

WISAWAVE

**AND COUNTING INTERNATIONAL
VISITORS TO FLORIDA**

VISITFLORIDA®



Problem

- VISIT FLORIDA needed more detailed data on overseas visitors.
 - Needed to know more about South America—specific countries.
- Need to know more about other countries in Europe



Solution: VisaVue

- Allows VISIT FLORIDA to calculate the number of overseas visitors to the state by using credit card data.
- Offers a baseline from various countries.
- Highlights the other countries we should be targeting.



Developing a Methodology

1. Clean the data.
 - Remove bill pay and recurring type payment.
 - Take out e-commerce and catalog marketing.
 - Use only face-to-face transactions.
 - Know that it is geographically accurate.



Developing a Methodology

2. Use Visa card penetration by region and apply it.
3. Calculate a multiplier based on information we have and applied it.
4. Pass face validity



Top Origin Countries of Overseas Visitation to Florida, 2009

1. United Kingdom	1,238,000	-12%
2. Brazil	712,000	+29%
3. Venezuela	401,000	-11%
4. Germany	280,000	-4%
5. Mexico	275,000	-14%
6. France	227,000	-6%
7. Spain	218,000	-8%
8. Colombia	199,000	+1%
9. Argentina	190,000	+30%
10. Bahamas	176,000	+10%



Top Overseas Countries to Florida by Spending, 2009

1. United Kingdom	\$785.7M	-29%
2. Brazil	\$785.6M	+36%
3. Venezuela	\$349.9M	-47%
4. Germany	\$211.3M	-14%
5. Mexico	\$174.5M	-23%
6. France	\$170.7M	-14%
7. Panama	\$147.5M	0%
8. Bahamas	\$147.1M	-2%
9. Spain	\$146.3M	-18%
10. Switzerland	\$142.0M	+3%



Top Origin Countries of Overseas Visitation to Florida Quarter One, 2010

1. Brazil	272,000	+55%
2. United Kingdom	254,000	+4%
3. Germany	74,000	+11%
4. Mexico	71,000	+24%
5. France	65,000	+6%
6. Argentina	64,000	+29%
7. Colombia	60,000	+44%
8. Japan	54,000	+23%
9. Italy	48,000	+5%
10. Spain	47,000	+12%



Top Overseas Countries to Florida by Spending Quarter One, 2010

1. Brazil	\$346.0M	+96%
2. United Kingdom	\$158.1M	+4%
3. Germany	\$51.8M	+10%
4. France	\$48.0M	+6%
5. Panama	\$45.6M	+5%
6. Mexico	\$44.1M	+37%
7. Switzerland	\$41.1M	+13%
8. Argentina	\$40.4M	+32%
9. Colombia	\$40.3M	+52%
10. Dominican Republic	\$37.0M	+16%



Top Spending Categories of Top Overseas Countries, 2008

United Kingdom

Steamship/ Cruise Line	\$199,295,000	18%
Lodging	\$178,600,000	16%
Clothing/ Jewelry	\$162,982,000	15%
Restaurants	\$76,002,000	7%
Amusement/ Theme Park	\$63,493,000	6%
TOTAL	\$1,109,650,000	

Top 5 = 62% of Total Spending

Brazil

Clothing/ Jewelry	\$138,646,000	24%
Radio/TV Stores	\$72,805,000	13%
Lodging	\$49,166,000	9%
Super- markets	\$23,308,000	4%
Auto Rental	\$22,771,000	4%
TOTAL	\$575,920,000	

Top 5 = 54% of Total Spending

Germany

Clothing/ Jewelry	\$48,007,000	20%
Lodging	\$47,446,000	19%
Steamship/ Cruise Line	\$25,097,000	10%
Restaurants	\$18,267,000	7%
Super- markets	\$12,126,000	5%
TOTAL	\$245,970,000	

Top 5 = 61% of Total Spending



What We've Discovered:

- South America = Important
- Ireland
- Have data quarterly



Next Steps

- Airline data to help validate
- Research to revise our multipliers
- Delve more into spending categories



VISITFLORIDA®

2540 W. Executive Center Circle, Suite 200
Tallahassee, FL 32301
(850) 488-5607

www.VISITFLORIDA.org