



TOURISM OVERVIEW

St. Augustine Sunrise Rotary

ST. AUGUSTINE  PONTE VEDRA

FLORIDA'S HISTORIC COAST®

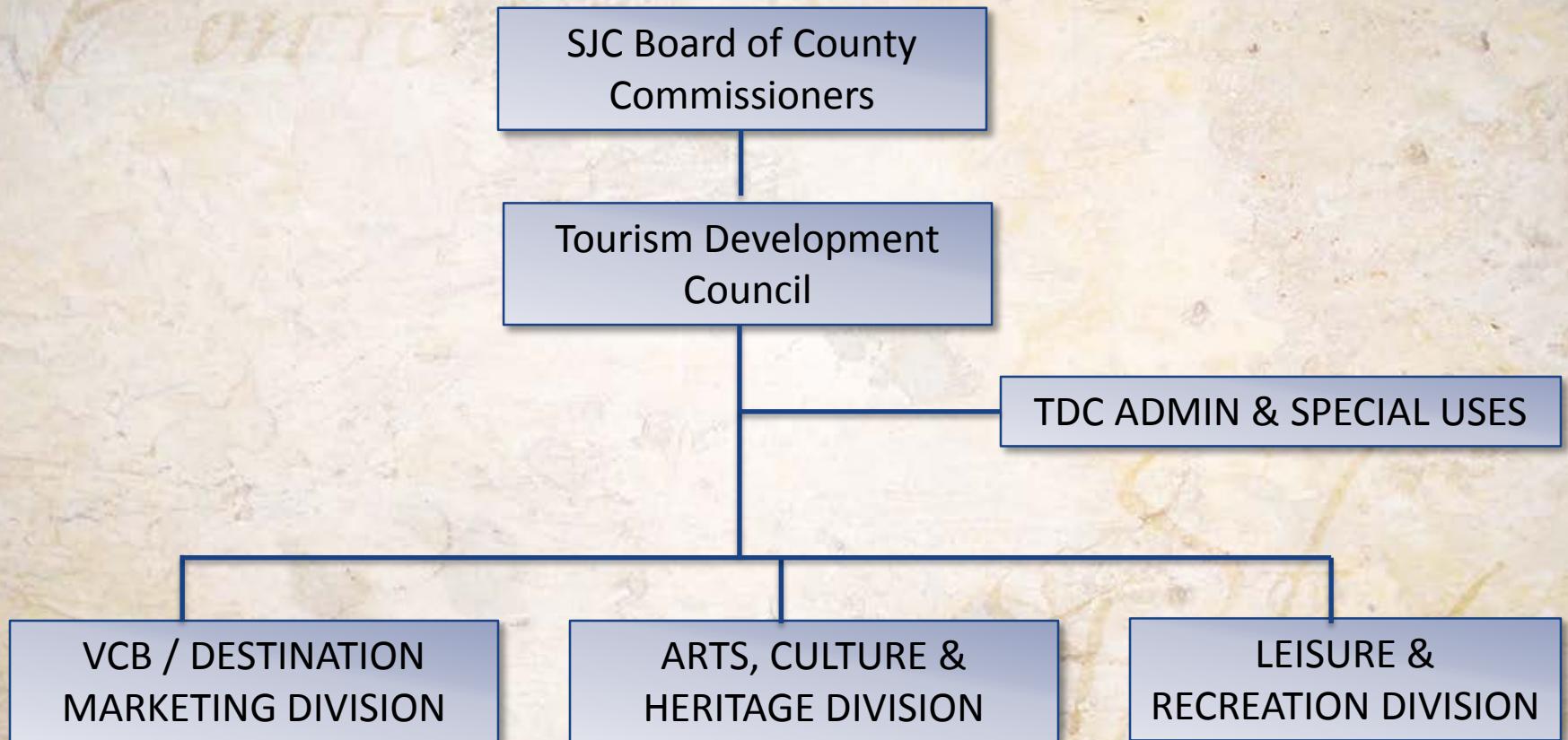
Tourism

Clean. Healthy. Enduring.

