



ST.PETE
CLEARWATER

Visit St. Pete/Clearwater
VISITOR PROFILE STUDY

Dashboard of Findings

Research prepared for Visit St. Pete/Clearwater by:

Destination  Analysts

April 2023 - 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 477 for April 2023.



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

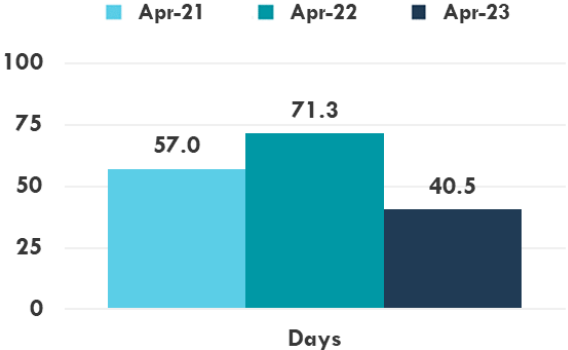


An aerial photograph of a coastal city, likely Miami Beach, showing a large body of water, a sandy beach, and a large apartment complex in the foreground. The text "KEY THINGS TO KNOW" is overlaid in white, bold, sans-serif font.

KEY THINGS TO KNOW

VISIT ST. PETE/CLEARWATER *April 2023*

Average Time Between Decision to Visit & Arrival



Average Daily Spending



\$266.40

Apr-23

\$296.37

Apr-22

\$273.24

Apr-21

Travel Party Size



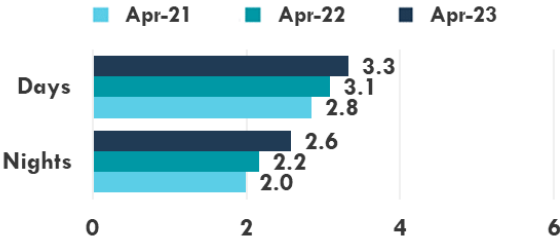
2.4

Apr-23

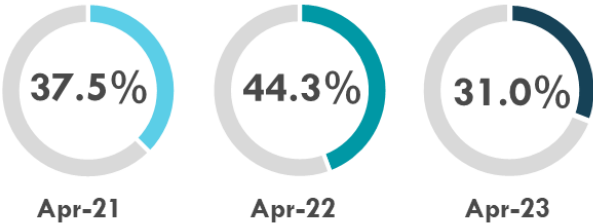
Apr-22 2.8

Apr-21 2.6

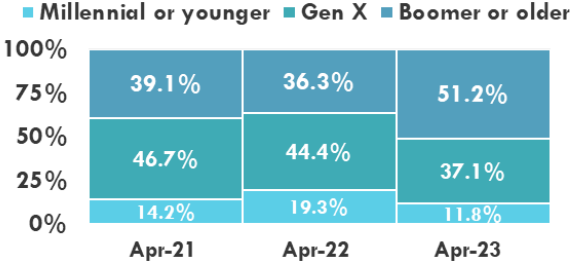
Average Days & Nights



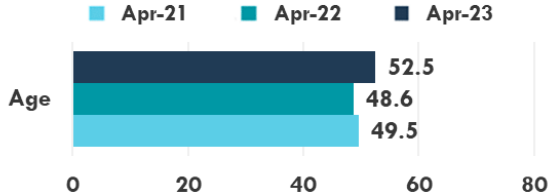
Percent Staying Overnight



Generations



Average Age



Average Income

\$77,190

Apr-23

Apr-22

\$105,430

Apr-21

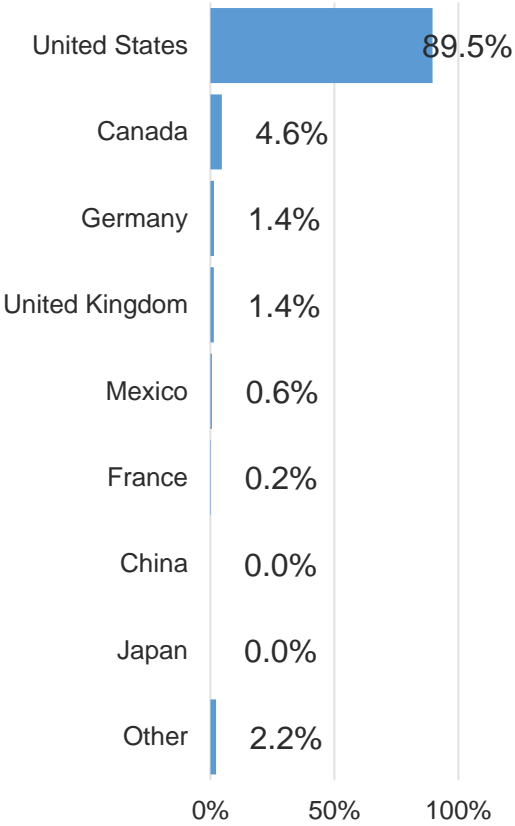
\$100,422

A child with curly hair and yellow goggles is jumping joyfully in the air. They are holding a large, colorful bunch of balloons (yellow, red, blue, green, and pink) that are floating above them. The background shows a sandy beach, the ocean, and a clear sky. The entire scene is overlaid with a semi-transparent dark blue rectangle.

