

Alternative Sources of Data

VISIT FLORIDA – January 2016



VISIT FLORIDA

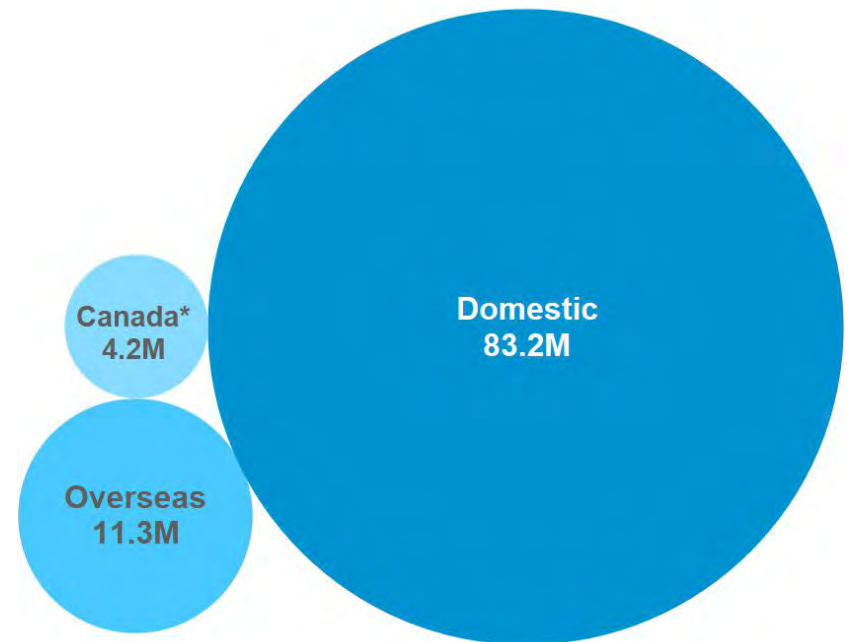
- ❖ The state's official tourism marketing corporation that promotes tourism to Florida.
- ❖ VISIT FLORIDA is not a government agency, but rather a not-for-profit corporation created as a public/private partnership



Florida Tourism by the Numbers

(Calendar Year 2014)

- ❖ **98.7 million* visitors in 2014 – up 4.9%***
- ❖ Domestic visitors accounted for 84.2% of total overnight visitation by non-residents
- ❖ Domestic visitation grew 5.6%
- ❖ International visitation accounted for 15.8%* of total overnight visitation
- ❖ International visitation grew 1.2%*, with Overseas and Canadian visitation up 1.1% and 1.4%*, respectively



