

# TOURISM IS VITAL TO FLORIDA



## TOURISM IS FLORIDA'S TOP ECONOMIC DRIVER

In 2016, out-of-state visitors were responsible for spending nearly

**\$112 BILLION**

That's more than Amazon's 2016 global revenue.

Source: Tourism Economics

VISIT FLORIDA marketing drives out-of-state visitors to all of Florida's

**67 COUNTIES.**

**126.1 MILLION VISITORS**

came to Florida in 2018, an 8th consecutive year of record visitation.

## FLORIDA TOURISM IS GROWING FASTER THAN...

THE U.S. ECONOMY, CONSUMER SPENDING, HEALTH CARE SPENDING, & SPENDING ON RECREATION.

Source: 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

**\$2.15 RETURN**

on investment.

People exposed to VISIT FLORIDA's digital advertising in 2018 were almost

**2X**

as likely to visit Florida and had a more favorable view of the state.

## TOURISM KEEPS FLORIDA'S TAXES LOW

Visitors save every Florida household

**\$1549/YEAR**

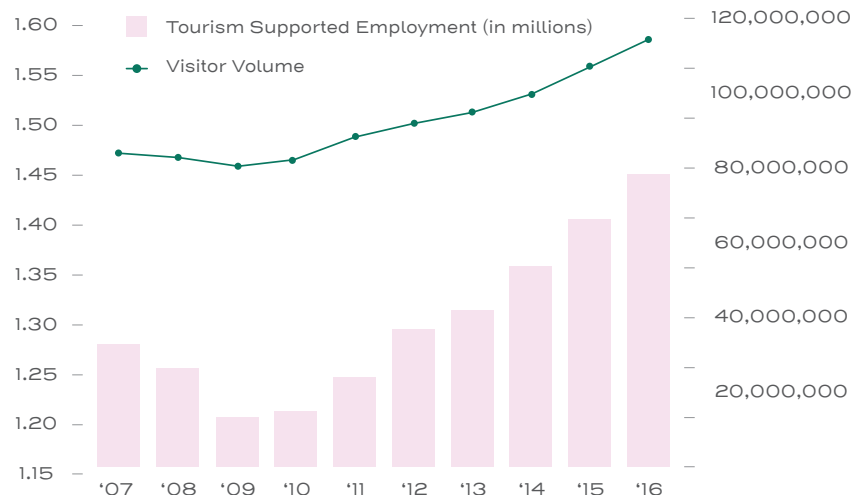
in taxes.

Source: Tourism Economics

According to the Florida Legislature's chief economist, tourism accounted for

**12.9%** or **\$3 BILLION**

of total state sales tax collections.



Every **78 VISITORS** = one Florida Job.

**243 NEW HOTELS (34,000 ROOMS)**

and **4,500+ NEW RESTAURANTS**

have opened in the last 4 years in Florida.

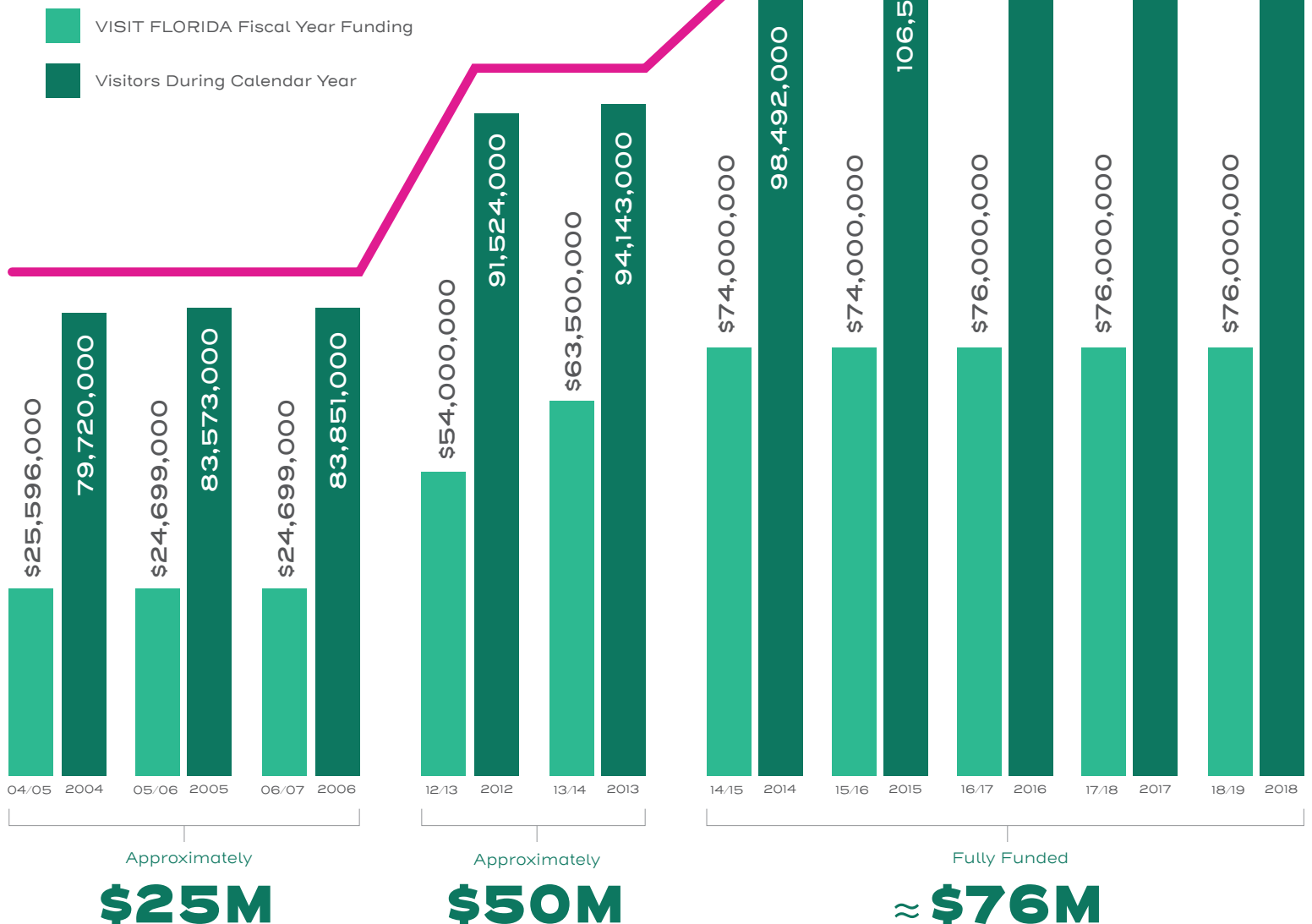
Source: STR and DBPR Division of Hotels & Restaurants

Bed taxes in rural counties have grown nearly **50% FASTER** than urban counties since 2012.

Source: Florida Department of Revenue

# INCREASED FUNDING = MORE VISITORS

## FULLY FUND VISIT FLORIDA



Note: For fiscal year 2014–2015, public funds include \$4.2 million for Medical Tourism and \$300,000 for Florida Is For Veterans. Beginning in the fiscal year 2015–2016, \$1 million of the public funding is for Florida Is For Veterans.

With **VISIT FLORIDA** funded at **\$25 million**, Florida’s total visitation stagnated below **84 million visitors for 3 years.**

When **funded between \$54 million and \$63 million**, **VISIT FLORIDA** helped increase visitation to **94 million visitors annually.**

With **VISIT FLORIDA** funded at **\$76 million in fiscal year 18/19**, Florida saw a record **126.1 million visitors.**