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Visit St. Petersburg/Clearwater

## July 2016 Visitor Profile

***Prepared for:***

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

***Prepared by:***

Research Data Services, Inc.

**[www.ResearchDataLLC.com](http://www.ResearchDataLLC.com)**

September 2016

## St. Petersburg/Clearwater Area Visitor Profile: July 2016

### Executive Summary: July 2016

(Survey Sample: n = 444)

#### Visitation Statistics:

- For the month of July 2016, the St. Petersburg/Clearwater area attracted some **702,800** overnight visitors (**2015: 665,700**), who spent **\$448,815,500** in the County, yielding a combined economic impact of **\$893,860,900 (+9.3%)**.
- Pinellas' key tourism performance metrics are:

Variables	2015	2016	% Δ '15/'16
ADR	\$134.90	\$145.23	+7.7
RevPAR	\$113.18	\$125.62	+11.0
Occupancy	83.9%	86.5%	+3.1

- Primary July visitor origins are:

Visitor Segments (H/M/C and V F/R)	July		
	2015 Visitor #	2016 Visitor #	% Δ '15/'16
Florida	136,468	151,805	+11.2
Southeast	73,227	78,011	+6.5
Northeast	98,524	100,500	+2.0
Midwest	163,762	171,483	+4.7
Canada	17,308	15,462	-10.7
Europe	156,440	162,347	+3.8
Markets of Opportunity	19,971	23,192	+16.1
<b>Total</b>	<b>665,700</b>	<b>702,800</b>	<b>+5.6</b>

## St. Petersburg/Clearwater Area Visitor Profile: July 2016

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

July	2015	2015 Rank	2016
1. Tampa/St. Petersburg	8.4%	1	<b>9.6%</b>
2. Greater Orlando Area	7.9	3	<b>8.7</b>
3. New York	8.0	2	<b>7.7</b>
4. Atlanta	4.7	4	<b>5.1</b>
5. Chicago	3.9	5	<b>3.5</b>
6. Indianapolis	2.4	10	<b>3.1</b>
7. Philadelphia	2.9	8	<b>3.1</b>
8. Washington, D.C.	3.4	6	<b>3.0</b>
9. Boston	--	--	<b>2.8</b>
10. St. Louis	2.7	9	<b>2.6</b>

5. Some **42.6%** of July visitors chose the St. Petersburg/Clearwater area for the first time (**2015: 41.2%**).
6. On their July visit, the typical travel party includes an average of **3.2** people, who stay in the destination for **4.8** days.

### Transportation:

7. The majority of Pinellas' July 2016 visitors flew to the area (**2015: 60.1%; 2016: 60.4%**). Better than half of these (**57.6%**) report deplaning at Tampa International (TIA) (**2015: 56.6%**), while **16.7%** arrived via St. Petersburg-Clearwater International (PIE) (**2015: 15.8%**).

## St. Petersburg/Clearwater Area Visitor Profile: July 2016

### Satisfaction:

8. The vast majority of visitors (**98.5%**) are satisfied with their stay, with **93.9%** planning a future trip to Pinellas (**2015: 92.8%**).

### Information:

9. Fully **92.2%** report using the Internet to plan their Pinellas trip, with **81.8%** booking reservations online.

### Management Occupancy Barometer:

10. This July, only **37.7%** of lodging managers' report their property's three month forward reservation levels as "better" than last July's (**2015: 44.4%**):

% of Property Managers Reporting Reservations:	2015	2016
Up	44.4%	37.7%
Same	33.3	31.8
Down	19.4	27.2
Don't Know	2.9	3.3

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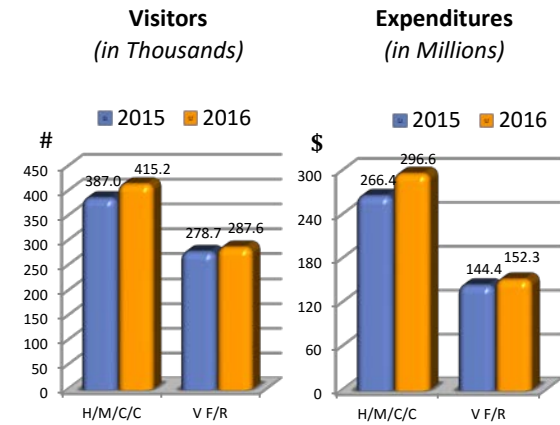


