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 from 190 countries

1 in 5 international visitors to the US come to Florida

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

85.7% of Florida’s visitors are domestic travelers

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

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 an average of $300 million per day in 2015

Visitors spent $108.8 billion

FIVE STRAIGHT YEARS OF RECORD TOURISM SPENDING

$87.4B 2011
$91.5B 2012
$98.5B 2013
$104.7B 2014
$108.8B 2015

FIVE RECORD YEARS OF TOURISM SPENDING

91.3 M 2015
83.2 M 2014

9.8% up
REACHING OUR target AUDIENCE

Over 1 million followers on Facebook, Twitter, YouTube, Instagram, and Google+ Accounts

1 More than 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

Over 1 million Generating 14.5 billion consumer impressions through dedicated advertising in domestic and international markets

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

Through promotions, over $100 million in media value generated

1.5 billion consumer impressions were generated from 300+ promotional programs

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

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*

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.