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Visit St. Petersburg/Clearwater

March 2017 Visitor Profile

Prepared for:

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

Prepared by:

Research Data Services, Inc.

www.ResearchDataLLC.com

May 2017

St. Petersburg/Clearwater Area Visitor Profile: March 2017

Executive Summary: March 2017

(Survey Sample: n = 436)

Visitation Statistics:

- For the month of March 2017, the St. Petersburg/Clearwater area attracted some **711,700** overnight visitors (**2016: 695,200**), who spent **\$617,081,700** in the County, yielding a combined economic impact of **\$1,228,979,900 (+5.3%)**.
- Pinellas' key tourism performance metrics are:

Variables	2016	2017	% Δ '16/'17
ADR	\$199.41	\$200.73	+0.7
RevPAR	\$185.05	\$184.07	-0.5
Occupancy	92.8%	91.7%	-1.2

Note: Fully 1,724 additional lodging units have been added to the inventory since 2016.

- Primary March visitor origins are:

Visitor Segments (H/M/C and V F/R)	March		
	2016 Visitor #	2017 Visitor #	% Δ '16/'17
Florida	27,808	31,315	+12.6
Southeast	25,027	24,198	-3.3
Northeast	204,389	205,681	+0.6
Midwest	291,984	295,356	+1.2
Canada	78,558	81,845	+4.2
Europe	60,482	66,900	+10.6
Markets of Opportunity	6,952	6,405	-7.9
Total	695,200	711,700	+2.4

St. Petersburg/Clearwater Area Visitor Profile: March 2017

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

March	2016	2016 Rank	2017
1. New York	6.8%	2	7.3%
2. Philadelphia	6.4	3	7.0
3. Chicago	7.1	1	6.8
4. Boston	6.1	4	5.6
5. Minneapolis/St. Paul	4.6	5	4.9
6. Indianapolis	3.9	6	3.4
7. Washington, D.C.	2.8	8	3.3
8. Detroit	2.9	7	3.2
9. Pittsburgh	--	--	3.0
10. Orlando/Daytona	2.2	11	2.9
11. Milwaukee	--	--	2.9

5. This March, one out of three visitors (**32.9%**) are in the St. Petersburg/Clearwater area for the first time (**2016: 30.7%**).
6. On their March visit, the typical travel party includes an average of **3.0** people, who stay for **6.1** days in the destination.

Transportation:

7. The majority of March 2017 visitors flew to the area (**2016: 70.4%; 2017: 68.1%**). Seven out of ten of these visitors (**71.0%**) report deplaning at Tampa International (TIA), while **16.4%** arrived via St. Petersburg-Clearwater International.

St. Petersburg/Clearwater Area Visitor Profile: March 2017

Satisfaction:

8. The vast majority of visitors (**98.4%**) are satisfied with their stay, with **98.8%** planning a future trip to Pinellas (**2016: 97.1%**).

Information:

9. Fully **96.2%** report using the Internet to plan their Pinellas trip, with **84.0%** booking reservations online.

Management Occupancy Barometer:

10. In comparison to last March, **71.2%** 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	78.4%	71.2%
Down	16.7	28.8

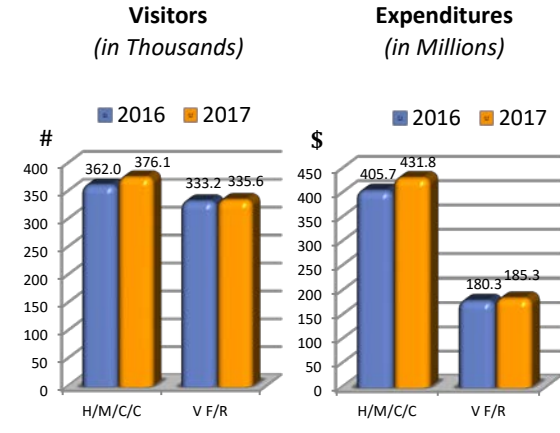


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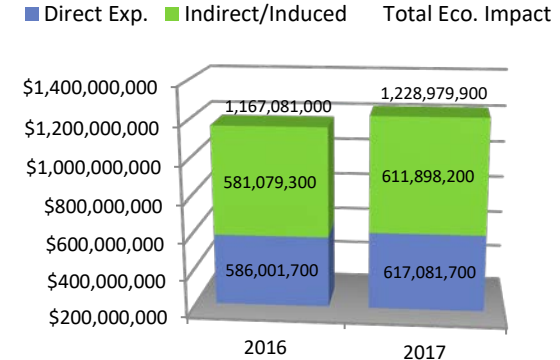
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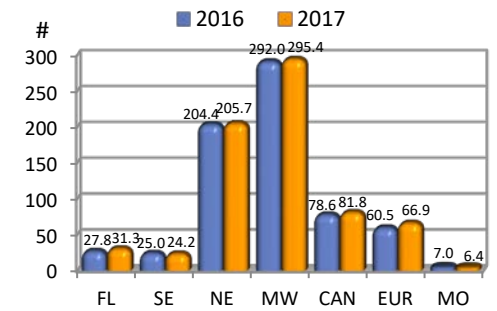
	CY		Year to Date (Jan. – Mar.) (H/M/C/C & V F/R)				March (H/M/C/C & V F/R)			
	2016 *	2016 *	2016 *	2017 *	% Δ	2016	2017	% Δ	'16/'17	
H/M/C/C Visitors	3,548,200	785,900	826,700	+5.2		362,000	376,100	+3.9		
V F/R Visitors	2,801,300	627,000	634,500	+1.2		333,200	335,600	+0.7		
Total Visitors	6,349,500	1,412,900	1,461,200	+3.4		695,200	711,700	+2.4		
H/M/C/C Exp.	\$3,287,523,000	\$955,240,100	\$1,036,906,300	+8.5		\$405,740,500	\$431,830,500	+6.4		
V F/R Exp.	1,599,539,300	381,208,100	392,291,000	+2.9		180,261,200	185,251,200	+2.8		
Total Exp.	\$4,887,062,300	\$1,336,448,200	\$1,429,197,300	+6.9		\$586,001,700	\$617,081,700	+5.3		
Total Eco. Impact	\$9,733,073,100	\$2,661,670,200	\$2,846,389,400	k: 1.9916		\$1,167,081,000	\$1,228,979,900	k: 1.9916		
Room Nights (e)*	7,354,900	2,091,000	2,165,000	+3.5		792,200	809,800	+2.2		



