

TOURISM IS VITAL TO FLORIDA



TOURISM IS FLORIDA'S TOP ECONOMIC DRIVER

In 2017, out-of-state visitors added **\$85.9 BILLION** to Florida's economy. That's more than the entire GDP of 12 states.

Source: Rockport Analytics, Bureau of Economic Analysis

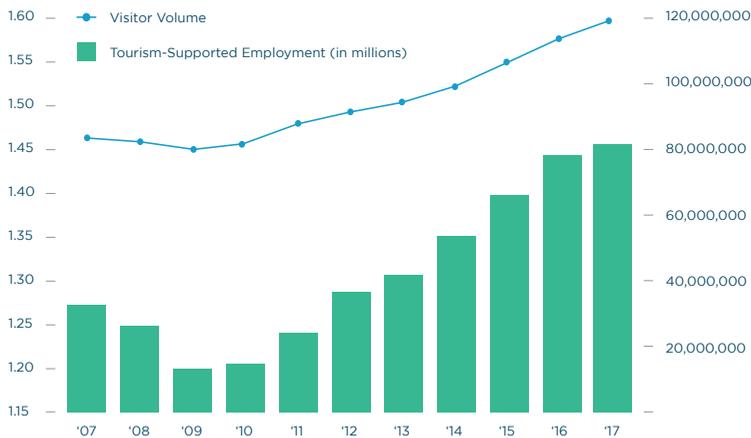
127.0 MILLION VISITORS

came to Florida in 2018, an 8th consecutive year of record visitation.

VISIT FLORIDA marketing drives out-of-state visitors to all of Florida's **67 COUNTIES.**

FLORIDA TOURISM IS GROWING FASTER THAN...

THE U.S. ECONOMY, CONSUMER SPENDING, HEALTH CARE SPENDING, & SPENDING ON RECREATION. Source: Rockport Analytics, Bureau of Economic Analysis



Source: Tourism Economics, Rockport Analytics

VISIT FLORIDA IS A SMART INVESTMENT

According to the Florida Legislature's Chief Economist, every \$1 invested in VISIT FLORIDA yields a **\$2.15 RETURN** on investment to Florida's taxpayers.

People exposed to VISIT FLORIDA's digital advertising in 2018 were almost **TWICE AS LIKELY** to visit Florida and had a more favorable view of the state.

Source: Arrivalist, OmniTrak

Every **81 VISITORS** = one Florida Job.

293 NEW HOTELS (39,149 ROOMS) & 9,500+ NEW RESTAURANTS

opened from 2015 to July 2019. Source: STR and DBPR Division of Hotels & Restaurants

Bed taxes in **RURAL COUNTIES** have grown nearly **50% FASTER** than **URBAN COUNTIES** since 2012.

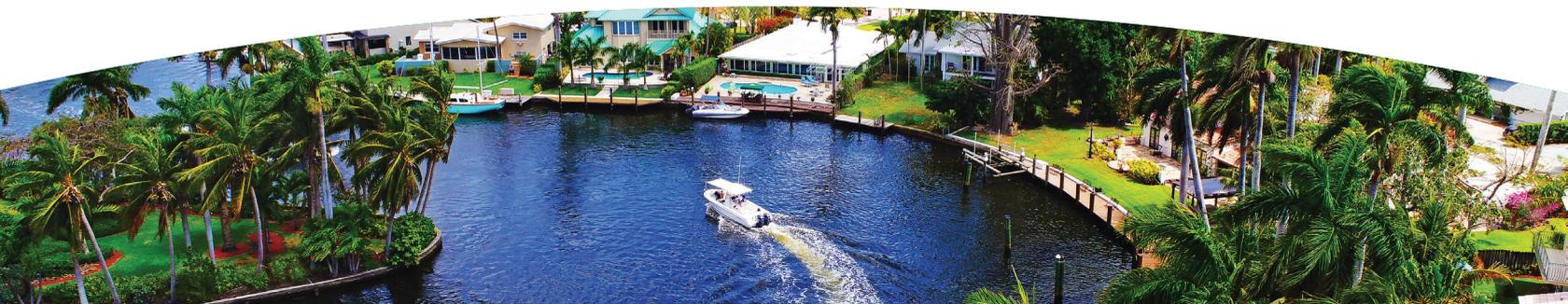
Source: Florida Department of Revenue

TOURISM KEEPS FLORIDA'S TAXES LOW

According to the Florida Legislature's Chief Economist, tourism accounted for **13.4%** or more than **\$3.22 BILLION** of total state sales tax collections.

