



ST. PETE
CLEARWATER

LOVE THE BEACH

David Downing
President & CEO





ST. PETERSBURG CLEARWATER



DRIVING TIMES

- TAMPA - 24 mi/39 km
Approx. 30 mins.
- ORLANDO - 107 mi/172 km
Approx. 90 mins.
- FORT MYERS - 118 mi/190 km
Approx. 1 hr., 50 mins.
- FORT LAUDERDALE - 249 mi/401 km
Approx. 3 hr., 45 mins.
- MIAMI - 269 mi/433 km
Approx. 4 hr., 10 mins.

Gulf of Mexico



1 inch = approx. 1.8 miles

Tampa Bay



**ST. PETE
CLEARWATER**
BeachesofOrlando.com





#1 Beach in U.S. in 2018





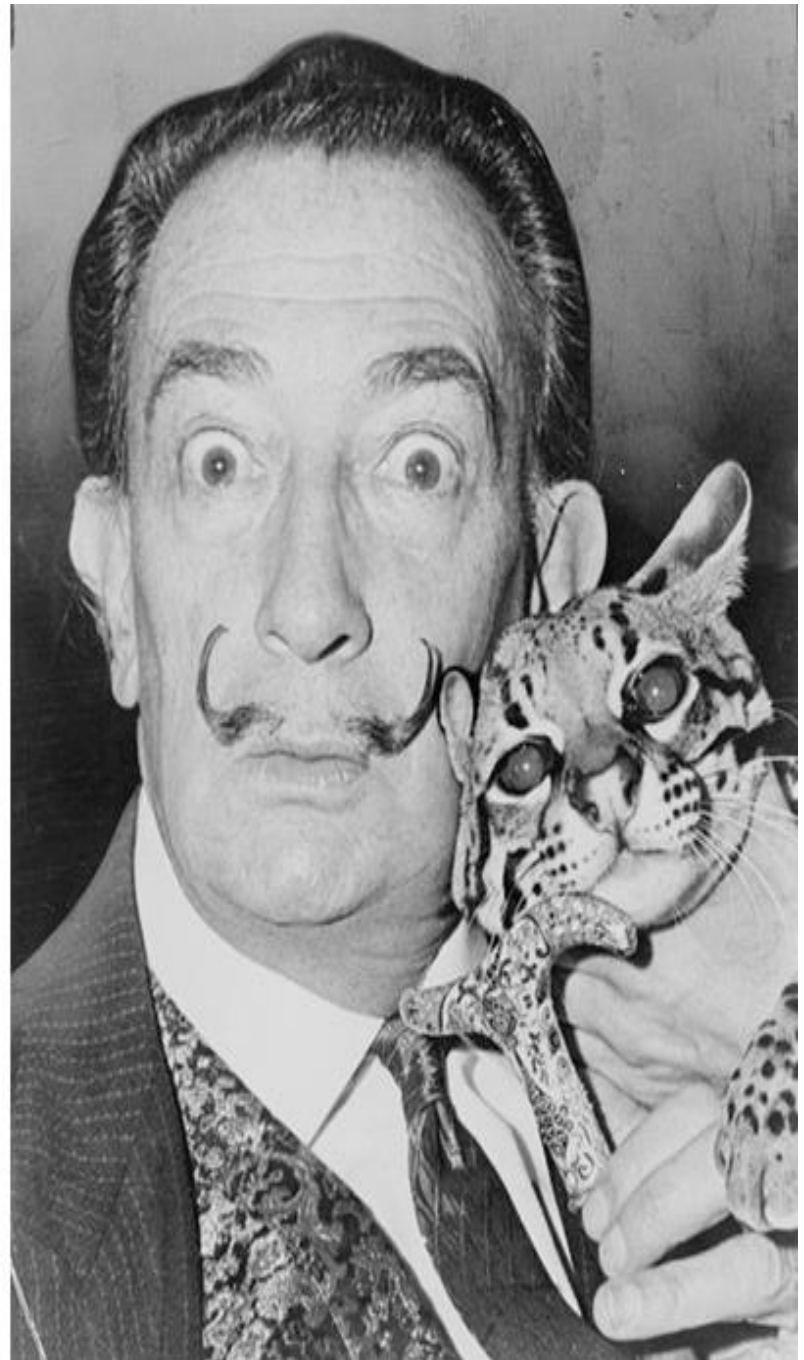
**ST. PETE
CLEARWATER
FLORIDA**





**I DON'T DO DRUGS.
I AM DRUGS.**

- SALVADOR DALI.



***“Rivals Portland and other craft beer destinations.”* Forbes**



**ST. PETE
CLEARWATER
FLORIDA**



ST.PETE
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FLORIDA



ST. PETE
CLEARWATER
FLORIDA



St. Petersburg-Tampa **AIRBOAT LINE**

Fast Passenger and Express Service

SCHEDULE:

Lv. St. Petersburg 10:00 A. M.
Arrive Tampa 10:30 A. M.

Leave Tampa 11:00 A. M.
Ar. St. Petersburg 11:30 A. M.

Lv. St. Petersburg 2:00 P. M.
Arrive Tampa 2:30 P. M.

Leave Tampa 3:00 P. M.
Ar. St. Petersburg 3:30 P. M.



Special Flight Trips

Can be arranged through any of our agents or by communicating directly with the St. Petersburg Hangar. Trips covering any distance over all-water routes and from the waters' surface to several thousand feet high AT PASSENGERS' REQUEST.

A minimum charge of \$15 per Special Flight.

Rates: \$5.00 Per Trip. Round Trip \$10. Booking for Passage in Advance.