March Economic Impact



March Visitor Origins (in Thousands)



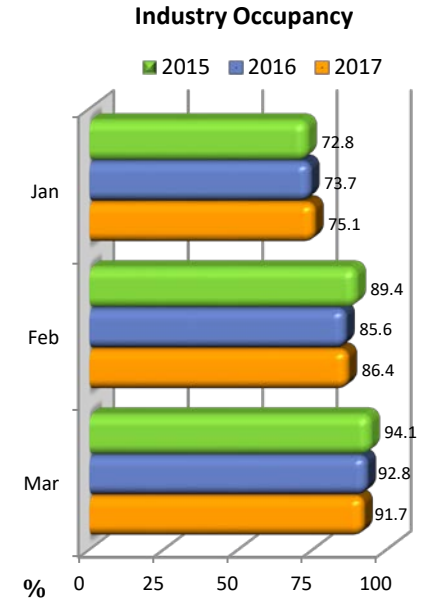
*Based on Industry REVPAR

Origin	CY	Year to Date (Jan. – Mar.)				Share of Market	March			
		2016	2017	% Δ	2016		Share of Market	2017	Vis. Δ	
		Visitor # *	Visitor # *	'16/'17	Visitor #		Market	Visitor #	'16/'17	
Florida	725,733	56,248	64,108	+14.0	4.0%	27,808	4.4%	31,315	+12.6	
Southeast	423,169	70,199	72,068	+2.7	3.6	25,027	3.4	24,198	-3.3	
Northeast	1,466,142	423,063	435,849	+3.0	29.4	204,389	28.9	205,681	+0.6	
Midwest	1,834,712	535,241	543,497	+1.5	42.0	291,984	41.5	295,356	+1.2	
Canada	319,173	145,481	149,365	+2.7	11.3	78,558	11.5	81,845	+4.2	
Europe	1,164,005	147,329	158,336	+7.5	8.7	60,482	9.4	66,900	+10.6	
U.S. Opp. Mkts	193,366	35,339	37,977	+7.5	1.0	6,952	0.9	6,405	-7.9	
Latin American	223,200	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Total	6,349,500	1,412,900	1,461,200	+3.4	100.0	695,200	100.0	711,700	+2.4	

Please Note: Latin American Visitor numbers published seasonally only.

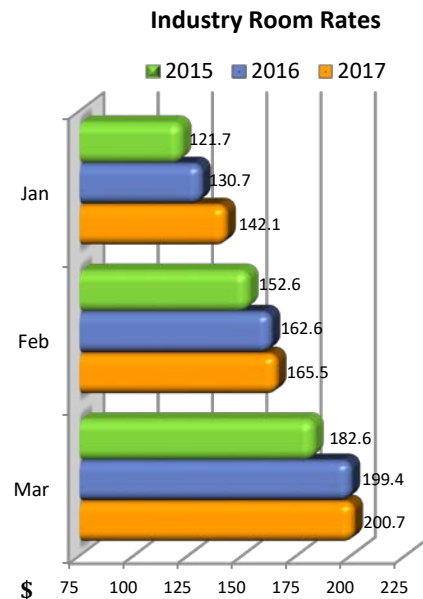
Occupancy:

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			159.84	167.60		
May	80.9	80.5			148.96	156.55		
June	82.0	83.5			132.92	137.95		
July	83.9	86.5			134.90	145.23		
August	69.9	68.6			126.85	130.61		
September	62.9	63.4			125.70	132.08		
October	74.9	73.7			118.82	124.70		
November	63.3	64.9			119.97	125.62		
December	64.9	63.6			134.32	142.47		



Mar. Occ./ADR:

	2016	2017	% Δ	2016	2017	% Δ
50 units or less	93.8%	93.1%	-0.7	\$176.82	\$180.00	+1.8
51 - 100 units	90.2	87.7	-2.8	167.43	168.34	+0.5
101+ units	93.2	92.4	-0.9	220.07	220.82	+0.3
Condo/Vac. Home/Villa	95.0%	92.7%	-2.4	\$255.73	\$253.41	-0.9



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%			\$154.18	\$165.07		
Spr/Sum Season (May-Aug)	79.2	79.8			135.91	142.59		
Fall Season (Sep-Dec)	66.5	66.4			124.70	131.22		
Annual	77.2	76.8			138.26	146.29		

St. Petersburg/Clearwater Area:

