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Visit St. Petersburg/Clearwater

July 2017 Visitor Profile

Prepared for:

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

Prepared by:

Research Data Services, Inc.

www.ResearchDataLLC.com

September 2017

St. Petersburg/Clearwater Area Visitor Profile: July 2017

Executive Summary: July 2017

(Survey Sample: n = 494)

Visitation Statistics:

- For the month of July 2017, the St. Petersburg/Clearwater area attracted some **734,500** overnight visitors (**2016: 702,800**), who spent **\$478,457,300** in the County, yielding a combined economic impact of **\$952,895,600 (+6.6%)**.
- Pinellas' key tourism performance metrics are:

Variables	2016	2017	% Δ '16/'17
ADR	\$145.23	\$151.27	+4.2
RevPAR	\$125.62	\$131.30	+4.5
Occupancy	86.5%	86.8%	+0.3

Note: Fully 2,094 additional lodging units have been added to the inventory since 2016.

- Primary July visitor origins are:

Visitor Segments (H/M/C and V F/R)	July		
	2016 Visitor #	2017 Visitor #	% Δ '16/'17
Florida	151,805	160,855	+6.0
Southeast	78,011	88,874	+13.9
Northeast	100,500	108,706	+8.2
Midwest	171,483	174,077	+1.5
Canada	15,462	14,690	-5.0
Europe	162,347	165,263	+1.8
Markets of Opportunity	23,192	22,035	-5.0
Total	702,800	734,500	+4.5

St. Petersburg/Clearwater Area Visitor Profile: July 2017

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

July	2016	2016 Rank	2017
1. Tampa/St. Petersburg	9.6%	1	10.2%
2. Greater Orlando Area	8.7	2	8.2
3. New York	7.7	3	7.2
4. Atlanta	5.1	4	4.7
5. Chicago	3.5	5	4.2
6. Philadelphia	3.1	7	3.3
7. Washington, D.C.	3.0	8	3.1
8. Boston	2.8	9	3.0
9. Indianapolis	3.1	6	2.9
10. Pittsburgh	--	--	2.5

5. This July, two out of every five visitors (**39.9%**) are in the St. Petersburg/Clearwater area for the first time.
6. On their July visit, the typical travel party includes an average of **3.2** people, who stay for **4.7** days in the destination.

Transportation:

7. The majority of July 2017 visitors flew to the area (**2016: 60.4%; 2017: 59.7%**). Nearly six out of ten of these (**58.0%**) report deplaning at Tampa International (TIA), while **17.3%** arrived via St. Petersburg-Clearwater International (PIE).

St. Petersburg/Clearwater Area Visitor Profile: July 2017

Satisfaction:

8. The vast majority of visitors (**96.6%**) are satisfied with their stay, with **91.5%** planning a future trip to Pinellas (**2016: 93.9%**).

Information:

9. Fully **94.5%** report using the Internet to plan their Pinellas trip, with **83.2%** booking reservations online.

Management Occupancy Barometer:

10. In comparison to last July, **77.7%** 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	69.5%	77.7%
Down	27.2	22.3



