

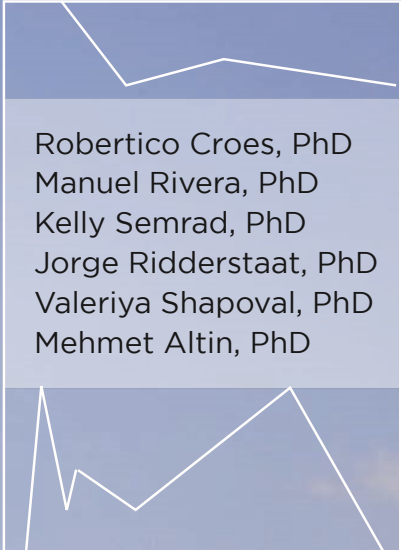
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Rosen College of  
Hospitality Management

# Estimating the Economic Impact of Vacation Home Rentals in Florida

University of Central Florida | Rosen College of Hospitality Management



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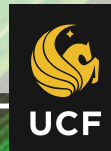
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# Executive Summary

This report takes an in-depth look at the economic impact of the Florida vacation rental home industry and its ripple effects across the state. It includes an estimate of the magnitude of the industry's impact on Florida's economy as well as profiles of the main stakeholders who generate this impact.

The report focuses on the economic impact of the vacation rental home industry in 25 Florida counties selected by the client, Florida Realtors® (Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin, Nassau, Duval, Pinellas, Hillsborough, Manatee, Sarasota, Charlotte, Lee, Collier, Monroe, Miami-Dade, Broward, Palm Beach, Orange, Osceola, Brevard, Volusia, and Flagler). When combined, these 25 counties include 89.3% of the total amount of registered vacation rental homes in the state of Florida.

This graphic represents specific highlights of the report's findings that will be of interest to vacation rental stakeholders and others interested in this rapidly growing industry.





# VACATION HOME RIPPLE EFFECT



In total, the 2018 economic impact of Florida's vacation rental home industry in the 25 targeted counties was

**roughly \$27.4 billion in sales.**



This represents approximately:

**\$16.6 billion in direct spending**  
**\$10.8 billion in indirect spending.**



The \$16.6 billion in direct spending represents 18.7% of the total direct spending of the Florida tourism industry in 2017 and translates to 1.6% of the total gross domestic product for Florida in 2018.



The direct spending amounts to nearly **\$46 million a day**, which is an economically significant number for the state.



The direct spending supports roughly **115,000 jobs** with one job being created for every \$144,181 spent.

Overall, the industry generates



**312 jobs statewide every day**



**13 jobs every hour**

**one job every 5 minutes**



In 2018, the total amount of tourists staying in vacation rental homes in Florida was **14,233,274**, which equates to **11.2%** of the total 127 million tourists that came to Florida in 2018.



On average, visitors staying in vacation rental homes **spend \$1.9 million every hour** or nearly **\$32,000 per minute.**

## Project Description

This report measures the tourism economic impact for the Florida vacation rental home industry. The project is conducted by the Dick Pope Sr. Institute *for* Tourism Studies (DPITS) of the Rosen College of Hospitality Management at the University of Central Florida in partnership with Florida Realtors® and the Florida Vacation Rental Managers Association (FL-VRMA). The final analysis provides economic estimates for 25 Florida counties. Initially, 28 counties were selected by Florida Realtors® based upon the tourism destinations that possessed the most amount of vacation rental homes (see Table 1 for a list of counties). However, due to missing data for three of the 28 counties (Alachua, Leon and Seminole), only 25 counties could be assessed for the initial publication of this report (see footnote 1).

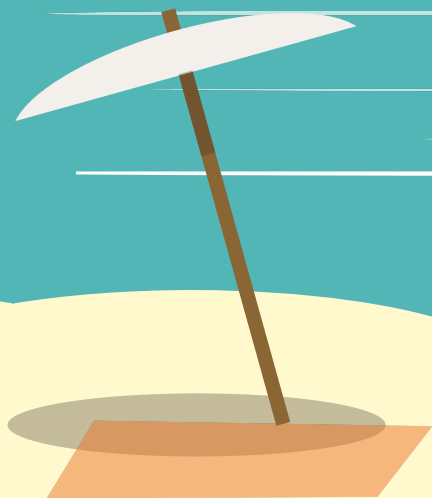
According to the Florida Department of Business and Professional Regulation, as of July 1, 2018, there were 6,032 vacation rental condominiums licenses and 14,874 licenses in vacation rental dwellings. Condominiums and dwellings may include a unit or group of units.<sup>1</sup> The economic analysis assessed 8,131 surveys, distributed across 6,240 tourists and visitors that stayed in a Florida vacation rental home within the last 12 months, 1,748 vacation rental homeowners, and 143 vacation rental home management companies.

The first section of the report estimates the expenditure data for tourists staying in vacation rental home accommodations as well as expenditure data for the purchase and management of the properties. The second section of the report provides an extrapolated statewide tourism economic impact analysis<sup>2</sup> for the vacation rental homes located in the 25 targeted counties. The results may serve as a resource for industry leaders and policymakers to understand the importance of this growing segment and its state tourism economic impact.

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<sup>1</sup> Source: <https://trackbill.com/s3/bills/FL/2019/HB/987/analyses/bill-analysis-government-operations-and-technology-appropriations-subcommittee-post-meeting.pdf>, retrieved December 12, 2019.

<sup>2</sup> An extrapolated economic impact analysis is an economic estimation that applies the results beyond the original observation to a larger region.





# Background Information

Florida's tourism industry is a top economic driver to the state's GDP and is growing faster than the U.S. Economy, consumer spending, health care spending, and spending on recreation (Rockport Analytics Bureau of Economic Analysis, 2017). According to Visit Florida (2018), the state has experienced eight consecutive years of record-breaking visitation. In 2018, the state received 127.0 million visitors making Florida one of the most popular tourist destinations in the world. In 2017, out-of-state visitors added \$85.9 billion to Florida's economy resulting in every 81 visitors supporting one Florida job (Visit Florida, 2018). It is clear that the Florida tourism industry is vital to the economic welfare of the state.

Within the tourism industry there are multiple subindustry sectors (e.g. lodging, attractions, restaurants, transportation, etc.). In order for the tourism industry to optimize its full economic potential, it is important that all subindustry sectors have strong performances. One of the most important subindustry sectors is that of the Florida lodging industry. This is because, generally speaking, the lodging industry has one of the largest multiplier effects generated within the tourism industry (Goeldner & Ritchie, 2012; Kim, 2015; Rockport Analytics, 2017).

The lodging industry assists in servicing Florida tourists via providing accommodations. As of February 2019, the state of Florida had approximately 439,277 available hotel and motel rooms that were spread over 4,583 properties (Visit Florida, 2018). The 2018 statewide average hotel/motel occupancy rate was approximately 68% (STR, 2018). This occupancy rate reveals that there is discrepancy between the number of tourists that Florida receives (127 million) and the number of tourists that stay in hotel rooms (annual average occupancy rate 68%). The discrepancy implies that tourists are seeking alternative forms of accommodations when staying in Florida. One type of alternative accommodation that some tourists seek are vacation rental homes. Vacation rental homes may be defined as short-term vacation rentals that are rented more than three times a year for less than 30 days at a time.<sup>3</sup>

Florida's vacation rental home industry has experienced rapid expansion mainly due to the introduction of the "sharing economy" that is bolstered by online resources such as Airbnb and VRBO. Currently, there are approximately 124,777 registered vacation rental homes listed within the 25 Florida counties that were assessed. The total amount of vacation rental homes registered in the state is 139,629<sup>4</sup>. Florida's vacation rental home industry is an important component of the lodging industry that contributes to the overall tourist experience as well as the economic contribution that the tourism industry is able to make to the state of Florida.

The purpose of this report is to determine the tourism economic impact of vacation rental homes to the state of Florida. To date, the significant tourism economic impact of the vacation rental home industry on Florida's overall economy is largely undetermined, due, in part, to the lack of a statewide analysis.

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<sup>3</sup> This definition stems from state statute 509.242 (1)(c).

<sup>4</sup> The total amount of registered vacation rental homes in the state of FL is 139,629. Source: HR400A-SUM Public Food Service and Lodging License and Unit Summary by County retrieved from <http://www.myfloridalicense.com/DBPR>.



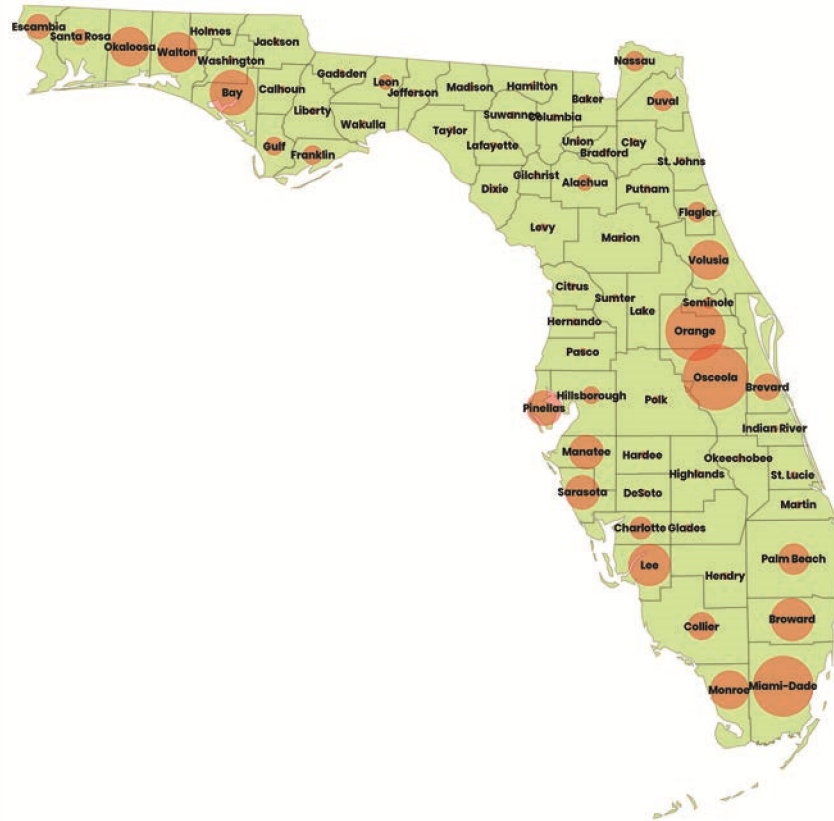
# Scope of Work

This report estimates the tourism economic impact for the Florida vacation rental home industry. The report also provides a state regional economic assessment and a county level economic assessment for 25 Florida counties. The 25 counties that are assessed were selected by the client, Florida Realtors®. When combined, these 25 counties include 89.3% of the total amount of registered vacation rental homes in the state of Florida.

The economic estimates that are provided are derived from data that were retrieved from the three primary stakeholders involved in the production and consumption process of the vacation rental home sector: homer owners, management companies, and tourists and visitors. It is important to note that the vacation rental home industry is a unique industry that services the needs of both tourists and locals. For purposes of this project, the tourist economic impact was the central focus of study. This enabled the researchers to focus on the “new money” that the vacation rental home industry brought to the state of Florida. Thus, representing a more valid measure of the economic contribution this industry makes. There is reference to the “visitor” economic impact that was generated by non-tourists<sup>5</sup>. This information may be found in the economic impact section of the report.

Importantly, the data collected via three survey instruments was triangulated with Key Data, the Survey Center of the Bureau of Economic and Business Center, AirBnB, the Florida Tourist Development Tax Association, Inc. (FTDTA), multiple county tax collectors’ offices, and the Florida Department of Revenue. The assumptions of the project were derived from an exhaustive literature review.

Figure 1 Initial scope of the project included reference to 28 counties selected by Florida Realtors®. Results reflect reference to 25 counties due to missing data.



<sup>5</sup> A tourist is defined as a person that travels a minimum of 50 miles from their home to stay in a vacation rental home and spends a minimum of 24 hours visiting the destination (location) of the rental home unit. A visitor or non-tourist implies that the individual consumed the vacation rental home but did not meet one of the aforementioned defined criteria.



**Table 1 Florida Regional Economic Assessment**

REGION	COUNTIES INCLUDED IN THE REGION
Florida Gulf Panhandle	Bay, Franklin, Gulf, Leon, Okaloosa, Santa Rosa, Walton, Escambia
North Florida	Alachua, Duval, Nassau
Tampa/West Florida	Charlotte, Hillsborough, Manatee, Pinellas, Sarasota
Central Florida	Brevard, Orange, Osceola, Seminole, Volusia, Flagler
South Florida	Broward, Miami-Dade, Collier, Lee, Monroe, Palm Beach

*\*Note, five regions were created based on location of counties*

**Table 2 Initial 28 Florida Counties Included In The State Economic Assessment**

COUNTY	TOTAL SHARE
Osceola	16.50%
Orange	12.80%
Bay	7.17%
Dade	7.35%
Broward	7.12%
Lee	5.23%
Walton	5.09%
Volusia	4.93%
Okaloosa	4.54%
Monroe	4.69%
Pinellas	4.55%
Manatee	3.48%
Sarasota	3.11%
Palm Beach	2.37%
Collier	1.82%
Brevard	1.89%
Escambia	1.85%
Charlotte	0.99%
Nassau	0.75%
Flagler	0.63%
Franklin	0.65%
Gulf	0.51%
Hillsborough	1.36%
Santa Rosa	0.38%
Seminole *	0.00%
Duval	0.23%
Alachua *	0.00%
Leon *	0.00%

*\* Not included in the study due to lack of data from tourists and owners. A total of 124,777 units were assessed in 25 counties.*

## Objectives

There are two primary objectives for this economic project. The first objective is to estimate the 2018 tourists' expenditure data for those tourists that stayed in Florida vacation rental homes. The second objective is to estimate the 2018 expenditure data related to both the purchase and management of the vacation rental home properties. Collectively, these two objectives will provide a representative statewide 2018 tourism economic analysis (25 counties) of the vacation rental home industry's economic impact to the state of the Florida. The statewide analysis is then broken down for each of the 25 counties<sup>6</sup> as well as five regional analyses<sup>7</sup>. The major outcome from this report is that the findings provide a current estimated tourism economic statewide analysis for Florida's vacation rental home industry.

<sup>6</sup> The 25 counties represent 89.3% of the total registered vacation homes inventory in the state.

<sup>7</sup> Five regions were created based on the county locations. Each region has an economic assessment provided within the annex of this report.

# Vacation Rental Home Tourist Profile

This section provides information pertaining to the state level vacation rental home tourist profile analysis. There is brief reference to some tourist profile data per region and county. However, a comprehensive review of the region and county level information are included in infographics in the annex portion of this report.

A total of 6,240 tourists that stayed in a Florida vacation rental home within the last 12 months were surveyed. The tourists were contacted by the property management company that managed the property they stayed in and were requested to complete an online survey. The tourist survey links were categorized according to the region (Table 1) and the county (Table 2) that the tourist stayed in. The purpose of the tourist survey was to obtain demographic information, vacation rental home usage, frequency and seasonality, distinction between visitor and tourist, expenditure data, purpose of trip, preferred type of accommodation, reason for choosing a vacation home, and satisfaction level with the vacation home as well as their overall experience while in Florida.

According to regional survey response rates, the most tourist responses were received from those staying in the following three regions: 1) Florida Gulf Coast Panhandle (n=1,650), 2) Tampa/West Florida (n=1,369), 3) South Florida (n=1,242) (see Table 3). According to county survey response rates, the most tourist responses were received from those that stayed in the following three counties: 1) Bay County/Panama City (14%), 2) Miami-Dade County/Miami (8%), 3) Pinellas County/Clearwater/Largo/St. Petersburg (8%) (see Table 4). The individual county assessments reveal that the overwhelming majority of the tourists for all 25 counties that were staying in vacation rental homes were first time tourists to the area (see annex for county infographics for more detailed information per county).

