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Visit St. Petersburg/Clearwater

September 2016 Visitor Profile

Prepared for:

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

Prepared by:

Research Data Services, Inc.

www.ResearchDataLLC.com

November 2016

St. Petersburg/Clearwater Area Visitor Profile: September 2016

Executive Summary: September 2016

(Survey Sample: n = 436)

Visitation Statistics:

- For the month of September 2016, the St. Petersburg/Clearwater area attracted some **290,000** overnight visitors (**2015: 281,500**), who spent **\$218,761,800** in the County, yielding a combined economic impact of **\$435,686,000 (+4.7%)**.
- Pinellas' key tourism performance metrics are:

Variables	2015	2016	% Δ '15/'16
ADR	\$125.70	\$132.08	+5.1
RevPAR	\$79.07	\$83.74	+5.9
Occupancy	62.9%	63.4%	+0.8

- Primary September visitor origins are:

Visitor Segments (H/M/C and V F/R)	September		
	2015 Visitor #	2016 Visitor #	% Δ '15/'16
Florida	45,040	42,630	-5.4
Southeast	12,667	15,660	+23.6
Northeast	54,611	58,000	+6.2
Midwest	68,968	70,760	+2.6
Canada	9,571	7,540	-21.2
Europe	79,383	84,100	+5.9
Markets of Opportunity	11,260	11,310	+0.4
Total	281,500	290,000	+3.0

St. Petersburg/Clearwater Area Visitor Profile: September 2016

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

September	2015	2015 Rank	2016
1. Tampa/St. Petersburg	9.7%	1	10.3%
2. New York	7.2	3	7.9
3. Greater Orlando Area	8.1	2	7.3
4. Chicago	5.9	4	5.4
5. Boston	4.0	5	4.7
6. Philadelphia	3.0	9	3.6
7. Atlanta	3.5	6	3.4
8. Pittsburgh	--	--	3.3
9. Indianapolis	3.2	7	3.1
10. Washington, D.C.	2.4	10	2.8
11. Detroit	--	--	2.8

5. Nearly one of every three September visitors (**29.3%**) chose the St. Petersburg/Clearwater area for the first time (**2015: 27.5%**).
6. On their September visit, the typical travel party includes an average of **2.5** people, who stay in the destination for **5.4** days.

Transportation:

7. The majority of Pinellas' September 2016 visitors flew to the area (**2015: 64.6%; 2016: 66.4%**). Two-thirds of these (**67.2%**) report deplaning at Tampa International (TIA) (**2015: 66.8%**), while **14.4%** arrived via St. Petersburg-Clearwater International (PIE) (**2015: 13.6%**).

St. Petersburg/Clearwater Area Visitor Profile: September 2016

Satisfaction:

8. The majority of visitors (**98.3%**) are satisfied with their stay, with **95.6%** planning a future trip to Pinellas (**2015: 95.4%**).

Information:

9. Fully **92.4%** report using the Internet to plan their Pinellas trip, with **78.7%** booking reservations online.

Management Occupancy Barometer:

10. This September, nearly half of lodging managers (**49.6%**) report their property's three month forward reservation levels as "better" than last September's (**2015: 56.1%**):

% of Property Managers Reporting Reservations:	2015	2016
Up	56.1%	49.6%
Same	34.1	23.7
Down	2.4	23.3
Don't Know	7.4	3.4



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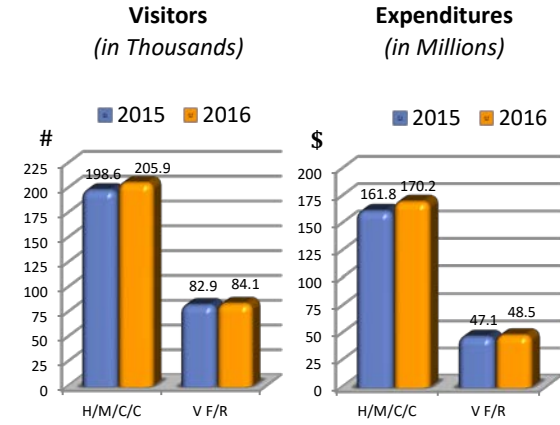


