



ST.PETE  
CLEARWATER

Visit St. Pete/Clearwater  
VISITOR PROFILE STUDY

Dashboard of Findings

Research prepared for Visit St. Pete/Clearwater by:

Destination  Analysts

February 2023 - Report

# Overview & Methodology

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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 500 for February 2023.



# Overview & Methodology

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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

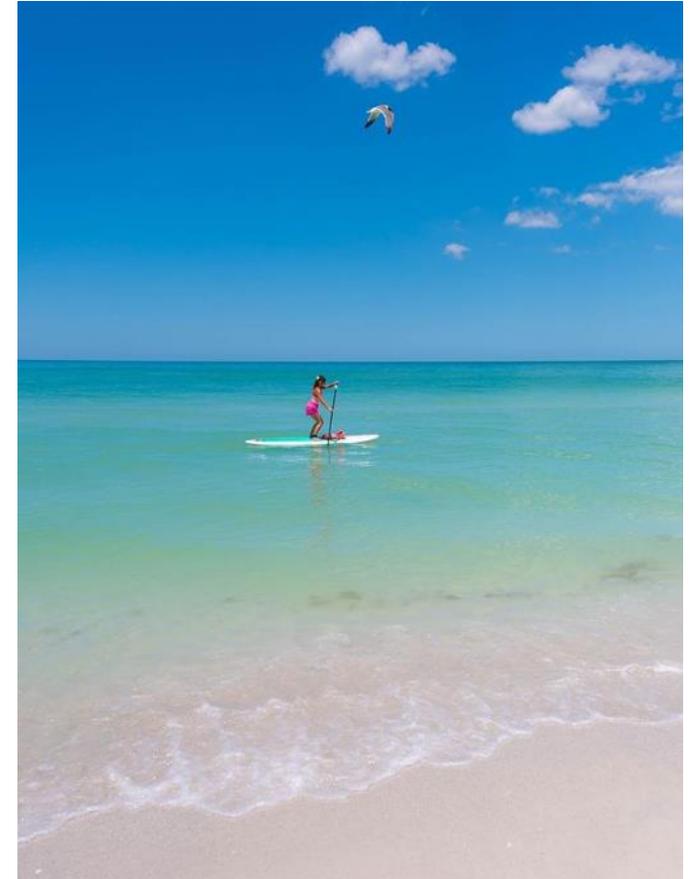


# Research Objectives

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**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

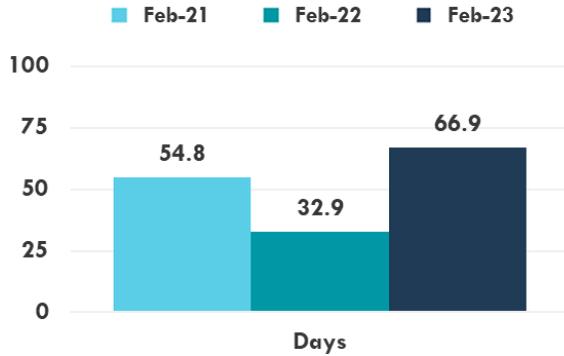


An aerial photograph of a coastal town, likely in Florida, featuring a large body of turquoise water, a sandy beach, and a prominent multi-story building complex. The text "KEY THINGS TO KNOW" is overlaid in white, bold, sans-serif font across the center of the image.

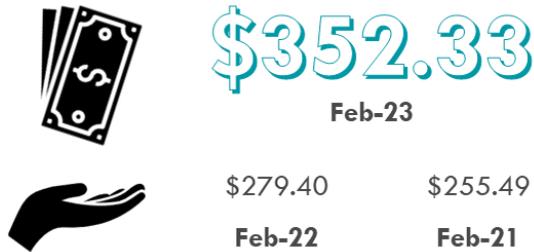
# KEY THINGS TO KNOW

# VISIT ST. PETE/CLEARWATER *February 2023*

## Average Time Between Decision to Visit & Arrival



## Average Daily Spending



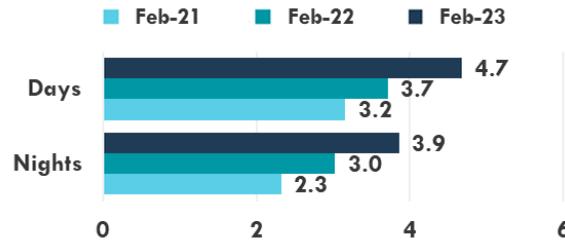
## Travel Party Size



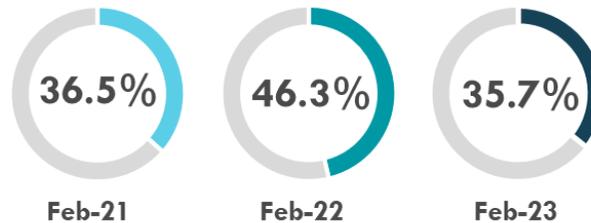
**2.2**  
Feb-23

Feb-22	2.2
Feb-21	2.4

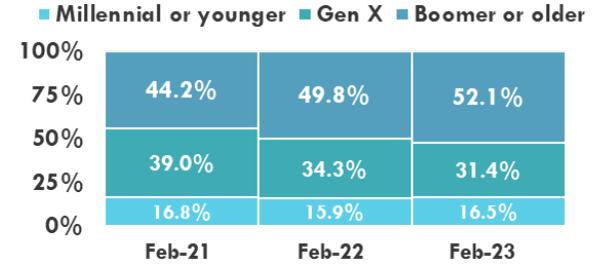
## Average Days & Nights



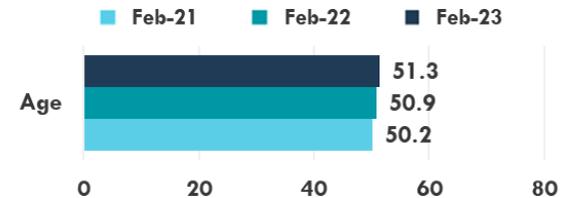
## Percent Staying Overnight



## Generations

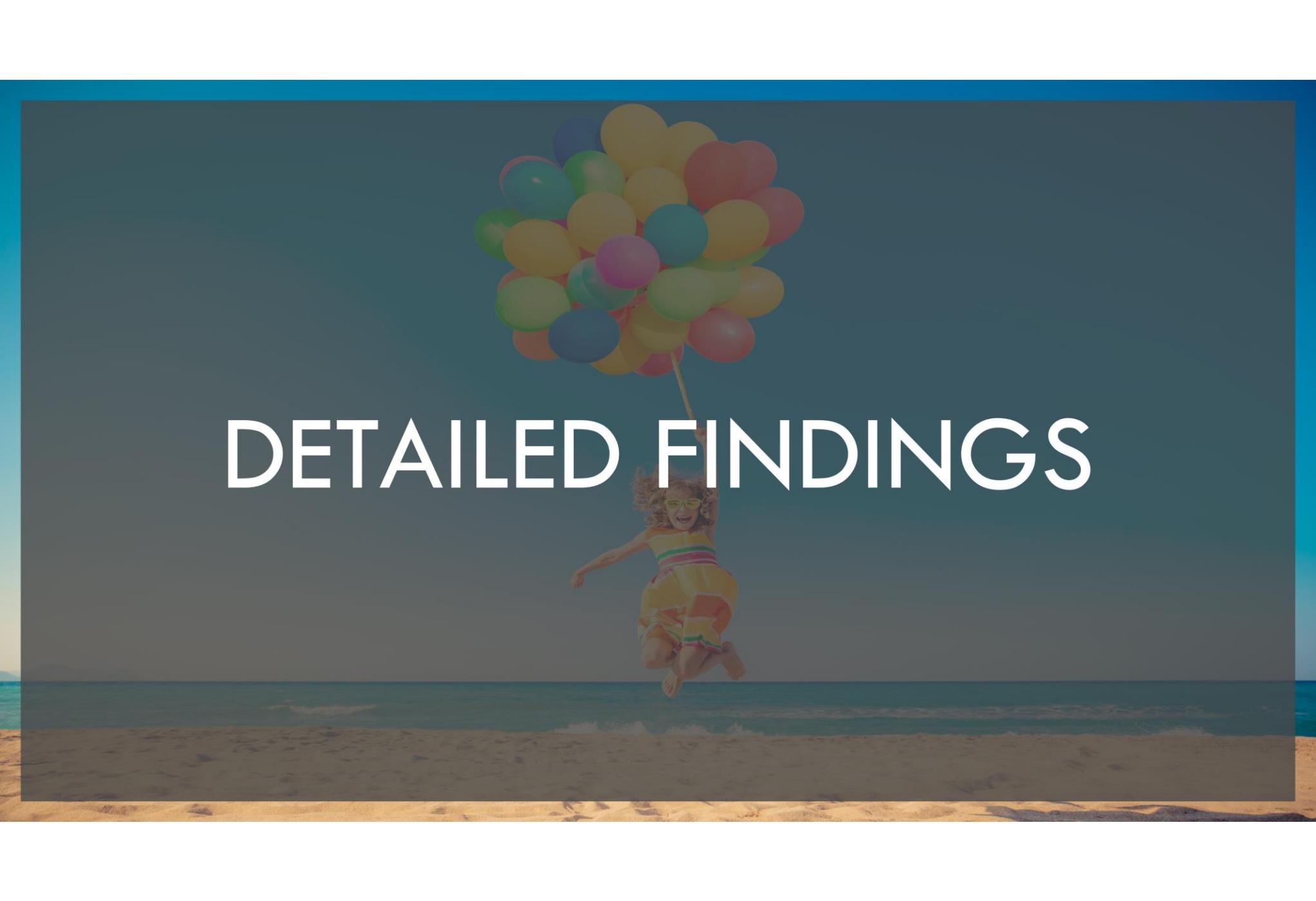


## Average Age



## Average Income

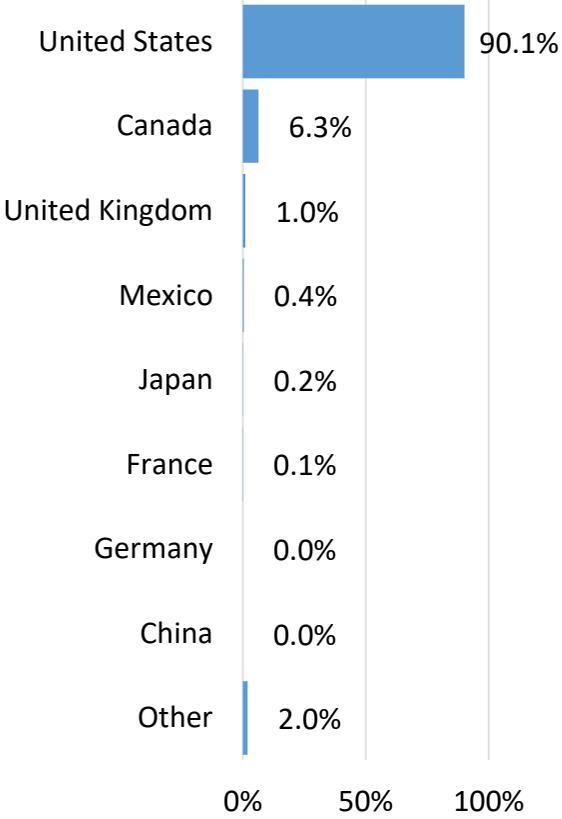


A young girl with curly hair and yellow sunglasses is jumping joyfully on a sandy beach. She is wearing a colorful, striped dress. Above her is a large, dense cluster of colorful balloons in shades of yellow, green, blue, pink, and red. The background shows the ocean and a clear sky. The text "DETAILED FINDINGS" is overlaid in white, bold, sans-serif font across the center of the image.

