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Visit St. Petersburg/Clearwater

June 2017 Visitor Profile

Prepared for:

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

Prepared by:

Research Data Services, Inc.

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August 2017

St. Petersburg/Clearwater Area Visitor Profile: June 2017

Executive Summary: June 2017

(Survey Sample: n = 480)

Visitation Statistics:

- For the month of June 2017, the St. Petersburg/Clearwater area attracted some **640,000** overnight visitors (**2016: 627,900**), who spent **\$420,238,100** in the County, yielding a combined economic impact of **\$836,946,200 (+3.4%)**.
- Pinellas' key tourism performance metrics are:

Variables	2016	2017	% Δ '16/'17
ADR	\$137.95	\$143.70	+4.2
RevPAR	\$115.18	\$117.55	+2.1
Occupancy	83.5%	81.8%	-2.0

Note: Fully 1,873 additional lodging units have been added to the inventory since 2016.

- Primary June visitor origins are:

Visitor Segments (H/M/C and V F/R)	June		
	2016 Visitor #	2017 Visitor #	% Δ '16/'17
Florida	109,882	108,800	-1.0
Southeast	62,790	61,440	-2.2
Northeast	100,464	106,880	+6.4
Midwest	185,231	184,320	-0.5
Canada	11,302	13,440	+18.9
Europe	141,278	145,280	+2.8
Markets of Opportunity	16,953	19,840	+17.0
Total	627,900	640,000	+1.9

St. Petersburg/Clearwater Area Visitor Profile: June 2017

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

June	2016	2016 Rank	2017
1. Tampa/St. Petersburg	10.8%	1	10.9%
2. Greater Orlando Area	8.4	2	8.6
3. Chicago	6.5	3	6.9
4. New York	6.4	4	6.6
5. Atlanta	4.7	5	4.0
6. Washington, D.C.	2.3	9	2.7
7. Indianapolis	3.4	6	2.4
8. Cleveland	2.4	8	2.3
9. Cincinnati	2.1	11	2.3
10. Detroit	--	--	2.2
11. Pittsburgh	--	--	2.2

5. This June, one out of three visitors (**30.4%**) are in the St. Petersburg/Clearwater area for the first time (**2016: 32.3%**).
6. On their June visit, the typical travel party includes an average of **3.0** people, who stay for **5.0** days in the destination.

Transportation:

7. The majority of June 2017 visitors flew to the area (**2016: 60.2%; 2017: 60.6%**). Six out of ten of these visitors (**61.2%**) report deplaning at Tampa International (TIA), while **12.0%** arrived via St. Petersburg-Clearwater International (PIE).

St. Petersburg/Clearwater Area Visitor Profile: June 2017

Satisfaction:

8. The vast majority of visitors (**97.5%**) are satisfied with their stay, with **93.5%** planning a future trip to Pinellas (**2016: 95.9%**).

Information:

9. Fully **93.9%** report using the Internet to plan their Pinellas trip, with **81.3%** booking reservations online.

Management Occupancy Barometer:

10. In comparison to last June, **78.6%** 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	67.5%	78.6%
Down	27.0	21.4



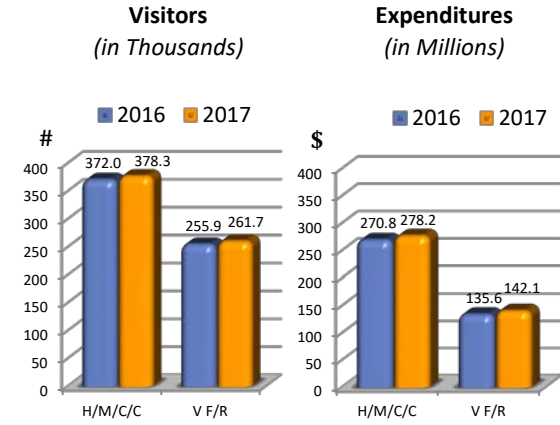
Table of Contents

	<u>Page</u>
I. Section A:	
• June 2017 Visitor Dashboard	1
• June 2017 Lodging Statistics (Occupancy/ADR)	2
• June 2017 Visitor Profile Data	3
II. Section B:	
• Visitor Origin Tracking	9
• Top Feeder Markets (DMA's)	10
III. Section C:	
• Visitor Origins -- Actual Number of Visitors (2010 -- 2017)	11

