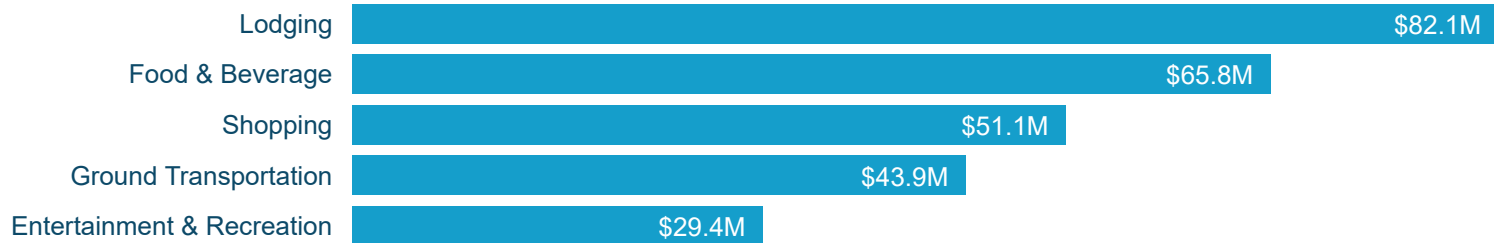


2018 ECONOMIC IMPACT OF TOURISM

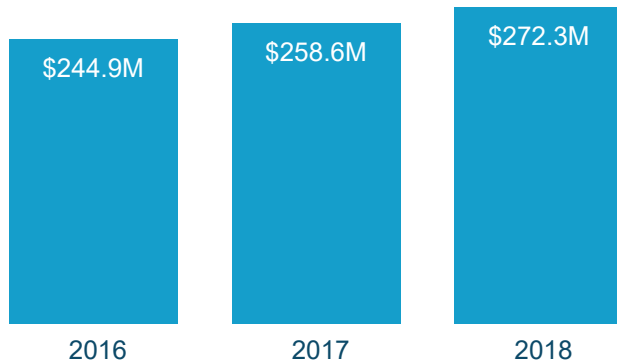


Franklin County

Visitor Spending by Category



Total Visitor Spending



5.3%

Year-over-Year Growth in Visitor Spending

65.8%

of Total County Jobs Supported by Visitor Spending

\$24.1M

State & Local Taxes Generated

\$22.2M

Federal Taxes Generated

	Direct	Indirect	Induced	Total
GDP	\$105.5M	\$22.4M	\$20.0M	\$147.9M
Jobs	2,913	391	310	3,614
Wages	\$69.9M	\$11.3M	\$8.3M	\$89.5M
Total Business Spending	\$195.7M	\$46.8M	\$36.2M	\$278.8M

Figures in this document are based on spending by visitors during 2018, including domestic out-of-state visitors, international visitors, and Florida residents who traveled at least 50 miles 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). "Total Business Spending" is the amount paid to suppliers by businesses.

Sources: Rockport Analytics, Bureau of Economic Analysis