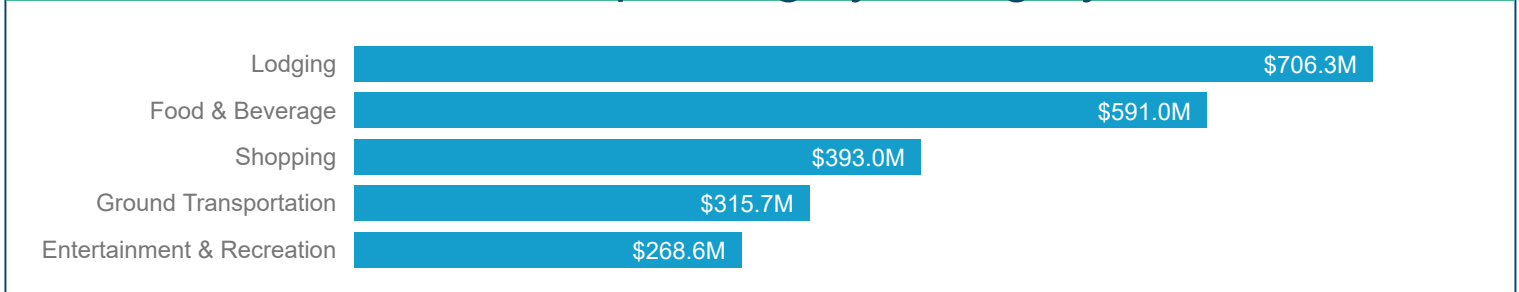


2020 ECONOMIC IMPACT OF TOURISM

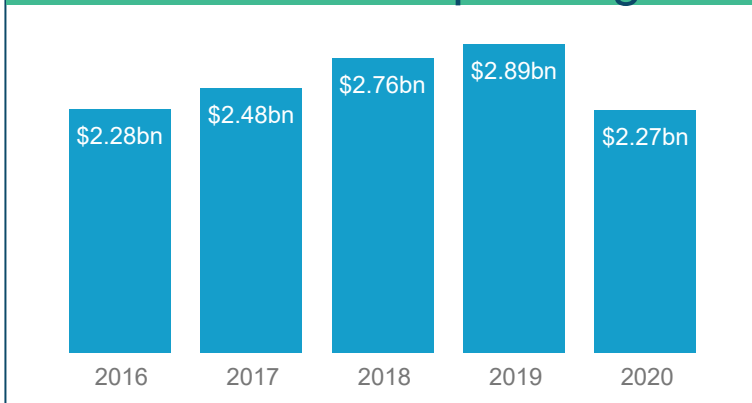


Okaloosa County

Visitor Spending by Category



Total Visitor Spending



-21.4%

Year-over-Year Growth in Visitor Spending

26.4%

of Total Jobs in County Supported by Visitor Spending

\$239.1M

State & Local Taxes Generated

\$211.8M

Federal Taxes Generated

	Direct	Indirect	Induced	Total
GDP	\$1.0bn	\$0.3bn	\$0.2bn	\$1.5bn
Jobs	28,206	4,313	3,092	35,611
Wages	\$629.3M	\$159.3M	\$111.5M	\$900.2M
Total Business Spending	\$1.9bn	\$0.6bn	\$0.4bn	\$2.9bn

Figures in this document are based on spending by visitors during 2020, 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