



ST.PETE  
CLEARWATER

Visit St. Pete/Clearwater

# VISITOR PROFILE STUDY

Dashboard of Findings - September 2023

Research prepared for Visit St. Pete/Clearwater by:

**Future Partners**

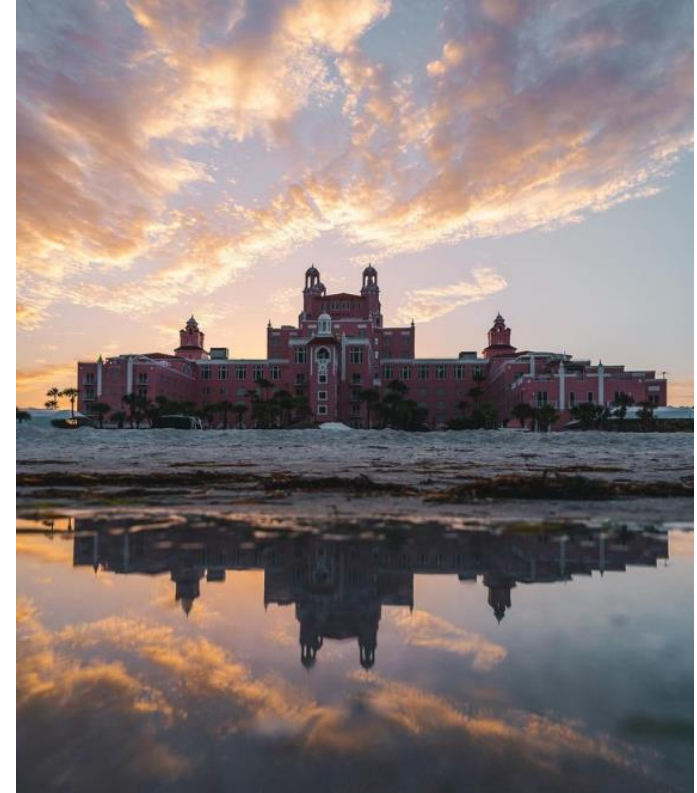


# Overview & Methodology

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This online report presents interim findings of a comprehensive visitor profile development study conducted by Future Partners 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 topline survey data collected from October 2017 onward and collection is 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 401 for September 2023.





# Overview & Methodology

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Future Partners' 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



**Future Partners**

# 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 and attractions visited in the St. Pete/Clearwater area**
- **Evaluation of St. Pete/Clearwater brand attributes**
- **Detailed visitor spending estimates**
- **Travel planning resources used by area visitors**
- **Visitor satisfaction**
- **Visitor demographics**



**Future Partners**



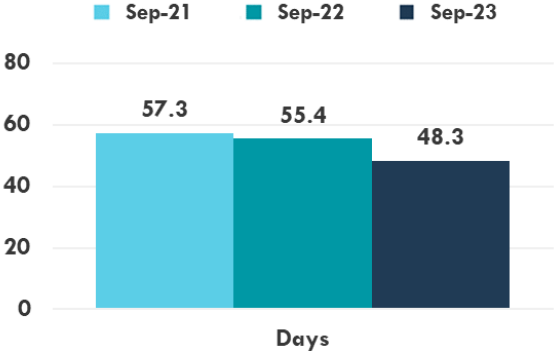
An aerial photograph of a coastal town, likely Miami Beach, showing a long strip of land with a sandy beach on the left, residential buildings in the center, and a large body of water on the right. A prominent pier extends into the water on the left side. The text "KEY THINGS TO KNOW" is overlaid in the center.

