

2018 ECONOMIC IMPACT OF TOURISM

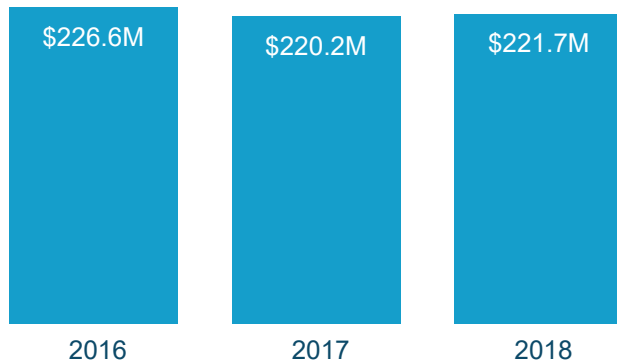


Highlands County

Visitor Spending by Category



Total Visitor Spending



0.7%

Year-over-Year Growth in Visitor Spending

8.2%

of Total County Jobs Supported by Visitor Spending

\$19.8M

State & Local Taxes Generated

\$17.8M

Federal Taxes Generated

	Direct	Indirect	Induced	Total
GDP	\$79.2M	\$16.7M	\$18.7M	\$114.6M
Jobs	2,699	342	293	3,334
Wages	\$49.9M	\$9.5M	\$10.1M	\$69.6M
Total Business Spending	\$164.3M	\$35.4M	\$33.8M	\$233.4M

Figures in this document are based on spending by visitors during 2018, 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