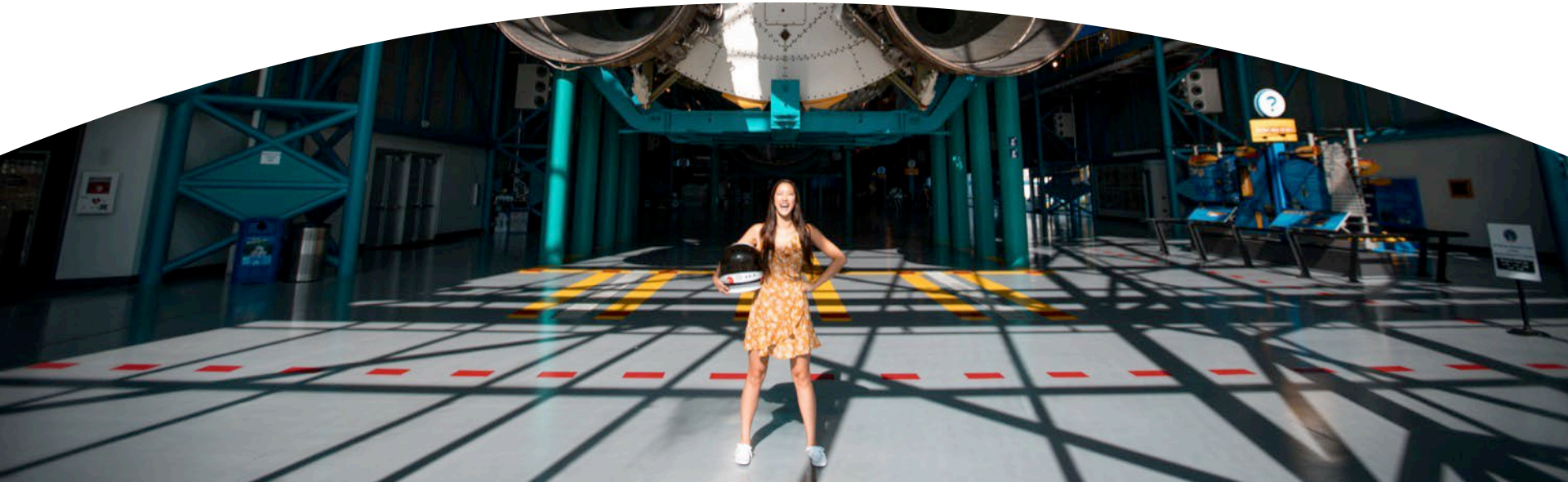


Florida Tourism by the Numbers

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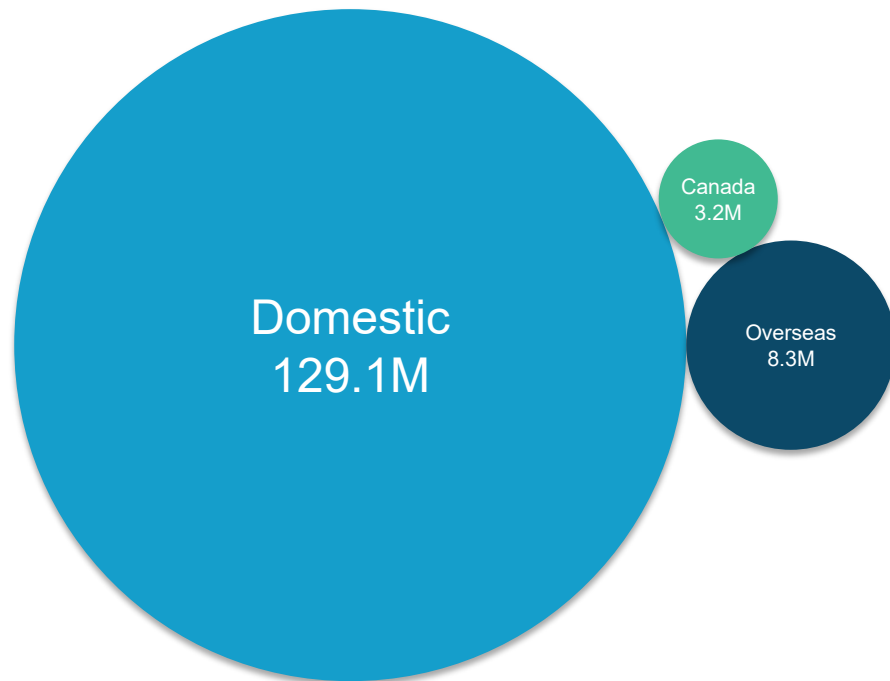
June 25, 2024



Summary



- > **140.6 million visitors in 2023**
 - > Up +2.3% from 2022 and up +7.3% from 2019
- > Domestic visitors accounted for 91.8% of total overnight visitation.
- > Domestic visitation was up +1.1% from 2022 and up +10.2% from 2019.
- > International visitation accounted for 8.2% of total overnight visitation, up from 7.1% in 2022.
- > International visitation came closer to reaching pre-COVID visitation, with overseas visitation down by -15.2% and Canadian visitation down by -21.0% from 2019.



2022 ECONOMIC IMPACT



- Visitors contributed **\$121.5B** to Florida's GDP in 2022, up +19.3% vs 2021 and a record high
- State and local governments received **\$16.3 billion** in additional tax revenues thanks to visitors, with each visitor raising \$112 on average
- Over **2.0 million** jobs in Florida are supported by visitor spending, 16.8% more than in 2021



\$121.5B

Added to Florida's
Economy



HOTEL INDUSTRY



Average Daily Rate

- > 2019: \$145.21 (+1.1%)
- > 2022: \$188.14 (+18.9% vs. 2021, +29.6% vs. 2019)
- > 2023: \$188.76 (+0.3% vs. 2022, +30.0% vs. 2019)



Occupancy

- > 2019: 72.2% (-1.0%)
- > 2022: 70.6% (+9.6% vs. 2021, -2.2% vs. 2019)
- > 2023: 69.1% (-2.2% vs. 2022, -4.3% vs. 2019)



Rooms Sold

- > 2019: 117.3 M (+1.7%)
- > 2022: 126.3 M (+14.2% vs. 2021, +7.7% vs. 2019)
- > 2023: 123.7 M (-2.0% vs. 2022, +5.5% vs. 2019)

