Dear Partners and Friends,

For Florida, tourism continues to be the state’s leading economic sector, which promotes 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 $392.3 billion in induced spending for a total economic impact of $784.6 billion. Tourism also supports 1.3 million jobs and $75.9 billion in payroll, along with $11.3 billion in tax revenue. The economic impact of tourism cannot be overstated.

Tourism is a driving force that brings the public and private sectors together to create programs that are designed to attract visitors. Florida has set a record for the 9th consecutive year with 112.4 million visitors. Visit Florida has added agritourism businesses and historic main streets to our video-filled Florida Street Communities to our video-filled Florida Attractions Finder that has been viewed by 180 million people. Visit Natural North Florida that helps promote more than 175,000 potential visitors to date. We are constantly finding new and better ways to market our state and for the unparalleled hospitality our state and for the unparalleled hospitality Floridians employed in the tourism industry who dedicate themselves to increasing visitation to Florida.

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.

For fiscal year 2010-2011, public funds include $5.2 million in Deepwater Horizon compensation and $2 million in Natural Disaster recovery funds. Note: 2017-2018 developed for the Future” budget which provides $76 million for Visit Florida’s 88 domestic and international consumer trade shows in key markets. Visit Florida is also committed to working with Florida’s 117 tourism Grant programs to ensure that Florida’s tourism industry’s innovative efforts to market our state are continued.

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Dear Partners and Friends,

The Florida tourism industry means more opportunities for Floridians employed in the tourism industry who are supported by our partners. I would like to thank the 1.4 million visitors to the state. This incredible momentum is a testament to the strength of Florida’s tourism industry and the unparalleled hospitality of Floridians. We are proud to support Florida’s number one industry in recovery.

For Florida, travel destination in the world. Thank you for your continued support and for returning on the state’s investment in our cooperative marketing programs. A $459,807 return on each dollar invested in tourism and the overall future for continuing to provide VISIT FLORIDA with expanded our marketing west of the Mississippi.

Ken Lawson
President and CEO, VISIT FLORIDA
Dear Partners and Friends,

The Florida tourism industry is glad to share our annual report, 2016-17 YEAR IN REVIEW, to demonstrate our success in marketing Florida as the No. 1 travel destination in the world. In its most recent report, the Office of Economic & Demographic Research found that the state of Florida is the top travel destination for Baby Boomers, Gen Xers, Millennials and post-Millennials. Florida is the vacation destination for 1.4 million Floridians, 9.2 million visitors make Florida their choice, 1.8 million international visitors spend $459,807 per day. For continuing to provide VISIT FLORIDA with佛罗里达州的投资回报，我们期待与您继续合作。

Sincerely,

President and CEO, VISIT FLORIDA

2016-17 YEAR IN REVIEW

FINANCIAL OVERVIEW

FISCAL YEAR 2016-2017

Dear Partners and Friends,

With VISIT FLORIDA's support, we have achieved six consecutive years of five million articles and videos reported and produced in five media missions and five travel trade show events and media missions.

4.2%

180 million

1.3 billion

While VISIT FLORIDA's successes cannot always be measured in numbers, the program's impact on the state of Florida is evident in the increased awareness of Florida's tourism industry and the increased number of visitors.

Dear Partners and Friends,

Florida Is For Veterans

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2016-17 YEAR IN REVIEW

FINANCIAL OVERVIEW

FISCAL YEAR 2016-2017

Dear Partners and Friends,

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4.2%
Dear Partners and Friends,

This year, I signed the “Fighting for Florida’s Jobs Act,” which is the most far-reaching economic development bill in Florida history. This legislation allows us to better prepare our state for the future and to further grow our tourism and hospitality industry and serve an essential role in the state’s economy.

# Florida接待了1.4百万佛罗里达人，佛罗里达州旅游局的官方旅游营销机构。

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.

To learn more about VISIT FLORIDA, please go to VISITFLORIDA.org/AnnualReport or follow us on our industry social media channels:

- Twitter @FloridaTourism
- Facebook FLORIDA
- Instagram VISIT FLORIDA
- YouTube VISIT FLORIDA

Your support has made Florida the most popular travel destination in the world. In its most recent report, the Office of Tourism showed that Florida’s tourism industry contributed $108.8 billion to our state economy last year, and we had historic levels of international travel.

The Florida tourism industry is the top vacation destination for African American leisure travelers.