March 2017 Visitor Profile



ST.PETERSBURG
CLEARWATER

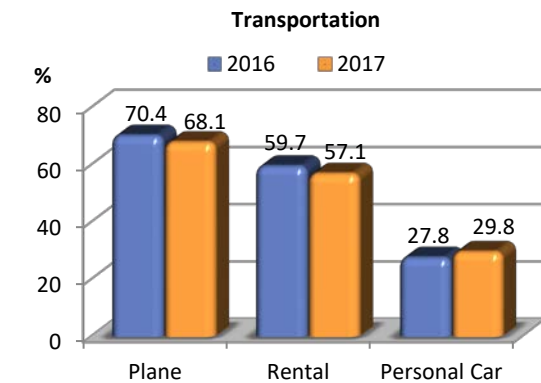
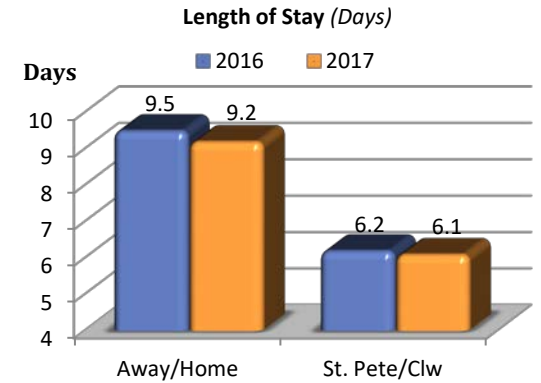
Visitor Profile:

Length of Stay (Days)	Total	
	2016	2017
Away from Home	9.5	9.2
In the St. Petersburg/Clearwater Area	6.2	6.1

Party Size	Total	
	2016	2017
Number of People	3.0	3.0

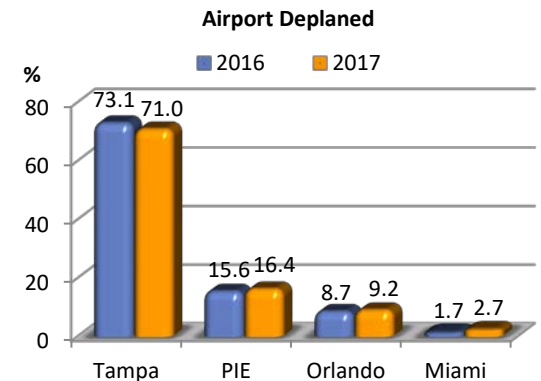
Party Composition	Total	
	2016	2017
Couple (Traveling without Children)	47.3%	51.2%
Family	46.1	44.7
Single	3.0	4.0

Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	Total	
	2016	2017
Plane	70.4%	68.1%
Rental Car	59.7	57.1
Personal Car	27.8	29.8

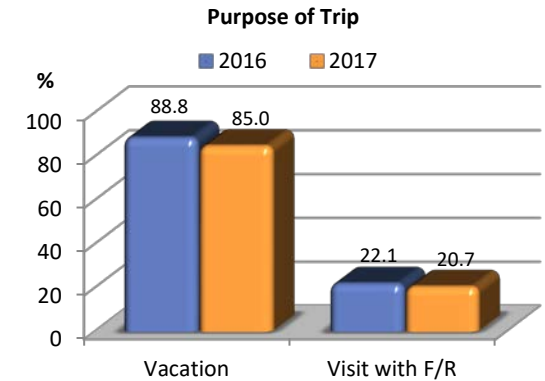


Airport Deplanned (Base: Flew)	Total		Europe	
	2016	2017	2016	2017
Tampa International	73.1%	71.0%	49.5%	53.0%
St. Petersburg-Clearwater International	15.6	16.4	n/a	n/a
Orlando International/Sanford	8.7	9.2	38.0	32.1
Miami/Fort Lauderdale International	1.7	2.7	10.0	13.9

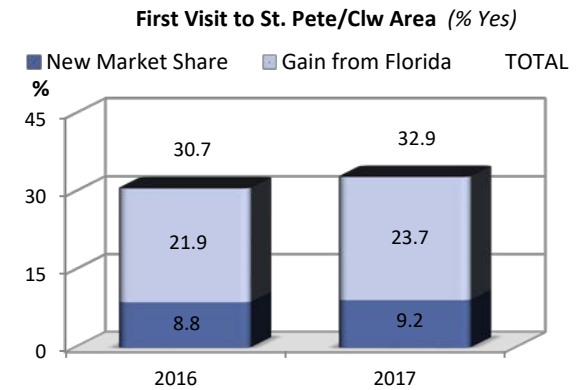
Car Rental Location (Base: Rented a Car)	Total		Europe	
	2016	2017	2016	2017
Tampa	70.4%	68.8%	40.9%	43.8%
St. Petersburg/Clearwater	15.4	15.8	n/a	n/a
Greater Orlando Area	10.5	10.8	39.0	32.9
Miami/Fort Lauderdale	1.9	3.0	13.3	16.9



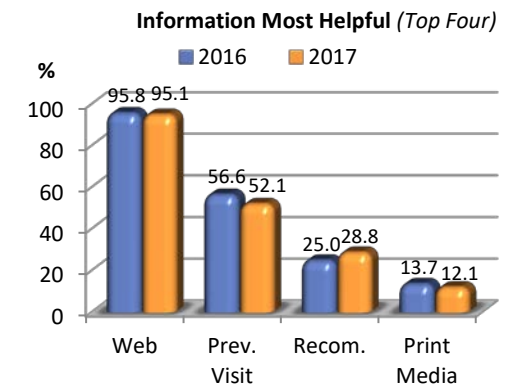
Purpose of Trip (Multiple Response)	Total		Europe	
	2016	2017	2016	2017
A. Profile Data				
Vacation	88.8%	85.0%	96.7%	96.9%
Visit with Friends/Relatives	22.1	20.7	14.3	11.1
B. Occupancy Survey Data				
Group	15.9%	18.2%	n/a	n/a