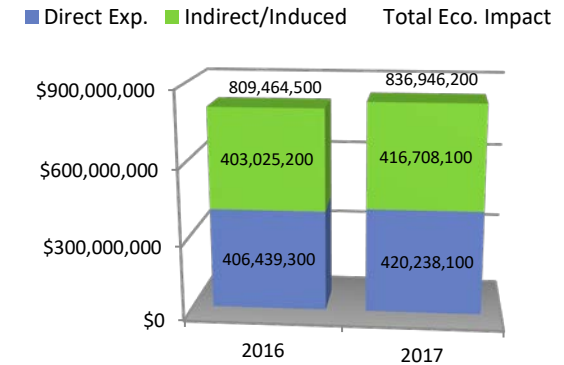


St. Petersburg/Clearwater Area Visitor Profile June 2017

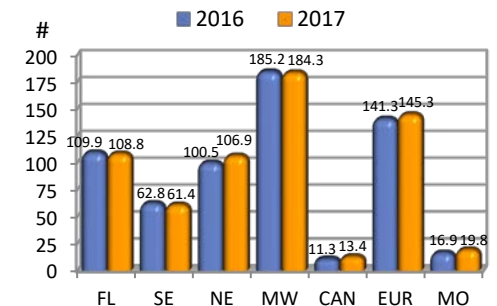
	Overnight Visitation:				Year to Date (Jan. – June) (H/M/C/C & V F/R)				June (H/M/C/C & V F/R)					
	CY						% Δ						% Δ	
	2016 *		2016 *	2017 *	'16/'17	2016	2017	'16/'17	2016	2017	'16/'17	2016	2017	'16/'17
H/M/C/C Visitors	3,548,200		1,788,700	1,866,700	+4.4	372,000	378,300	+1.7						
V F/R Visitors	2,801,300		1,589,300	1,614,600	+1.6	255,900	261,700	+2.3						
Total Visitors	6,349,500		3,378,000	3,481,300	+3.1	627,900	640,000	+1.9						
H/M/C/C Exp.	\$3,287,523,000		\$1,808,537,400	\$1,954,947,800	+8.1	\$270,812,300	\$278,171,600	+2.7						
V F/R Exp.	1,599,539,300		907,144,100	937,906,200	+3.4	135,627,000	142,066,500	+4.7						
Total Exp.	\$4,887,062,300		\$2,715,681,500	\$2,892,854,000	+6.5	\$406,439,300	\$420,238,100	+3.4						
Total Eco. Impact	\$9,733,073,100		\$5,408,551,200	\$5,761,408,100	k: 1.9916	\$809,464,500	\$836,946,200	k: 1.9916						
Room Nights (e)*	7,354,900		4,053,100	4,204,600	+3.7	607,700	614,000	+1.0						



June Economic Impact



June Visitor Origins (in Thousands)