NOTE.—Passengers are allowed a weight of 200 pounds GROSS including hand baggage, excess charged at \$5.00 per 100 pounds, minimum charge 25 cents. EXPRESS RATES, for packages, suit cases, mail matter, etc., \$5.00 per hundred pounds, minimum charge 25 cents. Express carried from hangar to hangar only, delivery and receipt by shipper.

Tickets on Sale at Hangars or

"THE HOLE IN THE WALL"

273 Central Avenue



I-275 31.7 SB
AT 4TH ST N

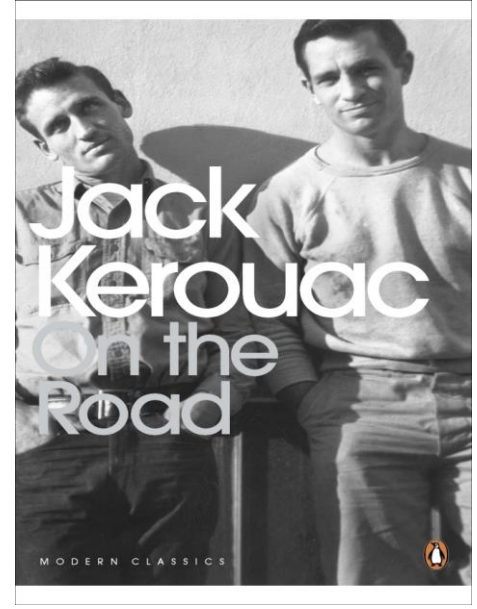


WIKIPEDIA
The Free Encyclopedia



WIKIPEDIA
The Free Encyclopedia





PROFILE OF Our Visitors

OUR VISITORS DEFINE THEMSELVES AS
UPBEAT, FULL OF LIFE AND WONDER;
WANT TO LIVE LIFE TO THE FULLEST



Full-time
Employment



Median House
Hold Income



Have
Children



Married



Own
Their Home

\$238,011
Median Home Value



Median
Age



**ST.PETE
CLEARWATER**

Why They Come

Primary Reason for Visiting the St. Pete/Clearwater area

58%
Vacation



19% Visit Friends or Family

6% Weekend Getaway

5% Special Event or Concert

4% Business/Conference/Tradeshow

4% Personal Reasons

4% Other



**ST.PETE
CLEARWATER**

VISITORS Where They Come From



EUROPE



CANADA



LATIN AMERICA

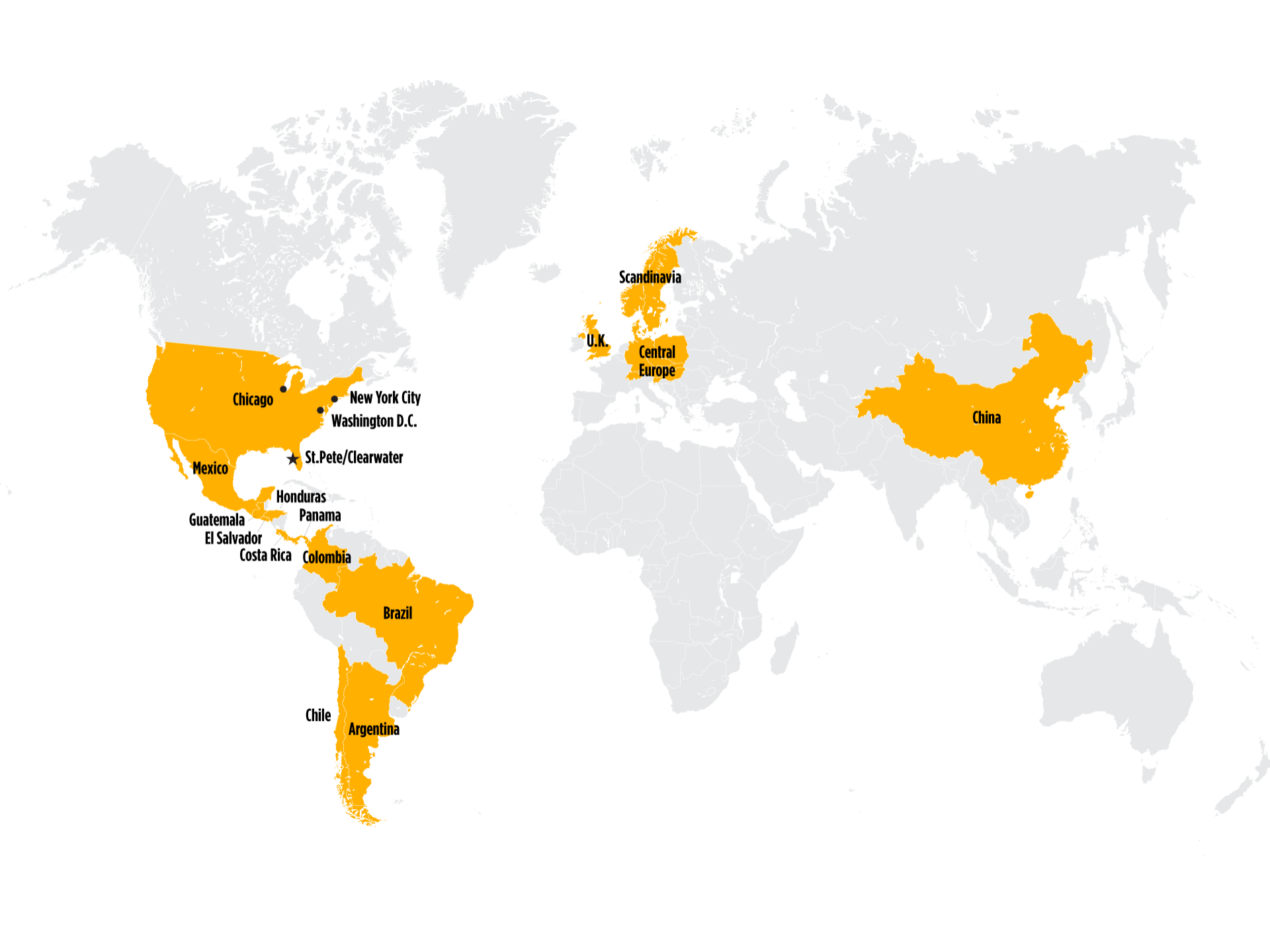


DOMESTIC U.S.
AND OPPORTUNITY



ST.PETE
CLEARWATER





Chicago
New York City
Washington D.C.