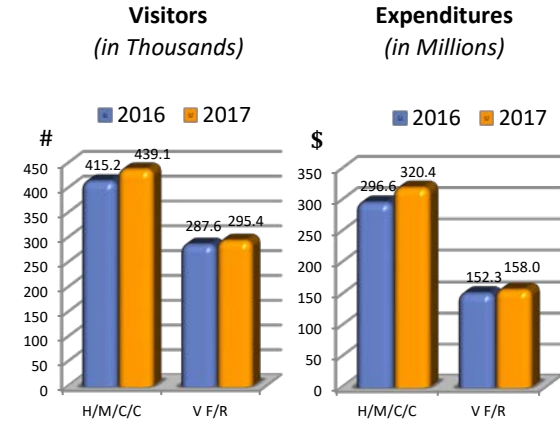
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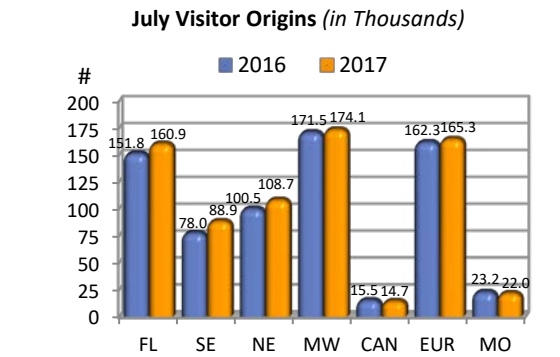
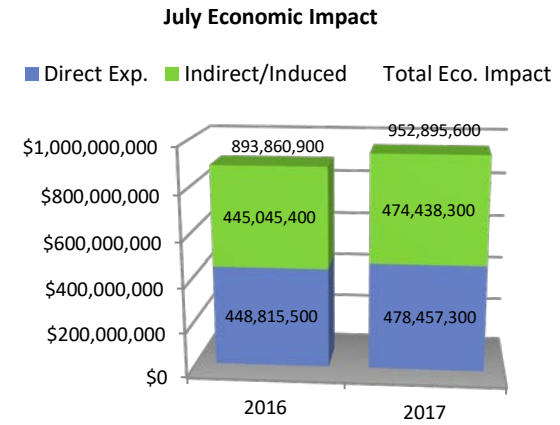
St. Petersburg/Clearwater Area Visitor Profile July 2017

	Year to Date (Jan. – July) (H/M/C/C & V F/R)				July (H/M/C/C & V F/R)		
	CY			% Δ			% Δ
	2016 *	2016 *	2017 *	'16/'17	2016	2017	'16/'17
Overnight Visitation:							
H/M/C/C Visitors	3,548,200	2,203,900	2,305,800	+4.6	415,200	439,100	+5.8
V F/R Visitors	2,801,300	1,876,900	1,910,000	+1.8	287,600	295,400	+2.7
Total Visitors	6,349,500	4,080,800	4,215,800	+3.3	702,800	734,500	+4.5
H/M/C/C Exp.	\$3,287,523,000	\$2,105,098,600	\$2,275,366,100	+8.1	\$296,561,200	\$320,418,300	+8.0
V F/R Exp.	1,599,539,300	1,059,398,400	1,095,945,200	+3.4	152,254,300	158,039,000	+3.8
Total Exp.	\$4,887,062,300	\$3,164,497,000	\$3,371,311,300	+6.5	\$448,815,500	\$478,457,300	+6.6
Total Eco. Impact	\$9,733,073,100	\$6,302,412,100	\$6,714,303,700	k: 1.9916	\$893,860,900	\$952,895,600	k: 1.9916
Room Nights (e)*	7,354,900	4,743,300	4,919,400	+3.7	690,200	714,800	+3.6



*Based on Industry REVPAR

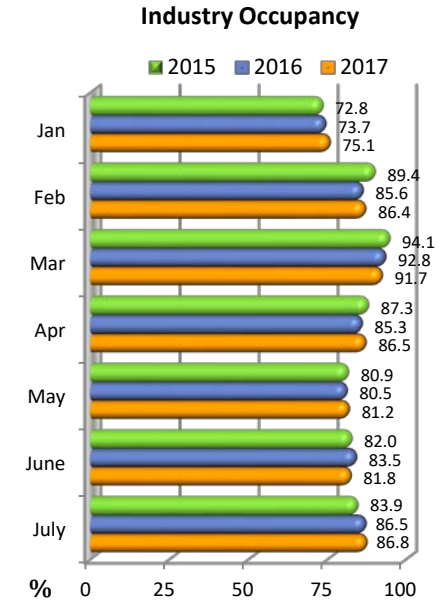
Origin	Year to Date (Jan. – July) (H/M/C/C & V F/R)				Share of Market	July (H/M/C/C & V F/R)			
	CY			% Δ				Vis. Δ	
	2016 *	2016 Visitor # *	2017 Visitor # *	'16/'17		2016 Visitor #	2017 Visitor #	'16/'17	
Florida	725,733	453,381	470,851	+3.9	21.6%	151,805	160,855	+6.0	
Southeast	423,169	288,083	302,614	+5.0	11.1	78,011	88,874	+13.9	
Northeast	1,466,142	1,006,590	1,050,908	+4.4	14.3	100,500	108,706	+8.2	
Midwest	1,834,712	1,330,916	1,330,816	- 0.0	24.4	171,483	174,077	+1.5	
Canada	319,173	232,929	243,462	+4.5	2.2	15,462	14,690	-5.0	
Europe	1,164,005	635,572	671,880	+5.7	23.1	162,347	165,263	+1.8	
U.S. Opp. Mkts	193,366	108,329	115,469	+6.6	3.3	23,192	22,035	-5.0	
Latin American	223,200	25,000	29,800	+19.2	n/a	n/a	n/a	n/a	
Total	6,349,500	4,080,800	4,215,800	+3.3	100.0	702,800	734,500	+4.5	



