TRAVEL IS AN ECONOMIC ENGINE
Why Travel Matters to Florida

TRAVEL AND TOURISM WORKS FOR FLORIDA
2017 Data

- Domestic and international travelers to Florida spent $98.6 billion in 2017 and generated $14.4 billion to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

- The 921,020 jobs created by travelers to Florida in 2017 represent 12.4% of the state’s total private industry employment.

- Without these jobs generated by domestic and international travel, Florida’s 2017 unemployment rate of 4.1% would have been 13.2% of the labor force.

- For every $1 million spent in Florida by domestic and international travelers, 9.3 jobs are created.

Florida-BASED TRAVEL COMPANIES

- Carnival Corporation & plc
- Disney
- Enterprise Holdings, Inc.
- The Hertz Corporation
- Universal Parks & Resorts
- VISIT FLORIDA

TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY
2018 Data

1. $1.1 TRILLION in travel spending
2. 8.9 MILLION jobs
3. $268 BILLION payroll
4. $171 BILLION in tax revenue

#2 INDUSTRY EXPORT
$256 Billion in travel exports¹, generating a $69 Billion trade surplus

INTERNATIONAL
$157 BILLION in travel spending by international visitors in the U.S.

TOTAL IMPACT
$2.5 TRILLION in U.S. economic output
1 in 10 U.S. NON-FARM JOBS supported by travel
15.7 MILLION American jobs

1. Out of 20 industries by 2-digit NAICS code
2. Includes travel spending (international visitors spending on travel-related goods and services in the U.S.); international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians’ fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.