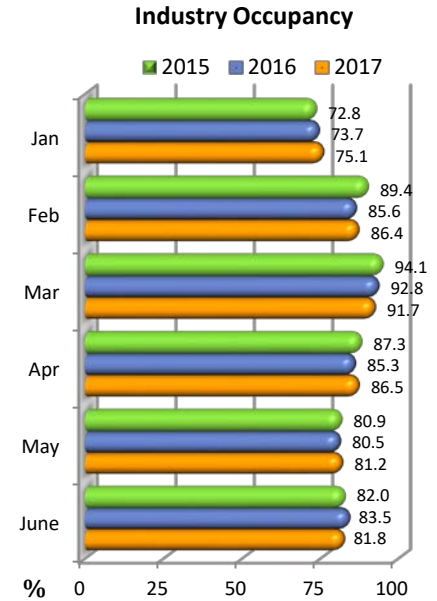
*Based on Industry REVPAR

Origin	Year to Date (Jan. – June) (H/M/C/C & V F/R)				Share of Market	June (H/M/C/C & V F/R)			
	CY							% Δ	
	2016 *	2017 *	'16/'17	2016		2017	'16/'17	Vis. Δ	
Florida	725,733	301,576	309,996	+2.8	17.5%	109,882	17.0%	108,800	-1.0
Southeast	423,169	210,072	213,740	+1.7	10.0	62,790	9.6	61,440	-2.2
Northeast	1,466,142	906,090	942,202	+4.0	16.0	100,464	16.7	106,880	+6.4
Midwest	1,834,712	1,159,433	1,156,739	-0.2	29.5	185,231	28.8	184,320	-0.5
Canada	319,173	217,467	228,772	+5.2	1.8	11,302	2.1	13,440	+18.9
Europe	1,164,005	473,225	506,617	+7.1	22.5	141,278	22.7	145,280	+2.8
U.S. Opp. Mkts	193,366	85,137	93,434	+9.7	2.7	16,953	3.1	19,840	+17.0
Latin American	223,200	25,000	29,800	+19.2	n/a	n/a	n/a	n/a	n/a
Total	6,349,500	3,378,000	3,481,300	+3.1	100.0	627,900	100.0	640,000	+1.9

Please Note: Latin American Visitor numbers published seasonally only.

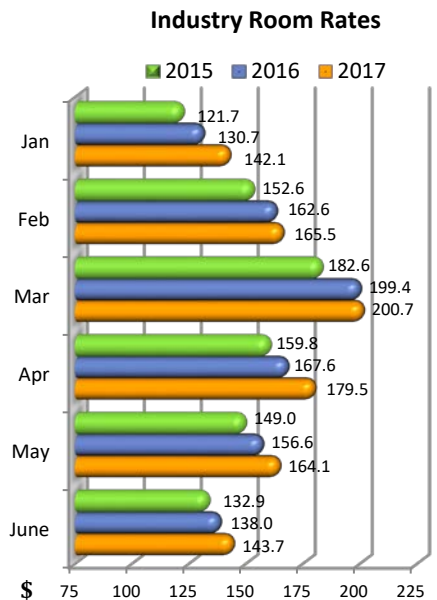
Occupancy:

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			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		
December	64.9	63.6			134.32	142.47		



June Occ./ADR:

	2016	2017	% Δ	2016	2017	% Δ
50 units or less	74.2%	70.8%	-4.6	\$135.64	\$131.40	-3.1
51 - 100 units	85.0	81.4	-4.2	122.28	131.03	+7.2
101+ units	88.2	87.6	-0.7	157.94	167.21	+5.9
Condo/Vac. Home/Villa	81.6%	80.2%	-1.7	\$175.86	\$182.22	+3.6



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 (June-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:

June 2017 Visitor Profile



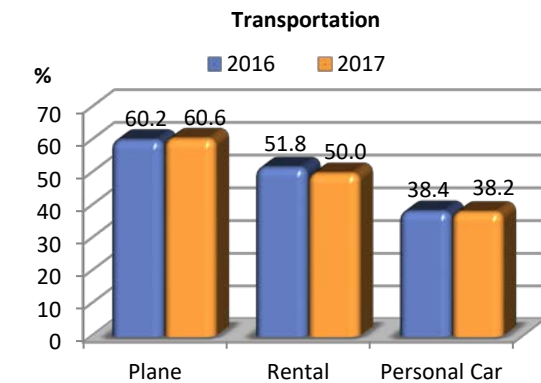
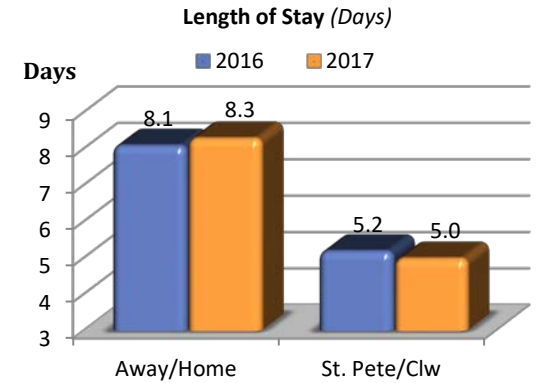
Visitor Profile:

Length of Stay (Days)	Total	
	2016	2017
Away from Home	8.1	8.3
In the St. Petersburg/Clearwater Area	5.2	5.0

