CENTRAL FLORIDA VISITOR STUDY

STUDY OVERVIEW

48M
ENPLANEMENTS AT OIA
GOAA, 2018

#1 IN THE US
WEDDING DESTINATION

4.5M
CRUISE PASSENGERS AT PORT CANAVERAL
PORT CANAVERAL, 2017

#1 IN THE US
FOR STAYCATIONS

52-1
VISITORS TO ORLANDO RESIDENTS
2017

PLEASE VISIT
http://cfgis.org/FDOT-Resources/Central-Florida-Visitor-Study.aspx

CONTACT
Heather Garcia
Planning and Corridor Development Manager (PLEMO)
FDOT District Five
719 S. Woodland Boulevard
Deland, Florida 32720
(386) 943-5077
Heather.Garcia@dot.state.fl.us
The Central Florida Visitor Study was conducted by the Florida Department of Transportation District Five to fully understand visitor travel within the region, recommend ways to best capitalize on tourism assets, and recommend strategies to best prepare for expected growth within the 10-county Central Florida region. The study's objectives included:

- Assemble and analyze visitor travel data to enhance transportation planning tools
- Create a visitor economic analysis tool to assess future transportation strategies
- Maximize return on investment from tourist related transportation projects
- Generate a list of recommendations to integrate transportation and tourism objectives of Central Florida

**STUDY OBJECTIVES**

**STUDY AREA**

**OVERALL STUDY RESULTS**

The Central Florida Visitor Study advanced our understanding of visitor travel throughout the region, and enhanced transportation planning tools and processes. The results of the study are documented in the following reports:

- **Executive Summary**
  Summarizes the results of the entire Central Florida Visitor Study.

- **Visitor Data Dictionary**
  A desktop guide to locate and utilize existing data for transportation.

- **Global Review of Visitor Attractions**
  Comparisons of Central Florida to world-renowned visitor destinations to identify best practices in transportation and tourism collaborations.

- **TransValU Visitor Module**
  A user-friendly tool designed to evaluate economic impacts of increased visitor spending resulting from a transportation investment.

- **Visitor Data Analysis Report**
  Synthesizes the results of the study to identify trends for visitor travelers throughout Central Florida.

- **Scenario Planning & Recommendations**
  Evaluates several potential futures of visitor growth and trends to identify key planning considerations and recommendations to integrate transportation and tourism objectives in Central Florida.

---

**US Census Bureau, 2016**

**Visit Orlando, 2018**