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Visit St. Petersburg/Clearwater

## Annual 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)**

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## St. Petersburg/Clearwater Area -- 2016 Annual Visitor Profile

	1/16	2/16	3/16	4/16	Winter 2016	5/16	6/16	7/16	8/16	Spg/Sum 2016
<b>H/M/C/C VISITORS</b>	196,900	227,000	362,000	336,700	<b>1,147,600</b> **	269,100	372,000	415,200	237,600	<b>1,469,800</b> **
<b>V F/R VISITORS</b>	129,800	164,000	333,200	533,700	<b>1,160,700</b>	172,700	255,900	287,600	191,800	<b>908,000</b>
<b>TOTAL</b>	<b>326,700</b>	<b>391,000</b>	<b>695,200</b>	<b>870,400</b>	<b>2,308,300</b> **	<b>441,800</b>	<b>627,900</b>	<b>702,800</b>	<b>429,400</b>	<b>2,377,800</b> **
<b>H/M/C/C \$\$</b>	234,958,900	314,540,700	405,740,500	285,783,800	<b>1,268,498,900</b> **	269,226,200	270,812,300	296,561,200	200,495,700	<b>1,185,203,200</b> **
<b>V F/R \$\$</b>	79,586,900	121,360,000	180,261,200	288,996,600	<b>670,204,700</b>	101,312,400	135,627,000	152,254,300	117,726,800	<b>506,920,500</b>
<b>TOTAL EXPENDITURES</b>	<b>314,545,800</b>	<b>435,900,700</b>	<b>586,001,700</b>	<b>574,780,400</b>	<b>1,938,703,600</b> **	<b>370,538,600</b>	<b>406,439,300</b>	<b>448,815,500</b>	<b>318,222,500</b>	<b>1,692,123,700</b> **
<b>TOTAL ECONOMIC IMPACT</b>	<b>626,449,400</b>	<b>868,139,800</b>	<b>1,167,081,000</b>	<b>1,144,732,600</b>	<b>3,861,122,000</b>	<b>737,964,700</b>	<b>809,464,500</b>	<b>893,860,900</b>	<b>633,771,900</b>	<b>3,370,033,500</b>
<b>Room Nights (e)</b>	622,200	676,600	792,200	742,700	<b>2,833,700</b>	611,700	607,700	690,200	534,400	<b>2,444,000</b>
<b>Occupancy Rate</b>	73.7	85.6	92.8	85.3	<b>84.4</b>	80.5	83.5	86.5	68.6	<b>79.8</b>
<b>Room Rate</b>	\$130.65	\$162.62	\$199.41	\$167.60	<b>\$165.07</b>	\$156.55	\$137.95	\$145.23	\$130.61	<b>\$142.59</b>
<b>Occupancy Rate</b>										
<b>&lt; 20 Units</b>	73.9	92.1	95.1	79.8	<b>85.2</b>	69.0	74.8	80.6	58.0	<b>70.6</b>
<b>21-50 Units</b>	63.7	81.8	93.0	86.9	<b>81.4</b>	67.7	73.7	84.8	57.6	<b>71.0</b>
<b>51-100 Units</b>	71.9	82.8	90.2	81.0	<b>81.5</b>	76.9	85.0	80.4	68.1	<b>77.6</b>
