



Profile of Domestic Visitors to Florida Traveling for Business

Prepared by VISIT FLORIDA
Research Department

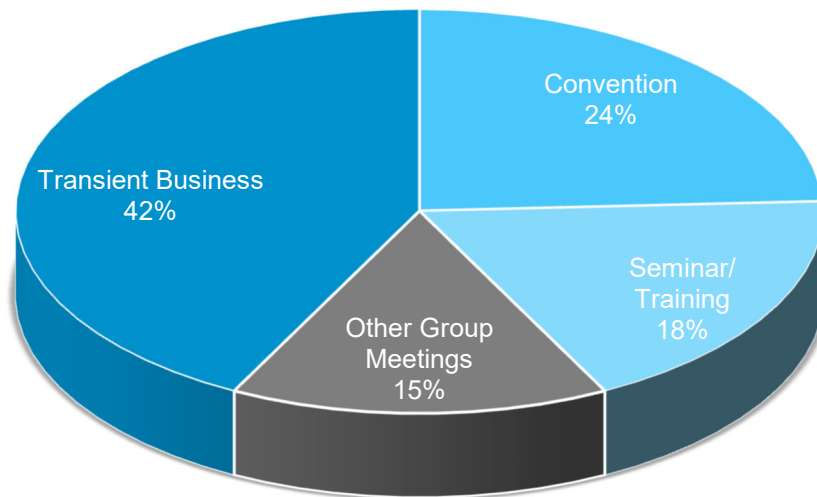
Summary of Domestic Visitors to Florida Traveling for Business

- Approximately 11% of Florida's domestic visitors traveled to the state for business purposes.
- The most popular destination region for business travelers who visited Florida was the Central region (40%), followed by the Southeast region (21%).
- The primary purpose for a business trip to Florida among domestic visitors was to attend group meetings, with 58% traveling to the state for a convention, seminar/training, or other group meeting.
- The average travel party size among business travelers who visited Florida during 2017 was 1.3 people. Approximately 77% of Florida's business visitors traveled to the state alone.
- The top activities that business visitors enjoyed while in Florida were culinary/dining experience (26%), beach/waterfront activities (23%), and shopping (13%).
- The average length of stay for business visitors to Florida during 2017 was 3.1 nights. The majority of business travelers stayed in the state 1-3 nights.
- The average expenditure among Florida's domestic business visitors was \$240.80 per person per day. Domestic business visitors spent the most on transportation, with their average expenditure at \$91.40 per person per day.
- Of the 84% of domestic business travelers who stayed in a hotel while in Florida, 46% stayed in a mid-level hotel and 41% stayed in a high-end hotel.
- The average household income of Florida's domestic business visitors during 2017 increased 2.1% from the previous year to \$142,700. Approximately 62% of Florida's business visitors had an annual household income of \$100,000 or more.
- The average age of domestic business visitors who traveled to Florida during 2017 was 45.0, with the majority (40%) between 35-49 years of age.

Primary Purpose of Trip

The most commonly cited reason for visiting Florida among business travelers during 2017 was to attend a convention (24%) or attend a seminar/training (18%).

	2015	2016	2017	pp* change 17/'16
Transient Business	40%	37%	42%	5 pp
Convention	23%	23%	24%	1 pp
Seminar/Training	23%	23%	18%	-5 pp
Other Group Meetings	14%	18%	15%	-3 pp



Seasonality

In 2017, travelers most frequently visited Florida for business during the spring (29%) and fall (27%). Both the spring and fall travel seasons experienced an increase in business travelers, with a gain of 2 and 4 percentage points, respectively.

	2015	2016	2017	pp* change 17/'16
Winter (Dec, Jan, Feb)	31%	26%	24%	-2 pp
Spring (Mar, Apr, May)	30%	27%	29%	2 pp
Summer (Jun, Jul, Aug)	21%	23%	20%	-3 pp
Fall (Sept, Oct, Nov)	18%	23%	27%	4 pp

Note: Totals may not add up due to rounding.

