



## VISIT FLORIDA IS VALUABLE TO EVERY FLORIDIAN

### VISIT FLORIDA generates revenue for the state of Florida

- For every \$1 invested in VISIT FLORIDA, \$2.15 is returned to the taxpayers. (Source: Florida Office of Economic & Demographic Research), and VISIT FLORIDA matches each taxpayer dollar it receives with a dollar or more from the private sector.
- Visitors to Florida save every Florida household \$1,512 annually on state and local taxes. (Source: Rockport Analytics, Census Bureau)
- Tourism supports one out of every six jobs in Florida.
- In 2017, out-of-state visitors added \$85.9 billion to Florida's economy. That is more than the entire GDP of 12 states. (Source: Rockport Analytics, Bureau of Economic Analysis)
- VISIT FLORIDA has one of the highest ROIs of any state economic development program (Source: Florida Office of Economic & Demographic Research)

### **According to the Florida Legislature's Office of Economic & Demographic Research (EDR), tourism-related revenue losses pose the greatest potential risk to Florida's economic outlook**

- In September, 2019, EDR updated its empirical analysis of the various sources of the state's sales tax collections. In Fiscal Year 2017-18, sales tax collections provided over \$24.1 billion or 77.3 percent of Florida's total General Revenue collections. **Of this amount, an estimated 13.4 percent (over \$3.22 billion) was attributable to purchases made by tourists.**
- In order for VISIT FLORIDA to generate enough sales tax for the state to break-even on the \$50 million invested into the organization, it would have to be responsible for directly attracting 1,906,941 visitors since it's been determined that each visitor contributes an average of \$26.22. This means that VISIT FLORIDA would have to be responsible for directly attracting less than 1.5 percent of total visitors to Florida, much less than the 5.5 percent that EDR has determined that the organization is directly responsible for attracting. **This means that VISIT FLORIDA easily breaks-even on just the sales tax its generates, which does not include all of the other economic benefits of enhanced tourism to Florida.**
- EDR also reported that previous economic studies of disease outbreaks and natural or manmade disasters have shown that tourism demand is very sensitive to such events. Also, a strong and strengthening dollar tends to have a chilling effect on international travel. The broad dollar is expected to remain elevated throughout the near-term forecast and is susceptible to trade tensions.



## **VISIT FLORIDA Protects Florida's Tourism Industry (tax revenue and jobs) in Times of Crisis**

- VISIT FLORIDA is the only organization solely committed to safeguarding Florida's brand perception and the tourism industry that generates billions of tax revenue for the state.
- During a crisis, like a hurricane threatening the state, VISIT FLORIDA supports the state's emergency response including communicating life safety information directly to travelers through web and social media and at our three welcome centers.
- During Hurricane Michael, Florida saw negative media coverage totaling \$35 million, during red tide \$22 million in news coverage impacted travel to Florida. This year, Hurricane Dorian accounted for \$44 million in negative news coverage for the state.
- Following a crisis, VISIT FLORIDA works with tourism businesses and state agencies to mitigate the effects on the tourism industry and help the impacted destinations recover as quickly as possible. Also, because travelers often do not understand the state's geography, VISIT FLORIDA works to correct misperceptions regarding areas of the state are open for business through innovative marketing initiatives like Facebook Live events and digital and broadcast advertisements.

## **VISIT FLORIDA partners with businesses and destinations and helps them leverage limited marketing dollars**

- VISIT FLORIDA has more than 13,000 engaged business partners across Florida who benefit from public relations support, cooperative advertising campaigns and social media exposure.
- 90 percent of VISIT FLORIDA partners surveyed reported that they are "likely" or "extremely likely" to renew their partnership with VISIT FLORIDA, an increase of 2 percent between Fiscal Years 17-18 and 18-19. (Source: Downs & St. Germain)
- As an example, in December, VISIT FLORIDA coordinated a one-day fare sale with JetBlue for travel from Boston, New York and Washington. This fare sale generated more than 10.7 million media impressions and 3,000 bookings in just one day.

## **VISIT FLORIDA marketing is effective**

- Florida is the top vacation destination for domestic visitors, families, beach-goers, Baby Boomers, Gen Xers, Millennials and African American leisure travelers.



- Florida's market share of out-of-state overnight domestic leisure travelers has increased the past three years, and Florida has nearly twice the market share of our closest competitor, California. (Source: D.K. Shifflet & Associates)
- People who saw VISIT FLORIDA's digital advertising in 2018 were nearly 2x (1.76x) times as likely to later come to Florida compared to demographically similar people who didn't see VISIT FLORIDA's digital ads (Source: Arrivalist)
- People who are aware of VISIT FLORIDA's advertising rate Florida an average of 10 percentage points higher on attributes that are important to them when picking a vacation destination compared to those who aren't aware of VISIT FLORIDA's advertising. (Source: OmniTrak Group)
- In Fiscal Year 17-18, 57.6 percent of surveyed visitors reported they had been influenced by at least one VISIT FLORIDA marketing effort. (Source: Nielsen)
- In the first half of Fiscal Year 18-19, 34 percent of people who were aware of VISIT FLORIDA advertising said they planned to travel to Florida in the next 12 months, compared to 23 percent of those who were not aware of our advertising. (Source: OmniTrak Group)

## **Examples of Marketing Success**

### **VISIT FLORIDA's international marketing resulted in 1-in-4 international travelers to the U.S. visiting Florida**

- International visitors are vital to Florida tourism revenue. On average, they stay longer and spend almost twice as much per person than domestic visitors.
- Since 2012, because of VISIT FLORIDA's targeted marketing campaigns, Florida's international market share has increased from 22.1 to 24.4 percent. This comes as other states, such as New York, Nevada and Hawaii, have seen their international market shares decrease.

