VISIT ST. PETE/CLEARWATER

2023 MLK DREAM BIG ATTENDEE PROFILE

Attendee Findings

MARCH 2023

Destination ◆ Analysts

Profile of Attendees
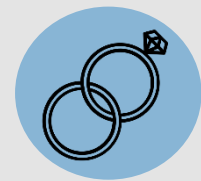
KEY FINDINGS: **PROFILE OF ATTENDEES**

Demographics

Male – 49.0%
Female – 50.0%
Other – 0.0%

Ethnicity
- Black/African-American – 56.9%
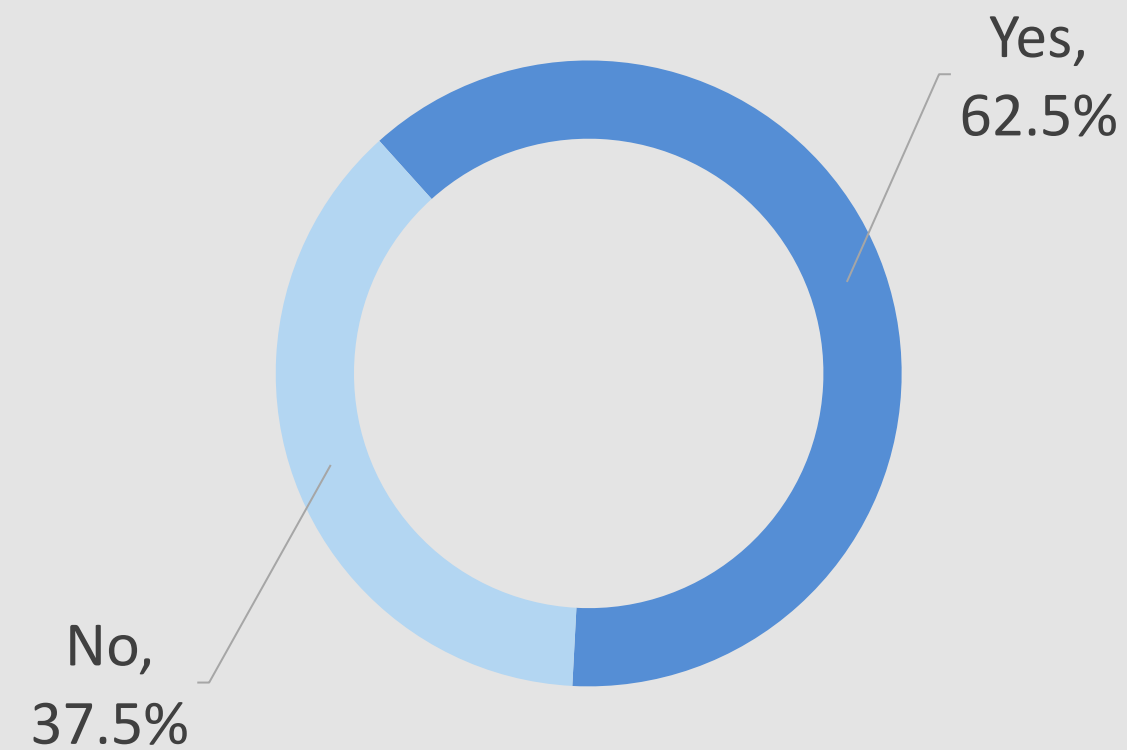- Caucasian – 41.2%
- Latino/Hispanic – 1.0%
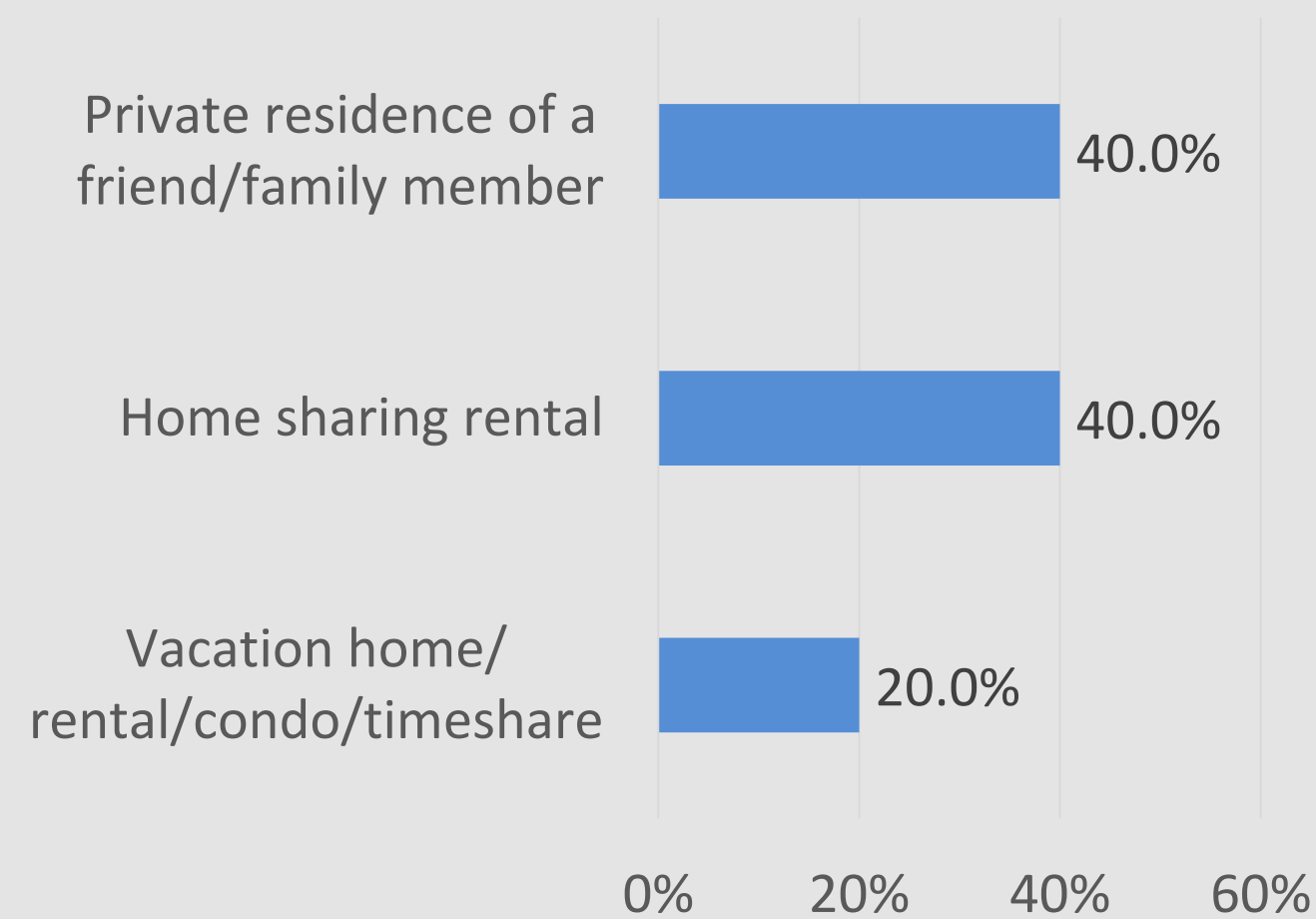
Mean age – 43.3

