



Bradenton Area

Convention and Visitors Bureau
BACVB.com



2011 Visitor Profile





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The Bradenton area is nestled between Tampa Bay and Sarasota Bay on Florida's Gulf Coast. Drawing more than 2,591,300 visitors in 2010, the area is made up of 9 distinct communities; Anna Maria, Bradenton, Bradenton Beach, Ellenton, Holmes Beach, Lakewood Ranch, Longboat Key, Palmetto and Parrish.

With 318,952 residents, Manatee County is comprised of 741 square miles of which 150 of those miles are waterfront. The beaches of Anna Maria Island and Longboat Key represent 16 miles of powder white sands along the Gulf of Mexico.



The Communities of Manatee County

Anna Maria

The city of Anna Maria is a finger-like stretch of homes, beaches, dunes and sea oats at the mouth of Tampa Bay. It lies between the Gulf of Mexico and Sarasota Bay. A mere 1.5 square miles in size, Anna Maria has 1,831 year-round residents in a quaint, beachfront community. Beach access is available both on the Gulf of Mexico and Sarasota Bay. Two rustic, "Old Florida" fishing piers, Anna Maria City Pier, celebrating 100 years on May 14th and Rod n' Reel Pier, are popular with visitors and anglers.

Bradenton

Bradenton is the largest city in the Greater Bradenton Area with a population of approximately 53,973. It is also the seat of the government for Manatee County. A center for finance, business, healthcare and culture, Bradenton has a business friendly environment. It is a city, yet it has a small town charm and appeal. In addition to an Enterprise Zone to promote business development, efforts to renovate the city's central core area including "Old Main Street" and to develop city owned property along the Manatee River continue.

Bradenton Beach

Bradenton Beach is a small beach community at the southern tip of Anna Maria Island, with 1,577 year-round residents. A vacation destination, Bradenton Beach boasts a variety of accommodations from no-frill to luxury inns. Thirty-five percent of the town's property is set aside for public recreation. At the southern tip of the town are two large public beaches. The historic and renovated Bridge Street is dotted with restaurants and nightlife. On Leffis Key, a restored salt-water marsh, visitors can use nature trails, boardwalks, and view Sarasota Bay from scenic overlooks.

Ellenton

Ellenton, located in the north central part of Manatee County, is best known for its two major attractions, the Gamble Plantation State Historical Site and the Premium Outlet Mall. Both can be found on U.S. 301. Ellenton is located along the Manatee River and just minutes away from Bradenton or Sarasota. Over a fifth of the area within Ellenton's designated boundaries is water.

Holmes Beach

Holmes Beach is the largest of three municipalities on the barrier island of Anna Maria and is bordered by Sarasota Bay and the Gulf of Mexico. Primarily a residential community with a year-round population of almost 5,119, Holmes Beach is also a popular vacation destination with numerous motels and cottages. Wide accessible beaches complement the Manatee County Public Beach and year-round events and festivals bring a strong sense of pride to the community.

Lakewood Ranch

Lakewood Ranch is a 7,000-acre master-planned community featuring seven villages that offer a variety of lifestyles from townhouses to estate living. Dramatic landscapes include forest and wetland preserves and hundreds of species of native wildlife. Recreational facilities include Lakewood Ranch Country Club and Athletic Center, the Sarasota Cricket Club, nine world-class Polo fields and a variety of community parks, lakes, and preserves. Lakewood Ranch is home to retail businesses, industrial firms and professional practices, plus a wide choice of high-quality sites and buildings. The community features shopping, dining, excellent schools and healthcare facilities.

Longboat Key

Located south of Anna Maria Island, across the Longboat Pass, Longboat Key is primarily a luxury resort and retirement community. The Key is shared by two counties...Manatee in the north and Sarasota in the South. Longboat Key's 7,000 year-round residents enjoy 12 miles of Gulf-front beaches. A barrier island lying between Sarasota Bay and the Gulf of Mexico, Longboat Key features a nationally known tennis resort, luxury resorts, fine dining, exclusive shops, and two private golf courses.

Palmetto

Palmetto is the second largest city in the Greater Bradenton Area with a population of 14,407. Located north of Bradenton across the Manatee River, it is the home of the area's agricultural industry, primarily the growing and shipping of tomatoes. An Enterprise Zone in Palmetto offers tax benefits to new and expanding businesses. Like Bradenton, Palmetto is placing renewed emphasis on public spaces along the Manatee River and is renovating its "Old Town," historic and commercial district. Palmetto has one of the largest community redevelopment districts in the state, and has the historic grace of old Florida waterfront, a sense of community, and a sense of purpose.

