



ST.PETE  
CLEARWATER

Visit St. Pete/Clearwater

# VISITOR PROFILE STUDY

Dashboard of Findings – October 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 400 for October 2023.



**Future Partners**

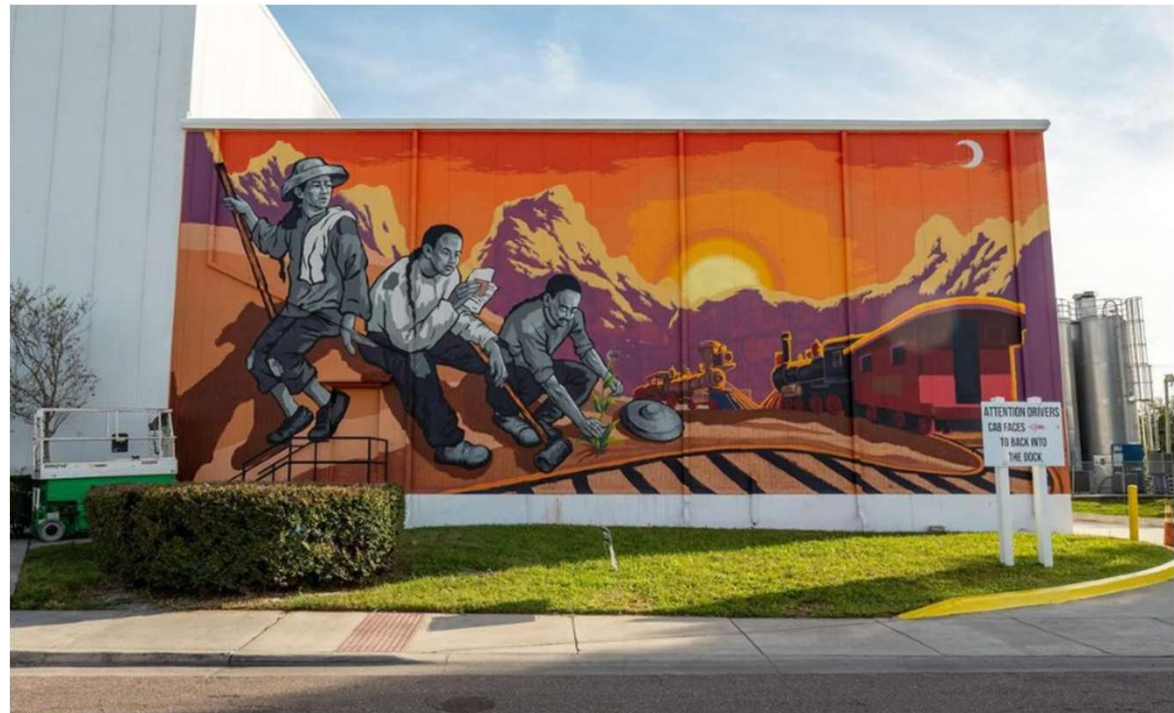


# Overview & Methodology

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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



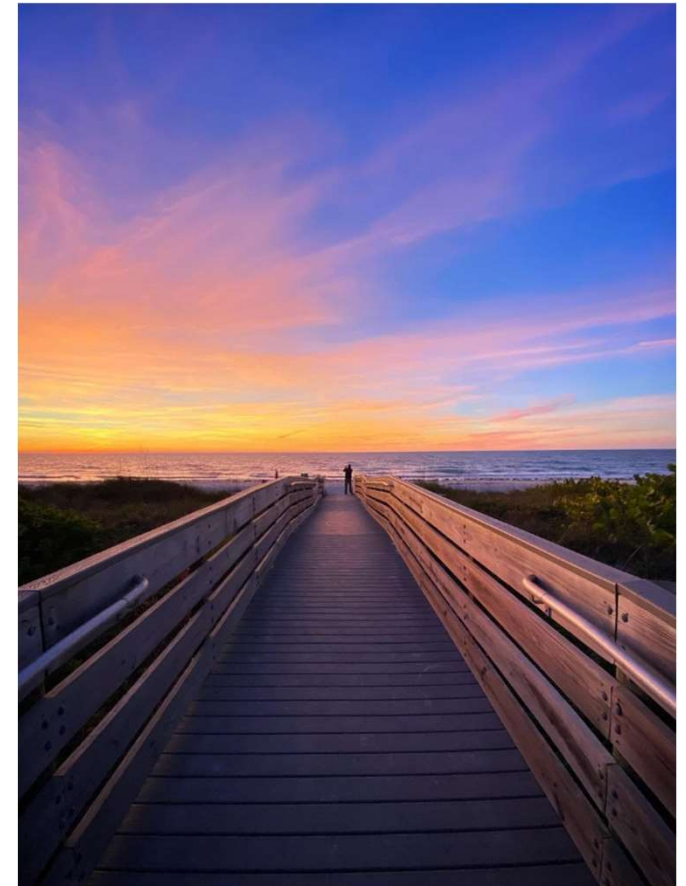
**Future Partners**

# 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



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An aerial photograph of a coastal town, likely Miami Beach, showing a long strip of land with a sandy beach on the left, a road with palm trees and buildings in the middle, and a large body of water on the right. A prominent pier extends into the water on the left side. The sky is overcast and grey. The text "KEY THINGS TO KNOW" is overlaid in the center in a large, white, bold, sans-serif font.