Party Size	Total	
	2016	2017
Number of People	3.1	3.0

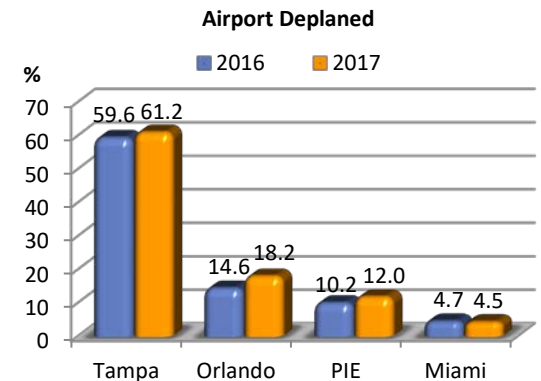
Party Composition	Total	
	2016	2017
Family	51.4%	50.8%
Couple (Traveling without Children)	43.4	46.3
Single	7.5	5.8

Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	Total	
	2016	2017
Plane	60.2%	60.6%
Rental Car	51.8	50.0
Personal Car	38.4	38.2

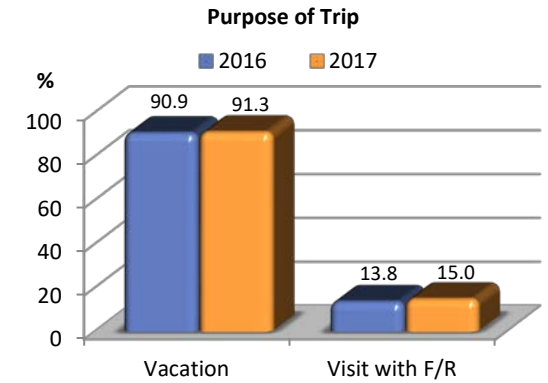


Airport Deplanned (Base: Flew)	Total		Europe	
	2016	2017	2016	2017
Tampa International	59.6%	61.2%	44.2%	45.9%
Orlando International/Sanford	14.6	18.2	46.4	41.3
St. Petersburg-Clearwater International	10.2	12.0	n/a	n/a
Miami/Fort Lauderdale International	4.7	4.5	8.2	11.0

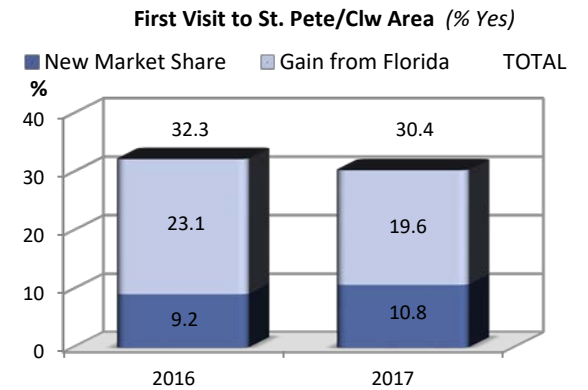
Car Rental Location (Base: Rented a Car)	Total		Europe	
	2016	2017	2016	2017
Tampa	55.6%	56.2%	41.1%	42.7%
Greater Orlando Area	17.1	23.2	48.8	43.7
St. Petersburg/Clearwater	9.8	11.6	n/a	1.0
Miami/Fort Lauderdale	5.6	5.3	8.7	11.6



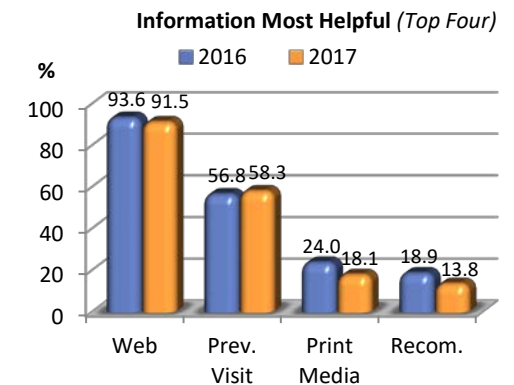
Purpose of Trip (Multiple Response)	Total		Europe	
	2016	2017	2016	2017
A. Profile Data				
Vacation	90.9%	91.3%	98.3%	97.2%
Visit with Friends/Relatives	13.8	15.0	7.7	5.5
B. Occupancy Survey Data				
Group	23.4%	19.5%	n/a	n/a



