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Visit St. Petersburg/Clearwater

December 2016 Visitor Profile

Prepared for:

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

Prepared by:

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February 2017

St. Petersburg/Clearwater Area Visitor Profile: December 2016

Executive Summary: December 2016

(Survey Sample: n = 406)

Visitation Statistics:

- For the month of December 2016, the St. Petersburg/Clearwater area attracted some **528,000** overnight visitors (**2015: 511,700**), who spent **\$382,201,700** in the County, yielding a combined economic impact of **\$761,192,900 (+6.9%)**.
- Pinellas' key tourism performance metrics are:

Variables	2015	2016	% Δ '15/'16
ADR	\$134.32	\$142.47	+6.1
RevPAR	\$87.17	\$90.61	+3.9
Occupancy	64.9%	63.6%	-2.0

Note: Fully 434 additional lodging units have been added to the inventory since 2015.

- Primary December visitor origins are:

Visitor Segments (H/M/C and V F/R)	December		
	2015 Visitor #	2016 Visitor #	% Δ '15/'16
Florida	42,983	48,048	+11.8
Southeast	30,702	32,736	+6.6
Northeast	127,413	133,584	+4.8
Midwest	131,507	132,000	+0.4
Canada	35,819	35,376	-1.2
Europe	117,691	123,552	+5.0
Markets of Opportunity	25,585	22,704	-11.3
Total	511,700	528,000	+3.2

St. Petersburg/Clearwater Area Visitor Profile: December 2016

4. This December, Pinellas principally captured visitation from the following domestic DMA's (*in rank order*):

December	2015	2015 Rank	2016
1. New York	7.2%	1	8.1%
2. Chicago	6.9	2	5.8
3. Greater Orlando Area	5.7	3	5.8
4. Tampa/St. Petersburg	5.4	4	5.2
5. Atlanta	4.2	6	3.9
6. Philadelphia	4.3	5	3.6
7. Boston	2.9	9	3.5
8. Washington DC	--	--	3.4
9. Detroit	2.7	11	2.9
10. Jacksonville	--	--	1.9

5. This December, four out of ten visitors (**41.0%**) are in the St. Petersburg/Clearwater area for the first time (**2015: 38.7%**).
6. On their December visit, the typical travel party includes an average of **2.8** people, who stay for **5.7** days.

Transportation:

7. The majority of December 2016 visitors flew to the area (**2015: 70.2%; 2016: 68.7%**). Seven out of every ten of these visitors (**70.6%**) report deplaning at Tampa International (TIA), while **12.7%** arrived via Orlando International.

St. Petersburg/Clearwater Area Visitor Profile: December 2016

Satisfaction:

8. The vast majority of visitors (**98.8%**) are satisfied with their stay, with **97.0%** planning a future trip to Pinellas (**2015: 95.9%**).

Information:

9. Fully **96.4%** report using the Internet to plan their Pinellas trip, with **82.7%** booking reservations online.

Management Occupancy Barometer:

10. In comparison to last December, **73.5%** of the destination's lodging managers report their **property's three month forward reservation** levels as the same or "better":

% of Property Managers Reporting Reservations:	2015	2016
Up/Same	91.0%	73.5%
Down	5.2	26.5

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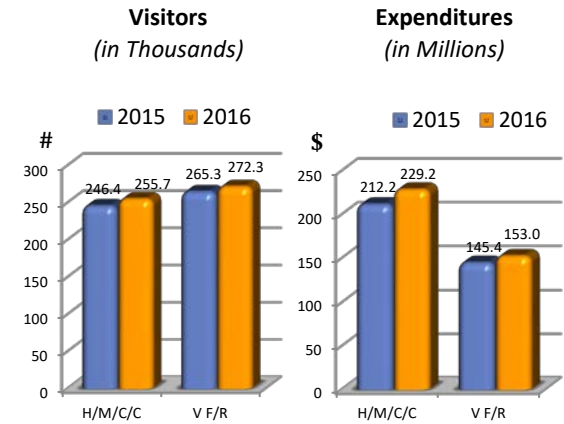


Overnight Visitation:	Calendar Year (Jan. – Dec.) (H/M/C/C & V F/R)				December (H/M/C/C & V F/R)		
	CY			% Δ			% Δ
	2015 *	2015 *	2016 *	'15/'16	2015	2016	'15/'16
H/M/C/C Visitors	3,429,300	3,429,300	3,548,200	+3.5	246,400	255,700	+3.8
V F/R Visitors	2,768,200	2,768,200	2,801,300	+1.2	265,300	272,300	+2.6
Total Visitors	6,197,500	6,197,500	6,349,500	+2.5	511,700	528,000	+3.2
H/M/C/C Exp.	\$3,086,369,300	\$3,086,369,300	\$3,287,523,000	+6.5	\$212,150,400	\$229,169,100	+8.0
V F/R Exp.	1,560,094,400	1,560,094,400	1,599,539,300	+2.5	145,384,400	153,032,600	+5.3
Total Exp.	\$4,646,463,700	\$4,646,463,700	\$4,887,062,300	+5.2	\$357,534,800	\$382,201,700	+6.9
Total Eco. Impact	\$9,253,897,100	\$9,253,897,100	\$9,733,073,100	<i>k: 1.9916</i>	\$712,066,300	\$761,192,900	<i>k: 1.9916</i>
Room Nights (e)*	7,310,800	7,310,800	7,354,900	+0.6	561,700	555,200	-1.2

*Based on Industry REVPAR

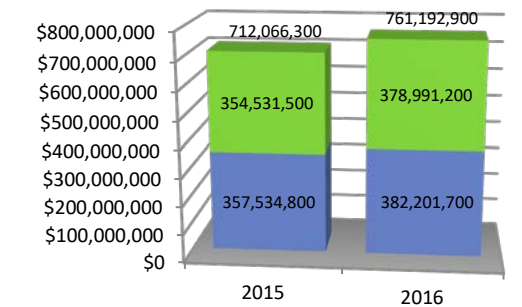
Origin	CY	Calendar Year (Jan. – Dec.)			Share of Market	December			Vis. Δ
		2015	2016	% Δ		2015	Share of Market	2016	
		2015 *	Visitor # *	Visitor # *		'15/'16	Visitor #	Market	
Florida	707,996	707,996	725,733	+2.5	8.4%	42,983	9.1%	48,048	+11.8
Southeast	407,093	407,093	423,169	+3.9	6.0	30,702	6.2	32,736	+6.6
Northeast	1,421,525	1,421,525	1,466,142	+3.1	24.9	127,413	25.3	133,584	+4.8
Midwest	1,803,370	1,803,370	1,834,712	+1.7	25.7	131,507	25.0	132,000	+0.4
Canada	335,751	335,751	319,173	-4.9	7.0	35,819	6.7	35,376	-1.2
Europe	1,146,672	1,146,672	1,164,005	+1.5	23.0	117,691	23.4	123,552	+5.0
U.S. Opp. Mkts	196,493	196,493	193,366	-1.6	5.0	25,585	4.3	22,704	-11.3
Latin American	178,600	178,600	223,200	+25.0	n/a	n/a	n/a	n/a	n/a
Total	6,197,500	6,197,500	6,349,500	+2.5	100.0	511,700	100.0	528,000	+3.2

Please Note: Latin American Visitor numbers published seasonally only.