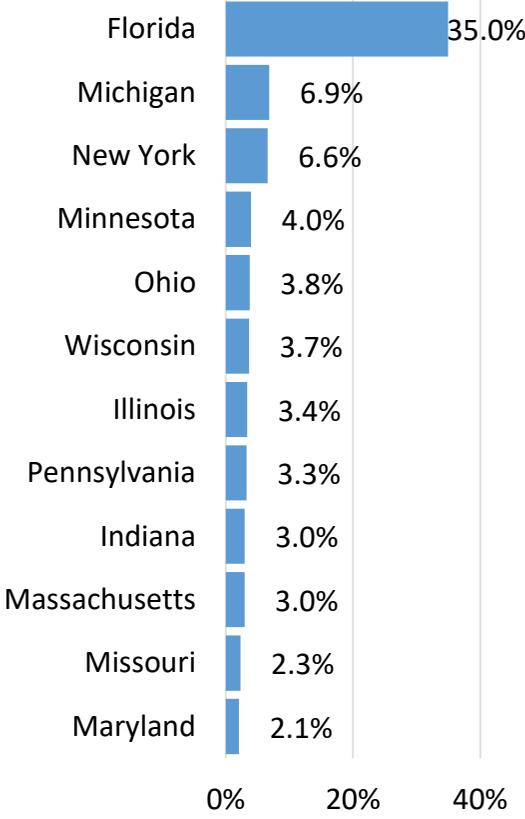
# DETAILED FINDINGS

# Point of Origin

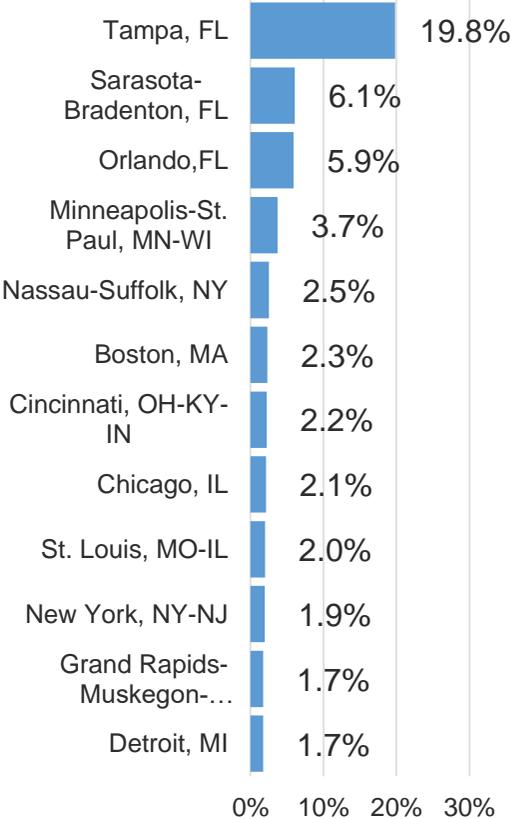
Country of Origin



State of Origin



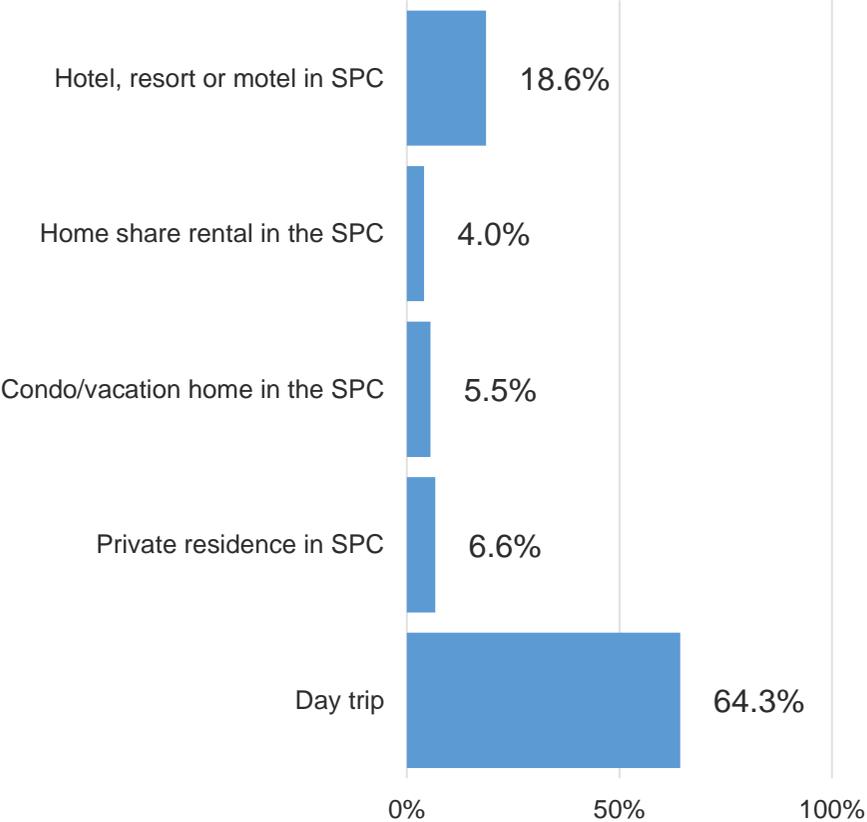
MSA of Origin



Base: 2023 - February 500 responses.

# Lodging Type / Daily Spending in Market

Lodging Type



Daily Spending

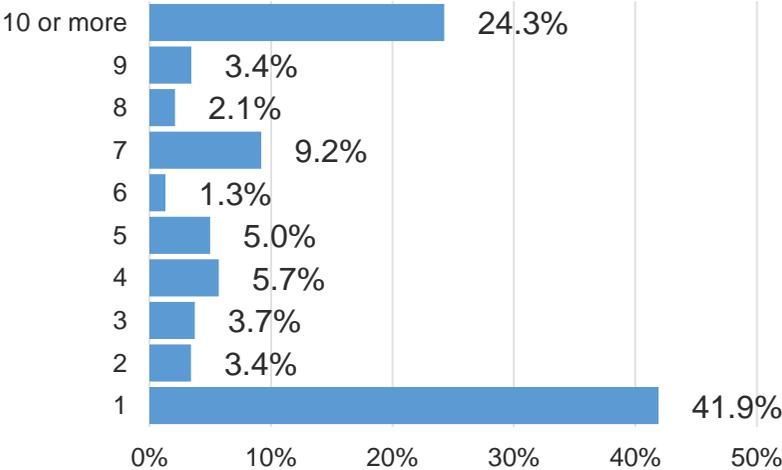


Mean Travel Party  
 Spending = \$ **352.33**  
 Avg # of People Covered by  
 Spending = **2.09**  
 Mean Spending Per  
 Person = \$ **168.75**

Base: 2023 - February 500 responses.

