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

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

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

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
**VISIT FLORIDA BENEFITS THE CENTRAL EAST COAST**

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

- Nearly **450 CENTRAL EAST COAST BUSINESSES** engaged in VISIT FLORIDA programs.
- Nearly 140 Central East Coast businesses participated in VISIT FLORIDA public relations programs, resulting in **$27M IN MEDIA VALUE**.
- More than 110 Central East Coast businesses bought into **336 COOPERATIVE ADVERTISING PROGRAMS**.

**TOURISM’S INCREDIBLE SUCCESS**

- Tourism supports more than **92,000 JOBS** on the Central East Coast.
- There has been a **44.8% INCREASE IN BED TAXES COLLECTED** from visitors to the Central East Coast since 2014.
- The average daily rate for lodging sold has **INCREASED 21.6%** since 2014.
- **36 NEW HOTELS** will open in the next few years, with more than **4,000 NEW ROOMS** planned for the Central East Coast region.
- There has been a **30.7% INCREASE IN HOTEL ROOMS SOLD** since 2014.

“Flagler and West Volusia are less known to national and international audiences. VISIT FLORIDA stretches our dollars and provides us with exposure that we could never afford on our own. This year in West Volusia, we had visitors from China and Brazil.”

– GEORGIA TURNER, WEST VOLUSIA TOURISM ADVERTISING AUTHORITY EXECUTIVE DIRECTOR