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Visit St. Petersburg/Clearwater

November 2016 Visitor Profile

Prepared for:

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

Prepared by:

Research Data Services, Inc.

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January 2017

St. Petersburg/Clearwater Area Visitor Profile: November 2016

Executive Summary: November 2016

(Survey Sample: n = 425)

Visitation Statistics:

- For the month of November 2016, the St. Petersburg/Clearwater area attracted some **364,800** overnight visitors (**2015: 347,200**), who spent **\$295,747,100** in the County, yielding a combined economic impact of **\$589,009,900 (+7.5%)**.
- Pinellas' key tourism performance metrics are:

Variables	2015	2016	% Δ '15/'16
ADR	\$119.97	\$125.62	+4.7
RevPAR	\$75.94	\$81.53	+7.4
Occupancy	63.3%	64.9%	+2.5

Note: Fully 434 additional lodging units have been added to the inventory since 2015.

- Primary November visitor origins are:

Visitor Segments (H/M/C and V F/R)	November		
	2015 Visitor #	2016 Visitor #	% Δ '15/'16
Florida	42,359	42,317	-0.1
Southeast	19,790	21,888	+10.6
Northeast	85,064	91,200	+7.2
Midwest	82,286	83,174	+1.1
Canada	23,610	23,712	+0.4
Europe	81,592	88,282	+8.2
Markets of Opportunity	12,499	14,227	+13.8
Total	347,200	364,800	+5.1

St. Petersburg/Clearwater Area Visitor Profile: November 2016

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

November	2015	2015 Rank	2016
1. New York	8.6%	1	8.0%
2. Tampa/St. Petersburg	7.6	3	7.2
3. Chicago	7.9	2	7.1
4. Boston	4.4	4	5.2
5. Atlanta	4.0	5	4.2
6. Greater Orlando Area	3.3	6	3.9
7. Indianapolis	2.8	8	3.3
8. Detroit	--	--	2.6
9. Cleveland	3.1	7	2.5
10. Philadelphia	2.8	9	2.3
11. Jacksonville	--	--	2.3

5. More than one of every three November visitors (**35.0%**) are in the St. Petersburg/Clearwater area for the first time (**2015: 33.3%**).
6. On their November visit, the typical travel party includes an average of **2.5** people, who stayed for **5.3** days.

Transportation:

7. The majority of November 2016 visitors flew to the area (**2015: 76.0%; 2016: 76.4%**). Nearly three out of every four visitors (**73.2%**) report deplaning at Tampa International (TIA) while **10.9%** arrived via Orlando International.

St. Petersburg/Clearwater Area Visitor Profile: November 2016

Satisfaction:

8. The vast majority of visitors (**95.9%**) are satisfied with their stay, with **94.8%** planning a future trip to Pinellas (**2015: 95.4%**).

Information:

9. Fully **96.5%** report using the Internet to plan their Pinellas trip, with **85.6%** booking reservations online.

Management Occupancy Barometer:

10. In comparison to last November, **37.0%** of the destination's lodging managers report a contracted level of their property's three month forward reservation levels (**2015: 65.6%**):

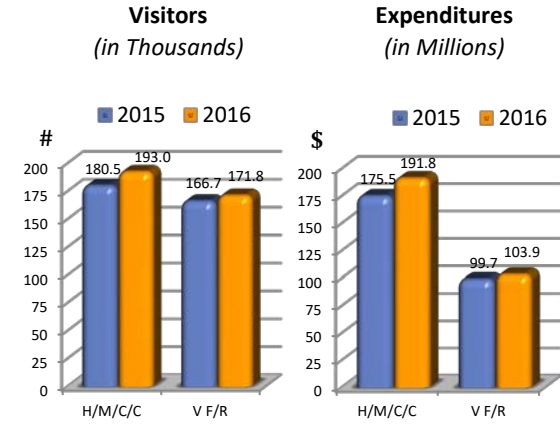
% of Property Managers Reporting Reservations:	2015	2016
Up	65.6%	37.0%
Same	29.2	44.4
Down	0.4	18.6

