



ST.PETE
CLEARWATER

Visit St. Pete/Clearwater

VISITOR PROFILE STUDY

Dashboard of Findings – November 2023

Research prepared for Visit St. Pete/Clearwater by:

Future Partners



Overview & Methodology

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 394 for November 2023.



Future Partners

Overview & Methodology

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

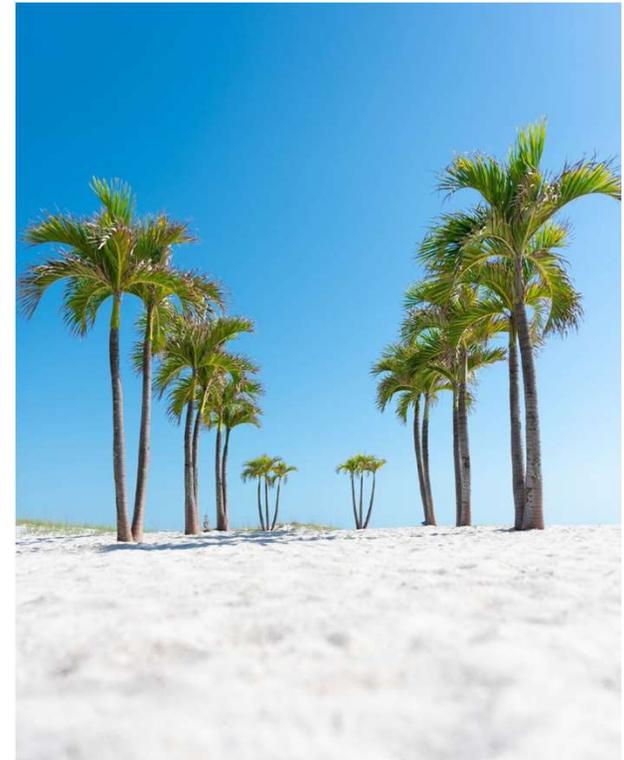


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Research Objectives

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 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**

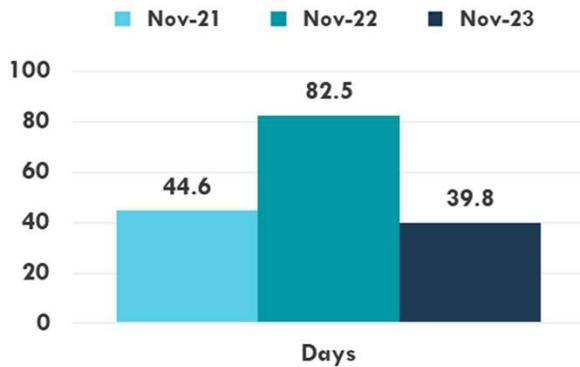


Future Partners

An aerial photograph of a coastal town, likely in Florida, featuring a large body of 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

