



ST.PETE
CLEARWATER

Visit St. Pete/Clearwater

VISITOR PROFILE STUDY

Dashboard of Findings – November 2023

Research prepared for Visit St. Pete/Clearwater by:

Future Partners

Overview & Methodology

This online report presents interim findings of a comprehensive visitor profile development study conducted by Future Partners 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 topline survey data collected from October 2017 onward and collection is 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 394 for November 2023.



Future Partners

Overview & Methodology

Future Partners' 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:

- Chihuly Collection
- Clearwater Beach
- Clearwater Marine Aquarium
- Dunedin
- Hyatt Place
- John's Pass Village & Boardwalk
- Museum of Fine Arts
- Pier 60
- Salvador Dali Museum
- Sandpearl Resort
- Shephard's Beach Resort
- St. Pete-Clearwater International Airport
- St. Pete Pier
- Sunken Gardens
- Tampa International Airport
- TradeWinds Island Grand
- The James Museum
- Wyndham Grand Clearwater Beach

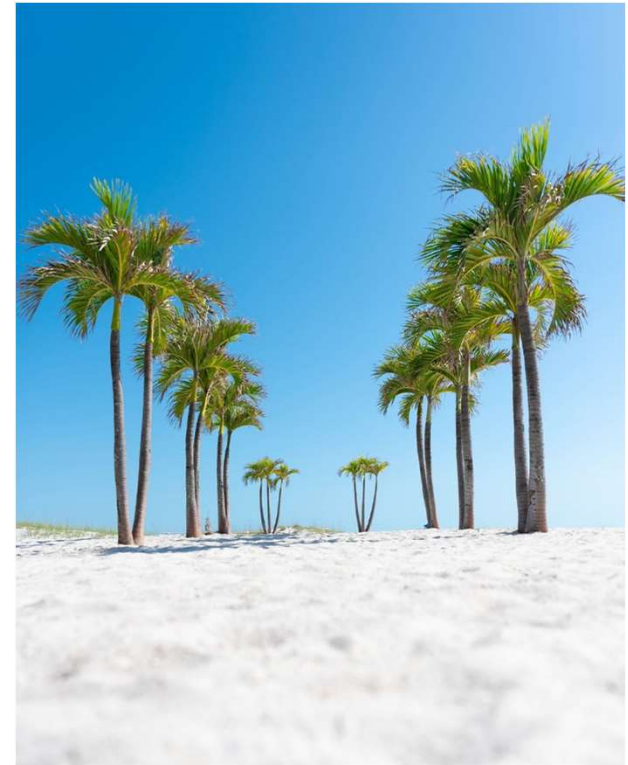


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Research Objectives

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 and attractions visited in the St. Pete/Clearwater area**
- **Evaluation of St. Pete/Clearwater brand attributes**
- **Detailed visitor spending estimates**
- **Travel planning resources used by area visitors**
- **Visitor satisfaction**
- **Visitor demographics**



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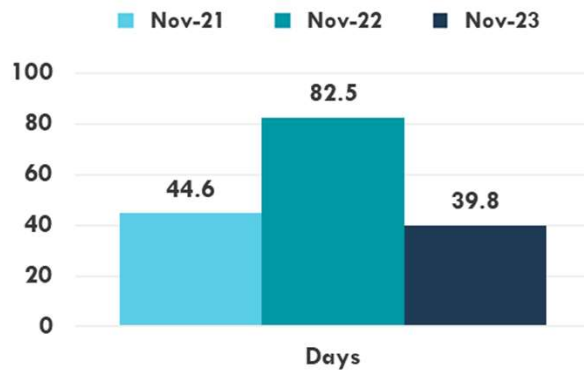
An aerial photograph of a coastal town, likely Miami Beach, showing a long strip of land with a sandy beach on the left, a road with palm trees in the middle, and a large multi-story building complex on the right. The water is a deep blue-green color, and the sky is a clear, pale blue. The text "KEY THINGS TO KNOW" is overlaid in the center in a bold, white, sans-serif font.