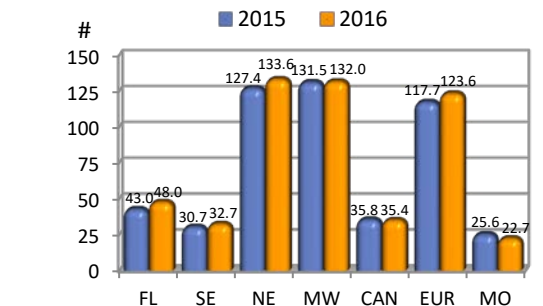


December Economic Impact

■ Direct Exp. ■ Indirect/Induced Total Eco. Impact

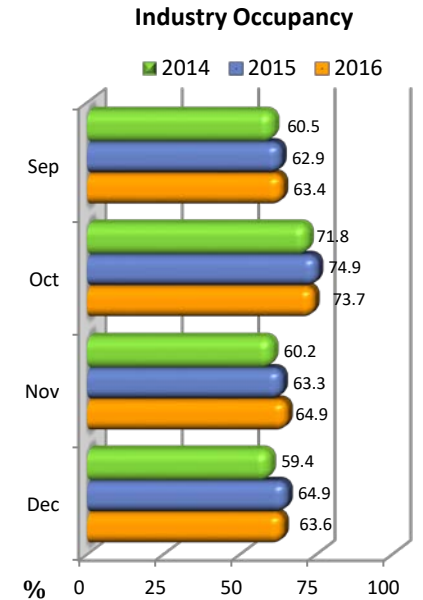


December Visitor Origins (in Thousands)

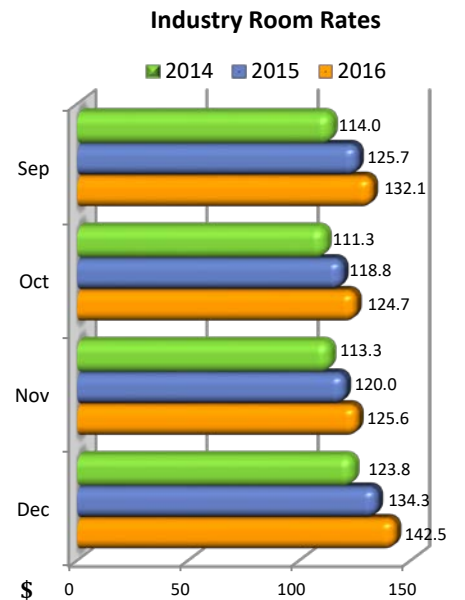


Occupancy:

Industry (Weighted)	Occupancy				ADR			
	2014	2015	2016	% Δ '15/'16	2014	2015	2016	% Δ '15/'16
January	66.8%	72.8%	73.7%	+1.2	\$113.15	\$121.69	\$130.65	+7.4
February	85.5	89.4	85.6	-4.3	137.32	152.58	162.62	+6.6
March	92.0	94.1	92.8	-1.4	167.84	182.59	199.41	+9.2
April	84.8	87.3	85.3	-2.3	150.35	159.84	167.60	+4.9
May	79.6	80.9	80.5	-0.5	139.17	148.96	156.55	+5.1
June	80.4	82.0	83.5	+1.8	123.15	132.92	137.95	+3.8
July	82.9	83.9	86.5	+3.1	122.06	134.90	145.23	+7.7
August	68.9	69.9	68.6	-1.9	122.96	126.85	130.61	+3.0
September	60.5	62.9	63.4	+0.8	114.00	125.70	132.08	+5.1
October	71.8	74.9	73.7	-1.6	111.26	118.82	124.70	+4.9
November	60.2	63.3	64.9	+2.5	113.33	119.97	125.62	+4.7
December	59.4	64.9	63.6	-2.0	123.76	134.32	142.47	+6.1



Dec. Occ./ADR:	2015	2016	% Δ	2015	2016	% Δ
< 20 units	50.2%	51.7%	+3.0	\$144.62	\$143.05	-1.1
21 - 50 units	63.7	61.6	-3.3	126.87	134.28	+5.8
51 - 100 units	61.8	59.5	-3.7	106.42	113.26	+6.4
101+ units	68.3	66.1	-3.2	148.97	158.77	+6.6
Condo/Vac. Home/Villa	50.9%	53.9%	+5.9	\$183.47	\$185.87	+1.3



Seasonal Averages Industry (Weighted)	Occupancy				ADR			
	2014	2015	2016	% Δ '15/'16	2014	2015	2016	% Δ '15/'16
Winter Season (Jan-Apr)	82.3%	85.9%	84.4%	-1.7	\$142.17	\$154.18	\$165.07	+7.1
Spr/Sum Season (May-Aug)	78.0	79.2	79.8	+0.8	126.84	135.91	142.59	+4.9
Fall Season (Sep-Dec)	63.0	66.5	66.4	-0.2	115.59	124.70	131.22	+5.2
Annual	74.4	77.2	76.8	-0.5	128.20	138.26	146.29	+5.8

St. Petersburg/Clearwater Area: *December 2016 Visitor Profile*



ST.PETERSBURG
CLEARWATER

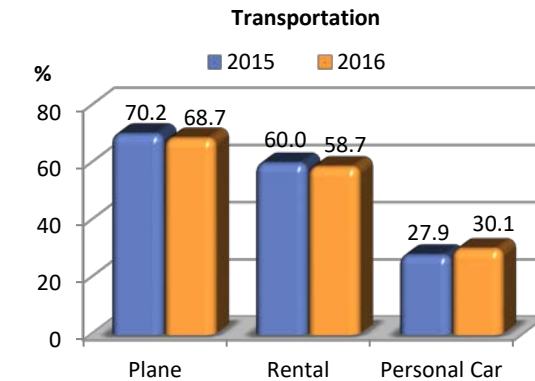
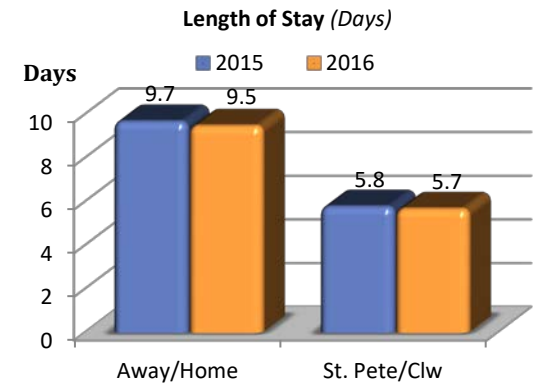
Visitor Profile:

Length of Stay (Days)	2015	2016
Away from Home	9.7	9.5
In the St. Petersburg/Clearwater Area	5.8	5.7

Party Size	2015	2016
Number of People	2.7	2.8

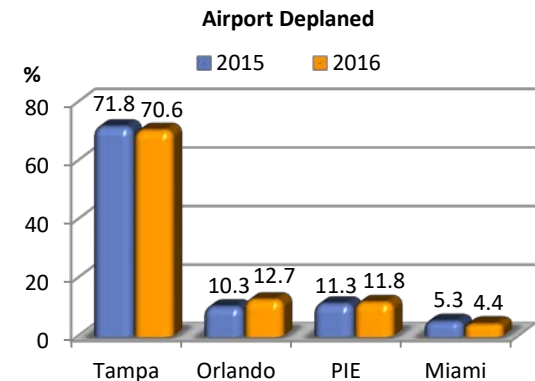
Party Composition	2015	2016
Couple (Traveling without Children)	51.8%	50.0%
Family	39.3	42.8
Single	8.7	10.3

Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	2015	2016
Plane	70.2%	68.7%
Rental Car	60.0	58.7
Personal Car	27.9	30.1

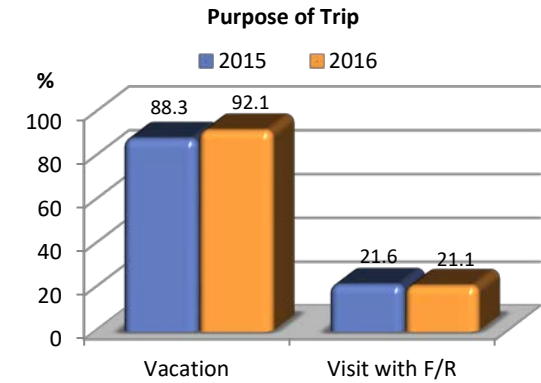


Airport Deplanned (Base: Flew)	Total		Europe	
	2015	2016	2015	2016
Tampa International	71.8%	70.6%	47.1%	45.2%
Orlando International/Sanford	10.3	12.7	36.4	40.5
St. Petersburg-Clearwater International	11.3	11.8	n/a	n/a
Miami/Fort Lauderdale International	5.3	4.4	16.3	13.8

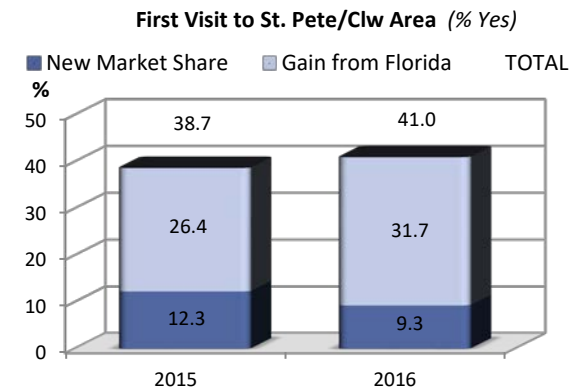
Car Rental Location (Base: Rented a Car)	2015		2016	
	2015	2016	2015	2016
Tampa	66.9%	63.3%	42.7%	42.0%
Greater Orlando Area	11.8	13.3	38.1	41.4
St. Petersburg/Clearwater	13.1	11.3	n/a	n/a
Miami/Fort Lauderdale	5.0	5.2	17.9	14.5



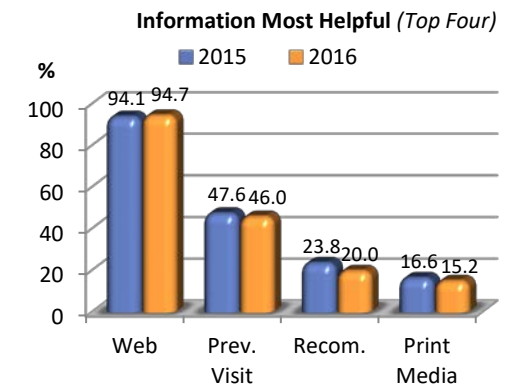
Purpose of Trip (Multiple Response)	Total		Europe	
	2015	2016	2015	2016
A. Profile Data				
Vacation	88.3%	92.1%	96.5%	97.9%
Visit with Friends/Relatives	21.6	21.1	6.5	4.1
B. Occupancy Survey Data				
Group	21.2%	19.9%	n/a	n/a



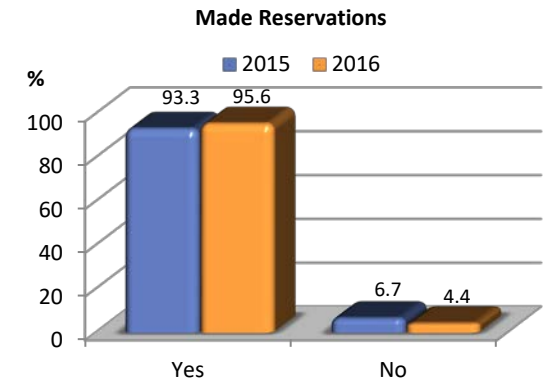
First Visit to (% yes)	Total		Europe	
	2015	2016	2015	2016
St. Petersburg/Clearwater Area	38.7%	41.0%	66.1%	58.2%
Florida	12.3	9.3	40.9	36.6



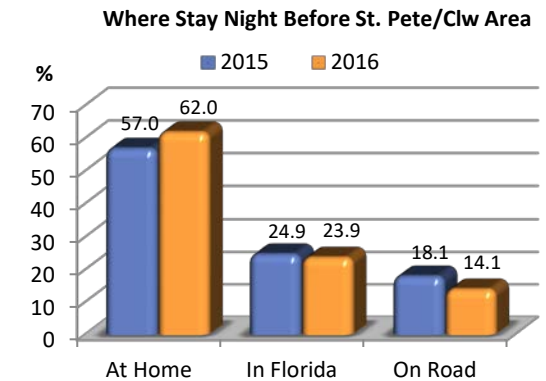
Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2015	2016	2015	2016
Internet	94.1%	94.7%	89.3%	86.6%
Previous Visit	47.6	46.0	25.6	28.6
Recommendation	23.8	20.0	28.5	33.3
Print Media	16.6	15.2	30.7	27.0
Travel Professional	11.9	13.9	52.5	54.7
Business	12.5	11.7	n/a	n/a



Made Lodging Reservations	Total		Europe	
	2015	2016	2015	2016
Yes	93.3%	95.6%	99.1%	98.6%
No	6.7	4.4	0.9	1.4



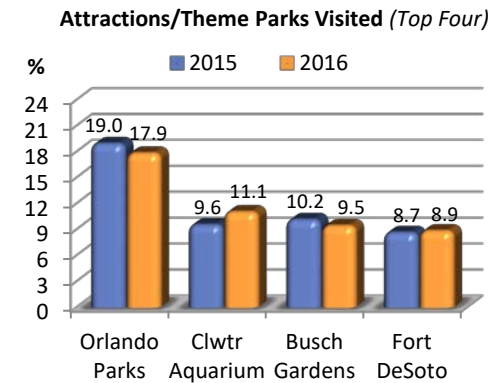
Where Stay Night Before St. Petersburg/Clearwater Area	Total		Europe	
	2015	2016	2015	2016
At Home	57.0%	62.0%	42.7%	43.1%
In Florida (Not in St. Pete/Clearwater)	24.9	23.9	52.1	52.8
On Road (Not in Florida)	18.1	14.1	5.2	4.1



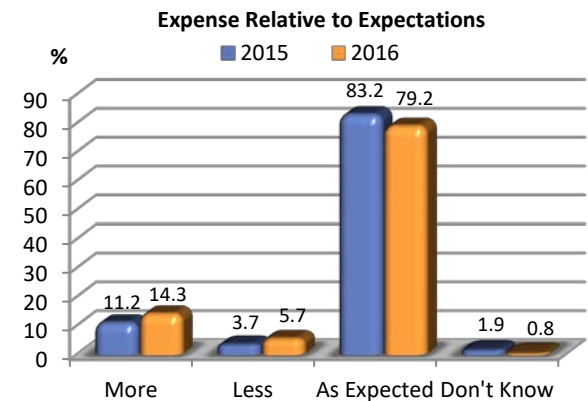
Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	Total		Europe	
	2015	2016	2015	2016
Orlando/Attractions	50.8%	46.3%	49.4%	46.4%

Visit Other Florida Areas This Trip	Total		Europe	
	2015	2016	2015	2016
Overnight Trips Only -- % Yes	39.9%	37.3%	82.6%	81.6%