Visitation:	Year-to-Date (Jan – July) (H/M/C/C & V F/R)				July (H/M/C/C & V F/R)		
	CY			% Δ			% Δ
	2015 *	2015 *	2016 *	'15/'16	2015	2016	'15/'16
H/M/C/C Visitors	3,429,300	2,167,900	2,203,900	+1.7	387,000	415,200	+7.3
V F/R Visitors	2,768,200	1,858,000	1,876,900	+1.0	278,700	287,600	+3.2
<b>Total Visitors</b>	<b>6,197,500</b>	<b>4,025,900</b>	<b>4,080,800</b>	<b>+1.4</b>	<b>665,700</b>	<b>702,800</b>	<b>+5.6</b>
H/M/C/C Exp.	\$3,086,369,300	\$1,995,881,400	\$2,105,098,600	+5.5	\$266,351,200	\$296,561,200	+11.3
V F/R Exp.	1,560,094,400	1,035,882,700	1,059,398,400	+2.3	144,366,600	152,254,300	+5.5
<b>Total Exp.</b>	<b>\$4,646,463,700</b>	<b>\$3,031,764,100</b>	<b>\$3,164,497,000</b>	<b>+4.4</b>	<b>\$410,717,800</b>	<b>\$448,815,500</b>	<b>+9.3</b>
<b>Total Eco. Impact</b>	<b>\$9,253,897,100</b>	<b>\$6,038,061,400</b>	<b>\$6,302,412,100</b>	<i>k: 1.9916</i>	<b>\$817,985,600</b>	<b>\$893,860,900</b>	<i>k: 1.9916</i>
Room Nights (e)*	7,310,800	4,729,700	4,743,300	+0.3	660,300	690,200	+4.5

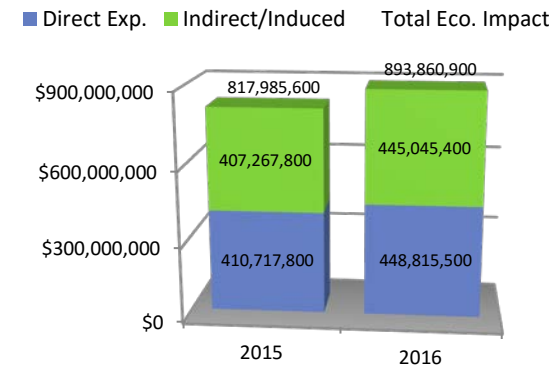
\*Based on Industry REVPAR

Origin H/M/C/C & V F/R	CY 2015 *	Year-to-Date (Jan – July)			Share of Market	July			Vis. Δ '15/'16
		2015 Visitor # *	2016 Visitor # *	% Δ '15/'16		2015 Visitor #	2016 Visitor #	% Δ '15/'16	
Florida	707,996	441,195	453,381	+2.8	20.5%	136,468	21.6%	151,805	+11.2
Southeast	407,093	279,341	288,083	+3.1	11.0	73,227	11.1	78,011	+6.5
Northeast	1,421,525	986,641	1,006,590	+2.0	14.8	98,524	14.3	100,500	+2.0
Midwest	1,803,370	1,295,620	1,330,916	+2.7	24.6	163,762	24.4	171,483	+4.7
Canada	335,751	244,756	232,929	-4.8	2.6	17,308	2.2	15,462	-10.7
Europe	1,146,672	644,219	635,572	-1.3	23.5	156,440	23.1	162,347	+3.8
U.S. Opp. Mkts	196,493	108,528	108,329	-0.2	3.0	19,971	3.3	23,192	+16.1
Latin American	178,600	25,600	25,000	-2.3	n/a	n/a	n/a	n/a	n/a
<b>Total</b>	<b>6,197,500</b>	<b>4,025,900</b>	<b>4,080,800</b>	<b>+1.4</b>	<b>100.0</b>	<b>665,700</b>	<b>100.0</b>	<b>702,800</b>	<b>+5.6</b>

