Visit St. Pete Clearwater
June Visitor Profile Study

- Please use the "Filters" selection located at the top right of each page to select the month(s) and/or year(s) of data desired.

Overview & Methodology

This online report presents interim findings of a comprehensive visitor profile development study conducted by Destination Analysts, Inc. on behalf of Visit St. Pete/Clearwater. The data presented here comes from an in-person intercept survey of St. Pete/Clearwater area visitors at locations throughout the destination. To be considered a visitor respondents had to reside outside of Pinellas County. This online report presents the top-line survey data collected from October 2017 onward and collection is still ongoing.

Data presented within this report is weighted to accurately reflect the overall population of St. Pete/Clearwater area visitors. The total number of completed surveys from Pinellas County visitors collected is detailed in the table to the right.

n	2017	2018	2019	2020
January	0	0	0	0
February	0	0	0	0
March	0	0	0	0
April	0	0	0	0
May	0	0	0	0
June	0	0	0	287
July	0	0	0	0
August	0	0	0	0
September	0	0	0	0
October	0	0	0	0
November	0	0	0	0
December	0	0	0	0
Total	0	0	0	287

Overview & Methodology

Destination Analysts' survey team worked at locations around the St. Pete/Clearwater area as well as at the Tampa International Airport to randomly select and interview visitors. The questionnaire was administered to persons residing outside Pinellas County at the following locations and events:

- Beach Drive
- Clearwater Beach
- Hyatt Place
- John's Pass Village & Boardwalk
- Museum of Fine Arts
- Pier 60
- Pier 60 Sugar Sand Festival
- Sandpearl Resort
- Shephard's Beach Resort
- St. Petersburg Saturday Morning Market
- St. Petersburg-Clearwater International Airport
- Straub Park
- Sunken Gardens
- Tampa International Airport
- The Chihuly Collection
- The Dali Museum
- The James Museum
- Wyndham Grand Clearwater Beach

Destination Analysts

Research Objectives

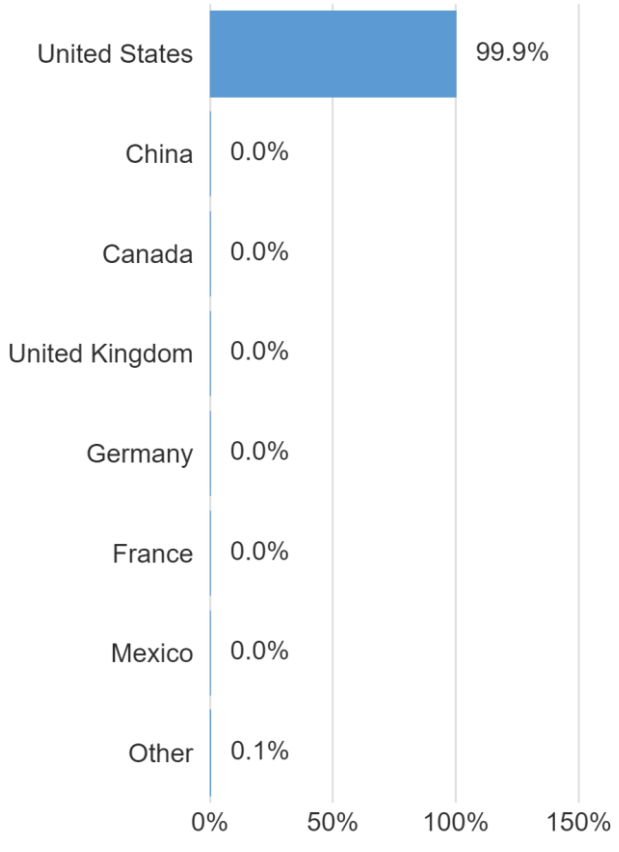
The overarching goal of this survey-based research is to create in-depth profiles of Pinellas County visitors, including:

- Detailed trip characteristics
  (i.e. the reason for visiting the area, length of stay, place of stay, etc.)
- Travel party composition
- Activities & attractions visited in the St. Pete/Clearwater area
- Evaluation of St. Pete/Clearwater brand attributes
- Detailed visitor spending estimates
- Travel planning resources used by St. Pete/Clearwater area visitors
- Visitor satisfaction
- Visitor demographics

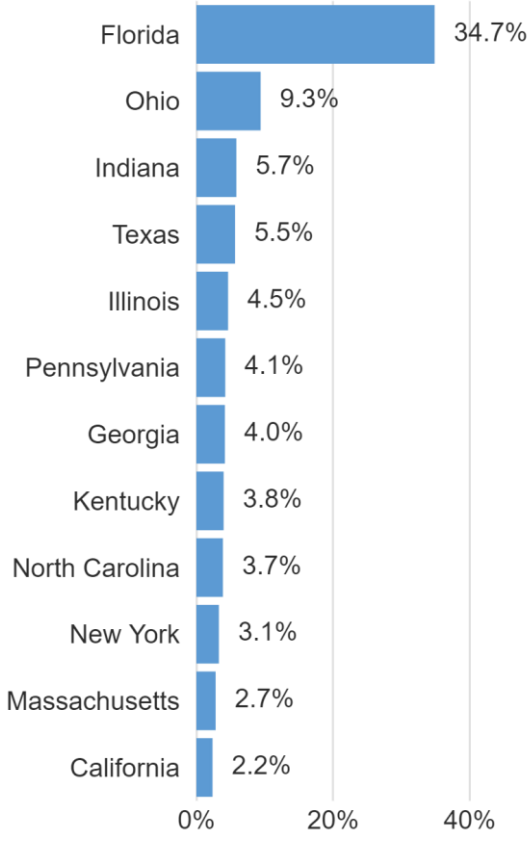
Destination Analysts

Point of Origin

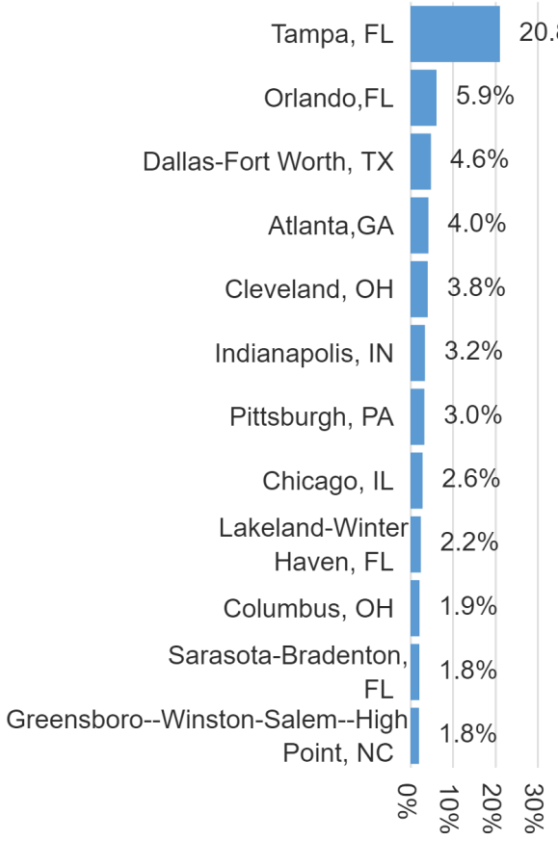
Country of Origin



State of Origin



MSA of Origin

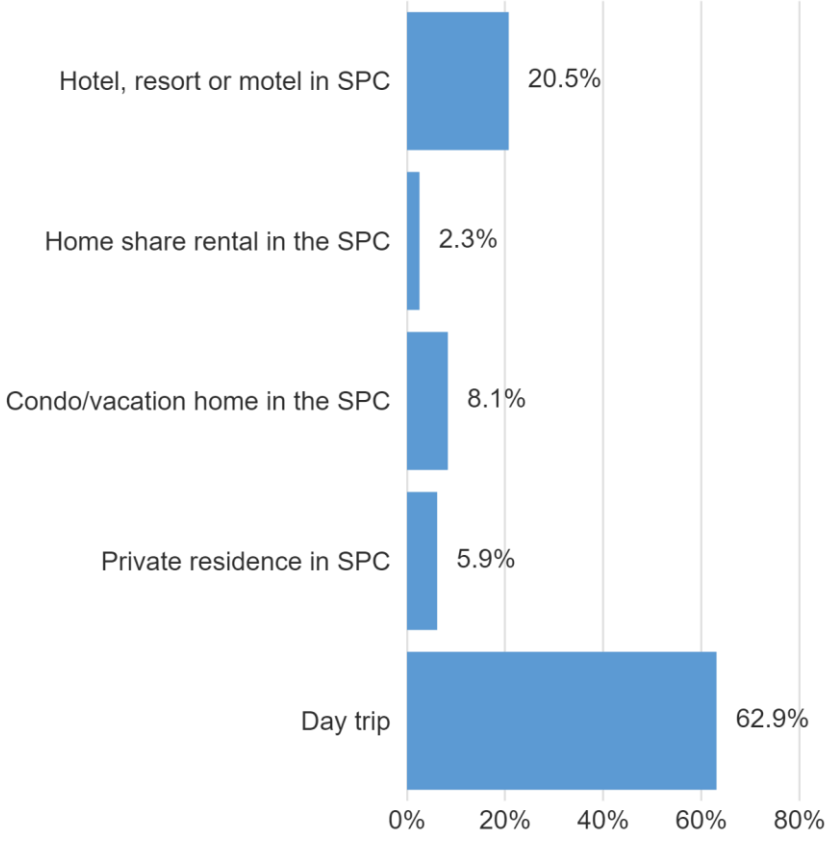


Base: 2020 - June 287 responses.