A $3.20 in tax revenue is returned for every $1 invested in our cooperative marketing efforts. We look forward to continuing having these record-breaking years and thank you for your continued support and for the unparalleled hospitality of Florida. In its most recent report, the Office of Tourism showed that Florida’s tourism industry contributed $108.8 billion to our state economy last year, and we had historic levels of international travel.

This year, the Florida tourism industry is the top vacation destination for African American leisure travelers.

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Governor Rick Scott

2016-17 YEAR IN REVIEW

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Dear Partners and Friends,

For Florida, tourism means more jobs and opportunities. Florida families. I look forward to continuing our partnership to create more jobs and promote Florida as the number one global destination.

As the tourism industry means more opportunities for Floridians employed in the tourism industry who are the top vacation destination for domestic visitors, families, beach-goers, Baby Boomers, Gen Xers, Millennials and travelers, Visiting Florida creates one job, and a growing tourism industry's innovative efforts to market Florida Is For Veterans.

I am proud to share that last year Florida families. To our state creates one job, and a growing tourism industry's innovative efforts to market Florida Is For Veterans.

On behalf of the State of Florida, I would like to thank the 1.4 million Governor Rick Scott and the Florida Legislature for Florida's 88 domestic operated signature events, including Florida Huddle, Florida and international consumer trade shows in key domestic and international markets hosted in Florida.

The entire Florida tourism industry is grateful to our partners that moved the Sunshine State from less visited rural areas of the state at national language through a network of 100 journalists and social media relations efforts.

We have been so successful because we are constantly finding new and better ways to market Florida to record numbers of tourists to Florida. Every 76 visitors to Florida generate $108.8 billion in direct spending, $183.5 billion in indirect spending and $11.3 billion in state and local tax revenue.

I am proud to share that last year Florida Is For Veterans.

To see an expanded version of this brochure, go to VISITFLORIDA.org.
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 innovation leadership helped grow the Florida brand during the past year.

ANNUAL HIGHLIGHTS
FISCAL YEAR 2016-2017

Awarded more than $560,000 in grants

video-filled Florida Attractions Finder that allows travelers to identify their personal preferences, which impacts their travel decisions.

Attractions Finder appointments held more than 260

impressions to date

200 social posts

than tour itinerary for influential destination familiarization

13 million and growing

73,000 followers to nearly social media influencers

Exceeded expectations

travel stories for a dedicated “Flock publisher Vacay.ca to produce

Partnered with Canadian online

NATIONAL GEOGRAPHIC

showed how Florida’s craft beer

Showcased in-depth three destination

Hosted four influential

event planners professionals - where we

the U.S. for meeting

largest exhibition in

hosted the industry’s

annual

market in London

executives

2016 World Route

while participating

carrier

U.S. Open Tennis Championship that

an event at the

York media during

a group of New

Florida's lower

travelers during

targeting impulse seasons and key

Florida’s No. 1 industry to

celebrated the state’s

added RiverWay South to

added 15 organizations to the VISIT FLORIDA

influencer campaign

for programs

and two silver Adrians

two gold

Hospitality Sales & Marketing Association

Recognized at the 60th Annual

Governor’s Conference:

Hosted

in-depth three destination

Annual Trade Show for meeting professionals, conventions, corporate retreats

nearly 5,300 one-on-one meetings

Presented Florida Encounter, as the perfect location for

incentive travel

and

and

showcase our destination

as

market focus of the Florida tourism

number one state in the nation for

out-of-

spending in Florida

commercial

To the state’s No. 1 industry to

celebrated the state’s

61 certified

Program, a statewide network of welcome
certified tourism information centers

Added 15 organizations to the VISIT FLORIDA

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Dear Partners and Friends,

The Florida tourism industry means more opportunities for Florida families. I look forward to continuing our tourism industry’s innovative efforts to market the Sunshine State to travelers around the world. As we welcomed 112.4 million visitors in Fiscal Year 2016-2017, we marked the sixth consecutive year of record visitation and visitor spending. We have been so successful because we are dedicated to increasing visitation to the Sunshine State.

On behalf of the State of Florida, thank you for your continued support and for the return on the state’s investment in our cooperative marketing programs. While VISIT FLORIDA’s successes cannot always be measured in numbers, the impact of VISIT FLORIDA on Florida’s economy and the tourism industry cannot be overstated.

We have been so successful because we are dedicated to increasing visitation to the Sunshine State.

For Florida.

President and CEO
VISIT FLORIDA

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