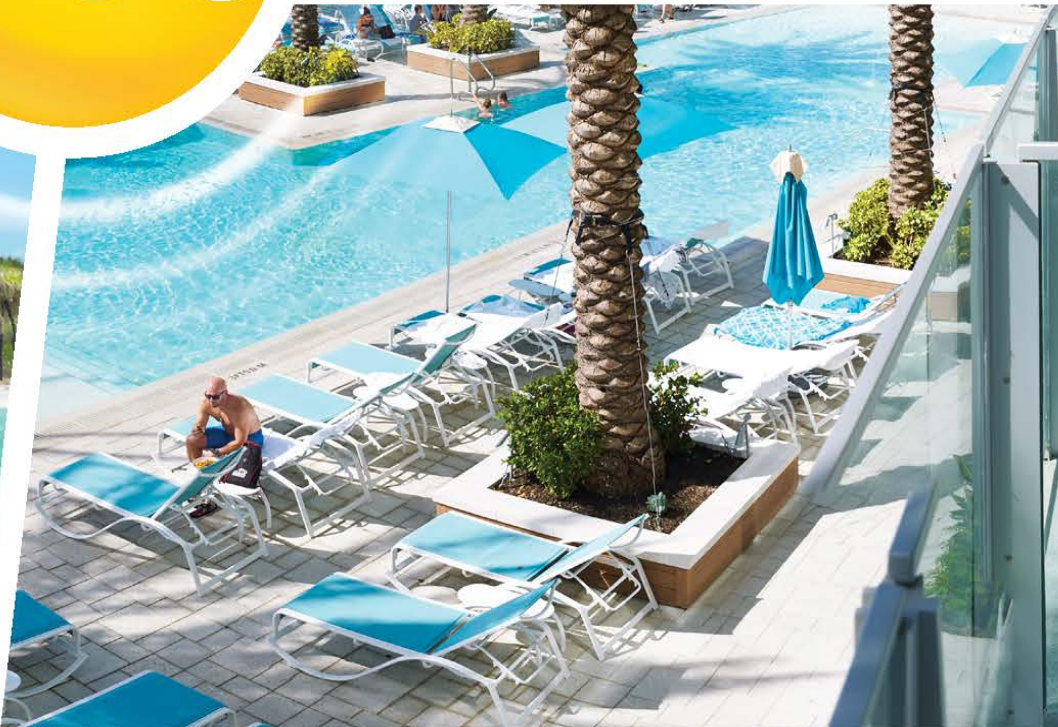


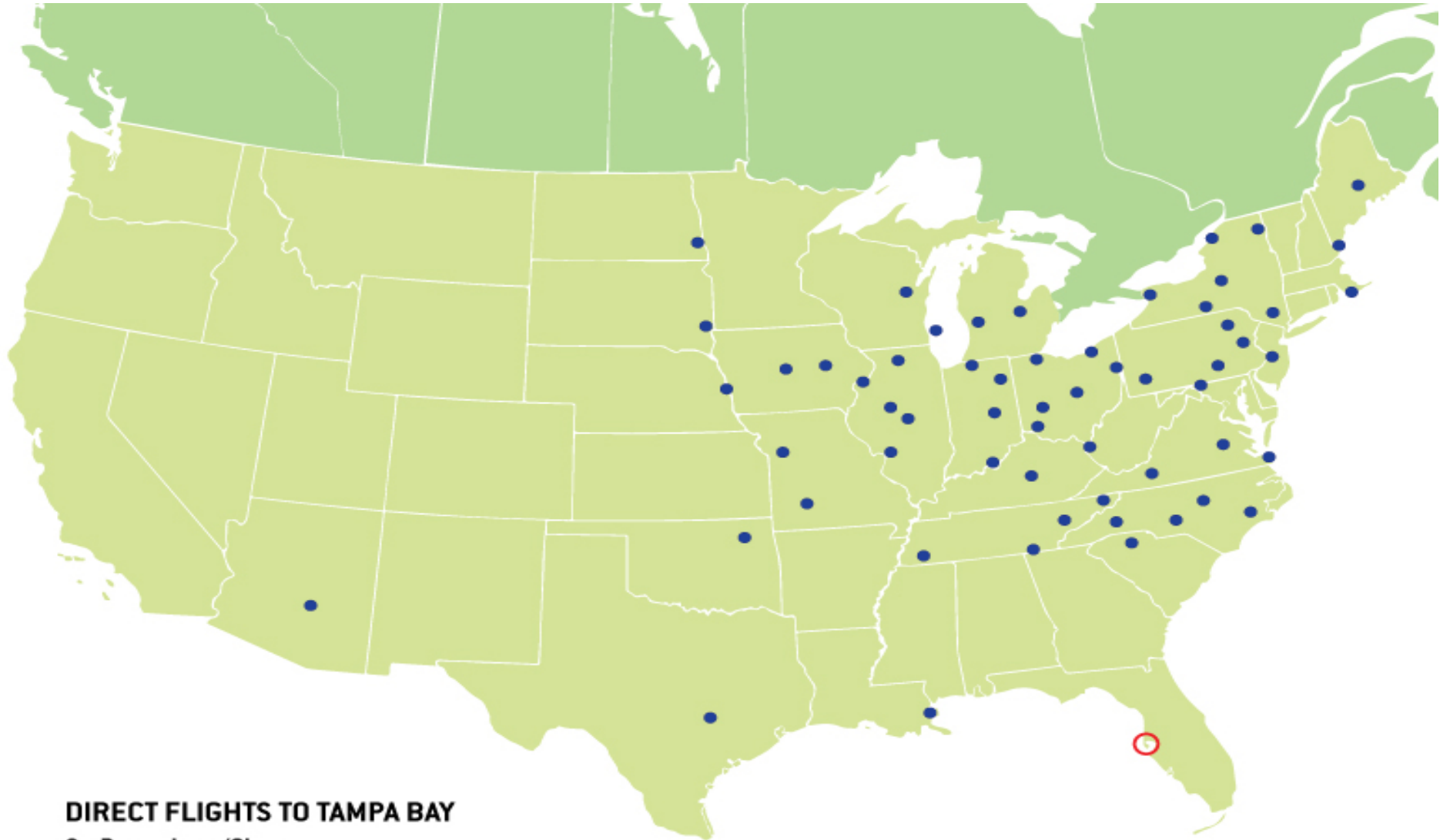
Rosemarie Payne
Director of Leisure Travel
Visit St. Pete/Clearwater