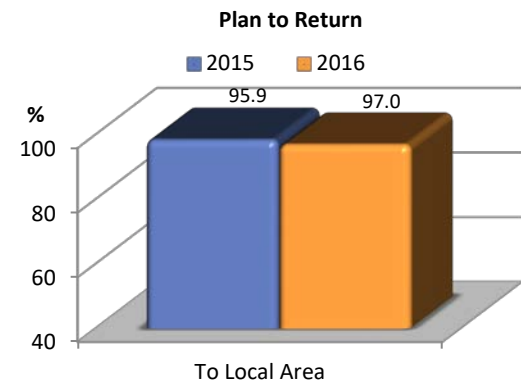
Attractions/Theme Parks Visited <i>(Open Ended Multiple Response)</i>	Total		Europe	
	2015	2016	2015	2016
Orlando Theme Parks	19.0%	17.9%	46.6%	43.6%
Clearwater Marine Aquarium	9.6	11.1	13.9	13.5
Busch Gardens	10.2	9.5	18.2	16.8
Fort Desoto	8.7	8.9	6.4	6.9
The Dali Museum	9.0	7.8	15.7	15.0
Tarpon Springs	7.9	7.5	7.4	7.1



Satisfaction with St. Petersburg/Clearwater	2015	2016	2015	2016
Satisfied <i>(Combined)</i>	98.5%	98.8%	97.4%	97.9%



Expense Relative to Expectations	Total		Europe	
	2015	2016	2015	2016
More Expensive	11.2%	14.3%	16.5%	20.2%
Less Expensive	3.7	5.7	7.4	5.9
As Expected	83.2	79.2	66.7	65.4
Don't Know	1.9	0.8	9.4	8.5



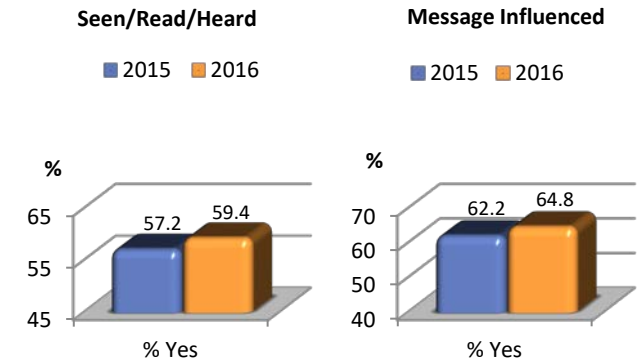
Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2015	2016	2015	2016
	% Yes	93.5%	94.3%	95.2%

Plan to Return (% Yes)	2015	2016	2015	2016
	To Local Area	95.9%	97.0%	83.6%

Demographics	2015	2016	2015	2016
	Average Age Head of Household	46.9	46.5	44.6
Median Annual Household Income	\$118,563	\$122,477	\$109,330	\$112,239

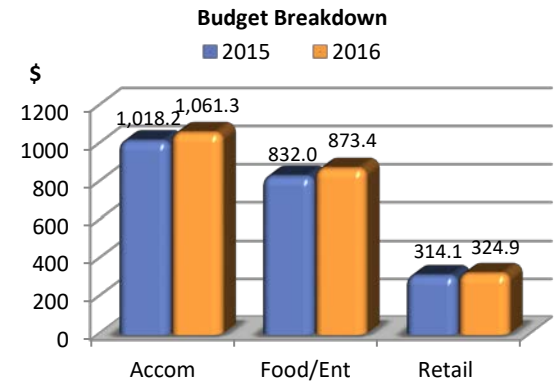
St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2015	2016	2015	2016
% Yes	57.2%	59.4%	64.2%	66.8%

Message Influenced to Visit (Base: Seen/Read/Heard Area Message)	Total		Europe	
	2015	2016	2015	2016
% Yes	62.2%	64.8%	69.2%	72.7%



Party Budget Breakdown (By Category)	2015	2016
Accommodations	\$1,018.21	\$1,061.33
Food/Entertainment	832.04	873.39
Retail Purchases	314.09	324.92

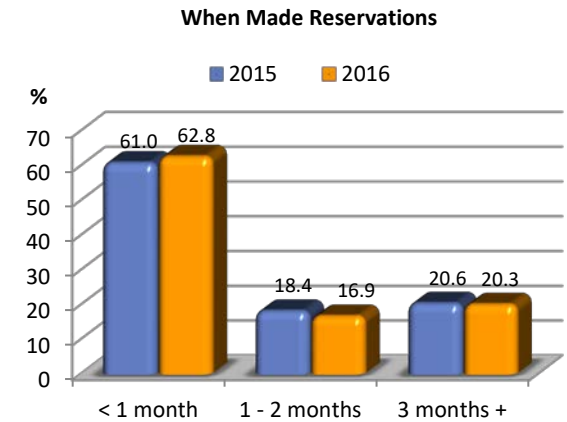
St. Pete/Clw Area Base Budget	2015	2016
Per Person/Stay	\$886.60	\$922.89
Per Person/Day	152.86	161.91
Total Party/Trip	\$2,393.82	\$2,584.09



Occupation	2015	2016
Executive/Managerial	27.8%	32.3%
Professional/Technical	33.8	30.7
Retired	18.9	16.9
Salesman/Buyer	5.6	5.1
Craft/Mechanical/Factory	4.7	3.8

When Visitors Made Reservations for This Trip to the St. Pete/Clw Area

	2015	2016
Less than One Month	61.0%	62.8%
1 - 2 Months	18.4	16.9
3 Months or More	20.6	20.3

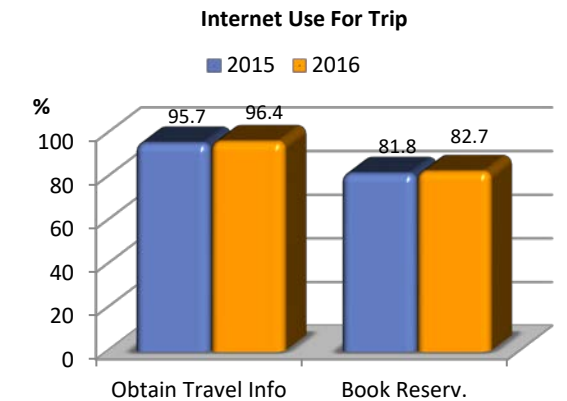


Used Internet to Obtain Travel Info for this Trip

	2015	2016
% Yes	95.7%	96.4%

Book Reservations for Trip Online

	2015	2016
% Yes	81.8%	82.7%



Occupancy Survey Data 2016:

Compared to the same time in 2015, **OVER THE NEXT THREE MONTHS, properties report reservations:**

	2015	2016
Up/Same	91.0%	73.5%
Down	5.2	26.5

St. Petersburg/Clearwater Area Visitor Origins

2013 -- 2014 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-3.1	-23.9	-19.9	-7.7	+8.3	-0.4	-7.2	-3.6	-16.0	-6.6	-1.0	-4.0
Southeast	+8.9	+10.4	+4.7	+5.0	+14.9	+11.4	+6.3	+9.2	+9.4	+12.1	+12.6	+9.4
Northeast	+10.9	-1.1	+2.6	+7.8	+13.8	+6.8	+7.3	+5.8	+4.9	+9.1	+1.1	+8.6
Midwest	+10.2	+4.9	+2.5	+6.6	+0.3	+6.3	+9.0	+7.4	+9.1	+0.3	+9.8	+11.5
Canada	+1.6	+8.8	+2.4	-5.3	-9.9	+9.7	+20.4	-7.1	+17.4	+8.0	+15.4	+0.4
Europe	-6.5	+31.8	+4.1	+9.8	+2.0	+1.6	+6.7	+3.1	+5.6	+9.0	+10.1	+8.1
Mkts Opp	+2.0	+8.1	+1.6	+20.0	+14.2	+8.7	+12.7	+9.3	+5.5	+10.7	+3.9	+12.4
TOTAL	+6.3	+4.6	+1.6	+5.0	+6.0	+4.7	+4.4	+3.6	+2.7	+5.1	+6.5	+7.7

