

ANNUAL VISITOR IMPACT 2020**

**Data reflects impact of COVID-19 Pandemic on Travel



VISITOR'S ECONOMIC IMPACT

GROWTH
-4.8%

2019 \$269,625,400

2020 \$256,552,600

DIRECT SPENDING BY DOMESTIC & INTERNATIONAL VISITORS

GROWTH
-4.8%

2019 \$161,723,500

2020 \$153,882,300



VISITOR'S ECONOMIC IMPACT

Markets	2019	2020	Growth
Florida	268,569	375,704	+39.89%
US	179,304	89,396	-50.14%
International	53,327	0	n/a

TOP REASONS FOR VISITS



Vacation



Manatees



Weekend Getaway



Visiting Friends



Fishing



Scalloping

WHO IS OUR AVERAGE VISITOR?

Age: 65+*

Time here: 2.8 nights

Income: 74K+

Average spent: \$1,059.50

*Largest Increasing age group is 35-44

TOTAL VISITORS

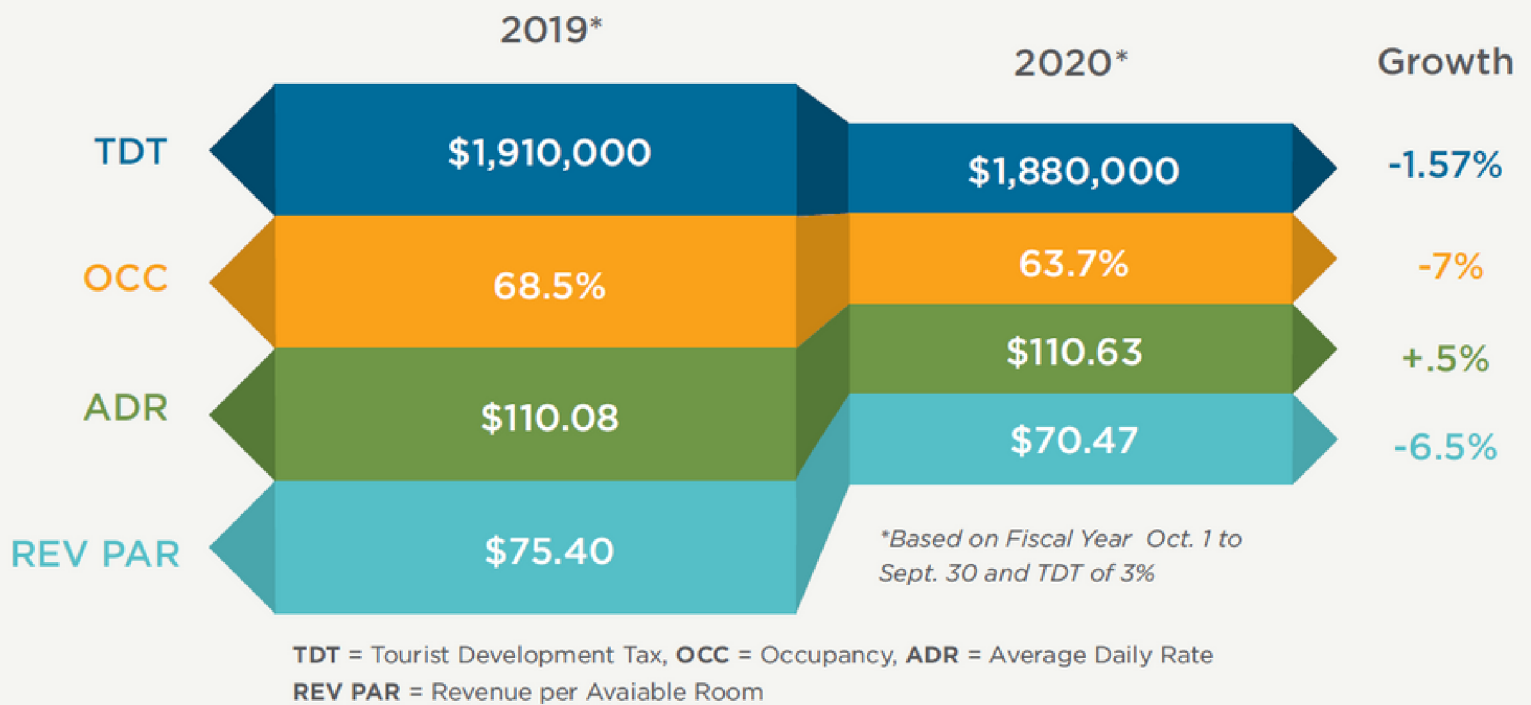
GROWTH
-7.2%

2019 501,200

2020 465,100



KEY LODGING METRICS



LOCAL TAXES REVENUE

\$17,713,200 from Levied State & Local Taxes

Local taxes paid by visitors support important programs to Citrus County residents such as infrastructure, cultural, public safety, schools and environmental programs. **This equates to \$278 per household in Citrus County.**