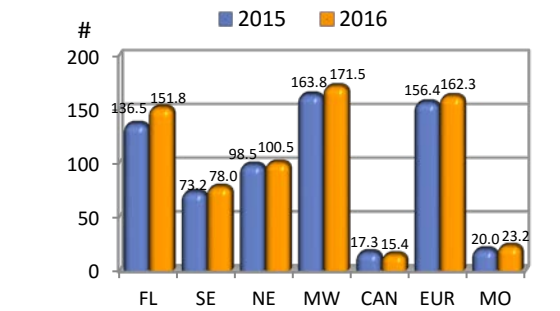
Please Note: Latin American Visitor numbers published seasonally only.



July Economic Impact

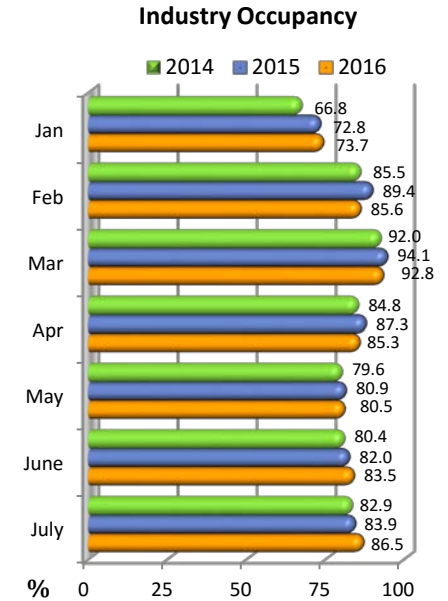


July Visitor Origins (in Thousands)

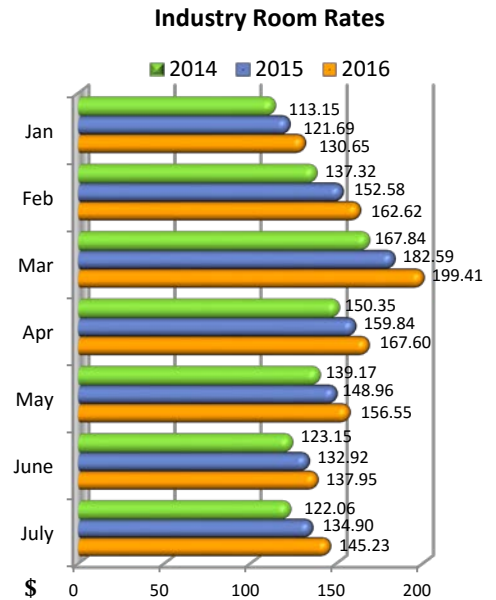


**Occupancy:**

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



July Occ./ADR:	2015	2016	% Δ	2015	2016	% Δ
< 20 units	79.9%	80.6%	+0.9	\$138.10	\$148.56	+7.6
21 - 50 units	83.7	84.8	+1.3	136.63	154.57	+13.1
51 - 100 units	77.9	80.4	+3.2	119.56	127.33	+6.5
101+ units	86.3	89.5	+3.7	147.27	157.28	+6.8
Condo/Vac. Home/Villa	85.4%	84.7%	-0.8	\$168.55	\$186.17	+10.5



Seasonal Averages Industry (Weighted)	Occupancy				ADR			
	2014	2015	2016	% Δ '15/'16	2014	2015	2016	% Δ '15/'16
Winter Season (Jan-Apr)	82.3%	85.9%	84.4%	-1.7	\$142.17	\$154.18	\$165.07	+7.1
Spr/Sum Season (May-Aug)	78.0	79.2			126.84	135.91		
Fall Season (Sep-Dec)	63.0	66.5			115.59	124.70		
<b>Annual</b>	74.4	77.2			128.20	138.26		