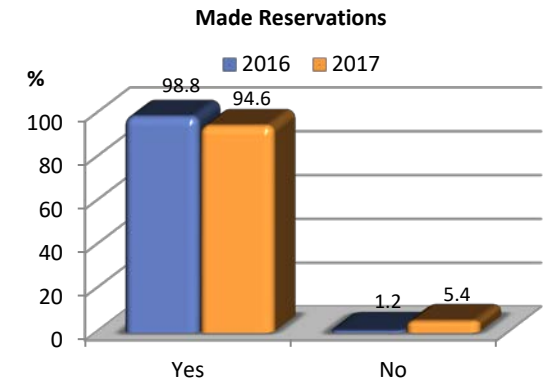
First Visit to (% yes)	Total		Europe	
	2016	2017	2016	2017
St. Petersburg/Clearwater Area	32.3%	30.4%	53.4%	50.5%
Florida	9.2	10.8	24.5	30.3



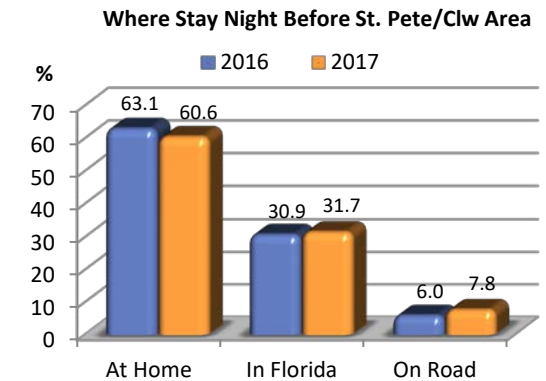
Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2016	2017	2016	2017
Internet	93.6%	91.5%	92.3%	91.7%
Previous Visit	56.8	58.3	37.2	37.6
Print Media	24.0	18.1	37.7	33.0
Recommendation	18.9	13.8	25.3	20.2
Travel Professional	7.5	11.9	49.7	49.5
Business	12.5	7.3	2.6	n/a
Special Event	5.9	4.2	n/a	n/a



Made Lodging Reservations	Total		Europe	
	2016	2017	2016	2017
Yes	98.8%	94.6%	98.9%	98.2%
No	1.2	5.4	1.1	1.8



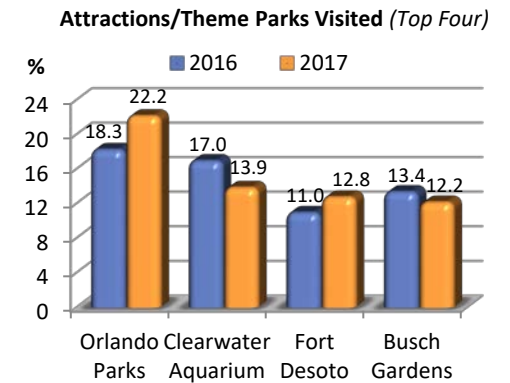
Where Stay Night Before St. Petersburg/Clearwater Area	Total		Europe	
	2016	2017	2016	2017
At Home	63.1%	60.6%	38.6%	40.6%
In Florida (Not in St. Pete/Clearwater)	30.9	31.7	59.0	57.8
On Road (Not in Florida)	6.0	7.8	2.4	1.6



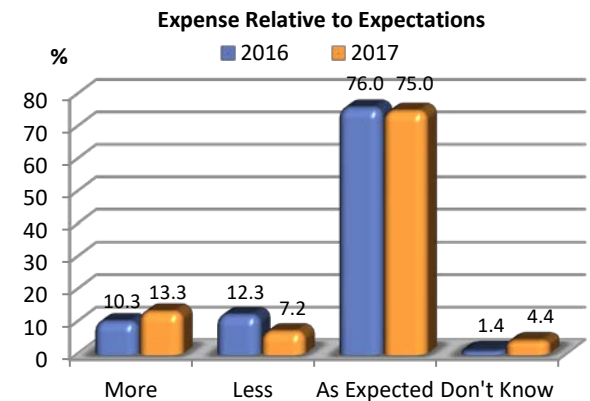
Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	Total		Europe	
	2016	2017	2016	2017
Orlando/Attractions	50.9%	54.4%	67.1%	64.9%

Visit Other Florida Areas This Trip	Total		Europe	
	2016	2017	2016	2017
Overnight Trips Only -- % Yes	29.8%	36.7%	78.0%	75.0%

