



# ECONOMIC IMPACT OF INTERNATIONAL DRIVE RESORT AREA

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# ABOUT US

- One of 10 Florida Regional Planning Councils
- Technical assistance to local governments and organizations in 8-county region



Serving Brevard, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia counties

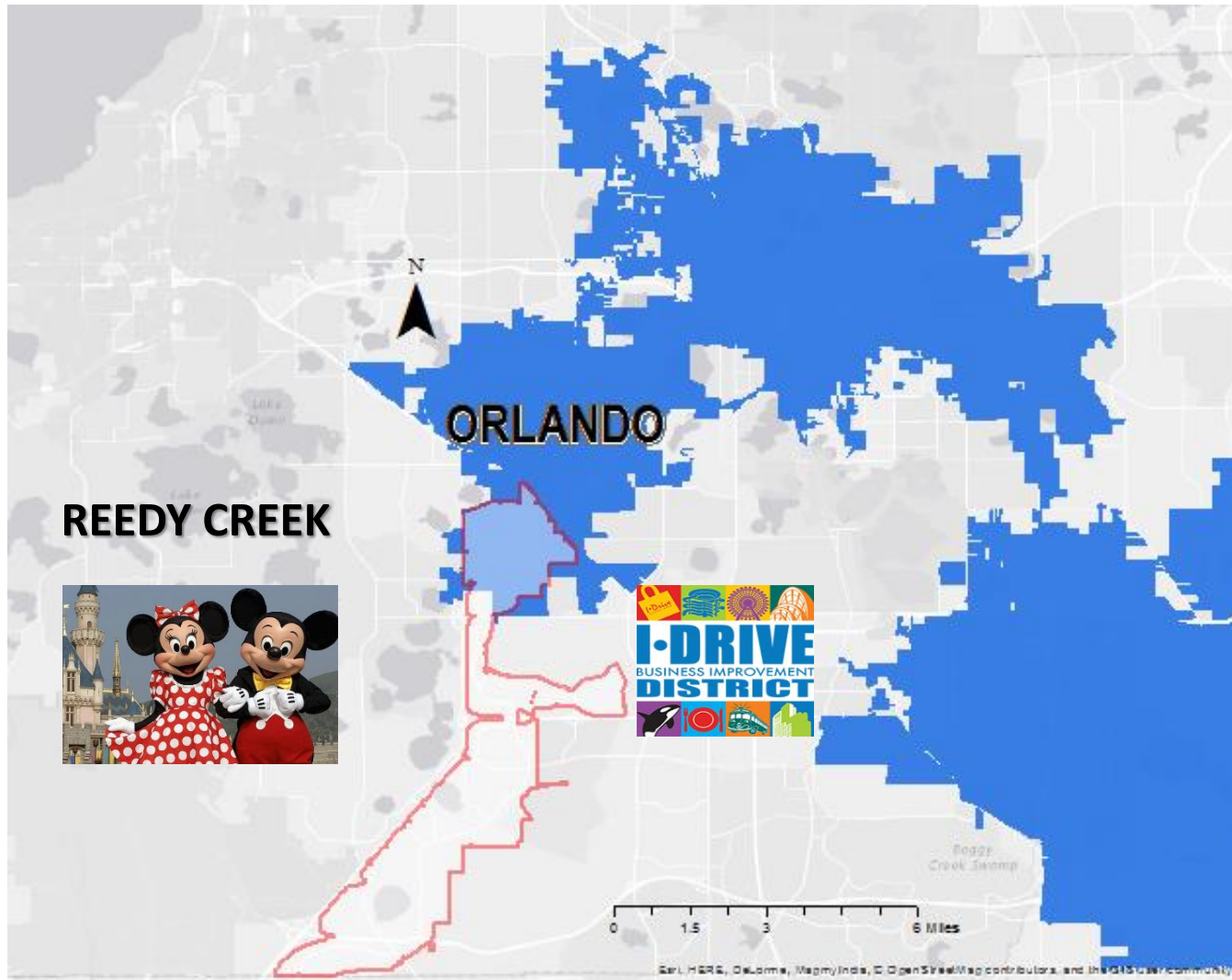
# ORLANDO TOURISM FACTS

- Most visited US destination
- “Theme Park” Capital of the World
- Top US Convention and Group Meeting Destination

