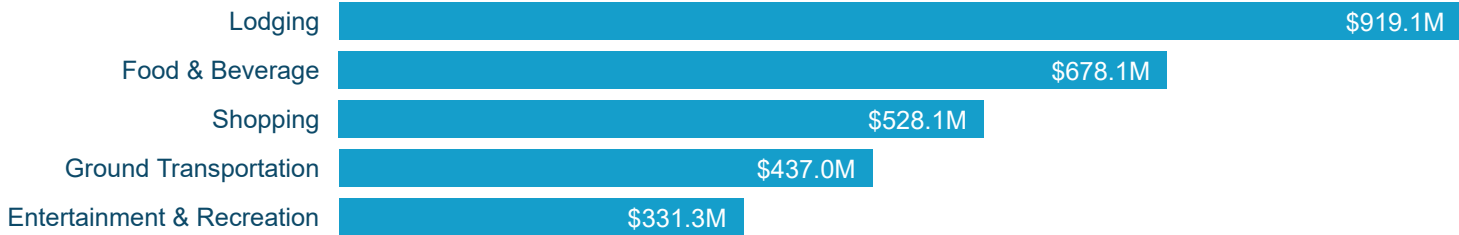


2019 ECONOMIC IMPACT OF TOURISM

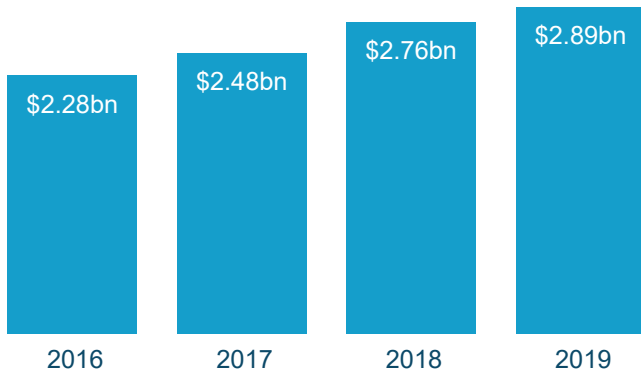


Okaloosa County

Visitor Spending by Category



Total Visitor Spending



4.9%

Year-over-Year Growth in Visitor Spending

32.3%

of Total County Jobs Supported by Visitor Spending

\$305.1M

State & Local Taxes Generated

\$264.4M

Federal Taxes Generated

	Direct	Indirect	Induced	Total
GDP	\$1.3bn	\$0.4bn	\$0.3bn	\$1.9bn
Jobs	35,162	5,512	3,857	44,531
Wages	\$774.7M	\$202.8M	\$138.3M	\$1,115.8M
Total Business Spending	\$2.4bn	\$0.7bn	\$0.5bn	\$3.6bn

Figures in this document are based on spending by visitors during 2019, including domestic out-of-state visitors, international visitors, and Florida residents who traveled at least 50 miles to the destination. They also include both day and overnight trips. Indirect impacts are impacts on non-tourism businesses which provide supplies to tourism businesses (e.g. restaurant suppliers). Induced impacts are impacts on non-tourism businesses due to spending of wages by employees of tourism businesses (e.g. the money spent by a tourism business employee at a grocery store). "Total Business Spending" is the amount paid to suppliers by businesses.

Sources: Rockport Analytics, Bureau of Economic Analysis