MARKETING & WEB METRICS

- 1.4 million Website Sessions
- 53% increase in New Users to the Website vs FY20
- Over 700,000 Marketing traffic
- 68 Million Branded Impressions in target markets
- 4.7 Million Video Views
- 4.47 years of Branded Content Consumed
- 2,500 Travel Pass Purchases
- 1,500 Visitor Guide Requests
- 1,200 E-New Sign Ups
- TV impact: Total Spots Ran 103, 4.4 million impressions in Broadcast, 39.7% Reach of audience, Frequency 2.6

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FACEBOOK FOLLOWERS

GROWTH
+5%

2019 178,806

2020 187,422

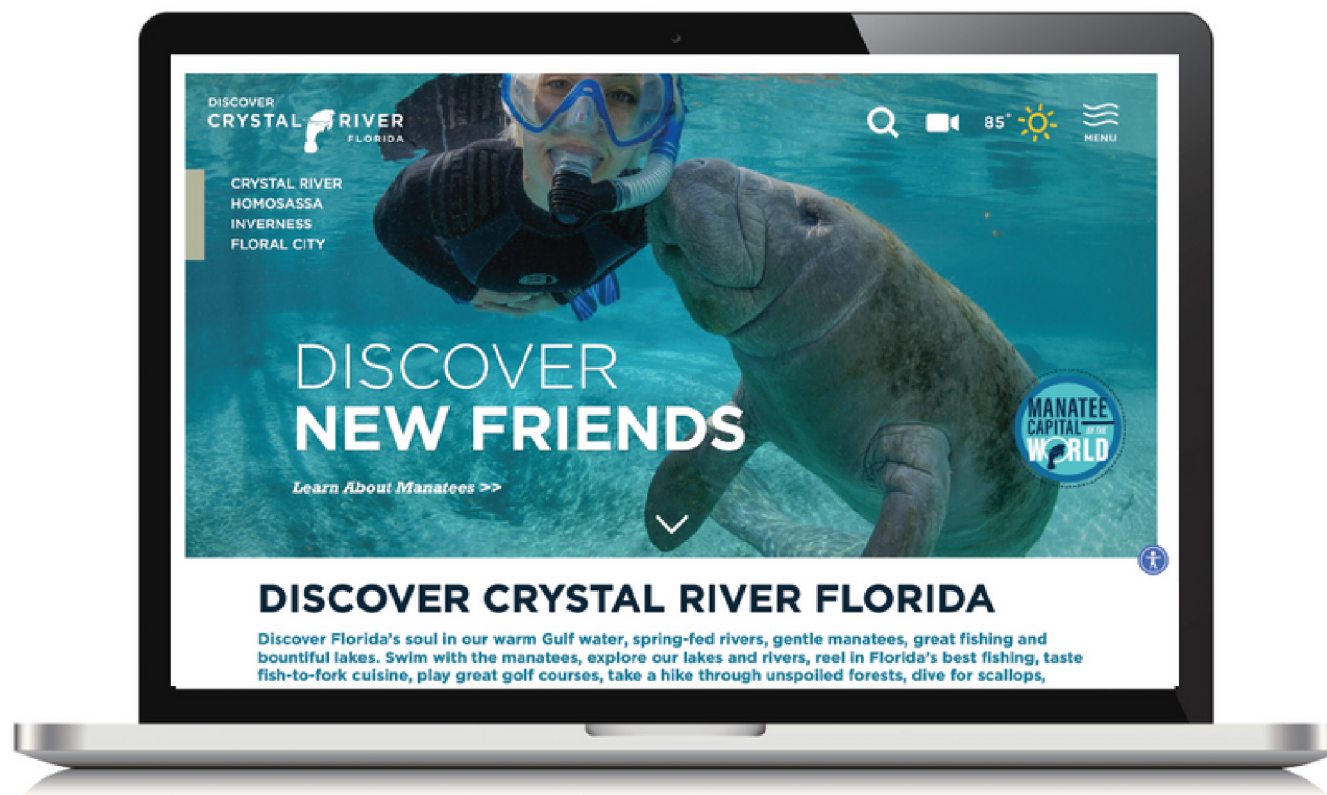


INSTAGRAM FOLLOWERS

GROWTH
+4%

2019 21,042

2020 21,820



WEBSITE GROWTH: DISCOVERCRYSTALRIVERFL.COM

Increase in Website Metrics from 2019 to 2020

Sessions	1,420,000+	52%
Page Views	2,500,000+	23%
Pages/Session	1.75	
Average Session Duration	1:16	