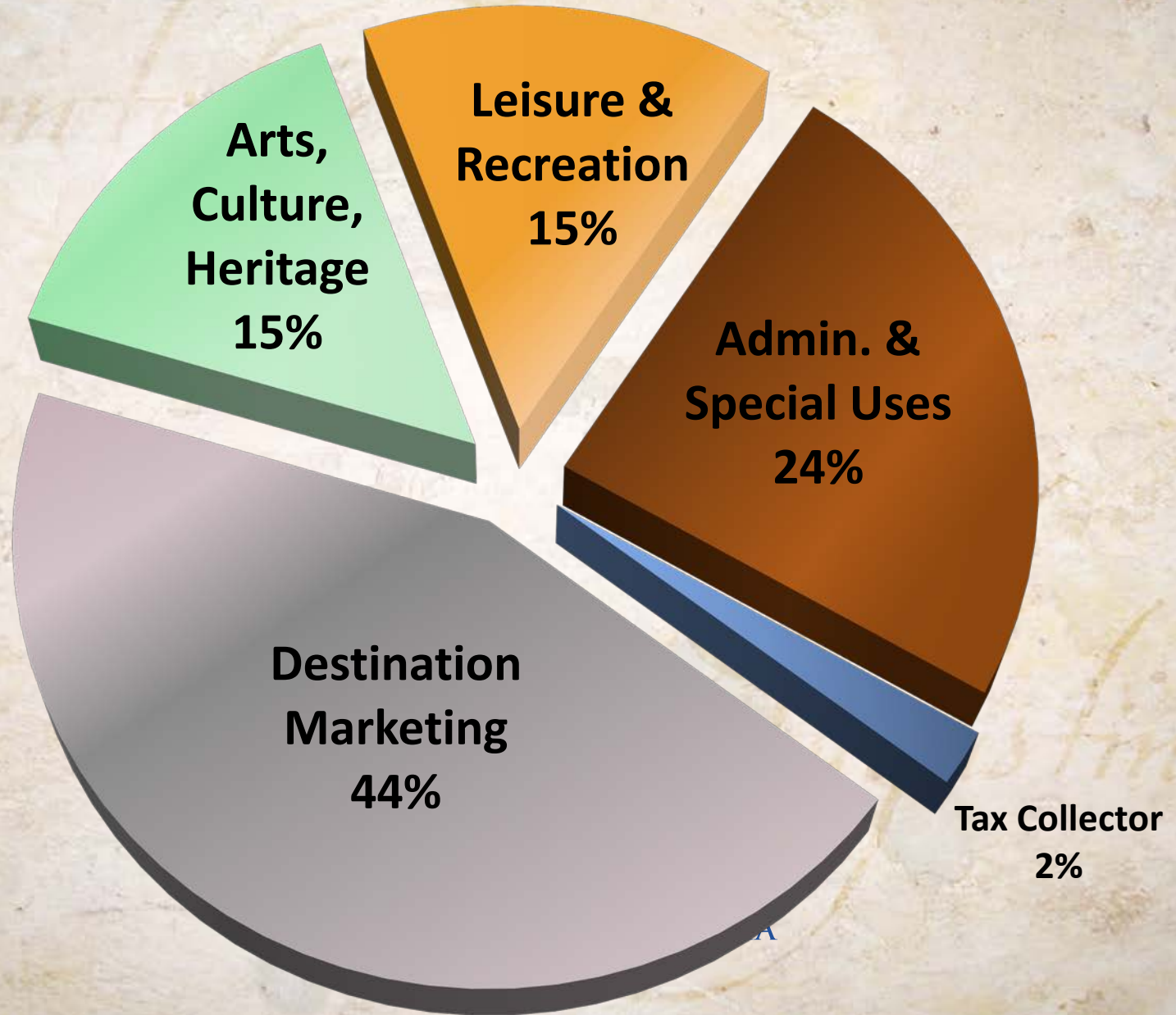
ST. AUGUSTINE  PONTE VEDRA