**Table 3 Tourist Response Rates Per Region**

REGION	FREQUENCY	VALID PERCENT
FLORIDA GULF PANHANDLE	1,650	28.40%
NORTH FLORIDA	203	3.50%
TAMPA/WEST FLORIDA	1,369	23.50%
CENTRAL FLORIDA	912	15.70%
SOUTH FLORIDA	1,242	21.40%
Other	438	7.50%
<b>TOTAL</b>	<b>5814</b>	<b>100%</b>

*\*Note, five regions were created based on location of counties*





**Table 4 Tourist Response Rates Per County**

COUNTY	TOTAL SHARE
Bay County/Panama City	14%
Miami-Dade County/Miami	8%
Pinellas County/ Clearwater/Largo/St. Petersburg	8%
Charlotte County/Punta Gorda/ Manasota Key/Port Charlotte	8%
Okaloosa County/Destin	7%
Broward County/Ft. Lauderdale	6%
Osceola County/Kissimmee/St. Cloud	5%
Orange County/Orlando	5%
Sarasota County/North Port/Sarasota/Venice	4%
Brevard County/Melbourne	4%
Escambia County/Pensacola	4%
Hillsborough County/Tampa	3%
Volusia County/ Daytona/Deltona/Deland/Port Orange	3%
Manatee County/Anna Maria/Bradenton/Bradenton Beach/Holmes Beach/Palmetto	3%
Collier County/Naples	2%
Lee County/Fort Myers	2%
Santa Rosa County/Gulf Breeze/Milton	2%
Walton County/DeFuniak Springs/Freeport	2%
Franklin County Apalachicola/Carrabelle/Eastpoint	2%
Monroe County/Florida Keys	1%
Alachua County Gainesville/Alachua*	1%
Gulf County Port St. Joe/Wewahitchka	1%
Leon County/Tallahassee*	1%
Flagler County/Bunnell/Flagler Beach/Palm Coast	1%
Duval County/Jacksonville	1%
Palm Beach County/Palm Beach/Boca Raton/Jupiter	1%
Seminole County/Altamonte Springs/Casselberry/Lake* Mary/Oviedo/Sanford	0%
Nassau County/Fernandina Beach	0%

\*Removed from analysis due to lack of data.



The average tourist who stayed in a Florida vacation rental home is from the United States (70%) and traveled at least 50 miles to stay an average of almost seven nights during the months of May, June, or July (63%). The income ranges of the tourists who responded were as follows: approximately, 21% of the tourists staying in vacation rental homes have an income ranging from \$100,000 to over \$150,000, 17.1% of the tourist respondents earned an income of \$50,000-\$99,000, and 7.9% of the tourist respondents made between \$25,000-\$49,999.

The top three primary reasons for travel included: holiday/vacation (n=2,843), beach and water activities (n=1,009), and visiting friends and family (n=564) (Table 5). The survey respondents also indicated that their top three reasons for choosing to stay in a vacation rental home were: 1) the price and value of the home (22%), 2) location (close to theme parks and attractions) (15%), and 3) privacy and freedom (14%). When asked to rank the type of accommodation the tourist preferred to stay in with 1 being first choice and 5 being the last choice, 43% percent of the tourists indicated that a vacation rental home is their first choice of accommodation when traveling followed by hotels (20.8%) and resorts (16.8%). Approximately, 87% of the tourist respondents indicated that they were extremely satisfied with their experience while staying in a vacation rental home and 85% were extremely satisfied with their overall experience while in Florida. About 84% of the tourist respondents also indicated that they are likely to return to Florida and (85%) would like to stay in a vacation rental home again.

**Table 5 Purpose Of Trip**

REGION	FREQUENCY	VALID PERCENT
Holiday/Vacation	2,843	50%
Business	117	2%
Visiting Family and Friends	564	10%
Convention, Tradeshow, Conference	38	1%
Sporting Events	96	2%
Theme Park Visit	421	7%
Nature	177	3%
Beach/Water Activities	1,009	18%
Shopping	207	4%
Special Events (e.g. festival)	151	3%
Wellness	25	0%
Medical Tourism	11	0%
Religious Event	25	0%
Weather	18	0%
<b>TOTAL</b>	<b>5,702</b>	<b>100%</b>



*\*Note, respondents were able to select all purposes that applied.*



**Table 6  
Tourist Reason For Choosing To Stay In A Vacation Rental Home**

REGION	FREQUENCY	%
Avoid traffic congestion	340	3%
Business event	30	0%
Ease of access to/from your home	276	3%
Family house experience	1,051	10%
Lifestyle (golf, swimming pool, etc.)	615	6%
Location (close to theme parks & attractions)	1,548	15%
More space	1,318	12%
Price & value	2,317	22%
Privacy & freedom	1,495	14%
Relative safety and security of the area	741	7%
Splitting cost with family & friends	698	7%
Other	227	2%
<b>TOTAL</b>	<b>10,656</b>	<b>100%</b>

**Table 7  
How satisfied were tourists with their vacation rental home experience?**

REGION	FREQUENCY	%
Extremely satisfied	3,116	87%
Somewhat satisfied	383	11%
Neither satisfied nor dissatisfied	31	1%
Somewhat dissatisfied	42	1%
Extremely dissatisfied	13	0%
<b>TOTAL</b>	<b>3,585</b>	<b>100%</b>

**Table 9  
How likely is the tourist to come back to Florida?**

REGION	FREQUENCY	%
Extremely likely	3,014	84%
Somewhat likely	370	10%
Neither likely nor unlikely	104	3%
Somewhat unlikely	46	1%
Extremely unlikely	43	1%
<b>TOTAL</b>	<b>3,577</b>	<b>100%</b>

**Table 8  
How satisfied were tourists with their overall experience in Florida?**

REGION	FREQUENCY	%
Extremely satisfied	3,036	85%
Somewhat satisfied	467	13%
Neither satisfied nor dissatisfied	43	1%
Somewhat dissatisfied	27	1%
Extremely dissatisfied	12	0%
<b>TOTAL</b>	<b>3,585</b>	<b>100%</b>

**Table 10  
How likely is the tourist to stay in a vacation home again?**

REGION	FREQUENCY	%
Extremely likely	3,036	85%
Somewhat likely	387	11%
Neither likely nor unlikely	88	2%
Somewhat unlikely	31	1%
Extremely unlikely	35	1%
<b>TOTAL</b>	<b>3,577</b>	<b>100%</b>



# Vacation Rental Homeowner Profile

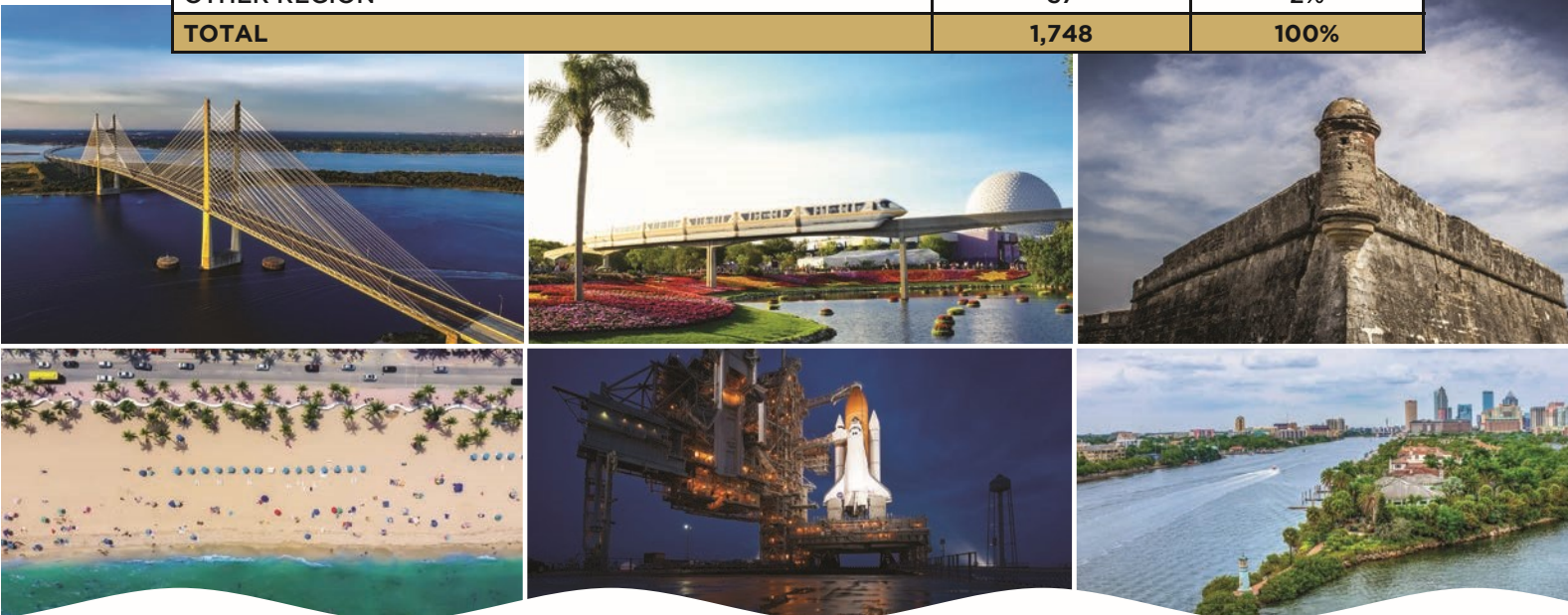
This section provides information pertaining to the state level vacation rental homeowner profile analysis. A comprehensive review of the region and county level owner information are included in infographics in the Annex portion of this report.

A total of 1,748 vacation rental homeowners were surveyed. The vacation rental homeowners were contacted by members of FL-VRMA and were requested to complete an online survey. The owner survey links were categorized according to the region (Table 1) and the county (Table 2) that the vacation rental home was located in. The purpose of the owner survey was to obtain demographic information, vacation rental home usage, location of home(s) owned, use of management company, reason for purchasing the vacation rental home, type of ownership, and expenses related to the ownership of the vacation rental home.

According to regional survey response rates, the most owner responses were received from those who owned homes in the following three regions: 1) Florida Gulf Coast Panhandle (n=652), 2) Tampa/West Florida (n=396), 3) South Florida (n=388) (see Table 11). According to the county survey response rates, the most owner responses were received from those who owned homes in the following three counties: 1) Bay County (n=243), 2) Pinellas County (n=183), 3) Walton County (n=129). The majority of the respondents indicated that they did not use a management company to help manage their vacation rental home (67%). For those homeowners that did use a property management company to assist them in the management of their vacation rental home(s) the owners indicated that the top three services that they received from the company were: 1) Marketing/Advertising, 2) Bookings/Reservations, and 3) Revenue collections and housekeeping services tied for the third most common service received.

**Table 11 Vacation Rental Home Location Response Rates From Owners**

REGION	FREQUENCY	%
FLORIDA GULF PANHANDLE	652	37%
NORTH FLORIDA	90	5%
TAMPA/WEST FLORIDA	396	23%
CENTRAL FLORIDA	185	11%
SOUTH FLORIDA	388	22%
OTHER REGION	37	2%
<b>TOTAL</b>	<b>1,748</b>	<b>100%</b>



The average Florida vacation rental homeowner resides in the United States (38%) and has an annual household income range of \$100,000 – over \$150,000 (61%) (Table 12). Most of the owners indicated that they were the sole owner of one Florida vacation rental home (60%) and spent between 7-12 nights (64%) in their vacation rental home when visiting (Table 13). Most of the homeowners took at least two trips to their vacation home and a large number of owners took at least 3 – or more than 6 trips a year to their vacation home (Table 14).

**Table 12 Homeowners' Annual Household Income**

INCOME CATEGORY	%
Under \$14,999	1%
\$15,000-\$24,999	2%
\$25,000-\$34,999	3%
\$35,000-\$49,999	8%
\$50,000-\$74,999	13%
\$75,000-\$99,999	13%
\$100,000-\$149,999	22%
\$150,000 & over	39%
<b>TOTAL</b>	<b>100%</b>

**Table 13 Number Of Nights Per Trip That Owners Stay In Vacation Rental Home**

NUMBER OF NIGHTS	%
1 night	1%
2 nights	5%
3 nights	6%
4 nights	10%
5 nights	10%
6 nights	5%
7 nights	27%
8 nights	2%
9 nights	2%
10 nights	6%
11 nights	2%
12 or more nights	25%
<b>TOTAL</b>	<b>100%</b>

**Table 14 Number Of Annual Trips Owners Take To Their Vacation Home**

NUMBER OF TRIPS	%
1 trip	10%
2 trips	21%
3 trips	24%
4 trips	16%
5 trips	10%
6 or more trips	19%
<b>TOTAL</b>	<b>100%</b>



The majority of the homeowner respondents (62%) described the purpose of their vacation rental home investment as a vacation home that is rented for a short time, 11% indicated the home would be a retirement home, and 10% indicated the home would be an investment for long term rental income (Table 15).

**Table 15 Which of the following best describes the purpose of your Vacation Rental Home(s) investment in Florida?**

	FREQUENCY	%
Second home (if not leased out)	63	7%
Investment for long term rental income	85	10%
Vacation home (rented out for a short time)	536	62%
Retirement home (plan to live after retirement)	92	11%
Other	86	10%
<b>TOTAL</b>		<b>100%</b>





# Background Information

A total of 143 FL vacation rental home management companies participated in the survey. These respondents were from 25 counties, and they represented 6,681 units. Some management companies had units across multiple counties. The table below reveals the number of units per management company in each county, as reported by respondents. Management companies in Walton county reported the highest number of units, followed by Osceola, Flagler, and Orange.

**Table 16 Distribution Of Vacation Rental Home Management Company**

COUNTY	RESPONSES	UNITS
Bay	13	413
Franklin	3	343
Gulf	2	19
Leon	1	4
Okaloosa	3	80
Santa Rosa	1	1
Walton	6	704
Escambia	4	23
Alachua	0	0
Duval	8	77
Nassau	2	70
Charlotte	3	71
Hillsborough	3	51
Manatee	7	108
Pinellas	9	757
Sarasota	8	189
Brevard	1	2
Orange	10	610
Osceola	24	1,814
Seminole	0	0
Volusia	4	9
Flagler	2	306
Broward	8	111
Collier	15	340
Lee	10	381
Miami-Dade	3	17
Monroe	5	156
Palm Beach	2	25
<b>TOTAL</b>	<b>157</b>	<b>6,681</b>

*\*Note, we have a total of 143 observations. Total is higher because some companies answered for multiple counties.*

Vacation home management companies operate, on average, 35 units. Franklin, Walton, Pinellas, and Osceola counties exceed this average, scoring between 75 and 117 units on average per county. The overwhelming majority of these companies are small, with fewer than 25 employees. Those companies located in counties in North Florida seem more significant regarding employees compared to the other counties, as revealed in Table 17.

**Table 17 How many people are employed at your company?**

# OF EMPLOYEES	FL GULF	NORTH FL	TAMPA WEST	CENTRAL FL	SOUTH FL
25 or less	86%	75%	86%	95%	83%
26-50	0%	13%	5%	0%	13%
51-75	0%	0%	5%	0%	0%
76-100	14%	0%	0%	0%	4%
101-125	0%	0%	0%	0%	0%
more than 125	0%	13%	5%	5%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

The typical unit that management companies operate has three bedrooms or fewer, and their average monthly fee per property is \$917 per month. The monthly fee distribution per month reported by the management companies indicates that the most significant share goes to labor expenses, followed by financial fees, marketing and sales, and housekeeping. See Table 18.

