

Visit St. Lucie

Visitor Tracking & Economic Impact Study

FY 2017 (Oct 2016 – Sept 2017)



Methodology

- Visitor Tracking 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

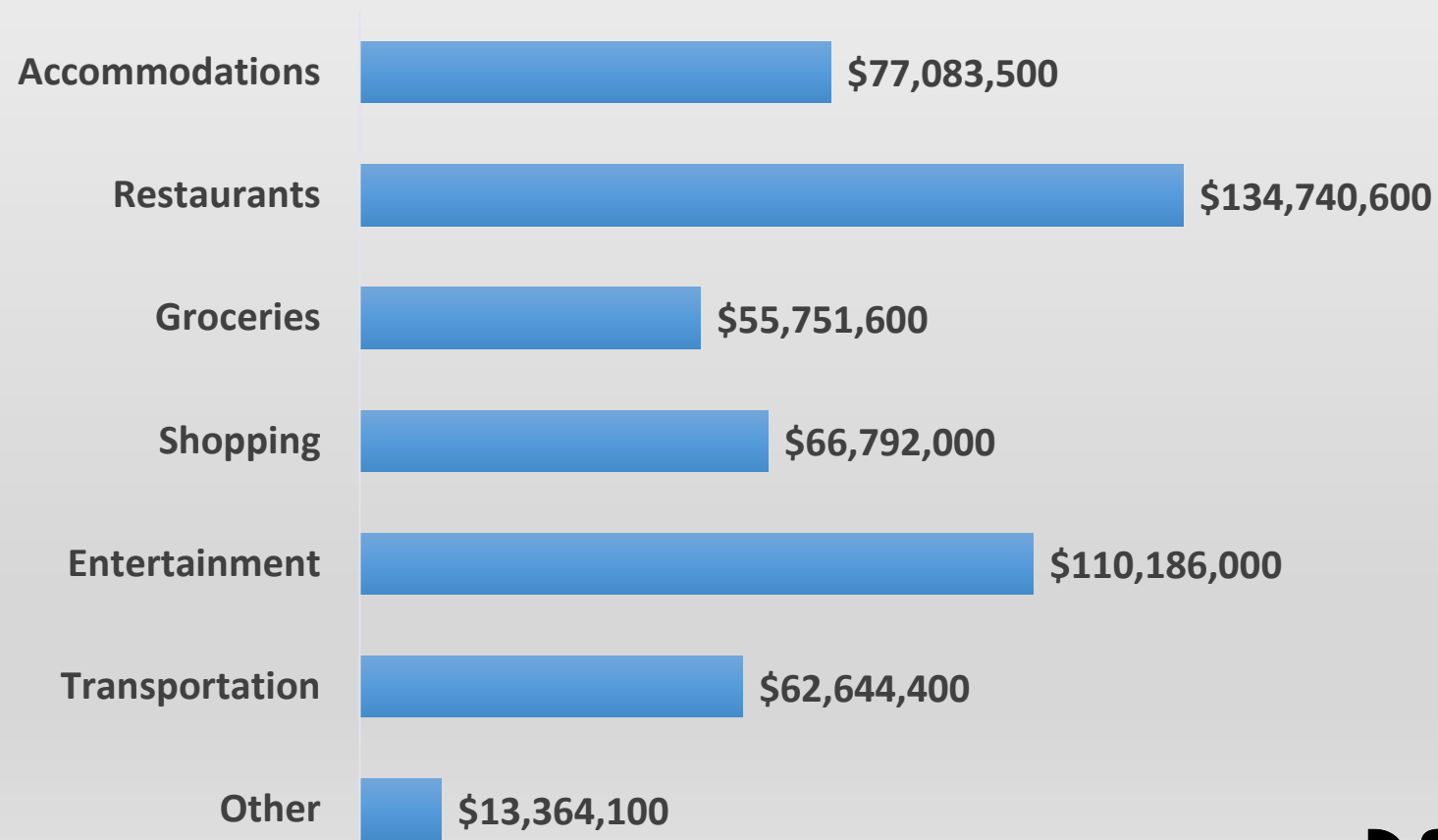


\$520,562,200

Direct Spending

Visitors' Direct Spending

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



Mets Spring Training Travel Party Spending

Travel parties spent **\$378** a day / **\$1,361** total on their trip

Expense Categories	Spend per Day	Spend per Trip
Accommodations	\$116	\$418
Restaurants	\$93	\$334
Groceries	\$13	\$47
Shopping	\$20	\$72
Entertainment	\$124	\$446
Transportation	\$11	\$40
Other	\$1	\$4
Total	\$378	\$1,361