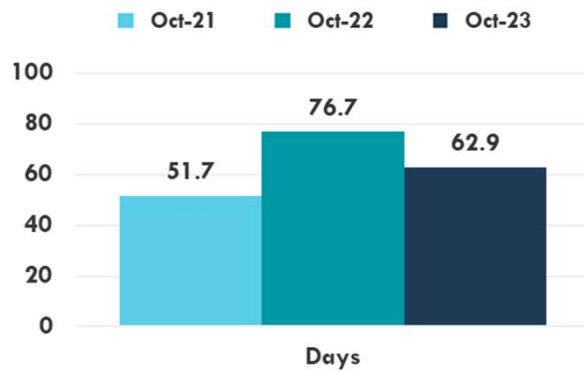
# KEY THINGS TO KNOW



# VISIT ST. PETE/CLEARWATER *October 2023*

## Future Partners

### Average Time Between Decision to Visit & Arrival



### Average Daily Spending



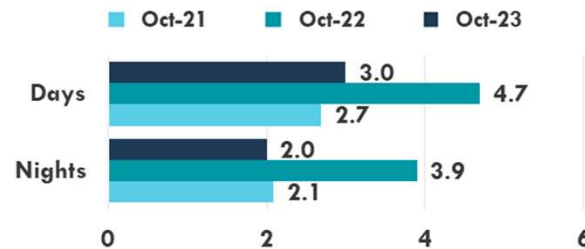
### Travel Party Size



**2.5**  
Oct-23

Oct-22	2.6
Oct-21	2.3

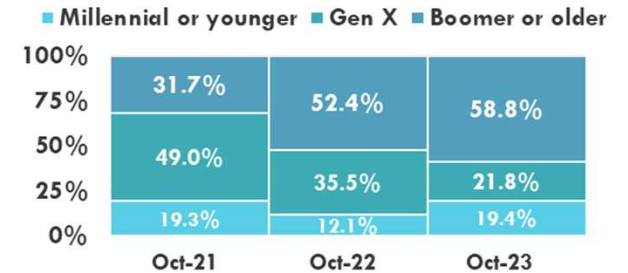
### Average Days & Nights



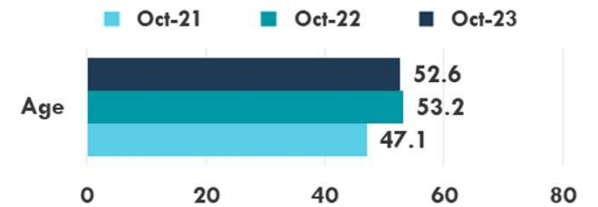
### Percent Staying Overnight



### Generations



### Average Age



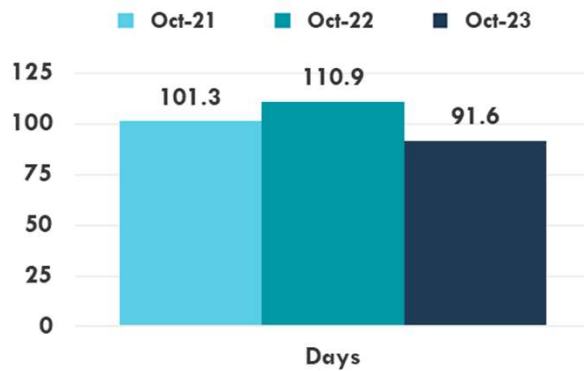
### Average Income



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

## Future Partners

### Average Time Between Decision to Visit & Arrival



### Average Daily Spending



**\$372**

Oct-23

\$398 Oct-22  
\$423 Oct-21

### Travel Party Size



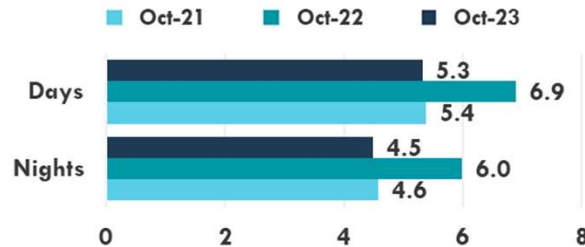
**2.5**

Oct-23

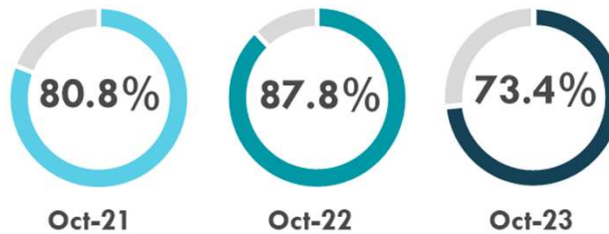
Oct-22 2.6

Oct-21 2.5

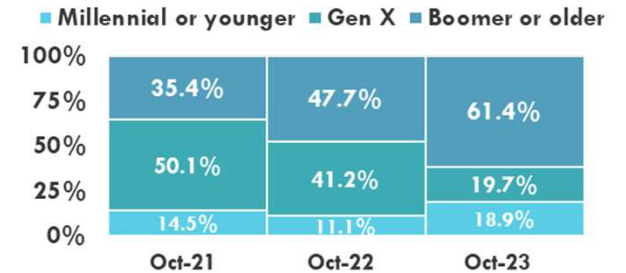
### Average Days & Nights



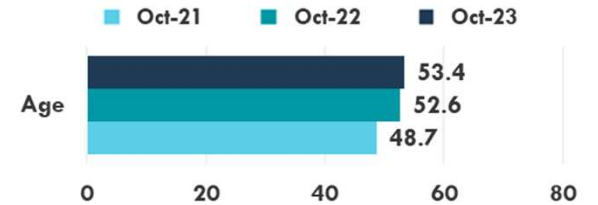
### Percent Out-of-State



### Generations



### Average Age



### Average Income

**\$91,104**

Oct-23

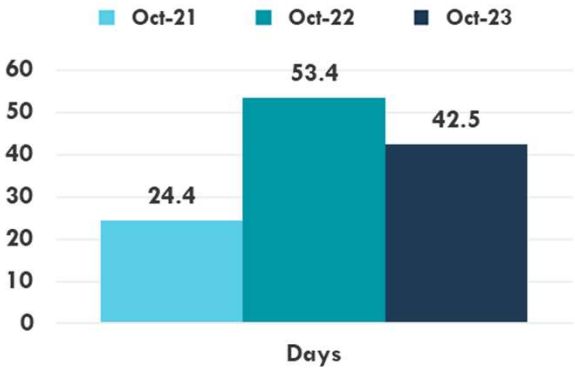
Oct-22 \$122,370

Oct-21 \$118,305

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

# Future Partners

## Average Time Between Decision to Visit & Arrival



## Average Daily Spending



**\$188**

Oct-23

\$280

Oct-22

\$203

Oct-21

## Travel Party Size



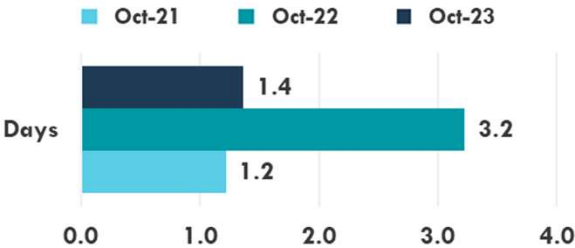
**2.5**

Oct-23

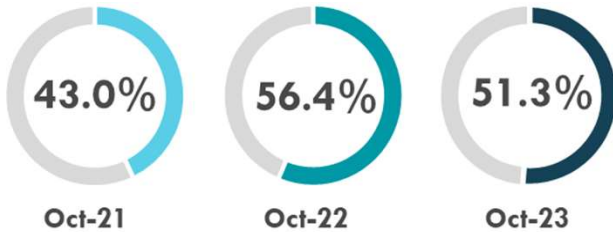
Oct-22 2.6

Oct-21 2.2

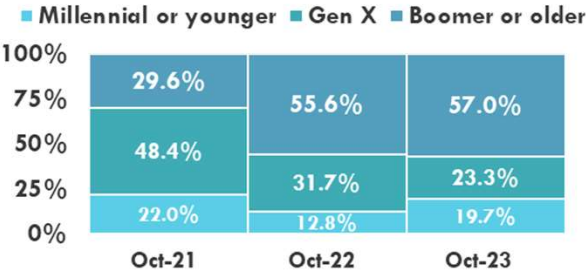
## Average Days & Nights



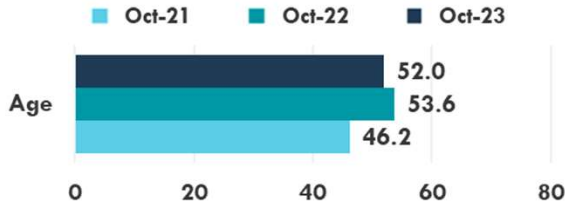
## Percent Out-of-State



## Generations



## Average Age



## Average Income

**\$86,746**

Oct-23

Oct-22

\$120,437

Oct-21

\$103,812

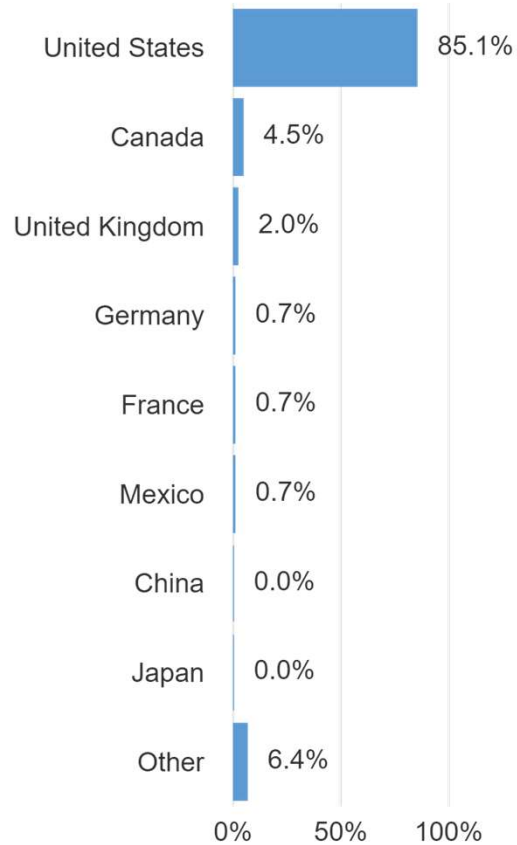


A child with curly hair and yellow goggles is jumping in the air, holding a large bunch of colorful balloons. The child is wearing a yellow and orange striped swimsuit. The background shows a beach with sand and the ocean under a clear sky. The text "DETAILED FINDINGS" is overlaid in white capital letters.