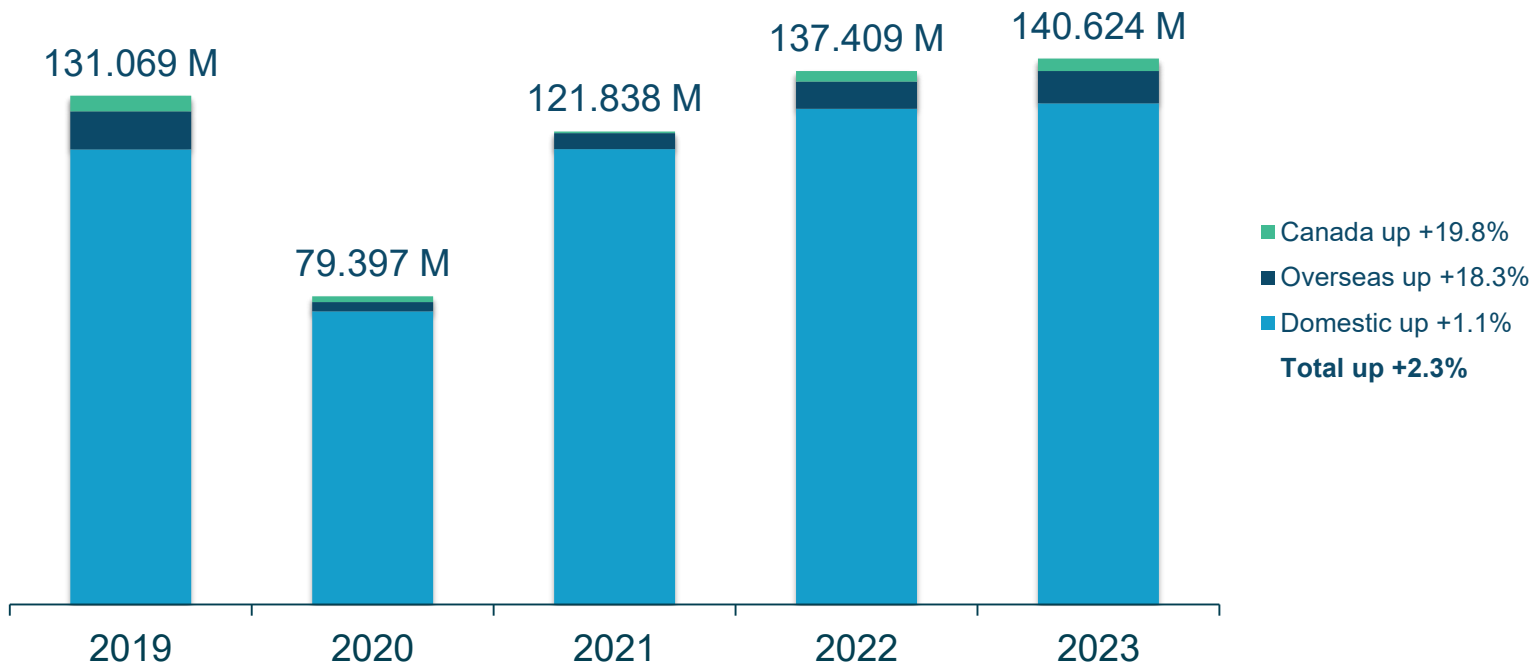
+0.3%

increase in ADR in 2023
vs. 2022

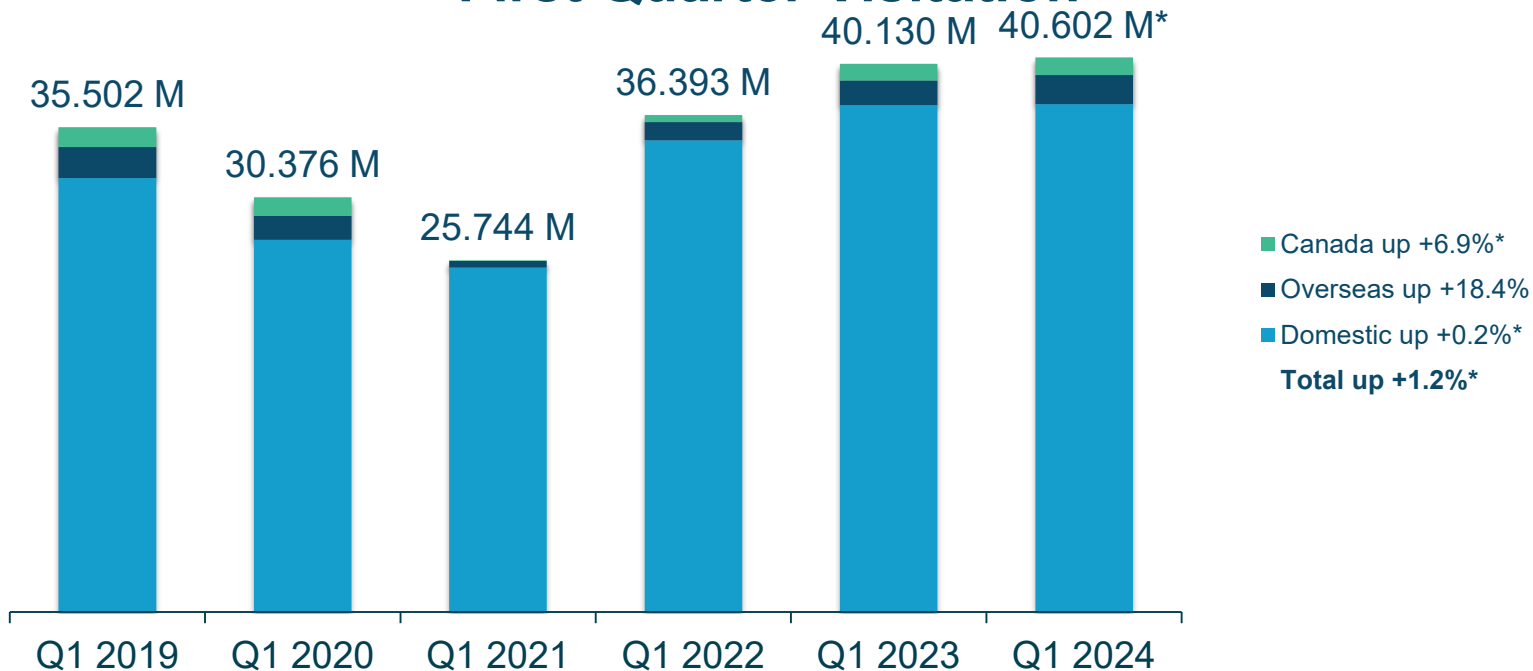
Visitation



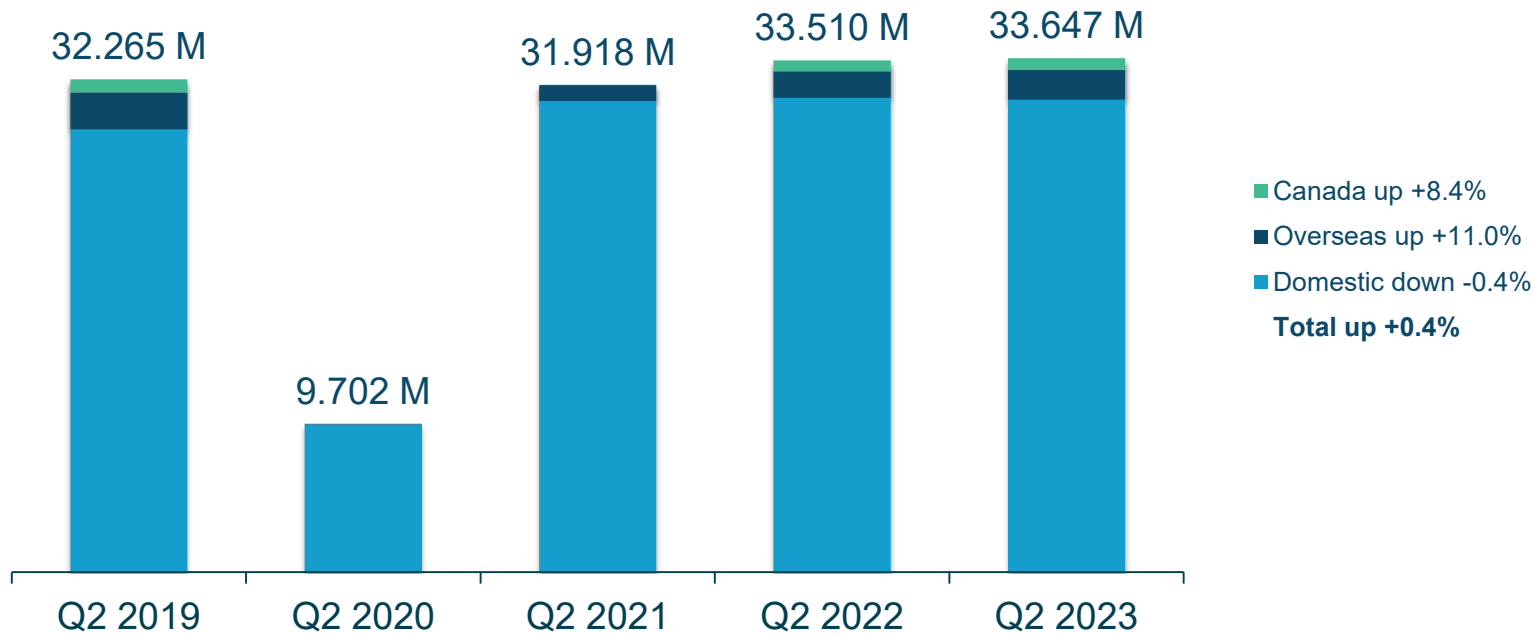
Annual Visitation



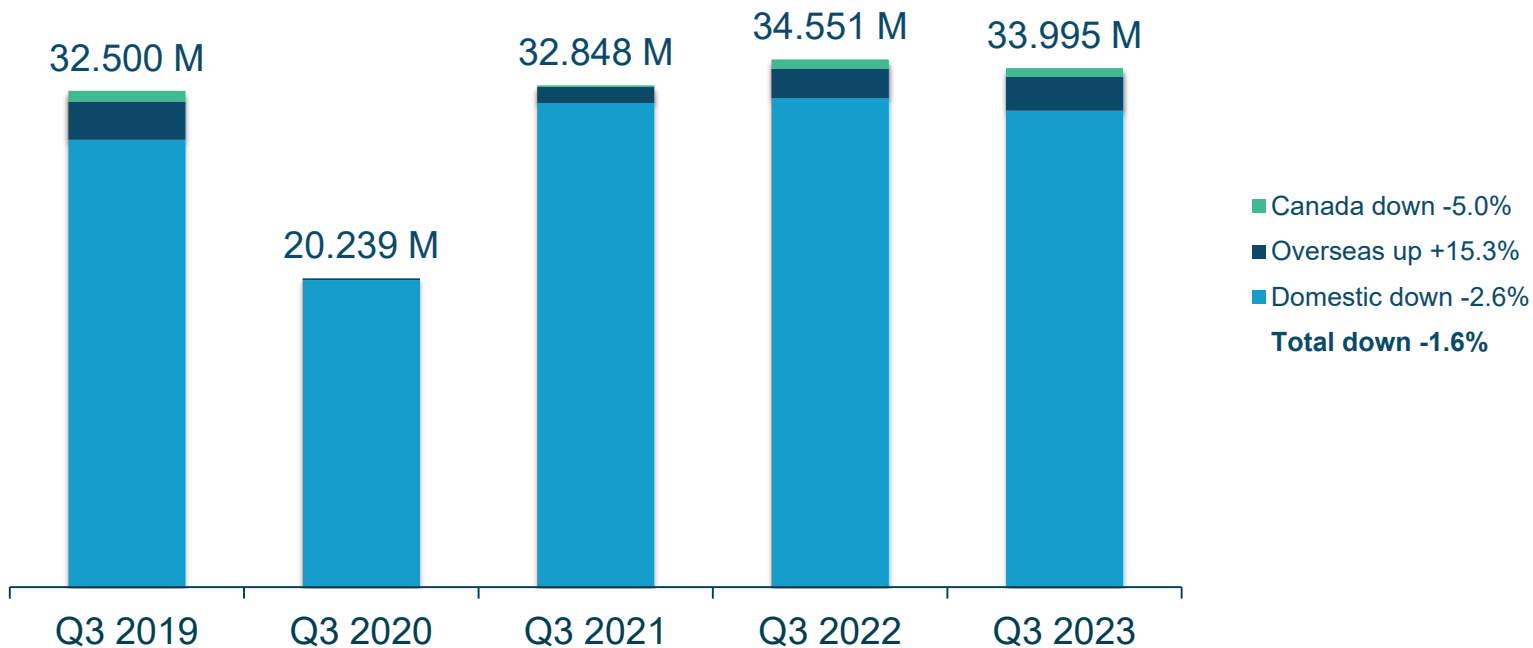
First Quarter Visitation