<b>101+ Units</b>	76.4	85.8	93.2	87.6	<b>85.8</b>	86.2	88.2	89.5	74.0	<b>84.5</b>
<b>Condominiums</b>	68.9	89.0	95.0	80.3	<b>83.3</b>	66.1	81.6	84.7	57.6	<b>72.5</b>
<b>Room Rate</b>										
<b>&lt; 20 Units</b>	\$136.55	\$146.10	\$186.11	\$152.63	<b>\$155.35</b>	\$138.37	\$136.57	\$148.56	\$140.44	<b>\$140.99</b>
<b>21-50 Units</b>	120.51	153.96	170.50	148.82	<b>148.45</b>	154.55	135.01	154.57	132.74	<b>144.22</b>
<b>51-100 Units</b>	113.31	139.27	167.43	142.12	<b>140.53</b>	134.38	122.28	127.33	114.47	<b>124.62</b>
<b>101+ Units</b>	137.11	175.93	220.07	182.04	<b>178.79</b>	168.56	157.94	157.28	139.94	<b>155.93</b>
<b>Condominiums</b>	\$159.57	\$190.53	\$255.73	\$222.27	<b>\$207.03</b>	\$171.10	\$175.86	\$186.17	\$162.48	<b>\$173.90</b>
<b>Visitor Origin</b>										
<b>Florida</b>	10,454	17,986	27,808	70,502	<b>126,750</b>	64,944	109,882	151,805	88,027	<b>414,658</b>
<b>Southeast</b>	28,750	16,422	25,027	44,390	<b>114,589</b>	32,693	62,790	78,011	31,346	<b>204,840</b>
<b>Northeast</b>	88,862	129,812	204,389	264,602	<b>687,665</b>	117,961	100,464	100,500	83,733	<b>402,658</b>
<b>Midwest</b>	118,919	124,338	291,984	303,770	<b>839,011</b>	135,191	185,231	171,483	99,621	<b>591,526</b>
<b>Canada</b>	23,522	43,401	78,558	47,872	<b>193,353</b>	12,812	11,302	15,462	8,159	<b>47,735</b>
<b>Europe</b>	41,491	45,356	60,482	120,115	<b>267,444</b>	64,503	141,278	162,347	100,050	<b>468,178</b>
<b>Markets of Opportunity</b>	14,702	13,685	6,952	19,149	<b>54,488</b>	13,696	16,953	23,192	18,464	<b>72,305</b>
<b>Latin America</b>	n/a	n/a	n/a	n/a	<b>25,000</b>	n/a	n/a	n/a	n/a	<b>175,900</b>
<b>TOTAL</b>	<b>326,700</b>	<b>391,000</b>	<b>695,200</b>	<b>870,400</b>	<b>2,308,300</b> **	<b>441,800</b>	<b>627,900</b>	<b>702,800</b>	<b>429,400</b>	<b>2,377,800</b> **
** Seasonal figures are calculated to include Latin American visitors.										
<b>Length of Stay</b>										
<b>Away from Home</b>	9.7	11.2	9.5	8.7	<b>9.8</b>	7.6	8.1	8.2	8.1	<b>8.0</b>
<b>In St. Pete/Clw Area</b>	6.0	7.0	6.2	5.7	<b>6.2</b>	5.6	5.2	4.8	4.9	<b>5.1</b>
<b>Party Size</b>	2.4	2.3	3.0	3.0	<b>2.7</b>	2.7	3.1	3.2	3.0	<b>3.0</b>