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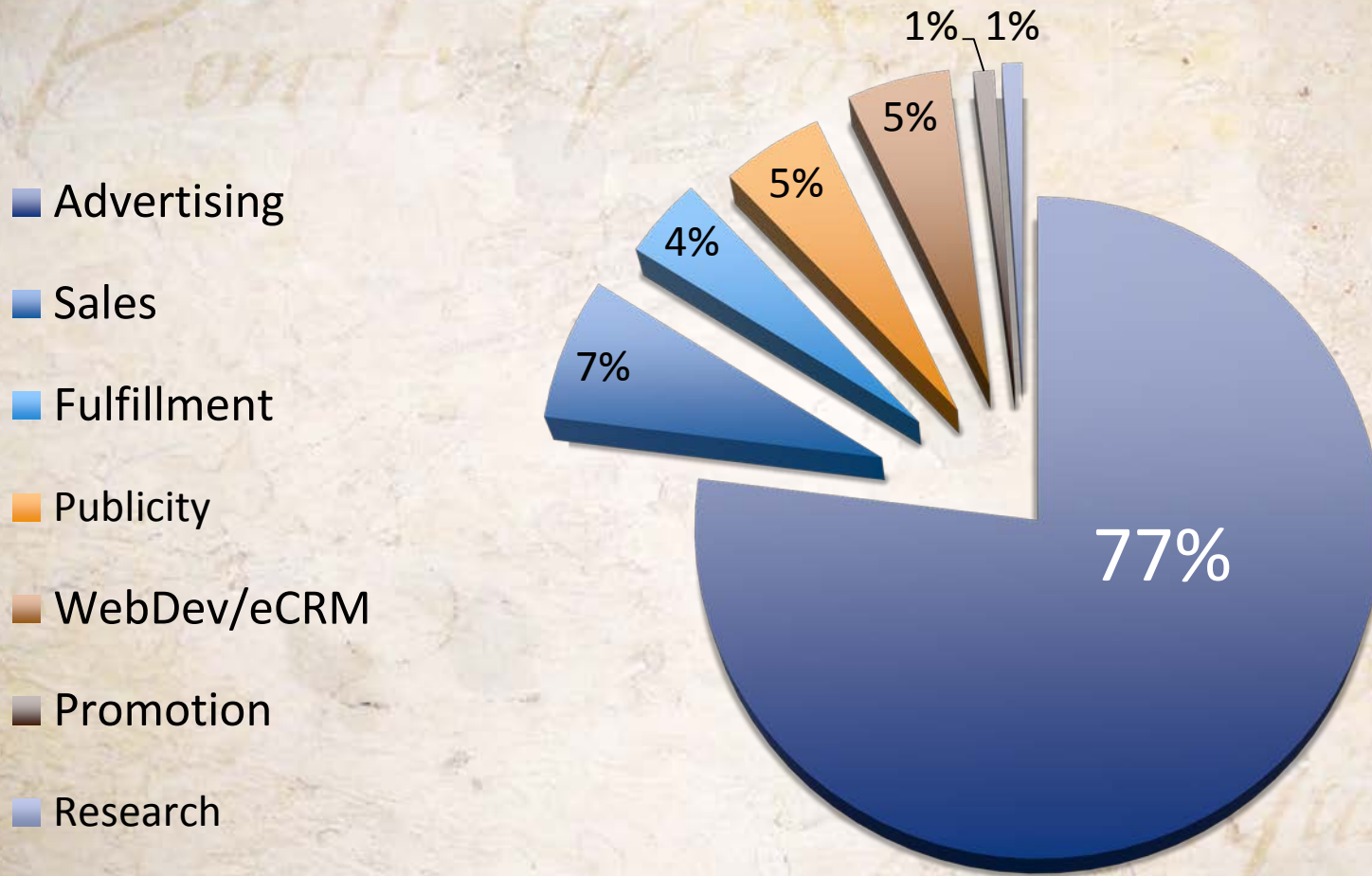
SJC Tourism Development