**ST. PETERSBURG
CLEARWATER**







DIRECT FLIGHTS TO TAMPA BAY
St. Petersburg/Clearwater
International Airport (PIE)
● Allegiant



MONTHLY MARKET WATCH

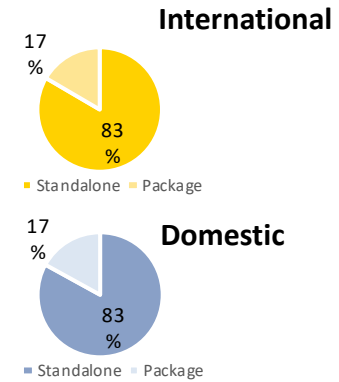
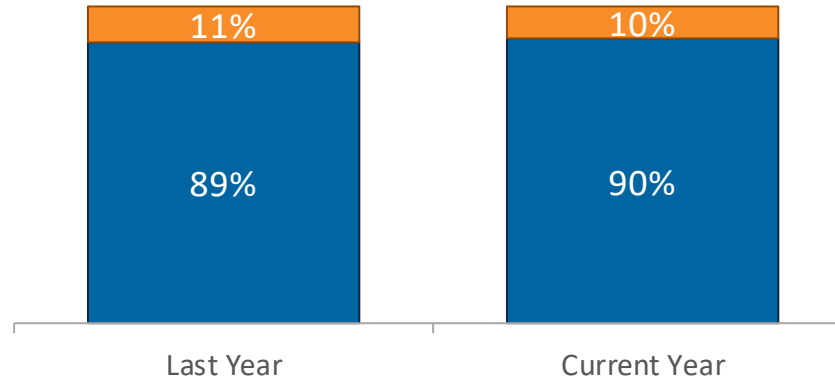
St. Petersburg - Clearwater, FL



Domestic vs International

Stays Year to Date

St. Petersburg - Clearwater, FL ■ Domestic Share ■ International Share



Point of Sale Country	Share	Room Night Growth	ADR	YoY ADR	Package Share	Package ADR YoY
Canada	49%	19%	172	7%	21%	1%
United Kingdom	19%	-3%	188	1%	18%	3%
Germany	15%	-4%	143	10%	13%	7%
Netherlands	4%	18%	155	17%	3%	200%
France	2%	41%	170	1%	8%	50%
Brazil	2%	-10%	177	6%	0%	-
Sweden	2%	-18%	179	3%	6%	2%
Italy	1%	25%	168	23%	7%	-
Ireland	1%	21%	185	-22%	7%	56%
Japan	1%	-11%	154	17%	6%	85%

*YTD Stayed through 2017-12-31; POSa data for Expedia and Hotels.com Points of Sale only, All booking types minus Agency

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Florida Huddle

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Thank You



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