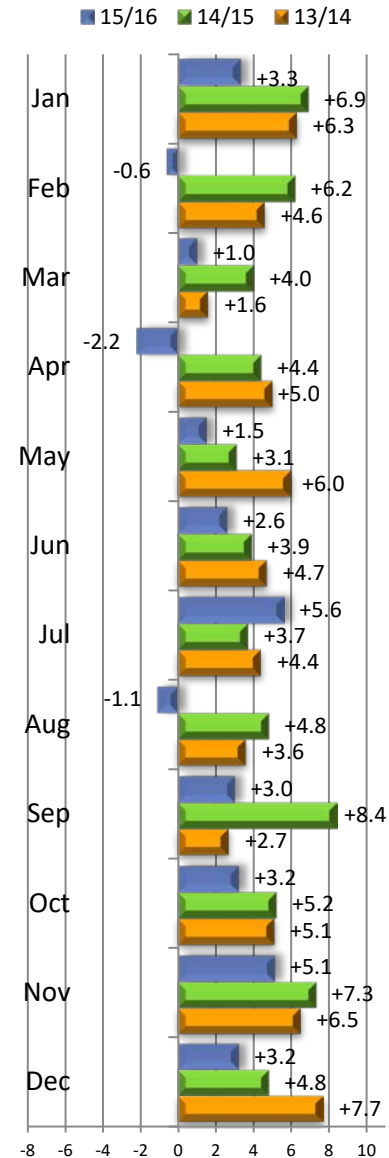
2014 -- 2015 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	-10.4	+14.2	+14.1	-3.3	-5.4	+8.6	-1.6	+11.5	+10.5	+7.4	+10.0	+7.3
Southeast	+1.6	+11.8	+10.3	+13.7	+4.4	-7.7	+1.9	-7.3	-0.4	+2.5	+9.2	-0.2
Northeast	+8.5	+7.5	+2.2	+1.0	+6.6	+2.5	+5.1	+3.6	+10.1	+6.8	+8.6	+8.7
Midwest	+9.2	+7.9	+3.2	+6.0	+7.6	+5.7	+7.2	-1.4	+10.7	+7.1	+10.1	+3.6
Canada	-3.0	-4.4	-3.8	-13.9	-6.0	-10.3	-10.1	-15.4	-7.8	-17.6	+12.2	+6.3
Europe	+12.0	+4.5	+15.5	+14.4	-5.7	+5.6	+5.5	+9.6	+6.9	+4.4	+1.7	+1.2
Mkts Opp	+4.6	+9.6	+24.8	+56.6	+21.5	+7.7	+15.3	+26.8	+17.2	+10.4	-1.0	+9.1
TOTAL	+6.9	+6.2	+4.0	+4.4	+3.1	+3.9	+3.7	+4.8	+8.4	+5.2	+7.3	+4.8

2015 -- 2016 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	+27.2	+6.4	-10.2	-10.0	+11.3	-1.9	+11.2	-5.2	-5.4	+17.9	-0.1	+11.8
Southeast	+16.6	+4.4	+3.9	+1.8	-5.0	-1.3	+6.5	+4.7	+23.6	-3.4	+10.6	+6.6
Northeast	+4.5	-2.3	+3.5	+1.2	-1.1	+9.4	+2.0	+4.3	+6.2	+6.3	+7.2	+4.8
Midwest	+1.4	+1.7	+1.3	+1.9	+0.5	+8.1	+4.7	-4.0	+2.6	-2.5	+1.1	+0.4
Canada	-5.8	-5.7	+1.9	-11.8	-5.1	-2.8	-10.7	-10.5	-21.2	-11.0	+0.4	-1.2
Europe	+0.9	-3.1	-2.3	-9.4	+5.8	-2.2	+3.8	+2.0	+5.9	+5.4	+8.2	+5.0
Mkts Opp	-1.1	+8.8	-15.8	-10.3	-4.7	-1.1	+16.1	-7.5	+0.4	-1.7	+13.8	-11.3
TOTAL	+3.3	-0.6	+1.0	-2.2	+1.5	+2.6	+5.6	-1.1	+3.0	+3.2	+5.1	+3.2

% Changes in Visitation (by Month)



Top U.S. Feeder Markets Comparison (December 2015/2016)

December	2015	2016
<i>New York</i>	7.2%	8.1%
<i>Chicago</i>	6.9	5.8
<i>Greater Orlando Area</i>	5.7	5.8
<i>Tampa/St. Petersburg</i>	5.4	5.2
<i>Atlanta</i>	4.2	3.9
<i>Philadelphia</i>	4.3	3.6
<i>Boston</i>	2.9	3.5
<i>Washington DC</i>	--	3.4
<i>Detroit</i>	2.7	2.9
<i>Jacksonville</i>	--	1.9

St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2016

Florida															
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16
Jan.	5,773	5,990	+3.8	6,785	+13.3	6,640	-2.1	9,466	+42.6	9,173	-3.1	8,221	-10.4	10,454	+27.2
Feb.	13,473	13,759	+2.1	14,791	+7.5	17,365	+17.4	19,470	+12.1	14,808	-23.9	16,908	+14.2	17,986	+6.4
Mar.	31,069	33,712	+8.5	36,828	+9.2	35,921	-2.5	33,883	-5.7	27,134	-19.9	30,965	+14.1	27,808	-10.2
Apr.	63,761	73,066	+14.6	84,756	+16.0	84,153	-0.7	87,674	+4.2	80,959	-7.7	78,293	-3.3	70,502	-10.0
Win.	114,076	126,527	+10.9	143,160	+13.1	144,079	+0.6	150,493	+4.5	132,074	-12.2	134,387	+1.8	126,750	-5.7
May	45,911	42,834	-6.7	48,801	+13.9	51,414	+5.4	56,971	+10.8	61,685	+8.3	58,344	-5.4	64,944	+11.3
Jun.	94,916	103,780	+9.3	104,201	+0.4	94,101	-9.7	103,555	+10.0	103,127	-0.4	111,996	+8.6	109,882	-1.9
Jul.	138,497	148,372	+7.1	143,668	-3.2	149,237	+3.9	149,421	+0.1	138,629	-7.2	136,468	-1.6	151,805	+11.2
Aug.	66,731	88,807	+33.1	80,288	-9.6	81,527	+1.5	86,422	+6.0	83,294	-3.6	92,897	+11.5	88,027	-5.2
Sp./Sm.	346,055	383,793	+10.9	376,958	-1.8	376,279	-0.2	396,369	+5.3	386,735	-2.4	399,705	+3.4	414,658	+3.7
Sept.	40,743	38,055	-6.6	41,364	+8.7	45,492	+10.0	48,538	+6.7	40,757	-16.0	45,040	+10.5	42,630	-5.4
Oct.	28,002	34,920	+24.7	37,120	+6.3	39,582	+6.6	43,384	+9.6	40,541	-6.6	43,522	+7.4	51,330	+17.9
Nov.	30,502	33,306	+9.2	36,087	+8.3	36,431	+1.0	38,887	+6.7	38,508	-1.0	42,359	+10.0	42,317	-0.1
Dec.	37,814	35,280	-6.7	38,202	+8.3	40,345	+5.6	41,731	+3.4	40,049	-4.0	42,983	+7.3	48,048	+11.8
Fall	137,061	141,561	+3.3	152,773	+7.9	161,850	+5.9	172,540	+6.6	159,855	-7.4	173,904	+8.8	184,325	+6.0
Total	597,192	651,881	+9.2	672,891	+3.2	682,208	+1.4	719,402	+5.5	678,664	-5.7	707,996	+4.3	725,733	+2.5

