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Visit St. Petersburg/Clearwater

January 2017 Visitor Profile

Prepared for:

Pinellas County Tourist Development Council

and

Visit St. Petersburg/Clearwater

Prepared by:

Research Data Services, Inc.

www.ResearchDataLLC.com

March 2017

Executive Summary: January 2017

(Survey Sample: n = 429)

Visitation Statistics:

1. For the month of January 2017, the St. Petersburg/Clearwater area attracted some **343,400** overnight visitors ***(2016: 326,700),*** who spent **$347,041,300** in the County, yielding a combined economic impact of **$691,167,500** ***(+10.3%)***.

2. Pinellas' key tourism performance metrics are:

Variables	2016	2017	% Δ '15/'16
ADR	$130.65	$142.13	+8.8
RevPAR	$96.29	$106.74	+10.9
Occupancy	73.7%	75.1%	+1.9

Note: Fully 1,236 additional lodging units have been added to the inventory since 2016.

3. Primary January visitor origins are:

	January		
Visitor Segments *(H/M/C and V F/R)*	2016 Visitor #	2017 Visitor #	% Δ '15/'16
Florida	10,454	11,676	+11.7
Southeast	28,750	29,189	+1.5
Northeast	88,862	91,688	+3.2
Midwest	118,919	122,250	+2.8
Canada	23,522	26,098	+11.0
Europe	41,491	46,359	+11.7
Markets of Opportunity	14,702	16,140	+9.8
Total	**326,700**	**343,400**	**+5.1**

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

January	2016	2016 Rank	2017
1. New York	9.3%	1	**8.7%**
2. Chicago	6.1	2	**6.7**
3. Minneapolis/St. Paul	4.5	3	**4.8**
4. Atlanta	3.4	5	**3.8**
5. Philadelphia	3.8	4	**3.7**
6. Washington, D.C.	2.4	8	**3.1**
7. Detroit	--	--	**2.8**
8. Boston	3.1	6	**2.6**
9. Columbus, OH	--	--	**2.5**
10. Pittsburgh	2.7	7	**2.4**

5. This January, three out of ten visitors **(34.3%)** are in the St. Petersburg/Clearwater area for the first time ***(2016: 35.2%)***.

6. On their January visit, the typical travel party includes an average of **2.5** people, who stay for **6.2** days.

Transportation:

7. The majority of January 2017 visitors flew to the area ***(2016: 69.6%; 2017: 70.2%)***. More than six out of every ten of these visitors **(65.3%)** report deplaning at Tampa International (TIA), while **20.6%** arrived via St. Petersburg-Clearwater International.

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Satisfaction:

8. The vast majority of visitors **(97.5%)** are satisfied with their stay**,** with **94.5%** planning a future trip to Pinellas ***(2016: 95.4%).***

Information:

9. Fully **97.4%** report using the Internet to plan their Pinellas trip, with **78.1%** booking reservations online.

Management Occupancy Barometer:

10. In comparison to last January, **81.4%** 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:	2016	2017
Up/Same	85.0%	81.4%
Down	12.5	18.6

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Overnight Visitation:

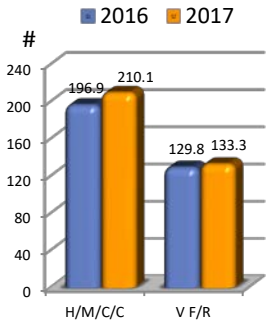
	CY 2015 *	Calendar Year (Jan. – Dec.) (H/M/C/C & V F/R) 2015 *	2016 *	% Δ '15/'16	January (H/M/C/C & V F/R) 2016	2017	% Δ '16/'17
H/M/C/C Visitors	3,429,300	3,429,300	3,548,200	+3.5	196,900	210,100	+6.7
V F/R Visitors	2,768,200	2,768,200	2,801,300	+1.2	129,800	133,300	+2.7
Total Visitors	**6,197,500**	**6,197,500**	**6,349,500**	**+2.5**	**326,700**	**343,400**	**+5.1**
H/M/C/C Exp.	$3,086,369,300	$3,086,369,300	$3,287,523,000	+6.5	$234,958,900	$265,195,100	+12.9
V F/R Exp.	1,560,094,400	1,560,094,400	1,599,539,300	+2.5	79,586,900	81,846,200	+2.8
Total Exp.	**$4,646,463,700**	**$4,646,463,700**	**$4,887,062,300**	**+5.2**	**$314,545,800**	**$347,041,300**	**+10.3**
Total Eco. Impact	**$9,253,897,100**	**$9,253,897,100**	**$9,733,073,100**	*k: 1.9916*	**$626,449,400**	**$691,167,500**	*k: 1.9916*
Room Nights (e)*	7,310,800	7,310,800	7,354,900	+0.6	622,200	658,700	+5.9