### **VISIT FLORIDA's 2018 Family Campaigns increased family trips to Florida by 24 percent**

- Florida receives more overnight family travelers than any other state and families constitute one-third of Florida's domestic visitors.
- The 2018 Family Memory Makers campaign was VISIT FLORIDA's biggest marketing investment in family travelers and delivered 1.1 billion impressions across the United States. **In 2018, the number of family trips to Florida grew by 24.4 percent compared to 2017. The growth rates in previous years were only 4.5 percent in 2017 and 4.1 percent in 2016.** (Source: TravelTrak America)



- The Families media campaign on Expedia that ran throughout the 2018/2019 fiscal year, saw a Return on Ad Spend of \$95 to \$1.
- Consumers who saw VISIT FLORIDA's digital family marketing in 2018 were twice as likely to later come to Florida compared to similar people who did not see the marketing. (Source: Arrivalist)
- Consumers who visited the Families section of VISIT FLORIDA's website were three times as likely to later visit Florida compared to similar people who did not visit the site. (Source: Arrivalist)

### **VISIT FLORIDA's 2018 Adventure Campaign increased adventure trips to Florida by nearly 27 percent**

- Adventure travelers represent approximately 11 percent of overnight leisure trips to the state.
- VISIT FLORIDA launched an Adventure Seekers campaign for the first time in 2018. This campaign delivered 204 million national impressions, and research showed that consumers who saw this digital advertising were more than twice as likely to later come to Florida. (Source: Arrivalist)
- As a result, the number of trips to Florida by Adventure Seekers grew 26.6 percent in 2018, after no growth the previous two years. (Source: TravelTrak America)

### **VISIT FLORIDA's focus on marketing to Canadian travelers increased trips to Florida by four percent after three years of decline**

- VISIT FLORIDA's 2017 Canadian winter campaign, launched in November 2017, included a historic advertising spend and a successful "Power Play" Parity Program, which included discounts of 20 percent or more from Florida destinations, attractions, and transportation. The discounted rate was designed to eliminate the currency exchange disparity between the U.S. and Canadian Dollars.
- As a result of VISIT FLORIDA's efforts, in 2017, Canadian visitation to Florida increased from 3.35 million in 2016 to 3.48 million visitors, or 4 percent. This increase came after three consecutive years of decline in Canadian visitation to Florida. In Q4 2017 and Q1 2018 alone, Florida saw a 2.4 percent increase in Canadian visitation.
- Due to the campaign's success, Facebook conducted a case study. The campaign resulted in a six-point lift in action intent, which is two times higher than the North America benchmark, and a 22-point lift in ad recall on Facebook, 91 percent higher than the average across all brands in terms of ad recall by Canadians.
- The 2017 Canadian winter campaign was also named a U.S. Travel Association Mercury Award finalist in the International Marketing category.



**A recent co-branded campaign with Expedia resulted in an additional \$3.3 million in media value for the Florida tourism industry that would not have been possible without VISIT FLORIDA**

- During the months of March and April 2019, VISIT FLORIDA ran a co-branded campaign with Expedia.
- The campaign featured a 30-second ad targeting the Canadian market in both English and French. The ad showcased several experiences Canadian travelers can have throughout Florida.
- Because of the advertisement’s success, Expedia chose to extend the ad’s run dates in Canada and run it nationally in the United States – at no additional cost to VISIT FLORIDA.
- This resulted in an additional \$3.3 million in media value for our industry that would not have been possible without VISIT FLORIDA.

**Destination Marketing Organization Examples**

**Tourism Marketing Funding Increase**

State	Tourism Marketing Funding Increase (2011-2017)	Increase in Travel Spending (2011-2017)
California	\$59 million	\$36.9 billion
New Mexico	\$5.7 million	\$842 million

**Tourism Marketing Funding Decrease**

- **Colorado** cut its tourism marketing budget from \$12 million to zero in 1993. Within one year, the state lost \$1.4 billion in traveler spending and Colorado slipped from first place to 17th place in the summer resort category. Within four years of discontinuing tourism marketing, \$2.4 billion was lost in traveler spending. Colorado’s domestic market share plunged by 30 percent within two years. It took Colorado 21 years to regain their share of overnight leisure travelers. (Source: U.S. travel)
- **Pennsylvania** cut its tourism marketing budget cut from \$30 million to \$7 million in 2009. From 2009 to 2014, Pennsylvania lost 37.3 million marketable trip visitors, \$7.7 billion of visitor spending, \$3.2 billion of labor income, and almost \$450 million of state taxes, while saving only \$124.9 million of tourism budget expenditures. Every \$1 cut from Pennsylvania’s tourism budget cost \$3.60 lost in tax revenue and between 2009 and 2014, the state lost more than \$600 million in state and local tax revenue. (Source: VisitPhilly, U.S. Travel)



- **Washington** completely shut down its tourism office in 2011. In 2011, the growth in traveler spending in Washington state was 13 percent slower than national growth. Growth in state and local taxes generated by travel was 26 percent slower than the nation overall. In 2011, traveler spending in competing Montana grew 70% faster than in Washington state. (Source: U.S. travel)
- **Mexico** disbanded its tourism board in 2019. Hotels in the region recorded average daily rate fell 7.3 percent in Q2 of this year, revenue per available room plummeted 12.3 percent to \$115.95, and occupancy fell nearly 4 percentage points to 68.2 percent. Mexico City also had a rough second quarter. (Source: Travel Weekly)