

Visit St. Lucie

Visitor Tracking & Economic Impact Study

FY 2017 (Oct 2016 – Sept 2017)

Fort Pierce • Port St. Lucie • Hutchinson Island



Methodology

- Visitor Tracking & Economic Impact Study
 - Internet surveys with hotel visitors & in-person interviews in public areas & at events around St. Lucie County
 - Sample size – 3,460 completed interviews
- Target individuals
 - Visitors to St. Lucie County
- Data Collection: Oct 2016 – Sept 2017

Tourism Matters to St Lucie County



\$801,665,800

Economic Impact

Tourism Matters to St Lucie County

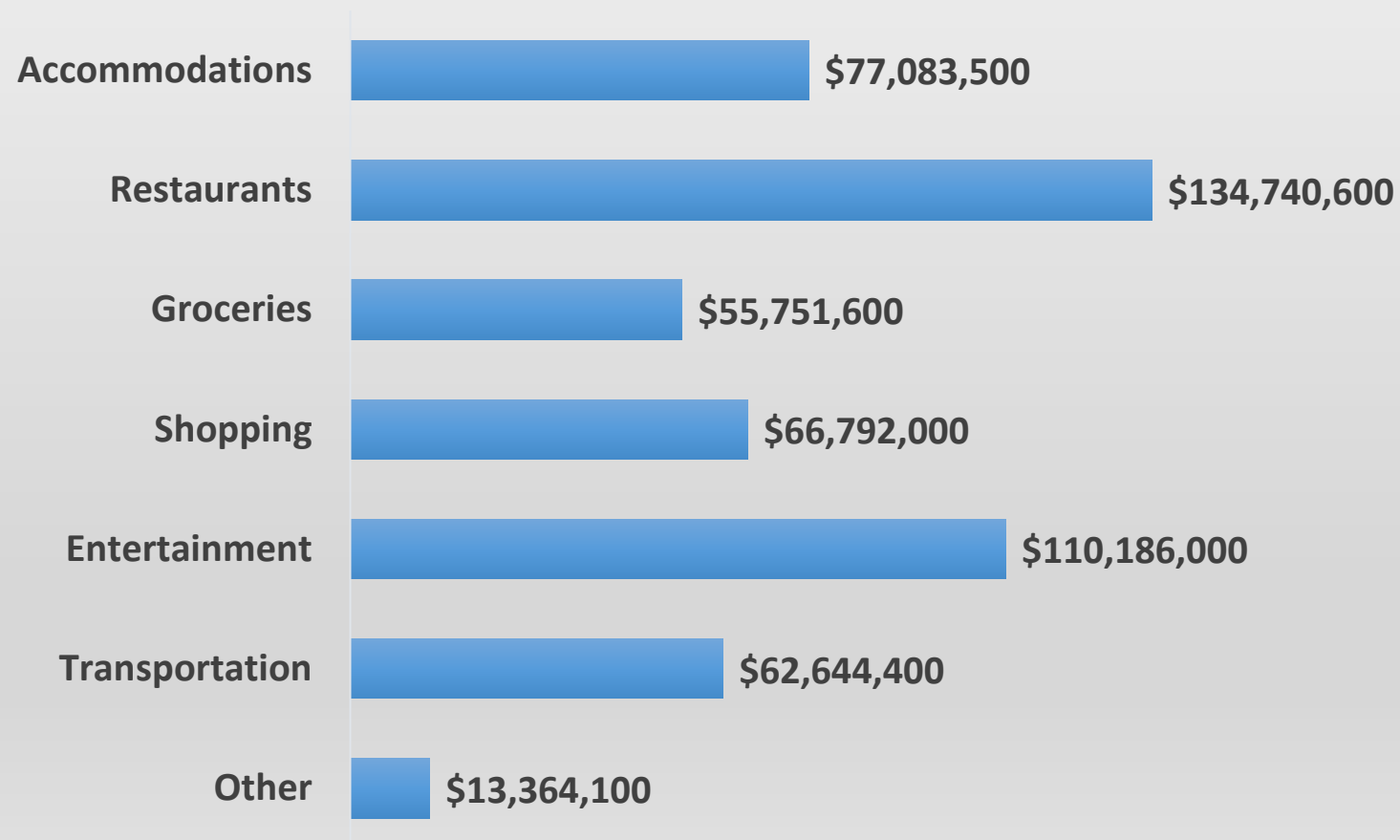


\$520,562,200

Direct Spending

Visitors' Direct Spending

St. Lucie County Visitors spent **\$520,562,200** in FY 2017



Total Number of Visitors in 2017

1,195,560



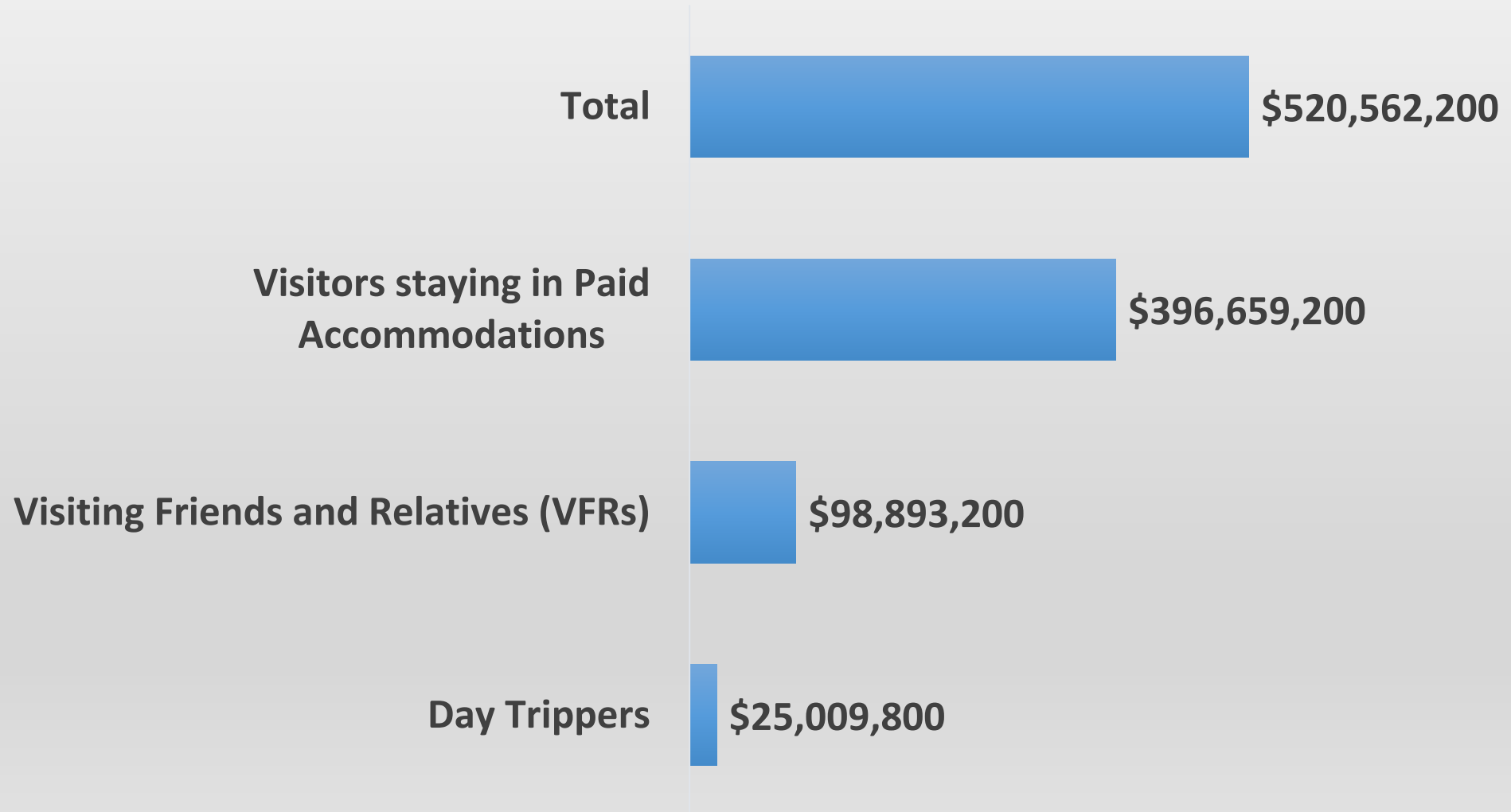
Visitors to St. Lucie County

1,195,560 – Total visitors

- 561,913 – Stayed in paid accommodations
- 271,392 – Visited friends and relatives (VFRs)
- 362,255 – Day trippers



