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Visit St. Petersburg/Clearwater

Annual 2015 Visitor Profile

Prepared for:

Pinellas County Tourist Development Council
and
Visit St. Petersburg/Clearwater

Prepared by:

Research Data Services, Inc.

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St. Petersburg/Clearwater Area -- 2015 Annual Visitor Profile

	1/15	2/15	3/15	4/15	Winter 2015	5/15	6/15	7/15	8/15	Spg/Sum 2015
H/M/C/C VISITORS	190,900	232,300	365,700	345,700	1,160,200 **	261,800	358,900	387,000	239,400	1,380,600 **
V F/R VISITORS	125,300	160,900	322,400	544,000	1,152,600	173,600	253,100	278,700	194,700	900,100
TOTAL	316,200	393,200	688,100	889,700	2,312,800 **	435,400	612,000	665,700	434,100	2,280,700 **
H/M/C/C \$\$	219,371,700	305,535,700	394,996,200	278,192,100	1,224,975,700 **	251,580,200	252,974,300	266,351,200	203,678,400	1,084,054,100 **
V F/R \$\$	75,806,500	119,387,800	171,516,800	291,224,900	657,936,000	101,208,800	132,371,300	144,366,600	118,513,900	496,460,600
TOTAL EXPENDITURES	295,178,200	424,923,500	566,513,000	569,417,000	1,882,911,700 **	352,789,000	385,345,600	410,717,800	322,192,300	1,580,514,700 **
TOTAL ECONOMIC IMPACT	587,876,900	846,277,600	1,128,267,300	1,134,050,900	3,750,006,900	702,614,600	767,454,300	817,985,600	641,678,200	3,147,753,200
Room Nights (e)	623,300	674,500	814,500	755,900	2,868,200	606,900	594,300	660,300	541,400	2,402,900
Occupancy Rate	72.8	89.4	94.1	87.3	85.9	80.9	82.0	83.9	69.9	79.2
Room Rate	\$121.69	\$152.58	\$182.59	\$159.84	\$154.18	\$148.96	\$132.92	\$134.90	\$126.85	\$135.91
Occupancy Rate										
< 20 Units	71.5	92.2	95.4	82.9	85.5	68.4	75.0	79.9	60.5	71.0
21-50 Units	62.8	86.5	95.0	86.6	82.7	71.2	71.7	83.7	61.9	72.1
51-100 Units	70.0	84.9	92.9	83.4	82.8	75.0	82.2	77.9	67.5	75.7
101+ Units	76.1	91.0	94.0	89.8	87.7	86.7	87.0	86.3	75.1	83.8
Condominiums	66.5	93.0	96.5	83.7	84.9	65.0	77.8	85.4	59.2	71.9
Room Rate										
< 20 Units	\$124.04	\$140.43	\$165.50	\$149.80	\$144.94	\$133.41	\$130.14	\$138.10	\$138.58	\$135.06
21-50 Units	108.42	137.28	152.15	137.11	133.74	150.77	125.65	136.63	129.88	135.73
51-100 Units	104.49	132.16	152.56	131.25	130.12	127.01	118.23	119.56	110.12	118.73
101+ Units	129.36	165.74	204.65	175.74	168.87	159.53	154.06	147.27	135.67	149.13
Condominiums	\$148.99	\$184.20	\$247.41	\$209.49	\$197.52	\$162.17	\$171.64	\$168.55	\$165.40	\$166.94
Visitor Origin										
Florida	8,221	16,908	30,965	78,293	134,387	58,344	111,996	136,468	92,897	399,705
Southeast	24,664	15,728	24,083	43,595	108,070	34,396	63,648	73,227	29,953	201,224
Northeast	85,058	132,902	197,485	261,572	677,017	119,300	91,800	98,524	80,308	389,932
Midwest	117,310	122,285	288,314	298,050	825,959	134,539	171,360	163,762	103,750	573,411
Canada	24,980	46,004	77,067	54,272	202,323	13,497	11,628	17,308	9,116	51,549
Europe	41,106	46,791	61,929	132,565	282,391	60,956	144,432	156,440	98,107	459,935
Markets of Opportunity	14,861	12,582	8,257	21,353	57,053	14,368	17,136	19,971	19,969	71,444
Latin America	n/a	n/a	n/a	n/a	25,600	n/a	n/a	n/a	n/a	133,500
TOTAL	316,200	393,200	688,100	889,700	2,312,800 **	435,400	612,000	665,700	434,100	2,280,700 **
** Seasonal figures are calculated to include Latin American visitors.										
Length of Stay										
Away from Home	9.8	11.0	9.3	8.5	9.7	7.4	8.3	8.4	8.3	8.1
In St. Pete/Clw Area	6.2	7.1	6.1	5.6	6.3	5.5	5.1	4.8	5.1	5.1
Party Size	2.4	2.4	2.9	3.0	2.7	2.6	3.0	3.1	3.0	2.9
Type of Party										
Couple	63.9	65.4	51.5	43.4	56.1	53.8	44.9	33.8	41.7	43.6
Family	27.1	27.5	44.5	48.3	36.9	42.0	50.4	65.5	55.4	53.3
Single	9.4	7.7	5.3	7.3	7.4	3.8	6.0	4.2	6.6	5.2