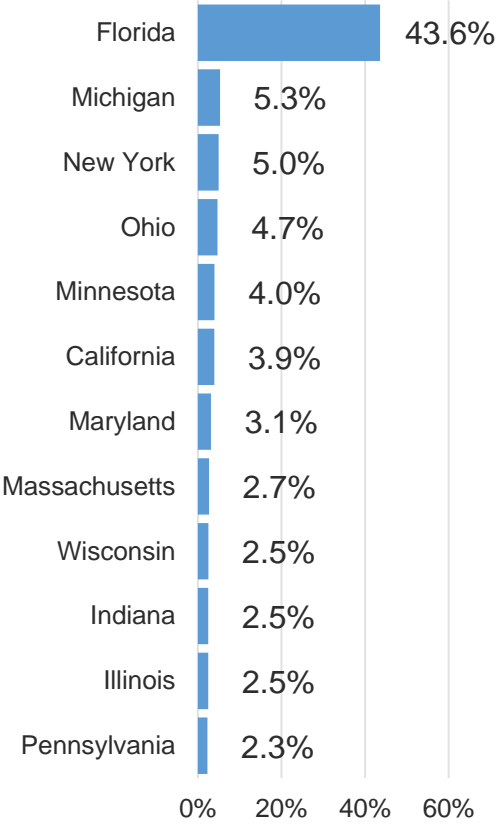
DETAILED FINDINGS

Point of Origin

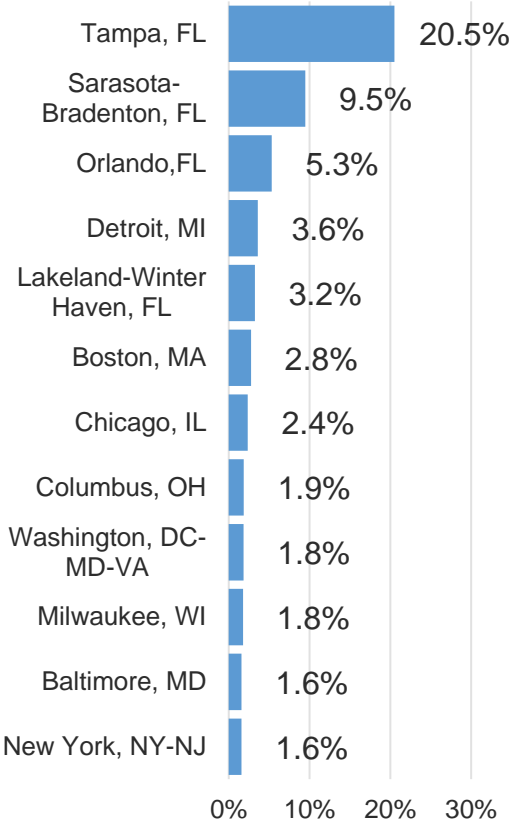
Country of Origin



State of Origin



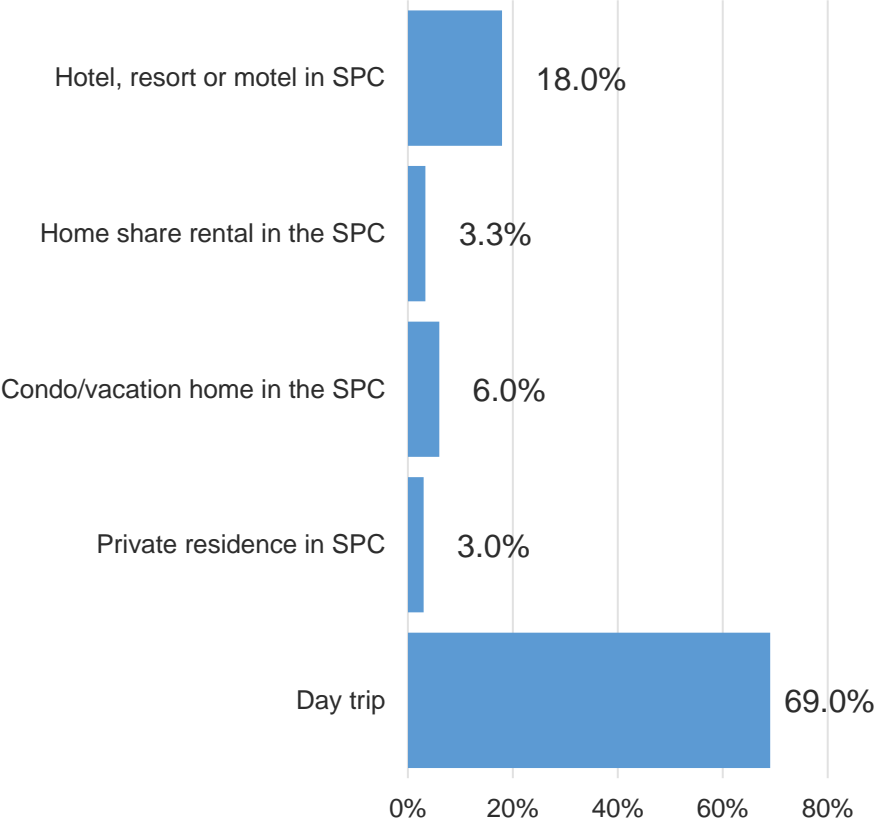
MSA of Origin



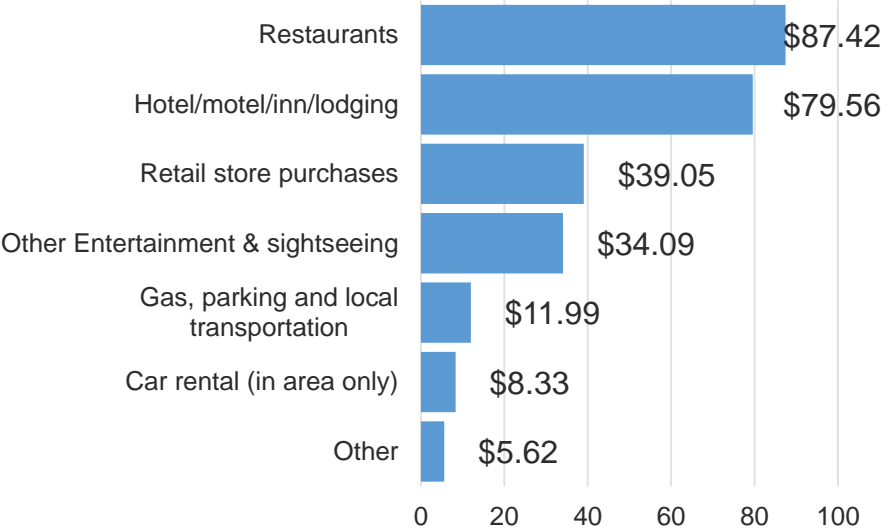
Base: 2023 - April 477 responses.

Lodging Type / Daily Spending in Market

Lodging Type



Daily Spending



Mean Travel Party
Spending = \$ 266.06

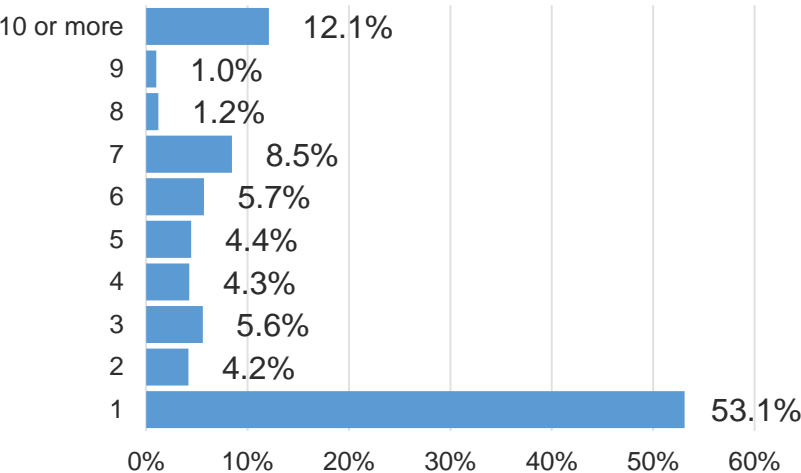
Avg # of People Covered by
Spending = 1.99

Mean Spending Per
Person = \$ 133.36

Base: 2023 - April 477 responses.

Days & Nights in St. Pete/Clearwater

Days in Market

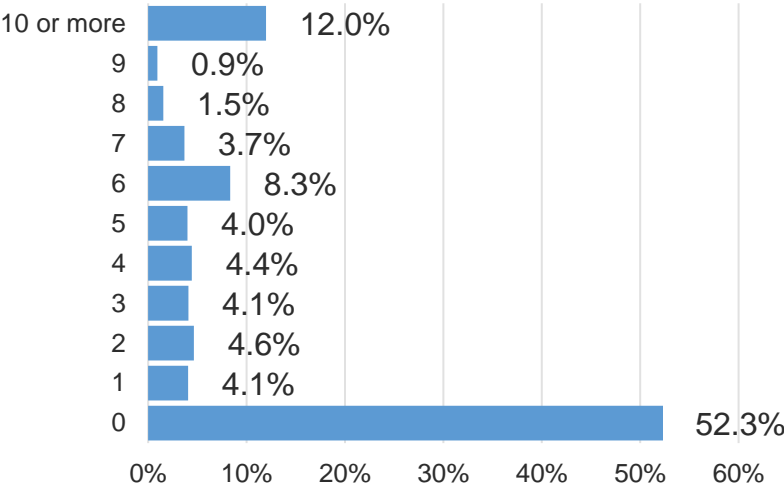


Mean Days

(≤ 30) = **3.3**

(> 30) = **7.3**

Nights in Market

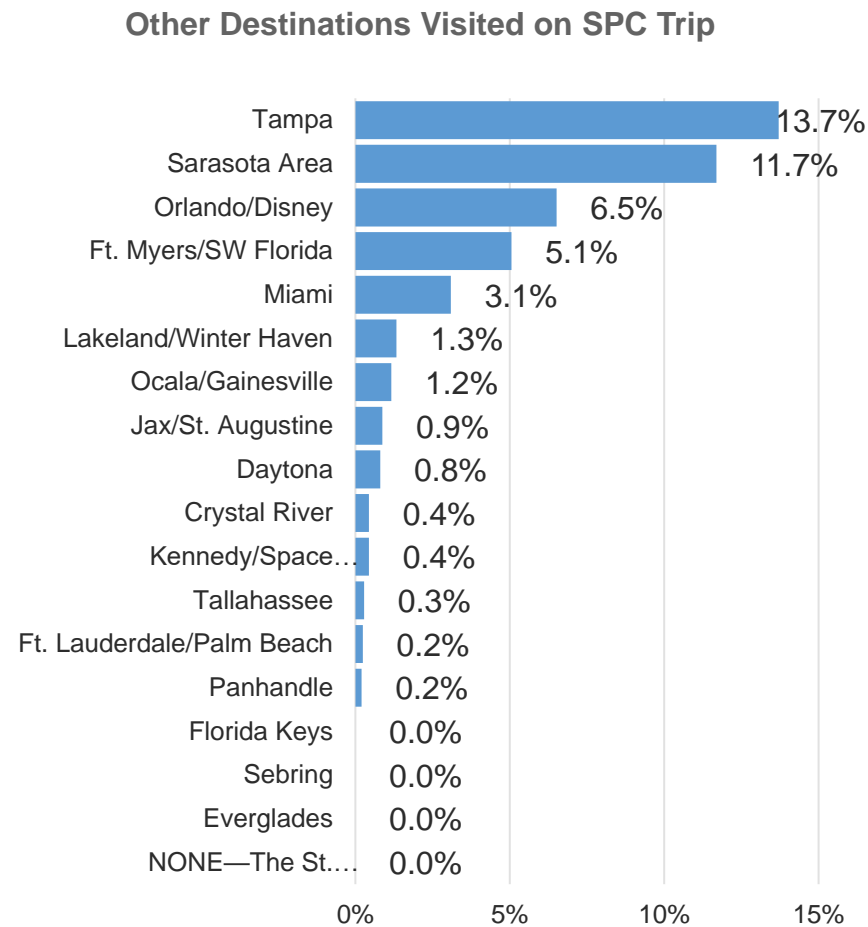
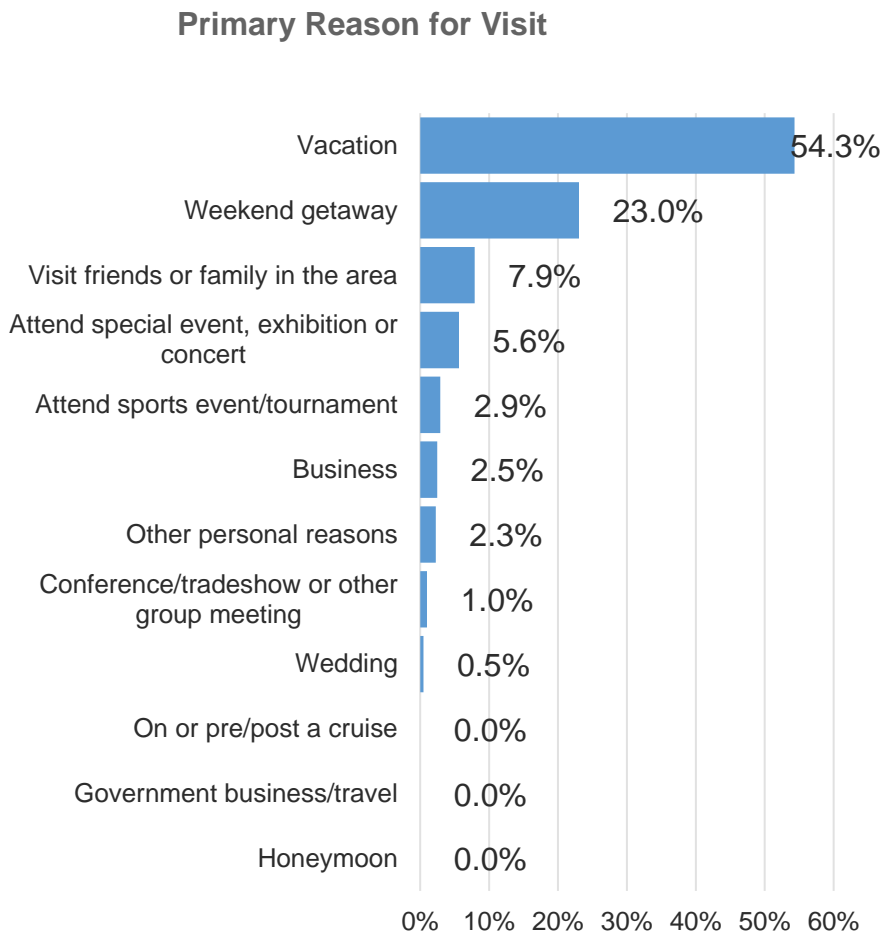