Mean household income – $64,652

Point of Origin: Top States
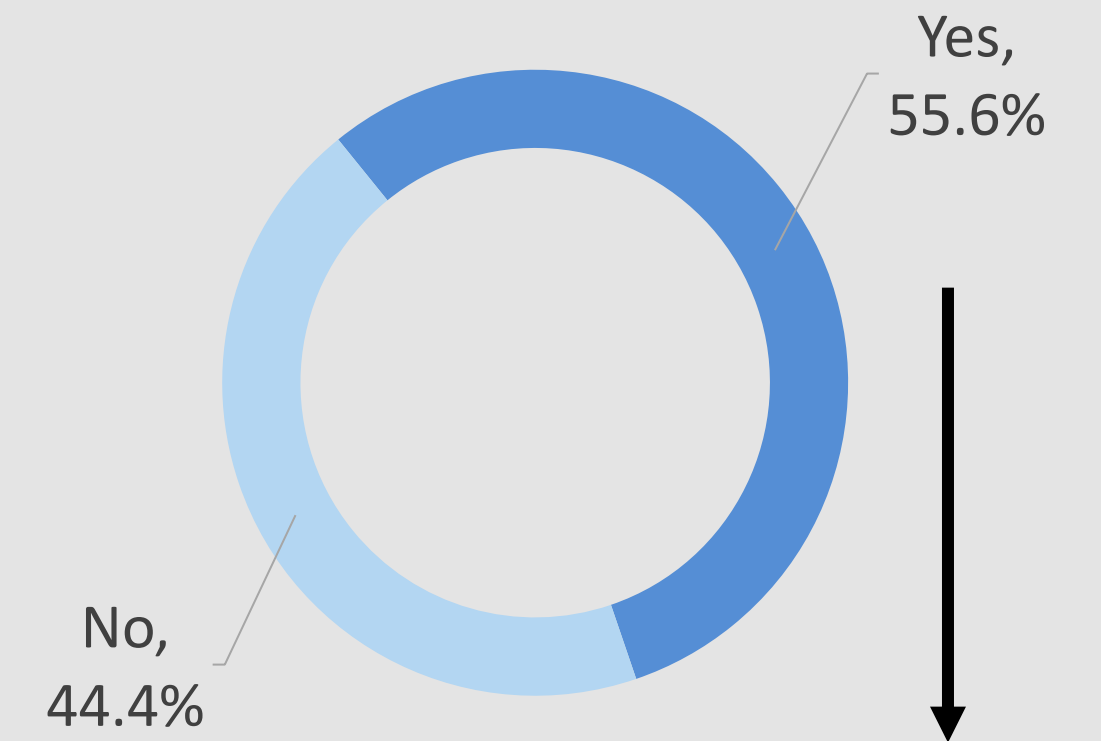- Florida – 50.0%
- Connecticut – 33.3%
- Pennsylvania – 16.7%

