

The VISIT FLORIDA research department studies global consumer trends and travel patterns to learn more about Florida's visitors and their preferences. Every year our Research Department prepares the industry leading Florida Visitor Study, in addition to many other useful studies. This Visitor Study is the premier reference guide for statistics on visitors to the Sunshine State. Below are samples of some key statistics on Florida travel from the study.

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<b>Quarter One Visitor Numbers for 2011*</b>				
<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	January - March	23.3 million	3.3%
Air Visitors	55%	January - March	12.8 million	5.1%
Non-Air Visitors	45.0%	January - March	10.5 million	1.2%
*preliminary				

<b>Calendar Year Visitor Numbers for 2010*</b>				
<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	January-December	82.3 million	1.7%
Air Visitors	52.7%	January-December	43.4 million	4.5%
Non-Air Visitors	47.3%	January-December	38.9 million	-1.2%
*preliminary				

<b>Quarter Four Visitor Numbers for 2010*</b>				
<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	October-December	20.5 million	3.9%
Air Visitors	54.3%	October-December	11.4 million	9.0%
Non-Air Visitors	45.7%	October-December	9.4 million	-1.6%
*preliminary				

<b>Quarter Three Visitor Numbers for 2010**</b>				
<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	July-September	19.4 million	5.5%
Air Visitors	48.5%	July-September	9.4 million	5.5%
Non-Air Visitors	51.5%	July-September	10.0 million	0.4%

\* revised preliminary

**Quarter Two Visitor Numbers for 2010\*\***

<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	April-June	19.8 million	-1.6%
Air Visitors	53.7%	April-June	10.6 million	1.27%
Non-Air Visitors	46.3%	April-June	9.52 million	-4.7%
**revised				

**Quarter One Visitor Numbers for 2010\***

<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	January-March	22.5 million	1.9%
Air Visitors	54.1%	January-March	12.2 million	2.7%
Non-Air Visitors	45.9%	January-March	10.3 million	1.0%
*revised				

**Calendar Year Visitor Numbers for 2009\*\***

<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	January-December	80.9 million	n/a
Air Visitors	51.3%	January-December	41.5 million	n/a
Non-Air Visitors	48.7%	January-December	39.4 million	n/a
*New visitor estimation methodology; year to year comparisons for this period are not valid				
**revised				

**Quarter Four Visitor Numbers for 2009\*\***

<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	October-December	19.8 million	n/a
Air Visitors	51.7%	October-December	10.2 million	n/a
Non-Air Visitors	48.3%	October-December	9.5 million	n/a
*New visitor estimation methodology; year to year comparisons for this period are not valid				
**revised				

**Quarter Three Visitor Numbers for 2009\*\***

<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	July-September	18.9 million	n/a
Air Visitors	47.2%	July-September	8.9 million	n/a
Non-Air Visitors	52.8%	July-September	10.0 million	n/a

\*New visitor estimation methodology; year to year comparisons for this period are not valid  
\*\*revised

<b>Quarter Two Visitor Numbers for 2009**</b>				
<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	April-June	20.1 million*	n/a
Air Visitors	52.2%	April-June	10.5 million	n/a
Non-Air Visitors	47.8%	April-June	9.6 million	n/a

\*New visitor estimation methodology; year to year comparisons for this period are not valid.  
\*\*revised

<b>Quarter One Visitor Numbers for 2009*</b>				
<b>Visitors</b>	<b>Percent of Total</b>	<b>Most Recent</b>	<b>Value</b>	<b>Change</b>
Total Visitors	100.0%	January-March	22.1 million*	n/a
Air Visitors	53.6%	January-March	11.8 million*	n/a
Non-Air Visitors	46.4%	January-March	10.3 million*	n/a

\*New visitor estimation methodology; year to year comparisons for this period are not valid.

<b>Historic Visitor Numbers (in millions)</b>				
<b>Year</b>	<b>Domestic</b>	<b>Overseas</b>	<b>Canadian</b>	<b>Total</b>
1999	51.4	5.8	1.7	58.9
2000	64.7	6.0	2.0	72.8
2001	62.3	5.3	1.9	69.5
2002	67.9	4.4	1.6	73.9
2003	68.7	4.2	1.7	74.6
2004	73.4	4.4	1.9	79.7
2005	77.2	4.4	2.0	83.6
2006	77.6	4.1	2.1	83.9
2007	77.3	4.7	2.5	84.5
2008	76.1	5.2	2.9	84.2

2009*	71.2	7.0	2.6	80.9
2010	71.2	8.0	3.1	82.3

\* Preliminary, subject to revision

\*In 2009, VISIT FLORIDA changed its visitor estimation methodology; therefore, estimates made prior to that year are not directly comparable.