## St. Petersburg/Clearwater Area -- 2016 Annual Visitor Profile

	9/16	10/16	11/16	12/16	Fall 2016	Calendar 2016
<b>H/M/C/C VISITORS</b>	205,900	253,900	193,000	255,700	<b>930,800</b> **	<b>3,548,200</b> **
<b>V F/R VISITORS</b>	84,100	204,400	171,800	272,300	<b>732,600</b>	<b>2,801,300</b>
<b>TOTAL</b>	<b>290,000</b>	<b>458,300</b>	<b>364,800</b>	<b>528,000</b>	<b>1,663,400</b> **	<b>6,349,500</b> **
<b>H/M/C/C \$\$</b>	170,236,100	221,913,200	191,808,100	229,169,100	<b>833,820,900</b> **	<b>3,287,523,000</b> **
<b>V F/R \$\$</b>	48,525,700	116,916,800	103,939,000	153,032,600	<b>422,414,100</b>	<b>1,599,539,300</b>
<b>TOTAL EXPENDITURES</b>	<b>218,761,800</b>	<b>338,830,000</b>	<b>295,747,100</b>	<b>382,201,700</b>	<b>1,256,235,000</b> **	<b>4,887,062,300</b> **
<b>TOTAL ECONOMIC IMPACT</b>	<b>435,686,000</b>	<b>674,813,800</b>	<b>589,009,900</b>	<b>761,192,900</b>	<b>2,501,917,600</b>	<b>9,733,073,100</b>
<b>Room Nights (e)</b>	473,700	559,000	489,300	555,200	<b>519,300</b>	<b>7,354,900</b>
<b>Occupancy Rate</b>	63.4	73.7	64.9	63.6	<b>66.4</b>	<b>76.8</b>
<b>Room Rate</b>	\$132.08	\$124.70	\$125.62	\$142.47	<b>\$131.22</b>	<b>\$146.29</b>
<b>Occupancy Rate</b>						
<b>&lt; 20 Units</b>	54.8	69.1	58.9	51.7	<b>58.6</b>	<b>71.5</b>
<b>21-50 Units</b>	54.2	72.6	54.3	61.6	<b>60.7</b>	<b>71.0</b>
<b>51-100 Units</b>	60.0	65.6	64.1	59.5	<b>62.3</b>	<b>73.8</b>
<b>101+ Units</b>	67.1	77.1	72.5	66.1	<b>70.7</b>	<b>80.3</b>
<b>Condominiums</b>	55.9	67.5	60.2	53.9	<b>59.4</b>	<b>71.7</b>
<b>Room Rate</b>						
<b>&lt; 20 Units</b>	\$136.22	\$135.34	135.17	\$143.05	<b>\$137.45</b>	<b>\$144.59</b>
<b>21-50 Units</b>	121.77	118.61	104.96	134.28	<b>119.91</b>	<b>137.52</b>
<b>51-100 Units</b>	106.67	104.19	130.20	113.26	<b>113.58</b>	<b>126.24</b>
<b>101+ Units</b>	145.01	147.81	136.68	158.77	<b>147.07</b>	<b>160.60</b>
<b>Condominiums</b>	\$137.88	\$151.69	153.98	\$185.87	<b>\$157.36</b>	<b>\$179.43</b>
<b>Visitor Origin</b>						
<b>Florida</b>	42,630	51,330	42,317	48,048	<b>184,325</b>	<b>725,733</b>
<b>Southeast</b>	15,660	33,456	21,888	32,736	<b>103,740</b>	<b>423,169</b>
<b>Northeast</b>	58,000	93,035	91,200	133,584	<b>375,819</b>	<b>1,466,142</b>
<b>Midwest</b>	70,760	118,241	83,174	132,000	<b>404,175</b>	<b>1,834,712</b>
<b>Canada</b>	7,540	11,457	23,712	35,376	<b>78,085</b>	<b>319,173</b>
<b>Europe</b>	84,100	132,449	88,282	123,552	<b>428,383</b>	<b>1,164,005</b>
<b>Markets of Opportunity</b>	11,310	18,332	14,227	22,704	<b>66,573</b>	<b>193,366</b>
<b>Latin America</b>	n/a	n/a	n/a	n/a	<b>22,300</b>	<b>223,200</b>
<b>TOTAL</b>	<b>290,000</b>	<b>458,300</b>	<b>364,800</b>	<b>528,000</b>	<b>1,663,400</b> **	<b>6,349,500</b> **
** Seasonal figures are calculated to include Latin American visitors.						
<b>Length of Stay</b>						
<b>Away from Home</b>	8.5	8.2	8.6	9.5	<b>8.7</b>	<b>8.8</b>
<b>In St. Pete/Clw Area</b>	5.4	5.7	5.3	5.7	<b>5.5</b>	<b>5.6</b>
<b>Party Size</b>	2.5	2.5	2.5	2.8	<b>2.6</b>	<b>2.8</b>