KEY THINGS TO KNOW

VISIT ST. PETE/CLEARWATER *November 2023*

Future Partners

Average Time Between Decision to Visit & Arrival



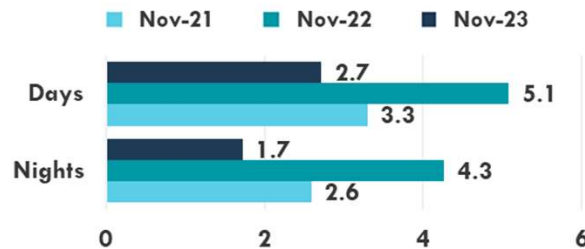
Average Daily Spending



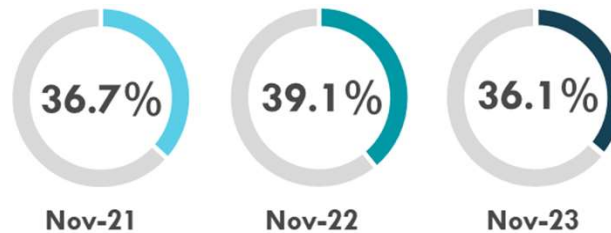
Travel Party Size



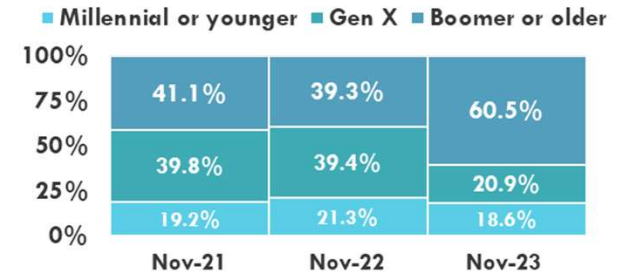
Average Days & Nights



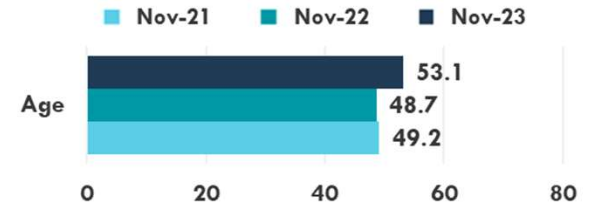
Percent Staying Overnight



Generations



Average Age



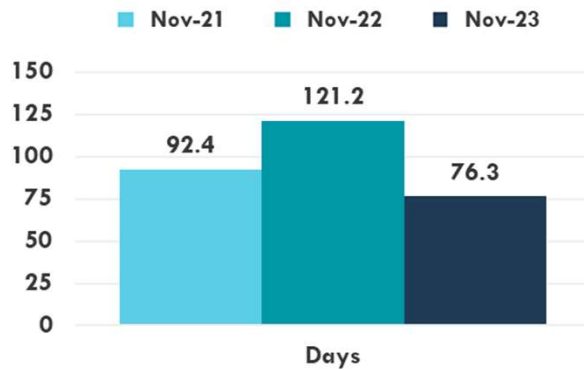
Average Income



VISIT ST. PETE/CLEARWATER *November 2023 - Overnight*

Future Partners

Average Time Between Decision to Visit & Arrival



Average Daily Spending



\$405

Nov-23

\$362 Nov-22 \$375 Nov-21

Travel Party Size



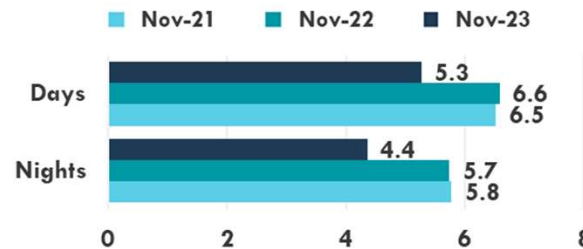
2.5

Nov-23

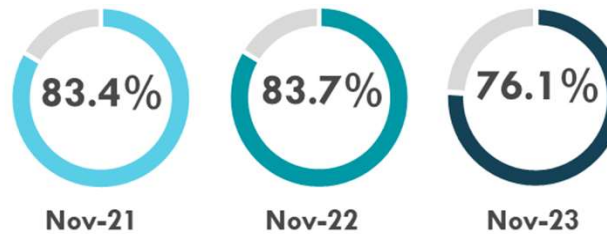
Nov-22 2.5

Nov-21 2.7

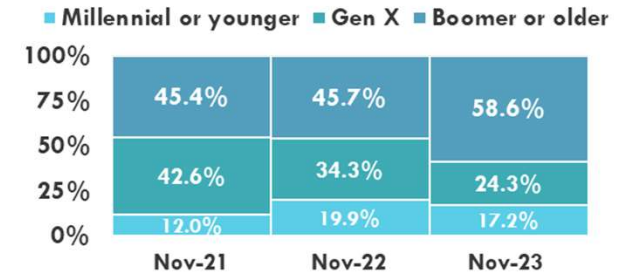
Average Days & Nights



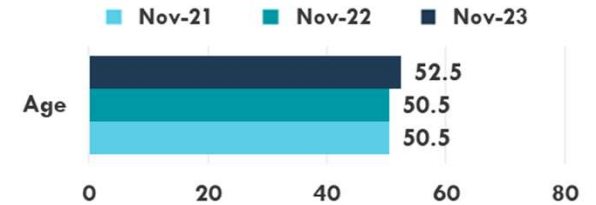
Percent Out-of-State



Generations



Average Age



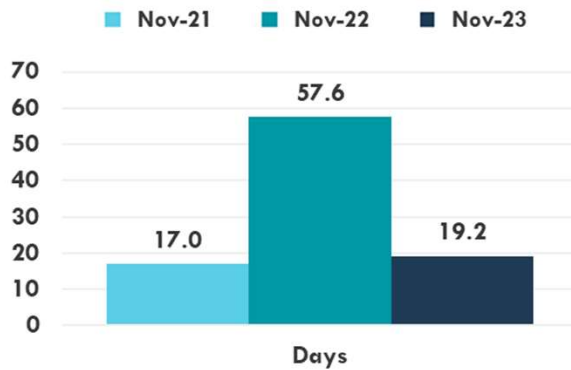
Average Income

\$104,423 Nov-23 \$85,722 Nov-22 \$116,055 Nov-21

VISIT ST. PETE/CLEARWATER *November 2023 - Daytrip*

Future Partners

Average Time Between Decision to Visit & Arrival



Average Daily Spending



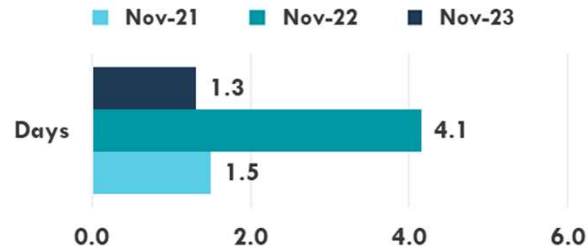
Travel Party Size



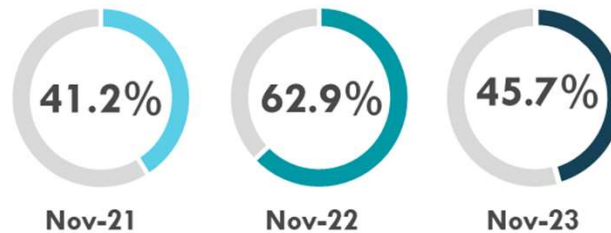
2.5
Nov-23



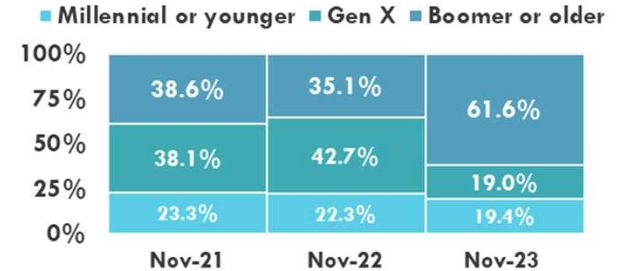
Average Days & Nights



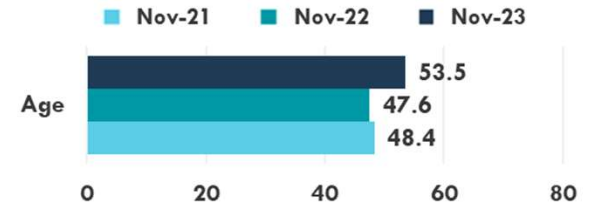
Percent Out-of-State



Generations



Average Age



Average Income

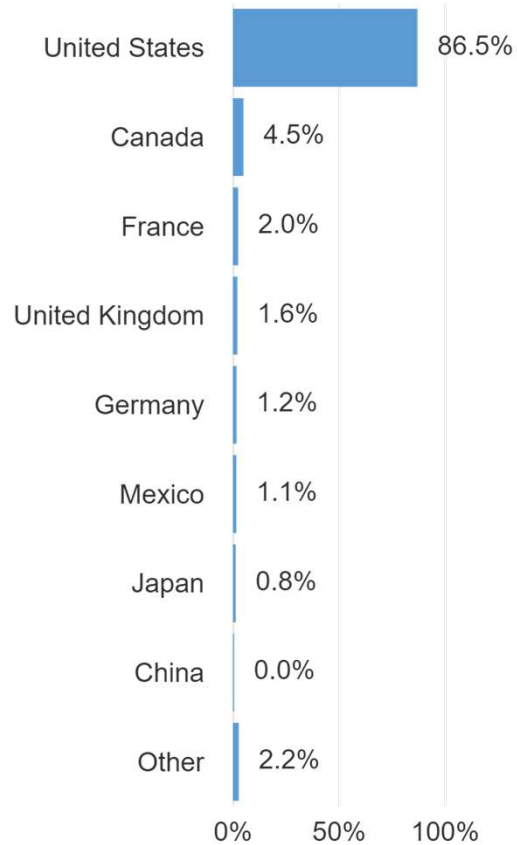


A young girl with curly hair and yellow sunglasses is jumping joyfully in the air. She is wearing a colorful, striped dress. Above her is a large, dense cluster of colorful balloons in shades of yellow, red, blue, green, and pink. The background shows a beach with sand in the foreground, a calm ocean in the middle ground, and a clear sky. The entire scene is framed by a blue border.

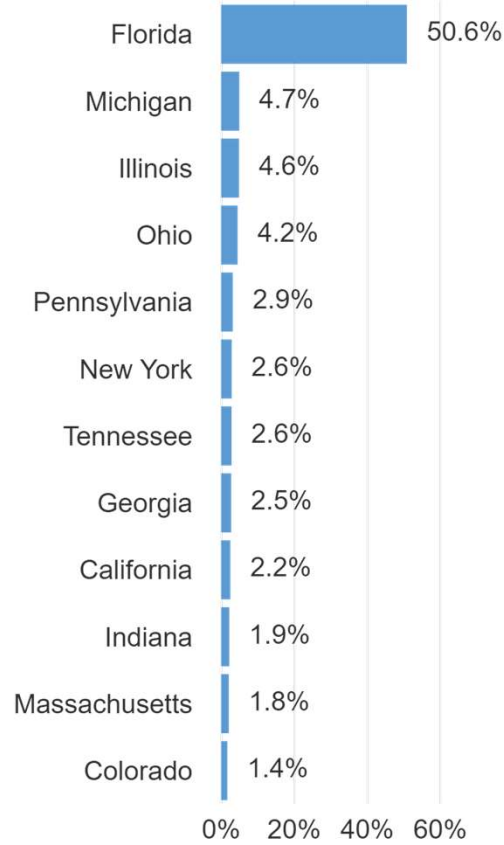
DETAILED FINDINGS

Point of Origin

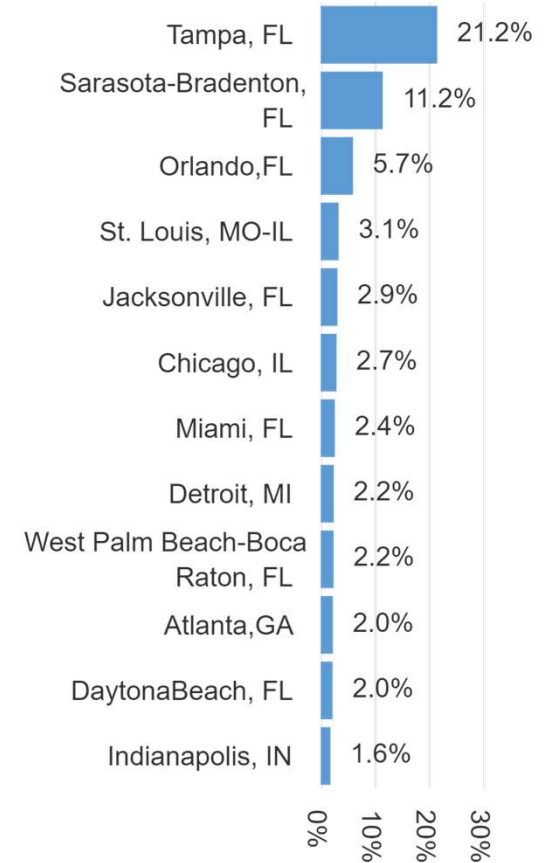
Country of Origin



State of Origin

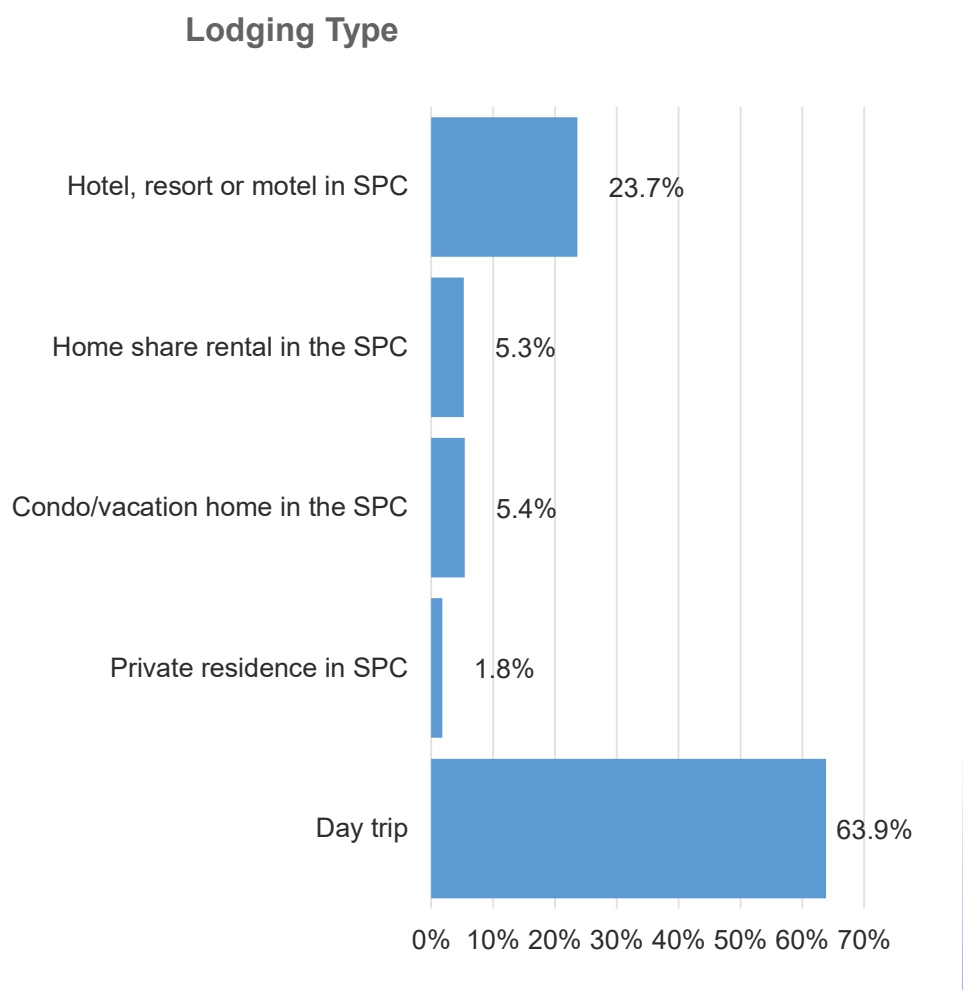


MSA of Origin



Base: 2023 - November 394 responses.

