



ST.PETE
CLEARWATER

Visit St. Pete/Clearwater
VISITOR PROFILE STUDY

Dashboard of Findings

Research prepared for Visit St. Pete/Clearwater by:

Destination  Analysts

December 2022 - Report

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 476 for December 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



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

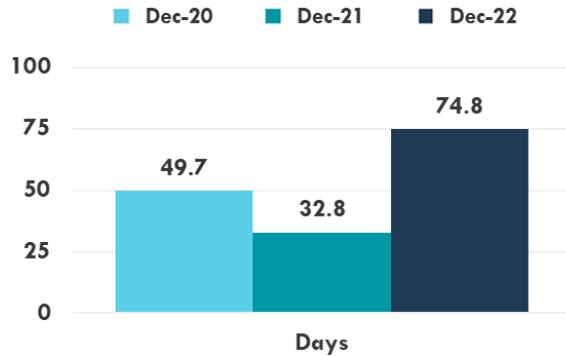


An aerial photograph of a coastal town, likely in Florida, featuring a large body of turquoise water, a sandy beach, and a prominent multi-story building complex. The text "KEY THINGS TO KNOW" is overlaid in white, bold, sans-serif font across the center of the image.

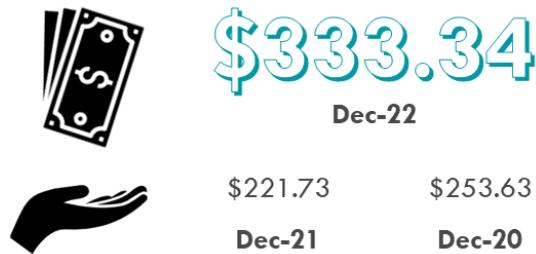
KEY THINGS TO KNOW

VISIT ST. PETE/CLEARWATER *December 2022*

Average Time Between Decision to Visit & Arrival



Average Daily Spending



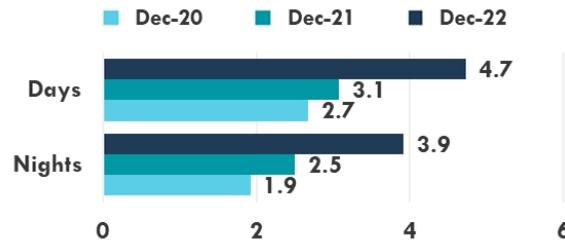
Travel Party Size



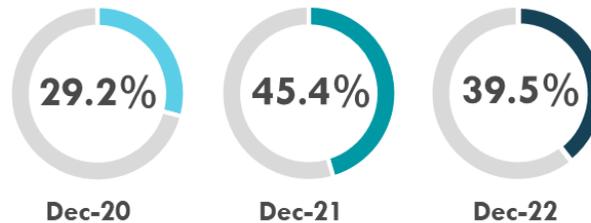
2.2
Dec-22

Dec-21	2.1
Dec-20	2.7

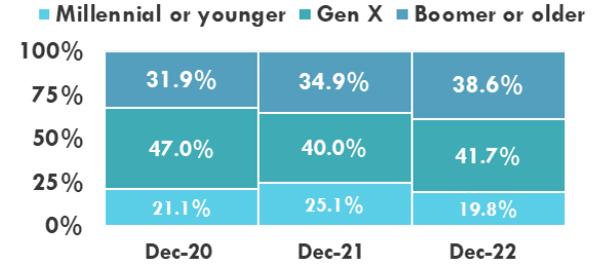
Average Days & Nights



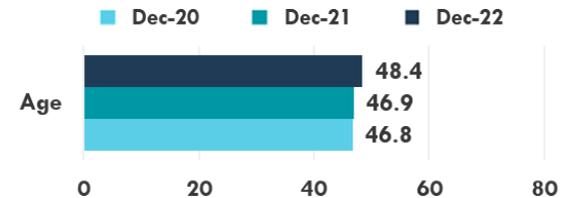
Percent Staying Overnight



Generations

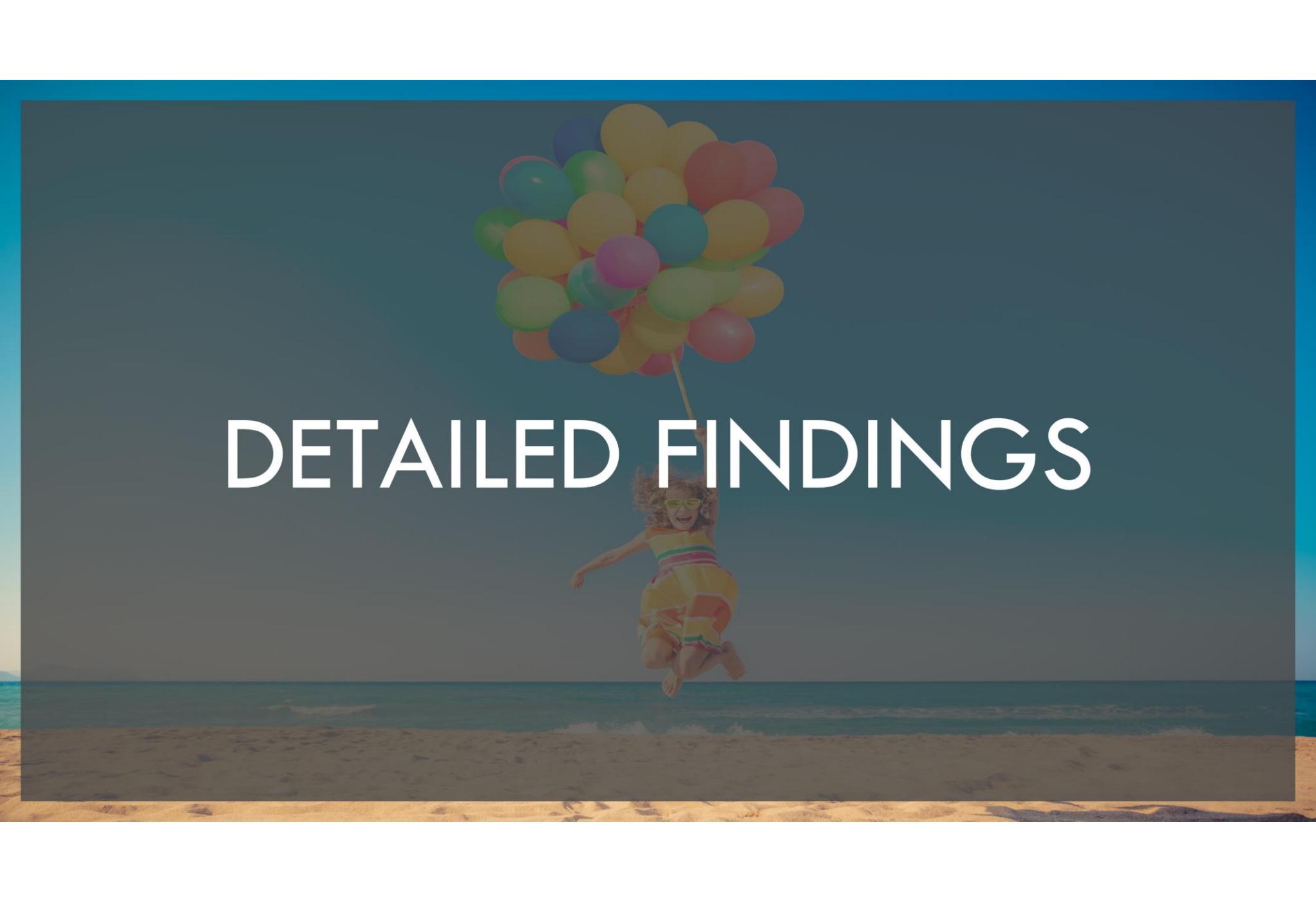


Average Age



Average Income

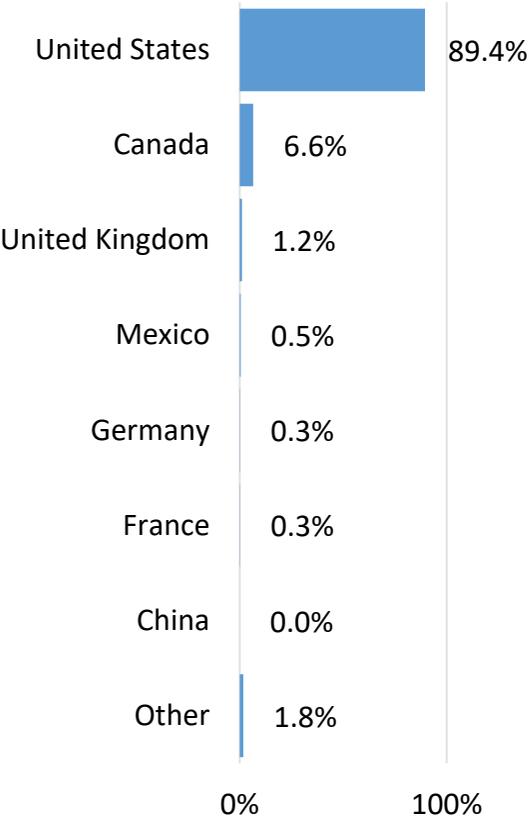


A young girl with curly hair and yellow sunglasses is jumping joyfully in the air. She is wearing a colorful, striped dress. Above her is a large, dense cluster of colorful balloons in shades of yellow, green, blue, pink, and red. The background is a beach scene with sand in the foreground and a blue ocean under a clear sky. The entire image is overlaid with a semi-transparent dark blue filter.