★ St. Pete/Clearwater

Mexico
Guatemala
El Salvador
Honduras
Panama
Costa Rica

Colombia

Brazil

Chile
Argentina

Scandinavia

U.K.

Central Europe

China

TOP 20 TRAVEL EXPORT MARKETS (2016)

Travel Exports and Spending in the U.S. by Visitors from Top-20 Markets

Top 20 Travel Export Markets		Travel Exports		Breakdown of Travel Exports				U.S. Visitations		Average Travel Spending**
Rank	Origin Country	(\$ millions)	Share of Total	Travel Spending (\$ millions)	Passenger Fares (\$ millions)	Education-Related (\$ millions)	Other* (\$ millions)	(thousands)	Share of Total	(\$ units)
1	China	33,172	13.6%	18,059	2,452	12,551	110	2,972	3.9%	6,901
2	Mexico	20,334	8.3%	8,360	2,875	617	8,482	18,730	24.8%	600
3	Canada	19,083	7.8%	14,238	3,147	1,088	610	19,302	25.5%	901
4	Japan	16,613	6.8%	10,151	5,726	636	100	3,577	4.7%	4,439
5	United Kingdom	16,060	6.6%	12,061	3,140	470	389	4,574	6.0%	3,324
6	India	13,384	5.5%	5,042	1,309	6,543	490	1,172	1.6%	5,418
7	Brazil	11,378	4.6%	7,166	3,466	676	70	1,693	2.2%	6,279
8	Australia	8,727	3.6%	7,686	790	192	59	1,346	1.8%	6,295
9	South Korea	8,626	3.5%	6,198	134	2,251	43	1,974	2.6%	3,208
10	Germany	8,064	3.3%	5,997	1,608	406	53	2,035	2.7%	3,737
11	France	5,983	2.4%	4,352	1,253	344	34	1,628	2.2%	3,443
12	Argentina	4,601	1.9%	3,320	1,134	81	66	906	1.2%	4,913
13	Saudi Arabia	4,031	1.6%	1,783	-	2,160	88	265	0.4%	6,718
14	Italy	4,020	1.6%	2,724	1,048	201	47	983	1.3%	3,838
15	Venezuela	3,870	1.6%	2,125	1,269	302	174	580	0.8%	5,852
16	Colombia	3,182	1.3%	2,356	548	273	5	836	1.1%	3,474
17	Spain	2,954	1.2%	1,895	763	264	32	801	1.1%	3,320
18	Switzerland	2,614	1.1%	1,769	755	60	30	469	0.6%	5,377
19	Netherlands	2,555	1.0%	1,758	666	98	33	672	0.9%	3,607
20	Taiwan	2,221	0.9%	1,401	11	774	35	463	0.6%	3,048

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	(\$ millions)	Share of Total	Travel Spending (\$ millions)	Passenger Fares (\$ millions)	Education-Related (\$ millions)	Other* (\$ millions)	(thousands)	Share of Total	(\$ units)
Top 5	105,262	43.0%	62,869	17,340	15,362	9,691	49,154		
Top 10	155,441	63.5%	94,958	24,647	25,430	10,406	57,375		
Top 20	191,472	78.2%	118,441	32,094	29,987	10,950	64,979		
Overseas countries	205,293	83.9%	131,195	32,748	37,720	3,630	37,589	49.7%	4,361
All countries	244,710	100.0%	153,793	38,770	39,425	12,722	75,621	100.0%	2,546

Source: U.S. Department of Commerce

Budget for International Travel

When adjusted for exchange rates, the annual amount of money available for international leisure travel has increased overall across all markets. When asked how much they would likely spend (at a maximum) for international travel this year, in exchange rate adjusted US dollars, the average for all countries increased 7.3 percent from \$3,670 to \$3,938. Anticipated spending by country is shown in the table below. China tops the list with the highest budget for international travel (\$6,979), a significant increase of 26.5 percent from 2017.

Maximum Budgeted for International Travel

(reported in respondents' domestic currencies and converted to USD)

	2017	2018	% CHNG
China	\$5,515	\$6,979	26.5%
Australia	\$6,115	\$6,171	0.9%
India	\$4,455	\$4,491	0.8%
United Kingdom	\$3,649	\$3,820	4.7%
Brazil	\$5,100	\$3,689	-27.7%
South Korea	\$3,960	\$3,669	-7.4%
Germany	\$2,985	\$3,639	21.9%
Netherlands	\$2,703	\$3,533	30.7%
Japan	\$3,492	\$3,463	-0.8%
Canada	\$3,192	\$3,261	2.2%
France	\$2,601	\$3,234	24.3%
Mexico	\$3,024	\$3,157	4.4%
Italy	\$2,663	\$2,992	12.4%
Argentina	\$2,273	\$2,936	29.2%

Time for International Travel

Likely international travelers in the Netherlands, Argentina and Australia report having the most time available for international leisure travel this year. Asian markets, particularly Japan, continue to trail other markets, having the fewest number of days for international vacations. The average Dutch international traveler reports that they realistically have 22.2 days available, and Argentinian and Australian international travelers are close behind at 20.9 and 19.3 days respectively. The typical Japanese traveler, by contrast, has just over one week to devote to international travel.