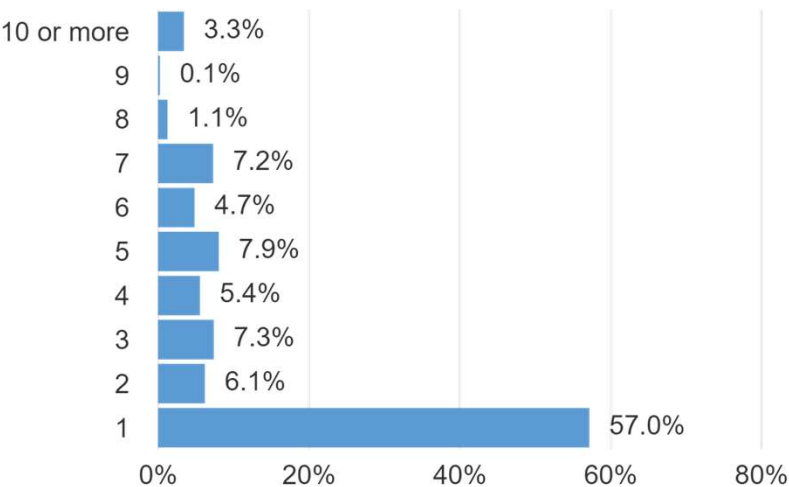
Lodging Type / Daily Spending in Market



Base: 2023 - November 394 responses.

Days & Nights in St. Pete/Clearwater

Days in Market

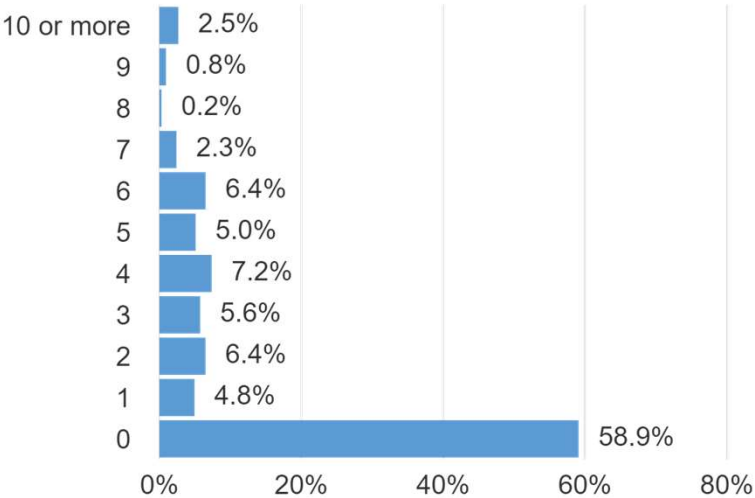


Mean Days

(≤ 30) = 2.7

(> 30) = 3.4

Nights in Market



Mean Nights

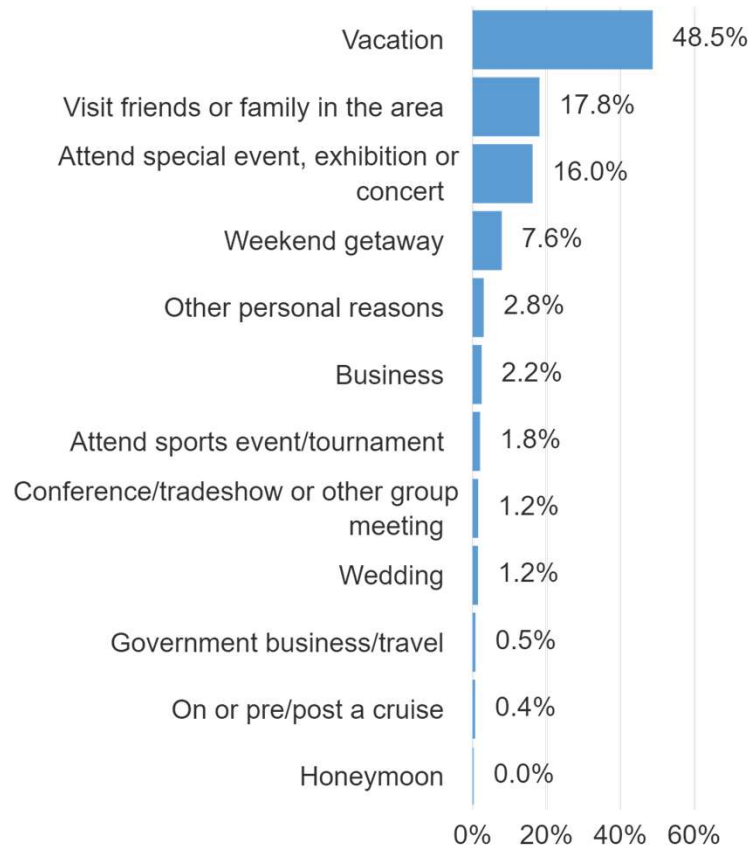
(≤ 30) = 1.7

(> 30) = 2.5

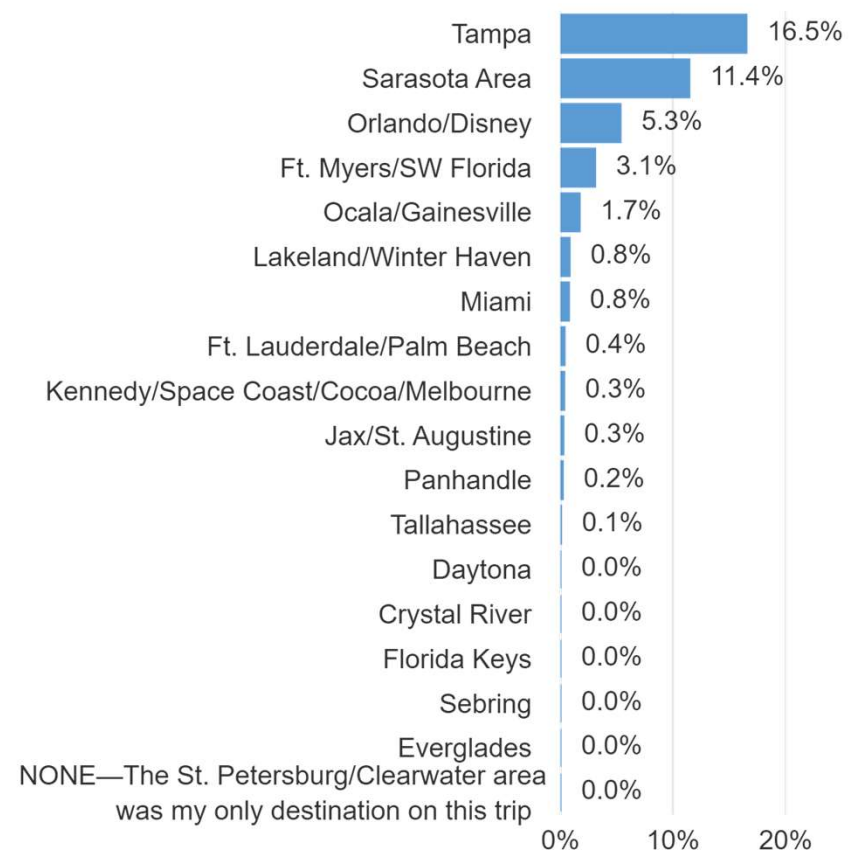
Base: 2023 - November 394 responses.