**Based on Industry REVPAR*

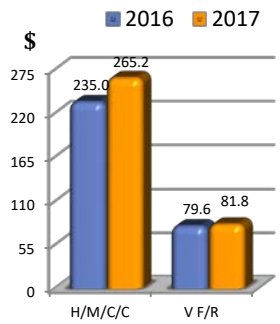
Origin H/M/C/C & V F/R	CY 2015 *	Calendar Year (Jan. – Dec.) 2015 Visitor # *	2016 Visitor # *	% Δ '15/'16	January Share of Market	2016 Visitor #	Share of Market	2017 Visitor #	Vis. Δ '16/'17
Florida	707,996	707,996	725,733	+2.5	3.2%	10,454	3.4%	11,676	+11.7
Southeast	407,093	407,093	423,169	+3.9	8.8	28,750	8.5	29,189	+1.5
Northeast	1,421,525	1,421,525	1,466,142	+3.1	27.2	88,862	26.7	91,688	+3.2
Midwest	1,803,370	1,803,370	1,834,712	+1.7	36.4	118,919	35.6	122,250	+2.8
Canada	335,751	335,751	319,173	-4.9	7.2	23,522	7.6	26,098	+11.0
Europe	1,146,672	1,146,672	1,164,005	+1.5	12.7	41,491	13.5	46,359	+11.7
U.S. Opp. Mkts	196,493	196,493	193,366	-1.6	4.5	14,702	4.7	16,140	+9.8
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**	**326,700**	**100.0**	**343,400**	**+5.1**

Please Note: Latin American Visitor numbers published seasonally only.

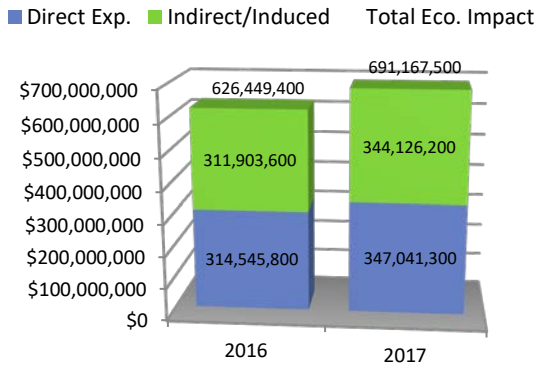
Visitors *(in Thousands)*



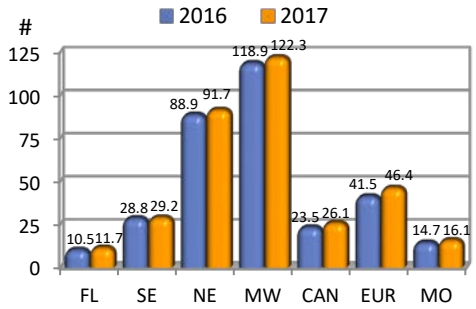
Expenditures *(in Millions)*



January Economic Impact



January Visitor Origins *(in Thousands)*



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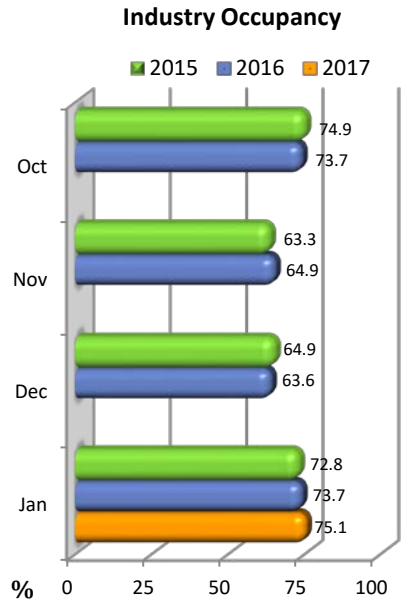
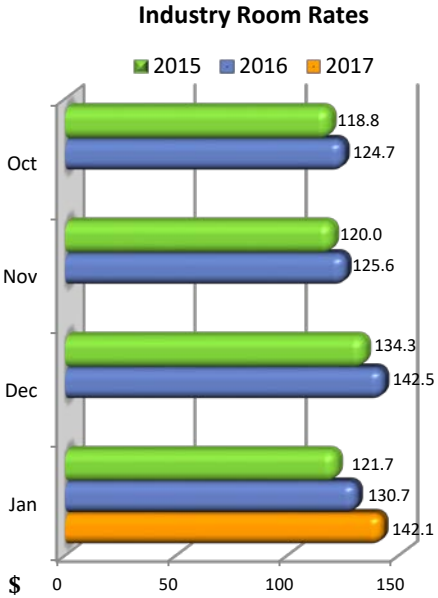
Occupancy:

Industry (Weighted)	Occupancy 2015	Occupancy 2016	Occupancy 2017	% Δ '16/'17	ADR 2015	ADR 2016	ADR 2017	% Δ '16/'17
January	72.8%	73.7%	75.1%	+1.9	$121.69	$130.65	$142.13	+8.8
February	89.4	85.6			152.58	162.62		
March	94.1	92.8			182.59	199.41		
April	87.3	85.3			159.84	167.60		
May	80.9	80.5			148.96	156.55		
June	82.0	83.5			132.92	137.95		
July	83.9	86.5			134.90	145.23		
August	69.9	68.6			126.85	130.61		
September	62.9	63.4			125.70	132.08		
October	74.9	73.7			118.82	124.70		
November	63.3	64.9			119.97	125.62		
January	64.9	63.6			134.32	142.47		



Jan. Occ./ADR:	2016	2017	% Δ	2016	2017	% Δ
< 50 units	67.8%	66.4%	-2.1	$127.00	$138.65	+9.2
51 - 100 units	71.9	73.4	+2.1	113.31	124.53	+9.9
101+ units	76.4	78.9	+3.3	137.11	148.60	+8.4
Condo/Vac. Home/Villa	68.9%	65.3%	-5.2	$159.57	$181.86	+14.0



Seasonal Averages *Industry (Weighted)*	Occupancy 2015	Occupancy 2016	Occupancy 2017	% Δ '16/'17	ADR 2015	ADR 2016	ADR 2017	% Δ '16/'17
Winter Season *(Jan-Apr)*	85.9%	84.4%			$154.18	$165.07		
Spr/Sum Season *(May-Aug)*	79.2	79.8			135.91	142.59		
Fall Season *(Sep-Dec)*	66.5	66.4			124.70	131.22		
Annual	77.2	76.8			138.26	146.29		

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St. Petersburg/Clearwater Area:

January 2017 Visitor Profile

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Visitor Profile:

Length of Stay *(Days)*	2016	2017
Away from Home	9.7	9.8
In the St. Petersburg/Clearwater Area	6.0	6.2

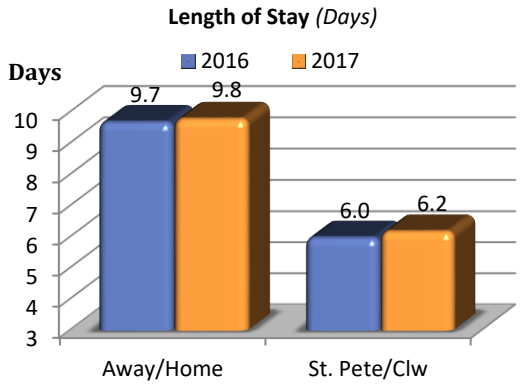
Party Size	2016	2017
Number of People	2.4	2.5

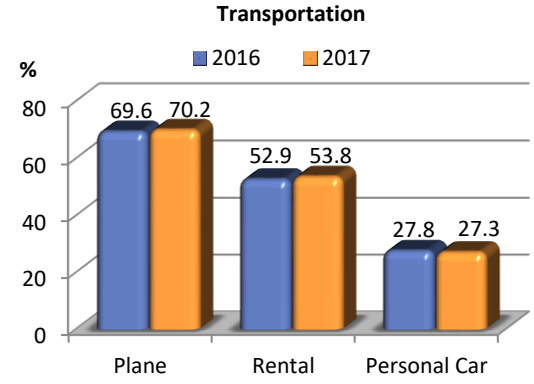
Party Composition	2016	2017
Couple *(Traveling without Children)*	63.1%	61.9%
Family	28.4	30.8
Single	9.2	7.6

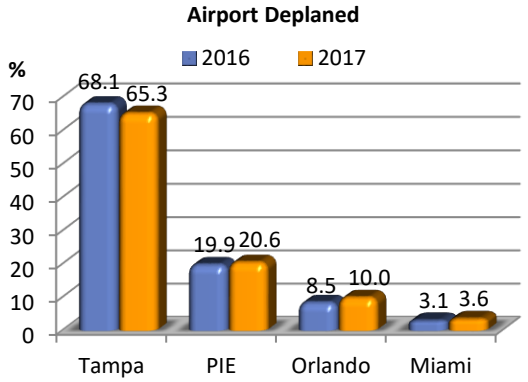
Transportation *(Multiple Response)* *(Percentaged to the Base of All Respondents)*	2016	2017
Plane	69.6%	70.2%
Rental Car	52.9	53.8
Personal Car	27.8	27.3