Average Time Between Decision to Visit & Arrival



Average Daily Spending



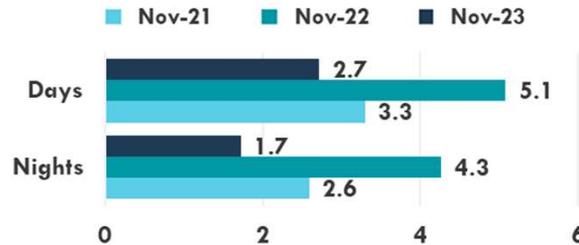
Travel Party Size



2.5
Nov-23

Nov-22	2.3
Nov-21	2.5

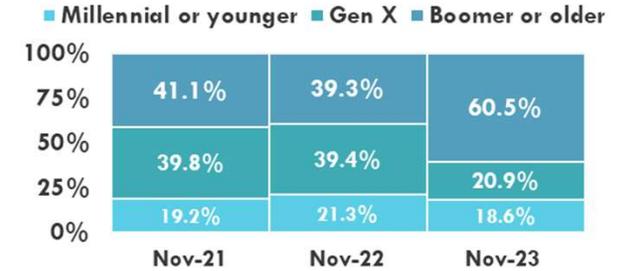
Average Days & Nights



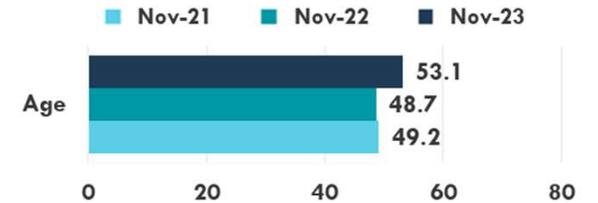
Percent Staying Overnight



Generations



Average Age



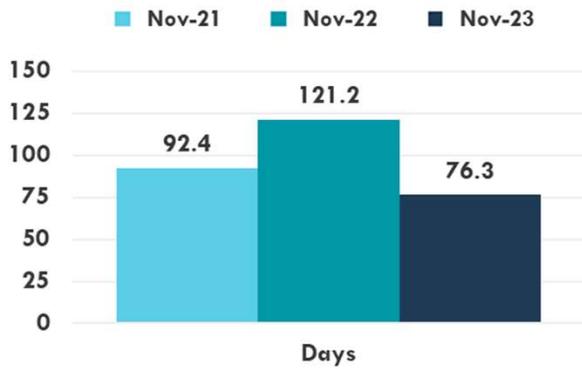
Average Income



VISIT ST. PETE/CLEARWATER *November 2023 - Overnight*

Future Partners

Average Time Between Decision to Visit & Arrival



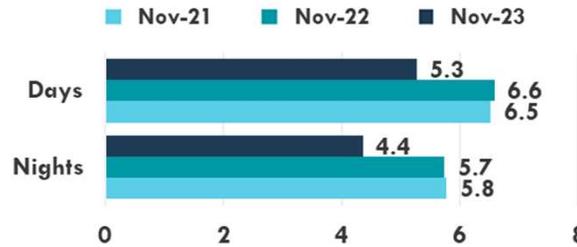
Average Daily Spending



Travel Party Size



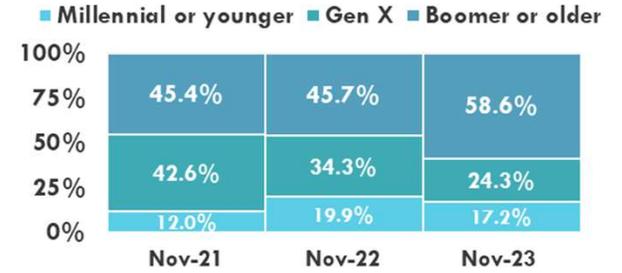
Average Days & Nights



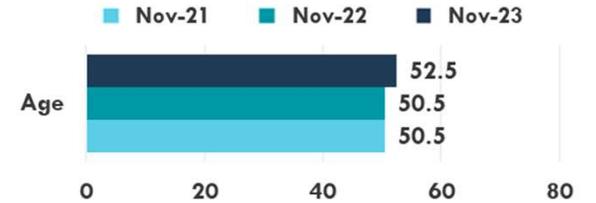
Percent Out-of-State



Generations



Average Age



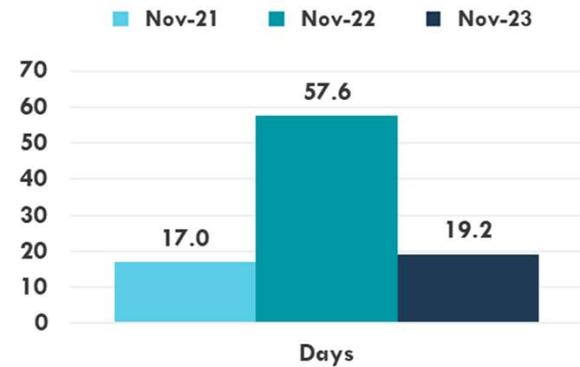
Average Income



VISIT ST. PETE/CLEARWATER *November 2023 - Daytrip*

Future Partners

Average Time Between Decision to Visit & Arrival



Average Daily Spending



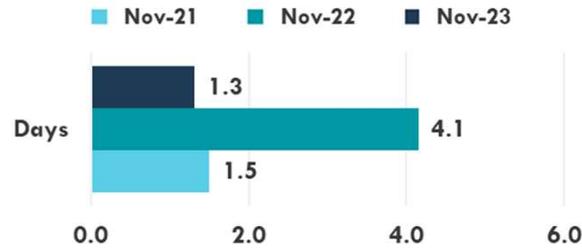
Travel Party Size



2.5
Nov-23

Nov-22	2.2
Nov-21	2.3

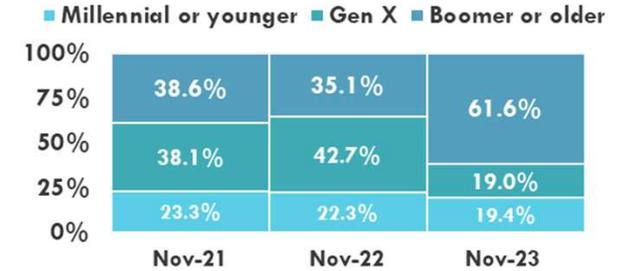
Average Days & Nights



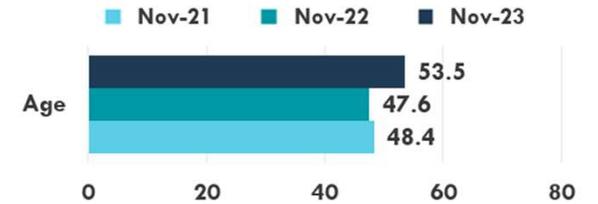
Percent Out-of-State



Generations

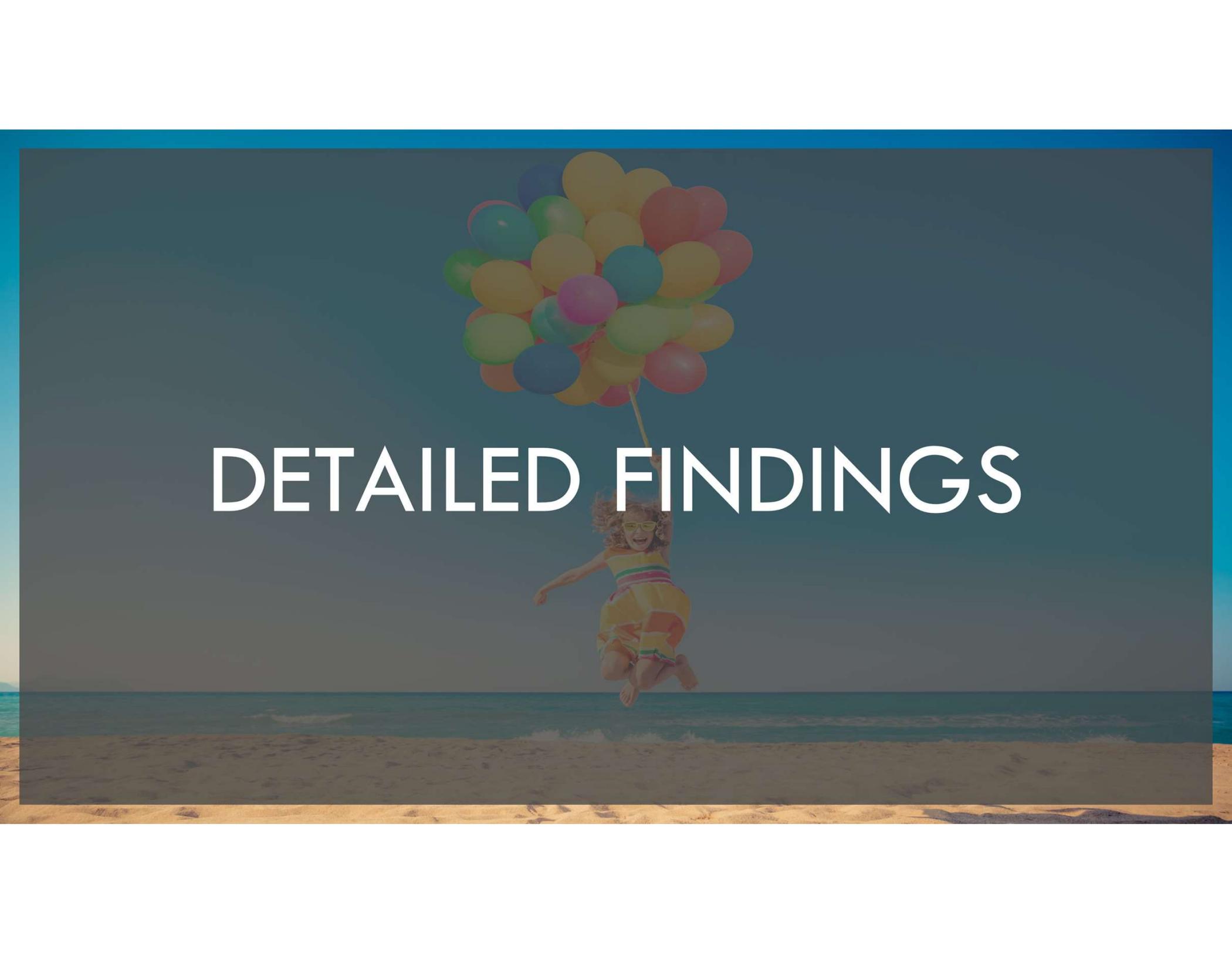


Average Age



Average Income

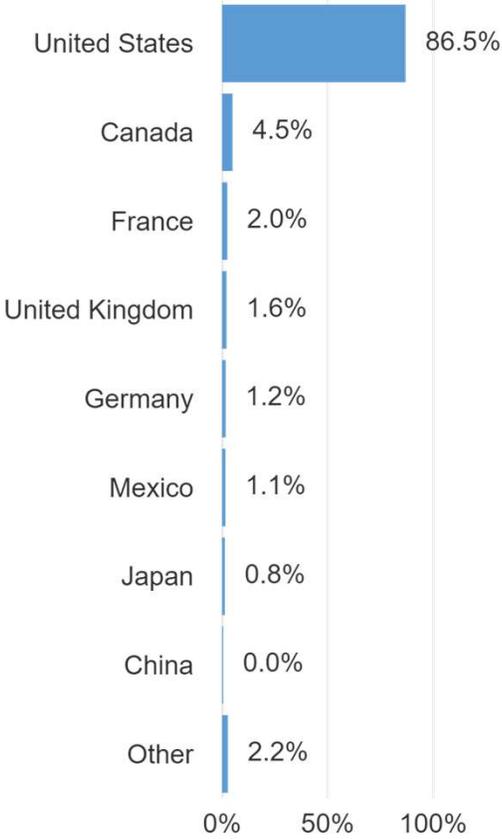


A young girl with curly hair and yellow sunglasses is jumping joyfully in the air. She is wearing a colorful, striped dress. Above her is a large, dense cluster of colorful balloons in shades of yellow, blue, green, pink, and red. The background is a beach scene with a clear blue sky, a calm ocean, and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

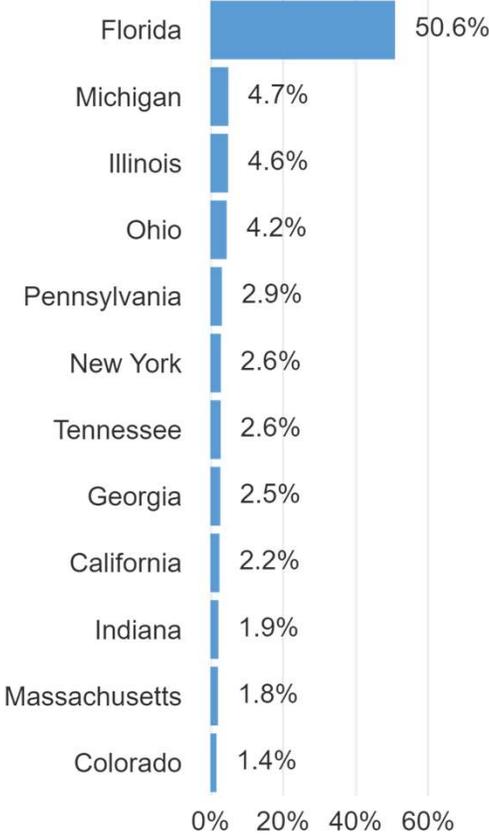
DETAILED FINDINGS

Point of Origin

Country of Origin



State of Origin



MSA of Origin

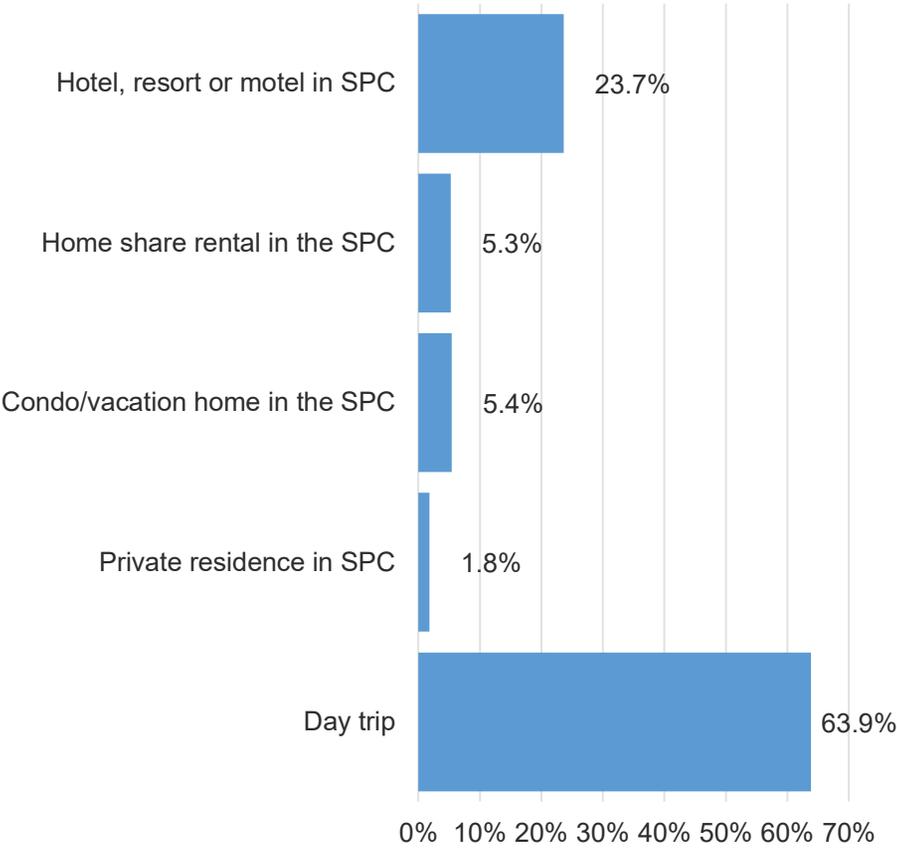


Base: 2023 - November 394 responses.

