

FLORIDA'S HISTORIC COAST ECONOMIC IMPACT REPORT JULY 2021 - JUNE 2022



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FLORIDA'S HISTORIC COAST®



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METHODOLOGY¹

This report was compiled using:

- Four quarterly visitor tracking reports from April 2019 - March 2020
- July 2021 - June 2022 STR reports
- July 2021 - June 2022 AllTheRooms reports
- July 2021 - June 2022 St Johns County B&B Lodging Performance Reports
- July 2021 - June 2022 TDT collections

This report makes the assumption that the following figures from April 2019 - March 2020 were the same in July 2021 - June 2022:

- Travel Party Size
- Length of Stay for visitors staying in hotels, motels, vacation rental homes, etc.
- Ratio of visitors staying in paid accommodations, visiting friends and relatives, and day trippers
- Spending patterns (adjusted for inflation)
- Percentage of visitors by origin market

Economic Impact Indicators



ECONOMIC IMPACT

Visitor spending from July 2021 to
June 2022 generated a total
economic impact of

\$3,794,609,600

in Florida's Historic Coast



DIRECT SPENDING

Visitors who traveled to
Florida's Historic Coast from
July 2021 to June 2022 spent

\$2,475,269,100

in St. Johns County on accommodations,
restaurants, groceries, admissions,
shopping, entertainment, and
transportation



