VISIT FLORIDA

DEO/-VISIT FLORIDA UPDATED PERFOMANCE MEASURES - FINAL FY17/18

As of 9/1/2018

Annual Measures per Section 20.60(11), Florida Statutes	FY17/18 Standards	FY17/18 Actuals
Annual percentage of domestic visitors to Florida influenced by VISIT FLORIDA's primary marketing programs.	30%	57.60%
Annual share of domestic vacation trips.	15%	16.23%
Annual share of international visitor spending.	20%	19.84%
Maintain annual market share in traditional feeder markets.	20%	19.71%
Growth in annual market share in emerging markets.	17%	17.65%
VISIT FLORIDA Marketing Activities.		
1. Total number of individual businesses actively participating in VISIT FLORIDA marketing activities.	12,000	12,816
2. Total number of individual businesses, located in RACEC-designated communities, actively participating in VISIT FLORIDA marketing activities and the percentage coverage of the total RACEC-designated communities.	600 / 90%	707 / 94%
*Total industry investment in VISIT FLORIDA programs.	$76 million	$120.5 million
Number of strategies in the Florida Strategic Plan for Economic Development being implemented by VISIT FLORIDA.	4	4

Footnotes:

**For reporting of allowable private match purposes, this number is $114.5 million.*