

# RESEARCH DATA SERVICES, INC.

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Visit St. Petersburg/Clearwater

## October 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)**

December 2016

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

### Executive Summary: October 2016

(Survey Sample: n = 438)

#### Visitation Statistics:

- For the month of October 2016, the St. Petersburg/Clearwater area attracted some **458,300** overnight visitors (**2015: 444,100**), who spent **\$338,830,000** in the County, yielding a combined economic impact of **\$674,813,800 (+4.6%)**.
- Pinellas' key tourism performance metrics are:

Variables	2015	2016	% Δ '15/'16
ADR	\$118.82	\$124.70	+4.9
RevPAR	\$89.00	\$91.90	+3.3
Occupancy	74.9%	73.7%	-1.6

*Note: Fully 433 additional lodging units have been added to the inventory since 2015.*

- Primary October visitor origins are:

Visitor Segments (H/M/C and V F/R)	October		% Δ '15/'16
	2015 Visitor #	2016 Visitor #	
Florida	43,522	51,330	+17.9
Southeast	34,640	33,456	-3.4
Northeast	87,488	93,035	+6.3
Midwest	121,239	118,241	-2.5
Canada	12,879	11,457	-11.0
Europe	125,680	132,449	+5.4
Markets of Opportunity	18,652	18,332	-1.7
<b>Total</b>	<b>444,100</b>	<b>458,300</b>	<b>+3.2</b>

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

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

October	2015	2015 Rank	2016
1. New York	6.8%	1	<b>7.5%</b>
2. Tampa/St. Petersburg	6.1	4	<b>6.8</b>
3. Chicago	6.4	3	<b>5.5</b>
4. Greater Orlando Area	6.5	2	<b>5.1</b>
5. Atlanta	3.9	7	<b>3.7</b>
6. Boston	4.2	6	<b>3.6</b>
7. Indianapolis	5.5	--	<b>3.3</b>
8. Jacksonville	--	5	<b>3.3</b>
9. Philadelphia	2.3	11	<b>3.0</b>
10. Washington, D.C.	--	--	<b>2.8</b>

5. Nearly one of every three October visitors (**32.9%**) chose to stay in the St. Petersburg/Clearwater area for the first time (**2015: 34.1%**).
6. On their October visit, the typical travel party includes an average of **2.5** people, who stayed in the destination for **5.7** days.

### Transportation:

7. The majority of October 2016 visitors flew to the area (**2015: 75.8%; 2016: 73.7%**). Two-thirds of these (**67.9%**) report deplaning at Tampa International (TIA) (**2015: 71.1%**), while **13.6%** arrived via Orlando International.

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

### Satisfaction:

8. The vast majority of visitors (**96.5%**) are satisfied with their stay, with **95.7%** planning a future trip to Pinellas (**2015: 96.2%**).

### Information:

9. Fully **97.3%** report using the Internet to plan their Pinellas trip, with **80.3%** booking reservations online.

### Management Occupancy Barometer:

10. This October, four of every ten of the destination's lodging managers (**40.9%**) report their **property's three month forward reservation** levels as "better" than last October's (**2015: 56.1%**):

% of Property Managers Reporting Reservations:	2015	2016
Up	56.1%	40.9%
Same	29.3	41.8
Down	9.8	17.3

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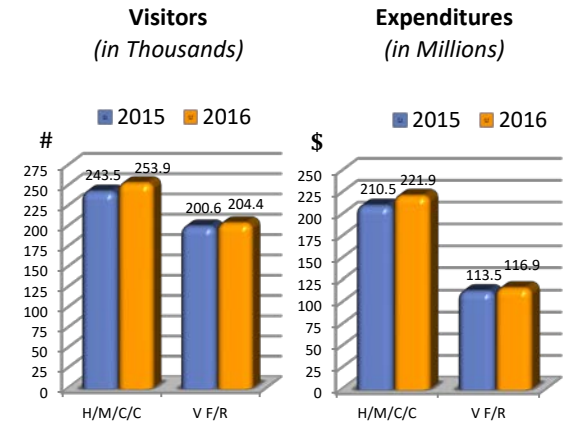