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

**St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2016**

Southeast															
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16
Jan.	16,315	17,012	+4.3	19,099	+12.3	20,451	+7.1	22,272	+8.9	24,264	+8.9	24,664	+1.6	28,750	+16.6
Feb.	12,158	10,319	-15.1	11,329	+9.8	12,598	+11.2	12,744	+1.2	14,068	+10.4	15,728	+11.8	16,422	+4.4
Mar.	23,448	19,866	-15.3	21,483	+8.1	20,797	-3.2	20,851	+0.3	21,839	+4.7	24,083	+10.3	25,027	+3.9
Apr.	28,423	30,974	+9.0	30,674	-1.0	33,328	+8.7	36,531	+9.6	38,349	+5.0	43,595	+13.7	44,390	+1.8
Win.	80,344	78,171	-2.7	82,585	+5.6	87,174	+5.6	92,398	+6.0	98,520	+6.6	108,070	+9.7	114,589	+6.0
May	20,998	28,677	+36.6	27,994	-2.4	29,991	+7.1	28,685	-4.4	32,955	+14.9	34,396	+4.4	32,693	-5.0
Jun.	52,561	56,560	+7.6	60,469	+6.9	67,137	+11.0	61,908	-7.8	68,948	+11.4	63,648	-7.7	62,790	-1.3
Jul.	57,230	61,127	+6.8	62,158	+1.7	65,254	+5.0	67,639	+3.7	71,882	+6.3	73,227	+1.9	78,011	+6.5
Aug.	24,978	23,707	-5.1	26,634	+12.3	27,445	+3.0	29,607	+7.9	32,323	+9.2	29,953	-7.3	31,346	+4.7
Sp./Sm.	155,767	170,071	+9.2	177,255	+4.2	189,827	+7.1	187,839	-1.0	206,108	+9.7	201,224	-2.4	204,840	+1.8
Sept.	7,780	9,675	+24.4	9,192	-5.0	10,832	+17.8	11,629	+7.4	12,720	+9.4	12,667	-0.4	15,660	+23.6
Oct.	22,471	22,680	+0.9	24,499	+8.0	25,881	+5.6	30,127	+16.4	33,784	+12.1	34,640	+2.5	33,456	-3.4
Nov.	10,689	12,012	+12.4	13,858	+15.4	13,809	-0.4	16,101	+16.6	18,122	+12.6	19,790	+9.2	21,888	+10.6
Dec.	23,989	24,455	+1.9	26,447	+8.1	26,181	-1.0	28,123	+7.4	30,769	+9.4	30,702	-0.2	32,736	+6.6
Fall	64,929	68,822	+6.0	73,996	+7.5	76,703	+3.7	85,980	+12.1	95,395	+11.0	97,799	+2.5	103,740	+6.1
Total	301,040	317,064	+5.3	333,836	+5.3	353,704	+6.0	366,217	+3.5	400,023	+9.2	407,093	+1.8	423,169	+3.9

St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2016

Northeast															
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16
Jan.	68,774	65,411	-4.9	65,841	+0.7	69,056	+4.9	70,714	+2.4	78,414	+10.9	85,058	+8.5	88,862	+4.5
Feb.	121,582	113,197	-6.9	106,998	-5.5	118,154	+10.4	124,962	+5.8	123,647	-1.1	132,902	+7.5	129,812	-2.3
Mar.	170,584	170,968	+0.2	179,230	+4.8	186,539	+4.1	188,313	+1.0	193,245	+2.6	197,485	+2.2	204,389	+3.5
Apr.	235,069	225,553	-4.0	234,895	+4.1	248,294	+5.7	240,293	-3.2	259,069	+7.8	261,572	+1.0	264,602	+1.2
Win.	596,009	575,129	-3.5	586,964	+2.1	622,043	+6.0	624,282	+0.4	654,375	+4.8	677,017	+3.5	687,665	+1.6
May	88,975	84,942	-4.5	94,197	+10.9	98,154	+4.2	98,405	+0.3	111,962	+13.8	119,300	+6.6	117,961	-1.1
Jun.	77,055	84,062	+9.1	85,304	+1.5	84,196	-1.3	83,857	-0.4	89,574	+6.8	91,800	+2.5	100,464	+9.4
Jul.	91,568	74,464	-18.7	83,855	+12.6	83,380	-0.6	87,316	+4.7	93,703	+7.3	98,524	+5.1	100,500	+2.0
Aug.	70,459	65,853	-6.5	71,410	+8.4	71,841	+0.6	73,218	+1.9	77,493	+5.8	80,308	+3.6	83,733	+4.3
Sp./Sm.	328,057	309,321	-5.7	334,766	+8.2	337,571	+0.8	342,796	+1.5	372,732	+8.7	389,932	+4.6	402,658	+3.3
Sept.	38,901	41,495	+6.7	43,892	+5.8	44,530	+1.5	47,273	+6.2	49,584	+4.9	54,611	+10.1	58,000	+6.2
Oct.	63,263	74,160	+17.2	72,755	-1.9	69,650	-4.3	75,118	+7.9	81,926	+9.1	87,488	+6.8	93,035	+6.3
Nov.	65,957	70,980	+7.6	76,794	+8.2	78,151	+1.8	77,469	-0.9	78,311	+1.1	85,064	+8.6	91,200	+7.2
Dec.	94,738	91,405	-3.5	100,752	+10.2	99,575	-1.2	107,957	+8.4	117,216	+8.6	127,413	+8.7	133,584	+4.8
Fall	262,859	278,040	+5.8	294,193	+5.8	291,906	-0.8	307,817	+5.5	327,037	+6.2	354,576	+8.4	375,819	+6.0
Total	1,186,925	1,162,490	-2.1	1,215,923	+4.6	1,251,520	+2.9	1,274,895	+1.9	1,354,144	+6.2	1,421,525	+5.0	1,466,142	+3.1

