FLORIDA TOURISM
Creating jobs and driving Florida’s economy.

FLORIDA’S SHARE OF THE global MARKET

116.5 million*
In 2017 Florida welcomed out of state and international visitors from 191 countries

2.1* visitors come to Florida on any given day = more people than live in 15 different US states

3.5 M* Canada
1.4 M* UK
993 K* Brazil
649 K* Argentina
528 K* Colombia

87.8%* of Florida’s visitors are domestic travelers

ECONOMIC impact OF TRAVEL & TOURISM

Every 78 visitors to the state supports 1 tourism job
Visitor spending supported 1.4 million jobs in Florida in 2016

In 2016 $11.6 billion in state and local tax revenue was generated
Visitors spent an average of $306 million per day in 2016

In 2016 Visitors spent $111.7 billion

$87.2B 2011
$91.5B 2012
$98.5B 2013
$104.7B 2014
$108.8B 2015

SIX STRAIGHT YEARS OF RECORD TOURISM SPENDING
Over 1.9 million followers on Facebook, Twitter, YouTube, Instagram and Pinterest

28 million views on YouTube with 12 million minutes watched for 2017

= The equivalent of one person watching VISIT FLORIDA’s YouTube channel for 22.8 years straight

2.8 More than million pieces of content generated with #LoveFL

1.0 billion consumer impressions were generated from 252 promotional programs

Through promotions, over $98 million in media value generated

REACHING OUR target AUDIENCE

Over 12k industry businesses partnering with VISIT FLORIDA

For every $1 the state invests in VISIT FLORIDA, $2.15 in tax revenue is generated*

We’re on our way to becoming the No. 1 travel destination in the world. Visit SunshineMatters.org, the official blog for Florida Tourism.

*preliminary: subject to revision

 floated into the world with 12000 businesses partner with FL tourism industry 

VISIT FLORIDA’s YouTube channel for 22.8 years straight

57.6% of visitors were significantly influenced by VISIT FLORIDA marketing efforts in FY 2017/18

RECORD BREAKING VISITATION NUMBERS

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VISIT FLORIDA.