St. Petersburg/Clearwater Area -- 2015 Annual Visitor Profile

	9/15	10/15	11/15	12/15	Fall 2015	Annual 2015
H/M/C/C VISITORS	198,600	243,500	180,500	246,400	888,500 **	3,429,300 **
V F/R VISITORS	82,900	200,600	166,700	265,300	715,500	2,768,200
TOTAL	281,500	444,100	347,200	511,700	1,604,000 **	6,197,500 **
H/M/C/C \$\$	161,793,200	210,542,300	175,535,600	212,150,400	777,339,500 **	3,086,369,300 **
V F/R \$\$	47,087,200	113,539,600	99,686,600	145,384,400	405,697,800	1,560,094,400
TOTAL EXPENDITURES	208,880,400	324,081,900	275,222,200	357,534,800	1,183,037,300 **	4,646,463,700 **
TOTAL ECONOMIC IMPACT	416,006,200	645,441,500	548,132,500	712,066,300	2,356,137,000	9,253,897,100
Room Nights (e)	460,000	548,800	469,200	561,700	2,039,700	7,310,800
Occupancy Rate	62.9	74.9	63.3	64.9	66.5	77.2
Room Rate	\$125.70	\$118.82	\$119.97	\$134.32	\$124.70	\$138.26
Occupancy Rate						
< 20 Units	53.7	65.2	57.0	50.2	56.5	71.0
21-50 Units	53.8	72.1	53.6	63.7	60.8	71.9
51-100 Units	59.2	66.9	60.7	61.8	62.2	73.5
101+ Units	67.5	79.4	72.3	68.3	71.9	81.1
Condominiums	53.1	65.0	58.1	50.9	56.8	71.2
Room Rate						
< 20 Units	\$129.58	\$123.97	\$131.27	\$144.62	\$132.36	\$137.45
21-50 Units	112.15	117.91	101.16	126.87	114.52	128.00
51-100 Units	104.35	99.17	94.49	106.42	101.11	116.65
101+ Units	139.13	141.03	131.50	148.97	140.16	152.72
Condominiums	\$131.37	\$144.91	\$152.58	\$183.47	\$153.08	\$172.52
Visitor Origin						
Florida	45,040	43,522	42,359	42,983	173,904	707,996
Southeast	12,667	34,640	19,790	30,702	97,799	407,093
Northeast	54,611	87,488	85,064	127,413	354,576	1,421,525
Midwest	68,968	121,239	82,286	131,507	404,000	1,803,370
Canada	9,571	12,879	23,610	35,819	81,879	335,751
Europe	79,383	125,680	81,592	117,691	404,346	1,146,672
Markets of Opportunity	11,260	18,652	12,499	25,585	67,996	196,493
Latin America	n/a	n/a	n/a	n/a	19,500	178,600
TOTAL	281,500	444,100	347,200	511,700	1,604,000 **	6,197,500 **
<i>** Seasonal figures are calculated to include Latin American visitors.</i>						
Length of Stay						
Away from Home	8.7	8.2	8.5	9.7	8.8	8.8
In St. Pete/Clw Area	5.6	5.6	5.2	5.8	5.6	5.6
Party Size	2.6	2.4	2.4	2.7	2.5	2.7
Type of Party						
Couple	60.4	63.6	65.5	51.8	60.3	53.3
Family	29.7	25.7	29.3	39.3	31.0	40.4
Single	7.6	9.7	8.7	8.7	8.7	7.1