Mean Nights

(≤ 30) = **2.6**

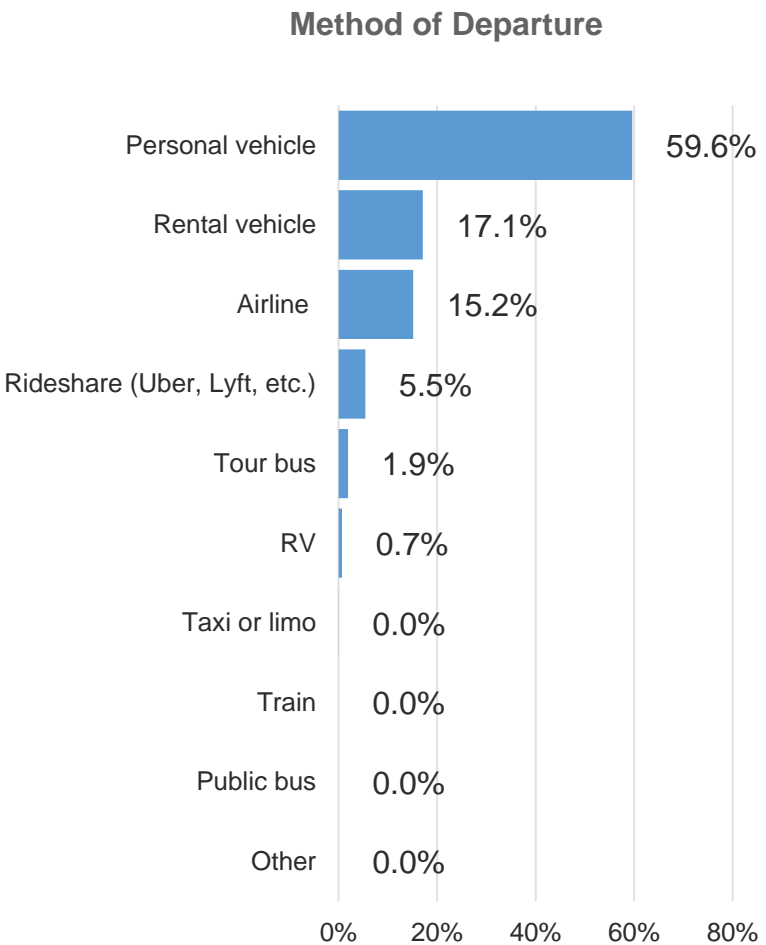
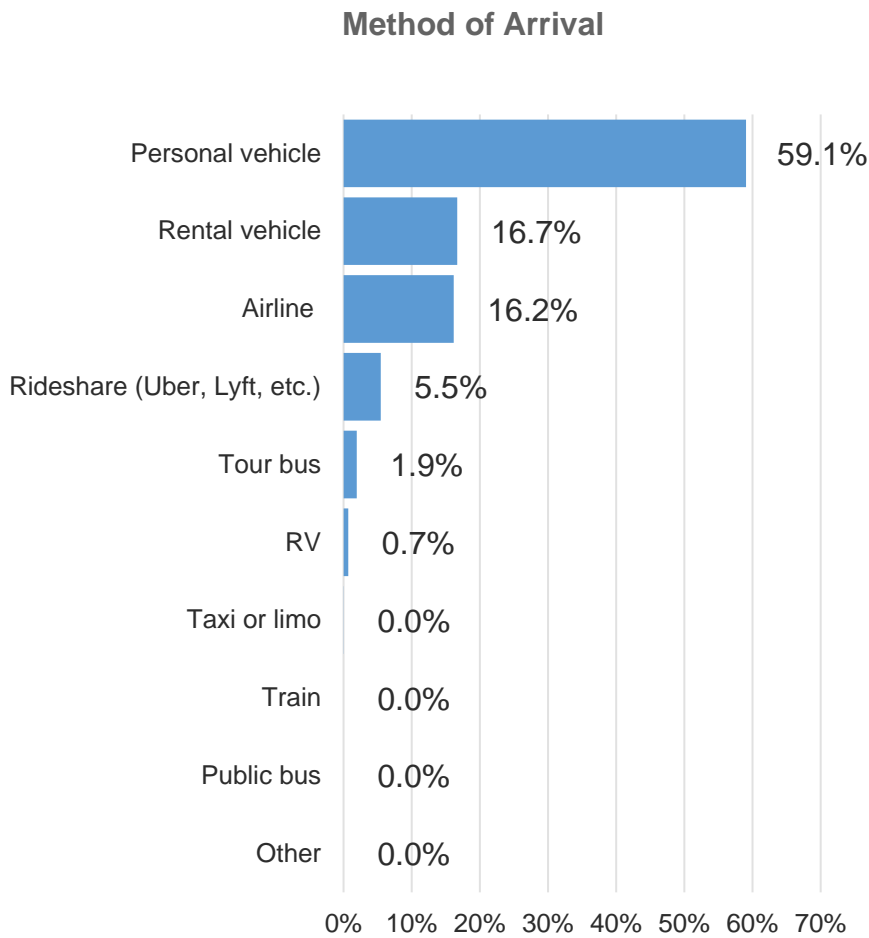
(> 30) = **6.6**

Primary Reason for Visit / Other Destinations Visited



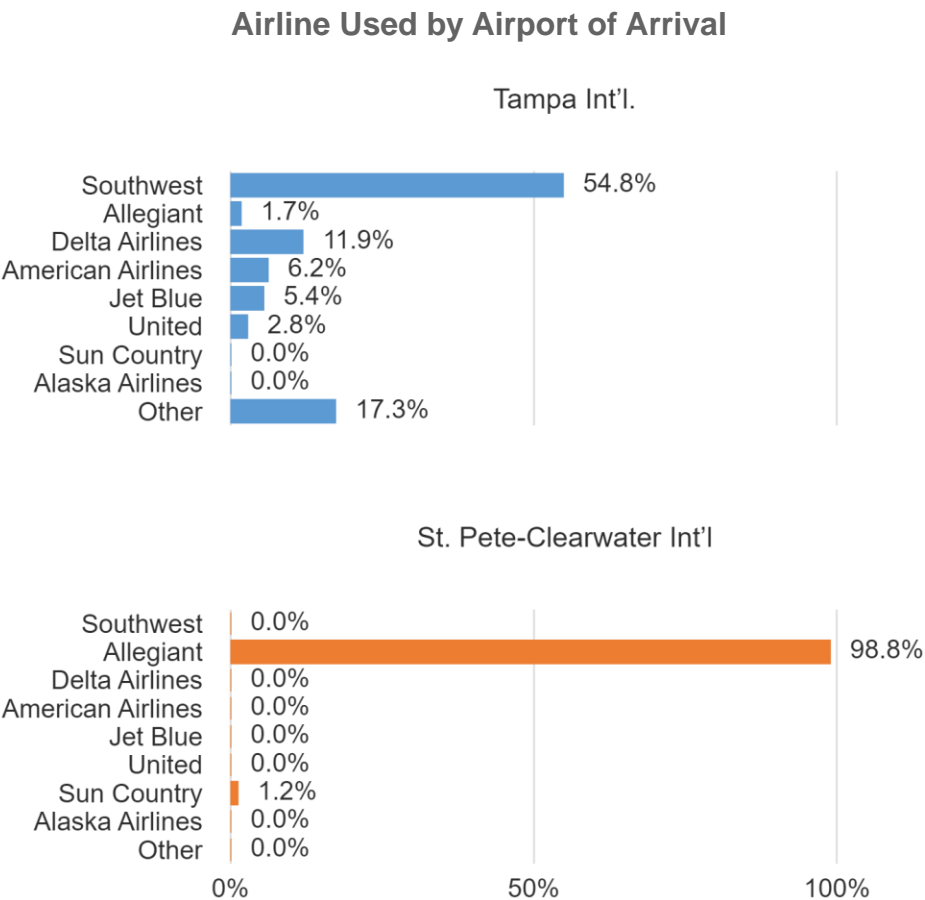
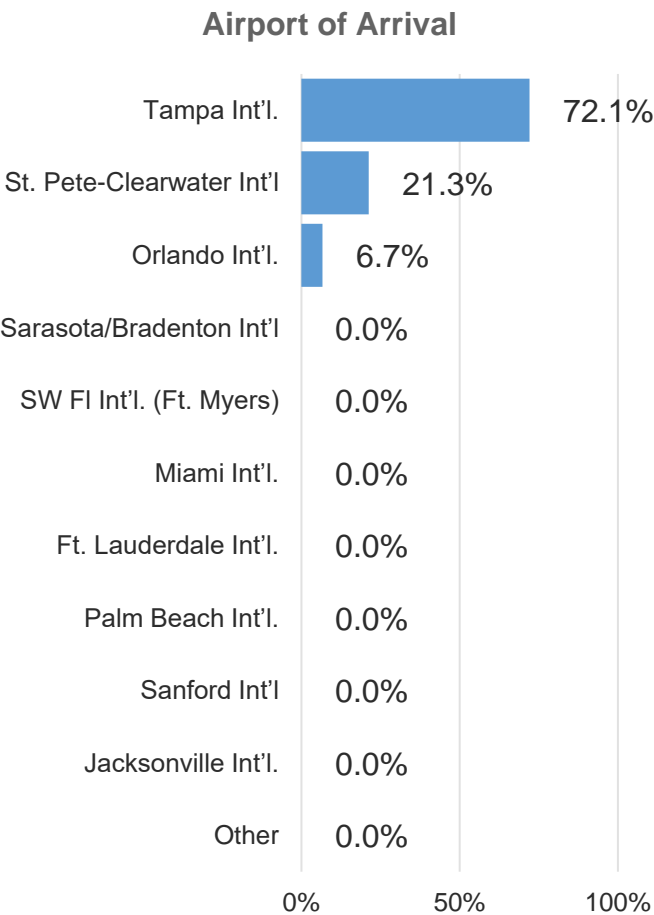
Base: 2023 - April 477 responses.

