

2016-17

YEAR IN REVIEW



VISITFLORIDA®

Dear Friends,

I am proud to share that last year marked the sixth consecutive record year for Florida tourism as we welcomed 112.4 million visitors to the state. This incredible momentum is a testament to the strength of VISIT FLORIDA and the Florida tourism industry's innovative efforts to market the Sunshine State. On behalf of the State of Florida, I would like to thank the 1.4 million Floridians employed in the tourism industry who dedicate themselves to increasing visitation to our state and for the unparalleled hospitality they provide to our visitors.



Tourism continues to be the state's leading industry and serves an essential role in the growth of our economy. VISIT FLORIDA is the driving force that brings the public and private sectors together to create programs that promote the Sunshine State to travelers around the globe. Visitors to our state generate \$108.8 billion in direct spending, \$183.5 billion in indirect spending and \$11.3 billion in state and local tax revenue. The economic impact of tourism cannot be overstated.

This year, I signed the "Fighting for Florida's Future" budget which provides \$76 million for VISIT FLORIDA to continue attracting record numbers of tourists to Florida. Every 76 visitors to our state creates one job, and a growing tourism industry means more opportunities for Florida families. I look forward to continuing our investments in VISIT FLORIDA so that we can create more jobs and promote Florida as the number one global destination.

Sincerely,

Rick Scott
Governor

Dear Partners and Friends,

The Florida tourism industry has much to celebrate. We have achieved six consecutive years of record visitation and visitor spending, 1.4 million Floridians are employed in our industry and we are the top vacation destination for domestic visitors, families, beachgoers, Baby Boomers, Gen Xers, Millennials and African American leisure travelers.



We have been so successful because we are constantly finding new and better ways to market Florida. To this end, VISIT FLORIDA conducted an enhanced four-week London campaign with our partners that moved the Sunshine State from their No. 2 to No. 1 U.S. travel destination. We added agritourism businesses and historic main street communities to our video-filled Florida Attractions Finder that has been viewed by more than 175,000 potential visitors to date. We added RiverWay South to our partnership with Visit Natural North Florida that helps promote less visited rural areas of the state at national and international consumer trade shows in key feeder markets such as Toronto and Berlin. We also had historic levels of investment in the Canadian market this spring and, for the first time, expanded our marketing west of the Mississippi.

The entire Florida tourism industry is grateful to Governor Rick Scott and the Florida Legislature for continuing to provide VISIT FLORIDA with the resources it needs to successfully market the state. In its most recent report, the Office of Economic & Demographic Research found that for every \$1 the state invests in VISIT FLORIDA, \$3.20 in tax revenue is returned. We look forward to creating more innovative and cutting-edge programs that will generate an even greater return on the state's investment in our cooperative marketing programs.

Thank you for your continued support and for all you do to help make Florida the number one travel destination in the world.

For Florida,

A stylized, handwritten signature in black ink, appearing to read 'Ken Lawson'.

Ken Lawson
President and CEO, VISIT FLORIDA

MEASURES OF SUCCESS

FISCAL YEAR 2016-2017

While VISIT FLORIDA's successes cannot always be measured in numbers, the following highlights illustrate the impact of VISIT FLORIDA efforts during the past year to position Florida as the No. 1 travel destination in the world.

TOURISM INDUSTRY

- 112.4 million** Out-of-state and international visitors to Florida
- 1.4 million**..... Floridians employed by tourism
- 76** Florida visitors it takes to support each tourism job
- \$108.8 billion**..... Spending infused into Florida's economy by visitors
- \$11.3 billion**..... State and local tax revenue generated by visitors
- 2.2 million**..... Average number of visitors who come to Florida every day
- \$300 million** Average spend by Florida visitors every day

VISIT FLORIDA

- \$3.20**..... Tax revenue returned to the state for every \$1 invested in VISIT FLORIDA
- 54.2** Percent of visitors who were significantly influenced by VISIT FLORIDA marketing efforts (up 17.3 since 2010)

INDUSTRY RELATIONS

- 12,481**..... Florida tourism industry businesses involved with VISIT FLORIDA
- 89** Percent of businesses renewing their partnership with VISIT FLORIDA
- 329**..... New investing Partners enrolled with VISIT FLORIDA