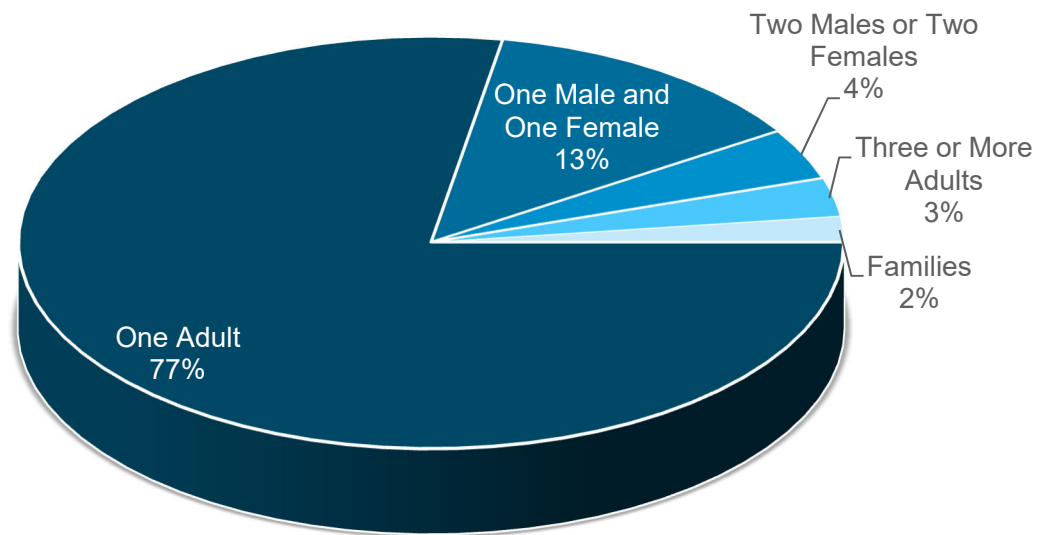
*Percentage point

Source: D.K. Shifflet and Associates

Travel Party Composition

The average travel party size among business travelers who visited Florida during 2017 was 1.3 people, unchanged from last year. Approximately 77% of business visitors traveled to Florida alone during 2017.

	2015	2016	2017	pp* change 17/'16
One Adult	78%	82%	77%	-5 pp
One Male and One Female	11%	10%	13%	3 pp
Two Males or Two Females	4%	3%	4%	1 pp
Three or More Adults	4%	3%	3%	0 pp
Families	4%	3%	2%	-1 pp
Average Persons	1.4	1.3	1.3	---



Florida Destination Regions

	2015	2016	2017	pp* change 17/'16
Central	41%	35%	40%	5 pp
Southeast	20%	20%	21%	1 pp
Central West	14%	20%	14%	-6 pp
Northeast	9%	10%	8%	-2 pp
Southwest	4%	4%	3%	-1 pp
Northwest	5%	7%	4%	-3 pp
Central East	4%	3%	5%	2 pp
North Central	1%	2%	4%	2 pp

