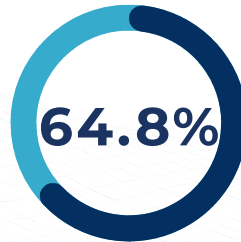


FLORIDA

AAHOA Member-owned hotels represent a significant part of the U.S. economy. To quantify these important impacts, AAHOA engaged Oxford Economics, an international leader in global forecasting and quantitative analysis, to conduct a comprehensive economic impact analysis on the national level and for each state in the U.S. Here are some of the impressive findings from Florida.



OWNERSHIP OVERVIEW

AAHOA Members own 64.8% of the hotels in Florida

2,865

Hotels

290,408

Hotel rooms

LABOR & JOB IMPACTS

459,807

Total impact jobs

263,927

Direct impact jobs

\$23.4B

Annual wages, salaries, and other compensation

ANNUAL ECONOMIC IMPACTS

\$18.0B

Total hotel sales

\$10.4B

Federal, state, and local taxes

\$1.43B

Total lodging taxes

\$38.2B

Contribution to state GDP

\$1,198

Federal, state, and local taxes per household



GUEST SPENDING

Guests staying at member-owned hotels spend \$36.9B at hotels and local businesses



MEMBER PURCHASES

Member-owned hotels purchase \$6.5B of inputs from other businesses