Pinellas County - February 2022

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 404 for February 2022.

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:

- 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

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

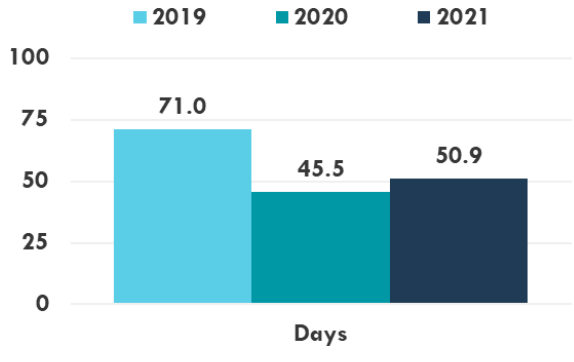
Destination Analysts

KEY THINGS TO KNOW

VISIT ST. PETE/CLEARWATER *Calendar Year 2021*

Destination Analysts
DO YOUR RESEARCH

Average Time Between Decision to Visit & Arrival



Average Daily Spending

$270.17
2021

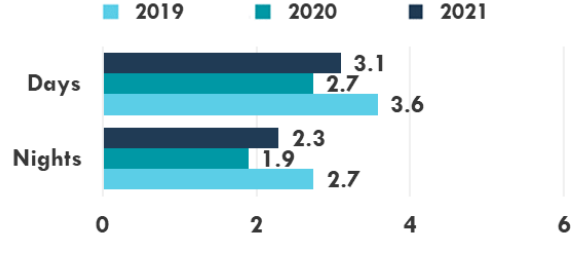
2020	2019
$216.64	$225.22

Travel Party Size

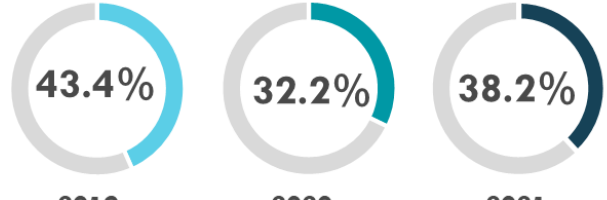
2.5
2021

2020	2.6
2019	2.6

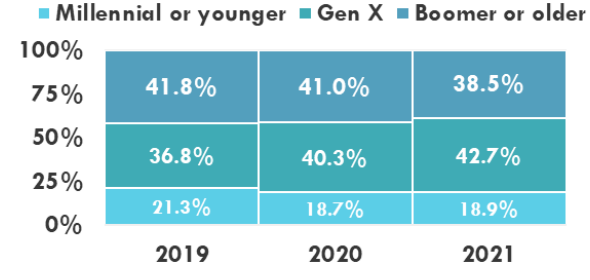
Average Days & Nights



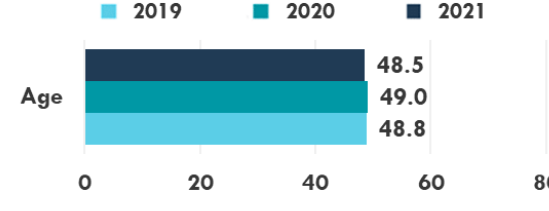
Percent Staying Overnight



Generations



Average Age



Average Income

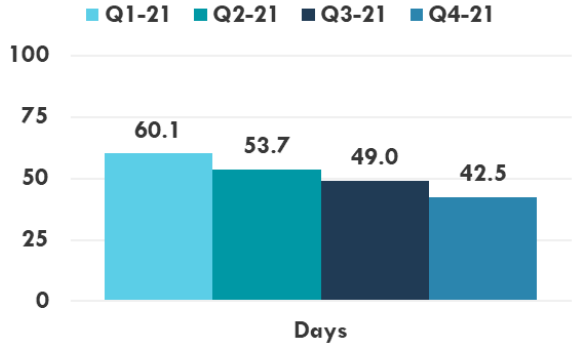
$107,854
2021

2020	$98,369
2019	$95,454

VISIT ST. PETE/CLEARWATER *Quarterly Comparison*

Destination Analysts
DO YOUR RESEARCH

Average Time Between Decision to Visit & Arrival



Average Daily Spending

$260
Q4-21

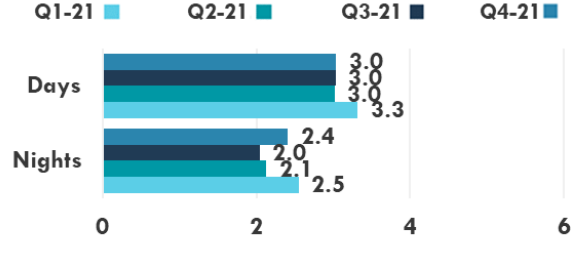
Q1-21	Q2-21	Q3-21
$268	$274	$281

Travel Party Size

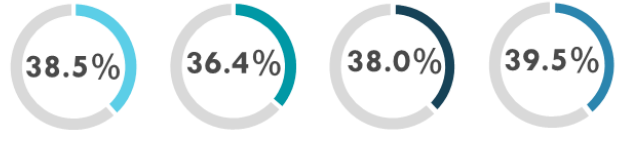
2.3
Q4-21

Q1-21	2.5
Q2-21	2.6
Q3-21	2.7

Average Days & Nights



Percent Staying Overnight



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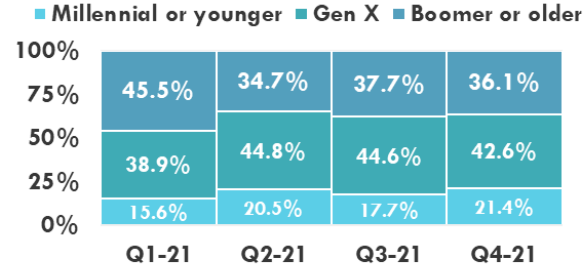
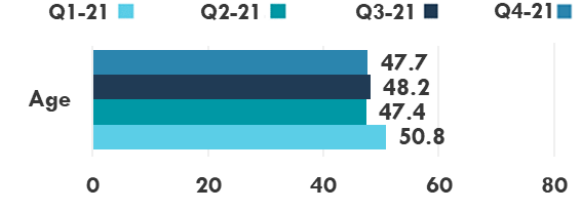


