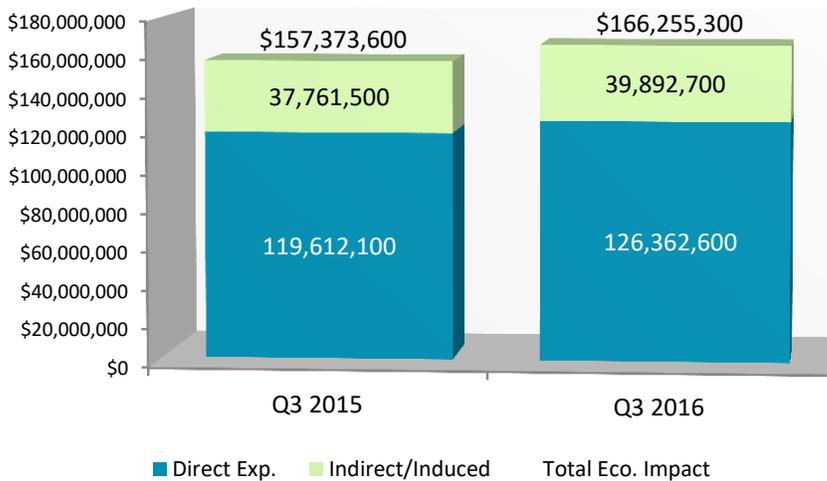


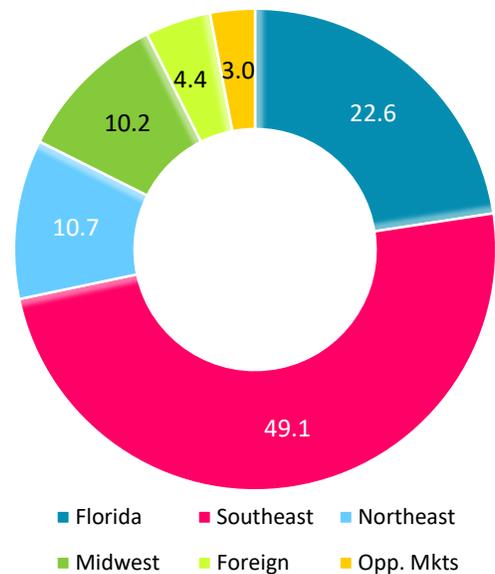
H/M/C/C* Visitor Stats	Fiscal Year			Third Quarter (July – Sept.)		
	2015	2016	% Δ '15/'16	2015	2016	% Δ '15/'16
Visitors (#)	608,700	639,000	+5.0	173,100	183,400	+6.0
Direct Exp. (\$)	\$425,786,600	\$455,172,400	+6.9	\$119,612,100	\$126,362,600	+5.6
Total Eco. Impact (\$)	\$560,207,300	\$598,870,400	<i>(k: 1.3157)</i>	\$157,373,600	\$166,255,300	<i>(k: 1.3157)</i>

* Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)

Third Quarter Economic Impact



Q3 2016 Visitor Origin Distribution (%)



Visitor Origins	Fiscal Year			Third Quarter		
	2015	2016	% Δ '14/'15	2015 # of Visitors	2016 # of Visitors	% Δ '15/'16
Florida	128,142	137,304	+7.1	38,774	41,448	+6.9
Southeast	247,920	262,550	+5.9	83,781	90,049	+7.5
Northeast	91,184	96,308	+5.6	17,829	19,624	+10.1
Midwest	86,967	85,341	-1.9	19,387	18,707	-3.5
Foreign	28,427	31,791	+11.8	6,924	8,070	+16.6
Opportunity Mkts	26,060	25,706	-1.4	6,405	5,502	-14.1
Total	608,700	639,000	+5.0	173,100	183,400	+6.0

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