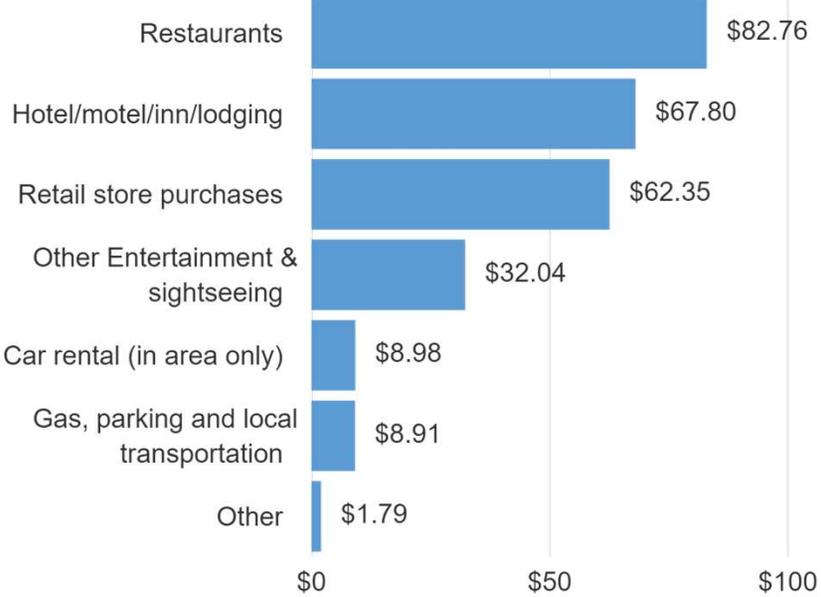


Lodging Type / Daily Spending in Market

Lodging Type



Daily Spending



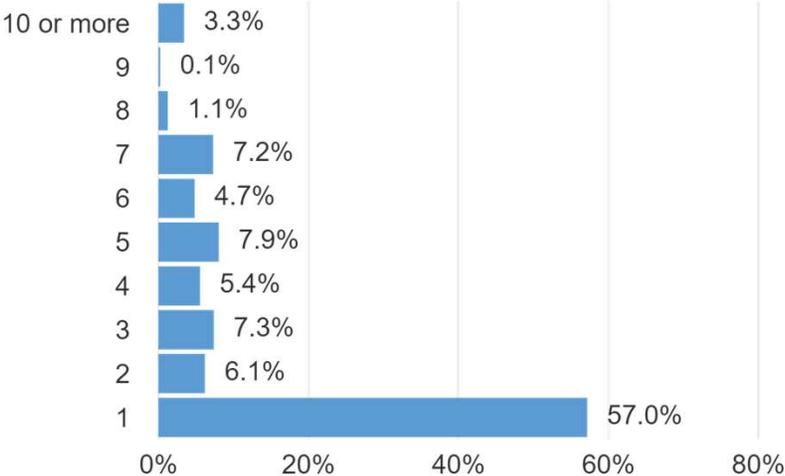
Mean Travel Party Spending = \$ 264.63
 Avg # of People Covered by Spending = 1.72
Mean Spending Per Person = \$ 153.90

Base: 2023 - November 394 responses.



Days & Nights in St. Pete/Clearwater

Days in Market

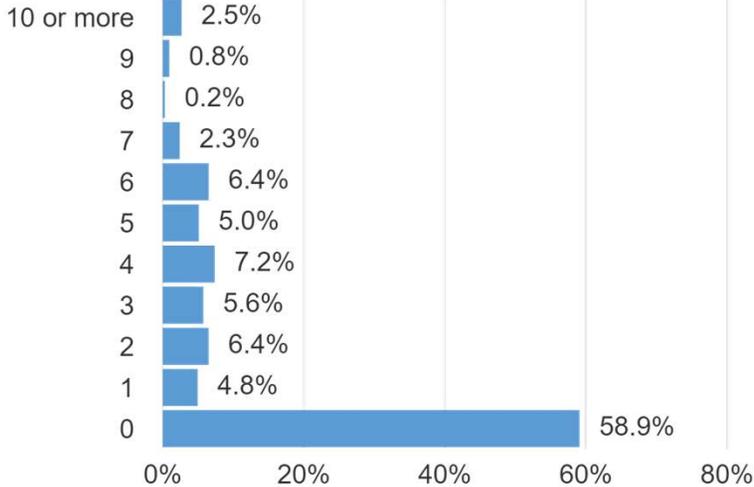


Mean Days

(≤ 30) = 2.7

(> 30) = 3.4

Nights in Market



Mean Nights

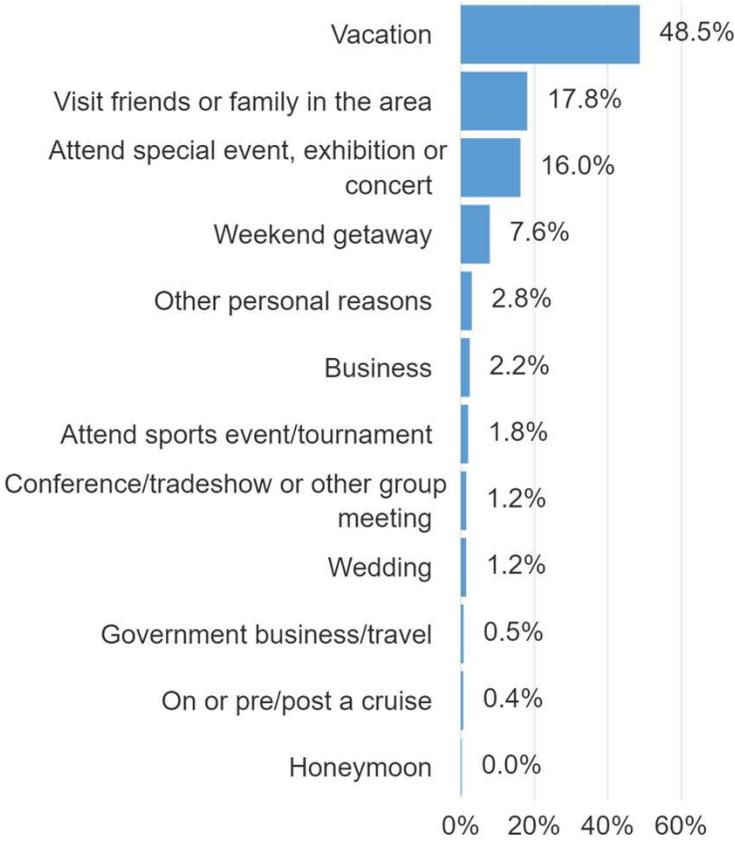
(≤ 30) = 1.7

(> 30) = 2.5

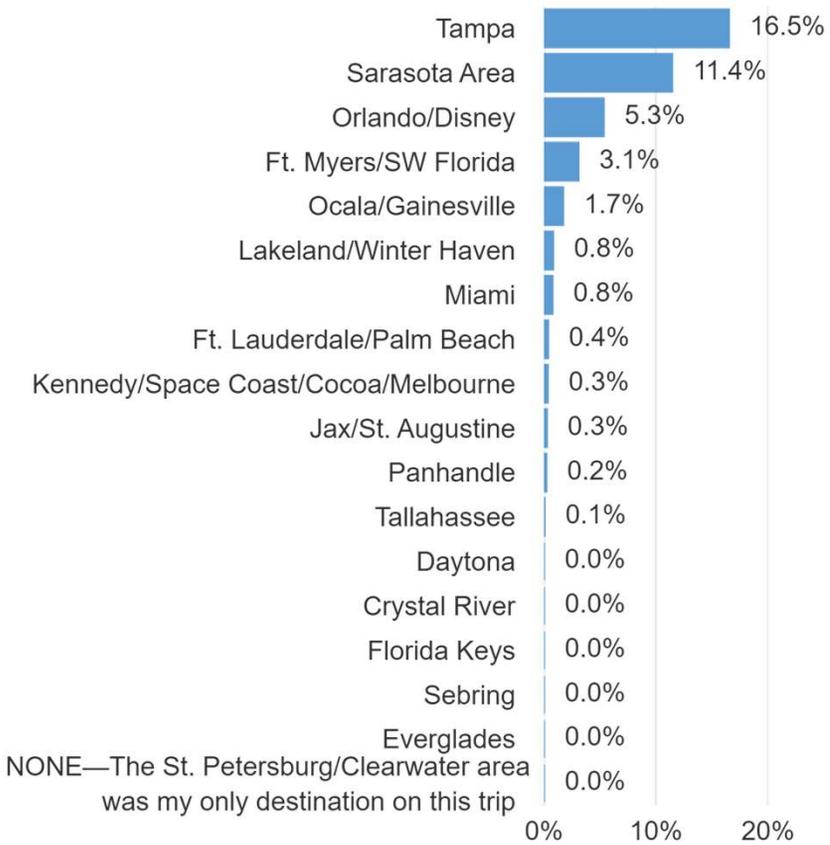
Base: 2023 - November 394 responses.

