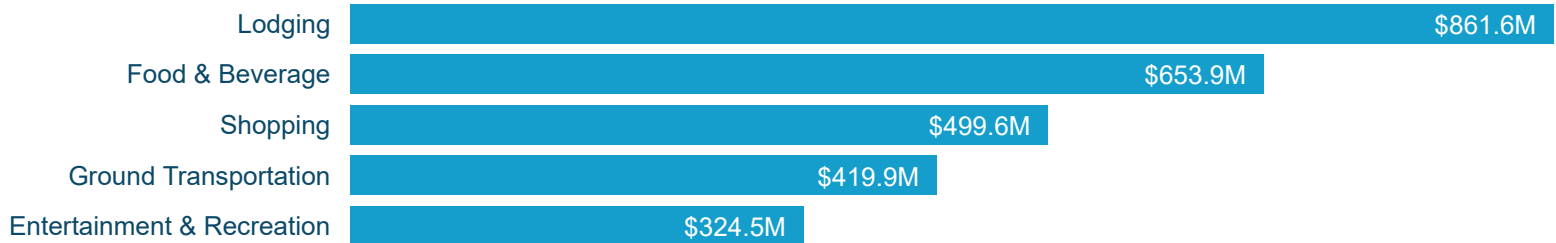


2018 ECONOMIC IMPACT OF TOURISM

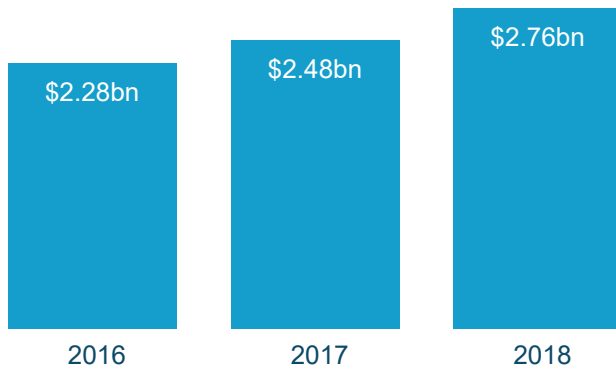


Okaloosa County

Visitor Spending by Category



Total Visitor Spending



11.1%

Year-over-Year Growth in Visitor Spending

31.8%

of Total County Jobs Supported by Visitor Spending

\$289.9M

State & Local Taxes Generated

\$252.4M

Federal Taxes Generated

	Direct	Indirect	Induced	Total
GDP	\$1.2bn	\$0.4bn	\$0.3bn	\$1.8bn
Jobs	33,901	5,293	3,711	42,905
Wages	\$741.0M	\$193.4M	\$132.2M	\$1,066.7M
Total Business Spending	\$2.3bn	\$0.7bn	\$0.5bn	\$3.4bn

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