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

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

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
VISIT FLORIDA BENEFITS
NORTHEAST FLORIDA

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

- More than **410 NORTHEAST FLORIDA BUSINESSES** engaged in VISIT FLORIDA programs.
- More than 120 Northeast Florida businesses participated in VISIT FLORIDA public relations programs, resulting in **$15.6M IN MEDIA VALUE**.
- Nearly 140 Northeast Florida businesses bought into **475 DOMESTIC AND INTERNATIONAL VISIT FLORIDA ADVERTISING PROGRAMS**.

TOURISM’S INCREDIBLE SUCCESS

- Tourism supports more than **61,000 JOBS** in Northeast Florida.
- There has been a **41% INCREASE IN BED TAXES COLLECTED** from visitors to Northeast Florida since 2014.
- The average daily rate for lodging sold has **INCREASED 30.7%** since 2014.
- **44 NEW HOTELS** will open in the next few years, with more than **4,400 NEW ROOMS**.
- There has been a **37.6% INCREASE IN HOTEL ROOMS SOLD** since 2014.

“People are going to come to large Florida attractions no matter what, but they’re not necessarily going to come to us. We depend on VISIT FLORIDA to expand our small businesses’ reach and promote awareness for the hidden gems within Florida’s diverse landscape, culture, and history.”

- **ANTHONY SEXTON**, VICTORIAN HOUSE BED & BREAKFAST, ST. AUGUSTINE

Updated on 10/3/2019