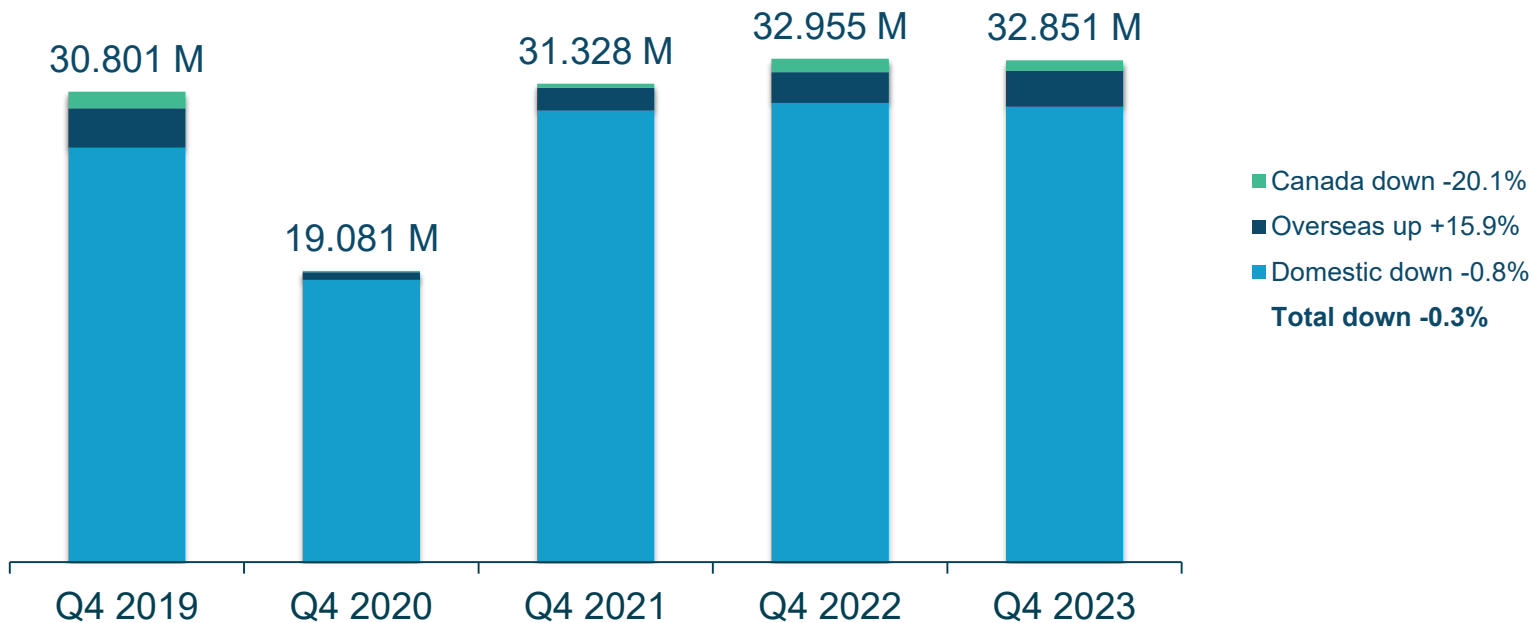
Second Quarter Visitation



Third Quarter Visitation



Fourth Quarter Visitation



FLORIDA TOURISM BY THE NUMBERS

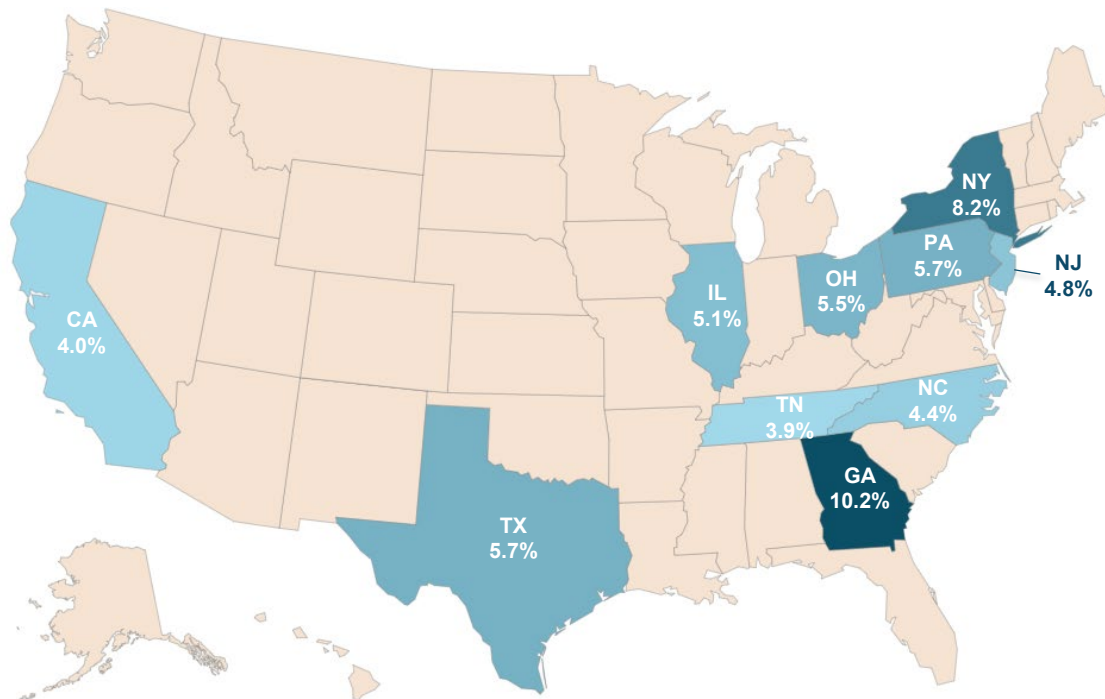
Origin Markets

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Top Origin States: Domestic Visitors