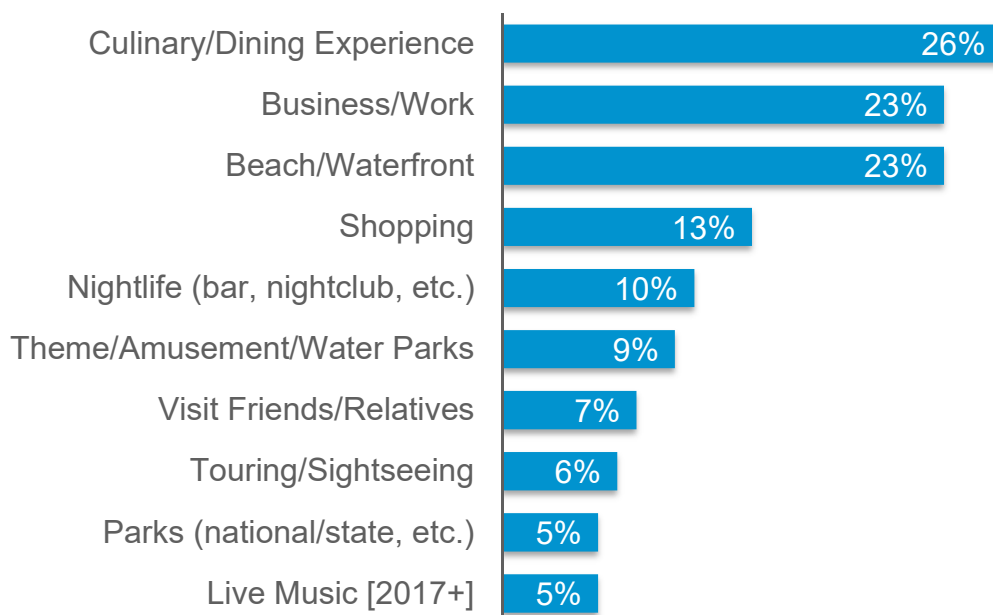
*Percentage point

Source: D.K. Shifflet and Associates

Primary Activities

Florida offers a variety of activities to entertain business visitors while in the state. Most of Florida's domestic business visitors during 2017 enjoyed culinary/dining experiences, beach/waterfront activities, shopping, nightlife, and theme/amusement/water parks.

Top Activities (multiple response)	2016	2017	pp* change 17/'16
Culinary/Dining Experience	15%	26%	9 pp
Business/Work	23%	23%	0 pp
Beach/Waterfront	17%	23%	6 pp
Shopping	12%	13%	1 pp
Nightlife (bar, nightclub, etc.)	8%	10%	2 pp
Theme/Amusement/Water Parks	6%	9%	3 pp
Visit Friends/Relatives	10%	7%	-3 pp
Touring/Sightseeing	5%	6%	1 pp
Parks (national/state, etc.)	3%	5%	2 pp
Live Music [2017+]	-	5%	-
Historic Sites	2%	4%	2 pp
Movies	3%	3%	0 pp
Festival/Fair	4%	3%	-1 pp
Show: Boat, Car, Home	2%	3%	1 pp
Hiking	1%	3%	2 pp
Spa	2%	3%	1 pp
Zoo/Aquarium	1%	3%	2 pp
Water Sports	1%	3%	2 pp
Personal Celebration (Anniversary, Birthday, etc.)	1%	3%	2 pp