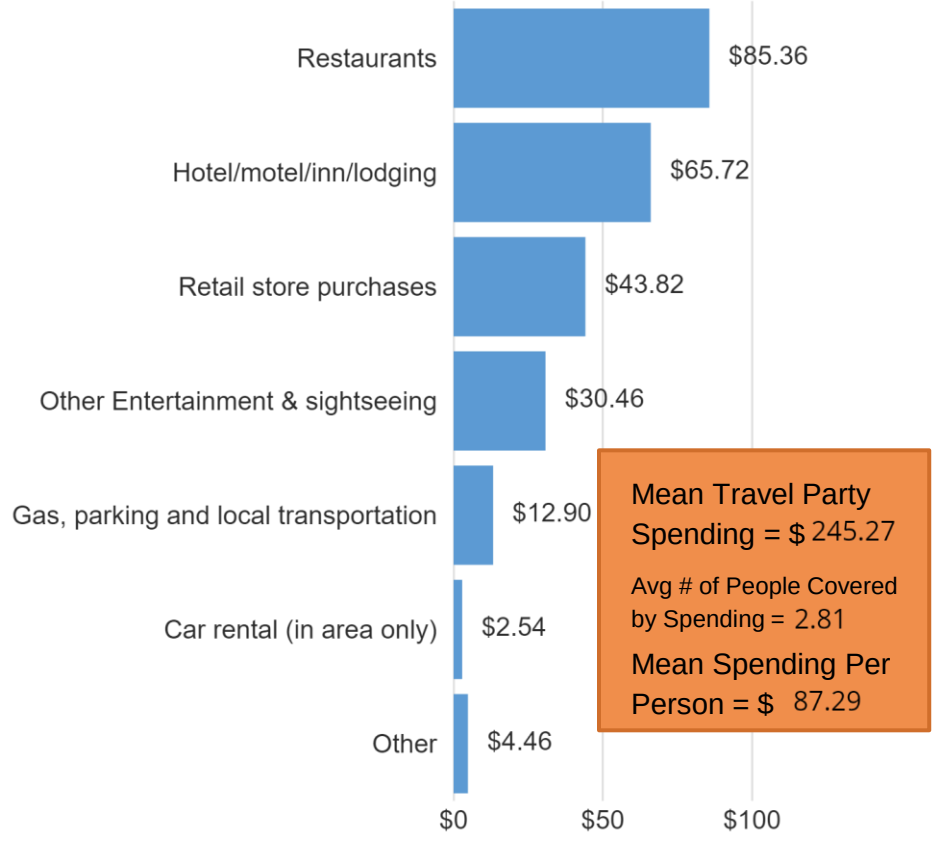
Destination Analysts

Lodging Type / Daily Spending in Market

Lodging Type



Daily Spending

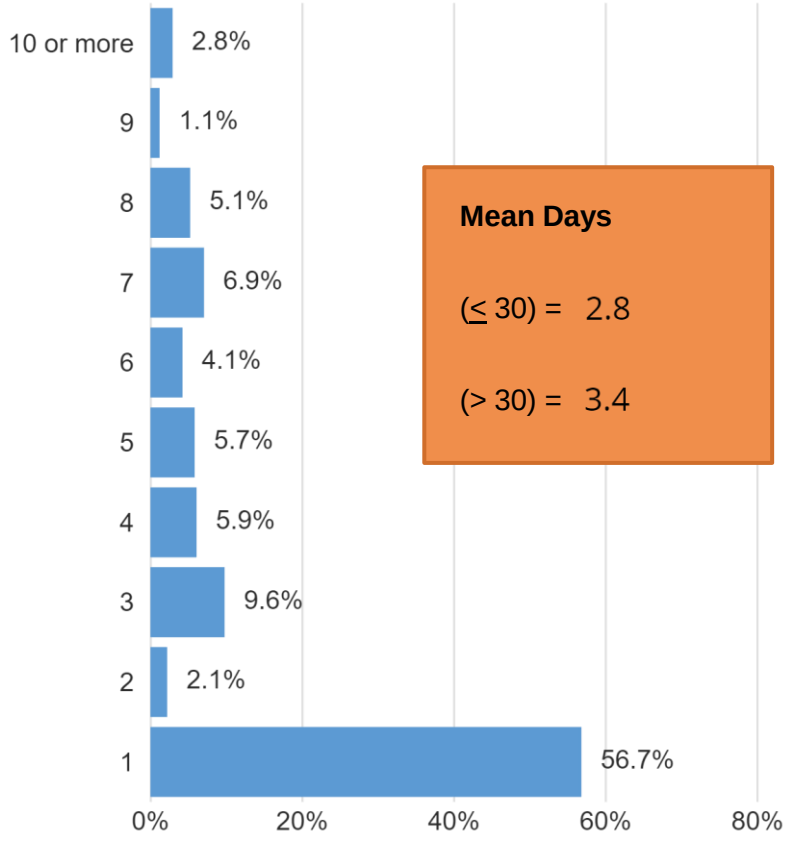


Base: 2020 - June 287 responses.

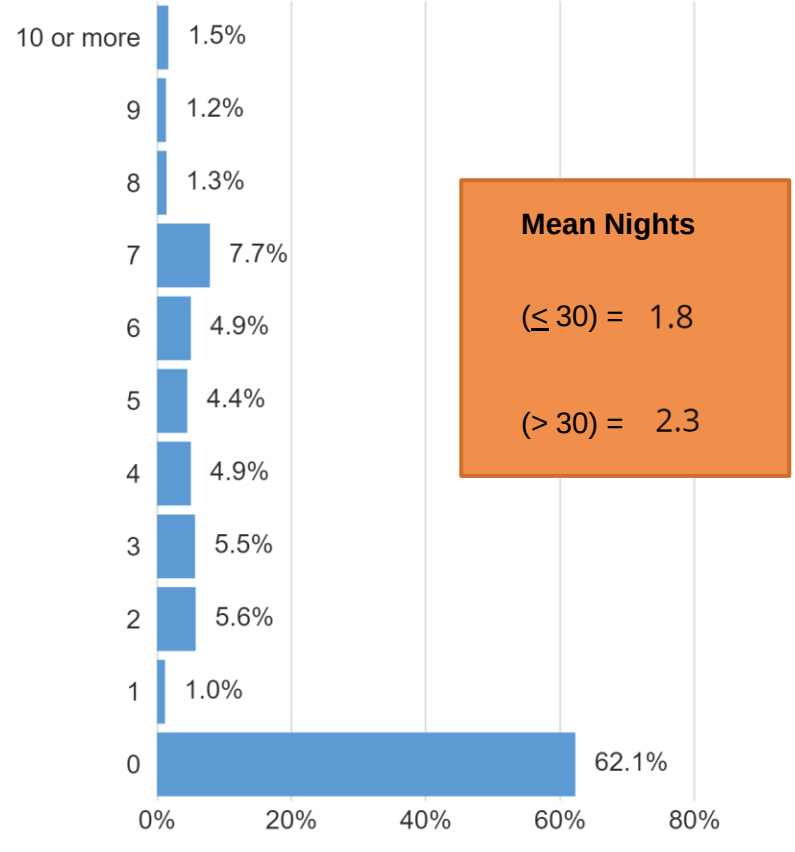
Destination Analysts

Days & Nights in St. Pete/Clearwater

Days in Market



Nights in Market

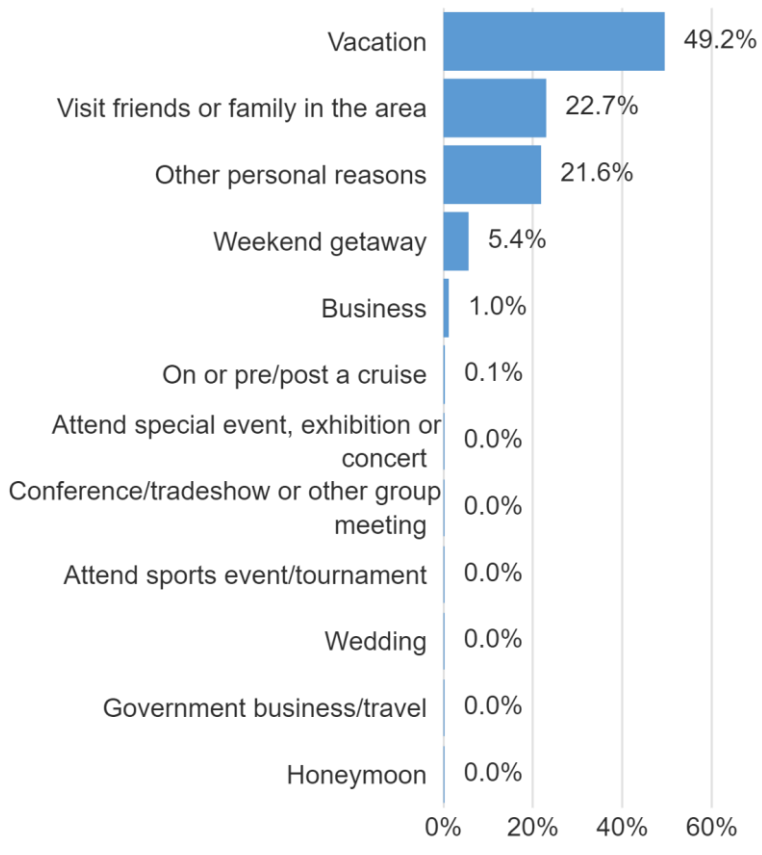


Base: 2020 - June 287 responses.