Primary Reason for Visit / Other Destinations Visited

Primary Reason for Visit



Other Destinations Visited on SPC Trip

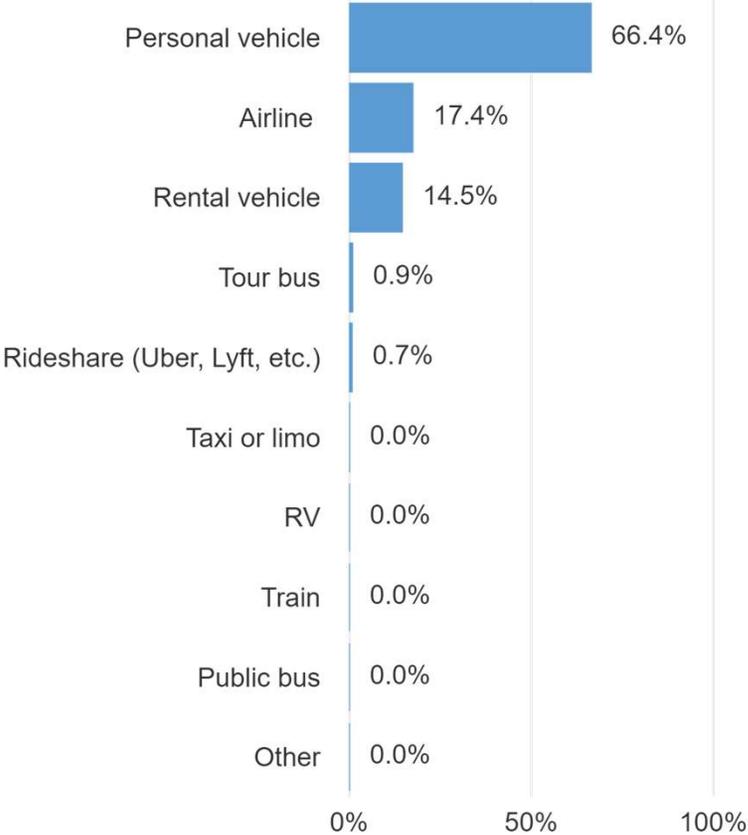


Base: 2023 - November 394 responses.

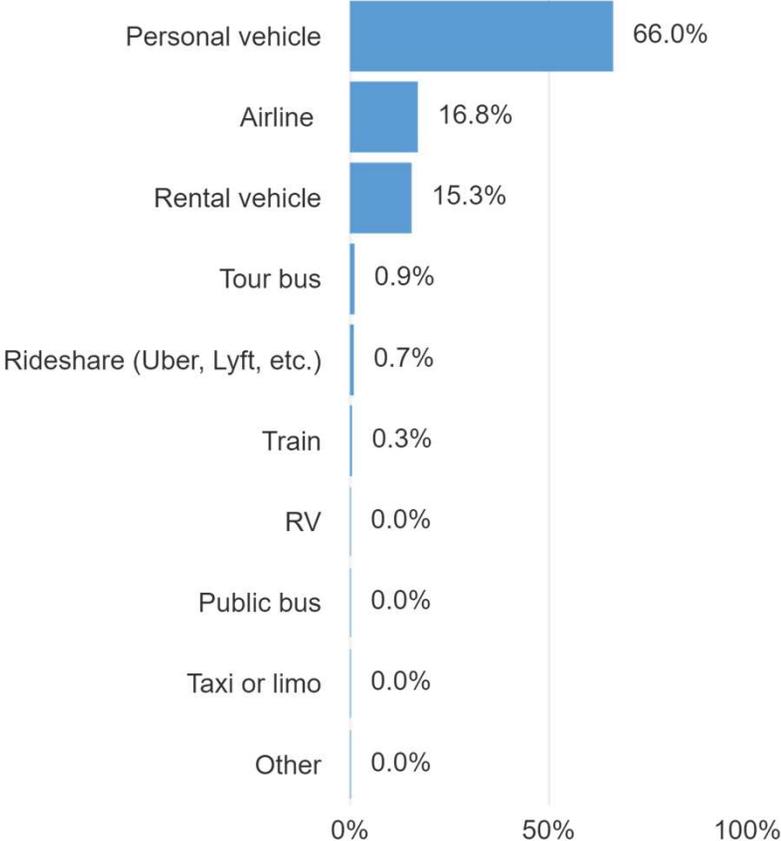


Method of Arrival / Method of Departure

Method of Arrival



Method of Departure



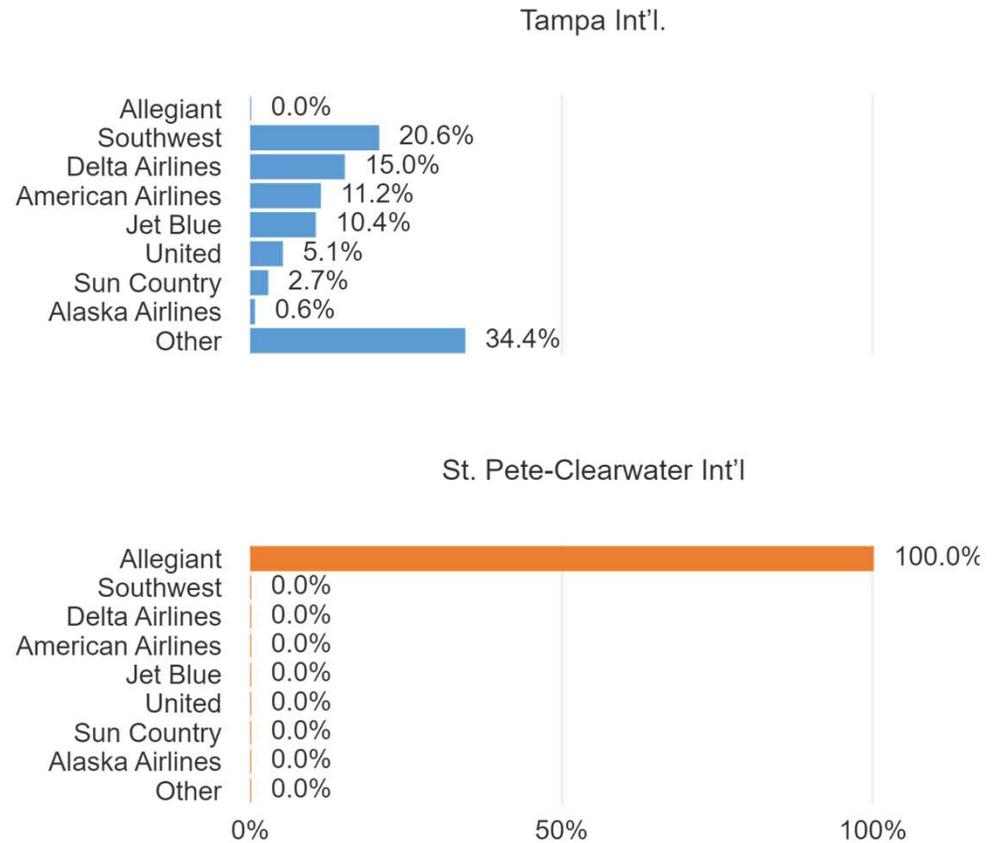
Base: 2023 - November 394 responses.

Arrival Airport / Airline Used

Airport of Arrival



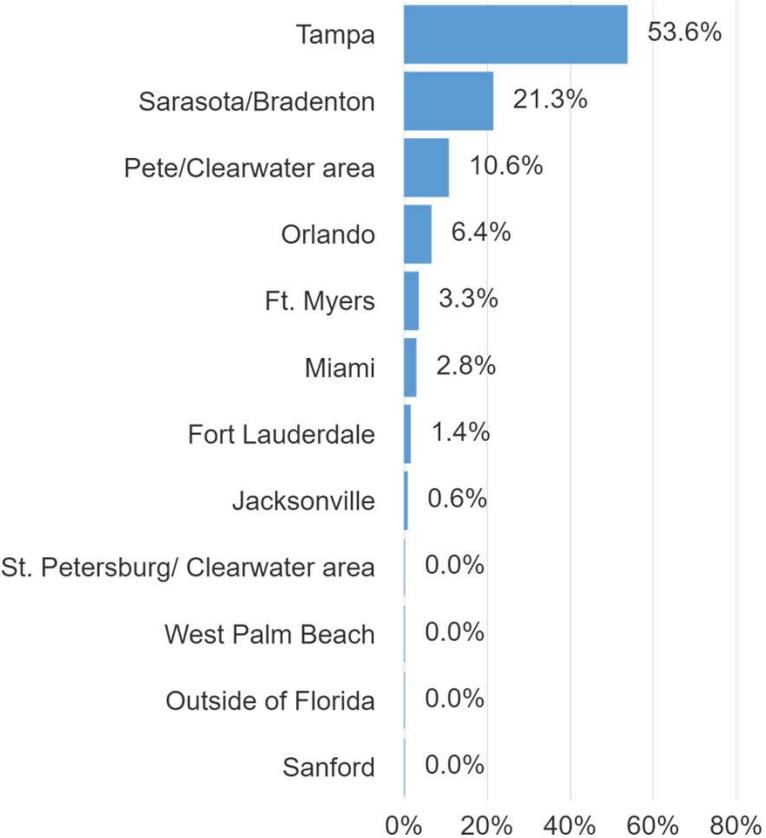
Airline Used by Airport of Arrival



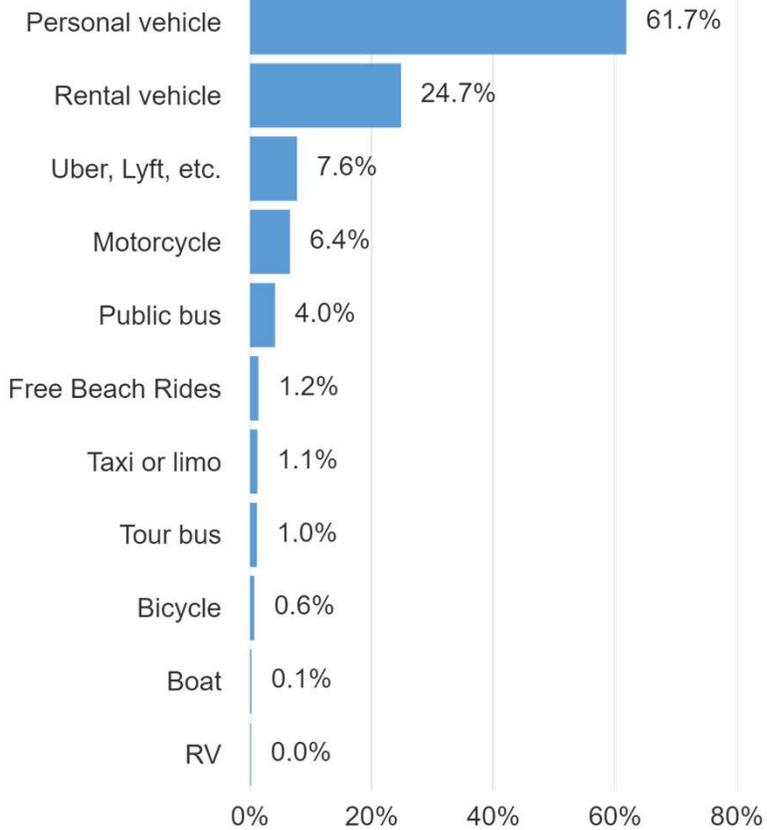
Base: 2023 - November 394 responses.