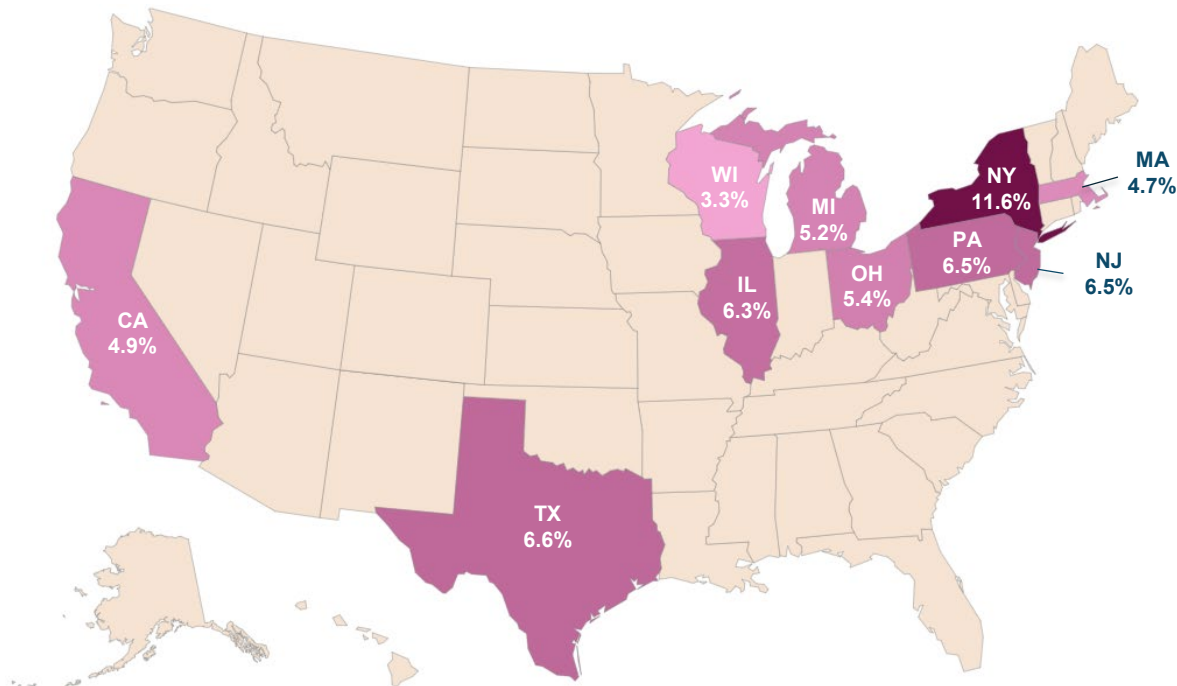
Calendar Year 2023



Top Origin States: Domestic Air Visitors

Calendar Year 2023

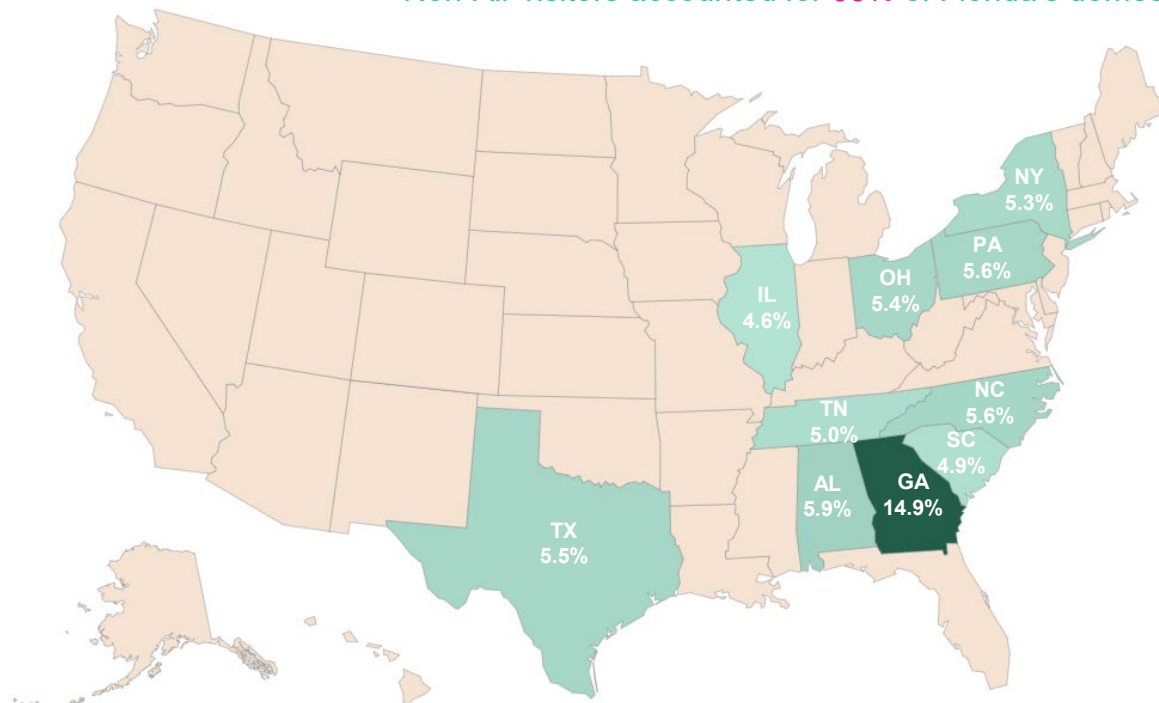
Air visitors accounted for 37% of Florida's domestic visitors in 2023.



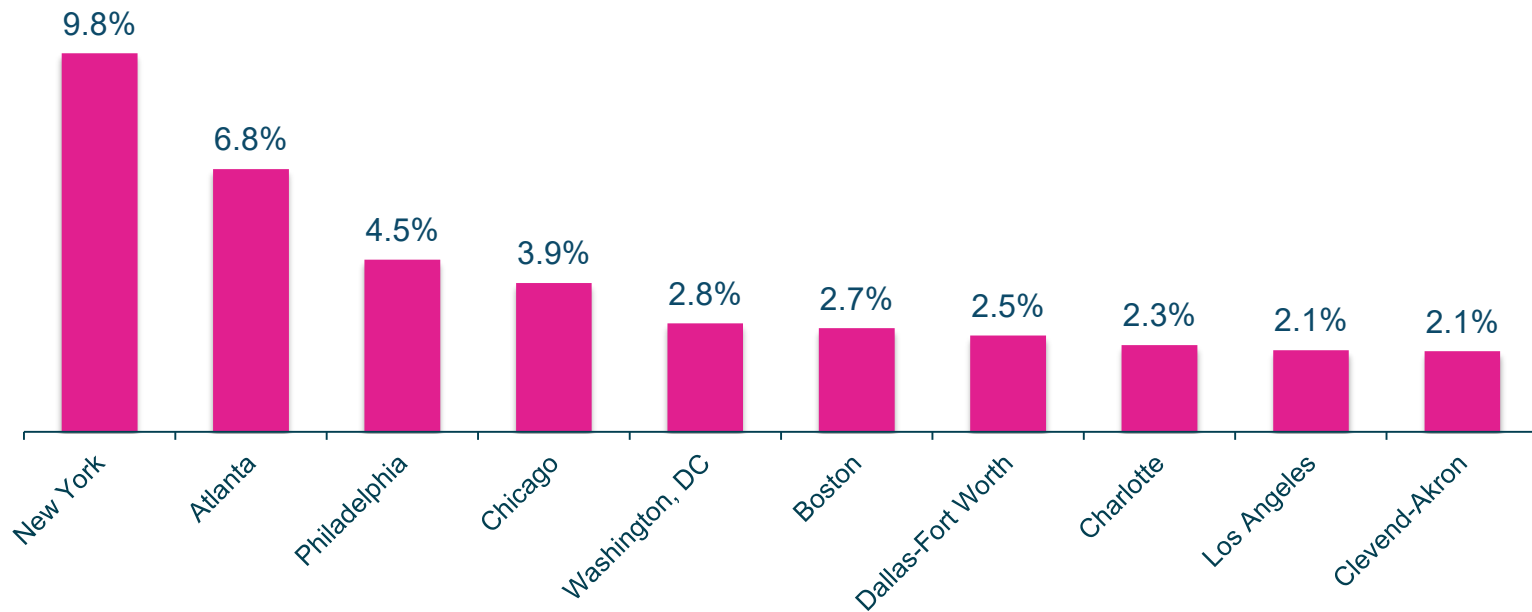
Top Origin States: Domestic Drive Visitors

Calendar Year 2023

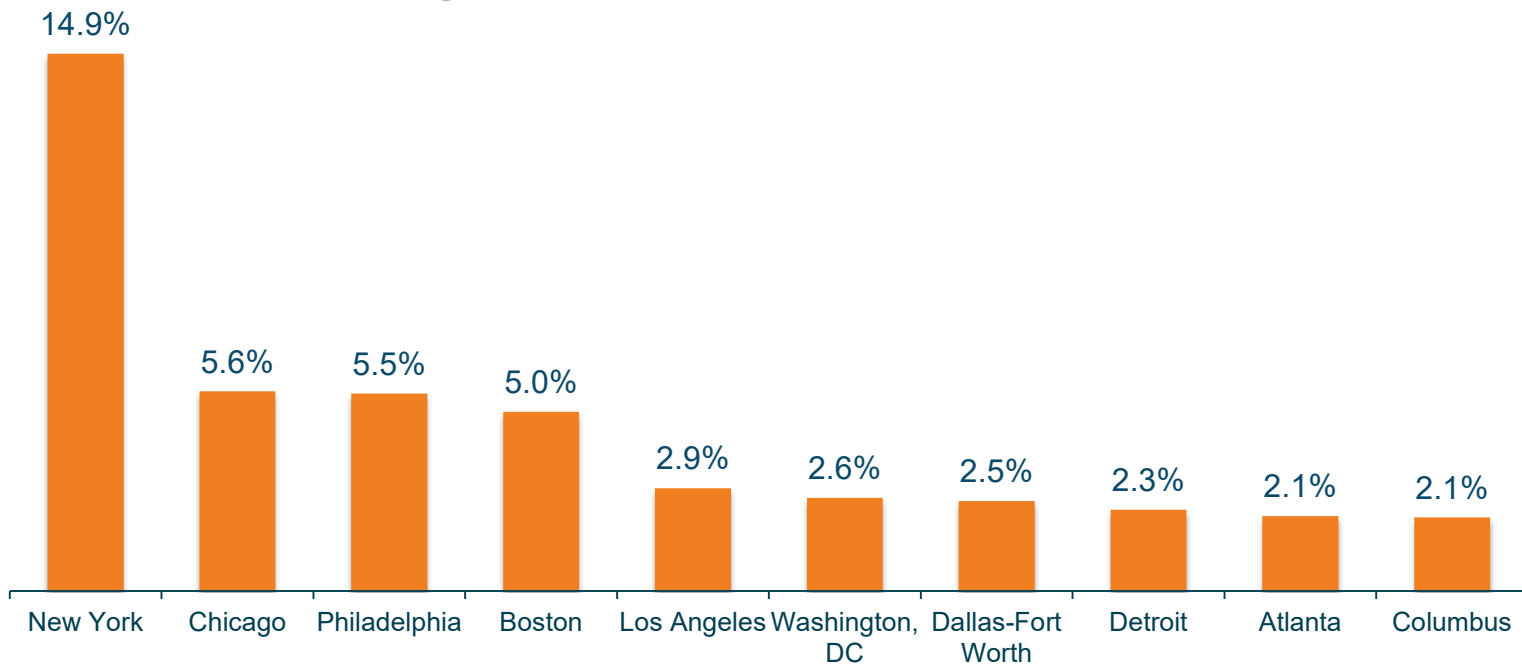
Non-Air visitors accounted for 63% of Florida's domestic visitors in 2023.



