

U.S. TRAVEL
ASSOCIATION

TRAVEL PROMOTION WORKS



ECONOMIC IMPACT ON FLORIDA



In 2015, visitors spent **\$109B**



\$11.3B in **state and local taxes**
(nearly 30% of total tax receipts)



This tax revenue
can fund

100% of all
public school teachers,
police officers and
firefighters in Florida
combined



supporting

1.4M Florida jobs

ECONOMIC IMPACT ON FLORIDA



Without travel, Florida's
5.4% unemployment
rate would've reached
20% in 2015

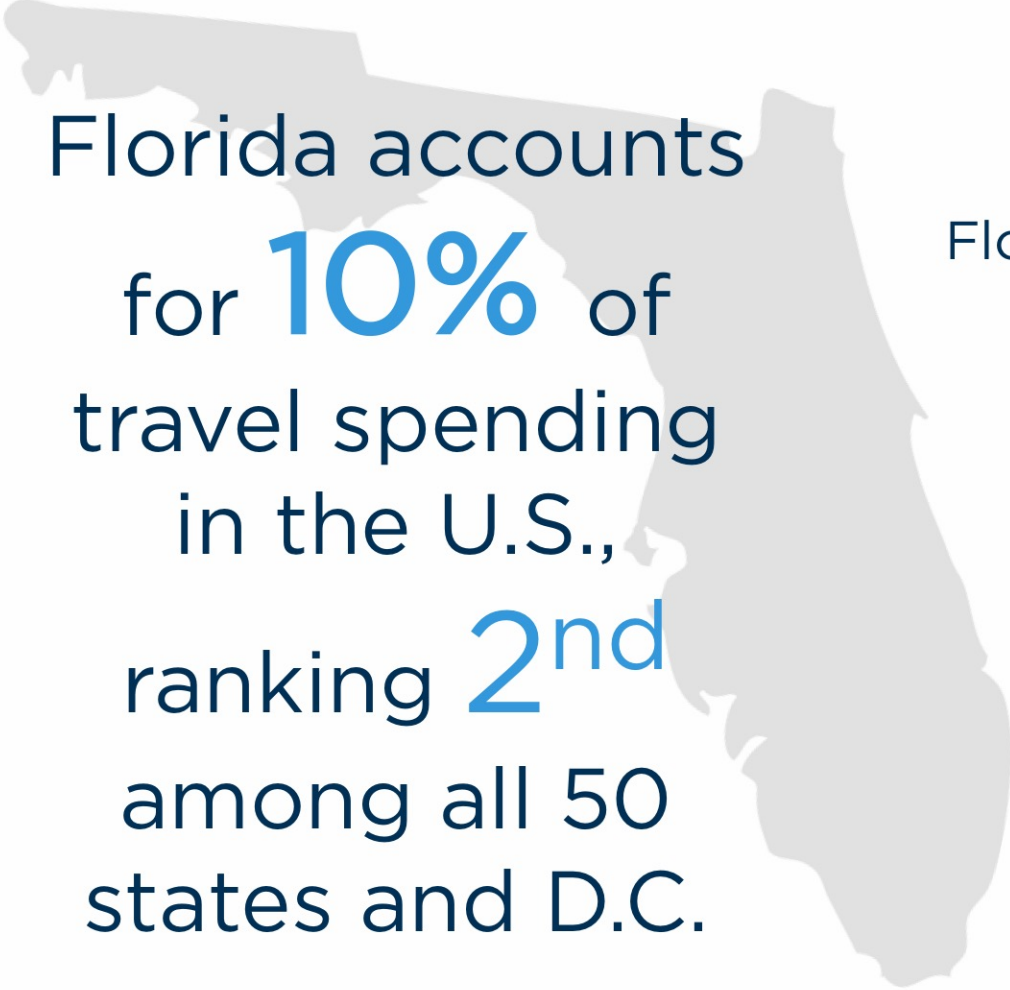
Without travel, Florida
residents would owe

\$1,535 more
in state and local taxes



to sustain their
current level of
essential services

THE POWER OF TRAVEL FOR FLORIDA



Florida accounts
for **10%** of
travel spending
in the U.S.,
ranking **2nd**
among all 50
states and D.C.

