



ST.PETE  
CLEARWATER

Visit St. Pete/Clearwater  
VISITOR PROFILE STUDY

Dashboard of Findings

Research prepared for Visit St. Pete/Clearwater by:

Destination  Analysts

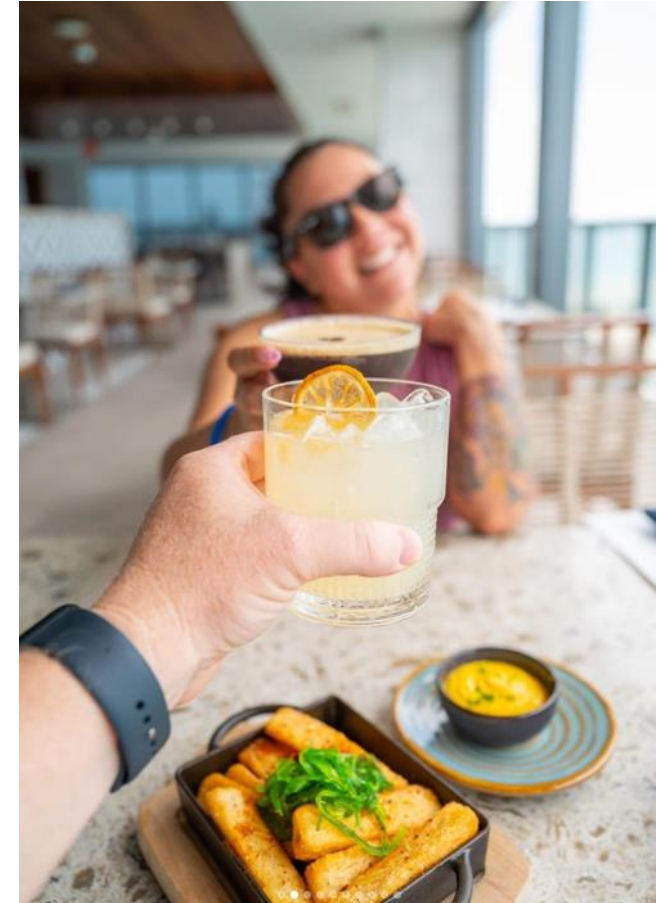
May 2023 - Report

# 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 553 for May 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



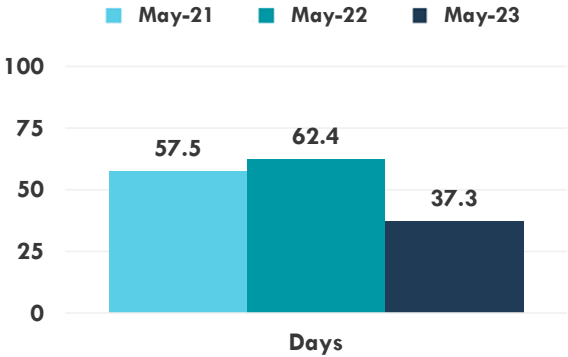


An aerial photograph of a coastal city, likely Miami Beach, showing a wide sandy beach, turquoise water, and a dense urban area with palm trees and buildings. A large, multi-story apartment complex is visible in the foreground. The sky is overcast and grey.

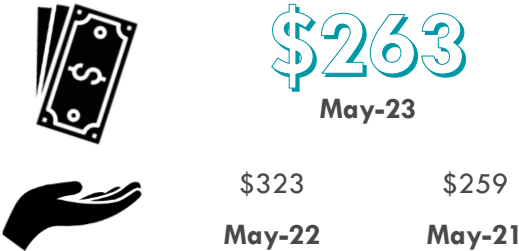
# KEY THINGS TO KNOW

# VISIT ST. PETE/CLEARWATER *May 2023*

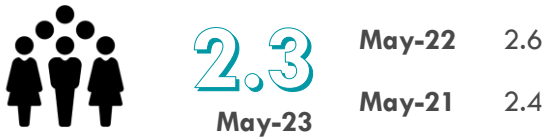
## Average Time Between Decision to Visit & Arrival



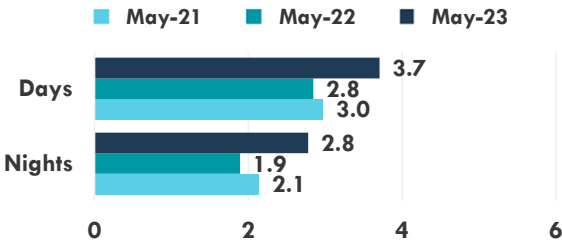
## Average Daily Spending



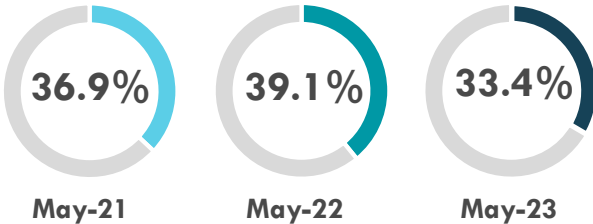
## Travel Party Size



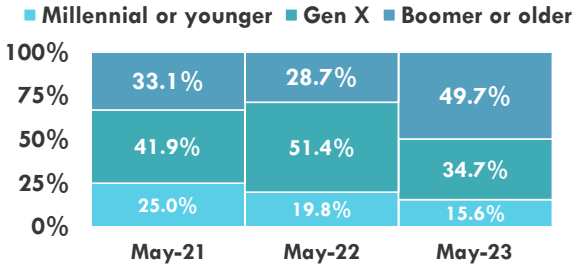
## Average Days & Nights



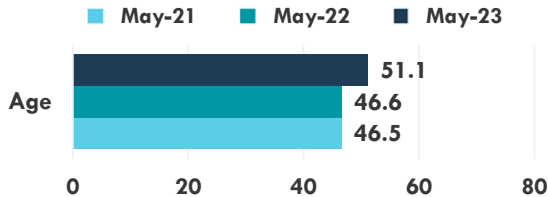
## Percent Staying Overnight



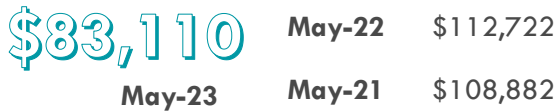
## Generations



## Average Age

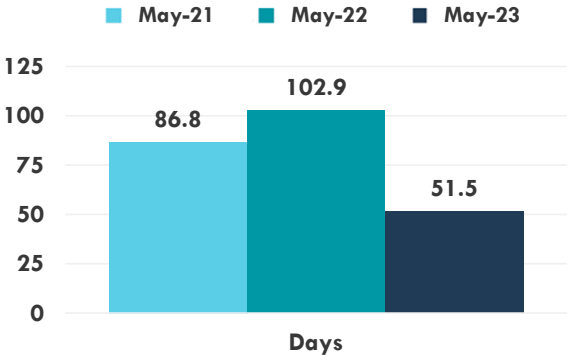


## Average Income



# VISIT ST. PETE/CLEARWATER *May 2023 - Overnight*

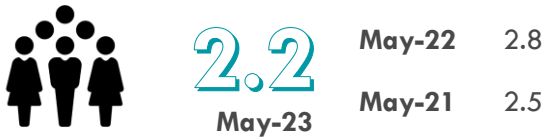
## Average Time Between Decision to Visit & Arrival



