



Visit St. Petersburg/Clearwater Statistics
Fiscal Year 2017-2018

- Visitors: 16,664,320
- Overnight Visitors: Over 11.5 Million
- Day Trippers: Over 5.1 Million
- Direct Spending: \$5,593,968,463
- Economic Impact: \$8,913,550,120
- Tax Revenue Generated: \$279,507,970
- Hotel Room Nights: 6,803,602
- Industry Payroll: \$2,897,803,859
- 35 miles of White Sandy Beaches

Spending Per Visitor

- Hotel Guests: \$2,460,250
- Visiting Friends & Relatives: \$1,319,270
- Vacation Rental: \$921,846
- Day Trippers (Regional): \$322,251
- Day Trippers (Travelers): \$363,116
- Peer-to-Peer: \$173,627
- Other: \$33,609
- TOTAL: \$5,593,968

Spending Per Business

- Lodging: \$1,745,844
- Restaurant: \$1,836,487
- Retail: \$899,098
- Entertainment/Sightseeing: \$428,477
- Car Rental: \$184,193
- Local Transportation: \$172,133
- Other: \$327,737
- TOTAL: \$5,593,968

Spending Per Tax

- Bed Tax: \$62,108,686
- Sales Tax: \$4,918,618
- Property Tax: \$212,480,666
- TOTAL: \$279,507,970

Visit Florida 2017 Statistics
Fiscal Year 2017-2018

- Nearly 116.5 Million Visitors
- Over \$82 Million Spent in Marketing
- Over 1.4 Million Employed in the Tourism industry
- Every 83 visitors creates one job in Florida
- \$4.9 Billion in Sales Tax Generated by Tourism
- 33% of sales tax is generated by tourism
- Total state and local tax revenue supported by tourism reached \$11.3 billion last year
- Total state and local tax revenue supported by tourism reached \$11.3 billion in 2015
- Florida businesses create 1 out of every 10 jobs in US
- 2 out of 3 Florida jobs are created by small business
- A majority of non-Floridians visited FL (70%)
- A majority of business executives visited FL (78%)
- A majority of FL executives see Florida as business friendly and affordable (66%)
- A majority of Florida executives see Florida as a great place to live (89%)
- A majority of FL residents said they moved to FL because of friends or family (57%)
- A majority of visitors that drive to FL say our roads are better (94%)

PROVIDED BY:

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