# St. Petersburg/Clearwater Area: *July 2016 Visitor Profile*



ST.PETERSBURG  
CLEARWATER



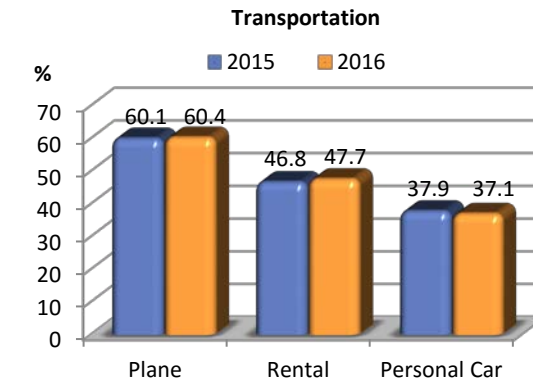
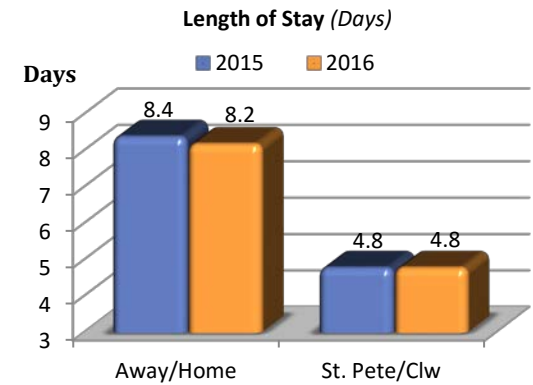
**Visitor Profile:**

Length of Stay (Days)	2015	2016
Away from Home	8.4	8.2
In the St. Petersburg/Clearwater Area	4.8	4.8

Party Size	2015	2016
Number of People	3.1	3.2

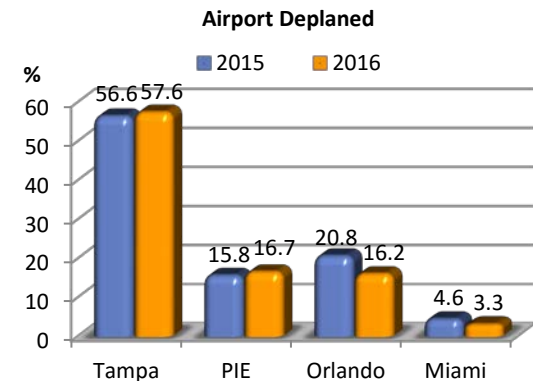
Party Composition	2015	2016
Family	65.5%	67.6%
Couple (Traveling without Children)	33.8	31.8
Single	4.2	4.0

Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	2015	2016
Plane	60.1%	60.4%
Rental Car	46.8	47.7
Personal Car	37.9	37.1

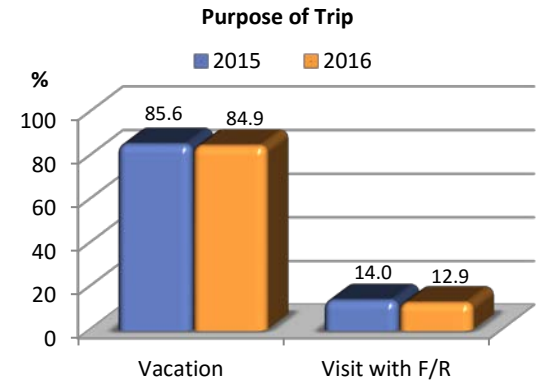


Airport Deplanned (Base: Flew)	Total		Europe	
	2015	2016	2015	2016
Tampa International	56.6%	57.6%	18.2%	31.4%
St. Petersburg-Clearwater International	15.8	16.7	n/a	n/a
Orlando International/Sanford	20.8	16.2	50.0	44.3
Miami/Fort Lauderdale International	4.6	3.3	15.4	11.5