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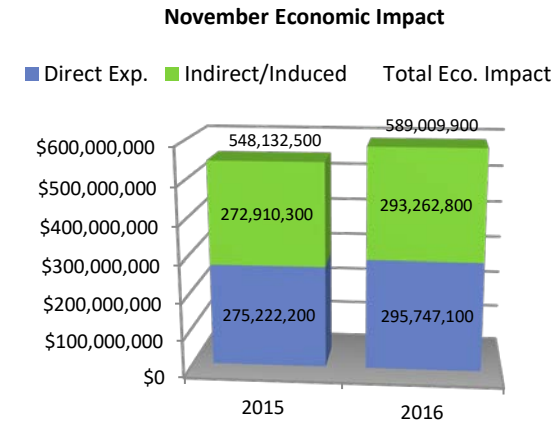
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	Year-to-Date (Jan. – Nov.) (H/M/C/C & V F/R)				November (H/M/C/C & V F/R)		
	CY			% Δ			% Δ
	2015 *	2015 *	2016 *	'15/'16	2015	2016	'15/'16
H/M/C/C Visitors	3,429,300	3,163,400	3,270,200	+3.4	180,500	193,000	+6.9
V F/R Visitors	2,768,200	2,502,900	2,529,000	+1.0	166,700	171,800	+3.1
Total Visitors	6,197,500	5,666,300	5,799,200	+2.3	347,200	364,800	+5.1
H/M/C/C Exp.	\$3,086,369,300	\$2,856,900,900	\$3,037,659,500	+6.3	\$175,535,600	\$191,808,100	+9.3
V F/R Exp.	1,560,094,400	1,414,710,000	1,446,506,700	+2.2	99,686,600	103,939,000	+4.3
Total Exp.	\$4,646,463,700	\$4,271,610,900	\$4,484,166,200	+5.0	\$275,222,200	\$295,747,100	+7.5
Total Eco. Impact	\$9,253,897,100	\$8,507,340,300	\$8,930,665,200	<i>k: 1.9916</i>	\$548,132,500	\$589,009,900	<i>k: 1.9916</i>
Room Nights (e)*	7,310,800	6,749,100	6,799,700	+0.7	469,200	489,300	+4.3

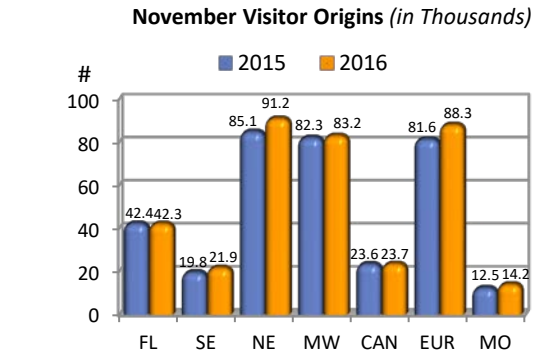


*Based on Industry REVPAR



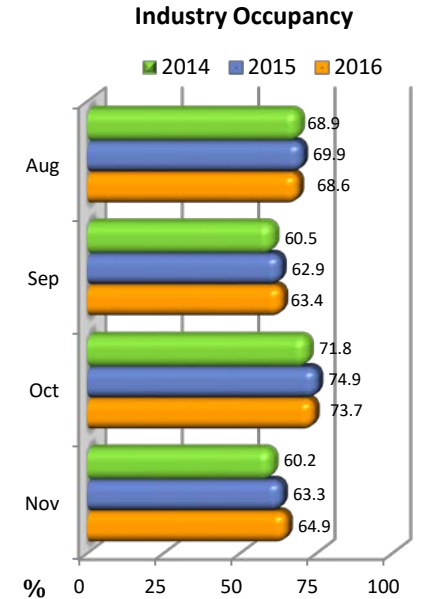
Origin	CY	Year-to-Date (Jan. – Nov.)			Share of Market	November			Vis. Δ '15/'16
		2015	2016	% Δ		2015	Share of Market	2016	
		2015 *	Visitor # *	Visitor # *		'15/'16	Visitor #	Visitor #	
H/M/C/C & V F/R									
Florida	707,996	665,013	677,685	+1.9	12.2%	42,359	11.6%	42,317	-0.1
Southeast	407,093	376,391	390,433	+3.7	5.7	19,790	6.0	21,888	+10.6
Northeast	1,421,525	1,294,112	1,332,558	+3.0	24.5	85,064	25.0	91,200	+7.2
Midwest	1,803,370	1,671,863	1,702,712	+1.8	23.7	82,286	22.8	83,174	+1.1
Canada	335,751	299,932	283,797	-5.4	6.8	23,610	6.5	23,712	+0.4
Europe	1,146,672	1,028,981	1,040,453	+1.1	23.5	81,592	24.2	88,282	+8.2
U.S. Opp. Mkts	196,493	170,908	170,662	-0.1	3.6	12,499	3.9	14,227	+13.8
Latin American	178,600	159,100	200,900	+26.3	n/a	n/a	n/a	n/a	n/a
Total	6,197,500	5,666,300	5,799,200	+2.3	100.0	347,200	100.0	364,800	+5.1

Please Note: Latin American Visitor numbers published seasonally only.