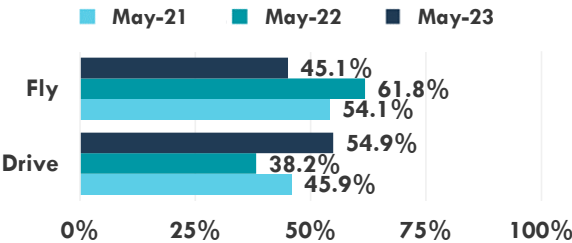
## Average Daily Spending



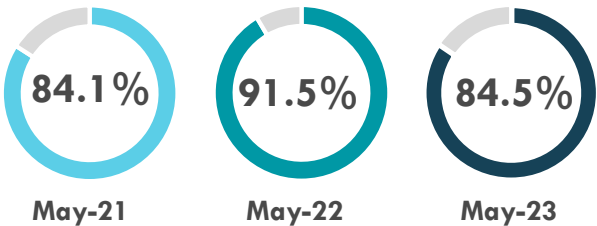
## Travel Party Size



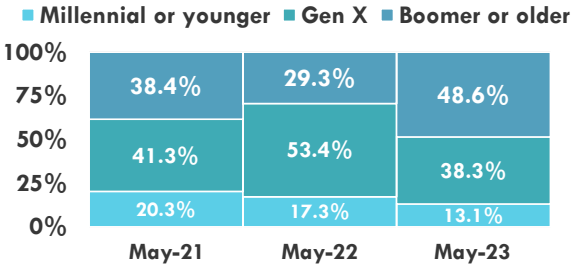
## Arrival Method



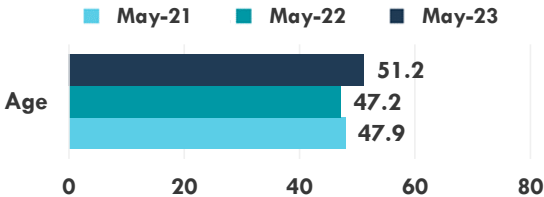
## Percent Out-of-State



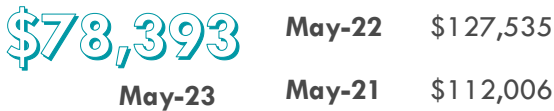
## Generations



## Average Age

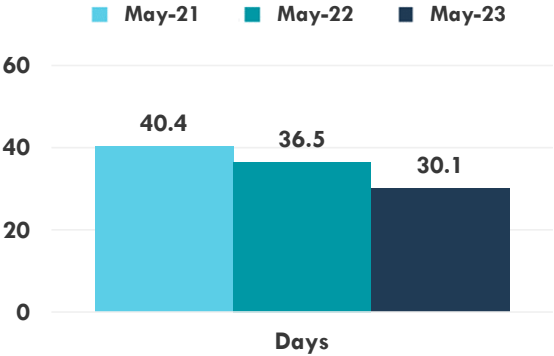


## Average Income

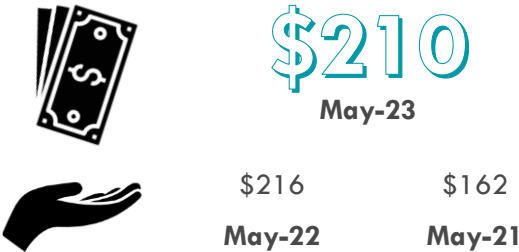


# VISIT ST. PETE/CLEARWATER *May 2023 - Daytrip*

## Average Time Between Decision to Visit & Arrival



## Average Daily Spending



## Travel Party Size



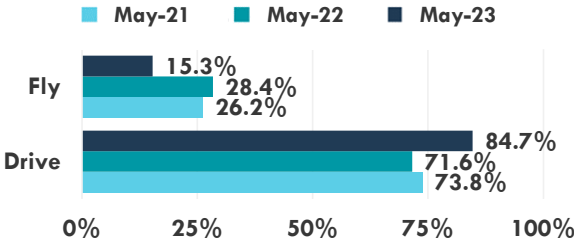
**2.3**

May-23

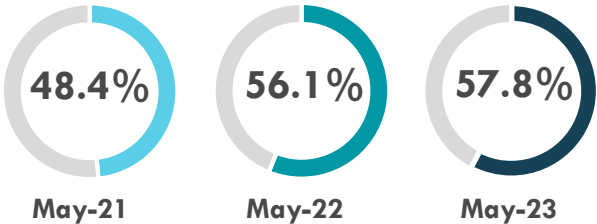
May-22 2.5

May-21 2.4

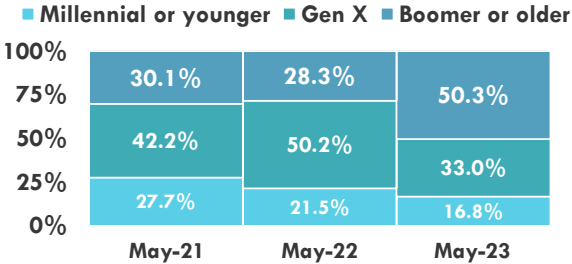
## Arrival Method



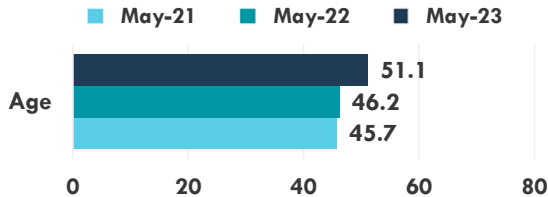
## Percent Out-of-State



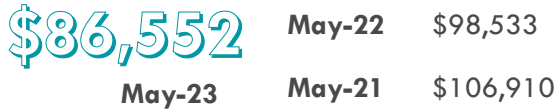
## Generations



## Average Age



## Average Income



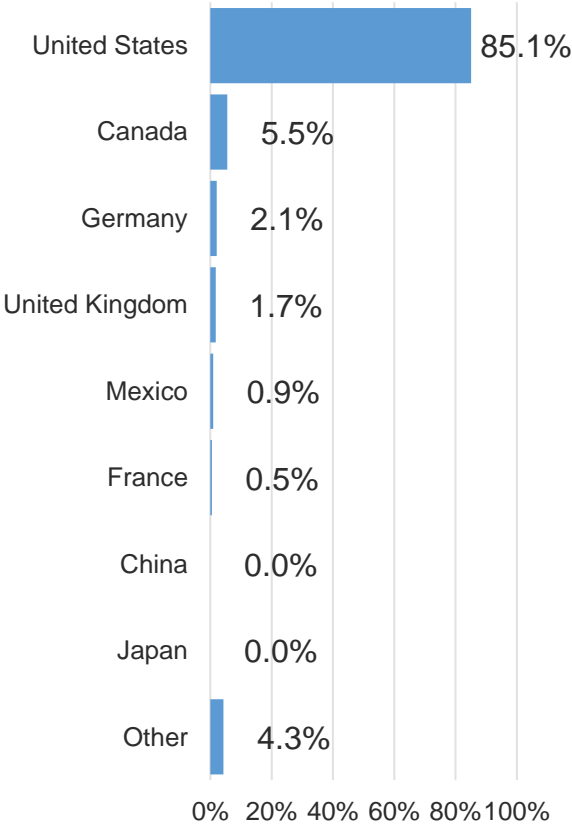


A child with curly hair and yellow sunglasses is jumping joyfully in the air. They are wearing a yellow and orange striped dress. Above them is a large, dense cluster of colorful balloons in shades of yellow, orange, red, green, and blue. The background is a beach scene with a sandy shore, a blue ocean, and a clear blue sky. The entire image is framed by a dark blue border.

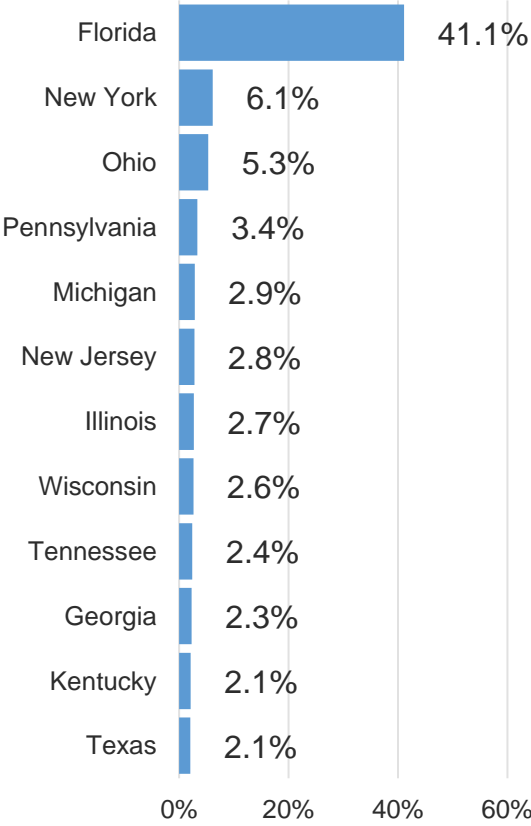
# DETAILED FINDINGS

# Point of Origin

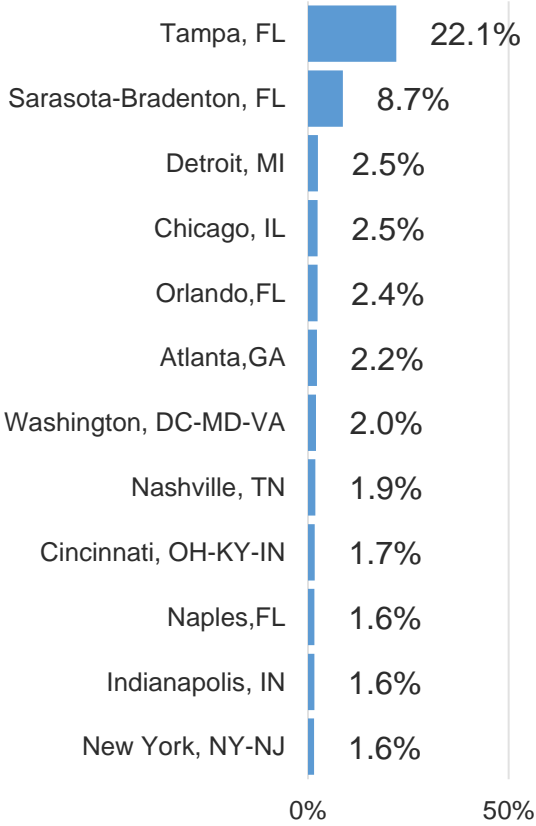
Country of Origin



State of Origin



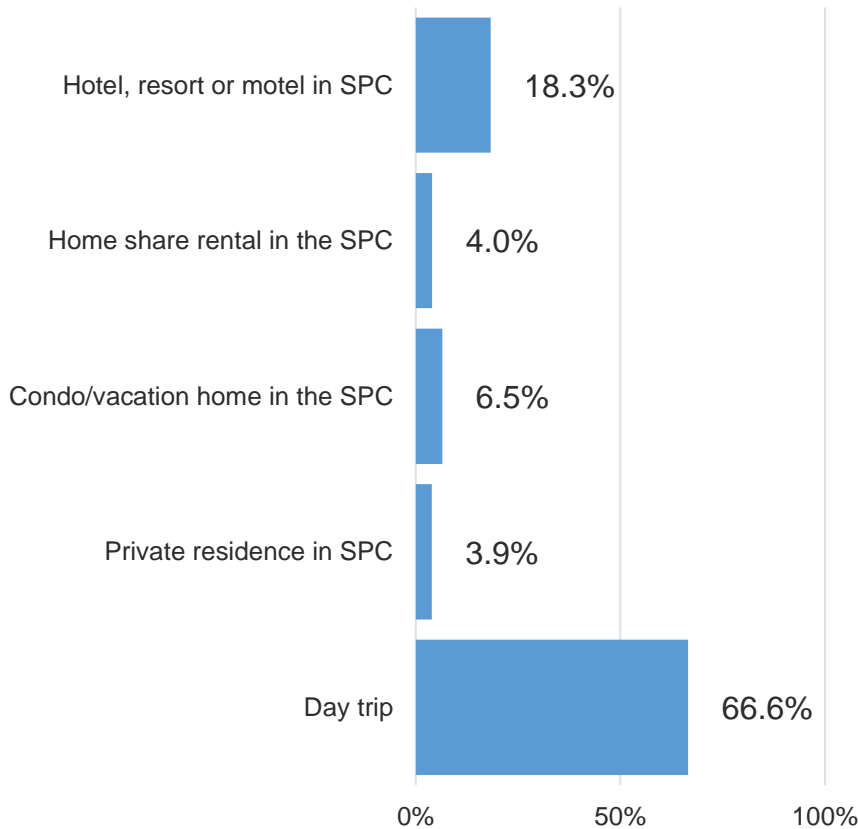
MSA of Origin



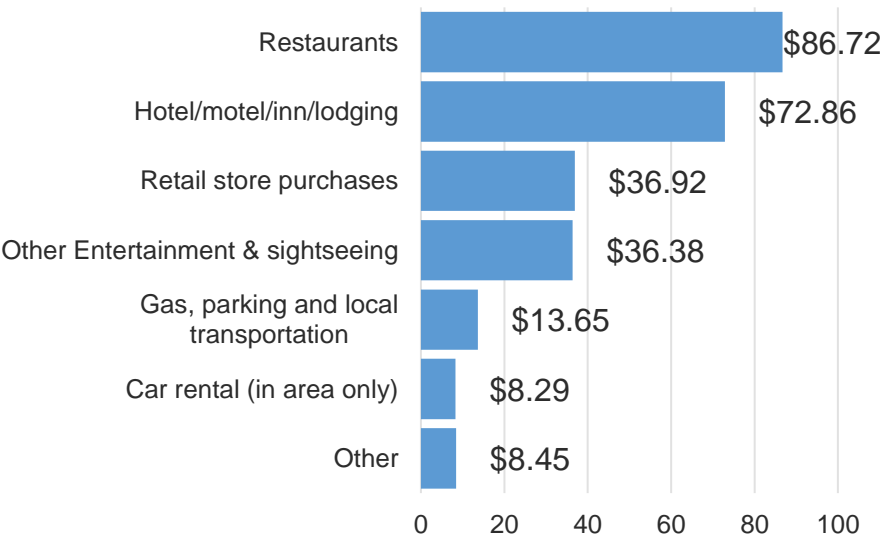
Base: 2023 - May 553 responses.

