

TOURISM IS VITAL TO FLORIDA



TOURISM IS FLORIDA'S TOP ECONOMIC DRIVER

In 2017, out-of-state visitors added **\$85.9 BILLION** to Florida's economy. That's more than the entire GDP of 12 states.

Source: Rockport Analytics, Bureau of Economic Analysis

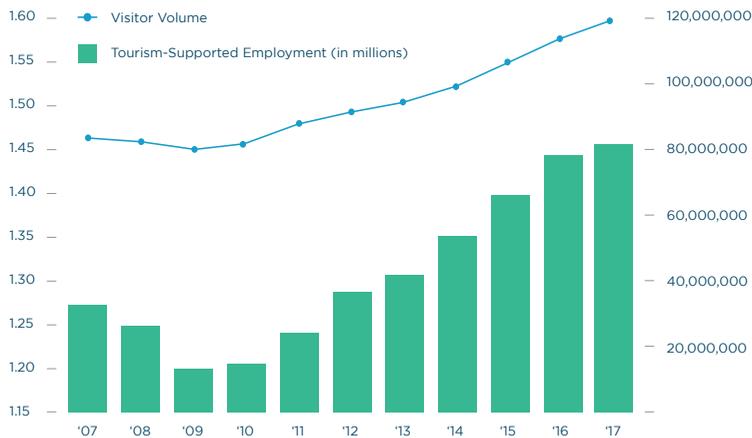
127.0 MILLION VISITORS

came to Florida in 2018, an 8th 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



Source: Tourism Economics, Rockport Analytics

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 to Florida's taxpayers.

People exposed to VISIT FLORIDA's digital advertising in 2018 were almost **TWICE AS LIKELY** to visit Florida and had a more favorable view of the state.

Source: Arrivalist, OmniTrak

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

TOURISM KEEPS FLORIDA'S TAXES LOW

According to the Florida Legislature's Chief Economist, tourism accounted for **13.4%** or more than **\$3.22 BILLION** of total state sales tax collections.

Visitors save every Florida household **\$1,512/YEAR**

on state and local taxes. Source: Rockport Analytics, Census Bureau

