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.

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.

TOURISM IS GROWING FASTER THAN...
THE U.S. ECONOMY, CONSUMER SPENDING, HEALTH CARE SPENDING, & SPENDING ON RECREATION.

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.

Every 81 VISITORS = one Florida Job.

293 NEW HOTELS (39,149 ROOMS) & 9,500+ NEW RESTAURANTS opened from 2015 to July 2019.

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

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.
VISIT FLORIDA BENEFITS THE TAMPA BAY AREA

VISIT FLORIDA’S IMPORTANCE TO THE TAMPA BAY AREA
IN THE LAST THREE YEARS

- More than **750 TAMPA BAY AREA BUSINESSES** engaged in VISIT FLORIDA programs.
- More than 200 Tampa Bay area businesses participated in VISIT FLORIDA public relations programs, resulting in **$52M IN MEDIA VALUE**.
- Nearly 40 Tampa Bay businesses engaged in **44 PROGRAMS PROMOTING FLORIDA TO INTERNATIONAL DESTINATIONS**.
- Nearly 140 Tampa Bay area businesses bought into **409 COOPERATIVE ADVERTISING PROGRAMS**.

TOURISM’S INCREDIBLE SUCCESS

- Tourism supports nearly **140,000 JOBS** in the Tampa Bay area.
- There has been a **58.6% INCREASE IN BED TAXES COLLECTED** from visitors to the Tampa Bay area since 2014.
- The average daily rate for lodging sold has **INCREASED 21.5%** since 2014 in the Tampa Bay area.
- Nearly **50 NEW HOTELS** will open in the next few years in the Tampa Bay area, with more than **6,300 NEW ROOMS**.
- There has been a **12.2% INCREASE IN HOTEL ROOMS SOLD** in the Tampa Bay area since 2014.

“VISIT FLORIDA is invaluable to small businesses. They give us the opportunity to expand our reach and spread the word about Crystal River Watersports and the Nature Coast. VISIT FLORIDA extends our online marketing efforts and broadens our audience, both nationally and internationally.”

- MICHAEL ENGILES, CRYSTAL RIVER WATERSPORTS, CRYSTAL RIVER

Updated on 10/3/2019