Direct Spending by Visitor Type



Room Nights Generated by Visitors

1,173,424

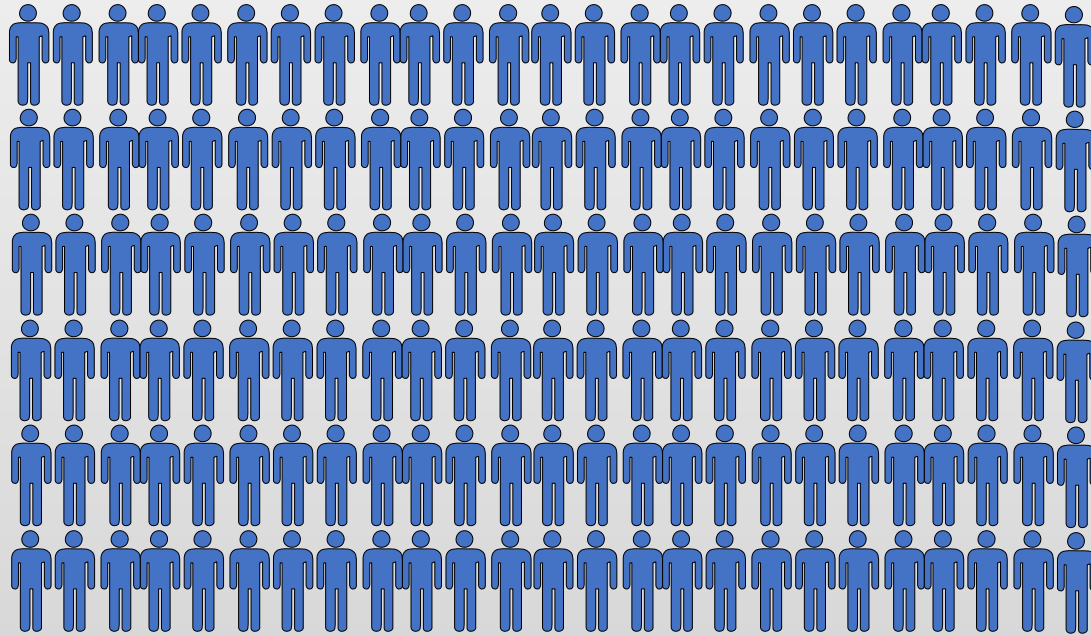


Key Performance Indicators

Visitor Profile	FY 2017
Visitors	1,195,560
Occupancy	66.6%
Room rates	\$96.15
RevPAR	\$64.04
Travel party size	2.9
Nights spent	6.3
Will return	94%
Rating of experience	9.2 ¹

¹On a 10-point scale.

Visitors Create Jobs



150 = **1**
VISITORS TO ST. LUCIE COUNTY ST. LUCIE COUNTY JOB

Benefits to Residents

\$33,836,544

Sales Taxes paid by Visitors

\$3,923,390

Tourist Taxes paid by Visitors

Tourism Works for St. Lucie County

Not every St. Lucie County resident works in tourism, but tourism works for every resident. As the heartbeat of St. Lucie County, our vibrant tourism industry enhances citizens' day-to-day lives – and keeps more money in their paychecks, too. Students, young professionals and families all enjoy an improved quality of life thanks to our guests, and the revenue generated by tourism ensures future generations will enjoy living, working and playing in St. Lucie County just as much as we do. Learn why tourism works for us:



Provides
\$801.6 million
in economic impact¹



Generates
\$8.6 million
in local sales
tax revenue²

Local Taxes from Tourism
Help Pay for Programs Important to
all St. Lucie County Residents:



Creates
7,965 Jobs
supported by tourism³

Pays
\$225.7 million
in compensation⁴



QUESTIONS?

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