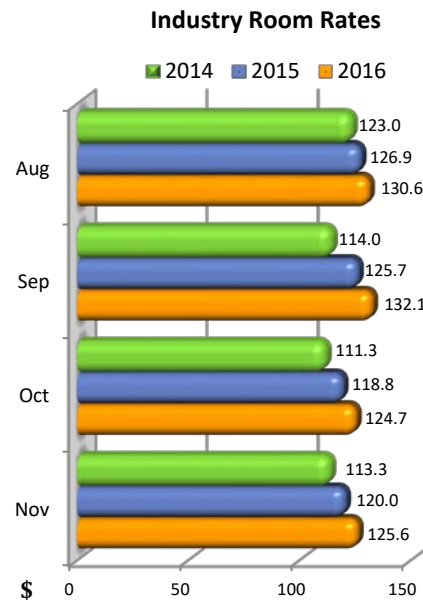


Occupancy:

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	68.6	-1.9	122.96	126.85	130.61	+3.0
September	60.5	62.9	63.4	+0.8	114.00	125.70	132.08	+5.1
October	71.8	74.9	73.7	-1.6	111.26	118.82	124.70	+4.9
November	60.2	63.3	64.9	+2.5	113.33	119.97	125.62	+4.7
December	59.4	64.9			123.76	134.32		



Nov. Occ./ADR:	2015	2016	% Δ	2015	2016	% Δ
< 20 units	57.0%	58.9%	+3.3	\$131.27	\$135.17	+3.0
21 - 50 units	53.6	54.3	+1.3	101.16	104.96	+3.8
51 - 100 units	60.7	64.1	+5.6	94.49	103.20	+9.2
101+ units	72.3	72.5	+0.3	131.50	136.68	+3.9
Condo/Vac. Home/Villa	58.1%	60.2%	+3.6	\$152.58	\$153.98	+0.9



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	79.8	+0.8	126.84	135.91	142.59	+4.9
Fall Season (Sep-Dec)	63.0	66.5			115.59	124.70		
Annual	74.4	77.2			128.20	138.26		

St. Petersburg/Clearwater Area: *November 2016 Visitor Profile*



ST.PETERSBURG
CLEARWATER

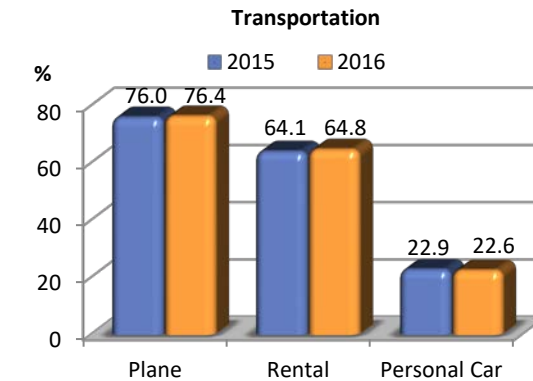
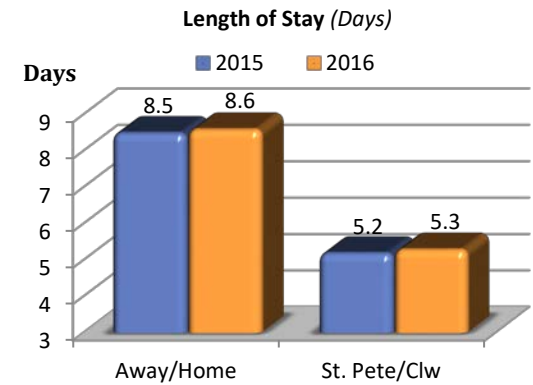
Visitor Profile:

Length of Stay (Days)	2015	2016
Away from Home	8.5	8.6
In the St. Petersburg/Clearwater Area	5.2	5.3

Party Size	2015	2016
Number of People	2.4	2.5

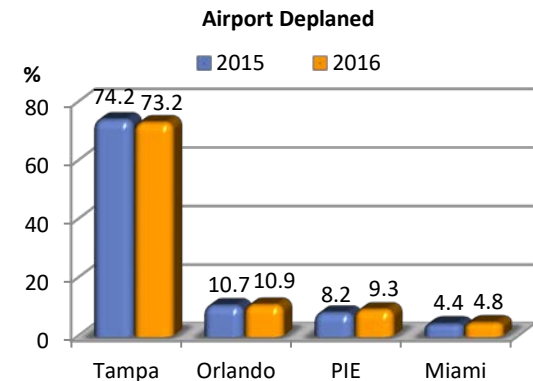
Party Composition	2015	2016
Couple (Traveling without Children)	65.5%	61.0%
Family	29.3	31.5
Single	8.7	9.8

Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	2015	2016
Plane	76.0%	76.4%
Rental Car	64.1	64.8
Personal Car	22.9	22.6

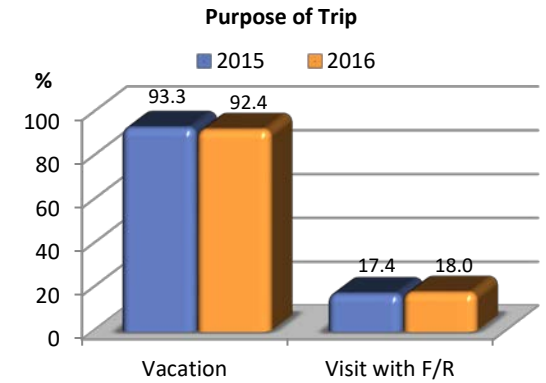


Airport Deplanned (Base: Flew)	Total		Europe	
	2015	2016	2015	2016
Tampa International	74.2%	73.2%	41.3%	42.5%
Orlando International/Sanford	10.7	10.9	39.7	37.9
St. Petersburg-Clearwater International	8.2	9.3	n/a	n/a
Miami/Fort Lauderdale International	4.4	4.8	14.3	18.5

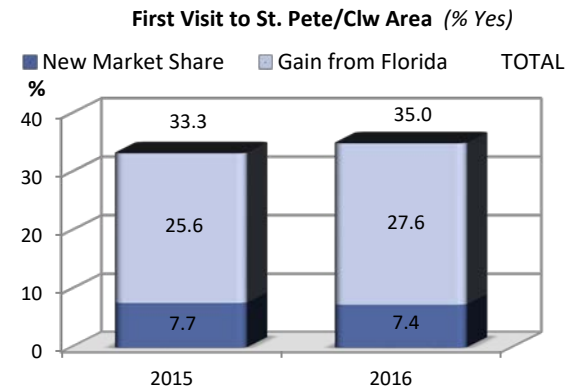
Car Rental Location (Base: Rented a Car)	2015		2016	
	2015	2016	2015	2016
Tampa	69.1%	69.6%	40.2%	41.4%
Greater Orlando Area	13.4	12.7	38.6	37.4
St. Petersburg/Clearwater	10.7	9.7	n/a	n/a
Miami/Fort Lauderdale	5.0	5.6	15.6	17.9



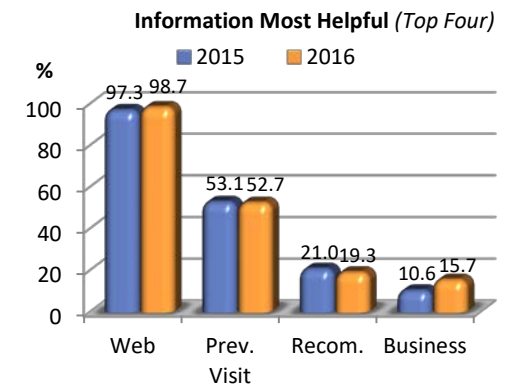
Purpose of Trip (Multiple Response)	Total		Europe	
	2015	2016	2015	2016
A. Profile Data				
Vacation	93.3%	92.4%	95.2%	97.5%
Visit with Friends/Relatives	17.4	18.0	8.5	10.7
B. Occupancy Survey Data				
Group	27.6%	30.8%	n/a	n/a



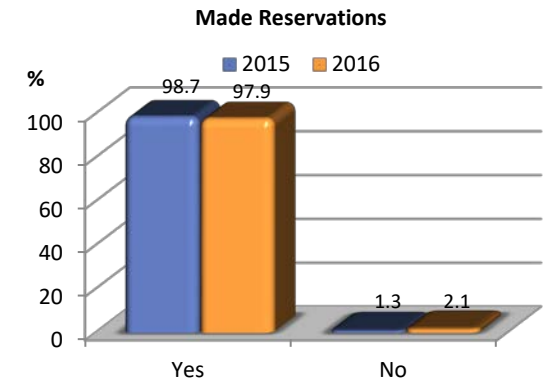
First Visit to (% yes)	Total		Europe	
	2015	2016	2015	2016
St. Petersburg/Clearwater Area	33.3%	35.0%	43.1%	39.1%
Florida	7.7	7.4	18.8	17.2