Overnight Visitation:	Year-to-Date (Jan. – Oct.) (H/M/C/C & V F/R)				October (H/M/C/C & V F/R)		
	CY			% Δ			% Δ
	2015 *	2015 *	2016 *	'15/'16	2015	2016	'15/'16
H/M/C/C Visitors	3,429,300	2,982,900	3,077,200	+3.2	243,500	253,900	+4.3
V F/R Visitors	2,768,200	2,336,200	2,357,200	+0.9	200,600	204,400	+1.9
<b>Total Visitors</b>	<b>6,197,500</b>	<b>5,319,100</b>	<b>5,434,400</b>	<b>+2.2</b>	<b>444,100</b>	<b>458,300</b>	<b>+3.2</b>
H/M/C/C Exp.	\$3,086,369,300	\$2,681,365,300	\$2,845,851,400	+6.1	\$210,542,300	\$221,913,200	+5.4
V F/R Exp.	1,560,094,400	1,315,023,400	1,342,567,700	+2.1	113,539,600	116,916,800	+3.0
<b>Total Exp.</b>	<b>\$4,646,463,700</b>	<b>\$3,996,388,700</b>	<b>\$4,188,419,100</b>	<b>+4.8</b>	<b>\$324,081,900</b>	<b>\$338,830,000</b>	<b>+4.6</b>
<b>Total Eco. Impact</b>	<b>\$9,253,897,100</b>	<b>\$7,959,207,800</b>	<b>\$8,341,655,300</b>	<b>k: 1.9916</b>	<b>\$645,441,500</b>	<b>\$674,813,800</b>	<b>k: 1.9916</b>
Room Nights (e)*	7,310,800	6,279,900	6,310,400	+0.5	548,800	559,000	+1.9

\*Based on Industry REVPAR

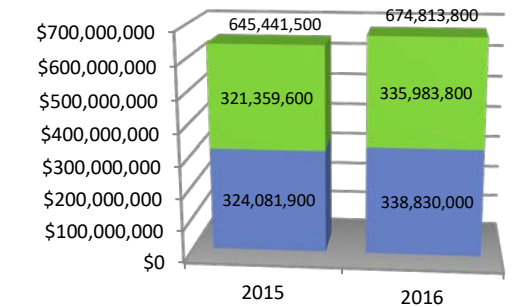
Origin	CY	Year-to-Date (Jan. – Oct.)			Share of	October			Vis. Δ
		2015	2016	% Δ		2015	Share of	2016	
H/M/C/C & V F/R	2015 *	Visitor # *	Visitor # *	'15/'16	Market	Visitor #	Market	Visitor #	'15/'16
Florida	707,996	622,654	635,368	+2.0	9.8%	43,522	11.2%	51,330	+17.9
Southeast	407,093	356,601	368,545	+3.3	7.8	34,640	7.3	33,456	-3.4
Northeast	1,421,525	1,209,048	1,241,358	+2.7	19.7	87,488	20.3	93,035	+6.3
Midwest	1,803,370	1,589,577	1,619,538	+1.9	27.3	121,239	25.8	118,241	-2.5
Canada	335,751	276,322	260,085	-5.9	2.9	12,879	2.5	11,457	-11.0
Europe	1,146,672	947,389	952,171	+0.5	28.3	125,680	28.9	132,449	+5.4
U.S. Opp. Mkts	196,493	158,409	156,435	-1.2	4.2	18,652	4.0	18,332	-1.7
Latin American	178,600	159,100	200,900	+26.3	n/a	n/a	n/a	n/a	n/a
<b>Total</b>	<b>6,197,500</b>	<b>5,319,100</b>	<b>5,434,400</b>	<b>+2.2</b>	<b>100.0</b>	<b>444,100</b>	<b>100.0</b>	<b>458,300</b>	<b>+3.2</b>

Please Note: Latin American Visitor numbers published seasonally only.

