


#1 Florida welcomed a record **98.7*** million visitors in 2014



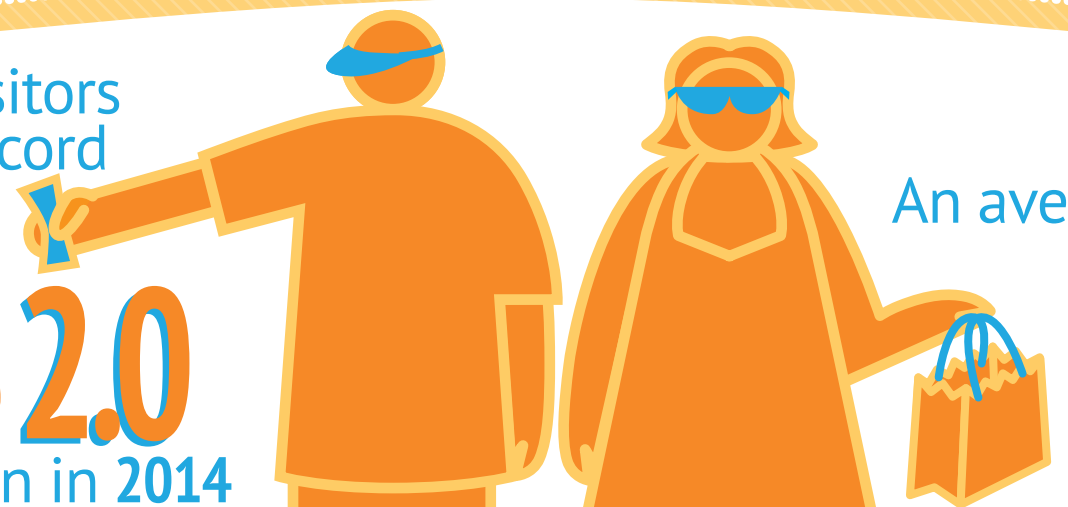
#2 On any given day, Florida has **1.8** million visitors

#3 More people than live in different U.S. states and the District of Columbia

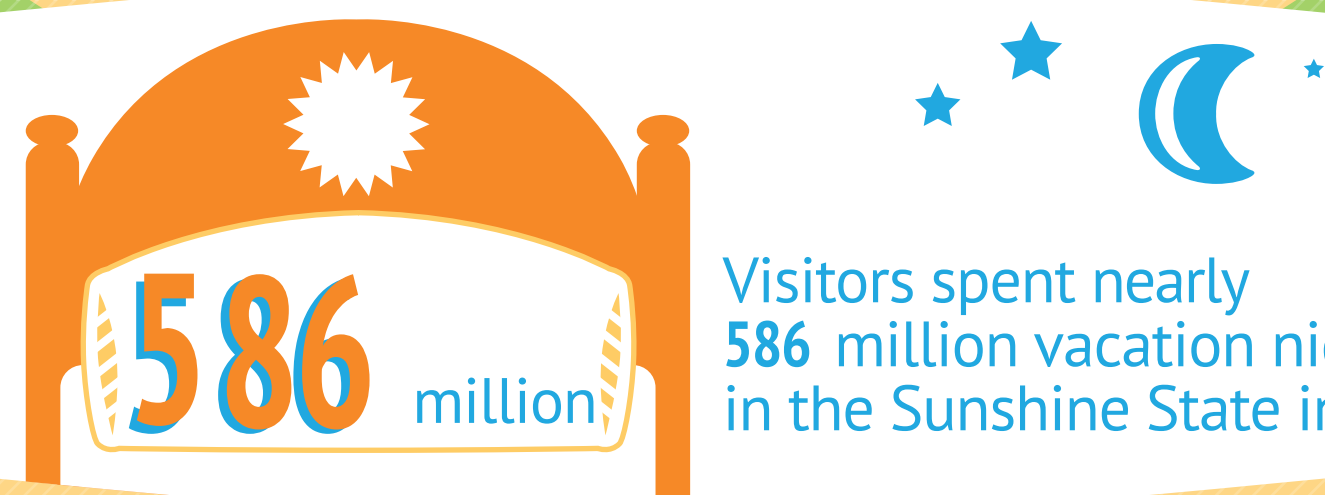


#4 Florida visitors spent a record **\$82.0** billion in 2014

#5 An average of **\$225** million a day




#6 Visitors spent nearly **586** million vacation nights in the Sunshine State in 2014



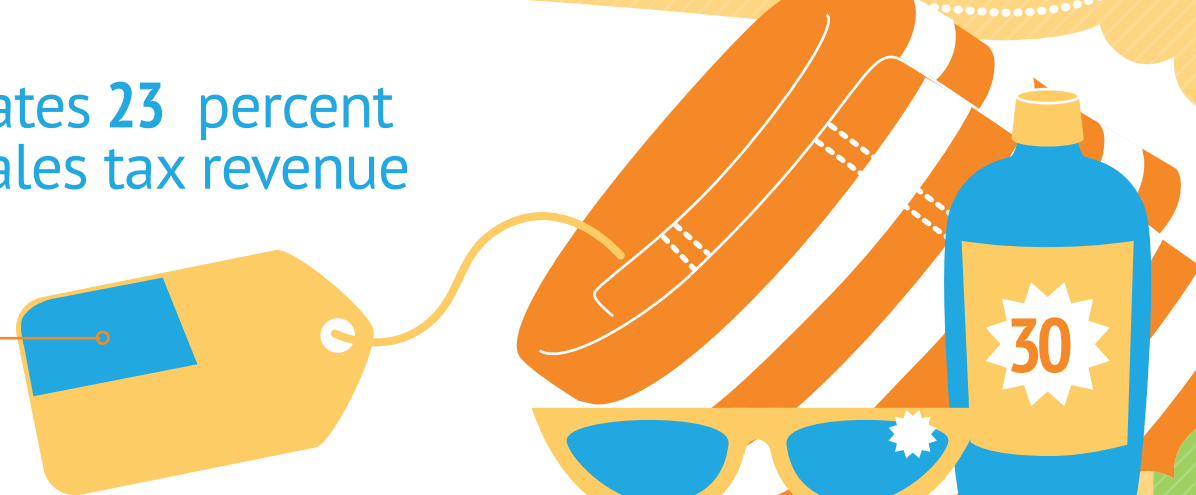
#7 Every **85** visitors to the state supports one tourism job

85 = 1



#8 Tourism generates **23** percent of the state's sales tax revenue

23 %



#9 More than **1.1** million Floridians are employed in the tourism industry

= 14.6 %



#10 Florida welcomed international visitors from **188** countries in 2014

188 countries

