

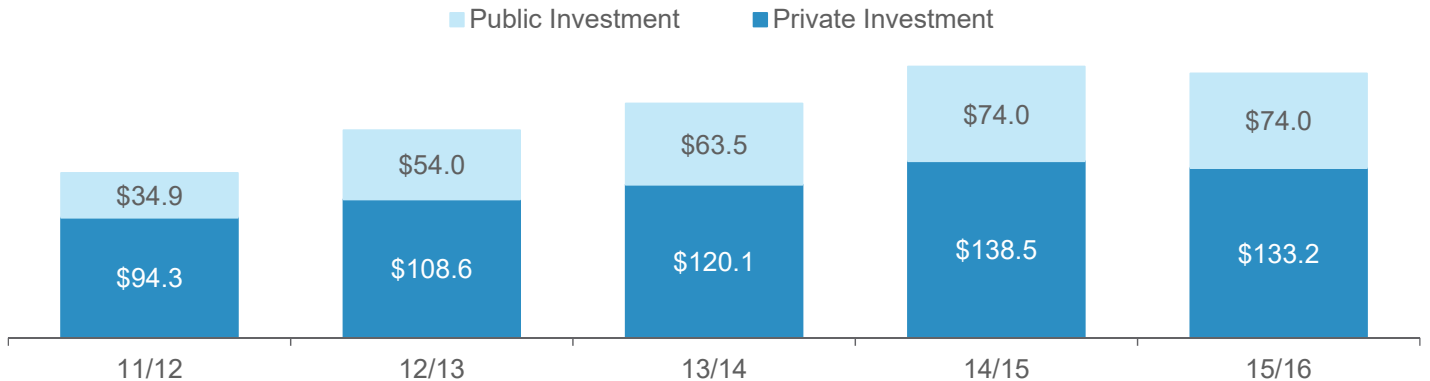
5 Years of Tourism Industry Growth



VISITFLORIDA The Official Tourism Marketing Corporation for the State of Florida

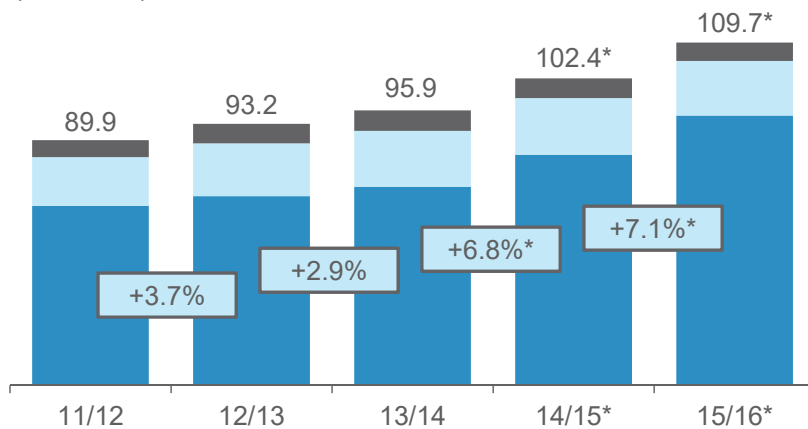
VISIT FLORIDA Total Budget: FY 2011/2012 - FY 2015/2016

(in millions)



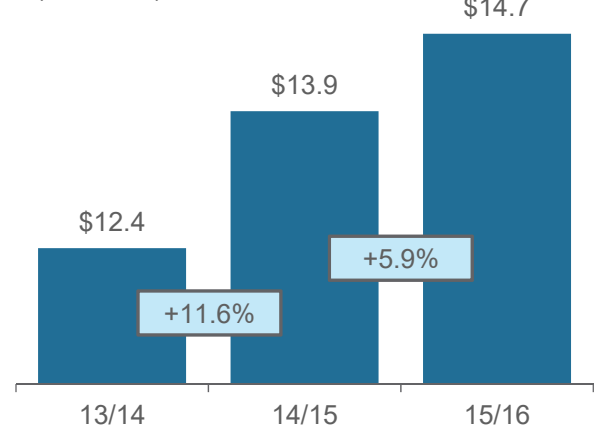
Florida Visitation: FY 2011/2012 - FY 2015/2016*

(in millions)



Florida Total Room Revenue: FY 2013/2014 - FY 2015/2016

(in billions)

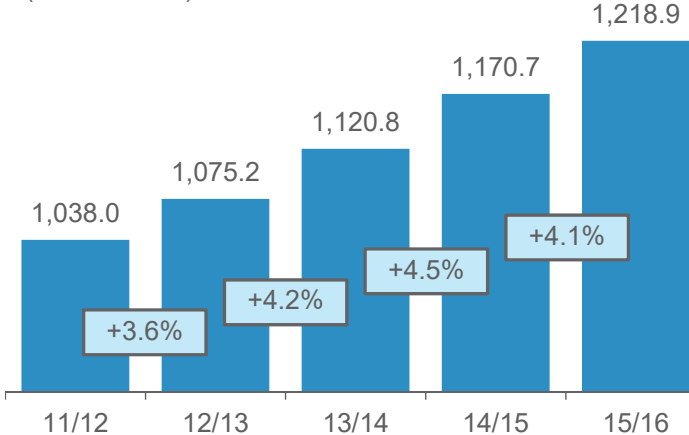


*preliminary subject to revision

Source: STR, Inc.

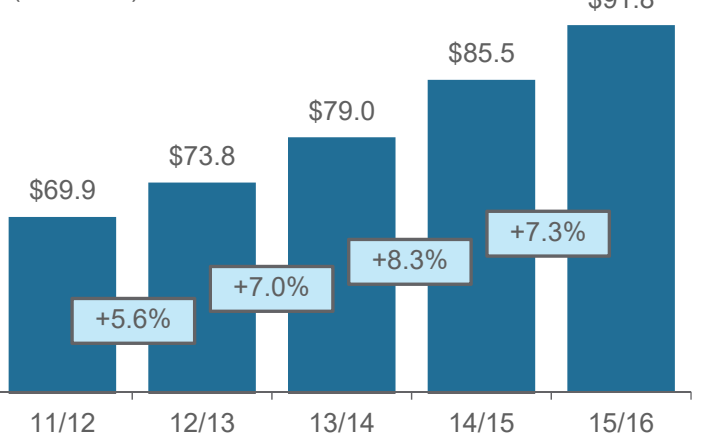
Florida Tourism Related Employment: FY 2011/2012 - FY 2015/2016

(in thousands)



Florida Tourism/Travel Spending: FY 2011/2012 - FY 2015/2016

(in billions)



Note: year-over-year figures are an average of the individual monthly data.