*preliminary, subject to change



Florida's Airports



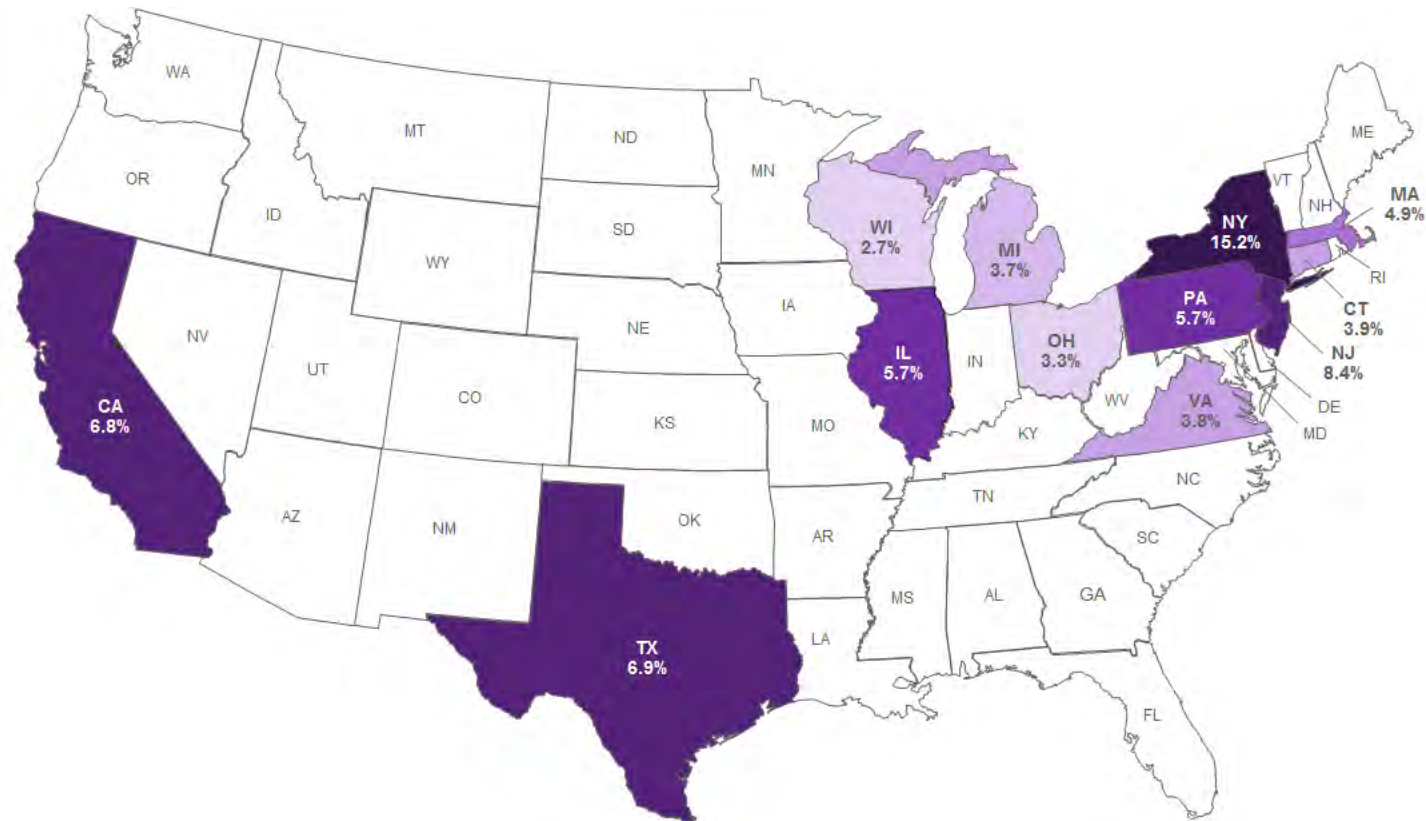
Data Available

- ❖ Visitor and Traveler focused data
 - We have data on domestic travelers
 - Trip purpose, age, HH income, accommodation, purpose, length of stay, how they make their airline reservations, how long they plan before they decide, activities, etc.
 - International travelers
 - Trip purpose, age, HH income, accommodation, purpose, length of stay, how far in advance they make their airline reservation, key reason for choosing an airline, etc.
 - Demographic trends
- ❖ Where we are marketing or focusing on with campaigns—advertising
- ❖ Lodging data



