

FLORIDA TOURISM

Creating jobs and driving Florida's economy.

FLORIDA'S SHARE OF THE *global* MARKET

112.4 million In 2016 Florida welcomed out of state and international visitors



189
countries



3.3 M Canada
1.6 M UK
1.0 M Brazil
757 K Argentina
538 K Colombia

1.9 million visitors come to Florida on any given day = more people than live in 15 different US states + District of Columbia



87.1% of Florida's visitors are domestic travelers

up **7.2%**

97.9 M 2016

91.3 M 2015

ECONOMIC *impact* OF TRAVEL & TOURISM

Every **78** visitors to the state supports **1** tourism job



Visitor spending supported

1.4 million

jobs in Florida in 2016



In 2016 **\$11.6 billion** in state and local tax revenue was generated



In 2016 Visitors spent **\$111.7 billion**



Visitors spent an average of **\$306 million** per day in 2016

\$87.2B 2011

\$91.5B 2012

\$98.5B 2013

\$104.7B 2014

\$108.8B 2015

2016



FIVE STRAIGHT YEARS OF RECORD TOURISM SPENDING

VISITFLORIDA

REACHING OUR *target* AUDIENCE

Over **1.8 million** followers on Facebook, Twitter, YouTube, Instagram, Pinterest and Google+ Accounts

2.3 million More than pieces of content generated with **#LoveFL**

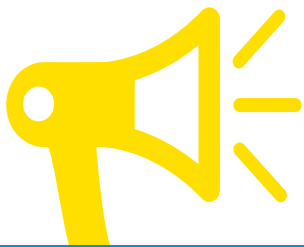
26 million views on YouTube with **23 million** minutes watched for 2016

= The equivalent of one person watching VISIT FLORIDA's YouTube channel for **42.8 years** straight

Partners invested over **\$35 million** in VISIT FLORIDA co-op programs

Generating **14.5 billion** consumer impressions through dedicated advertising in domestic and international markets

54.2% of visitors were significantly influenced by VISIT FLORIDA marketing efforts in FY 2016/17



1.3 billion consumer impressions were generated from **234** promotional programs

Through promotions, over **\$93 million** in media value generated

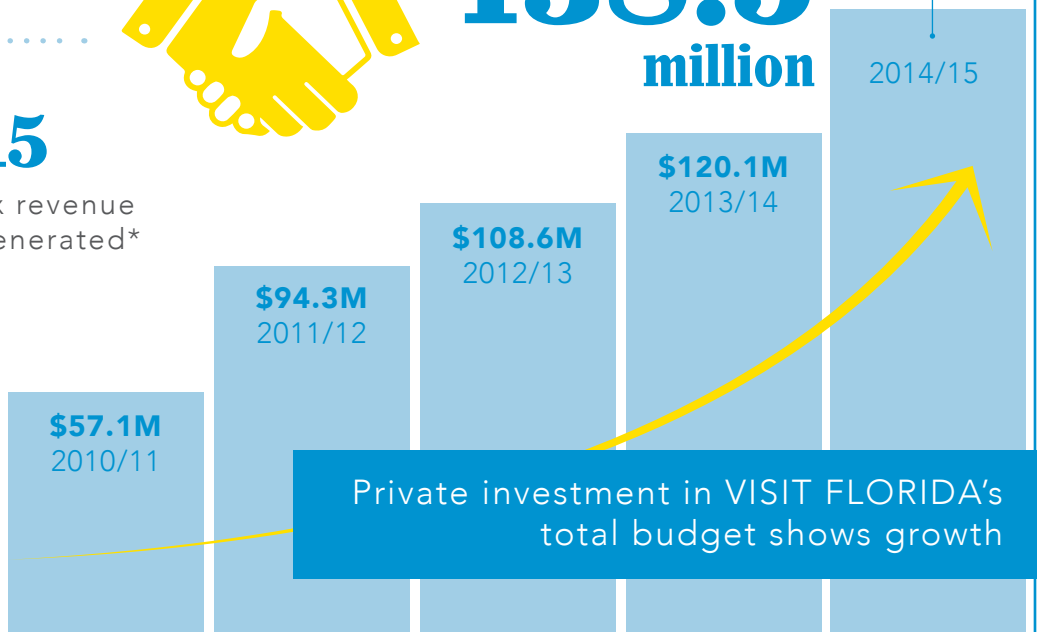


SUCCESS THROUGH *collective* IMPACT

Over **12k** industry businesses partnering with VISIT FLORIDA

For every **\$1** the state invests in VISIT FLORIDA, **\$2.15** in tax revenue is generated*

\$138.5 million



Private investment in VISIT FLORIDA's total budget shows growth

2:1 The Florida tourism industry invests **\$2** in marketing programs per **\$1** the state of Florida invests

*Office of Economic and Demographic Research

We're on our way to becoming the No. 1 travel destination in the world. Visit SunshineMatters.org, the official blog for Florida Tourism.

