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

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

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.

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. Sources: Rockport Analytics, Census Bureau

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

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

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

Source: Rockport Analytics, Bureau of Economic Analysis

Source: Tourism Economics, Rockport Analytics
VISIT FLORIDA BENEFITS CENTRAL FLORIDA

VISIT FLORIDA’S IMPORTANCE TO CENTRAL FLORIDA IN THE LAST THREE YEARS

- More than **1,000 CENTRAL FLORIDA BUSINESSES** engaged in VISIT FLORIDA programs.
- More than 160 Central Florida businesses participated in VISIT FLORIDA public relations programs, resulting in **$28.8M IN MEDIA VALUE**.
- More than 150 Central Florida businesses engaged in **58 PROGRAMS PROMOTING FLORIDA TO INTERNATIONAL DESTINATIONS**.
- Nearly 190 Central Florida businesses bought into **588 COOPERATIVE ADVERTISING PROGRAMS**.

TOURISM’S INCREDIBLE SUCCESS

- Tourism supports more than **520,000 JOBS** in Central Florida.
- There has been a **38% INCREASE IN BED TAXES COLLECTED** from visitors to Central Florida since 2014.
- The average daily rate for lodging sold has **INCREASED 19.4%** since 2014.
- More than **100 NEW HOTELS** will open in the next few years, with more than **19,000 NEW ROOMS** and **150,000 SQUARE FEET** of planned meeting space.
- There has been a **11% INCREASE IN HOTEL ROOMS SOLD** since 2014.

“VISIT FLORIDA is able to do way more marketing than I could ever do to bring down the Northerners and the Midwesterners who love alligators and airboats. Because of VISIT FLORIDA, we have been able to grow. Without VISIT FLORIDA, we would probably still be here and we’d still be growing, but certainly not at the level we are now. The more tourists that come to Florida, the better it is for all of us.”

- **PAUL PROLY**, DIRECTOR OF SALES, BOGGY CREEK AIRBOAT ADVENTURES