244,966**	**243,849**	**218,577**	
May	13,863	14,992	15,186	13,524	14,520		65,355	66,117	66,672	61,215	59,169	
Jun.	11,231	12,958	13,918	11,227	10,378		110,060	111,553	116,907	117,369	106,893	
Jul.	22,033	21,704	24,338	21,747	17,782		103,003	99,951	122,822	121,328	114,474	
Aug.	14,201	13,190	11,730	10,811	10,536		76,530	71,946	90,438	86,490	80,528	
Sp./Sm.	**61,328**	**62,844**	**65,172**	**57,309**	**53,216**		**354,948**	**349,567**	**396,839**	**386,402**	**361,064**	
Sept.	10,192	10,507	10,188	8,190	9,030		51,393	48,676	65,521	58,351	58,480	
Oct.	17,832	18,834	17,780	15,902	10,440		90,251	81,857	112,014	97,487	97,560	
Nov.	22,070	22,381	23,672	20,074	19,656		69,075	69,125	78,817	69,346	66,612	
Dec.	28,480	30,047	30,240	27,649	30,468		80,075	81,085	109,025	98,397	99,022	
Fall	**78,574**	**81,769**	**81,880**	**71,815**	**69,594**		**290,794**	**280,743**	**365,377**	**323,581**	**321,674**	
Total	**339,817**	**338,521**	**349,934**	**307,152**	**319,074**		**886,191**	**873,656**	**1,007,182**	**953,832**	**901,315**	

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2006 - 2011

	Markets of Opportunity						Latin America					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
Jan.	14,320	11,871	11,804	11,546	10,303	11,308	n/a	n/a	n/a	n/a	n/a	n/a
Feb.	8,909	8,389	9,207	9,858	8,756	9,756	n/a	n/a	n/a	n/a	n/a	n/a
Mar.	10,871	12,683	9,551	10,552	9,632		n/a	n/a	n/a	n/a	n/a	
Apr.	11,849	15,198	14,144	13,828	15,090		n/a	n/a	n/a	n/a	n/a	
Win.	**45,949**	**48,141**	**44,706**	**45,784**	**43,781**		**5,000**	**4,680**	**5,300**	**6,270**	**5,700**	
May	14,259	14,607	12,594	12,457	11,253		n/a	n/a	n/a	n/a	n/a	
Jun.	17,407	19,719	17,814	15,309	17,124		n/a	n/a	n/a	n/a	n/a	
Jul.	19,279	20,561	16,980	17,741	15,560		n/a	n/a	n/a	n/a	n/a	
Aug.	15,779	18,786	16,271	14,912	14,299		n/a	n/a	n/a	n/a	n/a	
Sp./Sm.	**66,724**	**73,673**	**63,659**	**60,419**	**58,236**		**16,200**	**16,800**	**18,300**	**19,400**	**21,200**	
Sept.	6,939	7,934	5,394	5,118	8,170		n/a	n/a	n/a	n/a	n/a	
Oct.	11,281	13,764	12,090	12,445	14,400		n/a	n/a	n/a	n/a	n/a	
Nov.	10,032	9,349	9,953	10,428	11,193		n/a	n/a	n/a	n/a	n/a	
Dec.	21,051	21,815	20,293	23,583	20,045		n/a	n/a	n/a	n/a	n/a	
Fall	**49,303**	**52,862**	**47,730**	**51,574**	**53,808**		**4,540**	**4,700**	**4,600**	**2,700**	**3,000**	
Total	**161,976**	**174,676**	**156,095**	**157,777**	**155,825**		**25,740**	**26,180**	**28,200**	**28,370**	**29,900**	

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2006 - 2011

	TOTAL					
	2006 *	**2007 ***	**2008 ***	**2009 ***	**2010 ***	**2011 ***
Jan.	265,180	269,800	262,300	251,000	239,600	251,300
Feb.	329,955	335,560	341,000	328,600	312,700	314,700
Mar.	603,930	634,170	636,700	586,200	602,000	
Apr.	846,380	844,330	832,020	768,200	794,200	
Win.	**2,050,445**	**2,088,540**	**2,077,320**	**1,940,270**	**1,954,200**	
May	396,090	384,400	370,400	355,900	363,000	
Jun.	561,530	563,400	556,700	510,300	518,900	
Jul.	550,820	571,150	566,000	572,300	555,700	
Aug.	394,485	399,700	378,400	372,800	376,300	
Sp./Sm.	**1,919,125**	**1,935,450**	**1,889,800**	**1,830,700**	**1,835,100**	
Sept.	216,850	214,430	199,760	204,740	215,000	
Oct.	363,915	362,200	355,600	345,700	360,000	
Nov.	286,620	283,300	269,000	260,700	273,000	
Dec.	412,760	411,600	397,900	406,600	400,900	
Fall	**1,284,685**	**1,276,230**	**1,226,860**	**1,220,440**	**1,251,900**	
Total	**5,254,255**	**5,300,220**	**5,193,980**	**4,991,410**	**5,041,200**	

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