Average Age



Average Income

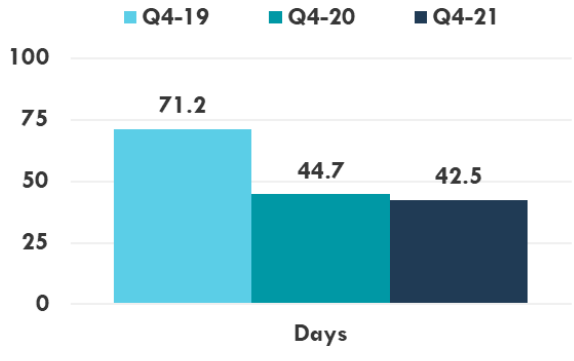
$105,097
Q4-21

Q1-21	$111,830
Q2-21	$108,907
Q3-21	$105,882

VISIT ST. PETE/CLEARWATER *Q4 2021*

Destination Analysts
DO YOUR RESEARCH

Average Time Between Q4ision to Visit & Arrival



Average Daily Spending

$260.01
Q4-21

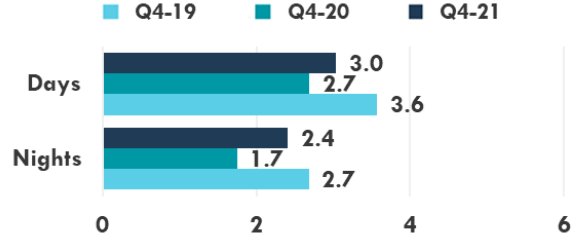
$242.33	$220.71
Q4-20	Q4-19

Travel Party Size

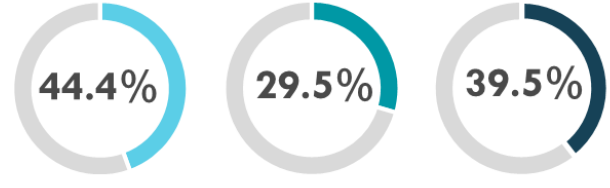
2.3
Q4-21

Q4-20	2.7
Q4-19	2.5

Average Days & Nights

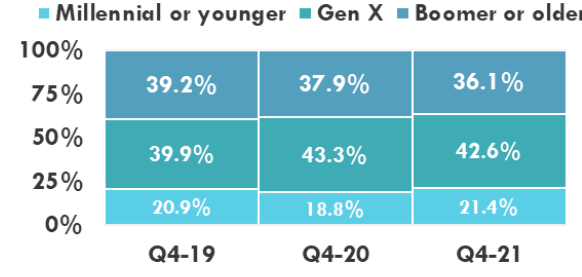


Percent Staying Overnight

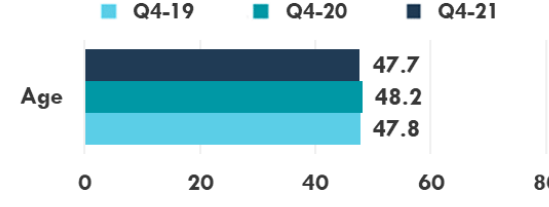


Q4-19	Q4-20	Q4-21

Generations



Average Age



Average Income

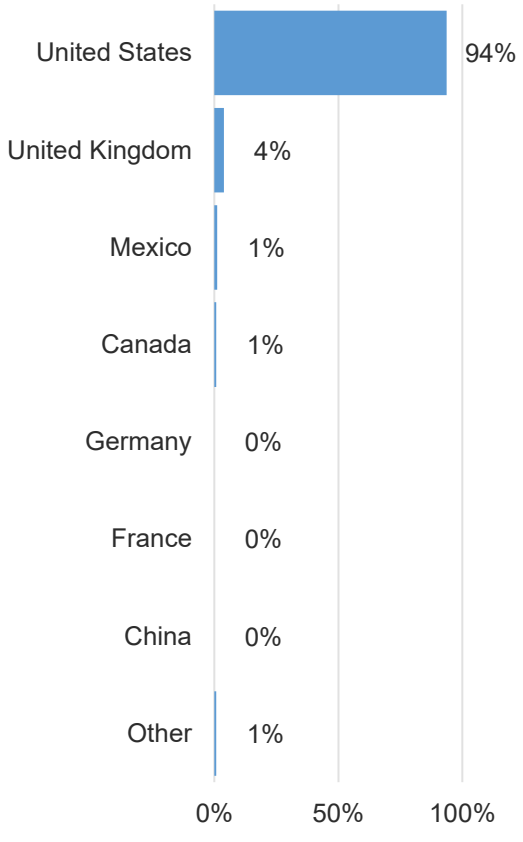
$105,097
Q4-21

Q4-20	$105,143
Q4-19	$92,241

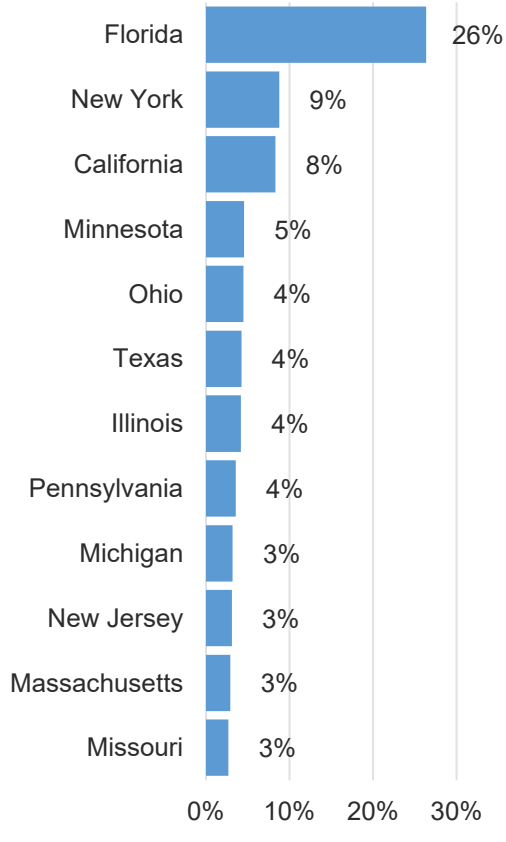
DETAILED FINDINGS

Point of Origin

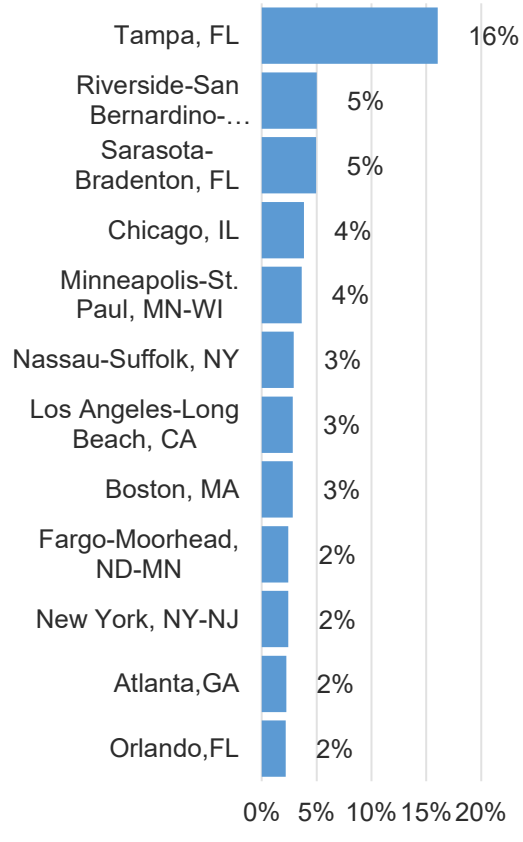
Country of Origin



State of Origin



MSA of Origin

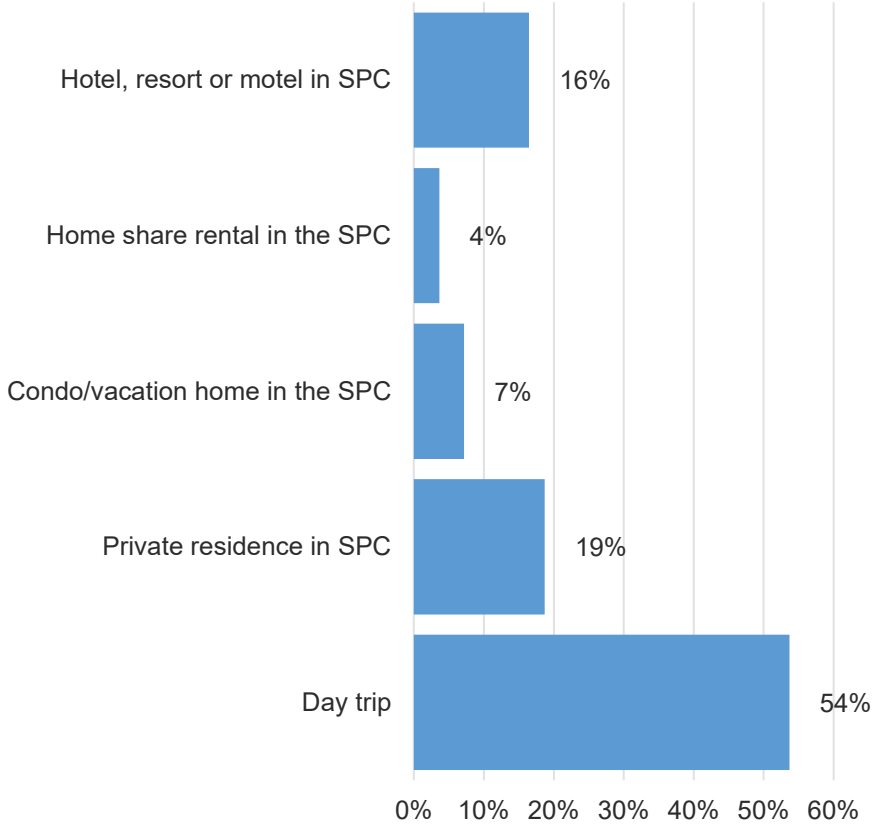


Base: 2022 - February 404 responses.

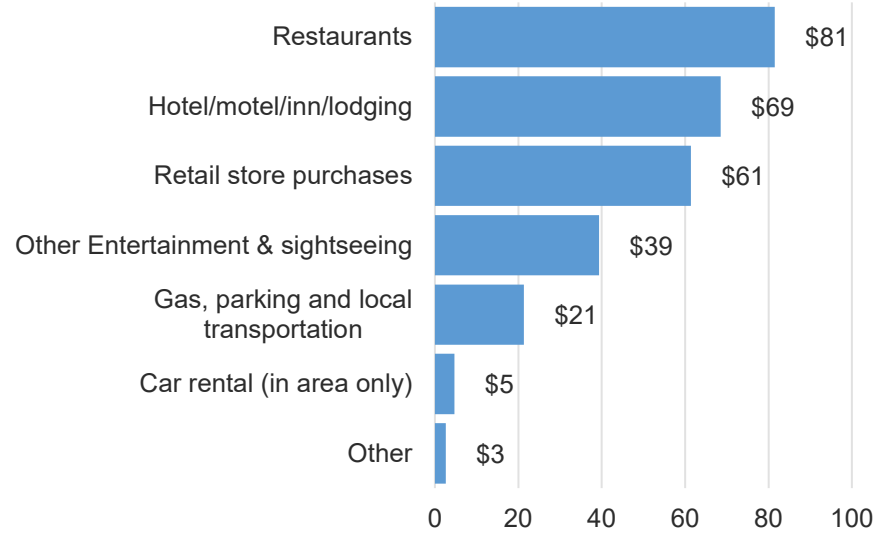
Destination Analysts

Lodging Type / Daily Spending in Market

Lodging Type



Daily Spending



Mean Travel Party Spending = $ 279.40

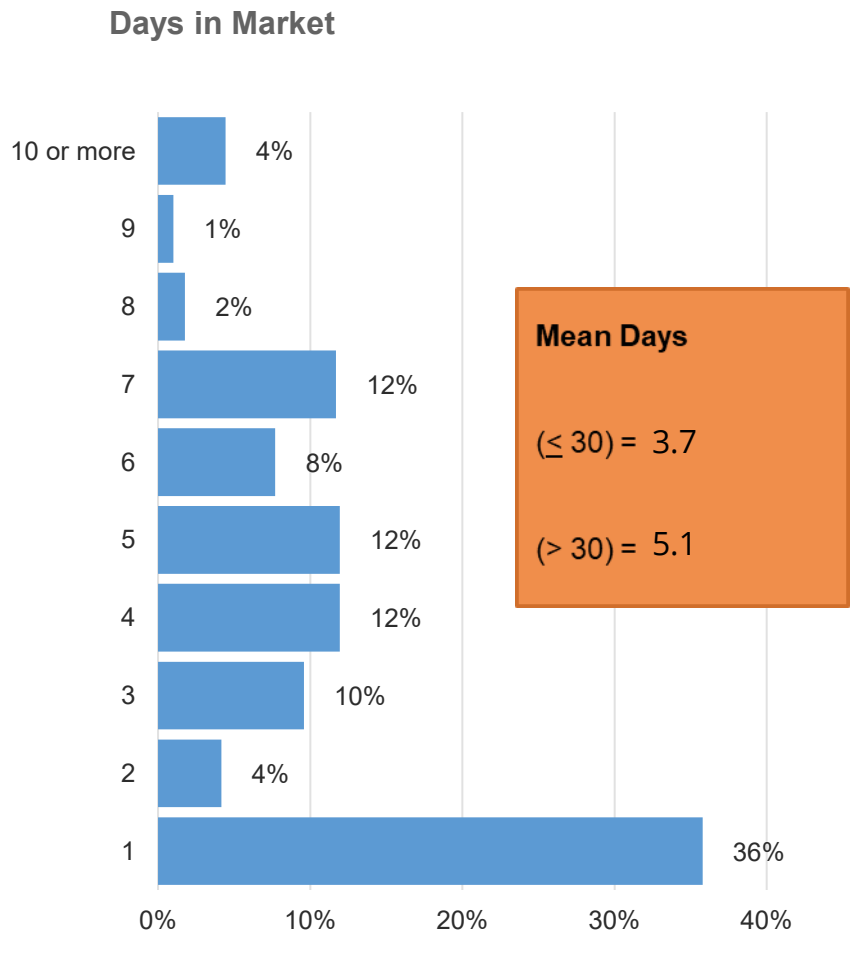
Avg # of People Covered by Spending = 2.12

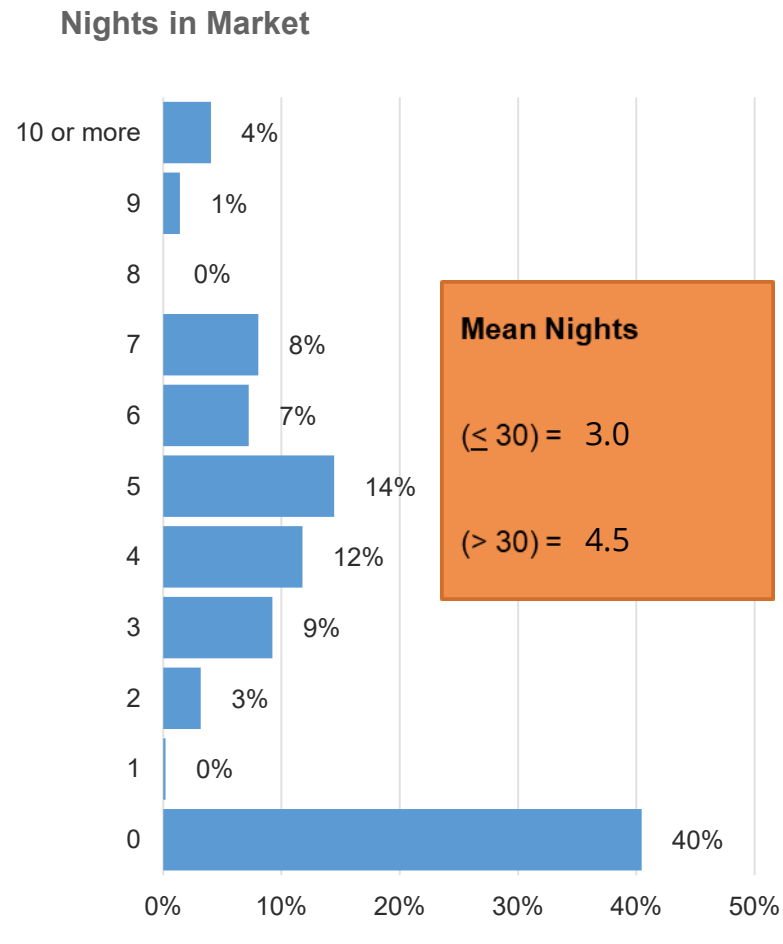
Mean Spending Per Person = $ 131.92

Base: 2022 - February 404 responses.