St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2016

Midwest															
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16
Jan.	82,830	86,735	+4.7	92,478	+6.6	94,022	+1.7	97,440	+3.6	107,412	+10.2	117,310	+9.2	118,919	+1.4
Feb.	100,223	100,064	-0.2	101,648	+1.6	106,577	+4.8	107,970	+1.3	113,281	+4.9	122,285	+7.9	124,338	+1.7
Mar.	238,583	251,636	+5.5	257,796	+2.4	255,231	-1.0	272,369	+6.7	279,280	+2.5	288,314	+3.2	291,984	+1.3
Apr.	254,274	271,616	+6.8	270,412	-0.4	274,956	+1.7	263,835	-4.0	281,226	+6.6	298,050	+6.0	303,770	+1.9
Win.	675,910	710,051	+5.1	722,334	+1.7	730,786	+1.2	741,614	+1.5	781,199	+5.3	825,959	+5.7	839,011	+1.6
May	112,820	121,605	+7.8	121,056	-0.5	123,082	+1.7	124,699	+1.3	125,060	+0.3	134,539	+7.6	135,191	+0.5
Jun.	141,863	140,103	-1.2	150,092	+7.1	150,232	+0.1	152,519	+1.5	162,057	+6.3	171,360	+5.7	185,231	+8.1
Jul.	124,189	123,921	-0.2	141,909	+14.5	142,591	+0.5	140,197	-1.7	152,748	+9.0	163,762	+7.2	171,483	+4.7
Aug.	98,419	92,570	-5.9	97,658	+5.5	107,761	+10.3	98,024	-9.0	105,258	+7.4	103,750	-1.4	99,621	-4.0
Sp./Sm.	477,291	478,199	+0.2	510,715	+6.8	523,666	+2.5	515,439	-1.6	545,123	+5.8	573,411	+5.2	591,526	+3.2
Sept.	45,657	50,095	+9.7	54,003	+7.8	56,083	+3.9	57,133	+1.9	62,304	+9.1	68,968	+10.7	70,760	+2.6
Oct.	106,130	105,840	-0.3	107,648	+1.7	109,994	+2.2	112,878	+2.6	113,176	+0.3	121,239	+7.1	118,241	-2.5
Nov.	53,704	59,241	+10.3	62,071	+4.8	60,816	-2.0	68,051	+11.9	74,752	+9.8	82,286	+10.1	83,174	+1.1
Dec.	100,430	100,225	-0.2	102,851	+2.6	106,442	+3.5	113,854	+7.0	126,984	+11.5	131,507	+3.6	132,000	+0.4
Fall	305,921	315,401	+3.1	326,573	+3.5	333,335	+2.1	351,916	+5.6	377,216	+7.2	404,000	+7.1	404,175	+0.0
Total	1,459,122	1,503,651	+3.1	1,559,622	+3.7	1,587,787	+1.8	1,608,969	+1.3	1,703,538	+5.9	1,803,370	+5.9	1,834,712	+1.7

St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2016

Canada															
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16
Jan.	20,833	21,564	+3.5	22,366	+3.7	24,701	+10.4	25,334	+2.6	25,743	+1.6	24,980	-3.0	23,522	-5.8
Feb.	32,531	34,710	+6.7	36,505	+5.2	40,179	+10.1	44,250	+10.1	48,126	+8.8	46,004	-4.4	43,401	-5.7
Mar.	68,585	76,454	+11.5	69,973	-8.5	77,515	+10.8	78,192	+0.9	80,078	+2.4	77,067	-3.8	78,558	+1.9
Apr.	56,079	63,536	+13.3	66,190	+4.2	65,823	-0.6	66,568	+1.1	63,063	-5.3	54,272	-13.9	47,872	-11.8
Win.	178,028	196,264	+10.2	195,034	-0.6	208,218	+6.8	214,344	+2.9	217,010	+1.2	202,323	-6.8	193,353	-4.4
May	13,524	14,520	+7.4	15,510	+6.8	14,801	-4.6	15,936	+7.7	14,365	-9.9	13,497	-6.0	12,812	-5.1
Jun.	11,227	10,378	-7.6	11,338	+9.3	11,006	-2.9	11,819	+7.4	12,965	+9.7	11,628	-10.3	11,302	-2.8
Jul.	21,747	17,782	-18.2	16,419	-7.7	16,918	+3.0	15,987	-5.5	19,254	+20.4	17,308	-10.1	15,462	-10.7
Aug.	10,811	10,536	-2.5	11,194	+6.2	10,897	-2.7	11,603	+6.5	10,774	-7.1	9,116	-15.4	8,159	-10.5
Sp./Sm.	57,309	53,216	-7.1	54,461	+2.3	53,622	-1.5	55,345	+3.2	57,358	+3.6	51,549	-10.1	47,735	-7.4
Sept.	8,190	9,030	+10.3	9,192	+1.8	8,906	-3.1	8,848	-0.7	10,384	+17.4	9,571	-7.8	7,540	-21.2
Oct.	15,902	10,440	-34.3	12,250	+17.3	12,940	+5.6	14,461	+11.8	15,625	+8.0	12,879	-17.6	11,457	-11.0
Nov.	20,074	19,656	-2.1	19,920	+1.3	21,153	+6.2	18,228	-13.8	21,034	+15.4	23,610	+12.2	23,712	+0.4
Dec.	27,649	30,468	+10.2	29,806	-2.2	30,902	+3.7	33,566	+8.6	33,700	+0.4	35,819	+6.3	35,376	-1.2
Fall	71,815	69,594	-3.1	71,168	+2.3	73,901	+3.8	75,103	+1.6	80,743	+7.5	81,879	+1.4	78,085	-4.6
Total	307,152	319,074	+3.9	320,663	+0.5	335,741	+4.7	344,792	+2.7	355,111	+3.0	335,751	-5.5	319,173	-4.9

St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2016

Europe															
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16
Jan.	44,929	32,585	-27.5	33,423	+2.6	37,981	+13.6	39,254	+3.4	36,691	-6.5	41,106	+12.0	41,491	+0.9
Feb.	38,775	31,895	-17.7	33,673	+5.6	35,753	+6.2	33,984	-4.9	44,794	+31.8	46,791	+4.5	45,356	-3.1
Mar.	43,379	39,732	-8.4	41,738	+5.0	47,895	+14.8	51,476	+7.5	53,606	+4.1	61,929	+15.5	60,482	-2.3
Apr.	116,766	114,365	-2.1	105,743	-7.5	115,815	+9.5	105,534	-8.9	115,899	+9.8	132,565	+14.4	120,115	-9.4
Win.	243,849	218,577	-10.4	214,577	-1.8	237,444	+10.7	230,248	-3.0	250,990	+9.0	282,391	+12.5	267,444	-5.3
May	61,215	59,169	-3.3	58,258	-1.5	62,320	+7.0	63,346	+1.6	64,643	+2.0	60,956	-5.7	64,503	+5.8
Jun.	117,369	106,893	-8.9	112,299	+5.1	128,770	+14.7	134,509	+4.5	136,718	+1.6	144,432	+5.6	141,278	-2.2
Jul.	121,328	114,474	-5.6	124,317	+8.6	132,924	+6.9	138,967	+4.5	148,256	+6.7	156,440	+5.5	162,347	+3.8
Aug.	86,490	80,528	-6.9	85,692	+6.4	85,967	+0.3	86,822	+1.0	89,511	+3.1	98,107	+9.6	100,050	+2.0
Sp./Sm.	386,402	361,064	-6.6	380,566	+5.4	409,981	+7.7	423,644	+3.3	439,128	+3.7	459,935	+4.7	468,178	+1.8
Sept.	58,351	58,480	+0.2	64,114	+9.6	66,192	+3.2	70,278	+6.2	74,246	+5.6	79,383	+6.9	84,100	+5.9
Oct.	97,487	97,560	+0.1	103,936	+6.5	108,471	+4.4	110,467	+1.8	120,356	+9.0	125,680	+4.4	132,449	+5.4
Nov.	69,346	66,612	-3.9	68,711	+3.2	71,100	+3.5	72,912	+2.5	80,253	+10.1	81,592	+1.7	88,282	+8.2
Dec.	98,397	99,022	+0.6	102,431	+3.4	105,583	+3.1	107,503	+1.8	116,239	+8.1	117,691	+1.2	123,552	+5.0
Fall	323,581	321,674	-0.6	339,192	+5.4	351,346	+3.6	361,160	+2.8	391,094	+8.3	404,346	+3.4	428,383	+5.9
Total	953,832	901,315	-5.5	934,335	+3.7	998,771	+6.9	1,015,052	+1.6	1,081,212	+6.5	1,146,672	+6.1	1,164,005	+1.5