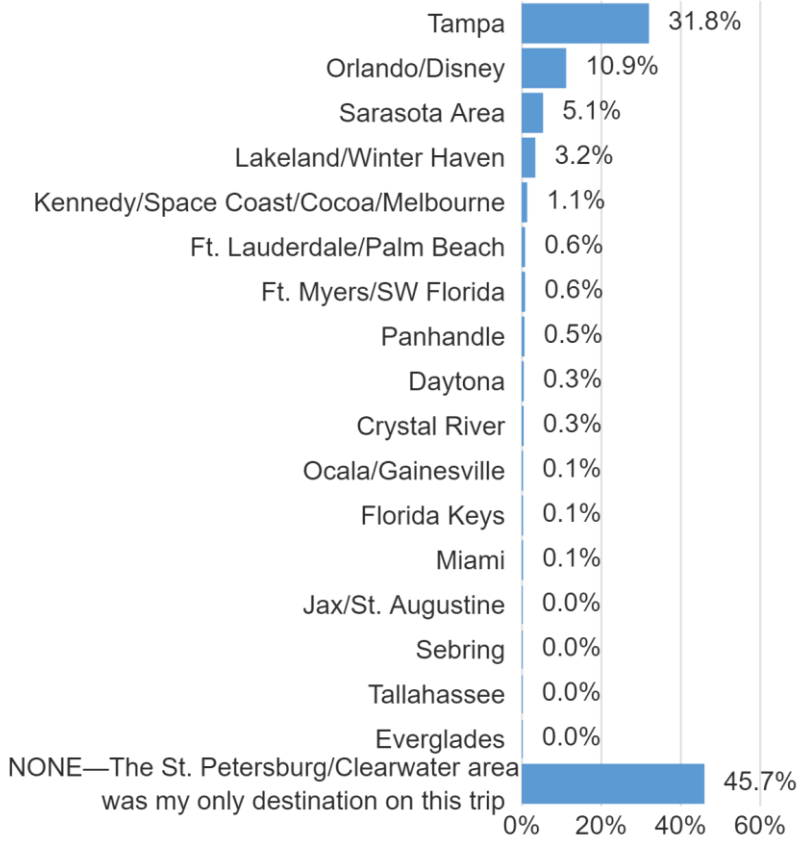
Destination Analysts

Primary Reason for Visit / Other Destinations Visited

Primary Reason for Visit



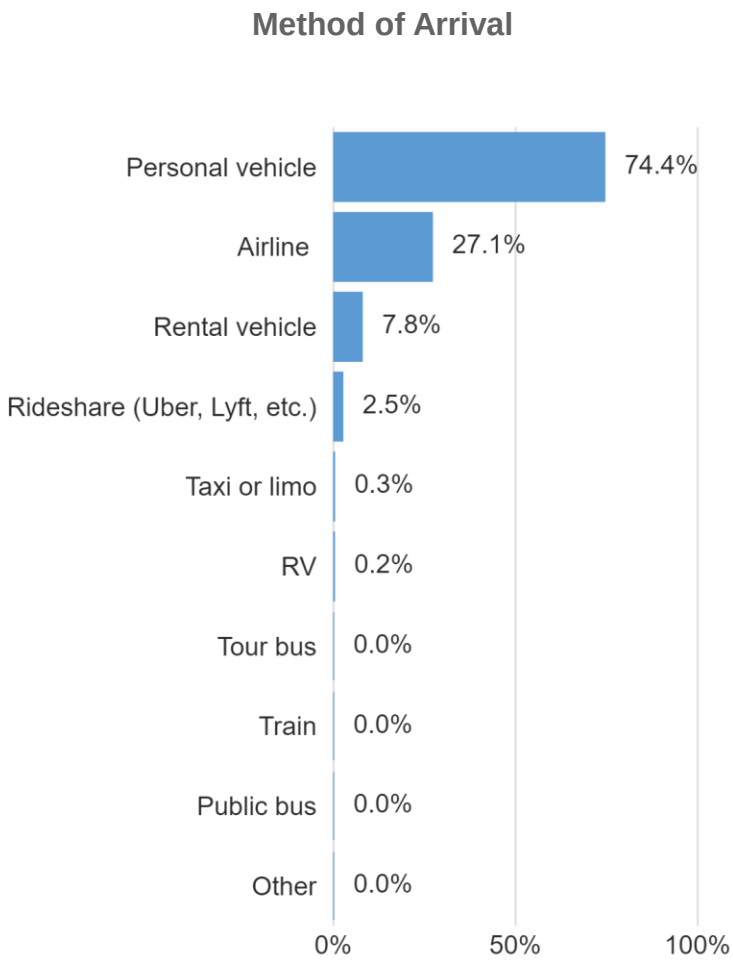
Other Destinations Visited on SPC Trip

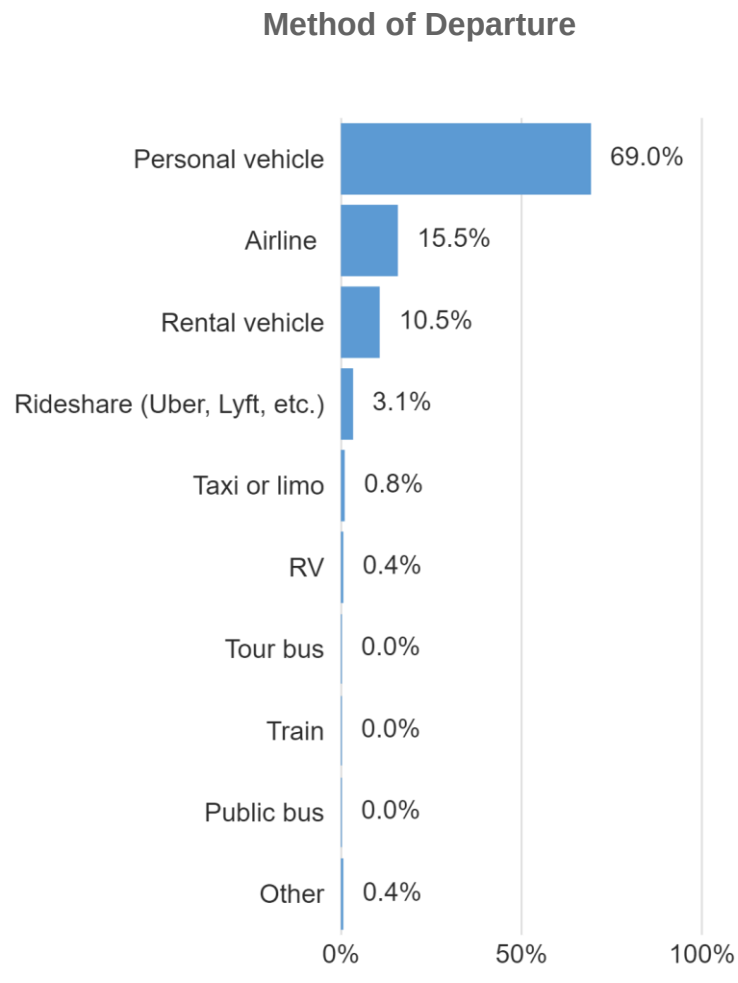


Base: 2020 - June 287 responses.

Destination Analysts

Method of Arrival / Arrival Airport & Airline



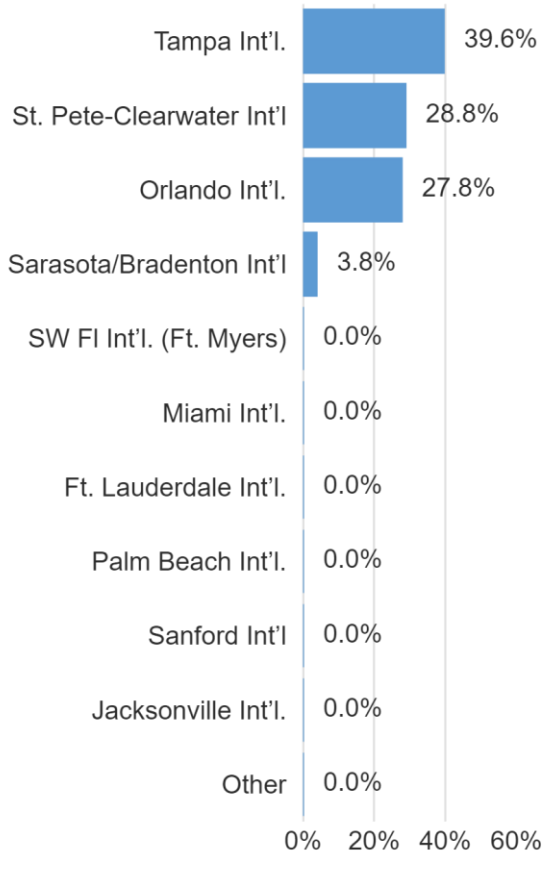


Base: 2020 - June 287 responses.