Destination Analysts

Days & Nights in St. Pete/Clearwater



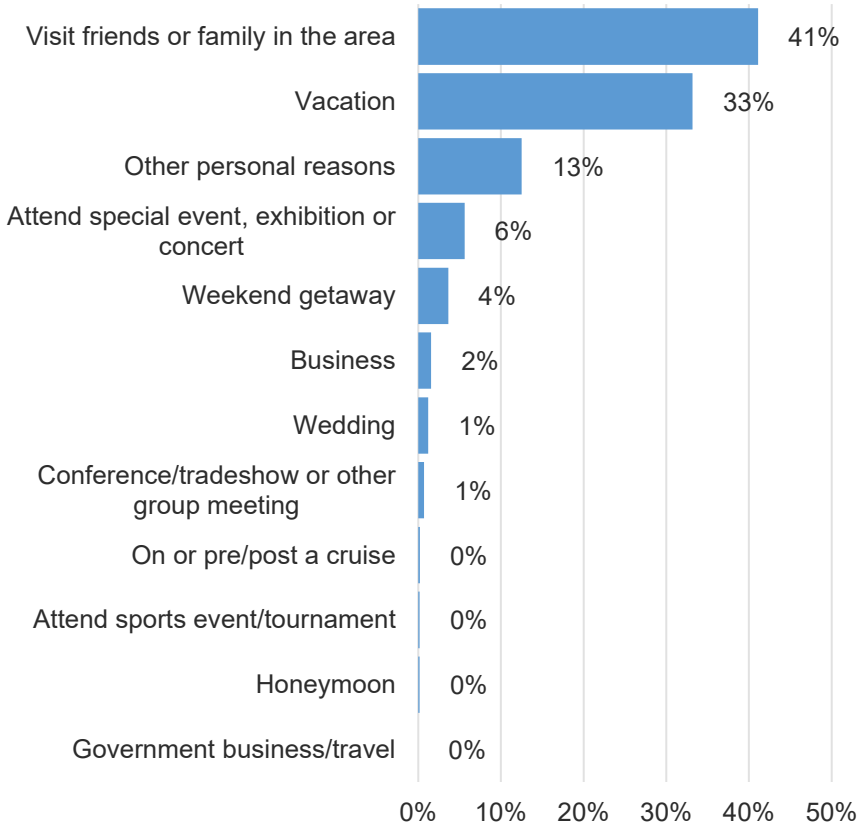


Base: 2022 - February 404 responses.

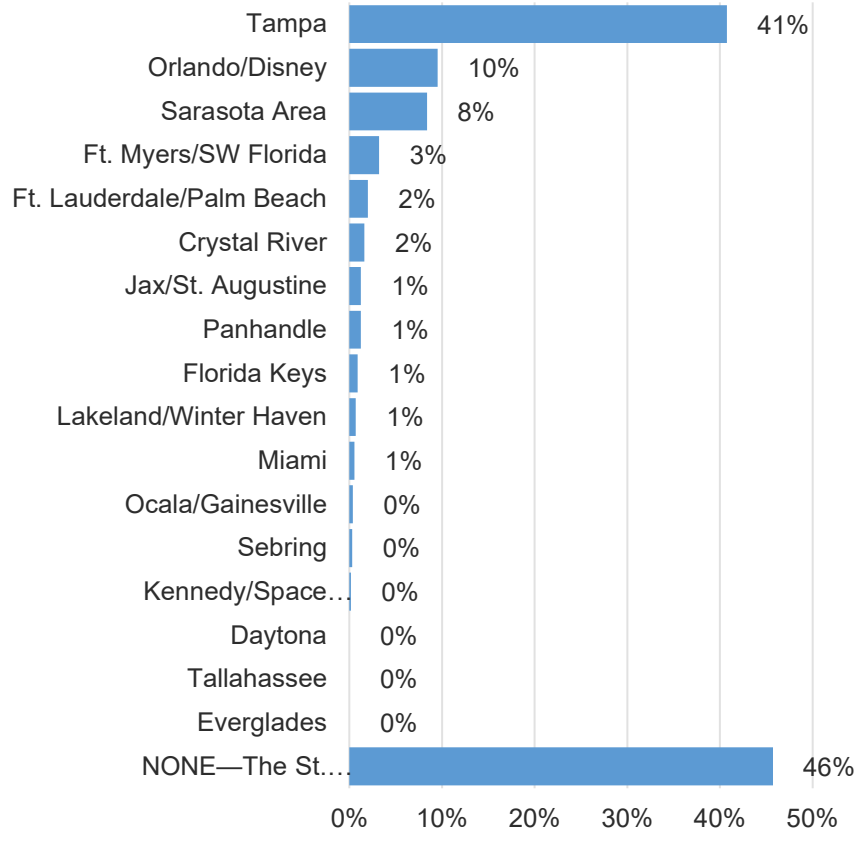
Destination Analysts

Primary Reason for Visit / Other Destinations Visited

Primary Reason for Visit



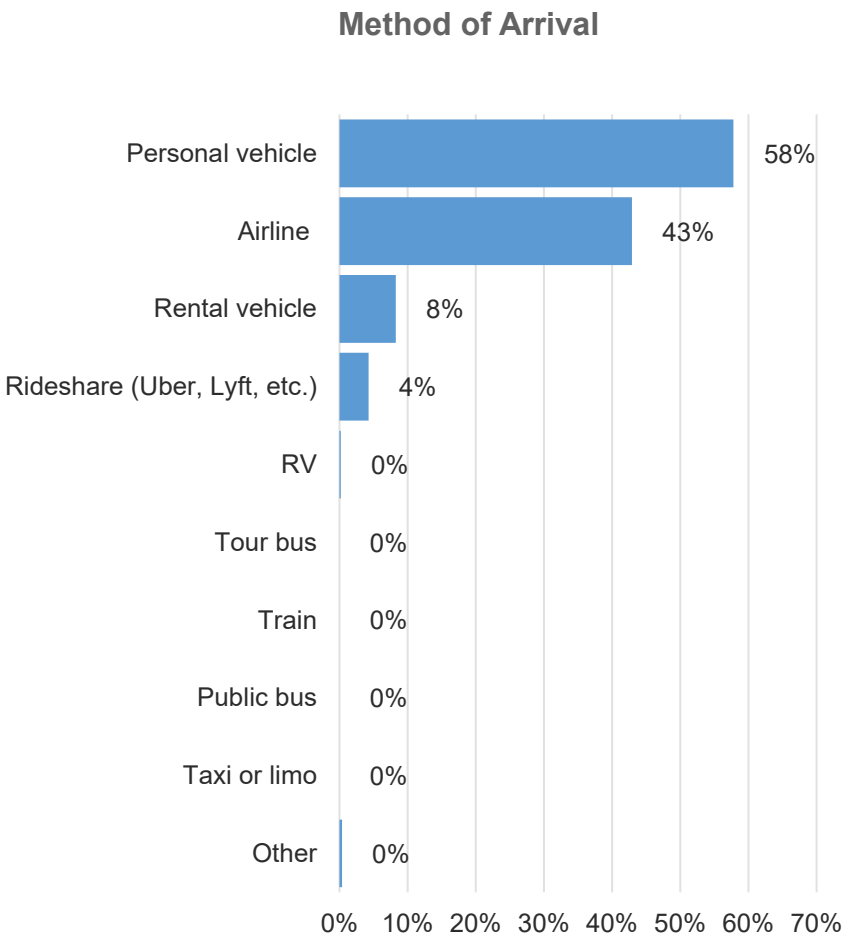
Other Destinations Visited on SPC Trip

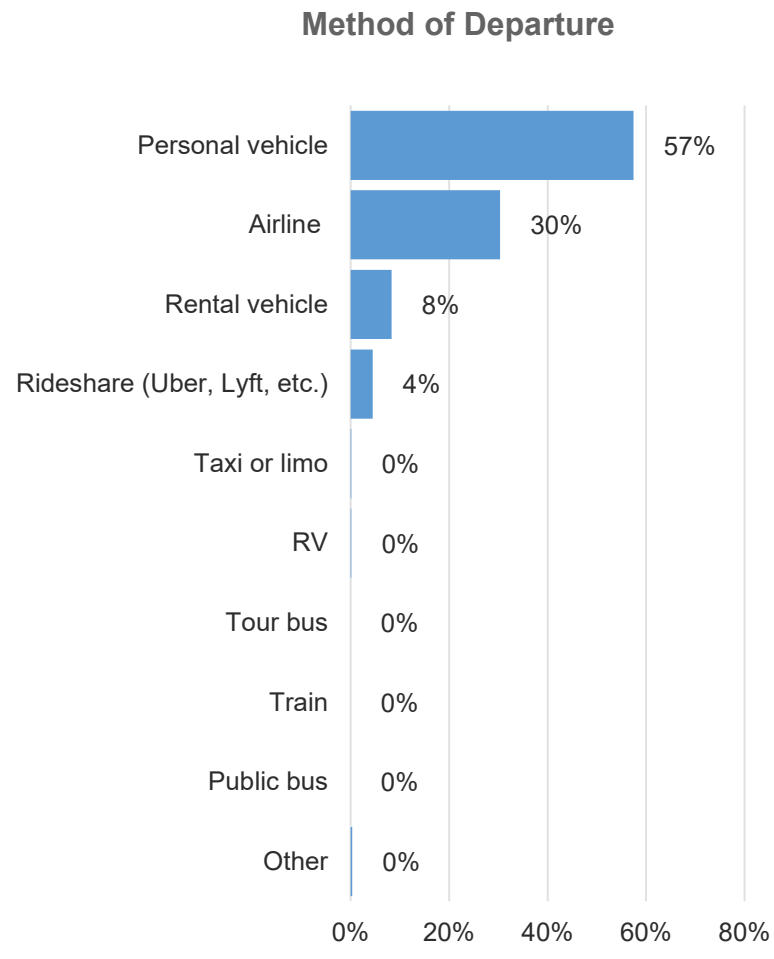


Base: 2022 - February 404 responses.