	Total		**Europe**	
Airport Deplaned *(Base: Flew)*	2016	2017	2016	2017
Tampa International	68.1%	65.3%	39.5%	48.2%
St. Petersburg-Clearwater International	19.9	20.6	n/a	n/a
Orlando International/Sanford	8.5	10.0	29.8	25.0
Miami/Fort Lauderdale International	3.1	3.6	24.7	20.6

Car Rental Location *(Base: Rented a Car)*	2016	2017	2016	2017
Tampa	62.2%	60.5%	34.0%	41.2%
St. Petersburg/Clearwater	19.7	20.2	n/a	n/a
Greater Orlando Area	9.0	10.6	33.9	28.4
Miami/Fort Lauderdale	3.7	4.2	25.9	21.6







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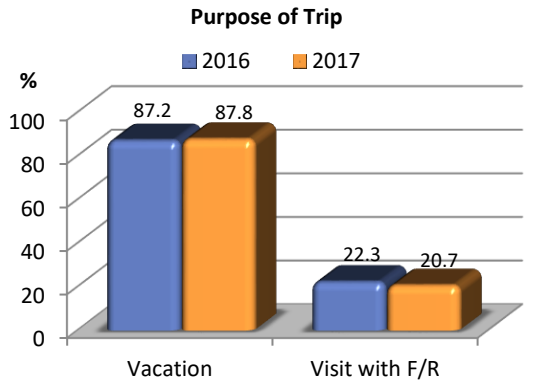
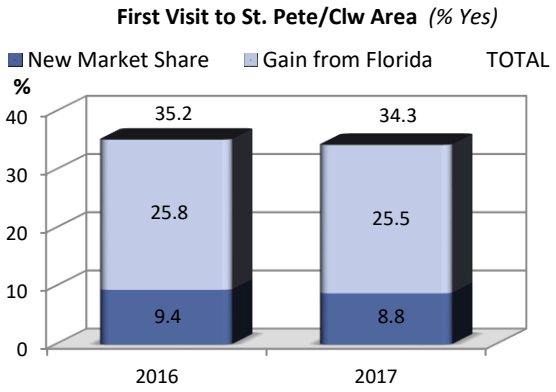
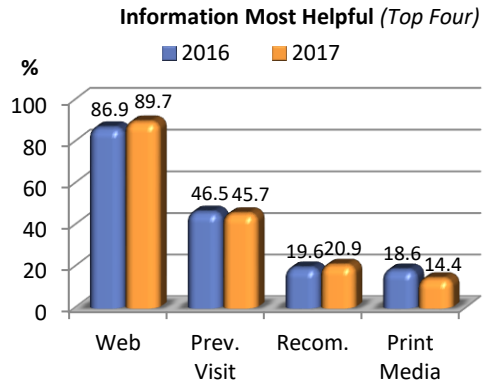
Purpose of Trip *(Multiple Response)*	Total		Europe	
A. Profile Data	2016	2017	2016	2017
Vacation	87.2%	87.8%	97.9%	98.9%
Visit with Friends/Relatives	22.3	20.7	7.0	5.4
B. Occupancy Survey Data	2016	2017	2016	2017
Group	20.2%	19.4%	n/a	n/a



First Visit to *(% yes)*	Total		Europe	
	2016	2017	2016	2017
St. Petersburg/Clearwater Area	35.2%	34.3%	54.2%	55.2%
Florida	9.4	8.8	29.5	30.0



Information Most Helpful to Visit *(Open Ended Multiple Response)*	Total		Europe	
	2016	2017	2016	2017
Internet	86.9%	89.7%	90.1%	87.4%
Previous Visit	46.5	45.7	34.2	33.5
Recommendation	19.6	20.9	25.0	28.2
Print Media	18.6	14.4	42.2	39.0
Business	12.6	9.7	5.3	3.9
Travel Professional	8.5	8.9	54.2	55.4
Special Event	4.3	5.3	n/a	n/a