**St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2016**

Markets of Opportunity															
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16
Jan.	11,546	10,303	-10.8	11,308	+9.8	12,749	+12.7	13,920	+9.2	14,203	+2.0	14,861	+4.6	14,702	-1.1
Feb.	9,858	8,756	-11.2	9,756	+11.4	9,874	+1.2	10,620	+7.6	11,476	+8.1	12,582	+9.6	13,685	+8.8
Mar.	10,552	9,632	-8.7	6,752	-29.9	6,302	-6.7	6,516	+3.4	6,618	+1.6	8,257	+24.8	6,952	-15.8
Apr.	13,828	15,090	+9.1	14,530	-3.7	10,831	-25.5	11,365	+4.9	13,635	+20.0	21,353	+56.6	19,149	-10.3
Win.	45,784	43,781	-4.4	42,346	-3.3	39,756	-6.1	42,421	+6.7	45,932	+8.3	57,053	+24.2	54,488	-4.5
May	12,457	11,253	-9.7	12,484	+10.9	9,738	-22.0	10,358	+6.4	11,830	+14.2	14,368	+21.5	13,696	-4.7
Jun.	15,309	17,124	+11.9	16,197	-5.4	14,858	-8.3	14,633	-1.5	15,911	+8.7	17,136	+7.7	16,953	-1.1
Jul.	17,741	15,560	-12.3	14,074	-9.6	13,896	-1.3	15,373	+10.6	17,328	+12.7	19,971	+15.3	23,192	+16.1
Aug.	14,912	14,299	-4.1	13,124	-8.2	18,162	+38.4	14,404	-20.7	15,747	+9.3	19,969	+26.8	18,464	-7.5
Sp./Sm.	60,419	58,236	-3.6	55,879	-4.0	56,654	+1.4	54,768	-3.3	60,816	+11.0	71,444	+17.5	72,305	+1.2
Sept.	5,118	8,170	+59.6	8,043	-1.6	8,665	+7.7	9,101	+5.0	9,605	+5.5	11,260	+17.2	11,310	+0.4
Oct.	12,445	14,400	+15.7	12,992	-9.8	14,082	+8.4	15,265	+8.4	16,892	+10.7	18,652	+10.4	18,332	-1.7
Nov.	10,428	11,193	+7.3	11,259	+0.6	12,340	+9.6	12,152	-1.5	12,620	+3.9	12,499	-1.0	14,227	+13.8
Dec.	23,583	20,045	-15.0	19,311	-3.7	20,172	+4.5	20,866	+3.4	23,443	+12.4	25,585	+9.1	22,704	-11.3
Fall	51,574	53,808	+4.3	51,605	-4.1	55,259	+7.1	57,384	+3.8	62,560	+9.0	67,996	+8.7	66,573	-2.1
Total	157,777	155,825	-1.2	149,830	-3.8	151,669	+1.2	154,573	+1.9	169,308	+9.5	196,493	+16.1	193,366	-1.6

**St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2016**

Latin America															
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16
Jan.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Feb.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Mar.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Apr.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Win.	6,270	5,700	-9.1	8,100	+42.1	11,300	+39.5	11,600	+2.7	18,500	+59.5	25,600	+38.4	25,000	-2.3
May	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Jun.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Jul.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Aug.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Sp./Sm.	19,400	21,200	+9.3	34,700	+63.7	54,800	+57.9	74,400	+35.8	109,300	+46.9	133,500	+22.1	175,900	+31.8
Sept.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Oct.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Nov.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Dec.	n/a	n/a		n/a		n/a		n/a		n/a		n/a		n/a	
Fall	2,700	3,000	+11.1	5,300	+76.7	7,500	+41.5	10,000	+33.3	16,000	+60.0	19,500	+21.9	22,300	+14.4
Total	28,370	29,900	+5.4	48,100	+60.9	73,600	+53.0	96,000	+30.4	143,800	+49.8	178,600	+24.2	223,200	+25.0

**St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2009 - 2016**

TOTAL															
	2009	2010	% change '09-'10	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16
Jan.	251,000	239,600	-4.5	251,300	+4.9	265,600	+5.7	278,400	+4.8	295,900	+6.3	316,200	+6.9	326,700	+3.3
Feb.	328,600	312,700	-4.8	314,700	+0.6	340,500	+8.2	354,000	+4.0	370,200	+4.6	393,200	+6.2	391,000	-0.6
Mar.	586,200	602,000	+2.7	613,800	+2.0	630,200	+2.7	651,600	+3.4	661,800	+1.6	688,100	+4.0	695,200	+1.0
Apr.	768,200	794,200	+3.4	807,200	+1.6	833,200	+3.2	811,800	-2.6	852,200	+5.0	889,700	+4.4	870,400	-2.2
Win.	1,940,270	1,954,200	+0.7	1,995,100	+2.1	2,080,800	+4.3	2,107,400	+1.3	2,198,600	+4.3	2,312,800	+5.2	2,308,300	-0.2
May	355,900	363,000	+2.0	378,300	+4.2	389,500	+3.0	398,400	+2.3	422,500	+6.0	435,400	+3.1	441,800	+1.5
Jun.	510,300	518,900	+1.7	539,900	+4.0	550,300	+1.9	562,800	+2.3	589,300	+4.7	612,000	+3.9	627,900	+2.6
Jul.	572,300	555,700	-2.9	586,400	+5.5	604,200	+3.0	614,900	+1.8	641,800	+4.4	665,700	+3.7	702,800	+5.6
Aug.	372,800	376,300	+0.9	386,000	+2.6	403,600	+4.6	400,100	-0.9	414,400	+3.6	434,100	+4.8	429,400	-1.1
Sp./Sm.	1,830,700	1,835,100	+0.2	1,925,300	+4.9	2,002,400	+4.0	2,050,600	+2.4	2,177,300	+6.2	2,280,700	+4.7	2,377,800	+4.3
Sept.	204,740	215,000	+5.0	229,800	+6.9	240,700	+4.7	252,800	+5.0	259,600	+2.7	281,500	+8.4	290,000	+3.0
Oct.	345,700	360,000	+4.1	371,200	+3.1	380,600	+2.5	401,700	+5.5	422,300	+5.1	444,100	+5.2	458,300	+3.2
Nov.	260,700	273,000	+4.7	288,700	+5.8	293,800	+1.8	303,800	+3.4	323,600	+6.5	347,200	+7.3	364,800	+5.1
Dec.	406,600	400,900	-1.4	419,800	+4.7	429,200	+2.2	453,600	+5.7	488,400	+7.7	511,700	+4.8	528,000	+3.2
Fall	1,220,440	1,251,900	+2.6	1,314,800	+5.0	1,351,800	+2.8	1,421,900	+5.2	1,509,900	+6.2	1,604,000	+6.2	1,663,400	+3.7
Total	4,991,410	5,041,200	+1.0	5,235,200	+3.8	5,435,000	+3.8	5,579,900	+2.7	5,885,800	+5.5	6,197,500	+5.3	6,349,500	+2.5