

# FLORIDA TOURISM

*Creating jobs and driving Florida's economy.*

## FLORIDA'S SHARE OF THE *global* MARKET

**112.3 million\*** In 2016 Florida welcomed out of state and international visitors



a record **189** countries



- 3.2 M\* Canada
- 1.7 M\* UK
- 1.1 M\* Brazil
- 754 K\* Argentina
- 522 K\* Colombia

**1 in 5** international visitors to the US come to Florida



**2.2 million\*** visitors come to Florida on any given day = more people than live in 15 different US states + District of Columbia



**87.2%\*** of Florida's visitors are domestic travelers

up **7.3%**

98.0 M\* 2016

91.3 M 2015

\*preliminary, subject to revision

## ECONOMIC *impact* OF TRAVEL & TOURISM

Every **76** visitors to the state supports **1** tourism job



Visitor spending supported

**1.4 million**

jobs in Florida in 2015



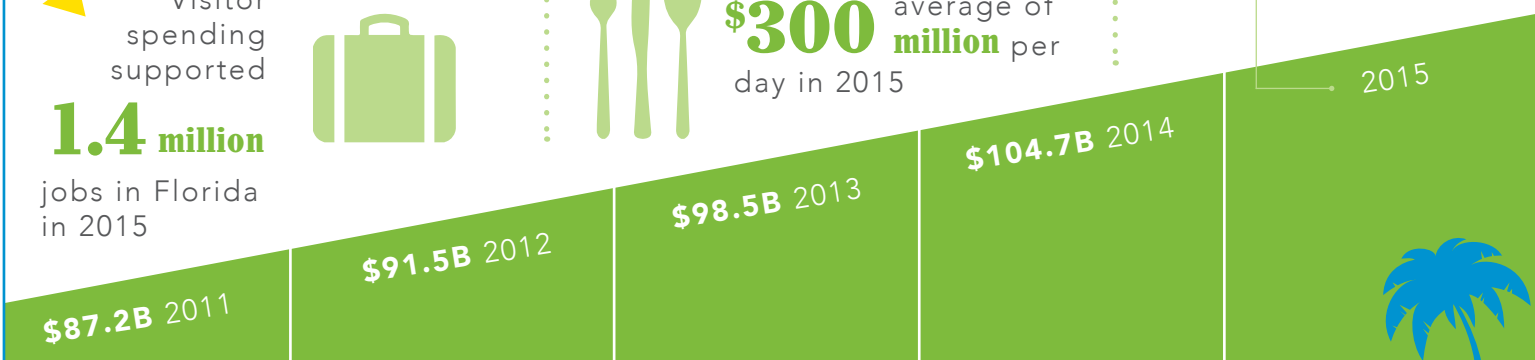
In 2015 **\$11.3 billion** in state and local tax revenue was generated



Visitors spent **\$108.8 billion**



Visitors spent an average of **\$300 million** per day in 2015



FIVE STRAIGHT YEARS OF RECORD TOURISM SPENDING



VISITFLORIDA

# REACHING OUR *target* AUDIENCE

**1 million**

Over 1 million followers on Facebook, Twitter, YouTube, Instagram and Google+ Accounts

More than **1 million** pieces of content generated with **#LoveFL**

**25.9 million** views on YouTube with **22.5 million** minutes watched for 2015

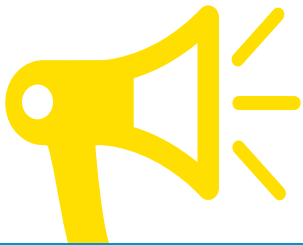
= The equivalent of one person watching VISIT FLORIDA's YouTube channel for **42.8 years** straight

Partners invested over **\$35 million**

in VISIT FLORIDA co-op programs

Generating **14.5 billion** consumer impressions through dedicated advertising in domestic and international markets

**46.4%** of visitors were significantly influenced by VISIT FLORIDA marketing efforts in 2015



**1.5 billion** consumer impressions were generated from **300+** promotional programs

Through promotions, over **\$100 million** in media value generated

## SUCCESS THROUGH *collective* IMPACT

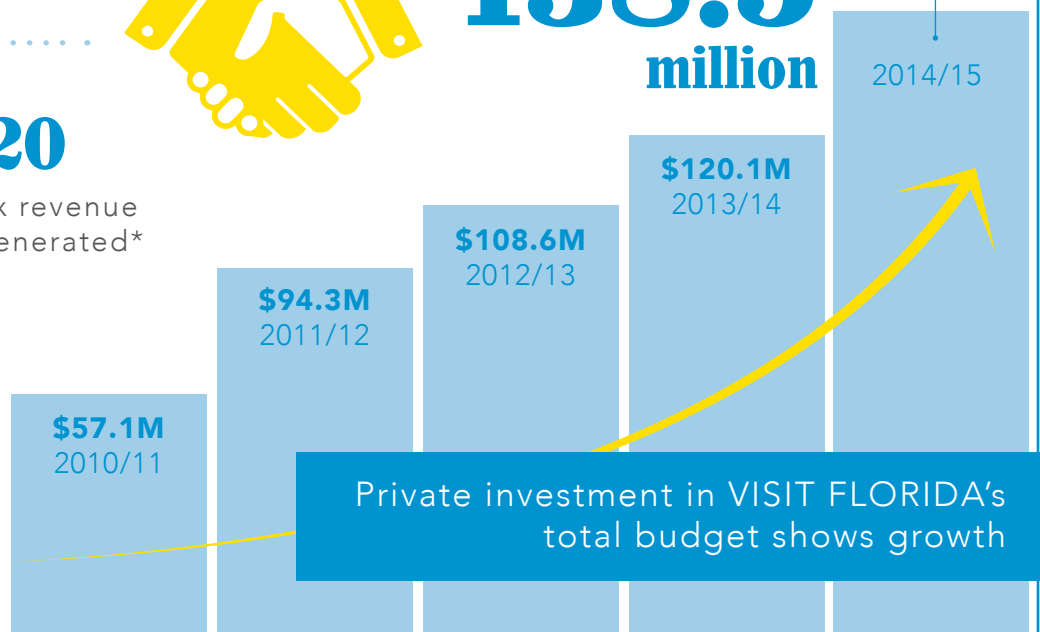
Over **12k** industry businesses partnering with VISIT FLORIDA

**\$138.5 million**



For every **\$1** the state invests in VISIT FLORIDA, **\$3.20** in tax revenue is generated\*

**2:1** The Florida tourism industry invests **\$2** in marketing programs per **\$1** the state of Florida invests



Private investment in VISIT FLORIDA's total budget shows growth

\*Office of Economic and Demographic Research

We're on our way to becoming the No. 1 travel destination in the world. Visit [SunshineMatters.org](http://SunshineMatters.org), the official blog for Florida Tourism.

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