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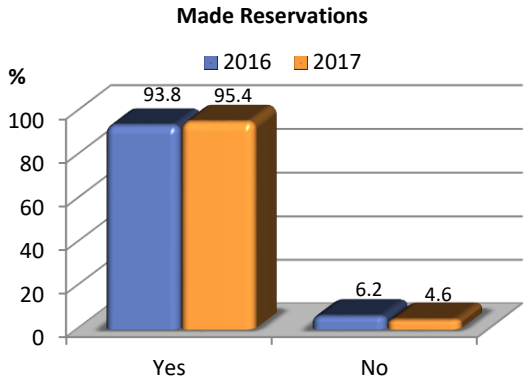
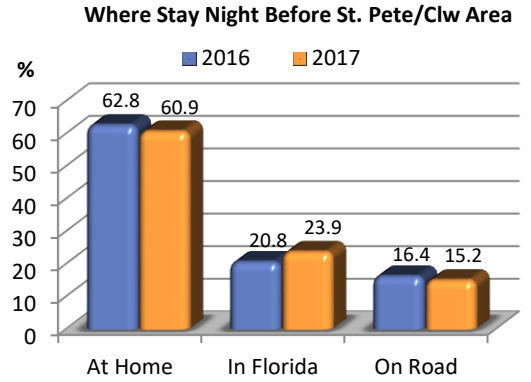
	Total		Europe	
Made Lodging Reservations	2016	2017	2016	2017
Yes	93.8%	95.4%	94.7%	96.3%
No	6.2	4.6	5.3	3.7



Where Stay Night Before St. Petersburg/Clearwater Area	2016	2017	2016	2017
At Home	62.8%	60.9%	38.6%	45.1%
In Florida *(Not in St. Pete/Clearwater)*	20.8	23.9	58.5	51.8
On Road *(Not in Florida)*	16.4	15.2	2.9	3.1



Where in Florida *(Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)*	2016	2017	2016	2017
Orlando/Attractions	42.9%	37.9%	52.2%	50.7%

Visit Other Florida Areas This Trip	2016	2017	2016	2017
Overnight Trips Only -- % Yes	33.5%	34.3%	69.5%	71.9%

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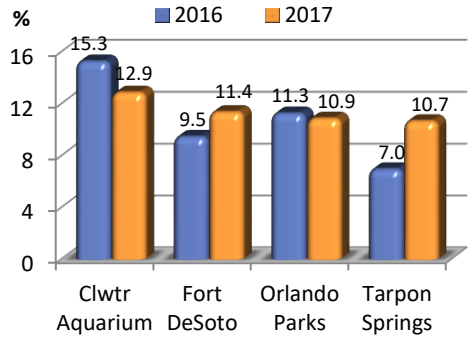
Attractions/Theme Parks Visited *(Open Ended Multiple Response)*	Total 2016	Total 2017	Europe 2016	Europe 2017
Clearwater Marine Aquarium	15.3%	12.9%	13.1%	12.3%
Fort Desoto	9.5	11.4	n/a	7.4
Orlando Theme Parks	11.3	10.9	35.5	33.2
Tarpon Springs	7.0	10.7	n/a	9.6
Busch Gardens	11.6	9.0	12.0	11.1
The Dali Museum	7.4	8.4	17.7	16.0

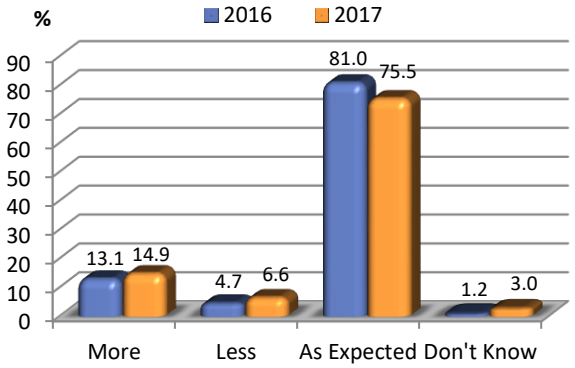
Satisfaction with St. Petersburg/Clearwater	Total 2016	Total 2017	Europe 2016	Europe 2017
Satisfied *(Combined)*	95.7%	97.5%	94.4%	95.7%

Attractions/Theme Parks Visited *(Top Four)*



Expense Relative to Expectations	Total 2016	Total 2017	Europe 2016	Europe 2017
More Expensive	13.1%	14.9%	15.1%	18.7%
Less Expensive	4.7	6.6	15.3	13.0
As Expected	81.0	75.5	65.8	63.3
Don't Know	1.2	3.0	3.8	5.0

Expense Relative to Expectations

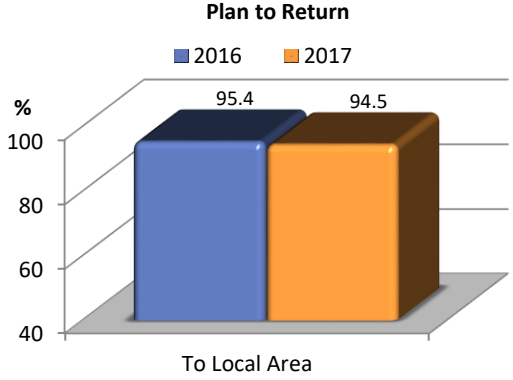


Recommend St. Petersburg/Clearwater Area to Friends/Relatives	Total 2016	Total 2017	Europe 2016	Europe 2017
% Yes	93.0%	91.6%	92.4%	93.2%