Attractions/Theme Parks Visited (Open Ended Multiple Response)	Total		Europe	
	2016	2017	2016	2017
Orlando Theme Parks	18.3%	22.2%	45.2%	48.4%
Clearwater Marine Aquarium	17.0	13.9	10.0	9.4
Fort Desoto	11.0	12.8	9.5	10.9
Busch Gardens	13.4	12.2	21.8	20.3
Tarpon Springs	8.4	7.2	7.2	7.8
The Dali Museum	6.3	6.7	9.3	7.8



Satisfaction with St. Petersburg/Clearwater	2016	2017	2016	2017
Satisfied (Combined)	97.1%	97.5%	97.9%	95.4%



Expense Relative to Expectations	Total		Europe	
	2016	2017	2016	2017
More Expensive	10.3%	13.3%	27.3%	25.0%
Less Expensive	12.3	7.2	6.5	6.3
As Expected	76.0	75.0	62.6	64.1
Don't Know	1.4	4.4	3.6	4.7



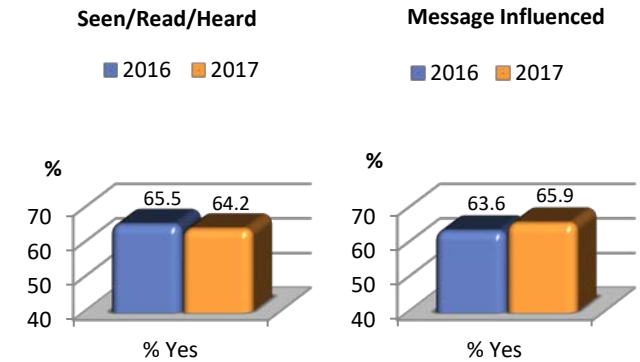
Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2016	2017	2016	2017
	% Yes	95.1%	95.0%	95.4%

Plan to Return (% Yes)	2016	2017	2016	2017
	To Local Area	95.9%	93.5%	89.5%

Demographics	2016	2017	2016	2017
	Average Age Head of Household	43.4	43.6	45.7
Median Annual Household Income	\$124,966	\$125,345	\$110,017	\$113,780

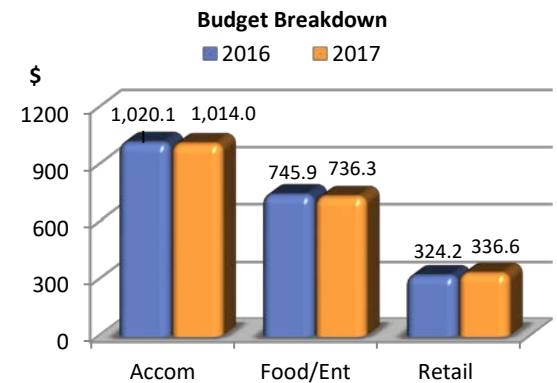
St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2016	2017	2016	2017
% Yes	65.5%	64.2%	70.8%	68.8%

Directly Influenced by Message (Base: Seen/Read/Heard Area Message)	Total		Europe	
	2016	2017	2016	2017
% Yes	63.6%	65.9%	81.9%	81.3%



Party Budget Breakdown (By Category)	Total	
	2016	2017
Accommodations	\$1,020.15	\$1,014.04
Food/Entertainment	745.93	736.28
Retail Purchases	324.20	336.64

St. Pete/Clw Area Base Budget	Total	
	2016	2017
Per Person/Stay	\$727.99	\$735.32
Per Person/Day	140.00	147.06
Total Party/Trip	\$2,256.76	\$2,205.95

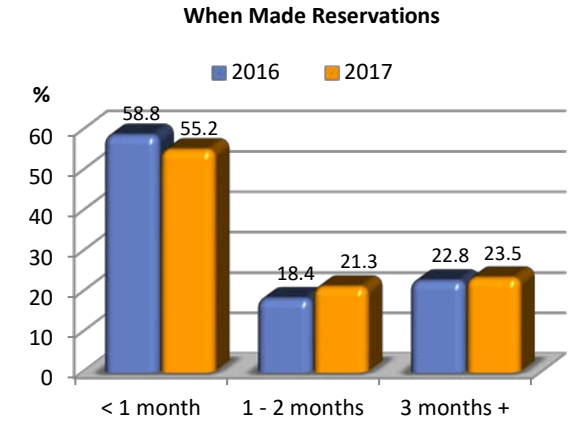


Occupation	Total	
	2016	2017
Professional/Technical	38.0%	39.2%
Executive/Managerial	25.4	24.1
Salesman/Buyer	7.7	6.0
Retired	9.6	8.5
Craft/Mechanical/Factory	4.7	5.8

