

Travel will power our economic recovery. Why travel matters to

FLORIDA

| STATE | SPENDING | PAYROLL | JOBS | TRAVEL INDUSTRY EMPLOYMENT RANKING |
|-------|------------------------|----------------|---------|------------------------------------|
| 2019 | \$112.6 Billion | \$36.9 Billion | 987,722 | 3 |
| 2020 | ▼ -39% | ▼ -33% | ▼ -36% | ▼ 5 |
| 2021 | ▼ 8% Below 2019 Levels | | | |

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **FLORIDA**. In 2019:

- Domestic and international travelers spent **\$112.6 billion** while visiting.
- For every **\$1 million** spent in Florida by domestic and international travelers, **8.8 jobs were created**.
- Travel spending directly supported **987,722 jobs**, making the travel industry the state's **3rd largest workforce**, representing **12.7%** of our state's total private sector employment.
- Travel spending generated **\$15.5 billion in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In **2020 and 2021**, the COVID-19 pandemic led to historic declines in travel to **FLORIDA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 39% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 8% below 2019 levels in 2021**.
- **Travel employment fell by 36% in 2020** and travel's share of total private industry employment fell from **12.7% to 8.5%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

