**GREATER FORT LAUDERDALE**

**TOURISM TIDBITS**

**DOMESTIC 2017**

**TOTAL VISITORS**
12.8M
UP 4.61% OVER 2016

**SPENDING MORE THAN**
$5.8B

**TOP FL NON-RESIDENT LEISURE STATES**
- NEW YORK
- CALIFORNIA
- NEW JERsey
- INDIANA
- OHIO
- MASSACHUSETTS

**OVERNIGHT LEISURE MOTIVATORS**
- VISIT FRIENDS/RELATIVES: 30%
- GENERAL VACATION: 30%
- SPECIAL EVENT/CELEBRATION: 16%

**TOP ACTIVITIES**
- BEACH/WATERFRONT: 44%
- VISIT FRIENDS/RELATIVES: 39%
- CULINARY/DINING: 33%
- SHOPPING: 27%
- NIGHT LIFE: 20%

*DK Shifflet 2017*
OVERSEAS 2017

1+ MILLION
OVERNIGHT VISITORS IN 2017
*Excluding Canada

INCREASE OF
5%

AVG. STAY
7.4 NIGHTS

SPENDING MORE THAN
$2+BILLION
DIRECT SPENDING

*Based on preliminary estimates from Travel Market Insights, Inc.

TOP STRATEGIC MARKETS

BRAZIL
CANADA
CHINA

COLOMBIA
FRANCE
GERMANY

SCANDINAVIAN COUNTRIES
SPAIN
UNITED KINGDOM

1+ MILLION
OVERNIGHT VISITORS IN 2017

TOURIST DEVELOPMENT
TAX COLLECTIONS
$65.1M
OVER 2016

34K HOTEL ROOMS + 562 HOTELS
48 SUPERIOR SMALL LODGISNGS

AIRPORT
32.5M TOTAL PASSENGERS
UP 11.3 OVER 2016

CRUISEPORT
4.1M CRUSERS
IN 2017. SECOND HIGHEST IN HISTORY

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