# Days & Nights in St. Pete/Clearwater

### Days in Market

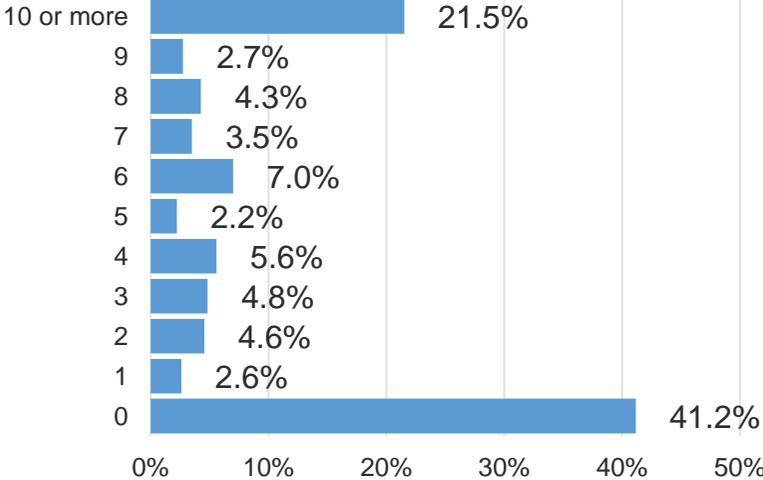


**Mean Days**

(≤ 30) = **4.7**

(> 30) = **9.9**

### Nights in Market



**Mean Nights**

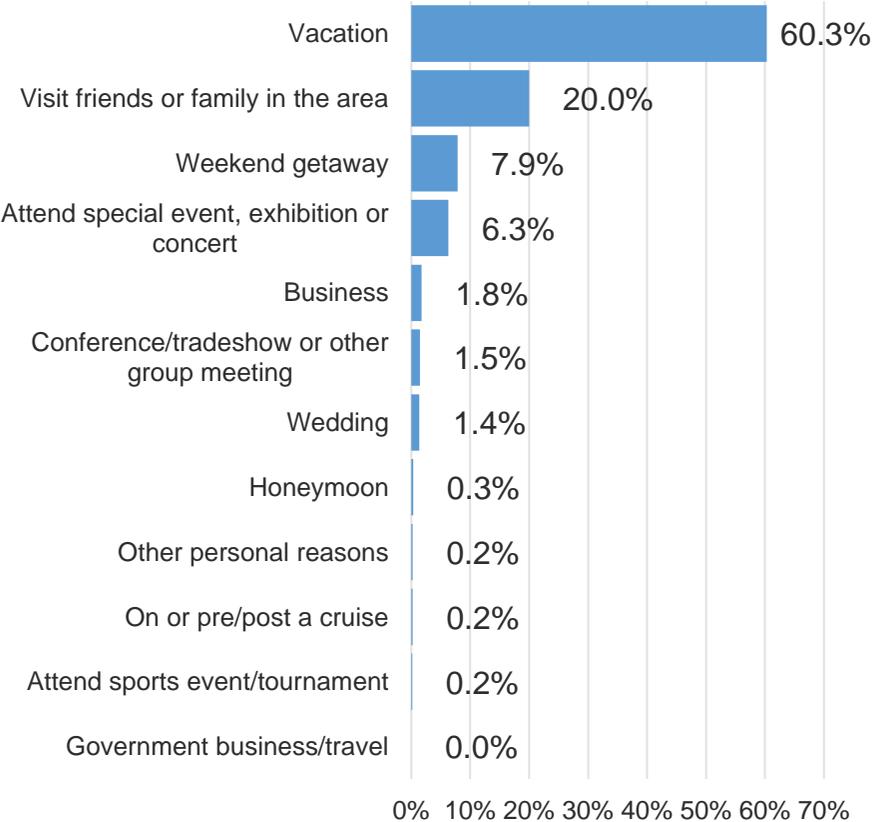
(≤ 30) = **3.9**

(> 30) = **9.1**

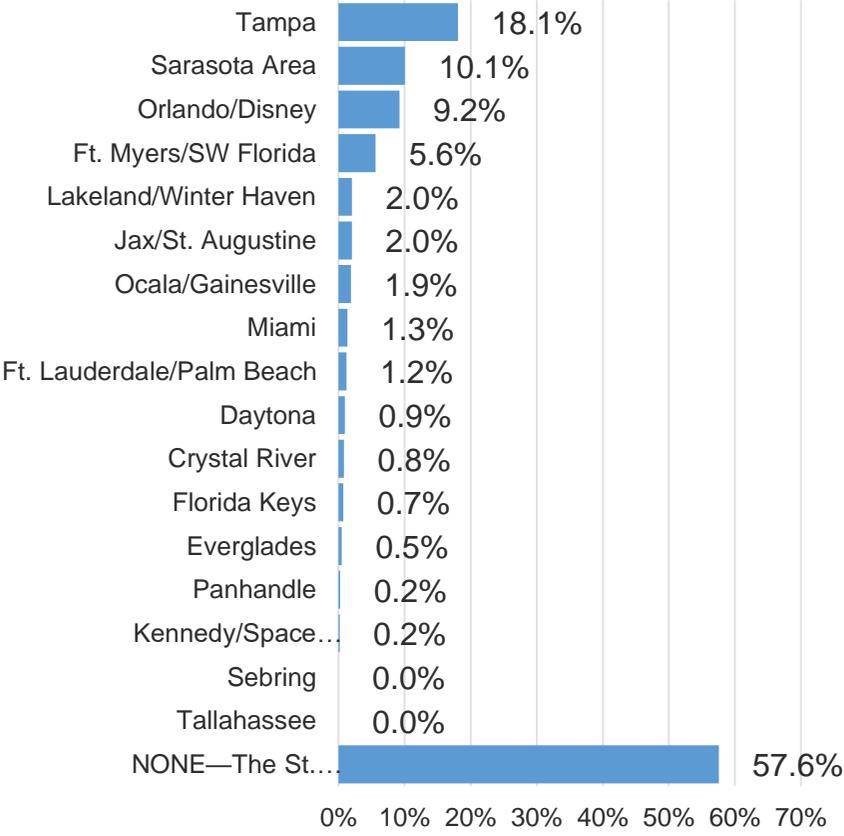
Base: 2023 - February 500 responses.

# Primary Reason for Visit / Other Destinations Visited

Primary Reason for Visit



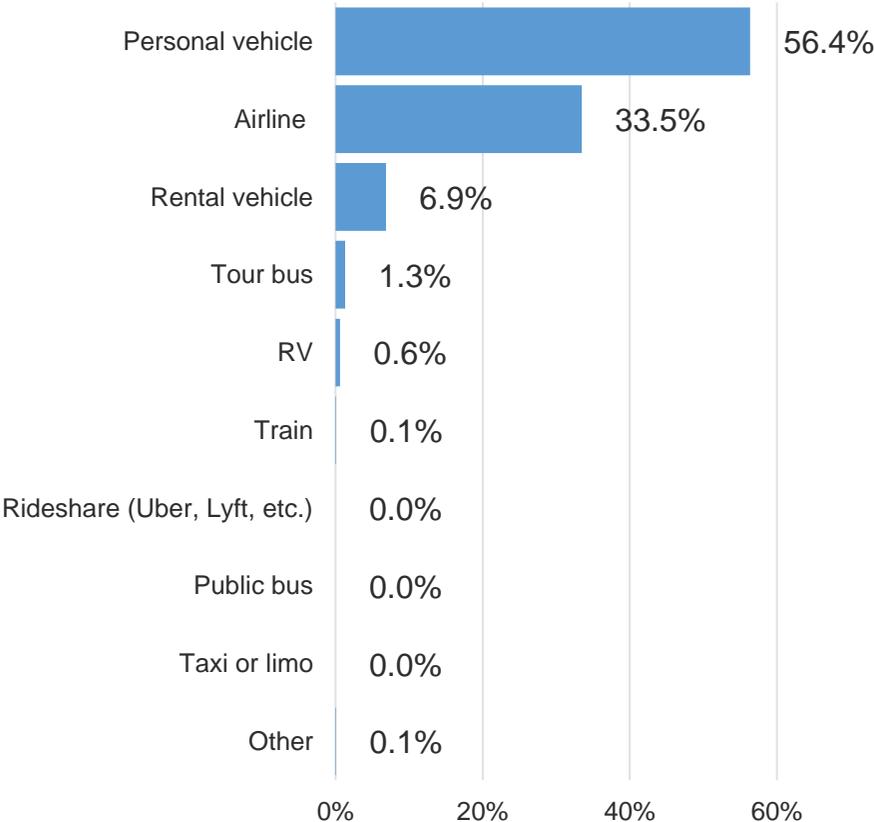
Other Destinations Visited on SPC Trip



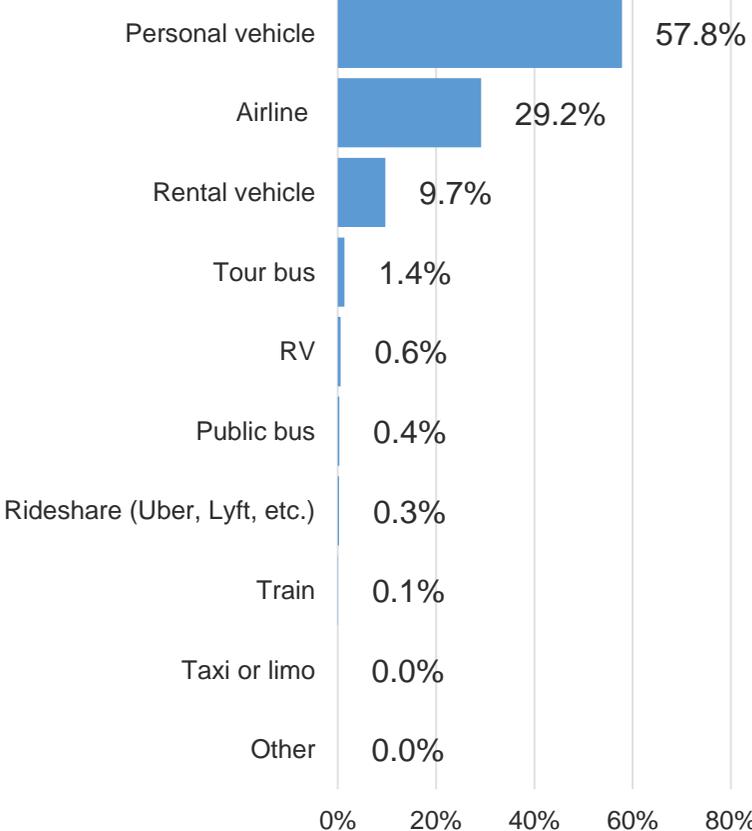
Base: 2023 - February 500 responses.