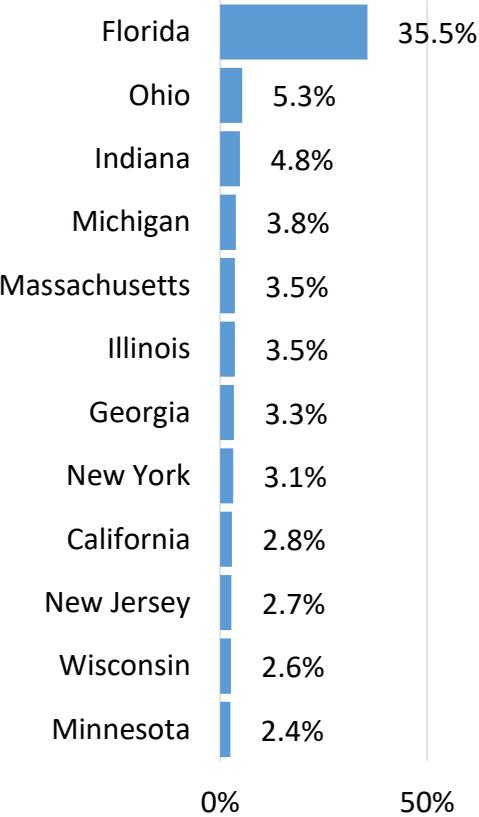
DETAILED FINDINGS

Point of Origin

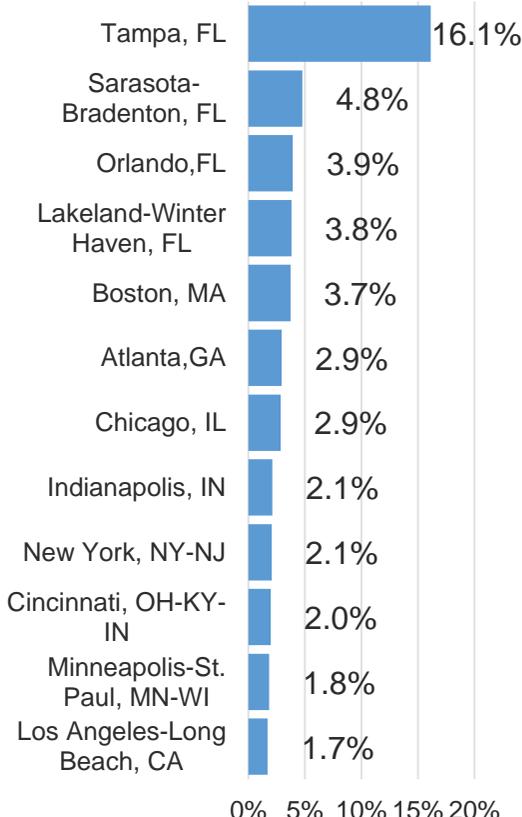
Country of Origin



State of Origin



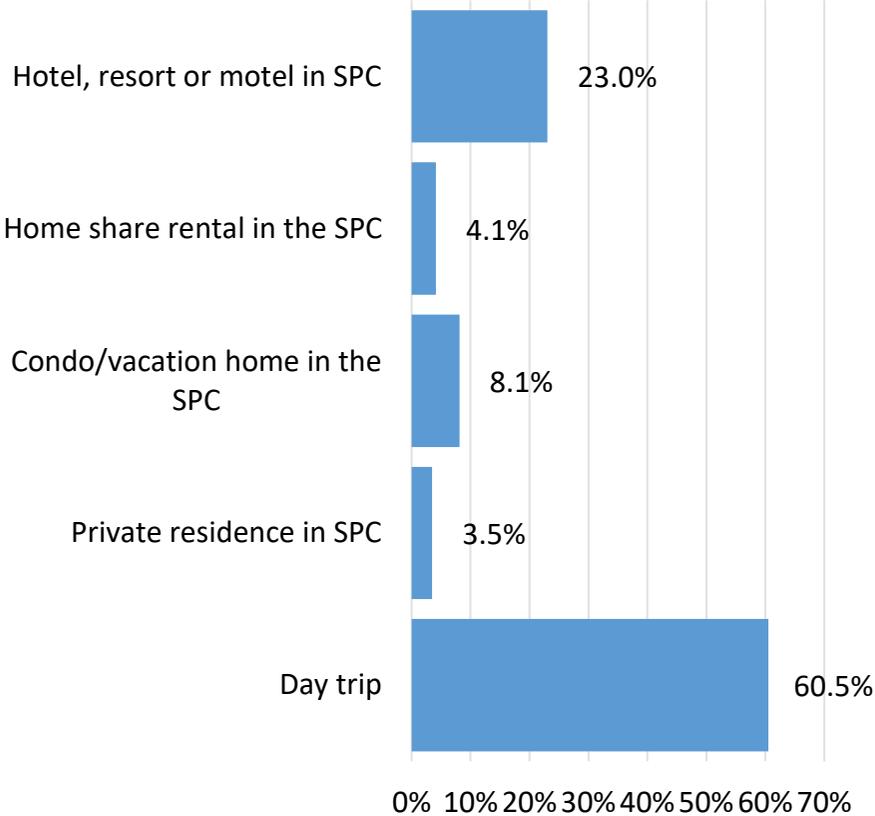
MSA of Origin



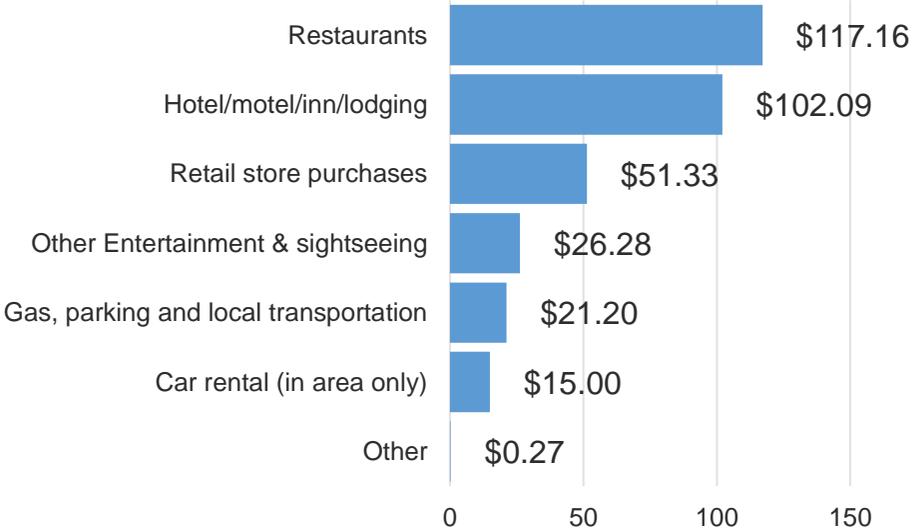
Base: 2022 - December 476 responses.

Lodging Type / Daily Spending in Market

Lodging Type



Daily Spending

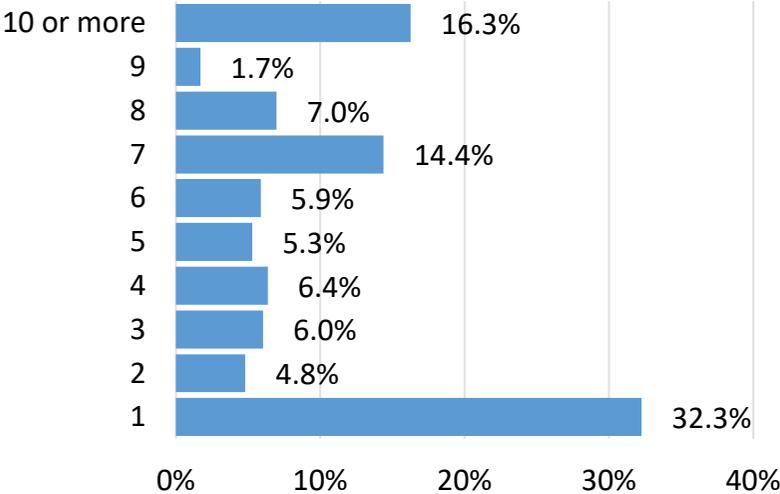


Mean Travel Party
 Spending = \$ **333.34**
 Avg # of People Covered by
 Spending = **2.03**
 Mean Spending Per
 Person = \$ **164.19**

Base: 2022 - December 476 responses.

