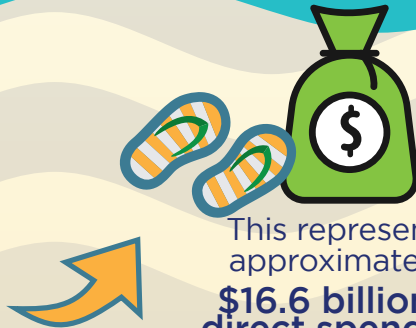


# VACATION HOME RIPPLE EFFECT



In total, the 2018 economic impact of Florida's vacation rental home industry in the 25 targeted counties was **roughly \$27.4 billion in sales.**



This represents approximately:  
**\$16.6 billion in direct spending**  
**\$10.8 billion in indirect spending.**



The \$16.6 billion in direct spending represents 18.7% of the total direct spending of the Florida tourism industry in 2017 and translates to 1.6% of the total gross domestic product for Florida in 2018.



The direct spending amounts to nearly **\$46 million a day**, which is an economically significant number for the state.



The direct spending supports roughly **115,000 jobs** with one job being created for every \$144,181 spent.

Overall, the industry generates



**312 jobs statewide every day**  
**13 jobs every hour**  
**one job every 5 minutes**



In 2018, the total amount of tourists staying in vacation rental homes in Florida was **14,233,274**, which equates to **11.2%** of the total 127 million tourists that came to Florida in 2018.



On average, visitors staying in vacation rental homes **spend \$1.9 million every hour or nearly \$32,000 per minute.**