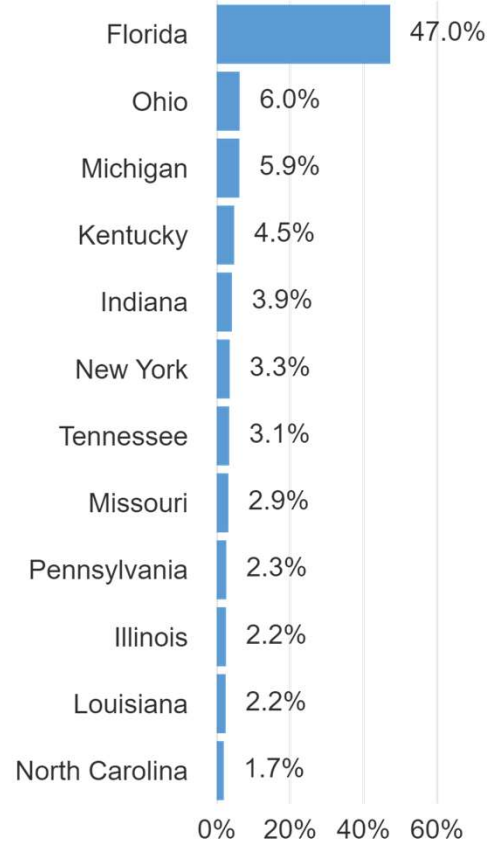
# DETAILED FINDINGS

# Point of Origin

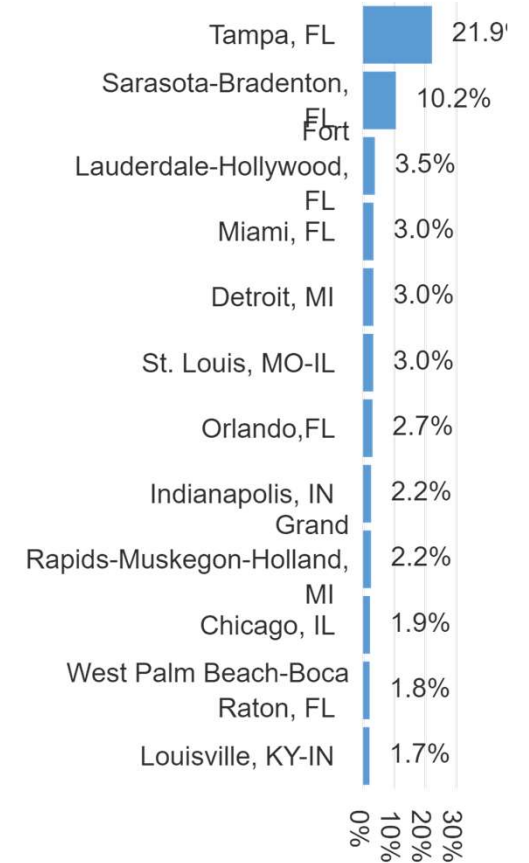
Country of Origin



State of Origin

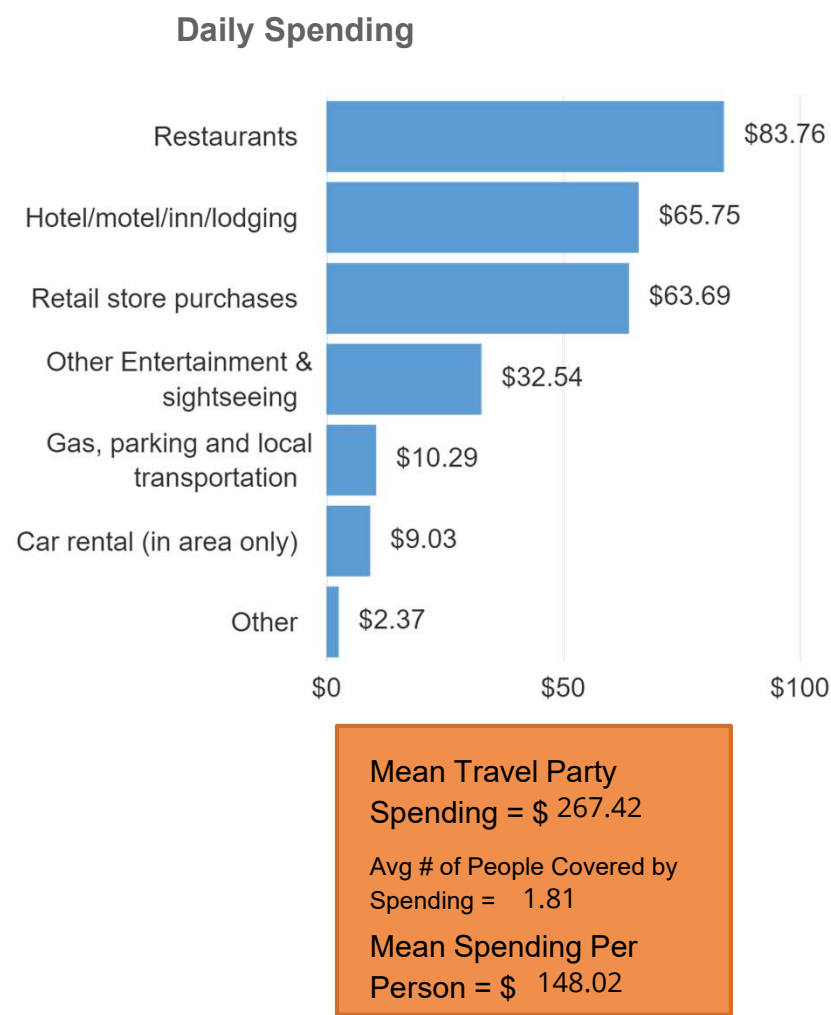
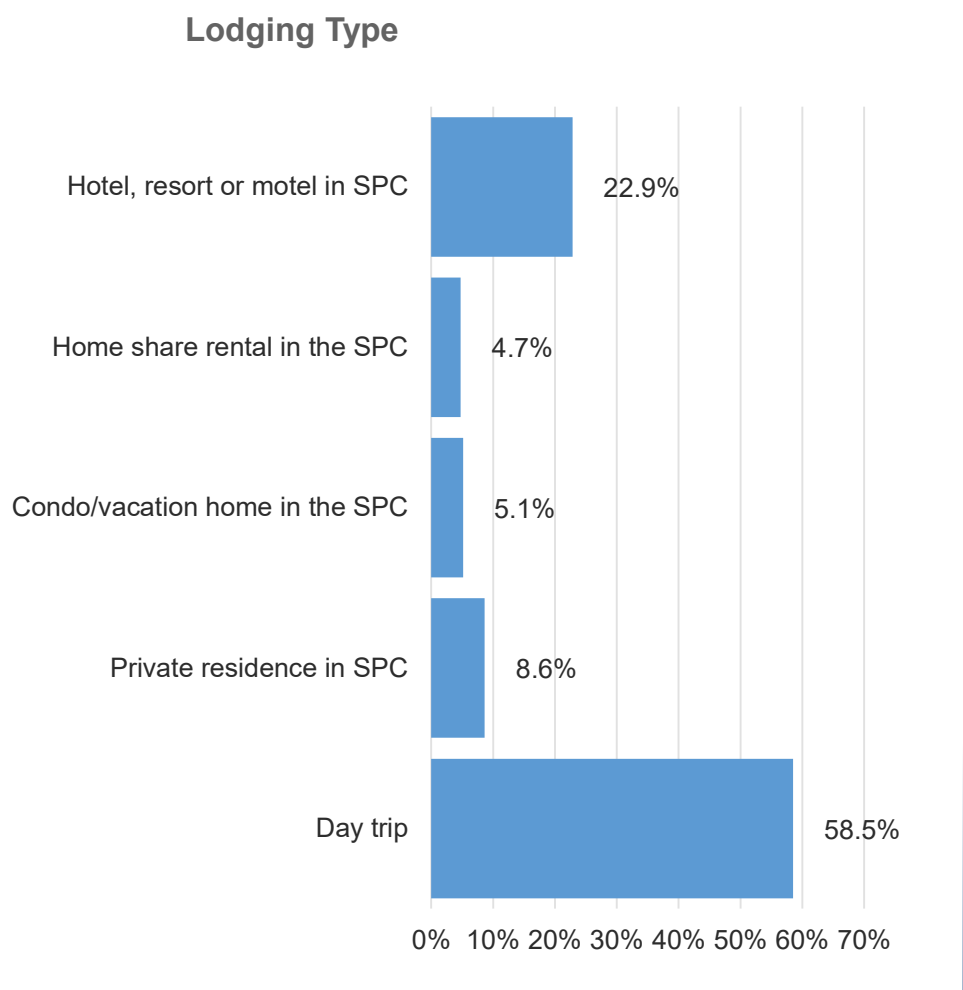


MSA of Origin



Base: 2023 - October 400 responses.

# Lodging Type / Daily Spending in Market

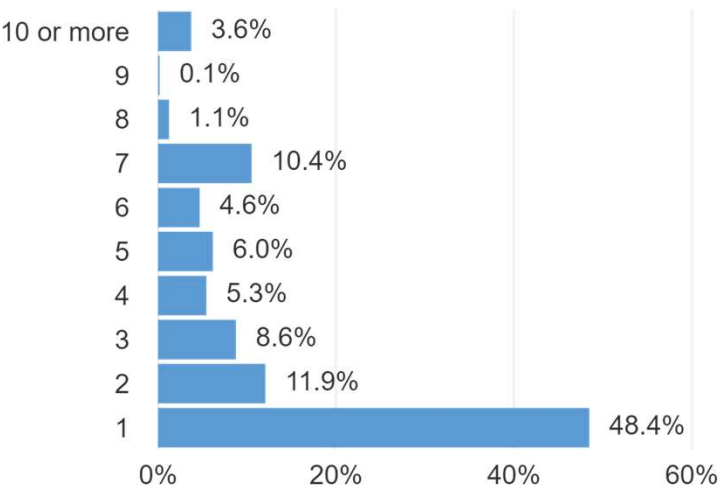


Base: 2023 - October 400 responses.