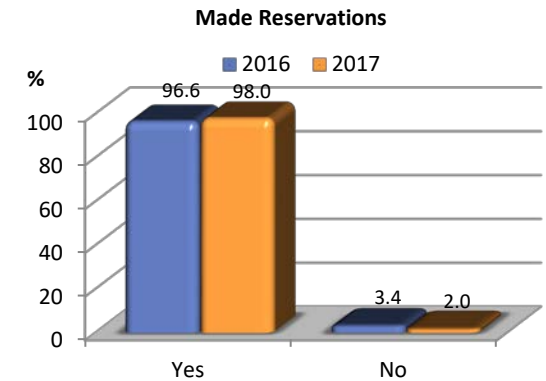
First Visit to (% yes)	Total		Europe	
	2016	2017	2016	2017
St. Petersburg/Clearwater Area	30.7%	32.9%	55.0%	50.0%
Florida	8.8	9.2	25.0	22.2



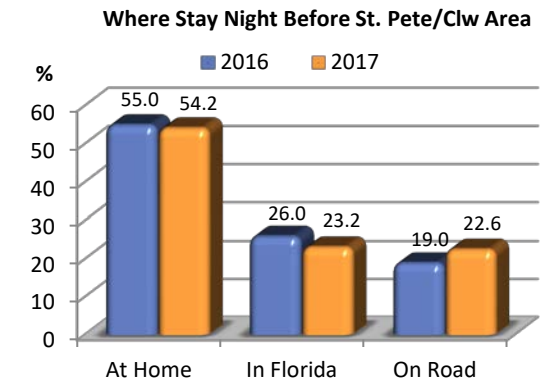
Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2016	2017	2016	2017
Internet	95.8%	95.1%	93.3%	91.6%
Previous Visit	56.6	52.1	33.0	34.9
Recommendation	25.0	28.8	26.7	22.7
Print Media	13.7	12.1	42.9	46.6
Business	8.4	9.5	n/a	n/a
Special Event	6.0	8.2	n/a	n/a
Travel Professional	4.3	4.8	34.3	35.0



Made Lodging Reservations	Total		Europe	
	2016	2017	2016	2017
Yes	96.6%	98.0%	95.2%	97.9%
No	3.4	2.0	4.8	2.1



Where Stay Night Before St. Petersburg/Clearwater Area	Total		Europe	
	2016	2017	2016	2017
At Home	55.0%	54.2%	41.3%	44.2%
In Florida (Not in St. Pete/Clearwater)	26.0	23.2	53.5	51.0
On Road (Not in Florida)	19.0	22.6	5.2	4.8



Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	Total		Europe	
	2016	2017	2016	2017
Orlando/Attractions	46.8%	43.2%	51.1%	47.3%

Visit Other Florida Areas This Trip	Total		Europe	
	2016	2017	2016	2017
Overnight Trips Only -- % Yes	29.3%	29.5%	60.6%	58.9%

Attractions/Theme Parks Visited (Open Ended Multiple Response)	Total		Europe	
	2016	2017	2016	2017
Fort Desoto	14.2%	16.9%	11.1%	11.8%
Orlando Theme Parks	16.0	14.8	31.7	29.6
Busch Gardens	13.0	11.4	12.5	12.0
Tarpon Springs	9.1	10.3	13.5	13.0
The Dali Museum	7.0	8.4	16.1	16.4
Clearwater Marine Aquarium	7.9	7.3	8.3	7.8

Satisfaction with St. Petersburg/Clearwater	2016	2017	2016	2017
Satisfied (Combined)	98.9%	98.4%	97.7%	98.2%

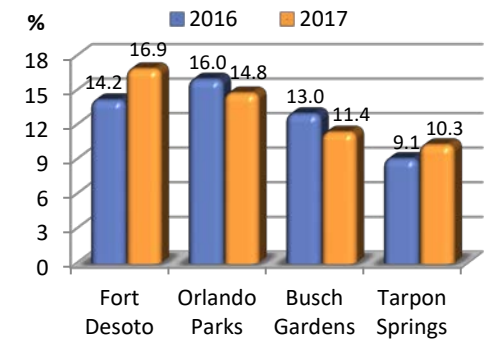
Expense Relative to Expectations	Total		Europe	
	2016	2017	2016	2017
More Expensive	12.0%	14.0%	16.4%	15.1%
Less Expensive	6.0	4.1	7.5	8.2
As Expected	80.0	77.1	71.8	73.3
Don't Know	2.0	4.8	4.3	3.4

Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2016	2017	2016	2017
	% Yes	97.2%	97.8%	95.8%

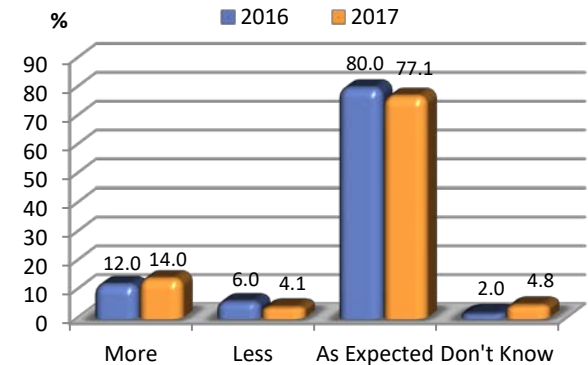
Plan to Return (% Yes)	2016	2017	2016	2017
	To Local Area	97.1%	98.8%	76.7%

Demographics	2016	2017	2016	2017
	Average Age Head of Household	46.5	47.5	48.9
Median Annual Household Income	\$136,800	\$139,324	\$132,370	\$134,510

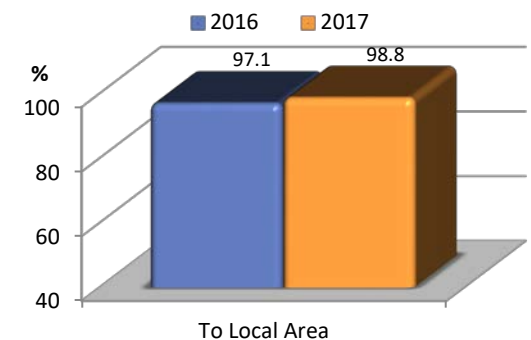
Attractions/Theme Parks Visited (Top Four)