### **Historic Economic Impact**

#### Total Tourism Spending (Tourism/Recreation Taxable Sales) 1999-2010:

1999 - \$47.2 billion  
2000 - \$50.9 billion  
2001 - \$50.8 billion  
2002 - \$51.1 billion  
2003 - \$51.5 billion\*  
2004 - \$57.1 billion  
2005 - \$62.0 billion  
2006 - \$65.0 billion  
2007 - \$65.5 billion  
2008 - \$65.2 billion  
2009 - \$60.9 billion  
2010 - \$62.7 billion

\* Beginning in 2003, DOR revised this calculation to include 12 kind codes versus 14.

#### Total State Sales Tax Revenues from Tourism 1999-2010:

1999 - \$2.8 billion  
2000 - \$3.1 billion  
2001 - \$2.9 billion  
2002 - \$3.0 billion  
2003 - \$3.1 billion  
2004 - \$3.4 billion  
2005 - \$3.7 billion  
2006 - \$3.9 billion  
2007 - \$3.9 billion  
2008 - \$3.9 billion  
2009 - \$3.7 billion  
2010 - \$3.8 billion

#### Number of Persons Directly Employed by Tourism Industry 1999-2010:

1999 - 826,200  
2000 - 842,900  
2001 - 864,500  
2002 - 862,900  
2003 - 874,700  
2004 - 920,700  
2005 - 948,700  
2006 - 964,700

2007 - 991,300
2008 - 1,007,000
2009 - 973,800
2010 - 974,700

**Top Origin States - by Percentage of Total Domestic Visitors (2010):**

Georgia	11.3%
New York	7.7%
Illinois	6.4%
North Carolina	5.5%
New Jersey	5.5%
Texas	4.8%
Michigan	4.6%
Pennsylvania	4.2%
Ohio	4.2%
Alabama	4.2%

**Top International Markets by Number of Visitors (2010)\*:**

Canada	3.1 million
United Kingdom	1.3 million
Brazil	1.1 million
Mexico	332,000
Germany	306,000

**Seasonality of Visitation to Florida by Quarter (2009):**

Jan-Mar	27.3%
Apr-Jun	24.9%
Jul-Sep	23.3%
Oct-Dec	24.4%

**Florida Travel Facts:**

DOMESTIC VISITORS IN 2010<sup>1</sup>

Florida's domestic visitors said their primary reason for coming to the Sunshine State was for leisure (86.8%). The major type of lodging used by domestic visitors was hotel/motel (54.5%).

The average length of stay for domestic visitors to Florida was 4.7 nights.

The top activities domestic visitors enjoyed while in Florida were shopping, beaches, going to a theme/amusement park, and touring/sightseeing.

The top origin Designated Market Areas (DMAs) for total visitors to Florida were New York, Atlanta, and Chicago. Top origin DMAs for visitors who came to Florida by air were New York, Chicago, and Boston; for auto visitors to Florida, the top three origin DMAs were Atlanta, New York, and Birmingham.

### CANADIAN VISITORS IN 2009\*<sup>2</sup>

The primary purpose for Canadians was holiday/vacation (79.7%).

The major type of lodging used by Canadian visitors was hotel (27.9%).

The average length of stay for Canadian visitors was 18 nights but the median length of stay was nine nights.

### OVERSEAS VISITORS IN 2010\*<sup>3</sup>

The primary trip purpose for overseas visitors was leisure/recreation/holiday (68.2%).

The major type of lodging used by overseas visitors was hotel/motel (75.5%).

The average length of stay for overseas visitors to Florida was 10.6 nights, with a median of eight nights.

#### **Sources:**

<sup>1</sup> D.K. Shifflet and Associates; TNS TravelsAmerica, Travel Industry Association

<sup>2</sup> Statistics Canada

<sup>3</sup> U.S. Department of Commerce, ITA, Tourism Industries

<sup>4</sup> Agency for Workforce Innovation

Remember, when using any of our research statistics listed here in any articles or references, please credit: **VISIT FLORIDA(R) Research.**

For more detailed Florida tourism information, please contact VISIT FLORIDA's Tourism Research Team: [TRT@VISITFLORIDA.org](mailto:TRT@VISITFLORIDA.org).