Top Origin States of Domestic Air Visitors

Air visitors accounted for 43.7% of Florida's domestic visitors in 2014



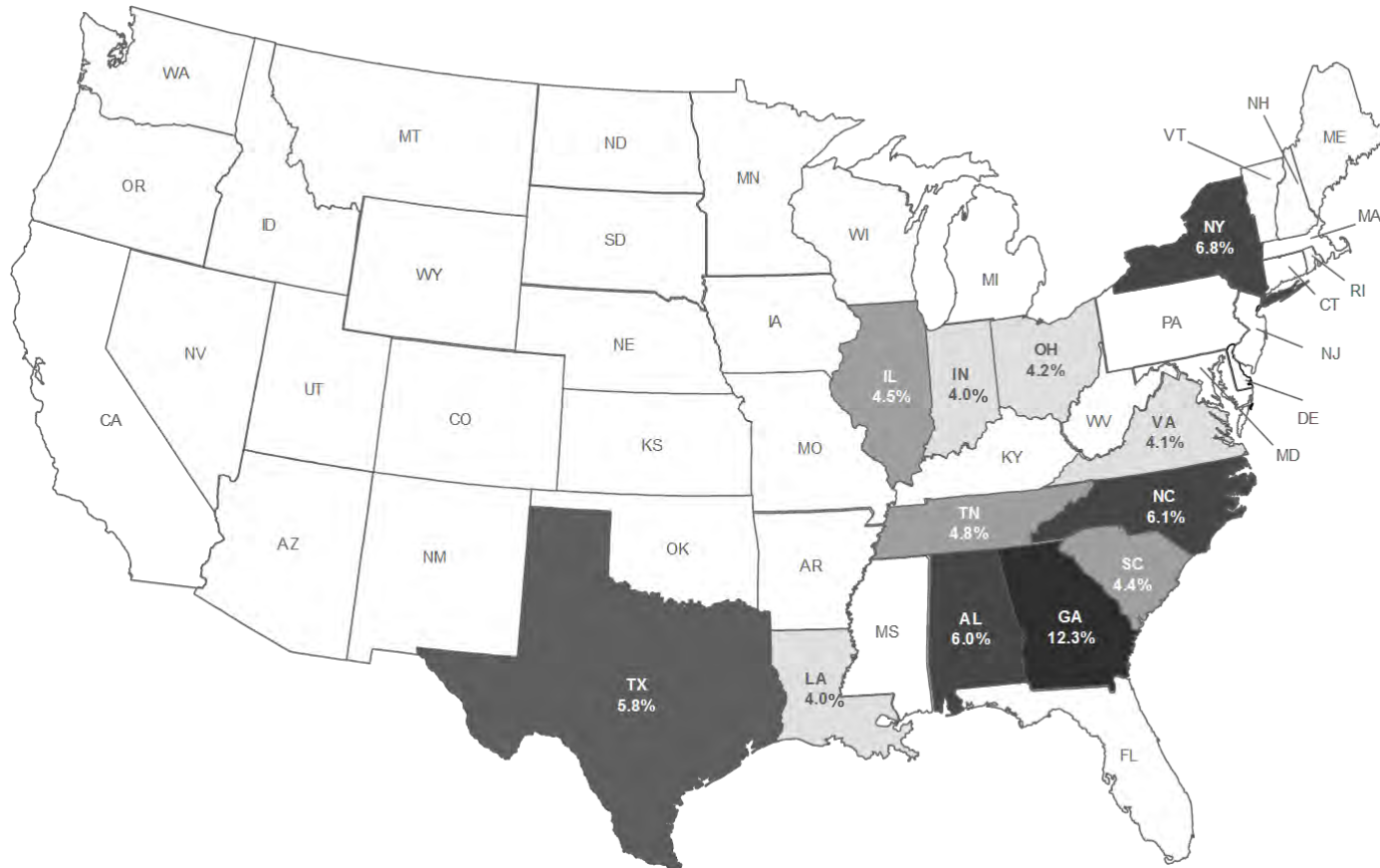
Source: D.K. Shifflet and Associates



VISITFLORIDA®

Top Origin States of Domestic Auto Visitors

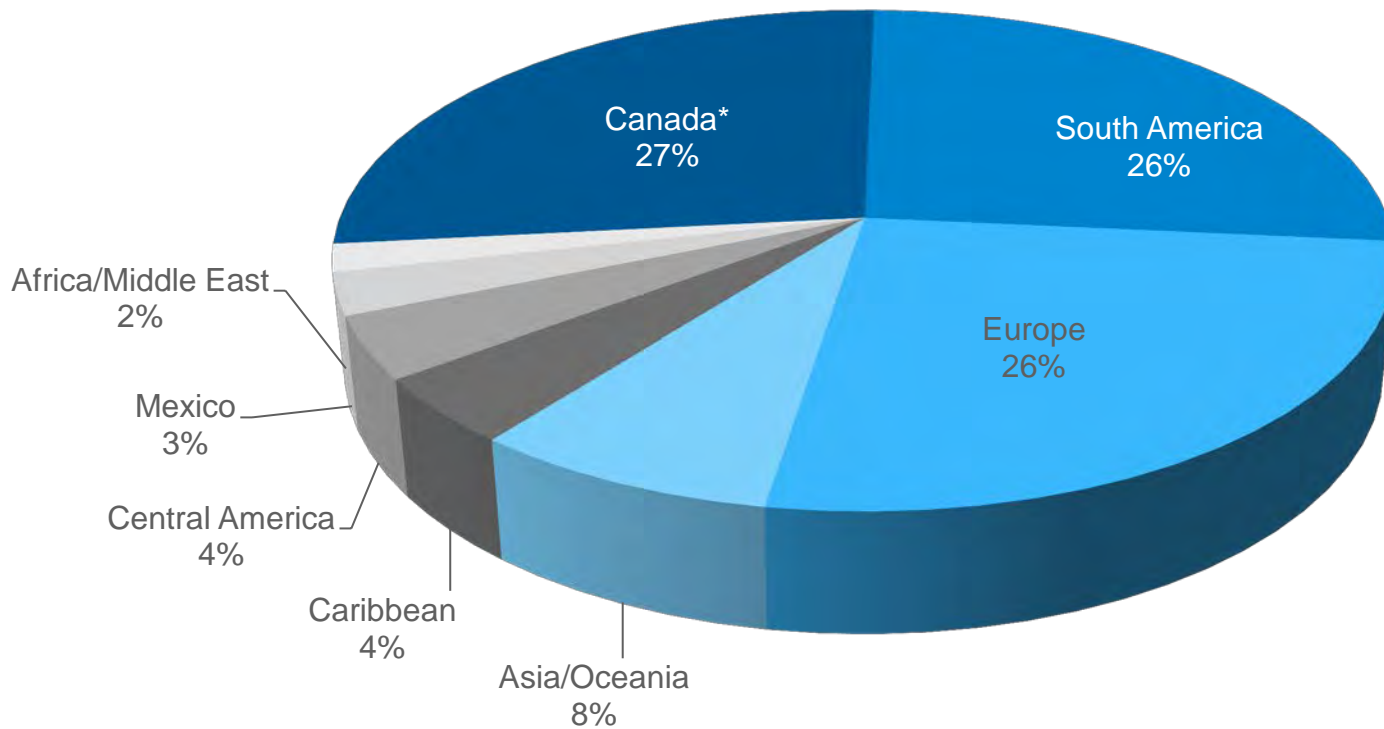
Auto visitors accounted for 56.3% of Florida's domestic visitors in 2014



Source: D.K. Shifflet and Associates





International Visitors by Region: 2014*



*preliminary subject to revision



Top Origin Countries for Visitation: 2014*

1	Canada*	4.2 million	1%	
2	U.K.	1.6 million	8%	
3	Brazil	1.6 million	-10%	
4	Argentina	724,000	-11%	
5	Colombia	594,000	47%	
6	Venezuela	490,000	-22%	
7	Germany	448,000	6%	
8	Mexico	430,000	4%	
9	Australia	320,000	1%	
10	France	313,000	4%	

*preliminary subject to revision



Air Team Florida

- ❖ VISIT FLORIDA's Air Team Florida (Airline) Co-op Program supports Destination Marketing Organizations (DMO) and Airports within the state to stimulate the Florida economy by expanding international air service to the state.
- ❖ The International Airline Co-op Program is intended to execute cooperative marketing programs to drive demand for new service selling seats inbound to Florida.
- ❖ Marketing programs could include: Public Relations Events, Business to Business Marketing, familiarization (FAM) Trips, or advertising such as broadcast, digital, print, out of home, direct mail and social media.





VISITFLORIDA®