Overnight Visitation:	Year-to-Date (Jan. – Sept.) (H/M/C/C & V F/R)				September (H/M/C/C & V F/R)		
	CY			% Δ			% Δ
	2015 *	2015 *	2016 *	'15/'16	2015	2016	'15/'16
H/M/C/C Visitors	3,429,300	2,739,400	2,823,300	+3.1	198,600	205,900	+3.7
V F/R Visitors	2,768,200	2,135,600	2,152,800	+0.8	82,900	84,100	+1.4
Total Visitors	6,197,500	4,875,000	4,976,100	+2.1	281,500	290,000	+3.0
H/M/C/C Exp.	\$3,086,369,300	\$2,470,823,000	\$2,623,938,200	+6.2	\$161,793,200	\$170,236,100	+5.2
V F/R Exp.	1,560,094,400	1,201,483,800	1,225,650,900	+2.0	47,087,200	48,525,700	+3.1
Total Exp.	\$4,646,463,700	\$3,672,306,800	\$3,849,589,100	+4.8	\$208,880,400	\$218,761,800	+4.7
Total Eco. Impact	\$9,253,897,100	\$7,313,766,300	\$7,666,841,500	k: 1.9916	\$416,006,200	\$435,686,000	k: 1.9916
Room Nights (e)*	7,310,800	5,731,100	5,751,400	+0.4	460,000	473,700	+3.0

*Based on Industry REVPAR

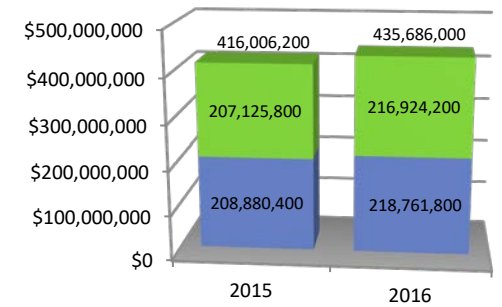
Origin	CY	Year-to-Date (Jan. – Sept.)			Share of	September			Vis. Δ
		2015	2016	% Δ		2015	Share of	2016	
		Visitor # *	Visitor # *	'15/'16		Market	Visitor #	Market	
H/M/C/C & V F/R	2015 *	2015 *	2016 *	'15/'16	Market	Visitor #	Market	Visitor #	'15/'16
Florida	707,996	579,132	584,038	+0.8	16.0%	45,040	14.7%	42,630	-5.4
Southeast	407,093	321,961	335,089	+4.1	4.5	12,667	5.4	15,660	+23.6
Northeast	1,421,525	1,121,560	1,148,323	+2.4	19.4	54,611	20.0	58,000	+6.2
Midwest	1,803,370	1,468,338	1,501,297	+2.2	24.5	68,968	24.4	70,760	+2.6
Canada	335,751	263,443	248,628	-5.6	3.4	9,571	2.6	7,540	-21.2
Europe	1,146,672	821,709	819,722	-0.2	28.2	79,383	29.0	84,100	+5.9
U.S. Opp. Mkts	196,493	139,757	138,103	-1.2	4.0	11,260	3.9	11,310	+0.4
Latin American	178,600	159,100	200,900	+26.3	n/a	n/a	n/a	n/a	n/a
Total	6,197,500	4,875,000	4,976,100	+2.1	100.0	281,500	100.0	290,000	+3.0

Please Note: Latin American Visitor numbers published seasonally only.

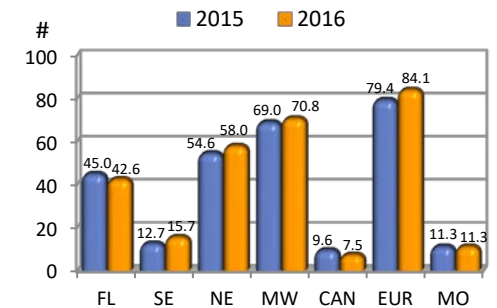


September Economic Impact

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

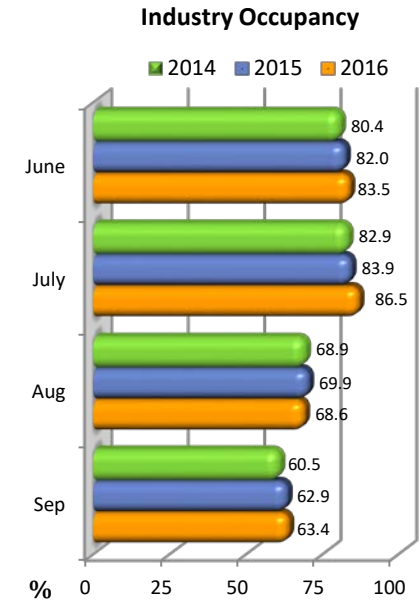


September Visitor Origins (in Thousands)