Method of Arrival / Arrival Airport & Airline



Base: 2023 - April 477 responses.

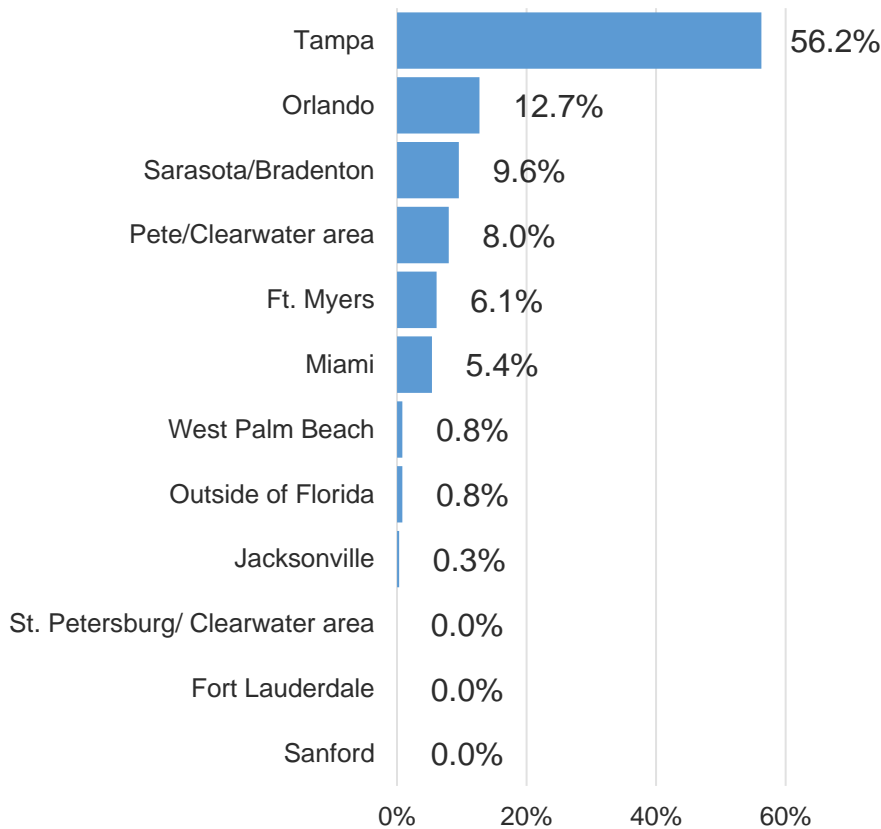
Method of Arrival / Arrival Airport & Airline



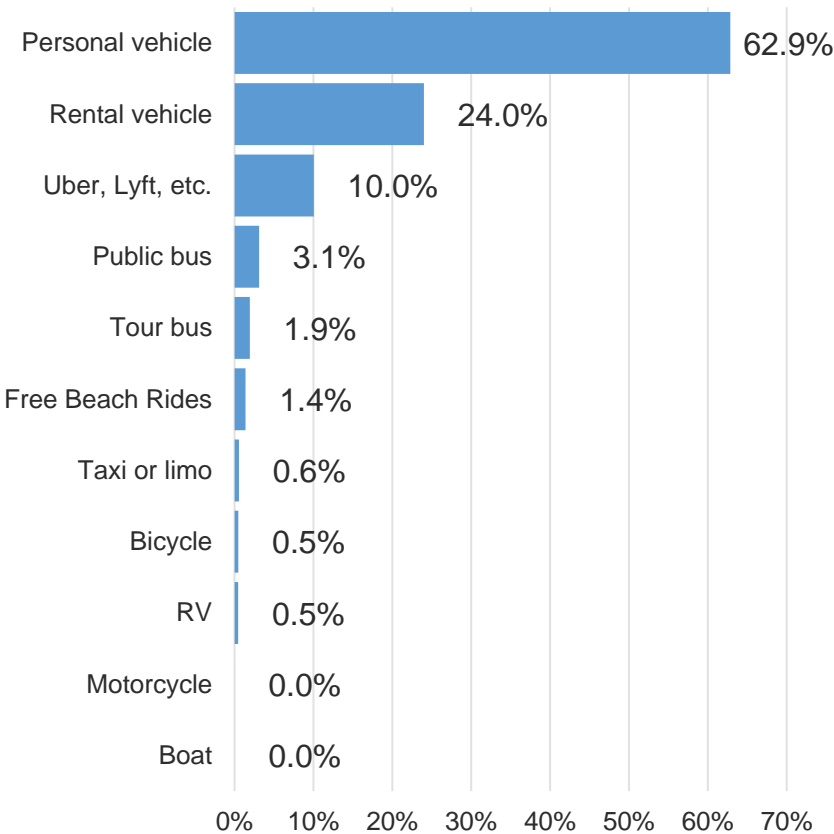
Base: 2023 - April 477 responses.

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

Rental Vehicle Pick-Up City



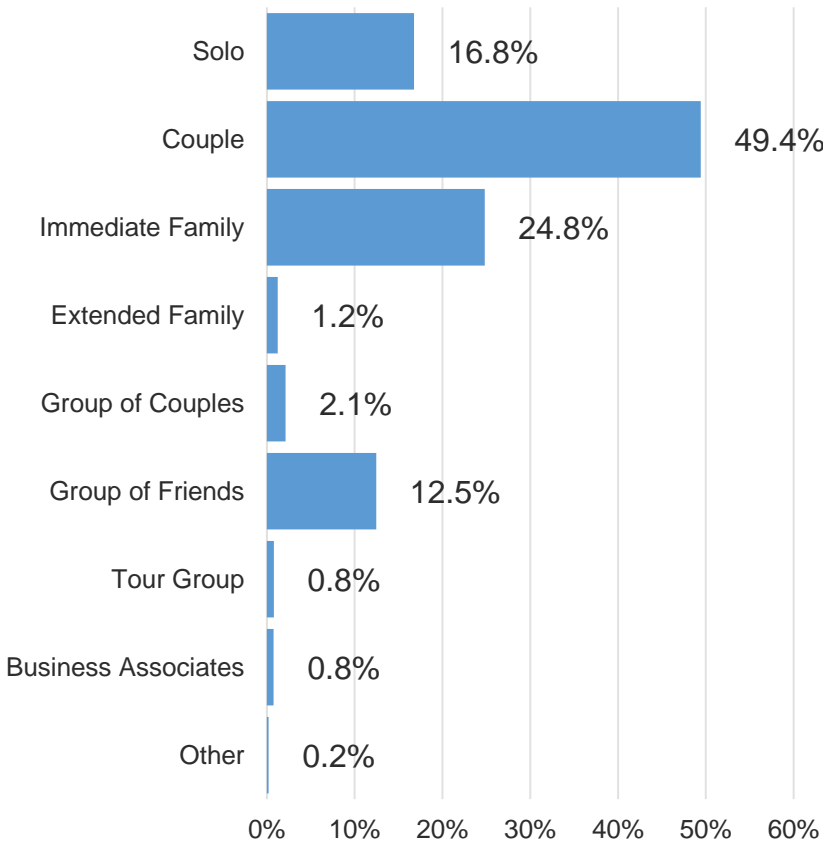
Transportation Used In-Market



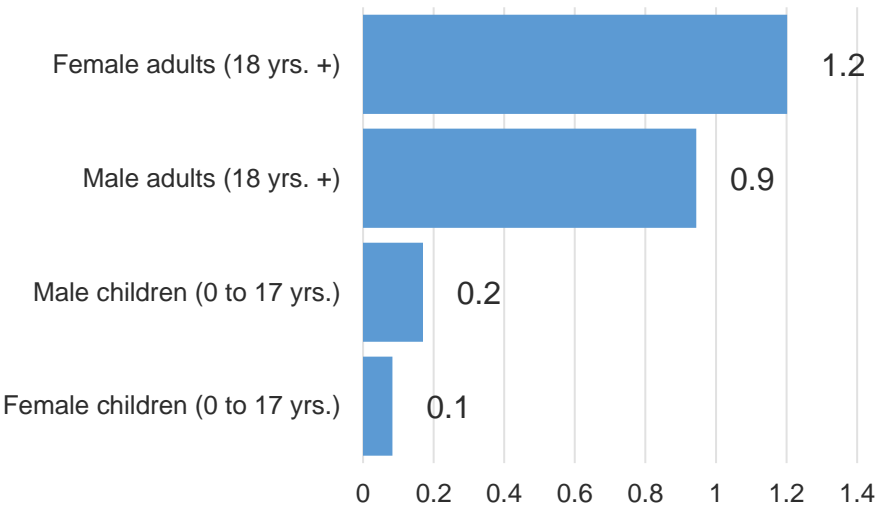
Base: 2023 - April 477 responses.