Days & Nights in St. Pete/Clearwater

Days in Market

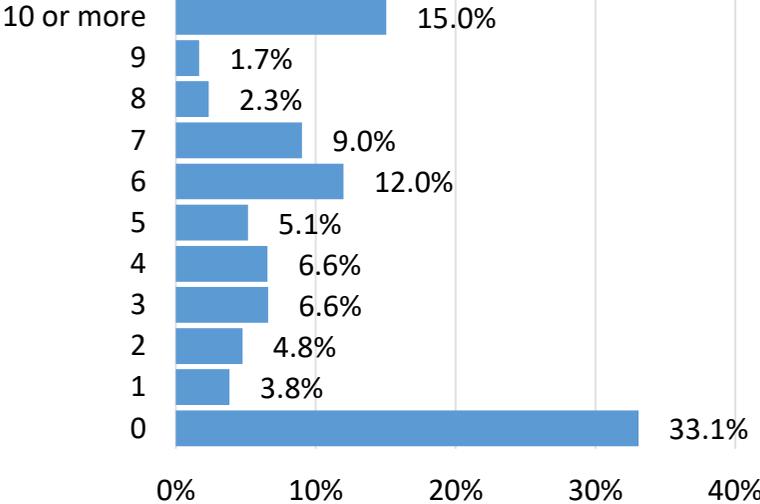


Mean Days

(≤ 30) = **4.7**

(> 30) = **8.8**

Nights in Market



Mean Nights

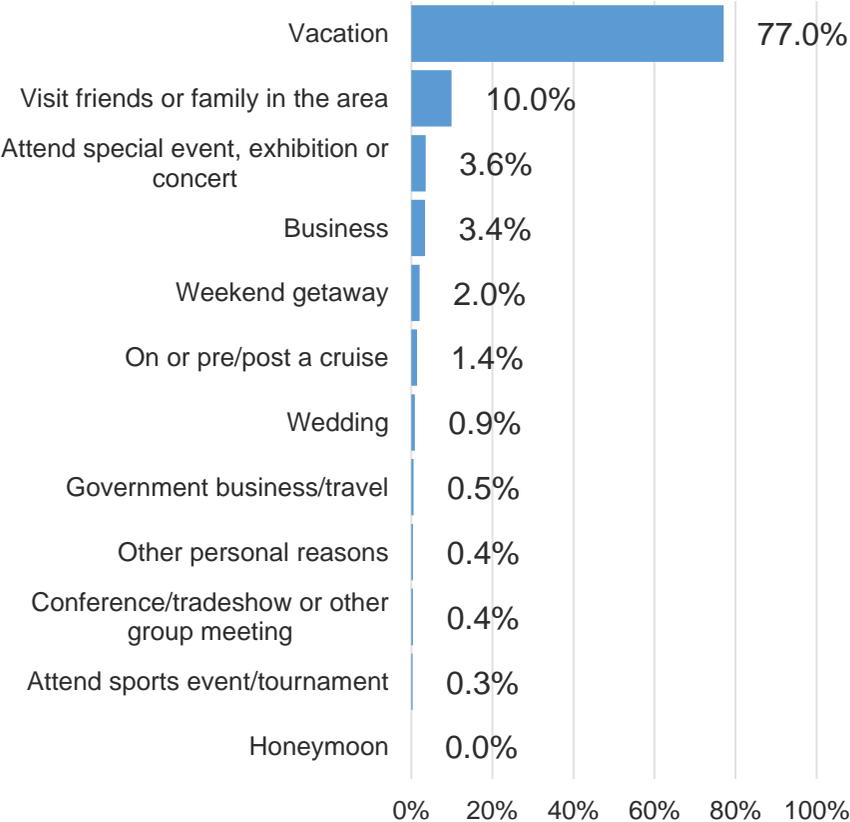
(≤ 30) = **3.9**

(> 30) = **8.0**

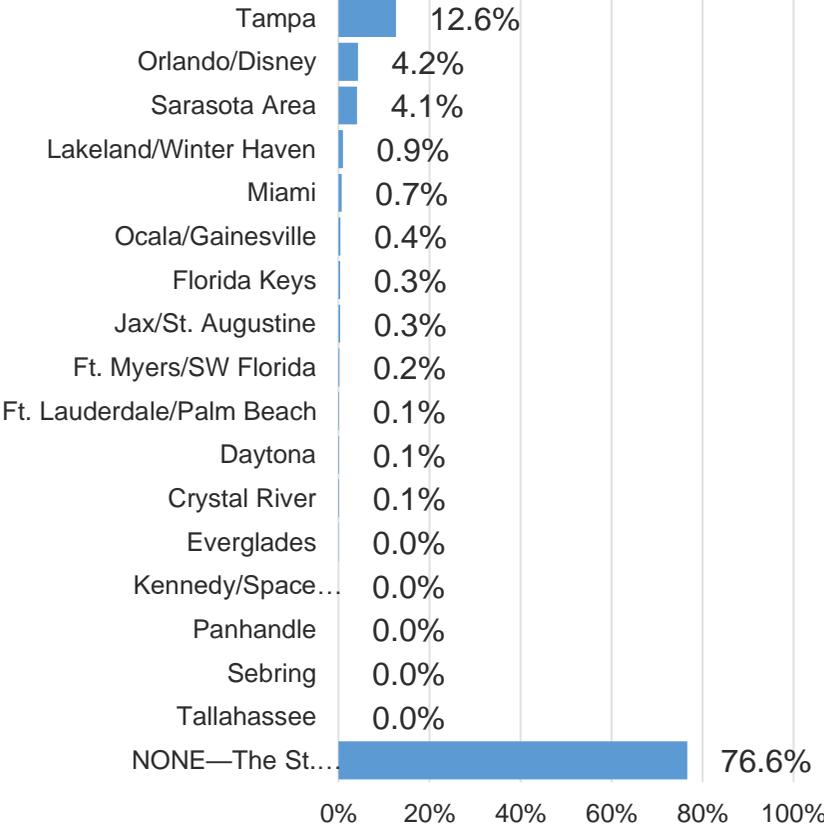
Base: 2022 - December 476 responses.

Primary Reason for Visit / Other Destinations Visited

Primary Reason for Visit

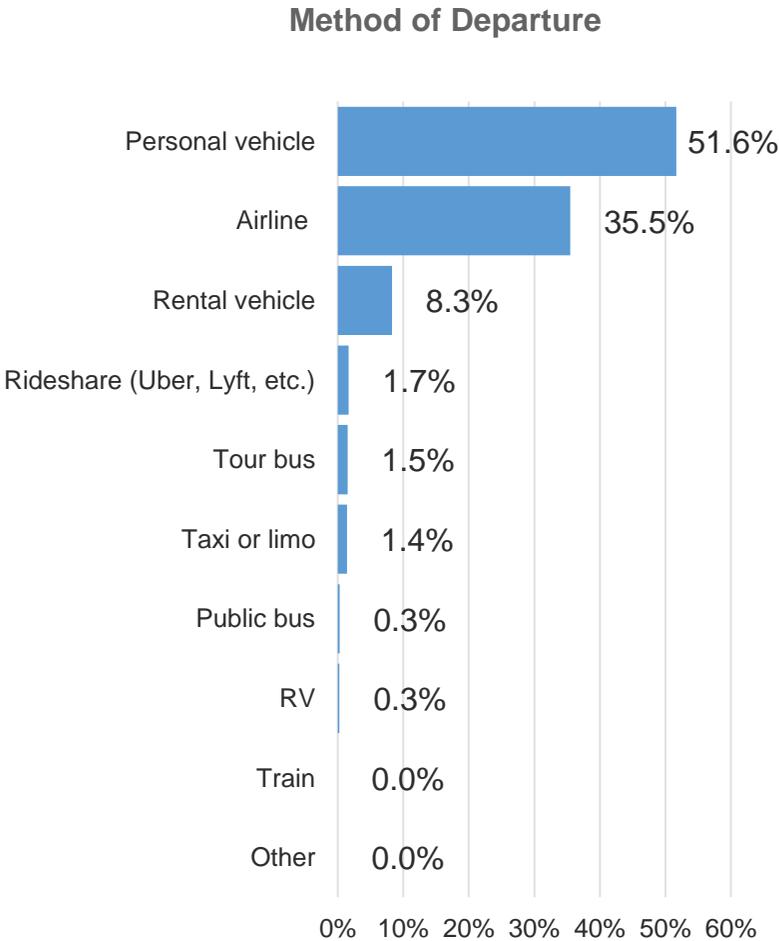
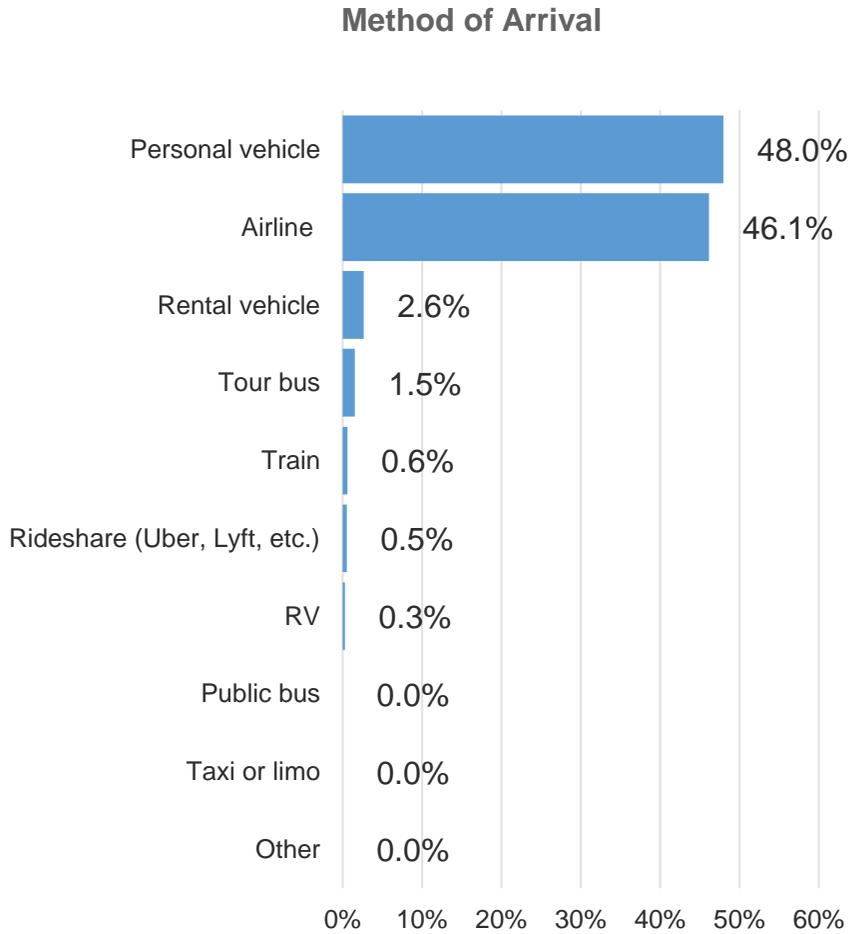


Other Destinations Visited on SPC Trip



Base: 2022 - December 476 responses.