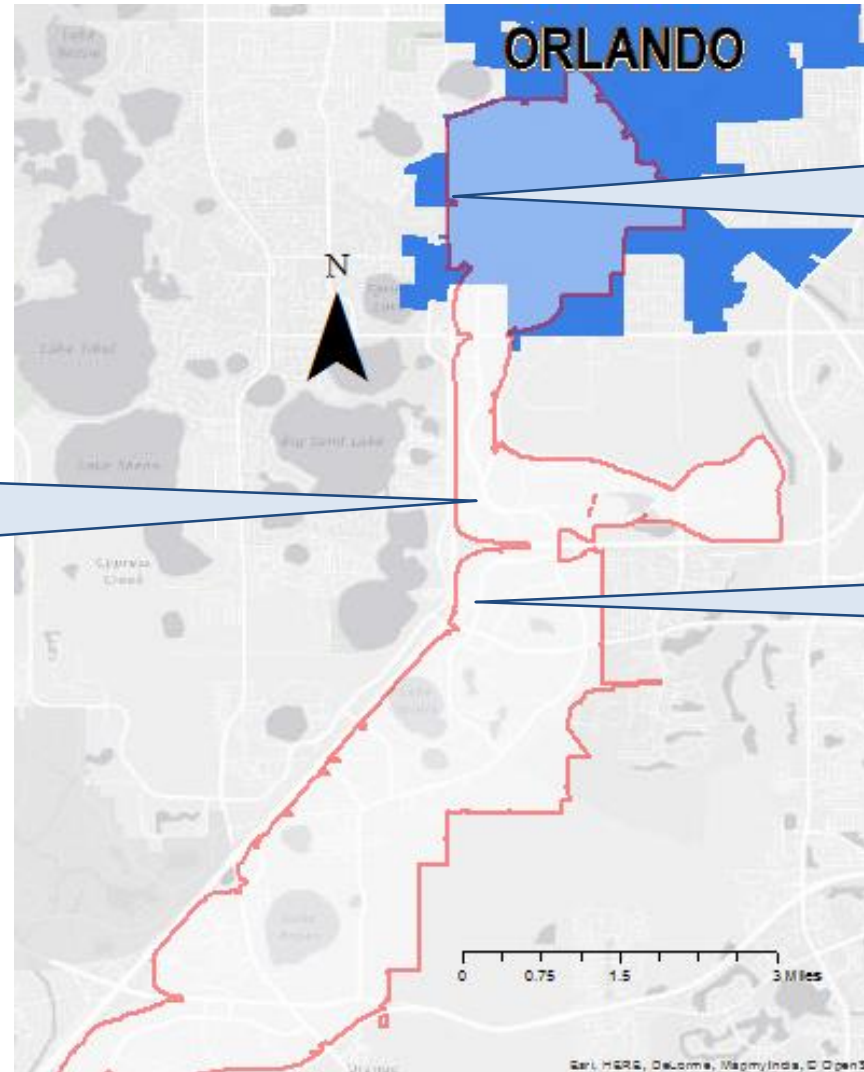
**68 MILLION  
VISITORS (2016)**



# ORLANDO TOURISM CORRIDORS



# I-DRIVE RESORT AREA ANCHORS



#OrlandoUnited

# I-DRIVE RESORT AREA

**122  
HOTELS**

**1,800+  
BUSINESSES**

**75,000+  
JOBS**

**3**

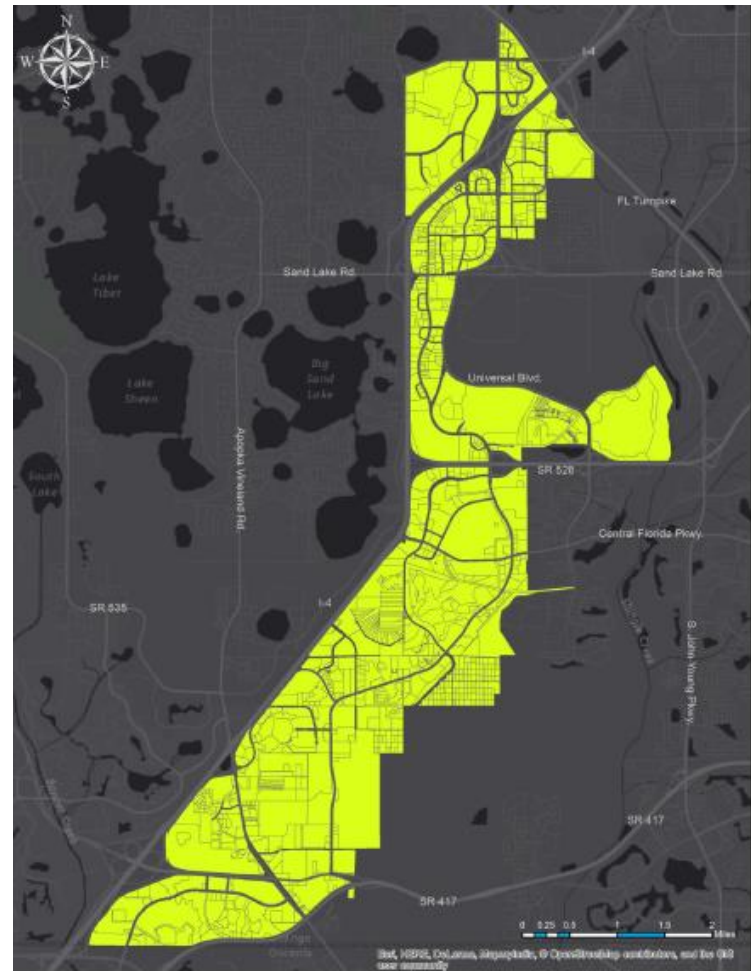
**46,000+  
ROOMS**

**CORPORATE  
HEADQUARTERS**



# I-DRIVE RESORT AREA

- First economic impact analysis of I-Drive Resort Area
- Two economic impact simulations



# WHAT IS I-DRIVE'S VALUE?

## Project Questions

1. How many annual visitors come to I-Drive?
2. What is the amount of money these visitors spend?





# VISITOR NUMBER ESTIMATES

## Overnight Visitors

- Hotel Nights
- Occupancy
- Visitor Characteristics
  - Party Size
  - Length Of Stay