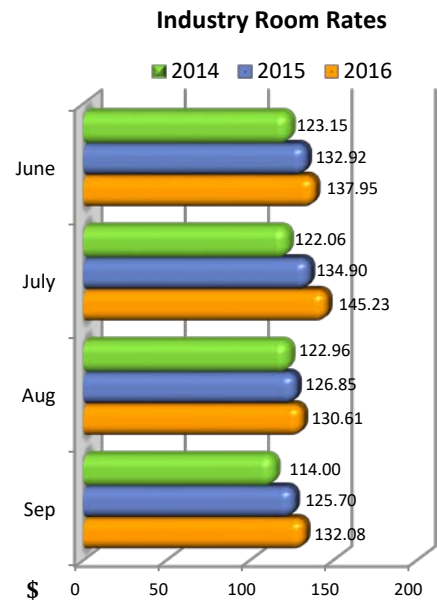
Occupancy:

Industry (Weighted)	Occupancy			% Δ	ADR			% Δ
	2014	2015	2016	'15/'16	2014	2015	2016	'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			111.26	118.82		
November	60.2	63.3			113.33	119.97		
December	59.4	64.9			123.76	134.32		



Sept. Occ./ADR:

	2015	2016	% Δ	2015	2016	% Δ
< 20 units	53.7%	54.8%	+2.0	\$129.58	\$136.22	+5.1
21 - 50 units	53.8	54.2	+0.7	112.15	121.77	+8.6
51 - 100 units	59.2	60.0	+1.4	104.35	106.67	+2.2
101+ units	67.5	67.1	-0.6	139.13	145.01	+4.2
Condo/Vac. Home/Villa	53.1%	55.9%	+5.3	\$131.37	\$137.88	+5.0



Seasonal Averages

Industry (Weighted)	Occupancy			% Δ	ADR			% Δ
	2014	2015	2016	'15/'16	2014	2015	2016	'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: *September 2016 Visitor Profile*



ST.PETERSBURG
CLEARWATER

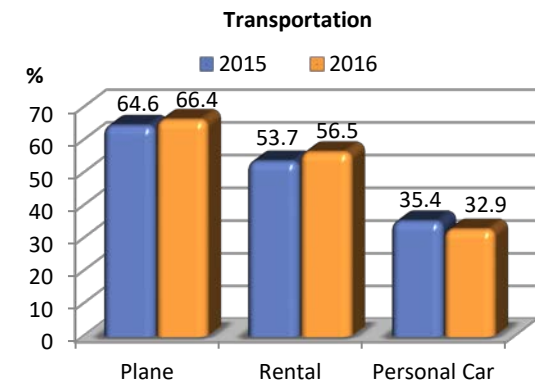
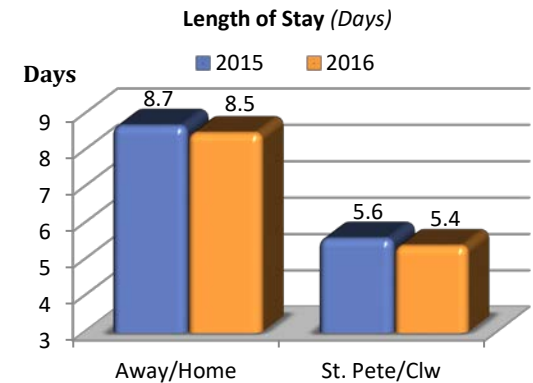
Visitor Profile:

Length of Stay (Days)	2015	2016
Away from Home	8.7	8.5
In the St. Petersburg/Clearwater Area	5.6	5.4