**Table 18 Spending Category**

SPENDING CATEGORY	%
Marketing Sales Expense	10%
Administration General	3%
Financial Fees	19%
Office Rent	4%
Property Repairs Maintenance	3%
Property Taxes	6%
Taxes Other Than Property Tax	4%
Travel Arrangements And Reservation	5%
Labor Expenses	27%
Office Maintenance	2%
Property Insurance	2%
Housekeeping	10%
Legal Services	1%
Accounting Tax Services	1%
Home Furnishings Furniture	1%
Computer-Related Services	1%
Other Expenses	1%
<b>TOTAL</b>	<b>100%</b>

Respondents report that their highest occupancy month is in July, followed by March and December. Stayover visitors originate from multiple countries, with Florida residents living within 50 miles from the property being the most prevalent, followed by residents of other countries and Florida residents living more than 50 miles from the property. Table 19 depicts the ranking of the source markets engaged with the management companies.

**Table 19 Origin Of Customers**

CUSTOMER REGION	AVERAGE IMPORTANCE RANK (1-4)
Other states outside of FL	1.37
FL residents that live more than 50 miles from the property	2.54
Other countries outside of the USA	2.84
FL residents that live within 50 miles from the property	3.25
<b>Ranked from 1 to 4: 1 equals the majority of renters and 4 equals the least amount of renters</b>	

Respondents also indicated which marketing platforms they used. The three most important ones appeared to be VRBO (52%), HomeAway (44%), and Airbnb (40%). See Table 20. On average, nearly 73% of vacation rental home reservations are booked through these marketing platforms.

**Table 20 Marketing Platforms**

MARKETING PLATFORMS	%
VRBO	52%
HomeAway	44%
Airbnb	40%
Trip Advisor	28%
Expedia	24%
Booking.com	23%
Red Awning	8%
Florida rentals	6%
Kayak	6%
Orbitz	6%
Hotwire	3%
Lexicon	3%
Homestogo	3%
Vacasa	3%
Tripvillas	1%
Roomorama	1%
Holidays	1%
Stopsleepgo	1%
e-domizil	1%



# The Economic Impact of Florida's Vacation Home Industry

This section of the report discloses three sets of results. The first set of results relate to the in-state tourists, the second set of results reveal the out of state tourists, and the third set of results reference other visitors who do not fall within the category of tourists (e.g. please see footnote 3). For this report, we define tourists as someone who overnights at a vacation home unit and who has traveled 50 miles or more from his or her home.<sup>8</sup>

## Direct Economic Impact

The report reveals the 2018 direct economic contribution of the vacation home industry. The direct economic contribution is the result of primary data collected from owners, management companies, users (tourists and visitors), as well as secondary data collected from Key Data and AirBnB. The economic estimation reflects the number of registered inventory units, as reported by the Florida Department of Business and Professional Regulation (DBPR). The registered units totaled 124,777 in 2018. Only 25 of the 28 counties comprised the estimation of the economic contribution of the vacation rental home industry in the state due to lack of data.<sup>9</sup>

The sample of the vacation home rental industry reviewed for this report sold 21,200,859 room nights with a total occupancy rate of 58%.<sup>10</sup> Note, this percentage does not include the nights that the units were owner occupied. The room nights sold in the vacation rental home industry denotes 20.5% of the total overnight trips in the state in 2017.<sup>11</sup> We estimated the average daily room rates (ADR) per unit at \$172, which means that it was 19.4% higher than the 2018 Florida hotel ADR.<sup>12</sup> The average party size was 4.72 people, and the average length of stay reported was nearly 7 nights.

In 2018, the total amount of tourists staying in vacation rental homes in Florida was 14,233,274, which equates to 11.2% of the total 127 million tourists that came to Florida in 2018. Visitors staying in vacation rental homes in Florida reveal three specific segments based on their place of residence and distance traveled to arrive to the vacation rental home. These three specific segments include: in-state tourists, out of state tourists and visitors who do not fall within the category of tourists.



Nearly 11.8 million or 82.4% were tourists, people who traveled a minimum of 50 miles from their home and stayed a minimum of one night in the vacation rental home, which is 9% of the total tourists recorded in the state in 2017. Nearly 8.5 million (72.2%) of the total tourists visiting Florida that stayed in a vacation rental home were from out of state. A significant number of visitors (2,511,272 or 21.3%) who stayed in Florida vacation rental homes were residents living within 50 miles or less of the vacation rental home they stayed in. The report characterizes the latter segment as in-state overnight visitors.

Each of the three specific segments demonstrate different spending behaviors and levels. The out of state tourists stayed an average of 7 nights, while an in state tourist and in state overnight visitor spent about 3.6 and 3.4 nights, respectively. The spending level of each segment varies. The out of state tourist spent, on average, \$1,527 per trip, or \$260 per day. Alternatively, the in state tourist spent significantly less compared to the out of state tourist. The spending per trip was \$602 or \$168 per day, while the in state overnight visitor spent \$644 per trip or \$180 per day. The out of state tourists spent considerably more in lodging, restaurants, car rental, theme parks, shopping, and groceries compared to the other two segments. Table 21 depicts the spending per segment.

<sup>8</sup> The 50 miles distance threshold defining a tourist stems from the UNWTO definition. See <https://www.visitflorida.org/media/71465/2017-contribution-of-travel-tourism-to-the-florida-economy.pdf>, retrieved December 5, 2019.

<sup>9</sup> The three counties excluded from the economic impact estimation due to lack of data are Seminole, Alachua, and Leon. The missing data that prevented the three counties from being included within the economic analysis related to questions that supplied information pertaining to tourist and owner expenditures during the consumption process of the vacation rental home. The amount of data that is missing would have prevented a reliable and valid economic assessment within these counties.

<sup>10</sup> 2018 Hotel occupancy in the state was 68.1%, according to STR. <https://www.visitflorida.org/resources/research/research-faq/>, retrieved December 5, 2019.

<sup>11</sup> Rockport Analytics (2019). 2017 Economic impact of the tourism industry in Florida, background, and methodology.

<sup>12</sup> The Florida hotel ADR in 2018 was \$144, according to STR.

**Table 21 Spending Per Segment**

SPENDING CATEGORY	OUT OF STATE TOURISTS		IN STATE TOURISTS		IN STATE OVERNIGHT VISITORS	
	Per person Per Trip Average	Per person Per Day	Per person Per Trip Average	Per person Per Day	Per person Per Trip Average	Per person Per Day
Lodging Impact	\$289	\$49	\$196	\$55	\$224	\$62
Restaurants	\$201	\$34	\$62	\$17	\$67	\$19
Public Transportation	\$11	\$2	\$4	\$1	\$5	\$1
Other Transportation	\$31	\$5	\$8	\$2	\$11	\$3
Car Rental	\$127	\$22	\$26	\$7	\$27	\$7
Road Tolls	\$10	\$2	\$5	\$1	\$6	\$2
Organized Tours	\$18	\$3	\$4	\$1	\$3	\$1
Recreational Activities	\$72	\$12	\$27	\$7	\$28	\$8
Performing Arts	\$16	\$3	\$9	\$3	\$12	\$3
Theme Parks	\$238	\$40	\$95	\$27	\$72	\$20
Fairs and Festivals	\$11	\$2	\$9	\$2	\$9	\$3
Fishing	\$28	\$5	\$3	\$1	\$5	\$1
Beach & Water Activities	\$40	\$7	\$13	\$4	\$16	\$4
Fuel	\$65	\$11	\$23	\$6	\$25	\$7
Retail Shopping	\$190	\$32	\$42	\$12	\$52	\$14
Groceries	\$104	\$18	\$32	\$9	\$32	\$9
Casinos	\$4	\$1	\$1	\$0	\$1	\$0
Other Expenses	\$72	\$12	\$42	\$12	\$50	\$14
<b>TOTAL</b>	<b>\$1,527</b>	<b>\$260</b>	<b>\$602</b>	<b>\$168</b>	<b>\$644</b>	<b>\$180</b>

The direct economic spending of the three segments combined totaled \$16.6 billion in output (sales). This total direct spending is equal to 18.7% of the total 2017<sup>13</sup> visitor spending in the state. In order to bring hypothetical meaning to the value of the total direct spending (18.7%), if we assumed that every FL resident profited from the vacation rental home industry, it would mean that all 21.3 million residents in the state would receive \$775 per resident in 2018. On average, visitors staying in vacation rental homes spent nearly \$46 million per day in Florida, which is an economically significant number. Moreover, the vacation rental homes added \$6.6 billion to the state's economy due to the presence of the vacation rental home industry.

Value added consists of labor income (\$4.2 billion), other property type income (\$1.8 billion), and indirect business taxes (\$575 million). Table 22 reveals the value added to the state GDP. Value added was most prominent in accommodation, entertainment, retail, real estate, and manufacturing.

The direct spending of the two tourist segments (out of state and in-state tourists) combined is estimated to be \$13.3 billion — which represents 15% of the entire tourism industry in the state during 2017. The direct spending in the vacation rental home industry supported 115,000 direct Florida jobs in 2018 with an associated income of \$3.9 billion. The vacation rental home industry supports one in every ten leisure and hospitality jobs statewide. Every job that is created results from the direct spending of \$144,181. In other words, the industry generates 312 jobs statewide every day, or 13 jobs every hour.

The direct spending also spawned nearly \$575 million in indirect business taxes. Taxes from the vacation rental home industry comprised 11.3% of the supported sales tax collection of the tourism industry statewide of \$5.1 billion.<sup>14</sup> Employee compensation alone turned over \$442 million to state/local/federal governments.

<sup>13</sup> The total visitor spending in 2017 was \$88.6 billion. <https://www.visitflorida.org/media/71465/2017-contribution-of-travel-tourism-to-the-florida-economy.pdf>, retrieved December 5, 2019

<sup>14</sup> Rockport Analytics (2019). 2017 Economic impact of the tourism industry in Florida, background, and methodology.

**Table 22 Total Value Added To The State GDP**

DESCRIPTION	Direct	Indirect	Induced	TOTAL
<b>Total</b>	<b>\$6,542,031,093</b>	<b>\$3,318,890,624</b>	<b>\$2,086,756,989</b>	<b>\$11,947,678,706</b>
11 Ag, Forestry, Fish & Hunting	\$0	\$15,302,789	\$14,255,312	\$29,558,101
21 Mining	\$0	\$4,205,278	\$1,516,291	\$5,721,569
22 Utilities	\$0	\$1,421,355	\$695,298	\$2,116,653
23 Construction	\$0	\$611,676	\$198,385	\$810,061
31-33 Manufacturing	\$0	\$768,528,396	\$291,455,943	\$1,059,984,339
42 Wholesale Trade	\$0	\$1,406,158	\$7,023	\$1,413,181
44-45 Retail trade	\$1,249,372,645	\$1,187,302	\$318,012	\$1,250,877,960
48-49 Transportation & Warehousing	\$0	\$13,673,536	\$771,043	\$14,444,578
51 Information	\$0	\$807,607	\$741,894	\$1,549,502
52 Finance & insurance	\$0	\$3,748,905	\$454,754	\$4,203,659
53 Real Estate & Rental	\$707,435,657	\$62,793,899	\$1,775,151	\$772,004,707
54 Professional- Scientific & Tech Svcs	\$0	\$873,326	\$2,788,821	\$3,662,148
55 Management Of Companies	\$0	\$57,997	\$65,196	\$123,193
56 Administrative & Waste Services	\$76,738,921	\$1,767,831	\$2,375,648	\$80,882,400
61 Educational Svcs	\$0	\$71,299	\$138,496	\$209,796
62 Health & Social Services	\$0	\$639,279,278	\$485,119,737	\$1,124,399,015
71 Arts- Entertainment & Recreation	\$2,336,694,376	\$107,631,642	\$240,861,470	\$2,685,187,488
72 Accommodation & Food Services	\$2,171,789,494	\$73,202,352	\$28,338,858	\$2,273,330,704
81 Other Services	\$0	\$704,431,334	\$280,935,916	\$985,367,249
92 Government & Non NAICs	\$0	\$917,888,664	\$733,943,741	\$1,651,832,405



The out of state segment had the most significant amount of direct spending totaling nearly \$13 billion, compared to nearly \$2 billion and \$1.6 billion respectively from the in state tourist and in state overnight visitor segments. The spending distribution differs markedly among segments; while only 19% of the direct spending of the out of state tourist went to lodging expenses, the in state tourist and the in state overnight visitor spent 33% and 35% respectively to lodging. Table 23 reveals the overall direct spending distribution of each one of the three segments.

**Table 23 Spending Distribution Of The Three Segments**

SPENDING CATEGORY	OUT OF STATE TOURISTS		IN STATE TOURISTS		IN STATE OVERNIGHT VISITORS		TOTAL
	Amount	Percentage	Amount	Percentage	Amount	Percentage	
Lodging Impact	\$2,445,638,980	19%	\$636,649,534	33%	\$563,527,095	35%	\$3,645,815,609
Restaurants	\$1,698,715,377	13%	\$201,974,092	10%	\$167,665,528	10%	\$2,068,354,997
Public Transportation	\$90,743,110	1%	\$14,609,298	1%	\$11,399,470	1%	\$116,751,878
Other Transportation	\$259,589,942	2%	\$25,888,930	1%	\$28,419,089	2%	\$313,897,962
Car Rental	\$1,071,098,344	8%	\$84,552,214	4%	\$67,041,618	4%	\$1,222,692,176
Road Tolls	\$88,089,298	1%	\$16,480,309	1%	\$14,440,132	1%	\$119,009,739
Organized Tours	\$153,708,620	1%	\$12,976,573	1%	\$8,029,649	0%	\$174,714,842
Recreational Activities	\$612,647,854	5%	\$86,563,708	4%	\$70,530,350	4%	\$769,741,912
Performing Arts	\$132,283,945	1%	\$30,412,125	2%	\$30,657,776	2%	\$193,353,846
Theme Parks	\$2,011,557,470	16%	\$309,402,341	16%	\$180,354,770	11%	\$2,501,314,581
Fairs and Festivals	\$95,753,390	1%	\$28,041,674	1%	\$23,738,503	1%	\$147,533,567
Fishing	\$240,960,388	2%	\$10,279,946	1%	\$11,749,455	1%	\$262,989,789
Beach and Water Activities	\$337,831,493	3%	\$41,786,836	2%	\$39,203,029	2%	\$418,821,358
Fuel	\$551,896,131	4%	\$75,571,771	4%	\$63,710,045	4%	\$691,177,947
Retail Shopping	\$1,608,848,295	12%	\$138,055,701	7%	\$130,101,340	8%	\$1,877,005,337
Groceries	\$879,386,393	7%	\$105,593,930	5%	\$80,823,306	5%	\$1,065,803,629
Casinos	\$34,352,914	0%	\$2,073,992	0%	\$3,517,419	0%	\$39,944,326
Other Expenses	\$608,080,166	5%	\$137,355,633	7%	\$126,968,592	8%	\$872,404,391
<b>TOTAL</b>	<b>\$12,921,182,110</b>	<b>100%</b>	<b>\$1,958,268,609</b>	<b>100%</b>	<b>\$644</b>	<b>100%</b>	<b>\$16,501,327,886</b>



While the direct economic impact is substantial, focusing only on these direct expenses misses the value of other secondary economic or indirect activity<sup>15</sup> brought about by the vacation rental home industry. These indirect impacts refer to the additional value generated by the vacation rental home industry, and they consist of indirect effects (stemming from business sales) and induced effects (stemming from money spent by the employees who receive salaries and benefits from jobs created by the vacation rental home industry). We applied the direct spending estimate as the input into the economic model to compute the indirect, induced, and total economic impact of the vacation rental home industry.

The total indirect impact is estimated at nearly \$6.8 billion, while the estimated induced effects amounted to nearly \$4 billion. The indirect impact refers to increased sales of local vendors, which supply the vacation rental home industry. Induced effects refer to increased sales for local businesses triggered by household spending due to income earned in the vacation rental home industry and supporting vendors and businesses. The total economic contribution of the vacation home industry amounted to \$27.4 billion, generating a multiplier of 1.65. The total economic impact of the industry supported an additional 170,000 jobs across industries and generated an estimated total of \$1.1 billion in indirect business taxes.