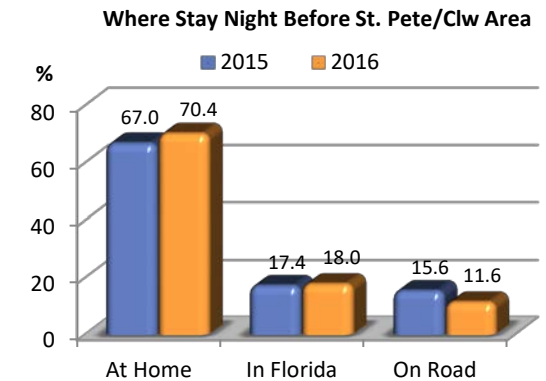
Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2015	2016	2015	2016
Internet	97.3%	98.7%	84.8%	88.1%
Previous Visit	53.1	52.7	50.5	53.2
Recommendation	21.0	19.3	20.7	22.2
Business	10.6	15.7	n/a	n/a
Print Media	13.2	13.7	23.0	20.7
Travel Professional	9.8	10.8	42.9	46.8
Special Event	8.6	9.2	n/a	n/a



Made Lodging Reservations	Total		Europe	
	2015	2016	2015	2016
Yes	98.7%	97.9%	95.8%	97.1%
No	1.3	2.1	4.2	2.9



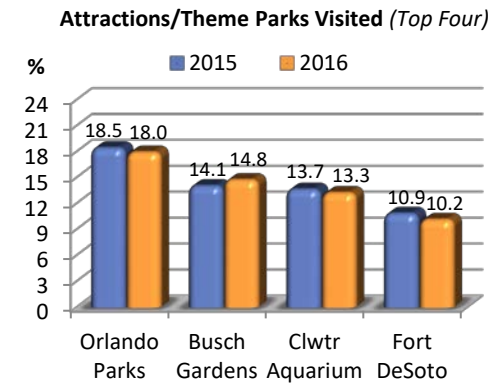
Where Stay Night Before St. Petersburg/Clearwater Area	Total		Europe	
	2015	2016	2015	2016
At Home	67.0%	70.4%	44.2%	45.5%
In Florida (Not in St. Pete/Clearwater)	17.4	18.0	45.5	45.3
On Road (Not in Florida)	15.6	11.6	10.3	9.2



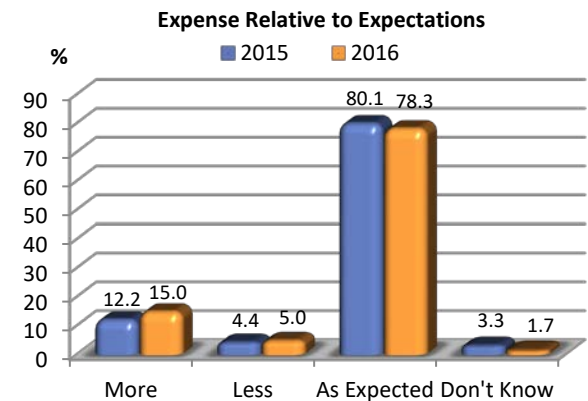
Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	Total		Europe	
	2015	2016	2015	2016
Orlando/Attractions	41.5%	40.6%	43.2%	41.2%

Visit Other Florida Areas This Trip	Total		Europe	
	2015	2016	2015	2016
Overnight Trips Only -- % Yes	29.4%	28.3%	62.8%	61.8%

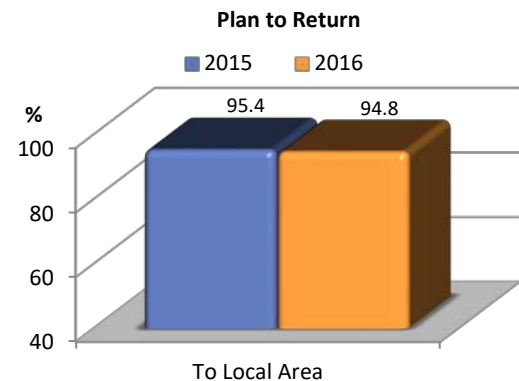
Attractions/Theme Parks Visited (Open Ended Multiple Response)	Total		Europe	
	2015	2016	2015	2016
Orlando Theme Parks	18.5%	18.0%	40.2%	39.4%
Busch Gardens	14.1	14.8	13.9	13.1
Clearwater Marine Aquarium	13.7	13.3	11.4	10.6
Fort Desoto	10.9	10.2	6.5	6.0
Tarpon Springs	7.7	8.4	4.2	4.5
The Dali Museum	9.8	7.9	18.1	16.3



Satisfaction with St. Petersburg/Clearwater	2015	2016	2015	2016
Satisfied (Combined)	97.9%	95.9%	95.2%	97.1%



