

# TOURISM TIDBITS



## DOMESTIC 2017

### TOP FL NON-RESIDENT LEISURE STATES



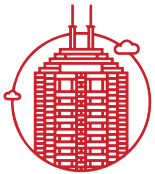
NEW YORK



CALIFORNIA



NEW JERSEY



INDIANA



OHIO



MASSACHUSETTS

TOTAL VISITORS

# 12.8M

UP 4.61% OVER 2016



SPENDING MORE THAN

# \$5.8B



### OVERNIGHT LEISURE MOTIVATORS



## 30%

VISIT FRIENDS/RELATIVES



## 30%

GENERAL VACATION



## 16%

SPECIAL EVENT/CELEBRATION

## TOP ACTIVITIES



## 44%

### BEACH

/WATERFRONT



## 39%

### VISIT FRIENDS

/RELATIVES



## 33%

### CULINARY

/DINING



## 27%

### SHOPPING



## 20%

### NIGHT

LIFE

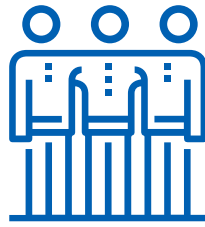
\*DK Shifflet 2017





# OVERSEAS 2017

# 1+ MILLION



OVERNIGHT VISITORS IN 2017

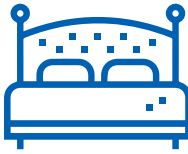
*\*Excluding Canada*

INCREASE OF

# ↑ 5%

AVERAGE STAY

# 7.4 NIGHTS



SPENDING MORE THAN



# \$2+ BILLION

DIRECT SPENDING

## TOP STRATEGIC MARKETS



BRAZIL



CANADA



CHINA



COLOMBIA



FRANCE



GERMANY



SCANDINAVIAN COUNTRIES



SPAIN



UNITED KINGDOM

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

## LAND, AIR & SEA



**TOURIST**  
DEVELOPMENT  
TAX COLLECTIONS  
**\$65.1M**  
OVER 2016



**34K HOTEL**  
ROOMS + **562**  
**HOTELS**  
48 SUPERIOR SMALL LODGINGS



**AIRPORT**  
32.5M TOTAL  
PASSENGERS  
UP **11.3** OVER 2016



**CRUISEPORT**  
4.1M CRUISERS  
IN 2017. SECOND  
**HIGHEST**  
IN HISTORY