Event as Primary Reason for Trip

Yes, 62.5%
No, 37.5%

Place of Stay in Pinellas County

Private residence of a friend/family member	40.0%
Home sharing rental	40.0%
Vacation home/ rental/condo/timeshare	20.0%

0% 20% 40% 60%

Stayed Overnight in Pinellas County

Yes, 55.6%
No, 44.4%

On average these visiting attendees spent 4.0 nights in Pinellas County

Visiting Attendee In-Market Spending

Mean spending per day: **$166.56**

# of people covered by spending: 1.9

Mean spending per person: $89.68

Detailed Findings

About This Section

In the remainder of this report, data from the survey findings is presented as follows:

- Data tables showing results segmented by the following groups:

    1. Total Aggregate—All event attendees

    2. Visiting Attendees—Event attendees who DO NOT reside in Pinellas County

    3. Residents—Attendees who reside within Pinellas County

Important Note: The proportions of visiting attendees and Pinellas County residents surveyed at the 2023 MLK Dream Big Weekend were drastically different from the proportions of visiting attendees and residents surveyed at the 2022 MLK Dream Big Weekend, likely due to a shift in the makeup of attendees. In 2023, 9% of the overall survey sample was visiting attendees and 91% was Pinellas County residents. In 2022, 23% of the overall survey sample was visiting attendees and 77% was Pinellas County residents.

Figure 1: St. Petersburg Weather Conditions

	Sat 1/14/22	Mon 1/16/22
Skies	Clear	Overcast
Wind (MPH)	15 - 16	8 - 9
Temperature (Fahrenheit)	High: 54° Low: 48°	High: 64° Low: 40°

Figure 2: Attended event previously

	Total	Visitors	Residents
Yes	61.0%	44.4%	62.6%
No	39.0%	55.6%	37.4%
Base	100	9	91

Question: Have you ever attended this event before? Base: All respondents. 100 responses.

Figure 3: Event was primary reason for trip

	Visitors
Yes	62.5%
No	37.5%
Base	8

Question: Was this event the primary reason for your trip to the St. Pete/Clearwater area? Base: Respondents who do not live in Pinellas County. 8 responses.

Figure 4: Number of days attended

	Total	Visitors	Residents
3	5.0%	12.5%	4.3%
2	5.9%	12.5%	5.4%
1	89.1%	75.0%	90.3%
Mean	1.2	1.4	1.1
Base	101	8	93

Question: How many total days will you be attending this event?
Base: All respondents. 101 responses.

Figure 5: Overnight Stay in Pinellas County

	Visitors
Yes	55.6%
No	44.4%
Base	9

Question: Are you staying overnight in Pinellas County on this trip?
Base: Respondents who do not live in Pinellas County. 9 responses.

Figure 6: Days & Nights Spent in Pinellas County

	Visitors
Days	5.0
Nights	4.0
Base	3

Question: How many total days and nights are you staying in Pinellas County for this trip? Base: Non-local attendees who stayed overnight in Pinellas County.
3 responses.

Figure 7: Place of Stay in Pinellas County

	Visitors
Private residence of a friend/family member	40.0%
Home sharing rental	40.0%
Vacation home/rental/ condo/timeshare	20.0%
Base	5

Question: What type of lodging are you staying in? Base: Non-local attendees that stayed overnight in Pinellas County. 5 responses.