Table 24 reveals how widespread the economic effects are of the vacation rental home industry across economic sectors throughout the state. These economic effects relate in particular with backward economic linkages with manufacturing, health services, transportation, real estate, and arts and entertainment.

<sup>15</sup> The U.S. Bureau of Economic Analysis (2013) characterize these secondary impacts as “An initial change in economic activity results in other rounds of spending—for example, building a new road will lead to increased production of asphalt and concrete. The increased production of asphalt and concrete will lead to more mining. Workers benefiting from these increases will spend more, perhaps by eating out at nicer restaurants or splurging more on entertainment.” (P.1-1).

**Table 24**  
**Economic Impact Of The Vacation Rental Home Industry Across Economic Sectors**

OUTPUT				
DESCRIPTION	Direct	Indirect	Induced	TOTAL
<b>Total</b>	<b>\$16,580,812,876</b>	<b>\$6,796,453,917</b>	<b>\$3,995,130,523</b>	<b>\$27,372,397,316</b>
11 Ag, Forestry, Fish & Hunting	\$0	\$23,700,568	\$22,078,263	\$45,778,831
21 Mining	\$0	\$16,101,111	\$5,805,554	\$21,906,664
22 Utilities	\$0	\$2,222,662	\$1,087,281	\$3,309,943
23 Construction	\$0	\$1,192,259	\$386,685	\$1,578,944
31-33 Manufacturing	\$0	\$1,887,812,219	\$715,932,025	\$2,603,744,244
42 Wholesale Trade	\$0	\$3,945,721	\$19,706	\$3,965,428
44-45 Retail trade	\$3,819,032,906	\$3,629,299	\$972,087	\$3,823,634,291
48-49 Transportation & Warehousing	\$0	\$47,815,377	\$2,696,281	\$50,511,658
51 Information	\$0	\$4,336,791	\$3,983,916	\$8,320,707
52 Finance & insurance	\$0	\$15,504,601	\$1,880,758	\$17,385,359
53 Real Estate & Rental	\$2,478,791,482	\$188,468,906	\$5,327,918	\$2,672,588,307
54 Professional- Scientific & Tech Svcs	\$0	\$2,742,664	\$8,758,237	\$11,500,901
55 Management Of Companies	\$0	\$170,101	\$191,213	\$361,314
56 Administrative & Waste Services	\$175,354,901	\$4,039,643	\$5,428,555	\$184,823,100
61 Educational Svcs	\$0	\$220,710	\$428,720	\$649,430
62 Health & Social Services	\$0	\$966,199,628	\$733,204,603	\$1,699,404,231
71 Arts- Entertainment & Recreation	\$4,318,674,514	\$198,924,609	\$445,159,744	\$4,962,758,867
72 Accommodation & Food Services	\$5,788,959,073	\$195,122,693	\$75,537,933	\$6,059,619,698
81 Other Services	\$0	\$1,546,700,987	\$616,843,456	\$2,163,544,443
92 Government & Non NAICs	\$0	\$1,687,603,366	\$1,349,407,588	\$3,037,010,954





# making waves in tourism

**INNOVATION. QUALITY. EXCELLENCE.**



In order to execute the research on the vacation rental home industry's economic impact, the project employed a methodology consisting of three main steps:

1. The economic impact survey was designed and completed by the DPITS researchers. Florida Realtors® and FL-VRMA then used the survey to collect the data. In addition, FL-VRMA approached its members to support the data collection process in order to ensure an adequate response rate from each of the stakeholder groups (vacation home rental users, home owners and management companies). The data collection was launched in March 2019 and completed in October 2019.

The surveys collected information pertaining to the discrete spending of each primary stakeholder group, i.e., vacation homeowners, vacation home rental users (tourists and visitors), and vacation home management companies. The information on vacation home rental users included questions pertaining to demographics, frequency of and time of visit, purpose of trip, expenditures related to the rental accommodation, and area expenditures during the users' stay, as well as several other variables.

The information on vacation rental companies (property management companies) included questions pertaining to the annual expenditures related to marketing and sales, operating expenses including but not limited to payroll, administration, fees paid to sub-contractors, general maintenance and utilities for common area taxes, and fees and revenues received from the property owners and rental parties. The information on homeowners included questions pertaining to the initial purchase motivation and amount, annual expenditures related to maintenance, insurance, taxes and property management, and area expenditures while staying at the property.

2. FL-VRMA facilitated the dissemination of the survey instruments and included in its dissemination an introductory/explanatory message that encouraged members' participation. DPITS provided regular updates on the response rates of each stakeholder group and FL-VRMA then followed up with members as was needed to ensure adequate response rates from the primary stakeholders<sup>16</sup>. The economic impact framework for this project depended upon the response rates and the quality of information received from the members of the FL-VRMA and their hosts.
3. A method based on an Input-Output/Social Accounting Matrix (I-O/SAM) assessed the industry's economic impact. For this purpose, the investigators created and used a master model to assess the economic contribution to the state's tourism industry. Specific expenditure patterns uniquely associated with each primary stakeholder group were then created based on the data collected.

Step three was based on the extended version of Input-Output (I-O) framework, which is called the Social Accounting Matrix (SAM) framework. While the I-O captured inter-industry activities, disregarding household consumption (technically, a part of "institutions") and labor markets (referred to as "factors of production"), the SAM framework incorporated both institutions and factors inside the modeling framework. This step enabled the report to make the desired estimates about the direct, indirect, and induced effects of all three primary stakeholder groups, including tourists' spending activity.

The initial increase in revenues due to the consumption process of the value chain for vacation rentals (vacation home users, property owners, and property management companies) spending (increase in demand) is re-spent in the economy a multitude of times until it dissipates. This re-spending is the multiplier effect. The multiplier effect is a ratio measure of the total effects throughout the economy of an exogenous shock in the economy. The multiplier effect captures the direct, indirect, and induced effects. The direct effects refer to the changes in the total output in the hospitality and other industries to which increases in final demands were made.

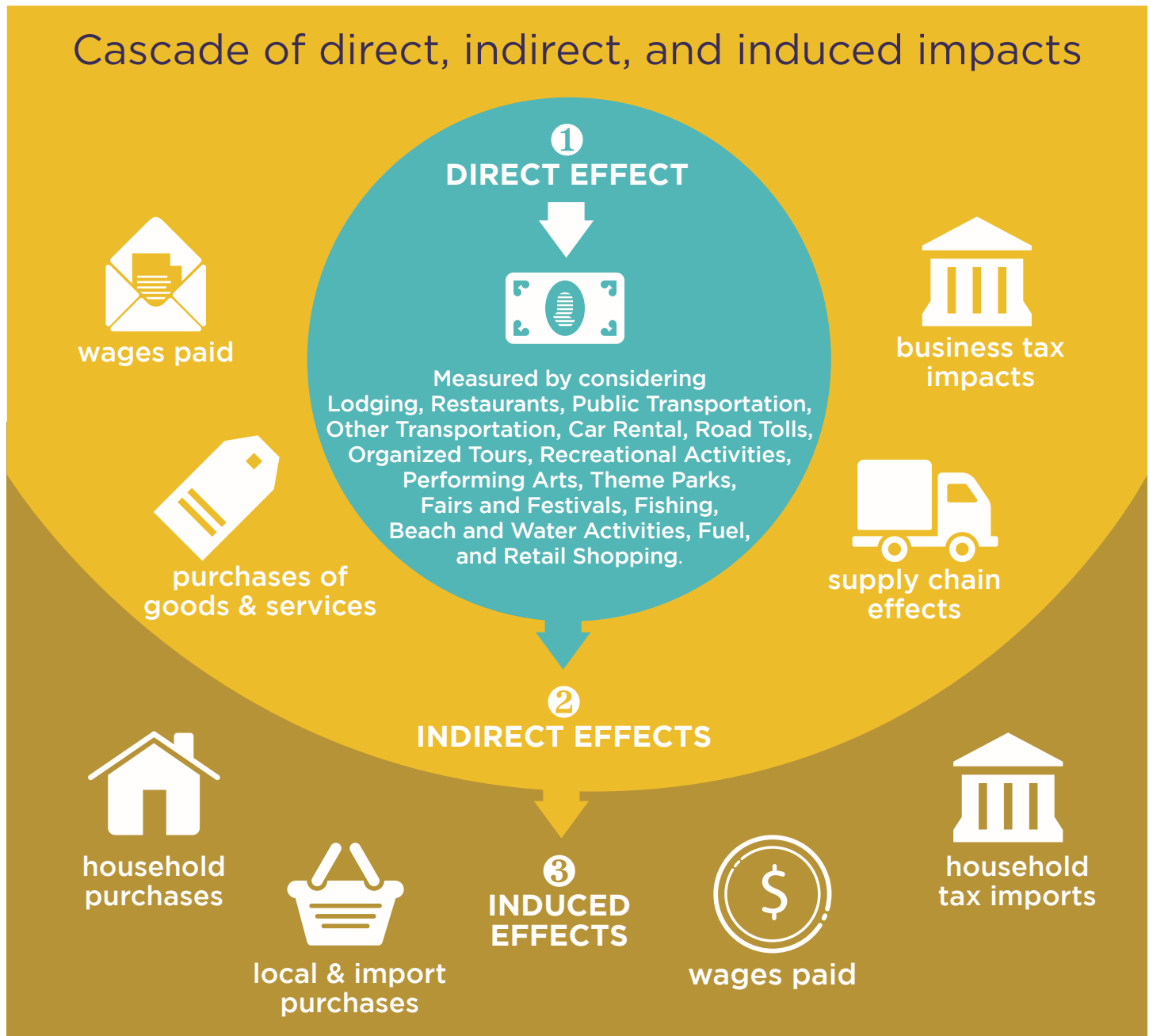
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<sup>16</sup> The data collection took longer than was initially anticipated due to lack of participant response. Due to the low response rate additional organizations (e.g. AirBnB) were approached to assist with the data collection.

Indirect effects are the changes in business transactions (inter-industry purchases) as they respond to the new demand of the directly affected construction and hospitality-affiliated industry. Induced effects typically reflect changes in spending from households as income increases or decreases due to the changes in production. To capture these effects, the investigators used IMPLAN 3.0 software and the data.

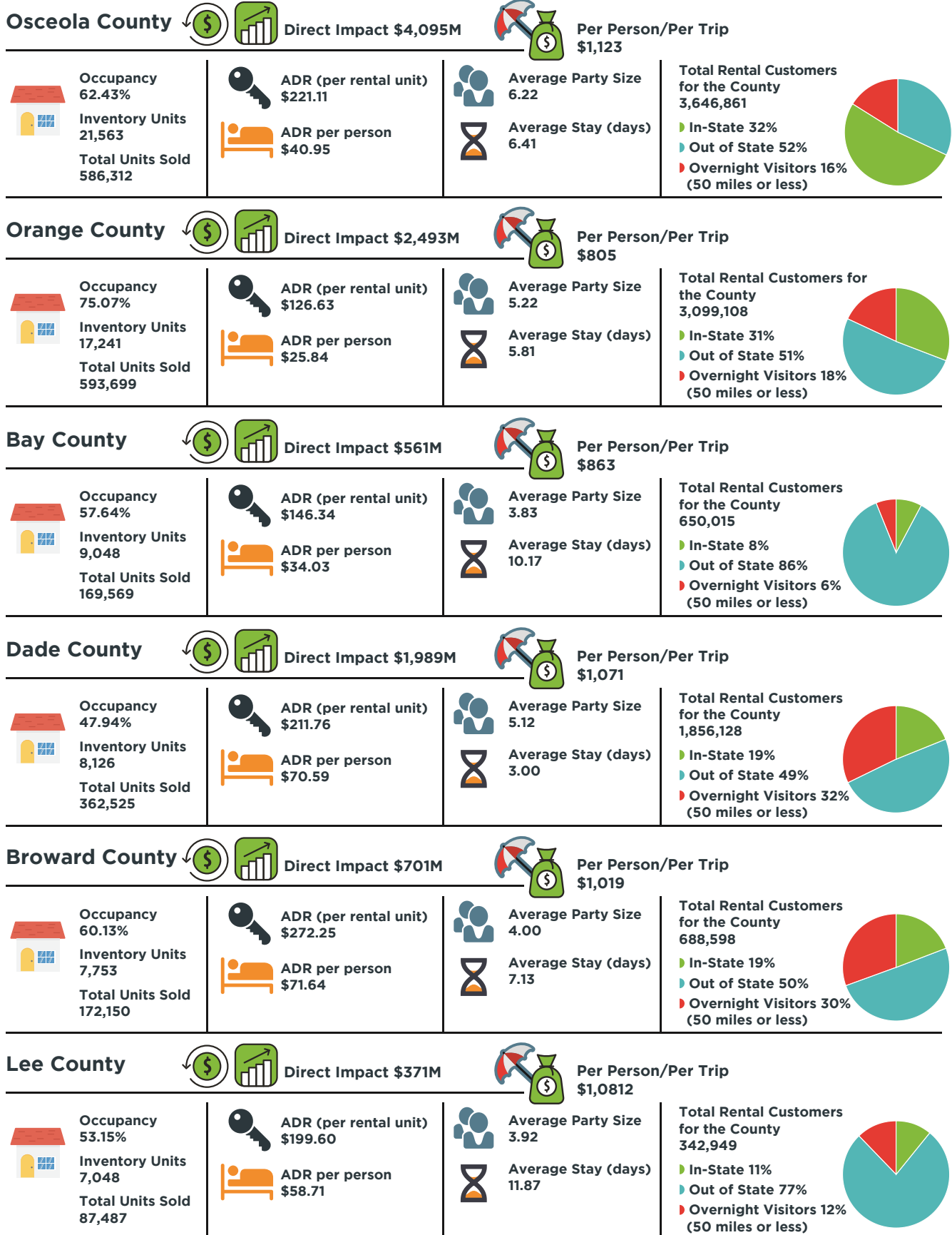
It is important to note, that the methodology that was employed to calculate the economic impact of the industry assumes in the final calculation process that the economic impact from the vacation home rental products is not displacing or absorbing the market share from other lodging accommodation sectors (e.g. hotels).