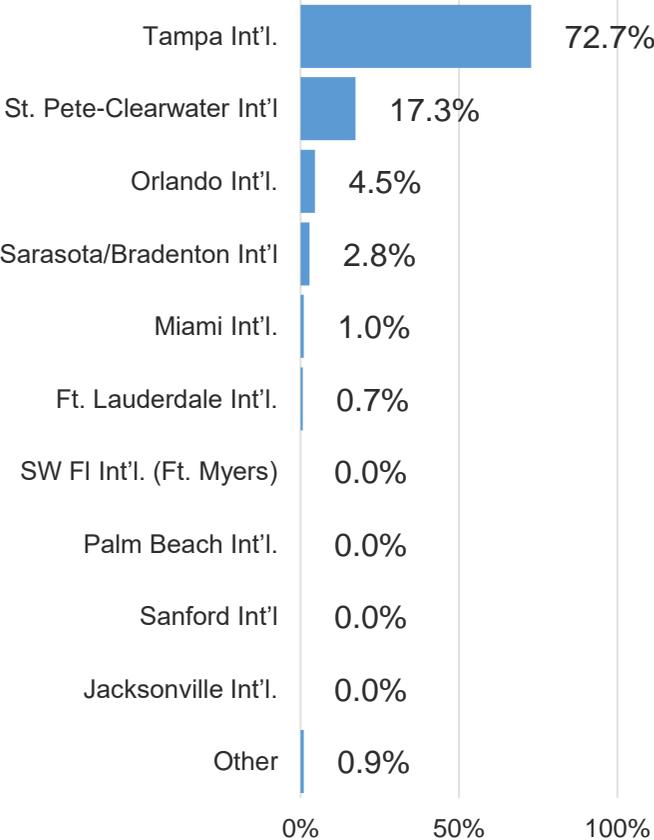
Method of Arrival / Arrival Airport & Airline



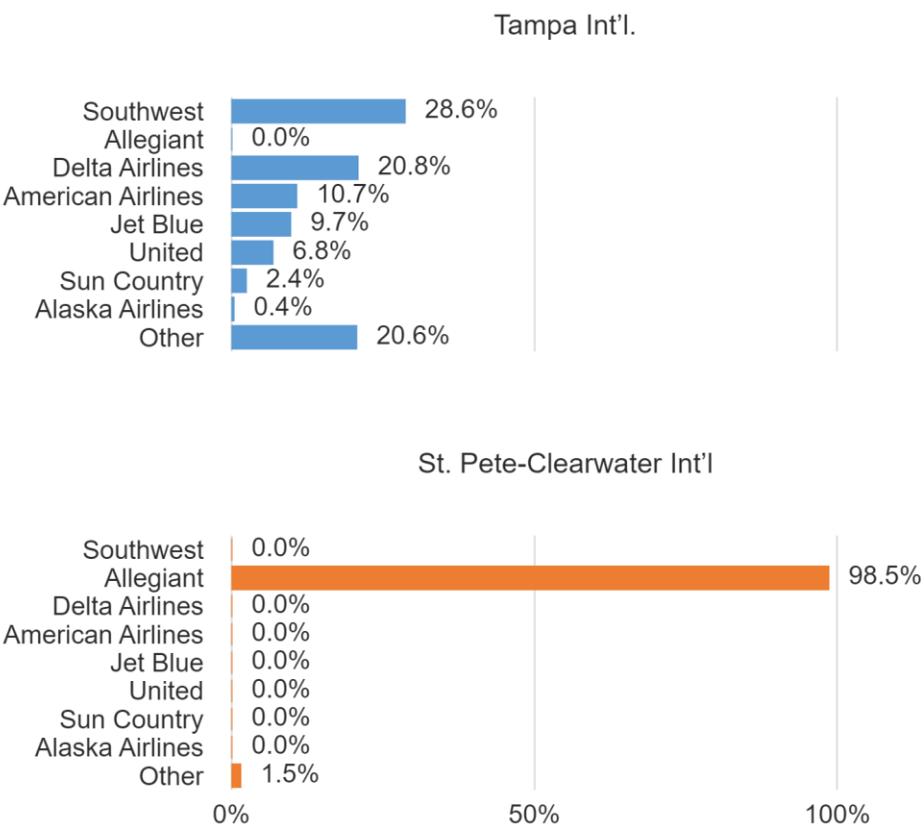
Base: 2022 - December 476 responses.

Method of Arrival / Arrival Airport & Airline

Airport of Arrival



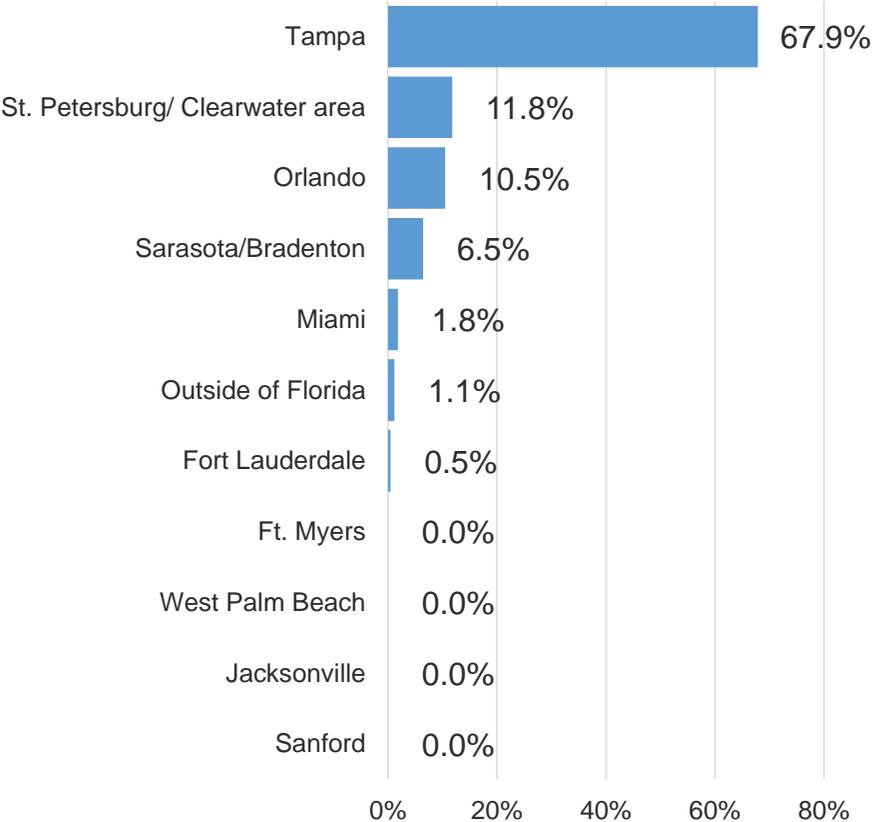
Airline Used by Airport of Arrival



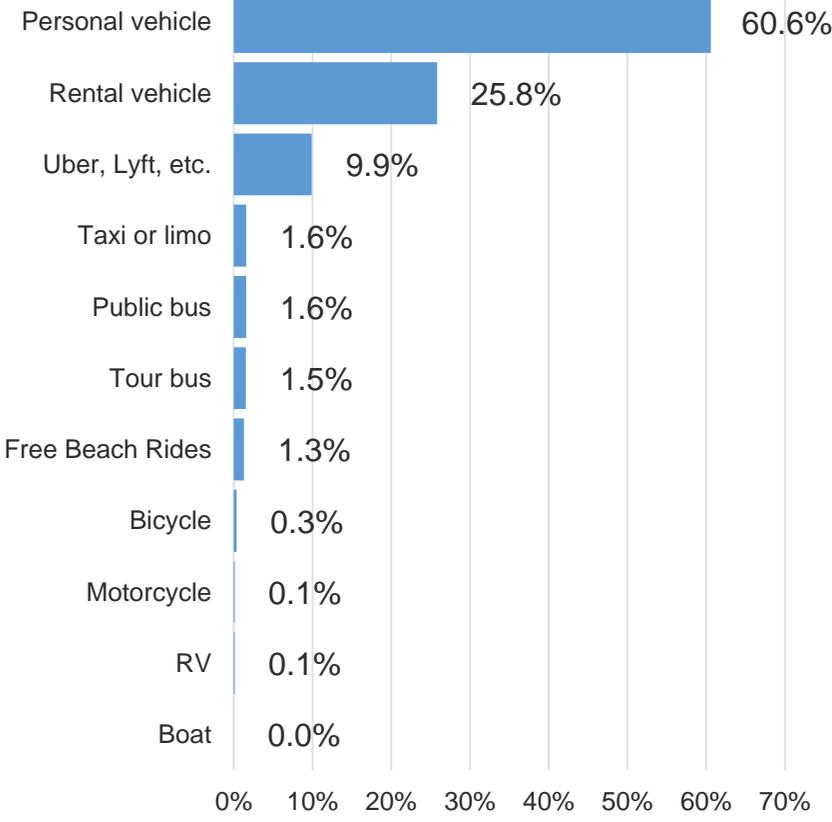
Base: 2022 - December 476 responses.

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

Rental Vehicle Pick-Up City



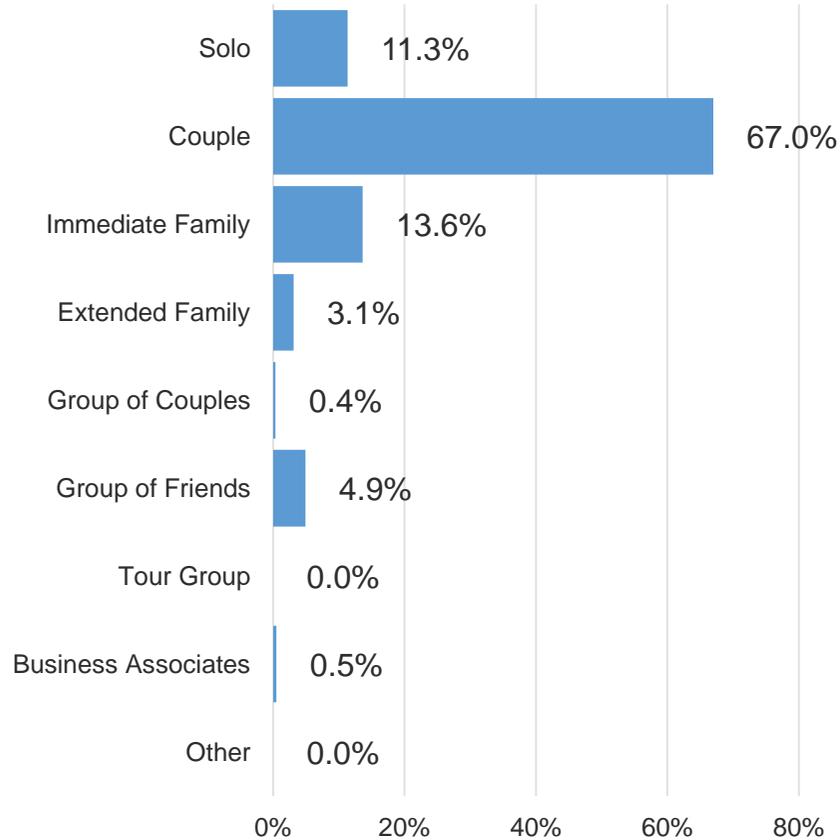
Transportation Used In-Market



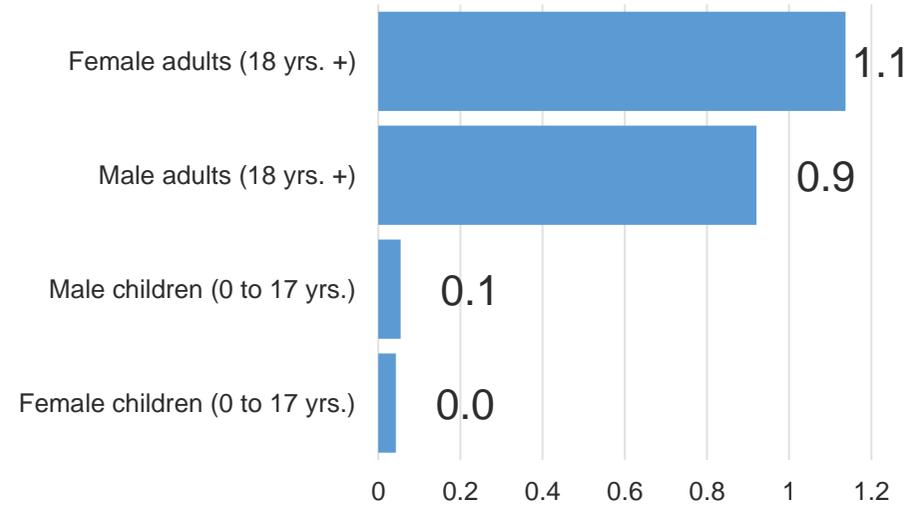
Base: 2022 - December 476 responses.