Travel Party Composition / Travel Party Size

Travel Party Composition



Travel Party Size



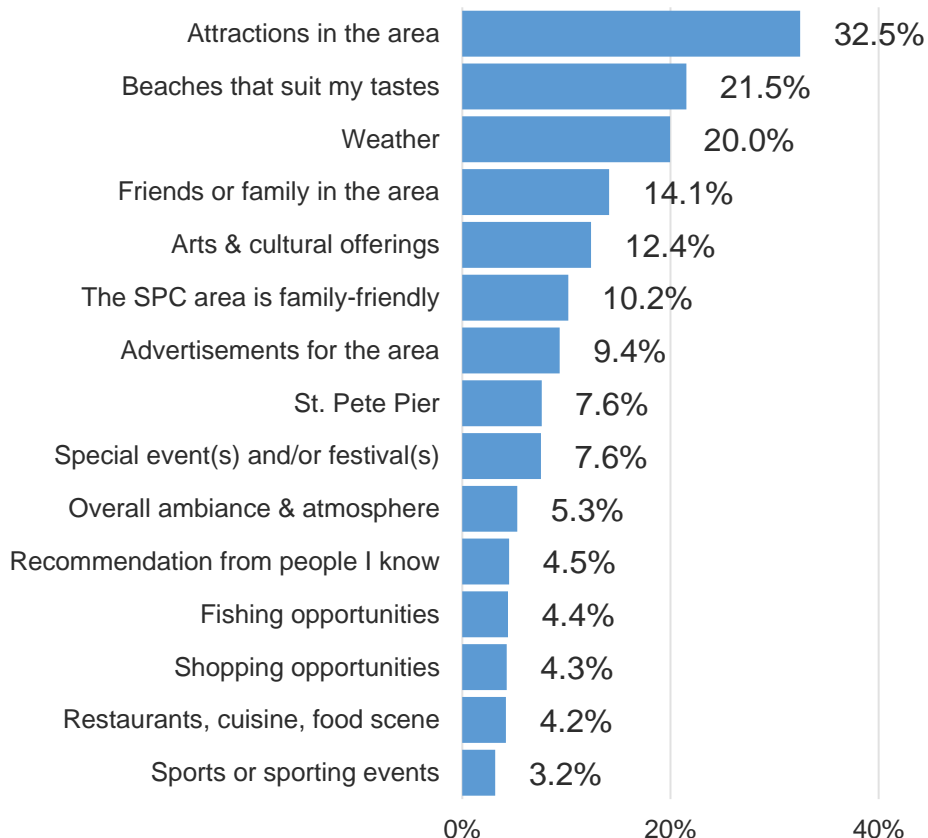
Avg Travel
Party Size = **2.4**

Percent with
Children = **16.4%**

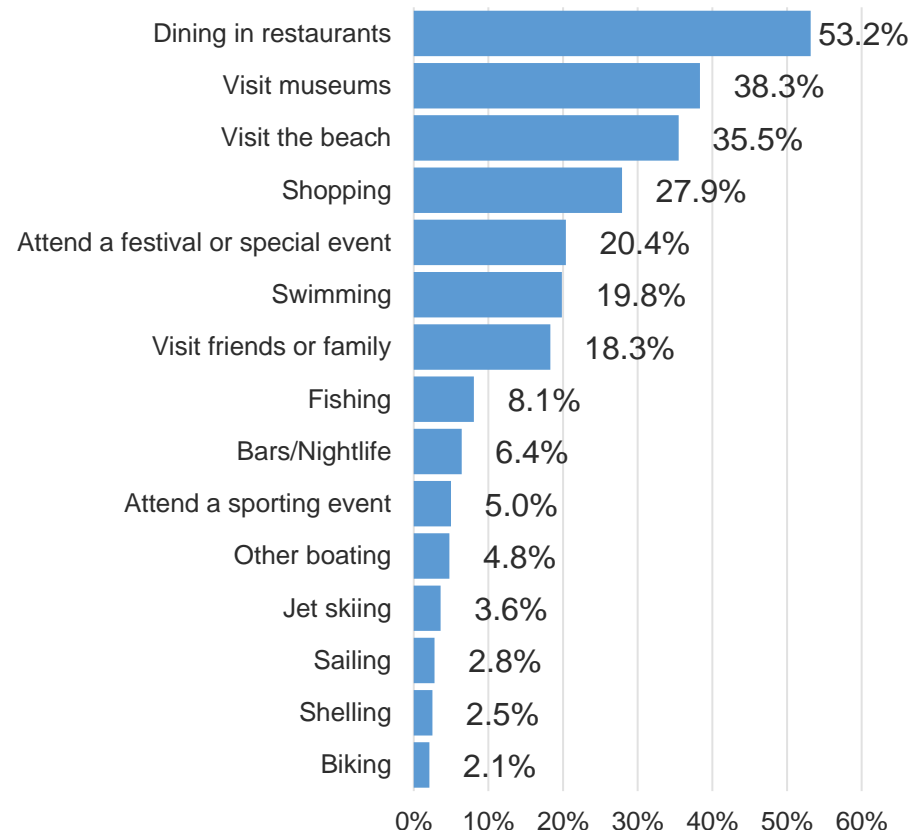
Base: 2023 - April 477 responses.

Important Factors to Destination Decision / Trip Activities

Important to Decision to Visit



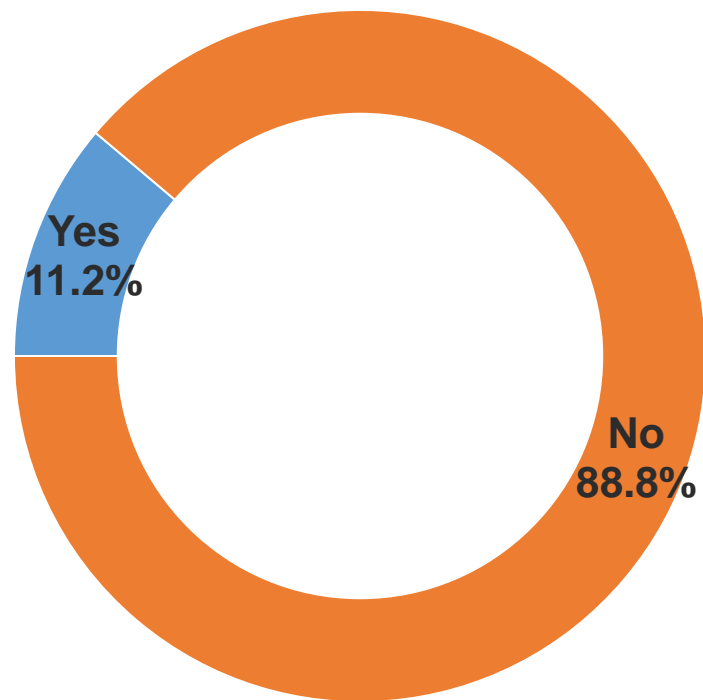
Trip Activities



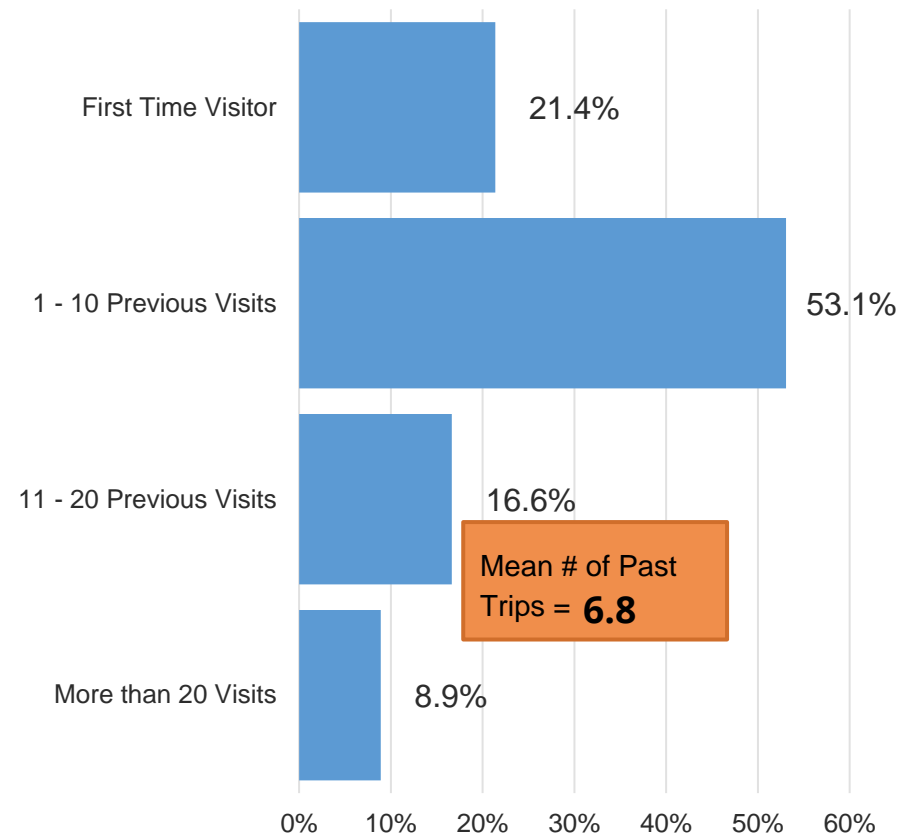
Base: 2023 - April 477 responses.