## Cascade of direct, indirect, and induced impacts



Adapted from IMPLAN (<https://implan.com/>)

## Economic Impact of Vacation Rental Homes






## Walton County





Direct Impact \$589M





Per Person/Per Trip \$1,016

 Occupancy 47.35%

 Inventory Units 6,942

 Total Units Sold 179,433

 ADR (per rental unit) \$166.85

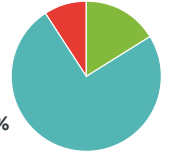
 ADR per person \$38.80

 Average Party Size 3.23

 Average Stay (days) 5.89

Total Rental Customers for the County 580,168

- In-State 16%
- Out of State 74%
- Overnight Visitors 9% (50 miles or less)




## Volusia County





Direct Impact \$338M





Per Person/Per Trip \$1,507

 Occupancy 41.02%

 Inventory Units 6,577

 Total Units Sold 68,925

 ADR (per rental unit) \$140.00

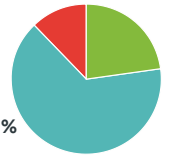
 ADR per person \$35.90

 Average Party Size 3.26

 Average Stay (days) 12.10

Total Rental Customers for the County 224,580

- In-State 23%
- Out of State 65%
- Overnight Visitors 12% (50 miles or less)




## Okaloosa County





Direct Impact \$694M





Per Person/Per Trip \$1,316

 Occupancy 57.93%

 Inventory Units 6,409

 Total Units Sold 137,584

 ADR (per rental unit) \$200.00

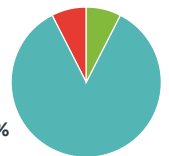
 ADR per person \$43.48

 Average Party Size 3.83

 Average Stay (days) 8.71

Total Rental Customers for the County 527,405

- In-State 6%
- Out of State 88%
- Overnight Visitors 6% (50 miles or less)




## Monroe County





Direct Impact \$2,119M





Per Person/Per Trip \$2,950

 Occupancy 69.00%

 Inventory Units 5,972

 Total Units Sold 139,734

 ADR (per rental unit) \$356.00

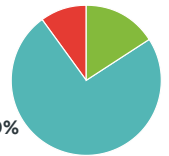
 ADR per person \$111.25

 Average Party Size 5.14

 Average Stay (days) 8.59

Total Rental Customers for the County 718,231

- In-State 16%
- Out of State 74%
- Overnight Visitors 10% (50 miles or less)




## Pinellas County





Direct Impact \$497M



Per Person/Per Trip \$1,202

 Occupancy 64.83%

 Inventory Units 4,896

 Total Units Sold 124,923

 ADR (per rental unit) \$175.00

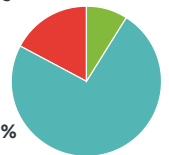
 ADR per person \$53.03

 Average Party Size 3.31

 Average Stay (days) 7.70

Total Rental Customers for the County 413,494

- In-State 9%
- Out of State 74%
- Overnight Visitors 17% (50 miles or less)




## Manatee County





Direct Impact \$345M





Per Person/Per Trip \$1,024


 Occupancy 51.65%

 Inventory Units 4,567

 Total Units Sold 70,044

 ADR (per rental unit) \$257.00

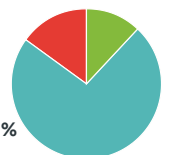
 ADR per person \$64.25

 Average Party Size 4.81

 Average Stay (days) 10.41

Total Rental Customers for the County 336,797

- In-State 12%
- Out of State 73%
- Overnight Visitors 15% (50 miles or less)




## Sarasota County





Direct Impact \$112M





Per Person/Per Trip \$1,162

 Occupancy 56.92%

 Inventory Units 3,615

 Total Units Sold 30,639

 ADR (per rental unit) \$186.66

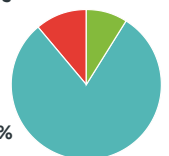
 ADR per person \$50.45

 Average Party Size 3.14

 Average Stay (days) 20.78

Total Rental Customers for the County 96,207

- In-State 9%
- Out of State 80%
- Overnight Visitors 11% (50 miles or less)





## Palm Beach County



Direct Impact \$381M



Per Person/Per Trip  
\$2,568

 <p>Occupancy 51.20%</p> <p>Inventory Units 2,448</p> <p>Total Units Sold 37,123</p>	 <p>ADR (per rental unit) \$223.00</p>  <p>ADR per person \$51.86</p>	 <p>Average Party Size 4.00</p>  <p>Average Stay (days) 9.40</p>	<p>Total Rental Customers for the County 148,490</p> <ul style="list-style-type: none"> <li><span style="color: green;">■</span> In-State 19%</li> <li><span style="color: teal;">■</span> Out of State 51%</li> <li><span style="color: red;">■</span> Overnight Visitors 30% (50 miles or less)</li> </ul> 
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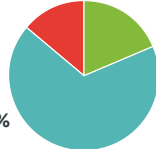
## Collier County



Direct Impact \$410M



Per Person/Per Trip  
\$2,359

 <p>Occupancy 59.31%</p> <p>Inventory Units 2,365</p> <p>Total Units Sold 40,707</p>	 <p>ADR (per rental unit) \$184.63</p>  <p>ADR per person \$42.94</p>	 <p>Average Party Size 4.27</p>  <p>Average Stay (days) 9.00</p>	<p>Total Rental Customers for the County 173,820</p> <ul style="list-style-type: none"> <li><span style="color: green;">■</span> In-State 17%</li> <li><span style="color: teal;">■</span> Out of State 69%</li> <li><span style="color: red;">■</span> Overnight Visitors 14% (50 miles or less)</li> </ul> 
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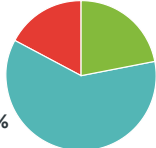
## Brevard County



Direct Impact \$167M



Per Person/Per Trip  
\$950

 <p>Occupancy 30.00%</p> <p>Inventory Units 2,301</p> <p>Total Units Sold 44,014</p>	 <p>ADR (per rental unit) \$200.00</p>  <p>ADR per person \$38.46</p>	 <p>Average Party Size 4.00</p>  <p>Average Stay (days) 5.00</p>	<p>Total Rental Customers for the County 176,054</p> <ul style="list-style-type: none"> <li><span style="color: green;">■</span> In-State 22%</li> <li><span style="color: teal;">■</span> Out of State 61%</li> <li><span style="color: red;">■</span> Overnight Visitors 17% (50 miles or less)</li> </ul> 
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## Escambia County



Direct Impact \$83M



Per Person/Per Trip  
\$681

 <p>Occupancy 58.50%</p> <p>Inventory Units 1,917</p> <p>Total Units Sold 33,119</p>	 <p>ADR (per rental unit) \$141.00</p>  <p>ADR per person \$22.03</p>	 <p>Average Party Size 3.68</p>  <p>Average Stay (days) 11.19</p>	<p>Total Rental Customers for the County 121,712</p> <ul style="list-style-type: none"> <li><span style="color: green;">■</span> In-State 3%</li> <li><span style="color: teal;">■</span> Out of State 89%</li> <li><span style="color: red;">■</span> Overnight Visitors 8% (50 miles or less)</li> </ul> 
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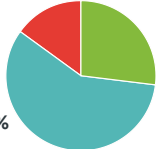
## Charlotte County



Direct Impact \$15M



Per Person/Per Trip  
\$737

 <p>Occupancy 40.78%</p> <p>Inventory Units 1,374</p> <p>Total Units Sold 8,281</p>	 <p>ADR (per rental unit) \$111.00</p>  <p>ADR per person \$30.00</p>	 <p>Average Party Size 2.43</p>  <p>Average Stay (days) 20.77</p>	<p>Total Rental Customers for the County 20,123</p> <ul style="list-style-type: none"> <li><span style="color: green;">■</span> In-State 27%</li> <li><span style="color: teal;">■</span> Out of State 58%</li> <li><span style="color: red;">■</span> Overnight Visitors 15% (50 miles or less)</li> </ul> 
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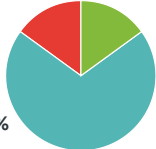
## Nassau County



Direct Impact \$35M



Per Person/Per Trip  
\$898

 <p>Occupancy 43.49%</p> <p>Inventory Units 1,043</p> <p>Total Units Sold 18,083</p>	 <p>ADR (per rental unit) \$228.90</p>  <p>ADR per person \$57.23</p>	 <p>Average Party Size 2.17</p>  <p>Average Stay (days) 7.75</p>	<p>Total Rental Customers for the County 39,167</p> <ul style="list-style-type: none"> <li><span style="color: green;">■</span> In-State 15%</li> <li><span style="color: teal;">■</span> Out of State 70%</li> <li><span style="color: red;">■</span> Overnight Visitors 15% (50 miles or less)</li> </ul> 
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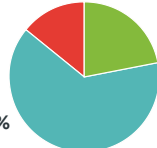
## Flagler County



Direct Impact \$225M



Per Person/Per Trip  
\$2,520

 <p>Occupancy 54.61%</p> <p>Inventory Units 890</p> <p>Total Units Sold 16,721</p>	 <p>ADR (per rental unit) \$222.30</p>  <p>ADR per person \$50.52</p>	 <p>Average Party Size 5.34</p>  <p>Average Stay (days) 9.35</p>	<p>Total Rental Customers for the County 89,258</p> <ul style="list-style-type: none"> <li>In-State 22%</li> <li>Out of State 64%</li> <li>Overnight Visitors 14% (50 miles or less)</li> </ul> 
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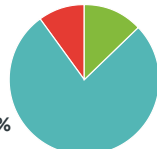
## Franklin County



Direct Impact \$113M



Per Person/Per Trip  
\$1,442

 <p>Occupancy 65.00%</p> <p>Inventory Units 796</p> <p>Total Units Sold 23,562</p>	 <p>ADR (per rental unit) \$235.00</p>  <p>ADR per person \$55.95</p>	 <p>Average Party Size 3.33</p>  <p>Average Stay (days) 6.00</p>	<p>Total Rental Customers for the County 78,460</p> <ul style="list-style-type: none"> <li>In-State 13%</li> <li>Out of State 77%</li> <li>Overnight Visitors 10% (50 miles or less)</li> </ul> 
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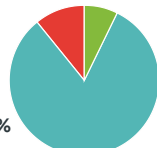
## Gulf County



Direct Impact \$29M



Per Person/Per Trip  
\$652

 <p>Occupancy 57.82%</p> <p>Inventory Units 695</p> <p>Total Units Sold 10,705</p>	 <p>ADR (per rental unit) \$125.30</p>  <p>ADR per person \$29.14</p>	 <p>Average Party Size 4.23</p>  <p>Average Stay (days) 11.41</p>	<p>Total Rental Customers for the County 45,314</p> <ul style="list-style-type: none"> <li>In-State 7%</li> <li>Out of State 77%</li> <li>Overnight Visitors 10% (50 miles or less)</li> </ul> 
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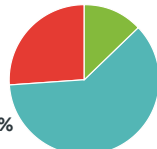
## Hillsborough County



Direct Impact \$98M



Per Person/Per Trip  
\$821

 <p>Occupancy 79.40%</p> <p>Inventory Units 582</p> <p>Total Units Sold 51,589</p>	 <p>ADR (per rental unit) \$123.40</p>  <p>ADR per person \$30.85</p>	 <p>Average Party Size 2.32</p>  <p>Average Stay (days) 2.82</p>	<p>Total Rental Customers for the County 119,468</p> <ul style="list-style-type: none"> <li>In-State 13%</li> <li>Out of State 61%</li> <li>Overnight Visitors 26% (50 miles or less)</li> </ul> 
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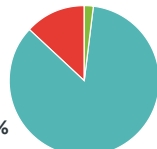
## Santa Rosa County



Direct Impact \$30M



Per Person/Per Trip  
\$910

 <p>Occupancy 58.23%</p> <p>Inventory Units 491</p> <p>Total Units Sold 8,625</p>	 <p>ADR (per rental unit) \$168.00</p>  <p>ADR per person \$37.33</p>	 <p>Average Party Size 3.88</p>  <p>Average Stay (days) 10.93</p>	<p>Total Rental Customers for the County 33,492</p> <ul style="list-style-type: none"> <li>In-State 2%</li> <li>Out of State 85%</li> <li>Overnight Visitors 13% (50 miles or less)</li> </ul> 
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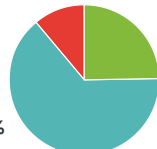
## Duval County



Direct Impact \$8M



Per Person/Per Trip  
\$1,117

 <p>Occupancy 63.08%</p> <p>Inventory Units 111</p> <p>Total Units Sold 1,614</p>	 <p>ADR (per rental unit) \$216.10</p>  <p>ADR per person \$ 50.26</p>	 <p>Average Party Size 4.63</p>  <p>Average Stay (days) 12.73</p>	<p>Total Rental Customers for the County 7,473</p> <ul style="list-style-type: none"> <li>In-State 25%</li> <li>Out of State 65%</li> <li>Overnight Visitors 11% (50 miles or less)</li> </ul> 
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# Economic Impact All

County Total	Lodging Impact	Restaurants	Public Transportation	Other Transportation	Car Rental	Road Tolls	Organized Tours	Recreational Activities	
Osceola	3,646,861	\$718,478,345	\$358,907,212	\$9,024,333	\$19,788,869	\$324,449,326	\$31,961,977	\$16,689,658	\$168,089,888
Orange	3,099,108	\$342,173,873	\$245,793,600	\$33,988,894	\$22,664,179	\$209,683,400	\$19,373,928	\$20,638,597	\$112,131,470
Bay	650,014	\$112,261,245	\$99,378,962	\$2,434,391	\$6,052,513	\$30,448,689	\$1,551,893	\$9,199,852	\$44,585,381
Dade	1,856,127	\$567,075,621	\$264,904,447	\$13,907,008	\$82,610,196	\$158,155,852	\$21,839,522	\$16,553,170	\$86,026,295
Broward	688,598	\$251,303,071	\$78,098,760	\$2,880,990	\$20,954,093	\$45,113,191	\$7,444,415	\$7,581,684	\$30,192,920
Lee	342,949	\$131,859,707	\$52,735,636	\$2,814,266	\$2,424,581	\$28,828,902	\$2,860,959	\$8,866,766	\$24,961,205
Walton	580,167	\$139,177,298	\$95,912,046	\$4,605,658	\$2,332,511	\$18,814,462	\$1,609,294	\$1,674,814	\$46,755,040
Volusia	224,580	\$109,049,139	\$49,915,256	\$365,748	\$9,674,460	\$18,900,905	\$1,266,663	\$2,024,621	\$15,241,494
Okaloosa	527,405	\$110,287,454	\$126,705,413	\$4,124,543	\$5,488,120	\$49,852,897	\$3,854,734	\$13,600,467	\$54,753,162
Monroe	718,232	\$583,765,157	\$339,255,900	\$23,580,305	\$36,618,177	\$131,813,916	\$14,049,492	\$56,049,495	\$60,600,839
Pinellas	413,493	\$114,793,833	\$75,536,161	\$3,243,912	\$11,333,150	\$44,073,285	\$2,074,121	\$7,693,878	\$29,214,051
Manatee	336,797	\$123,210,957	\$49,829,583	\$692,905	\$12,568,699	\$26,872,922	\$1,509,126	\$1,494,377	\$16,139,844
Sarasota	96,207	\$32,299,998	\$16,830,280	\$426,934	\$3,023,531	\$8,663,616	\$411,239	\$1,063,028	\$4,096,560
Palm Beach	148,490	\$49,707,308	\$38,239,251	\$2,987,989	\$44,307,274	\$45,830,043	\$3,352,803	\$0	\$20,897,681
Collier	173,821	\$86,186,955	\$65,346,832	\$4,245,913	\$3,096,602	\$30,849,614	\$1,653,863	\$6,568,739	\$19,455,371
Brevard	176,054	\$32,864,328	\$15,961,824	\$2,680,346	\$537,949	\$15,704,465	\$1,269,717	\$860,174	\$6,218,397
Escambia	121,712	\$21,026,446	\$13,019,592	\$1,025,826	\$584,357	\$4,810,004	\$389,194	\$621,978	\$5,257,445
Charlotte	20,123	\$3,205,513	\$2,453,390	\$83,272	\$178,157	\$1,218,717	\$70,696	\$264,591	\$905,113
Nassau	39,168	\$17,186,834	\$5,612,034	\$327,747	\$38,237	\$0	\$103,064	\$0	\$1,522,231
Flagler	89,259	\$37,276,568	\$29,902,268	\$1,183,106	\$21,035,593	\$15,360,080	\$1,155,821	\$0	\$8,572,371
Franklin	78,460	\$23,686,539	\$17,262,876	\$981,589	\$5,167,582	\$4,443,218	\$275,762	\$1,031,973	\$6,111,012
Gulf	45,314	\$6,732,442	\$4,677,919	\$410,714	\$1,804,201	\$905,627	\$63,902	\$322,001	\$1,477,613
Hillsborough	119,467	\$24,146,145	\$15,450,418	\$366,047	\$1,168,891	\$5,885,531	\$703,605	\$1,714,443	\$4,531,616
Santa Rosa	33,492	\$6,326,929	\$5,397,284	\$309,611	\$301,415	\$1,189,465	\$117,087	\$200,537	\$1,554,081
Duval	7,474	\$1,733,905	\$1,228,052	\$59,832	\$144,624	\$824,048	\$46,863	\$0	\$450,832
Total (\$)	14,233,371	\$3,645,815,609	\$2,068,354,997	\$116,751,878	\$313,897,962	\$1,222,692,176	\$119,009,739	\$174,714,842	\$769,741,912
Total (%)		22%	13%	1%	2%	7%	1%	1%	5%
		Lodging Impact	Restaurants	Public Transportation	Other Transportation	Car Rental	Road Tolls	Organized Tours	Recreational Activities
Per person Per Trip Average		\$256.15	\$145.32	\$8.20	\$22.05	\$85.90	\$8.36	\$12.28	\$54.08