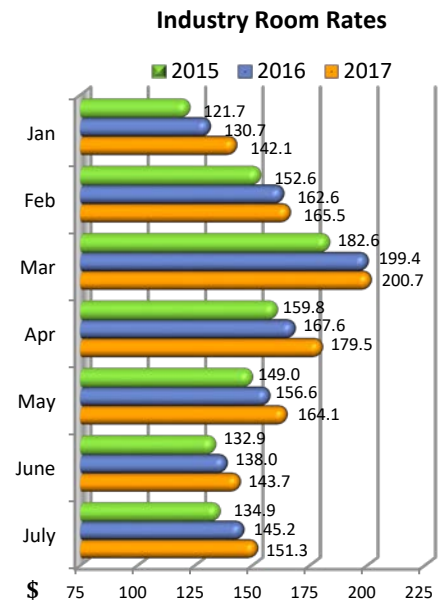
Please Note: Latin American Visitor numbers published seasonally only.

Occupancy:

Industry (Weighted)	Occupancy				ADR			
	2015	2016	2017	% Δ '16/'17	2015	2016	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	86.4	+0.9	152.58	162.62	165.49	+1.8
March	94.1	92.8	91.7	-1.2	182.59	199.41	200.73	+0.7
April	87.3	85.3	86.5	+1.4	159.84	167.60	179.52	+7.1
May	80.9	80.5	81.2	+0.9	148.96	156.55	164.06	+4.8
June	82.0	83.5	81.8	-2.0	132.92	137.95	143.70	+4.2
July	83.9	86.5	86.8	+0.3	134.90	145.23	151.27	+4.2
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		
December	64.9	63.6			134.32	142.47		



July Occ./ADR:	2016	2017	% Δ	2016	2017	% Δ
50 units or less	83.1%	84.4%	+1.6	\$152.14	\$156.94	+3.2
51 - 100 units	80.4	82.9	+3.1	127.33	130.35	+2.4
101+ units	89.5	88.7	-0.9	157.28	165.06	+4.9
Condo/Vac. Home/Villa	84.7%	87.0%	+2.7	\$186.17	\$188.23	+1.1



Seasonal Averages Industry (Weighted)	Occupancy				ADR			
	2015	2016	2017	% Δ '16/'17	2015	2016	2017	% Δ '16/'17
Winter Season (Jan-Apr)	85.9%	84.4%	84.9%	+0.6	\$154.18	\$165.07	\$171.97	+4.2
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		

St. Petersburg/Clearwater Area: *July 2017 Visitor Profile*



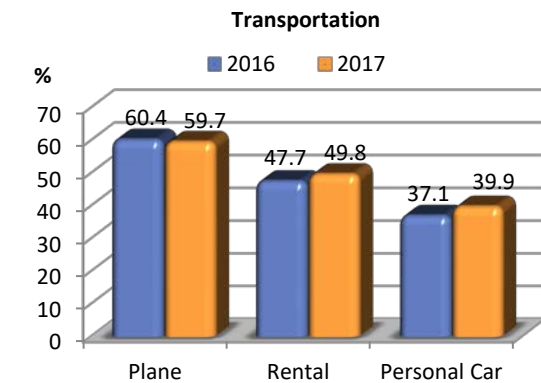
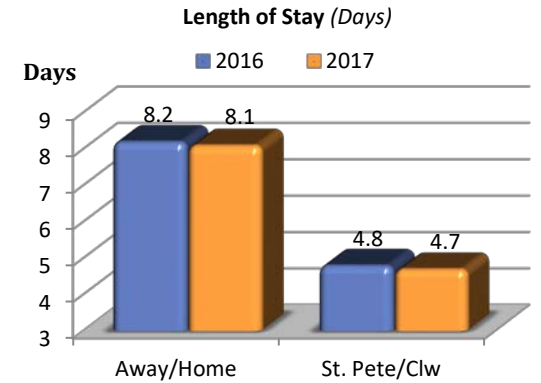
Visitor Profile:

Length of Stay (Days)	Total	
	2016	2017
Away from Home	8.2	8.1
In the St. Petersburg/Clearwater Area	4.8	4.7

Party Size	2016	2017
Number of People	3.2	3.2

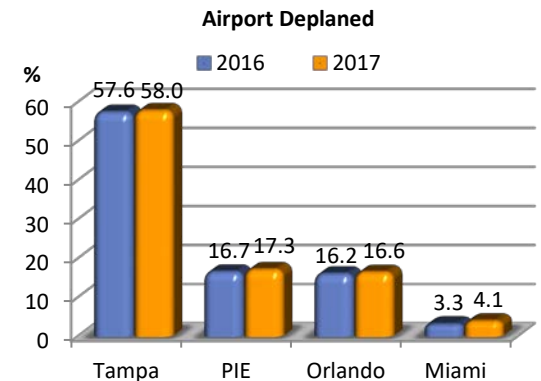
Party Composition	2016	2017
Family	67.6%	64.0%
Couple (Traveling without Children)	31.8	33.0
Single	4.0	5.1

Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	2016	2017
Plane	60.4%	59.7%
Rental Car	47.7	49.8
Personal Car	37.1	39.9

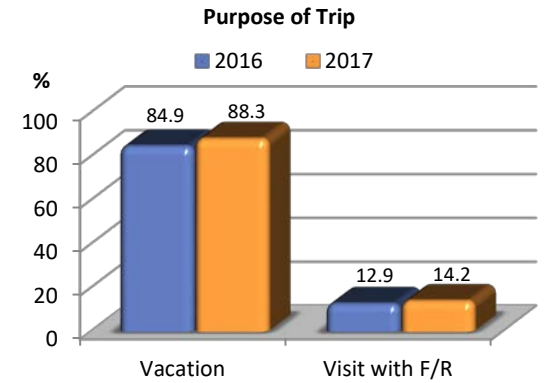


Airport Deplanned (Base: Flew)	Total		Europe	
	2016	2017	2016	2017
Tampa International	57.6%	58.0%	31.4%	38.7%
St. Petersburg-Clearwater International	16.7	17.3	n/a	n/a
Orlando International/Sanford	16.2	16.6	44.3	40.5
Miami	3.3	4.1	11.5	10.8

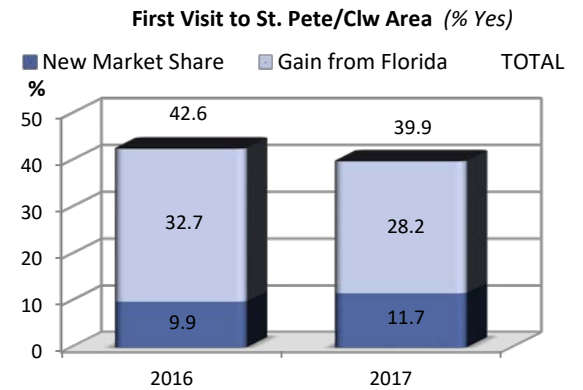
Car Rental Location (Base: Rented a Car)	2016	2017	2016	2017
Tampa	55.1%	55.7%	27.8%	35.6%
Greater Orlando Area	18.7	19.5	51.1	41.4
St. Petersburg/Clearwater	14.3	14.2	n/a	n/a
Miami	3.8	4.9	11.1	11.5