St. Petersburg/Clearwater Area -- 2015 Annual Visitor Profile

	1/15	2/15	3/15	4/15	Winter 2015	5/15	6/15	7/15	8/15	Spg/Sum 2015
Transportation Mode										
Plane	70.8	70.3	69.5	77.9	72.1	74.4	61.0	60.1	67.1	65.7
Rental Car	56.0	51.2	56.8	61.2	56.3	59.1	51.6	46.8	55.9	53.4
Personal Car	26.4	27.6	30.3	22.0	26.6	25.6	36.9	37.9	31.7	33.0
Airport Deplaned										
Tampa Int'l	67.3	76.6	71.3	73.0	72.1	71.7	58.5	56.6	57.5	61.1
Orlando Int'l	10.7	8.2	11.0	12.8	10.7	10.3	16.4	20.8	20.8	17.1
St. Pete/Clw Int'l	18.6	12.1	13.2	10.8	13.7	13.0	9.1	15.8	16.8	13.7
Miami/Ft. Lauderdale Int'l	2.7	2.8	2.5	3.1	2.8	2.4	5.9	4.6	3.9	4.2
Car Rental Location										
Tampa	61.5	71.2	70.2	67.4	67.6	70.7	54.8	52.7	52.2	57.6
Greater Orlando Area	11.0	8.9	14.3	13.4	11.9	10.5	19.7	22.9	22.1	18.8
Miami/Ft. Lauderdale	3.8	3.6	2.8	3.4	3.4	2.6	7.0	5.9	4.3	5.0
St. Petersburg/Clw	19.0	10.0	12.0	9.7	12.7	13.7	9.6	13.5	15.1	13.0
Purpose of Trip										
Vacation	89.6	87.1	82.8	92.9	88.1	89.2	91.9	85.6	89.1	89.0
Visit with Friends/Relatives	21.9	18.5	18.9	18.4	19.4	17.6	15.7	14.0	15.7	15.8
Group	17.9	18.0	20.3	22.2	19.6	21.2	22.5	12.0	21.6	19.3
First Visit										
St. Pete/Clw Area	34.0	41.7	35.2	38.2	37.3	35.8	35.4	41.2	35.8	37.1
Florida	9.1	9.5	8.3	8.1	8.8	6.6	8.5	9.5	5.6	7.6
Information Sources										
Internet	88.9	91.4	94.8	93.0	92.0	92.5	91.9	93.9	96.4	93.7
Previous Visit	48.7	38.1	51.2	48.3	46.6	44.1	54.4	37.4	49.8	46.4
Recommendation	17.2	26.8	22.4	24.0	22.6	23.7	19.9	27.6	25.5	24.2
Print Media	19.2	14.5	14.1	14.1	15.5	18.6	21.4	20.9	18.8	19.9
Business	10.6	15.0	10.6	7.9	11.0	10.6	12.3	6.9	5.1	8.7
Travel Professional	9.8	7.3	5.4	12.7	8.8	9.6	8.2	7.8	7.3	8.2
Reservations										
Yes	95.9	97.4	97.0	96.3	96.7	97.3	96.4	96.4	91.2	95.3
No	4.1	2.6	3.0	3.7	3.4	2.7	3.6	3.6	8.8	4.7
Stayed Night Before										
At Home	65.6	59.0	57.4	65.6	61.9	67.9	60.8	64.8	62.8	64.1
In FL (not in Area)	19.7	22.1	22.5	20.7	21.3	17.1	32.0	25.0	30.0	26.0
On Road (not in FL)	14.7	18.9	20.2	13.7	16.9	15.0	7.2	10.2	7.2	9.9
Where in FL (Before)										
Orlando	39.5	31.6	45.9	58.0	43.8	53.1	54.5	60.9	60.5	57.3
Visit Other FL Areas This Trip	35.5	35.5	31.0	26.2	32.1	29.7	33.7	35.5	34.1	33.3