# KEY THINGS TO KNOW

# VISIT ST. PETE/CLEARWATER *September 2023*

# Future Partners

## Average Time Between Decision to Visit & Arrival



## Average Daily Spending



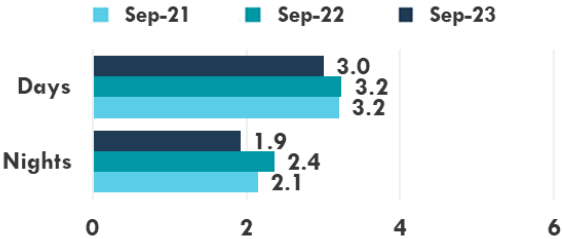
## Travel Party Size



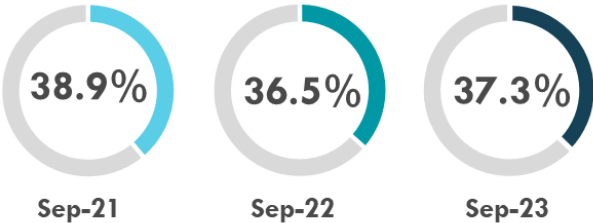
2.4  
Sep-23

Sep-22 3.2  
Sep-21 2.3

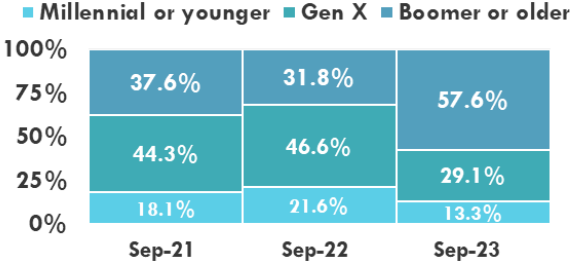
## Average Days & Nights



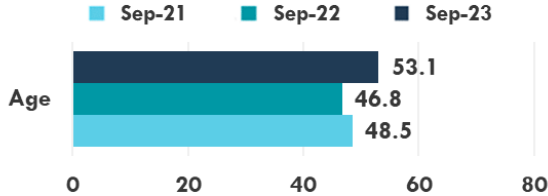
## Percent Staying Overnight



## Generations



## Average Age



## Average Income

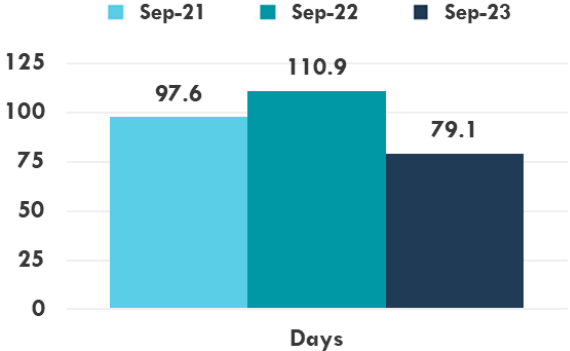


VISIT ST. PETE/CLEARWATER

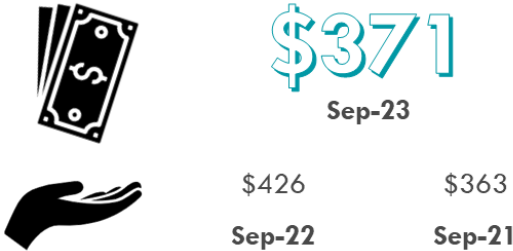
September 2023 - Overnight

Future Partners

Average Time Between  
Decision to Visit & Arrival



Average Daily Spending



Travel Party Size



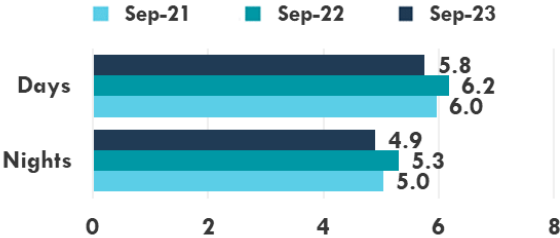
2.3

Sep-23

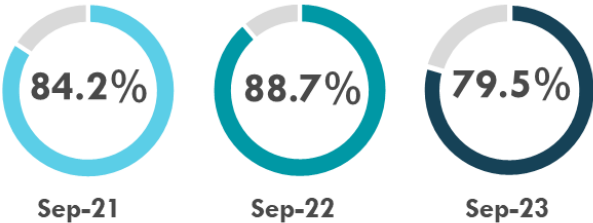
Sep-22 2.8

Sep-21 2.4

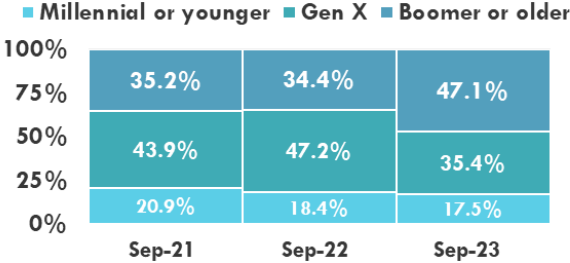
Arrival Method



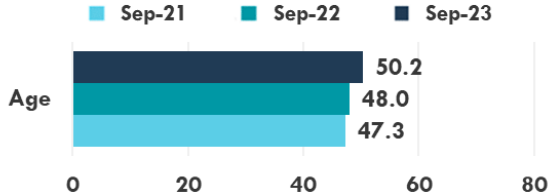
Percent Out-of-State



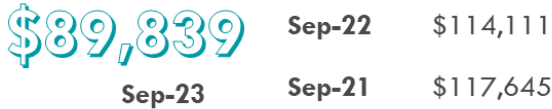
Generations



Average Age



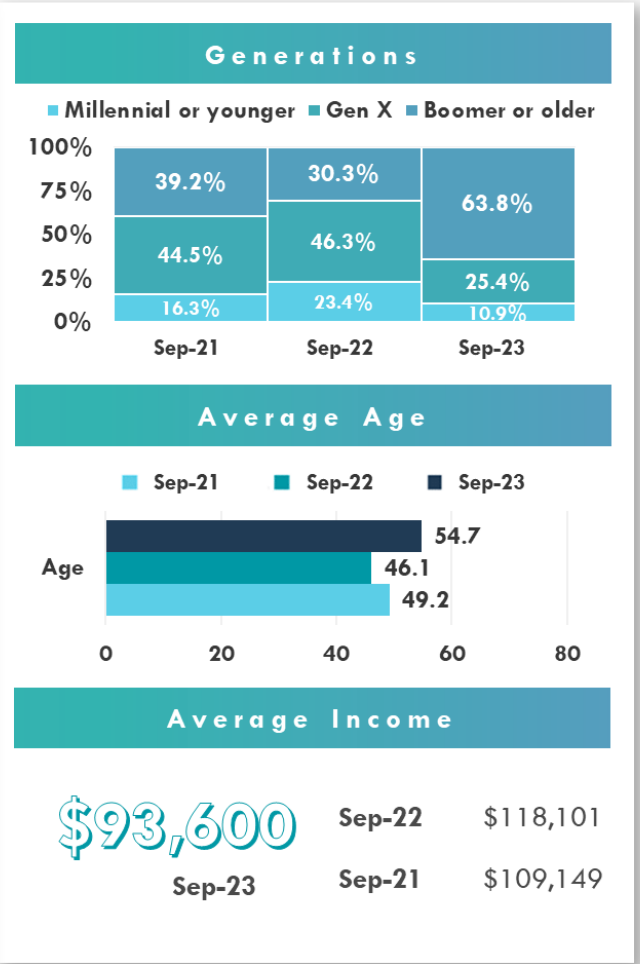
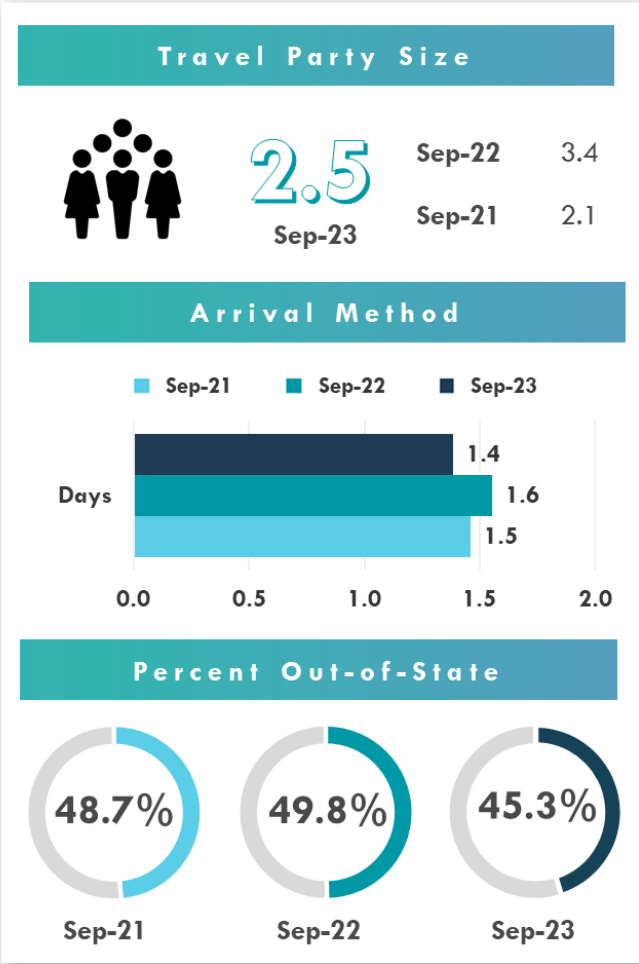
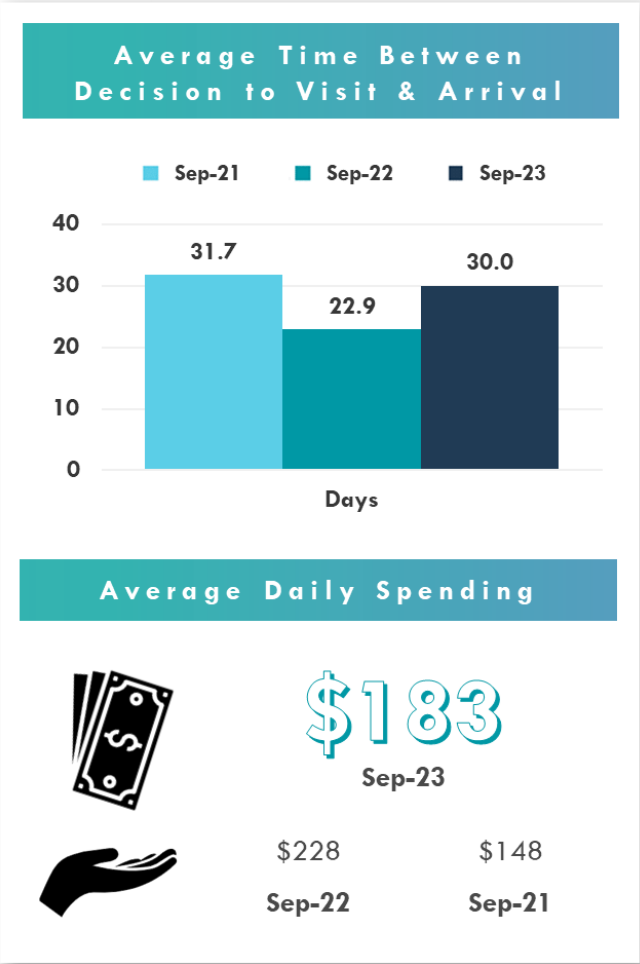
Average Income



VISIT ST. PETE/CLEARWATER

September 2023 - Daytrip

Future Partners



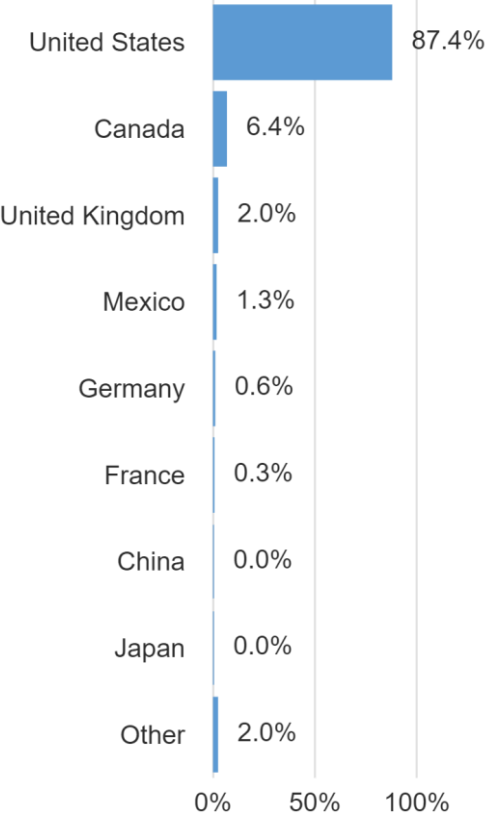


A child with curly hair and yellow sunglasses is jumping joyfully in the air. They are wearing a yellow and orange striped dress. Above them is a large, dense cluster of colorful balloons in shades of yellow, orange, red, green, blue, and pink. The background is a beach scene with a sandy shore, a blue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