# VISITOR NUMBER ESTIMATES

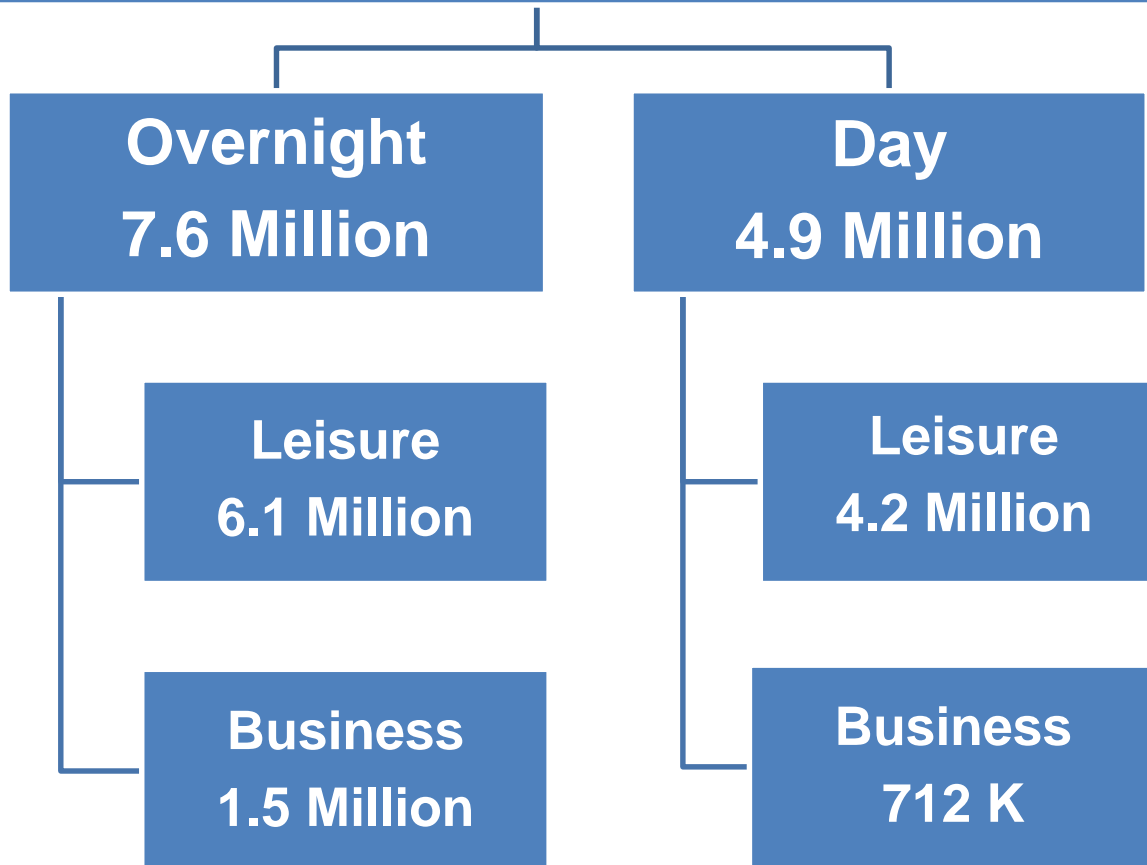
## Day Visitors

- Theme Park Visits
- Convention Center Attendance



# I-DRIVE VISITOR ESTIMATES

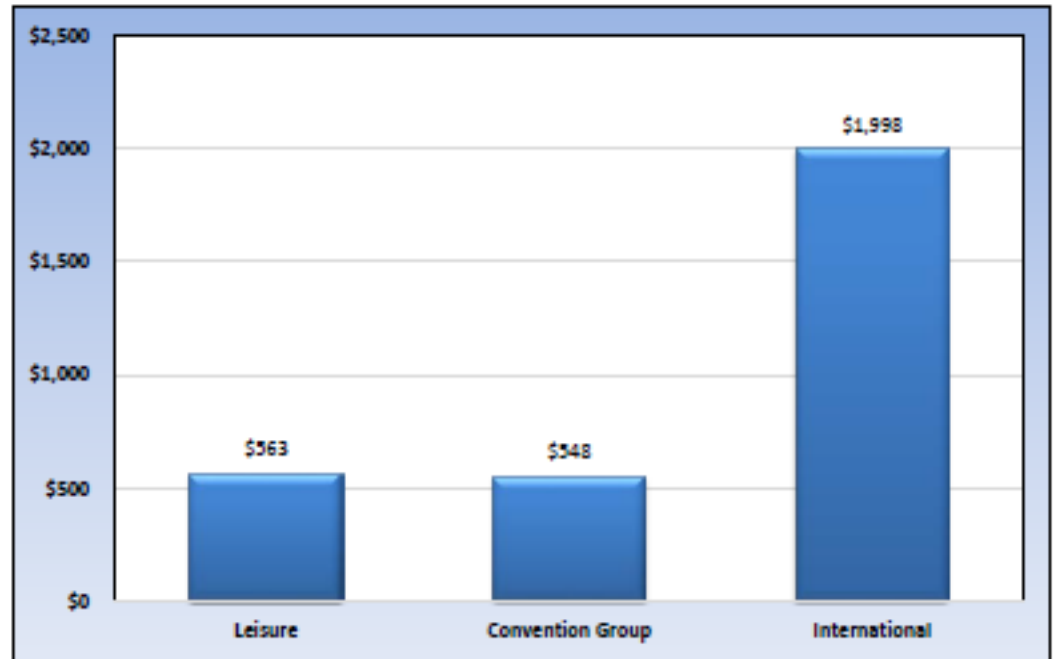
**Total I-Drive Resort Area Visitors  
12.5 Million**