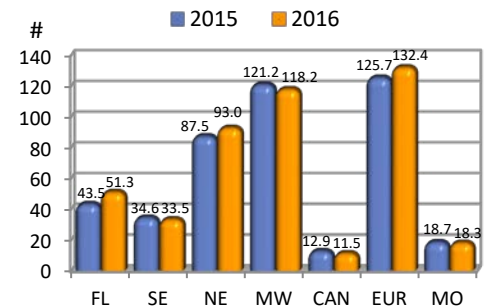


October Economic Impact

■ Direct Exp. ■ Indirect/Induced Total Eco. Impact

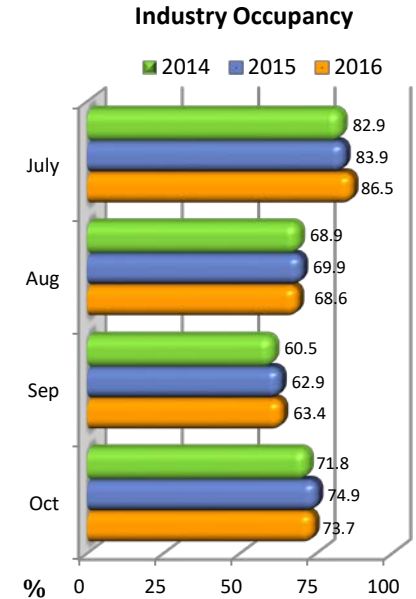


October Visitor Origins (in Thousands)

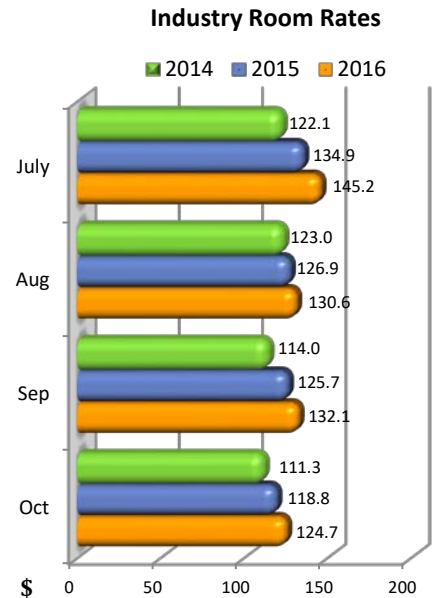


**Occupancy:**

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	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			113.33	119.97		
December	59.4	64.9			123.76	134.32		



Oct. Occ./ADR:	2015	2016	% Δ	2015	2016	% Δ
< 20 units	65.2%	69.1%	+6.0	\$123.97	\$135.34	+9.2
21 - 50 units	72.1	72.6	+0.7	117.91	118.61	+0.6
51 - 100 units	66.9	65.6	-1.9	99.17	104.19	+5.1
101+ units	79.4	77.1	-2.9	141.03	147.81	+4.8
Condo/Vac. Home/Villa	65.0%	67.5%	+3.8	\$144.91	\$151.69	+4.7



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		
<b>Annual</b>	74.4	77.2			128.20	138.26		

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



ST.PETERSBURG  
CLEARWATER



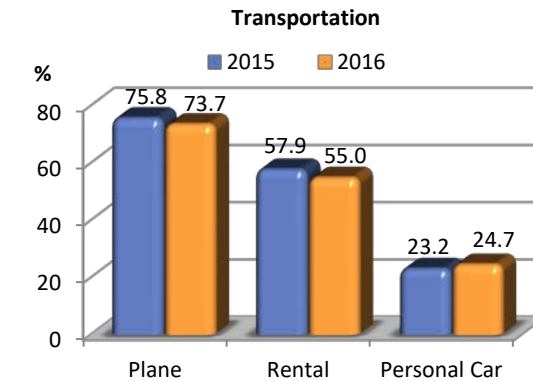
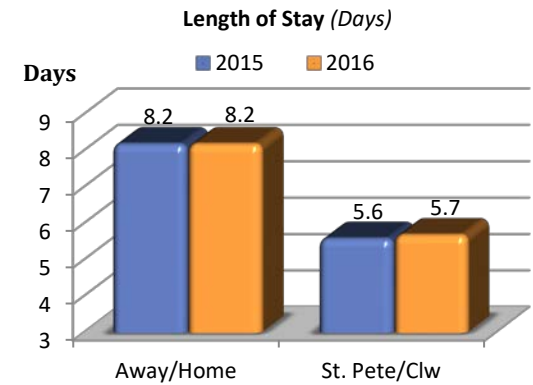
**Visitor Profile:**