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

Rental Vehicle Pick-Up City



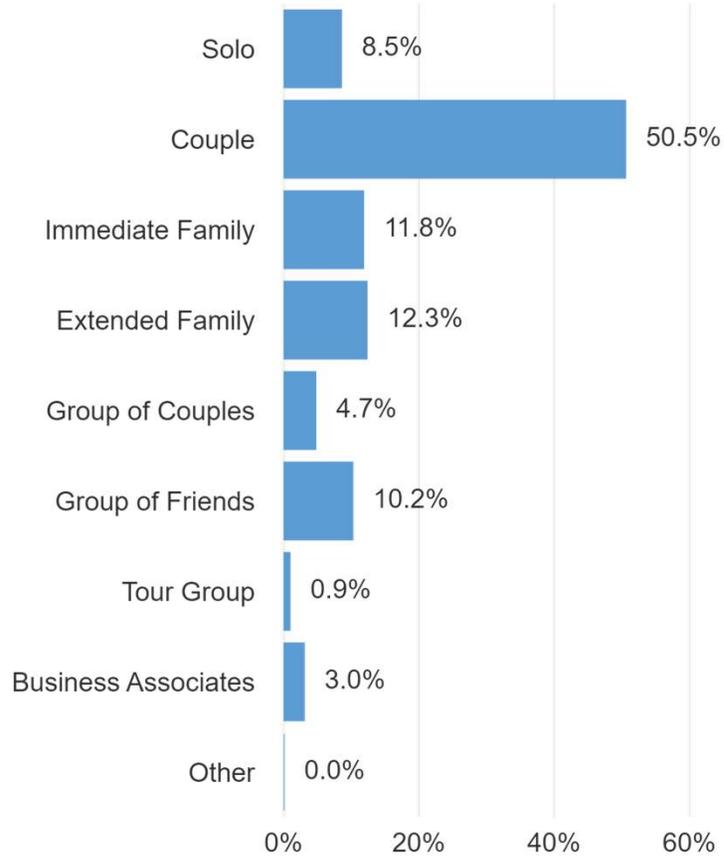
Transportation Used In-Market



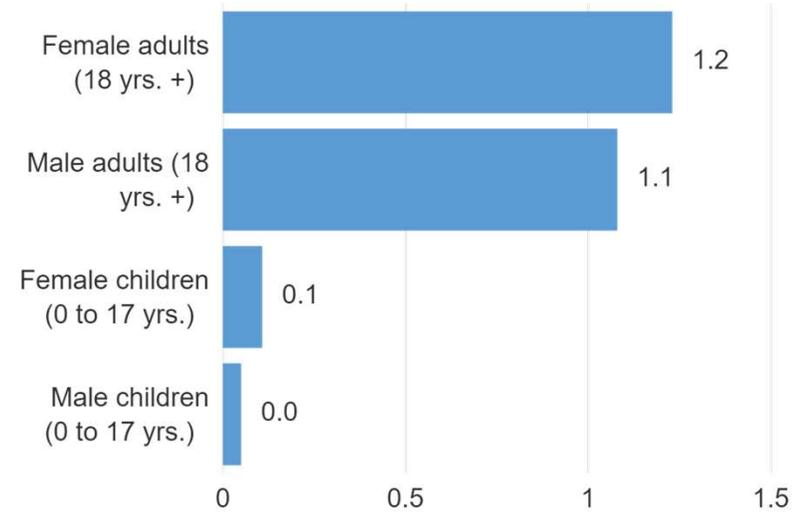
Base: 2023 - November 394 responses.

Travel Party Composition / Travel Party Size

Travel Party Composition



Travel Party Size



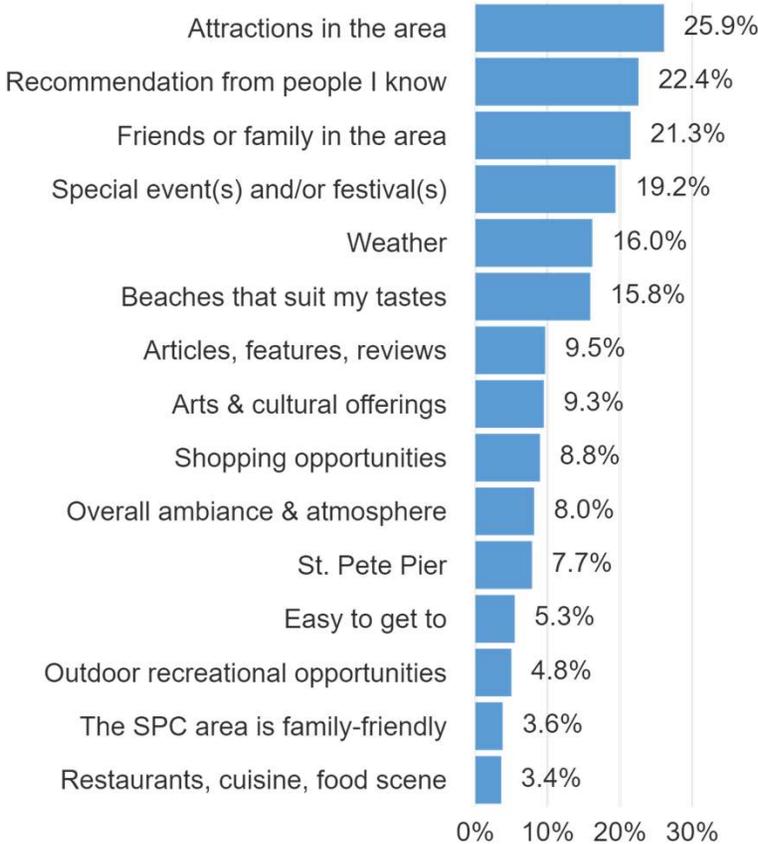
Avg Travel Party Size = 2.5

Percent with Children = 9.0%

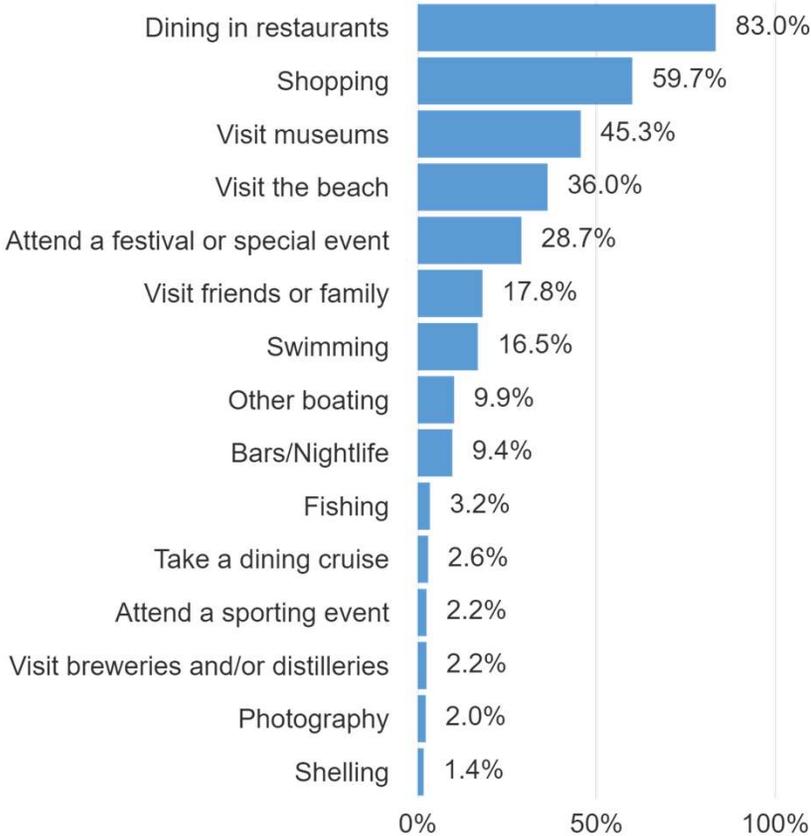
Base: 2023 - November 394 responses.