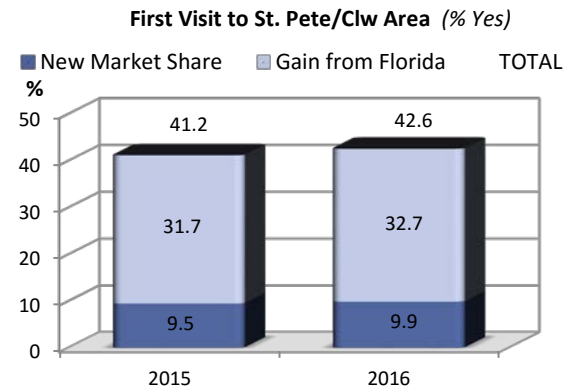
Car Rental Location (Base: Rented a Car)	2015	2016	2015	2016
Tampa	52.7%	55.1%	15.4%	27.8%
Greater Orlando Area	22.9	18.7	57.7	51.1
St. Petersburg/Clearwater	13.5	14.3	n/a	n/a
Miami/Fort Lauderdale	5.9	3.8	14.3	11.1



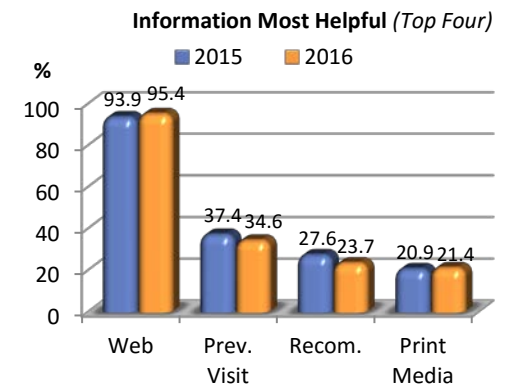
Purpose of Trip (Multiple Response)	Total		Europe	
	2015	2016	2015	2016
<b>A. Profile Data</b>				
Vacation	85.6%	84.9%	99.0%	99.2%
Visit with Friends/Relatives	14.0	12.9	6.7	7.8
<b>B. Occupancy Survey Data</b>				
Group	12.0%	13.0%	n/a	n/a



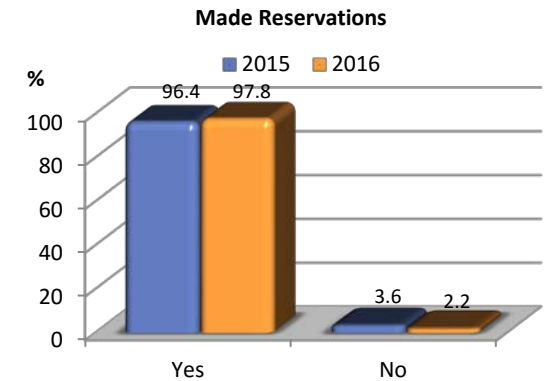
First Visit to (% yes)	Total		Europe	
	2015	2016	2015	2016
St. Petersburg/Clearwater Area	41.2%	42.6%	63.0%	58.8%
Florida	9.5	9.9	30.8	28.3



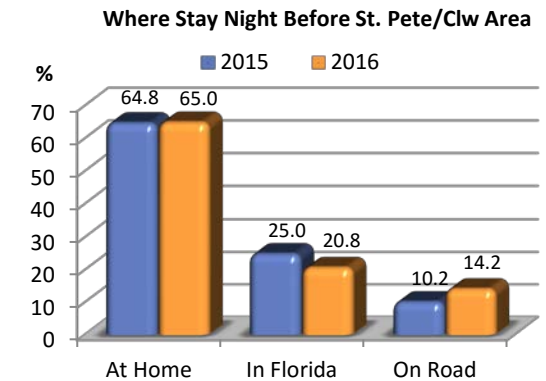
Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2015	2016	2015	2016
Internet	93.9%	95.4%	94.5%	92.3%
Previous Visit	37.4	34.6	36.2	37.4
Recommendation	27.6	23.7	26.7	30.8
Print Media	20.9	21.4	35.9	31.1
Travel Professional	7.8	12.4	50.0	53.7
Business	6.9	8.1	n/a	5.0



Made Lodging Reservations	Total		Europe	
	2015	2016	2015	2016
Yes	96.4%	97.8%	99.5%	99.8%
No	3.6	2.2	0.5	0.2