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

First Time Visitors to Florida



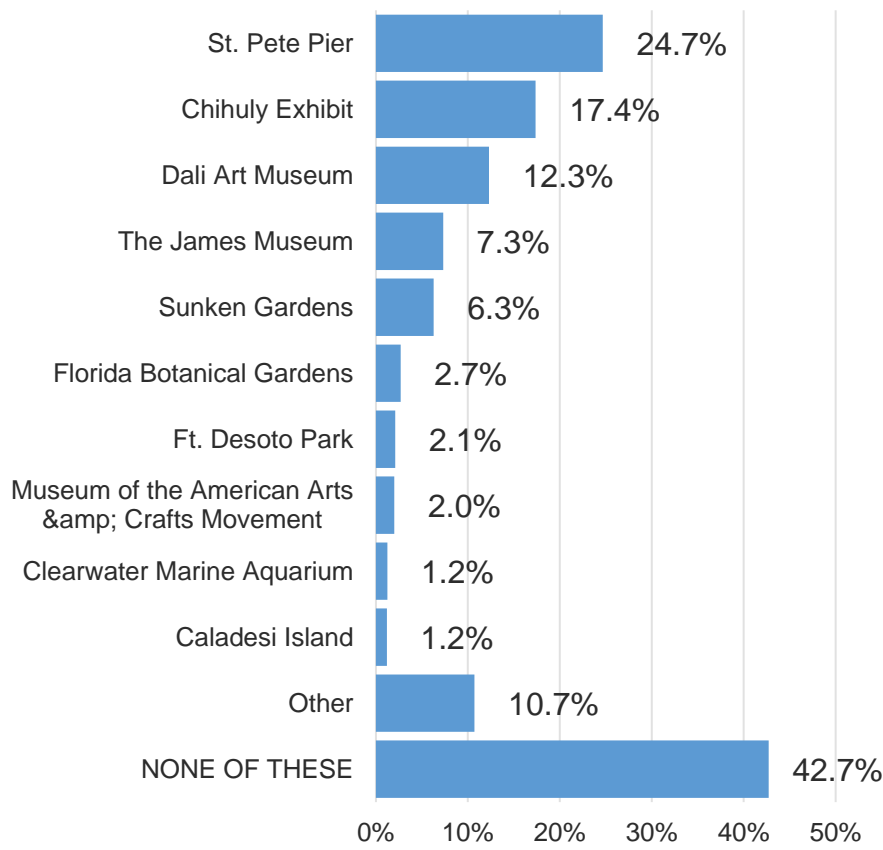
Previous Visitation to the St. Pete/Clearwater Area



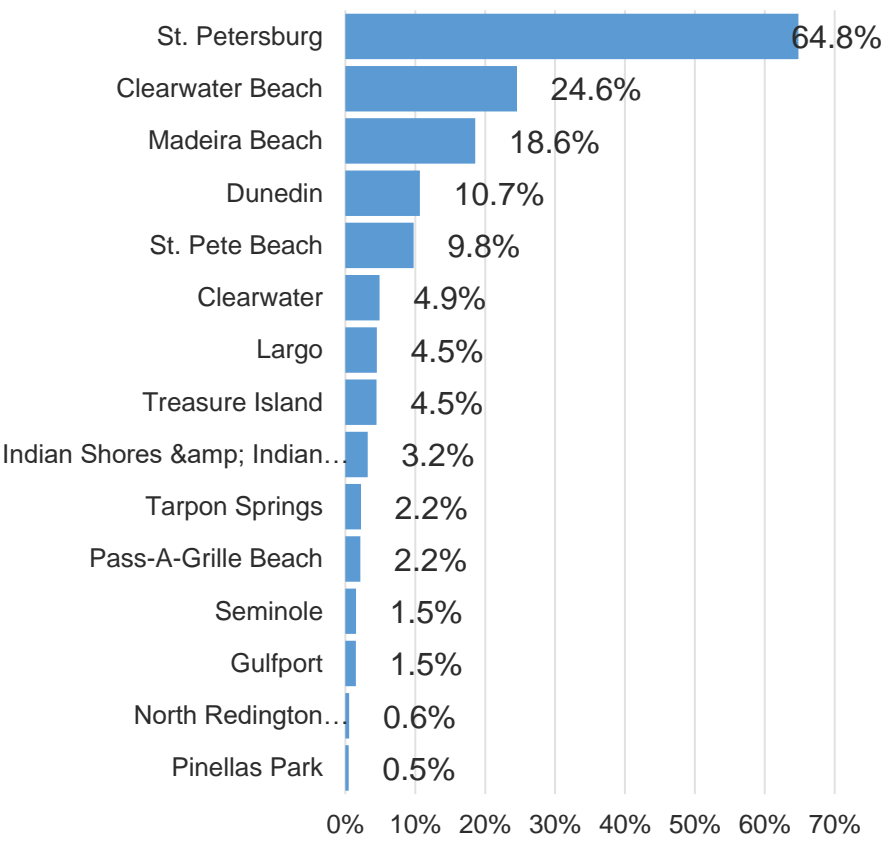
Base: 2023 - April 477 responses.

Attractions Visited / Communities Visited

Attractions Visited



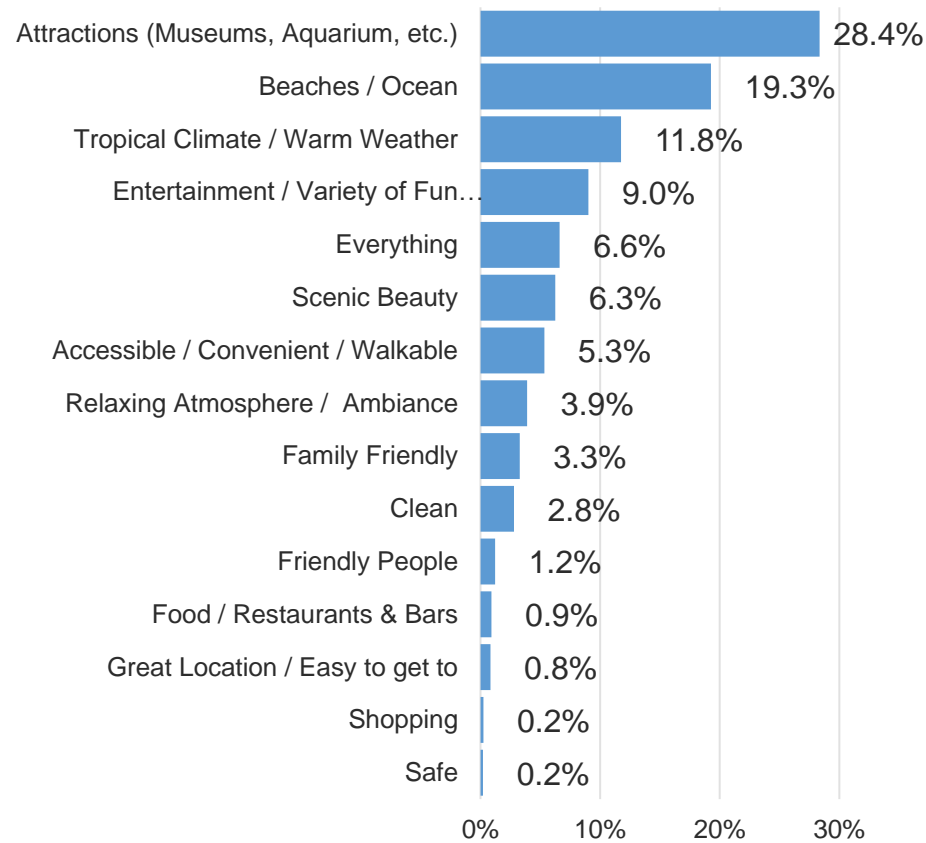
Communities Visited



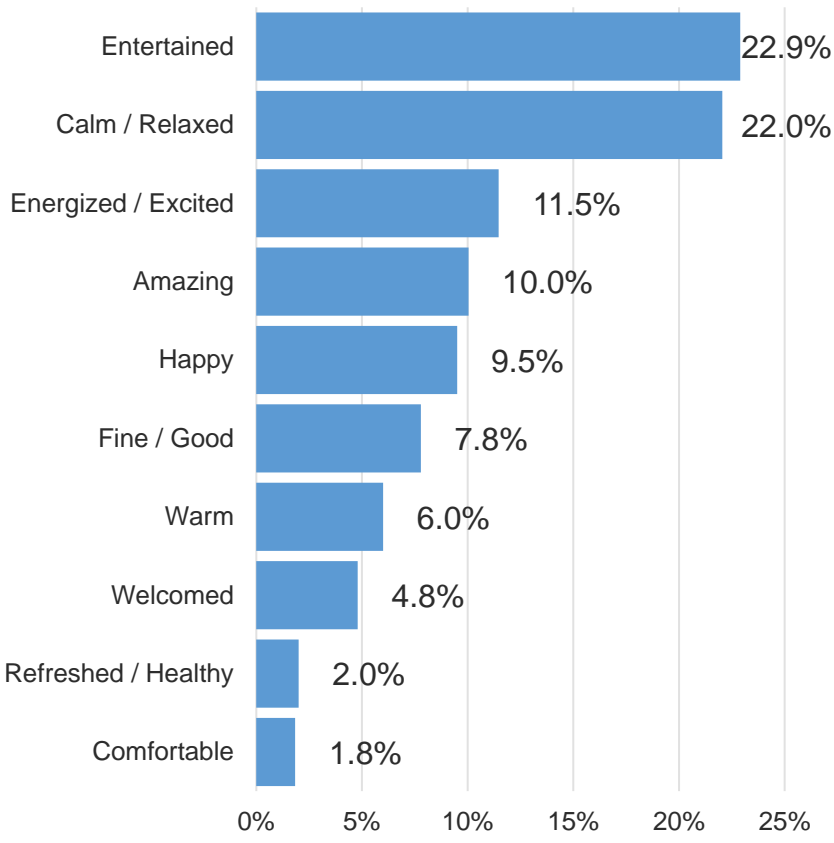
Base: 2023 - April 477 responses.