Destination Analysts

Method of Arrival / Arrival Airport & Airline



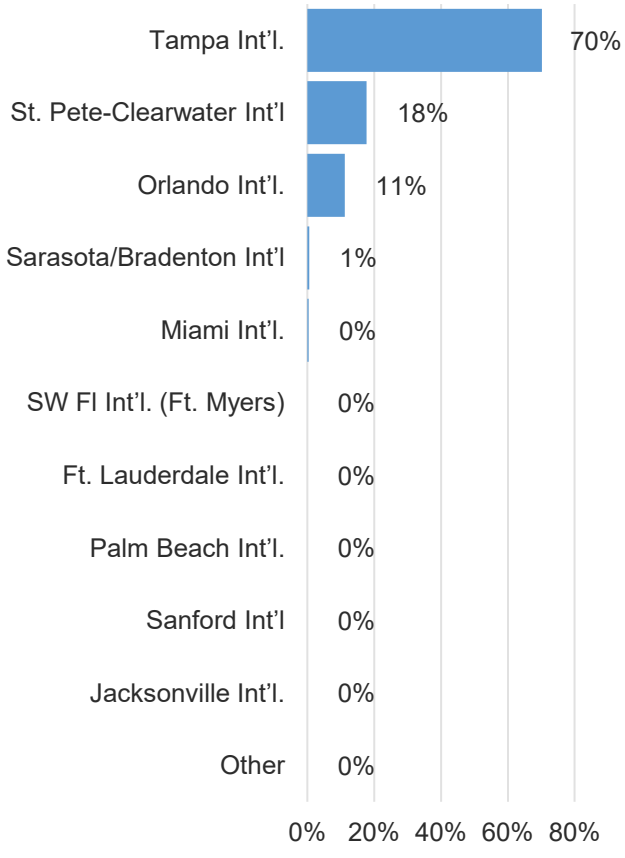


Base: 2022 - February 404 responses.

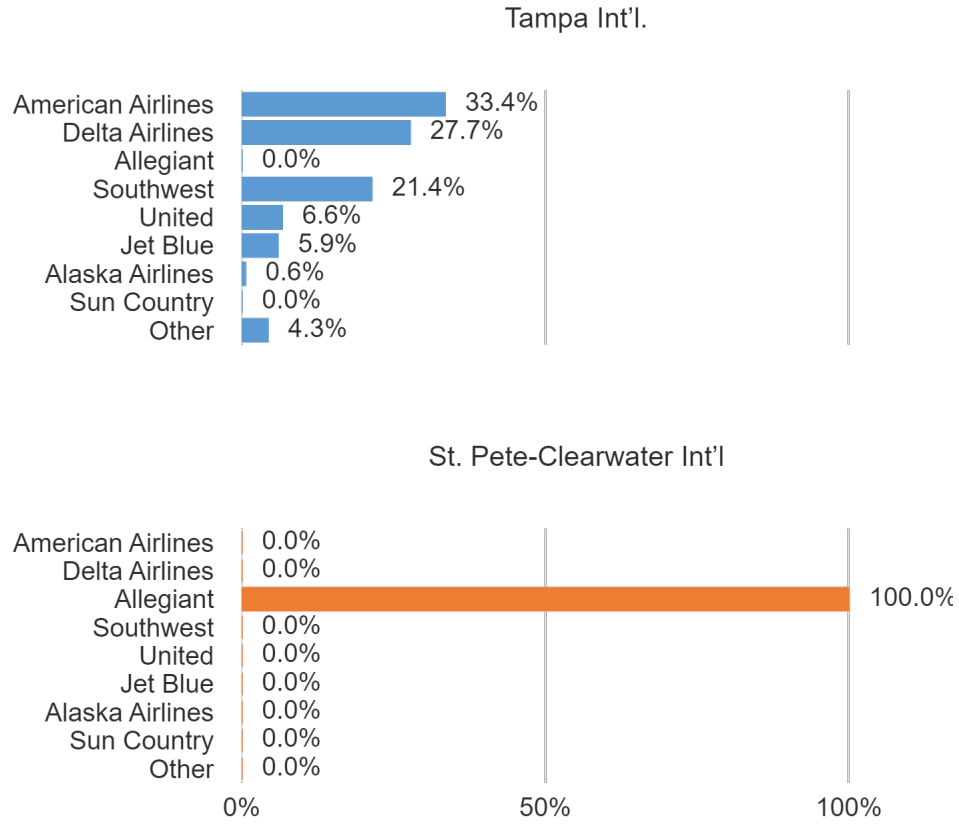
Destination Analysts

Method of Arrival / Arrival Airport & Airline

Airport of Arrival



Airline Used by Airport of Arrival

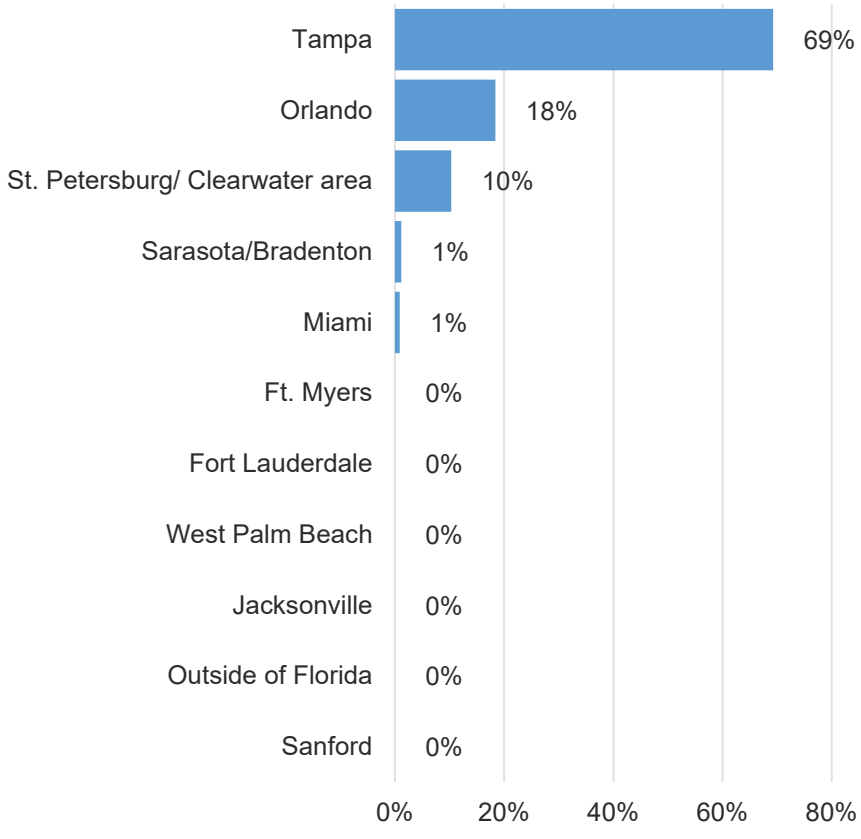


Base: 2022 - February 404 responses.