Expense Relative to Expectations



Plan to Return



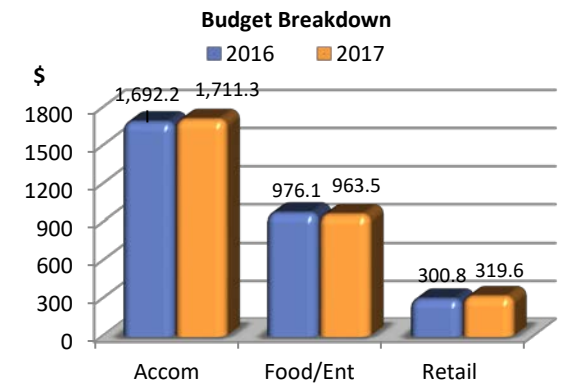
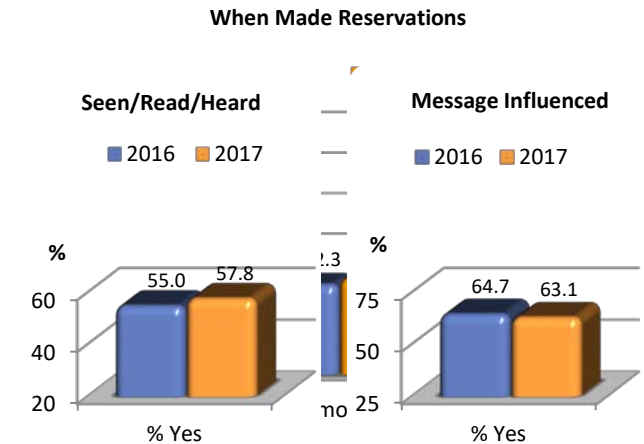
St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2016	2017	2016	2017
% Yes	55.0%	57.8%	71.4%	75.0%

Directly Influenced by Message (Base: Seen/Read/Heard Area Message)	2016	2017	2016	2017
% Yes	64.7%	63.1%	82.9%	83.5%

Party Budget Breakdown (By Category)	Total	
	2016	2017
Accommodations	\$1,692.17	\$1,711.28
Food/Entertainment	976.08	963.48
Retail Purchases	300.75	319.60

St. Pete/Clw Area Base Budget	2016	2017
Per Person/Stay	\$1,120.83	\$1,148.18
Per Person/Day	180.78	188.23
Total Party/Trip	\$3,362.49	\$3,444.55

Occupation	2016	2017
Professional/Technical	34.0%	32.9%
Executive/Managerial	23.6	24.7
Retired	13.5	13.9
Craft/Mechanical/Factory	5.0	5.7
Salesman/Buyer	6.6	4.8



Total

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

	2016	2017
Less than One Month	50.9%	51.8%
1 - 2 Months	22.3	23.8
3 Months or More	26.8	24.4

Used Internet to Obtain Travel Info for this Trip

	2016	2017
% Yes	96.7%	96.2%

Book Reservations for Trip Online

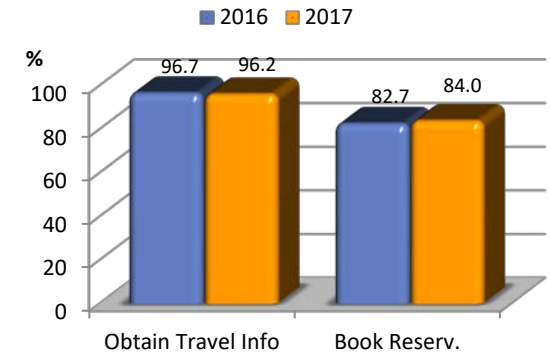
	2016	2017
% Yes	82.7%	84.0%

Occupancy Survey Data 2017:

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

	2016	2017
Up/Same	78.4%	71.2%
Down	16.7	28.8

Internet Use For Trip



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

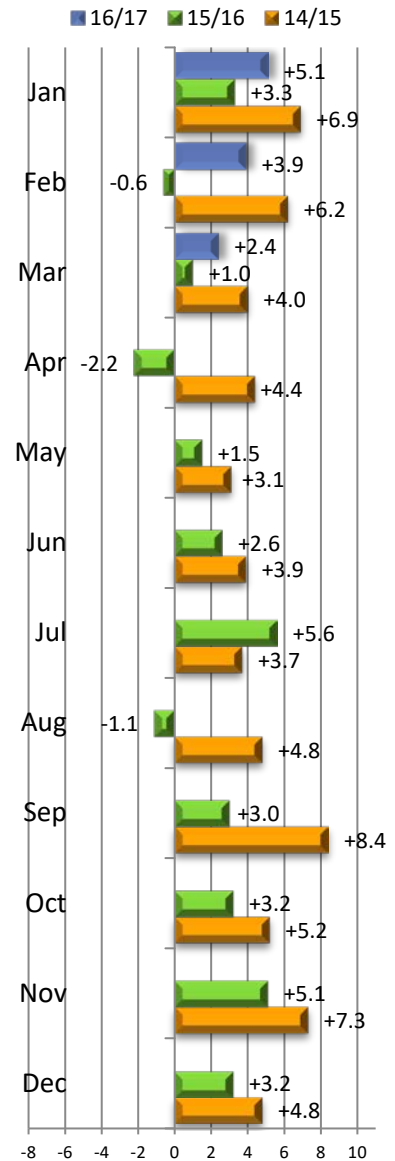
2015 -- 2016 Percent Change (By Same Month Last Year)