Length of Stay (Days)	2015	2016
Away from Home	8.2	8.2
In the St. Petersburg/Clearwater Area	5.6	5.7

Party Size	2015	2016
Number of People	2.4	2.5

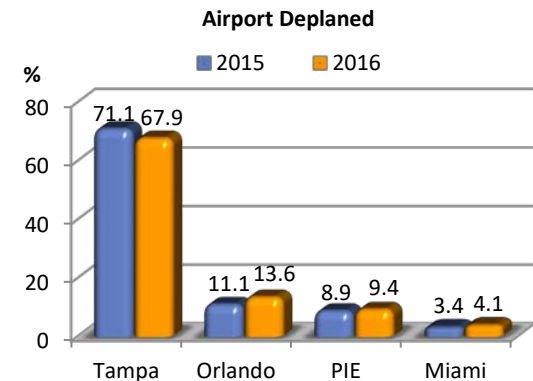
Party Composition	2015	2016
Couple (Traveling without Children)	63.6%	62.1%
Family	25.7	29.5
Single	9.7	8.0

Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	2015	2016
Plane	75.8%	73.7%
Rental Car	57.9	55.0
Personal Car	23.2	24.7

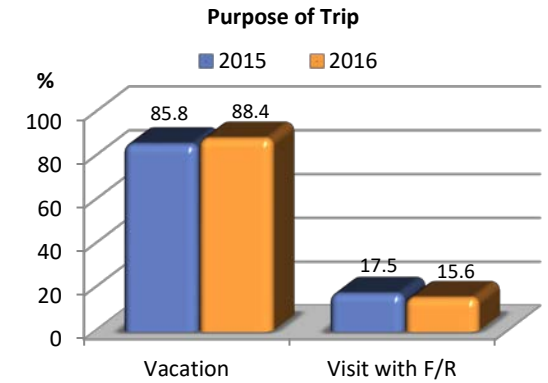


Airport Deplanned (Base: Flew)	Total		Europe	
	2015	2016	2015	2016
Tampa International	71.1%	67.9%	50.0%	53.2%
Orlando International/Sanford	11.1	13.6	31.3	32.3
St. Petersburg-Clearwater International	8.9	9.4	n/a	n/a
Miami/Fort Lauderdale International	3.4	4.1	14.7	12.1

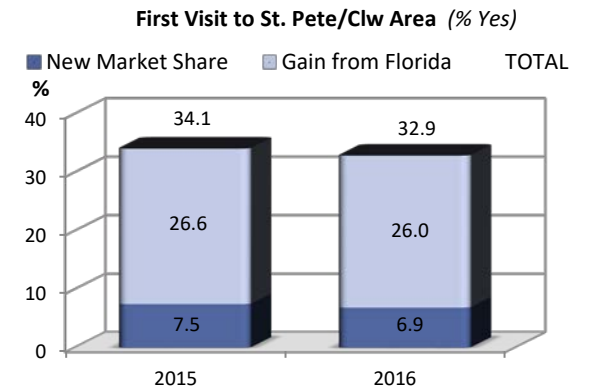
Car Rental Location (Base: Rented a Car)	2015	2016	2015	2016
	Tampa	66.1%	61.7%	50.2%
Greater Orlando Area	13.0	15.5	33.0	34.1
St. Petersburg/Clearwater	10.5	10.6	n/a	n/a
Miami/Fort Lauderdale	4.0	4.6	15.8	13.0