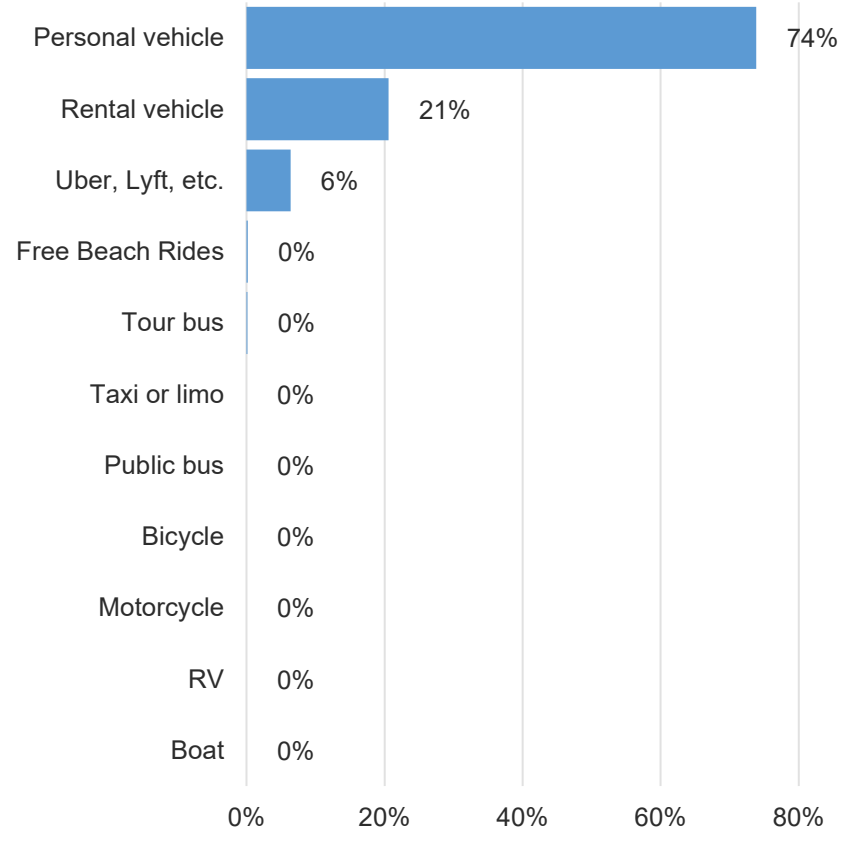
Destination Analysts

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

Rental Vehicle Pick-Up City



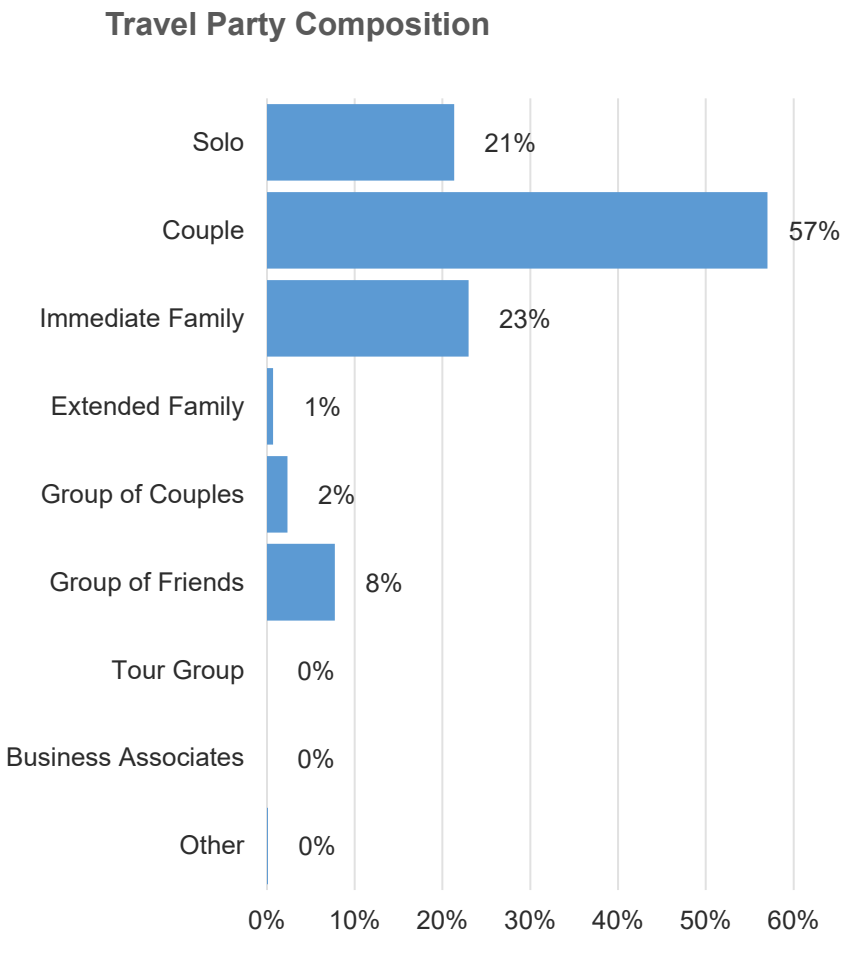
Transportation Used In-Market

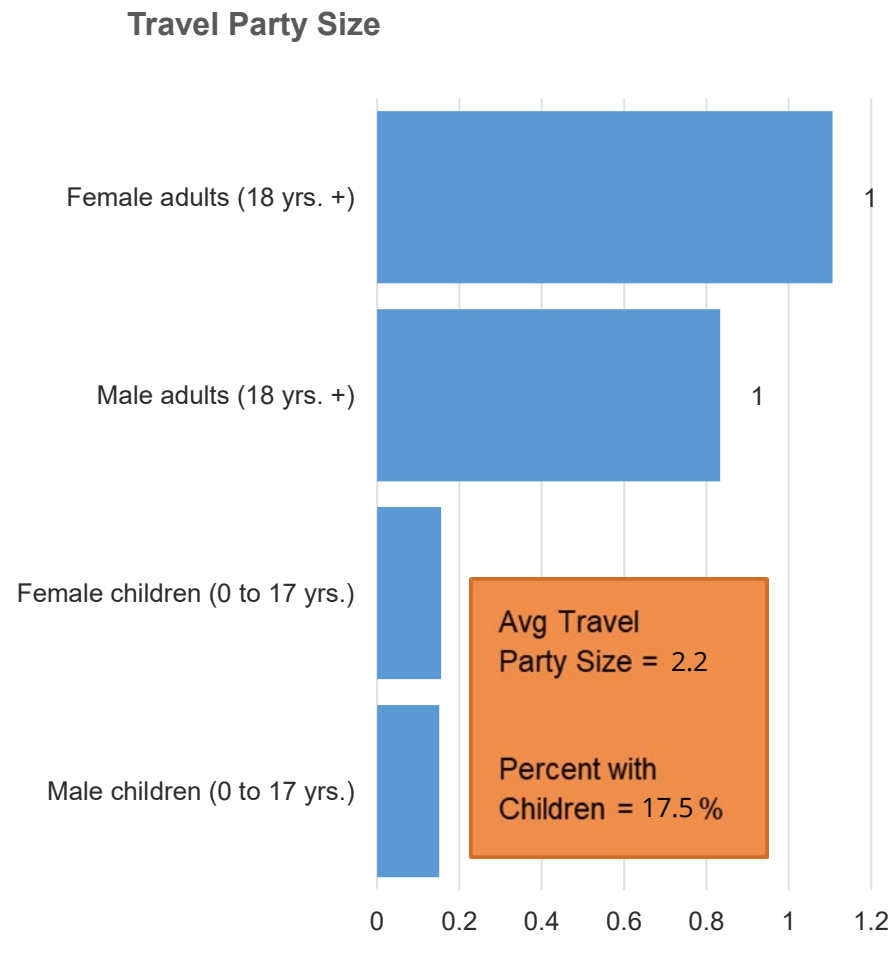


Base: 2022 - February 404 responses.

Destination Analysts

Travel Party Composition / Travel Party Size



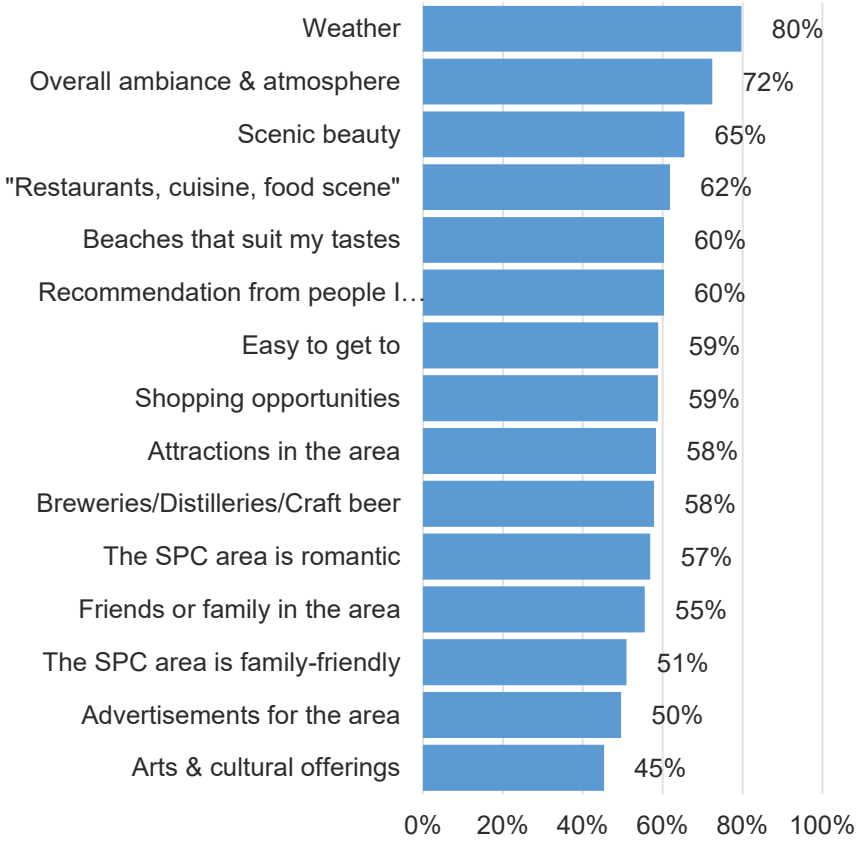


Base: 2022 - February 404 responses.

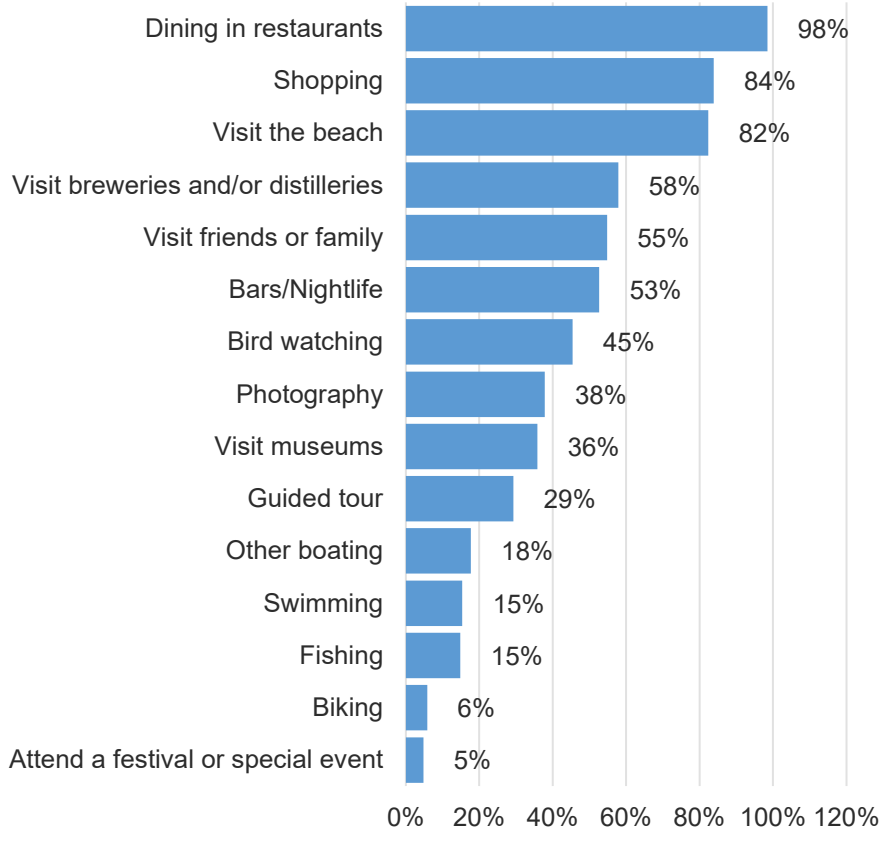
Destination Analysts

Important Factors to Destination Decision / Trip Activities

Important to Decision to Visit



Trip Activities

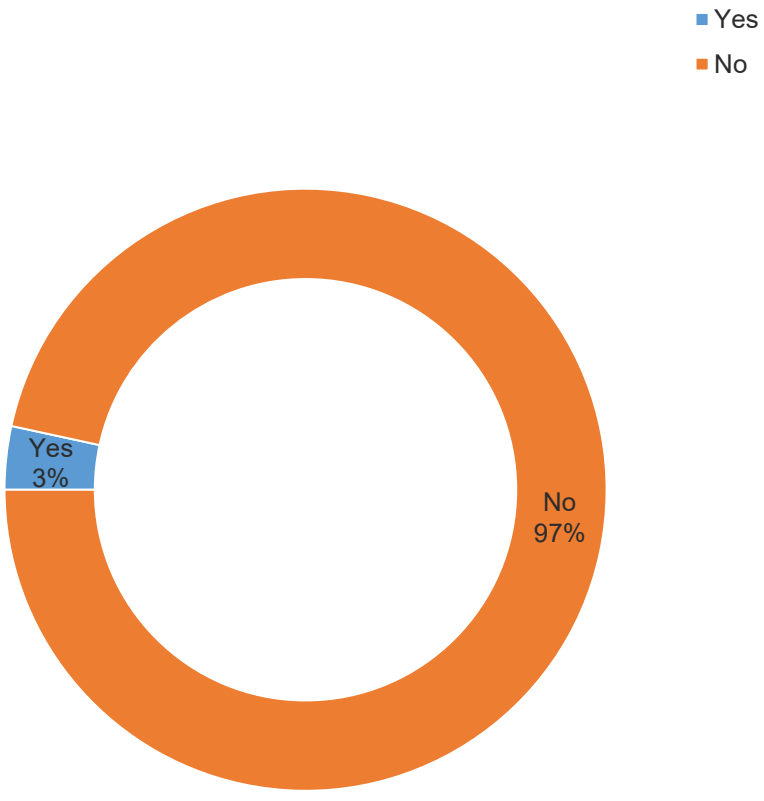


Base: 2022 - February 404 responses.