GRANTS PROGRAM

- \$459,807**..... Amount paid to 117 grant recipients through the Advertising Matching Grant, Minority Convention Grant, Small Business Partner Grant and Cultural, Heritage, Rural and Nature Tourism Grant programs

ADVERTISING & CO-OP

- \$23.1 million**..... Industry investment in VISIT FLORIDA co-op programs
- 10.3 billion**..... Consumer impressions generated through co-op and dedicated VISIT FLORIDA advertising in domestic and international markets

PROMOTIONS

- \$92.7 million**..... Media value generated from the execution of 234 promotional programs
- 1.3 billion**..... Consumer impressions generated from promotional programs

PUBLIC RELATIONS

- 2.8 billion** Earned media impressions generated through public relations efforts
- 169** Travel trade media, influencers and key opinion leaders hosted in Florida
- 26** Media missions, travel trade show events and media receptions conducted in key domestic and international markets

INTERNET & SOCIAL MEDIA

- 12.4 million** Visits to the consumer website, VISITFLORIDA.com, via desktop and mobile for the year
- 1.8 million** Followers of VISIT FLORIDA's social media platforms

CONTENT

- 180 million** Views of articles and videos on VISITFLORIDA.com, Facebook, YouTube and streaming video channels
- 34.0 million** Views on YouTube, with 25.7 million minutes watched for the year
- 592** Videos about Florida destinations and experiences available in 140 countries on Roku, Amazon Fire and Apple TV
- 500** Articles and videos reported and produced in five languages through a network of 100 journalists and social media influencers

MEETINGS & EVENTS

- 2,350** Number of attendees at VISIT FLORIDA owned and operated signature events, including Florida Huddle, Florida Encounter, Florida Governor's Conference on Tourism, Leadership Summit and Digital Innovation Forum

DOMESTIC & INTERNATIONAL SALES

- 752,696** Travel trade, meeting professionals, media and consumer attendees reached collectively by 795 Florida tourism Partners who participated in VISIT FLORIDA's 88 domestic and international sales programs

WELCOME CENTERS

- 2.7 million** Travelers who visited VISIT FLORIDA's five Official Florida Welcome Centers
- 61** Participants in VISIT FLORIDA's Certified Tourism Information Center program, with 15 completing the process to be added this year

CONSUMER PRODUCTS

- 1.4 million** VISIT FLORIDA magazines, travel guides and maps distributed to consumers and industry for vacation planning



Awarded more than \$560,000 in grants to Florida tourism industry organizations as part of the 2016-2017 grant program



Exceeded expectations in year one of new social media influencers program, increasing from **73,000 followers to nearly 13 million and growing views from 376,000 to more than 4 million**

Held more than **260 appointments** with top international and domestic tour operators, wholesalers, and trade and consumer media at 48th Annual IPW travel trade show



2016

Jul



Organized nine-day, four destination familiarization tour itinerary for influential domestic travel bloggers that has resulted in more than **200 social posts earning 5.5 million impressions** to date

Partnered with the Florida Department of Agriculture & Consumer Services to **add 30 agritourism attractions to the Florida Attractions Finder**, which allows travelers to identify attractions that best fit their personal preferences



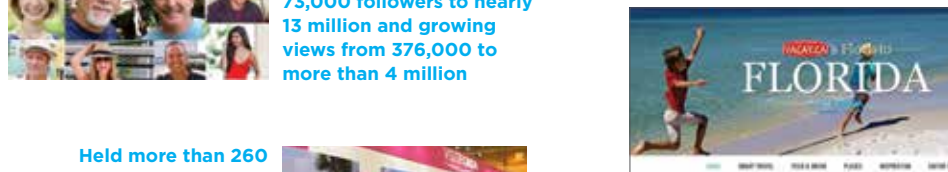
Launched campaign targeting impulse travelers during Florida's lower seasons and key holiday weekends encouraging visitors to escape for a quick vacation to the Sunshine State that resulted in **over 637 million impressions**



Received national recognition alongside *National Geographic* and NASA for **pioneering work with 360-degree video storytelling**