# Method of Arrival / Arrival Airport & Airline

### Method of Arrival



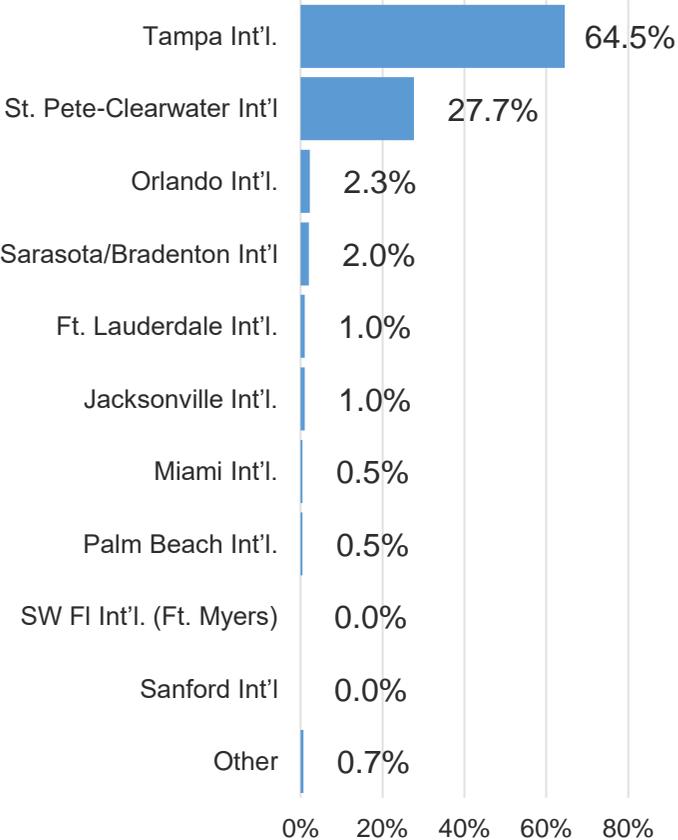
### Method of Departure



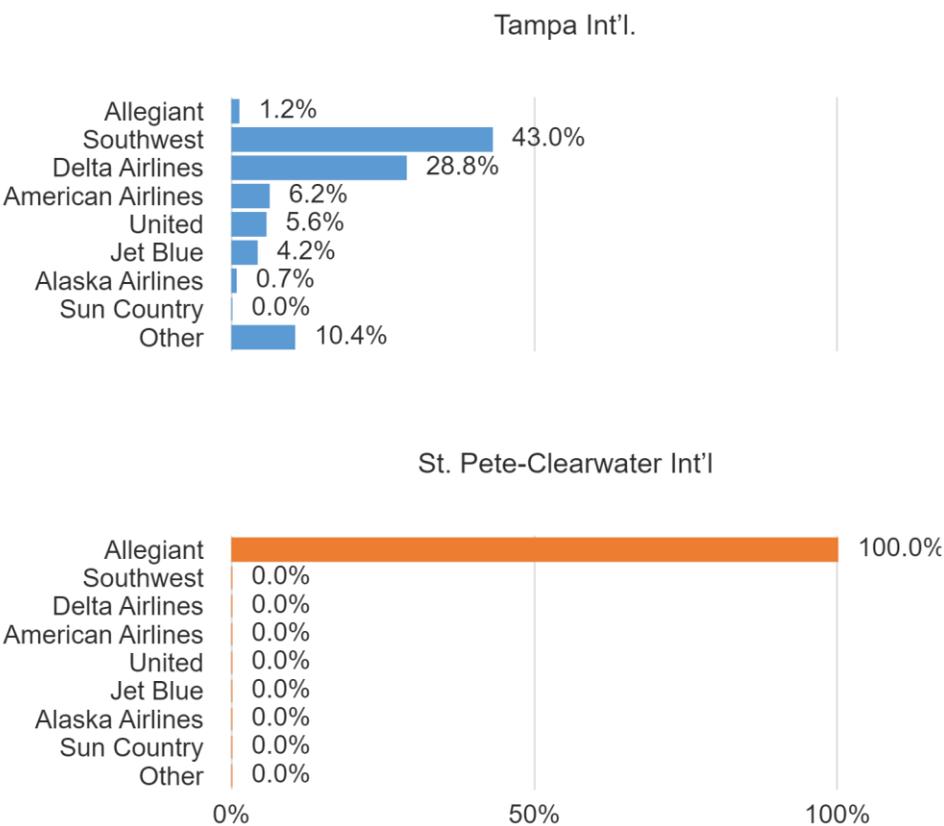
Base: 2023 - February 500 responses.

# Method of Arrival / Arrival Airport & Airline

Airport of Arrival



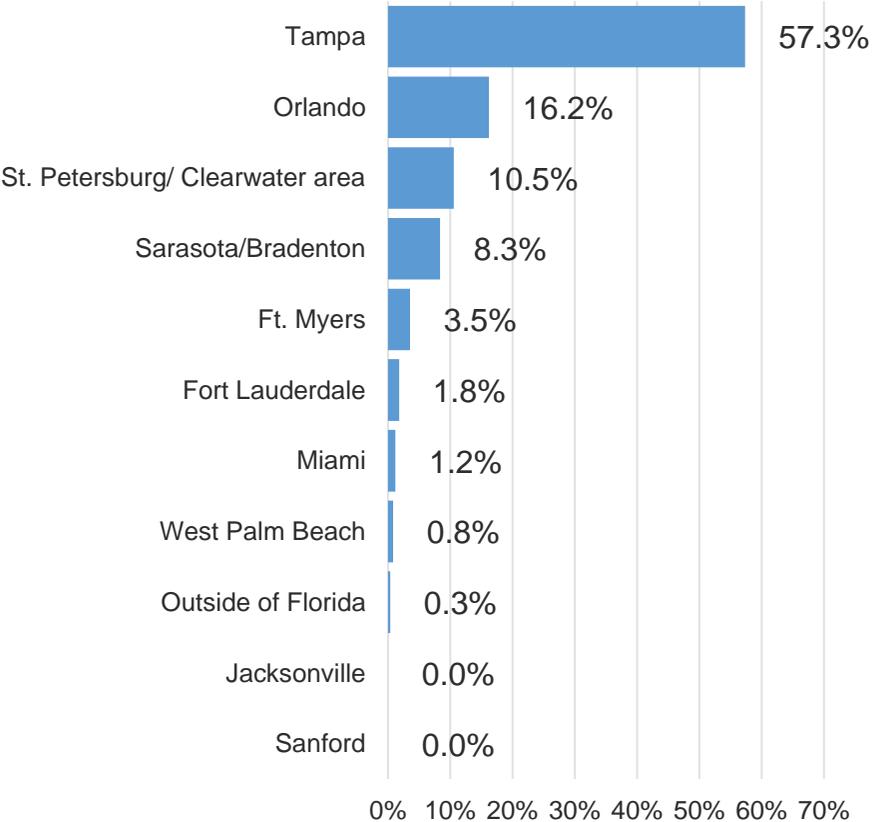
Airline Used by Airport of Arrival



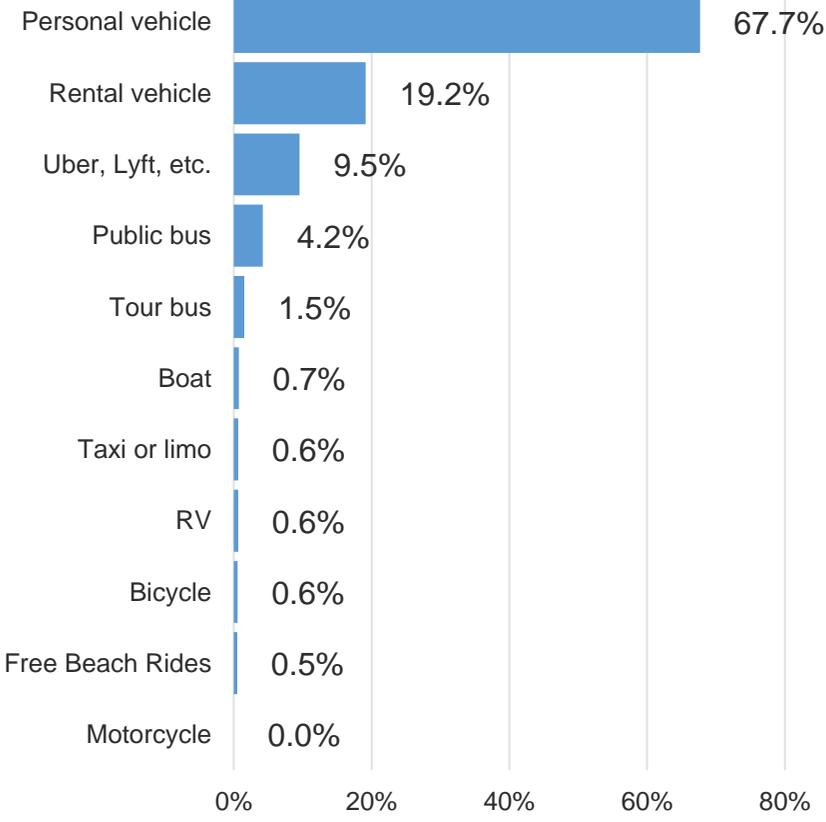
Base: 2023 - February 500 responses.

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

### Rental Vehicle Pick-Up City



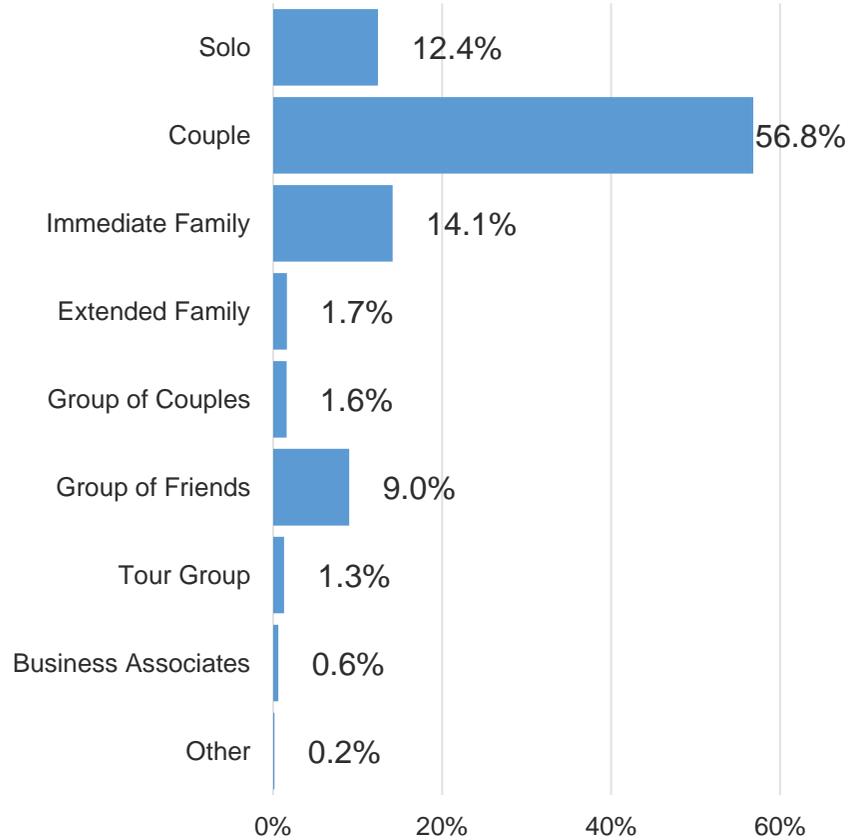
### Transportation Used In-Market



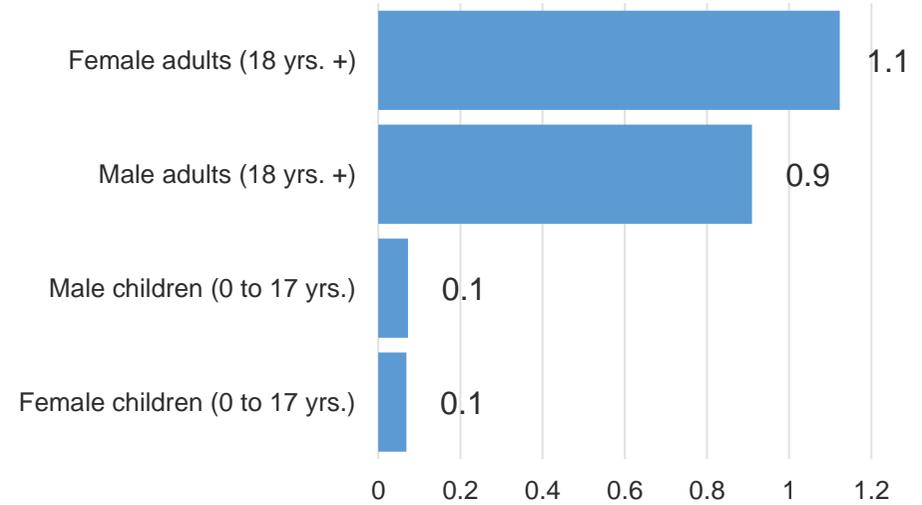
Base: 2023 - February 500 responses.