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VISITATION

From July 2021 to June 2022

3,025,500

visitors came to
Florida's Historic Coast



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ROOM NIGHTS

Florida's Historic Coast visitors
generated

2,865,200

room nights in paid accommodations
from July 2021 to June 2022



JOBS & WAGES

Tourism in Florida's Historic Coast supported

32,400

local jobs from July 2021 to June 2022,
generating

\$854,241,200

in wages and salaries



HOUSEHOLD SAVINGS

Visitors to Florida's Historic Coast saved residents

\$1,108

per household in taxes from
July 2021 to June 2022



VISITOR SUPPORT JOBS

An additional job in Florida's
Historic Coast is supported by
every

93

visitors



NET BENEFIT

Visitors from July 2021 to June 2022
generated a net benefit of

\$53,572,745

to St. Johns County government

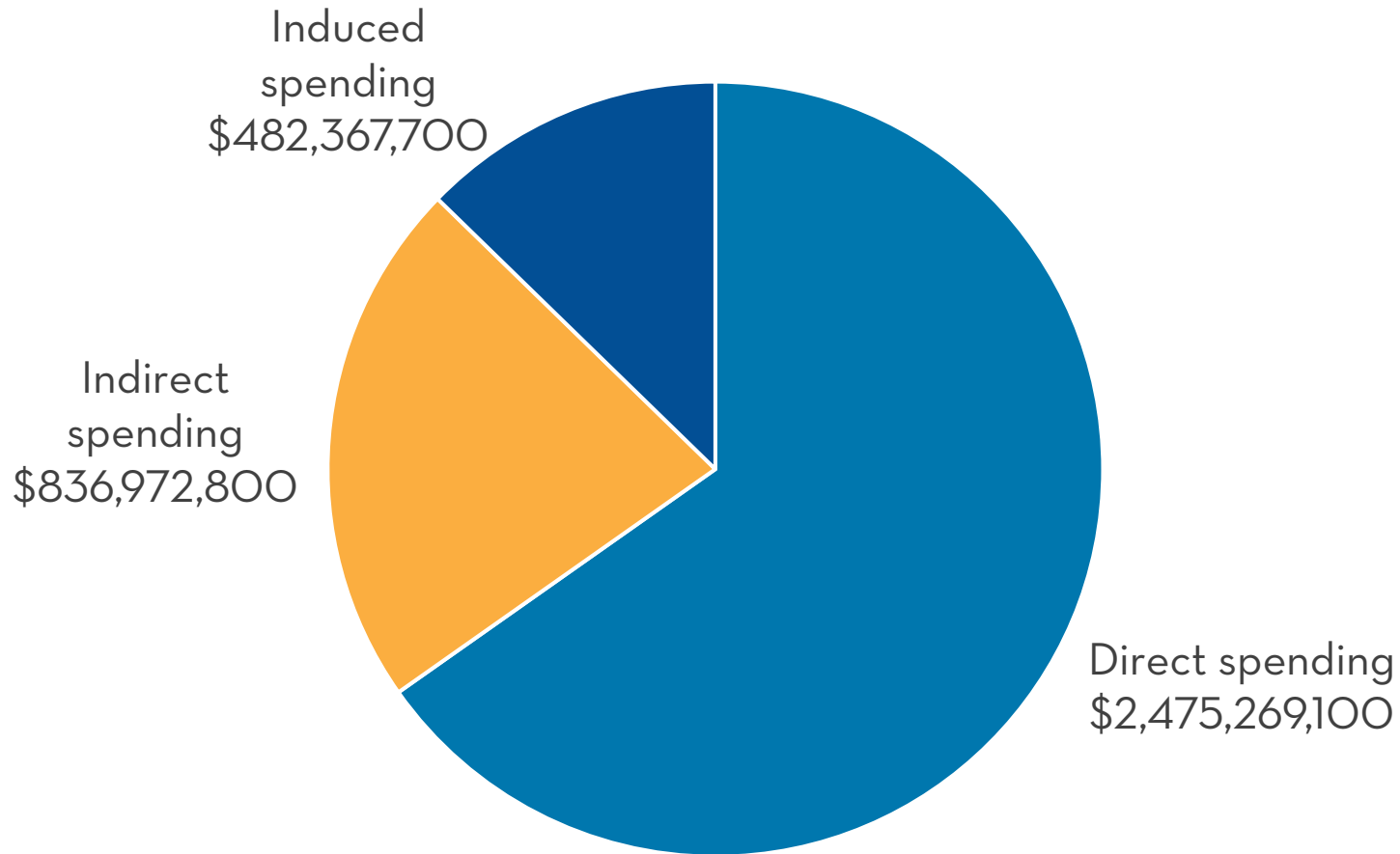


Detailed Findings



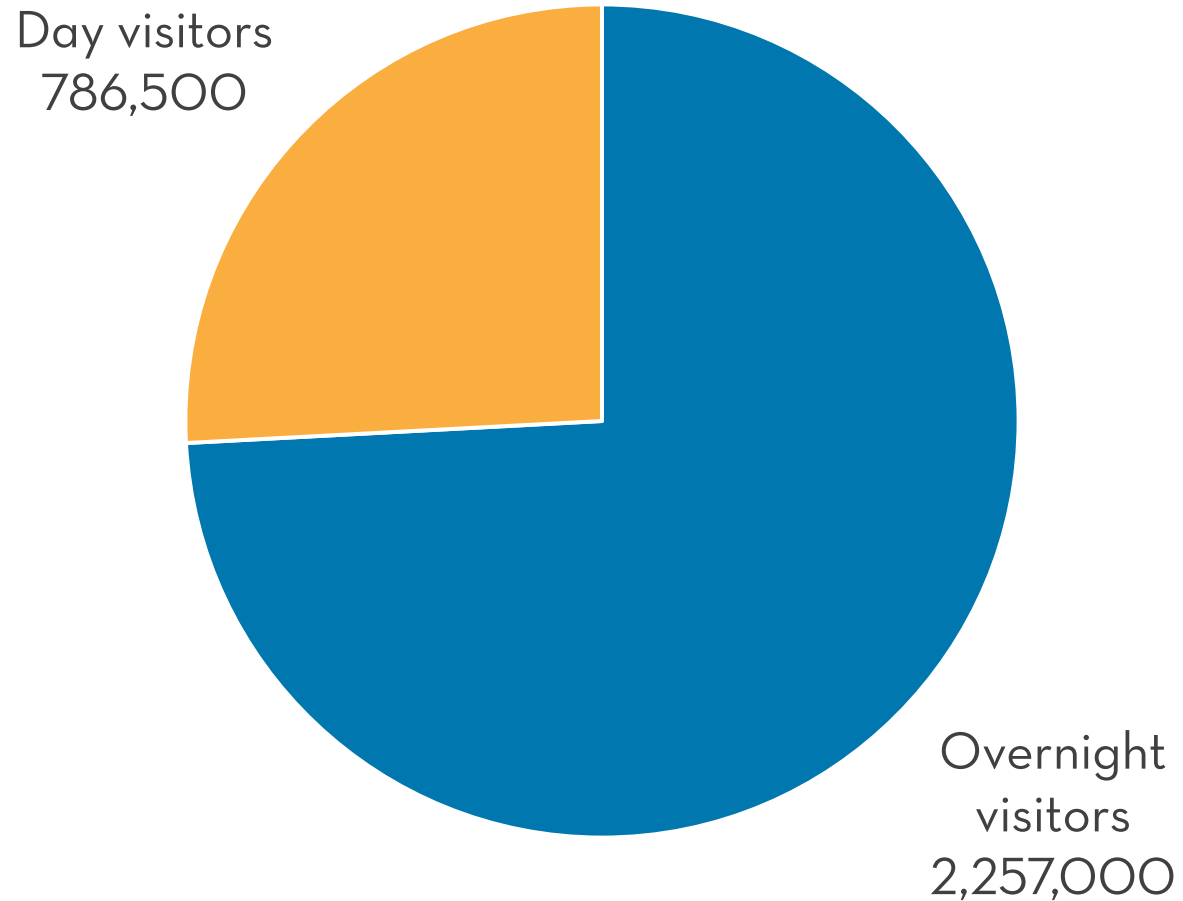
ECONOMIC IMPACT BREAKDOWN

Total Economic Impact: **\$3,794,609,600**



VISITATION BREAKDOWN

Total Visitation: **3,025,500**



KEY TOURISM METRICS

Impact Measure	
Room nights	2,865,200
Tourism jobs generated	32,400
Tourism wages generated	\$854,241,200
Tax savings per household	\$1,108

NET BENEFIT

$$\mathbf{\$53,572,745 = \$101,136,902 - \$47,564,157}$$

Net benefit

Local taxes paid by visitors

Cost to St. Johns County to
service visitors

Visitors contribute revenue to St. Johns County government via taxes and user fees.

Visitors, by using county services and infrastructure, cost St. Johns County government money.

The net impact of visitor revenue to St. Johns County government less the cost to St. Johns County government of servicing visitors is **\$53,572,745**

LENGTH OF STAY & TRAVEL PARTY SIZE¹

Metric	Visitors Staying in Paid Accommodations	Visitors Staying with Friends and Family	Day Trippers
Length of Stay (nights)	5.5 ²	9.3	1.0
Travel party size	3.2	3.1	3.0

¹ Data based upon quarterly reports from April 2019-March 2020 and trends in Florida visitation

² The average length of stay for visitors staying in hotels and motels was 3.7 nights and the average length of stay for visitors staying in vacation rental homes and condos was 7.7 nights



TOP ORIGIN MARKETS¹

Markets	Percent of all Visitors
Jacksonville	11%
Orlando	7%
Atlanta	6%
New York City ²	4%
Miami-Ft. Lauderdale	3%
Gainesville	3%
Ocala	3%
Tampa-Clearwater-St. Petersburg	2%
Washington D.C.-Baltimore	2%

¹ Data based upon quarterly reports from April 2019-March 2021

² DMA includes parts of New York, New Jersey and Connecticut



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