

FLORIDA TOURISM

Creating jobs and driving Florida's economy.

FLORIDA'S SHARE OF THE *global* MARKET

106.6 million In 2015 Florida welcomed out of state and international visitors



a record **190** countries



3.8 M Canada
1.7 M UK
1.5 M Brazil
722 K Argentina
565 K Colombia

1 in 5 international visitors to the US come to Florida



1.9 million visitors come to Florida on any given day = more people than live in 13 different US states + District of Columbia



85.7% of Florida's visitors are domestic travelers

up **9.8%**

91.3 M 2015
83.2 M 2014

ECONOMIC *impact* OF TRAVEL & TOURISM*

Every **76** visitors to the state supports **1** tourism job



Visitor spending supported

1.4 million

jobs in Florida in 2015



In 2015 **\$11.3 billion** in state and local tax revenue was generated



Visitors spent **\$108.8 billion**

Visitors spent an average of **\$300 million** per day in 2015



\$87.4B 2011

\$91.5B 2012

\$98.5B 2013

\$104.7B 2014

2015



FIVE STRAIGHT YEARS OF RECORD TOURISM SPENDING

VISITFLORIDA

REACHING OUR *target* AUDIENCE

1 Over **1 million**

followers on Facebook, Twitter, YouTube, Instagram and Google+ Accounts

1 More than **1 million** pieces of content generated with **#LoveFL**

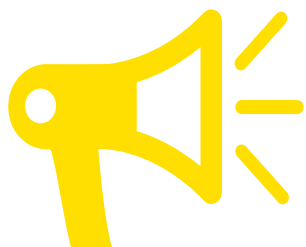
25.9 million views on YouTube with **22.5 million** minutes watched for 2015

= 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

46.4% of visitors were significantly influenced by VISIT FLORIDA marketing efforts in 2015



1.5 billion consumer impressions were generated from **300+** promotional programs

Through promotions, over **\$100 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,

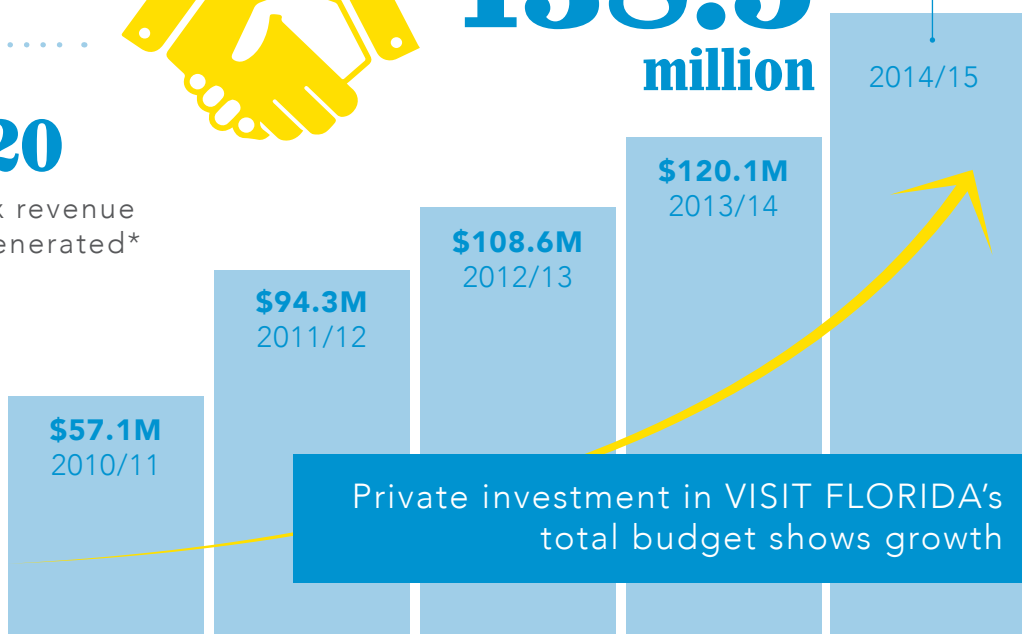
\$3.20 in tax revenue is generated*



\$138.5 million

2014/15

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



Private investment in VISIT FLORIDA's total budget shows growth

*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.

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