# Travel Party Composition / Travel Party Size

## Travel Party Composition



## Travel Party Size

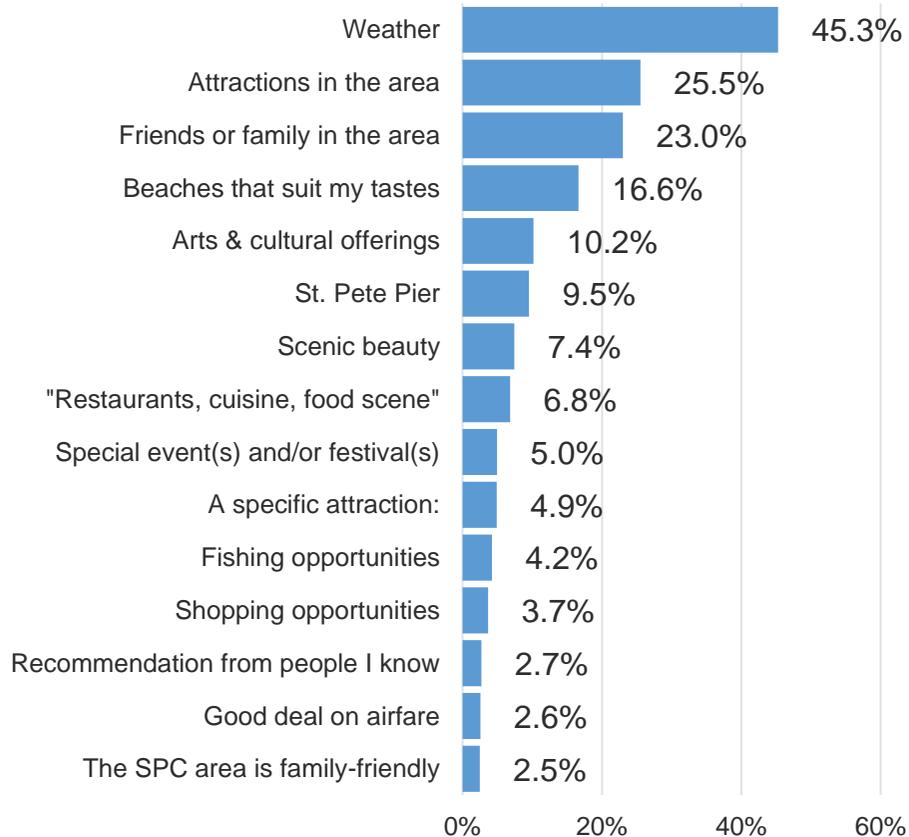


Avg Travel Party Size = **2.2**

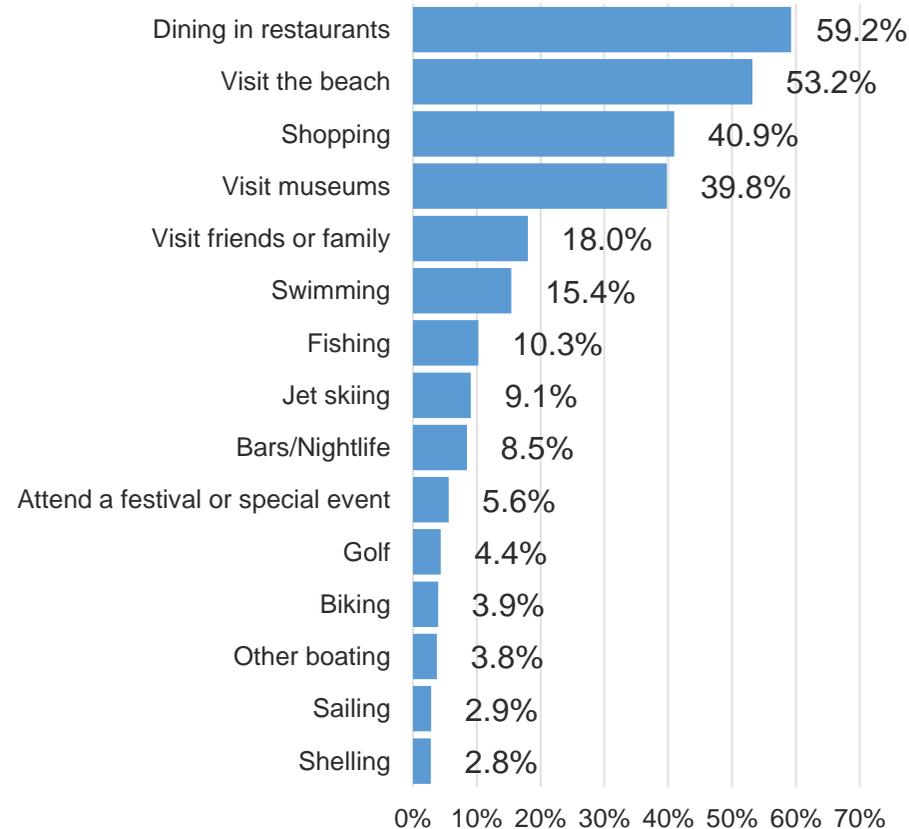
Percent with Children = **9.5%**

# Important Factors to Destination Decision / Trip Activities

## Important to Decision to Visit



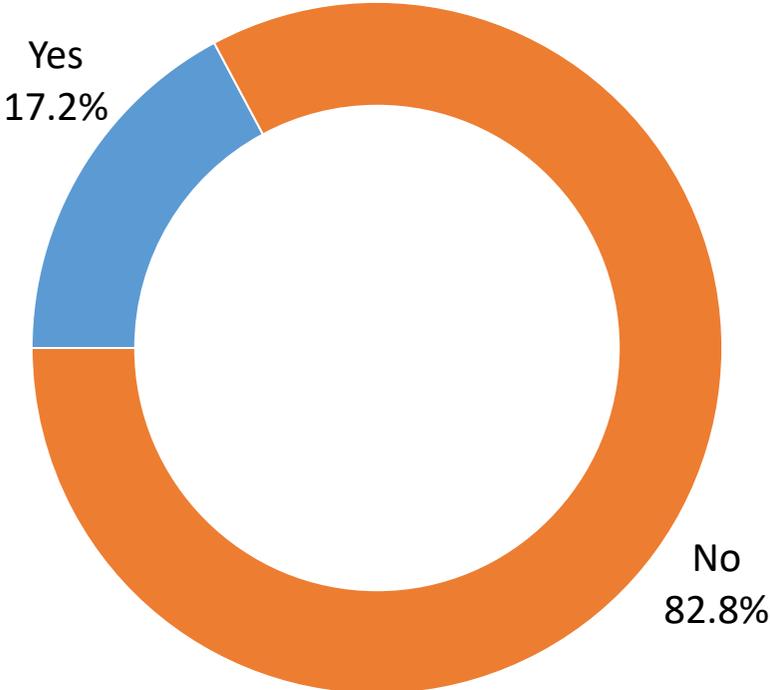
## Trip Activities



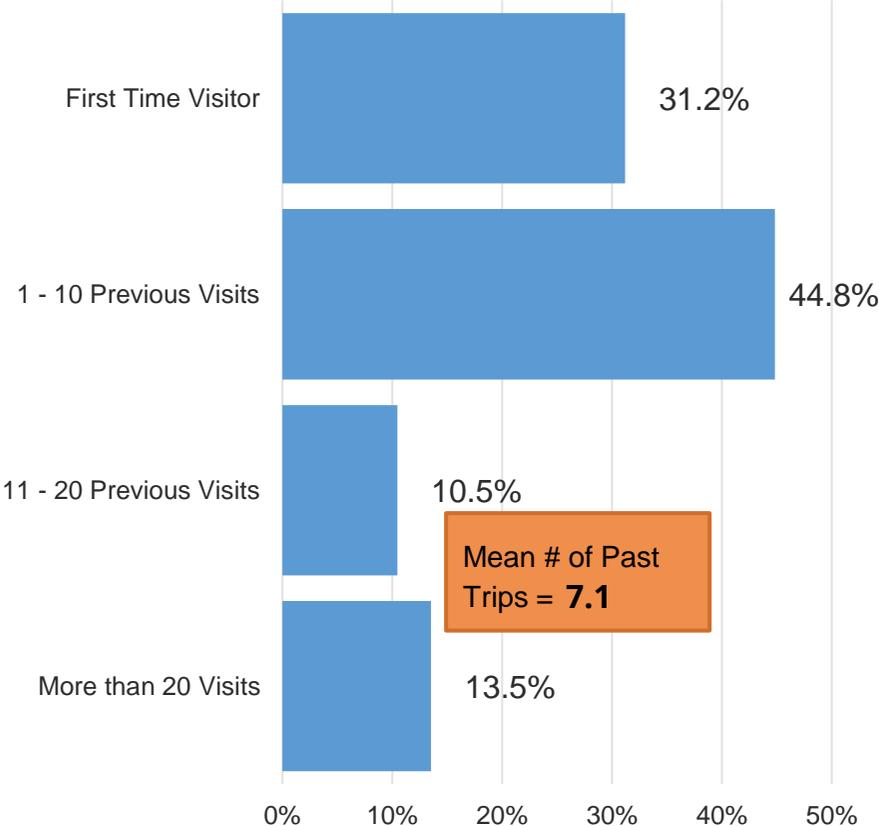
Base: 2023 - February 500 responses.

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

First Time Visitors to Florida



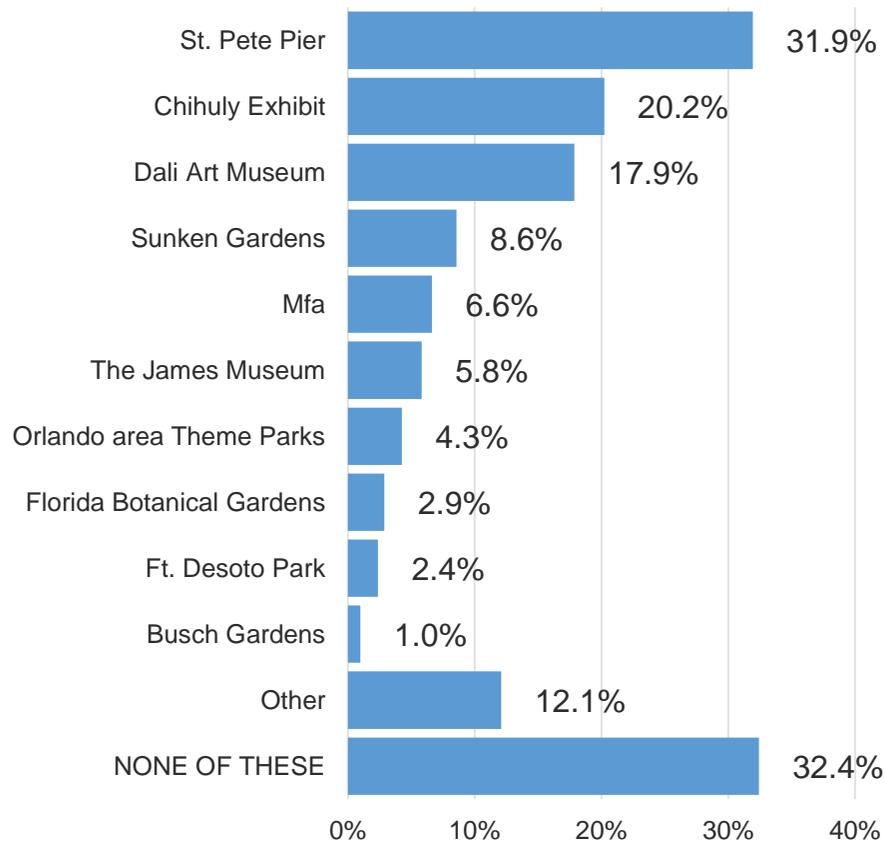
Previous Visitation to the St. Pete/Clearwater Area