Days Available for International Travel Annually

(by country)

	2017	2018	% CHNG
Netherlands	23.3	22.2	-4.6%
Argentina	20.6	20.9	1.6%
Australia	21.7	19.3	-11.3%
Brazil	19.2	18.0	-6.1%
United Kingdom	20.2	17.3	-14.3%
Germany	19.1	17.1	-10.3%
Canada	17.6	16.1	-8.5%
Mexico	15.8	15.8	0.0%
China	14.7	15.0	2.4%
Italy	15.5	14.7	-5.2%
India	16.3	13.7	-16.1%
France	13.4	13.3	-0.7%
South Korea	12.5	10.0	-19.9%
Japan	7.9	7.1	-9.4%

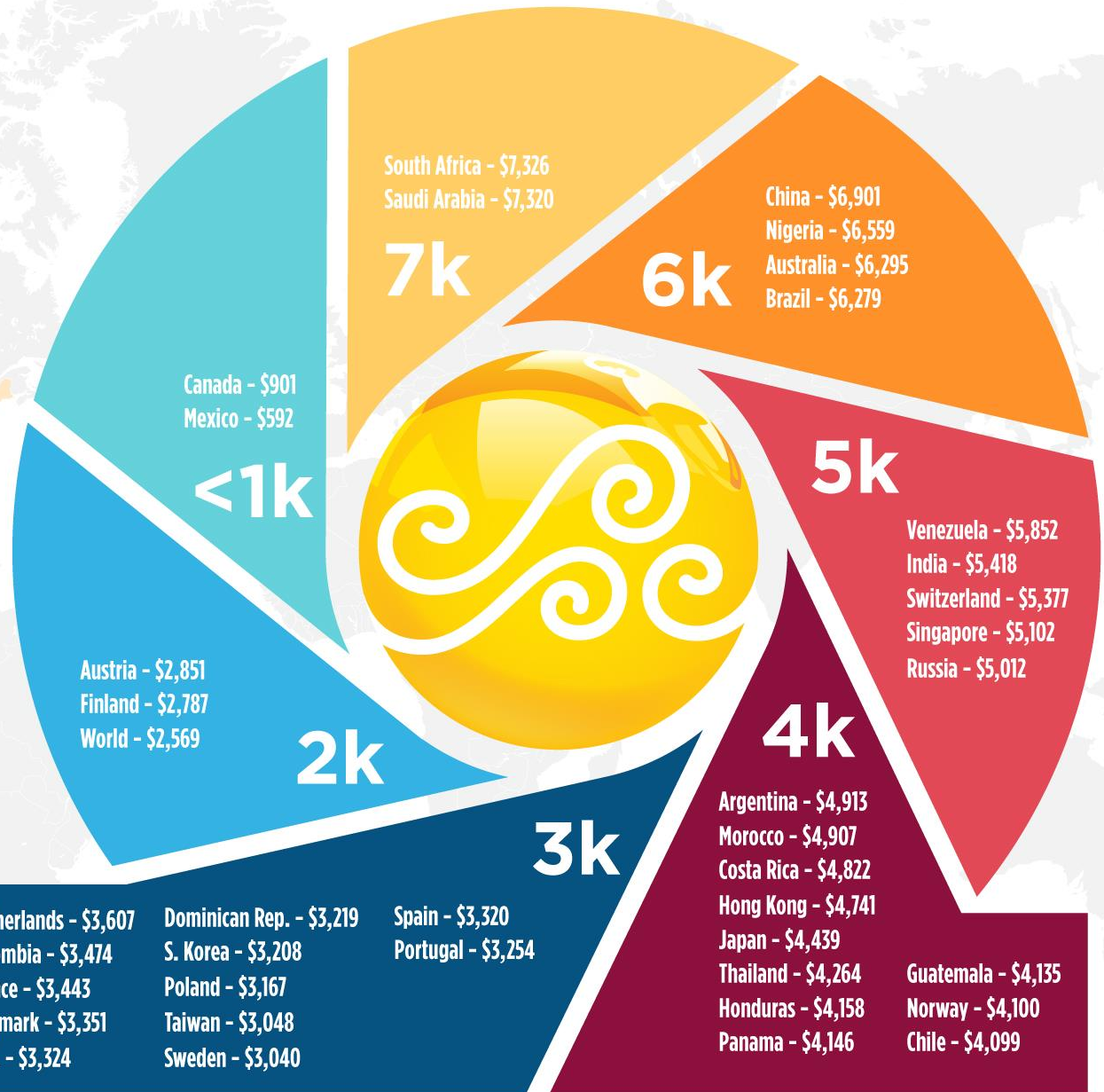
Average Trip Spending Per International Arrival to the U.S. (2016)

Country/Region	Average Trip Spending Per International Arrival to the U.S., Dollars
South Africa	\$ 7,326
Saudi Arabia	\$ 7,320
China	\$ 6,901
Nigeria	\$ 6,559
Australia	\$ 6,295
Brazil	\$ 6,279
Venezuela	\$ 5,852
India	\$ 5,418
Switzerland	\$ 5,377
Singapore	\$ 5,102
Russia	\$ 5,012
Argentina	\$ 4,913
Morocco	\$ 4,907
Costa Rica	\$ 4,822
Hong Kong	\$ 4,741
Japan	\$ 4,439
Thailand	\$ 4,264
Honduras	\$ 4,158
Panama	\$ 4,146
Guatemala	\$ 4,135
Norway	\$ 4,100
Chile	\$ 4,099
New Zealand	\$ 3,992
El Salvador	\$ 3,978
Israel	\$ 3,967
Belgium	\$ 3,937
Ireland	\$ 3,872
Turkey	\$ 3,857
Italy	\$ 3,838
Germany	\$ 3,737
Philippines	\$ 3,724
Peru	\$ 3,709
Netherlands	\$ 3,607
Colombia	\$ 3,474
France	\$ 3,443
Denmark	\$ 3,351
United Kingdom	\$ 3,324
Spain	\$ 3,320
Portugal	\$ 3,254
Dominican Republic	\$ 3,219
Korea, Republic of	\$ 3,208
Poland	\$ 3,167
Taiwan	\$ 3,048
Sweden	\$ 3,040
Austria	\$ 2,851
Finland	\$ 2,787
World	\$ 2,569
Canada	\$ 901
Mexico	\$ 592

