

## WHY TOURISM MATTERS FOR JACKSONVILLE...

- Total economic impact of visitor spending was \$1.5 billion in 2009.
- Overnight visitors who stayed in commercial lodging or with friends and relatives contributed nearly \$894 million in direct spending.
- Visitor spending supports 42,900 Duval County jobs - nearly 11 percent of our workforce.
- Visitors' tax contributions save each Duval County resident an estimated \$173 in taxes each year.
- Visitors paid \$67 million in total local taxes last year.
- Duval County welcomed more than 2.6 million overnight visitors in 2009.