Plan to Return *(% Yes)*	Total 2016	Total 2017	Europe 2016	Europe 2017
To Local Area	95.4%	94.5%	78.5%	75.7%

Demographics	Total 2016	Total 2017	Europe 2016	Europe 2017
Average Age Head of Household	45.7	45.0	43.7	44.2
Median Annual Household Income	$118,477	$126,088	$102,126	$107,474

Plan to Return



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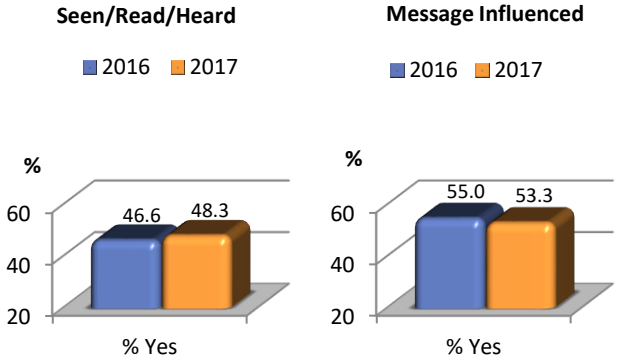
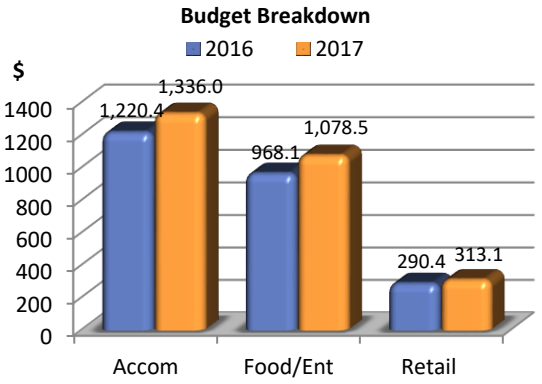
St. Pete/Clw Message Seen/Read/Heard	Total 2016	Total 2017	Europe 2016	Europe 2017
% Yes	46.6%	48.3%	62.1%	65.1%

Directly Influenced by Message *(Base: Seen/Read/Heard Area Message)*	2016	2017	2016	2017
% Yes	55.0%	53.3%	82.0%	81.8%



Party Budget Breakdown *(By Category)*	2016	2017
Accommodations	$1,220.44	$1,335.96
Food/Entertainment	968.11	1,078.54
Retail Purchases	290.44	313.11

St. Pete/Clw Area Base Budget	2016	2017
Per Person/Stay	$1,010.13	$1,068.49
Per Person/Day	168.36	172.34
Total Party/Trip	$2,424.31	$2,671.22



Occupation	2016	2017
Professional/Technical	39.1%	42.5%
Executive/Managerial	24.0	23.7
Retired	12.5	13.9
Salesman/Buyer	5.5	4.4
Craft/Mechanical/Factory	3.6	3.5

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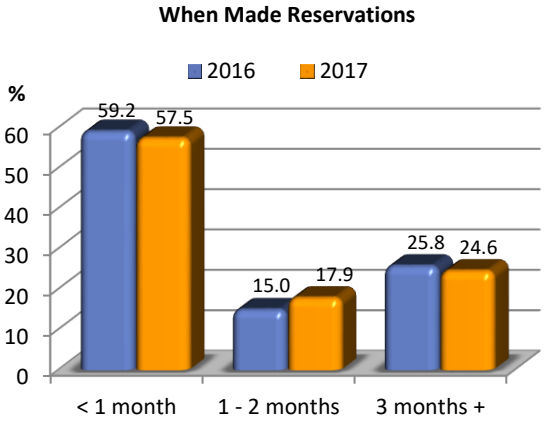
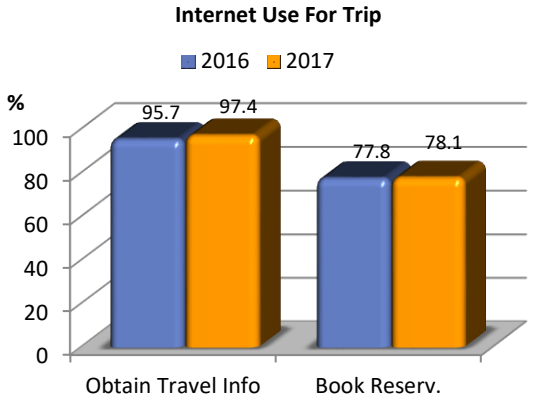
When Visitors Made Reservations for This Trip to the St. Pete/Clw Area	2016	2017
Less than One Month	59.2%	57.5%
1 - 2 Months	15.0	17.9
3 Months or More	25.8	24.6



