

MANATEE  
CAPITAL  
OF THE  
WORLD

## ECONOMIC IMPACT OF TOURISM

NUMBER OF LOCAL JOBS RELATED TO TOURISM

1 out of 10

Tourism-Related Jobs Supported  
FY-15 - 4,037 • FY-16 - 4,324

+7.1%

TOTAL  
ECONOMIC  
IMPACT

FY-15

FY-16

\$199,228,600

\$217,218,400

+9% over FY15

Per Day

\$593,493

Per Hour

\$24,729

Per Minute

\$412

\$SALES TAX PAID  
BY OVERNIGHT VISITORS

+9%

FY-15 \$10,758,300 • FY-16 \$11,729,700

Tax Savings Per Resident Per Household

+9% FY-15 \$177 • FY-16 \$193

Number of Overnight Paid Accommodations Visitors

FY-15 421,600 • FY-16 442,300

## Estimated Visitor Expenditures by Category

FOOD AND BEVERAGE

FY-15 44%

FY-16 36%

LODGING

FY-15 26%

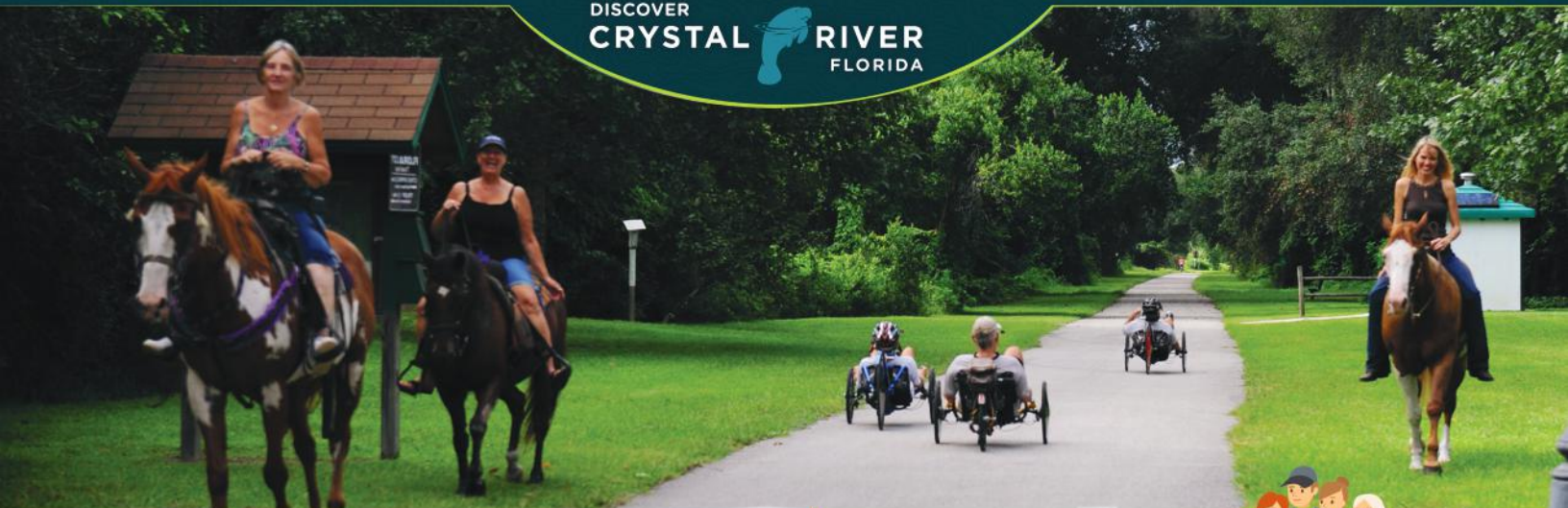
FY-16 40%

ADMISSIONS/OTHER

FY-15 30%

FY-16 24%





## PURPOSE OF TRIP

	FY-15	FY-16
Vacation	50.0%	50.4%
Manatee Watching	41.4%	43.5%
Weekend Getaway	33.4%	34.4%
Visit with Friends/Family	27.5%	26.2%
Parks	22.2%	21.3%
Fishing	12.7%	11.8%

## THE AVERAGE VISITOR



	FY-15	FY-16
AVG PARTY SIZE	3.0	3.0
AVG NIGHTS STAYED	3.0	3.6
AVG SPENDING PER TRIP	\$823.90	\$883.80
AVG AGE OF ADULT VISITORS	50.0	48.8
AVG HHI	\$87,127	\$84,900



## TOP VISITOR ORIGINS

change over FY15

9%

FLORIDA

10%

NORTHEAST

1.6%

INTERNATIONAL

3.9%

MIDWEST

22.4%

SOUTHEAST

10.4%

REST OF U.S.



TAMPA/ST. PETERSBURG  
GREATER ORLANDO AREA  
JACKSONVILLE  
TALLAHASSEE/THOMASVILLE

MIAMI/FT. LAUDERDALE  
NEW YORK  
ATLANTA

WEST PALM BEACH  
BOSTON  
PHILADELPHIA

TOP 10 DMAs  
FOR FY16