The Important Role Beaches Play in Tourism
Tony Lapi, Recent Past Chair of VISIT FLORIDA, ‘Tween Waters Inn Island Resort
VISIT FLORIDA BEACH TOURISM
Florida Tourism by the Numbers

(CY2011)

• 86.5 Million visitors – up 5%
  • Domestic up 3.7%
  • Overseas up 16.1%
  • Canada up 6.3%
• $67.2 billion in travel spending – up 7.2%
• $4.0 billion in sales tax collections – up 7.2%
• 23% of all sales tax generated – up 1%
• 1,013,100 Floridians employed – up 2.5%
Tourism’s Share of Total Jobs Added in Florida

- Direct Travel Related Jobs

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</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>77%</td>
<td>72%</td>
<td>66%</td>
<td>35%</td>
<td>32%</td>
<td>20%</td>
<td>45%</td>
<td>44%</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Jobs</td>
<td>20,000</td>
<td>40,000</td>
<td>60,000</td>
<td>80,000</td>
<td>100,000</td>
<td>120,000</td>
<td>140,000</td>
<td>160,000</td>
<td>180,000</td>
<td>200,000</td>
</tr>
</tbody>
</table>
The Great VISIT FLORIDA Beach Walk

| Awareness                      | • 86.4 million earned media impressions, including coverage in *USA Today, Forbes.com* and *Yahoo! News*.  
|                               | • 32,000 visitors viewed the Beach Walk website during the weekend of the event, over 150,000 page views the following month. |

| Engagement                    | • 34 beach counties statewide participated  
|                               | • More than 3,700 volunteers  
|                               | • All 825 miles of beaches in Florida, covered on foot or by kayak, boat or surfboard  
|                               | • More than 5,200 images uploaded and shared in real time |

| Conversion                    | • Winter travel month visitors increased by 4.2% from previous year, representing $983.4 million in visitor spending. |
Tourism Marketing Metrics

- Every 85 visitors to the Sunshine State support 1 Florida job
- VISIT FLORIDA marketing efforts significantly influence 38.1% of all Florida visitors
- VISIT FLORIDA generates $258 in tourism spending and $15 in new state sales tax collections within 90 days of campaign completion for every $1 spent in tourism advertising within 90 days of deployment
- 78% of visitors to VISITFLORIDA.com, 3.5 million, subsequently traveled to the state and on average spent $3,298 per trip resulting in $11.5 billion in direct spending
LEE COUNTY BEACH TOURISM
Most-Influencing Attributes in Lee County

When talking about coming to Lee County, the attributes that received the highest ratings among July 2012 visitors with regard to influencing their selection were:

- Peaceful/relaxing (87%),
- Warm weather (82%),
- White sandy beaches (80%),
- A safe destination (76%), and
- Clean, unspoiled environment (76%)
Lee County Travel Decision Influences

The attributes that received the highest ratings among visitors in Lee County with regard to influencing their selection were:

<table>
<thead>
<tr>
<th>Travel Decision Influences*</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Respondents</td>
<td>2440</td>
<td>2447</td>
</tr>
<tr>
<td>Warm weather</td>
<td>86%</td>
<td>87%</td>
</tr>
<tr>
<td>Peaceful / Relaxing</td>
<td>85%</td>
<td>85%</td>
</tr>
<tr>
<td>White sandy beaches</td>
<td>81%</td>
<td>79%</td>
</tr>
<tr>
<td>A safe destination</td>
<td>75%</td>
<td>73%</td>
</tr>
<tr>
<td>Clean, unspoiled environment</td>
<td>73%</td>
<td>71%</td>
</tr>
<tr>
<td>Convenient location</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Good value for the money</td>
<td>67%</td>
<td>66%</td>
</tr>
<tr>
<td>Reasonably priced lodging</td>
<td>61%</td>
<td>62%</td>
</tr>
<tr>
<td>Plenty to see and do</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>A &quot;family&quot; atmosphere</td>
<td>59%</td>
<td>57%</td>
</tr>
<tr>
<td>Affordable dining</td>
<td>56%</td>
<td>55%</td>
</tr>
<tr>
<td>Upscale accommodations</td>
<td>54%</td>
<td>52%</td>
</tr>
</tbody>
</table>
Top Lee County Attractions