## St. Petersburg/Clearwater Area -- 2016 Annual Visitor Profile

	1/16	2/16	3/16	4/16	Winter 2016	5/16	6/16	7/16	8/16	Spg/Sum 2016
<b>Type of Party</b>										
Couple	63.1	68.6	47.3	40.7	<b>54.9</b>	52.2	43.4	31.8	43.5	<b>42.7</b>
Family	28.4	26.8	46.1	50.8	<b>38.0</b>	43.6	51.4	67.6	54.7	<b>54.3</b>
Single	9.2	7.0	3.0	5.9	<b>6.3</b>	5.1	7.5	4.0	5.9	<b>5.6</b>
<b>Transportation Mode</b>										
Plane	69.6	68.7	70.4	75.4	<b>71.0</b>	72.1	60.2	60.4	66.3	<b>64.8</b>
Rental Car	52.9	50.5	59.7	61.5	<b>56.2</b>	62.2	51.8	47.7	58.3	<b>55.0</b>
Personal Car	27.8	28.4	27.8	23.0	<b>26.8</b>	26.8	38.4	37.1	32.6	<b>33.7</b>
<b>Airport Deplaned</b>										
Tampa Int'l	68.1	75.3	73.1	71.4	<b>72.0</b>	68.0	59.6	57.6	56.3	<b>60.4</b>
Orlando Int'l	8.5	8.5	8.7	9.8	<b>8.9</b>	13.8	14.6	16.2	16.8	<b>15.4</b>
St. Pete/Clw Int'l	19.9	13.7	15.6	12.1	<b>15.3</b>	14.3	10.2	16.7	17.7	<b>14.7</b>
Miami/Ft. Lauderdale Int'l	3.1	1.8	1.7	3.3	<b>2.5</b>	2.0	4.7	3.3	2.7	<b>3.2</b>
<b>Car Rental Location</b>										
Tampa	62.2	70.0	70.4	65.7	<b>67.1</b>	68.2	55.6	55.1	53.7	<b>58.2</b>
Greater Orlando Area	9.0	9.2	10.5	10.5	<b>9.8</b>	14.0	17.1	18.7	17.3	<b>16.8</b>
Miami/Ft. Lauderdale	3.7	2.4	1.9	3.6	<b>2.9</b>	1.7	5.6	3.8	3.0	<b>3.5</b>
St. Petersburg/Clw	19.7	11.3	15.4	10.9	<b>14.3</b>	12.8	9.8	14.3	16.1	<b>13.3</b>
<b>Purpose of Trip</b>										
Vacation	87.2	91.3	88.8	93.6	<b>90.2</b>	91.0	90.9	84.9	90.4	<b>89.3</b>
Visit with Friends/Relatives	22.3	16.4	22.1	14.7	<b>18.9</b>	20.9	13.8	12.9	17.5	<b>16.3</b>
Group	20.2	17.7	15.9	24.0	<b>19.5</b>	20.1	23.4	13.0	19.7	<b>19.1</b>
<b>First Visit</b>										
St. Pete/Clw Area	35.2	39.2	30.7	36.3	<b>35.4</b>	32.2	32.3	42.6	34.6	<b>35.4</b>
Florida	9.4	9.9	8.8	8.5	<b>9.2</b>	8.3	9.2	9.9	4.8	<b>8.1</b>
<b>Information Sources</b>										
Internet	86.9	90.4	95.8	92.7	<b>91.5</b>	91.8	93.6	95.4	95.8	<b>94.2</b>
Previous Visit	46.5	40.0	56.6	50.0	<b>48.3</b>	47.9	56.8	34.6	51.5	<b>47.7</b>
Recommendation	19.6	25.8	25.0	27.7	<b>24.5</b>	18.7	18.9	23.7	21.6	<b>20.7</b>
Print Media	18.6	13.5	13.7	15.4	<b>15.3</b>	15.7	24.0	21.4	15.5	<b>19.2</b>
Business	12.6	14.8	8.4	9.6	<b>11.4</b>	7.9	12.5	8.1	6.1	<b>8.7</b>
Travel Professional	8.5	8.7	4.3	9.1	<b>7.7</b>	9.3	7.5	12.4	9.6	<b>9.7</b>
<b>Reservations</b>										
Yes	93.8	98.3	96.6	95.8	<b>96.1</b>	95.1	98.8	97.8	91.9	<b>95.9</b>
No	6.2	1.7	3.4	4.2	<b>3.9</b>	4.9	1.2	2.2	8.1	<b>4.1</b>
<b>Stayed Night Before</b>										
At Home	62.8	57.6	55.0	62.7	<b>59.5</b>	66.7	63.1	65.0	62.5	<b>64.3</b>
In FL (not in Area)	20.8	22.8	26.0	22.1	<b>22.9</b>	20.7	30.9	20.8	26.9	<b>24.8</b>
On Road (not in FL)	16.4	19.6	19.0	15.2	<b>17.6</b>	12.6	6.0	14.2	10.6	<b>10.9</b>