\$9.4M TDT Collections in 2015



Reinvesting in Tourism



Advertising

2015 ST JOHNS COUNTY VISITORS

**19.5%
MORE
VISITORS**

**SJC
VISITORS**

- Spent a Total of \$1.7 Billion in SJC  UP 6.3%

- \$652 Million in Tourism Payrolls  UP 4.8%

- Supported 29,051 Jobs  UP 25%

- 97.3% of Visitors' Expectations were met or exceeded

- Paid \$167 Million in State & Local Taxes



NEW BUSINESS LICENSES

217 New Businesses since 2012



ULTA



BAILEY CHIROPRACTIC



PET PARADISE



AL'S PIZZA



SOUTHERN CINEMA DESIGN



ALDI



THRIVE CHIROPRACTIC



NONA BLUE



SALT LIFE



LOWE'S



METRO DINER



THE RED SABLE



CHIPOTLE

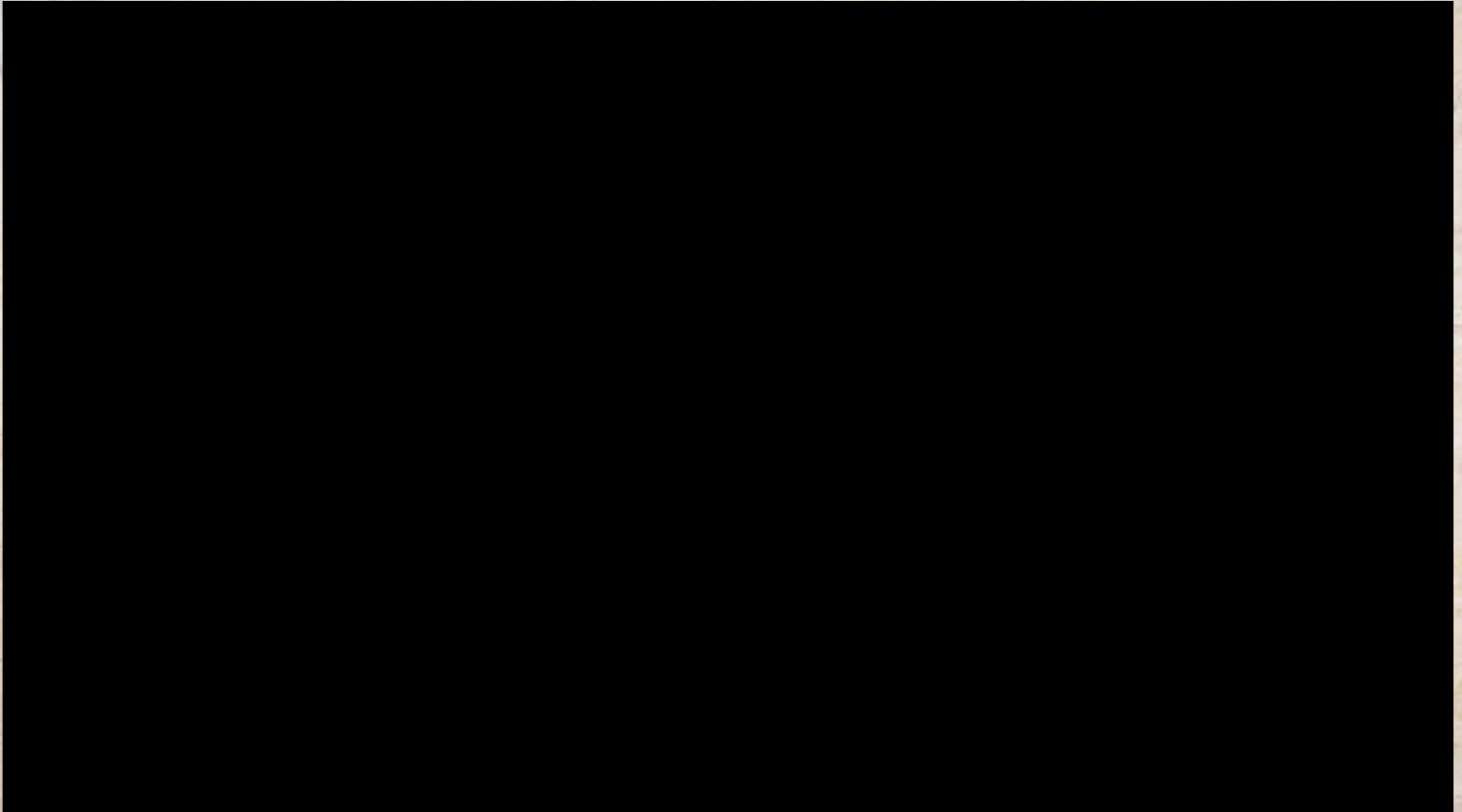


TERRA & ACQUA



ST. AUGUSTINE SHIPYARD

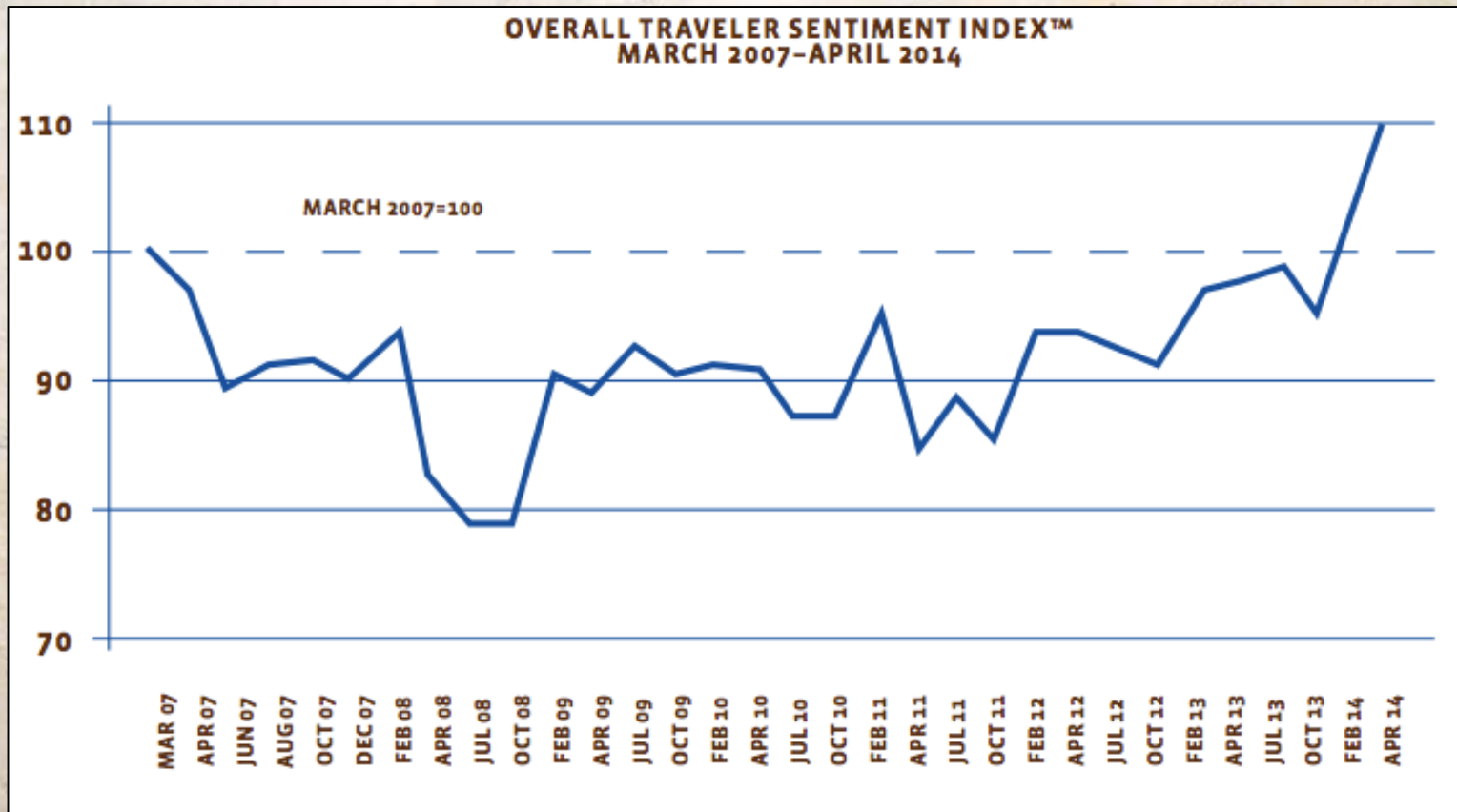
Local Tourists



Looking Ahead

Leisure Travel Climate

- Travel Sentiment Index (TSI) highest since survey commencement



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LODGING INDUSTRY INVESTMENTS



SHIPYARD HOTEL



MARKER 8 HOTEL



WYNDHAM GARDEN HOTEL



ST. AUGUSTINE HOTEL & SUITES



HOTEL SAN MARCO



EMBASSY SUITES ST. AUGUSTINE BEACH



CORDOVA INN



Thank you!

Questions?

ST. AUGUSTINE  PONTE VEDRA

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