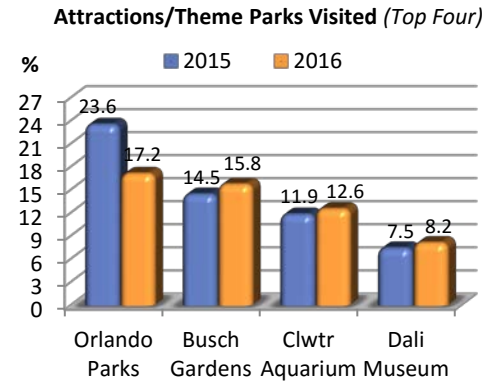
Where Stay Night Before St. Petersburg/Clearwater Area	Total		Europe	
	2015	2016	2015	2016
At Home	64.8%	65.0%	18.8%	29.1%
In Florida (Not in St. Pete/Clearwater)	25.0	20.8	74.0	67.7
On Road (Not in Florida)	10.2	14.2	7.2	3.2



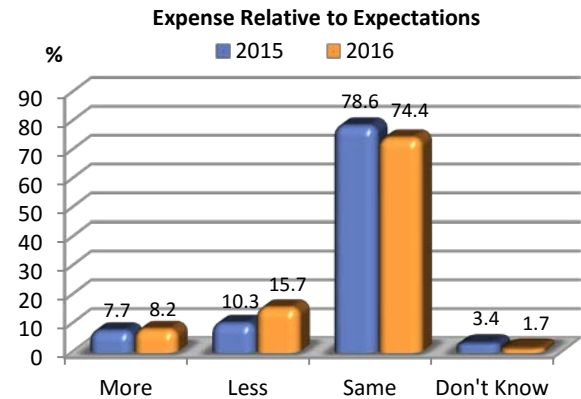
Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	Total		Europe	
	2015	2016	2015	2016
Orlando/Attractions	60.9%	57.9%	68.2%	63.6%

Visit Other Florida Areas This Trip	Total		Europe	
	2015	2016	2015	2016
Overnight Trips Only -- % Yes	35.5%	31.4%	85.7%	80.5%

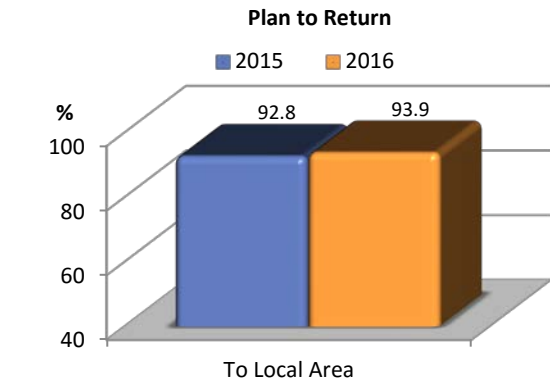
Attractions/Theme Parks Visited (Open Ended Multiple Response)	Total		Europe	
	2015	2016	2015	2016
Orlando Theme Parks	23.6%	17.2%	63.8%	59.6%
Busch Gardens	14.5	15.8	21.6	18.8
Clearwater Marine Aquarium	11.9	12.6	10.0	11.0
The Dali Museum	7.5	8.2	9.7	10.0
Fort Desoto	7.9	7.6	6.4	6.9
Tarpon Springs	6.6	6.7	6.7	7.1



Satisfaction with St. Petersburg/Clearwater	2015	2016	2015	2016
Satisfied (Combined)	96.8%	98.5%	96.2%	98.0%



Expense Relative to Expectations	Total		Europe	
	2015	2016	2015	2016
More Expensive	7.7%	8.2%	21.9%	16.7%
Less Expensive	10.3	15.7	14.5	19.0
As Expected	78.6	74.4	57.3	61.5
Don't Know	3.4	1.7	6.3	2.8