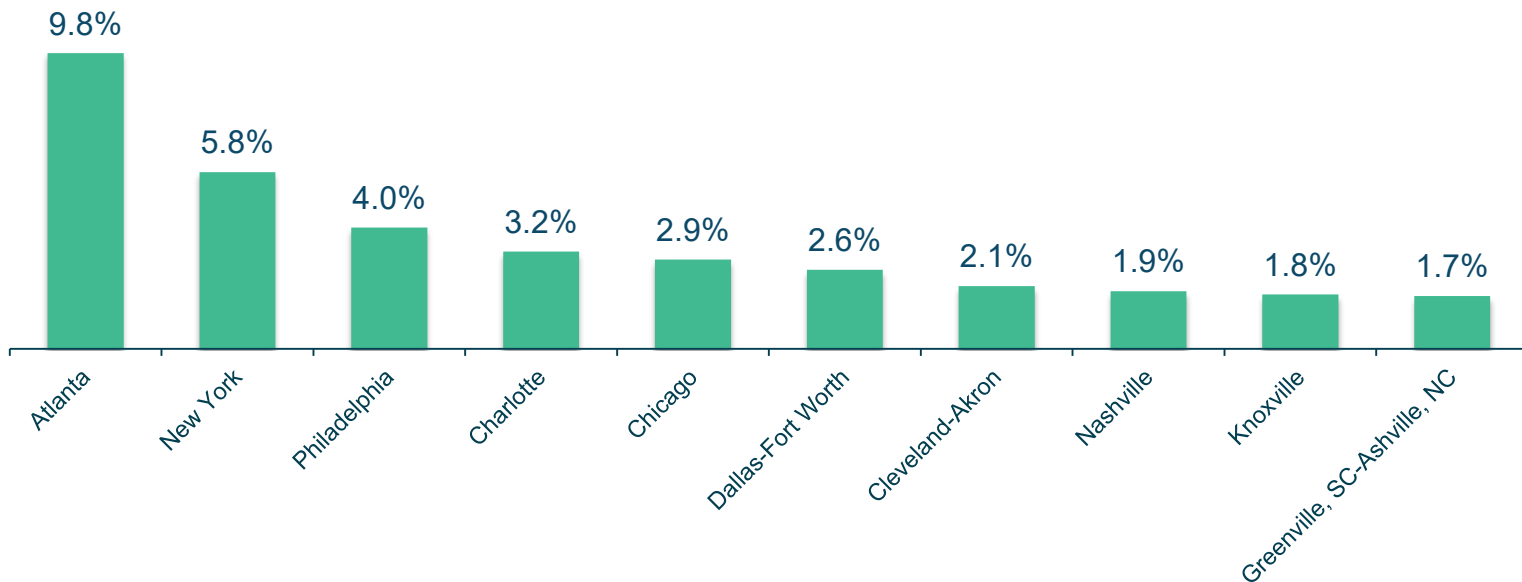
Top Origin DMAs: Domestic Visitors



Top Origin DMAs: Domestic Air Visitors



Top Origin DMAs: Domestic Drive Visitors



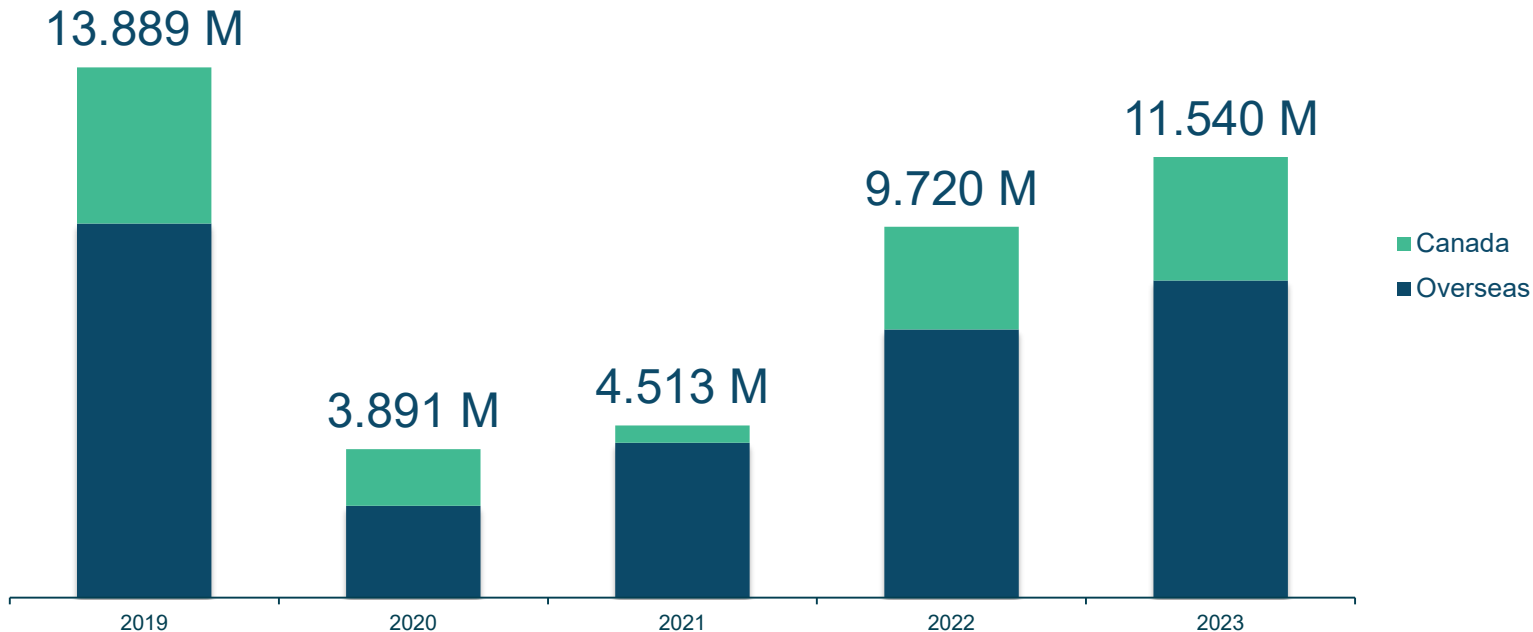
FLORIDA TOURISM BY THE NUMBERS

International Visitation

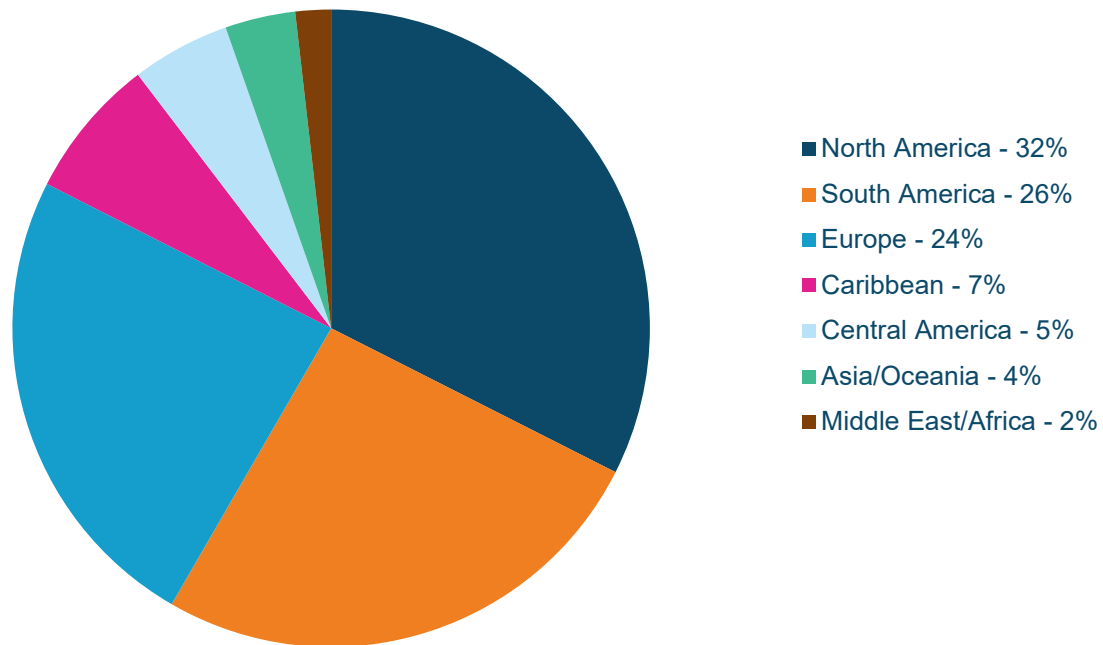
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International Visitation



