

2025

# VISITOR IMPACT

Citrus County Tourism



DISCOVER  
**CRYSTAL RIVER**  
FLORIDA



FLORAL CITY || HOMOSASSA || INVERNESS

# VISITOR ECONOMIC IMPACT

January 1 - December 31, 2025

## OVER \$428 MILLION IN TOTAL VISITOR SPENDING

### % OF SPEND

**15%**  
of All Spend Came  
from Visitors

**25%**  
of Visitor  
Spend Towards  
Local Businesses

### THE VALUE OF VISITORS

**\$37 Million**  
Tax Revenue Generated

**7,000**  
Jobs Supported

**\$526**  
Household Savings

### TOTAL VISITORS

**635,155**  
Overnight Visitors

**1,062,031**  
Day Trippers

Zartico. (2026). Visitor Snapshot Data for Discover Crystal River, FL. Retrieved from Zartico dashboard.

### % OF SPEND BY CATEGORY

Category	% of Spend
<b>Food &amp; Beverage</b>	57%
<b>Arts, Ent. &amp; Attractions</b>	51%
<b>Gas &amp; Service Stations</b>	20%

### AVERAGE SPEND BY CATEGORY

Category	Average Visitor Spend
<b>Accommodations</b>	\$313
<b>Food &amp; Beverage</b>	\$119
<b>Retail</b>	\$72
<b>Arts, Ent. &amp; Attractions</b>	\$82

### TOP 5 IN-STATE ORIGIN MARKETS

1. Tampa-St. Petersburg (Sarasota), 24%
2. Orlando-Daytona Beach-Melbourne, 13%
3. Jacksonville, 4%
4. Miami-Ft. Lauderdale, 3%
5. Gainesville, 3%

### TOP 5 LOCAL VISITOR ORIGIN MARKETS

1. Marion County: 31%
2. Hernando County: 27%
3. Pasco County: 15%
4. Sumter County: 10%
5. Levy County: 8%

### TOP 5 OUT-OF-STATE ORIGIN MARKETS

1. Georgia, 4%
2. New York, 4%
3. Michigan, 3%
4. Texas, 3%
5. North Carolina, 2%

# VISITOR ENGAGEMENT IMPACT

January 1 - December 31, 2025

## WEBSITE ANALYTICS

1,450,596  
Sessions

0:02:16  
Average  
Session Duration

2,112,577  
Views

53.29%  
Engagement  
Rate

## SOCIAL MEDIA STATS

19.2 Million Views

171K  
Content Interactions

Follower  
Milestones  
Met in 2025:

1M  
3-Second Video Views

 210K

 43K

### By the numbers:

- Ads generated **71.1 million overall impressions**, **452 thousand clicks** and **311 thousand conversions**.
- Generated **1.62 billion overall impressions**, **5.06 thousand views**, and **46,098 engagements** through public relations efforts.
- Hosted **26 media visits & FAM tours** with media from key markets and national lifestyle and travel publications (coverage contributed to the overall impressions, views and engagements).
- **Partners in Tourism** county-wide initiative attracted over **400 engaged stakeholders** to its 2025 events.
- Relunched the **Discover Crystal River YouTube channel** and grew the audience by **over 800 subscribers**.