# Days & Nights in St. Pete/Clearwater

Days in Market

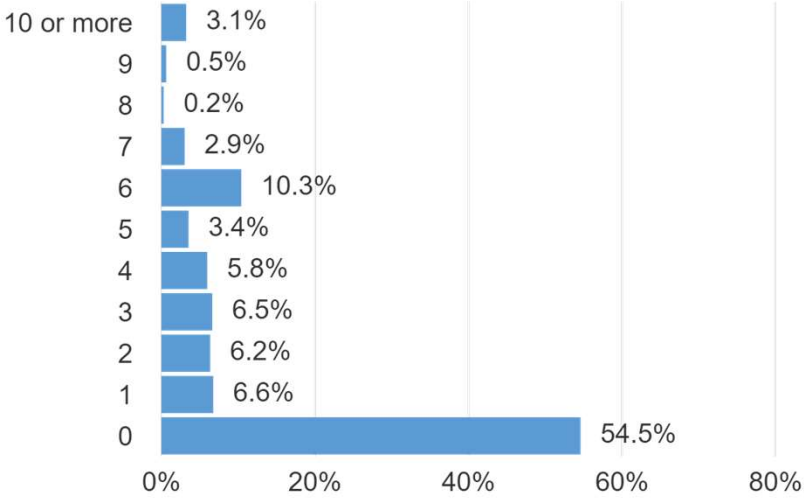


**Mean Days**

(≤ 30) = 3.0

(> 30) = 3.2

Nights in Market



**Mean Nights**

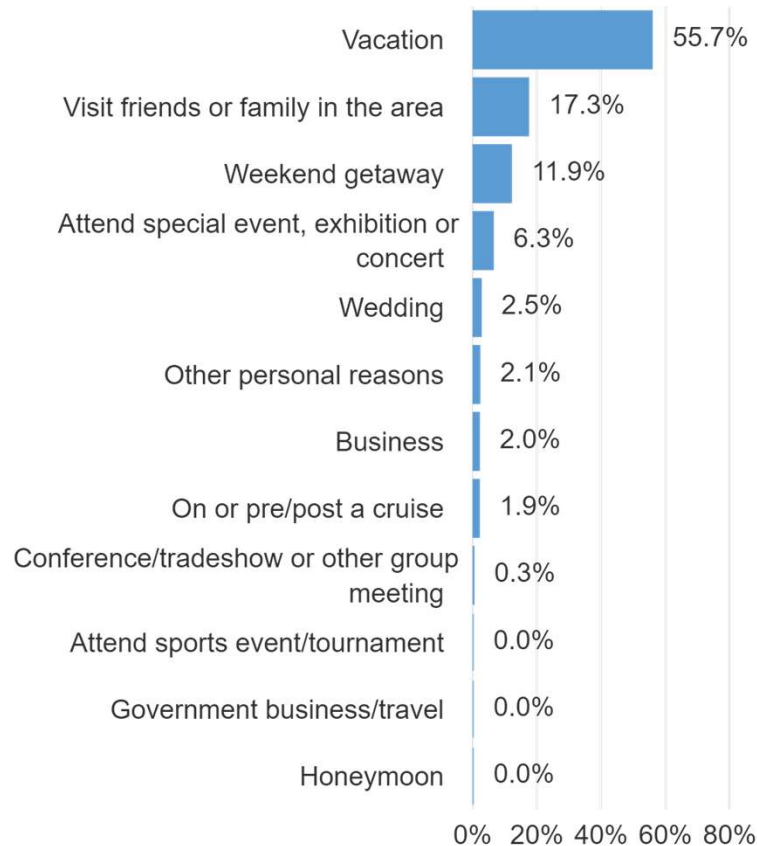
(≤ 30) = 2.0

(> 30) = 2.2

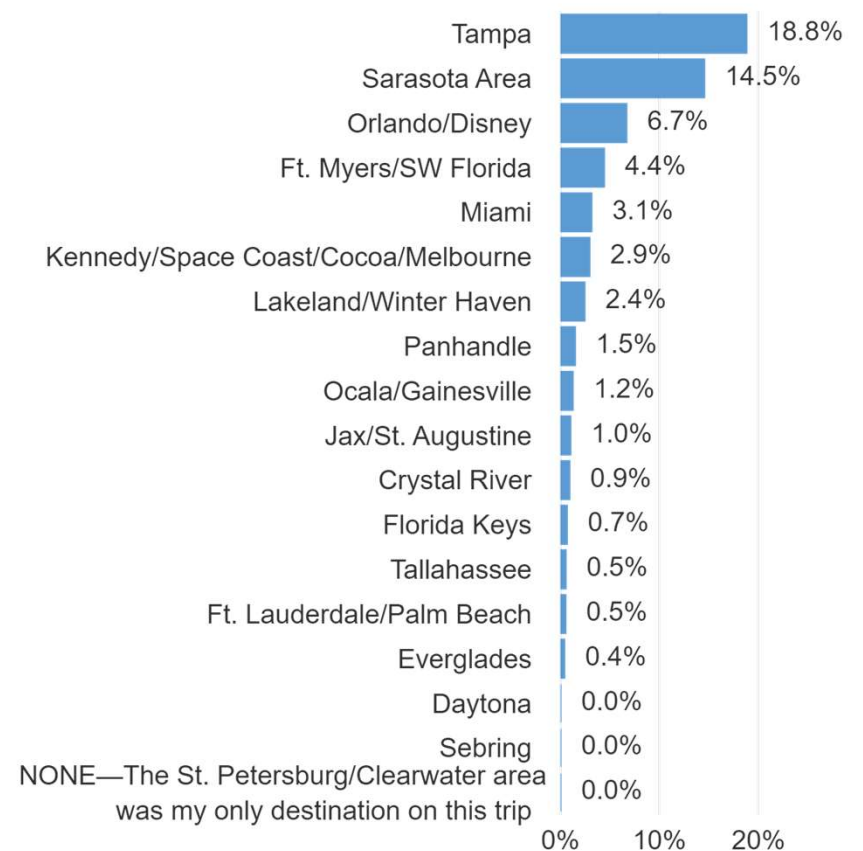
Base: 2023 - October 400 responses.

# Primary Reason for Visit / Other Destinations Visited

## Primary Reason for Visit

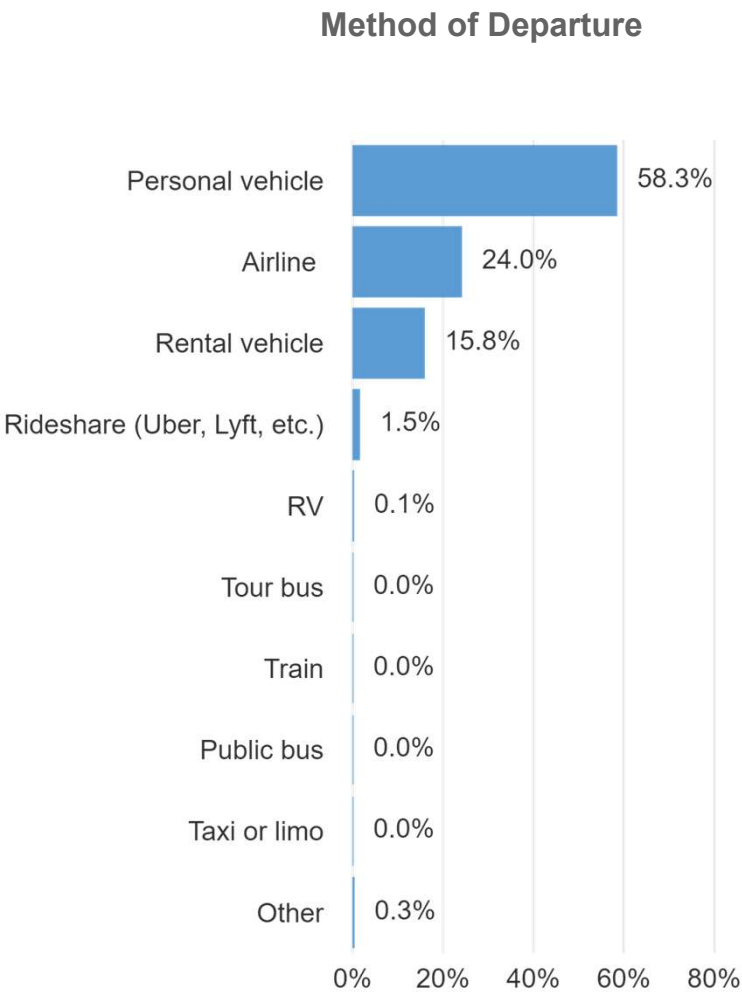
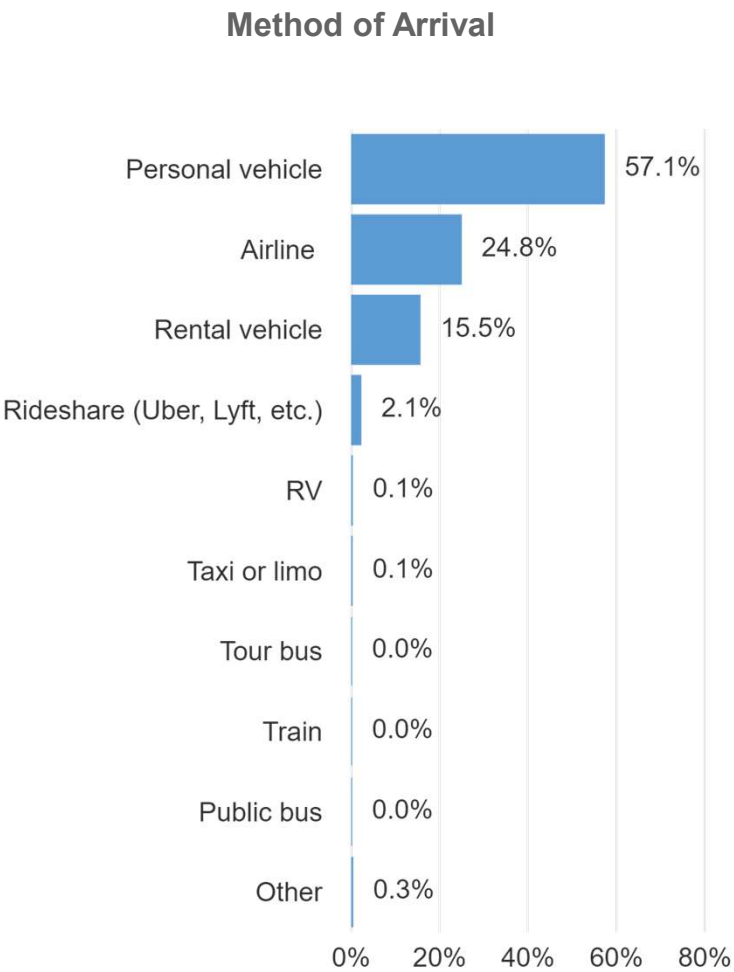


## Other Destinations Visited on SPC Trip



Base: 2023 - October 400 responses.

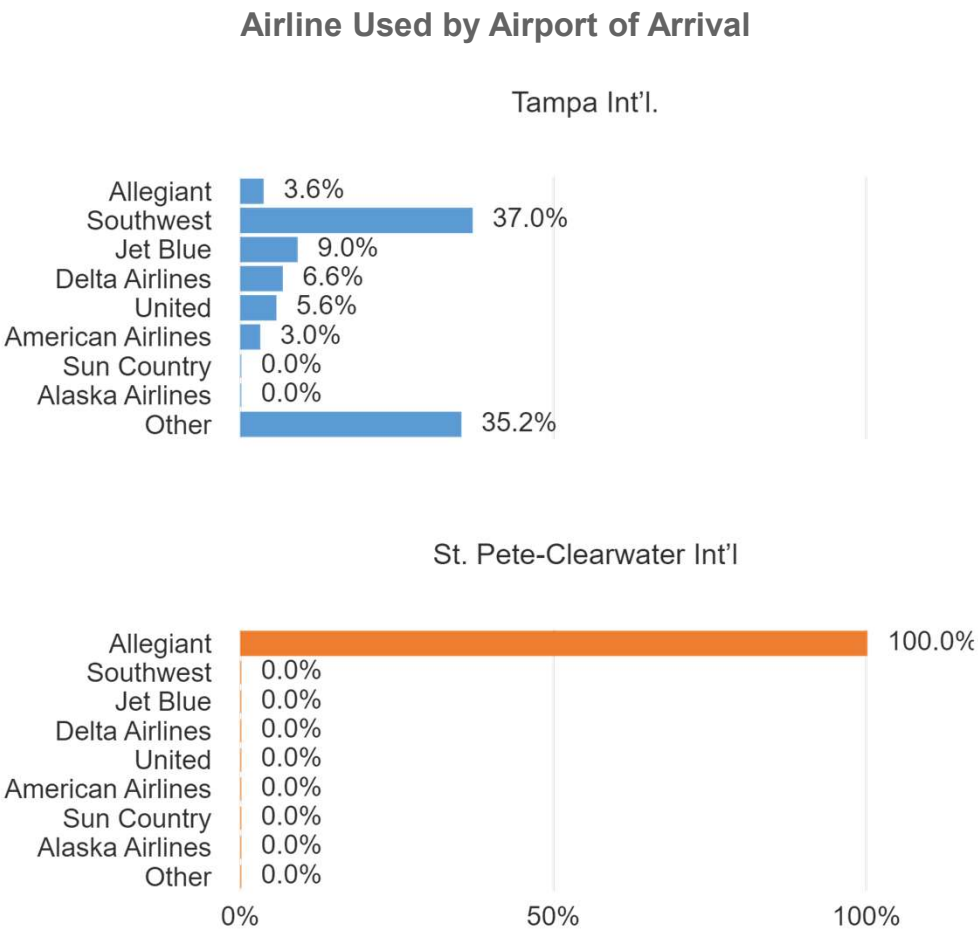
# Method of Arrival / Method of Departure



Base: 2023 - October 400 responses.