Total

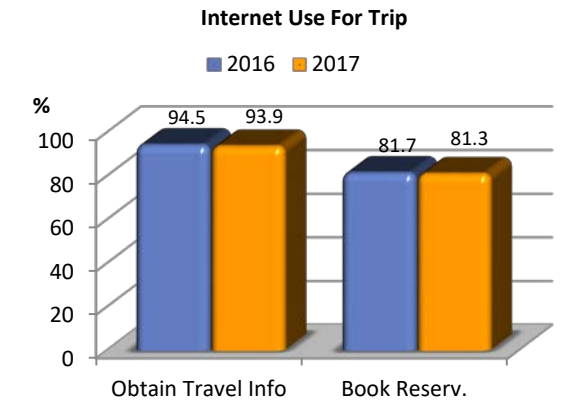
When Visitors Made Reservations for This Trip to the St. Pete/Clw Area

	2016	2017
Less than One Month	58.8%	55.2%
1 - 2 Months	18.4	21.3
3 Months or More	22.8	23.5



Used Internet to Obtain Travel Info for this Trip

	2016	2017
% Yes	94.5%	93.9%



Book Reservations for Trip Online

	2016	2017
% Yes	81.7%	81.3%

Occupancy Survey Data 2017:

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

	2016	2017
Up/Same	67.5%	78.6%
Down	27.0	21.4

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

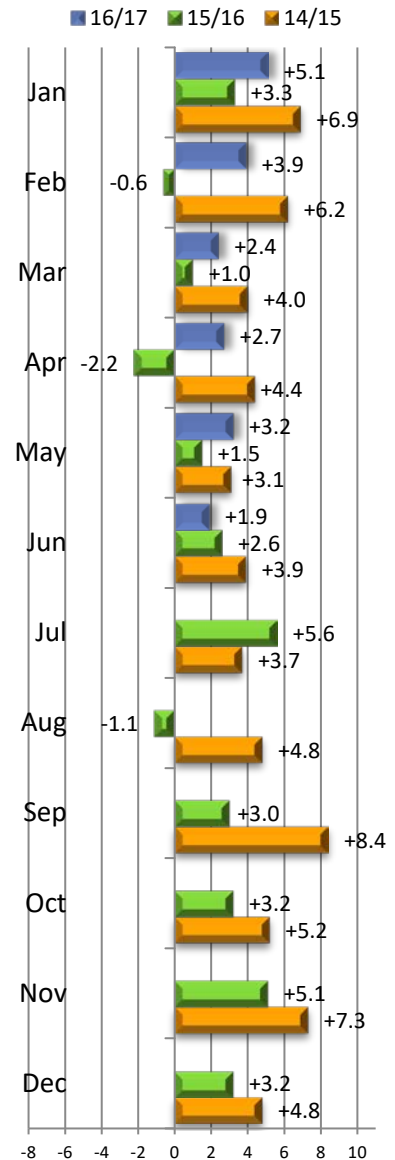
2015 -- 2016 Percent Change (By Same Month Last Year)

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

% Changes in Visitation (by Month)



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

June	2016	2017
<i>Tampa/St. Petersburg</i>	10.8%	10.9%
<i>Greater Orlando Area</i>	8.4	8.6
<i>Chicago</i>	6.5	6.9
<i>New York</i>	6.4	6.6
<i>Atlanta</i>	4.7	4.0
<i>Washington, D.C.</i>	2.3	2.7
<i>Indianapolis</i>	3.4	2.4
<i>Cleveland</i>	2.4	2.3
<i>Cincinnati</i>	2.1	2.3
<i>Detroit</i>	--	2.2
<i>Pittsburgh</i>	--	2.2

**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		
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		
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		
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		
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		
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		
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		
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			
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		
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		