Used Internet to Obtain Travel Info for this Trip	2016	2017
% Yes	95.7%	97.4%

Book Reservations for Trip Online	2016	2017
% Yes	77.8%	78.1%



Occupancy Survey Data 2017:

Compared to the same time in 2016, OVER THE NEXT THREE MONTHS, properties report reservations:	2016	2017
Up/Same	85.0%	81.4%
Down	12.5	18.6

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St. Petersburg/Clearwater Area Visitor Origins

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**

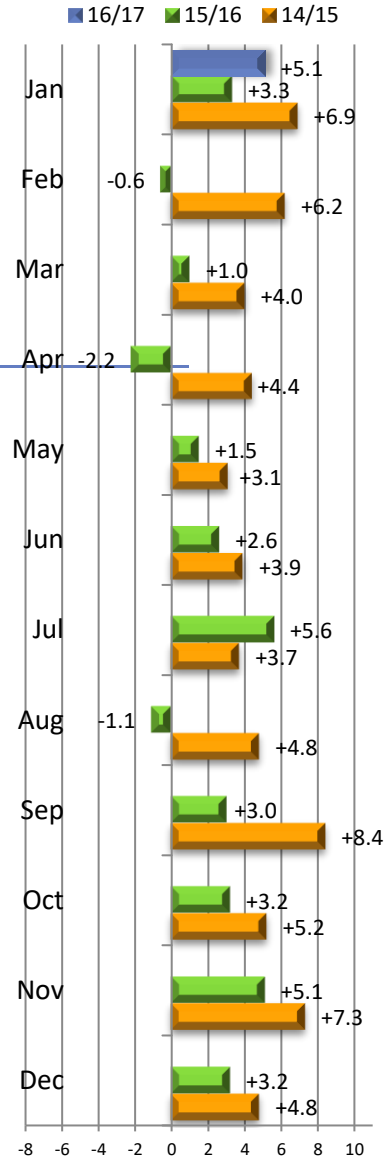
2015 -- 2016 Percent Change (By Same Month Last Year)

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**

2016 -- 2017 Percent Change (By Same Month Last Year)

Origin Mkt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Florida	+11.7											
Southeast	+1.5											
Northeast	+3.2											
Midwest	+2.8											
Canada	+11.0											
Europe	+11.7											
Mkts Opp	+9.8											
TOTAL	**+5.1**											

% Changes in Visitation *(by Month)*



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Top U.S. Feeder Markets Comparison (January 2016/2017)

January	2016	2017
New York	9.3%	**8.7%**
Chicago	6.1	**6.7**
Minneapolis/St. Paul	4.5	**4.8**
Atlanta	3.4	**3.8**
Philadelphia	3.8	**3.7**
Washington, D.C.	2.4	**3.1**
Detroit	--	**2.8**
Boston	3.1	**2.6**
Columbus, OH	--	**2.5**
Pittsburgh	2.7	**2.4**

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2010 - 2017

	Florida														
	2010	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16	2017	% change '16-'17
Jan.	5,990	6,785	+13.3	6,640	-2.1	9,466	+42.6	9,173	-3.1	8,221	-10.4	10,454	+27.2	11,676	+11.7
Feb.	13,759	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.	33,712	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.	73,066	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.	**126,527**	**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	42,834	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.	103,780	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.	148,372	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.	88,807	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.	**383,793**	**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.	38,055	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.	34,920	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.	33,306	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.	35,280	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	**141,561**	**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	**651,881**	**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.*

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2010 - 2017

	Southeast														
	2010	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16	2017	% change '16-'17
Jan.	17,012	19,099	+12.3	20,451	+7.1	22,272	+8.9	24,264	+8.9	24,664	+1.6	28,750	+16.6	29,189	+1.5
Feb.	10,319	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.	19,866	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.	30,974	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.	**78,171**	**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	28,677	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.	56,560	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.	61,127	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.	23,707	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.	**170,071**	**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.	9,675	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.	22,680	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.	12,012	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.	24,455	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	**68,822**	**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	**317,064**	**333,836**	**+5.3**	**353,704**	**+6.0**	**366,217**	**+3.5**	**400,023**	**+9.2**	**407,093**	**+1.8**	**423,169**	**+3.9**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2010 - 2017