Party Size	2015	2016
Number of People	2.6	2.5

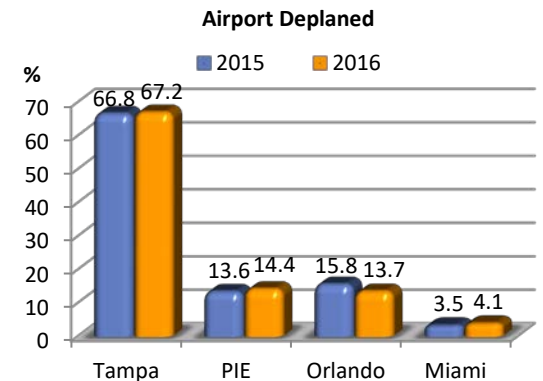
Party Composition	2015	2016
Couple (Traveling without Children)	60.4%	62.5%
Family	29.7	27.8
Single	7.6	6.1

Transportation (Multiple Response) (Percentaged to the Base of All Respondents)	2015	2016
Plane	64.6%	66.4%
Rental Car	53.7	56.5
Personal Car	35.4	32.9



Airport Deplanned (Base: Flew)	Total		Europe	
	2015	2016	2015	2016
Tampa International	66.8%	67.2%	36.0%	40.4%
St. Petersburg-Clearwater International	13.6	14.4	n/a	n/a
Orlando International/Sanford	15.8	13.7	46.8	41.6
Miami/Fort Lauderdale International	3.5	4.1	8.0	8.3

Car Rental Location (Base: Rented a Car)	Total		Europe	
	2015	2016	2015	2016
Tampa	59.7%	62.2%	31.0%	34.8%
Greater Orlando Area	19.1	16.8	48.5	43.1
St. Petersburg/Clearwater	11.1	14.2	n/a	n/a
Miami/Fort Lauderdale	4.2	4.9	9.1	9.4



Purpose of Trip (Multiple Response)

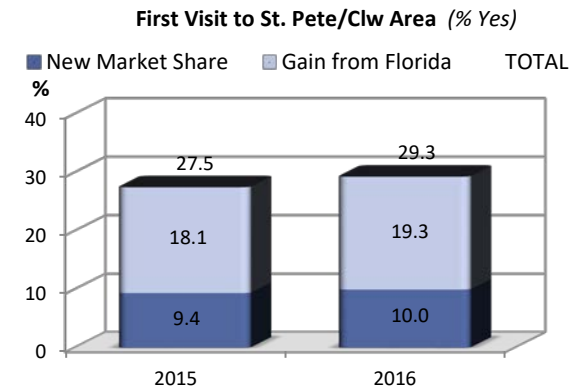
A. Profile Data

	2015	2016	2015	2016
Vacation	92.1%	93.4%	98.9%	99.1%
Visit with Friends/Relatives	17.9	18.9	8.4	9.5

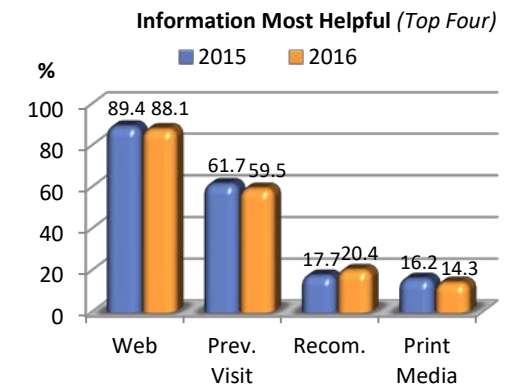
B. Occupancy Survey Data

	2015	2016	2015	2016
Group	21.5%	21.1%	n/a	n/a

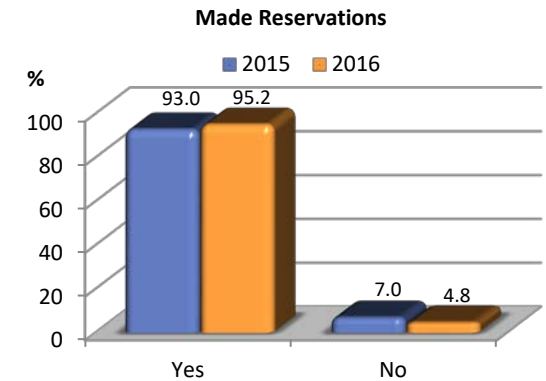
First Visit to (% yes)	Total		Europe	
	2015	2016	2015	2016
St. Petersburg/Clearwater Area	27.5%	29.3%	40.2%	44.4%
Florida	9.4	10.0	19.3	22.2