Primary Reason for Visit / Other Destinations Visited

Primary Reason for Visit

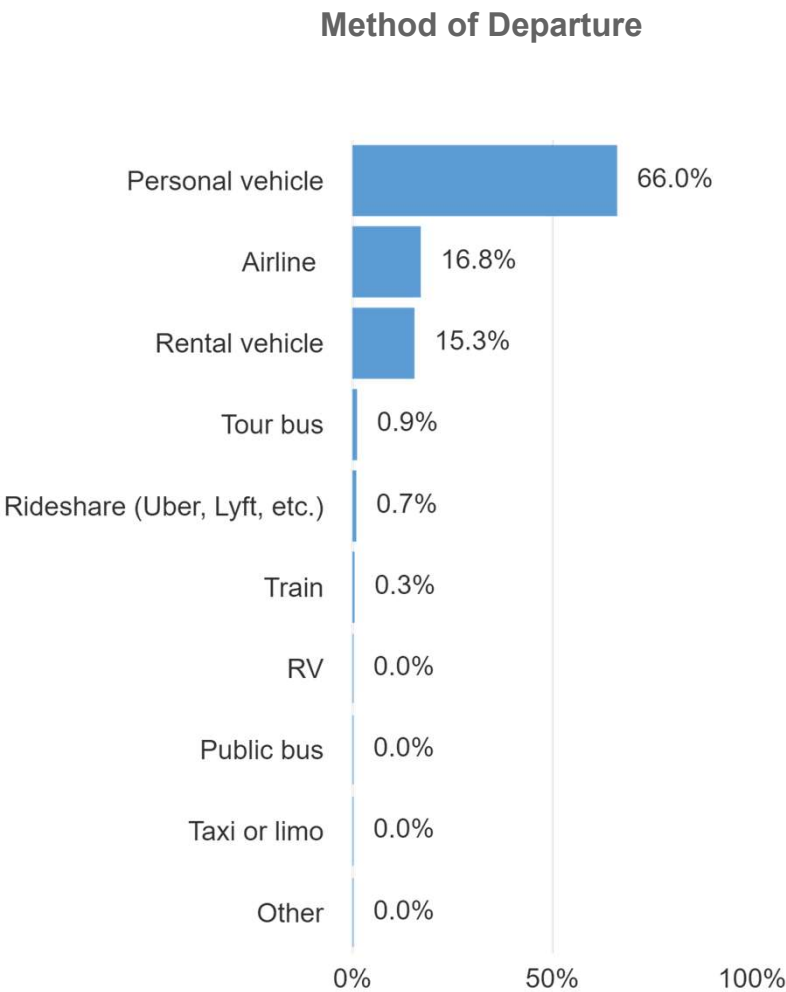
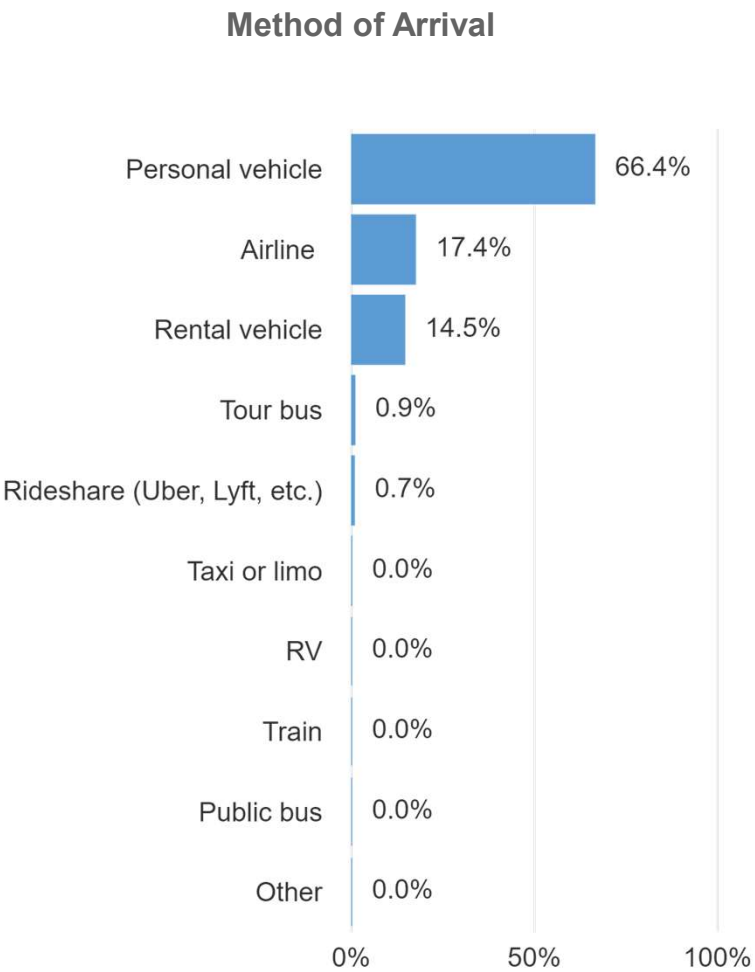


Other Destinations Visited on SPC Trip



Base: 2023 - November 394 responses.

Method of Arrival / Method of Departure



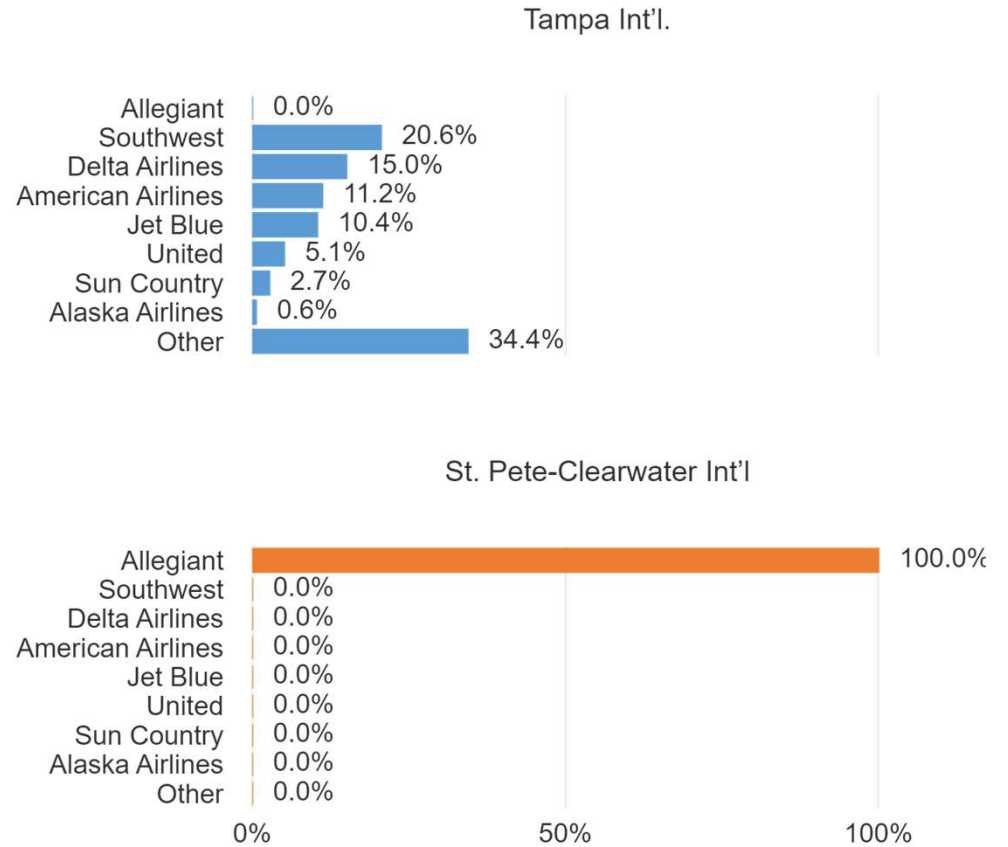
Base: 2023 - November 394 responses.

Arrival Airport / Airline Used

Airport of Arrival



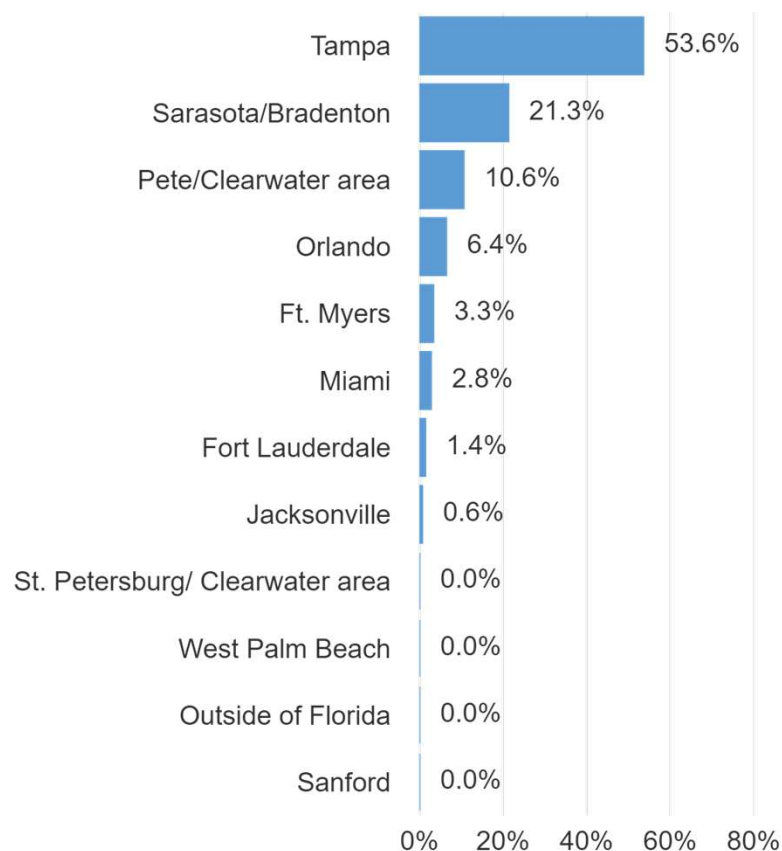
Airline Used by Airport of Arrival



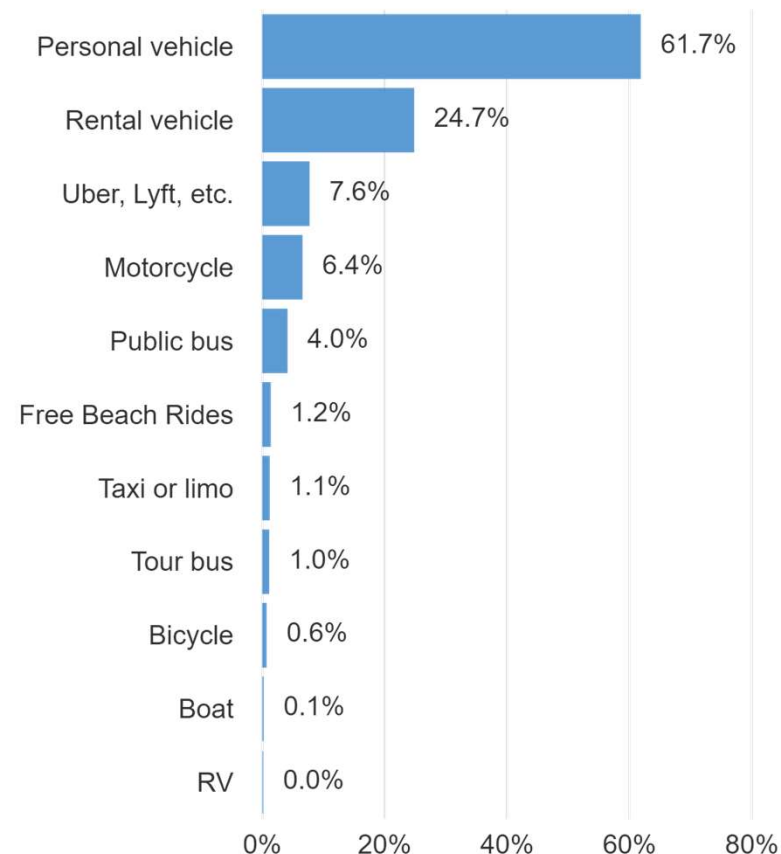
Base: 2023 - November 394 responses.