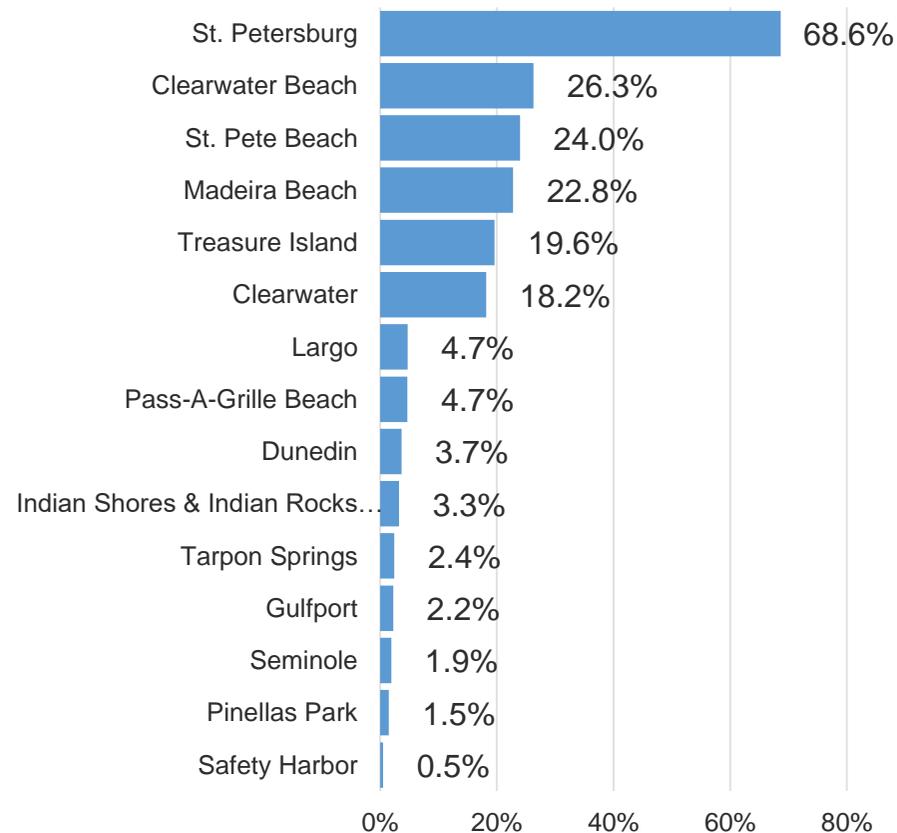
Base: 2023 - February 500 responses.

# Attractions Visited / Communities Visited

## Attractions Visited



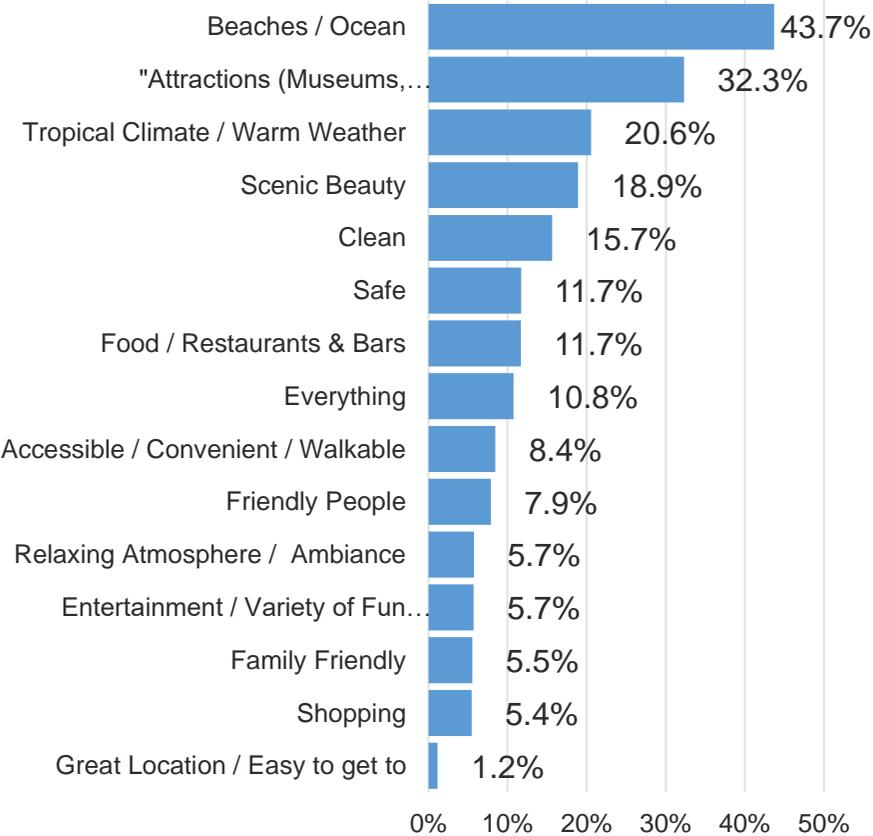
## Communities Visited



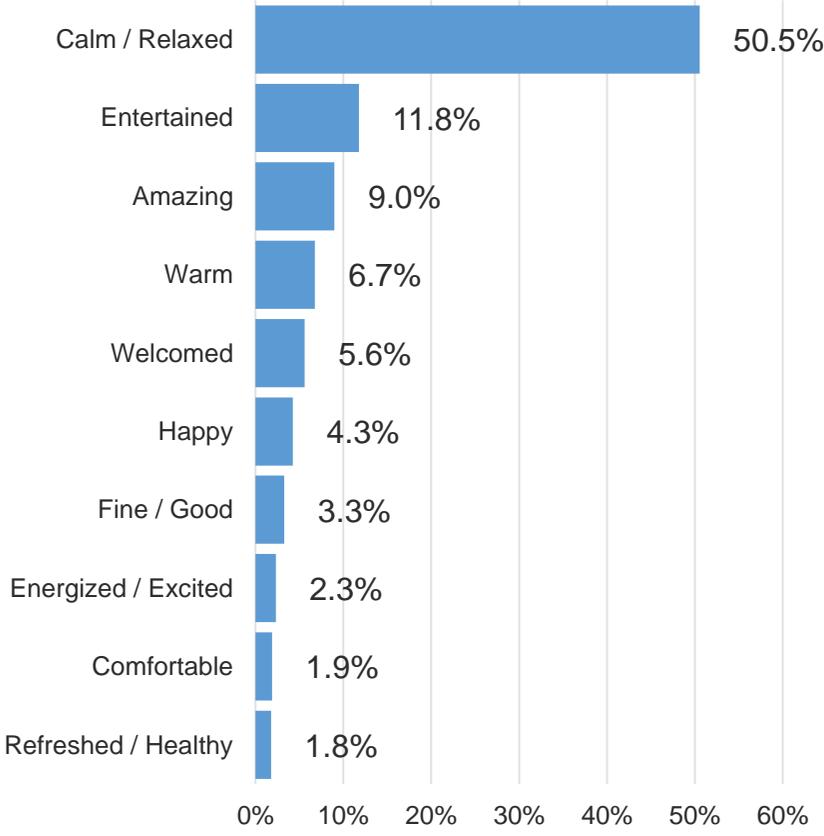
Base: 2023 - February 500 responses.

# Most Liked Aspect / Feelings in St. Pete-Clearwater

Most Liked Aspects of SPC (Unaided)



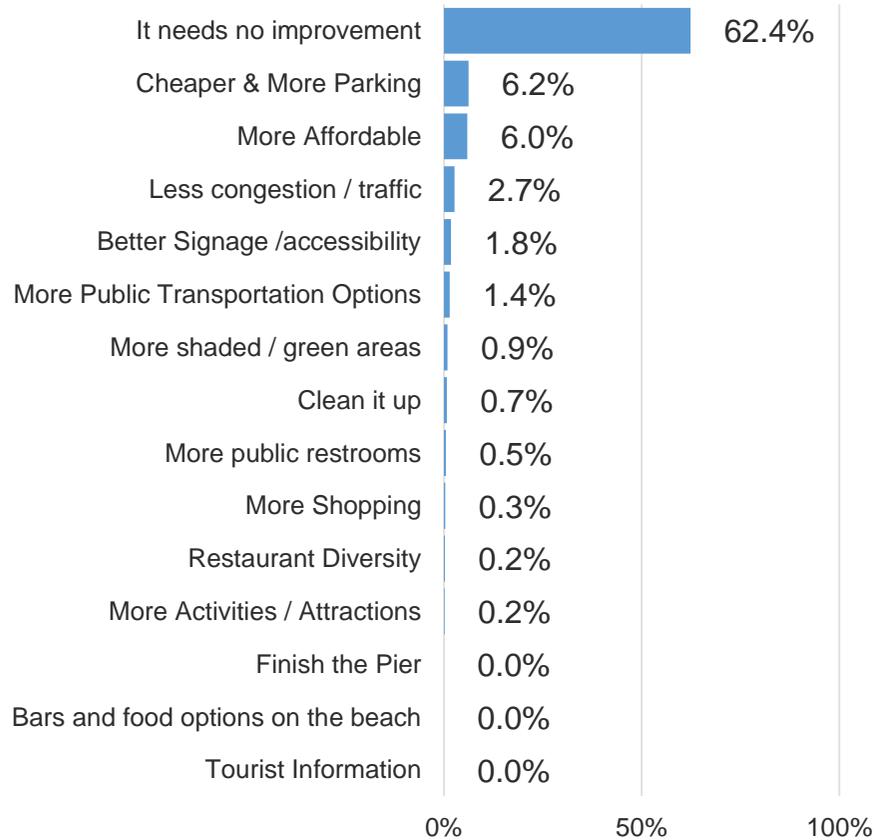
Feelings in SPC Area (Unaided)



Base: 2023 - February 500 responses.