*Percentage point

Source: D.K. Shifflet and Associates

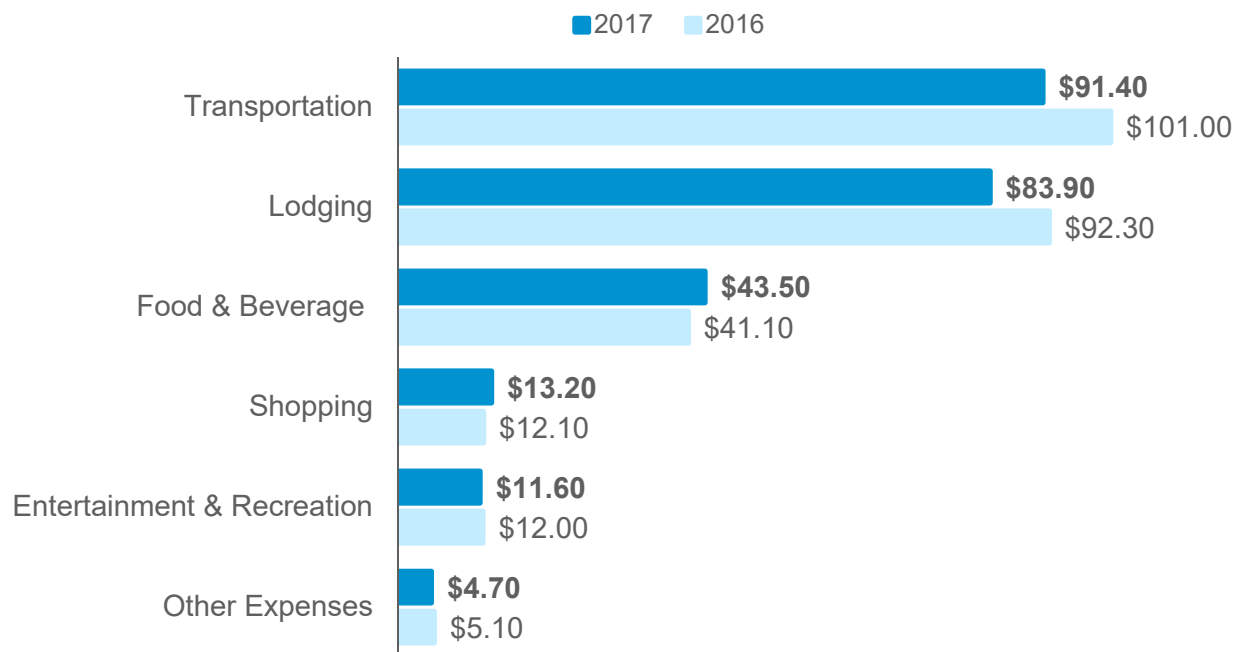
Average Expenditures Per Person Per Day

In 2017, the average expenditures among Florida's domestic business visitors was \$240.80 per person per day, a decrease of 5% from 2016. When transportation costs are excluded, business visitors spent \$149.30 per person per day, an decrease of 2% from the previous year. Domestic business visitors spent the most on transportation, with their average expenditure at \$91.40 per person per day.

	2016	2017	% Change '17/'16
Average Expenditure (including transportation)	\$253.00	\$240.80	-5%
Average Expenditure (excluding transportation)	\$152.00	\$149.30	-2%
Transportation - Total	\$101.00	\$91.40	-10%
<i>Transportation - Total (excluding airfare)</i>	\$38.00	\$36.80	-3%
<i>Transportation - Airfare</i>	\$122.30	\$113.30	-7%
<i>Transportation - Rental Car</i>	\$50.30	\$49.90	-1%
<i>Transportation - Other (taxi, bus fares, gas, etc.)</i>	\$16.90	\$19.20	14%
Lodging - Total	\$92.30	\$83.90	-9%
<i>Lodging - Room</i>	\$93.00	\$89.70	-4%
<i>Lodging - Services (internet, room service, parking, etc.)</i>	\$9.20	\$9.30	1%
Food & Beverage	\$41.10	\$43.50	6%
Shopping	\$12.10	\$13.20	9%
Entertainment & Recreation	\$12.00	\$11.60	-3%
Other Expenses	\$5.10	\$4.70	-8%

Average Expenditures by Category

Calendar Years 2017 - 2016



Note: The base for each category is those reporting \$0+ spending in that category.