Important Factors to Destination Decision / Trip Activities

Important to Decision to Visit



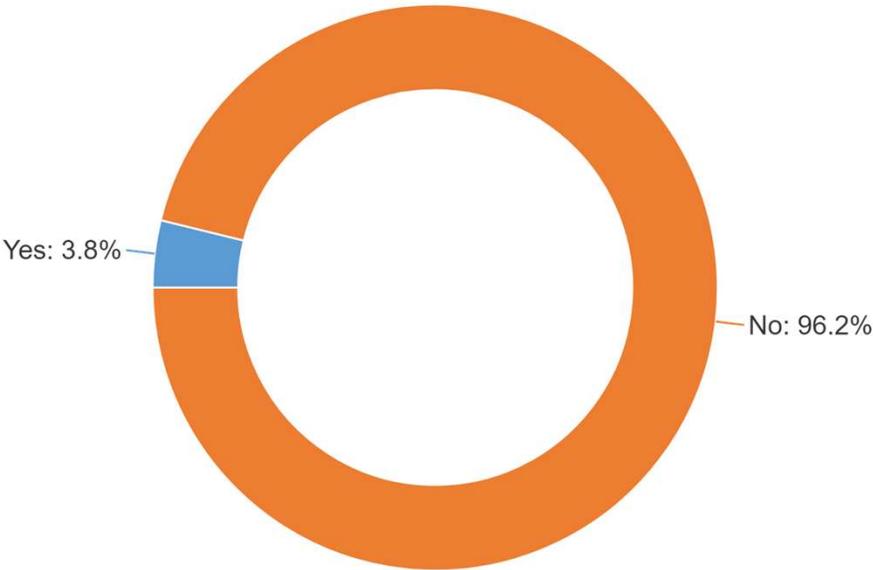
Trip Activities



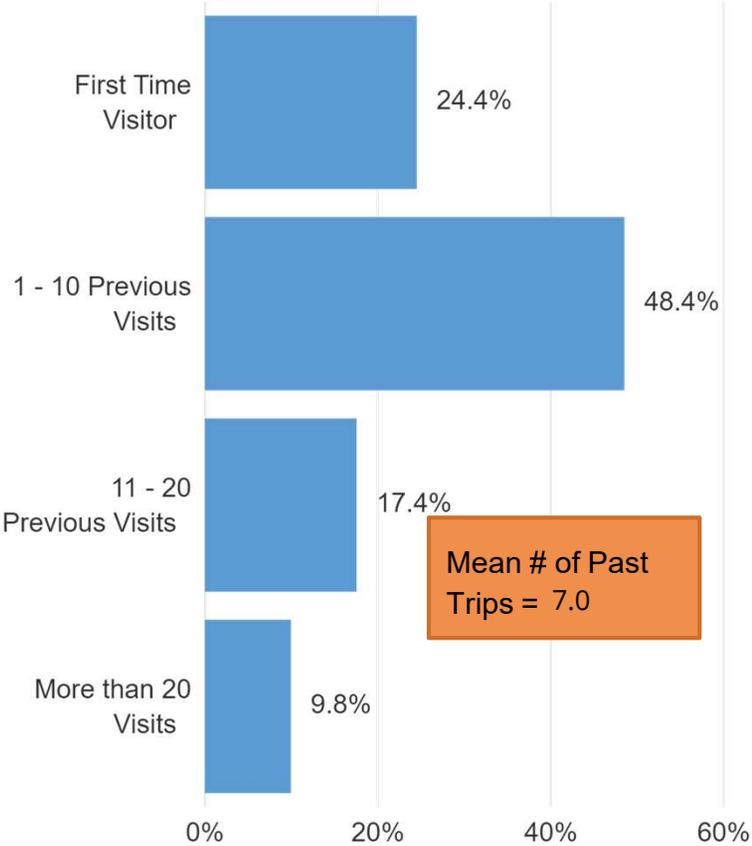
Base: 2023 - November 394 responses.

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

First Time Visitors to Florida



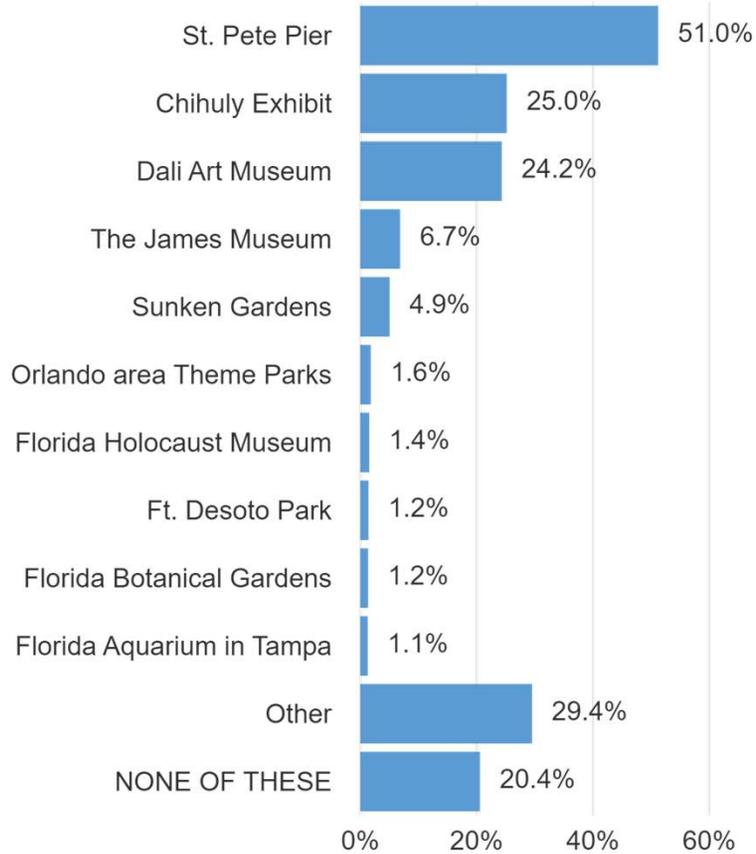
Previous Visitation to the St. Pete/Clearwater Area



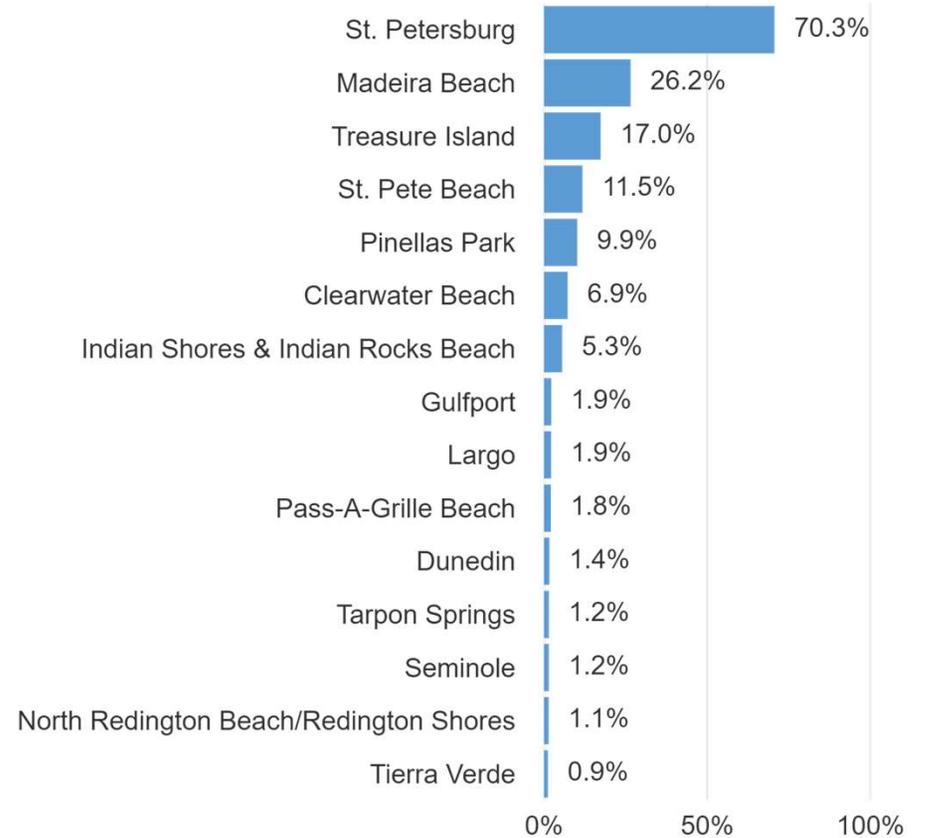
Base: 2023 - November 394 responses.