# Attractions or Services that Would Enhance the Destination Experience

## Additional Attractions or Services (Unaided)



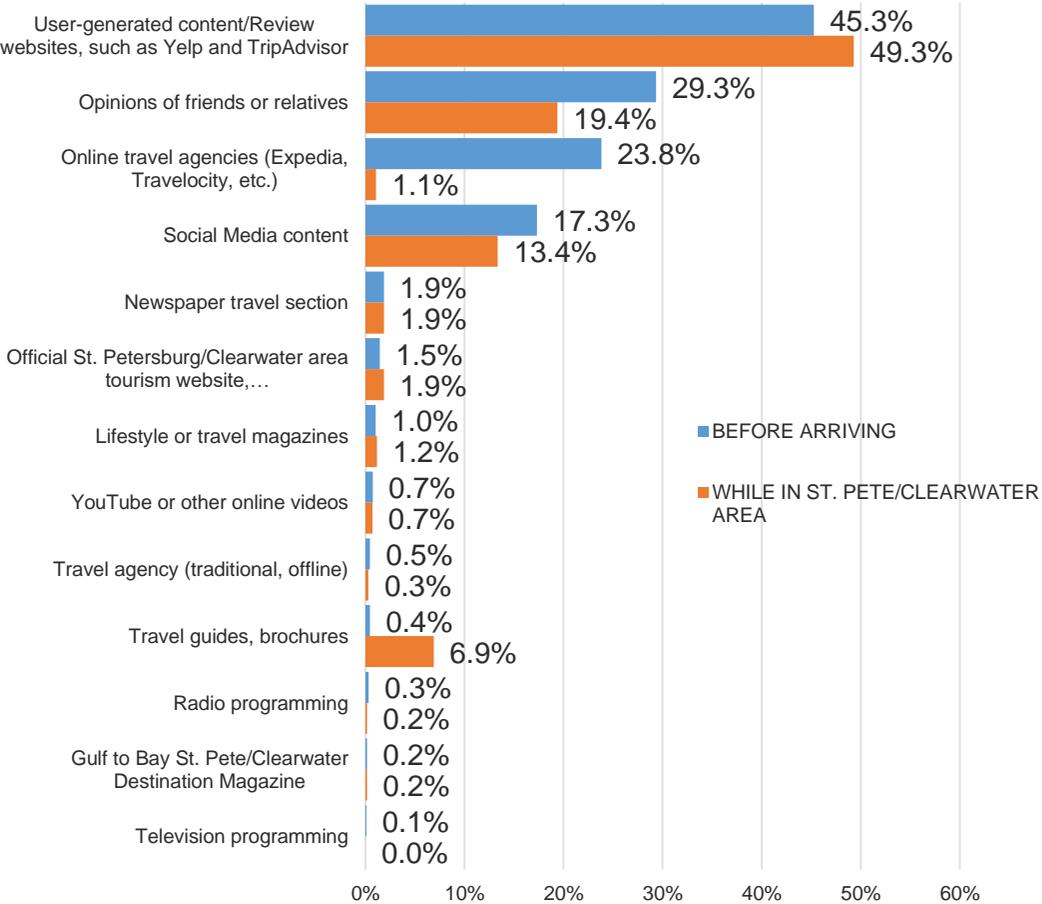
Base: 2023 - February 500 responses.

# When Decision to Visit was Made / Travel Planning Resources Used

## Average Time Between Decision to Visit and Arrival



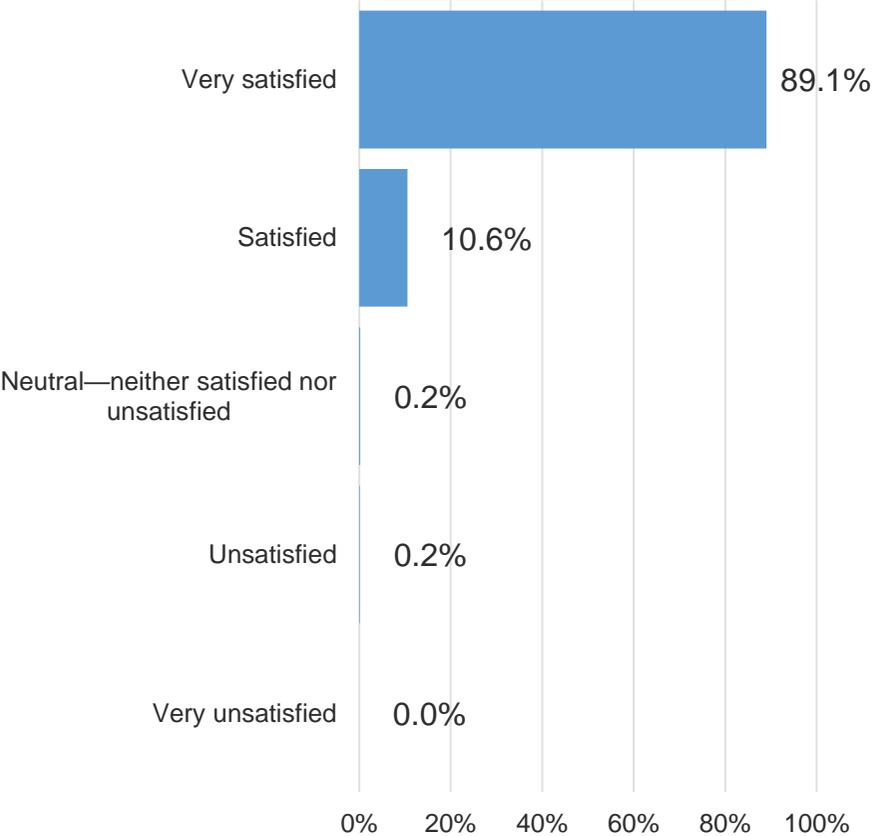
## Resources Used before Arrival and While In Market



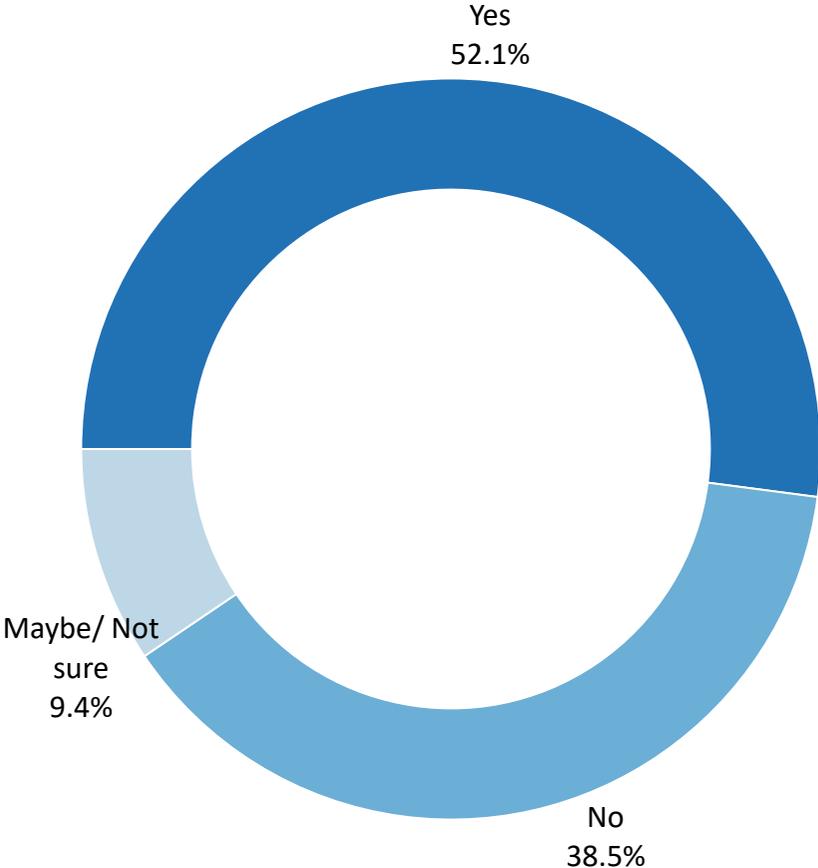
Base: 2023 - February 500 responses.

# Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall

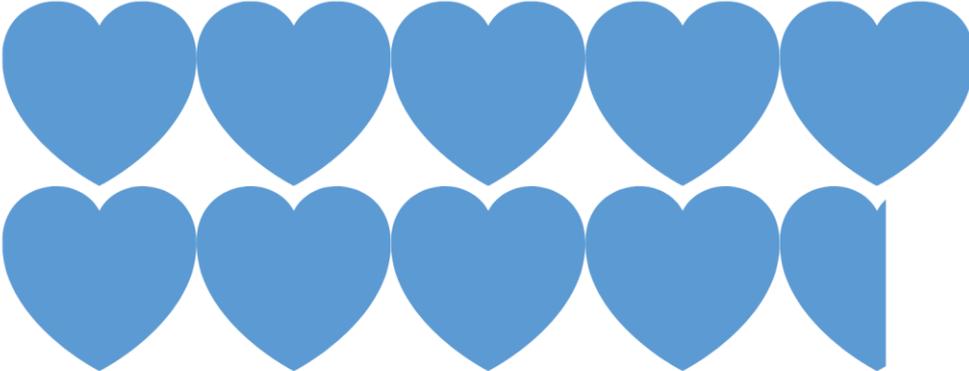


Base: 2023 - February 500 responses.

# Likelihood to Recommend / Likelihood to Return

Likelihood to Recommend

9.5 / 10



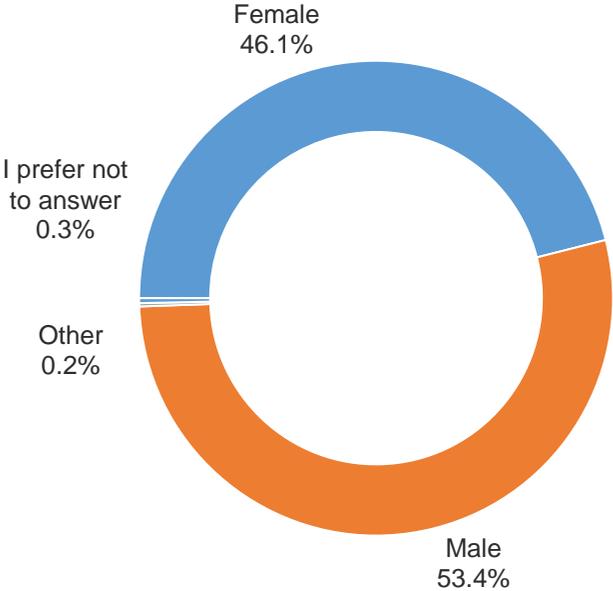
Likelihood to Return

9.6 / 10



Base: 2023 - February 500 responses.

