

VISIT FLORIDA's VALUE TALKING POINTS



VISIT FLORIDA PERFORMANCE SNAPSHOT

- > Prior to the pandemic, Florida tourism had just capped off its tenth consecutive year of record visitation.
- > In 2019, we welcomed over 131 million visitors that contributed nearly \$97 billion to our economy and supported over 1.6 million Florida jobs.
- > We saw these numbers dramatically decline by nearly 40 percent in 2020, with international visitation down well over 90 percent at the height of the pandemic.
- > With our most recent 2021 visitation estimates, however, we are seeing a positive trend. Between April and June of this year, Florida welcomed 31.7 million total visitors, an increase of over 220 percent from 2020, with domestic visitation actually 6 percent higher than in 2019.
- > VISIT FLORIDA's goal is to beat the economists' projections of recovery by 2024 – we believe we are on track to do that.
- > The progress we have made in our recovery so far is an absolutely incredible achievement. And VISIT FLORIDA's marketing efforts this past year have been instrumental for getting us to this point.

TOURISM'S RECOVERY

- > Florida being OPEN and the only state doing ANY advertising outside its borders for a very long time put us in a strong strategic position to now capitalize on the pent-up demand for travel. And VISIT FLORIDA is doing everything possible to keep Florida on top.
- > Nearly 90% of American travelers are planning to travel within the next 6 months.
- > Florida has consistently outperformed the national average in several key tourism performance indicators.
- > Florida's international market share increased to 30.6 percent in 2020, the highest ever.
- > As more states and countries begin to market their destinations, we must continue to protect and grow Florida's market share.

FLORIDA'S ECONOMIC SUCCESS DEPENDS ON TOURISM REVENUES

- > With tourism generating the greatest amount of sales tax revenues for the state, the timing and ability of the tourism industry to rebound will dictate the timing of the state's overall economic recovery.
- > In 2019, Amy Baker warned that tourism-related revenue losses pose the greatest potential risk to Florida's economic outlook.

VISIT FLORIDA TRIPLES STATE'S INVESTMENT

- > Based on a report released by EDR in January 2021, for every dollar spent on VISIT FLORIDA, the state of Florida received 3 dollars and 27 cents back in tax revenue – VISIT FLORIDA's highest ROI that's ever been calculated.
- > VISIT FLORIDA has always ranked in the top five of EDR's highest returning category, "more-than-breaks-even".
- > In addition, VISIT FLORIDA's programming contributed: \$15.85 billion to Florida's real GDP; \$12.55 billion in real Disposable Personal Income; \$744.64 million in state revenue; and an additional 25,000 jobs every year.
- > VISIT FLORIDA more than triples the state's investment, which I think we can all agree is a deal we would all take any day of the week.