Source: D.K. Shifflet and Associates

Paid vs. Non-Paid Accommodations

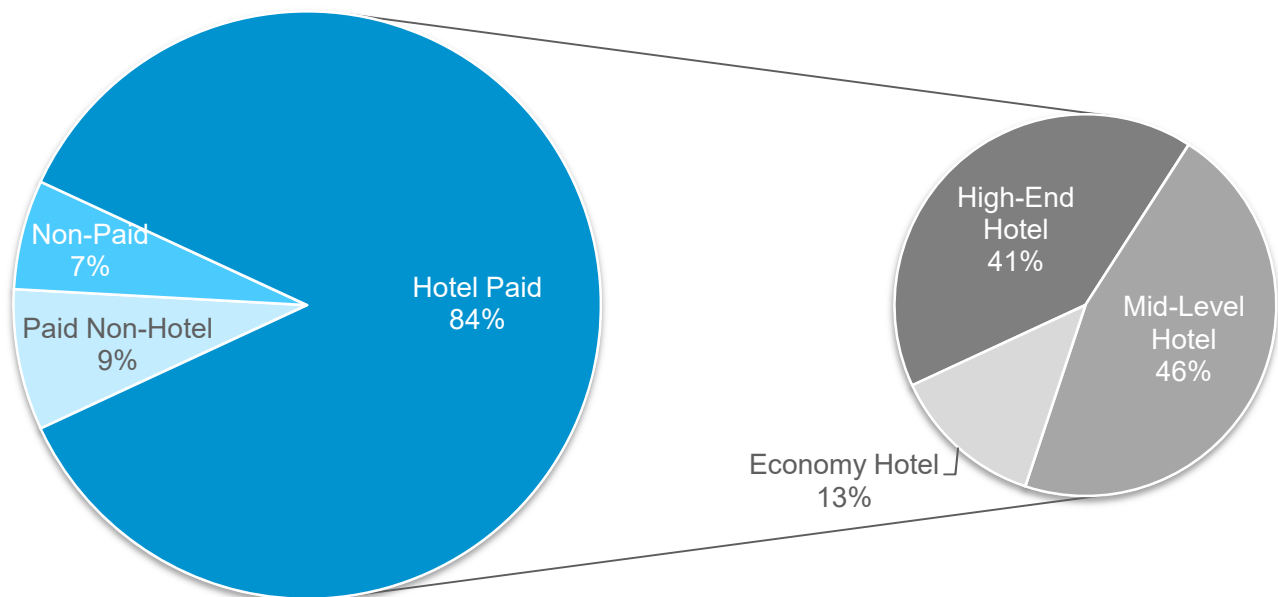
In 2017, nine out of 10 business travelers stayed in paid lodging during their trip to Florida. Business visitors who stayed in paid hotels accounted for the largest share of Florida's business visitors during 2017 at 84%. The percentage of business travelers who stayed in paid non-hotels has decreased by 6 percentage points since 2015.

	2015	2016	2017	pp* change 17/'16
Paid	89%	92%	93%	1 pp
<i>Hotel Paid</i>	74%	80%	84%	4 pp
<i>Non-Hotel Paid</i>	15%	12%	9%	-3 pp
Non-Paid	11%	8%	7%	-1 pp

Hotel Levels

Of the domestic business visitors who stayed in a hotel during 2017, approximately 46% made the decision to stay in a mid-level hotel, a decrease of 3 percentage points compared to the previous year.

	2015	2016	2017	pp* change 17/'16
High-End	50%	40%	41%	1 pp
Mid-Level	41%	49%	46%	-3 pp
Economy	9%	11%	13%	2 pp



Notes: Totals may not add up due to rounding.

*Percentage point

Source: D.K. Shifflet and Associates

Length of Stay

Business travelers who visited Florida during 2017 stayed an average of 3.1 nights in the state. Most of the business visitors who traveled to Florida stayed 1-3 nights (70%).

	2015	2016	2017	pp* change 17/'16
1-3 nights	73%	77%	70%	-7 pp
4-7 nights	23%	21%	26%	5 pp
8+ nights	3%	2%	4%	2 pp
Average	3.0 nights	2.7 nights	3.1 nights	---
Median	2.0 nights	2.0 nights	2.0 nights	---

Reservation Type for Accommodations

Approximately 44% of Florida's business visitors reserved accommodations for their trip online during 2017, making it the most frequently used reservation method. The second most used method among Florida's business visitors was through a travel agent at 18%, an increase of 2 percentage points from 2016.