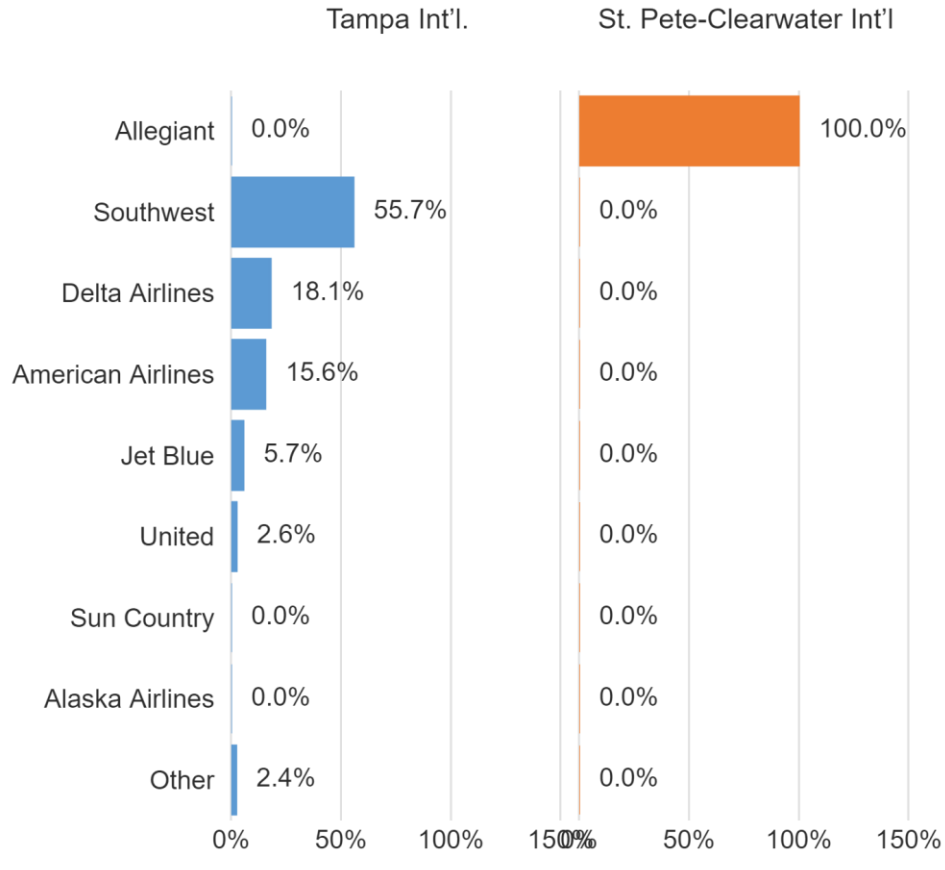
Destination Analysts

Method of Arrival / Arrival Airport & Airline

Airport of Arrival



Airline Used by Airport of Arrival

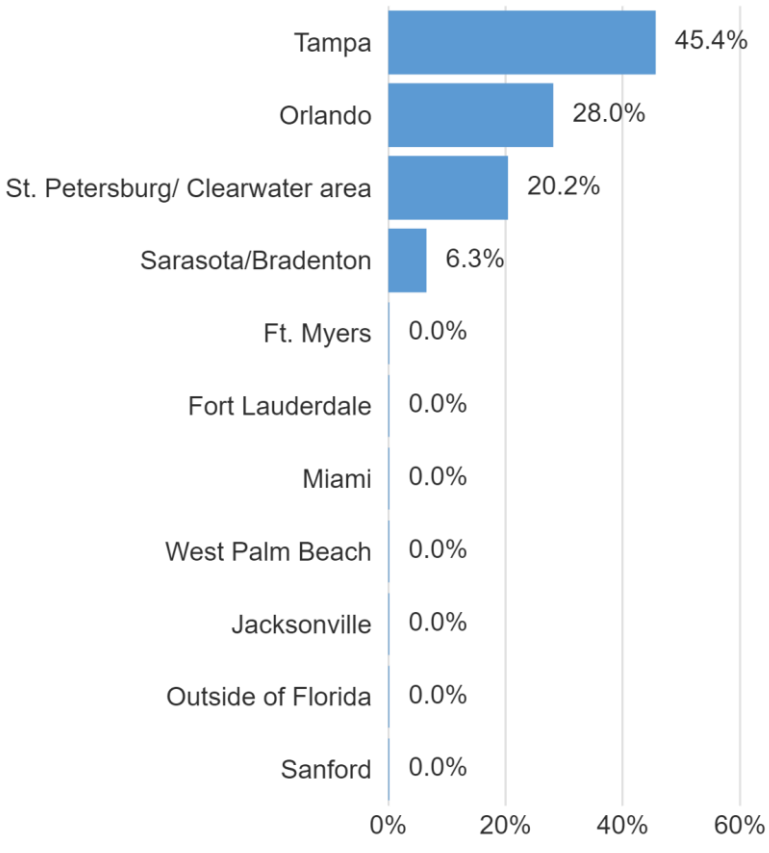


Base: 2020 - June 287 responses.

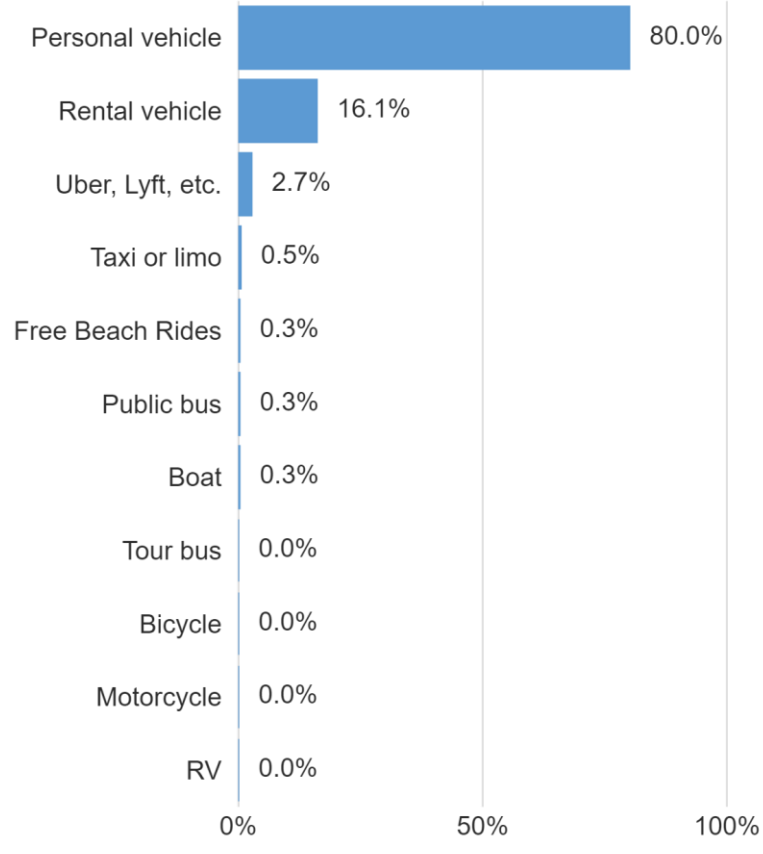
Destination Analysts

Rental Vehicle Pick-Up City / Transportation Used In-Market

Rental Vehicle Pick-Up City



Transportation Used In-Market

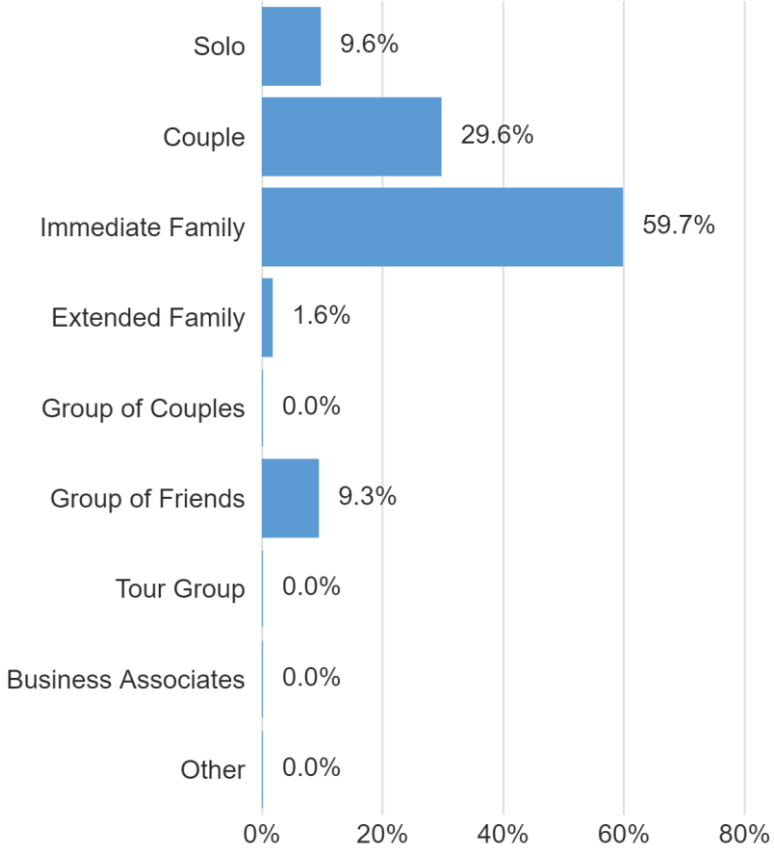


Base: 2020 - June 287 responses.