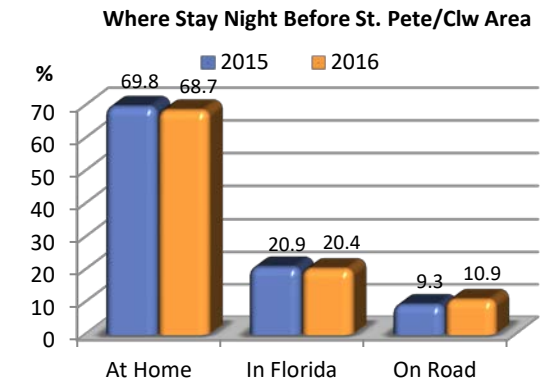
Information Most Helpful to Visit (Open Ended Multiple Response)	Total		Europe	
	2015	2016	2015	2016
Internet	89.4%	88.1%	92.0%	89.0%
Previous Visit	61.7	59.5	48.0	49.8
Recommendation	17.7	20.4	20.0	24.1
Print Media	16.2	14.3	32.4	30.4
Travel Professional	12.8	13.6	45.6	44.4
Special Event	9.6	10.8	n/a	n/a
Business	11.4	9.8	4.0	2.8



Made Lodging Reservations	Total		Europe	
	2015	2016	2015	2016
Yes	93.0%	95.2%	89.5%	94.1%
No	7.0	4.8	10.5	5.9



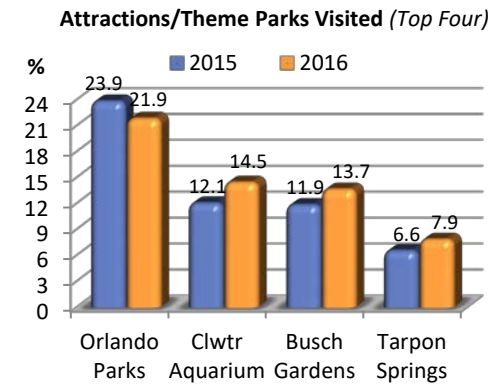
Where Stay Night Before St. Petersburg/Clearwater Area	Total		Europe	
	2015	2016	2015	2016
At Home	69.8%	68.7%	27.9%	31.3%
In Florida (Not in St. Pete/Clearwater)	20.9	20.4	65.0	66.7
On Road (Not in Florida)	9.3	10.9	7.1	2.0



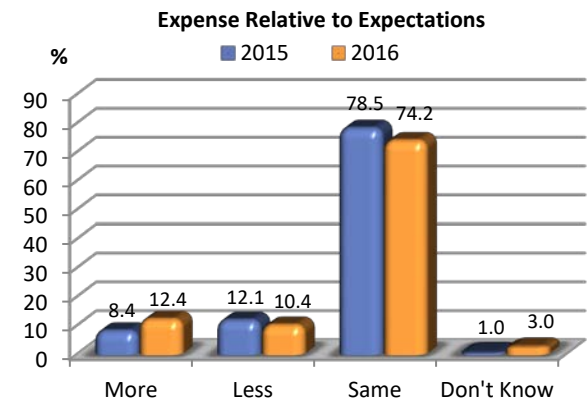
Where in Florida (Base: Respondents in Florida Night Prior to Arriving in St. Pete/Clw Area)	Total		Europe	
	2015	2016	2015	2016
Orlando/Attractions	63.7%	55.0%	85.3%	75.8%

Visit Other Florida Areas This Trip	Total		Europe	
	2015	2016	2015	2016
Overnight Trips Only -- % Yes	29.6%	31.0%	74.5%	75.0%