Travel Party Composition / Travel Party Size

Travel Party Composition



Travel Party Size

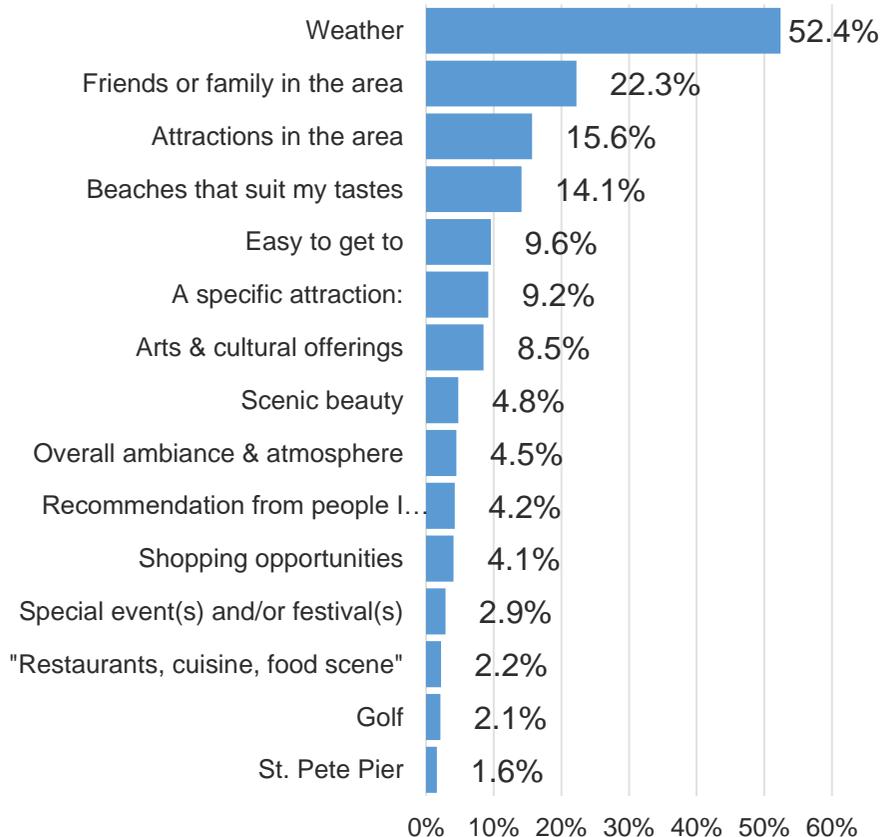


Avg Travel Party Size = **2.2**

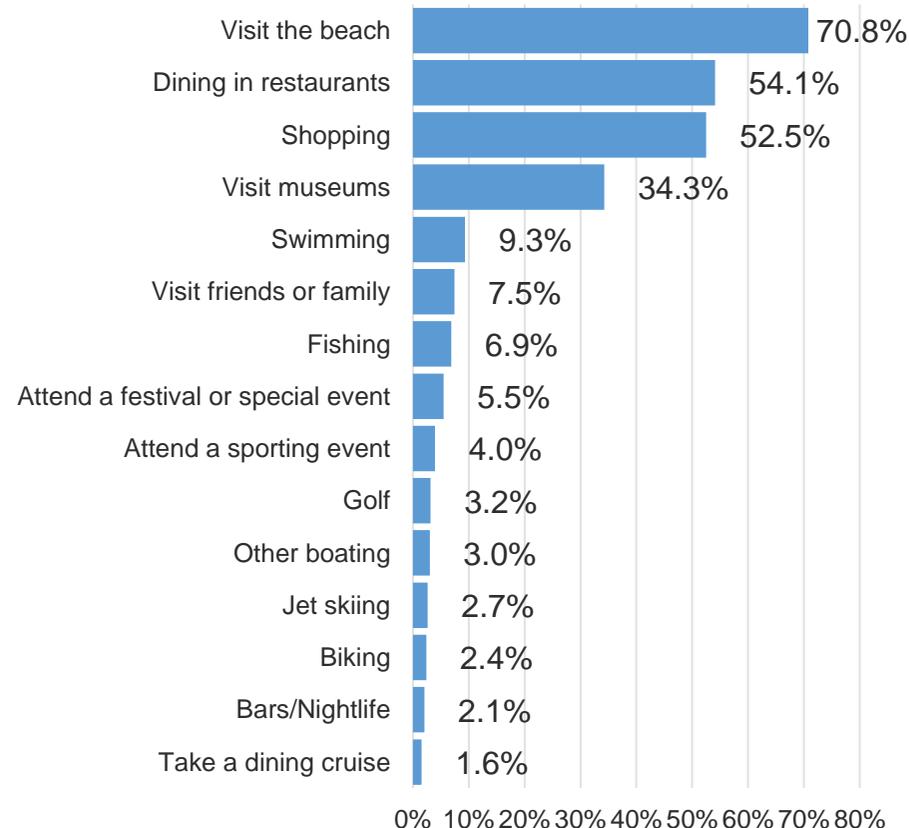
Percent with Children = **6.4%**

Important Factors to Destination Decision / Trip Activities

Important to Decision to Visit

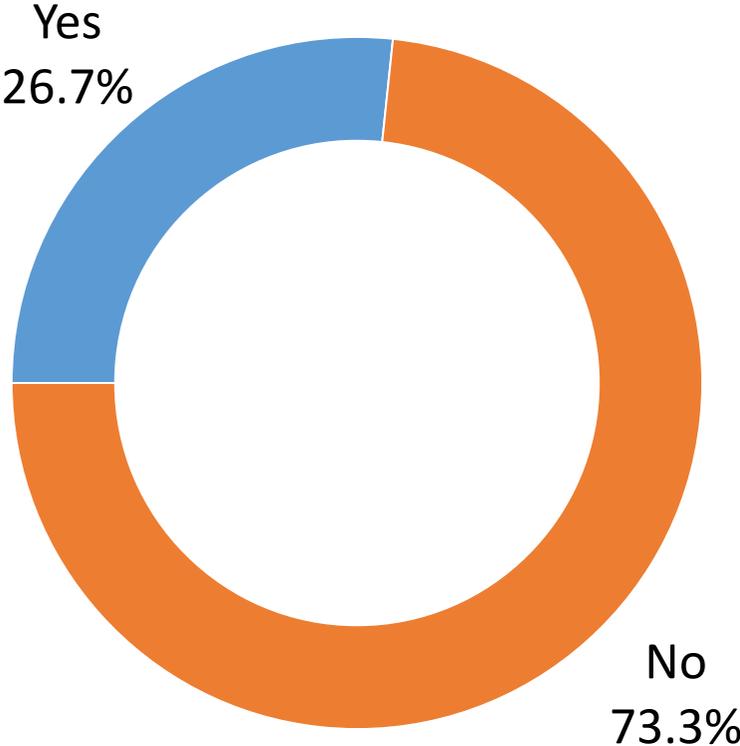


Trip Activities

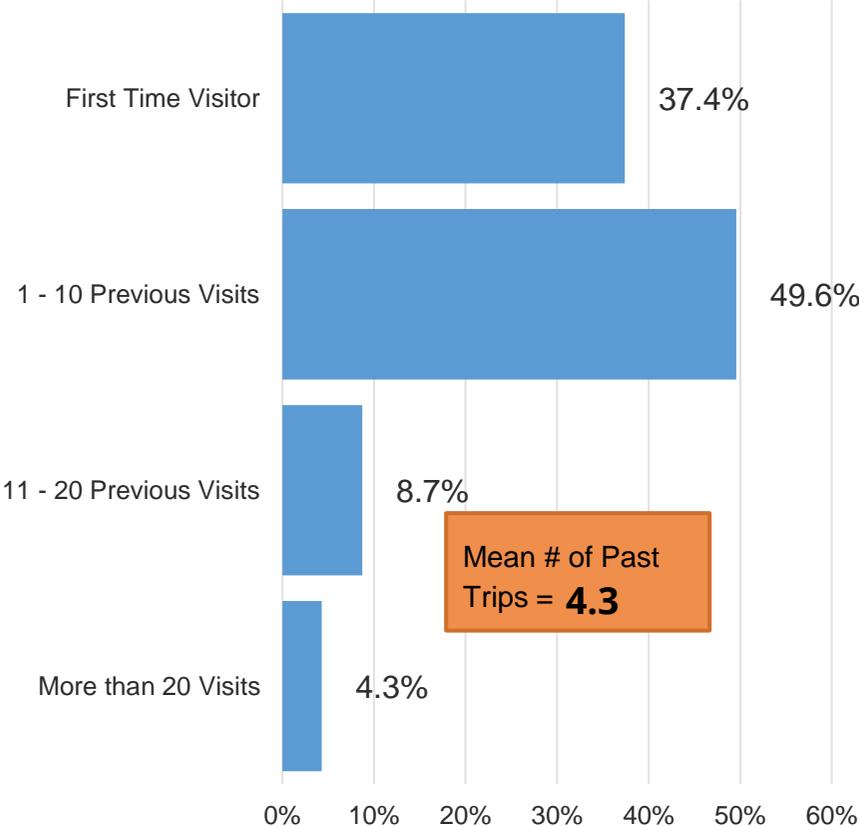