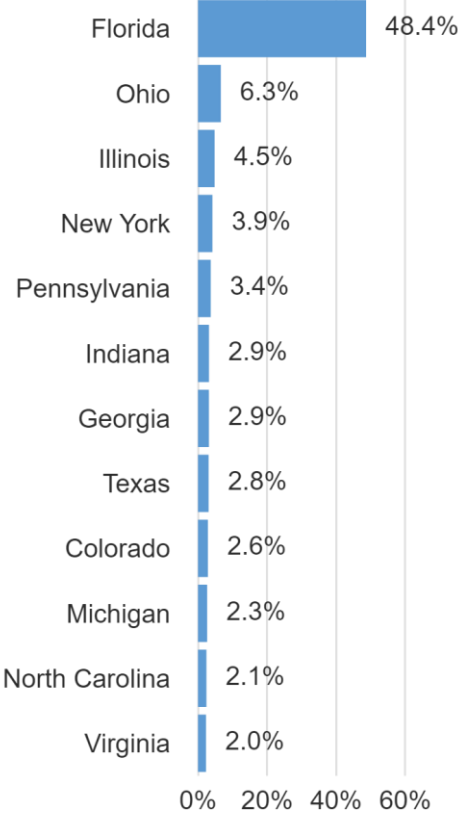
# DETAILED FINDINGS

# Point of Origin

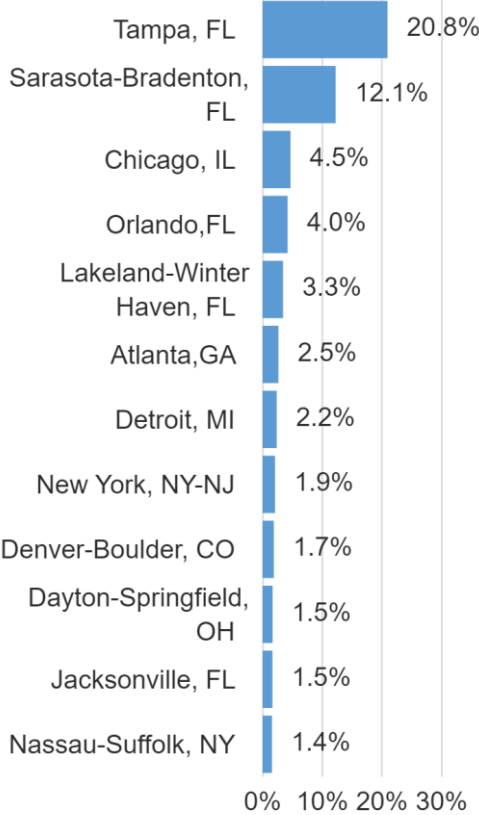
Country of Origin



State of Origin

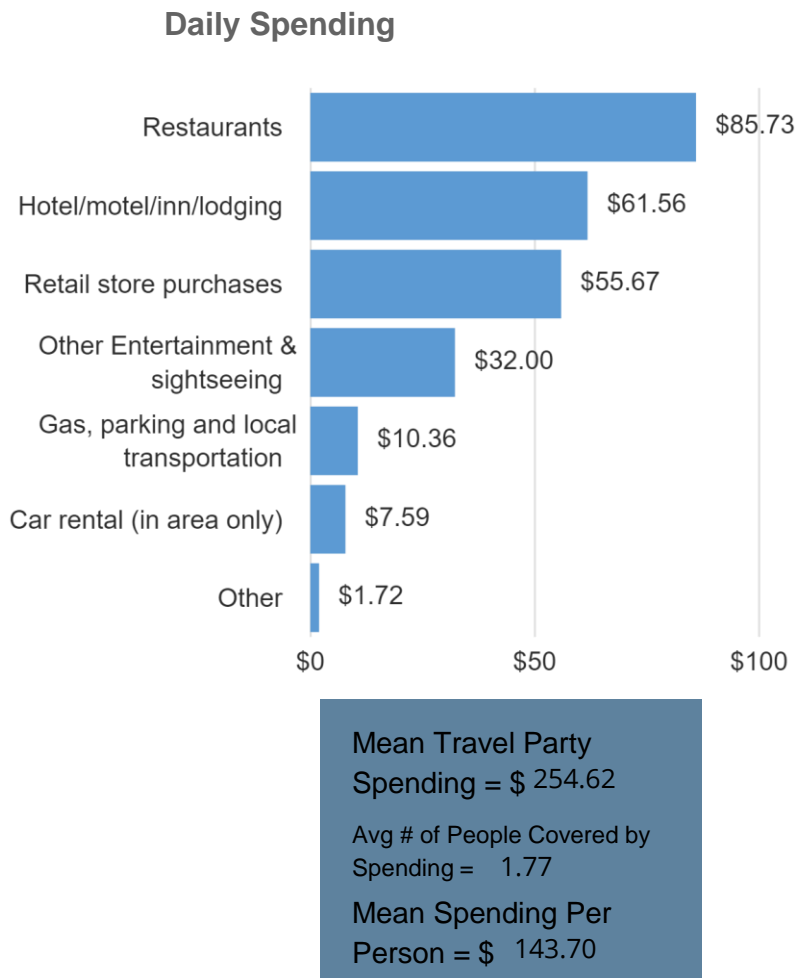
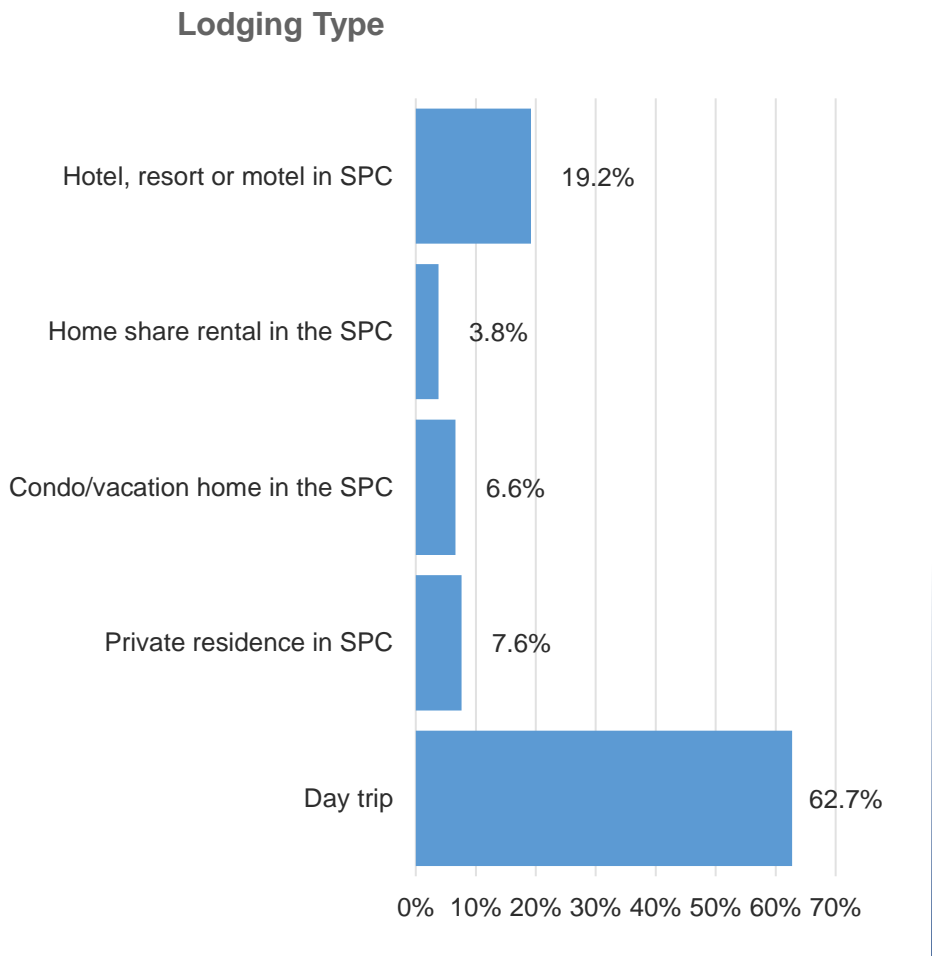


MSA of Origin



Base: 2023 - September 401 responses.

# Lodging Type / Daily Spending in Market

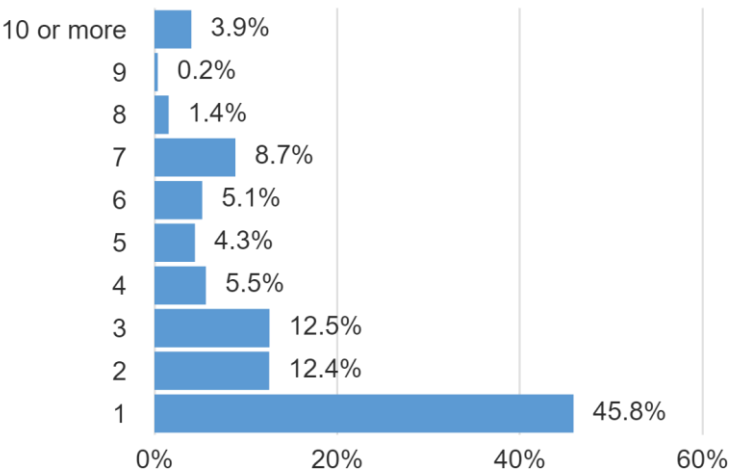


Base: 2023 - September 401 responses.