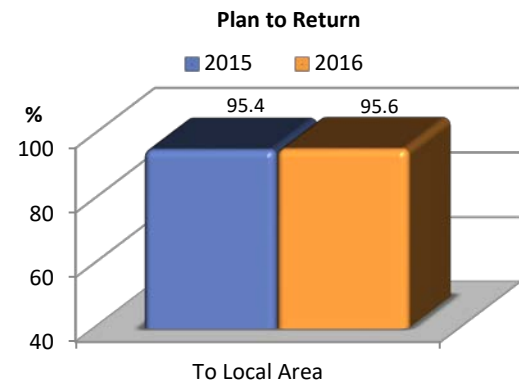
Attractions/Theme Parks Visited <i>(Open Ended Multiple Response)</i>	Total		Europe	
	2015	2016	2015	2016
Orlando Theme Parks	23.9%	21.9%	66.8%	64.7%
Clearwater Marine Aquarium	12.1	14.5	7.9	8.6
Busch Gardens	11.9	13.7	25.6	22.4
Tarpon Springs	6.6	7.9	6.8	7.3
Fort Desoto	5.8	6.8	n/a	n/a
The Dali Museum	4.3	5.4	6.2	7.1



Satisfaction with St. Petersburg/Clearwater	2015	2016	2015	2016
Satisfied <i>(Combined)</i>	97.3%	98.3%	98.4%	97.2%



Expense Relative to Expectations	Total		Europe	
	2015	2016	2015	2016
More Expensive	8.4%	12.4%	12.5%	14.3%
Less Expensive	12.1	10.4	7.9	5.9
As Expected	78.5	74.2	72.8	72.1
Don't Know	1.0	3.0	6.8	7.7



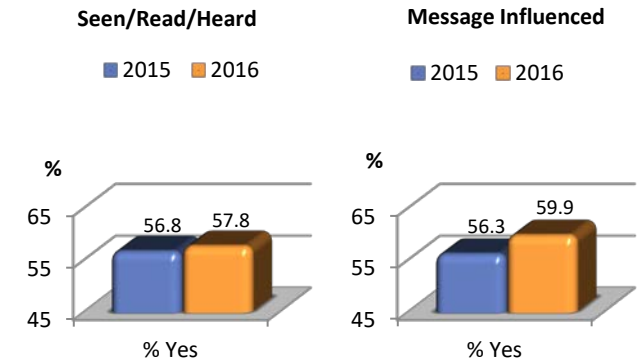
Recommend St. Petersburg/Clearwater Area to Friends/Relatives	2015	2016	2015	2016
	% Yes	93.6%	92.5%	97.2%

Plan to Return (% Yes)	2015	2016	2015	2016
	To Local Area	95.4%	95.6%	85.6%

Demographics	2015	2016	2015	2016
	Average Age Head of Household	48.8	48.4	47.6
Median Annual Household Income	\$111,957	\$109,608	\$111,181	\$114,414

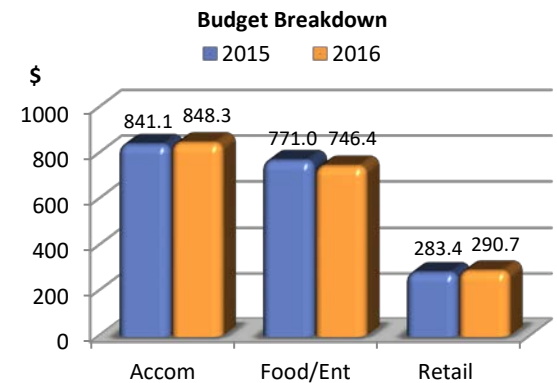
St. Pete/Clw Message Seen/Read/Heard	Total		Europe	
	2015	2016	2015	2016
% Yes	56.8%	57.8%	58.8%	60.6%

Directly Influenced by Message <i>(Base: Seen/Read/Heard Area Message)</i>	Total		Europe	
	2015	2016	2015	2016
% Yes	56.3%	59.9%	64.1%	66.0%



Party Budget Breakdown (By Category)	2015	2016
Accommodations	\$841.09	\$848.25
Food/Entertainment	771.01	746.44
Retail Purchases	283.38	290.73

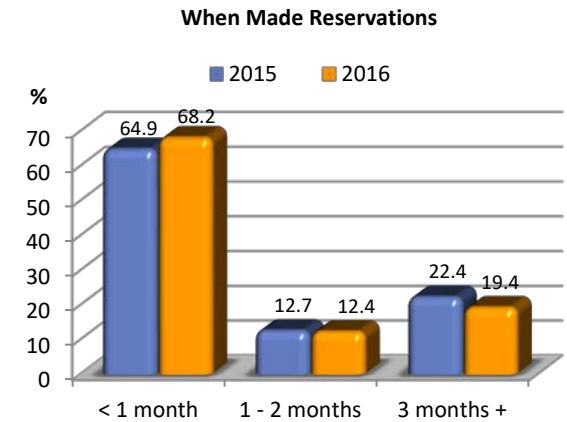
St. Pete/Clw Area Base Budget	2015	2016
Per Person/Stay	\$757.43	\$768.70
Per Person/Day	135.26	142.35
Total Party/Trip	\$1,969.33	\$1,921.75