# Lodging Type / Daily Spending in Market

Lodging Type



Daily Spending



Mean Travel Party  
Spending = \$ **263.25**

Avg # of People Covered by  
Spending = **2.03**

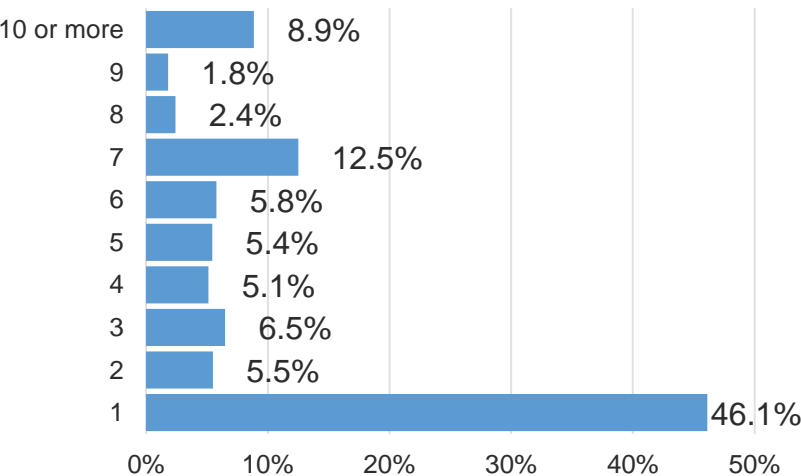
Mean Spending Per  
Person = \$ **129.60**

Base: 2023 - May 553 responses.