	Northeast														
	2010	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16	2017	% change '16-'17
Jan.	65,411	65,841	+0.7	69,056	+4.9	70,714	+2.4	78,414	+10.9	85,058	+8.5	88,862	+4.5	91,688	+3.2
Feb.	113,197	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.	170,968	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.	225,553	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.	**575,129**	**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	84,942	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.	84,062	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.	74,464	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.	65,853	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.	**309,321**	**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.	41,495	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.	74,160	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.	70,980	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.	91,405	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	**278,040**	**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	**1,162,490**	**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**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2010 - 2017

	Midwest														
	2010	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16	2017	% change '16-'17
Jan.	86,735	92,478	+6.6	94,022	+1.7	97,440	+3.6	107,412	+10.2	117,310	+9.2	118,919	+1.4	122,250	+2.8
Feb.	100,064	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.	251,636	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.	271,616	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.	**710,051**	**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	121,605	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.	140,103	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.	123,921	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.	92,570	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.	**478,199**	**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.	50,095	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.	105,840	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.	59,241	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.	100,225	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	**315,401**	**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	**1,503,651**	**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**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2010 - 2017

	Canada														
	2010	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16	2017	% change '16-'17
Jan.	21,564	22,366	+3.7	24,701	+10.4	25,334	+2.6	25,743	+1.6	24,980	-3.0	23,522	-5.8	26,098	+11.0
Feb.	34,710	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.	76,454	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.	63,536	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.	**196,264**	**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	14,520	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.	10,378	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.	17,782	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.	10,536	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.	**53,216**	**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.	9,030	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.	10,440	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.	19,656	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.	30,468	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	**69,594**	**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	**319,074**	**320,663**	**+0.5**	**335,741**	**+4.7**	**344,792**	**+2.7**	**355,111**	**+3.0**	**335,751**	**-5.5**	**319,173**	**-4.9**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2010 - 2017

	Europe														
	2010	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16	2017	% change '16-'17
Jan.	32,585	33,423	+2.6	37,981	+13.6	39,254	+3.4	36,691	-6.5	41,106	+12.0	41,491	+0.9	46,359	+11.7
Feb.	31,895	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.	39,732	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.	114,365	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.	**218,577**	**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	59,169	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.	106,893	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.	114,474	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.	80,528	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.	**361,064**	**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.	58,480	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.	97,560	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.	66,612	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.	99,022	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	**321,674**	**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	**901,315**	**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**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2010 - 2017

	Markets of Opportunity														
	2010	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16	2017	% change '16-'17
Jan.	10,303	11,308	+9.8	12,749	+12.7	13,920	+9.2	14,203	+2.0	14,861	+4.6	14,702	-1.1	16,140	+9.8
Feb.	8,756	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.	9,632	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.	15,090	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.	**43,781**	**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	11,253	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.	17,124	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.	15,560	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.	14,299	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.	**58,236**	**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.	8,170	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.	14,400	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.	11,193	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.	20,045	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	**53,808**	**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	**155,825**	**149,830**	**-3.8**	**151,669**	**+1.2**	**154,573**	**+1.9**	**169,308**	**+9.5**	**196,493**	**+16.1**	**193,366**	**-1.6**		

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St. Petersburg/Clearwater Area
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2010 - 2017

	Latin America														
	2010	2011	% change '10-'11	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16	2017	% change '16-'17
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			
Mar.	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			
Win.	**5,700**	**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			
Jun.	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			
Aug.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Sp./Sm.	**21,200**	**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			
Oct.	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			
Dec.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Fall	**3,000**	**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	**29,900**	**48,100**	**+60.9**	**73,600**	**+53.0**	**96,000**	**+30.4**	**143,800**	**+49.8**	**178,600**	**+24.2**	**223,200**	**+25.0**		

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St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
2010 - 2017

	TOTAL														
	2010	2011	% change '10-'12	2012	% change '11-'12	2013	% change '12-'13	2014	% change '13-'14	2015	% change '14-'15	2016	% change '15-'16	2017	% change '16-'17
Jan.	239,600	251,300	+4.9	265,600	+5.7	278,400	+4.8	295,900	+6.3	316,200	+6.9	326,700	+3.3	343,400	+5.1
Feb.	312,700	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.	602,000	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.	794,200	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.	**1,954,200**	**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	363,000	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.	518,900	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.	555,700	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.	376,300	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.	**1,835,100**	**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.	215,000	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.	360,000	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.	273,000	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.	400,900	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	**1,251,900**	**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	**5,041,200**	**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**		

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