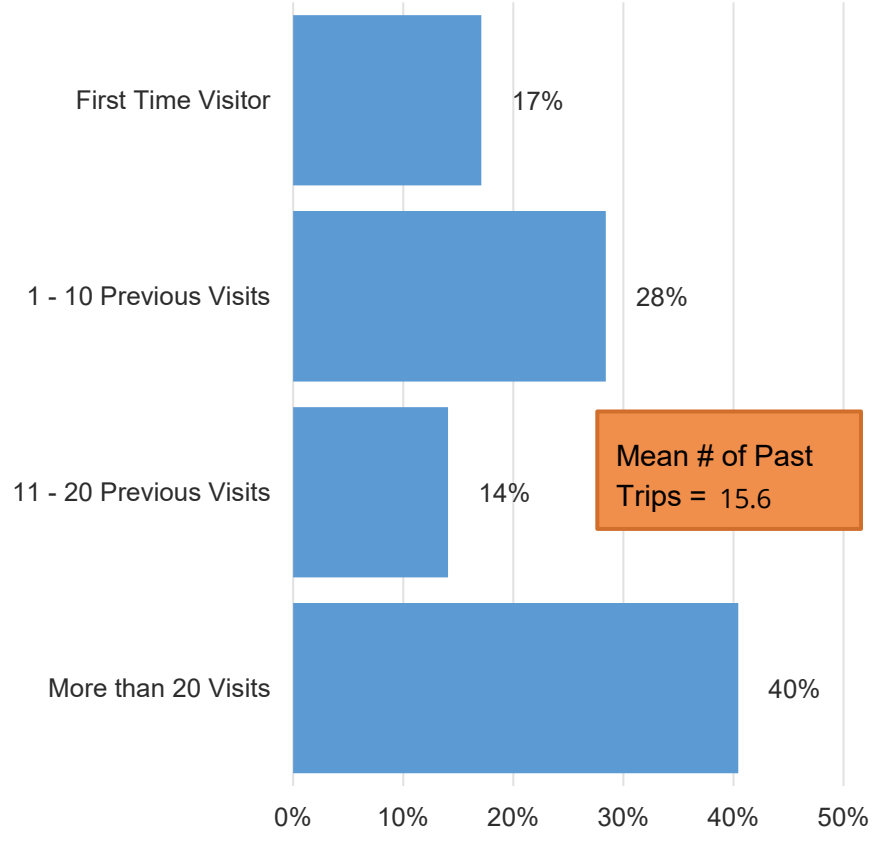
Destination Analysts

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

First Time Visitors to Florida



Previous Visitation to the St. Pete/Clearwater Area

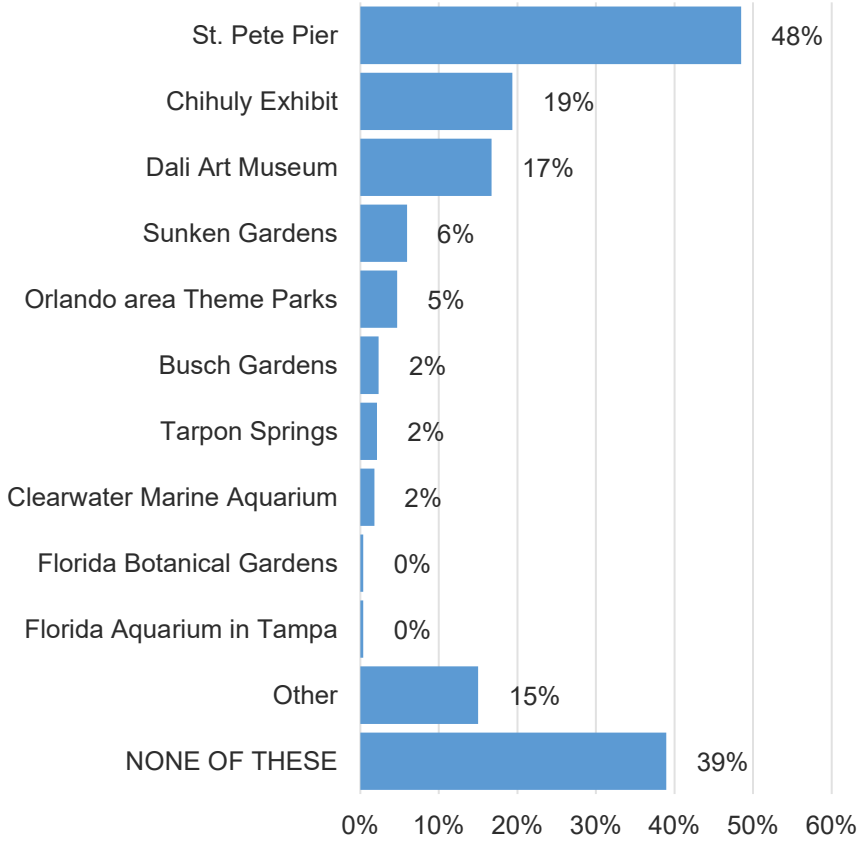


Base: 2022 - February 404 responses.

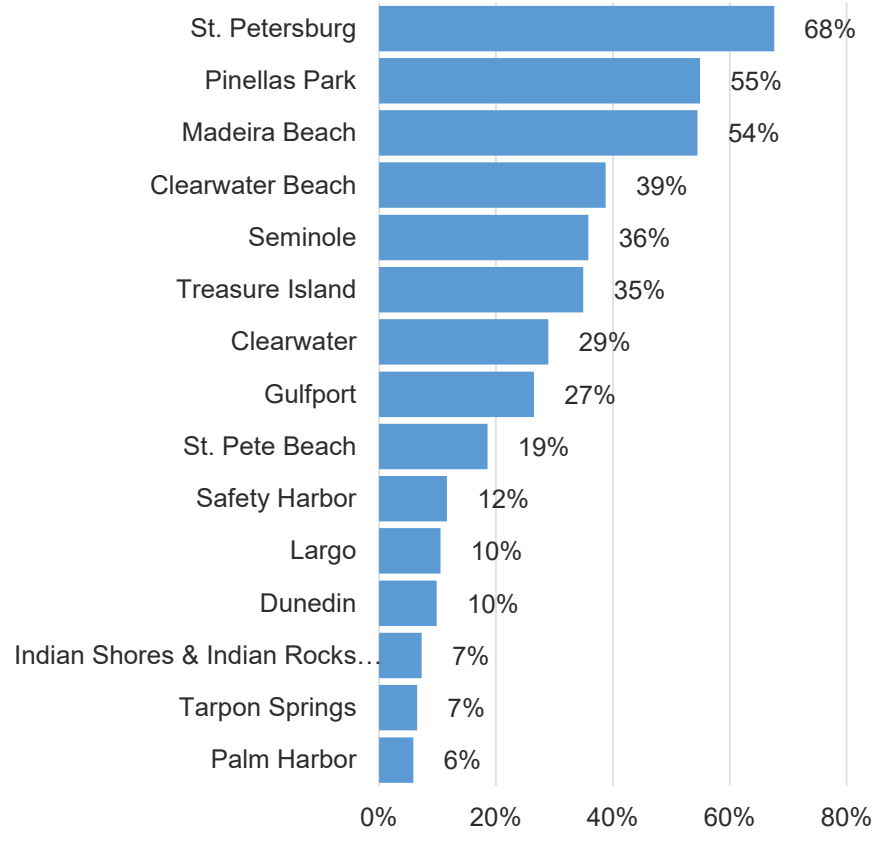
Destination Analysts

Attractions Visited / Communities Visited

Attractions Visited



Communities Visited

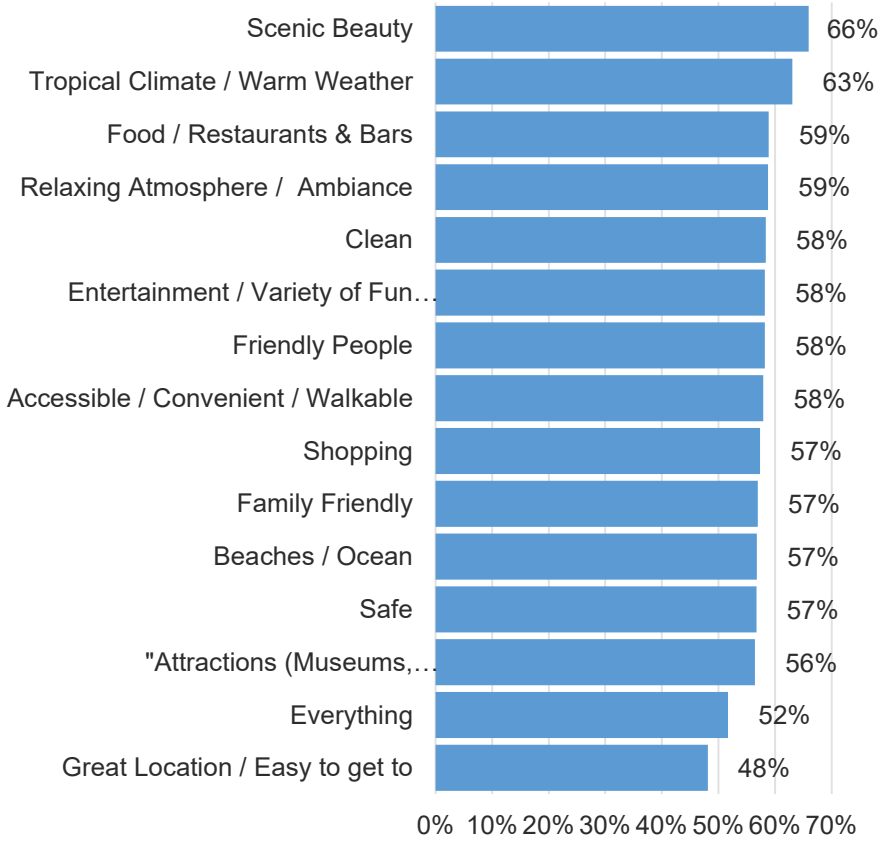


Base: 2022 - February 404 responses.