About the Bradenton Area Convention & Visitors Bureau

The Bradenton Area Convention & Visitors Bureau (BACVB) is responsible for growing one of Manatee County's important industries – Tourism! Strengthening the county's economy and employment by investing the Tourist Development Tax receipts in a comprehensive research driven tourism marketing program.

The Bradenton Area Convention & Visitors Bureau is a department of Manatee County Government charged with developing and promoting the Bradenton Area as a leisure, business, convention, sports, film and agricultural area to our potential visitors. BACVB has 7 employees while the Manatee Convention Center employs 12. There are 6 additional marketing vendors including; Research, Public Relations, Fulfillment, Website, German Marketing Representative and United Kingdom Marketing Representative. This brochure provides our tourism demographics and statistics from 2009 through 2010 as compiled through our BACVB Research firm.

2010 Bradenton Area Visitor Statistics

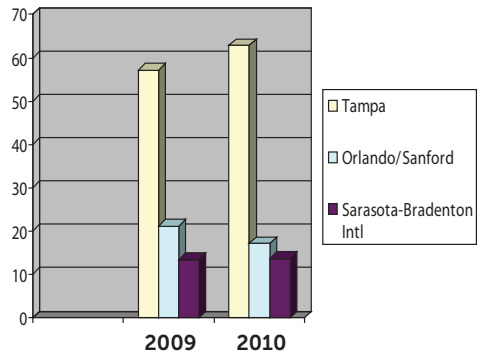
	2009	2010
Total Visitors	2,511,200	2,591,300
Overnight Visitors	856,300	880,100
Lodging Occupancy	447,000	460,600
Average Room Rate	\$131.3	\$128.8
Length of Stay	7.7	7.6
Average Party Size	2.8	2.8
Visitors Traveling by Car	52.5%	52.8%
Visitors Traveling by Air	46.7%	46.6%
Annual Spending**	\$693,413,301	\$708,349,105
Visitor Generated Wages*	\$436,235,000	\$461,232,000
Full Time Jobs Generated by Tourism	17,400	17,900

Airport Deplanements

Sarasota Bradenton International (SRQ) serves over 1.5 million passengers a year as a gateway to the Southwest Gulf Coast of Florida. Major domestic and commuter airlines provide daily scheduled service, as do seasonal international and domestic charter carriers. As the hub of air travel for our destination, SRQ is only minutes from Gulf beaches and our islands and convenient to I-75 and Tamiami Trail.

The user-friendly terminal and attractively maintained surroundings exemplify the best of Florida, offering a comfortable, secure and stress-free atmosphere. Airline ticketing, baggage claim, and other services are steps away from the main concourse and the commuter gates. Both the short and long-term parking lots are adjacent to the main terminal.

SRQ is a full service international airport serving four adjacent counties. The airport serves a direct "catchment" from Sarasota, Manatee, DeSoto and Hardee counties with a year-round resident population of 670,000. The population grows to near 800,000 during the winter months. The two lists below show the top twenty cities where passengers are arriving from or going to in order of rank.



Top Twenty Domestic Destinations

The Top Twenty Domestic list shows the cities where SRQ has the most passengers flying to and from our airport. This list is based on originating and deplaning passengers and does not include passengers connecting through these airports to other destinations.

1	Chicago-Midway**	MDW
2	New York - Kennedy**	JFK
3	Atlanta**	ATL
4	Baltimore Washington*	BWI
5	Indianapolis*	IND
6	Washington - Reagan	DCA
7	Boston	BOS
8	Detroit	DTW
9	Buffalo	BUF
10	Charlotte**	CLT
11	Cincinnati	CVG
12	Pittsburgh	PIT
13	Newark	EWR
14	Columbus	CMH
15	Minneapolis - St. Paul	MSP
16	Los Angeles	LAX
17	Philadelphia	PHL
18	Dayton	DAY
19	New York - LaGuardia	LGA
20	Portland, ME	PWM

Year-Round **
Seasonal Daily *
Seasonal less than daily ^

Top Twenty International Destinations

The Top Twenty International list shows the highest level of scheduled international origination or destination passengers. The list does not include passengers connecting in the listed cities.