Source: U.S. Department of Commerce

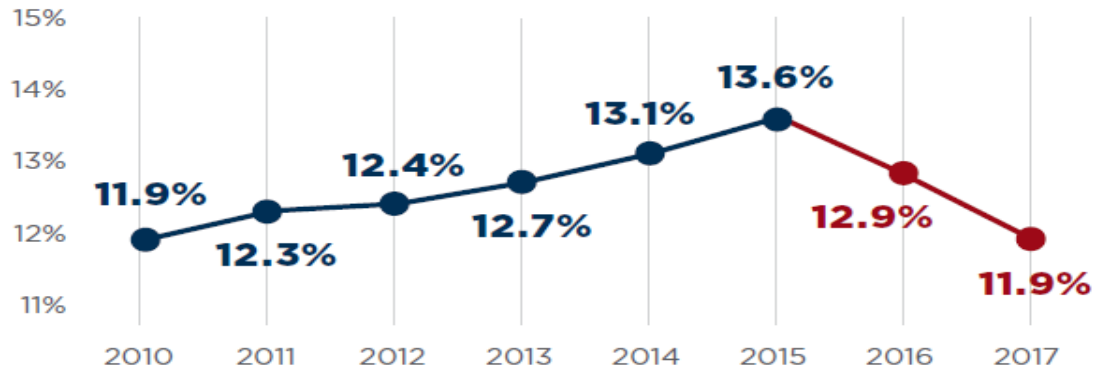
Average Trip Spending Per International Arrival to the U.S. (2016)

Average Trip Spending Per International Arrival to the U.S., Dollars



Source: U.S. Department of Commerce

U.S. Share of Global Long-Haul Travel



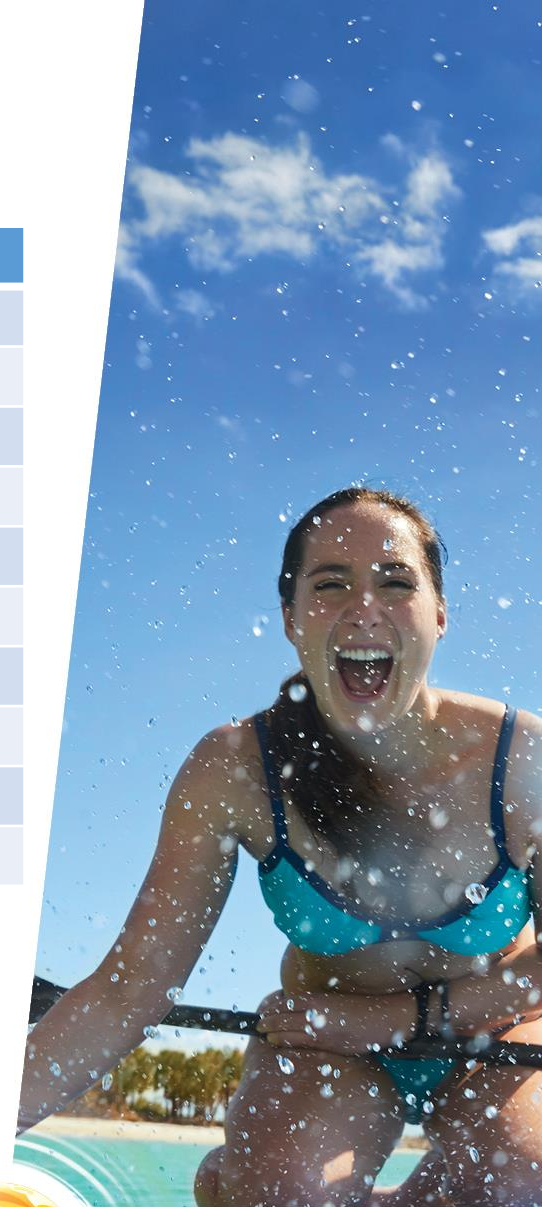
Since 2015, the U.S. is one of only two top global destinations to **decline in long-haul travel**

Percent Change in Arrivals from 2015 to 2017



Top 10 U.S. Markets of Origin

WINTER	SPRING/SUMMER	FALL
Greater Orlando Area	Greater Orlando Area	Greater Orlando Area
New York	New York	New York
Tampa/St. Petersburg	Tampa/St. Petersburg	Tampa/St. Petersburg
Boston	Atlanta	Atlanta
Philadelphia	Miami	Miami
Atlanta	Chicago	Boston
Chicago	Jacksonville	Chicago
Miami	Boston	Philadelphia
Detroit	Philadelphia	Jacksonville
Indianapolis	Cleveland	Cleveland