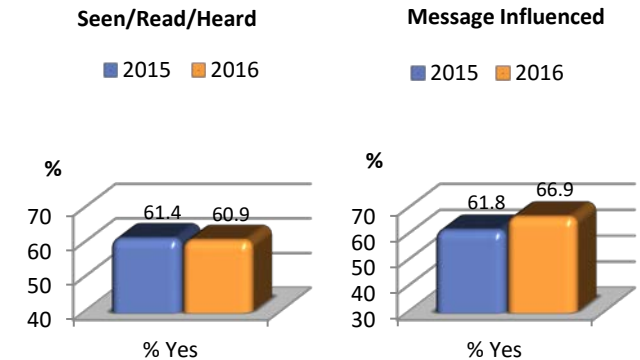
Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2015	2016	2015	2016
	% Yes	93.1%	92.2%	93.4%

Plan to Return (% Yes)	2015	2016	2015	2016
	To Local Area	92.8%	93.9%	78.9%

Demographics	2015	2016	2015	2016
	Average Age Head of Household	42.8	42.2	46.5
Median Annual Household Income	\$131,015	\$132,670	\$151,018	\$152,559

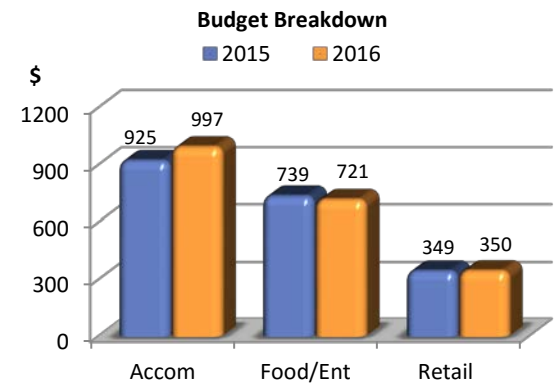
St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2015	2016	2015	2016
% Yes	61.4%	60.9%	72.1%	69.2%

Directly Influenced by Message (Base: Seen/Read/Heard Area Message)	2015		2016	
	2015	2016	2015	2016
% Yes	61.8%	66.9%	75.0%	78.1%



Party Budget Breakdown (By Category)	2015	2016
Accommodations	\$925.37	\$997.16
Food/Entertainment	739.19	720.88
Retail Purchases	349.14	350.30

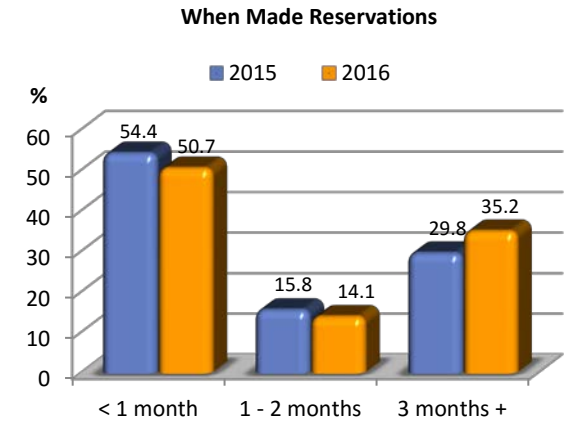
St. Pete/Clw Area Base Budget	2015	2016
Per Person/Trip	\$660.86	\$685.84
Per Person/Day	137.68	142.88
<b>Total Party/Trip</b>	<b>\$2,048.68</b>	<b>\$2,194.70</b>



Occupation	2015	2016
Professional/Technical	38.1%	34.8%
Executive/Managerial	29.1	31.0
Retired	9.4	10.5
Salesman/Buyer	8.3	7.4
Craft/Mechanical/Factory	3.6	3.8

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

	2015	2016
Less than One Month	54.4%	50.7%
1 - 2 Months	15.8	14.1
3 Months or More	29.8	35.2