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

Rental Vehicle Pick-Up City



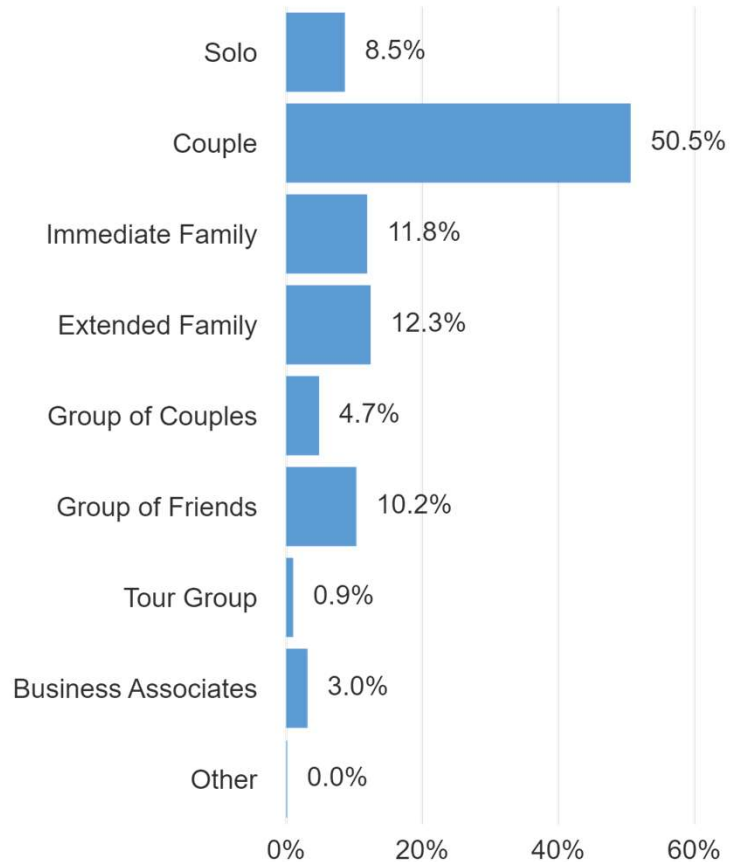
Transportation Used In-Market



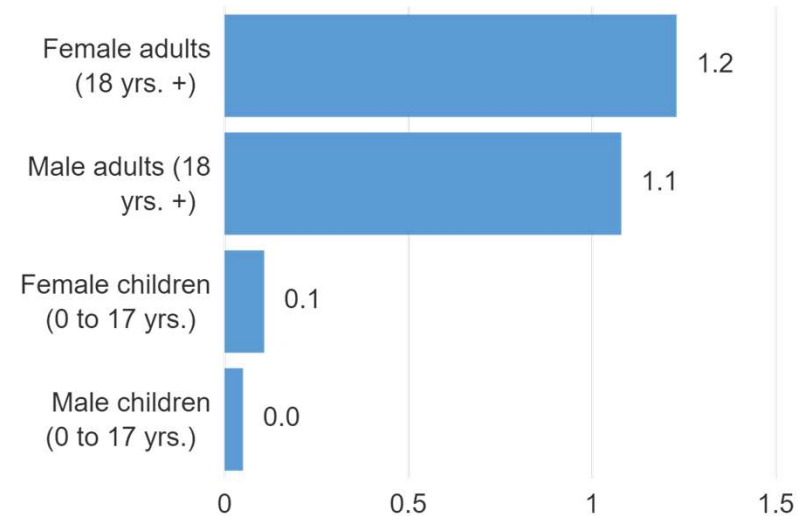
Base: 2023 - November 394 responses.

Travel Party Composition / Travel Party Size

Travel Party Composition



Travel Party Size



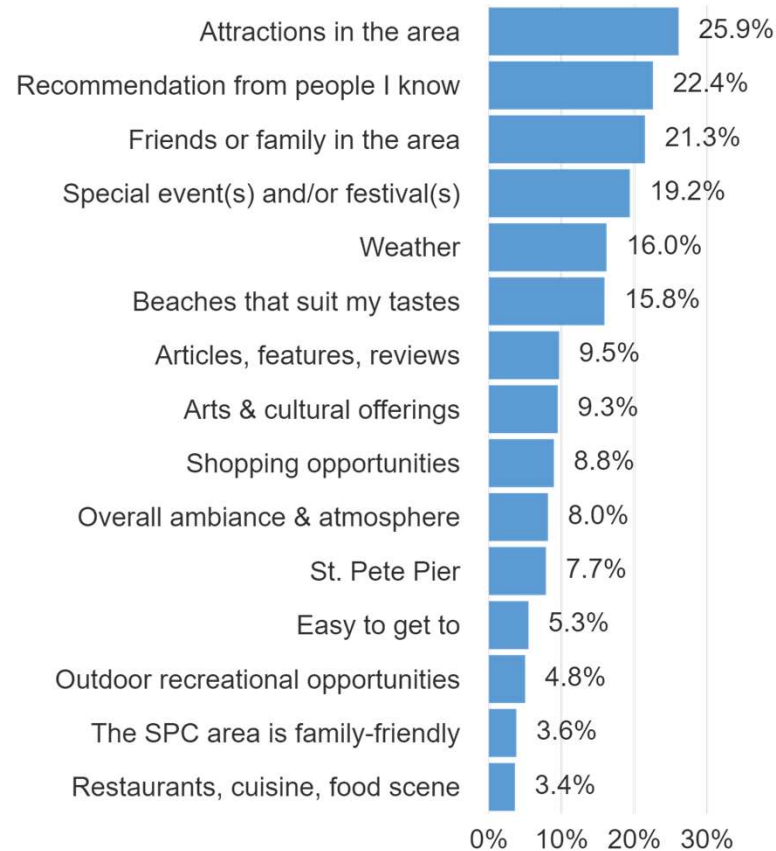
Avg Travel
Party Size = 2.5

Percent with
Children = 9.0 %

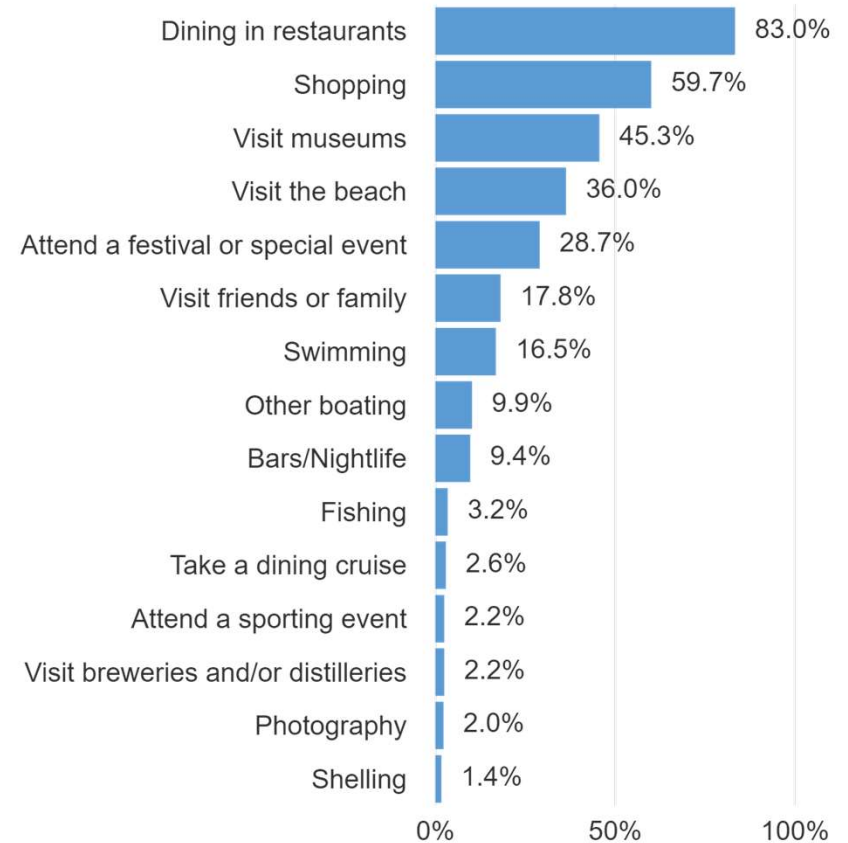
Base: 2023 - November 394 responses.