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airsage

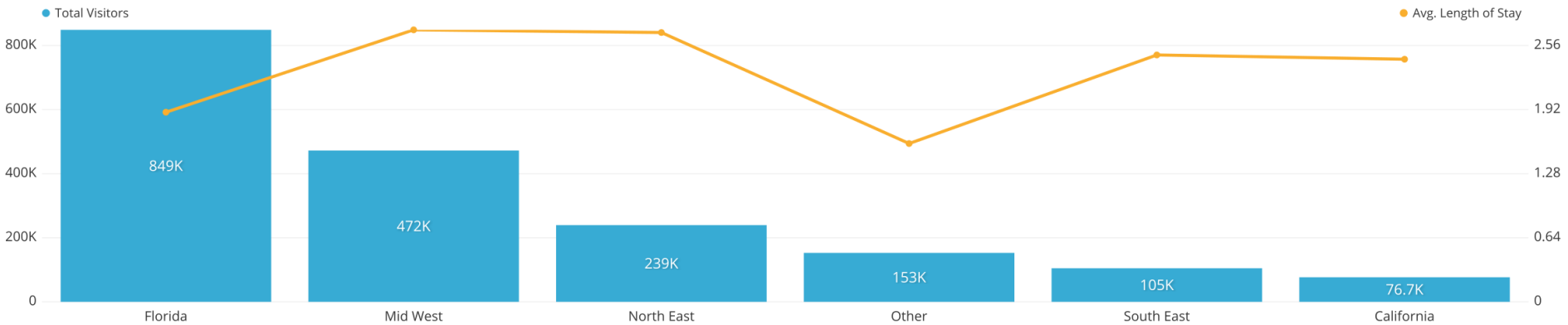
The power of where and when



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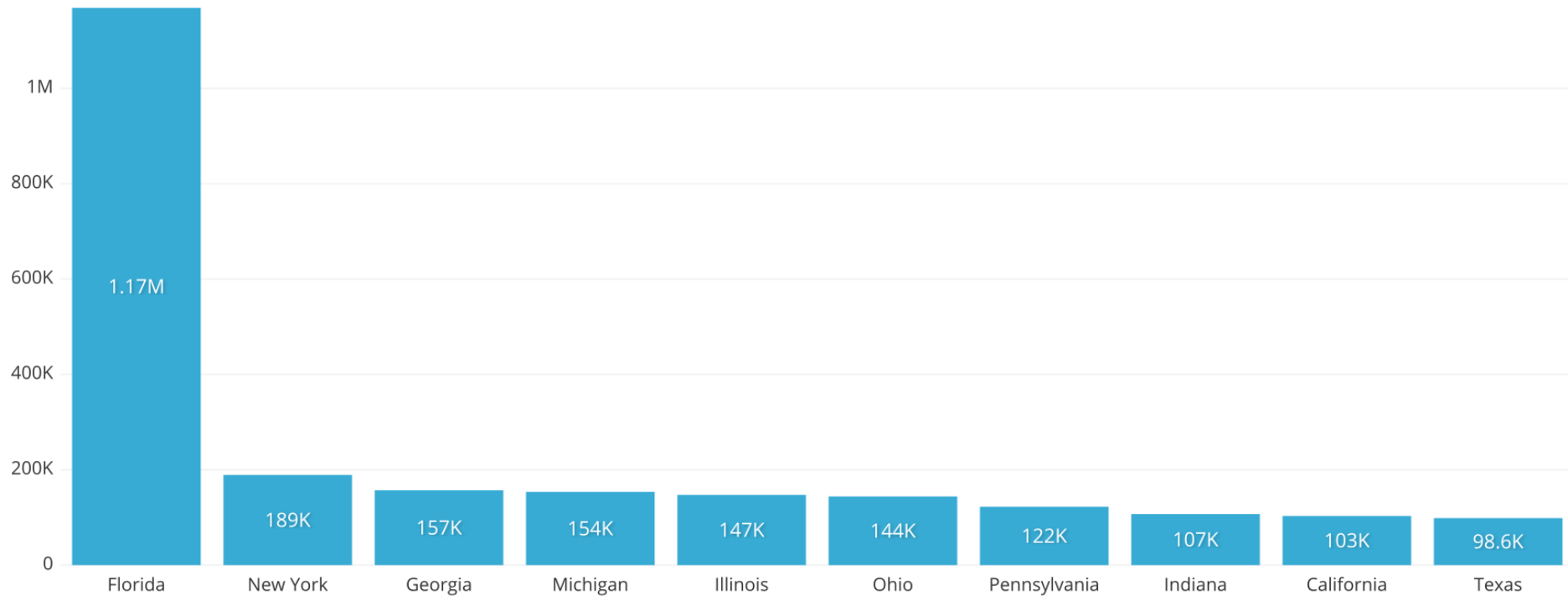
VISITOR VOLUME