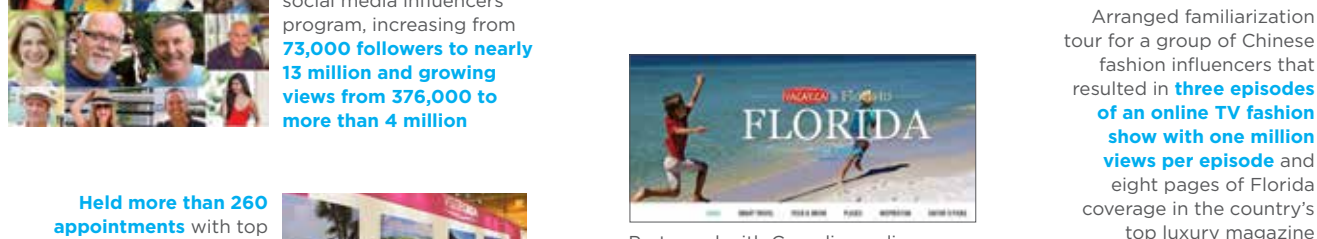
Aug



Partnered with Canadian online publisher Vacay.ca to produce **31 travel stories for a dedicated "Flock to Florida" landing page that has had more than 283,000 page views to date**



Sep



Arranged familiarization tour for a group of Chinese fashion influencers that resulted in **three episodes of an online TV fashion show with one million views per episode** and eight pages of Florida coverage in the country's top luxury magazine



Oct



Hosted four influential German travel writers on an in-depth three destination familiarization tour packed full of **unique outdoors and nature experiences** that are a favorite of visitors from their country



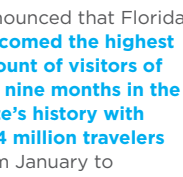
Nov



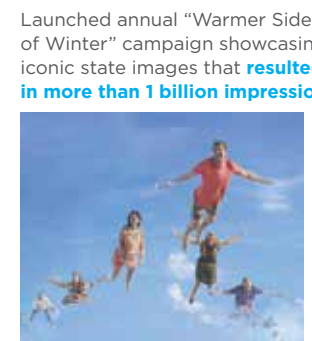
Added RiverWay South to partnership with Visit Natural North Florida that **helps promote less visited rural areas of the state** at national and international consumer trade shows in key feeder markets such as Toronto and Berlin



Dec



Released new *Economic Impact of Out-of-State Visitor Spending in Florida* study that shows **visitors spent a record \$108.8 billion in 2015, generating \$11.3 billion in tax revenue and supporting 1.4 million Florida jobs**



Launched annual "Warmer Side of Winter" campaign showcasing iconic state images that **resulted in more than 1 billion impressions**



Jan



Won a silver WOMMY from the Word of Mouth Marketing Association alongside GoPro and Hewlett Packard for VISIT FLORIDA's Share a Little Sunshine campaign that resulted in **1.4 million pieces of user-generated content with a reach of 1.8 billion**



Conducted an enhanced four-week London campaign with our partners that **moved the Sunshine State from their No. 2 to No. 1 U.S. travel destination**



Feb



Hosted a record 32 industry organizations in our trade show booth who conducted **more than 720 appointments with senior travel trade executives** during the 2017 World Travel Market in London



Launched "Come For Vacation and Discover Your Roots" campaign for Black History Month across BET and Facebook that **resulted in 46.2 million impressions**



Mar



Recognized at the 60th Annual Hospitality Sales & Marketing Association International awards gala with **two gold and two silver Adrians** for programs ranging from VISIT FLORIDA's London takeover to our YouTube family influencer campaign



Added 15 organizations to the VISIT FLORIDA Certified Tourism Information Centers Program, a statewide network of welcome centers sharing promotional ideas and best business practices, which now has **61 certified participants** to date



Apr



Partnered with the Florida Restaurant & Lodging Association and the Florida Department of State on a **new initiative to showcase historic Florida Main Street communities** through VISIT FLORIDA's video-filled Florida Attractions Finder that has more than 175,000 views to date

Launched campaign aimed at family travelers that included markets west of the Mississippi and Canada **resulting in the highest amount of visitors of any six-month period in the state's history**



Partnered with Univision for a multi-channel campaign that showcased a bucket list adventure experienced by two Univision talents **resulting in an estimated 18 million impressions**



Met with hundreds of travel agents and tour operators in key feeder markets including Chicago, Philadelphia, Cleveland and Cincinnati to educate them on the latest openings and popular activities at properties and destinations throughout the state

ANNUAL HIGHLIGHTS

FISCAL YEAR 2016-2017

On behalf of the Sunshine State's tourism industry, VISIT FLORIDA was focused on maximizing the impact of our marketing resources to attract visitors to the state during the 2016-2017 fiscal year. The following "Annual Highlights" showcase just a few of the ways VISIT FLORIDA's innovative leadership helped grow the Florida brand during the past year.