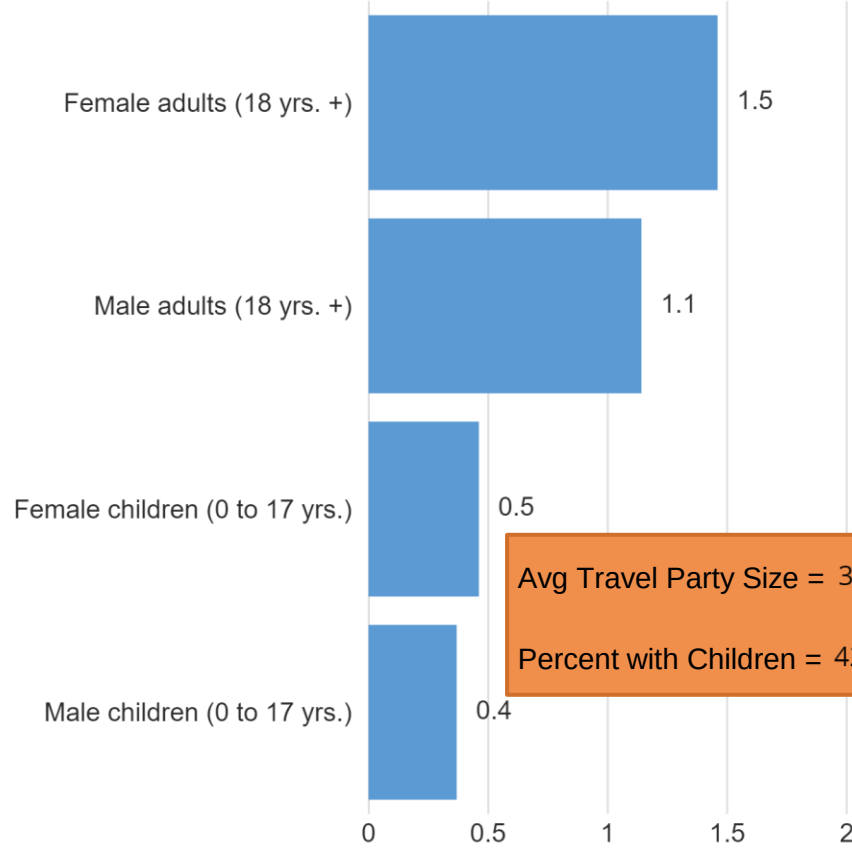
Destination Analysts

Travel Party Composition / Travel Party Size

Travel Party Composition



Travel Party Size

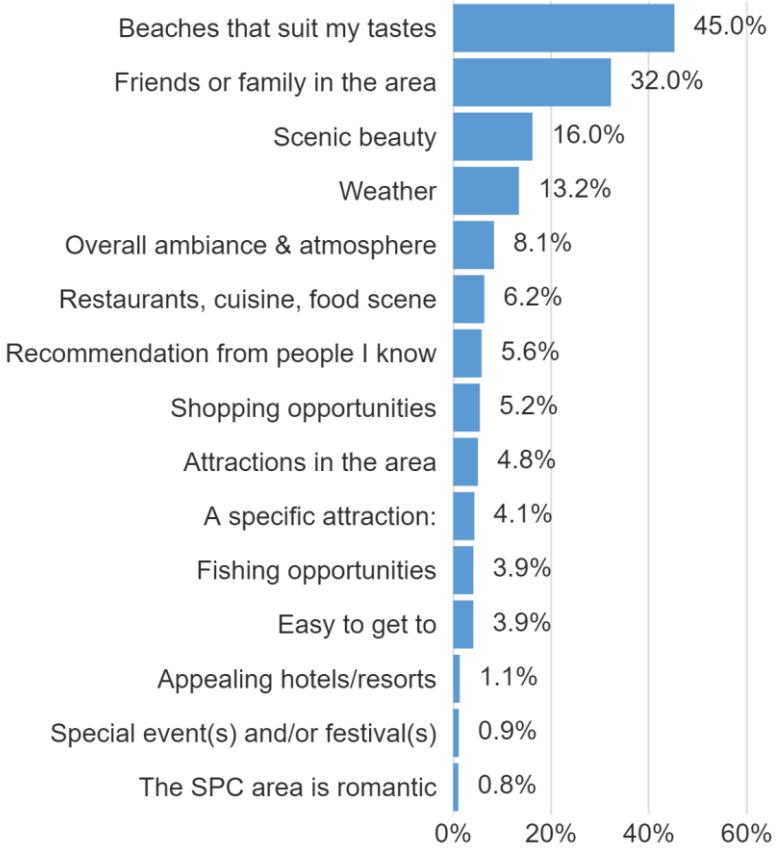


Base: 2020 - June 287 responses.

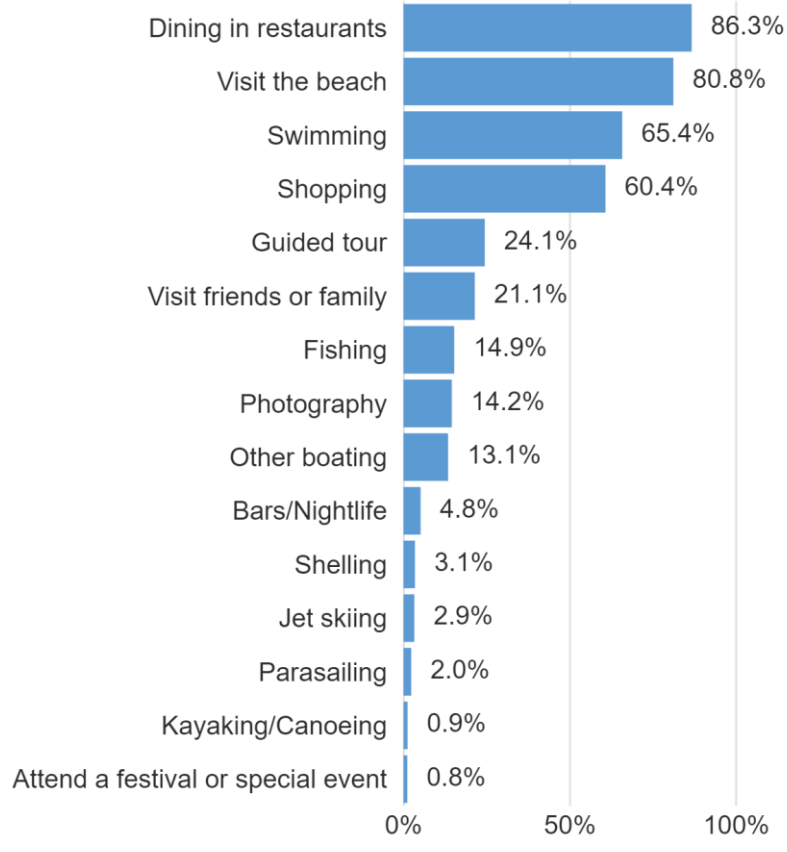
Destination Analysts

Important Factors to Destination Decision / Trip Activities

Important to Decision to Visit



Trip Activities

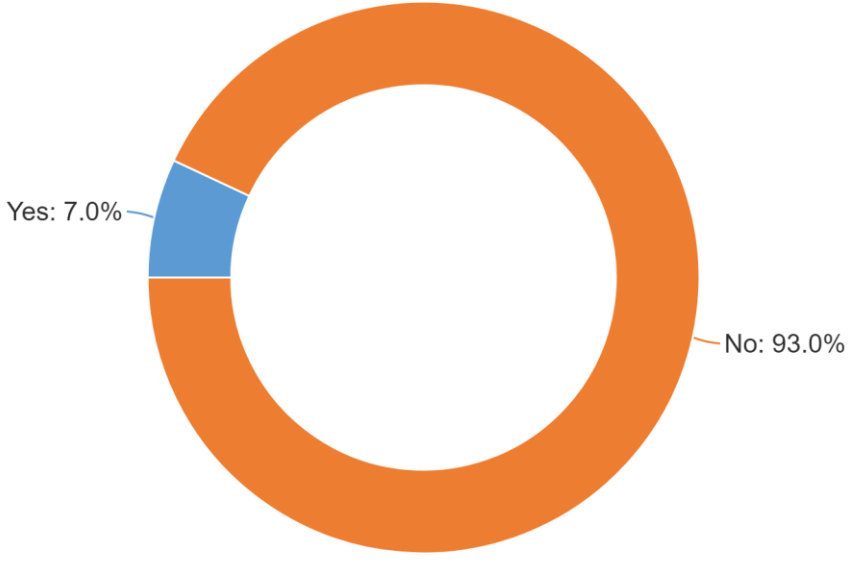


Base: 2020 - June 287 responses.

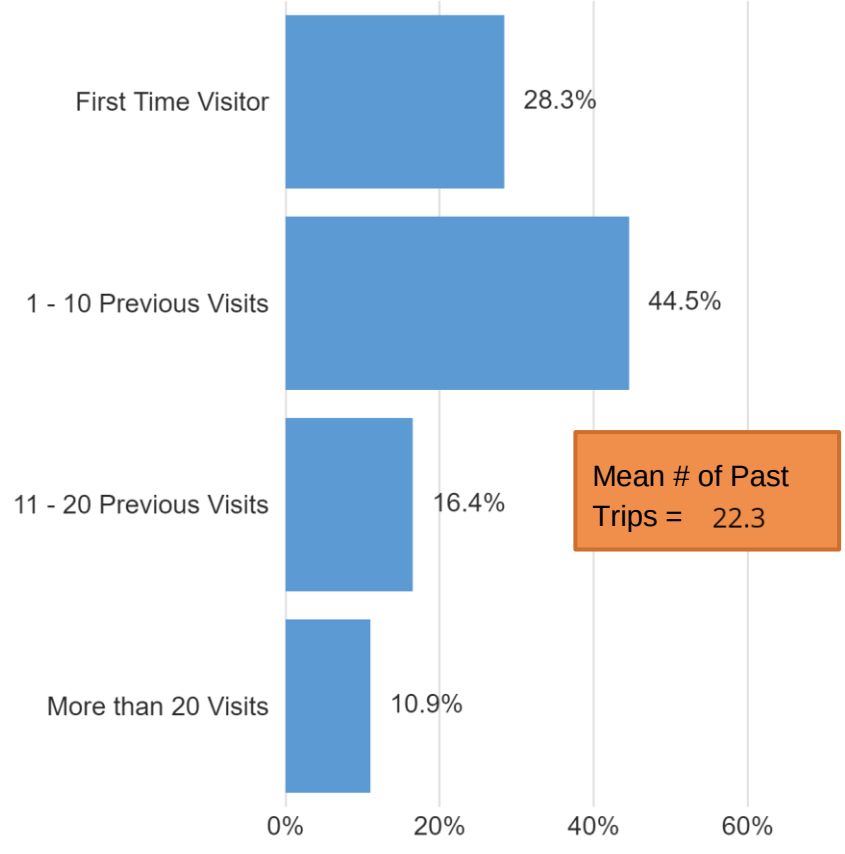
Destination Analysts

First-Time Visit to Florida / Previous Visitation to St. Pete/Clearwater

First Time Visitors to Florida



Previous Visitation to the St. Pete/Clearwater Area

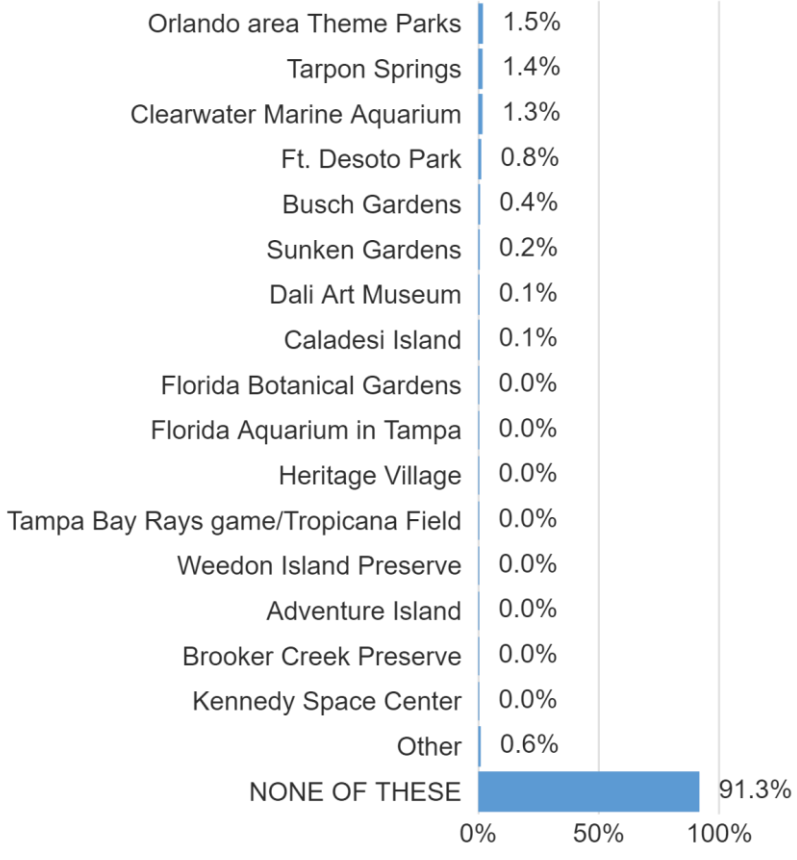


Base: 2020 - June 287 responses.

