



**ECONOMIC IMPACT STUDY**

**FACT SHEET**

**ABOUT**

VRMA engaged Tourism Economics to quantify the significance of the short-term vacation rental visitor economy to Florida. The results of this study show the significant scope of the short-term vacation rental economy to Florida in terms of direct visitor spending and downstream host and property manager spending, along with total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

**\$56.6B**

Total Economic Impact

**323,000+**

Total Jobs Supported

**\$4.8B**

State and Local Tax Revenues Generated

**AT THE LOCAL LEVEL**



**1 job per 46 STVR stays**

*Each stay drives \$1,491 in visitor spending*



**\$481 tax savings**

*Equivalent savings, per Texas household, to state and local tax revenues generated*



**\$21,848 state and local taxes**

*Economic activity associated with STVR guests in Texas*

**OUTSIDE OF ACCOMMODATIONS**

For every \$100 spent on short term rentals, guests spent \$115 outside of their accommodations, including a total of \$15.9 billion on food and beverage, retail, transportation and recreation.



**\$5.4 billion** on food and beverage



**\$3.6 billion** on retail spending



**\$3 billion** on transportation



**\$3.9 billion** on recreation