## St. Petersburg/Clearwater Area -- 2016 Annual Visitor Profile

	9/16	10/16	11/16	12/16	Fall 2016	Calendar 2016
<b>Type of Party</b>						
Couple	62.5	62.1	61.0	50.0	58.9	52.2
Family	27.8	29.5	31.5	42.8	32.9	41.8
Single	6.1	8.0	9.8	10.3	8.6	6.8
<b>Transportation Mode</b>						
Plane	66.4	73.7	76.4	68.7	71.3	69.0
Rental Car	56.5	55.0	64.8	58.7	58.8	56.6
Personal Car	32.9	24.7	22.6	30.1	27.6	29.4
<b>Airport Deplaned</b>						
Tampa Int'l	67.2	67.9	73.2	70.6	69.7	67.4
Orlando Int'l	13.7	13.6	10.9	12.7	12.7	12.3
St. Pete/Clw Int'l	14.4	9.4	9.3	11.8	11.2	13.8
Miami/Ft. Lauderdale Int'l	4.1	4.1	4.8	4.4	4.4	3.3
<b>Car Rental Location</b>						
Tampa	62.2	61.7	69.6	63.3	64.2	63.1
Greater Orlando Area	16.8	15.5	12.7	13.3	14.6	13.7
Miami/Ft. Lauderdale	4.9	4.6	5.6	5.2	5.1	3.8
St. Petersburg/Clw	14.2	10.6	9.7	11.3	11.5	13.0
<b>Purpose of Trip</b>						
Vacation	93.4	88.4	92.4	92.1	91.6	90.4
Visit with Friends/Relatives	18.9	15.6	18.0	21.1	18.4	17.9
Group	21.1	26.7	30.8	19.9	24.6	21.0
<b>First Visit</b>						
St. Pete/Clw Area	29.3	32.9	35.0	41.0	34.6	35.1
Florida	10.0	6.9	7.4	9.3	8.4	8.5
<b>Information Sources</b>						
Internet	88.1	97.0	98.7	94.7	94.6	93.4
Previous Visit	59.5	52.5	52.7	46.0	52.7	49.6
Recommendation	20.4	22.0	19.3	20.0	20.4	21.9
Print Media	14.3	14.4	13.7	15.2	14.4	16.3
Business	9.8	14.8	15.7	11.7	13.0	11.0
Travel Professional	13.6	11.8	10.8	13.9	12.5	10.0
<b>Reservations</b>						
Yes	95.2	93.9	97.9	95.6	95.7	95.9
No	4.8	6.1	2.1	4.4	4.4	4.1
<b>Stayed Night Before</b>						
At Home	68.7	69.3	70.4	62.0	67.6	63.8
In FL (not in Area)	20.4	21.6	18.0	23.9	21.0	22.9
On Road (not in FL)	10.9	9.1	11.6	14.1	11.4	13.3

## St. Petersburg/Clearwater Area -- 2016 Annual Visitor Profile

	1/16	2/16	3/16	4/16	Winter 2016	5/16	6/16	7/16	8/16	Spg/Sum 2016
<i>Where in FL (Before)</i>										
Orlando	42.9	33.6	46.8	61.3	46.2	50.7	50.9	57.9	55.8	53.8
Visit Other FL Areas This Trip	33.5	32.7	29.3	25.0	30.1	29.8	29.8	31.4	33.4	31.1
<i>Attractions/Theme Parks</i>										
Orlando Theme Parks	11.3	15.7	16.0	19.5	15.6	16.0	18.3	17.2	18.9	17.6
Busch Gardens	11.6	11.1	13.0	13.5	12.3	10.7	13.4	15.8	16.5	14.1
Dali Museum	7.4	8.1	7.0	7.5	7.5	5.3	6.3	8.2	8.2	7.0
Clearwater Marine Aquarium	15.3	11.3	7.9	15.0	12.4	13.8	17.0	12.6	13.7	14.3
Fort De Soto	n/a	9.1	14.2	13.1	12.1	13.1	11.0	7.6	7.7	9.9
Tarpon Springs	n/a	11.8	9.1	6.8	9.2	6.1	8.4	6.7	7.4	7.2
Satisfied (Combined)	95.7	98.8	98.9	98.3	97.9	97.3	97.1	98.5	98.2	97.8
<i>Expense Relative to Expectations</i>										
More Expensive	13.1	14.1	12.0	10.4	12.4	12.2	10.3	8.2	5.9	9.2
Less Expensive	4.7	5.0	6.0	8.6	6.1	6.5	12.3	15.7	11.6	11.5
As Expected	81.0	79.5	80.0	79.4	80.0	77.8	76.0	74.4	79.4	76.9
Don't Know	1.2	1.4	2.0	1.6	1.6	3.4	1.4	1.7	3.1	2.4
Recommend St. Pete/Clw	93.0	98.5	97.2	95.9	96.2	91.8	95.1	92.2	91.2	92.6
<i>Plan to Return (% yes)</i>										
To Local Area	95.4	94.0	97.1	96.3	95.7	94.3	95.9	93.9	95.8	95.0
Average Age Head of HH	45.7	50.5	46.5	43.6	46.6	45.1	43.4	42.2	44.3	43.8
Median Annual HH Income	\$118,477	\$109,142	\$136,800	\$128,224	\$123,161	\$115,571	\$124,966	\$132,670	\$123,431	\$124,160
Message Seen/Read/Heard	46.6	48.6	55.0	59.4	52.4	53.4	65.5	60.9	57.9	59.4
Influenced by Message	55.0	54.2	64.7	61.9	59.0	54.8	63.6	66.9	58.4	60.9
<i>Budget Breakdown</i>										
Accommodations	\$1,220.44	\$1,289.72	\$1,692.17	\$1,361.21	\$1,390.89	\$1,109.23	\$1,020.15	\$997.16	\$869.92	\$999.12
Food/Entertainment	968.11	801.70	976.08	774.25	880.04	733.81	745.93	720.88	785.17	746.45
Retail Purchases	290.44	319.80	300.75	327.43	309.61	295.81	324.20	350.30	344.44	328.69
<i>St. Pete/Clw Budget</i>										
Total	\$2,424.31	\$2,671.26	\$3,362.49	\$2,541.43	\$2,749.87	\$2,324.13	\$2,256.76	\$2,194.70	\$2,221.99	\$2,249.40
Per Person/Trip	1,010.13	1,161.42	1,120.83	847.14	1,034.88	860.79	727.99	685.84	740.66	753.82
Per Person/Day	168.36	165.92	180.78	148.62	165.92	153.71	140.00	142.88	151.16	146.94