# Days & Nights in St. Pete/Clearwater

Days in Market

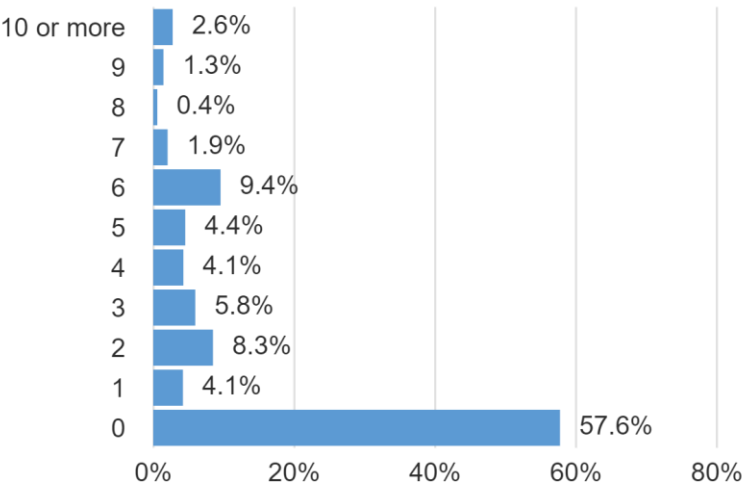


**Mean Days**

(≤ 30) = 3.0

(> 30) = 3.2

Nights in Market



**Mean Nights**

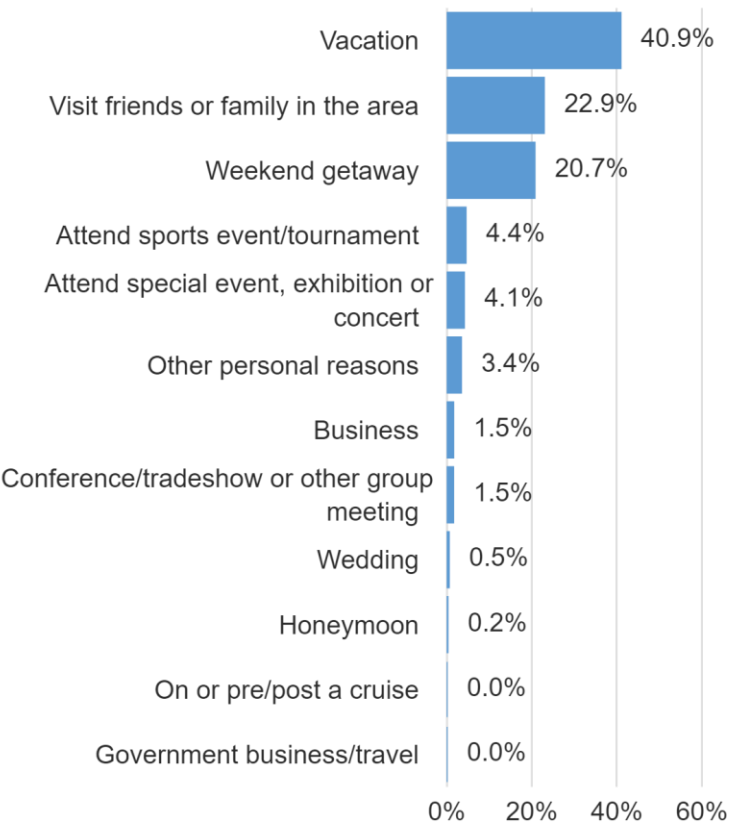
(≤ 30) = 1.9

(> 30) = 2.1

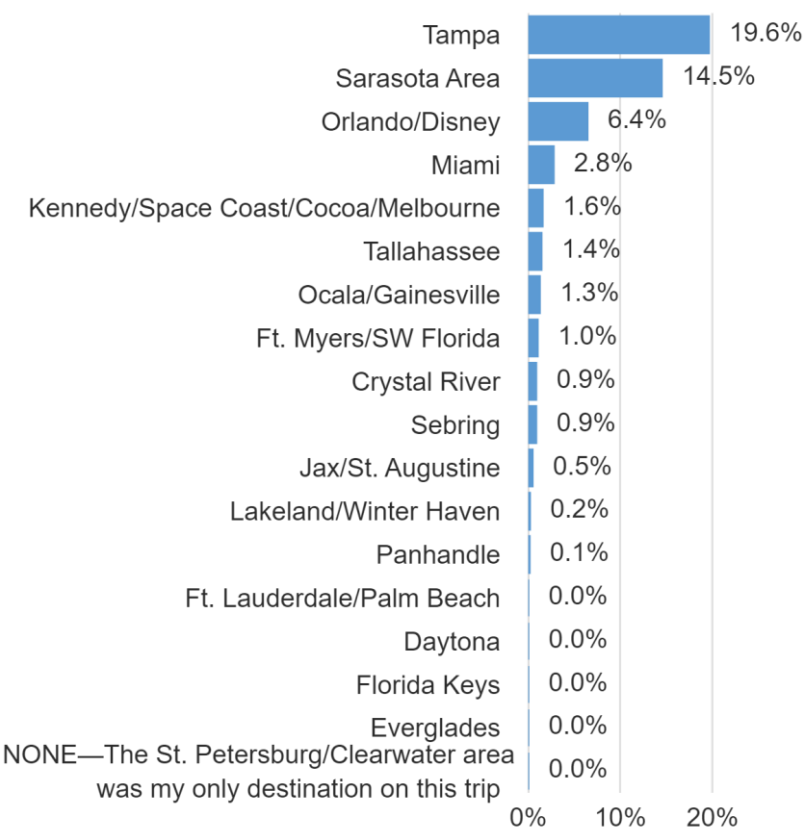
Base: 2023 - September 401 responses.

# Primary Reason for Visit / Other Destinations Visited

Primary Reason for Visit

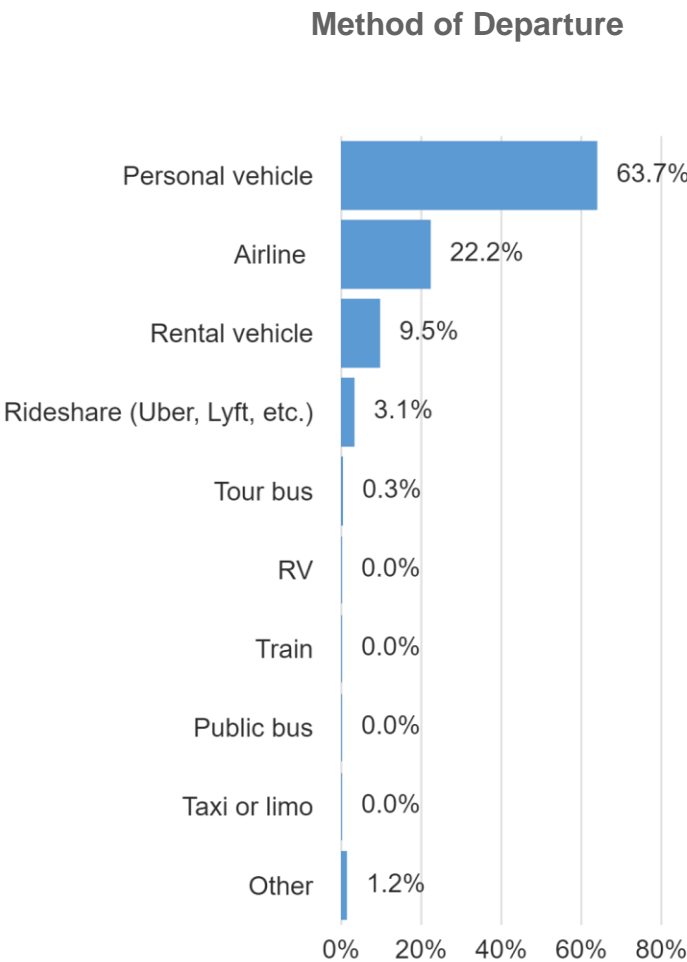
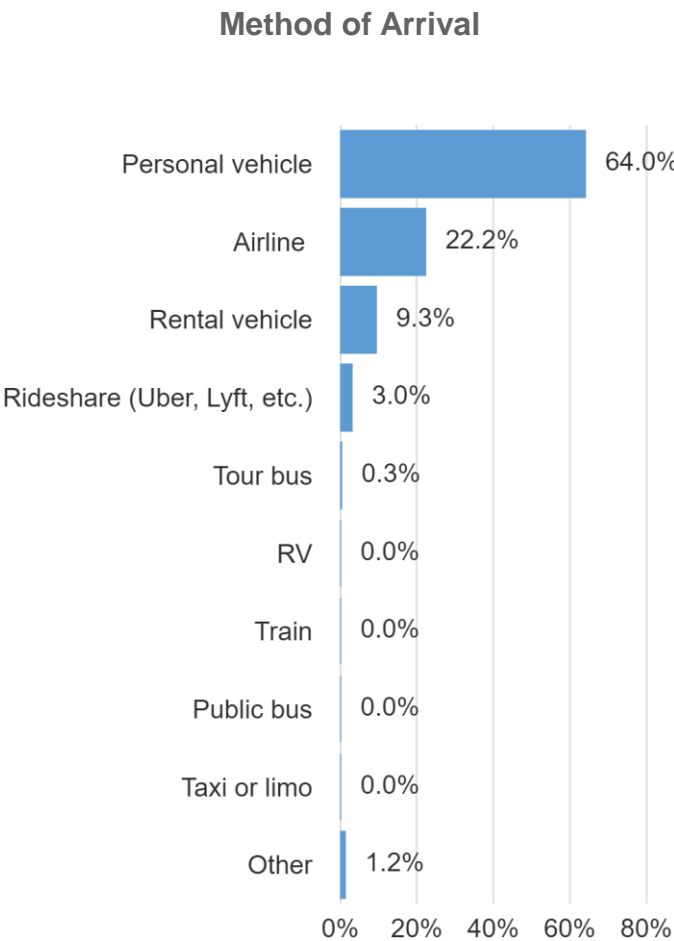


Other Destinations Visited on SPC Trip



Base: 2023 - September 401 responses.

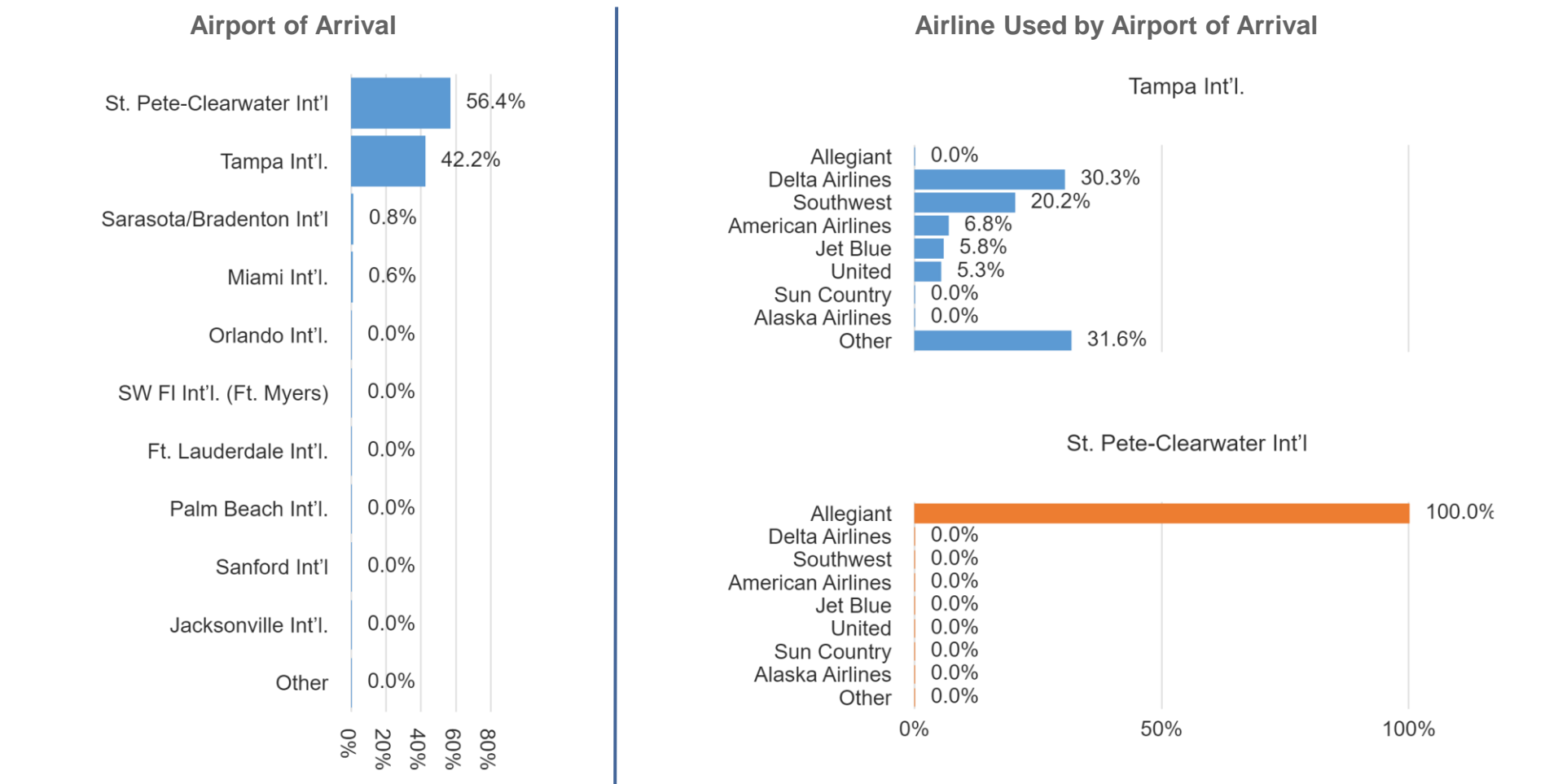
# Method of Arrival / Method of Departure



Base: 2023 - September 401 responses.