### In 2025, DCR secured coverage in these media channels & more:































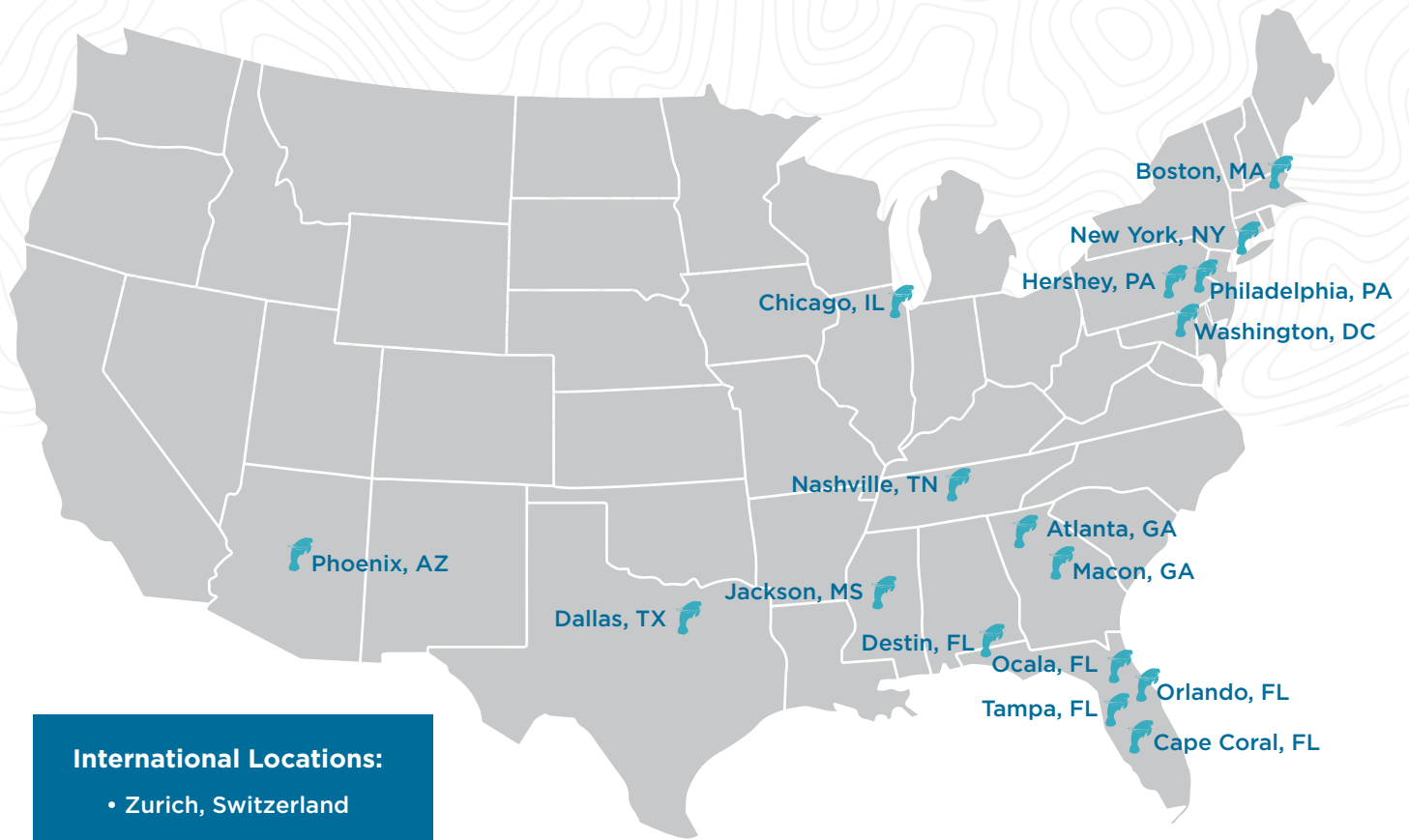








# SELLING CITRUS COUNTY IN 2025



## International Locations:

- Zurich, Switzerland
- Hamburg & Frankfurt, Germany
- Sao Paulo & Curitiba, Brazil

Total Attendance  
**147,622**

Total Appointments  
**619**



## WELCOME CENTER VISITATION

**35K+**  
Visitor Guides Distributed

**47**  
States Represented

**33**  
Countries Represented

### Top International Markets:

Canada  
Germany  
France

### Who We Welcomed Most:

Florida  
Ohio  
Pennsylvania  
New York  
Michigan

**THANK YOU TO OUR 350+ PARTNERS THAT  
HELP KEEP CITRUS COUNTY TOURISM ON TOP!**