

# FLORIDA TOURISM

*Creating jobs and driving Florida's economy.*

## FLORIDA'S SHARE OF THE *global* MARKET

**116.5 million\*** In 2017 Florida welcomed out of state and international visitors



**191**  
countries



- 3.5 M\* Canada
- 1.4 M\* UK
- 993 K\* Brazil
- 649 K\* Argentina
- 528 K\* Colombia

**1.7 million** visitors come to Florida on any given day = more people than live in 12 different US states + District of Columbia



**87.8%** of Florida's visitors are domestic travelers

up **4.5%**

102.3\* M 2017

97.9 M 2016

\*preliminary, subject to revision

## ECONOMIC *impact* OF TRAVEL & TOURISM

Every **78** visitors to the state supports **1** tourism job



Visitor spending supported

**1.4 million**

jobs in Florida in 2016



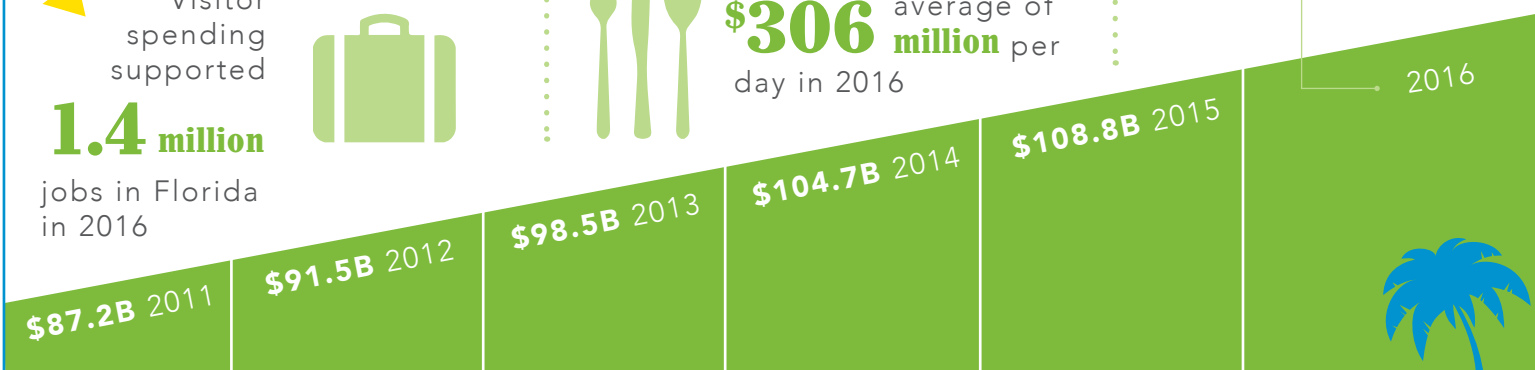
In 2016 **\$11.6 billion** in state and local tax revenue was generated



In 2016 Visitors spent **\$111.7 billion**



Visitors spent an average of **\$306 million** per day in 2016



SIX STRAIGHT YEARS OF RECORD TOURISM SPENDING

VISITFLORIDA



# REACHING OUR *target* AUDIENCE

Over **1.8 million** followers on Facebook, Twitter, YouTube, Instagram, Pinterest and Google+ Accounts

**2.3 million** More than pieces of content generated with **#LoveFL**

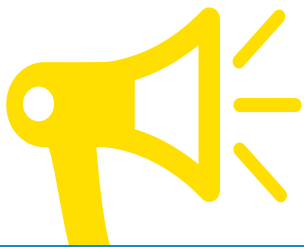
**26 million** views on YouTube with **23 million** minutes watched for 2016

= 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

**54.2%** of visitors were significantly influenced by VISIT FLORIDA marketing efforts in FY 2016/17



**1.3 billion** consumer impressions were generated from **234** promotional programs

Through promotions, over **\$93 million** in media value generated



## SUCCESS THROUGH *collective* IMPACT

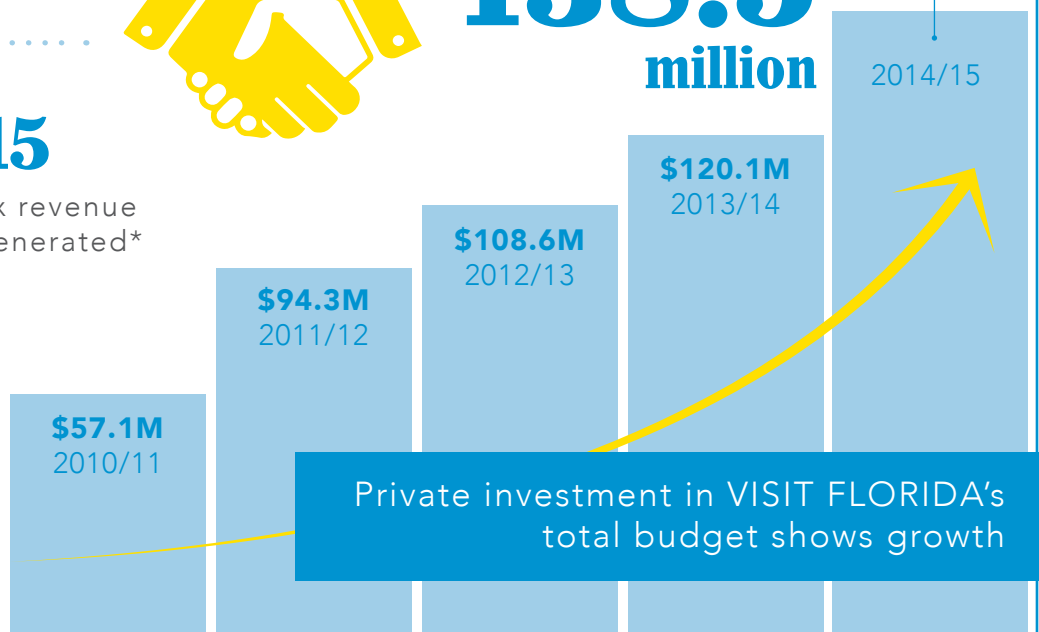
Over **12k** industry businesses partnering with VISIT FLORIDA

For every **\$1** the state invests in VISIT FLORIDA, **\$2.15** 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](http://SunshineMatters.org), the official blog for Florida Tourism.

**VISITFLORIDA**