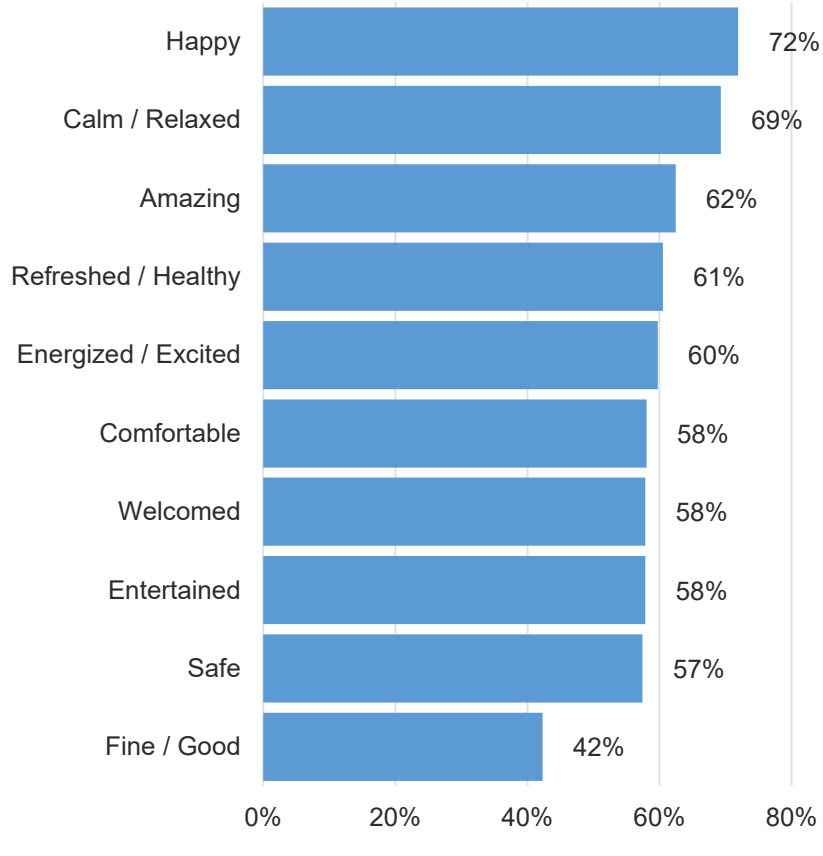
Destination Analysts

Most Liked Aspect / Feelings in St. Pete-Clearwater

Most Liked Aspects of SPC (Unaided)



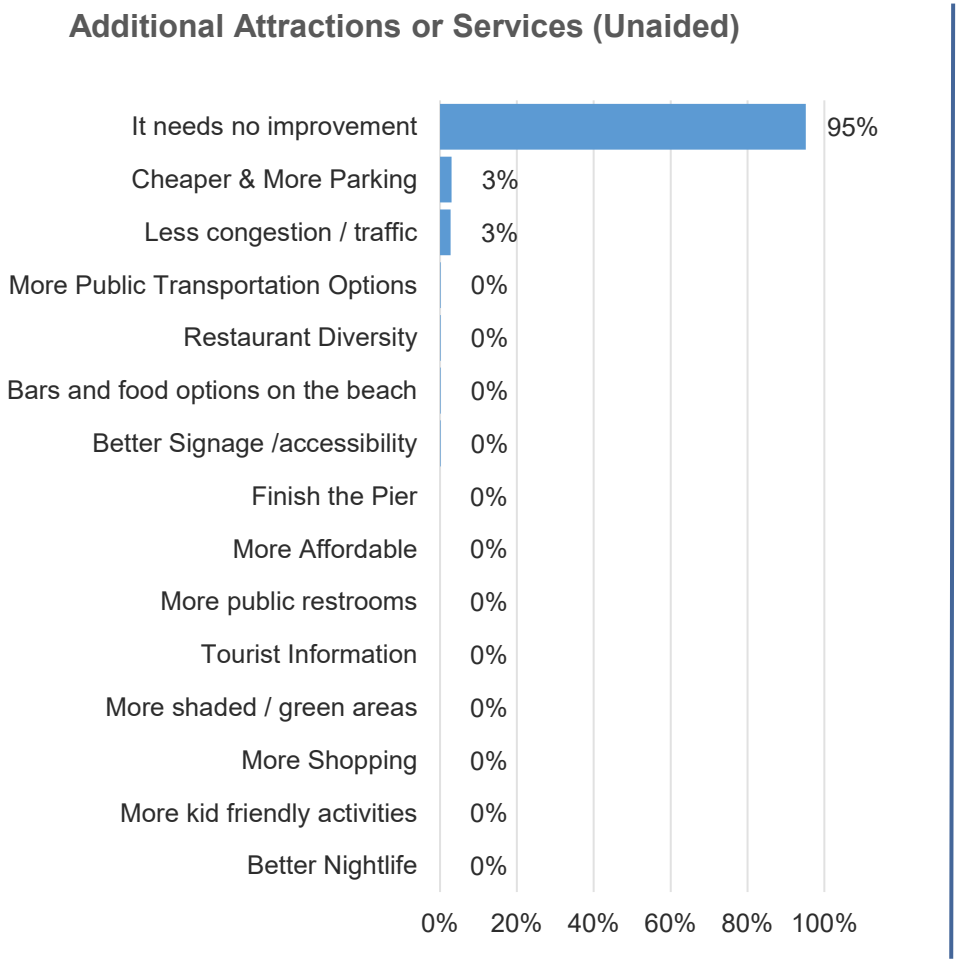
Feelings in SPC Area (Unaided)



Base: 2022 - February 404 responses.

Destination Analysts

Attractions or Services that Would Enhance the Destination Experience



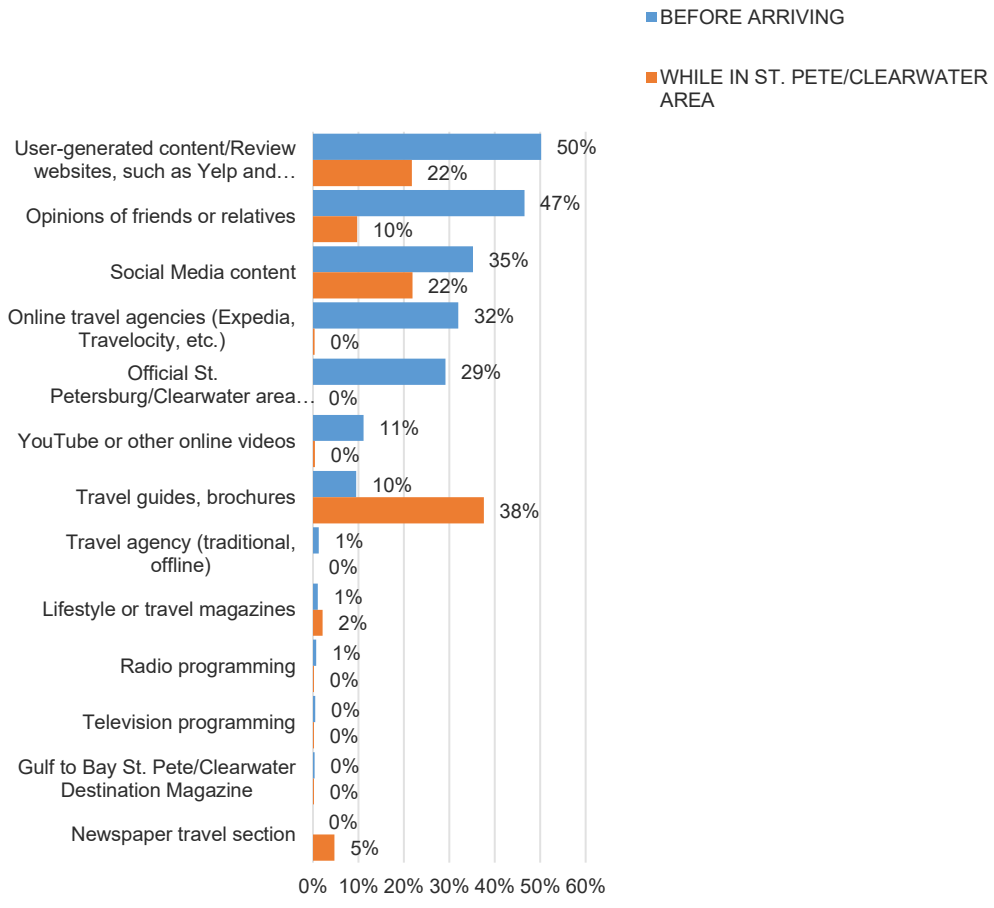
Base: 2022 - February 404 responses.

Destination Analysts

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

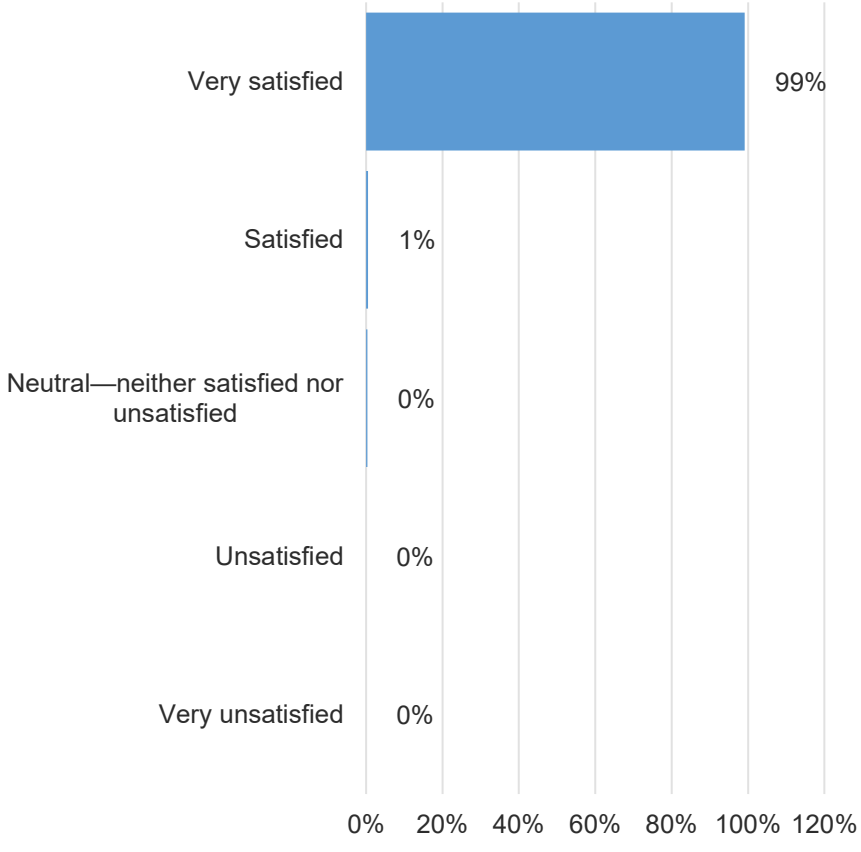


Base: 2022 - February 404 responses.

