

FLORIDA TOURISM

Creating jobs and driving Florida's economy.

FLORIDA'S SHARE OF THE *global* MARKET

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



191
countries



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

2.0 million* visitors come to Florida on any given day = more people than live in 14 different US states



88.1%* of Florida's visitors are domestic travelers

6.6%* up
104.4*M 2017
97.9M 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



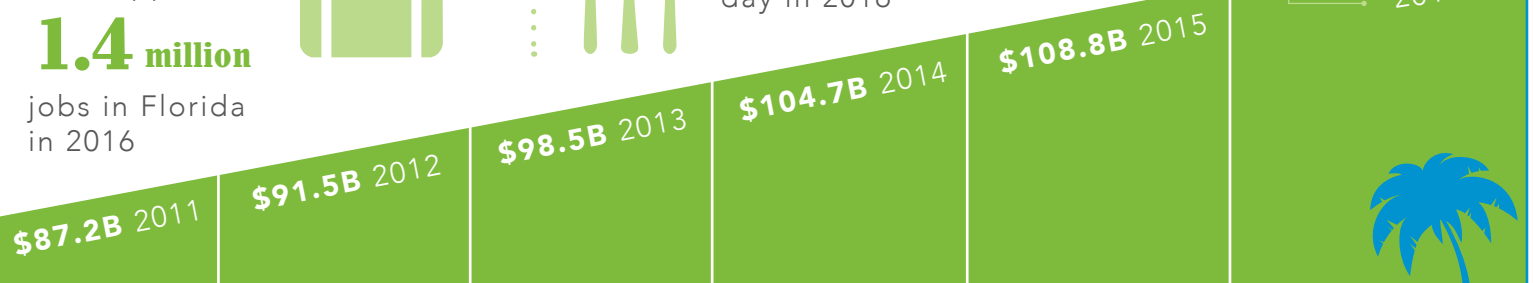
In 2016 **\$11.6 billion** in state and local tax revenue was generated



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

1.9 million

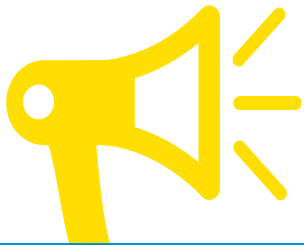
followers on Facebook, Twitter, YouTube, Instagram and Pinterest

28 million views on YouTube with **12 million** minutes watched for 2017

= The equivalent of one person watching VISIT FLORIDA's YouTube channel for **22.8 years** straight

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

57.6% of visitors were significantly influenced by VISIT FLORIDA marketing efforts in FY 2017/18



1.0 billion consumer impressions were generated from **252** promotional programs

Through promotions, **\$98 million** over in media value generated



SUCCESS THROUGH *collective* IMPACT

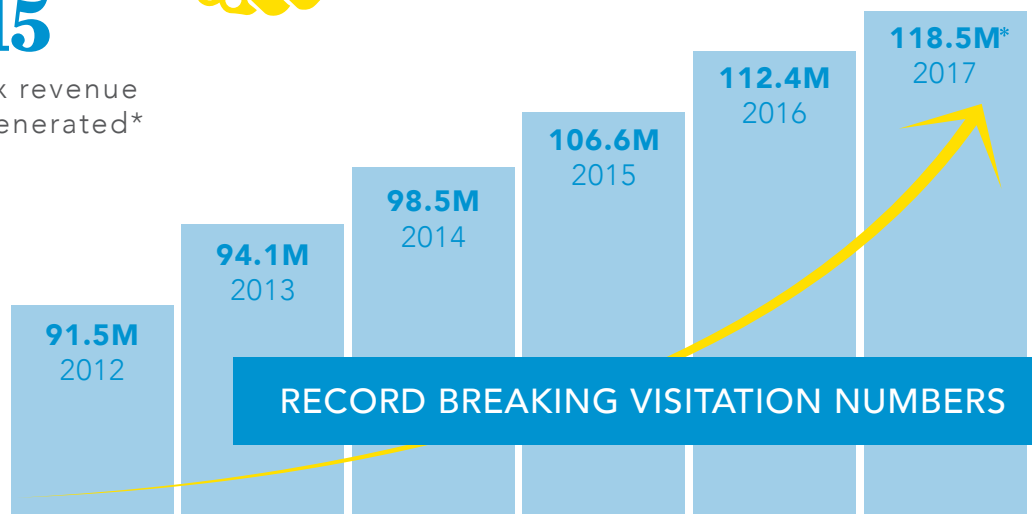
Over **12k** industry businesses partnering with VISIT FLORIDA

For every **\$1** the state invests in VISIT FLORIDA, **\$2.15** in tax revenue is generated*



118.5M* visitors in 2017

2:1 The Florida tourism industry invests **\$2** in marketing programs per **\$1** the state of Florida invests



RECORD BREAKING VISITATION NUMBERS

*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.