Important Factors to Destination Decision / Trip Activities

Important to Decision to Visit



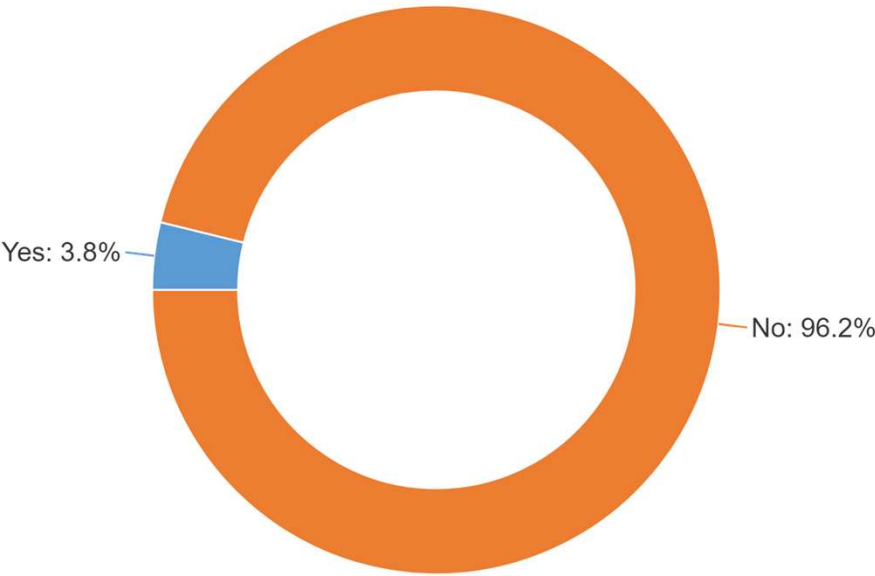
Trip Activities



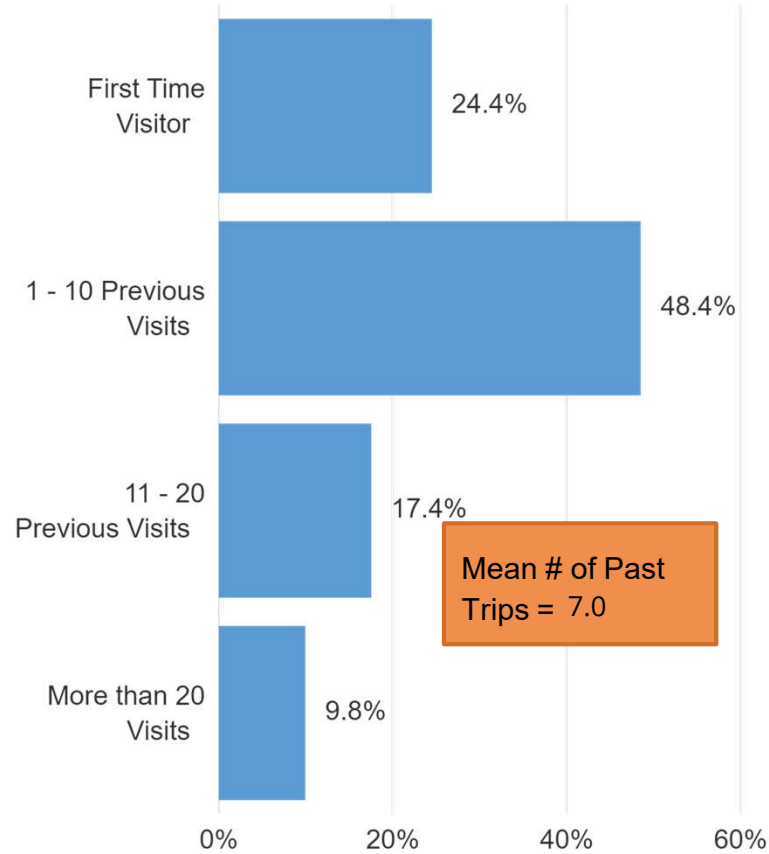
Base: 2023 - November 394 responses.

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

First Time Visitors to Florida



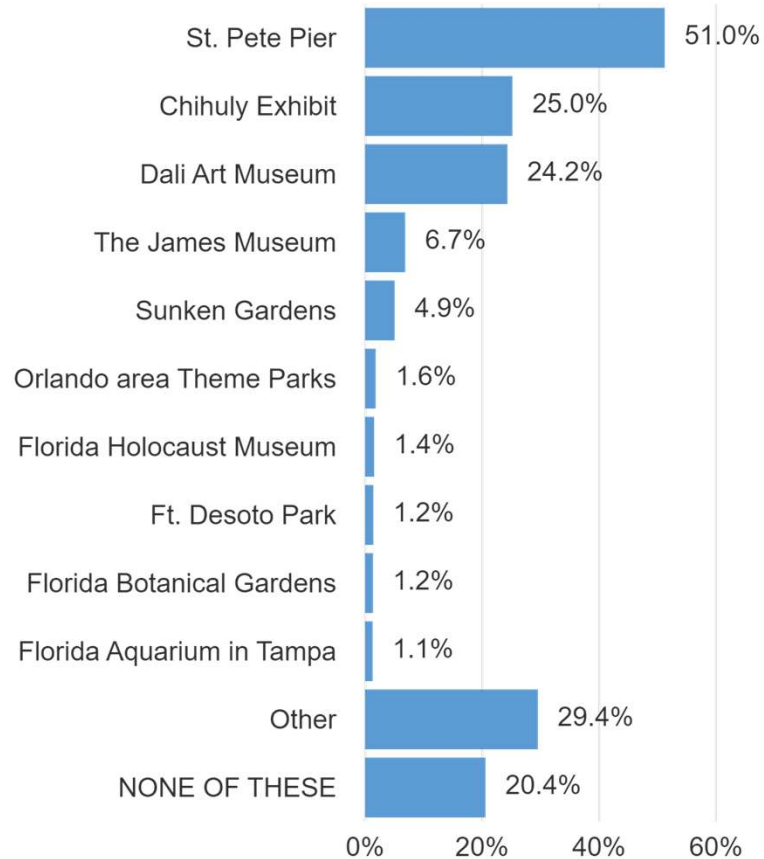
Previous Visitation to the St. Pete/Clearwater Area



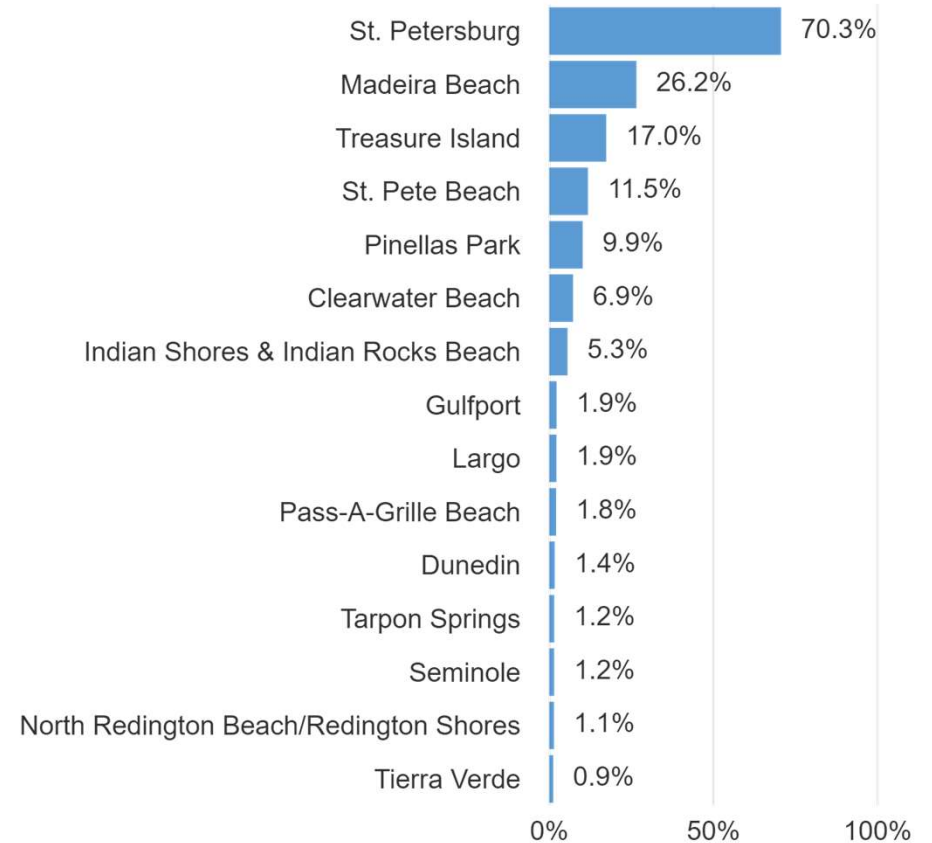
Base: 2023 - November 394 responses.