Expense Relative to Expectations	Total		Europe	
	2015	2016	2015	2016
More Expensive	12.2%	15.0%	18.6%	20.1%
Less Expensive	4.4	5.0	3.8	3.1
As Expected	80.1	78.3	69.8	69.9
Don't Know	3.3	1.7	7.8	6.9



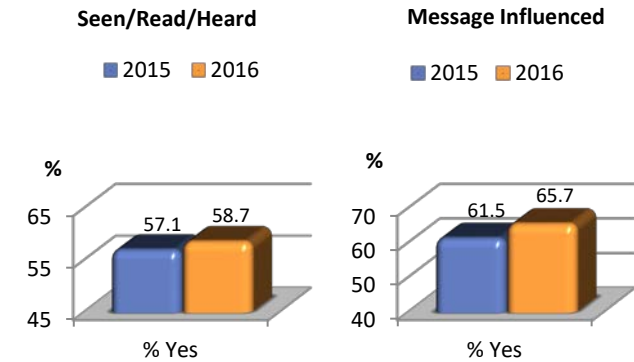
Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2015	2016	2015	2016
	% Yes	93.6%	93.0%	95.0%

Plan to Return (% Yes)	2015	2016	2015	2016
	To Local Area	95.4%	94.8%	89.2%

Demographics	2015	2016	2015	2016
	Average Age Head of Household	47.2	46.7	48.5
Median Annual Household Income	\$120,748	\$124,849	\$113,002	\$115,725

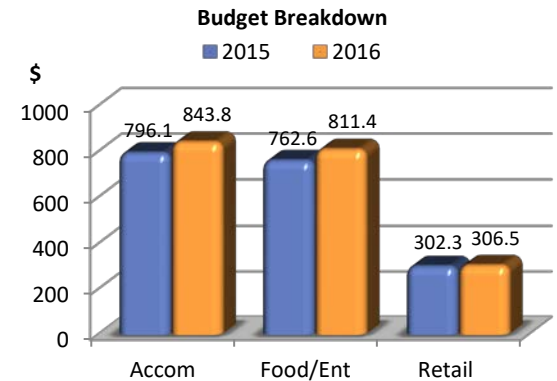
St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2015	2016	2015	2016
% Yes	57.1%	58.7%	60.9%	63.0%

Directly Influenced by Message (Base: Seen/Read/Heard Area Message)	Total		Europe	
	2015	2016	2015	2016
% Yes	61.5%	65.7%	54.6%	56.8%



Party Budget Breakdown (By Category)	2015	2016
Accommodations	\$796.11	\$843.84
Food/Entertainment	762.64	811.40
Retail Purchases	302.27	306.51

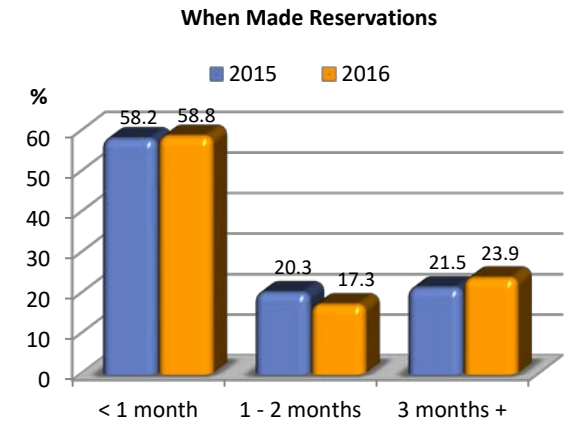
St. Pete/Clw Area Base Budget	2015	2016
Per Person/Stay	\$825.76	\$843.87
Per Person/Day	158.80	159.22
Total Party/Trip	\$1,981.83	\$2,109.67



Occupation	2015	2016
Executive/Managerial	30.3%	33.7%
Professional/Technical	29.3	28.3
Retired	15.7	14.1
Salesman/Buyer	10.3	8.5
Craft/Mechanical/Factory	5.8	5.2

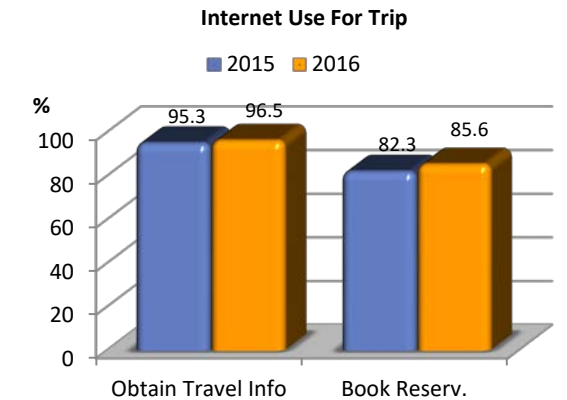
When Visitors Made Reservations for This Trip to the St. Pete/Clw Area