Most Liked Aspect / Feelings in St. Pete-Clearwater

Most Liked Aspects of SPC (Unaided)

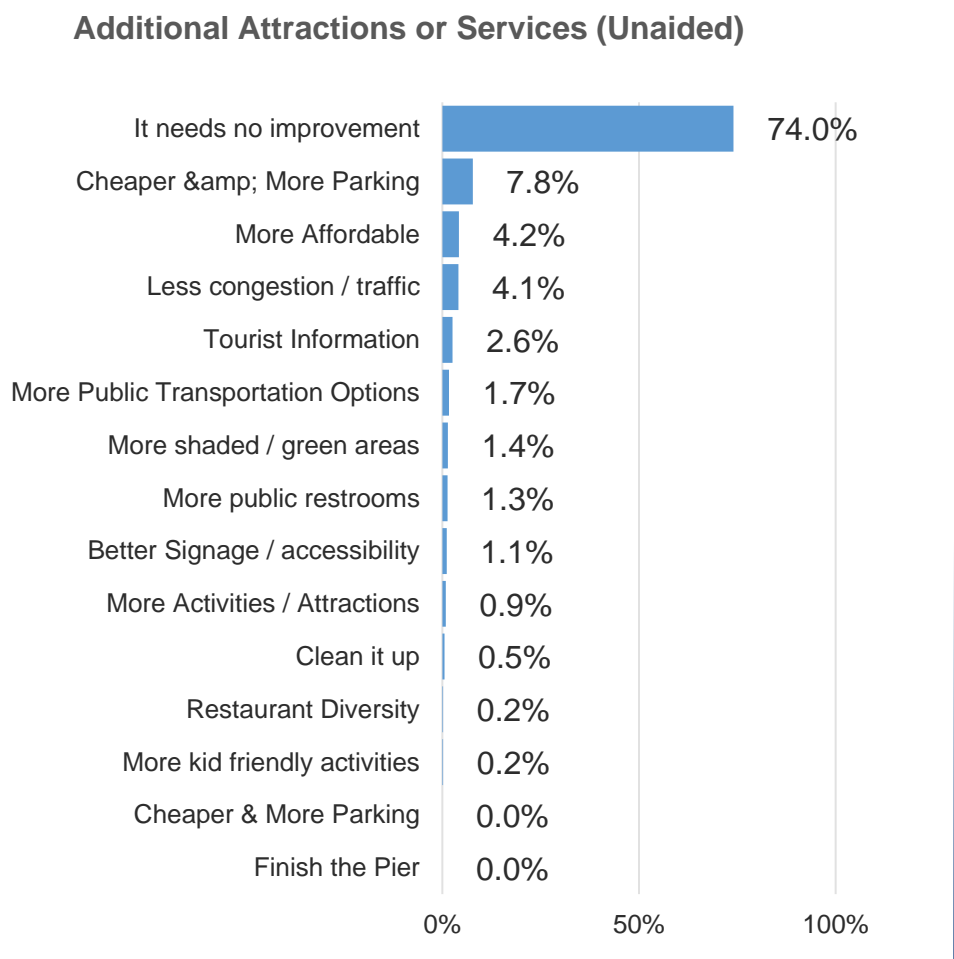


Feelings in SPC Area (Unaided)



Base: 2023 - April 477 responses.

Attractions or Services that Would Enhance the Destination Experience



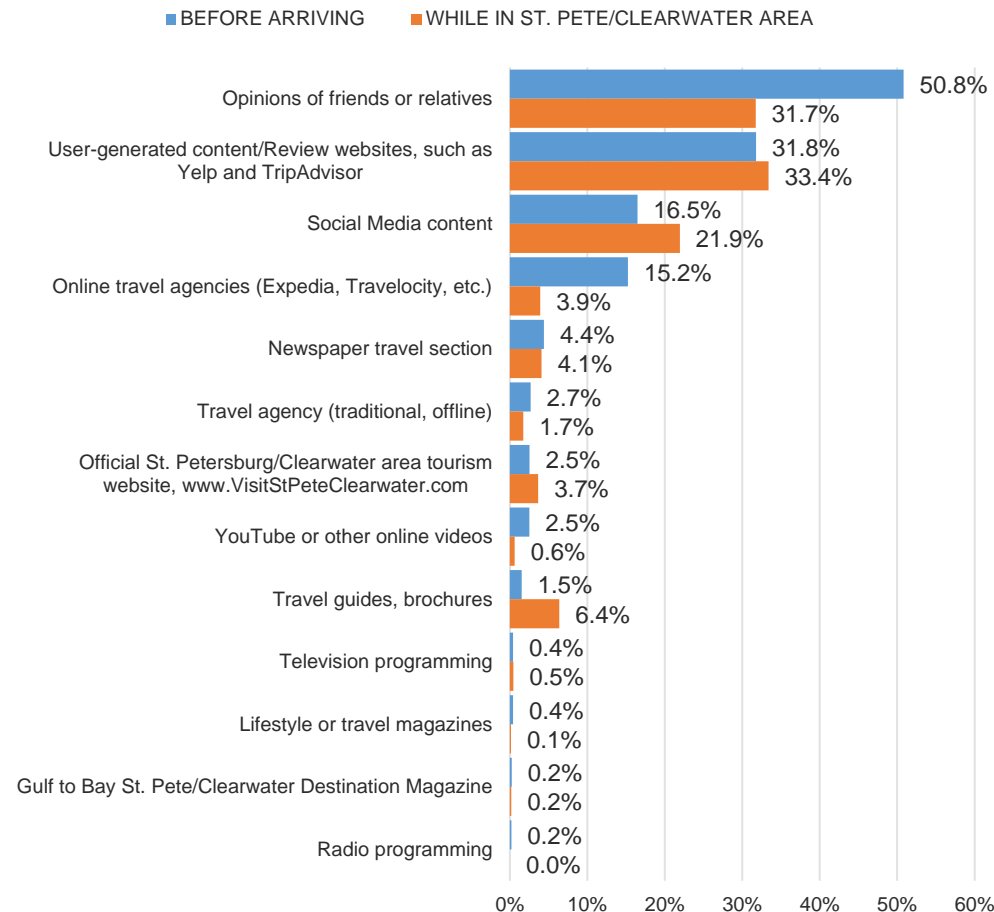
Base: 2023 - April 477 responses.