Total Number of Visitors in 2017

1,195,560



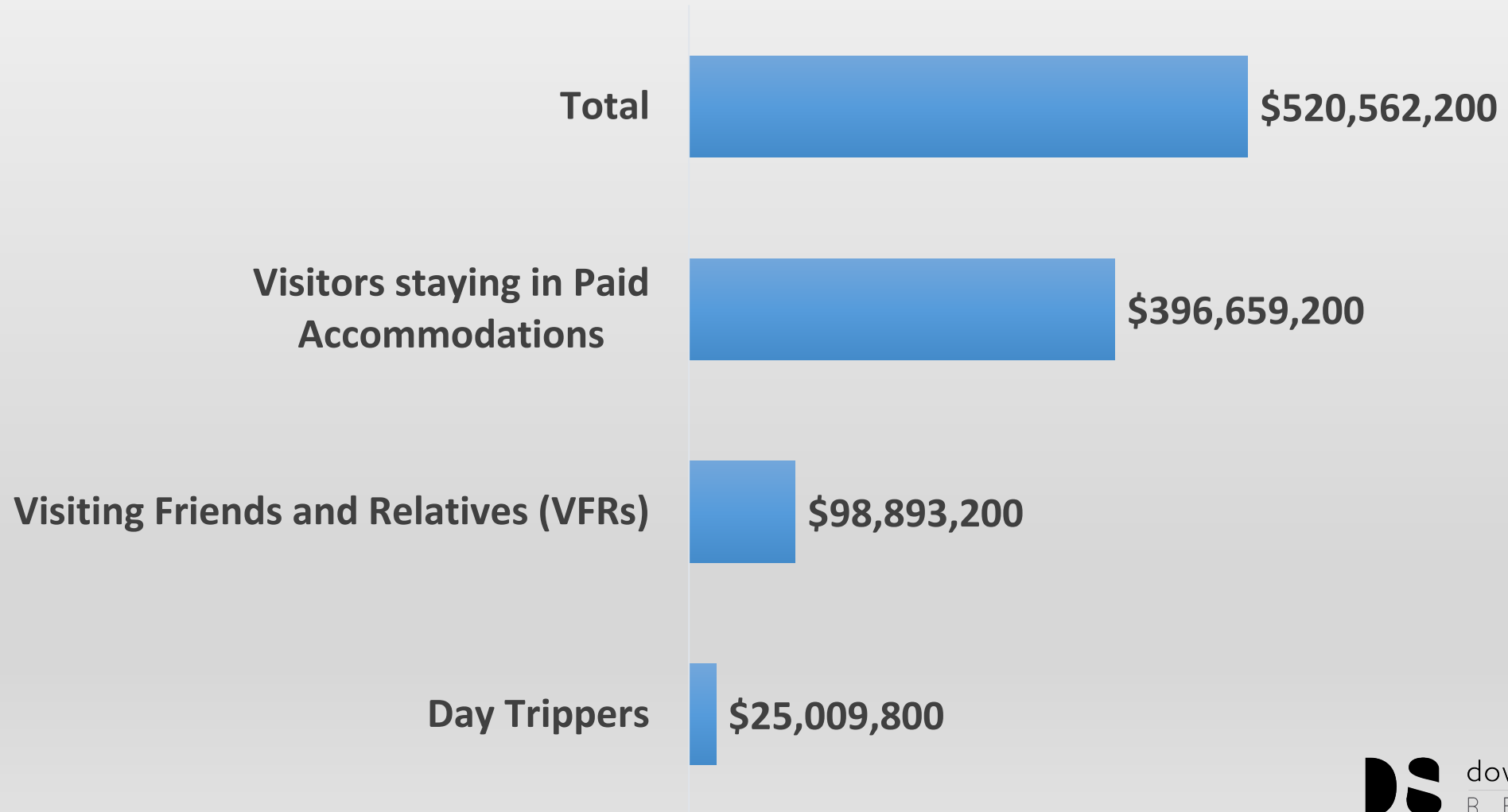
Visitors to St. Lucie County

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

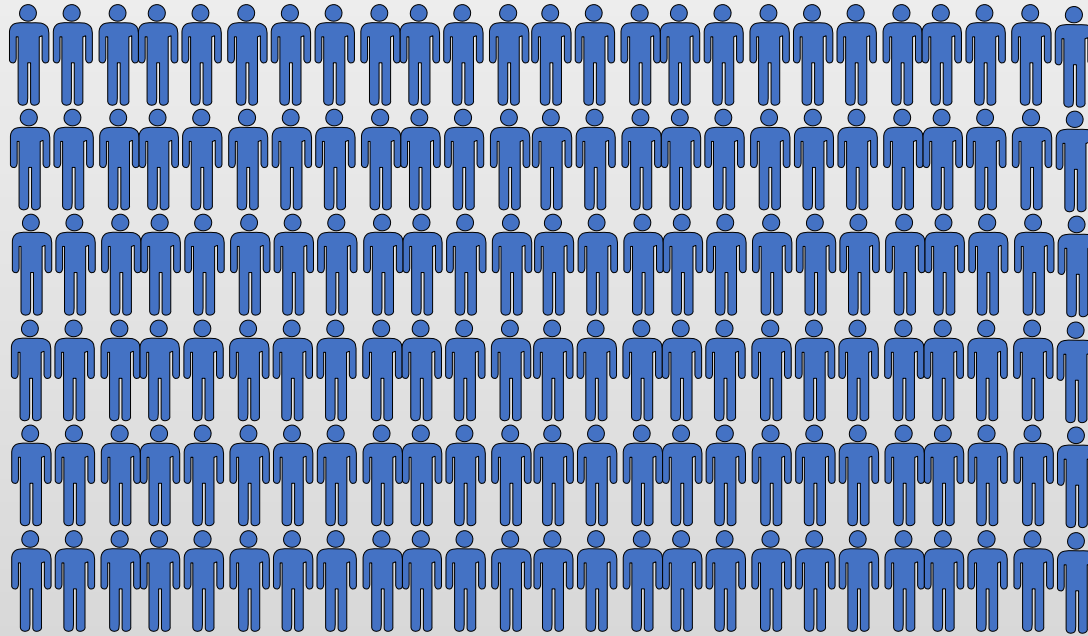


Key Performance Indicators

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

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**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

Benefits to Residents

Visitors save St. Lucie County residents **\$314** per household

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:



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



Economic Impact of Tourism Study Fiscal Year 2017

QUESTIONS?

Fort Pierce • Port St. Lucie • Hutchinson Island



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