## St. Petersburg/Clearwater Area -- 2016 Annual Visitor Profile

	9/16	10/16	11/16	12/16	Fall 2016	Calendar 2016
<i>Where in FL (Before)</i>						
<b>Orlando</b>	55.0	52.7	40.6	46.3	<b>48.7</b>	<b>49.5</b>
<b>Visit Other FL Areas This Trip</b>	31.0	26.7	28.3	37.3	<b>30.8</b>	<b>30.7</b>
<i>Attractions/Theme Parks</i>						
<b>Orlando Theme Parks</b>	21.9	18.7	18.0	17.9	<b>19.1</b>	<b>17.5</b>
<b>Busch Gardens</b>	13.7	11.9	14.8	9.5	<b>12.5</b>	<b>13.0</b>
<b>Dali Museum</b>	5.4	4.8	7.9	7.8	<b>6.5</b>	<b>7.0</b>
<b>Clearwater Marine Aquarium</b>	14.5	17.4	13.3	11.1	<b>14.1</b>	<b>13.6</b>
<b>Fort De Soto</b>	6.8	9.4	10.2	8.9	<b>8.8</b>	<b>10.1</b>
<b>Tarpon Springs</b>	7.9	8.6	8.4	7.5	<b>8.1</b>	<b>8.1</b>
<b>Satisfied (Combined)</b>	98.3	96.5	95.9	98.8	<b>97.4</b>	<b>97.7</b>
<i>Expense Relative to Expectation:</i>						
<b>More Expensive</b>	12.4	9.2	15.0	14.3	<b>12.7</b>	<b>11.4</b>
<b>Less Expensive</b>	10.4	8.9	5.0	5.7	<b>7.5</b>	<b>8.4</b>
<b>As Expected</b>	74.2	79.2	78.3	79.2	<b>77.7</b>	<b>78.2</b>
<b>Don't Know</b>	3.0	2.7	1.7	0.8	<b>2.1</b>	<b>2.0</b>
<b>Recommend St. Pete/Clw</b>	92.5	93.3	93.0	94.3	<b>93.3</b>	<b>94.0</b>
<i>Plan to Return (% yes)</i>						
<b>To Local Area</b>	95.6	95.7	94.8	97.0	<b>95.8</b>	<b>95.5</b>
<b>Average Age Head of HH</b>	48.4	46.3	46.7	46.5	<b>47.0</b>	<b>45.8</b>
<b>Median Annual HH Income</b>	\$109,608	\$130,052	\$124,849	\$122,477	<b>\$121,747</b>	<b>\$123,022</b>
<b>Message Seen/Read/Heard</b>	57.8	57.3	58.7	59.4	<b>58.3</b>	<b>56.7</b>
<b>Influenced by Message</b>	59.9	58.3	65.7	64.8	<b>62.2</b>	<b>60.7</b>
<i>Budget Breakdown</i>						
<b>Accommodations</b>	\$848.25	\$947.33	\$843.84	\$1,061.33	<b>\$925.19</b>	<b>\$1,105.06</b>
<b>Food/Entertainment</b>	746.44	801.28	811.40	873.39	<b>808.13</b>	<b>811.54</b>
<b>Retail Purchases</b>	290.73	301.88	306.51	324.92	<b>306.01</b>	<b>314.77</b>
<i>St. Pete/Clw Budget</i>						
<b>Total</b>	\$1,921.75	\$2,276.50	\$2,109.67	\$2,584.09	<b>\$2,223.00</b>	<b>\$2,407.42</b>
<b>Per Person/Trip</b>	768.70	910.60	843.87	922.89	<b>861.52</b>	<b>883.41</b>
<b>Per Person/Day</b>	142.35	159.75	159.22	161.91	<b>155.81</b>	<b>156.22</b>