First-Time Visit to Florida / Previous Visitation to St. Pete/Clearwater

First Time Visitors to Florida



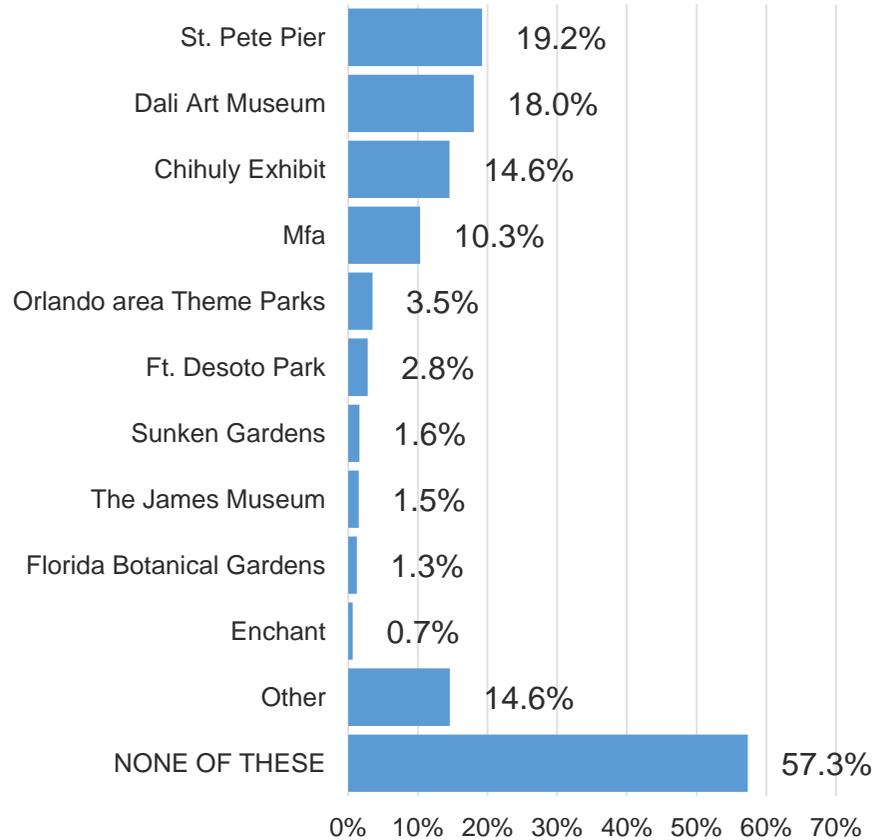
Previous Visitation to the St. Pete/Clearwater Area



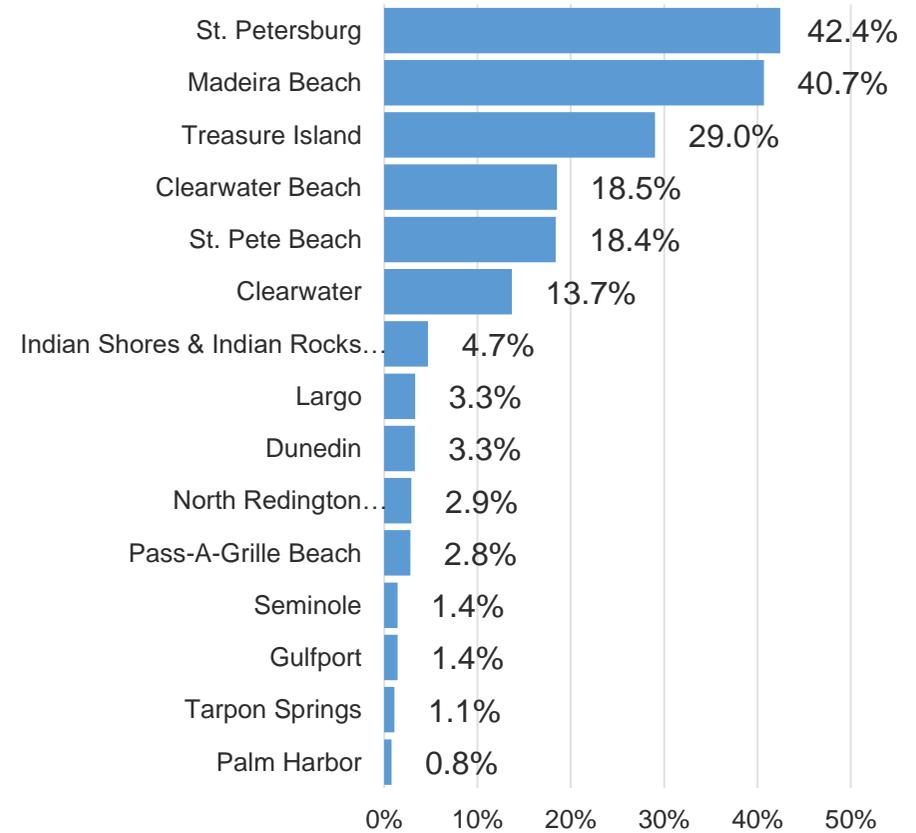
Base: 2022 - December 476 responses.

Attractions Visited / Communities Visited

Attractions Visited



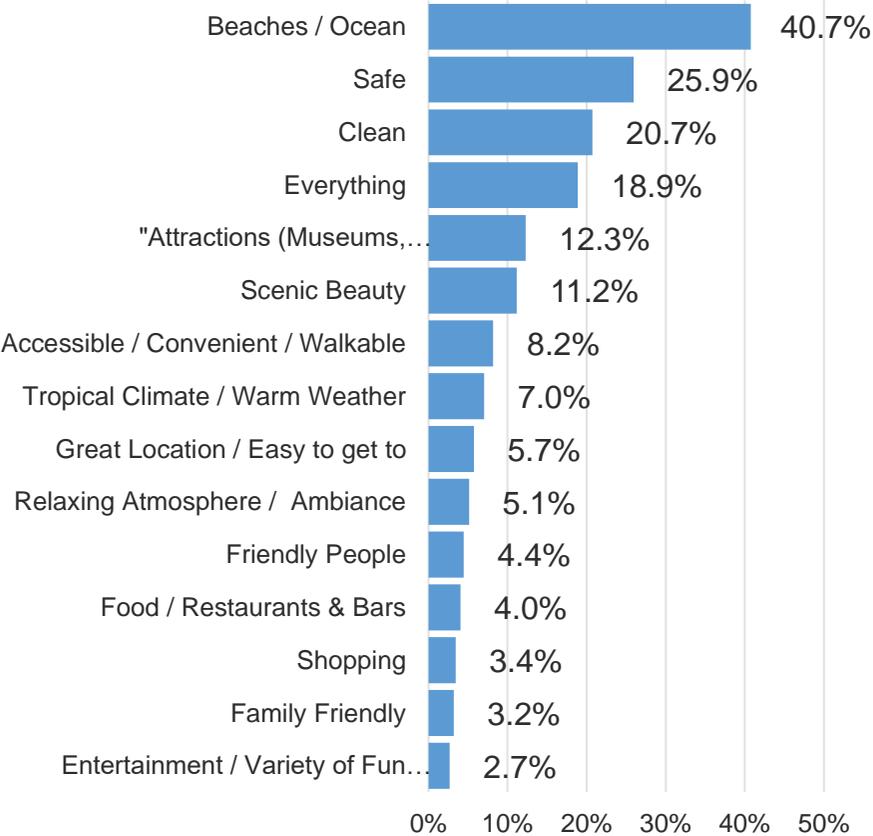
Communities Visited



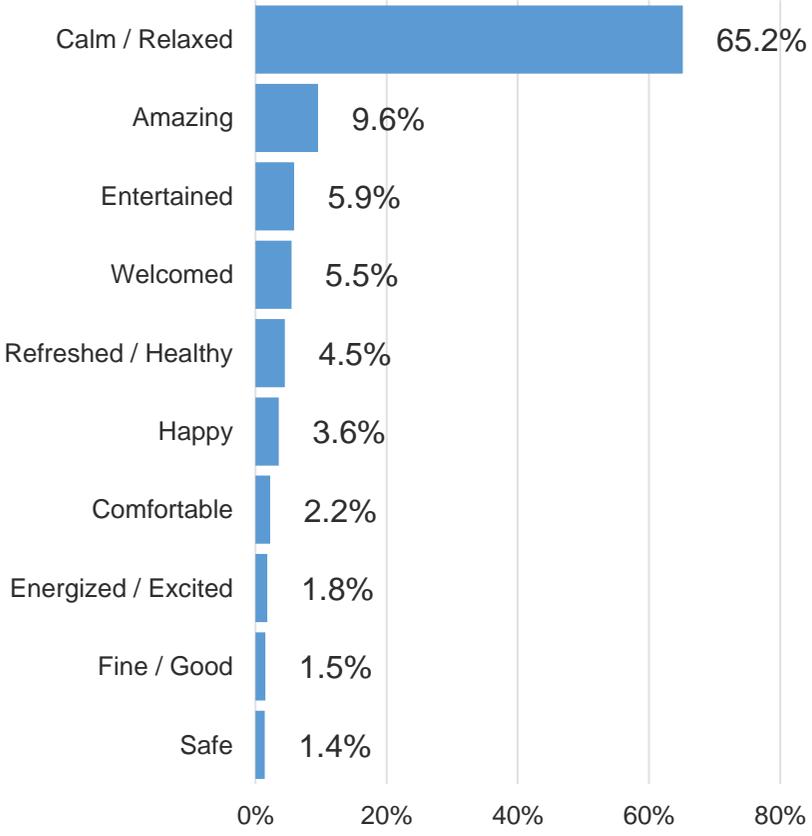
Base: 2022 - December 476 responses.

