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.

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

Source: Rockport Analytics, Bureau of Economic Analysis

In 2017, out-of-state visitors added $85.9 BILLION to Florida’s economy. That’s more than the entire GDP of 12 states.

Tourism supported employment in Florida grew from 1.15 to 1.55 million from 2007 to 2017.

Bed taxes in rural counties have grown nearly 50% faster than urban counties since 2012.

Visitors save every Florida household $1,512/YEAR on state and local taxes.

Source: Rockport Analytics, Census Bureau
VISIT FLORIDA BENEFITS
NORTH CENTRAL FLORIDA

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

- More than 360 NORTH CENTRAL FLORIDA BUSINESSES engaged in VISIT FLORIDA programs.
- 60 North Central Florida businesses participated in VISIT FLORIDA public relations programs, resulting in $6M IN MEDIA VALUE.
- Nearly 90 North Central Florida businesses bought into 286 COOPERATIVE ADVERTISING PROGRAMS.

TOURISM’S INCREDIBLE SUCCESS

- Tourism supports more than 33,775 JOBS in North Central Florida.
- There has been a 40.3% INCREASE IN BED TAXES COLLECTED from visitors to North Central Florida since 2014.
- The average daily rate for lodging sold has INCREASED 19% since 2014.
- 20 NEW HOTELS will open in the next few years, with more than 1,900 NEW ROOMS.
- There has been a 14% INCREASE IN HOTEL ROOMS SOLD since 2014.

“In 1998, when we established our TDC and enacted a bed tax, our first-year collections amounted to $48,000. Now it’s a half-million. In the five years since we begin attending national travel shows thanks to a VISIT FLORIDA grant, our bed tax collections have risen 47 percent.”

- DAWN TAYLOR, EXECUTIVE DIRECTOR, TAYLOR COUNTY TOURIST DEVELOPMENT COUNCIL

Updated on 10/3/2019