## St. Petersburg/Clearwater Area -- 2016 Annual Visitor Profile

	1/16	2/16	3/16	4/16	Winter 2016	5/16	6/16	7/16	8/16	Spg/Sum 2016
<b>Occupation</b>										
Professional/Technical	39.1	30.3	34.0	39.9	<b>35.8</b>	34.1	38.0	34.8	38.2	<b>36.3</b>
Executive/Managerial	24.0	23.9	23.6	28.0	<b>24.9</b>	32.9	25.4	31.0	27.3	<b>29.2</b>
Retired	12.5	18.9	13.5	7.1	<b>13.0</b>	11.2	9.6	10.5	8.8	<b>10.0</b>
Craft/Mechanical/Factory	3.6	3.0	5.0	5.5	<b>4.3</b>	3.8	4.7	3.8	4.4	<b>4.2</b>
Salesman/Buyer	5.5	6.7	6.6	9.7	<b>7.1</b>	5.3	7.7	7.4	6.7	<b>6.8</b>
<b>Reservations</b>										
Less than One Month	59.2	55.1	50.9	58.2	<b>55.9</b>	60.6	58.8	50.7	57.1	<b>56.8</b>
1-2 Months	15.0	19.3	22.3	16.9	<b>18.4</b>	17.4	18.4	14.1	10.9	<b>15.2</b>
3 Months +	25.8	25.6	26.8	24.9	<b>25.8</b>	22.0	22.8	35.2	32.0	<b>28.0</b>
<b>Use Internet to Obtain Travel Info for This Trip</b>	95.7	94.1	96.7	96.8	<b>95.8</b>	93.6	94.5	92.2	96.8	<b>94.3</b>
<b>Book Reservations for Trip Online</b>	77.8	79.2	82.7	80.7	<b>80.1</b>	84.9	81.7	81.8	77.9	<b>81.6</b>
<b>Compared to the same time last year, OVER THE NEXT THREE MONTHS, properties report reservations:</b>										
Up/Same	85.0	88.1	78.4	76.4	<b>82.0</b>	69.7	67.5	69.5	57.0	<b>65.9</b>
Down	12.5	9.5	16.7	17.4	<b>14.0</b>	26.9	27.0	27.2	38.3	<b>29.9</b>



## St. Petersburg/Clearwater Area -- 2016 Annual Visitor Profile

	9/16	10/16	11/16	12/16	Fall 2016	Calendar 2016
<b>Occupation</b>						
Professional/Technical	29.7	36.2	28.3	30.7	31.2	34.4
Executive/Managerial	25.9	32.4	33.7	32.3	31.1	28.4
Retired	15.9	8.0	14.1	16.9	13.7	12.3
Craft/Mechanical/Factory	2.8	3.0	5.2	3.8	3.7	4.1
Salesman/Buyer	6.0	6.3	8.5	5.1	6.5	6.8
<b>Reservations</b>						
Less than One Month	68.2	63.5	58.8	62.8	63.3	58.7
1-2 Months	12.4	11.3	17.3	16.9	14.5	16.0
3 Months +	19.4	25.2	23.9	20.3	22.2	25.3
<b>Use Internet to Obtain Travel Info for This Trip</b>						
Book Reservations for Trip Online	92.4	97.3	96.5	96.4	95.7	95.3
<b>Compared to the same time last year, OVER THE NEXT THREE MONTHS, properties report reservations:</b>						
Up/Same	73.3	82.7	81.4	73.5	77.7	75.2
Down	23.3	17.3	18.6	26.5	21.4	21.8