	2015	2016
Less than One Month	58.2%	58.8%
1 - 2 Months	20.3	17.3
3 Months or More	21.5	23.9



Used Internet to Obtain Travel Info for this Trip

	2015	2016
% Yes	95.3%	96.5%



Book Reservations for Trip Online

	2015	2016
% Yes	82.3%	85.6%

Occupancy Survey Data 2016:

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

	2015	2016
Up	65.6%	37.0%
Same	29.2	44.4
Down	0.4	18.6

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
TOTAL	+6.3	+4.6	+1.6	+5.0	+6.0	+4.7	+4.4	+3.6	+2.7	+5.1	+6.5	+7.7

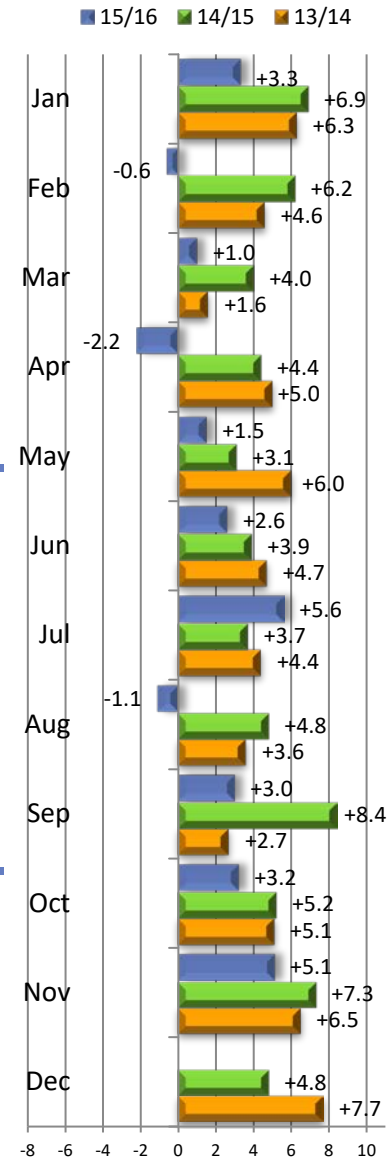
2014 -- 2015 Percent Change (By Same Month Last Year)

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	
Southeast	+16.6	+4.4	+3.9	+1.8	-5.0	-1.3	+6.5	+4.7	+23.6	-3.4	+10.6	
Northeast	+4.5	-2.3	+3.5	+1.2	-1.1	+9.4	+2.0	+4.3	+6.2	+6.3	+7.2	
Midwest	+1.4	+1.7	+1.3	+1.9	+0.5	+8.1	+4.7	-4.0	+2.6	-2.5	+1.1	
Canada	-5.8	-5.7	+1.9	-11.8	-5.1	-2.8	-10.7	-10.5	-21.2	-11.0	+0.4	
Europe	+0.9	-3.1	-2.3	-9.4	+5.8	-2.2	+3.8	+2.0	+5.9	+5.4	+8.2	
Mkts Opp	-1.1	+8.8	-15.8	-10.3	-4.7	-1.1	+16.1	-7.5	+0.4	-1.7	+13.8	
TOTAL	+3.3	-0.6	+1.0	-2.2	+1.5	+2.6	+5.6	-1.1	+3.0	+3.2	+5.1	

% Changes in Visitation (by Month)



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

November	2015	2016
<i>New York</i>	8.6%	8.0%
<i>Tampa/St. Petersburg</i>	7.6	7.2
<i>Chicago</i>	7.9	7.1
<i>Boston</i>	4.4	5.2
<i>Atlanta</i>	4.0	4.2
<i>Greater Orlando Area</i>	3.3	3.9
<i>Indianapolis</i>	2.8	3.3
<i>Detroit</i>	--	2.6
<i>Cleveland</i>	3.1	2.5
<i>Philadelphia</i>	2.8	2.3
<i>Jacksonville</i>	--	2.3

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

Florida															
	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.	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
Win.	114,076	126,527	+10.9	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	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	88,027	-5.2
Sp./Sm.	346,055	383,793	+10.9	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.	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	42,630	-5.4
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	51,330	+17.9
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	42,317	-0.1
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		
Fall	137,061	141,561	+3.3	152,773	+7.9	161,850	+5.9	172,540	+6.6	159,855	-7.4	173,904	+8.8		
Total	597,192	651,881	+9.2	672,891	+3.2	682,208	+1.4	719,402	+5.5	678,664	-5.7	707,996	+4.3		

