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
SOUTHWEST FLORIDA

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

- More than **800 SOUTHWEST FLORIDA BUSINESSES** engaged in VISIT FLORIDA programs.
- More than 200 Southwest Florida businesses participated in VISIT FLORIDA public relations programs, resulting in **$45.5M IN MEDIA VALUE** since 2016.
- More than 40 Southwest Florida businesses engaged in **49 VISIT FLORIDA PROGRAMS PROMOTING FLORIDA TO INTERNATIONAL DESTINATIONS**.
- More than 140 Southwest Florida businesses bought into **394 VISIT FLORIDA ADVERTISING PROGRAMS**.

TOURISM’S INCREDIBLE SUCCESS

- Tourism supports more than **152,000 JOBS** in Southwest Florida.
- There has been a **30.9% INCREASE IN BED TAXES COLLECTED** from visitors to Southwest since 2014.
- The average daily rate for lodging has **INCREASED 15%** since 2014.
- **57 NEW HOTELS** will open in the next few years, with more than **6,500 NEW ROOMS**.
- There has been a **3.6% INCREASE IN HOTEL ROOMS SOLD** in Southwest Florida since 2014.

“We’re a small business in the Florida attractions universe, we’re a non-profit, and our marketing budget is small and it’s spent locally. We leverage our VISIT FLORIDA relationship to reach a wider audience.”

– MATTHEW JOHNSON, EXECUTIVE DIRECTOR, IMAG HISTORY & SCIENCE CENTER

Updated on 10/3/2019