Most Liked Aspect / Feelings in St. Pete-Clearwater

Most Liked Aspects of SPC (Unaided)



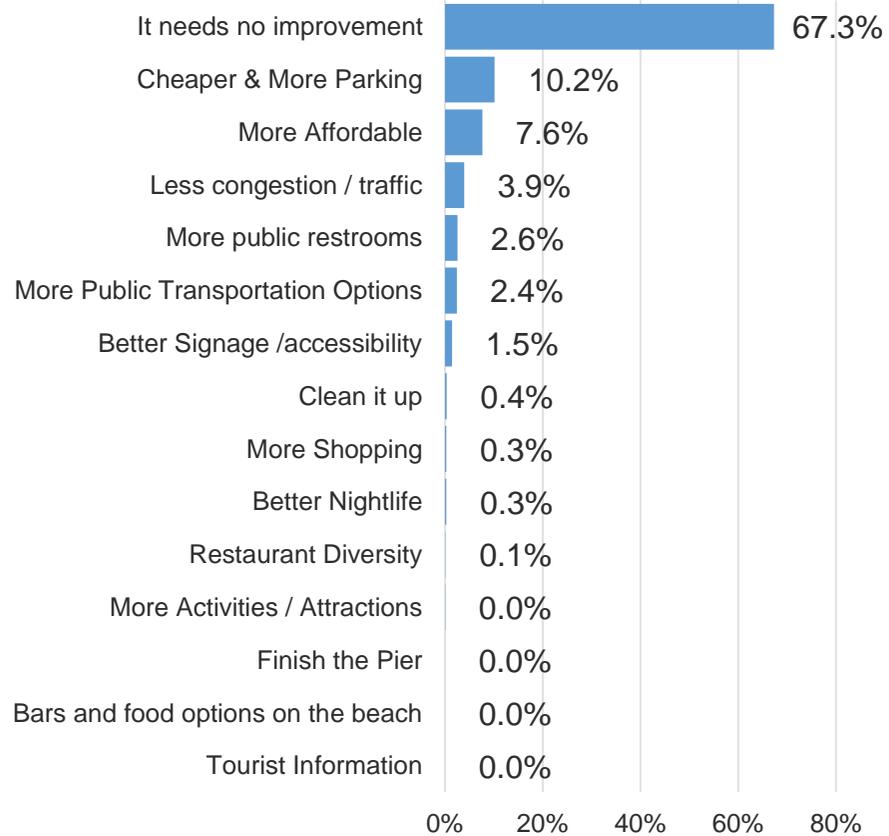
Feelings in SPC Area (Unaided)



Base: 2022 - December 476 responses.

Attractions or Services that Would Enhance the Destination Experience

Additional Attractions or Services (Unaided)



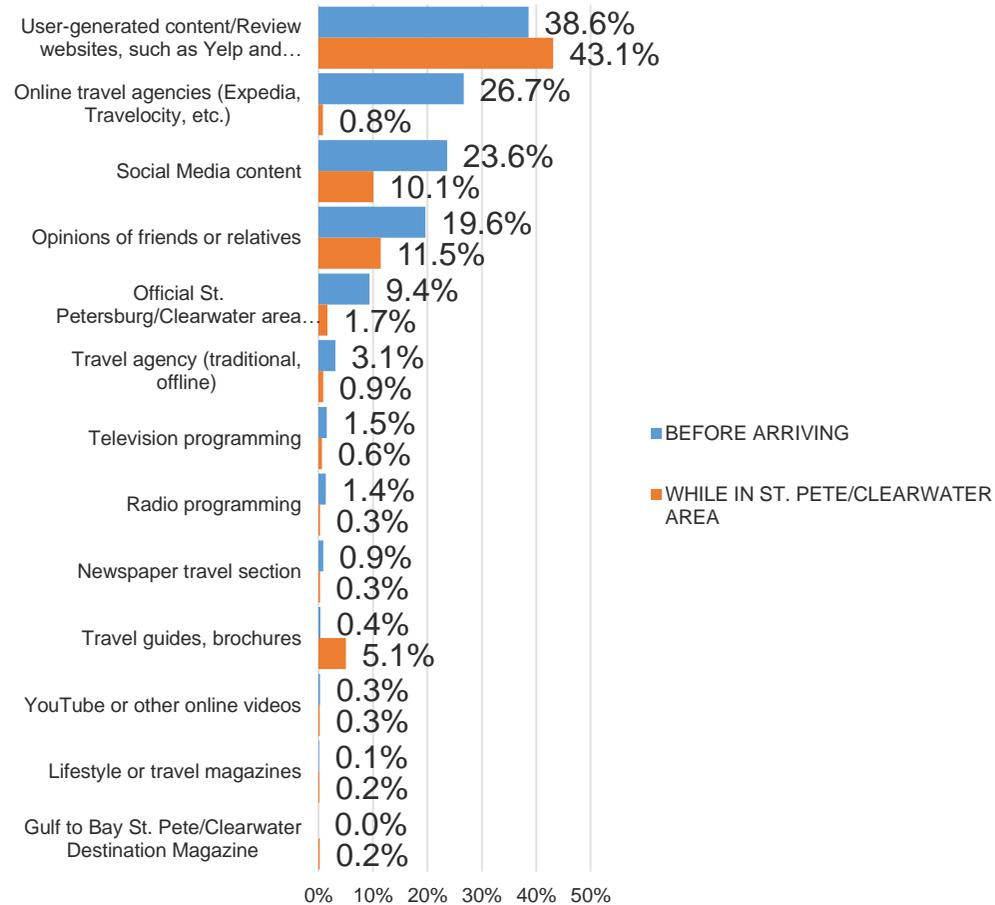
Base: 2022 - December 476 responses.