# Economic Impact Overnight Visitors

County Total	Overnight Visitors	Lodging Impact	Restaurants	Public Transportation	Other Transportation	Car Rental	Road Tolls	Organized Tours	Recreational Activities
Osceola	596,217	\$107,861,795	\$33,187,484	\$0	\$1,436,104	\$15,352,646	\$3,220,189	\$0	\$12,320,264
Orange	546,901	\$42,820,420	\$19,837,572	\$48,506	\$557,815	\$8,942,506	\$1,870,607	\$1,261,147	\$16,264,455
Bay	36,567	\$6,728,702	\$3,191,446	\$108,885	\$63,894	\$0	\$106,857	\$294,897	\$720,171
Dade	592,072	\$175,258,629	\$44,047,323	\$2,636,946	\$13,375,178	\$22,796,064	\$4,800,675	\$0	\$16,661,420
Broward	207,097	\$77,949,368	\$15,668,614	\$301,967	\$5,292,469	\$4,375,065	\$1,542,714	\$0	\$5,551,872
Lee	39,878	\$11,317,151	\$1,948,389	\$0	\$92,780	\$632,594	\$200,783	\$0	\$599,207
Walton	54,260	\$18,532,333	\$3,525,229	\$451,229	\$0	\$0	\$141,009	\$0	\$2,256,146
Volusia	26,165	\$7,903,718	\$2,418,155	\$0	\$2,776,382	\$850,607	\$24,951	\$0	\$708,840
Okaloosa	33,754	\$7,701,788	\$3,170,012	\$669,721	\$0	\$1,506,872	\$491,129	\$0	\$945,980
Monroe	70,415	\$40,412,858	\$14,653,309	\$6,317,594	\$1,526,752	\$9,871,240	\$409,474	\$5,949,068	\$2,237,481
Pinellas	71,266	\$12,873,928	\$5,026,139	\$195,897	\$272,856	\$185,211	\$251,278	\$276,811	\$2,557,386
Manatee	51,678	\$15,600,430	\$5,557,480	\$0	\$1,402,925	\$468,258	\$271,097	\$0	\$1,861,529
Sarasota	10,690	\$2,433,457	\$1,020,966	\$19,005	\$212,966	\$95,024	\$50,482	\$20,362	\$185,297
Palm Beach	44,547	\$9,880,598	\$3,715,681	\$359,251	\$718,502	\$1,015,483	\$387,991	\$0	\$4,311,011
Collier	23,517	\$5,709,417	\$1,397,450	\$154,618	\$302,364	\$432,930	\$109,950	\$171,798	\$343,252
Brevard	30,250	\$3,844,732	\$1,167,407	\$0	\$36,167	\$498,548	\$146,838	\$52,606	\$410,857
Escambia	10,109	\$1,681,429	\$942,419	\$0	\$9,311	\$0	\$26,604	\$0	\$137,453
Charlotte	3,113	\$421,068	\$235,131	\$3,993	\$3,765	\$18,570	\$8,699	\$2,960	\$94,362
Nassau	5,803	\$1,304,154	\$474,790	\$0	\$0	\$0	\$50,644	\$0	\$253,221
Flagler	12,552	\$2,309,216	\$1,927,521	\$86,565	\$43,283	\$0	\$34,626	\$0	\$218,145
Franklin	7,571	\$2,294,233	\$1,322,305	\$11,052	\$34,538	\$0	\$24,315	\$0	\$221,042
Gulf	6,559	\$901,464	\$736,176	\$5,577	\$11,154	\$0	\$24,260	\$0	\$209,141
Hillsborough	30,516	\$7,084,554	\$2,311,531	\$0	\$248,689	\$0	\$229,260	\$0	\$1,424,780
Santa Rosa	4,300	\$558,607	\$146,187	\$28,664	\$0	\$0	\$14,905	\$0	\$19,109
Duval	787	\$143,047	\$36,812	\$0	\$1,195	\$0	\$797	\$0	\$17,928
Total (\$)	2,516,583	\$563,527,095	\$167,665,528	\$11,399,470	\$28,419,089	\$67,041,618	\$14,440,132	\$8,029,649	\$70,530,350
Total (%)		35%	10%	1%	2%	4%	1%	0%	4%
		Lodging Impact	Restaurants	Public Transportation	Other Transportation	Car Rental	Road Tolls	Organized Tours	Recreational Activities
Per person Per Trip Average		\$223.93	\$66.62	\$4.53	\$11.29	\$26.64	\$5.74	\$3.19	\$28.03
Per person Per Day		\$62.49	\$18.59	\$1.26	\$3.15	\$7.43	\$1.60	\$0.89	\$7.82

Performing Arts	Theme Parks	Fairs and Festivals	Fishing	Beach and Water Activities	Fuel	Retail Shopping	Groceries	Casinos	Other Expenses	Total
\$26,579,464	\$1,233,851,676	\$33,531,980	\$5,108,859	\$49,752,712	\$150,649,754	\$569,701,300	\$231,477,718	\$5,903,093	\$141,498,255	\$4,095,444,417
\$8,103,375	\$814,936,670	\$16,356,009	\$2,924,055	\$45,890,938	\$104,000,061	\$208,538,428	\$157,171,769	\$1,070,027	\$127,954,777	\$2,493,394,049
\$796,845	\$17,764,352	\$921,156	\$15,963,738	\$27,070,139	\$39,917,599	\$64,275,157	\$52,567,173	\$1,380,830	\$34,397,783	\$560,967,697
\$55,926,998	\$79,360,654	\$48,750,619	\$5,039,839	\$65,887,840	\$78,449,166	\$173,216,768	\$93,262,838	\$13,711,309	\$163,969,127	\$1,988,647,269
\$17,857,938	\$23,932,110	\$18,573,966	\$5,662,840	\$22,927,322	\$25,124,437	\$68,509,975	\$29,981,868	\$3,030,134	\$42,324,231	\$701,493,945
\$972,268	\$16,147,406	\$747,898	\$2,720,815	\$7,950,231	\$16,389,349	\$28,157,287	\$26,980,500	\$0	\$15,623,124	\$371,040,901
\$1,131,880	\$18,404,726	\$1,238,696	\$13,216,675	\$34,344,704	\$34,839,768	\$66,262,187	\$59,986,203	\$0	\$49,121,973	\$589,427,935
\$2,670,706	\$21,422,184	\$1,519,888	\$5,767,408	\$5,993,718	\$14,892,107	\$25,611,022	\$38,502,730	\$169,780	\$15,479,120	\$338,466,949
\$426,172	\$22,392,930	\$471,574	\$27,963,387	\$42,705,896	\$51,366,266	\$73,779,404	\$76,338,136	\$359,583	\$29,413,627	\$693,883,764
\$33,696,027	\$68,410,769	\$3,893,655	\$120,613,475	\$47,979,543	\$40,826,489	\$330,759,448	\$93,973,832	\$0	\$133,120,954	\$2,119,007,473
\$1,174,770	\$30,161,374	\$1,902,956	\$7,692,664	\$14,297,796	\$25,202,624	\$68,205,900	\$33,354,166	\$1,942,778	\$25,061,577	\$496,958,996
\$569,039	\$12,291,562	\$908,042	\$8,636,484	\$6,250,365	\$19,615,142	\$22,213,915	\$25,313,476	\$4,476,398	\$12,316,912	\$344,909,748
\$153,771	\$4,415,939	\$304,721	\$3,677,881	\$3,113,666	\$6,159,372	\$13,438,973	\$7,703,641	\$959,954	\$5,018,448	\$111,761,552
\$3,114,418	\$32,791,226	\$12,166,763	\$9,270,074	\$10,867,246	\$23,123,383	\$47,042,540	\$25,267,018	\$3,593,559	\$8,727,217	\$381,285,792
\$33,953,212	\$10,086,690	\$1,207,197	\$10,561,297	\$10,776,167	\$13,566,468	\$48,748,017	\$44,759,399	\$1,587,363	\$17,420,369	\$410,070,064
\$968,492	\$44,999,280	\$861,459	\$1,023,182	\$3,935,934	\$8,711,444	\$11,859,756	\$10,920,143	\$803,052	\$7,017,015	\$167,196,955
\$302,592	\$3,843,695	\$179,570	\$2,550,739	\$3,063,338	\$6,077,097	\$8,689,682	\$7,039,912	\$107,162	\$4,260,894	\$82,849,522
\$51,931	\$1,145,297	\$96,993	\$537,277	\$489,514	\$940,975	\$1,222,940	\$1,282,604	\$203,145	\$474,117	\$14,824,244
\$0	\$327,747	\$0	\$0	\$621,353	\$2,164,414	\$2,565,785	\$3,353,985	\$0	\$1,338,299	\$35,161,731
\$0	\$26,985,983	\$2,517,363	\$4,007,231	\$5,016,223	\$11,876,832	\$16,809,827	\$23,547,931	\$0	\$19,709,183	\$224,956,381
\$0	\$6,234,837	\$271,766	\$6,457,913	\$4,676,451	\$6,579,443	\$11,386,973	\$8,766,905	\$0	\$9,834,619	\$113,169,456
\$87,209	\$2,226,580	\$185,766	\$1,067,884	\$724,712	\$1,505,370	\$3,586,433	\$2,766,677	\$0	\$997,012	\$29,542,063
\$4,739,613	\$7,477,043	\$925,530	\$2,160,316	\$2,979,143	\$6,444,241	\$7,582,479	\$7,268,614	\$502,550	\$3,986,877	\$98,033,100
\$77,130	\$1,200,722	\$0	\$296,949	\$1,234,171	\$2,287,593	\$3,786,484	\$3,427,428	\$77,130	\$2,700,367	\$30,484,384
\$0	\$503,132	\$0	\$68,807	\$272,235	\$468,553	\$1,054,658	\$788,964	\$66,480	\$638,514	\$8,349,498
\$193,353,846	\$2,501,314,581	\$147,533,567	\$262,989,789	\$418,821,358	\$691,177,947	\$1,877,005,337	\$1,065,803,629	\$39,944,326	\$872,404,391	\$16,501,327,886
1%	15%	1%	2%	3%	4%	11%	6%	0%	5%	100%
Performing Arts	Theme Parks	Fairs and Festivals	Fishing	Beach and Water Activities	Fuel	Retail Shopping	Groceries	Casinos	Other Expenses	Total
\$13.58	\$175.74	\$10.37	\$18.48	\$29.43	\$48.56	\$131.87	\$74.88	\$2.81	\$61.29	\$1,159

Performing Arts	Theme Parks	Fairs and Festivals	Fishing	Beach and Water Activities	Fuel	Retail Shopping	Groceries	Casinos	Other Expenses	Total
\$6,282,957	\$100,587,155	\$6,758,138	\$0	\$6,731,740	\$12,910,084	\$17,422,216	\$18,695,955	\$0	\$15,797,149	\$358,563,876
\$2,921,889	\$52,722,634	\$3,395,397	\$0	\$436,551	\$9,576,761	\$15,510,104	\$13,662,431	\$0	\$25,489,727	\$215,318,522
\$0	\$428,942	\$167,109	\$1,072,354	\$317,582	\$1,179,590	\$3,271,809	\$1,906,110	\$0	\$4,325,163	\$23,883,510
\$14,832,825	\$13,898,905	\$8,905,478	\$0	\$12,369,762	\$18,129,007	\$41,305,710	\$15,287,162	\$2,843,767	\$59,337,811	\$466,486,663
\$2,963,918	\$6,366,463	\$3,853,094	\$1,509,833	\$6,039,333	\$5,952,366	\$20,926,287	\$5,978,939	\$0	\$11,263,358	\$175,535,661
\$0	\$127,573	\$0	\$17,396	\$352,759	\$882,024	\$1,433,126	\$1,500,860	\$0	\$425,630	\$19,530,273
\$0	\$0	\$282,018	\$0	\$1,692,110	\$2,086,935	\$2,256,146	\$3,677,519	\$0	\$2,961,192	\$37,861,867
\$0	\$0	\$0	\$850,607	\$510,364	\$366,844	\$1,440,362	\$1,610,484	\$0	\$0	\$19,461,314
\$0	\$0	\$66,972	\$1,674,302	\$1,423,156	\$1,297,584	\$3,826,975	\$2,602,343	\$0	\$1,339,441	\$26,716,274
\$0	\$0	\$0	\$0	\$3,816,880	\$2,211,158	\$4,255,602	\$3,504,290	\$0	\$1,316,165	\$96,481,871
\$28,939	\$356,918	\$15,099	\$1,572,701	\$958,061	\$1,676,321	\$2,351,524	\$2,149,152	\$648,240	\$986,080	\$32,382,540
\$0	\$616,129	\$0	\$1,824,689	\$351,457	\$2,006,704	\$2,241,065	\$2,949,531	\$0	\$542,193	\$5,693,486
\$20,362	\$30,408	\$0	\$114,029	\$260,485	\$382,170	\$339,117	\$448,098	\$0	\$79,187	\$5,711,415
\$0	\$0	\$0	\$718,502	\$1,796,255	\$1,628,604	\$6,107,266	\$1,278,933	\$0	\$0	\$31,918,077
\$77,309	\$0	\$0	\$130,566	\$496,151	\$611,108	\$1,731,719	\$827,205	\$0	\$515,393	\$13,011,230
\$407,700	\$4,595,332	\$178,053	\$0	\$359,259	\$535,960	\$556,415	\$881,712	\$0	\$563,092	\$14,234,677
\$0	\$15,519	\$31,038	\$387,972	\$0	\$381,764	\$553,506	\$642,925	\$0	\$217,264	\$5,027,205
\$13,265	\$168,810	\$8,130	\$76,640	\$52,853	\$65,277	\$85,779	\$121,189	\$25,412	\$27,664	\$1,433,567
\$0	\$0	\$0	\$0	\$0	\$101,289	\$253,221	\$379,832	\$0	\$0	\$2,817,152
\$0	\$230,841	\$0	\$0	\$238,920	\$277,009	\$1,263,853	\$473,224	\$0	\$46,168	\$7,149,370
\$0	\$0	\$11,052	\$345,378	\$13,815	\$301,959	\$956,007	\$561,815	\$0	\$138,151	\$6,235,664
\$0	\$209,141	\$66,925	\$418,282	\$50,194	\$267,700	\$658,794	\$435,013	\$0	\$334,625	\$4,328,445
\$3,108,612	\$0	\$0	\$1,036,204	\$906,678	\$703,755	\$967,124	\$1,026,784	\$0	\$1,036,204	\$20,084,174
\$0	\$0	\$0	\$0	\$28,664	\$161,338	\$376,456	\$205,665	\$0	\$214,981	\$1,754,579
\$0	\$0	\$0	\$0	\$0	\$16,733	\$11,155	\$16,135	\$0	\$11,952	\$255,753
\$30,657,776	\$180,354,770	\$23,738,503	\$11,749,455	\$39,203,029	\$63,710,045	\$130,101,340	\$80,823,306	\$3,517,419	\$126,968,592	\$1,621,877,166
2%	11%	1%	1%	2%	4%	8%	5%	0%	8%	100%
Performing Arts	Theme Parks	Fairs and Festivals	Fishing	Beach and Water Activities	Fuel	Retail Shopping	Groceries	Casinos	Other Expenses	Total
\$12.18	\$71.67	\$9.43	\$4.67	\$15.58	\$25.32	\$51.70	\$32.12	\$1.40	\$50.45	\$644
\$3.40	\$20.00	\$2.63	\$1.30	\$4.35	\$7.07	\$14.43	\$8.96	\$0.39	\$14.08	\$179.86