# VISITOR SPENDING

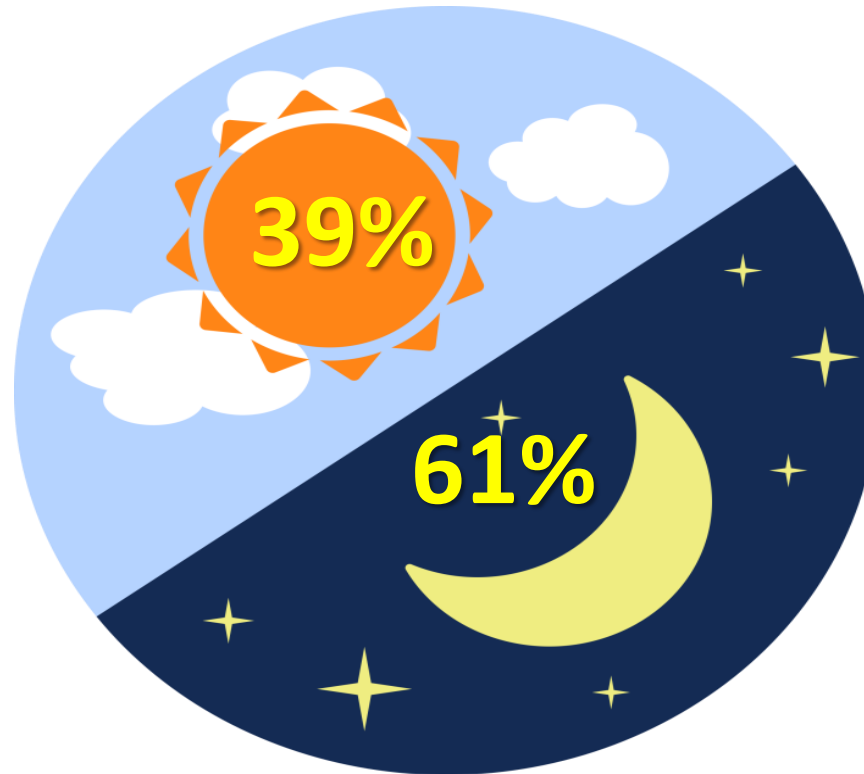
## Methodology

- D.K Shifflet and Associates data for Metro Orlando



# VISITOR SPENDING

## Length of Stay



# VISITOR SPENDING

## Visitor Types



**USA  
Leisure**



**Group  
Meeting**

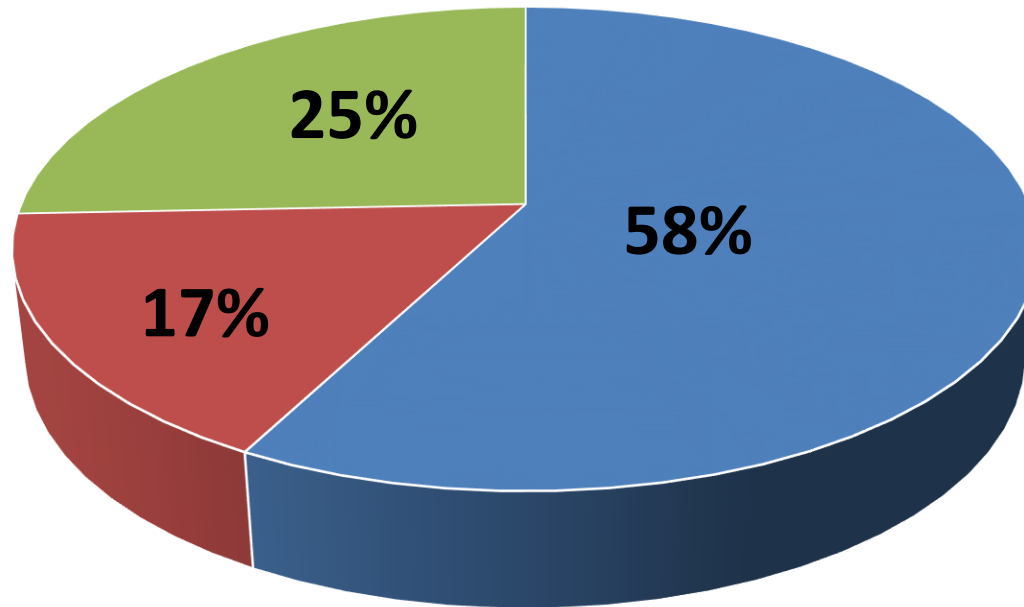


**International**



# I-DRIVE VISITOR SPENDING

**\$7.3 Billion in 2014**



■ US Leisure   ■ Group Meeting   ■ International



# ECONOMIC IMPACT OF TOURISM



*Convention and Trade Show Organizers*



*Charter Buses*



*Theme Parks*



*Hotels*

## Orlando's Tourism Cluster



*Restaurants*



*Outlet Stores*



*Travel Arrangement Services*





# ECONOMIC IMPACT OF TOURISM

## Expenditure Allocation

EXPENDITURE SUBCATEGORY	VISITOR CATEGORIES					
	LEISURE			BUSINESS		INTERNATIONAL
	FLORIDA OVERNIGHT	OTHER OVERNIGHT	DAY	OVERNIGHT	DAY	
Accommodation	X	X		X		X
Air Transportation		X		X		X
Amusement & Recreation	X	X	X	X		X
Ground Transportation		X				X
Rental & Leasing Services		X				
Restaurants	X	X	X	X	X	X
Retail Trade	X	X	X	X	X	X
Scenic & Sightseeing Transportation				X		X
Tour Operators		X				
Car Transportation	X		X		X	

# ECONOMIC IMPACT OF TOURISM

## Expenditure Profiles

### DK Shifflet and Associates

- Transportation
- Room
- Food
- Entertainment
- Miscellaneous