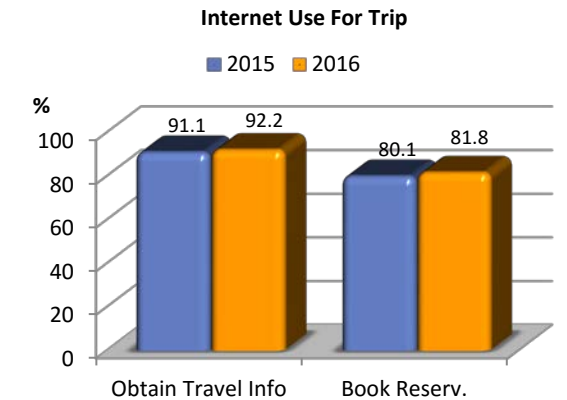


**Used Internet to Obtain Travel Info for this Trip**

	2015	2016
% Yes	91.1%	92.2%

**Book Reservations for Trip Online**

	2015	2016
% Yes	80.1%	81.8%



**Occupancy Survey Data 2016:**

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

	2015	2016
Up	44.4%	37.7%
Same	33.3	31.8
Down	19.4	27.2
Don't Know	2.9	3.3

St. Petersburg/Clearwater Area Visitor Origins

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

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

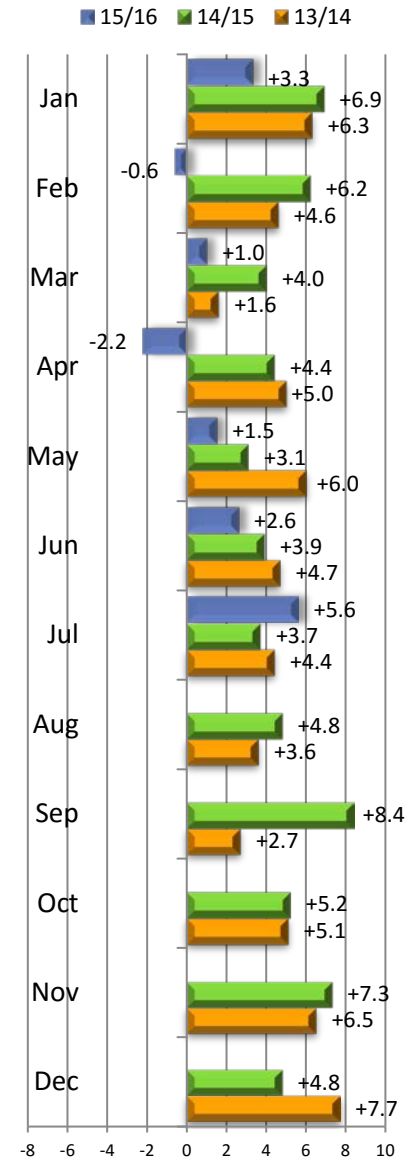
2014 -- 2015 Percent Change (By Same Month Last Year)

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
<b>TOTAL</b>	<b>+6.9</b>	<b>+6.2</b>	<b>+4.0</b>	<b>+4.4</b>	<b>+3.1</b>	<b>+3.9</b>	<b>+3.7</b>	<b>+4.8</b>	<b>+8.4</b>	<b>+5.2</b>	<b>+7.3</b>	<b>+4.8</b>

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					
Southeast	+16.6	+4.4	+3.9	+1.8	-5.0	-1.3	+6.5					
Northeast	+4.5	-2.3	+3.5	+1.2	-1.1	+9.4	+2.0					
Midwest	+1.4	+1.7	+1.3	+1.9	+0.5	+8.1	+4.7					
Canada	-5.8	-5.7	+1.9	-11.8	-5.1	-2.8	-10.7					
Europe	+0.9	-3.1	-2.3	-9.4	+5.8	-2.2	+3.8					
Mkts Opp	-1.1	+8.8	-15.8	-10.3	-4.7	-1.1	+16.1					
<b>TOTAL</b>	<b>+3.3</b>	<b>-0.6</b>	<b>+1.0</b>	<b>-2.2</b>	<b>+1.5</b>	<b>+2.6</b>	<b>+5.6</b>					

% Changes in Visitation (by Month)



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

July	2015	2016
<i>Tampa/St. Petersburg</i>	8.4%	9.6%
<i>Greater Orlando Area</i>	7.9	8.7
<i>New York</i>	8.0	7.7
<i>Atlanta</i>	4.7	5.1
<i>Chicago</i>	3.9	3.5
<i>Indianapolis</i>	2.4	3.1
<i>Philadelphia</i>	2.9	3.1
<i>Washington, D.C.</i>	3.4	3.0
<i>Boston</i>	--	2.8
<i>St. Louis</i>	2.7	2.6



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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