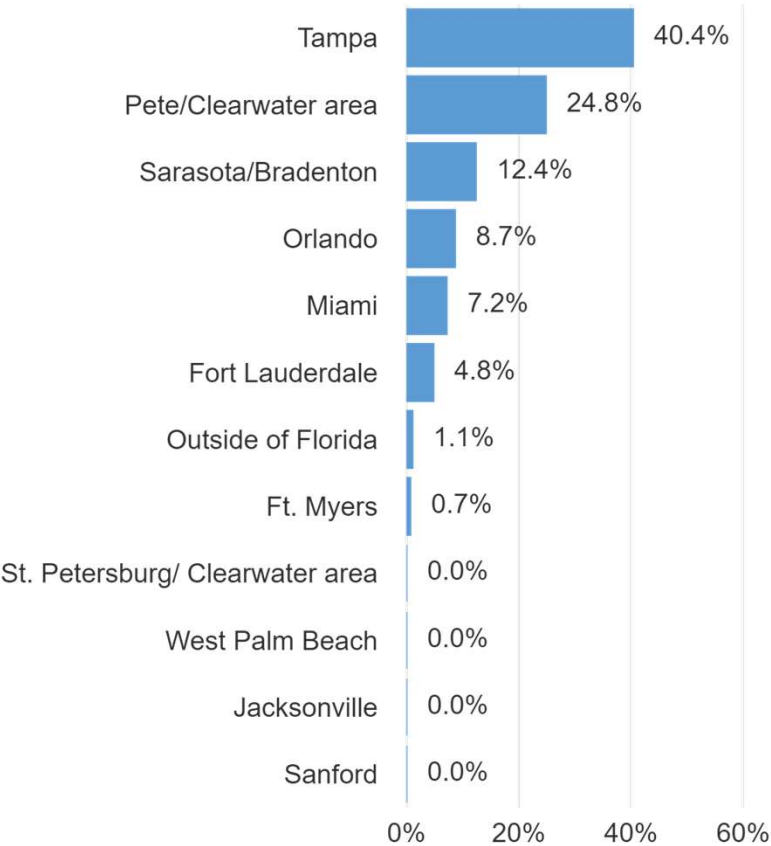
# Arrival Airport / Airline Used



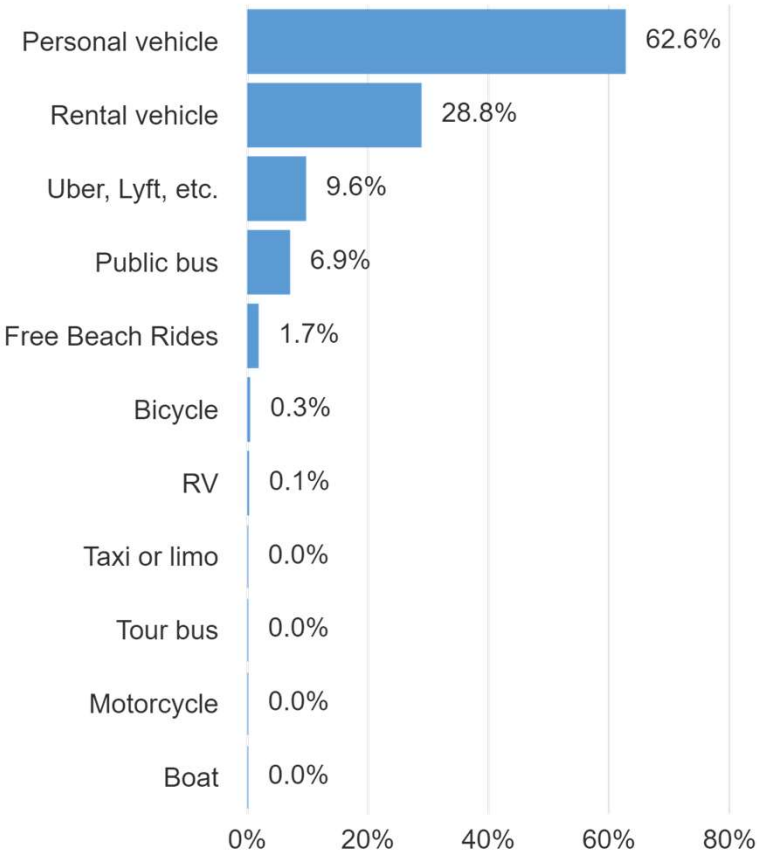
Base: 2023 - October 400 responses.

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

Rental Vehicle Pick-Up City



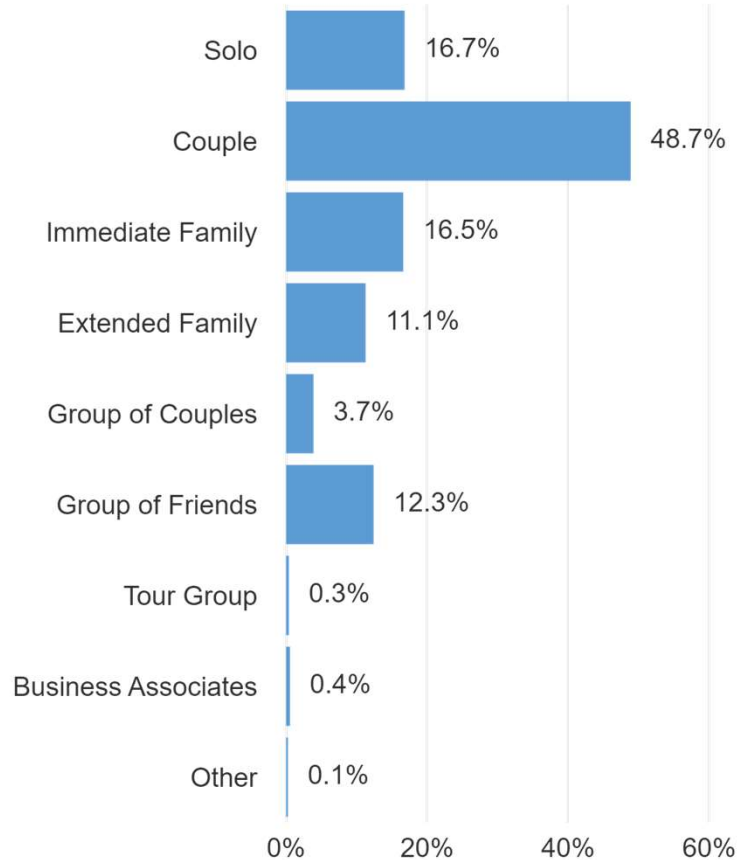
Transportation Used In-Market



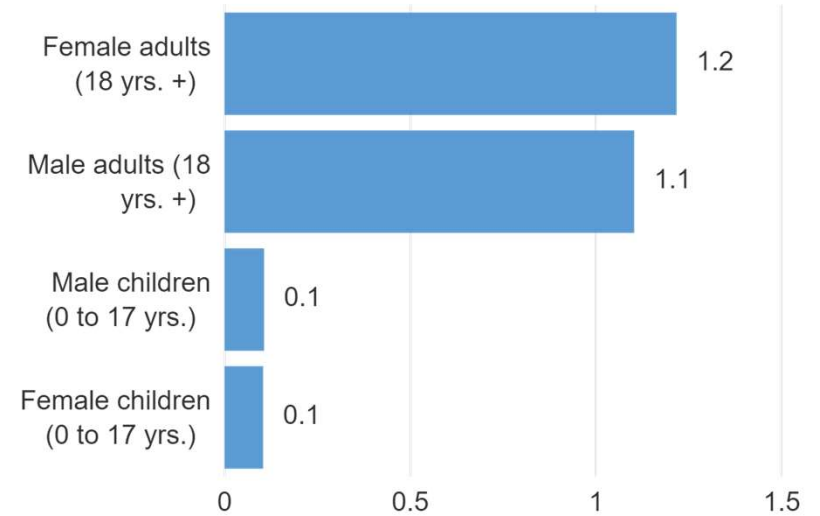
Base: 2023 - October 400 responses.

# Travel Party Composition / Travel Party Size

## Travel Party Composition



## Travel Party Size



Avg Travel  
Party Size = 2.5

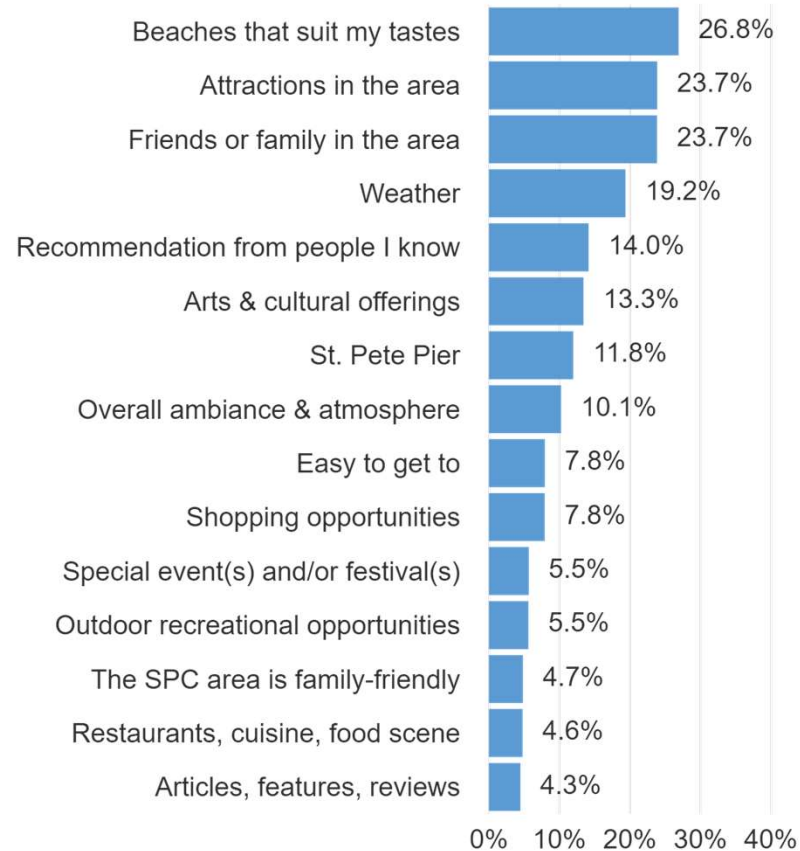
Percent with  
Children = 12.7 %

Base: 2023 - October 400 responses.

