



VACATION TO FREEDOM

117.7 MILLION

DOMESTIC VISITORS FLOCKED TO FLORIDA IN 2021

HIGHEST LEVEL OF DOMESTIC VISITATION
IN THE HISTORY OF FLORIDA

30.9 MILLION VISITORS

CAME IN Q4 2021, MAKING IT THE SECOND CONSECUTIVE
QUARTER WITH HIGHER VISITATION THAN 2019



INTERNATIONAL

1.5 MILLION OVERSEAS
TRAVELERS CAME, AN INCREASE
OF 43% COMPARED TO Q3 2021.

COLOMBIA IS FLORIDA'S
#1 INTERNATIONAL ORIGIN
MARKET WITH 709,000 VISITORS,
THE MOST EVER.



DOMESTIC

DOMESTIC VISITATION IS UP
7.0% COMPARED TO Q4 2019.

HOTEL REVENUES FOR THE
YEAR REACHED \$17.3 BILLION,
THE HIGHEST EVER.