When Decision to Visit was Made / Travel Planning Resources Used

Average Time Between Decision to Visit and Arrival

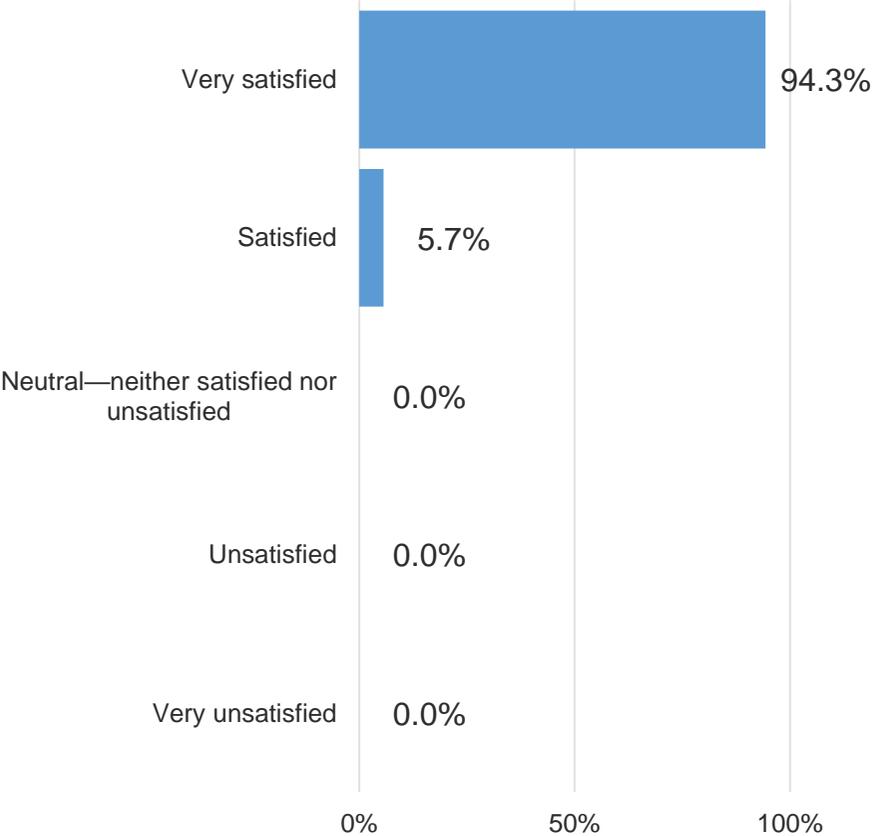


Resources Used before Arrival and While In Market

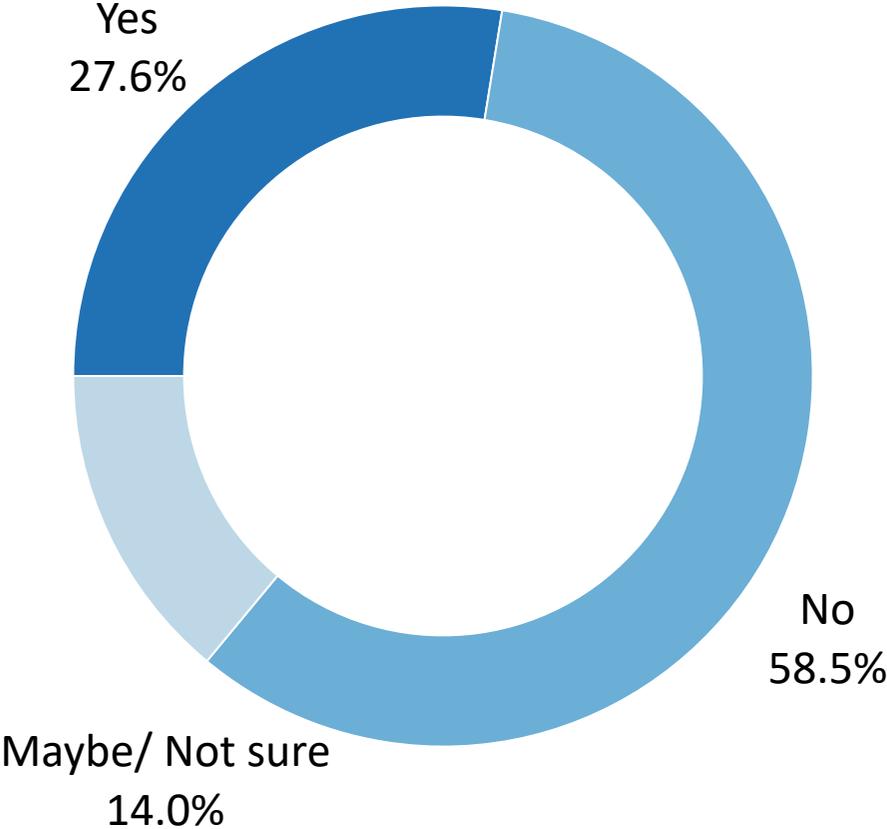


Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall

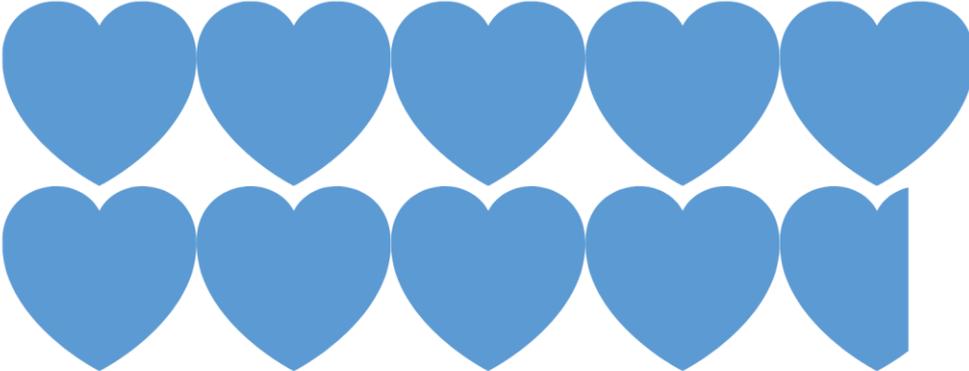


Base: 2022 - December 476 responses.

Likelihood to Recommend / Likelihood to Return

Likelihood to Recommend

9.7 / 10



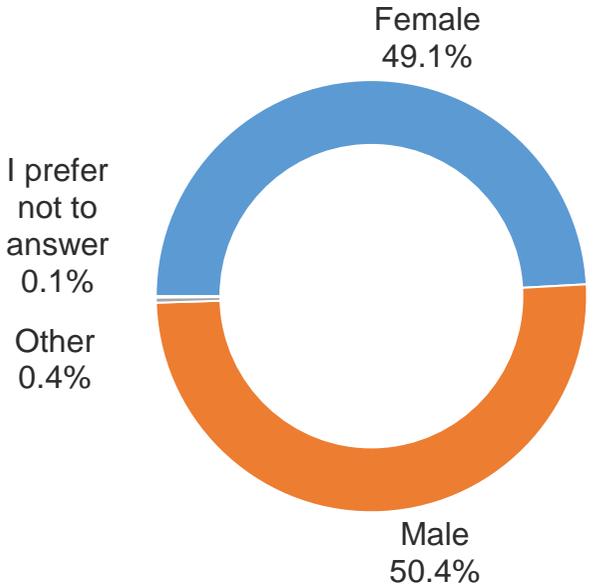
Likelihood to Return

9.8 / 10



Base: 2022 - December 476 responses.

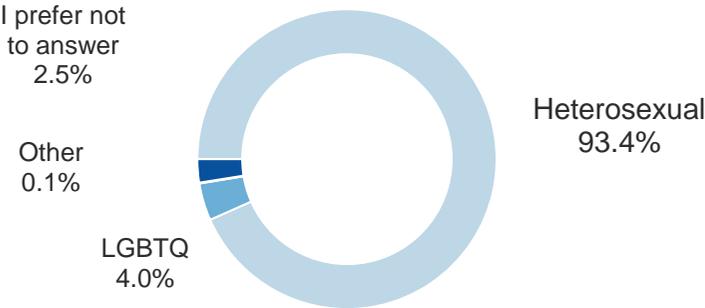
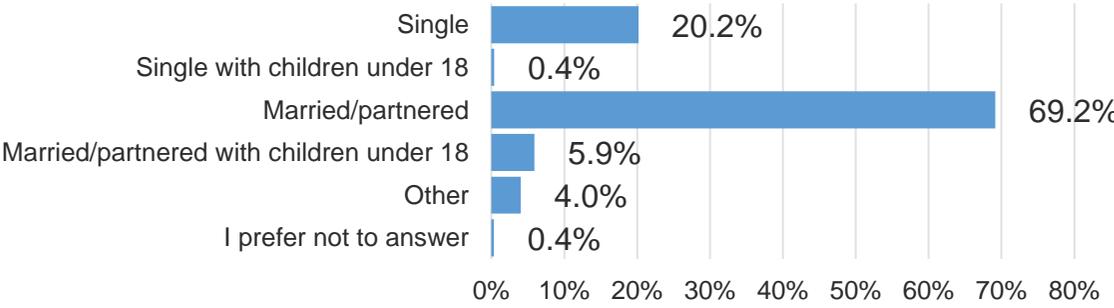
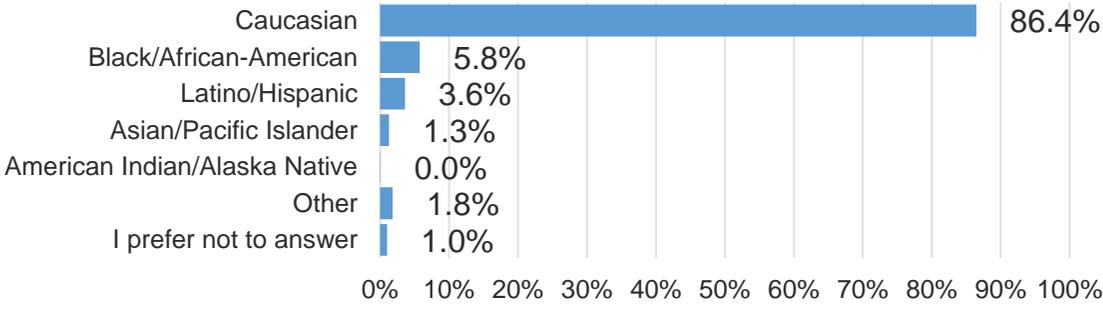
Demographics



Average Age: 48.4



Average Income: \$13



Base: 2022 - December 476 responses.

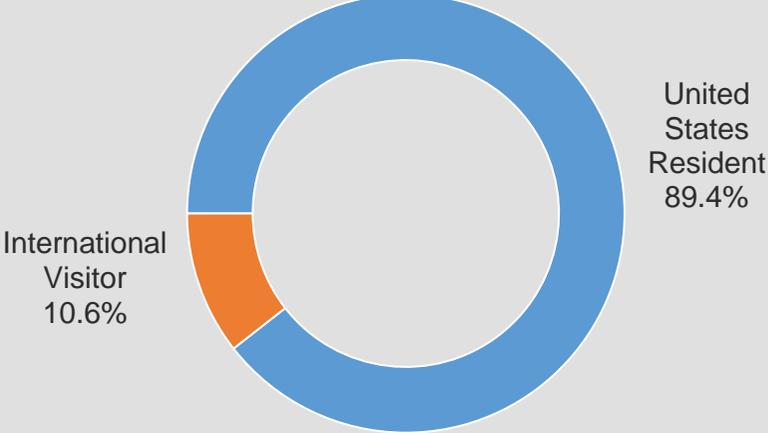


Visit St. Pete Clearwater Visitor Profile Study

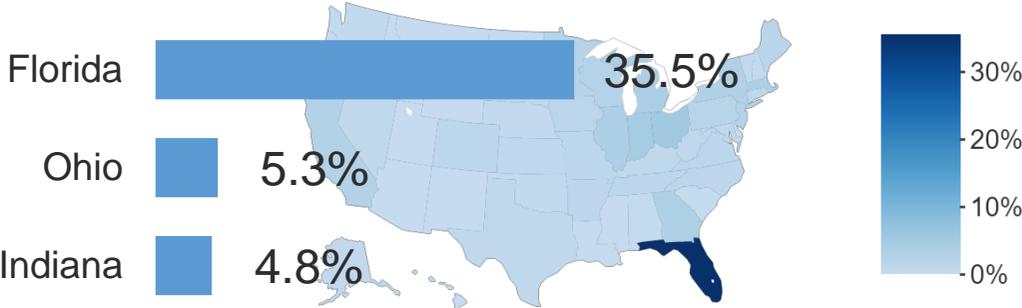
Infographic Profile: 2022 - December 476 responses.

18.1% Millennials
39.8% Gen X
26.5% Baby Boomers

Domestic vs. International



Point of Origin: Top States



Factors Important to Destination Decision

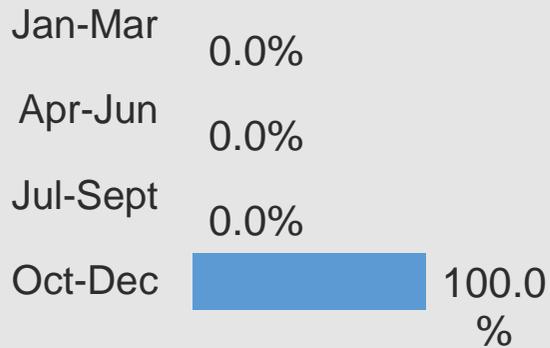


Length of Stay



4.7 Days (on average)

Seasonality of Visit



Travel Party Size



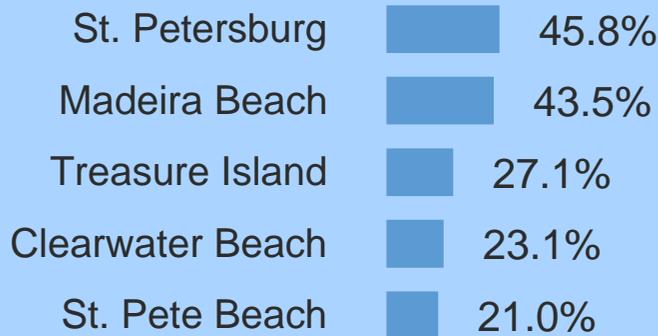
2.2
People

6.4% Traveled with Children

Daily Spending



Top Communities Visited



Top Activities

