

**GREATER FORT LAUDERDALE
VISITOR AND EXPENDITURE ESTIMATES**

YEAR	CANADA	LATIN AMERICA	SCANDINAVIA	EUROPE	UNITED KINGDOM	OTHER FOREIGN	TOTAL FOREIGN	DOMESTIC	TOTAL VISITORS
1996	430,533	246,019	177,124	270,620	159,912	92,257	1,376,465	4,774,003	6,150,468
1997	459,257	335,909	180,389	281,852	172,955	92,928	1,523,290	4,876,418	6,399,708
1998	444,572	366,712	174,683	285,265	165,037	90,511	1,526,780	4,912,446	6,439,226
1999	447,260	371,213	180,682	298,766	177,154	103,510	1,578,585	5,156,626	6,735,211
2000	509,876	415,758	182,488	316,691	178,925	179,950	1,783,688	5,790,312	7,574,000
2001	478,774	368,362	171,174	277,738	169,621	159,554	1,625,222	6,162,388	7,787,610
2002	510,086	382,728	170,318	274,960	170,569	164,340	1,673,001	6,435,676	8,108,677
2003	541,000	416,250	180,350	299,890	181,125	173,264	1,791,879	7,118,621	8,910,500
2004	610,789	433,316	213,895	341,275	186,921	210,584	1,996,780	7,414,220	9,411,000
2005	661,648	471,587	226,511	352,448	187,054	218,566	2,117,814	8,022,686	10,140,500
2006	684,122	481,699	227,451	354,221	177,225	225,455	2,150,173	8,199,939	10,350,112
2007	718,246	498,523	230,299	362,554	180,116	231,577	2,221,315	8,426,143	10,647,458
2008	763,588	514,822	229,417	368,269	183,524	236,548	2,296,168	8,546,893	10,843,061
2009	759,263	509,277	225,478	362,844	180,792	230,119	2,267,773	8,304,211	10,571,984
2010	835,947	558,426	226,143	364,952	181,947	236,748	2,404,163	8,440,799	10,844,962
10 vs 09:	10.1%	9.7%	0.3%	0.6%	0.6%	2.9%	6.0%	1.6%	2.6%
% of Ttl:	7.7%	5.1%	2.1%	3.4%	1.7%	2.2%	22.2%	77.8%	100.0%

YEAR	CANADA	LATIN AMERICA	SCANDINAVIA	EUROPE	UNITED KINGDOM	OTHER FOREIGN	TOTAL FOREIGN	DOMESTIC	TOTAL VISITORS
2009									
SHOP\$	\$122,926,957	\$92,453,474	\$36,505,565	\$58,745,532	\$29,270,767	\$37,256,956	\$377,159,252	\$1,334,476,674	\$1,711,635,926
FOOD\$	\$164,308,310	\$100,210,089	\$48,794,567	\$78,521,256	\$39,124,293	\$49,798,902	\$480,757,416	\$1,807,072,781	\$2,287,830,198
ROOM\$	\$138,749,239	\$93,066,298	\$41,204,301	\$66,306,838	\$33,038,292	\$42,052,406	\$414,417,374	\$1,517,528,127	\$1,931,945,500
ENT\$	\$66,331,873	\$44,492,221	\$19,698,547	\$31,699,322	\$15,794,622	\$20,104,001	\$198,120,586	\$725,484,938	\$923,605,524
MISC\$	\$31,644,563	\$21,225,647	\$9,397,472	\$15,122,612	\$7,535,049	\$9,590,900	\$94,516,243	\$346,102,906	\$440,619,149
TRANS\$	\$84,588,352	\$56,737,787	\$25,120,166	\$40,423,906	\$20,141,766	\$25,637,213	<u>\$252,649,188</u>	<u>\$925,159,691</u>	<u>\$1,177,808,879</u>
							\$1,817,620,060	\$6,655,825,117	\$8,473,445,176
2010									
SHOP\$	\$135,342,327	\$100,410,845	\$36,613,230	\$59,086,824	\$29,457,765	\$38,330,211	\$399,241,202	\$1,356,590,680	\$1,755,831,883
FOOD\$	\$180,903,111	\$110,846,179	\$48,938,476	\$78,977,438	\$39,374,241	\$51,233,451	\$510,272,894	\$1,836,631,108	\$2,346,904,002
ROOM\$	\$152,762,627	\$102,047,884	\$41,325,824	\$66,692,058	\$33,249,359	\$43,263,803	\$439,341,555	\$1,542,488,491	\$1,981,830,046
ENT\$	\$73,031,256	\$48,786,050	\$19,756,644	\$31,883,484	\$15,895,527	\$20,683,134	\$210,036,094	\$737,417,743	\$947,453,838
MISC\$	\$34,840,599	\$23,274,079	\$9,425,188	\$15,210,469	\$7,583,187	\$9,867,183	\$100,200,706	\$351,795,621	\$451,996,326
TRANS\$	\$93,131,601	\$62,213,403	\$25,194,252	\$40,658,755	\$20,270,442	\$26,375,740	<u>\$267,844,194</u>	<u>\$940,376,755</u>	<u>\$1,208,220,949</u>
							\$1,926,936,645	\$6,765,300,399	\$8,692,237,043

Note: SCANDINAVIA INCLUDES SWEDEN, NORWAY, FINLAND, DENMARK AND ICELAND
EUROPE INCLUDES AUSTRIA, FRANCE, GERMANY, ITALY, SPAIN AND SWITZERLAND