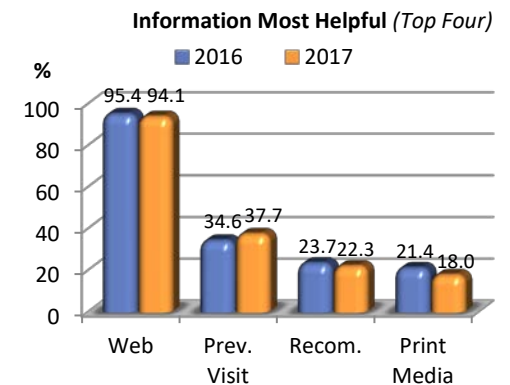
Purpose of Trip (Multiple Response)	Total		Europe	
	2016	2017	2016	2017
A. Profile Data				
Vacation	84.9%	88.3%	99.2%	98.2%
Visit with Friends/Relatives	12.9	14.2	7.8	3.6
B. Occupancy Survey Data				
Group	13.0%	10.4%	n/a	n/a



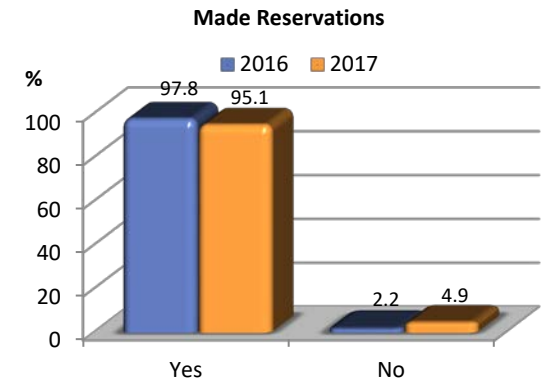
First Visit to (% yes)	Total		Europe	
	2016	2017	2016	2017
St. Petersburg/Clearwater Area	42.6%	39.9%	58.8%	53.2%
Florida	9.9	11.7	28.3	27.0



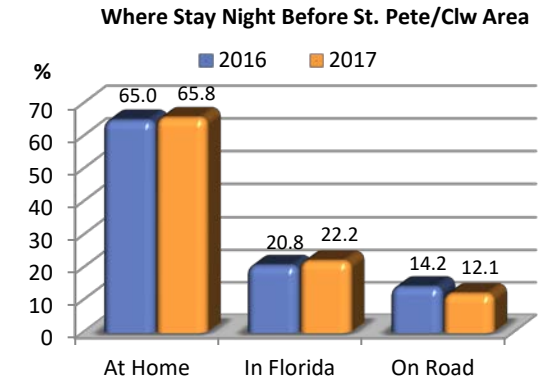
Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2016	2017	2016	2017
Internet	95.4%	94.1%	92.3%	91.9%
Previous Visit	34.6	37.7	37.4	39.6
Recommendation	23.7	22.3	30.8	28.8
Print Media	21.4	18.0	31.1	30.6
Travel Professional	12.4	12.6	53.7	50.5
Business	8.1	5.1	5.0	2.7



Made Lodging Reservations	Total		Europe	
	2016	2017	2016	2017
Yes	97.8%	95.1%	99.8%	99.1%
No	2.2	4.9	0.2	0.9



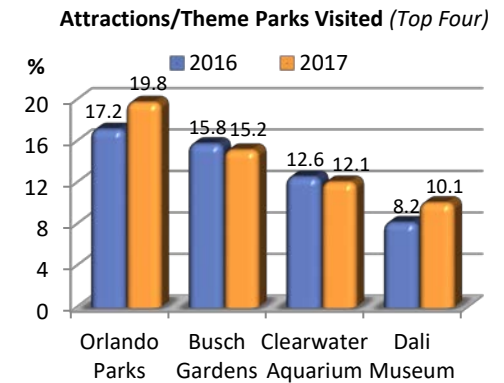
Where Stay Night Before St. Petersburg/Clearwater Area	Total		Europe	
	2016	2017	2016	2017
At Home	65.0%	65.8%	29.1%	31.9%
In Florida (Not in St. Pete/Clearwater)	20.8	22.2	67.7	63.9
On Road (Not in Florida)	14.2	12.1	3.2	4.2