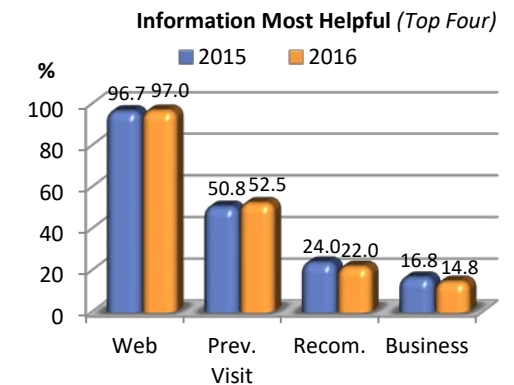
Purpose of Trip (Multiple Response)	Total		Europe	
	2015	2016	2015	2016
<b>A. Profile Data</b>				
Vacation	85.8%	88.4%	97.1%	97.4%
Visit with Friends/Relatives	17.5	15.6	9.4	7.6
Special Event	9.4	11.0	n/a	4.1
<b>B. Occupancy Survey Data</b>				
Group	27.4%	26.7%	n/a	n/a



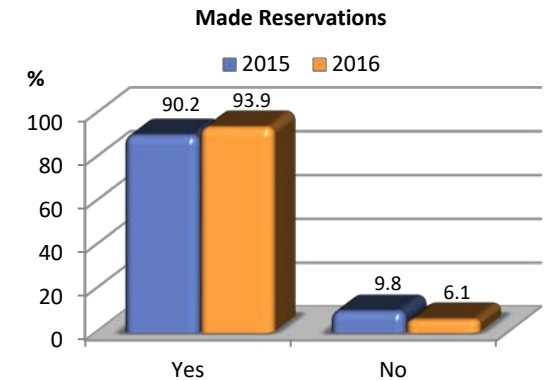
First Visit to (% yes)	Total		Europe	
	2015	2016	2015	2016
St. Petersburg/Clearwater Area	34.1%	32.9%	52.5%	50.0%
Florida	7.5	6.9	16.6	12.9



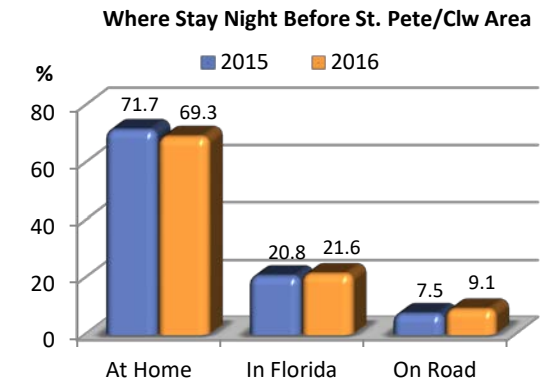
Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2015	2016	2015	2016
Internet	96.7%	97.0%	91.3%	90.4%
Previous Visit	50.8	52.5	39.6	41.9
Recommendation	24.0	22.0	26.1	30.8
Business	16.8	14.8	n/a	n/a
Print Media	15.5	14.4	21.1	17.1
Travel Professional	13.2	11.8	42.8	44.0
Special Event	8.3	10.7	n/a	n/a



Made Lodging Reservations	Total		Europe	
	2015	2016	2015	2016
Yes	90.2%	93.9%	93.0%	94.3%
No	9.8	6.1	7.0	5.7



Where Stay Night Before St. Petersburg/Clearwater Area	Total		Europe	
	2015	2016	2015	2016
At Home	71.7%	69.3%	43.2%	47.6%
In Florida (Not in St. Pete/Clearwater)	20.8	21.6	52.2	50.0
On Road (Not in Florida)	7.5	9.1	4.6	2.4



Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	Total		Europe	
	2015	2016	2015	2016
Orlando/Attractions	55.5%	52.7%	67.5%	65.7%

Visit Other Florida Areas This Trip	Total		Europe	
	2015	2016	2015	2016
Overnight Trips Only -- % Yes	29.4%	26.7%	65.6%	61.4%