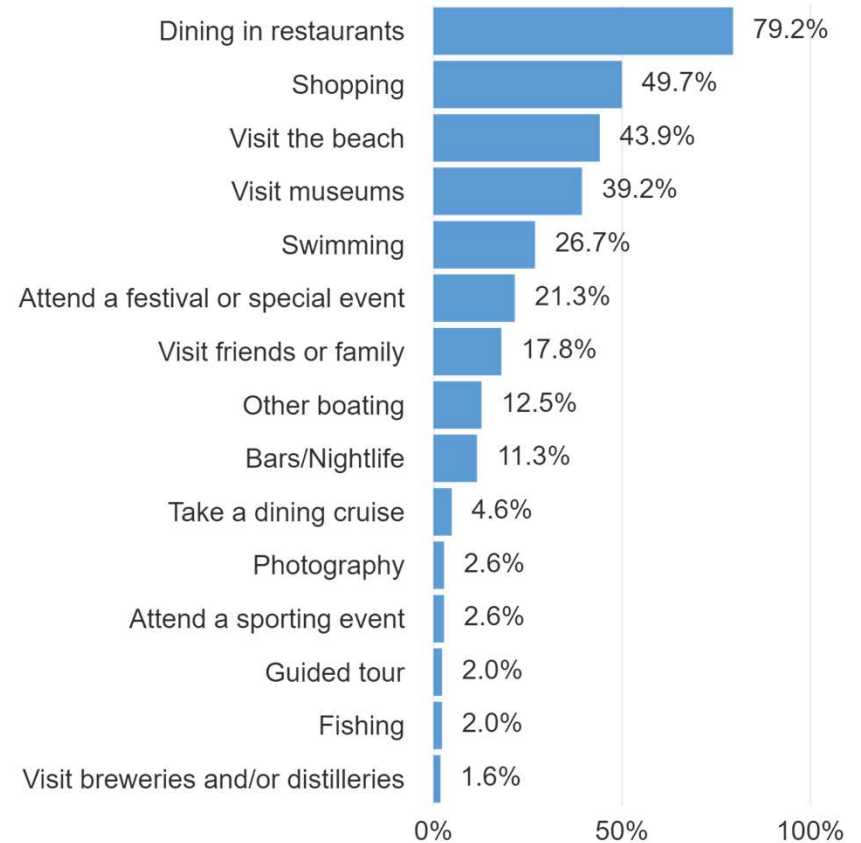


# Important Factors to Destination Decision / Trip Activities

## Important to Decision to Visit



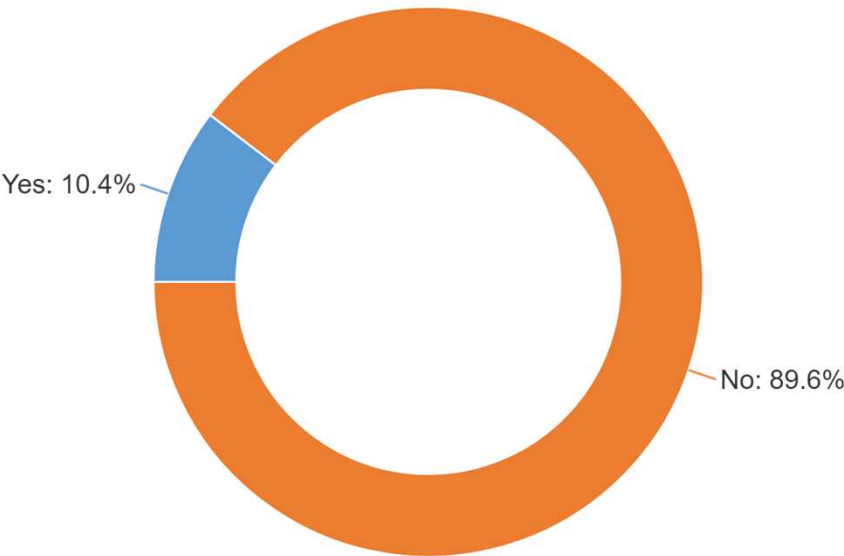
## Trip Activities



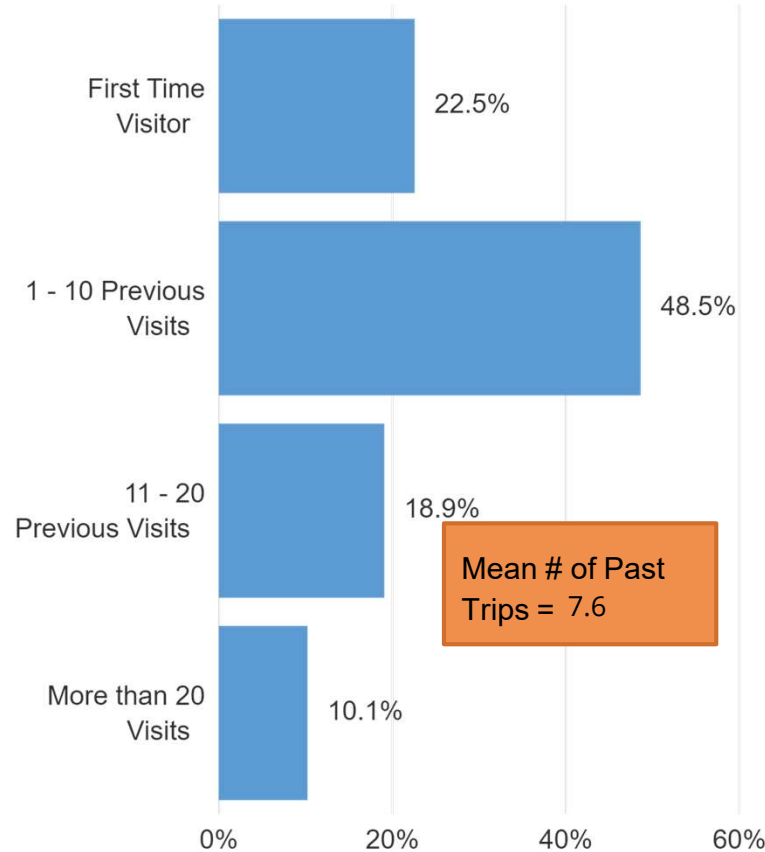
Base: 2023 - October 400 responses.

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

First Time Visitors to Florida



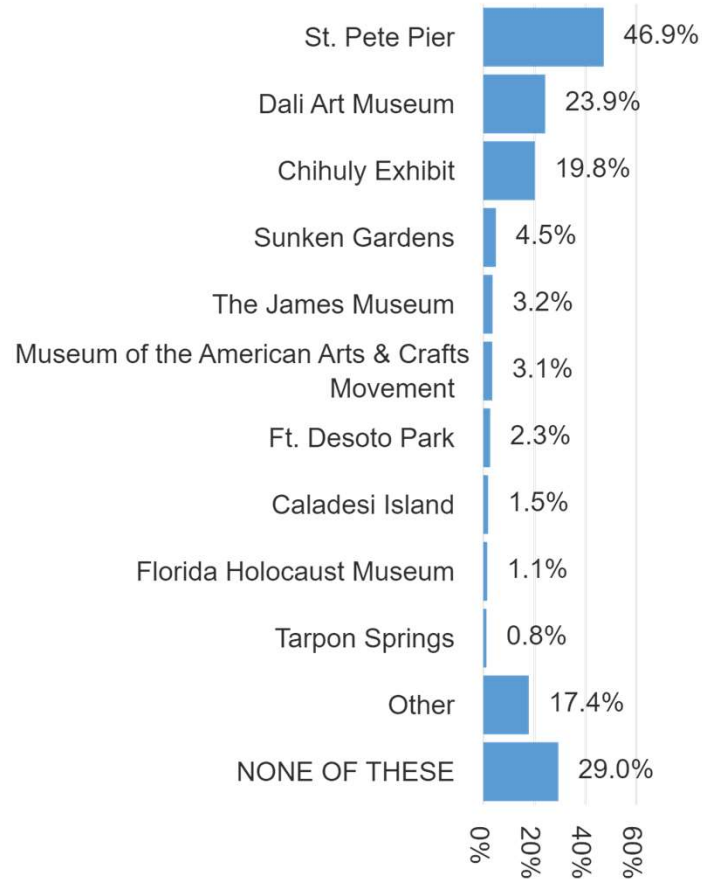
Previous Visitation to the St. Pete/Clearwater Area



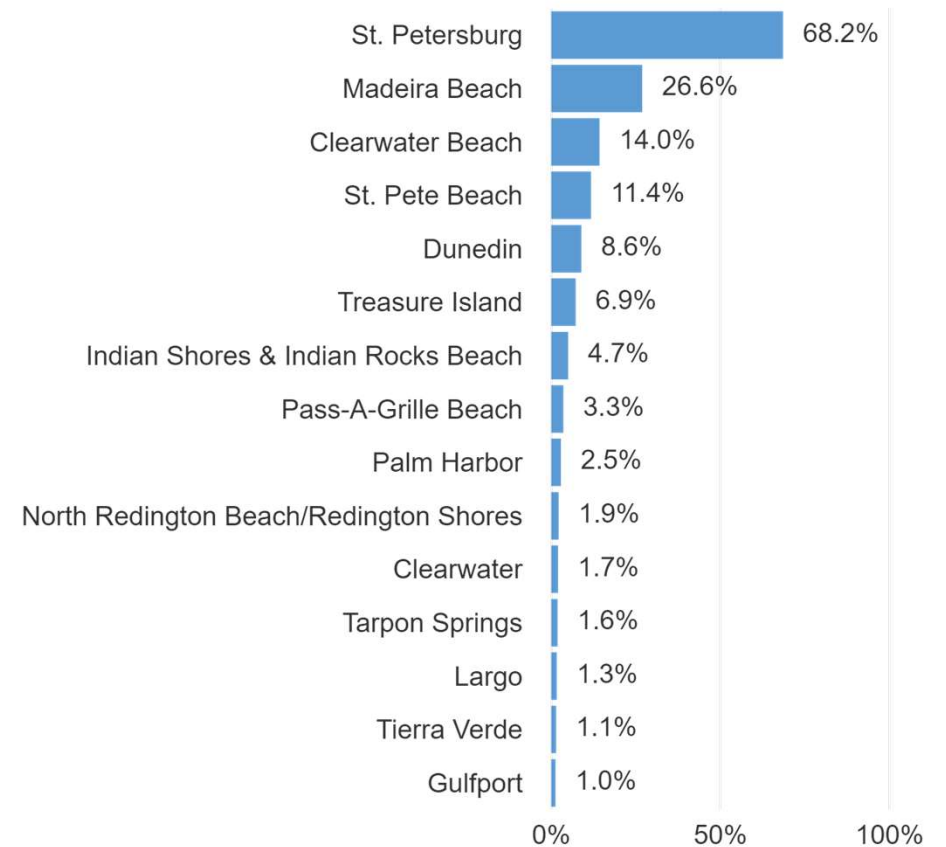
Base: 2023 - October 400 responses.