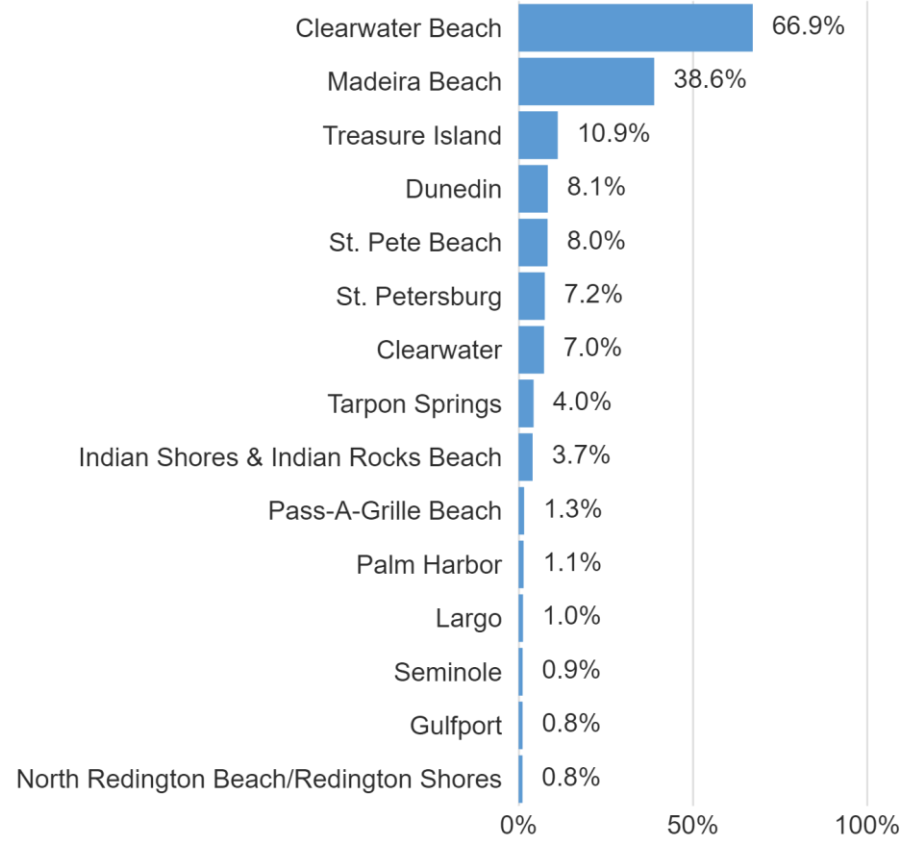
Destination Analysts

Attractions Visited / Communities Visited

Attractions Visited



Communities Visited

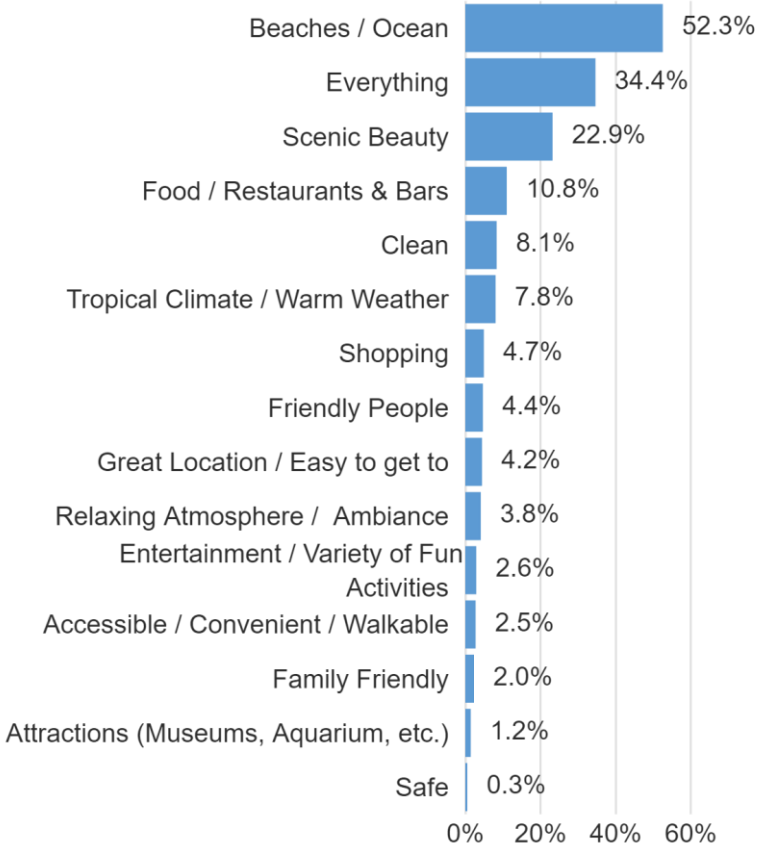


Base: 2020 - June 287 responses.

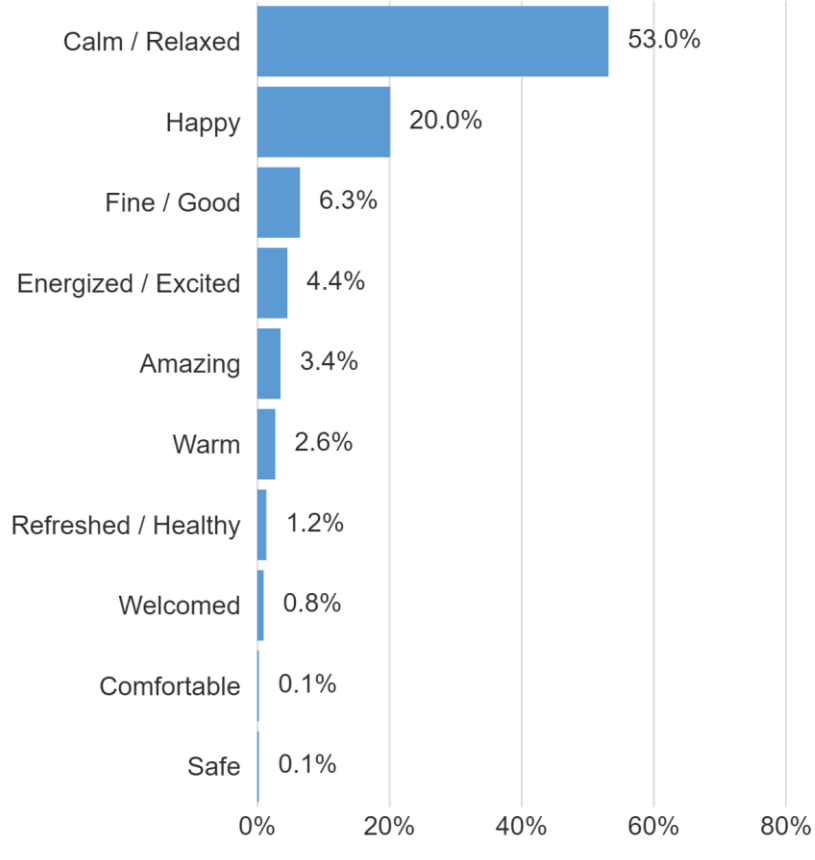
Destination Analysts

Most Liked Aspect / Feelings in St. Pete-Clearwater

Most Liked Aspects of SPC (Unaided)



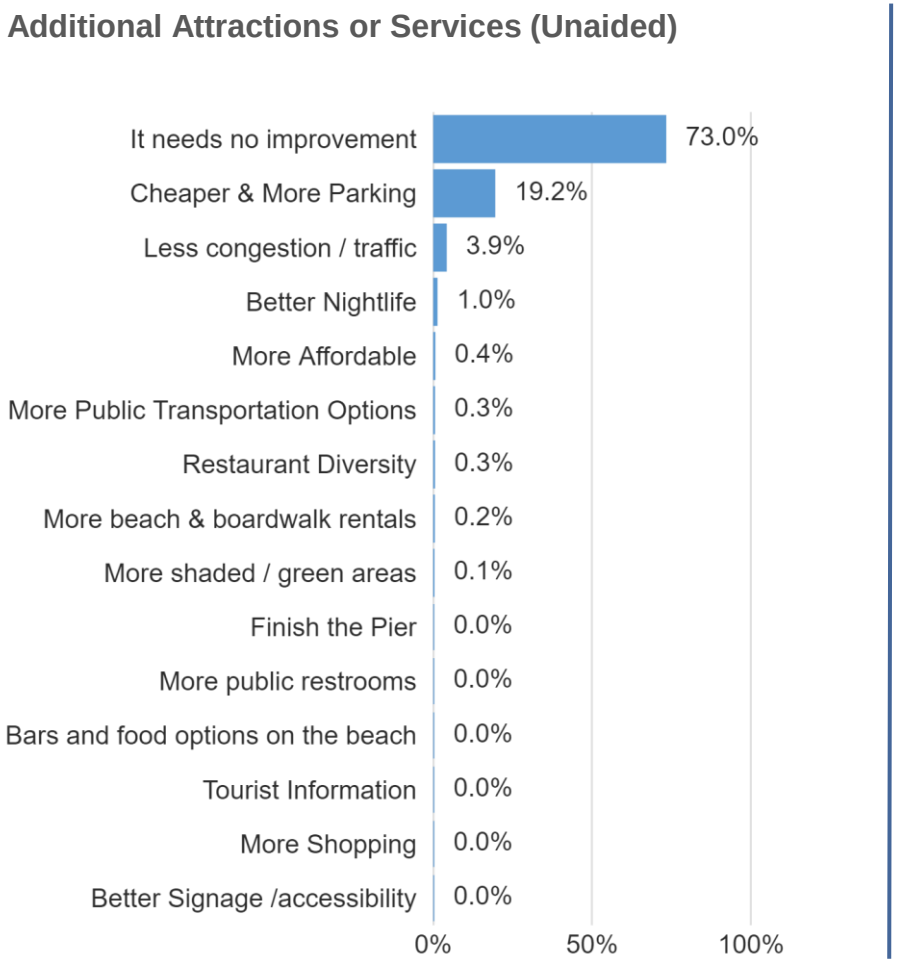
Feelings in SPC Area (Unaided)



Base: 2020 - June 287 responses.