Figure 8: Number of People in accommodations

	Home sharing rental	Vacation Rental
5 or more	0.0%	0.0%
4	0.0%	0.0%
3	50.0%	0.0%
2	50.0%	100.0%
1	0.0%	0.0%
Mean	2.0	2.0
Base	2	1

Question: How many people are staying in your lodging, including yourself? Base: Non-local attendees that stayed overnight in paid accommodations. 3 responses.

Figure 9: Pinellas County Resident Spending

	Residents
Restaurants & Dining / Food & Beverage	$41.26
Retail Store Purchases	$6.39
Gas, Parking & Local Transport	$1.67
Entertainment, Sightseeing & Recreational Activities	$0.00
Car Rental (in Pinellas)	$0.00
Lodging (before tax)	$0.00
Other	$$0.00
Mean Spend per Travel Party	$49.32
# of People Covered by Spending	1.7
Mean Spend per Person	$28.93
Base	72

Question: Thinking about your spending associated with attending this event, please estimate the amount you will spend PER DAY for each of the following categories. Base: Pinellas County Residents. 72 responses.

Figure 10: Visiting Attendee In-Market Spending

	Visitors
Lodging (before tax)	$70.00
Restaurants & Dining / Food & Beverage	$63.33
Retail Store Purchases	$21.11
Entertainment, Sightseeing & Recreational Activities	$7.78
Gas, Parking & Local Transport	$3.78
Car Rental (rented in Pinellas)	$0.56
Other	$0.00
Mean Spend per Travel Party	$166.56
# of People Covered by Spending	1.9
Mean Spend per Person	$89.68
Base	9

Question: Thinking about your spending during your overall visit to the St. Pete/Clearwater area to attend this event, please estimate the amount you will spend PER DAY for each of the following categories. Please only include spending within Pinellas County. Base: Respondents who do not live in Pinellas County. 9 responses.

Figure 11: Respondent Point of Origin

USA (outside Pinellas County)	Outside the USA	Pinellas County Residents
7.8%	1.0%	91.2%

Question: Where is your primary residence? Base: All respondents.
6 responses.

Figure 12: Point of Origin of Non-Residents

	Visitors
Florida	50.0%
Connecticut	33.3%
Pennsylvania	16.7%
Base	6

Question: What is your zip code? Base: Domestic respondents who do not live in Pinellas County. 6 responses.

Demographics

Figure 13: Gender

	Total	Visitors	Residents
Male	49.0%	66.7%	47.3%
Female	50.0%	33.3%	51.6%
Other	0.0%	0.0%	0.0%
Prefer not to answer	1.0%	0.0%	1.1%
Base	100	9	91

Question: What is your gender? Base: All respondents. 100 responses.

Figure 14: Ethnicity

	Total	Visitors	Residents
Black / African-American	56.9%	22.2%	60.2%
Caucasian	41.2%	77.8%	37.6%
Latino / Hispanic	1.0%	0.0%	1.1%
American Indian / Alaska Native	0.0%	0.0%	0.0%
Asian / Pacific Islander	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%
Prefer not to answer	1.0%	0.0%	1.1%
Base	102	9	93

Question: Which best describes your ethnicity? (Select one) Base: All respondents. 102 responses.

Figure 15 : Household Income

	Total	Visitors	Residents
Less than $30,000	14.1%	0.0%	15.4%
$30,000 - $49,999	29.3%	12.5%	30.8%
$50,000 - $74,999	16.2%	12.5%	16.5%
$75,000 - $99,999	6.1%	12.5%	5.5%
$100,000 - $124,999	5.1%	12.5%	4.4%
$125,000 - $149,999	4.0%	12.5%	3.3%
$150,000 - $199,999	2.0%	12.5%	1.1%
$200,000 - $249,999	0.0%	0.0%	0.0%
$250,000 or more	3.0%	0.0%	3.3%
Prefer not to answer	20.2%	25.0%	19.8%
Mean	$64,652	$102,500	$61,541
Base	79	6	73

Question: Which best describes your annual household income? (Select one) Base: All respondents. 79 responses.

Figure 16: Age

	Total	Visitors	Residents
Under 24	4.0%	0.0%	4.3%
25 - 34	27.7%	11.1%	29.3%
35 - 54	45.5%	33.3%	46.7%
55 - 64	12.9%	33.3%	10.9%
65 - 74	7.9%	22.2%	6.5%
75 or older	0.0%	0.0%	0.0%
Prefer not to answer	2.0%	0.0%	2.2%
Mean	**43.3**	**53.4**	**42.3**
Base	99	9	90

Question: Which best describes your age? (Select one) Base: All respondents. 99 responses.