



## **ECONOMIC IMPACT OF TOURISM ON VOLUSIA COUNTY**

*Calendar Year 2010*

**Number of Visitors** **7 Million**

Half of these visitors stay in hotels and motels; half stay with friends and relatives or in timeshares and condos they own.

**Total Visitor Expenditures** **\$3 Billion**

Spent in restaurants, grocery stores, retail stores, lounges, gas stations, etc. The vast majority of this is spent on other than accommodation.

**Lodging Industry Employment** **2,500**

**Lodging Industry Payroll** **\$46 Million**

**Tourism Industry Employment** **37,000**

Includes jobs in gift stores, 140 attractions, restaurants, food purveyors, etc.

**Tourism Industry Payroll** **\$430 Million**

**Local Sales Taxes Paid by Visitors** **40%**

**Sales Taxes Paid Toward School Construction** **\$121 Million**

(via 1/2 cent increase)