# Days & Nights in St. Pete/Clearwater

Days in Market

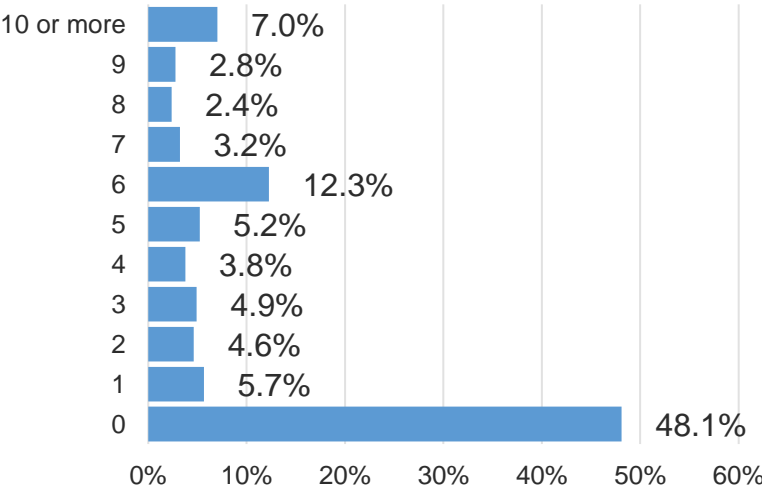


**Mean Days**

(≤ 30) = **3.7**

(> 30) = **5.3**

Nights in Market



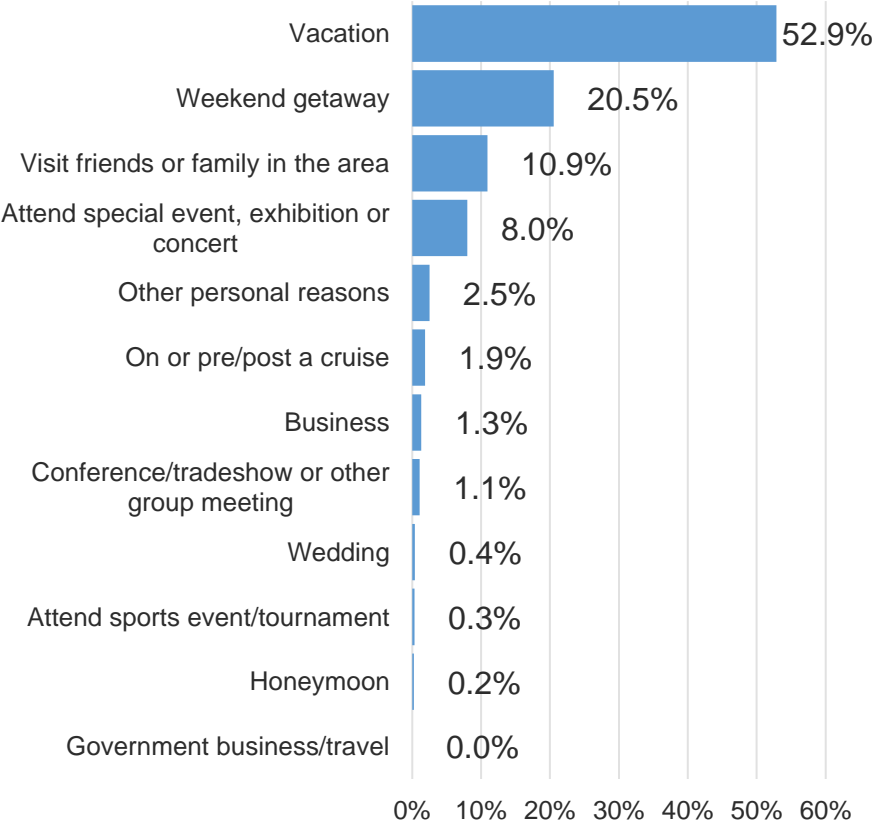
**Mean Nights**

(≤ 30) = **2.8**

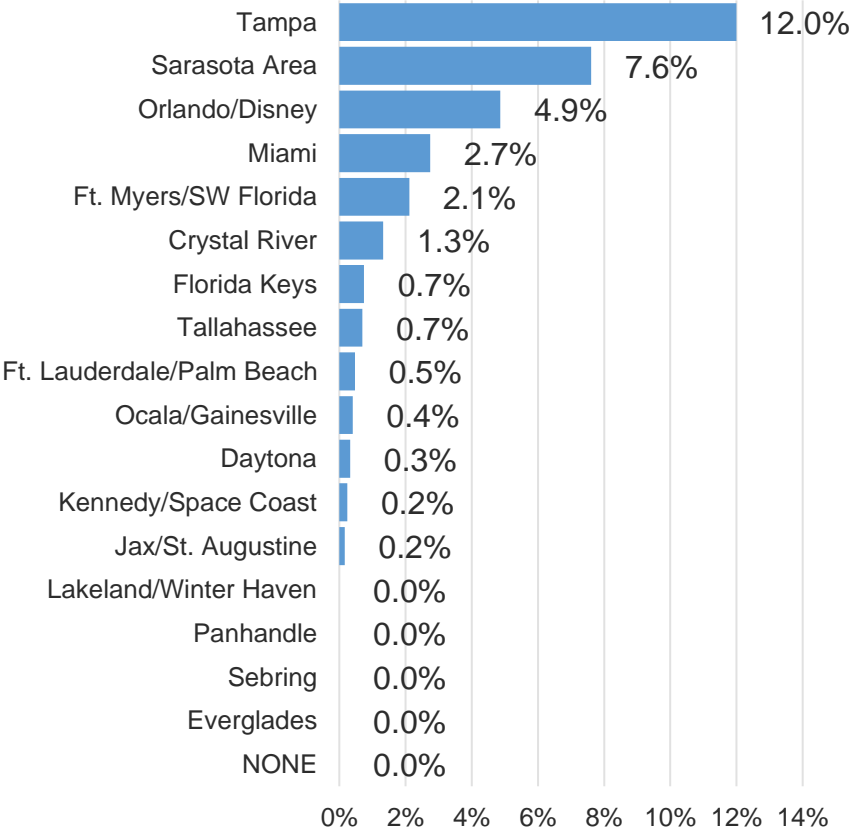
(> 30) = **4.4**

# Primary Reason for Visit / Other Destinations Visited

Primary Reason for Visit

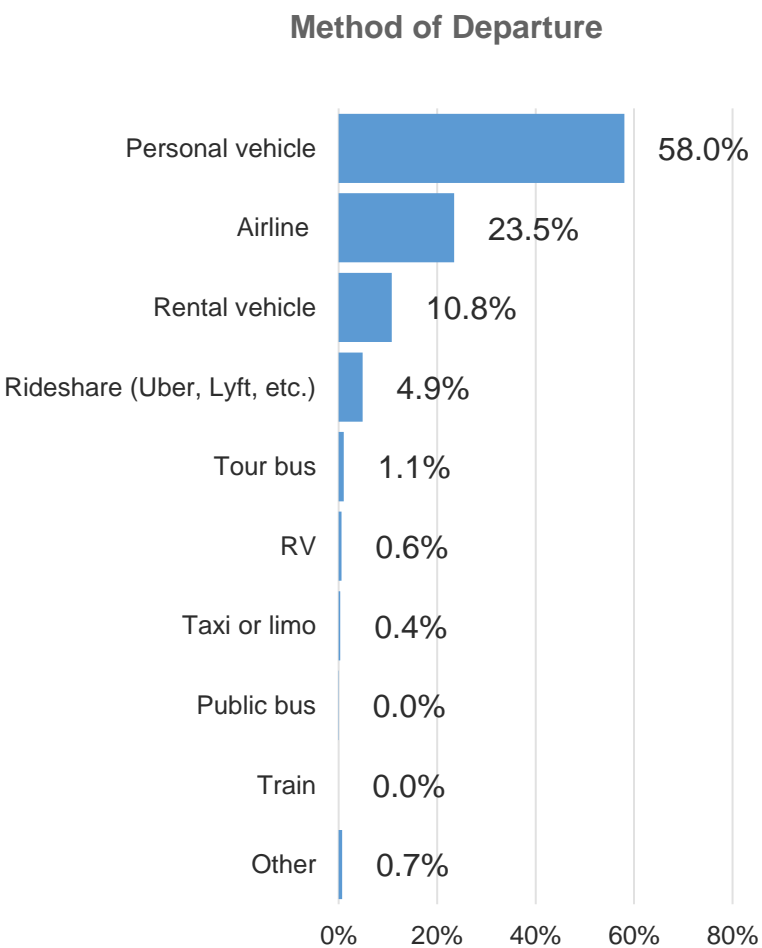
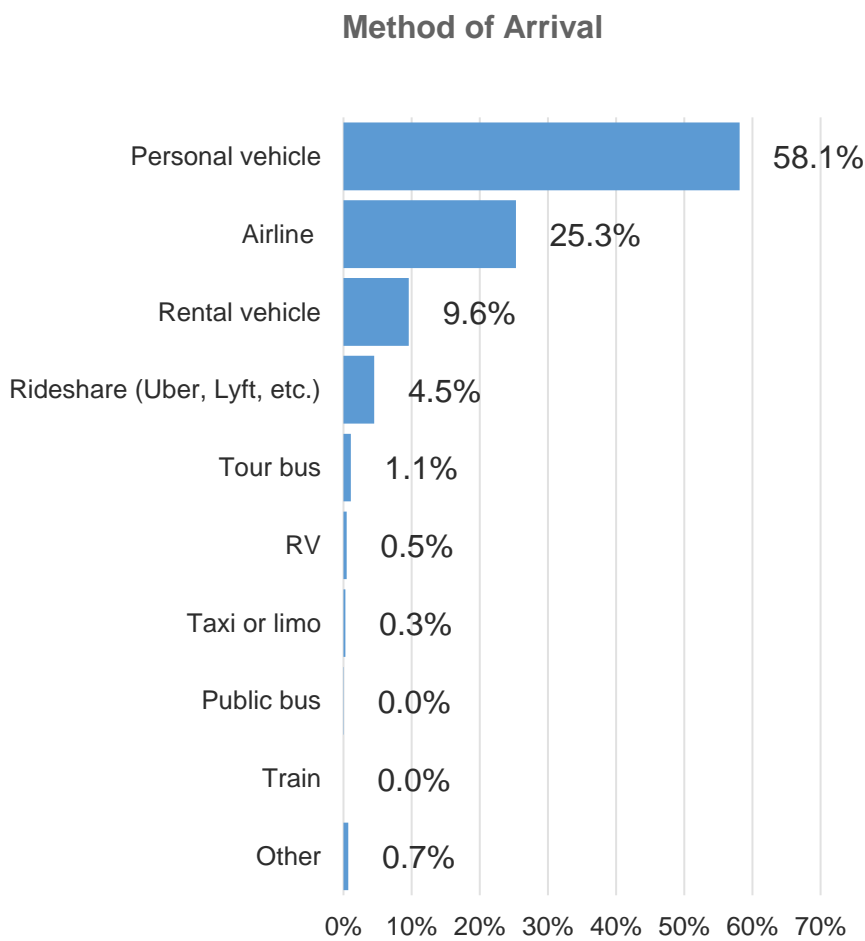


Other Destinations Visited on SPC Trip



Base: 2023 - May 553 responses.

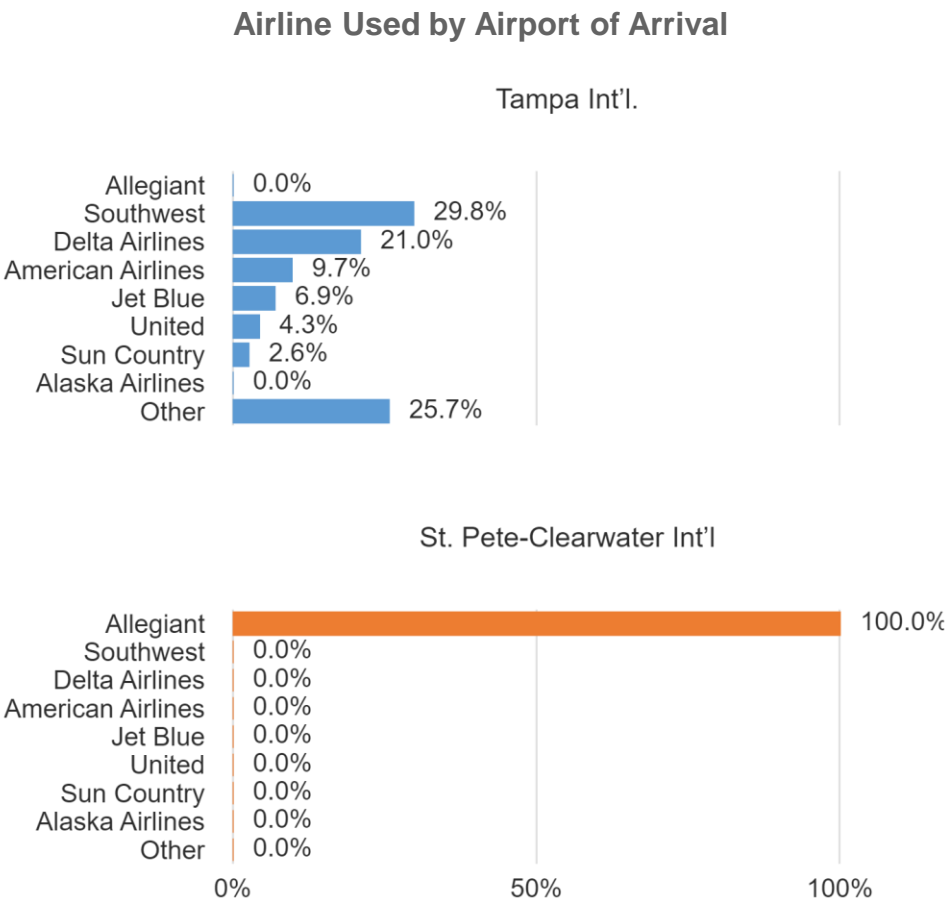
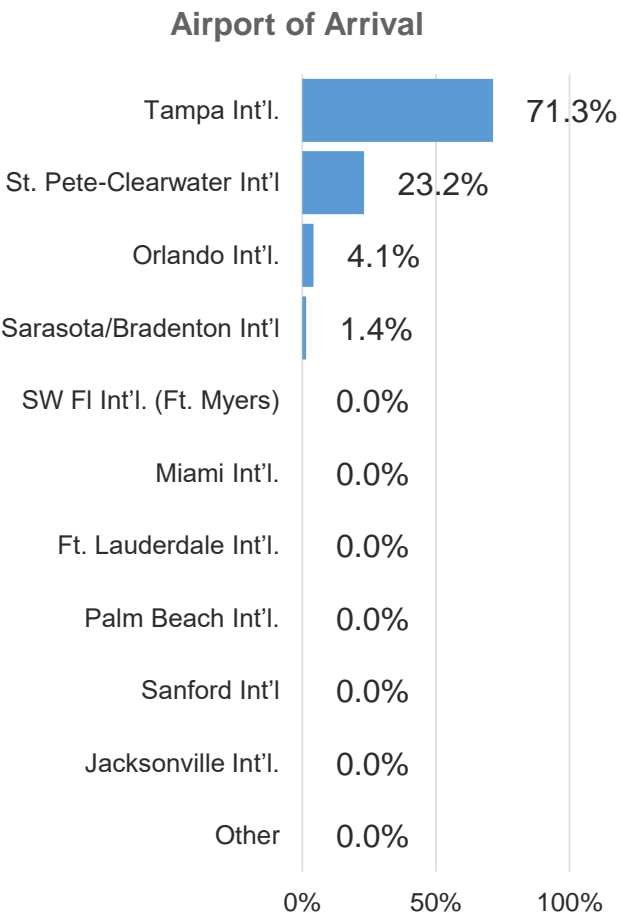
# Method of Arrival / Arrival Airport & Airline



Base: 2023 - May 553 responses.



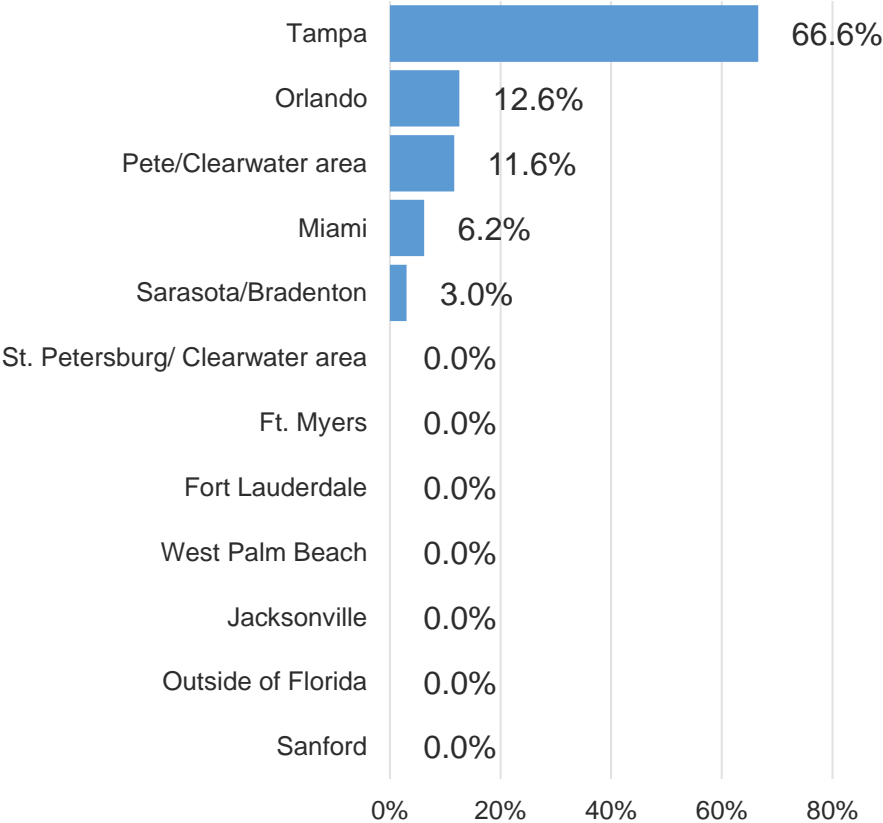
# Method of Arrival / Arrival Airport & Airline



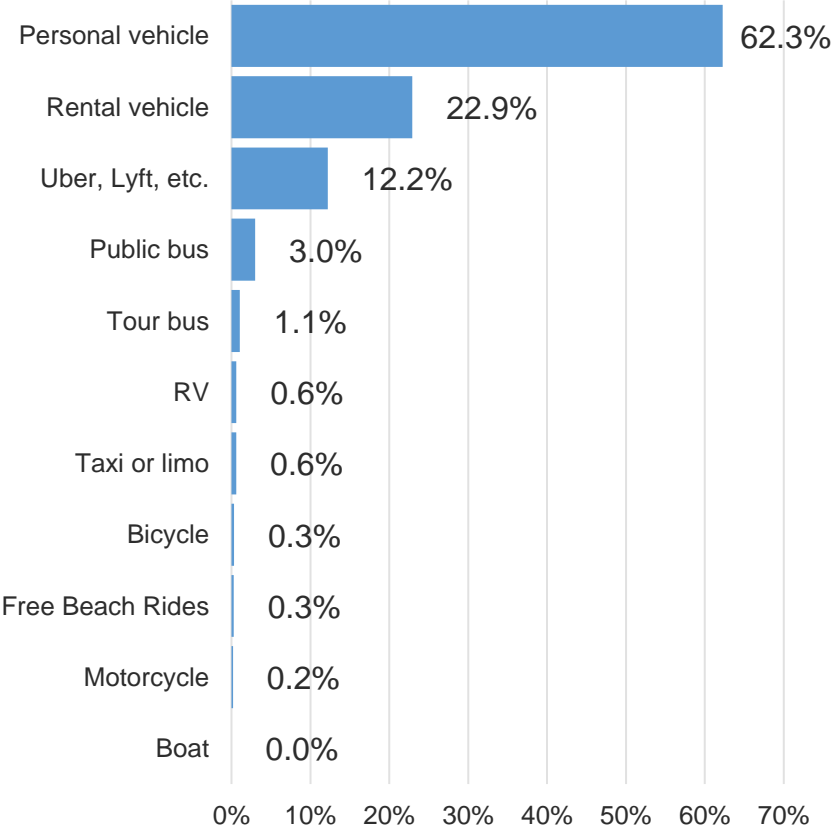
Base: 2023 - May 553 responses.