Attractions/Theme Parks Visited (Open Ended Multiple Response)	Total		Europe	
	2015	2016	2015	2016
Orlando Theme Parks	16.9%	18.7%	50.3%	50.0%
Clearwater Marine Aquarium	15.5	17.4	12.7	11.7
Busch Gardens	10.5	11.9	15.8	15.5
Fort Desoto	8.2	9.4	n/a	n/a
Tarpon Springs	7.9	8.6	6.3	6.8
The Dali Museum	5.1	4.8	10.2	10.0

Satisfaction with St. Petersburg/Clearwater	2015	2016	2015	2016
Satisfied (Combined)	97.8%	96.5%	98.6%	99.2%

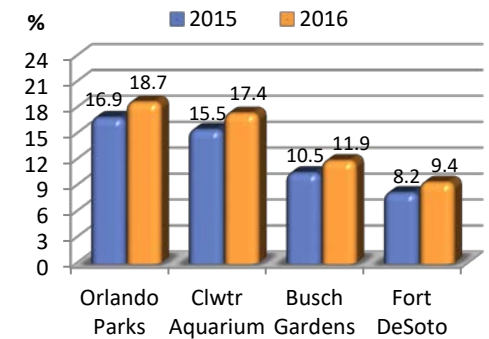
Expense Relative to Expectations	Total		Europe	
	2015	2016	2015	2016
More Expensive	5.7%	9.2%	9.5%	12.6%
Less Expensive	9.4	8.9	1.6	n/a
As Expected	83.0	79.2	82.2	80.3
Don't Know	1.9	2.7	6.7	7.1

Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2015	2016	2015	2016
	% Yes	95.3%	93.3%	95.9%

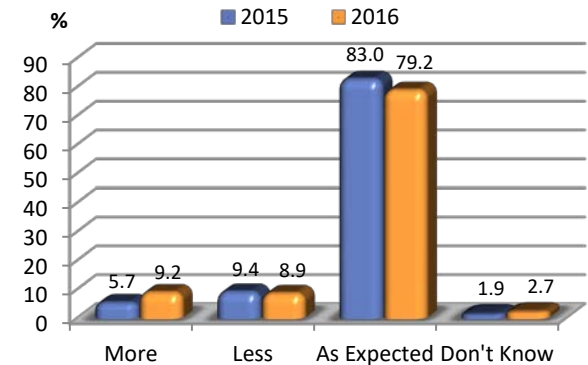
Plan to Return (% Yes)	2015	2016	2015	2016
	To Local Area	96.2%	95.7%	94.7%

Demographics	2015	2016	2015	2016
	Average Age Head of Household	46.7	46.3	46.5
Median Annual Household Income	\$126,783	\$130,052	\$117,652	\$119,574

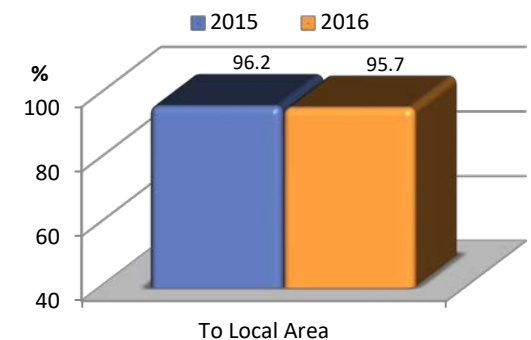
Attractions/Theme Parks Visited (Top Four)