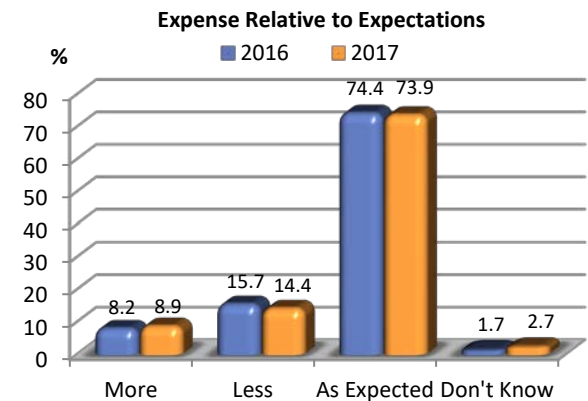
Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	Total		Europe	
	2016	2017	2016	2017
Orlando/Attractions	57.9%	56.1%	63.6%	60.9%

Visit Other Florida Areas This Trip	Total		Europe	
	2016	2017	2016	2017
Overnight Trips Only -- % Yes	31.4%	35.0%	80.5%	79.2%

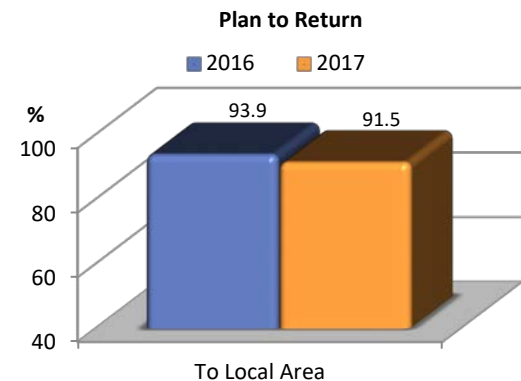
Attractions/Theme Parks Visited (Open Ended Multiple Response)	Total		Europe	
	2016	2017	2016	2017
Orlando Theme Parks	17.2%	19.8%	59.6%	58.3%
Busch Gardens	15.8	15.2	18.8	19.4
Clearwater Marine Aquarium	12.6	12.1	11.0	8.3
The Dali Museum	8.2	10.1	10.0	9.7
Fort Desoto	7.6	8.9	6.9	4.2
Tarpon Springs	6.7	5.8	7.1	5.6



Satisfaction with St. Petersburg/Clearwater	2016	2017	2016	2017
Satisfied (Combined)	98.5%	96.6%	98.0%	95.5%



Expense Relative to Expectations	Total		Europe	
	2016	2017	2016	2017
More Expensive	8.2%	8.9%	16.7%	13.9%
Less Expensive	15.7	14.4	19.0	19.4
As Expected	74.4	73.9	61.5	62.5
Don't Know	1.7	2.7	2.8	4.2



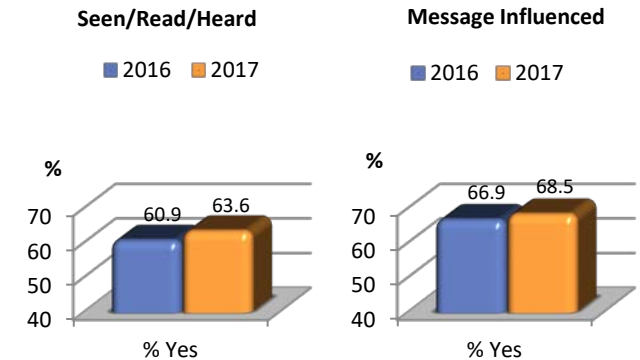
Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2016	2017	2016	2017
	% Yes	92.2%	94.2%	93.7%

Plan to Return (% Yes)	2016	2017	2016	2017
	To Local Area	93.9%	91.5%	79.1%

Demographics	2016	2017	2016	2017
	Average Age Head of Household	42.2	43.3	45.3
Median Annual Household Income	\$132,670	\$133,393	\$152,559	\$152,880