When Decision to Visit was Made / Travel Planning Resources Used

Average Time Between Decision to Visit and Arrival

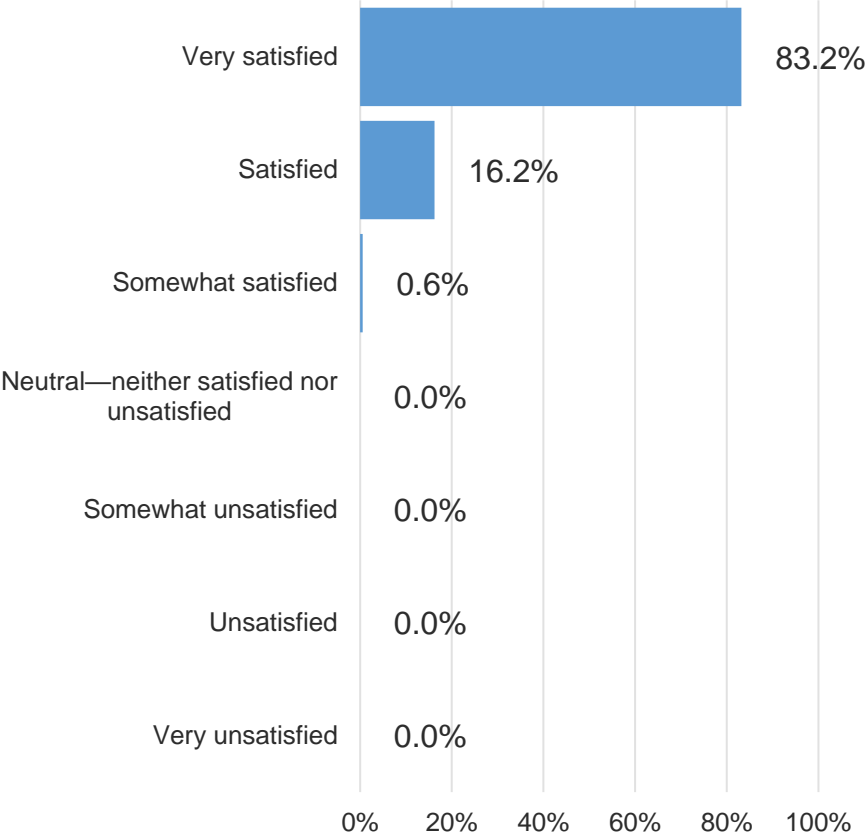


Resources Used before Arrival and While In Market

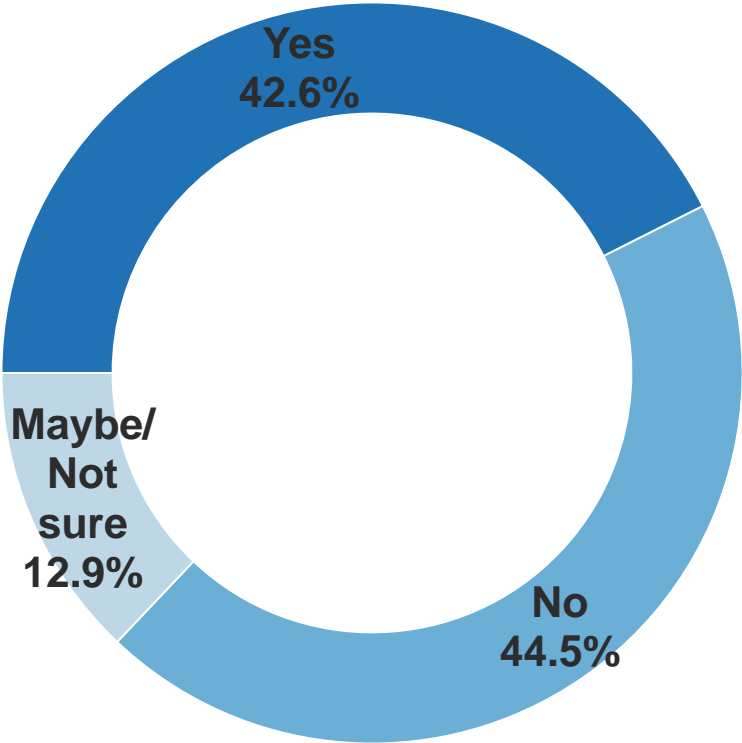


Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall

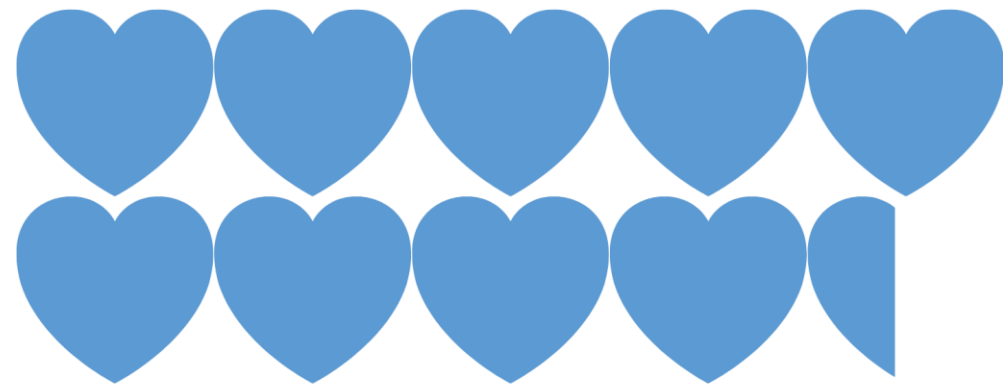


Base: 2023 - April 477 responses.

Likelihood to Recommend / Likelihood to Return

Likelihood to Recommend

9.4 / 10



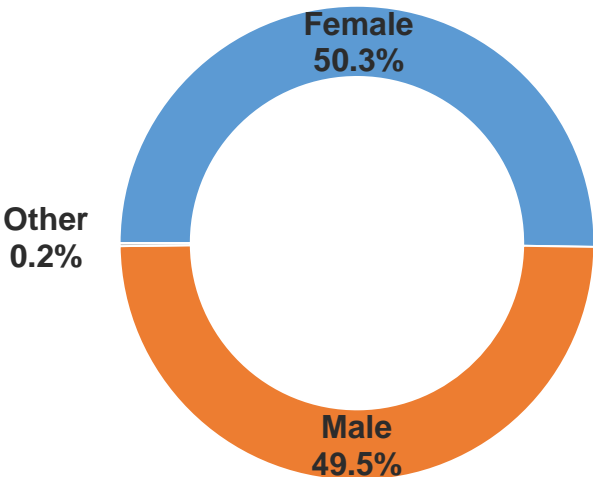
Likelihood to Return

9.6 / 10



Base: 2023 - April 477 responses.

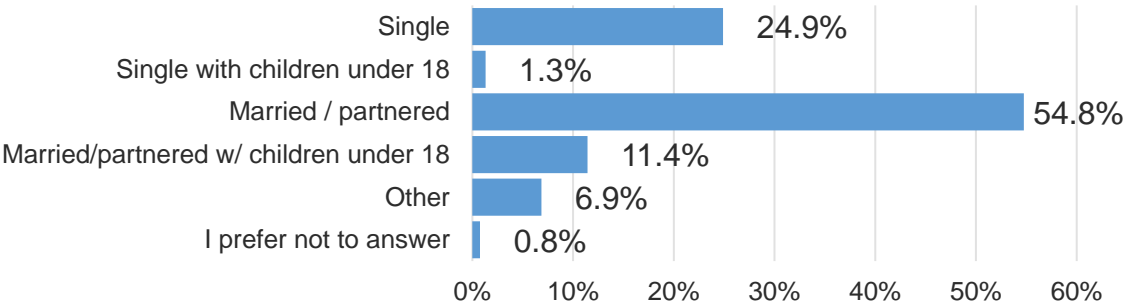
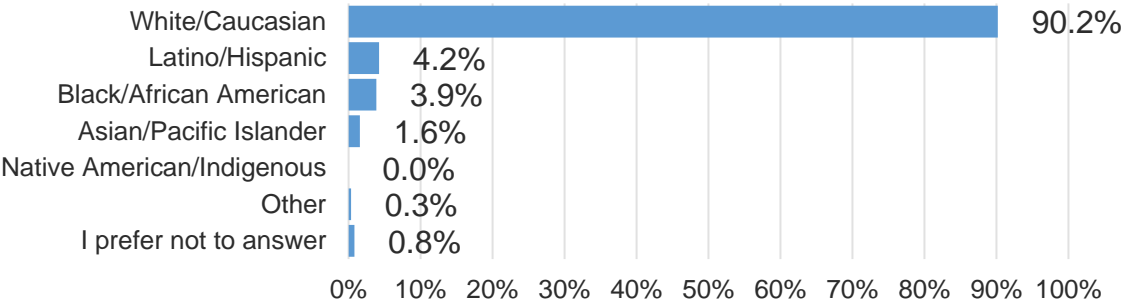
Demographics



Average Age: 52.5

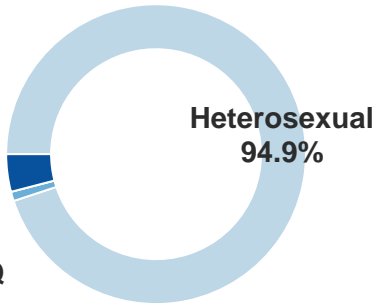


Average Income: \$77,190



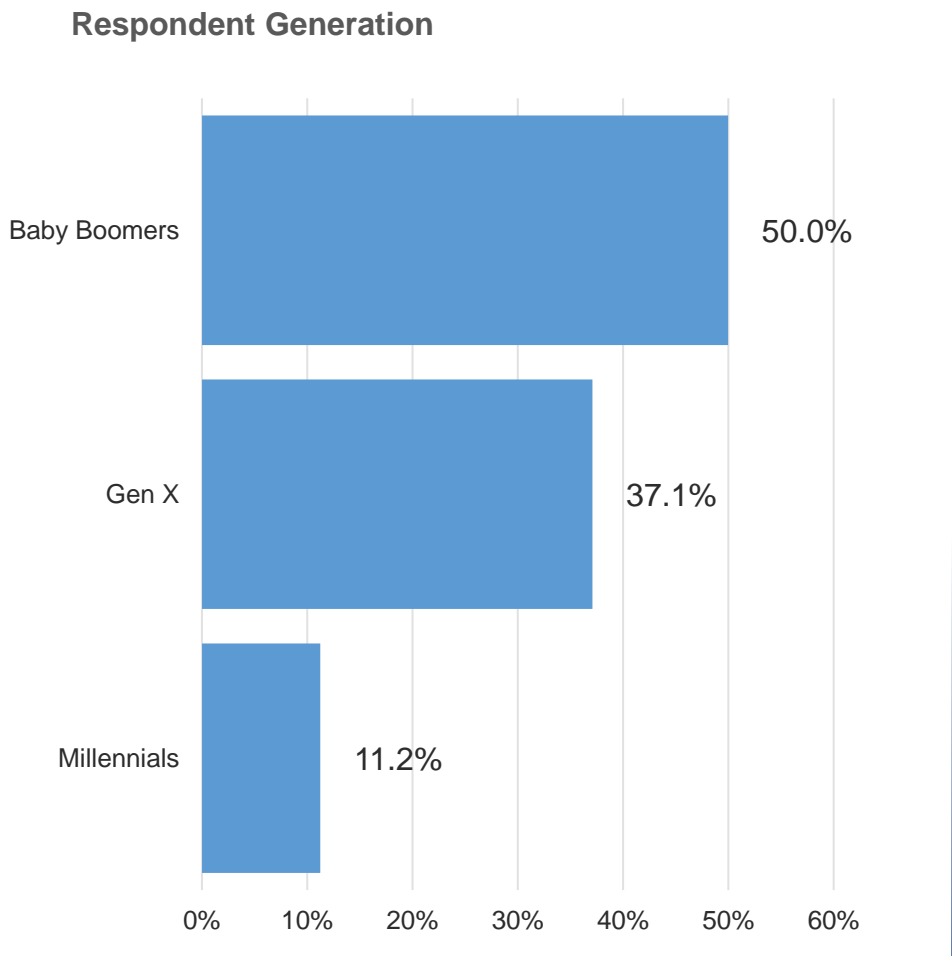
I prefer not to answer
4.0%

LGBTQ
1.0%



Base: 2023 - April 477 responses.

Generation



Base: 2023 - April 477 responses.