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

Rental Vehicle Pick-Up City



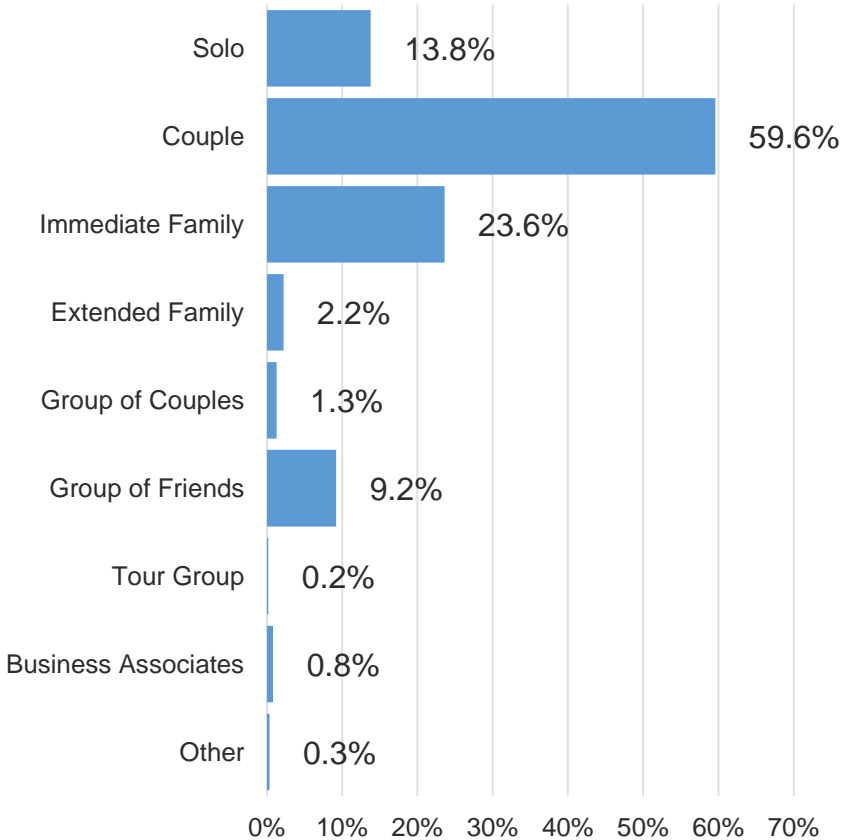
Transportation Used In-Market



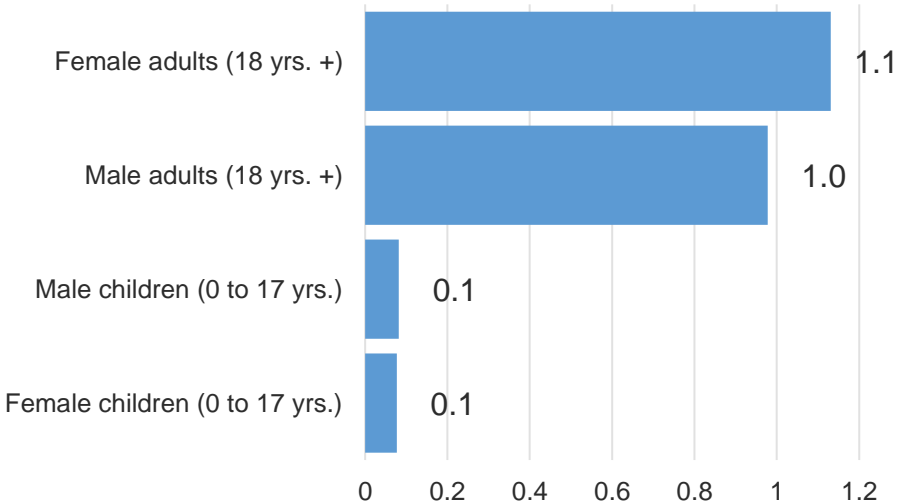
Base: 2023 - May 553 responses.

# Travel Party Composition / Travel Party Size

Travel Party Composition



Travel Party Size



Avg Travel Party Size = **2.3**

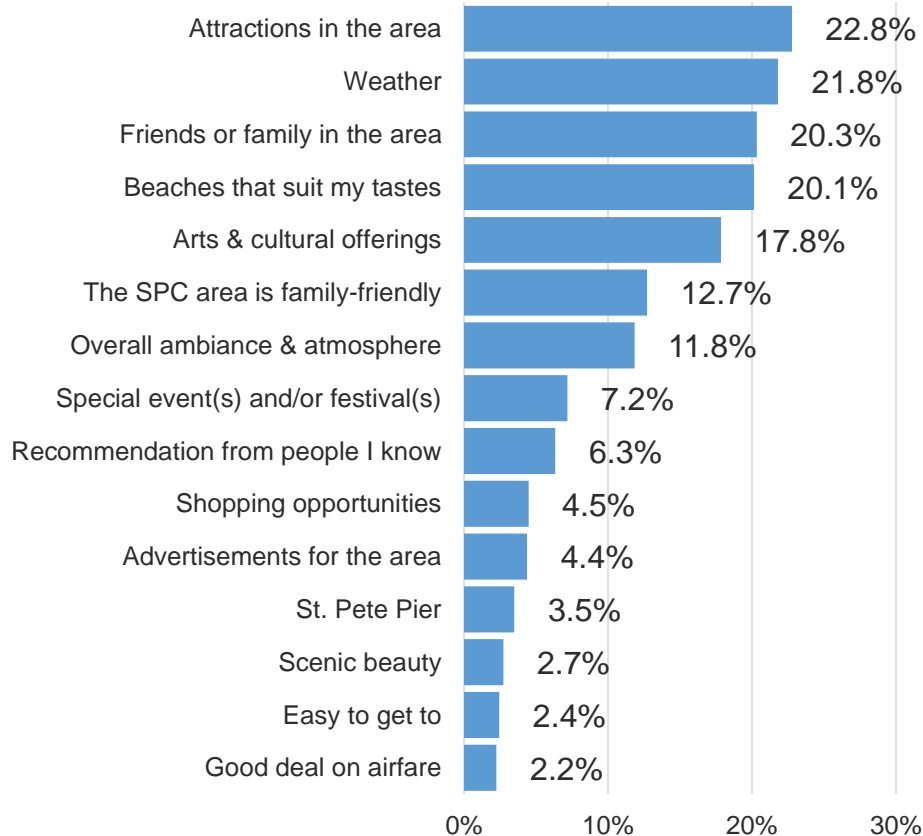
Percent with Children = **11.8%**

Base: 2023 - May 553 responses.