Expense Relative to Expectations

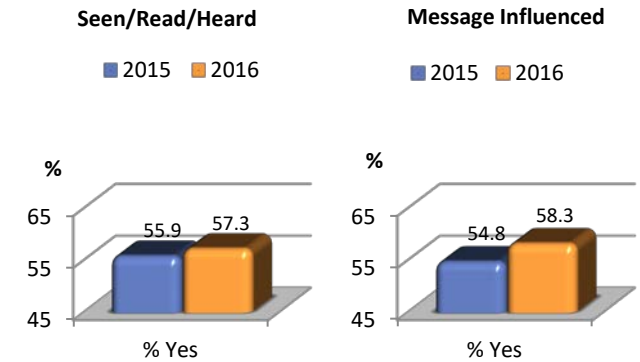


Plan to Return



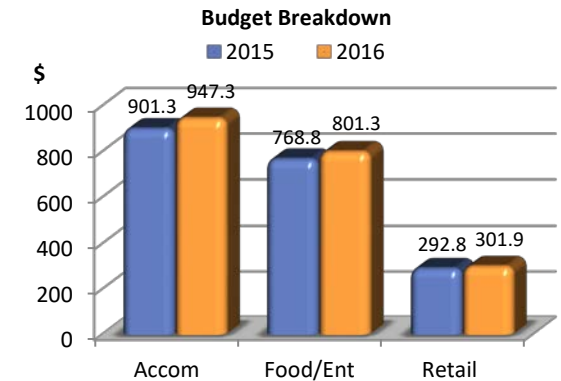
St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2015	2016	2015	2016
% Yes	55.9%	57.3%	64.8%	65.5%

Directly Influenced by Message (Base: Seen/Read/Heard Area Message)	2015		2016	
	2015	2016	2015	2016
% Yes	54.8%	58.3%	69.8%	71.6%



Party Budget Breakdown (By Category)	2015	2016
Accommodations	\$901.28	\$947.33
Food/Entertainment	768.81	801.28
Retail Purchases	292.80	301.88

St. Pete/Clw Area Base Budget	2015	2016
Per Person/Stay	\$900.84	\$910.60
Per Person/Day	160.86	159.75
Total Party/Trip	\$2,162.02	\$2,276.50



Occupation	2015	2016
Professional/Technical	32.6%	36.2%
Executive/Managerial	36.2	32.4
Retired	9.1	8.0
Salesman/Buyer	7.5	6.3
Craft/Mechanical/Factory	4.3	3.0

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

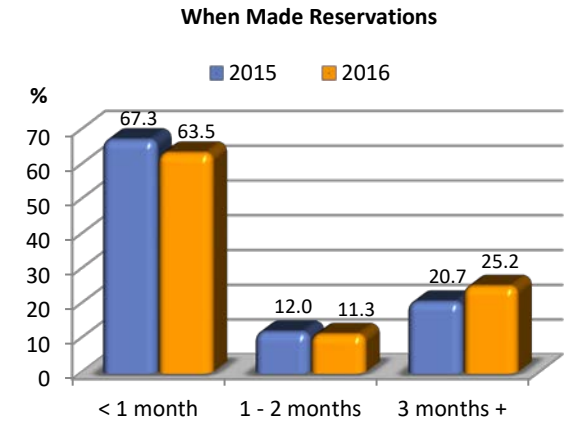
	2015	2016
Less than One Month	67.3%	63.5%
1 - 2 Months	12.0	11.3
3 Months or More	20.7	25.2