Economic Impact In-State Tourists	County Total	Total In-State Tourists	Lodging Impact	Restaurants	Public Transportation	Other Transportation	Car Rental	Road Tolls	Organized Tours	Recreational Activities
	Osceola	1,159,245	\$209,719,354	\$64,527,553	\$0	\$2,792,267	\$29,850,672	\$6,261,122	\$0	\$23,954,708
	Orange	969,839	\$75,934,910	\$35,178,644	\$86,017	\$989,193	\$15,858,050	\$3,317,211	\$2,236,435	\$28,842,312
	Bay	53,983	\$9,933,348	\$4,711,420	\$160,743	\$94,325	\$0	\$157,749	\$435,347	\$1,063,163
	Dade	351,407	\$104,019,619	\$26,142,997	\$1,565,082	\$7,938,444	\$13,529,935	\$2,849,300	\$0	\$9,888,897
	Broward	133,857	\$50,382,478	\$10,127,389	\$195,176	\$3,420,781	\$2,827,818	\$997,131	\$0	\$3,588,446
	Lee	39,399	\$11,181,284	\$1,924,998	\$0	\$91,667	\$624,999	\$198,372	\$0	\$592,013
	Walton	94,663	\$32,331,661	\$6,150,143	\$787,218	\$0	\$0	\$246,006	\$0	\$3,936,091
	Volusia	51,588	\$15,583,487	\$4,767,792	\$0	\$5,474,097	\$1,677,113	\$49,195	\$0	\$1,397,595
	Okaloosa	32,087	\$7,321,438	\$3,013,462	\$636,647	\$0	\$1,432,455	\$466,874	\$0	\$899,264
	Monroe	116,607	\$66,923,700	\$24,265,882	\$10,461,936	\$2,528,301	\$16,346,776	\$678,089	\$9,851,657	\$3,705,269
	Pinellas	37,645	\$6,800,383	\$2,654,953	\$103,478	\$144,131	\$97,834	\$132,732	\$146,219	\$1,350,886
	Manatee	39,917	\$12,050,097	\$4,292,713	\$0	\$1,083,648	\$361,692	\$209,401	\$0	\$1,437,884
	Sarasota	8,552	\$1,946,831	\$816,800	\$15,204	\$170,378	\$76,022	\$40,387	\$16,290	\$148,243
	Palm Beach	28,896	\$6,409,164	\$2,410,219	\$233,032	\$466,065	\$658,705	\$251,675	\$0	\$2,796,387
	Collier	30,061	\$7,298,192	\$1,786,323	\$197,644	\$386,503	\$553,402	\$140,547	\$219,604	\$438,769
	Brevard	37,909	\$4,818,205	\$1,462,990	\$0	\$45,324	\$624,778	\$184,017	\$65,926	\$514,884
	Escambia	3,348	\$556,873	\$312,120	\$0	\$3,084	\$0	\$8,811	\$0	\$45,523
	Charlotte	5,358	\$724,729	\$404,699	\$6,873	\$6,480	\$31,963	\$14,973	\$5,094	\$162,412
	Nassau	6,006	\$1,349,876	\$491,436	\$0	\$0	\$0	\$52,420	\$0	\$262,099
Flagler	19,944	\$3,669,146	\$3,062,665	\$137,545	\$68,772	\$0	\$55,018	\$0	\$346,613	
Franklin	10,279	\$3,114,962	\$1,795,341	\$15,006	\$46,893	\$0	\$33,013	\$0	\$300,117	
Gulf	3,100	\$426,084	\$347,959	\$2,636	\$5,272	\$0	\$11,467	\$0	\$98,852	
Hillsborough	16,011	\$3,717,068	\$1,212,796	\$0	\$130,480	\$0	\$120,286	\$0	\$747,542	
Santa Rosa	759	\$98,609	\$25,806	\$5,060	\$0	\$0	\$2,631	\$0	\$3,373	
Duval	1,859	\$338,038	\$86,991	\$0	\$2,824	\$0	\$1,883	\$0	\$42,366	
Total (\$)	3,252,319	\$636,649,534	\$201,974,092	\$14,609,298	\$25,888,930	\$84,552,214	\$16,480,309	\$12,976,573	\$86,563,708	
Total (%)		33%	10%	1%	1%	4%	1%	1%	4%	
		Lodging Impact	Restaurants	Public Transportation	Other Transportation	Car Rental	Road Tolls	Organized Tours	Recreational Activities	
Per person Per Trip Average		\$195.75	\$62.10	\$4.49	\$7.96	\$26.00	\$5.07	\$3.99	\$26.62	
Per person Per Day		\$54.63	\$17.33	\$1.25	\$2.22	\$7.26	\$1.41	\$1.11	\$7.43	

Economic Impact Out of State Tourists	County Total	Total Out of State Tourists	Lodging Impact	Restaurants	Public Transportation	Other Transportation	Car Rental	Road Tolls	Organized Tours	Recreational Activities
	Osceola	1,891,399	\$400,897,196	\$261,192,175	\$9,024,333	\$15,560,497	\$279,246,008	\$22,480,666	\$16,689,658	\$131,814,915
	Orange	1,582,368	\$223,418,543	\$190,777,384	\$33,854,372	\$21,117,170	\$184,882,844	\$14,186,110	\$17,141,014	\$67,024,704
	Bay	559,464	\$95,599,194	\$91,476,096	\$2,164,762	\$5,894,294	\$30,448,689	\$1,287,287	\$8,469,607	\$42,802,048
	Dade	912,648	\$287,797,374	\$194,714,127	\$9,704,980	\$61,296,574	\$121,829,853	\$14,189,547	\$16,553,170	\$59,475,977
	Broward	347,644	\$122,971,225	\$52,302,756	\$2,383,848	\$12,240,844	\$37,910,308	\$4,904,570	\$7,581,684	\$21,052,602
	Lee	263,672	\$109,361,272	\$48,862,249	\$2,814,266	\$2,240,134	\$27,571,309	\$2,461,804	\$8,866,766	\$23,769,985
	Walton	431,244	\$88,313,304	\$86,236,674	\$3,367,211	\$2,332,511	\$18,814,462	\$1,222,279	\$1,674,814	\$40,562,802
	Volusia	146,827	\$85,561,935	\$42,729,309	\$365,748	\$1,423,981	\$16,373,185	\$1,192,517	\$2,024,621	\$13,135,060
	Okaloosa	461,564	\$95,264,227	\$120,521,940	\$2,818,176	\$5,488,120	\$46,913,570	\$2,896,731	\$13,600,467	\$52,907,918
	Monroe	531,210	\$476,428,599	\$300,336,710	\$6,800,774	\$32,563,124	\$105,595,900	\$12,961,929	\$40,248,770	\$54,658,088
	Pinellas	304,582	\$95,119,522	\$67,855,069	\$2,944,537	\$10,916,163	\$43,790,240	\$1,690,111	\$7,270,848	\$25,305,780
	Manatee	245,202	\$95,560,430	\$39,979,389	\$692,905	\$10,082,126	\$26,042,972	\$1,028,629	\$1,494,377	\$12,840,430
	Sarasota	76,965	\$27,919,709	\$14,992,514	\$392,725	\$2,640,187	\$8,492,570	\$320,371	\$1,026,376	\$3,763,020
	Palm Beach	75,047	\$33,417,546	\$32,113,351	\$2,395,706	\$43,122,708	\$44,155,856	\$2,713,137	\$0	\$13,790,283
	Collier	120,243	\$73,179,346	\$62,163,058	\$3,893,652	\$2,407,735	\$29,863,282	\$1,403,366	\$6,177,337	\$18,673,350
	Brevard	107,895	\$24,201,391	\$13,331,428	\$2,680,346	\$456,457	\$14,581,139	\$938,862	\$741,642	\$5,292,656
	Escambia	108,255	\$18,788,143	\$11,765,053	\$1,025,826	\$571,962	\$4,810,004	\$353,780	\$621,978	\$5,074,469
	Charlotte	11,652	\$2,059,717	\$1,813,560	\$72,405	\$167,913	\$1,168,184	\$47,024	\$256,538	\$648,339
	Nassau	27,359	\$14,532,804	\$4,645,808	\$327,747	\$38,237	\$0	\$0	\$0	\$1,006,910
Flagler	56,763	\$31,298,207	\$24,912,082	\$958,996	\$20,923,538	\$15,360,080	\$1,066,177	\$0	\$8,007,614	
Franklin	60,610	\$18,277,343	\$14,145,229	\$955,531	\$5,086,151	\$4,443,218	\$218,434	\$1,031,973	\$5,589,854	
Gulf	35,655	\$5,404,895	\$3,593,784	\$402,501	\$1,787,774	\$905,627	\$28,175	\$322,001	\$1,169,620	
Hillsborough	72,940	\$13,344,524	\$11,926,090	\$366,047	\$789,722	\$5,885,531	\$354,058	\$1,714,443	\$2,359,293	
Santa Rosa	28,433	\$5,669,712	\$5,225,290	\$275,887	\$301,415	\$1,189,465	\$99,550	\$200,537	\$1,531,599	
Duval	4,828	\$1,252,820	\$1,104,250	\$59,832	\$140,605	\$824,048	\$44,184	\$0	\$390,539	
Total (\$)	8,464,469	\$2,445,638,980	\$1,698,715,377	\$90,743,110	\$259,589,942	\$1,071,098,344	\$88,089,298	\$153,708,620	\$612,647,854	
Total (%)		19%	13%	1%	2%	8%	1%	1%	5%	
		Lodging Impact	Restaurants	Public Transportation	Other Transportation	Car Rental	Road Tolls	Organized Tours	Recreational Activities	
Per person Per Trip Average		\$288.93	\$200.69	\$10.72	\$30.67	\$126.54	\$10.41	\$18.16	\$72.38	
Per person Per Day		\$49.14	\$34.13	\$1.82	\$5.22	\$21.52	\$1.77	\$3.09	\$12.31	



Performing Arts	Theme Parks	Fairs and Festivals	Fishing	Beach and Water Activities	Fuel	Retail Shopping	Groceries	Casinos	Other Expenses	Total
\$12,216,167	\$195,575,026	\$13,140,078	\$0	\$13,088,750	\$25,101,515	\$33,874,607	\$36,351,180	\$0	\$30,714,934	\$697,167,934
\$5,181,485	\$93,494,845	\$6,021,173	\$0	\$774,151	\$16,982,797	\$27,504,596	\$24,228,054	\$0	\$45,201,802	\$381,831,675
\$0	\$633,232	\$246,697	\$1,583,079	\$468,835	\$1,741,387	\$4,830,058	\$2,813,923	\$0	\$6,385,087	\$35,258,392
\$8,803,588	\$8,249,288	\$5,285,585	\$0	\$7,341,710	\$10,759,940	\$24,515,793	\$9,073,247	\$1,687,834	\$35,218,217	\$276,869,476
\$1,915,725	\$4,114,955	\$2,490,443	\$975,879	\$3,903,515	\$3,847,305	\$13,525,680	\$3,864,480	\$0	\$7,280,058	\$113,457,258
\$0	\$126,042	\$0	\$17,187	\$348,524	\$871,435	\$1,415,921	\$1,482,842	\$0	\$420,520	\$19,295,804
\$0	\$0	\$492,011	\$0	\$2,952,069	\$3,640,885	\$3,936,091	\$6,415,829	\$0	\$5,166,120	\$66,054,125
\$0	\$0	\$0	\$1,677,113	\$1,006,268	\$723,293	\$2,839,912	\$3,175,335	\$0	\$0	\$38,371,201
\$0	\$0	\$63,665	\$1,591,617	\$1,352,875	\$1,233,503	\$3,637,982	\$2,473,827	\$0	\$1,273,294	\$25,396,903
\$0	\$0	\$0	\$0	\$6,320,753	\$3,661,678	\$7,047,278	\$5,803,105	\$0	\$2,179,570	\$159,773,994
\$15,287	\$188,534	\$7,976	\$830,746	\$506,076	\$885,481	\$1,242,143	\$1,135,245	\$342,419	\$520,876	\$17,105,398
\$0	\$475,911	\$0	\$1,409,428	\$271,473	\$1,550,020	\$1,731,045	\$2,278,279	\$0	\$418,801	\$27,570,393
\$16,290	\$24,327	\$0	\$91,226	\$208,395	\$305,746	\$271,303	\$358,490	\$0	\$63,352	\$4,569,285
\$0	\$0	\$0	\$466,065	\$1,165,161	\$1,056,413	\$3,961,548	\$829,595	\$0	\$0	\$20,704,028
\$98,822	\$0	\$0	\$166,899	\$634,217	\$781,163	\$2,213,610	\$1,057,394	\$0	\$658,812	\$16,631,901
\$510,929	\$5,758,853	\$223,135	\$0	\$450,221	\$671,663	\$697,297	\$1,104,959	\$0	\$705,665	\$17,838,846
\$0	\$5,140	\$10,279	\$128,492	\$0	\$126,437	\$183,316	\$212,930	\$0	\$71,956	\$1,664,961
\$22,831	\$290,550	\$13,994	\$131,911	\$90,969	\$112,353	\$147,641	\$208,586	\$43,739	\$47,615	\$2,467,412
\$0	\$0	\$0	\$0	\$0	\$104,840	\$262,099	\$393,149	\$0	\$0	\$2,915,918
\$0	\$366,786	\$0	\$0	\$379,624	\$440,143	\$2,008,154	\$751,912	\$0	\$73,357	\$11,359,736
\$0	\$0	\$15,006	\$468,932	\$18,757	\$409,981	\$1,298,005	\$762,797	\$0	\$187,573	\$8,466,384
\$0	\$98,852	\$31,633	\$197,704	\$23,724	\$126,531	\$311,384	\$205,612	\$0	\$158,163	\$2,045,873
\$1,631,002	\$0	\$0	\$543,667	\$475,709	\$369,241	\$507,423	\$538,725	\$0	\$543,667	\$10,537,606
\$0	\$0	\$0	\$0	\$5,060	\$28,481	\$66,455	\$36,306	\$0	\$37,950	\$309,731
\$0	\$0	\$0	\$0	\$0	\$39,541	\$26,361	\$38,129	\$0	\$28,244	\$604,376
\$30,412,125	\$309,402,341	\$28,041,674	\$10,279,946	\$41,786,836	\$75,571,771	\$138,055,701	\$105,593,930	\$2,073,992	\$137,355,633	\$1,958,268,609
2%	16%	1%	1%	2%	4%	7%	5%	0%	7%	100%
Performing Arts	Theme Parks	Fairs and Festivals	Fishing	Beach and Water Activities	Fuel	Retail Shopping	Groceries	Casinos	Other Expenses	Total
\$9.35	\$95.13	\$8.62	\$3.16	\$12.85	\$23.24	\$42.45	\$32.47	\$0.64	\$42.23	\$602
\$2.61	\$26.55	\$2.41	\$0.88	\$3.59	\$6.48	\$11.85	\$9.06	\$0.18	\$11.79	\$168.04
Performing Arts	Theme Parks	Fairs and Festivals	Fishing	Beach and Water Activities	Fuel	Retail Shopping	Groceries	Casinos	Other Expenses	Total
\$8,080,339	\$937,689,495	\$13,633,764	\$5,108,859	\$29,932,222	\$112,638,156	\$518,404,476	\$176,430,582	\$5,903,093	\$94,986,172	\$3,039,712,607
\$0	\$668,719,190	\$6,939,439	\$2,924,055	\$44,680,236	\$77,440,503	\$165,523,728	\$119,281,284	\$1,070,027	\$57,263,248	\$1,896,243,852
\$796,845	\$16,702,178	\$507,350	\$13,308,304	\$26,283,722	\$36,996,623	\$56,173,291	\$47,847,140	\$1,380,830	\$23,687,533	\$501,825,794
\$32,290,585	\$57,212,461	\$34,559,556	\$5,039,839	\$46,176,368	\$49,560,219	\$107,395,265	\$68,902,429	\$9,179,708	\$69,413,098	\$1,245,291,129
\$12,978,295	\$13,450,692	\$12,230,429	\$3,177,128	\$12,984,475	\$15,324,766	\$34,058,008	\$20,138,448	\$3,030,134	\$23,780,815	\$412,501,026
\$972,268	\$15,893,792	\$747,898	\$2,686,231	\$7,248,948	\$14,635,889	\$25,308,240	\$23,996,798	\$0	\$14,776,974	\$332,214,824
\$1,131,880	\$18,404,726	\$464,666	\$13,216,675	\$29,700,525	\$29,111,948	\$60,069,949	\$49,892,855	\$0	\$40,994,661	\$485,511,943
\$2,670,706	\$21,422,184	\$1,519,888	\$3,239,687	\$4,477,086	\$13,801,970	\$21,330,748	\$33,716,912	\$169,780	\$15,479,120	\$280,634,435
\$426,172	\$22,392,930	\$340,938	\$24,697,468	\$39,929,865	\$48,835,179	\$66,314,447	\$71,261,966	\$359,583	\$26,800,892	\$641,770,586
\$33,696,027	\$68,410,769	\$3,893,655	\$120,613,475	\$37,841,910	\$34,953,654	\$319,456,567	\$84,666,437	\$0	\$129,625,218	\$1,862,751,607
\$1,130,544	\$29,615,921	\$1,879,882	\$5,289,217	\$12,833,660	\$22,640,822	\$64,612,233	\$30,069,770	\$952,119	\$23,554,622	\$447,471,058
\$569,039	\$11,199,522	\$908,042	\$5,402,367	\$5,627,435	\$16,058,418	\$18,241,805	\$20,085,667	\$4,476,398	\$11,355,918	\$281,645,869
\$117,119	\$4,361,204	\$304,721	\$3,472,626	\$2,644,786	\$5,471,456	\$12,828,553	\$6,897,053	\$959,954	\$4,875,909	\$101,480,853
\$3,114,418	\$32,791,226	\$12,166,763	\$8,085,508	\$7,905,830	\$20,438,367	\$36,973,726	\$23,158,490	\$3,593,559	\$8,727,217	\$328,663,688
\$33,777,081	\$10,086,690	\$1,207,197	\$10,263,832	\$9,645,799	\$12,174,196	\$44,802,688	\$42,874,800	\$1,587,363	\$16,246,164	\$380,426,934
\$49,863	\$34,645,095	\$460,271	\$1,023,182	\$3,126,454	\$7,503,821	\$10,606,044	\$8,933,472	\$803,052	\$5,748,259	\$135,123,432
\$302,592	\$3,823,036	\$138,253	\$2,034,274	\$3,063,338	\$5,568,896	\$7,952,859	\$6,184,056	\$107,162	\$3,971,674	\$76,157,356
\$15,836	\$685,937	\$74,869	\$328,727	\$345,691	\$763,344	\$989,520	\$952,829	\$133,994	\$398,838	\$10,923,264
\$0	\$327,747	\$0	\$0	\$621,353	\$1,958,286	\$2,050,465	\$2,581,005	\$0	\$1,338,299	\$29,428,661
\$0	\$26,388,356	\$2,517,363	\$4,007,231	\$4,397,679	\$11,159,680	\$13,537,820	\$22,322,795	\$0	\$19,589,658	\$206,447,275
\$0	\$6,234,837	\$245,708	\$5,643,602	\$4,643,878	\$5,867,502	\$9,132,961	\$7,442,293	\$0	\$9,508,895	\$98,467,409
\$87,209	\$1,918,587	\$87,209	\$451,899	\$650,794	\$1,111,139	\$2,616,256	\$2,126,052	\$0	\$504,224	\$23,167,744
\$0	\$7,477,043	\$925,530	\$580,445	\$1,596,756	\$5,371,245	\$6,107,933	\$5,703,105	\$502,550	\$2,407,005	\$67,411,320
\$77,130	\$1,200,722	\$0	\$296,949	\$1,200,447	\$2,097,774	\$3,343,573	\$3,185,457	\$77,130	\$2,447,436	\$28,420,075
\$0	\$503,132	\$0	\$68,807	\$272,235	\$412,279	\$1,017,142	\$734,700	\$66,480	\$598,319	\$7,489,369
\$132,283,945	\$2,011,557,470	\$95,753,390	\$240,960,388	\$337,831,493	\$551,896,131	\$1,608,848,295	\$879,386,393	\$34,352,914	\$608,080,166	\$12,921,182,110
1%	16%	1%	2%	3%	4%	12%	7%	0%	5%	100%
Performing Arts	Theme Parks	Fairs and Festivals	Fishing	Beach and Water Activities	Fuel	Retail Shopping	Groceries	Casinos	Other Expenses	Total
\$15.63	\$237.65	\$11.31	\$28.47	\$39.91	\$65.20	\$190.07	\$103.89	\$4.06	\$71.84	\$1,527
\$2.66	\$40.42	\$1.92	\$4.84	\$6.79	\$11.09	\$32.33	\$17.67	\$0.69	\$12.22	\$259.63