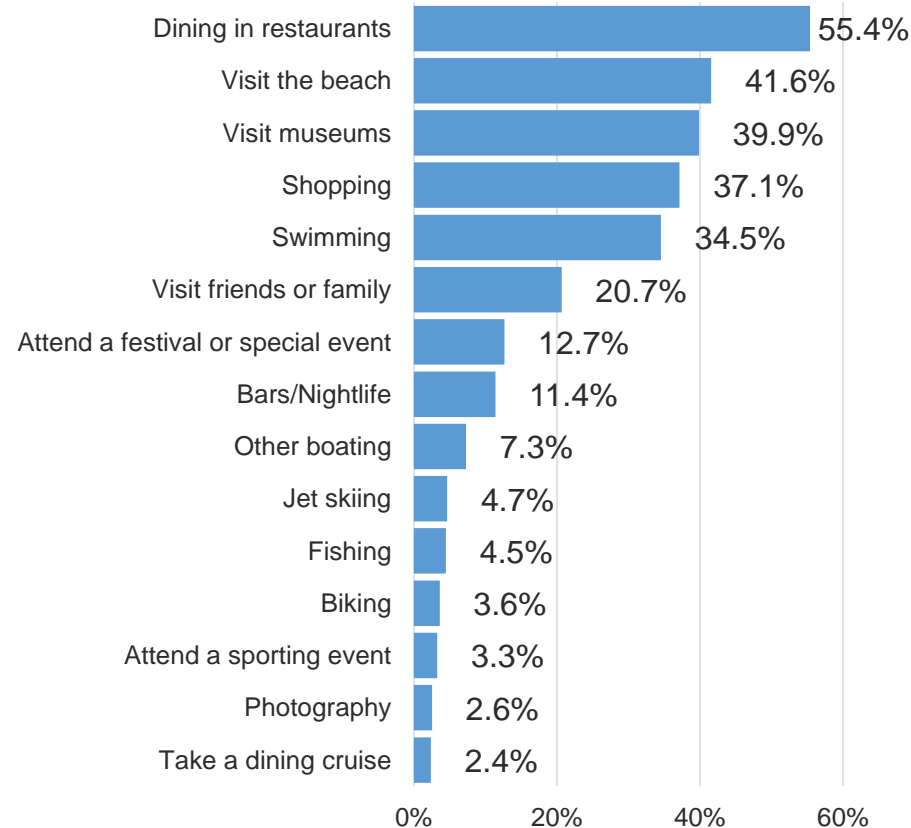


# Important Factors to Destination Decision / Trip Activities

## Important to Decision to Visit



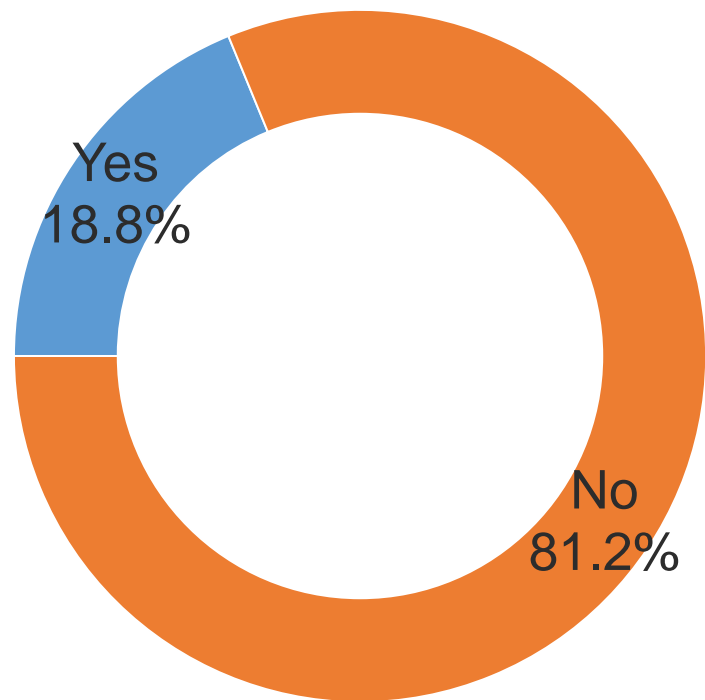
## Trip Activities



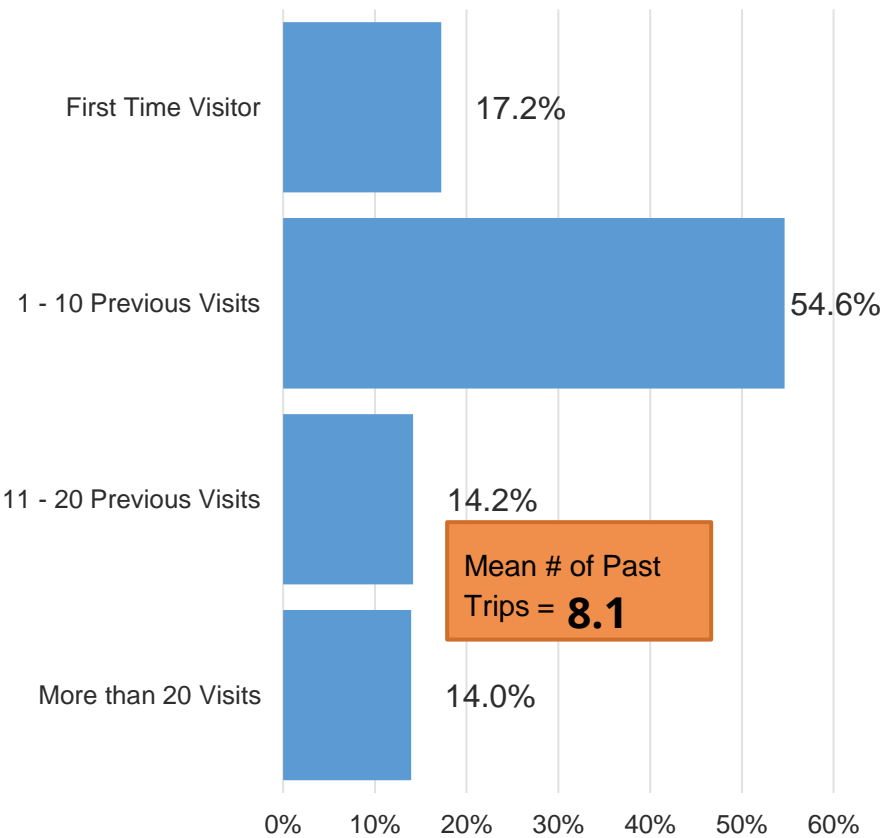
Base: 2023 - May 553 responses.

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

First Time Visitors to Florida



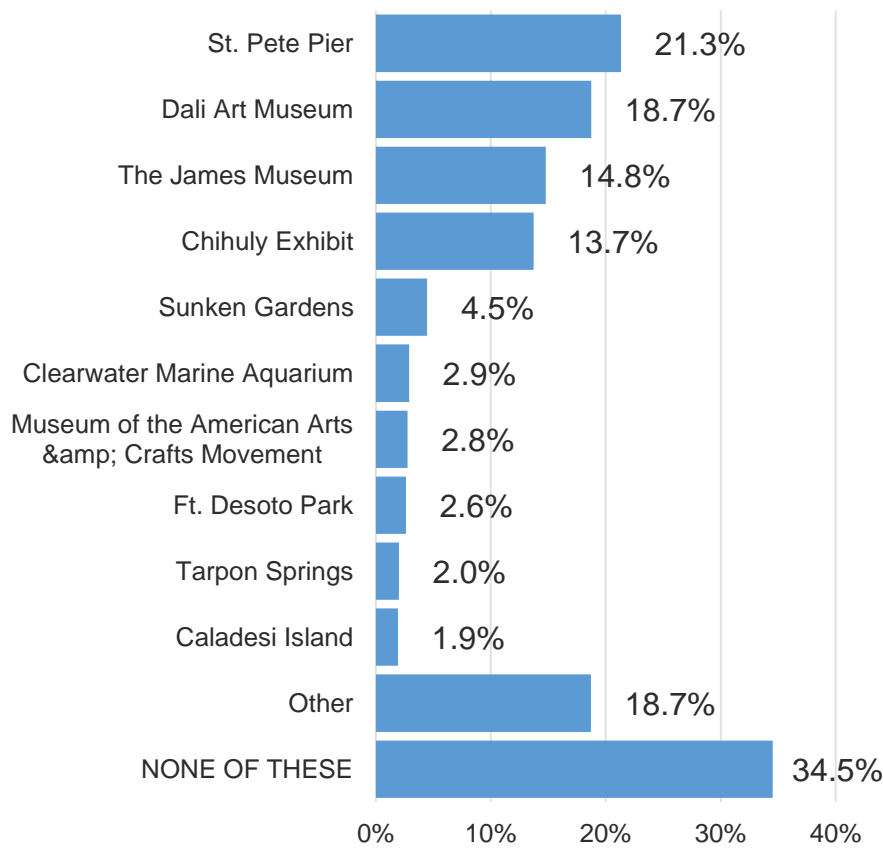
Previous Visitation to the St. Pete/Clearwater Area



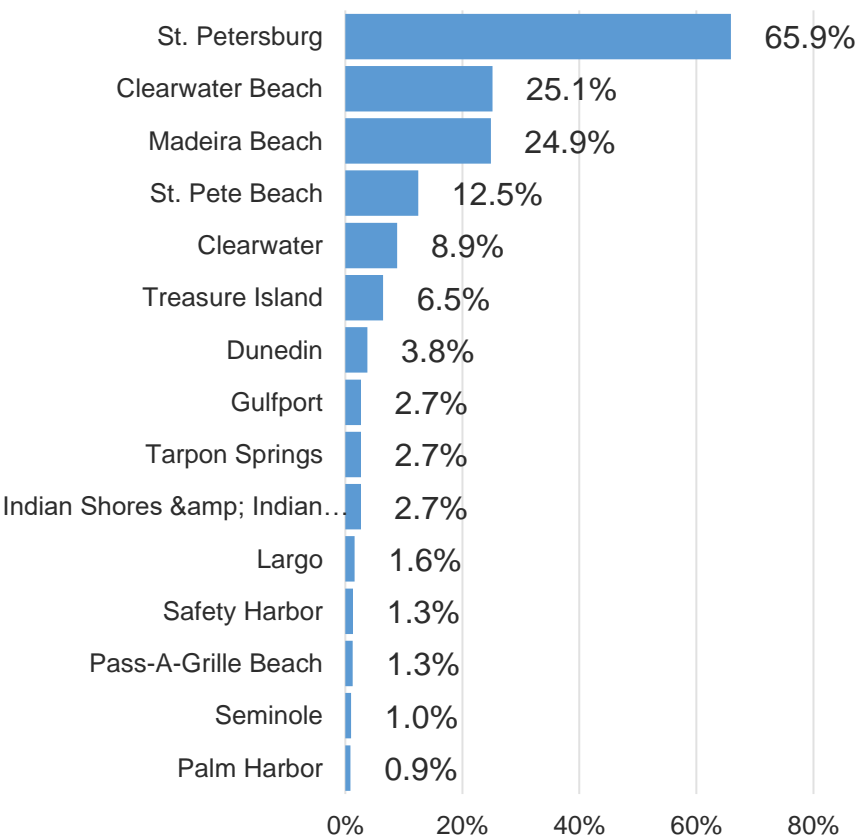
Base: 2023 - May 553 responses.

# Attractions Visited / Communities Visited

Attractions Visited



Communities Visited

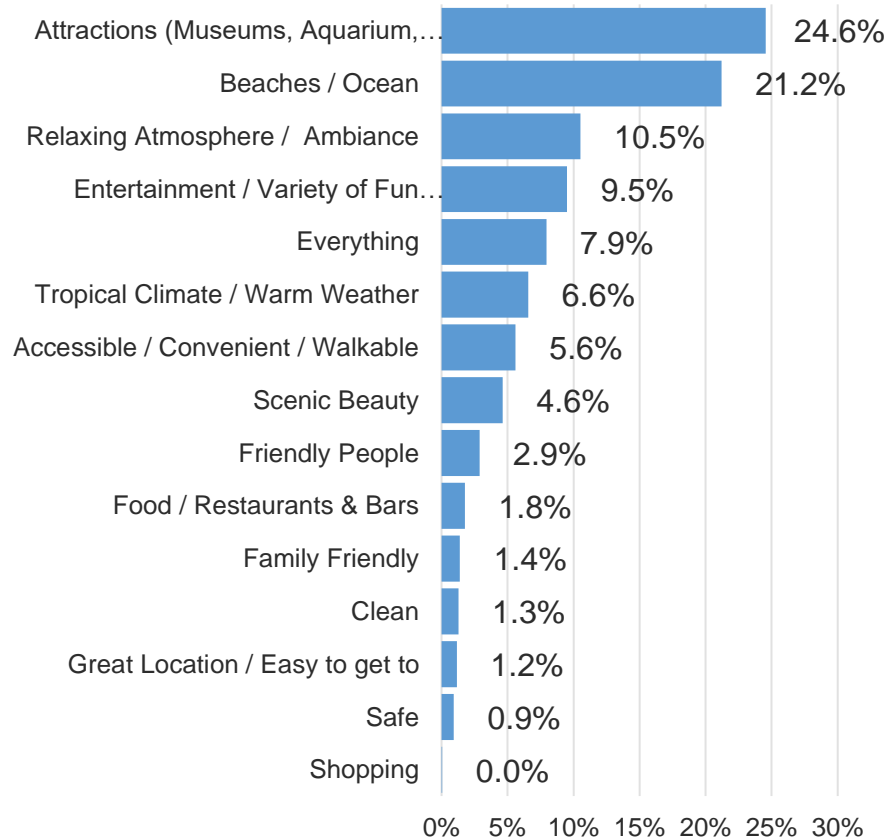


Base: 2023 - May 553 responses.