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

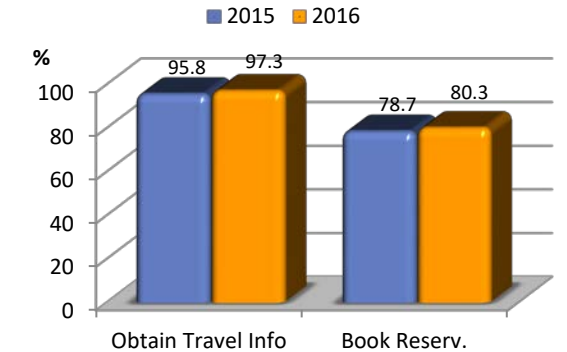
	2015	2016
% Yes	95.8%	97.3%

**Book Reservations for Trip Online**

	2015	2016
% Yes	78.7%	80.3%



**Internet Use For Trip**



**Occupancy Survey Data 2016:**

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

	2015	2016
Up	56.1%	40.9%
Same	29.3	41.8
Down	9.8	17.3

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>

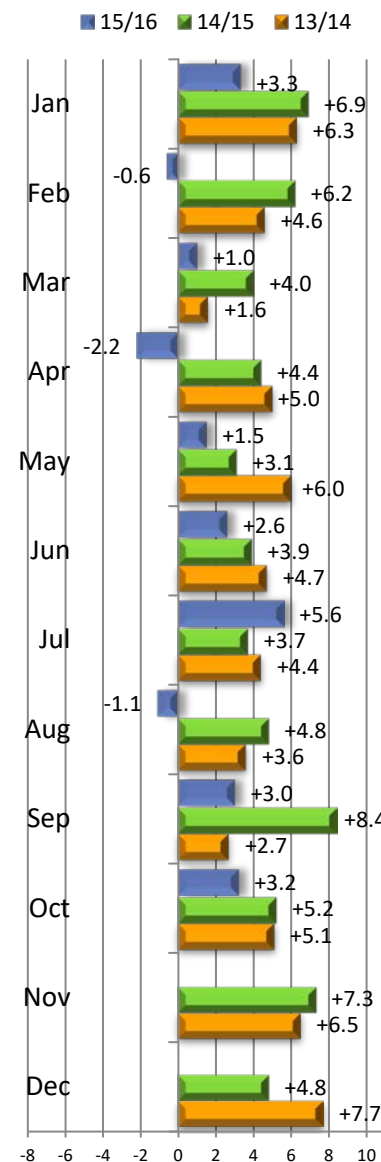
2014 -- 2015 Percent Change (By Same Month Last Year)

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	-5.2	-5.4	+17.9		
Southeast	+16.6	+4.4	+3.9	+1.8	-5.0	-1.3	+6.5	+4.7	+23.6	-3.4		
Northeast	+4.5	-2.3	+3.5	+1.2	-1.1	+9.4	+2.0	+4.3	+6.2	+6.3		
Midwest	+1.4	+1.7	+1.3	+1.9	+0.5	+8.1	+4.7	-4.0	+2.6	-2.5		
Canada	-5.8	-5.7	+1.9	-11.8	-5.1	-2.8	-10.7	-10.5	-21.2	-11.0		
Europe	+0.9	-3.1	-2.3	-9.4	+5.8	-2.2	+3.8	+2.0	+5.9	+5.4		
Mkts Opp	-1.1	+8.8	-15.8	-10.3	-4.7	-1.1	+16.1	-7.5	+0.4	-1.7		
<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>	<b>-1.1</b>	<b>+3.0</b>	<b>+3.2</b>		

% Changes in Visitation (by Month)



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

<b>October</b>	<b>2015</b>	<b>2016</b>
<i>New York</i>	6.8%	<b>7.5%</b>
<i>Tampa/St. Petersburg</i>	6.1	<b>6.8</b>
<i>Chicago</i>	6.4	<b>5.5</b>
<i>Greater Orlando Area</i>	6.5	<b>5.1</b>
<i>Atlanta</i>	3.9	<b>3.7</b>
<i>Boston</i>	4.2	<b>3.6</b>
<i>Indianapolis</i>	5.5	<b>3.3</b>
<i>Jacksonville</i>	--	<b>3.3</b>
<i>Philadelphia</i>	2.3	<b>3.0</b>
<i>Washington, D.C.</i>	--	<b>2.8</b>



**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	88,027	-5.2
<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>	<b>414,658</b>	<b>+3.7</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	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		
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	31,346	+4.7
<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>	<b>204,840</b>	<b>+1.8</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	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		
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	83,733	+4.3
<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>	<b>402,658</b>	<b>+3.3</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	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		
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>															
	<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.	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	99,621	-4.0
<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>	<b>591,526</b>	<b>+3.2</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	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		
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	8,159	-10.5
<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>	<b>47,735</b>	<b>-7.4</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	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		
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	100,050	+2.0
<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>	<b>468,178</b>	<b>+1.8</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	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		
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	18,464	-7.5
<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>	<b>72,305</b>	<b>+1.2</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	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		
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		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>	<b>175,900</b>	<b>+31.8</b>
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			
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	429,400	-1.1
<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>	<b>2,377,800</b>	<b>+4.3</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	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		
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>		