# Attractions Visited / Communities Visited

## Attractions Visited



## Communities Visited

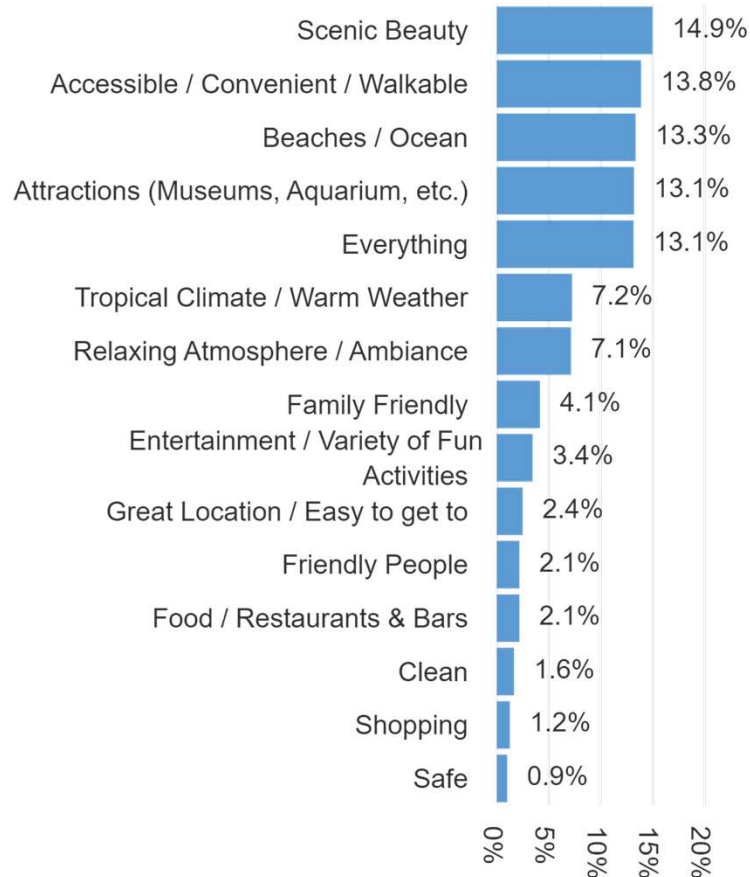


Base: 2023 - October 400 responses.

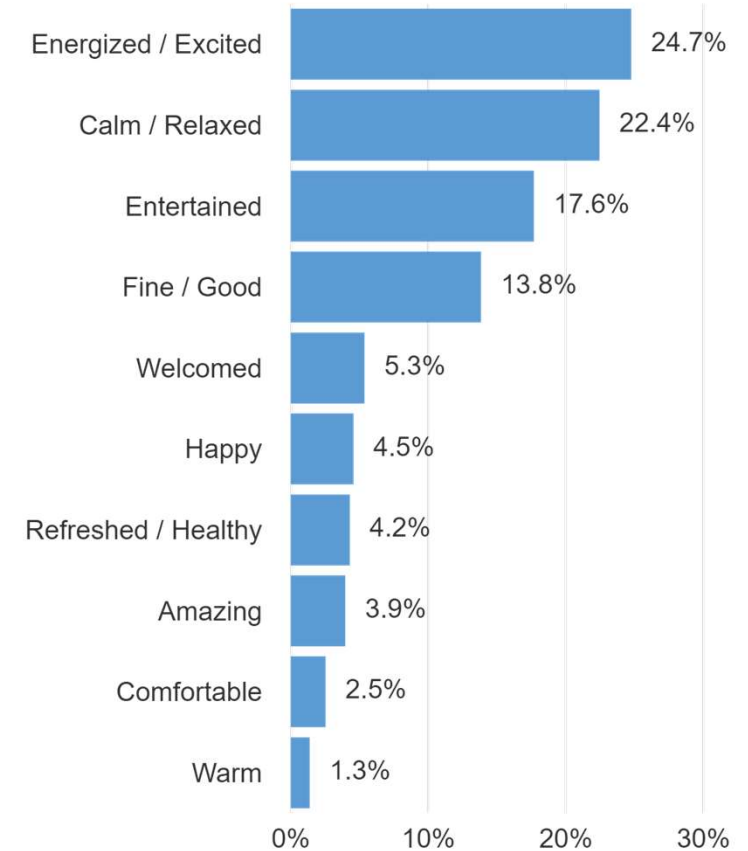


# Most Liked Aspect / Feelings in St. Pete-Clearwater

## Most Liked Aspects of SPC (Unaided)



## Feelings in SPC Area (Unaided)



Base: 2023 - October 400 responses.

# Attractions or Services that Would Enhance the Destination Experience

## Additional Attractions or Services (Unaided)



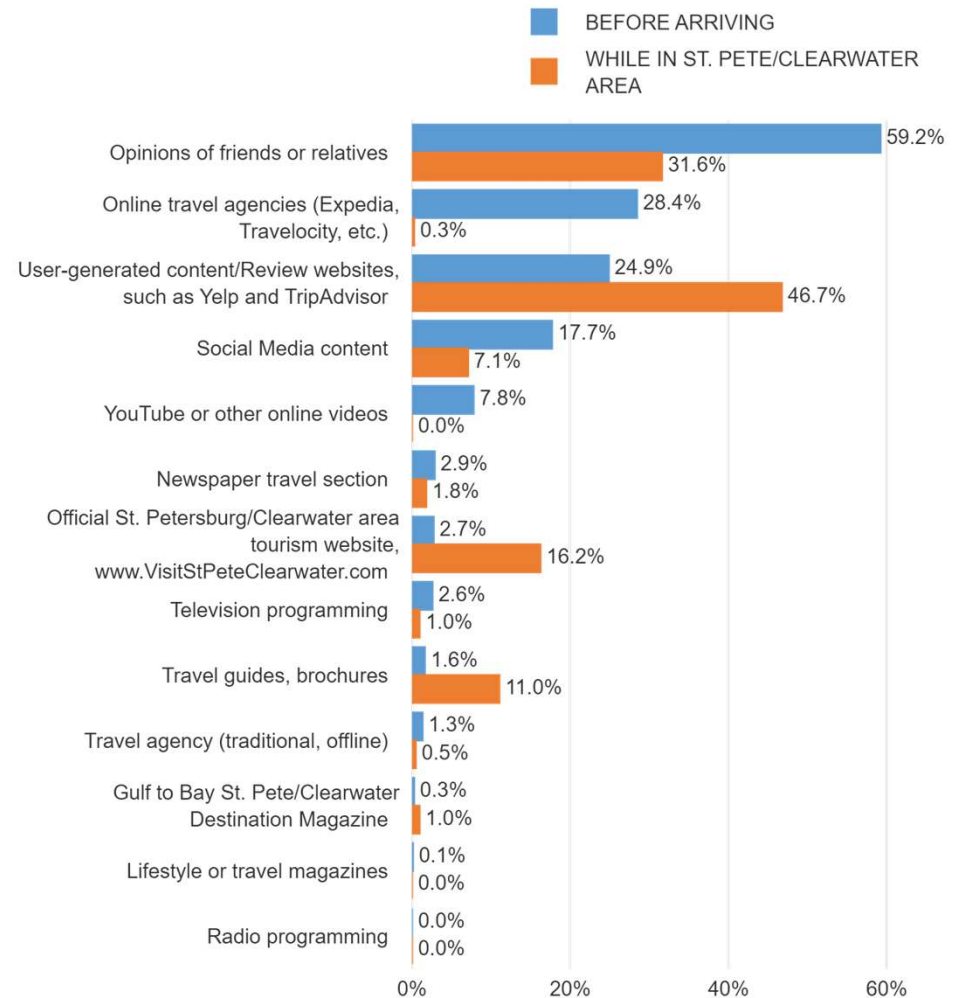
Base: 2023 - October 400 responses.

# 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

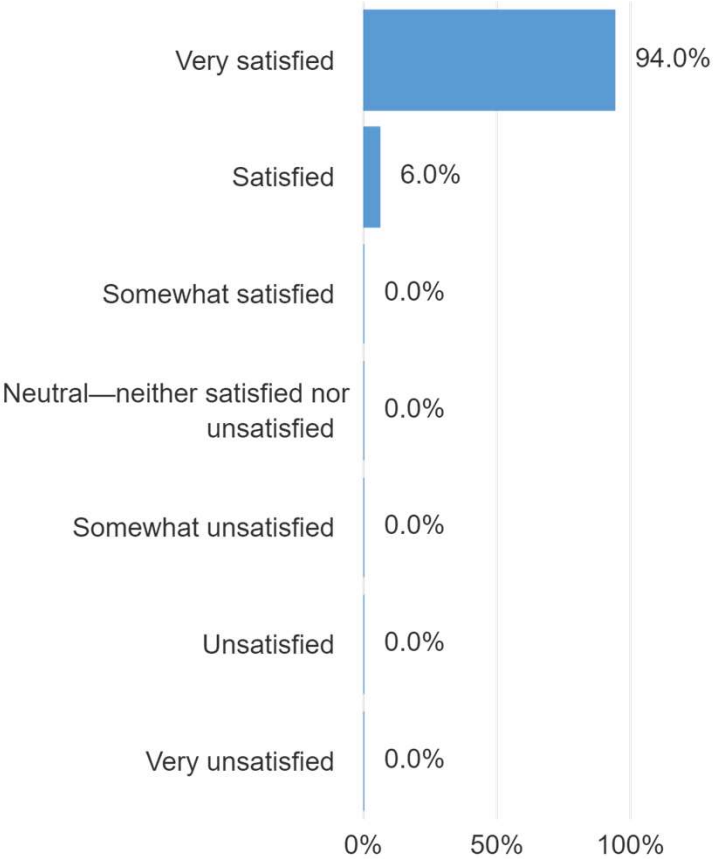


Base: 2023 - October 400 responses.

