



CLEARWATER BEACH TOURISM

Clearwater Beach's national and international reputation as a destination is not only because of its immaculate beach environment, but also because it offers an abundance of regional tourist-related attractions.

- Deep-sea fishing, dinner cruises, and dolphin sighting boats leaving from the beach marina
- Nightly sunset celebrations with street performers at Pier 60
- Clearwater Marine Aquarium
- Multiple musical performances at Coachman Park ranging from jazz, rock, country and classical music
- Acoustically renowned Ruth Eckerd Hall
- The new \$34 million Bright House Networks Field, home of the Philadelphia Phillies spring training (*Sports Illustrated* Magazine selected Clearwater in 2004 as their Fiftieth Anniversary Sports Town representing the State of Florida)
- Nearby quaint historic towns
- Over 44 golf courses within Pinellas County
- Short distance to world famous amusement parks

	2003 Median Age Head of Household	2003 Median Annual Household Income
Spring/Summer	44.4	\$84,874
Fall	46.6	\$83,967
Winter	48.8	\$89,494

	Visitor Composition					
	Family	Couple 2002	Single	Family	Couple 2003	Single
Spring/Summer	60.7%	36.2%	2.1%	59.4%	37.0%	3.0%
Fall	35.6%	52.7%	8.3%	36.3%	52.4%	7.9%
Winter	44.3%	45.0%	7.2%	44.1%	48.3%	4.5%

	Party Size		Length of Florida Stay/Days	
	2002	2003	2002	2003
Spring/Summer	3.0	3.0	9.7	9.5
Fall	2.6	2.7	10.4	10.6
Winter	2.7	2.7	10.2	10.2

Year	Visitation	Total Economic Impact	Estimated Room Nights
1999	841,763	\$ 964,511,006	2,009,432
2000	874,687	\$1,019,713,350	2,078,634
2001	870,028	\$1,042,486,480	2,000,199
2002	857,329	\$1,047,078,150	1,886,678
2003	879,975	\$1,080,457,073	1,891,410

Source: Research Data Services 1999-2003 (Klages)

Clearwater Beach

The City of Clearwater commissioned Research Data Services to conduct an analysis of the Clearwater Beach tourism base for spring/summer, fall and winter visitation. The study documented that upwards of 900,000 visitors are annually attracted to Clearwater Beach. Visitation volume increases to approximately 1.5 million when taking into account the use of the beach by residents living in the region. As redevelopment on the beach occurs, visitation numbers, room nights and total economic impact are expected to continue to rise.

2003 Arrivals

Airport	Domestic	International	2003 Total Passengers
St. Pete-Clearwater Airport	462,062	41,012	997,761
Tampa International	7,550,605	211,709	15,523,568
Orlando International	12,802,952	899,500	27,319,223
Orlando-Sanford Int'l Airport	227,953	399,682	1,253,862

Source: Activities/Traffic Summary Reports/Airport Authorities Respective

Air Travel Segment

A substantial portion of both domestic and international travelers arrive by air. Clearwater Beach is locally served by two highly acclaimed airports: St. Petersburg-Clearwater International Airport (10.6 miles) and Tampa International Airport (17.2 miles). The area also attracts a substantial number of visitors arriving in Florida via Orlando International Airport (128 miles) and Orlando-Sanford International Airport (132 miles).

