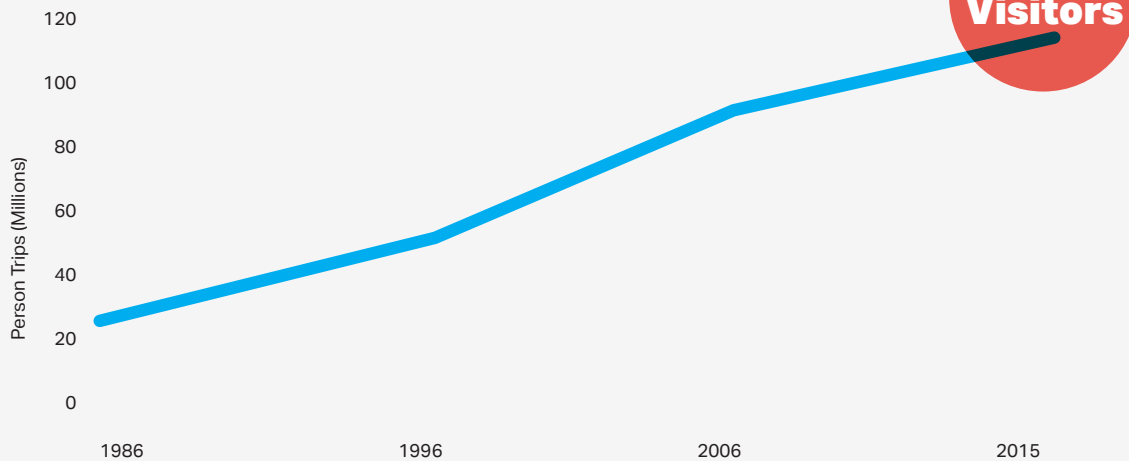


TRENDS \ Impacting Trends

Florida Attracts 107 Million Visitors to the State

Tourism impacts transportation demand, infrastructure needs, service delivery, and revenue



Florida Department of Transportation / Office of Policy Planning / TRENDS / November 2016

Transportation Impacts and Implications

Tourist and visitor travel trends are important to understanding mobility needs and estimating future travel demand. The number of visitors to Florida has increased 27.0% in the past decade to 106.6 million visitors in 2015. Tourist travel has historically been, and continues to be robust comprising an estimated more than 9% of total vehicle travel in Florida.

One advantage to the Florida tourism industry is our warm climate. As a result, tourist travel has historically remained relatively evenly distributed across the seasons. This tends to distribute tourist transportation impacts throughout the year moderating the impact on congestion and enabling more efficient use of the transportation

system. The share of international tourism in the state has been increasing since 2000, and currently accounts for 16% of total visitor travel. As such, Florida also realizes a significant amount of transportation user fee revenue from visitors as compared to other states.

Looking ahead, the mobility of the dominant, now retiring baby-boom generation and the fundamental appeal of Florida's climate, as well as the significant tourist infrastructure base, suggest that tourism will continue to be a significant factor in Florida's travel demand for the foreseeable future.

Sources: Visit Florida, Methodology from Xuehao Chu, Measuring Vehicle Travel by Visitors, 2003

Impacted Goals



Agile, Resilient & Quality Infrastructure



Efficient & Reliable Mobility



More Transportation Choices



Economic Competitiveness



Quality Places



Environment & Energy Conservation