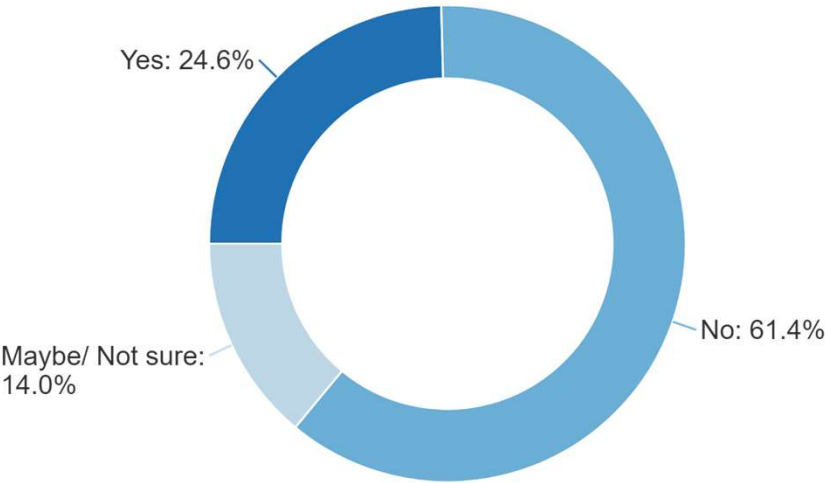


# Experience Satisfaction / Earned & Paid Media Recall

Overall Satisfaction



Media Recall



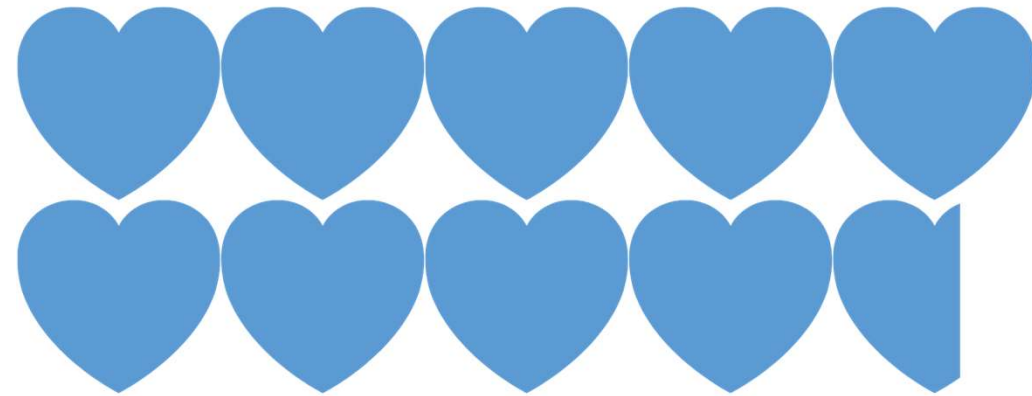
Base: 2023 - October 400 responses.

## Likelihood to Recommend / Likelihood to Return

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### Likelihood to Recommend

9.6 / 10



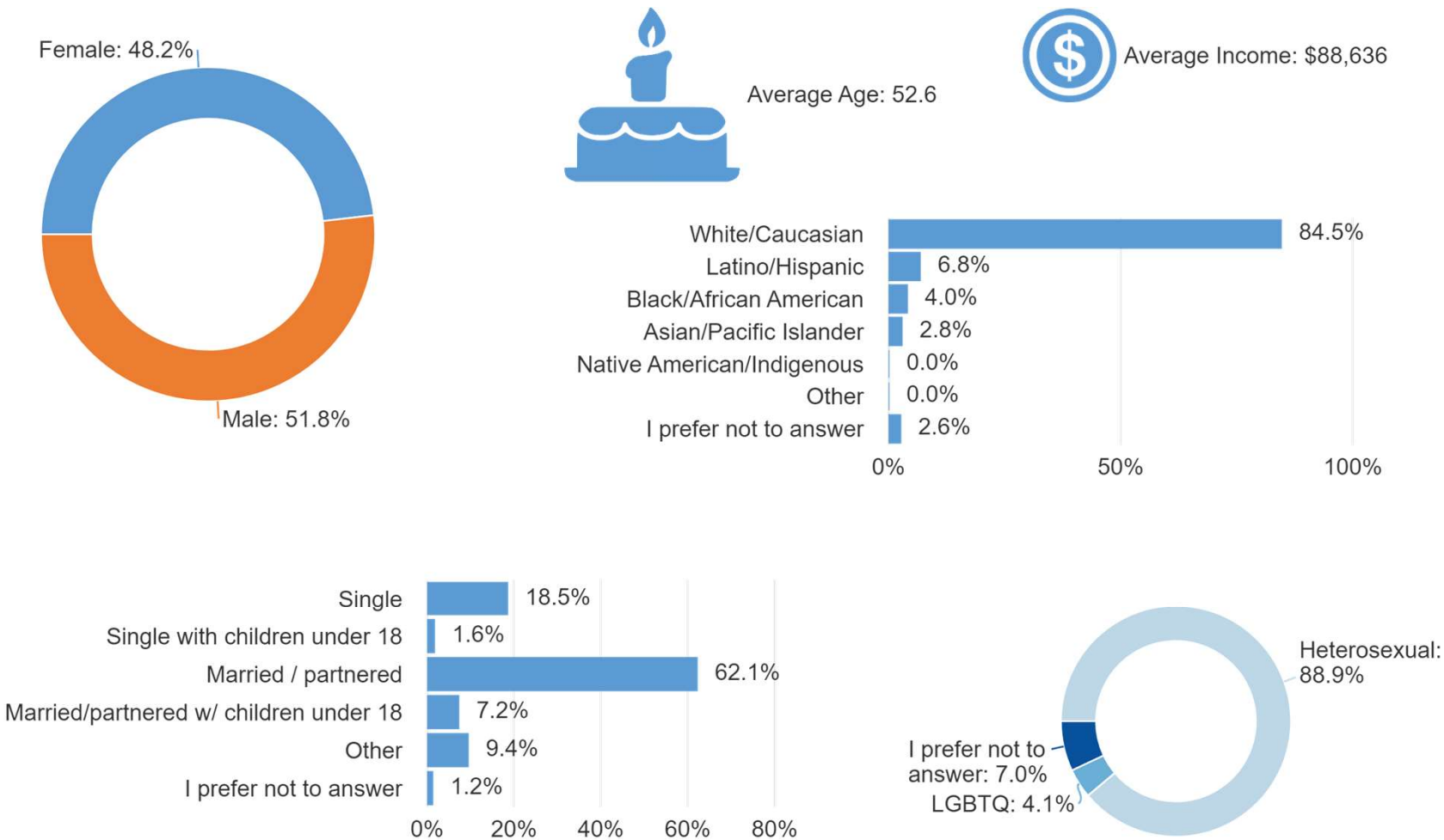
### Likelihood to Return

9.2 / 10



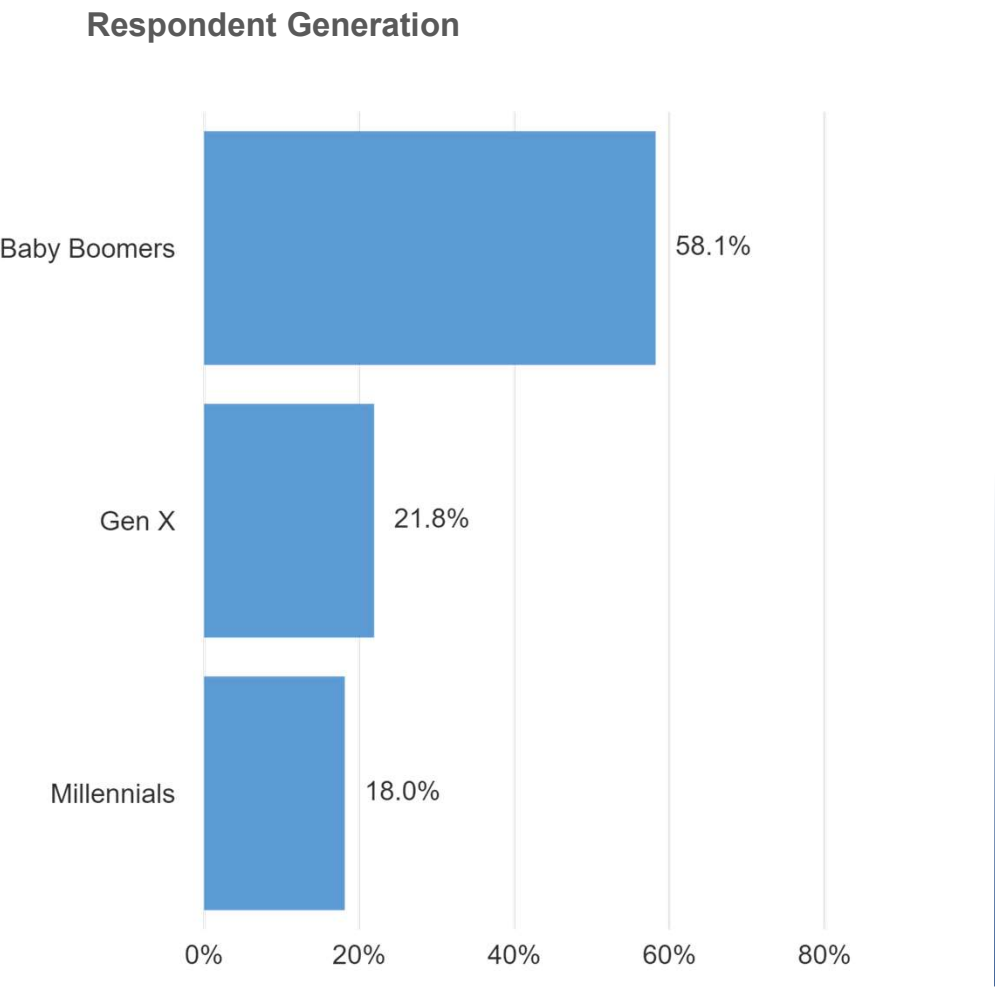
Base: 2023 - October 400 responses.

# Demographics



Base: 2023 - October 400 responses.

# Generation



Base: 2023 - October 400 responses.