Total Visits and Avg. Length of Stay by Region



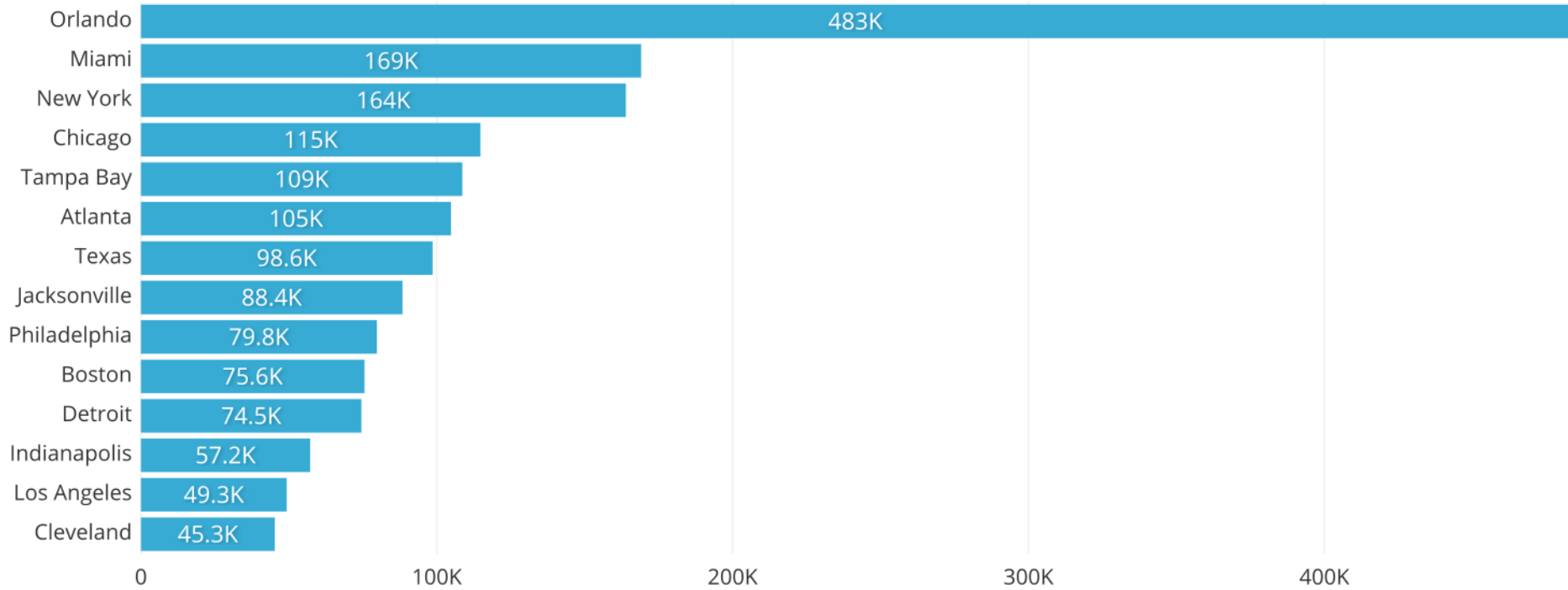
BY HOME STATE

Total Visitors by Home State

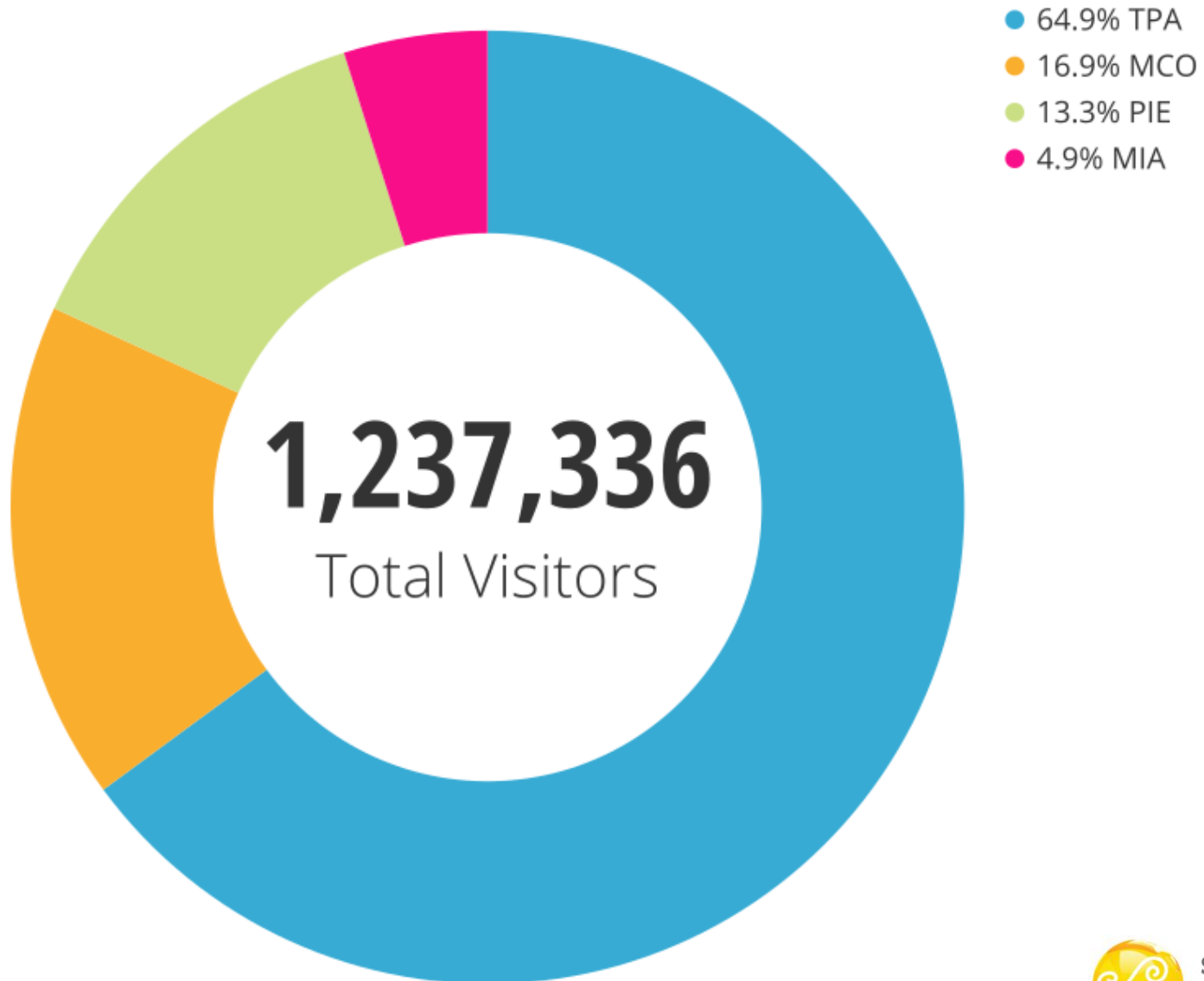


BY CITY

Total Visitors by Location



BY AIRPORT



Domestic Research: Major Takeaways

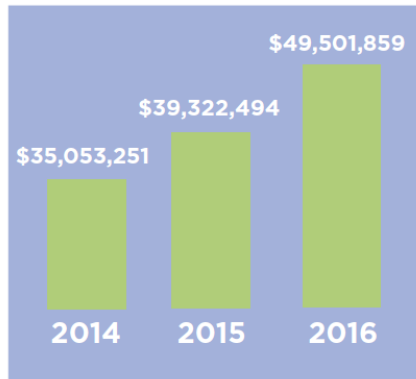
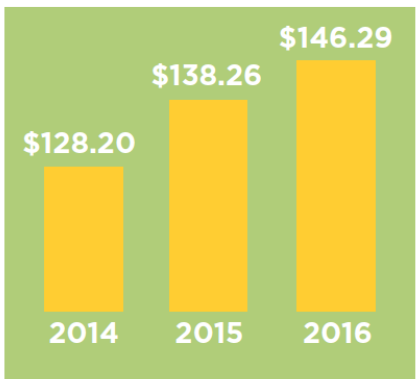
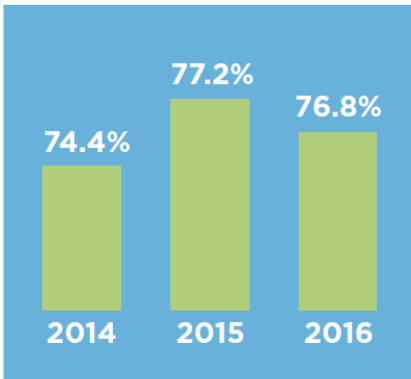
- Orlando, Tampa Bay, Miami and Jacksonville represent 51.3% of all visitors from Top 10 markets combined