Attractions Visited / Communities Visited

Attractions Visited



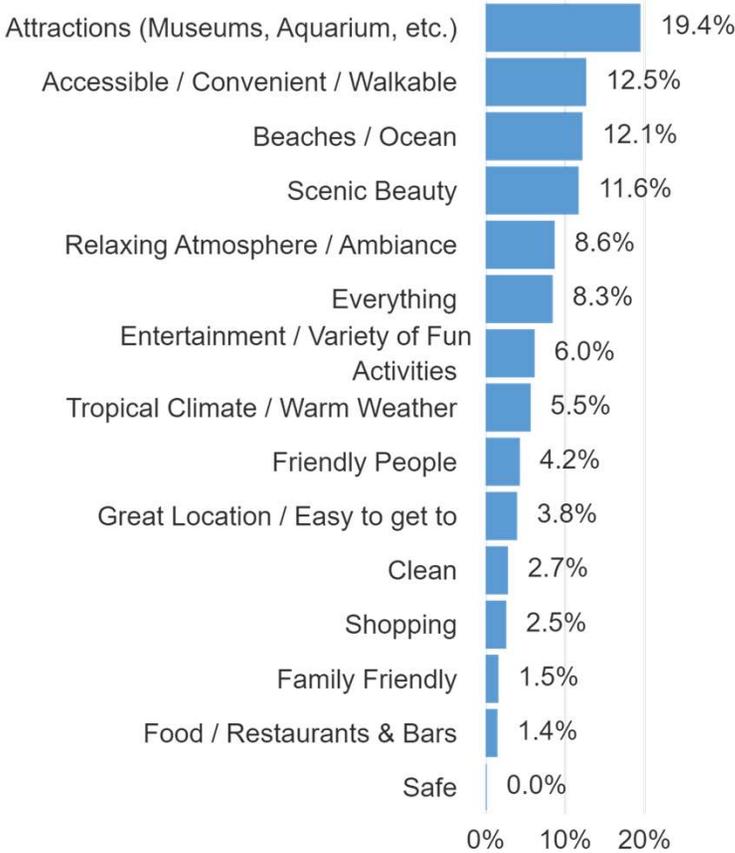
Communities Visited



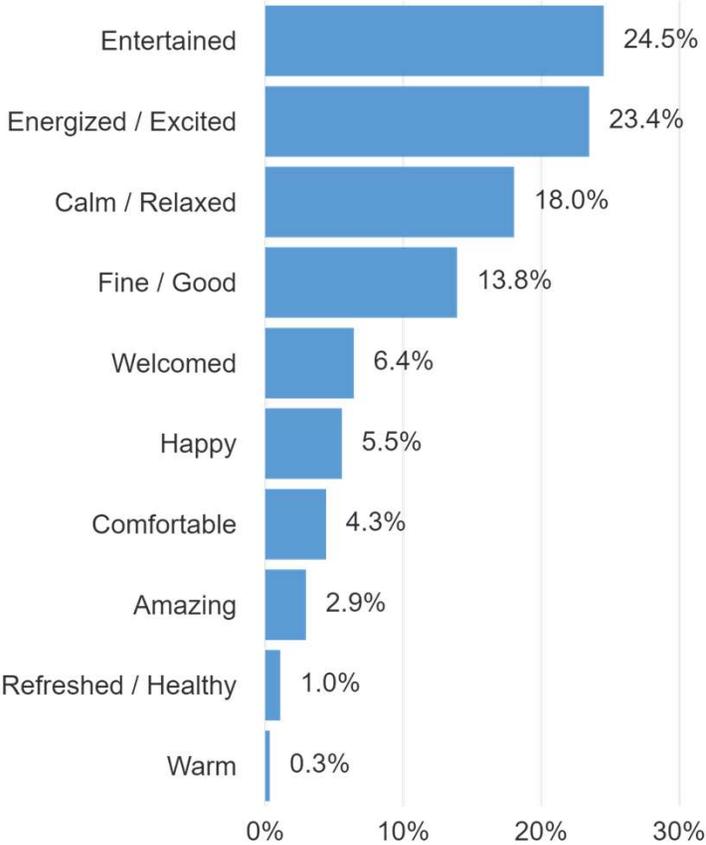
Base: 2023 - November 394 responses.

Most Liked Aspect / Feelings in St. Pete-Clearwater

Most Liked Aspects of SPC (Unaided)



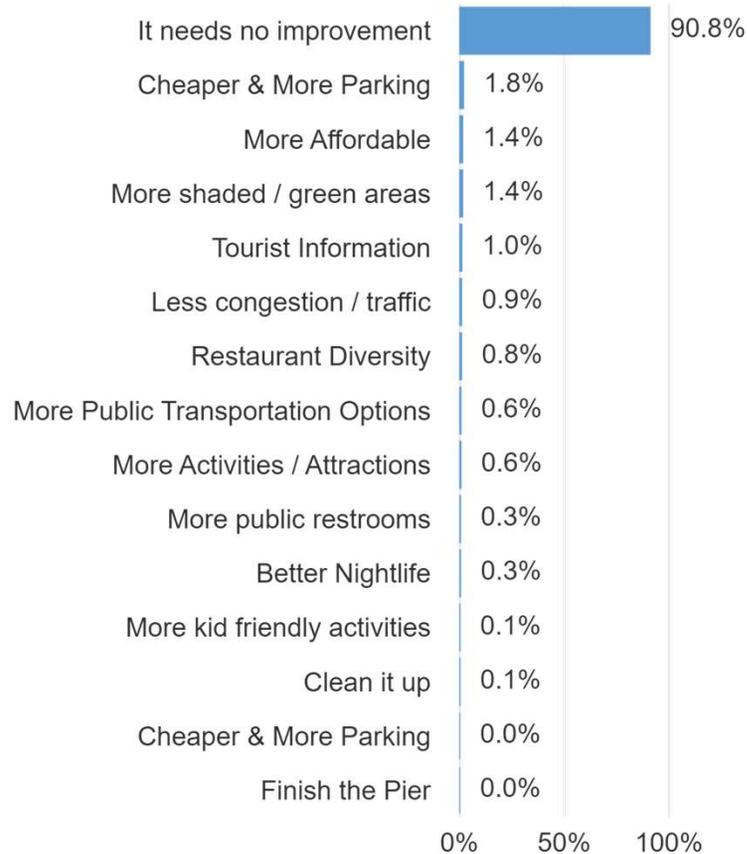
Feelings in SPC Area (Unaided)



Base: 2023 - November 394 responses.

Attractions or Services that Would Enhance the Destination Experience

Additional Attractions or Services (Unaided)



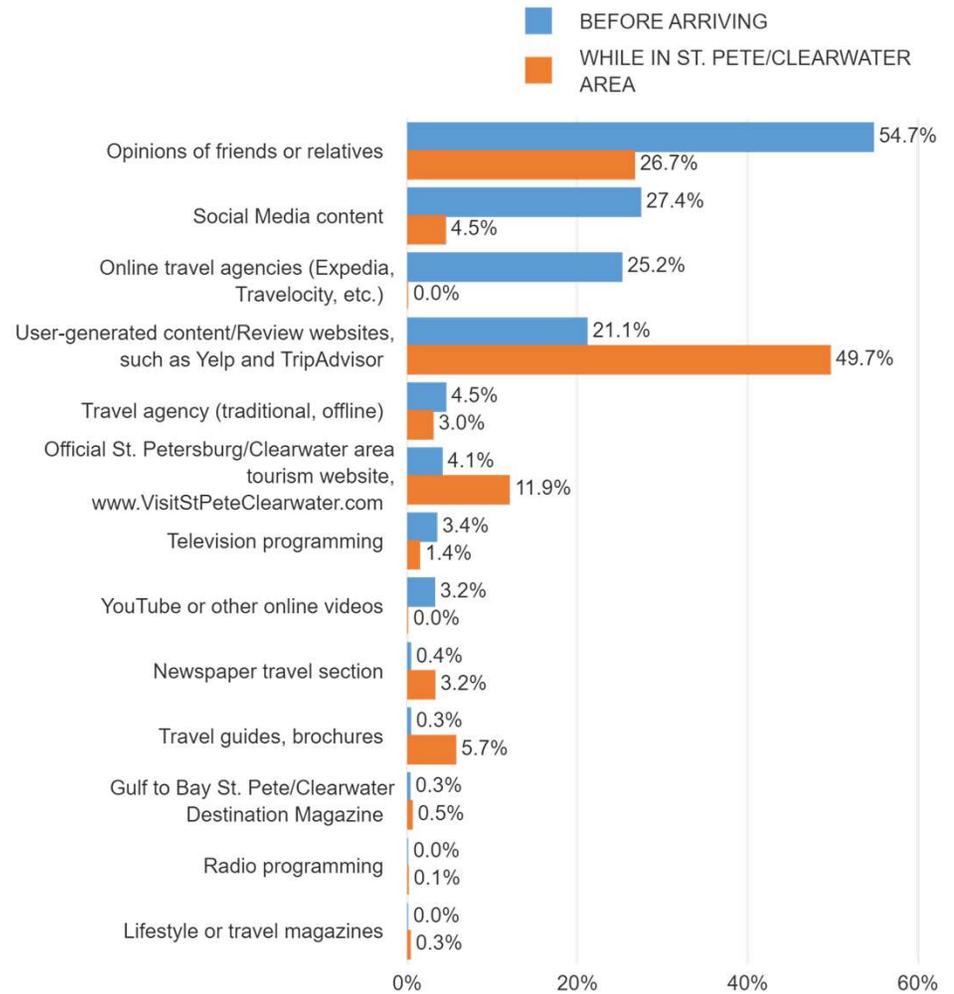
Base: 2023 - November 394 responses.

When Decision to Visit was Made / Travel Planning Resources Used

Average Time Between Decision to Visit and Arrival



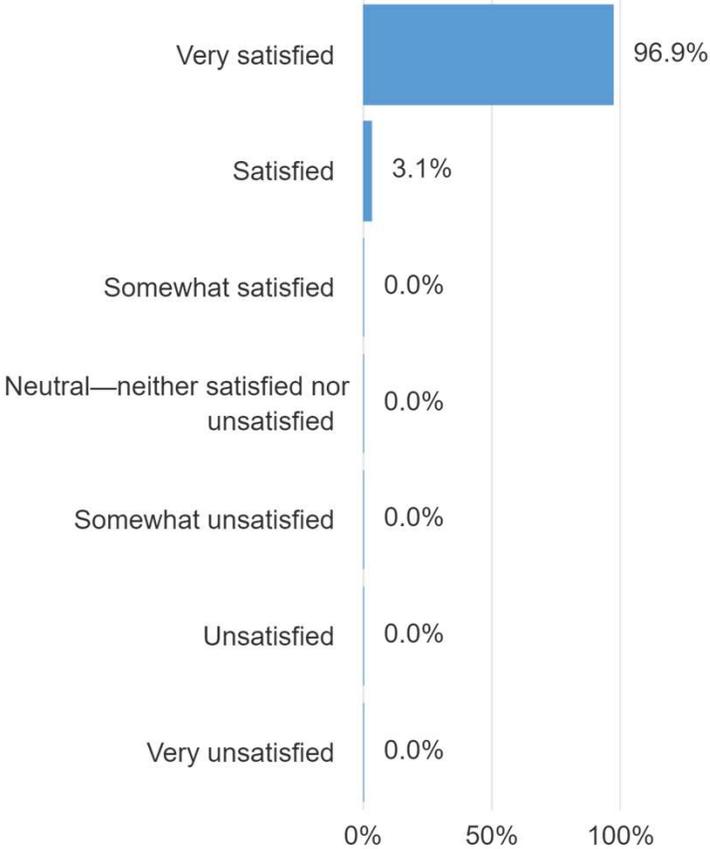
Resources Used before Arrival and While In Market



