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

- Accommodations: $77,083,500
- Restaurants: $134,740,600
- Groceries: $55,751,600
- Shopping: $66,792,000
- Entertainment: $110,186,000
- Transportation: $62,644,400
- Other: $13,364,100
Mets Spring Training Travel Party Spending

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

<table>
<thead>
<tr>
<th>Expense Categories</th>
<th>Spend per Day</th>
<th>Spend per Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>$116</td>
<td>$418</td>
</tr>
<tr>
<td>Restaurants</td>
<td>$93</td>
<td>$334</td>
</tr>
<tr>
<td>Groceries</td>
<td>$13</td>
<td>$47</td>
</tr>
<tr>
<td>Shopping</td>
<td>$20</td>
<td>$72</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$124</td>
<td>$446</td>
</tr>
<tr>
<td>Transportation</td>
<td>$11</td>
<td>$40</td>
</tr>
<tr>
<td>Other</td>
<td>$1</td>
<td>$4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$378</strong></td>
<td><strong>$1,361</strong></td>
</tr>
</tbody>
</table>
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

- **Day Trippers**: $25,009,800
- **Visiting Friends and Relatives (VFRs)**: $98,893,200
- **Visitors staying in Paid Accommodations**: $396,659,200
- **Total**: $520,562,200
Room Nights Generated by Visitors

1,173,424
## Key Performance Indicators

<table>
<thead>
<tr>
<th>Visitor Profile</th>
<th>FY 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>1,195,560</td>
</tr>
<tr>
<td>Occupancy</td>
<td>66.6%</td>
</tr>
<tr>
<td>Room rates</td>
<td>$96.15</td>
</tr>
<tr>
<td>RevPAR</td>
<td>$64.04</td>
</tr>
<tr>
<td>Travel party size</td>
<td>2.9</td>
</tr>
<tr>
<td>Nights spent</td>
<td>6.3</td>
</tr>
<tr>
<td>Will return</td>
<td>94%</td>
</tr>
<tr>
<td>Rating of experience</td>
<td>9.2(^1)</td>
</tr>
</tbody>
</table>

\(^1\)On a 10-point scale.
Visitors Create Jobs

150 VISITORS TO ST. LUCIE COUNTY = 1 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
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