# Arrival Airport / Airline Used

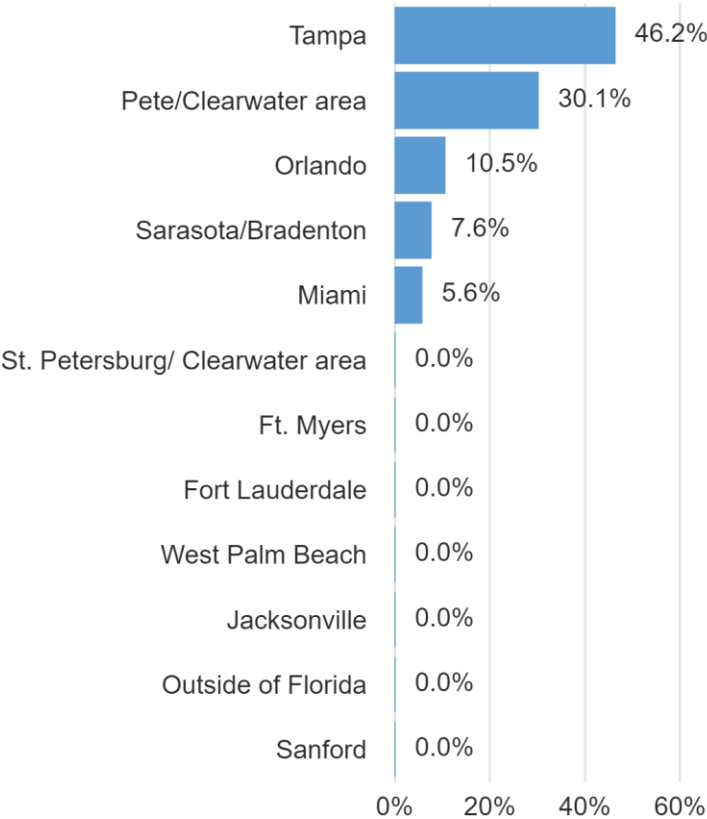


Base: 2023 - September 401 responses.

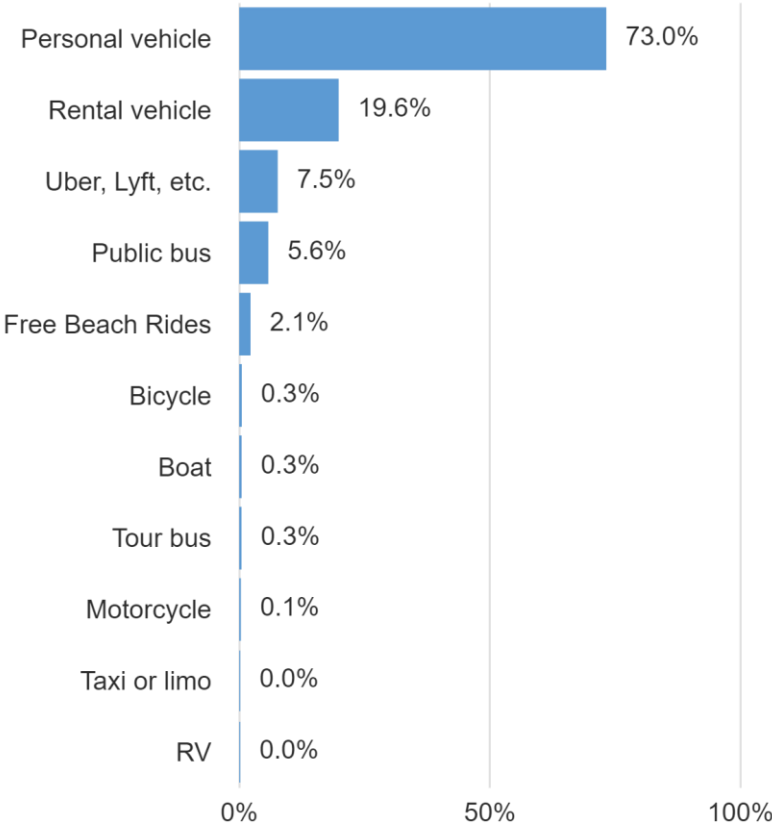
Future Partners

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

Rental Vehicle Pick-Up City



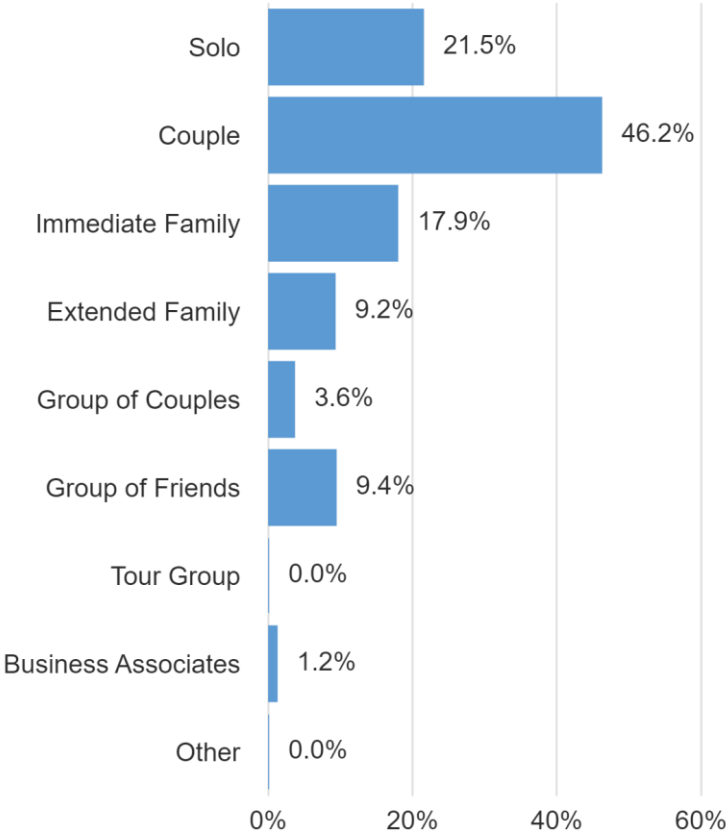
Transportation Used In-Market



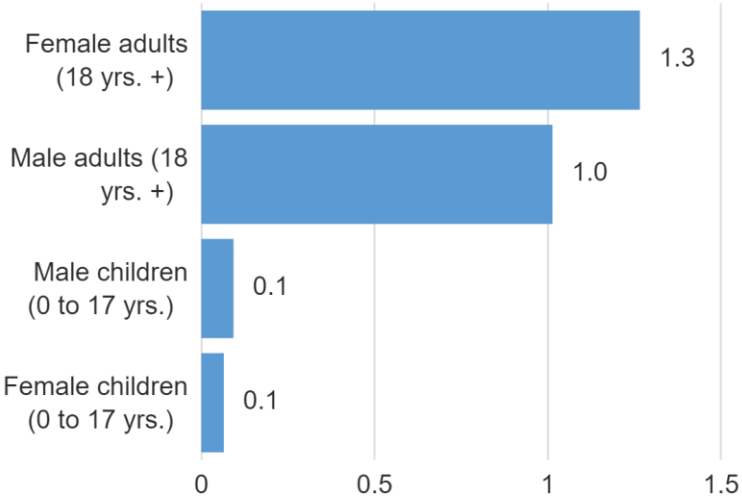
Base: 2023 - September 401 responses.

# Travel Party Composition / Travel Party Size

Travel Party Composition



Travel Party Size



Avg Travel  
Party Size = 2.4

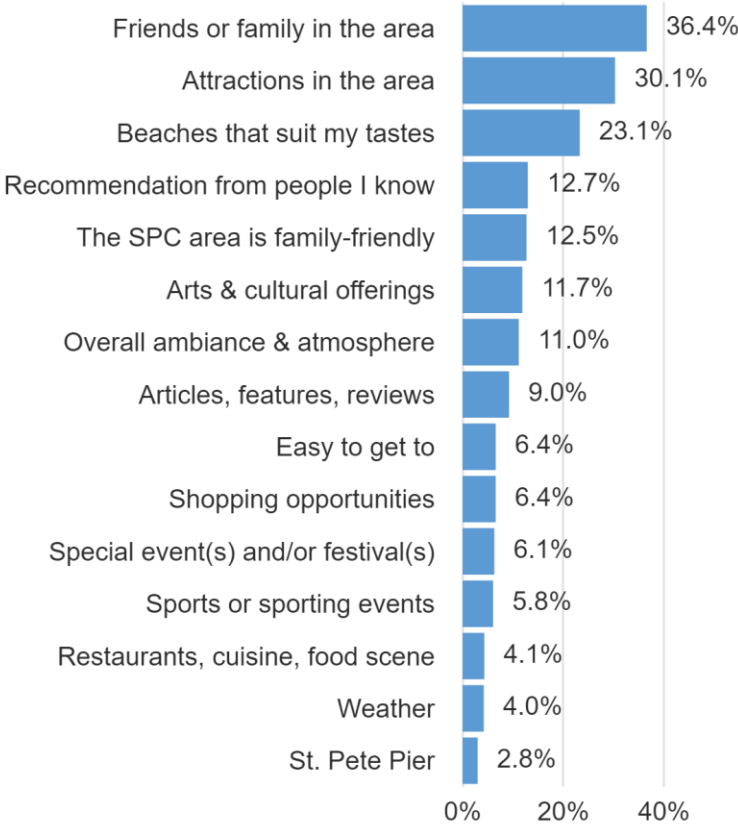
Percent with  
Children = 9.4%

Base: 2023 - September 401 responses.