International Visitors by Region: 2023



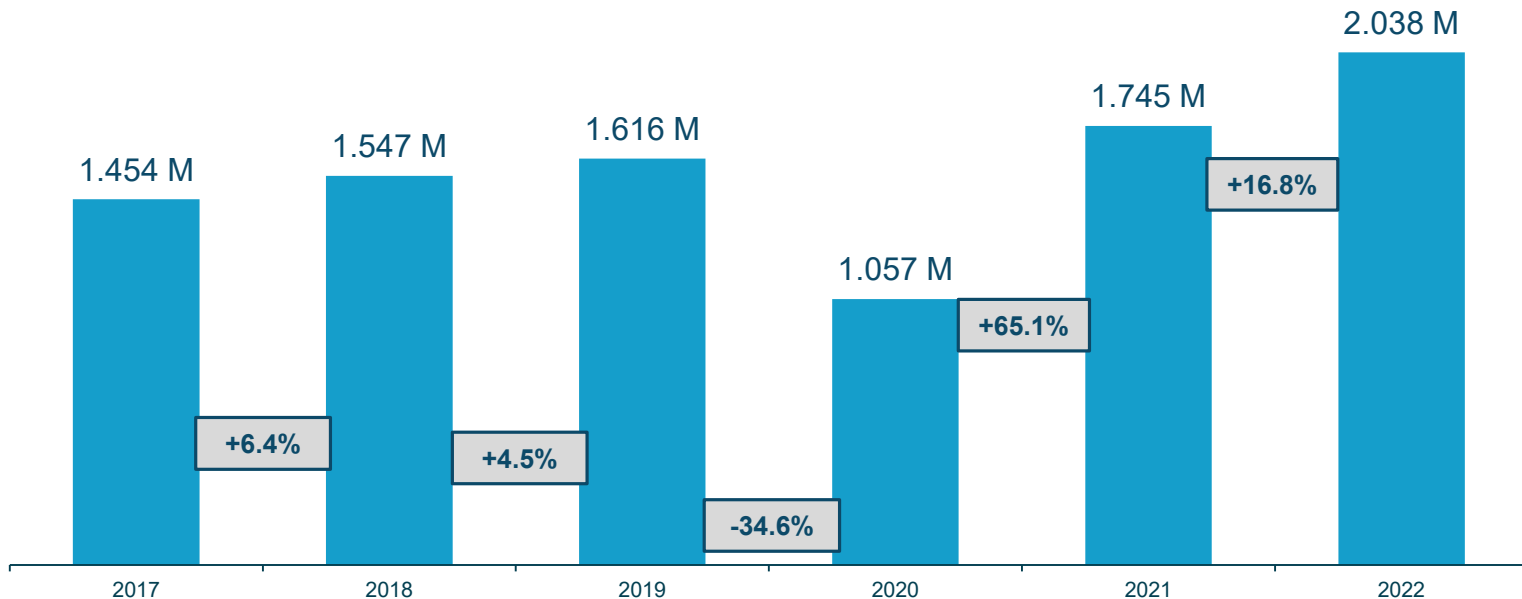
Top Origin Countries: 2023

Rank	Country	2019 Visitation	2023 Visitation	% Change
1	Canada	4,088,000	3,231,000	-21%
2	United Kingdom	1,334,000	1,143,000	-14%
3	Brazil	1,304,000	1,021,000	-22%
4	Colombia	550,000	565,000	+3%
5	Mexico	499,000	514,000	+3%
6	Argentina	559,000	413,000	-26%
7	Germany	378,000	312,000	-17%
8	Ecuador	246,000	251,000	+2%
9	Chile	208,000	245,000	+18%
10	France	307,000	228,000	-26%