St. Petersburg/Clearwater Area -- 2015 Annual Visitor Profile

	9/15	10/15	11/15	12/15	Fall 2015	Annual 2015
Transportation Mode						
Plane	64.6	75.8	76.0	70.2	71.7	69.8
Rental Car	53.7	57.9	64.1	60.0	58.9	56.2
Personal Car	35.4	23.2	22.9	27.9	27.4	29.0
Airport Deplaned						
Tampa Int'l	66.8	71.1	74.2	71.8	71.0	68.0
Orlando Int'l	15.8	11.1	10.7	10.3	12.0	13.2
St. Pete/Clw Int'l	13.6	8.9	8.2	11.3	10.5	12.6
Miami/Ft. Lauderdale Int'l	3.5	3.4	4.4	5.3	4.2	3.7
Car Rental Location						
Tampa	59.7	66.1	69.1	66.9	65.5	63.5
Greater Orlando Area	19.1	13.0	13.4	11.8	14.3	15.0
Miami/Ft. Lauderdale	4.2	4.0	5.0	5.0	4.6	4.3
St. Petersburg/Clw	11.1	10.5	10.7	13.1	11.4	12.3
Purpose of Trip						
Vacation	92.1	85.8	93.3	88.3	89.9	89.0
Visit with Friends/Relatives	17.9	17.5	17.4	21.6	18.6	17.9
Group	21.5	27.4	27.6	21.2	24.4	21.1
First Visit						
St. Pete/Clw Area	27.5	34.1	33.3	38.7	33.4	35.9
Florida	9.4	7.5	7.7	12.3	9.2	8.5
Information Sources						
Internet	89.4	96.7	97.3	94.1	94.4	93.4
Previous Visit	61.7	50.8	53.1	47.6	53.3	48.8
Recommendation	17.7	24.0	21.0	23.8	21.6	22.8
Print Media	16.2	15.5	13.2	16.6	15.4	16.9
Business	11.4	16.8	10.6	12.5	12.8	10.9
Travel Professional	12.8	13.2	9.8	11.9	11.9	9.7
Reservations						
Yes	93.0	90.2	98.7	93.3	93.8	95.3
No	7.0	9.8	1.3	6.7	6.2	4.7
Stayed Night Before						
At Home	69.8	71.7	67.0	57.0	66.4	64.1
In FL (not in Area)	20.9	20.8	17.4	24.9	21.0	22.8
On Road (not in FL)	9.3	7.5	15.6	18.1	12.6	13.1
Where in FL (Before)						
Orlando	63.7	55.5	41.5	50.8	52.9	51.3
Visit Other FL Areas This Trip	29.6	29.4	29.4	39.9	32.1	32.5