From 2010 to 2015,
travel spending growth in
Florida **outpaced 48** states



Since 2010, travel jobs in
Florida have
increased by 20%
(highest rate in the U.S.)

WHAT'S AT STAKE WHEN A STATE STOPS MARKETING



Budget cut
from **\$30M** to
\$7M in 2009



Every **\$1 cut** from PA
tourism budget cost
\$3.60 in lost tax revenue



From 2009 to 2014,
PA lost **\$600M+** in
tax revenue

Since 2007, overseas
visitors increased by **44%**
in U.S., but only **19%** in PA



Budget cut
from **\$7M** to
\$0 in 2011



Traveler spending
in **competing MT**
grew 70% faster
than in WA

With **zero** state
support, WA continues
to fall behind



Budget cut
from **\$12M** to
\$0 in 1993



\$1.4B lost in
traveler spending
within **1 year**



Tax receipts
declined by **\$134M**
from 1993 to 1997

18 years later, CO
still hasn't recovered
market share

A RISKY EXPERIMENT

With a 2% reduction in travel, **Florida would lose...**

\$2.2B in travel spending



\$225M in tax revenue



28,000 Florida jobs

TRAVEL PROMOTION PAYS OFF (2010-2015)



Total budget
increased \$50.1M



Travel spending
increased \$32.4B



Total budget
increased \$10.5M



Travel spending
increased \$3.5B



Total budget
increased \$43.3M



Travel spending
increased \$30B



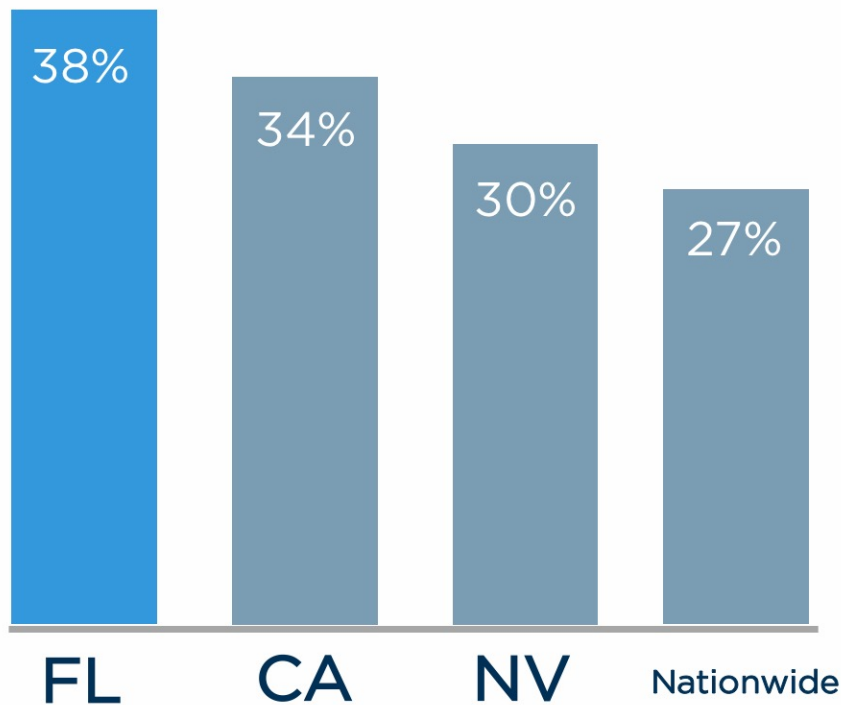
Total budget
increased \$4.6M



Travel spending
increased \$933M

TRAVEL PROMOTION PAYS OFF

Traveler Spending Growth
(2010-2015)



From 2010-2015,
total investment in Florida
travel promotion
increased by **\$43.3M**



and visitor spending
increased by **\$30B**

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