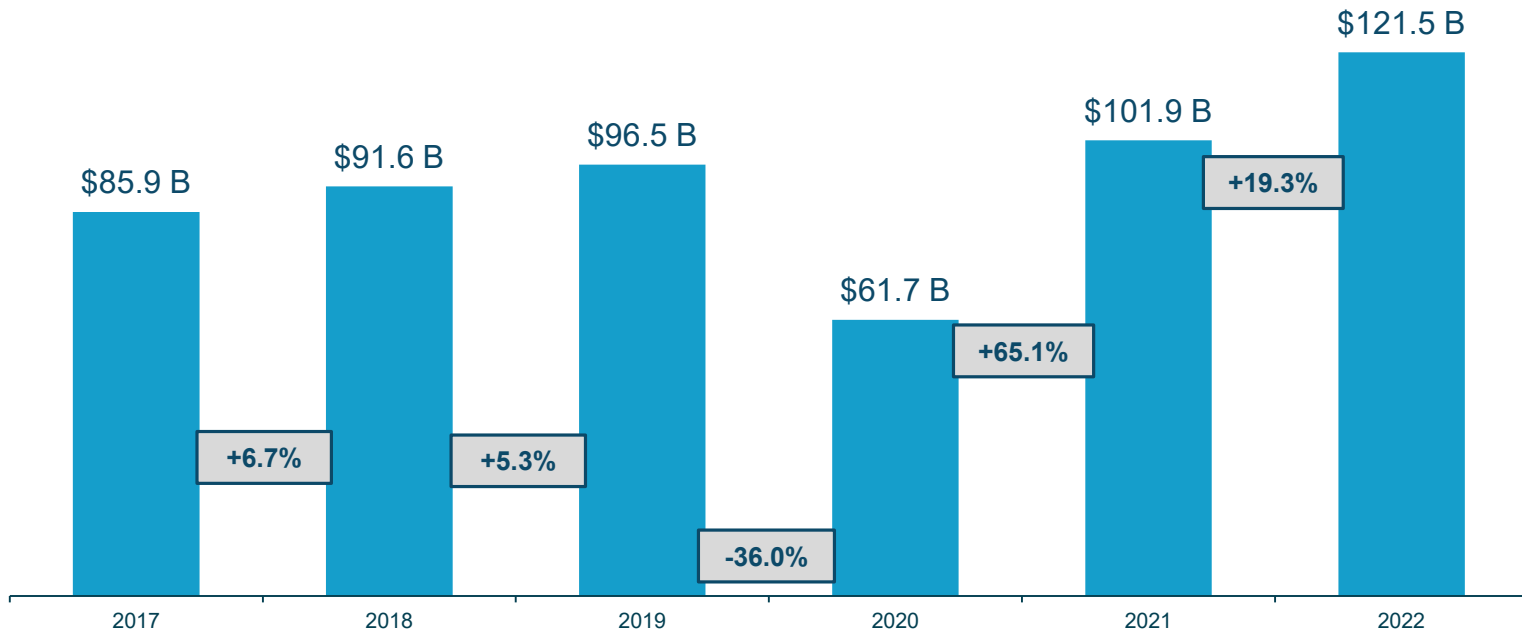
Economic Indicators



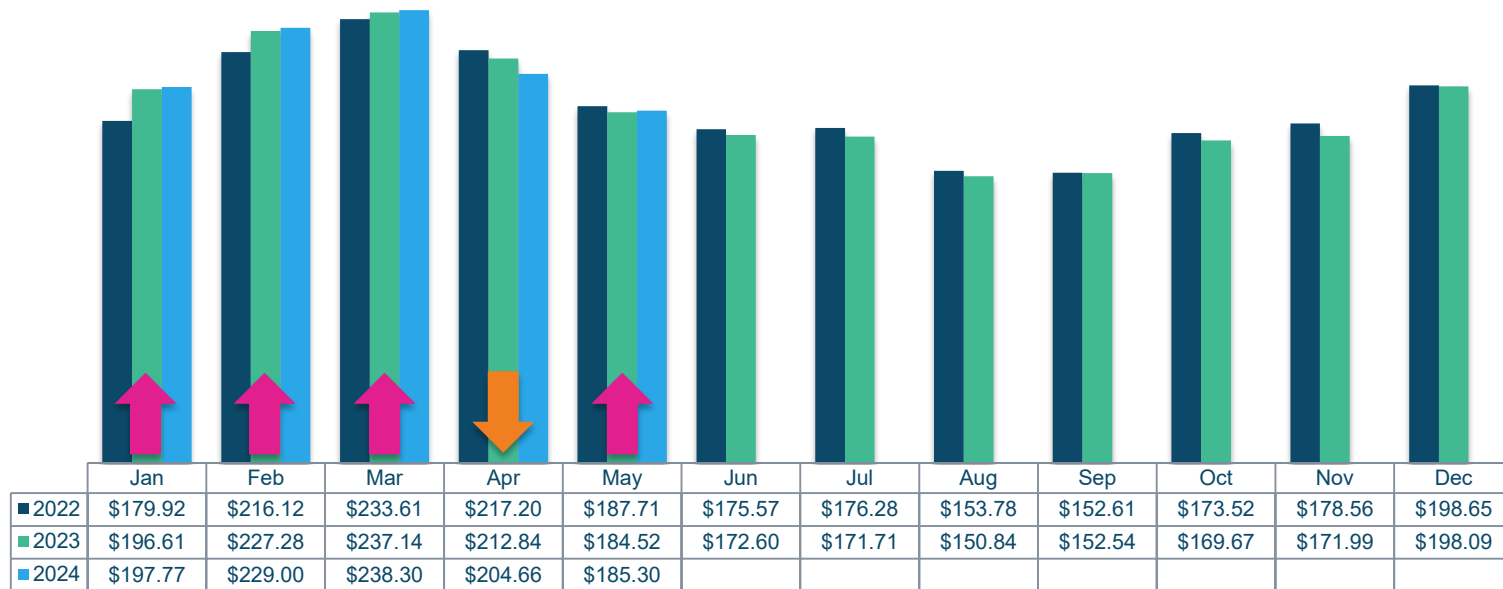
Visitor-Supported Employment



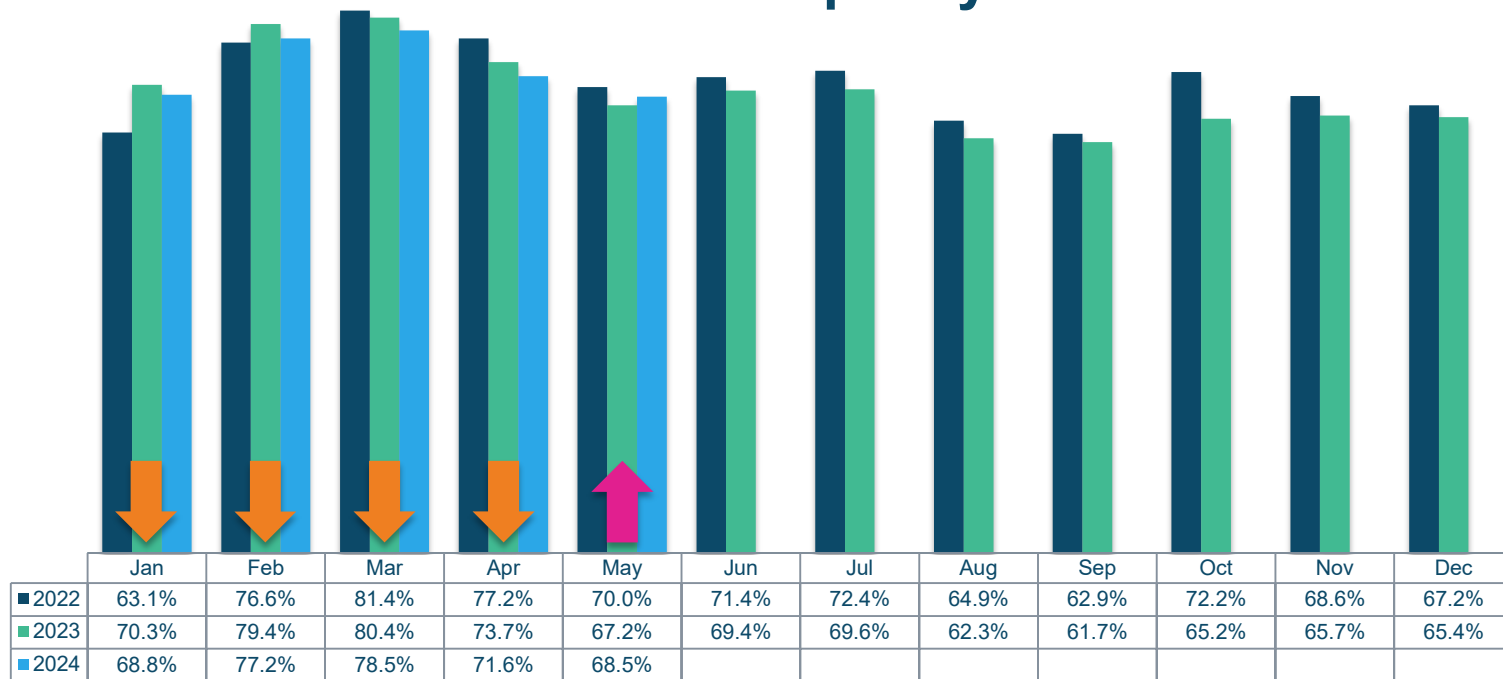
Visitor Contribution to Florida's GDP



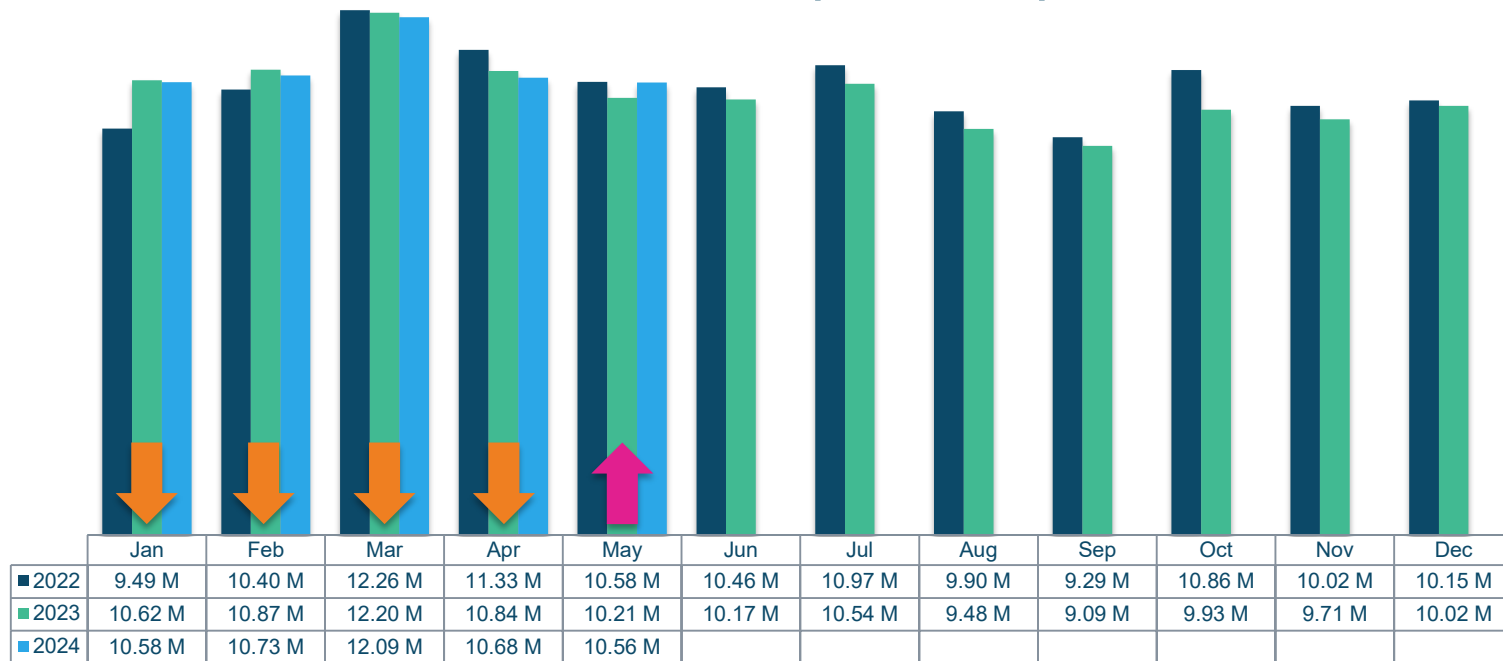
Hotel Average Daily Rate



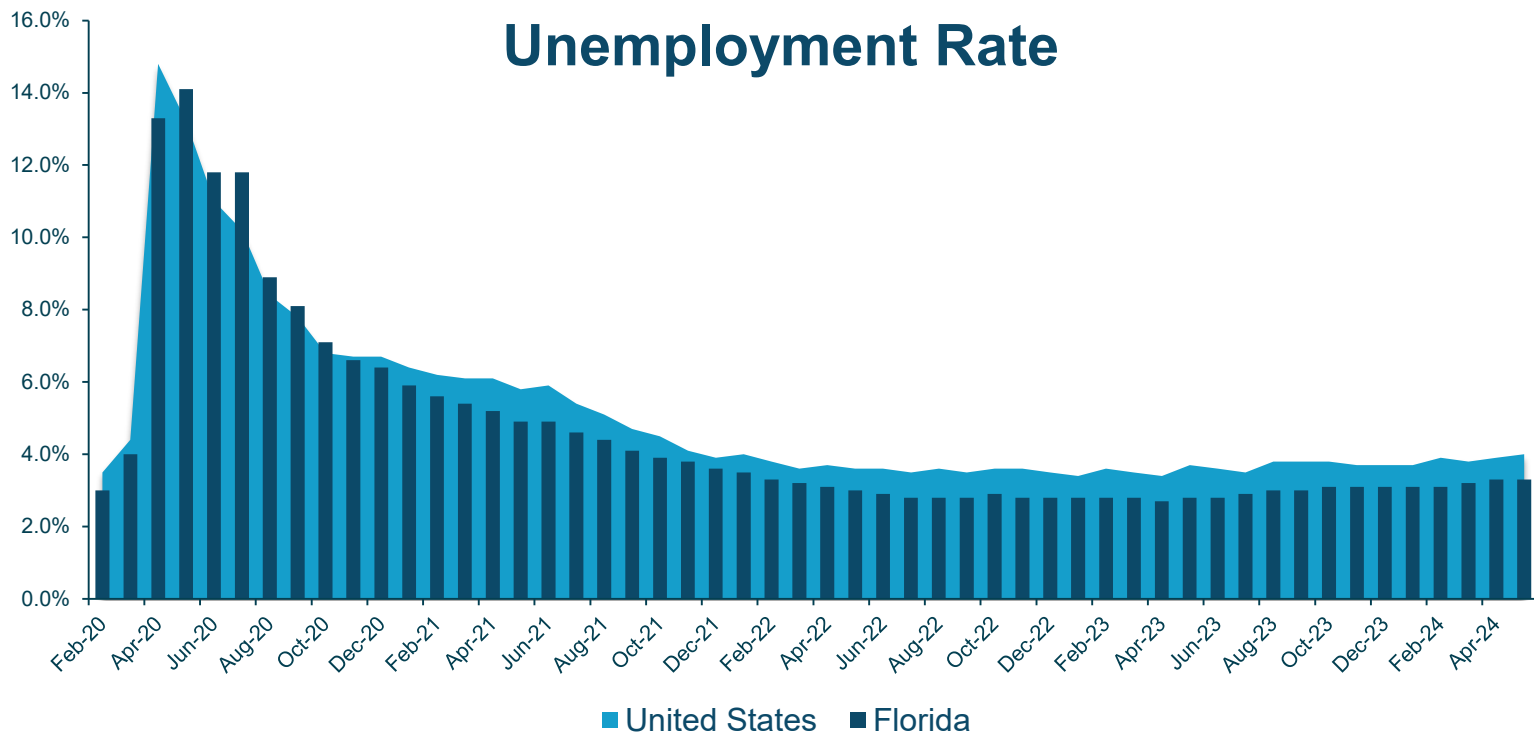
Hotel Occupancy



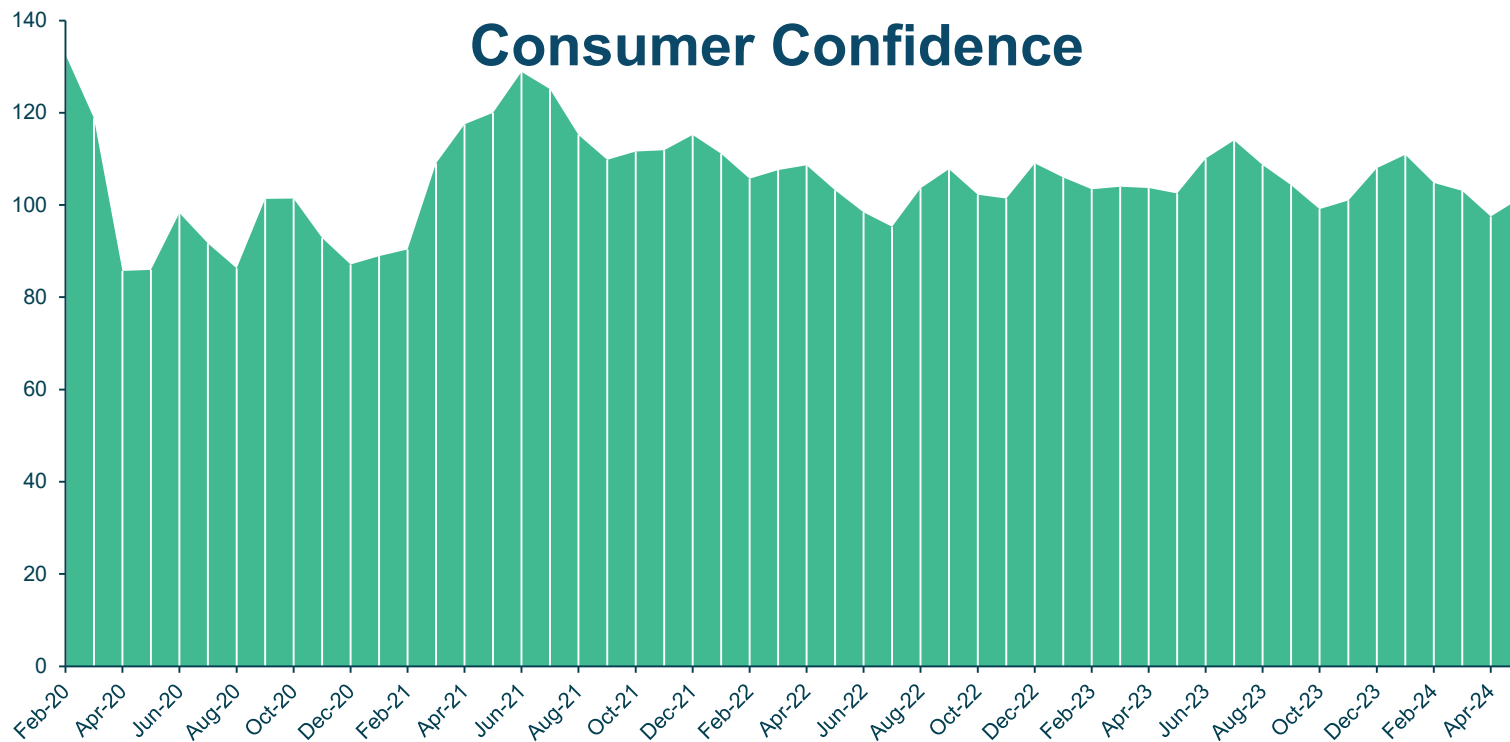
Rooms Sold (Millions)



