

FLORIDA TOURISM

Creating jobs and driving Florida's economy.

FLORIDA'S SHARE OF THE *global* MARKET

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



a record **189** countries



- 3.3 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



87.1%* of Florida's visitors are domestic travelers

up **7.2%**

97.9 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



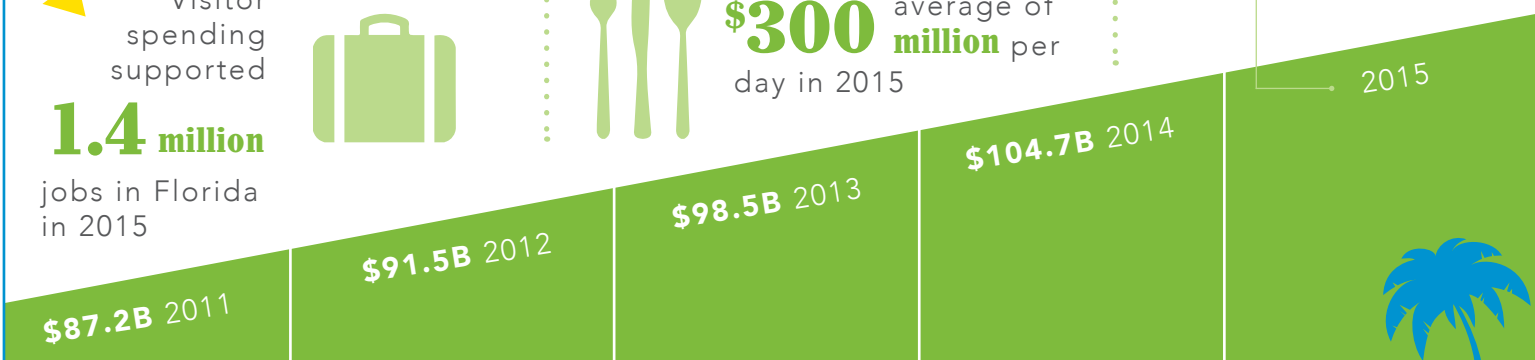
In 2015 **\$11.3 billion** in state and local tax revenue was generated



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

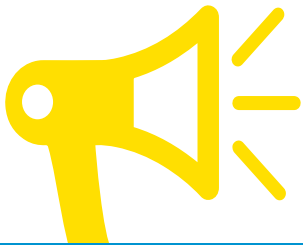
= The equivalent of one person watching VISIT FLORIDA's YouTube channel for **42.8 years** straight

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

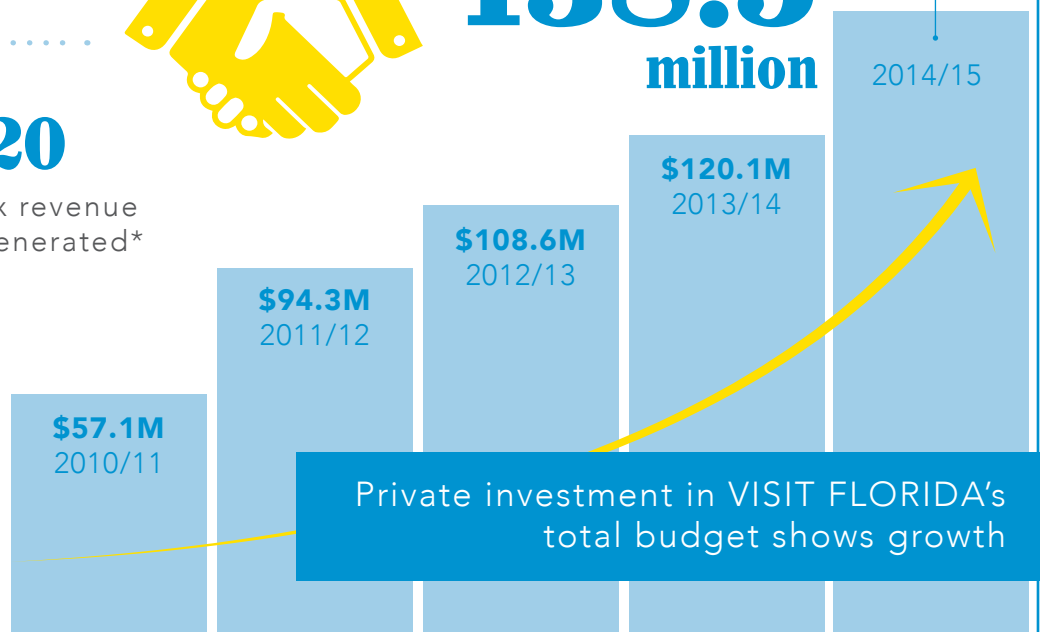
Over **12k** industry businesses partnering with VISIT FLORIDA

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



\$138.5 million



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, the official blog for Florida Tourism.

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