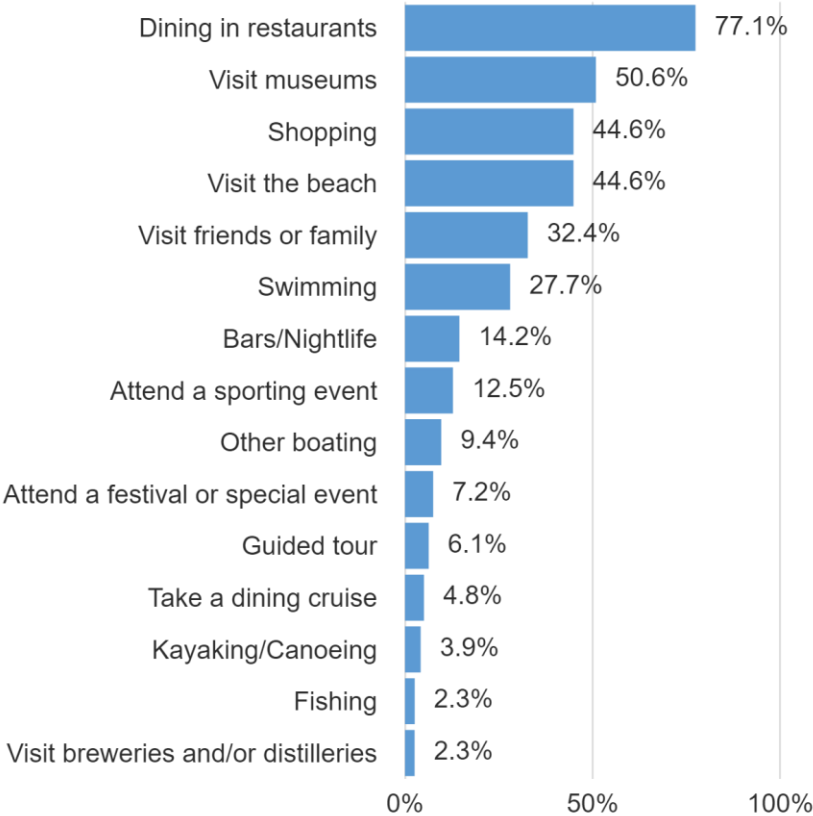


# Important Factors to Destination Decision / Trip Activities

## Important to Decision to Visit



## Trip Activities



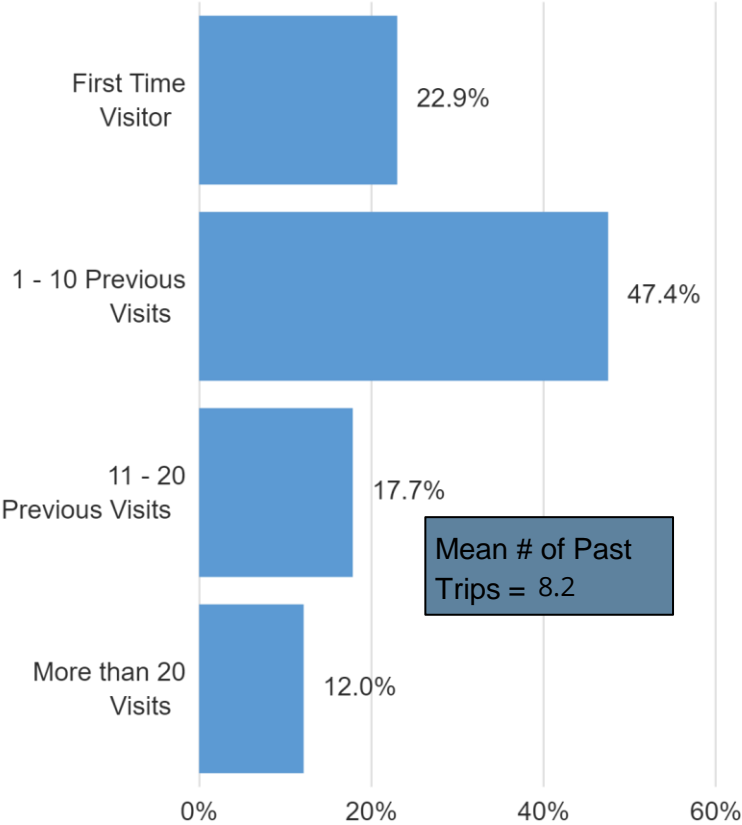
Base: 2023 - September 401 responses.

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

First Time Visitors to Florida



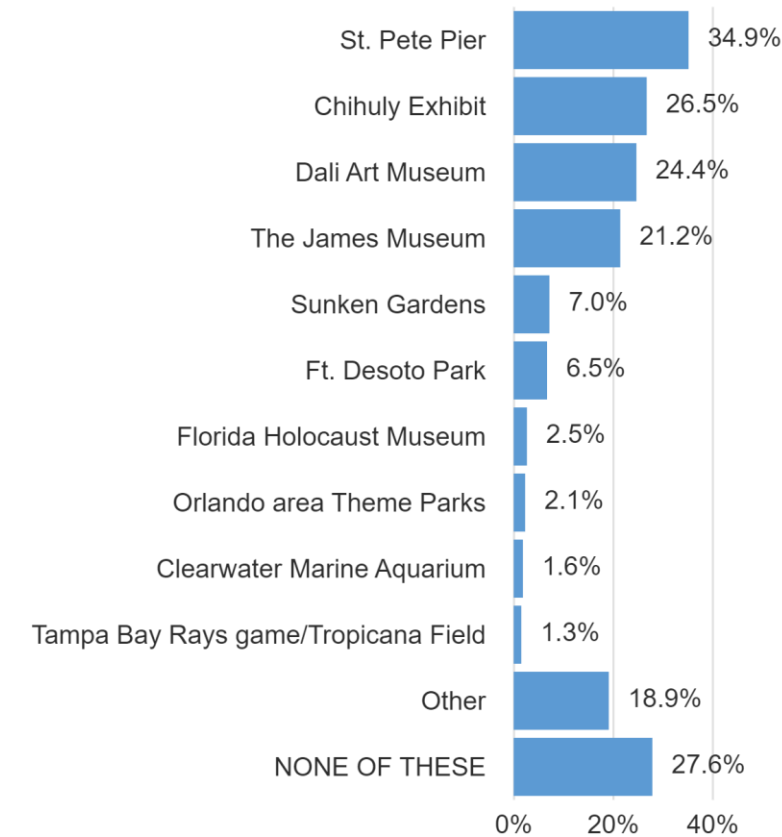
Previous Visitation to the St. Pete/Clearwater Area



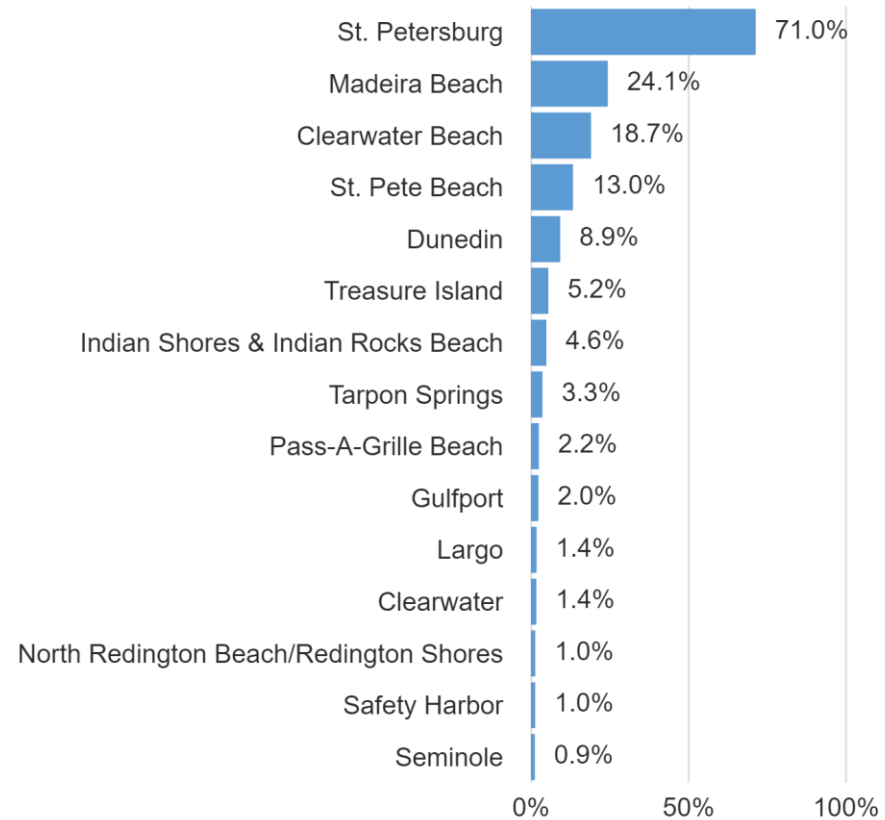
Base: 2023 - September 401 responses.