* 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**

Southeast															
	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
Win.	80,344	78,171	-2.7	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	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	31,346	+4.7
Sp./Sm.	155,767	170,071	+9.2	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.	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	15,660	+23.6
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	33,456	-3.4
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	21,888	+10.6
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		
Fall	64,929	68,822	+6.0	73,996	+7.5	76,703	+3.7	85,980	+12.1	95,395	+11.0	97,799	+2.5		
Total	301,040	317,064	+5.3	333,836	+5.3	353,704	+6.0	366,217	+3.5	400,023	+9.2	407,093	+1.8		

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

Northeast															
	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.	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
Win.	596,009	575,129	-3.5	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	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	83,733	+4.3
Sp./Sm.	328,057	309,321	-5.7	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.	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	58,000	+6.2
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	93,035	+6.3
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	91,200	+7.2
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		
Fall	262,859	278,040	+5.8	294,193	+5.8	291,906	-0.8	307,817	+5.5	327,037	+6.2	354,576	+8.4		
Total	1,186,925	1,162,490	-2.1	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		

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

Midwest															
	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
Win.	675,910	710,051	+5.1	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	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	99,621	-4.0
Sp./Sm.	477,291	478,199	+0.2	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.	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	70,760	+2.6
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	118,241	-2.5
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	83,174	+1.1
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		
Fall	305,921	315,401	+3.1	326,573	+3.5	333,335	+2.1	351,916	+5.6	377,216	+7.2	404,000	+7.1		
Total	1,459,122	1,503,651	+3.1	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		

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

Canada															
	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.	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
Win.	178,028	196,264	+10.2	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	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	8,159	-10.5
Sp./Sm.	57,309	53,216	-7.1	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.	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	7,540	-21.2
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	11,457	-11.0
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	23,712	+0.4
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		
Fall	71,815	69,594	-3.1	71,168	+2.3	73,901	+3.8	75,103	+1.6	80,743	+7.5	81,879	+1.4		
Total	307,152	319,074	+3.9	320,663	+0.5	335,741	+4.7	344,792	+2.7	355,111	+3.0	335,751	-5.5		

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

Europe															
	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.	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
Win.	243,849	218,577	-10.4	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	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	100,050	+2.0
Sp./Sm.	386,402	361,064	-6.6	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.	58,351	58,480	+0.2	64,114	+9.6	66,192	+3.2	70,278	+6.2	74,246	+5.6	79,383	+6.9	84,100	+5.9
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	132,449	+5.4
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	88,282	+8.2
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		
Fall	323,581	321,674	-0.6	339,192	+5.4	351,346	+3.6	361,160	+2.8	391,094	+8.3	404,346	+3.4		
Total	953,832	901,315	-5.5	934,335	+3.7	998,771	+6.9	1,015,052	+1.6	1,081,212	+6.5	1,146,672	+6.1		

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

Markets of Opportunity															
	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.	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
Win.	45,784	43,781	-4.4	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	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	18,464	-7.5
Sp./Sm.	60,419	58,236	-3.6	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.	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	11,310	+0.4
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	18,332	-1.7
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	14,227	+13.8
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		
Fall	51,574	53,808	+4.3	51,605	-4.1	55,259	+7.1	57,384	+3.8	62,560	+9.0	67,996	+8.7		
Total	157,777	155,825	-1.2	149,830	-3.8	151,669	+1.2	154,573	+1.9	169,308	+9.5	196,493	+16.1		

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

Latin America															
	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	
Win.	6,270	5,700	-9.1	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		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		n/a	
Sp./Sm.	19,400	21,200	+9.3	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		n/a	
Oct.	n/a	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		n/a	
Dec.	n/a	n/a		n/a		n/a		n/a		n/a		n/a			
Fall	2,700	3,000	+11.1	5,300	+76.7	7,500	+41.5	10,000	+33.3	16,000	+60.0	19,500	+21.9		
Total	28,370	29,900	+5.4	48,100	+60.9	73,600	+53.0	96,000	+30.4	143,800	+49.8	178,600	+24.2		

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

TOTAL															
	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.	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
Win.	1,940,270	1,954,200	+0.7	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	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	429,400	-1.1
Sp./Sm.	1,830,700	1,835,100	+0.2	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.	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	290,000	+3.0
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	458,300	+3.2
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	364,800	+5.1
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		
Fall	1,220,440	1,251,900	+2.6	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		
Total	4,991,410	5,041,200	+1.0	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		