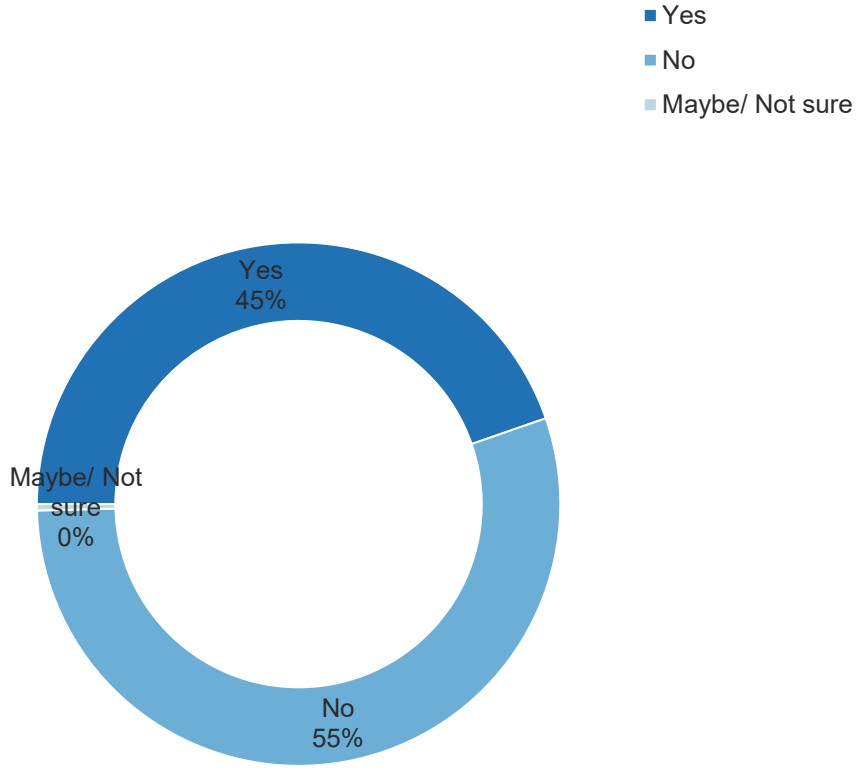
Destination Analysts

Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall



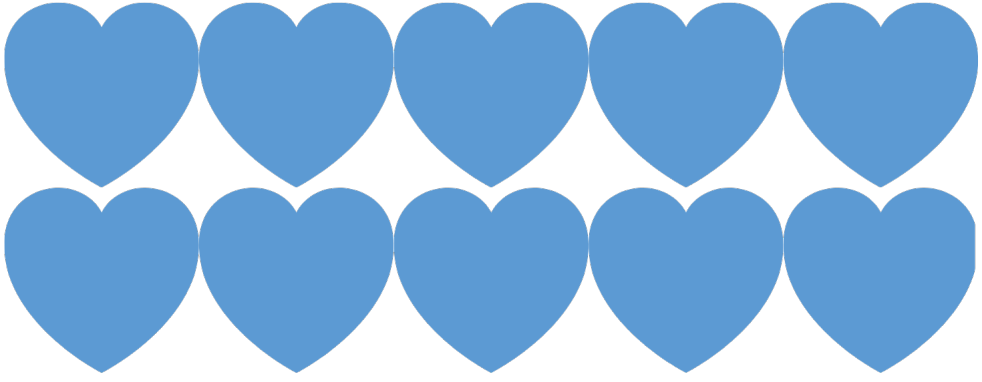
Base: 2022 - February 404 responses.

Destination Analysts

Likelihood to Recommend / Likelihood to Return

Likelihood to Recommend

10.0 / 10



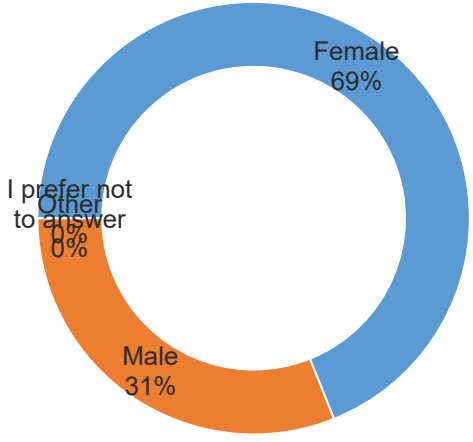
Likelihood to Return

9.9 / 10

Base: 2022 - February 404 responses.

Destination Analysts

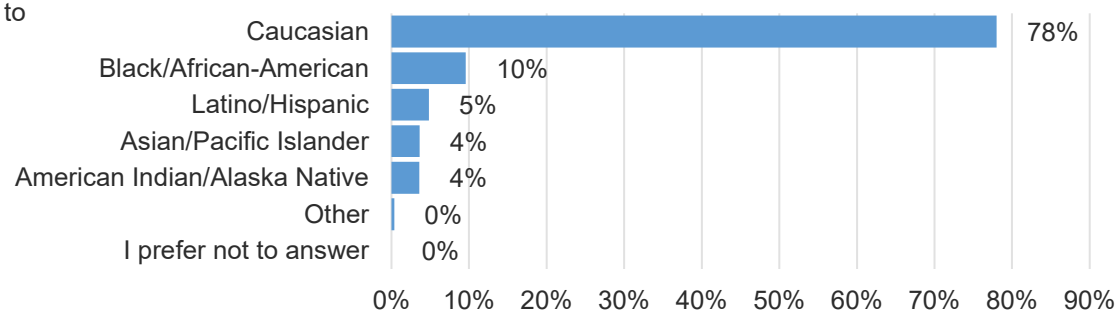
Demographics

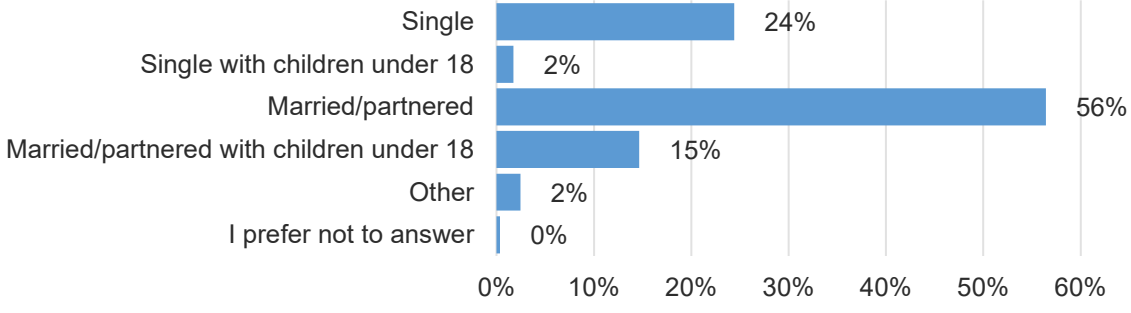


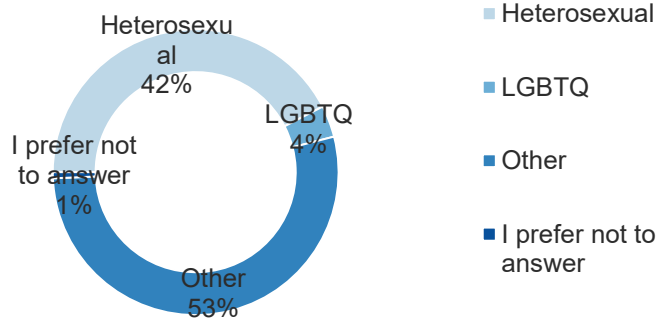
- Female
- Male
- Other
- I prefer not to answer

Average Age: 50.9

Average Income: $14







Base: 2022 - February 404 responses.

Destination Analysts

Visit St. Pete Clearwater
Visitor Profile Study
Infographic Profile: 2022 - February 404 responses.

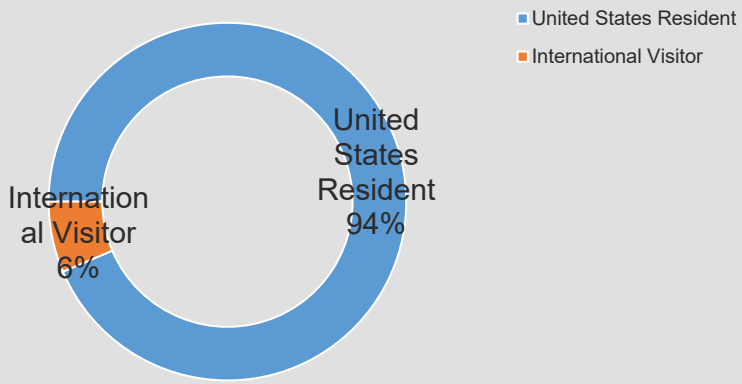
Infographic Profile: 2022 - February 404 responses.

17.6% Millennials

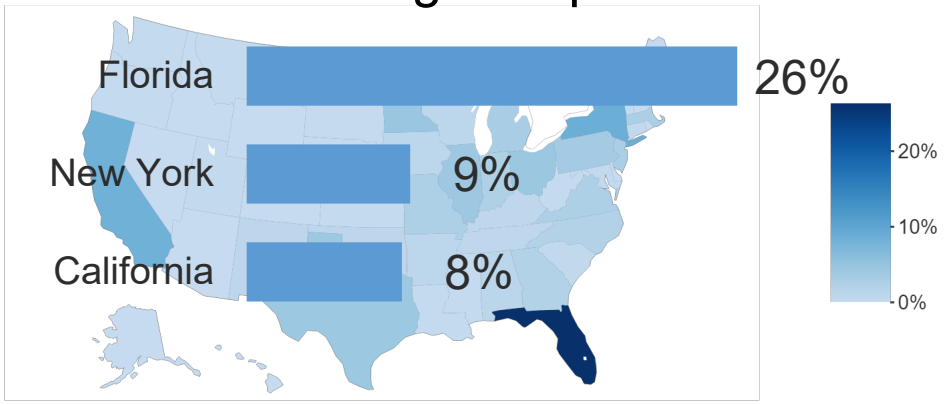
35.4% Gen X

32.2% Baby Boomers

Domestic vs. International



Point of Origin: Top States



Factors Important to Destination Decision

Destination Analysts

Infographic Profile: 2022 - February 404 responses.

Length of Stay

3.7 Days (on average)

Seasonality of Visit

Jan-Mar	100%
Apr-Jun	0%
Jul-Sept	0%
Oct-Dec	0%

Travel Party Size

2.2 People

17.5% Traveled with Children

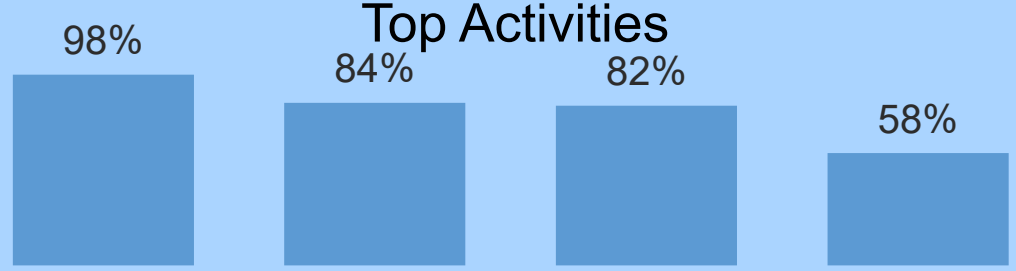
Daily Spending

$131.92 Per Person

Top Communities Visited

St. Petersburg	68%
Madeira Beach	62%
Pinellas Park	55%
Treasure Island	40%
Seminole	37%

Top Activities



Destination Analysts