### NAICS Translation

- Air, Ground Transportation
- Hotel Rooms
- Food
- Amusements
- Retail

# ECONOMIC IMPACT OF TOURISM

## Economic Value of I-Drive Resort Area

### Orange County

- 115,237 Jobs (12%)
- \$11.8 Billion Sales
- \$3.4 Billion Income
- \$7.3 Billion GDP

### Metro Orlando

- 126,533 Jobs
- \$13.1 Billion Sales
- \$5.1 Billion Income
- \$8.1 Billion GDP



# ECONOMIC IMPACT OF TOURISM

## 115,237 Orange County Jobs



\*Existing Conditions employment count was 75,000+



# ECONOMIC IMPACT OF TOURISM

## Economic Impact by Industry

### Direct

- Food Services
- Amusements
- Accommodation
- Retail Trade
- Air Transportation
- Administrative Services

### Indirect + Induced

- Retail Trade
- **Construction**
- Administrative Services
- **Professional Services**
- Food Services
- **Health Care**



# FUTURE I-DRIVE PROJECTS



## Impact of New Projects

- 33 projects
- \$1.8 Billion investment
- 5 years



# FUTURE I-DRIVE PROJECTS

## Construction Simulation Results

### Orange County

- 46,540 Jobs
- \$3.6 Billion Sales
- \$2.3 Billion Income
- \$2.3 Billion GDP



# Questions/Comments

## I-Drive Economic Impact Analysis Document

<http://www.myvirtualpaper.com/doc/addins/international-drive-economic-impact-analysis>



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