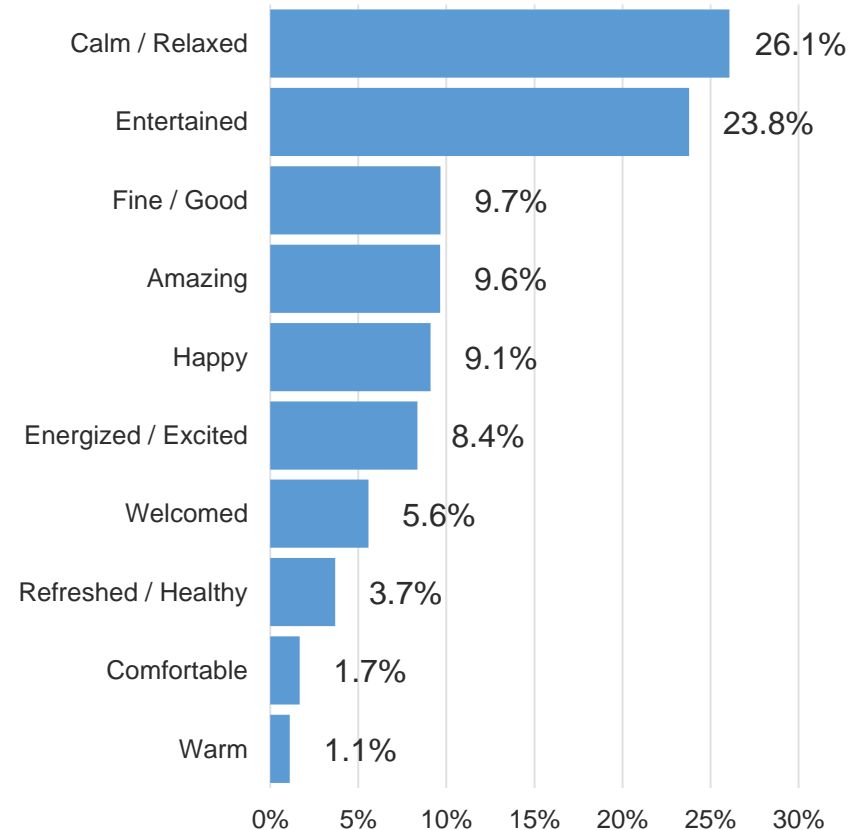


# Most Liked Aspect / Feelings in St. Pete-Clearwater

## Most Liked Aspects of SPC (Unaided)

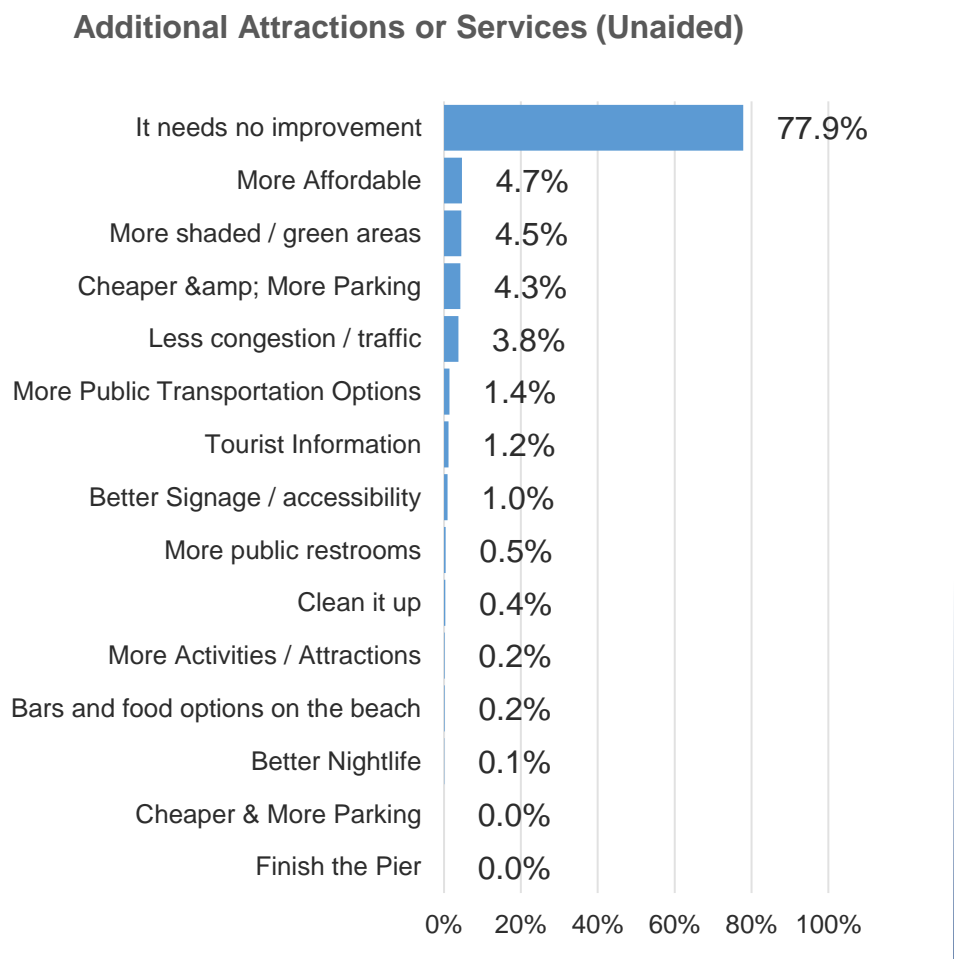


## Feelings in SPC Area (Unaided)



Base: 2023 - May 553 responses.

# Attractions or Services that Would Enhance the Destination Experience



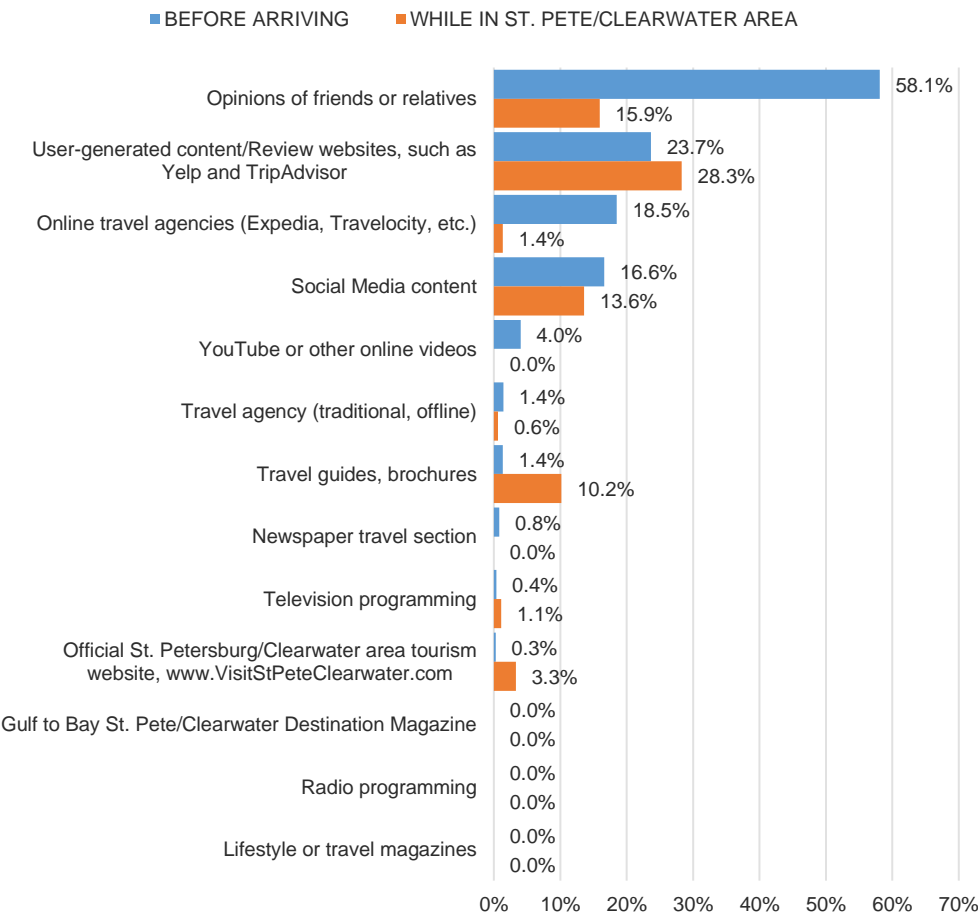
Base: 2023 - May 553 responses.