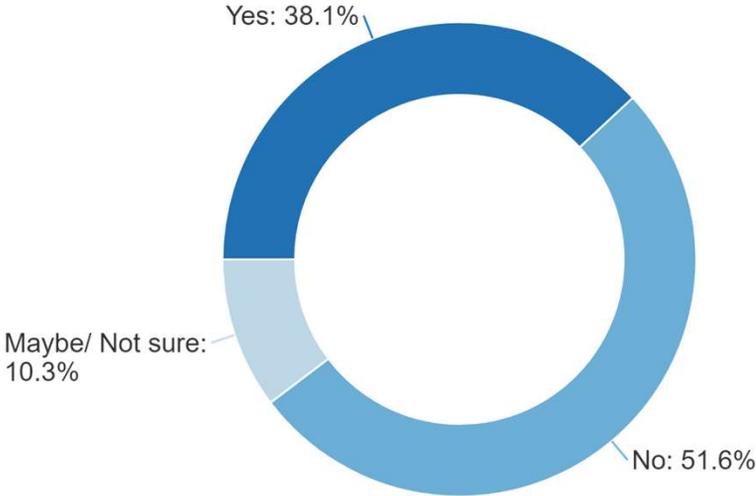
Base: 2023 - November 394 responses.

Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall

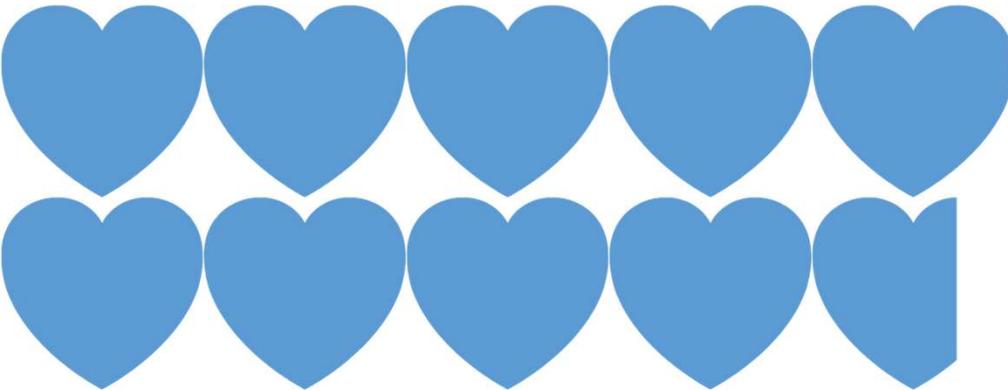


Base: 2023 - November 394 responses.

Likelihood to Recommend / Likelihood to Return

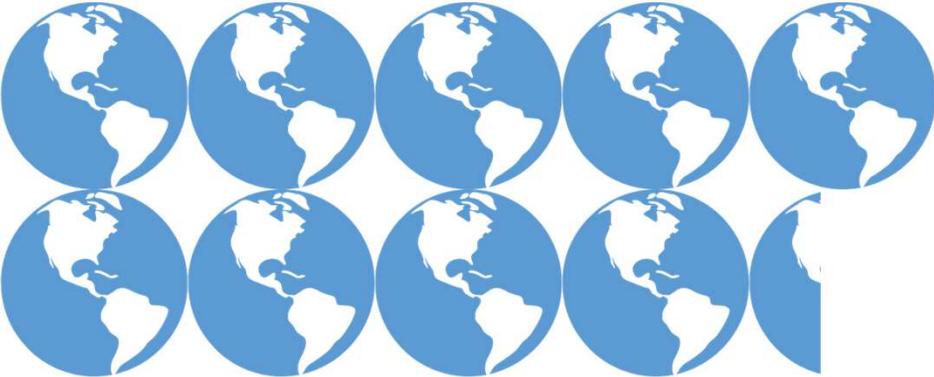
Likelihood to Recommend

9.7 / 10



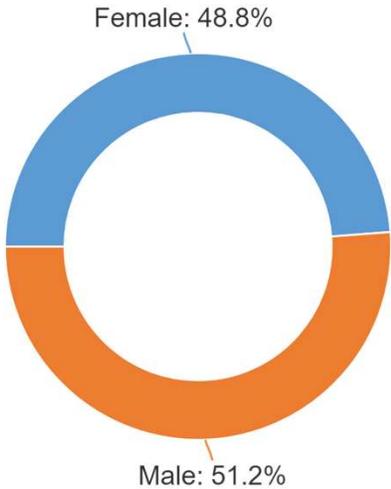
Likelihood to Return

9.4 / 10



Base: 2023 - November 394 responses.

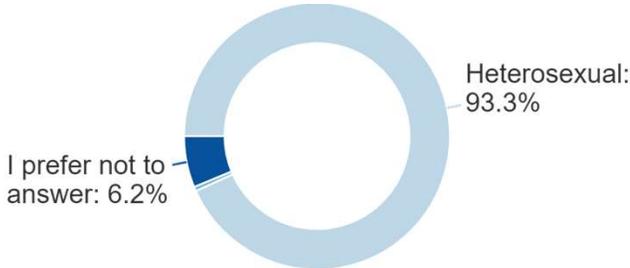
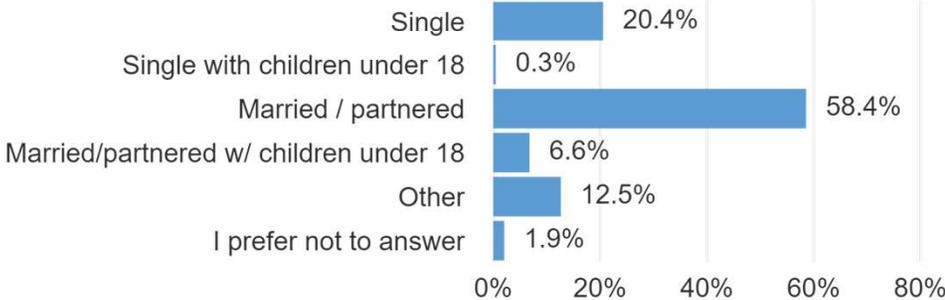
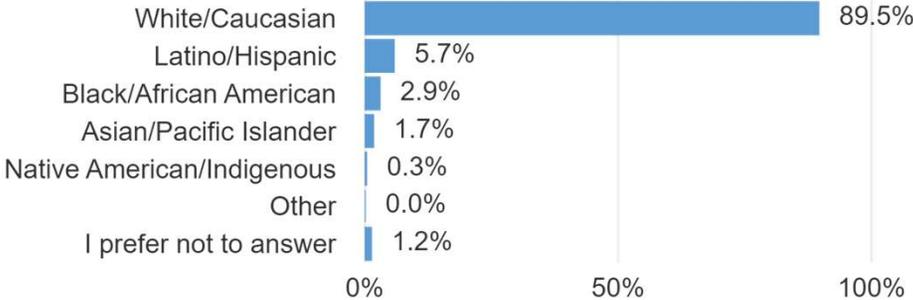
Demographics



Average Age: 53.1



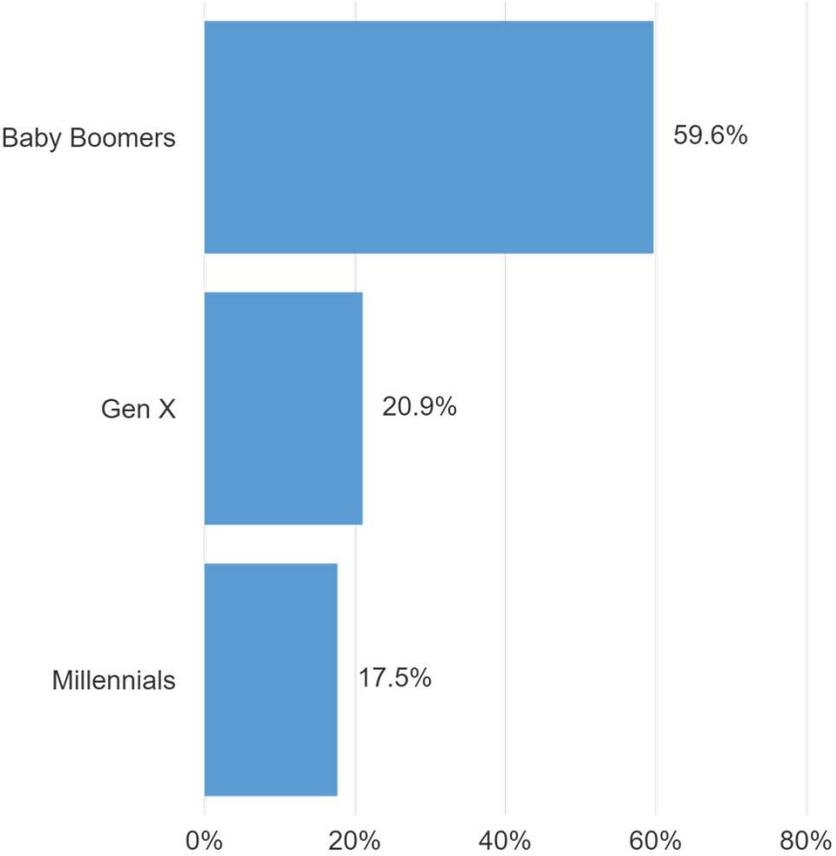
Average Income: \$88,843



Base: 2023 - November 394 responses.

Generation

Respondent Generation



Base: 2023 - November 394 responses.