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									
Southeast	+1.5	+13.8	-3.3									
Northeast	+3.2	+6.7	+0.6									
Midwest	+2.8	+1.2	+1.2									
Canada	+11.0	-4.6	+4.2									
Europe	+11.7	-0.6	+10.6									
Mkts Opp	+9.8	+12.8	-7.9									
TOTAL	+5.1	+3.9	+2.4									

% Changes in Visitation (by Month)



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

March	2016	2017
<i>New York</i>	6.8%	7.3%
<i>Philadelphia</i>	6.4	7.0
<i>Chicago</i>	7.1	6.8
<i>Boston</i>	6.1	5.6
<i>Minneapolis/St. Paul</i>	4.6	4.9
<i>Indianapolis</i>	3.9	3.4
<i>Washington, D.C.</i>	2.8	3.3
<i>Detroit</i>	2.9	3.2
<i>Pittsburgh</i>	--	3.0
<i>Orlando/Daytona</i>	2.2	2.9
<i>Milwaukee</i>	--	2.9

**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		
Win.	126,527	143,160	+13.1	144,079	+0.6	150,493	+4.5	132,074	-12.2	134,387	+1.8	126,750	-5.7		
May	42,834	48,801	+13.9	51,414	+5.4	56,971	+10.8	61,685	+8.3	58,344	-5.4	64,944	+11.3		
Jun.	103,780	104,201	+0.4	94,101	-9.7	103,555	+10.0	103,127	-0.4	111,996	+8.6	109,882	-1.9		
Jul.	148,372	143,668	-3.2	149,237	+3.9	149,421	+0.1	138,629	-7.2	136,468	-1.6	151,805	+11.2		
Aug.	88,807	80,288	-9.6	81,527	+1.5	86,422	+6.0	83,294	-3.6	92,897	+11.5	88,027	-5.2		
Sp./Sm.	383,793	376,958	-1.8	376,279	-0.2	396,369	+5.3	386,735	-2.4	399,705	+3.4	414,658	+3.7		
Sept.	38,055	41,364	+8.7	45,492	+10.0	48,538	+6.7	40,757	-16.0	45,040	+10.5	42,630	-5.4		
Oct.	34,920	37,120	+6.3	39,582	+6.6	43,384	+9.6	40,541	-6.6	43,522	+7.4	51,330	+17.9		
Nov.	33,306	36,087	+8.3	36,431	+1.0	38,887	+6.7	38,508	-1.0	42,359	+10.0	42,317	-0.1		
Dec.	35,280	38,202	+8.3	40,345	+5.6	41,731	+3.4	40,049	-4.0	42,983	+7.3	48,048	+11.8		
Fall	141,561	152,773	+7.9	161,850	+5.9	172,540	+6.6	159,855	-7.4	173,904	+8.8	184,325	+6.0		
Total	651,881	672,891	+3.2	682,208	+1.4	719,402	+5.5	678,664	-5.7	707,996	+4.3	725,733	+2.5		

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

**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		
Win.	78,171	82,585	+5.6	87,174	+5.6	92,398	+6.0	98,520	+6.6	108,070	+9.7	114,589	+6.0		
May	28,677	27,994	-2.4	29,991	+7.1	28,685	-4.4	32,955	+14.9	34,396	+4.4	32,693	-5.0		
Jun.	56,560	60,469	+6.9	67,137	+11.0	61,908	-7.8	68,948	+11.4	63,648	-7.7	62,790	-1.3		
Jul.	61,127	62,158	+1.7	65,254	+5.0	67,639	+3.7	71,882	+6.3	73,227	+1.9	78,011	+6.5		
Aug.	23,707	26,634	+12.3	27,445	+3.0	29,607	+7.9	32,323	+9.2	29,953	-7.3	31,346	+4.7		
Sp./Sm.	170,071	177,255	+4.2	189,827	+7.1	187,839	-1.0	206,108	+9.7	201,224	-2.4	204,840	+1.8		
Sept.	9,675	9,192	-5.0	10,832	+17.8	11,629	+7.4	12,720	+9.4	12,667	-0.4	15,660	+23.6		
Oct.	22,680	24,499	+8.0	25,881	+5.6	30,127	+16.4	33,784	+12.1	34,640	+2.5	33,456	-3.4		
Nov.	12,012	13,858	+15.4	13,809	-0.4	16,101	+16.6	18,122	+12.6	19,790	+9.2	21,888	+10.6		
Dec.	24,455	26,447	+8.1	26,181	-1.0	28,123	+7.4	30,769	+9.4	30,702	-0.2	32,736	+6.6		
Fall	68,822	73,996	+7.5	76,703	+3.7	85,980	+12.1	95,395	+11.0	97,799	+2.5	103,740	+6.1		
Total	317,064	333,836	+5.3	353,704	+6.0	366,217	+3.5	400,023	+9.2	407,093	+1.8	423,169	+3.9		

**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		
Win.	575,129	586,964	+2.1	622,043	+6.0	624,282	+0.4	654,375	+4.8	677,017	+3.5	687,665	+1.6		
May	84,942	94,197	+10.9	98,154	+4.2	98,405	+0.3	111,962	+13.8	119,300	+6.6	117,961	-1.1		
Jun.	84,062	85,304	+1.5	84,196	-1.3	83,857	-0.4	89,574	+6.8	91,800	+2.5	100,464	+9.4		
Jul.	74,464	83,855	+12.6	83,380	-0.6	87,316	+4.7	93,703	+7.3	98,524	+5.1	100,500	+2.0		
Aug.	65,853	71,410	+8.4	71,841	+0.6	73,218	+1.9	77,493	+5.8	80,308	+3.6	83,733	+4.3		
Sp./Sm.	309,321	334,766	+8.2	337,571	+0.8	342,796	+1.5	372,732	+8.7	389,932	+4.6	402,658	+3.3		
Sept.	41,495	43,892	+5.8	44,530	+1.5	47,273	+6.2	49,584	+4.9	54,611	+10.1	58,000	+6.2		
Oct.	74,160	72,755	-1.9	69,650	-4.3	75,118	+7.9	81,926	+9.1	87,488	+6.8	93,035	+6.3		
Nov.	70,980	76,794	+8.2	78,151	+1.8	77,469	-0.9	78,311	+1.1	85,064	+8.6	91,200	+7.2		
Dec.	91,405	100,752	+10.2	99,575	-1.2	107,957	+8.4	117,216	+8.6	127,413	+8.7	133,584	+4.8		
Fall	278,040	294,193	+5.8	291,906	-0.8	307,817	+5.5	327,037	+6.2	354,576	+8.4	375,819	+6.0		
Total	1,162,490	1,215,923	+4.6	1,251,520	+2.9	1,274,895	+1.9	1,354,144	+6.2	1,421,525	+5.0	1,466,142	+3.1		

