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
VISIT FLORIDA BENEFITS NORTHWEST FLORIDA

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

- More than 710 NORTHWEST FLORIDA BUSINESSES engaged in VISIT FLORIDA programs.
- Nearly 150 Northwest Florida businesses participated in VISIT FLORIDA public relations programs, resulting in $18.4M IN MEDIA VALUE.
- 220 Northwest Florida businesses bought into 748 COOPERATIVE ADVERTISING PROGRAMS.

TOURISM’S INCREDIBLE SUCCESS

- Tourism supports more than 132,000 JOBS in Northwest Florida.
- There has been a 50% INCREASE IN BED TAXES COLLECTED from visitors to Northwest Florida since 2014.
- The average daily rate for lodging sold has INCREASED 20% since 2014.
- 40 NEW HOTELS will open in the next few years, with more than 3,600 NEW ROOMS and 21,500 SQUARE FEET of planned meeting space.
- There has been a 13.8% INCREASE IN HOTEL ROOMS SOLD since 2014.

“Without our VISIT FLORIDA partnership, the Washington County economy would suffer. The quality of life of its 24,000+ residents would decline.”

– HEATHER LOPEZ, DIRECTOR, WASHINGTON COUNTY TOURIST DEVELOPMENT COUNCIL

Updated on 10/3/2019