Destination Analysts

Attractions or Services that Would Enhance the Destination Experience

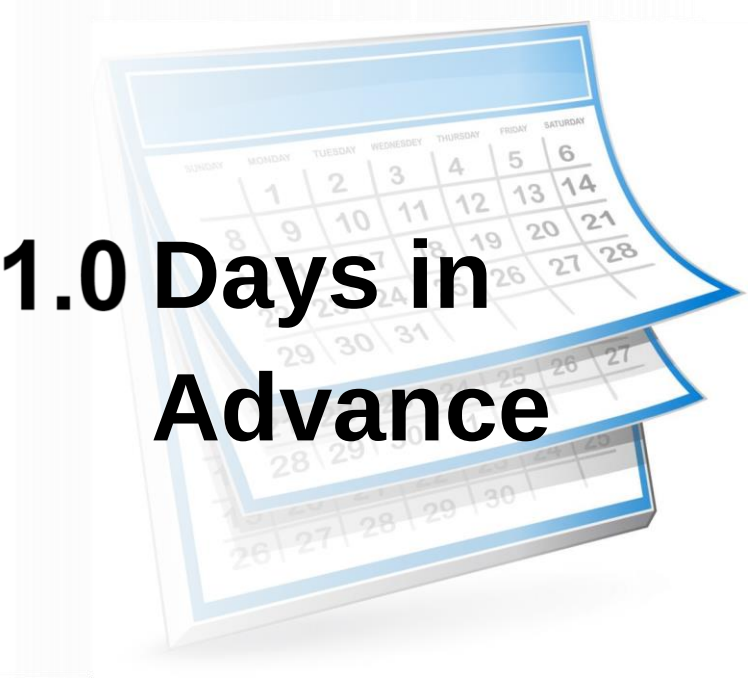


Base: 2020 - June 287 responses.

Destination Analysts

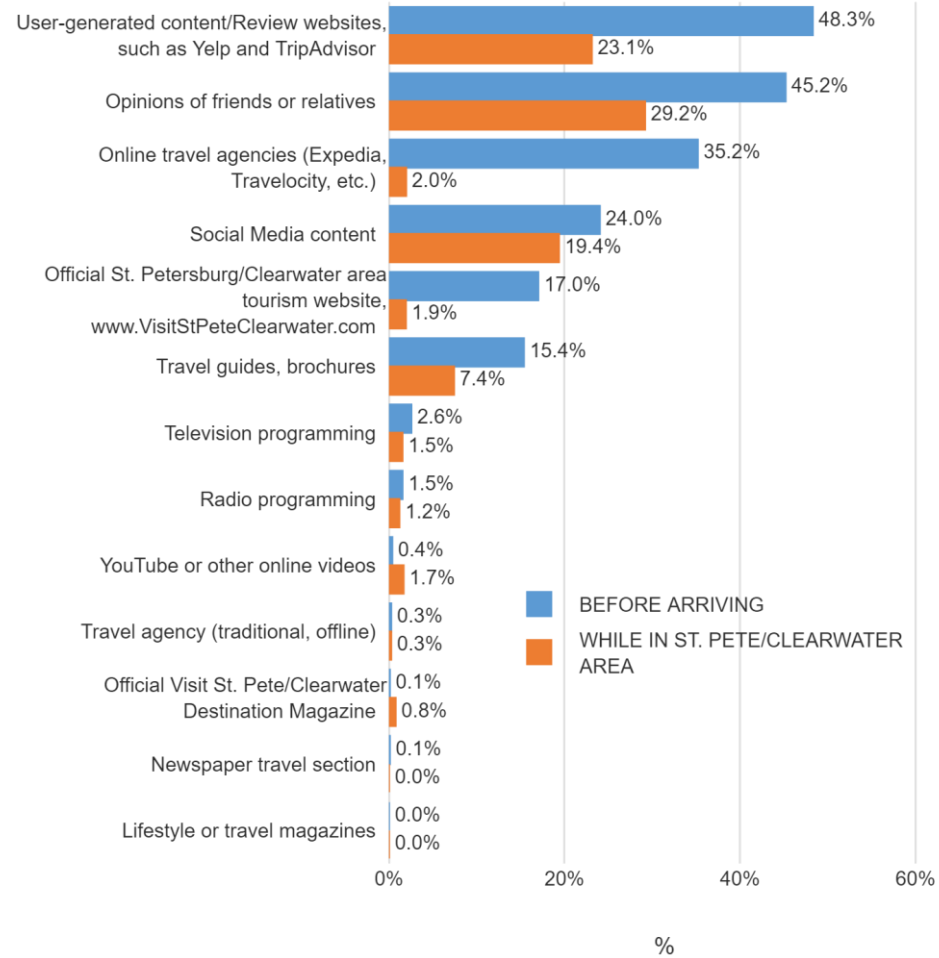
When Decision to Visit was Made / Travel Planning Resources Used

Average Time Between Decision to Visit and Arrival



41.0 Days in Advance

Resources Used before Arrival and While In Market

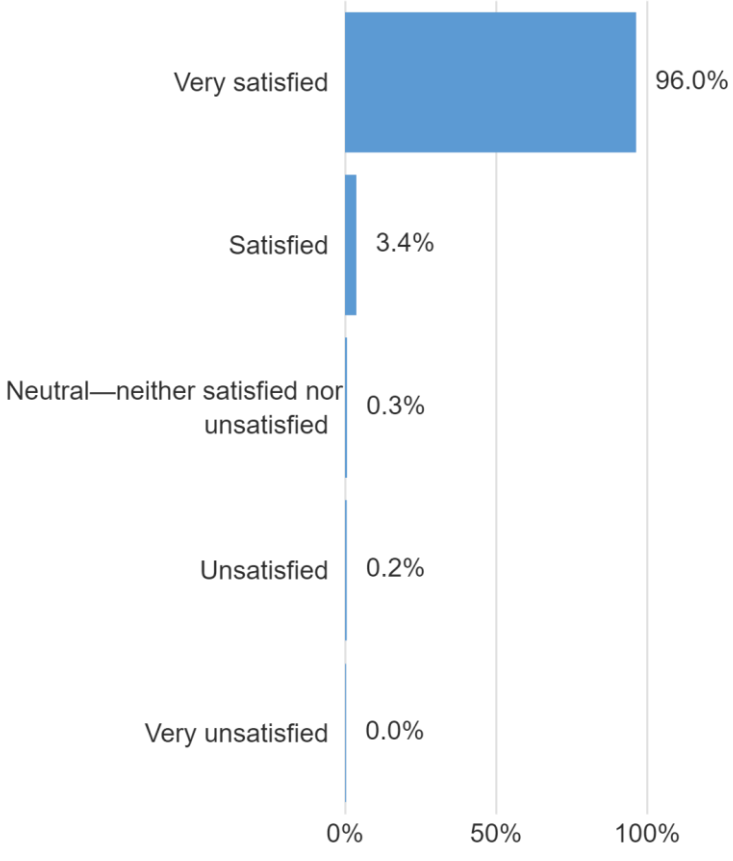


Base: 2020 - June 287 responses.

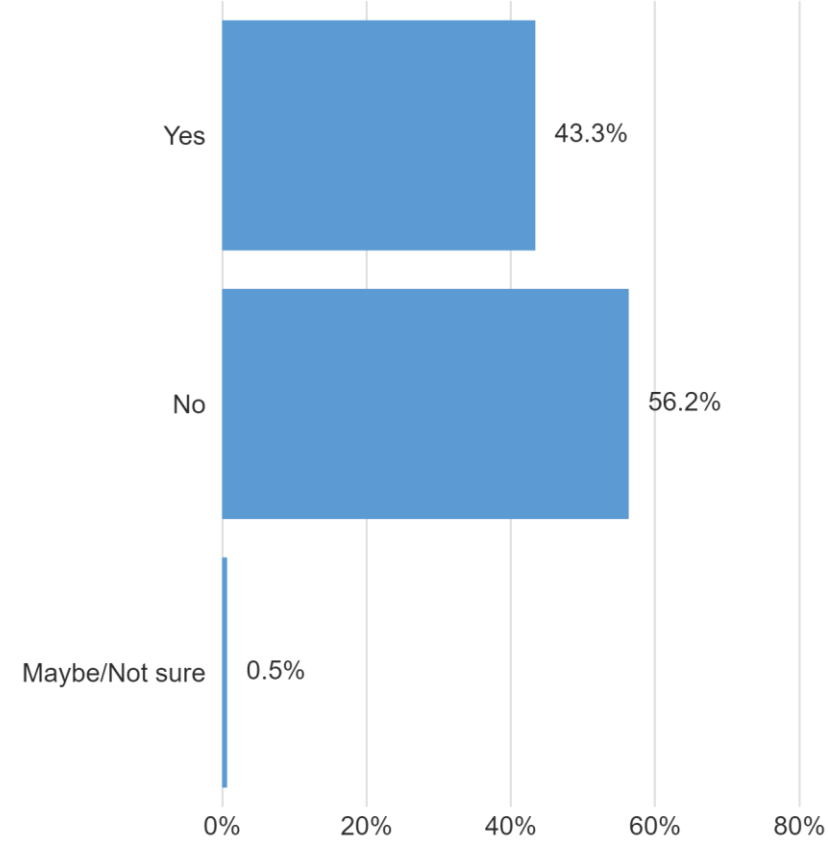
Destination Analysts

Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall



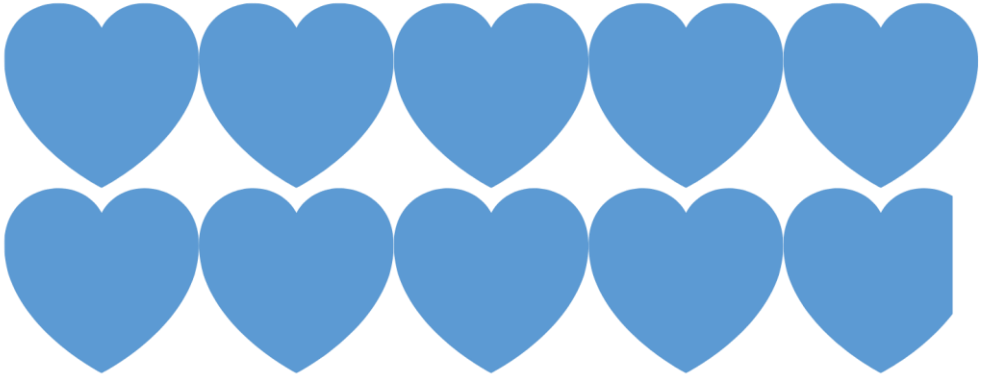
Base: 2020 - June 287 responses.