**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		
Win.	710,051	722,334	+1.7	730,786	+1.2	741,614	+1.5	781,199	+5.3	825,959	+5.7	839,011	+1.6		
May	121,605	121,056	-0.5	123,082	+1.7	124,699	+1.3	125,060	+0.3	134,539	+7.6	135,191	+0.5		
Jun.	140,103	150,092	+7.1	150,232	+0.1	152,519	+1.5	162,057	+6.3	171,360	+5.7	185,231	+8.1		
Jul.	123,921	141,909	+14.5	142,591	+0.5	140,197	-1.7	152,748	+9.0	163,762	+7.2	171,483	+4.7		
Aug.	92,570	97,658	+5.5	107,761	+10.3	98,024	-9.0	105,258	+7.4	103,750	-1.4	99,621	-4.0		
Sp./Sm.	478,199	510,715	+6.8	523,666	+2.5	515,439	-1.6	545,123	+5.8	573,411	+5.2	591,526	+3.2		
Sept.	50,095	54,003	+7.8	56,083	+3.9	57,133	+1.9	62,304	+9.1	68,968	+10.7	70,760	+2.6		
Oct.	105,840	107,648	+1.7	109,994	+2.2	112,878	+2.6	113,176	+0.3	121,239	+7.1	118,241	-2.5		
Nov.	59,241	62,071	+4.8	60,816	-2.0	68,051	+11.9	74,752	+9.8	82,286	+10.1	83,174	+1.1		
Dec.	100,225	102,851	+2.6	106,442	+3.5	113,854	+7.0	126,984	+11.5	131,507	+3.6	132,000	+0.4		
Fall	315,401	326,573	+3.5	333,335	+2.1	351,916	+5.6	377,216	+7.2	404,000	+7.1	404,175	+0.0		
Total	1,503,651	1,559,622	+3.7	1,587,787	+1.8	1,608,969	+1.3	1,703,538	+5.9	1,803,370	+5.9	1,834,712	+1.7		

**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		
Win.	196,264	195,034	-0.6	208,218	+6.8	214,344	+2.9	217,010	+1.2	202,323	-6.8	193,353	-4.4		
May	14,520	15,510	+6.8	14,801	-4.6	15,936	+7.7	14,365	-9.9	13,497	-6.0	12,812	-5.1		
Jun.	10,378	11,338	+9.3	11,006	-2.9	11,819	+7.4	12,965	+9.7	11,628	-10.3	11,302	-2.8		
Jul.	17,782	16,419	-7.7	16,918	+3.0	15,987	-5.5	19,254	+20.4	17,308	-10.1	15,462	-10.7		
Aug.	10,536	11,194	+6.2	10,897	-2.7	11,603	+6.5	10,774	-7.1	9,116	-15.4	8,159	-10.5		
Sp./Sm.	53,216	54,461	+2.3	53,622	-1.5	55,345	+3.2	57,358	+3.6	51,549	-10.1	47,735	-7.4		
Sept.	9,030	9,192	+1.8	8,906	-3.1	8,848	-0.7	10,384	+17.4	9,571	-7.8	7,540	-21.2		
Oct.	10,440	12,250	+17.3	12,940	+5.6	14,461	+11.8	15,625	+8.0	12,879	-17.6	11,457	-11.0		
Nov.	19,656	19,920	+1.3	21,153	+6.2	18,228	-13.8	21,034	+15.4	23,610	+12.2	23,712	+0.4		
Dec.	30,468	29,806	-2.2	30,902	+3.7	33,566	+8.6	33,700	+0.4	35,819	+6.3	35,376	-1.2		
Fall	69,594	71,168	+2.3	73,901	+3.8	75,103	+1.6	80,743	+7.5	81,879	+1.4	78,085	-4.6		
Total	319,074	320,663	+0.5	335,741	+4.7	344,792	+2.7	355,111	+3.0	335,751	-5.5	319,173	-4.9		