1	Toronto, CAN*	YYZ
2	Frankfurt, GE	FRA
3	Montreal, CAN	YUL
4	London - Gatwick, UK	LGW
5	Manchester, UK	MAN
6	Paris, FR	CDG
7	Munich, GE	MUC
8	Zurich	ZRH
9	Prague, CZ	PRG
10	London - Heathrow, UK	LHR
11	Mexico, MX	MEX
12	Rome, IT	FCO
13	Seoul, S.Kor	ICN
14	Stuttgart, GE	STR
15	Amsterdam, NL	AMS
16	Dusseldorf, GE	DUS
17	Dublin, IRE	DUB
18	Hamburg, GE	HAM
19	Johannesburg, SA	JNB
20	Bermuda, UK	BDA

Non-Stop Service

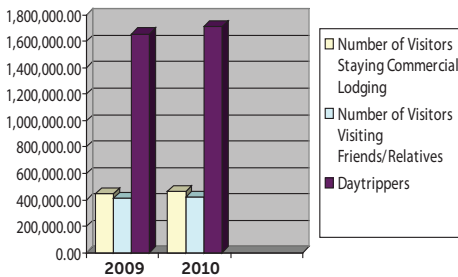
The list below shows existing non-stop service from SRQ. The destinations are listed alphabetically showing which airlines fly between SRQ and the destination city and whether the service is seasonal or year-round.

Destination	Airline	Frequency	Seasons
Atlanta, GA (ATL)	 DELTA	Daily	Year-Round
Atlanta, GA (ATL)	 AirTran	Daily	Year-Round
Baltimore, MD (BWI)	 AirTran	Daily	Year-Round
Boston (BOS)	 jetBlue AIRWAYS	Daily	Winter / Spring
Boston, MA (BOS)	 AirTran	Weekend	Winter / Spring
Charlotte, NC (CLT)	 U.S AIRWAYS	Daily	Year-Round
Chicago, IL (MDW)	 AirTran	Daily	Year-Round
Cincinnati, Ohio (CVG)	 DELTA	Daily	Winter / Spring
Detroit, MI (DTW)	 DELTA	Daily	Winter / Spring
Indianapolis, IN (IND)	 AirTran	Daily	Winter / Spring
Milwaukee (MKE)	 AirTran	Daily	Winter / Spring
New York, NY (JFK)	 jetBlue AIRWAYS	Daily	Year-Round
Toronto, Canada (YYZ)	 AIR CANADA 	Daily	Winter / Spring
Washington, DC (DCA)	 U.S AIRWAYS	Daily	Year-Round



With over 2.5 million visitors to the area, over 880,000 visitors stayed overnight in the area, with the average length of stay 7 nights. Total Economic impact to the area was \$708,349,105.

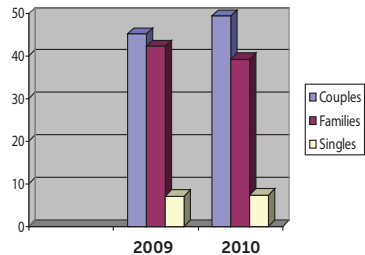
2010 Visitor Expenditures



Travelers by Type

The Bradenton area saw an increase in couples spending quality time in the area at 49.4%, up 4.2% from 2009. Family visitation slightly decreased to 39.2% while singles increased 0.2% to 7.3% in 2010.

	2009	2010
Couples	45.2%	49.4%
Families	42.2%	39.2%
Singles	7.1%	7.3%



European Visitation

	2009	2010
Total Europe	52,124	50,435
United Kingdom/Ireland	29,257	26,670
Germany/Central European	22,867	23,765

Lodging Performance

The Bradenton area has approximately 159 diverse properties throughout the county with approximately 6,095 room nights. The product ranges from full service resorts, hotels, motel, condominiums, bed & breakfast, and private homes.

Number of Rooms			
	Mainland	Anna Maria	Longboat Key
Hotels	2,952	240	33
Condominiums	410	826	498
Full Service Resorts	178	436	113
B&B/Effic/Cottage/Villa	9	256	133
Mobile Home Park Campgrounds (15)	11		



Lodging Performance		
	2009	2010
Occupancy	57.4%	58.4%
Average Daily Rate	\$131.29	\$128.76

Occupancy by Season

	Occupancy	ADR	ADR
October - December	47.3%	\$122.25	\$118.29
January - March	68.9%	\$147.2	\$143.2
April - June	61.1%	\$131.9	\$131.2
July - September	52.1%	\$123.8	\$122.4

Visitor Origins

The Bradenton area has a strong drive market within the State of Florida. Top feeder markets in the State are: St. Petersburg/Clearwater, Tampa, Orlando, Miami/Fort Lauderdale and Jacksonville.



Top Feeder Markets

	2009	2010
Tampa/St. Pete	14.2%	14%
New York	13.5%	14%
Greater Orlando Area	11.9%	12%
Miami - Ft. Lauderdale	7.8%	8%
Philadelphia	7.4%	7%
Atlanta	7.4%	7%
Chicago	6.8%	7%
Boston	4.8%	5%
Jacksonville	4.7%	5%
West Palm Beach/ Boca Raton	4.4%	4%

The visitor has many choices in travel when deciding where to spend their disposable income. Top trends indicate that those destinations that offer a diverse selection of accommodations, attractions and dining tend to do quite well and should see a strong repeat business.

