TOURISM IS VITAL TO FLORIDA

TOURISM IS FLORIDA’S TOP ECONOMIC DRIVER

In 2019, out-of-state visitors added $96.5 BILLION to Florida’s economy. That’s more than the entire GDP of 13 states. Source: Rockport Analytics, Bureau of Economic Analysis

131.4 MILLION VISITORS came to Florida in 2019, a 10th consecutive year of record visitation.

VISIT FLORIDA marketing drives out-of-state visitors to all of Florida’s 67 COUNTIES.

FLORIDA TOURISM IS GROWING FASTER THAN...

THE U.S. ECONOMY, CONSUMER SPENDING, HEALTH CARE SPENDING, & SPENDING ON RECREATION. Source: Rockport Analytics, Bureau of Economic Analysis

VISIT FLORIDA IS A SMART INVESTMENT

According to the Florida Legislature’s Chief Economist, every $1 invested in VISIT FLORIDA yields a $3.27 RETURN on investment to Florida’s taxpayers.

People exposed to VISIT FLORIDA’s digital advertising in 2019 were TWICE AS LIKELY to visit Florida and had a more favorable view of the state. Source: Arrivalist, OmniTrak

TOURISM KEEPS FLORIDA’S TAXES LOW

According to the Florida Legislature’s Chief Economist, tourism accounted for 15% or more than $3.8 BILLION of total state sales tax collections.

Visitors save every Florida household more than $1,500/YEAR on state and local taxes. Source: Rockport Analytics, Census Bureau

Every 81 VISITORS = one Florida Job.

293 NEW HOTELS (39,149 ROOMS) & 9,500+ NEW RESTAURANTS opened from 2015 to July 2019. Source: STR and DBPR Division of Hotels & Restaurants

Bed taxes in RURAL COUNTIES have grown nearly 50% FASTER than URBAN COUNTIES since 2012.

Source: Florida Department of Revenue