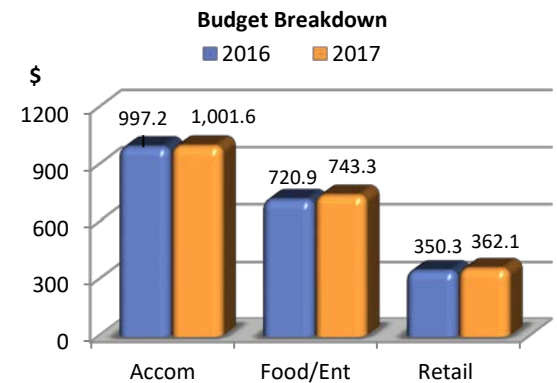
St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2016	2017	2016	2017
% Yes	60.9%	63.6%	69.2%	68.5%

Directly Influenced by Message (Base: Seen/Read/Heard Area Message)	2016	2017	2016	2017
% Yes	66.9%	68.5%	78.1%	77.6%



Party Budget Breakdown (By Category)	Total	
	2016	2017
Accommodations	\$997.16	\$1,001.56
Food/Entertainment	720.88	743.31
Retail Purchases	350.30	362.05

St. Pete/Clw Area Base Budget	2016	2017
Per Person/Stay	\$685.84	\$700.68
Per Person/Day	142.88	149.08
Total Party/Trip	\$2,194.70	\$2,242.19



Occupation	2016	2017
Professional/Technical	34.8%	36.9%
Executive/Managerial	31.0	28.1
Retired	10.5	9.9
Salesman/Buyer	7.4	7.8
Craft/Mechanical/Factory	3.8	5.7

Total

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

	2016	2017
Less than One Month	50.7%	49.5%
1 - 2 Months	14.1	18.7
3 Months or More	35.2	31.8

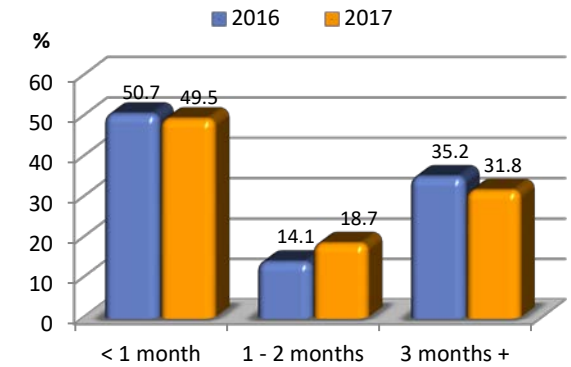
Used Internet to Obtain Travel Info for this Trip

	2016	2017
% Yes	92.2%	94.5%

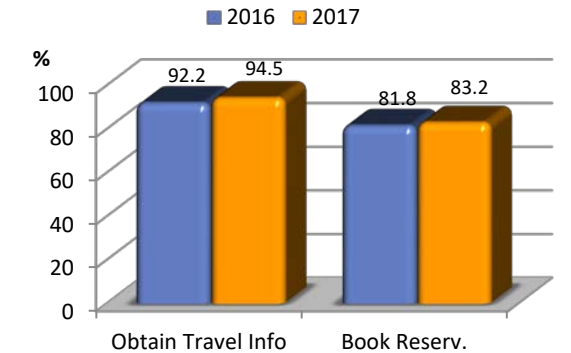
Book Reservations for Trip Online

	2016	2017
% Yes	81.8%	83.2%

When Made Reservations



Internet Use For Trip



Occupancy Survey Data 2017:

Compared to the same time in 2016,
OVER THE NEXT THREE MONTHS,
properties report reservations:

	2016	2017
Up/Same	69.5%	77.7%
Down	27.2	22.3

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

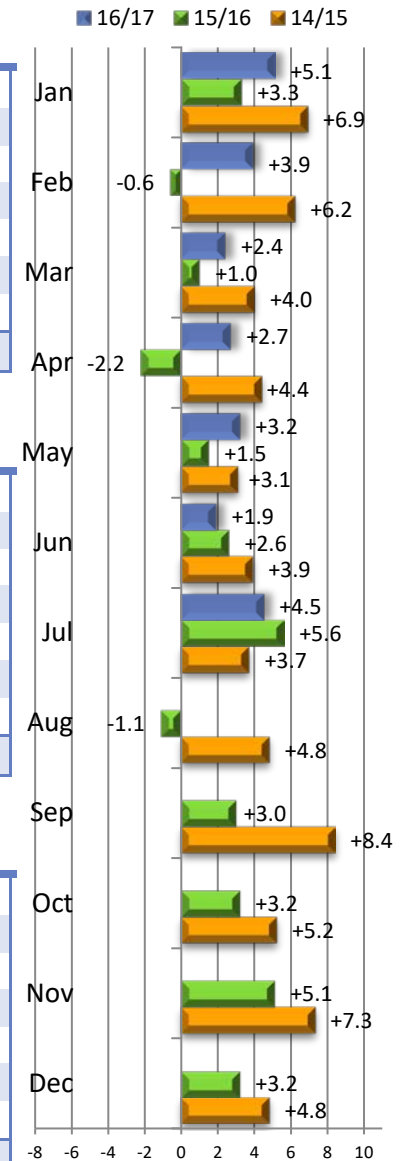
2015 -- 2016 Percent Change (By Same Month Last Year)

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	+17.4	+12.6	+10.3	-8.7	-1.0	+6.0					
Southeast	+1.5	+13.8	-3.3	+6.8	+0.4	-2.2	+13.9					
Northeast	+3.2	+6.7	+0.6	+4.1	+5.2	+6.4	+8.2					
Midwest	+2.8	+1.2	+1.2	-6.1	+6.3	-0.5	+1.5					
Canada	+11.0	-4.6	+4.2	+12.1	-3.9	+18.9	-5.0					
Europe	+11.7	-0.6	+10.6	+11.7	+6.8	+2.8	+1.8					
Mkts Opp	+9.8	+12.8	-7.9	+7.4	+9.9	+17.0	-5.0					
TOTAL	+5.1	+3.9	+2.4	+2.7	+3.2	+1.9	+4.5					

% Changes in Visitation (by Month)



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

July	2016	2017
<i>Tampa/St. Petersburg</i>	9.6%	10.2%
<i>Greater Orlando Area</i>	8.7	8.2
<i>New York</i>	7.7	7.2
<i>Atlanta</i>	5.1	4.7
<i>Chicago</i>	3.5	4.2
<i>Philadelphia</i>	3.1	3.3
<i>Washington, D.C.</i>	3.0	3.1
<i>Boston</i>	2.8	3.0
<i>Indianapolis</i>	3.1	2.9
<i>Pittsburgh</i>	--	2.5

**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	21,117	+17.4
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	31,315	+12.6
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	77,795	+10.3
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	141,903	+12.0
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	59,293	-8.7
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	108,800	-1.0
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	160,855	+6.0
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.

**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	18,681	+13.8
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	24,198	-3.3
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	47,393	+6.8
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	119,461	+4.3
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	32,839	+0.4
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	61,440	-2.2
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	88,874	+13.9
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		

**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	138,480	+6.7
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	205,681	+0.6
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	275,414	+4.1
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	711,263	+3.4
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	124,059	+5.2
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	106,880	+6.4
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	108,706	+8.2
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		

**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	125,891	+1.2
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	295,356	+1.2
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	285,250	-6.1
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	828,747	-1.2
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	143,672	+6.3
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	184,320	-0.5
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	174,077	+1.5
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		

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	41,422	-4.6
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	81,845	+4.2
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	53,652	+12.1
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	203,017	+5.0
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	12,315	-3.9
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	13,440	+18.9
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	14,690	-5.0
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		

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	45,077	-0.6
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	66,900	+10.6
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	134,130	+11.7
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	292,466	+9.4
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	68,871	+6.8
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	145,280	+2.8
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	165,263	+1.8
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		

**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	15,432	+12.8
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	6,405	-7.9
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	20,566	+7.4
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	58,543	+7.4
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	15,051	+9.9
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	19,840	+17.0
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	22,035	-5.0
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		

**St. Petersburg/Clearwater Area
Hotel/Motel/Condo/Campground and V F/R Visitor Origins
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		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.	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	29,800	+19.2
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			
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		

**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	406,100	+3.9
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	711,700	+2.4
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	894,200	+2.7
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	2,385,200	+3.3
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	456,100	+3.2
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	640,000	+1.9
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	734,500	+4.5
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		