	2015	2016	2017	pp* change 17/'16
Made Reservation	91%	90%	90%	0 pp
Online	45%	44%	44%	0 pp
<i>Hotel Chain Website</i>	26%	28%	26%	-2 pp
<i>Travel Website</i>	14%	14%	15%	1 pp
<i>Hotel Mobile App</i>	5%	2%	3%	1 pp
Travel Agent/Corp. Travel Agent	11%	16%	18%	2 pp
Called Directly	21%	13%	12%	-1 pp
As Part of a Package ¹	10%	12%	10%	-2 pp
Other	4%	5%	6%	1 pp
No Reservation	9%	10%	10%	0 pp



¹ Refers to two or more parts of a trip (ex. flight and hotel) booked together via brick and mortar or online.

* Percentage point

Source: D.K. Shifflet and Associates

Age of Adult Travelers

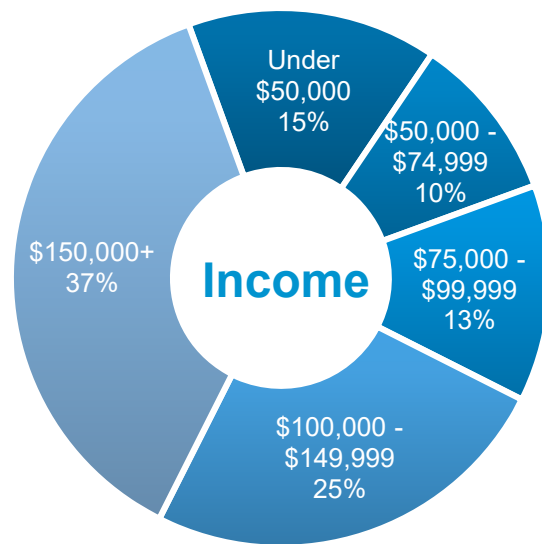
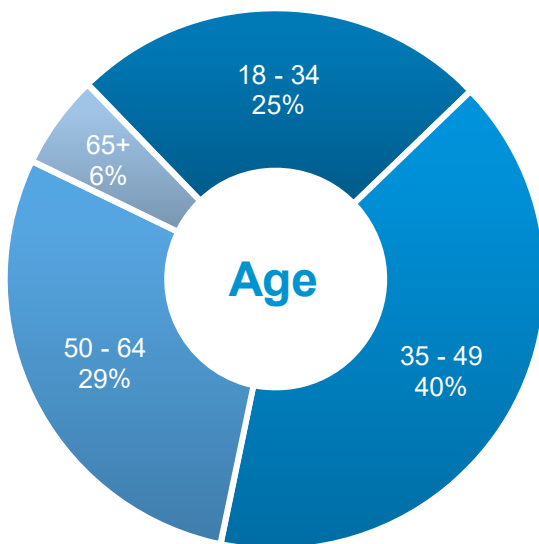
The average age of Florida's business visitors continued to increase during 2017, raising to 45.0. The percentage of Florida's business visitors who were age 35-49 decreased 5 percentage points from that of 2016.

	2015	2016	2017	pp* change 17/16
18 - 34 Years Old	25%	24%	25%	1 pp
35 - 49 Years Old	43%	45%	40%	-5 pp
50 - 64 Years Old	25%	25%	29%	4 pp
65+ Years Old	6%	6%	6%	0 pp
Average Age	43.6	44.1	45.0	---
Median Age	43.0	44.0	45.0	---

Household Income

The average household income of Florida's domestic business visitors increased 2.1% from the previous year to \$142,700. Business visitors with a household income under \$50,000 increased 2 percentage points, while those making \$75,000-\$99,999 decreased 2 percentage points from that of 2016.

	2015	2016	2017	pp* change 17/16
Under \$50,000	20%	13%	15%	2 pp
\$50,000 - \$74,999	14%	10%	10%	0 pp
\$75,000 - \$99,999	16%	15%	13%	-2 pp
\$100,000 - \$149,999	18%	25%	25%	0 pp
\$150,000+	33%	37%	37%	0 pp
Average	\$126,400	\$139,800	\$142,700	---



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*Percentage point

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