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

## Average Time Between Decision to Visit and Arrival



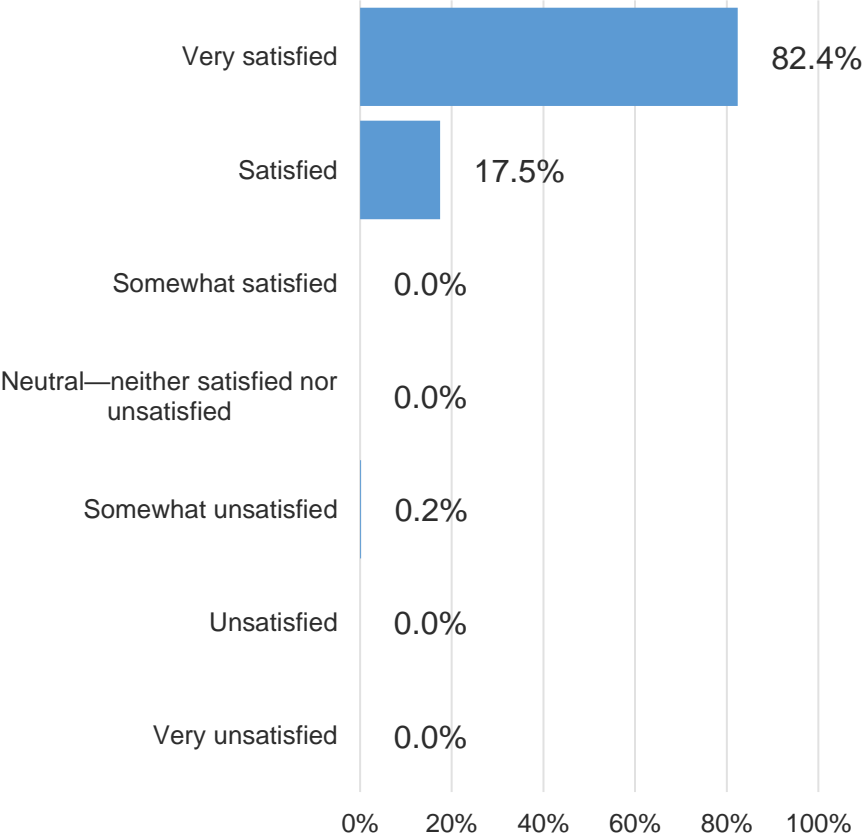
## Resources Used before Arrival and While In Market



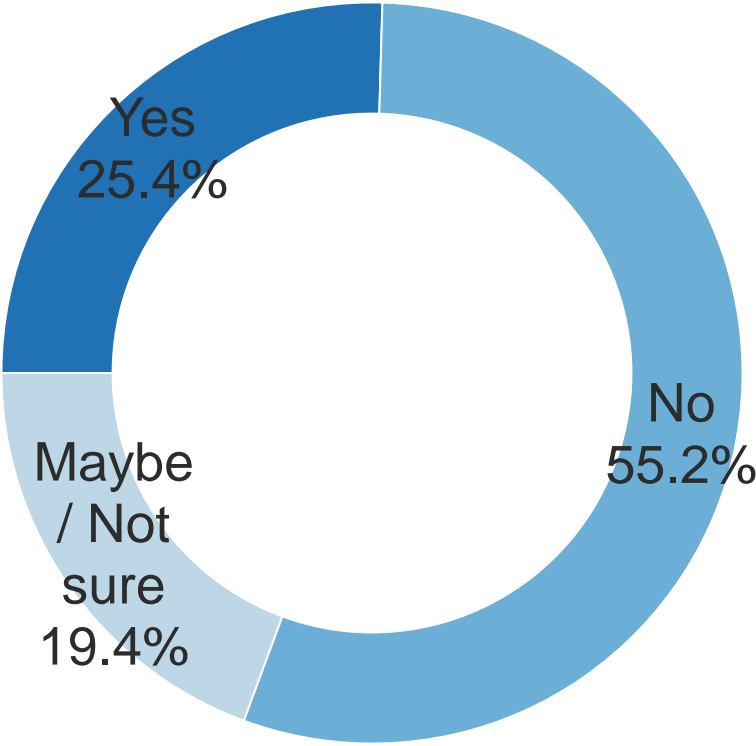
Base: 2023 - May 553 responses.

# Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall

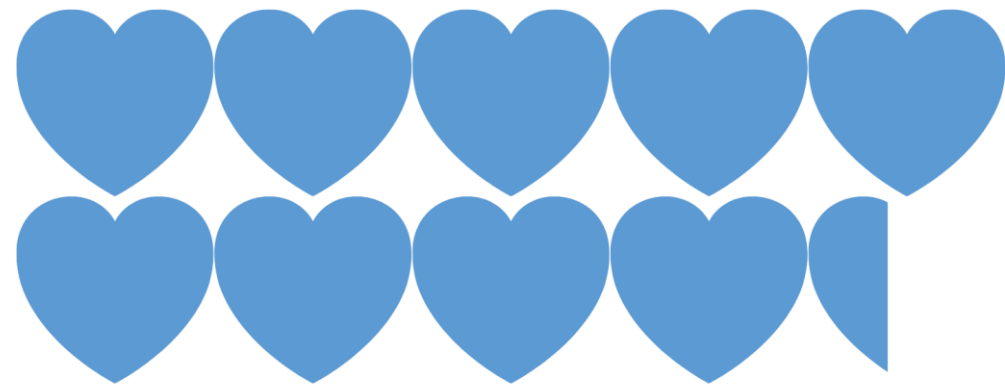


Base: 2023 - May 553 responses.

# Likelihood to Recommend / Likelihood to Return

Likelihood to Recommend

9.4 / 10



Likelihood to Return

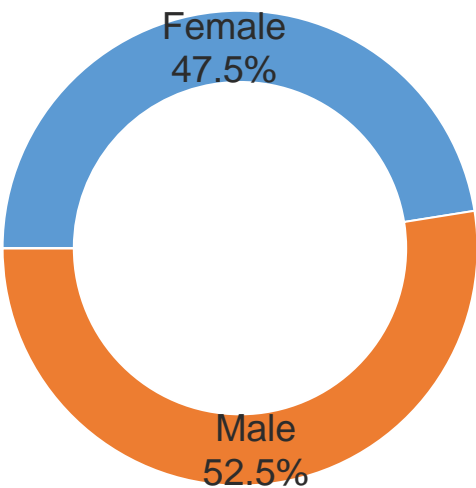
9.5 / 10



Base: 2023 - May 553 responses.



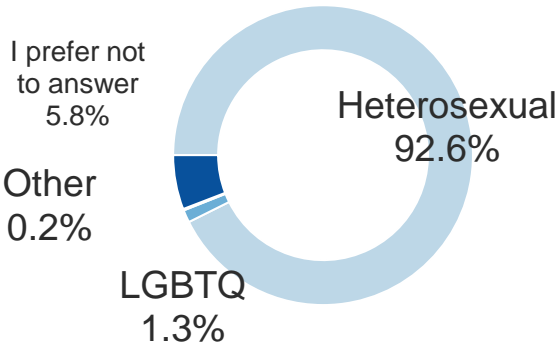
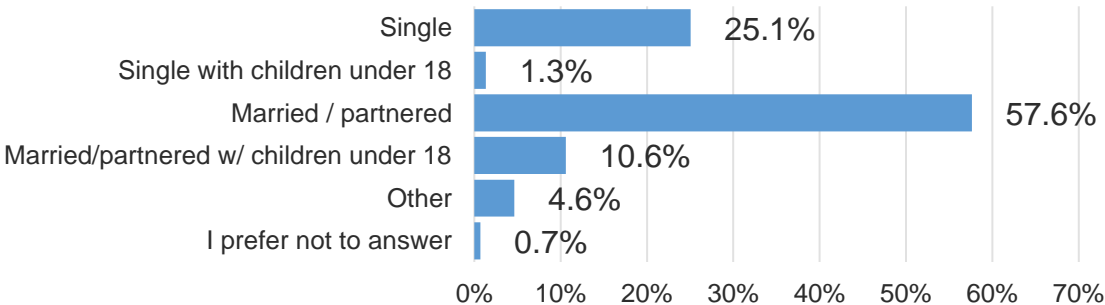
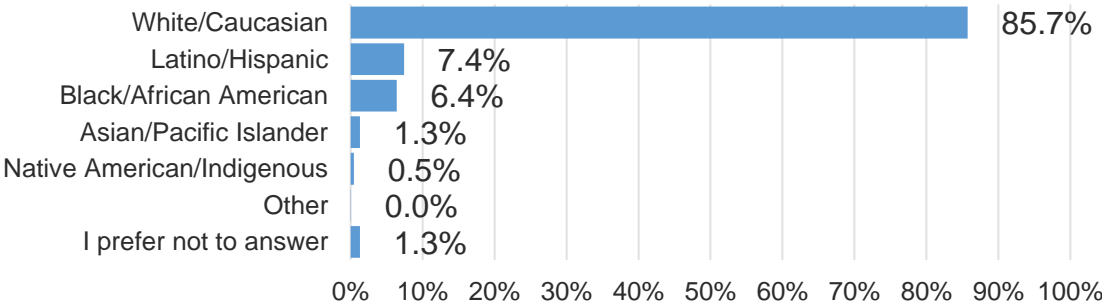
# Demographics



Average Age: 51.1

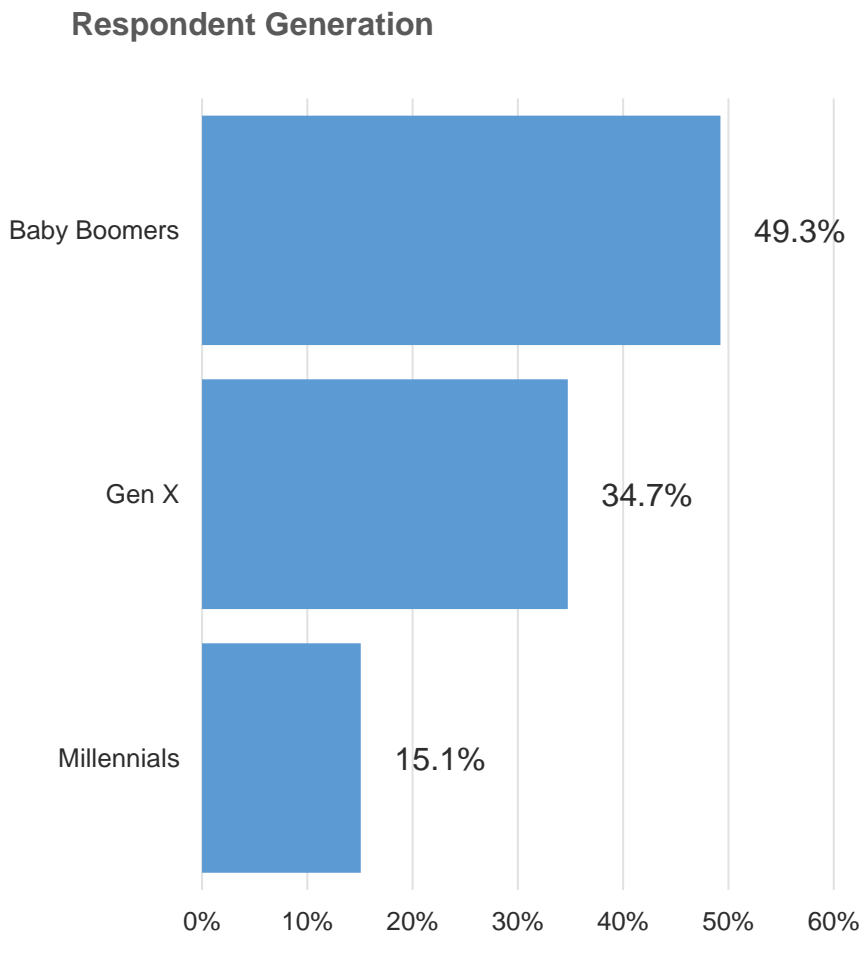


Average Income: \$83,110



Base: 2023 - May 553 responses.

# Generation



Base: 2023 - May 553 responses.