Celebrated the state's **sixth consecutive record year for Florida tourism, welcoming an historic 112.4 million** out-of-state and international travelers in 2016



Conducted 234 promotional programs throughout the fiscal year, **generating \$92.7 million in media value and 1.3 billion consumer impressions**



Hosted the industry's **annual Florida Tourism Day at the Capitol** in conjunction with the Partnership for Florida's Tourism where more than 600 industry representatives from 44 counties showcased the state's No. 1 industry to the legislature

Announced that Florida **welcomed the highest amount of visitors of any quarter in the state's history with 30.8 million travelers** from January to March 2017



Welcomed **2.7 million visitors at VISIT FLORIDA's five Official Florida Welcome Centers** located at I-10, I-75, I-95, U.S. 231 and in the State Capitol

Launched a new co-op format to assist Partners with custom audience targeting across Facebook and Instagram which **resulted in 30 Partners participating among 65 co-op campaigns in market**



2017

Jun

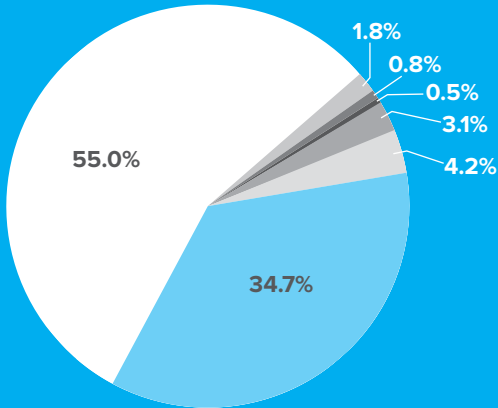
FINANCIAL OVERVIEW

FISCAL YEAR 2016-2017

Over our 21-year history, VISIT FLORIDA has been a \$2.3 billion destination marketing cooperative, matching \$760 million in public funding with \$1.6 billion of private investment by more than 12,000 Florida tourism businesses and strategic alliance partners.

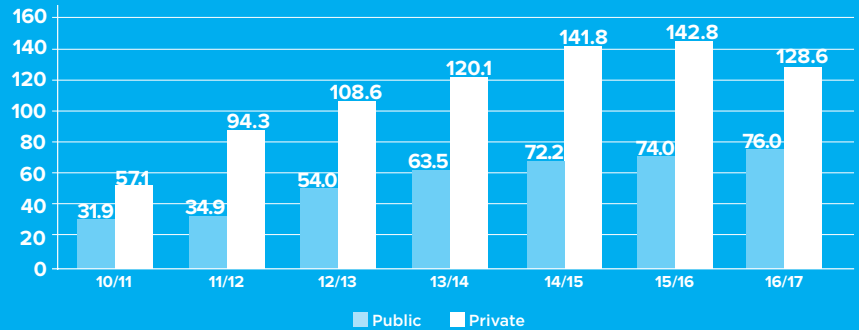
As a public-private corporation, VISIT FLORIDA adheres to stringent guidelines for the proper stewardship of both the public and private funding we receive. Each year, a third-party audit is conducted on VISIT FLORIDA's financial statements and compliance with our state contract. VISIT FLORIDA has received an unqualified opinion every year since our founding in 1996.

ACTUAL EXPENSES 2016-2017



- Marketing
- Advertising
- Meetings & Events
- Visitor Services
- Florida Is For Veterans
- Industry Relations & Ad Sales
- General & Administration

ACTUAL REVENUES 2010-2017 (IN MILLIONS OF DOLLARS)



Note: For fiscal year 2010-2011, public funds include \$5.2 million in Deepwater Horizon Recovery Proceeds. For fiscal year 2014-2015, public funds include \$4.2 million for Medical Tourism and \$300,000 for Florida Is For Veterans. Beginning in fiscal year 2015-2016, \$1 million of the public funding is for Florida Is For Veterans.

To learn more about VISIT FLORIDA, please go to
VISITFLORIDA.org

or follow us on our industry social media channels:
SunshineMatters.org,
Facebook.com/FloridaTourism
and
Twitter @FloridaTourism

To see an expanded version of this brochure, go to
VISITFLORIDA.org/AnnualReport