St. Petersburg/Clearwater Area -- 2015 Annual Visitor Profile

	1/15	2/15	3/15	4/15	Winter 2015	5/15	6/15	7/15	8/15	Spg/Sum 2015
Attractions/Theme Parks										
Orlando Theme Parks	10.4	13.1	17.7	18.4	14.9	14.0	21.6	23.6	21.5	20.2
Busch Gardens	10.2	10.4	11.8	12.8	11.3	13.4	18.2	14.5	12.8	14.7
Dali Museum	8.5	8.3	6.3	7.6	7.7	5.7	6.4	7.5	7.2	6.7
Clearwater Marine Aquarium	14.8	10.0	6.6	14.8	11.6	11.7	17.5	11.9	12.1	13.3
Fort De Soto		7.0	12.2	11.3	10.2	11.4	10.6	7.9	6.0	9.0
Tarpon Springs		12.4	11.0	5.5	9.6	4.7	7.7	6.6	6.6	6.4
<i>Satisfied (Combined)</i>	96.4	95.9	97.9	97.6	97.0	97.6	98.6	96.8	98.0	97.8
Expense Relative to Expectations										
More Expensive	12.9	16.0	10.9	12.5	13.1	10.0	10.1	7.7	8.2	9.0
Less Expensive	7.6	4.7	6.2	7.8	6.6	4.3	8.4	10.3	12.2	8.8
As Expected	77.3	78.4	80.6	77.2	78.4	77.1	77.0	78.6	78.6	77.8
Don't Know	2.2	0.9	2.3	2.5	2.0	8.6	4.5	3.4	1.0	4.4
Recommend St. Pete/Clw	92.8	97.4	96.9	94.3	95.4	91.4	94.7	93.1	93.9	93.3
Plan to Return (% yes)										
To Local Area	93.4	92.4	94.8	95.1	93.9	93.9	93.5	92.8	95.0	93.8
Average Age Head of HH	47.1	50.0	47.6	44.3	47.3	43.6	43.3	42.8	44.7	43.6
Median Annual HH Income	\$117,648	\$111,384	\$132,122	\$126,281	\$121,859	\$113,465	\$123,021	\$131,015	\$119,374	\$121,719
Message Seen/Read/Heard	45.2	49.1	56.3	57.7	52.1	55.1	64.1	61.4	60.0	60.2
Influenced by Message	54.4	52.0	60.2	64.9	57.9	52.8	57.9	61.8	52.4	56.2
Budget Breakdown										
Accommodations	\$1,185.14	\$1,237.75	\$1,540.57	\$1,279.66	\$1,310.78	\$1,015.89	\$965.85	\$925.37	\$875.95	\$945.77
Food/Entertainment	\$919.70	\$806.51	\$984.45	\$798.90	\$877.39	\$718.73	742.05	739.19	807.08	751.76
Retail Purchases	\$280.07	\$305.10	\$286.96	\$314.02	\$296.54	\$277.65	316.85	349.14	325.48	317.28
St. Pete/Clw Budget										
Total	\$2,334.62	\$2,645.83	\$3,132.31	\$2,404.86	\$2,629.41	\$2,149.68	\$2,114.58	\$2,048.68	\$2,240.28	\$2,138.31
Per Person/Trip	\$972.76	\$1,102.43	\$1,080.11	\$801.62	\$989.23	\$826.80	704.86	660.86	746.76	734.82
Per Person/Day	\$156.90	\$155.27	\$177.07	\$143.15	\$158.10	\$150.33	138.21	137.68	146.42	143.16
Occupation										
Professional/Technical	36.4	34.3	35.6	39.3	36.4	32.1	39.6	38.1	40.7	37.6
Executive/Managerial	24.3	22.5	25.2	26.0	24.5	28.0	24.7	29.1	27.9	27.4
Retired	12.2	20.3	14.5	7.8	13.7	9.7	8.7	9.4	6.3	8.5
Craft/Mechanical/Factory	3.3	3.4	5.3	7.4	4.9	5.0	4.0	3.6	5.1	4.4
Salesman/Buyer	4.9	5.2	5.7	9.3	6.3	7.0	6.7	8.3	7.1	7.3

