



## Florida League of Cities

### Center for Municipal Research & Innovation

## MiniSurvey Series – Tourism & Municipal Government

The Center for Municipal Research & Innovation conducted a survey of the 411 municipalities in Florida to determine the effects of tourism on municipal governments. The survey was conducted electronically from October 27 - November 23, 2015 with a response rate of 43% or 178 cities.

### Key Take-Aways

Of municipalities who responded:

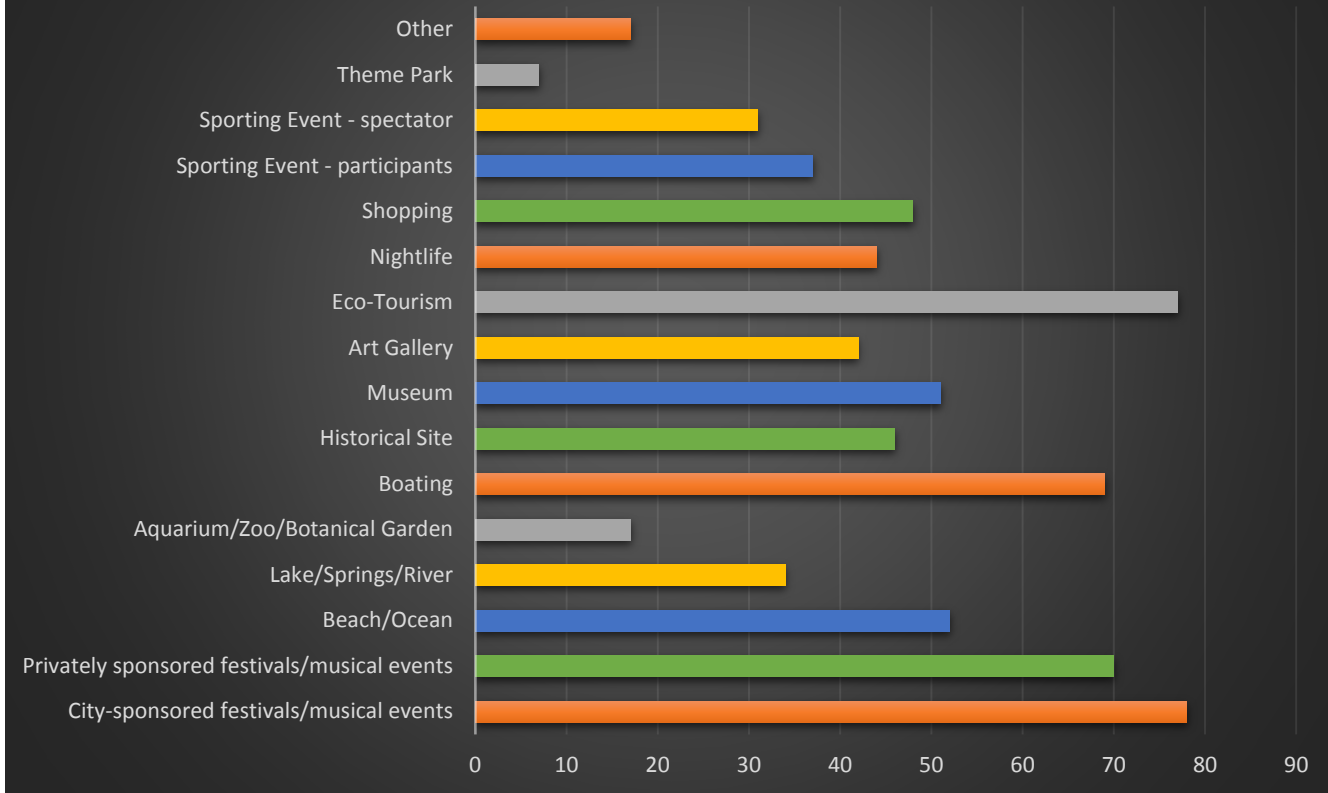
- **55% of cities consider themselves a tourist destination.**
  - More than  $\frac{3}{4}$  of these cities say tourists are most likely to participate in city-sponsored festivals or musical events and eco-tourism (birding, biking, hiking, kayaking, snorkeling, etc.).
  - More than half of these cities say the next most frequently participated in tourist activities are privately sponsored festivals or musical events, boating, beach activities, and area museums.
  - Nearly  $\frac{3}{4}$  of these cities partner with others in the community to promote tourism, while more than 40% commit financial resources, personnel resources or in-kind resources to promote tourism.
  - More than 80% of these cities do not receive financial assistance from the state or a state entity for marketing or capital projects related to tourism.
  - Tourism has increased in the past year in 80% of these cities with more than half experiencing an increase of 10% or more.
  - As a result of tourism, 53% of these cities have faced increased cost/need for infrastructure, and more than a third of these cities have dealt with increased cost of public safety and issues with vacation rental regulations.
  
- **45% of cities do not consider themselves a tourist destination.**
  - Of these cities, more than half are within a 20-mile radius of tourist activities including city-sponsored festivals or musical events, boating, privately sponsored festivals or musical events, historical sites, eco-tourism (birding, biking, hiking, kayaking, snorkeling, etc.), lakes/springs/rivers, and shopping districts.

Pages 2-3 of this report contain additional graphs of the data collected. Contact Research Analyst Liane Schrader at [lschrader@flcities.com](mailto:lschrader@flcities.com) for the survey questions or additional information.

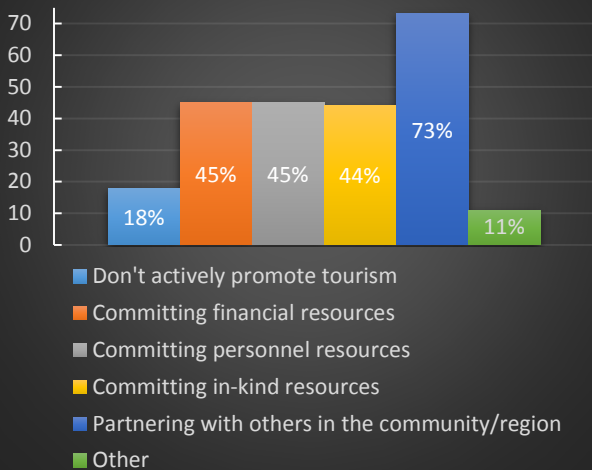
The FLC Center for Municipal Research & Innovation is the central source of local government research and resources at the Florida League of Cities. The Center serves as a link between Florida's public policy researchers and municipal governments, bridging the gap between academics and public policy makers and administrators. More information on the Center can be found at [www.floridaleagueofcities.com/ResearchMaterial.aspx](http://www.floridaleagueofcities.com/ResearchMaterial.aspx).

*\*Surveys are completed by members of each individual municipality and the FLC staff does not verify or cross-reference responses with other sources.*

## Of Cities Who Consider Themselves a Tourist Destination - Percent of Activity Participation



## How Do Municipalities Promote Tourism?



## Has Tourism Increased in Cities in the Past Year?