# Attractions Visited / Communities Visited

Attractions Visited



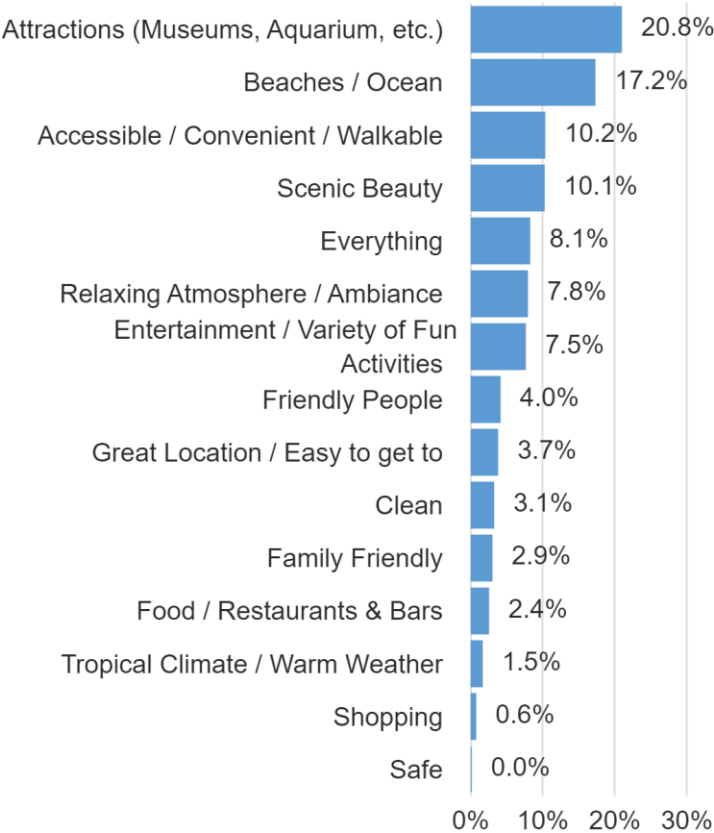
Communities Visited



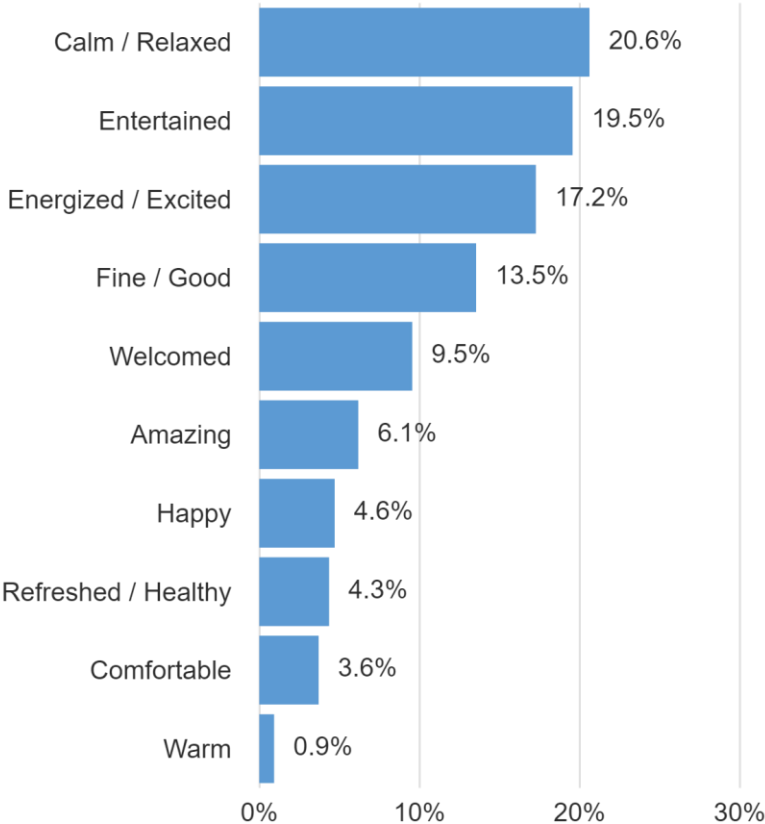
Base: 2023 - September 401 responses.

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

Most Liked Aspects of SPC (Unaided)



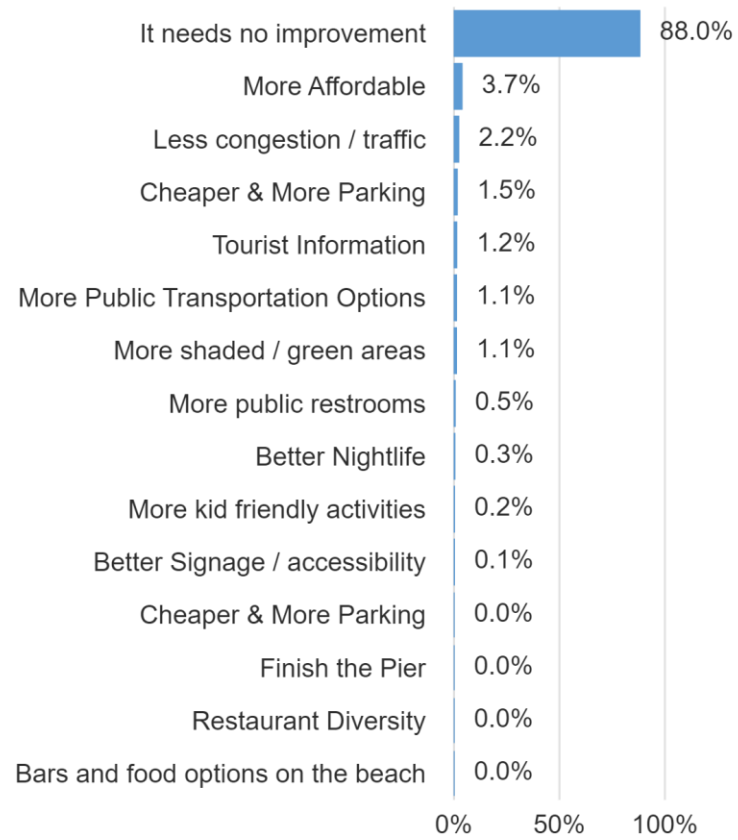
Feelings in SPC Area (Unaided)



Base: 2023 - September 401 responses.

# Attractions or Services that Would Enhance the Destination Experience

## Additional Attractions or Services (Unaided)



Base: 2023 - September 401 responses.

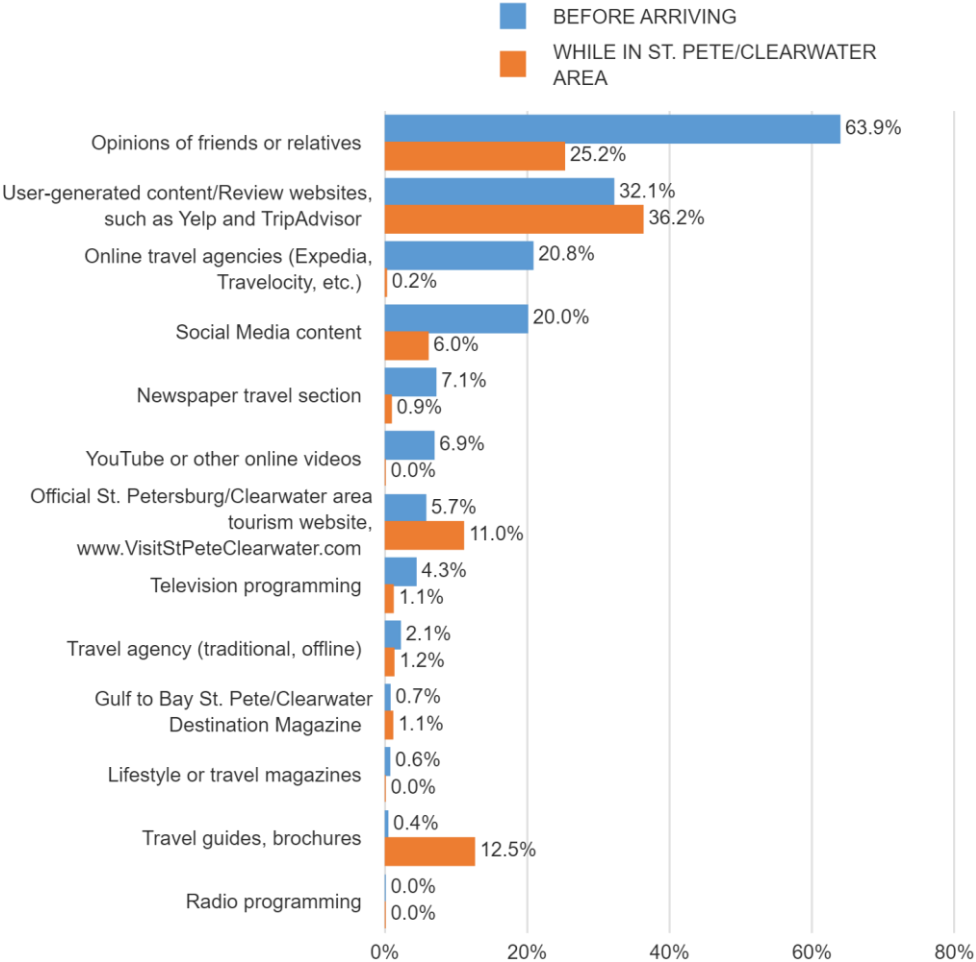


# When Decision to Visit was Made / Travel Planning Resources Used

## Average Time Between Decision to Visit and Arrival



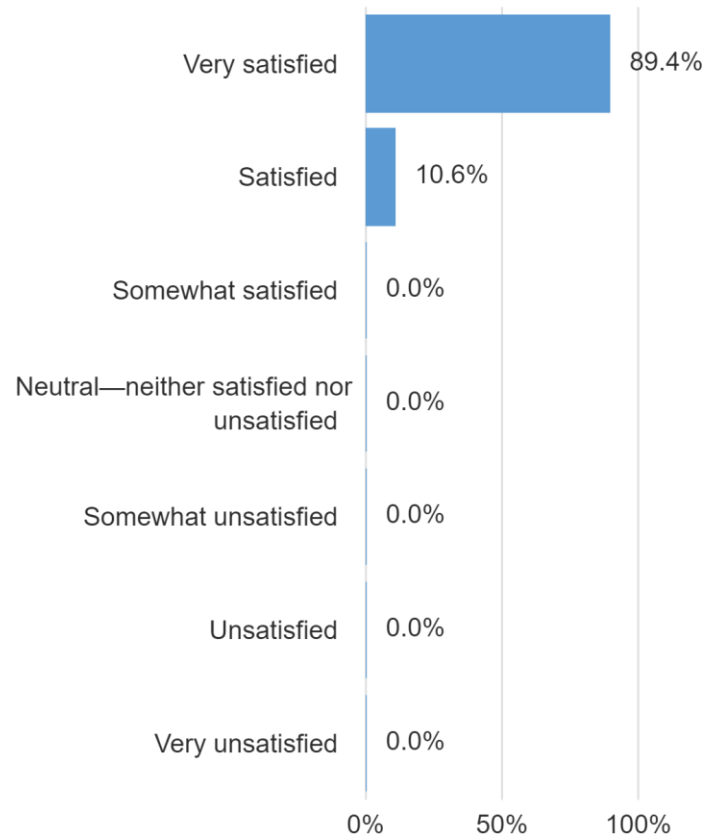
## Resources Used before Arrival and While In Market