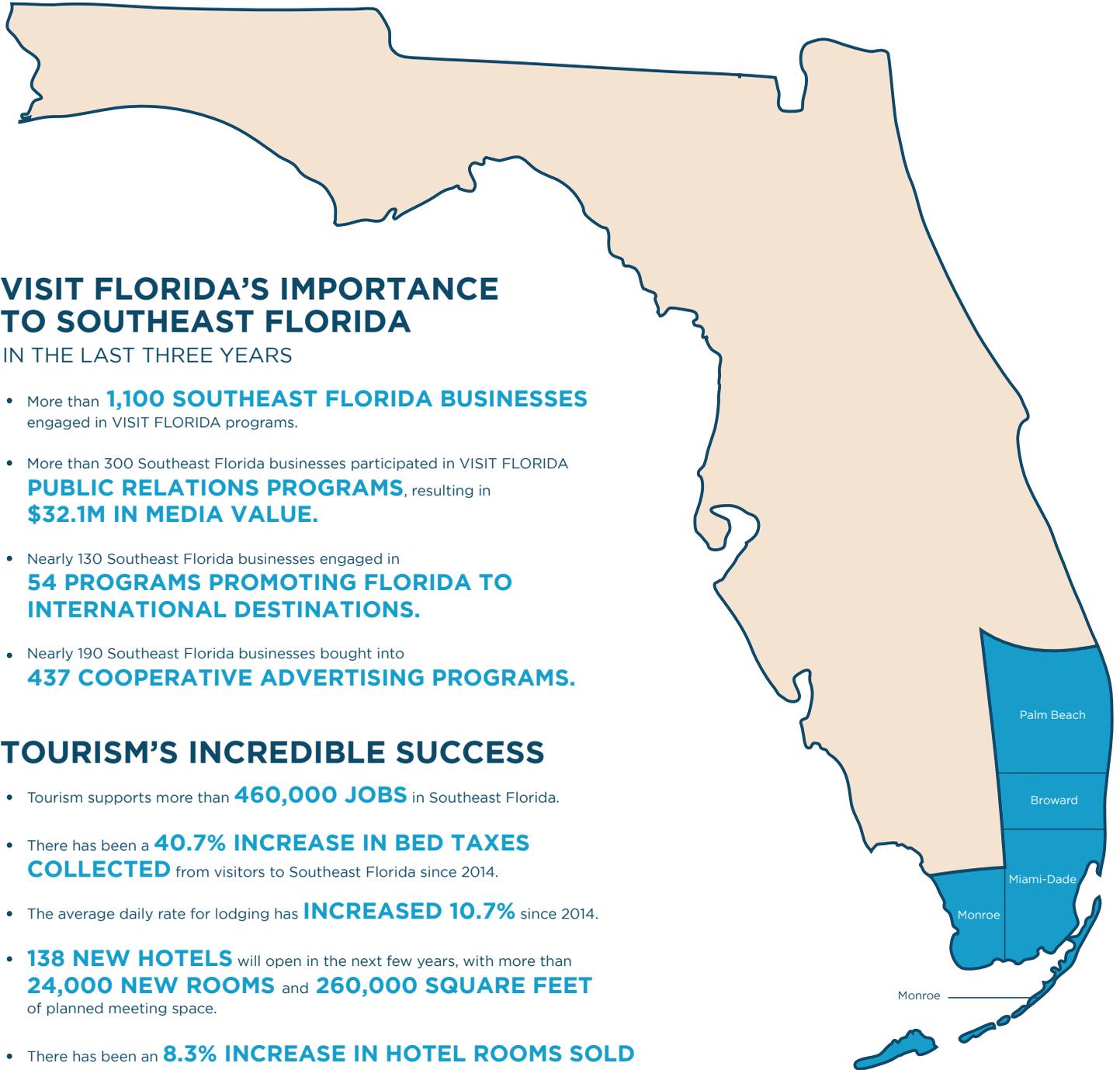
Visitors save every Florida household **\$1,512/YEAR**

on state and local taxes. Source: Rockport Analytics, Census Bureau



VISIT FLORIDA BENEFITS SOUTHEAST FLORIDA

VISITFLORIDA®



VISIT FLORIDA'S IMPORTANCE TO SOUTHEAST FLORIDA

IN THE LAST THREE YEARS

- More than **1,100 SOUTHEAST FLORIDA BUSINESSES** engaged in VISIT FLORIDA programs.
- More than 300 Southeast Florida businesses participated in VISIT FLORIDA **PUBLIC RELATIONS PROGRAMS**, resulting in **\$32.1M IN MEDIA VALUE**.
- Nearly 130 Southeast Florida businesses engaged in **54 PROGRAMS PROMOTING FLORIDA TO INTERNATIONAL DESTINATIONS**.
- Nearly 190 Southeast Florida businesses bought into **437 COOPERATIVE ADVERTISING PROGRAMS**.

TOURISM'S INCREDIBLE SUCCESS

- Tourism supports more than **460,000 JOBS** in Southeast Florida.
- There has been a **40.7% INCREASE IN BED TAXES COLLECTED** from visitors to Southeast Florida since 2014.
- The average daily rate for lodging has **INCREASED 10.7%** since 2014.
- **138 NEW HOTELS** will open in the next few years, with more than **24,000 NEW ROOMS** and **260,000 SQUARE FEET** of planned meeting space.
- There has been an **8.3% INCREASE IN HOTEL ROOMS SOLD** in Southeast Florida since 2014.

Updated on 10/3/2019

“If Florida stopped funding VISIT FLORIDA marketing altogether, it would be detrimental to our business. There can only be one number one. We need to continue to prove we are the best state for tourism .”

- KARA LUNDGREN, GENERAL MANAGER, CIRC HOTEL, HOLLYWOOD, FL