Attractions Visited / Communities Visited

Attractions Visited



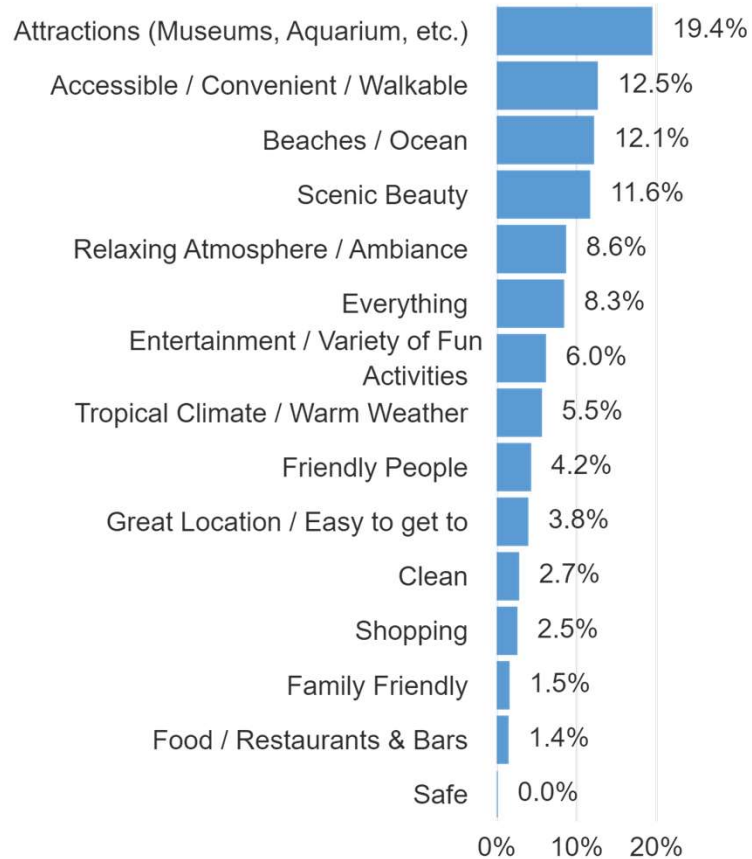
Communities Visited



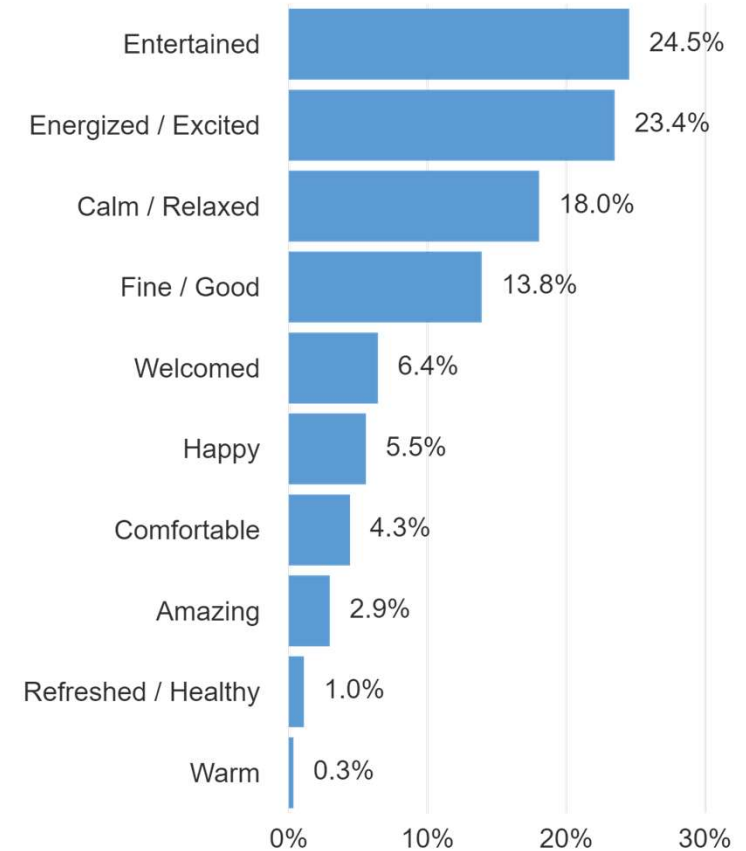
Base: 2023 - November 394 responses.

Most Liked Aspect / Feelings in St. Pete-Clearwater

Most Liked Aspects of SPC (Unaided)



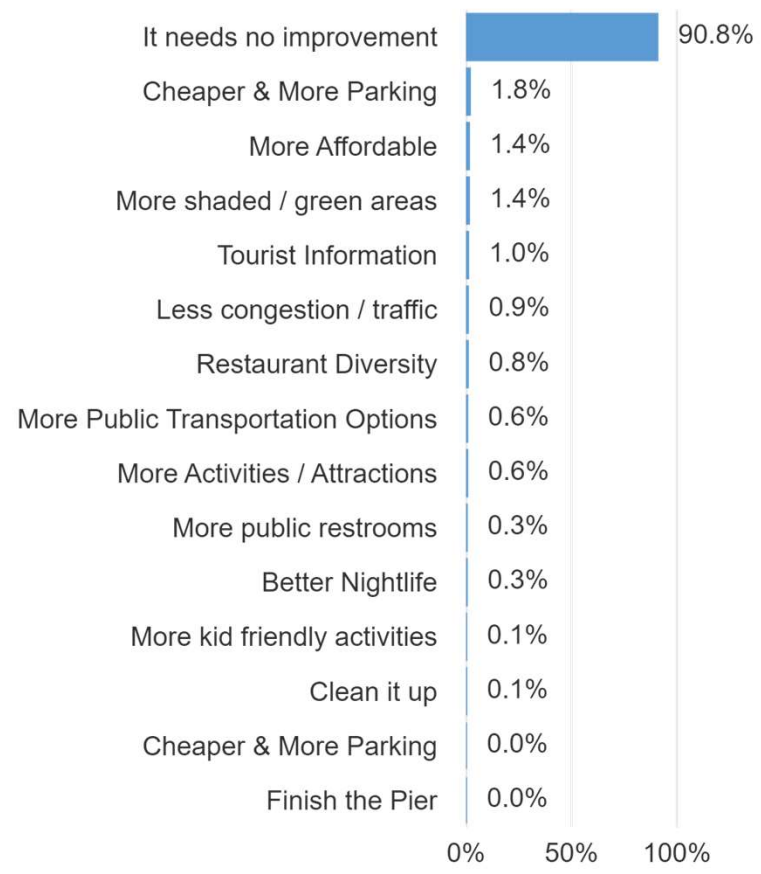
Feelings in SPC Area (Unaided)



Base: 2023 - November 394 responses.

Attractions or Services that Would Enhance the Destination Experience

Additional Attractions or Services (Unaided)



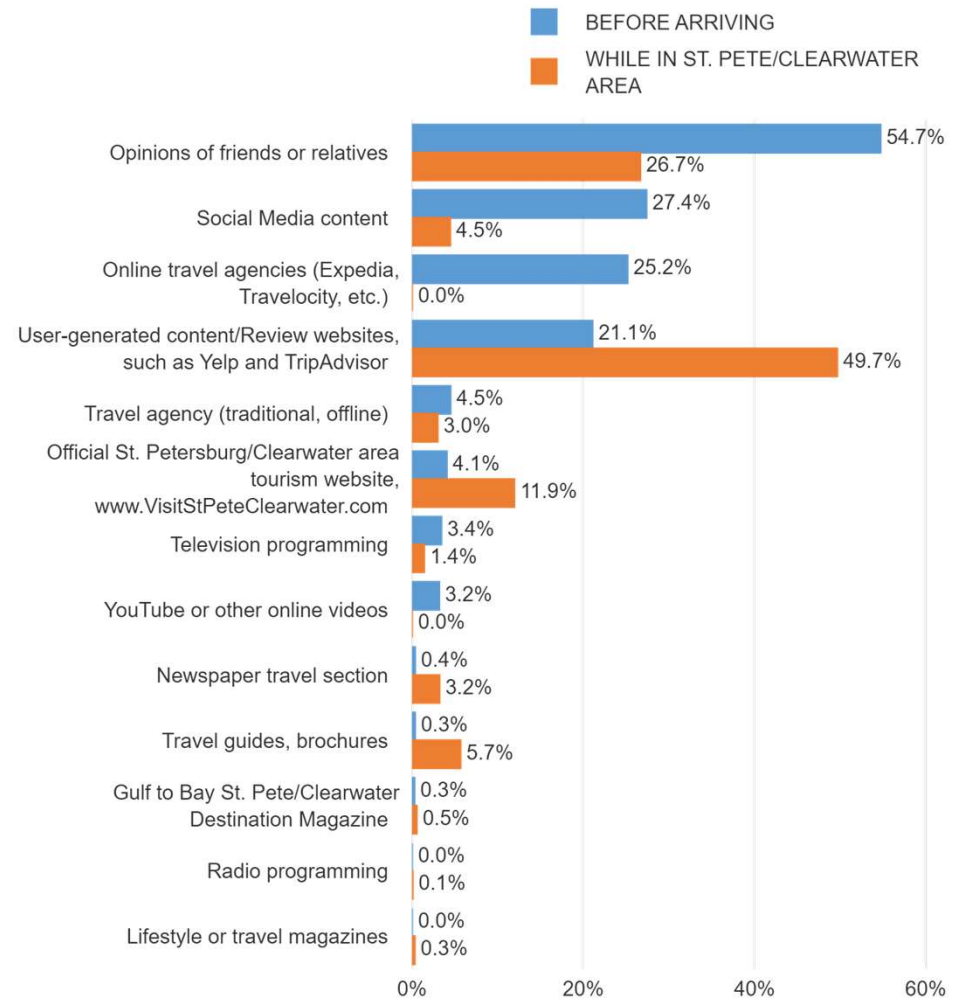
Base: 2023 - November 394 responses.

When Decision to Visit was Made / Travel Planning Resources Used

Average Time Between Decision to Visit and Arrival



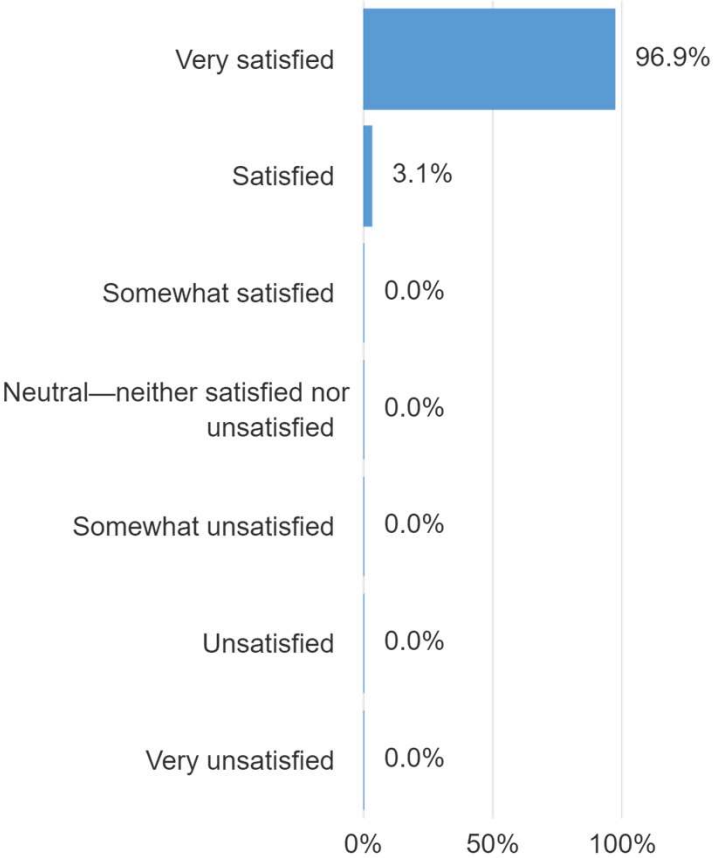
Resources Used before Arrival and While In Market



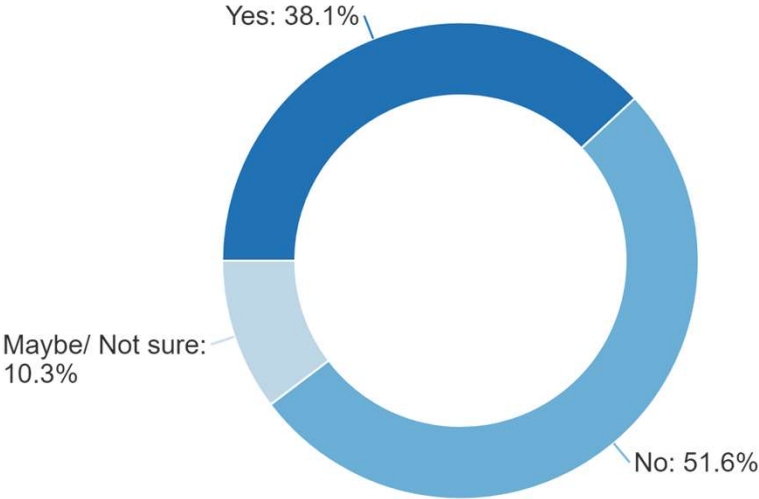
Base: 2023 - November 394 responses.

Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall

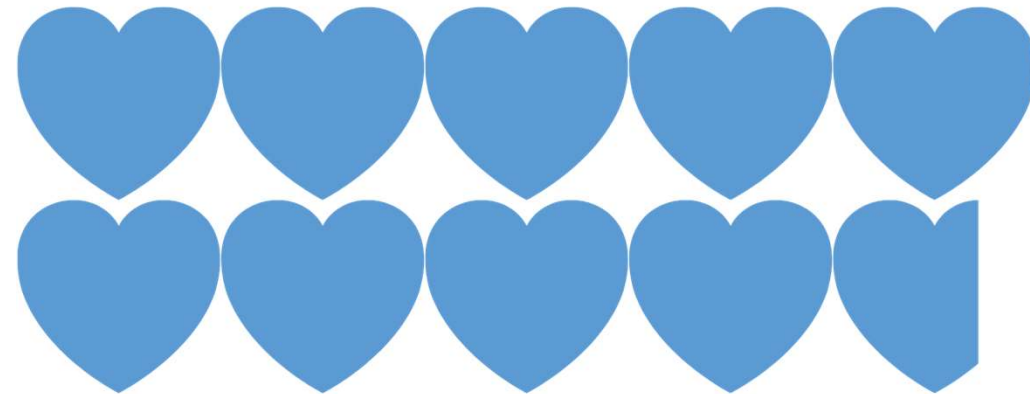


Base: 2023 - November 394 responses.

Likelihood to Recommend / Likelihood to Return

Likelihood to Recommend

9.7 / 10



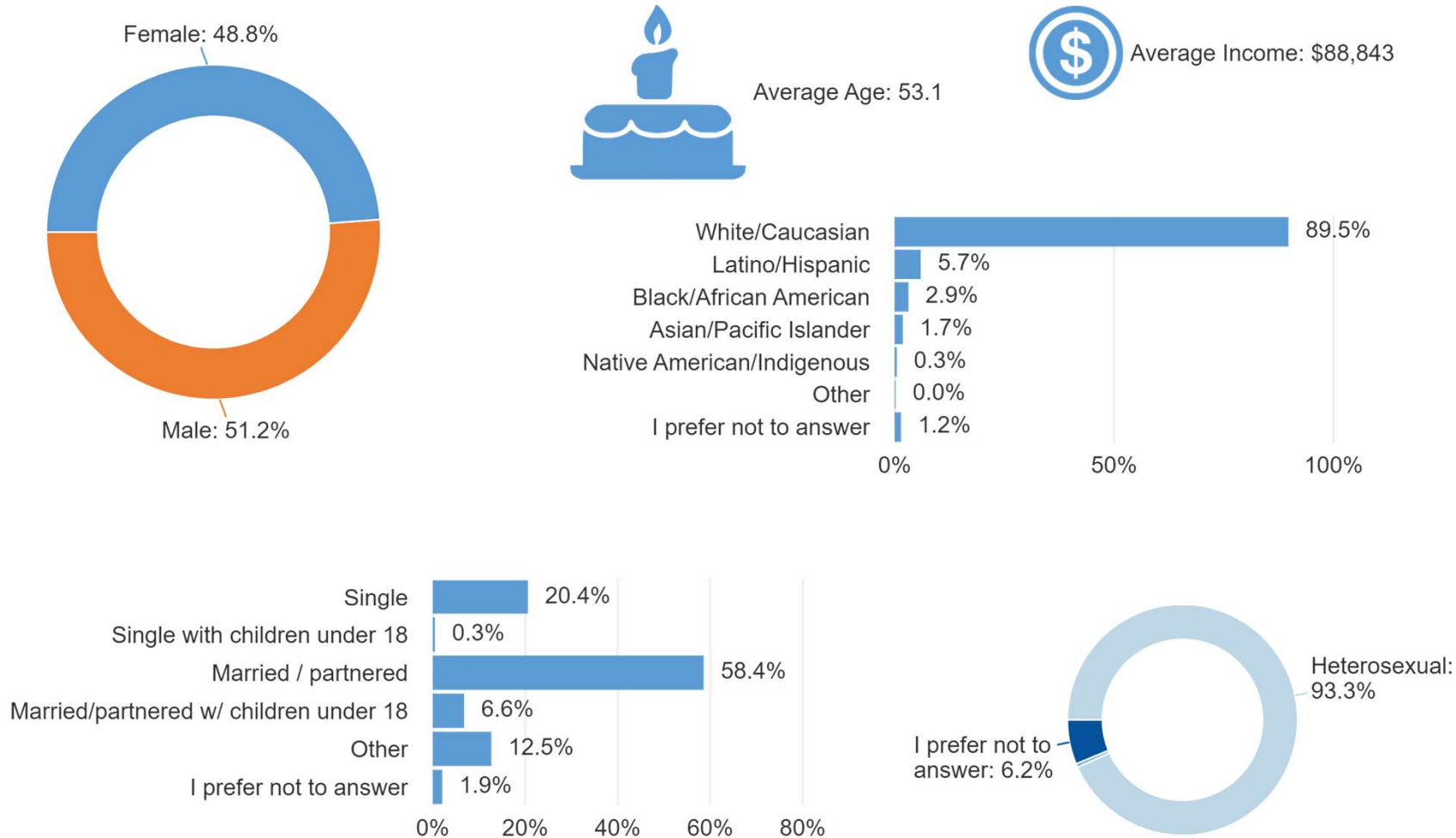
Likelihood to Return

9.4 / 10



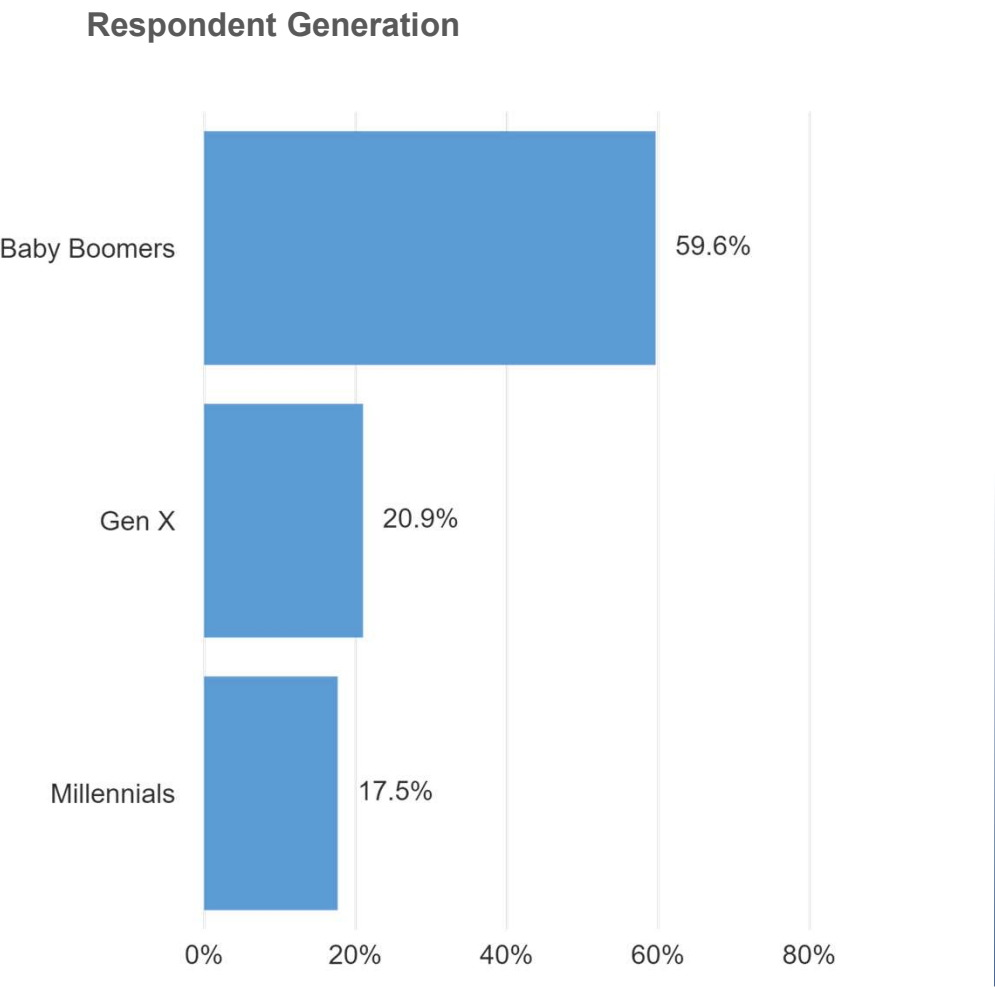
Base: 2023 - November 394 responses.

Demographics



Base: 2023 - November 394 responses.

Generation



Base: 2023 - November 394 responses.