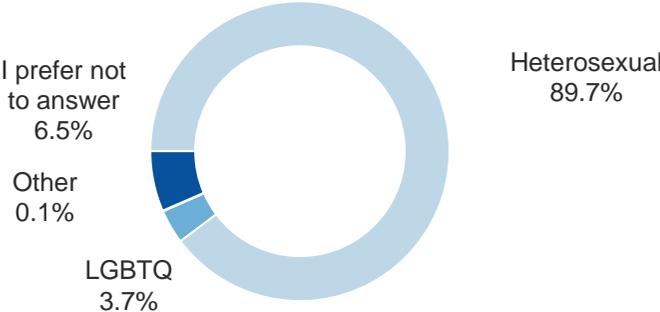
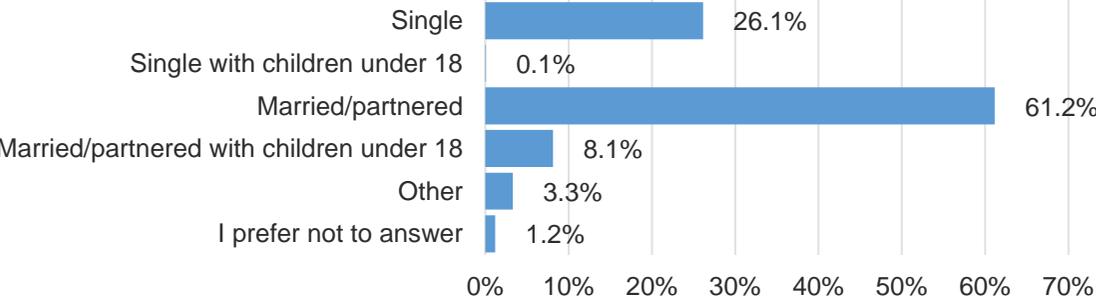
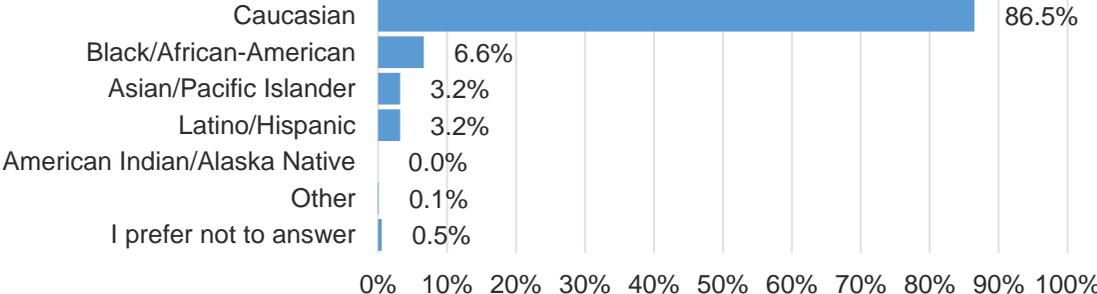
# Demographics



Average Age: 51.3

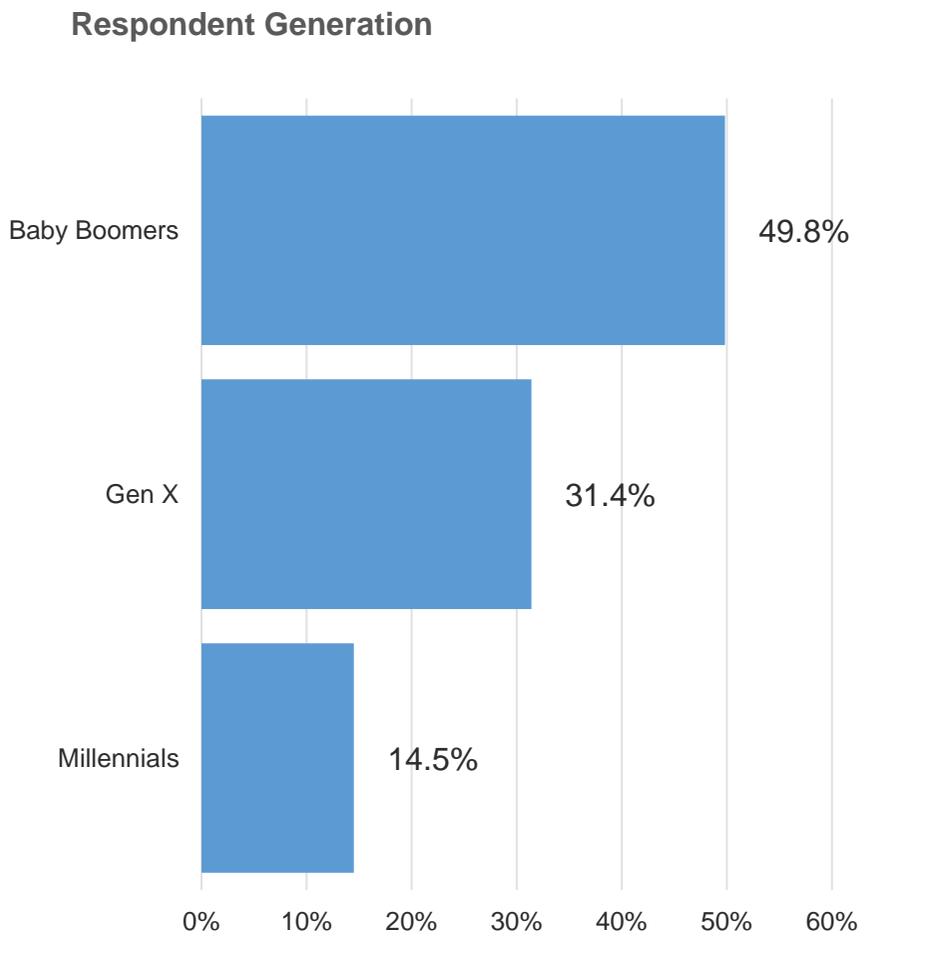


Average Income: \$79,863



Base: 2023 - February 500 responses.

# Generation



Base: 2023 - February 500 responses.



## Visit St. Pete Clearwater Visitor Profile Study

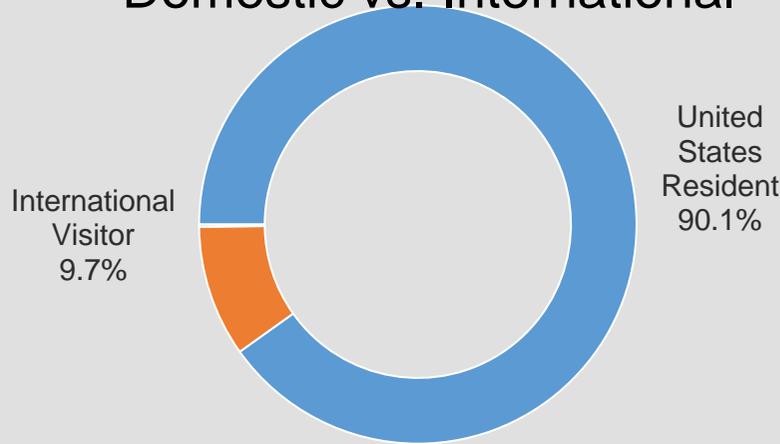
Infographic Profile: 2023 - February 500 responses.

**15.7%** Millennials

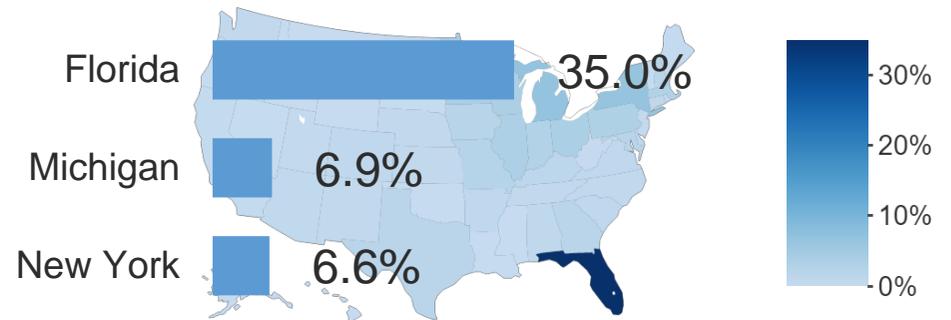
**29.1%** Gen X

**36.0%** Baby Boomers

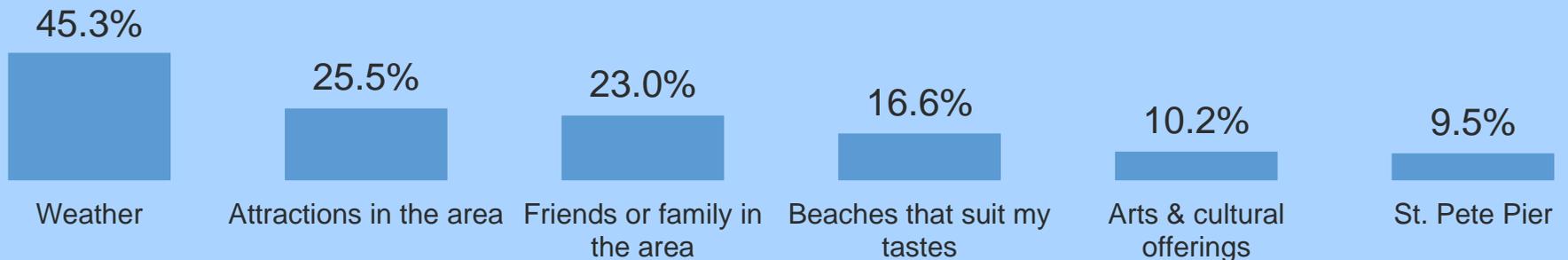
### Domestic vs. International



### Point of Origin: Top States



### Factors Important to Destination Decision



## Length of Stay



4.7 Days (on average)

### Seasonality of Visit



### Travel Party Size



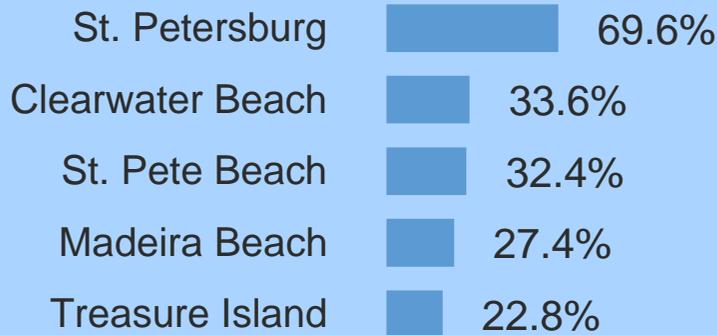
2.2  
People

9.5% Traveled with Children

### Daily Spending



### Top Communities Visited



### Top Activities