- ADD New York City and that jumps to 66.5% of all visitors
- Top 3 markets for Winter, Spring/Summer and Fall:
 1. Orlando
 2. New York
 3. Tampa Bay
- Markets of opportunity: Atlanta, Miami and Philadelphia
 - All over-indexing compared to historical data



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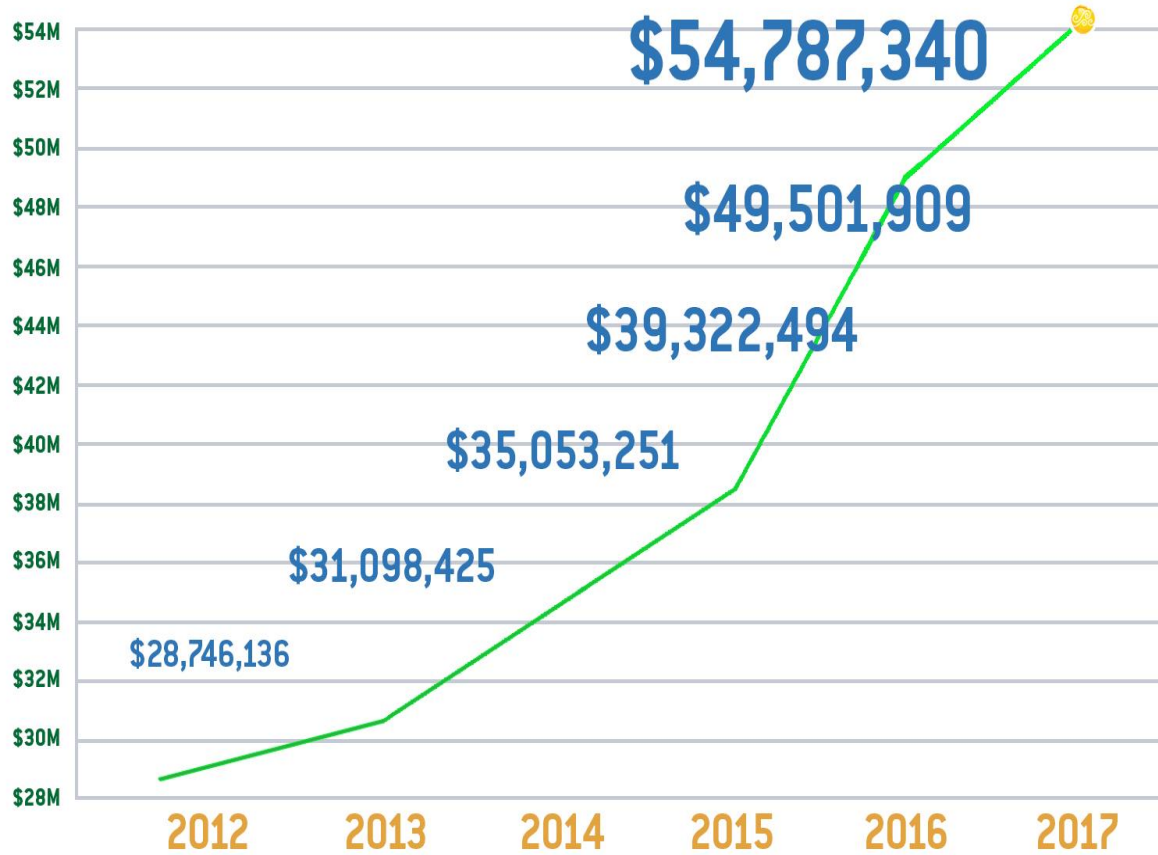
Key Business METRICS



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BED TAX BY FISCAL



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Thank You