Destination Analysts

Likelihood to Recommend / Likelihood to Return

Likelihood to Recommend

9.9 / 10



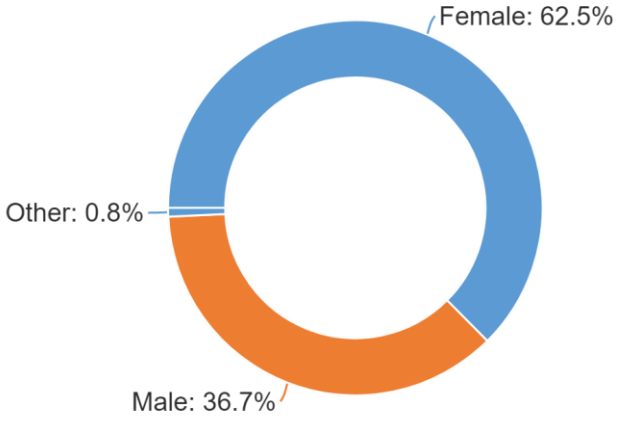
Likelihood to Return

9.9 / 10

Base: 2020 - June 287 responses.

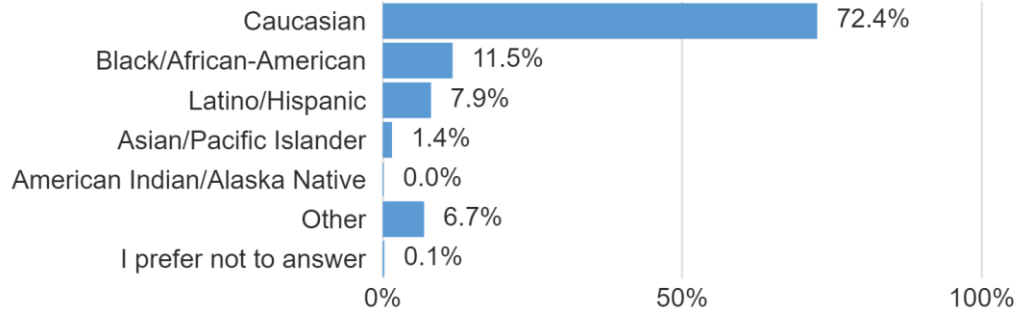
Destination Analysts

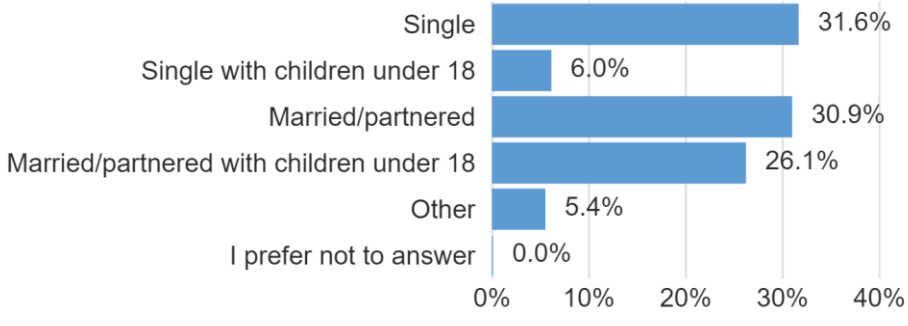
Demographics

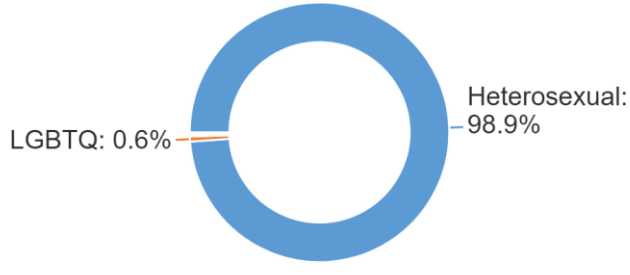


Average Age: 45.3

Average Income: $85,728







Base: 2020 - June 287 responses.

Destination Analysts

Visit St. Pete Clearwater
Visitor Profile Study

Infographic Profile: 2020 - June 287 responses.

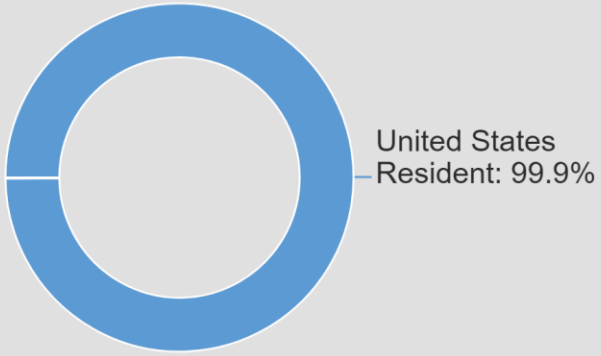
Infographic Profile: 2020 - June 287 responses.

19.2% Millennials

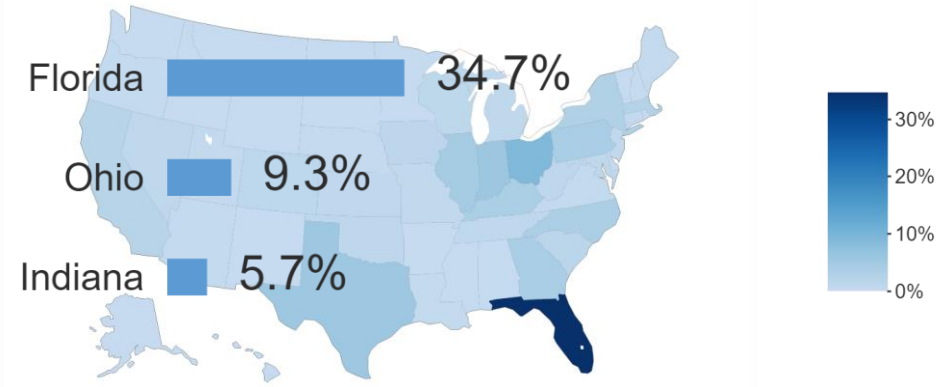
43.9% Gen X

17.4% Baby Boomers

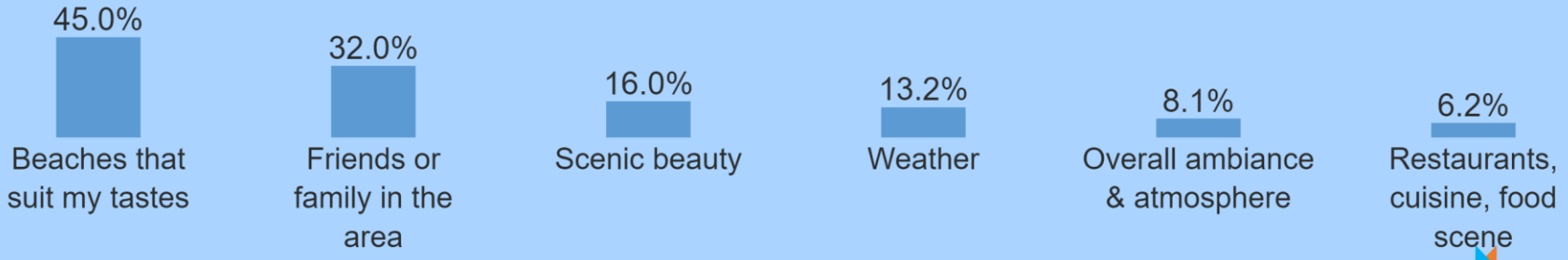
Domestic vs. International



Point of Origin: Top States



Factors Important to Destination Decision



Destination Analysts

Infographic Profile: 2020 - June 287 responses.

Length of Stay

2.8 Days (on average)

Seasonality of Visit

Jan-Mar	0.0%
Apr-Jun	100.0%
Jul-Sept	0.0%
Oct-Dec	0.0%

Travel Party Size

3.4 People

42.5% Traveled with Children

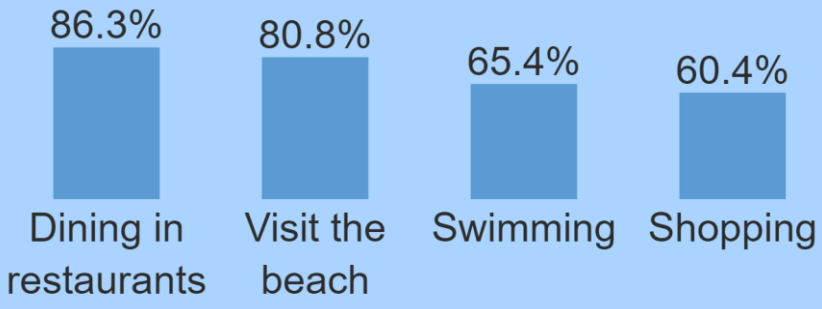
Daily Spending

$245.27 Per Person

Top Communities Visited

Clearwater Beach	64.0%
Madeira Beach	48.8%
Treasure Island	20.2%
St. Pete Beach	17.1%
St. Petersburg	13.6%

Top Activities



Destination Analysts