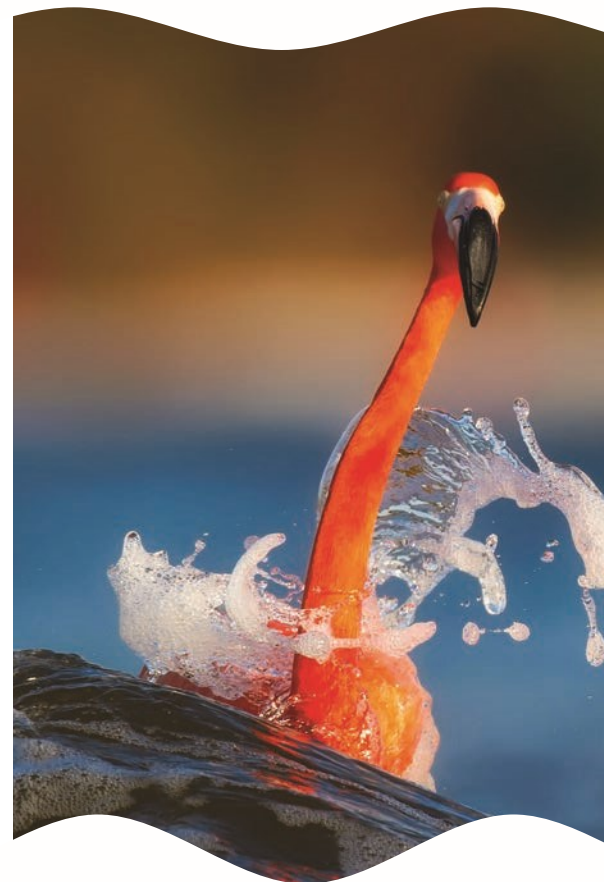
# Key Performance Indicators All Counties

County Total	Inventory Units for Analysis	Blocked Weeks Total	ADR (per unit)	ADR per Person	Occupancy%	Average party Size	Average Length of Stay	Room Nights Blocked	Total Room Nights
Osceola	21563	12.26	\$221.11	\$40.95	62.43%	6.22	6.41	1,850,537	7,870,495
Orange	17241	14.07	\$126.63	\$25.84	75.07%	5.22	5.81	1,698,066	6,292,965
Bay	9048	4.91	\$146.34	\$34.03	57.64%	3.83	10.17	311,281	3,302,520
Dade	8126	12.26	\$211.76	\$70.59	47.94%	5.12	3.00	697,373	2,965,990
Broward	7753	14.53	\$272.25	\$71.64	60.13%	4.00	7.13	788,558	2,829,845
Lee	7048	12.54	\$199.60	\$58.71	53.15%	3.92	11.87	618,673	2,572,520
Walton	6942	6.20	\$166.85	\$38.80	47.35%	3.23	5.89	301,099	2,533,830
Volusia	6577	8.00	\$140.00	\$35.90	41.02%	3.26	12.10	368,227	2,400,605
Okaloosa	6409	6.04	\$200.00	\$43.48	57.93%	3.83	8.71	271,103	2,339,285
Monroe	5972	10.53	\$356.00	\$111.25	69.00%	5.14	8.59	440,196	2,179,780
Pinellas	4896	8.85	\$175.00	\$53.03	64.83%	3.31	7.70	303,307	1,787,040
Manatee	4567	7.97	\$257.00	\$64.25	51.65%	4.81	10.41	254,808	1,666,955
Sarasota	3615	7.94	\$186.66	\$50.45	56.92%	3.14	20.78	200,922	1,319,475
Palm Beach	2448	12.37	\$223.00	\$51.86	51.20%	4.00	9.40	211,972	893,520
Collier	2365	14.83	\$184.63	\$42.94	59.31%	4.27	9.00	245,511	863,225
Brevard	2301	6.60	\$200.00	\$38.46	30.00%	4.00	5.00	106,306	839,865
Escambia	1917	4.93	\$141.00	\$22.03	58.50%	3.68	11.19	66,209	699,705
Charlotte	1374	8.29	\$111.00	\$30.00	40.78%	2.43	20.77	79,733	501,510
Nassau	1043	8.04	\$228.90	\$57.23	43.49%	2.17	7.75	58,665	380,695
Flagler	890	6.19	\$222.30	\$50.52	54.61%	5.34	9.35	38,557	324,850
Franklin	796	13.11	\$235.00	\$55.95	65.00%	3.33	6.00	73,049	290,540
Gulf	695	8.70	\$125.30	\$29.14	57.82%	4.23	11.41	42,320	253,675
Hillsborough	582	7.14	\$123.40	\$30.85	79.40%	2.32	2.82	29,088	212,430
Santa Rosa	491	5.04	\$168.00	\$37.33	58.23%	3.88	10.93	17,308	179,215
Duval	111	10.22	\$216.10	\$50.26	63.08%	4.63	12.73	7,941	40,515
<b>Totals</b>	<b>125,024</b>		<b>\$171.97</b>		<b>58%</b>	<b>4.72</b>	<b>6.79</b>		<b>45,633,760</b>





Available Room Nights	Room Night Sold	Total Units Sold	Total Rental Customers for the County	Overnight Visitors (50 miles or less)	Total In State Tourists	Total Out of State Tourists	Groceries	Casinos	Other Expenses	Total
6,019,958	3,758,260	586,312	3,646,861	596,217	1,159,245	1,891,399	\$36,351,180	\$0	\$30,714,934	\$697,167,934
4,594,899	3,449,391	593,699	3,099,108	546,901	969,839	1,582,368	\$24,228,054	\$0	\$45,201,802	\$381,831,675
2,991,239	1,724,128	169,569	650,015	36,567	53,983	559,464	\$2,813,923	\$0	\$6,385,087	\$35,258,392
2,268,617	1,087,575	362,525	1,856,128	592,072	351,407	912,648	\$9,073,247	\$1,687,834	\$35,218,217	\$276,869,476
2,041,287	1,227,426	172,150	688,598	207,097	133,857	347,644	\$3,864,480	\$0	\$7,280,058	\$113,457,258
1,953,847	1,038,469	87,487	342,949	39,878	39,399	263,672	\$1,482,842	\$0	\$420,520	\$19,295,804
2,232,731	1,057,285	179,433	580,168	54,260	94,663	431,244	\$6,415,829	\$0	\$5,166,120	\$66,054,125
2,032,378	833,688	68,925	224,580	26,165	51,588	146,827	\$3,175,335	\$0	\$0	\$38,371,201
2,068,182	1,198,070	137,584	527,405	33,754	32,087	461,564	\$2,473,827	\$0	\$1,273,294	\$25,396,903
1,739,584	1,200,313	139,734	718,231	70,415	116,607	531,210	\$5,803,105	\$0	\$2,179,570	\$159,773,994
1,483,733	961,904	124,923	413,494	71,266	37,645	304,582	\$1,135,245	\$342,419	\$520,876	\$17,105,398
1,412,147	729,312	70,044	336,797	51,678	39,917	245,202	\$2,278,279	\$0	\$418,801	\$27,570,393
1,118,553	636,681	30,639	96,207	10,690	8,552	76,965	\$358,490	\$0	\$63,352	\$4,569,285
681,548	348,952	37,123	148,490	44,547	28,896	75,047	\$829,595	\$0	\$0	\$20,704,028
617,714	366,366	40,707	173,820	23,517	30,061	120,243	\$1,057,394	\$0	\$658,812	\$16,631,901
733,559	220,068	44,014	176,054	30,250	37,909	107,895	\$1,104,959	\$0	\$705,665	\$17,838,846
633,496	370,606	33,119	121,712	10,109	3,348	108,255	\$212,930	\$0	\$71,956	\$1,664,961
421,777	172,001	8,281	20,123	3,113	5,358	11,652	\$208,586	\$43,739	\$47,615	\$2,467,412
322,030	140,063	18,083	39,167	5,803	6,006	27,359	\$393,149	\$0	\$0	\$2,915,918
286,293	156,334	16,721	89,258	12,552	19,944	56,763	\$751,912	\$0	\$73,357	\$11,359,736
217,491	141,369	23,562	78,460	7,571	10,279	60,610	\$762,797	\$0	\$187,573	\$8,466,384
211,355	122,200	10,705	45,314	6,559	3,100	35,655	\$205,612	\$0	\$158,163	\$2,045,873
183,342	145,578	51,589	119,468	30,516	16,011	72,940	\$538,725	\$0	\$543,667	\$10,537,606
161,907	94,274	8,625	33,492	4,300	759	28,433	\$36,306	\$0	\$37,950	\$309,731
32,574	20,548	1,614	7,473	787	1,859	4,828	\$38,129	\$0	\$28,244	\$604,376
36,550,855	21,200,859	3,017,167	14,233,374	2,516,583	3,252,319	8,464,469	\$105,593,930	\$2,073,992	\$137,355,633	\$1,958,268,609





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## **Dick Pope Sr. Institute *for* Tourism Studies (DPI)**

**<https://hospitality.ucf.edu/>**

In 1979 the University of Central Florida established the Dick Pope Sr. Institute *for* Tourism Studies (DPI). The Institute was established for the purpose of (1) conducting proprietary and public domain research, (2) promulgating information to the public at large about the contributions of the hospitality and tourism industry, especially along economic, sociological, environmental, and quality-of-life dimensions, and (3) carrying out credit and non-credit educational activities.

Since 2005, DPI has secured over \$1.2 million in contracts and grants for research purposes. Its extensive client list includes categorical sampling, destination management organizations, convention and visitor bureaus, hotels, hospitals, vacation homes, restaurants and theme parks.

Furthermore, DPI has played a significant role in facilitating over \$4 million in non-credit educational programs with international partners. UCF's Rosen College doctoral students are extraordinarily essential to the Institute's ability to meet its objectives and its commitments. In addition, contracts and grants funded through DPI have been an invaluable source of external funds to support graduate assistantships for the doctoral students.

### **Applied Innovative Research**

The Dick Pope Sr. Institute *for* Tourism Studies is the intelligent choice for private and public domain hospitality research, both domestically and abroad. We have conducted research for organizations in countries such as Australia, Canada, Japan, New Zealand, South Africa and South Korea. Our client list includes destination management organizations, convention and visitor bureaus, hotels, hospitals, vacation homes, restaurants, theme parks and more.

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### **A Tradition of Excellence**

The Institute offers non-credit educational programs aimed at improving professionalism in the industry. It was established in 1979 after receiving \$25,000 from the Florida Public Relations Association, Orange Blossom Chapter. The name honors the late Dick Pope Sr., the former owner of Cypress Gardens and the first commercial tourist entrepreneur in Florida.

In 1983, the Institute's advisory board successfully lobbied the Florida University System's Board of Regents and created the Hospitality Management undergraduate degree program at UCF. Its successor, the Rosen College of Hospitality Management, oversees baccalaureate program activities.

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**Rosen College of  
Hospitality Management**

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