- Shell Factory and Nature Park: 18.5%
- Miromar Outlets: 19.8%
- Periwinkle Place: 20.7%
- Edison Ford Winter Estates: 22.0%
- Sanibel Factory Outlets: 30.2%
- Ding Darling National Wildlife Refuge: 36.8%
- Fort Myers Beach Pier: 41.7%
- Sanibel Lighthouse: 46.0%
Top Lee County Activities

- Visiting fairs/festivals: 10.5%
- Canoeing/kayaking: 11.0%
- Playing golf: 12.1%
- Hiking: 13.4%
- Bicycling: 16.3%
- Fishing: 17.9%
- Visiting a museum: 19.4%
- Boating: 19.8%
- Bird watching: 28.5%
- Visiting National or State Parks: 33.5%
- Viewing wildlife: 48.8%
- Site seeing: 52.6%
- Shopping: 70.2%
- Beaches: 92.1%
Perceived Image of the Area

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sand beaches</td>
<td>88.5%</td>
</tr>
<tr>
<td>Sunshine and warmth</td>
<td>84.6%</td>
</tr>
<tr>
<td>Sea shells / shelling</td>
<td>75.9%</td>
</tr>
<tr>
<td>Sunsets</td>
<td>75.2%</td>
</tr>
<tr>
<td>Calm / relaxing environment</td>
<td>71.4%</td>
</tr>
<tr>
<td>Ocean</td>
<td>69.3%</td>
</tr>
<tr>
<td>Natural beauty / scenery</td>
<td>65.4%</td>
</tr>
<tr>
<td>Gulf of Mexico</td>
<td>63.3%</td>
</tr>
<tr>
<td>Palm trees</td>
<td>63.1%</td>
</tr>
<tr>
<td>Laid back atmosphere</td>
<td>62.7%</td>
</tr>
<tr>
<td>Swimming</td>
<td>56.7%</td>
</tr>
<tr>
<td>Islands</td>
<td>49.0%</td>
</tr>
<tr>
<td>Dolphins</td>
<td>46.3%</td>
</tr>
<tr>
<td>Tropical flora and fauna</td>
<td>46.3%</td>
</tr>
<tr>
<td>Photography</td>
<td>33.8%</td>
</tr>
<tr>
<td>Manatees</td>
<td>33.5%</td>
</tr>
<tr>
<td>Birds / birding</td>
<td>32.8%</td>
</tr>
<tr>
<td>Wildlife refuges</td>
<td>31.1%</td>
</tr>
<tr>
<td>Boating</td>
<td>26.8%</td>
</tr>
<tr>
<td>Alligators</td>
<td>24.5%</td>
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<tr>
<td>National and State Parks</td>
<td>24.1%</td>
</tr>
<tr>
<td>Fishing</td>
<td>23.4%</td>
</tr>
<tr>
<td>Mangroves</td>
<td>22.3%</td>
</tr>
<tr>
<td>Openness / open spaces</td>
<td>21.2%</td>
</tr>
<tr>
<td>Historical homes / history museums</td>
<td>17.3%</td>
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<tr>
<td>Wilderness</td>
<td>11.6%</td>
</tr>
<tr>
<td>Rivers</td>
<td>8.5%</td>
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<tr>
<td>Baseball</td>
<td>7.5%</td>
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<tr>
<td>Native American culture</td>
<td>5.5%</td>
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<tr>
<td>Camping / RV-ing</td>
<td>4.6%</td>
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<tr>
<td>Archeological sites / digs</td>
<td>3.8%</td>
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<tr>
<td>Other</td>
<td>6.3%</td>
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<tr>
<td>None of the above</td>
<td>0.5%</td>
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</table>