**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		
Win.	218,577	214,577	-1.8	237,444	+10.7	230,248	-3.0	250,990	+9.0	282,391	+12.5	267,444	-5.3		
May	59,169	58,258	-1.5	62,320	+7.0	63,346	+1.6	64,643	+2.0	60,956	-5.7	64,503	+5.8		
Jun.	106,893	112,299	+5.1	128,770	+14.7	134,509	+4.5	136,718	+1.6	144,432	+5.6	141,278	-2.2		
Jul.	114,474	124,317	+8.6	132,924	+6.9	138,967	+4.5	148,256	+6.7	156,440	+5.5	162,347	+3.8		
Aug.	80,528	85,692	+6.4	85,967	+0.3	86,822	+1.0	89,511	+3.1	98,107	+9.6	100,050	+2.0		
Sp./Sm.	361,064	380,566	+5.4	409,981	+7.7	423,644	+3.3	439,128	+3.7	459,935	+4.7	468,178	+1.8		
Sept.	58,480	64,114	+9.6	66,192	+3.2	70,278	+6.2	74,246	+5.6	79,383	+6.9	84,100	+5.9		
Oct.	97,560	103,936	+6.5	108,471	+4.4	110,467	+1.8	120,356	+9.0	125,680	+4.4	132,449	+5.4		
Nov.	66,612	68,711	+3.2	71,100	+3.5	72,912	+2.5	80,253	+10.1	81,592	+1.7	88,282	+8.2		
Dec.	99,022	102,431	+3.4	105,583	+3.1	107,503	+1.8	116,239	+8.1	117,691	+1.2	123,552	+5.0		
Fall	321,674	339,192	+5.4	351,346	+3.6	361,160	+2.8	391,094	+8.3	404,346	+3.4	428,383	+5.9		
Total	901,315	934,335	+3.7	998,771	+6.9	1,015,052	+1.6	1,081,212	+6.5	1,146,672	+6.1	1,164,005	+1.5		

**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		
Win.	43,781	42,346	-3.3	39,756	-6.1	42,421	+6.7	45,932	+8.3	57,053	+24.2	54,488	-4.5		
May	11,253	12,484	+10.9	9,738	-22.0	10,358	+6.4	11,830	+14.2	14,368	+21.5	13,696	-4.7		
Jun.	17,124	16,197	-5.4	14,858	-8.3	14,633	-1.5	15,911	+8.7	17,136	+7.7	16,953	-1.1		
Jul.	15,560	14,074	-9.6	13,896	-1.3	15,373	+10.6	17,328	+12.7	19,971	+15.3	23,192	+16.1		
Aug.	14,299	13,124	-8.2	18,162	+38.4	14,404	-20.7	15,747	+9.3	19,969	+26.8	18,464	-7.5		
Sp./Sm.	58,236	55,879	-4.0	56,654	+1.4	54,768	-3.3	60,816	+11.0	71,444	+17.5	72,305	+1.2		
Sept.	8,170	8,043	-1.6	8,665	+7.7	9,101	+5.0	9,605	+5.5	11,260	+17.2	11,310	+0.4		
Oct.	14,400	12,992	-9.8	14,082	+8.4	15,265	+8.4	16,892	+10.7	18,652	+10.4	18,332	-1.7		
Nov.	11,193	11,259	+0.6	12,340	+9.6	12,152	-1.5	12,620	+3.9	12,499	-1.0	14,227	+13.8		
Dec.	20,045	19,311	-3.7	20,172	+4.5	20,866	+3.4	23,443	+12.4	25,585	+9.1	22,704	-11.3		
Fall	53,808	51,605	-4.1	55,259	+7.1	57,384	+3.8	62,560	+9.0	67,996	+8.7	66,573	-2.1		
Total	155,825	149,830	-3.8	151,669	+1.2	154,573	+1.9	169,308	+9.5	196,493	+16.1	193,366	-1.6		

**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			
Win.	5,700	8,100	+42.1	11,300	+39.5	11,600	+2.7	18,500	+59.5	25,600	+38.4	25,000	-2.3		
May	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Jun.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Jul.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Aug.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Sp./Sm.	21,200	34,700	+63.7	54,800	+57.9	74,400	+35.8	109,300	+46.9	133,500	+22.1	175,900	+31.8		
Sept.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Oct.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Nov.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Dec.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Fall	3,000	5,300	+76.7	7,500	+41.5	10,000	+33.3	16,000	+60.0	19,500	+21.9	22,300	+14.4		
Total	29,900	48,100	+60.9	73,600	+53.0	96,000	+30.4	143,800	+49.8	178,600	+24.2	223,200	+25.0		

**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		
Win.	1,954,200	1,995,100	+2.1	2,080,800	+4.3	2,107,400	+1.3	2,198,600	+4.3	2,312,800	+5.2	2,308,300	-0.2		
May	363,000	378,300	+4.2	389,500	+3.0	398,400	+2.3	422,500	+6.0	435,400	+3.1	441,800	+1.5		
Jun.	518,900	539,900	+4.0	550,300	+1.9	562,800	+2.3	589,300	+4.7	612,000	+3.9	627,900	+2.6		
Jul.	555,700	586,400	+5.5	604,200	+3.0	614,900	+1.8	641,800	+4.4	665,700	+3.7	702,800	+5.6		
Aug.	376,300	386,000	+2.6	403,600	+4.6	400,100	-0.9	414,400	+3.6	434,100	+4.8	429,400	-1.1		
Sp./Sm.	1,835,100	1,925,300	+4.9	2,002,400	+4.0	2,050,600	+2.4	2,177,300	+6.2	2,280,700	+4.7	2,377,800	+4.3		
Sept.	215,000	229,800	+6.9	240,700	+4.7	252,800	+5.0	259,600	+2.7	281,500	+8.4	290,000	+3.0		
Oct.	360,000	371,200	+3.1	380,600	+2.5	401,700	+5.5	422,300	+5.1	444,100	+5.2	458,300	+3.2		
Nov.	273,000	288,700	+5.8	293,800	+1.8	303,800	+3.4	323,600	+6.5	347,200	+7.3	364,800	+5.1		
Dec.	400,900	419,800	+4.7	429,200	+2.2	453,600	+5.7	488,400	+7.7	511,700	+4.8	528,000	+3.2		
Fall	1,251,900	1,314,800	+5.0	1,351,800	+2.8	1,421,900	+5.2	1,509,900	+6.2	1,604,000	+6.2	1,663,400	+3.7		
Total	5,041,200	5,235,200	+3.8	5,435,000	+3.8	5,579,900	+2.7	5,885,800	+5.5	6,197,500	+5.3	6,349,500	+2.5		