St. Petersburg/Clearwater Area -- 2015 Annual Visitor Profile

	9/15	10/15	11/15	12/15	Fall 2015	Annual 2015
Attractions/Theme Parks						
Orlando Theme Parks	23.9	16.9	18.5	19.0	19.6	18.2
Busch Gardens	11.9	10.5	14.1	10.2	11.7	12.6
Dali Museum	4.3	5.1	9.8	9.0	7.1	7.1
Clearwater Marine Aquarium	12.1	15.5	13.7	9.6	12.7	12.5
Fort De Soto	5.8	8.2	10.9	8.7	8.4	9.1
Tarpon Springs	6.6	7.9	7.7	7.9	7.5	7.7
Satisfied (Combined)	97.3	97.8	97.9	98.5	97.9	97.5
Expense Relative to Expectation						
More Expensive	8.4	5.7	12.2	11.2	9.4	10.5
Less Expensive	12.1	9.4	4.4	3.7	7.4	7.6
As Expected	78.5	83.0	80.1	83.2	81.2	79.1
Don't Know	1.0	1.9	3.3	1.9	2.0	2.8
Recommend St. Pete/Clw	93.6	95.3	93.6	93.5	94.0	94.2
Plan to Return (% yes)						
To Local Area	95.4	96.2	95.4	95.9	95.7	94.5
Average Age Head of HH	48.8	46.7	47.2	46.9	47.4	46.1
Median Annual HH Income	\$111,957	\$126,783	\$120,748	\$118,563	\$119,513	\$121,030
Message Seen/Read/Heard	56.8	55.9	57.1	57.2	56.8	56.3
Influenced by Message	56.3	54.8	61.5	62.2	58.7	57.6
Budget Breakdown						
Accommodations	\$841.09	\$901.28	\$796.11	\$1,018.21	\$889.17	\$1,048.57
Food/Entertainment	771.01	768.81	762.64	832.04	783.63	804.26
Retail Purchases	283.38	292.80	302.27	314.09	298.14	303.98
St. Pete/Clw Budget						
Total	\$1,969.33	\$2,162.02	\$1,981.83	\$2,392.82	\$2,126.50	\$2,298.07
Per Person/Trip	757.43	900.84	825.76	886.60	842.66	855.57
Per Person/Day	135.26	160.86	158.80	152.86	151.95	151.07
Occupation						
Professional/Technical	31.9	36.2	29.3	33.8	32.8	35.6
Executive/Managerial	23.0	32.6	30.3	27.8	28.4	26.8
Retired	13.2	9.1	15.7	18.9	14.2	12.2
Craft/Mechanical/Factory	3.5	4.3	5.8	4.7	4.6	4.6
Salesman/Buyer	7.3	7.5	10.3	5.6	7.7	7.1

St. Petersburg/Clearwater Area -- 2015 Annual Visitor Profile

	1/15	2/15	3/15	4/15	Winter 2015	5/15	6/15	7/15	8/15	Spg/Sum 2015
Reservations										
Less than One Month	63.0	57.9	50.0	53.5	56.1	59.7	56.0	54.4	57.5	56.9
1-2 Months	13.0	21.9	20.9	17.3	18.3	22.2	16.3	15.8	11.8	16.5
3 Months +	24.0	20.2	29.1	29.2	25.6	18.1	27.7	29.8	30.7	26.6
Use Internet to Obtain Travel Info for This Trip	94.5	93.0	95.3	96.2	94.8	93.3	93.3	91.1	93.7	92.9
Book Reservations for Trip Online	76.8	77.9	81.3	80.5	79.1	83.0	79.8	80.1	75.7	79.7
Compared to the same time last year, OVER THE NEXT THREE MONTHS, properties report reservations:										
Up	73.2	63.9	57.5	60.5	63.8	38.6	54.4	44.4	58.3	48.9
Same	22.0	30.6	22.5	26.5	25.4	48.5	33.2	33.3	25.5	35.1
Down	2.4	2.8	17.5	9.8	8.1	8.3	6.8	19.4	9.1	10.9
Don't Know	2.4	2.7	2.5	3.2	2.7	4.6	5.6	2.9	7.1	5.1

St. Petersburg/Clearwater Area -- 2015 Annual Visitor Profile

	9/15	10/15	11/15	12/15	Fall 2015	Annual 2015
Reservations						
Less than One Month	64.9	67.3	58.2	61.0	62.9	58.6
1-2 Months	12.7	12.0	20.3	18.4	15.9	16.9
3 Months +	22.4	20.7	21.5	20.6	21.3	24.5
Use Internet to Obtain Travel Info for This Trip	92.6	95.8	95.3	95.7	94.9	94.2
Book Reservations for Trip Online	78.2	78.7	82.3	81.8	80.3	79.7
Compared to the same time last year, OVER THE NEXT THREE MONTHS, properties report reservations:						
Up	56.1	56.1	65.6	72.6	62.6	58.4
Same	34.1	29.3	29.2	18.4	27.8	29.4
Down	2.4	9.8	0.4	5.2	4.5	7.8
Don't Know	7.4	4.8	4.8	3.8	5.2	4.3