The Bradenton area offers a Southwest Florida location, within 2 hours of five major airports for connectivity to the area. With two beautiful islands with award-winning beaches, the visitor can truly find an "authentic" Florida Getaway. The area has seen a gradual increase in visitation throughout 2010.

The average age of the visitor is 50 years old with a head of household income of \$100,000 and disposable income to spend in our communities.

Visitor Origins

	2009	2010
Florida	125,325	131,276
Southeast	43,069	47,505
Northeast	84,809	87,867
Midwest	96,071	100,375
Canada	22,622	22,048
Europe	51,945	48,688
Markets of Opportunity*	23,159	22,841
*All other domestic markets		

2010 Influential Factors Chart

Beautiful Beaches	93.3%
Sunning on the Beach	78.1%
Clear, Blue Water	76.7%
Clean, Unspoiled Environment	66.7%
Good Restaurants	63.1%
Complete Relaxation	63.0%
Good Value for the Money	59.4%
Safe Destination	59.3%
Easy to Travel Around	58.5%
Family Friendly	51.4%
Laid Back Accommodations	51.4%
Reasonably Priced Lodging	51.1%
Good Shopping	48.6%

Value of Tourism

- Approximately 17,900 local residents are employed by tourism.
- A downturn in the Tourism Industry at 25% equals approximately 4,475 local jobs lost.
- A downturn in the Tourism Industry at 50% equals approximately 8,950 local jobs lost.
- 1 out of 17 jobs in Manatee County depends on Tourism.
- Tourism is one of Manatee Counties fastest growing industries.
- The average visitor spends \$135 per day in our area.
- The average visitor length of stay is 7 days.
- Total economic impact of the average visitor is \$945
- Each household in Manatee County would pay \$230 more in taxes without the tax revenue generated by travel and tourism.
- Tourism contributes over **\$31 million** in state and local sales and use taxes to Manatee County.
- Motor Fuel and Gas Taxes paid by tourists equal an estimated **\$2.8 million**

Value of Tourism	2009	2010
Resort Tax Collection	\$5,469,906	\$6,424,880
Area Residents Employed by Tourism	17,400	17,900
Area Wages Generated by Tourism *	\$436,235,000	\$461,232,000

*Direct and Indirect

Florida Tourism Statistics *Visit Florida

With its progressive and proactive marketing initiatives, Visit Florida has successfully increased the economic advantages that tourism brings to the Sunshine State.

Tax revenues generated by tourism-related spending represent a primary source of state government funding that helps to build roads, support schools, pay for healthcare and other vital programs and preserve natural settings.

Fast Facts	2009	2010
Spending related to tourism	\$60.9 billion	\$60.9 billion
Amount generated in Payroll	\$19.0 billion	\$19.0 billion
Total State Tourism Tax	\$3.7 billion	\$3.7 billion
Total number of visitors to Florida	80.9 million	82.6 million
Number of Floridians directly employed in Tourism	968,400	962,100
Average amount spent by each domestic visitor per day in Florida	\$135.00	\$135.00

United States Travel Statistics *U.S. Travel Association

- \$70.4 billion – Travel expenditures generated by domestic and international visitors (excludes international passenger fares).
- 7.4 million – Jobs directly generated by travel expenditures.
- \$186.3 billion – Wages shared by American workers directly employed by travel.
- 2.7% - Percentage of nation's gross domestic product (GDP) attributed to travel and tourism.
- No. 1 – Where travel ranks among services export industries.
- 10.1 million – Jobs directly and indirectly generated by travel expenditures.
- 1 out of 9 - U.S. Jobs that depend on Travel and Tourism.
- No. 5 – Where travel ranks in terms of employment compared to other major private industry sectors.
- 99.5% - Percentage of travel industry firms with 500 or fewer employees.
- 1.9 billion – Number of person-trips* that Americans took for business and leisure purposes. *Person trip is one person on a trip away from home, overnight, in paid accommodations or on a trip 50+ miles away from home.
- 54.9 million – Number of international arrivals in the U.S. for 2009, including 23.8 million from overseas markets.
- Travel is among the top 10 industries in 48 states and D.C. in terms of employment.
- Each U.S. household would pay \$950 more in taxes without the tax revenue generated by travel and tourism.
- Direct spending by resident and international in the U.S. averaged \$1.9 billion a day, \$80 million an hour, \$1.3 million a minute and \$22,300 a second.

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sunset sunsets beautiful water wedding watching weather
work time

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