Occupation	2015	2016
Professional/Technical	31.9%	29.7%
Executive/Managerial	23.0	25.9
Retired	13.2	15.9
Salesman/Buyer	7.3	6.0
Craft/Mechanical/Factory	3.5	2.8

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

	2015	2016
Less than One Month	64.9%	68.2%
1 - 2 Months	12.7	12.4
3 Months or More	22.4	19.4

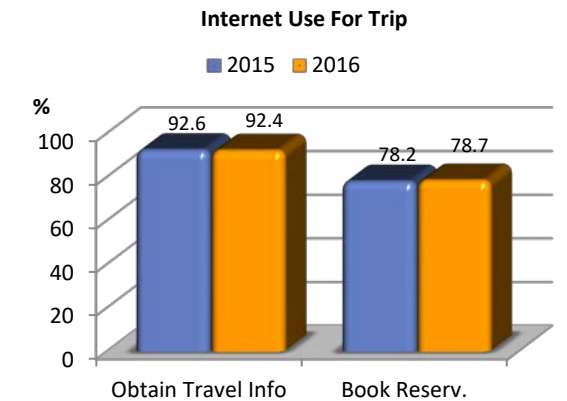


Used Internet to Obtain Travel Info for this Trip

	2015	2016
% Yes	92.6%	92.4%

Book Reservations for Trip Online

	2015	2016
% Yes	78.2%	78.7%



Occupancy Survey Data 2016:

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

	2015	2016
Up	56.1%	49.6%
Same	34.1	23.7
Down	2.4	23.3
Don't Know	7.4	3.4

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

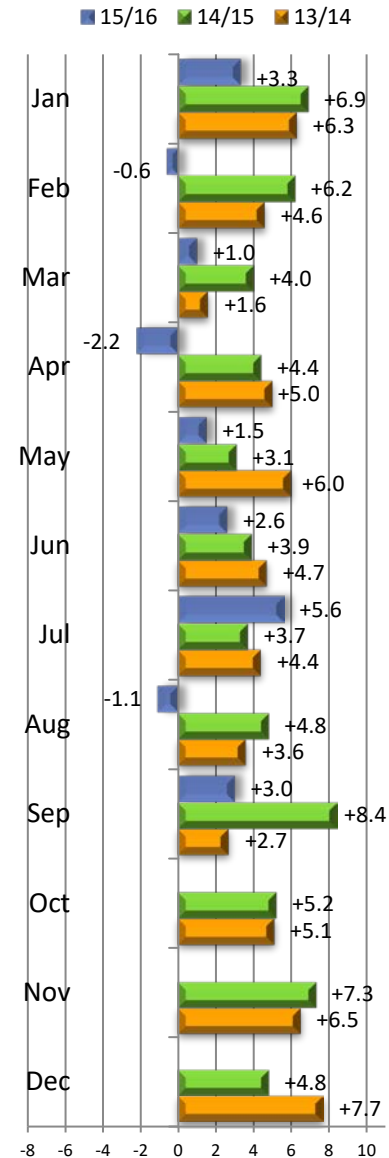
2014 -- 2015 Percent Change (By Same Month Last Year)

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

% Changes in Visitation (by Month)



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

September	2015	2016
<i>Tampa/St. Petersburg</i>	9.7%	10.3%
<i>New York</i>	7.2	7.9
<i>Greater Orlando Area</i>	8.1	7.3
<i>Chicago</i>	5.9	5.4
<i>Boston</i>	4.0	4.7
<i>Philadelphia</i>	3.0	3.6
<i>Atlanta</i>	3.5	3.4
<i>Pittsburgh</i>	--	3.3
<i>Indianapolis</i>	3.2	3.1
<i>Washington, D.C.</i>	2.4	2.8
<i>Detroit</i>	--	2.8

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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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		
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			
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	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		
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		
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		