Unemployment Rate

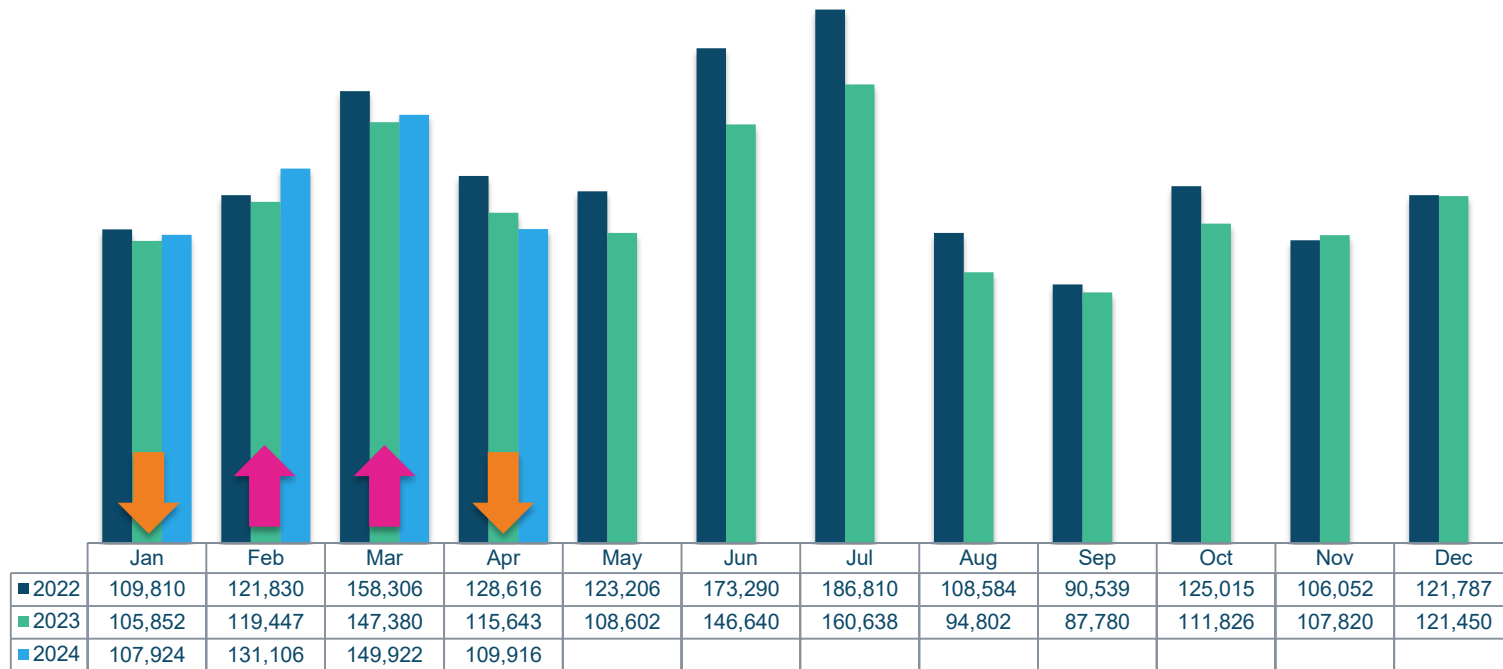


Florida's unemployment rate was **0.7** percentage points below the U.S. in May 2024.



The U.S. Consumer Confidence Index was down by **-0.9** points in June compared to May.

Welcome Center Visitation



Florida's Welcome Centers greeted **498,868** visitors YTD through April 30, 2024.

Thank You

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