

**EFI/DIVISION OF TOURISM-VISIT FLORIDA
UPDATED PERFORMANCE MEASURES
FY16/17**

Annual Measures per Section 20.60(11), Florida Statutes	FY16/17 Standards	FY16/17 Actuals
Annual percentage of domestic visitors to Florida influenced by VISIT FLORIDA's primary marketing programs.	30%	54%
Annual share of domestic vacation trips.	15%	16%
Annual share of international visitor spending.	20%	20%
Maintain annual market share in traditional feeder markets.	20%	21%
Growth in annual market share in emerging markets.	17%	17%
VISIT FLORIDA Marketing Activities.		
1. Total number of individual businesses actively participating in VISIT FLORIDA marketing activities.	12,000	12,481
2. Total number of individual businesses, located in RACEC-designated communities, actively participating in VISIT FLORIDA marketing activities and the percentage coverage of the total RACEC-designated communities.	600 / 90%	687 / 97%
Total industry investment in VISIT FLORIDA programs.	\$76 million	\$128 million
Number of strategies in the Florida Strategic Plan for Economic Development being implemented by VISIT FLORIDA.	4	4

Footnotes:

**Unless otherwise noted all information provided is the most recent data available for the reporting period.*