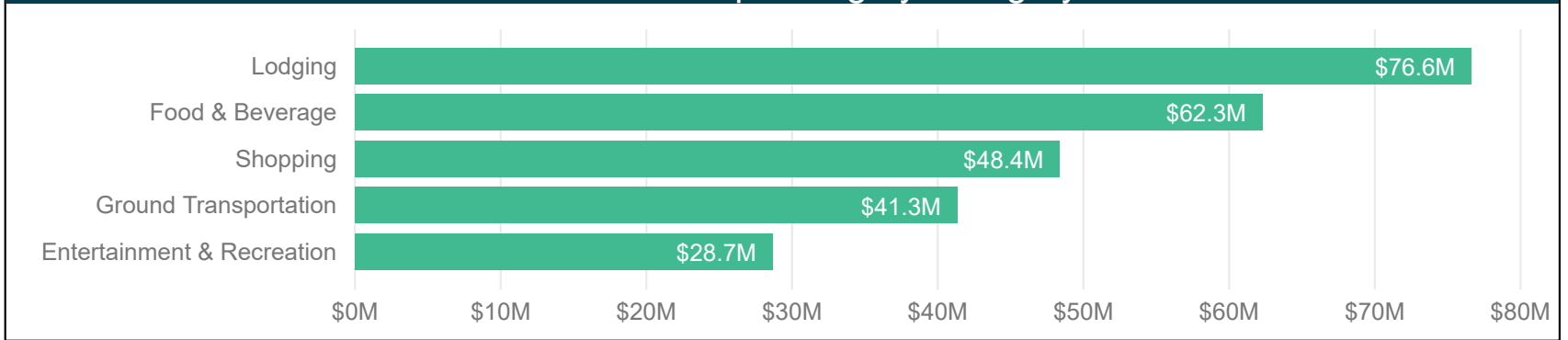
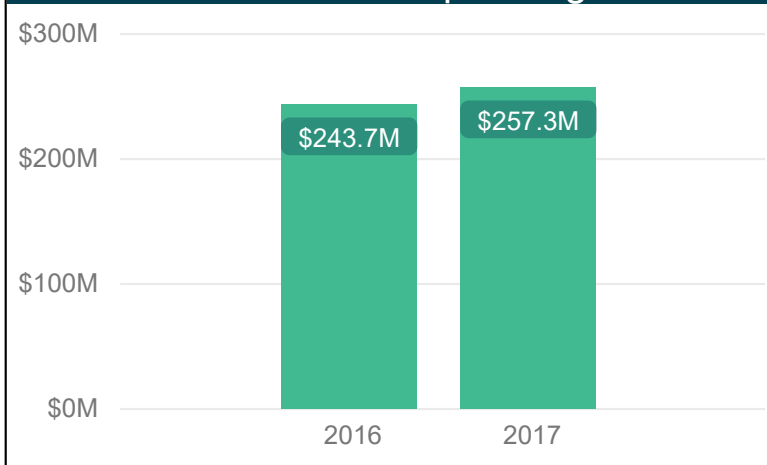


## Direct Visitor Spending by Category



## Total Visitor Spending



# 5.6%

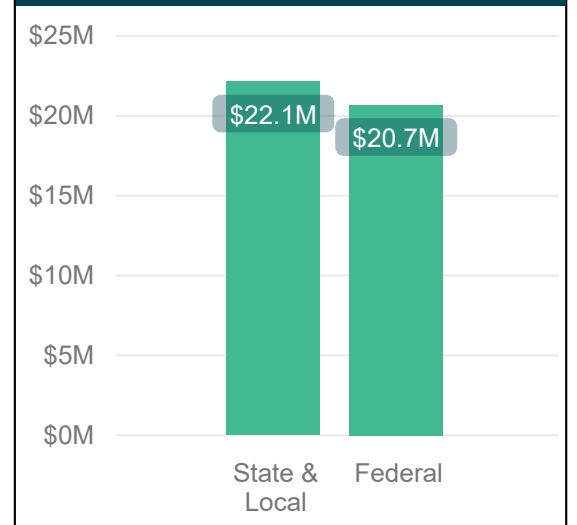
Year-over-Year Growth in Visitor Spending

# 62.3%

of Total County Jobs Supported by Visitor Spending

|                                | Direct   | Indirect | Induced | Total           |
|--------------------------------|----------|----------|---------|-----------------|
| <b>GDP</b>                     | \$97.8M  | \$20.8M  | \$18.6M | <b>\$137.3M</b> |
| <b>Jobs</b>                    | 2,736    | 365      | 290     | <b>3,391</b>    |
| <b>Wages</b>                   | \$65.2M  | \$10.5M  | \$7.7M  | <b>\$83.4M</b>  |
| <b>Total Business Spending</b> | \$181.5M | \$43.5M  | \$33.8M | <b>\$258.8M</b> |

## Tourism-Generated Taxes



Figures in this document are based on spending by visitors during 2017, including domestic out-of-state visitors, international visitors, and Florida residents who traveled at least 50 miles from home to the destination. They also include both day and overnight trips. Indirect impacts are impacts on non-tourism businesses which provide supplies to tourism businesses (e.g. restaurant suppliers). Induced impacts are impacts on non-tourism businesses due to spending of wages by employees of tourism businesses (e.g. the money spent by a tourism business employee at a grocery store).