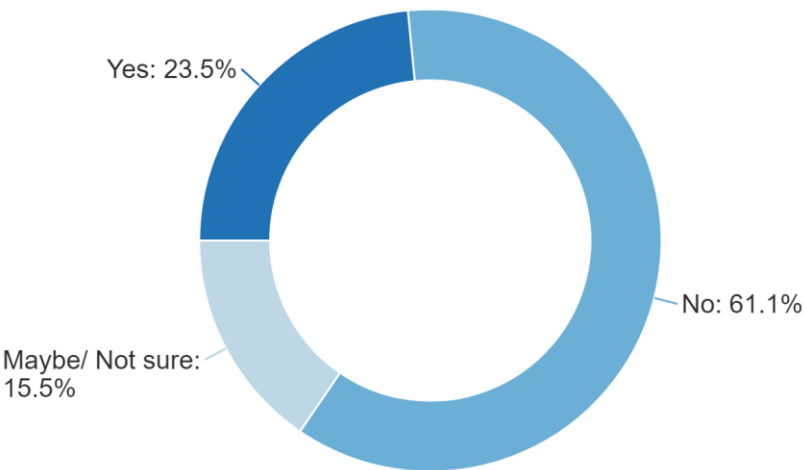
Base: 2023 - September 401 responses.

# Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall

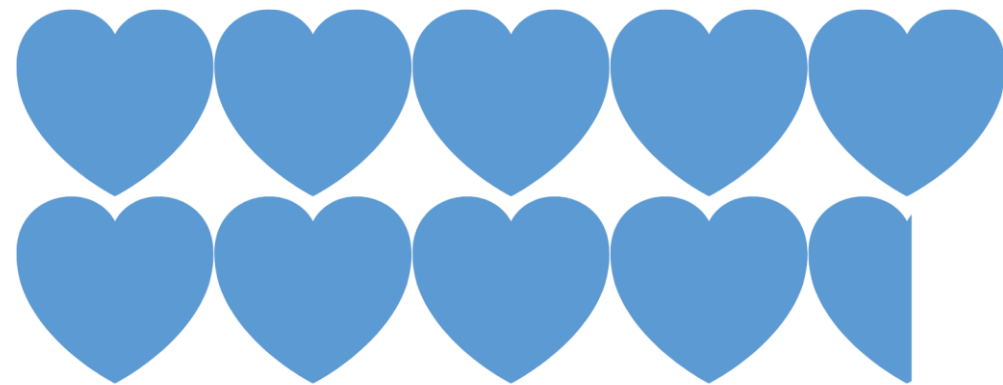


Base: 2023 - September 401 responses.

# Likelihood to Recommend / Likelihood to Return

Likelihood to Recommend

9.5 / 10



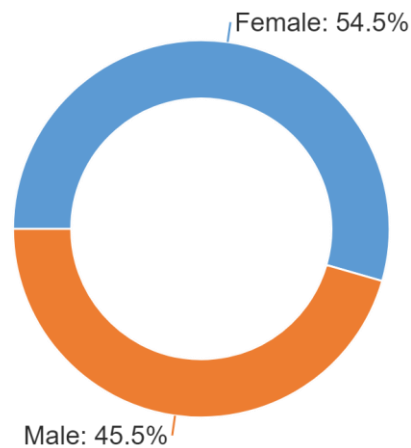
Likelihood to Return

9.1 / 10



Base: 2023 - September 401 responses.

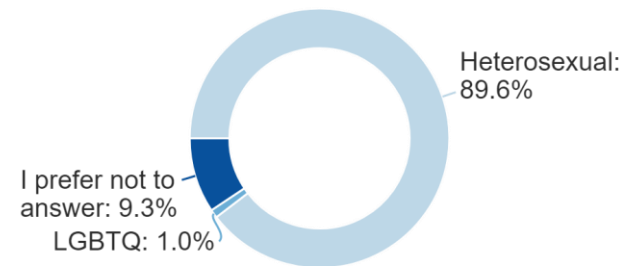
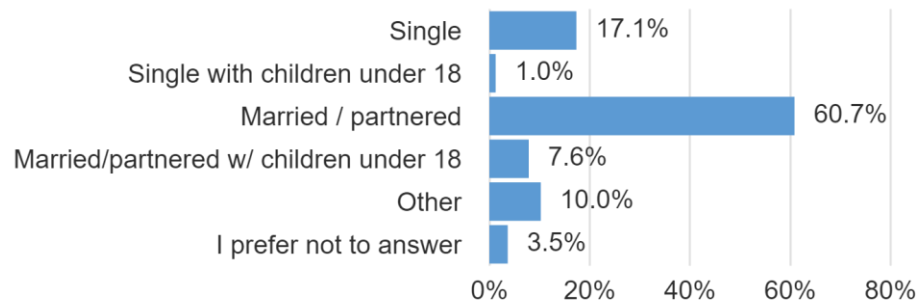
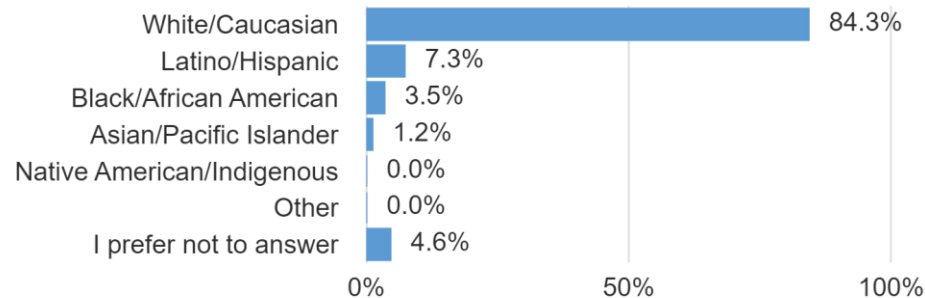
# Demographics



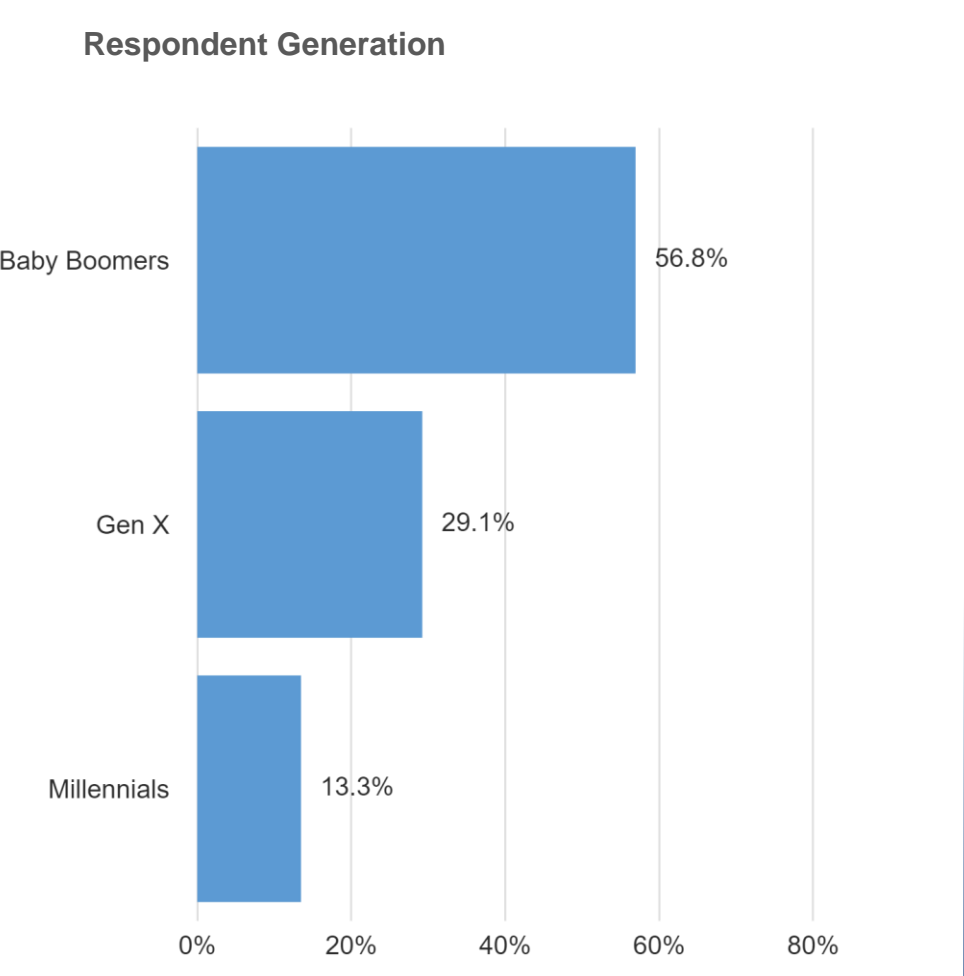
Average Age: 53.1



Average Income: \$91,995



# Generation



Base: 2023 - September 401 responses.