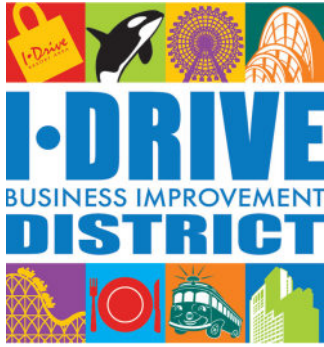


# STATE OF INTERNATIONAL DRIVE

**ECONOMIC IMPACT ANALYSIS REPORT**  
6TH EDITION



Photo Credit: MCDM Photography



## ABOUT THE DISTRICT

The International Drive Master Transit and Improvement District was created on November 10, 1992 as a Business Improvement District (BID) under a public-private partnership between the I-Drive business community, Orange County Government and the City of Orlando.

The I-Drive Business Improvement District was created to provide services such as transportation, capital improvements, public safety, marketing, promotions, clean teams, streetscape enhancements and representation to state and local governments. The BID contributes to the current and future economic development of International Drive!

## THE INTERNATIONAL DRIVE BUSINESS IMPROVEMENT DISTRICT LEADERS

### GOVERNING BOARD

#### Chairperson



The Honorable Jerry Demings  
Orange County Mayor



Commissioner Victoria Siplin  
Orange County - District 6



Commissioner Bakari F. Burns  
City of Orlando - District 6

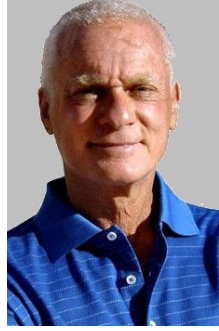
### ADVISORY BOARD

#### Chairperson



Ms. Sibille Pritchard  
Vice President  
Orlando Plaza Partners

#### Other Members:



Mr. Harris Rosen  
President  
Rosen Hotels & Resorts



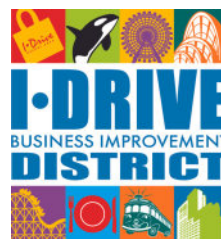
Mr. Joshua Wallack  
Chief Operating Officer  
Mango's Tropical Café



Mr. Russ Dagon  
Senior Vice President  
of Resort Development  
Universal Orlando  
Creative



Mr. Marco Manzie  
President  
Paramount Hospitality  
Group



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## Highlights...

- **7.7 million visitors - Overnight: 4.8 million and Day: 2.9 million...**down from 15.3 million in 2019 - *pg 23*
- **Total assessed value \$13.9 billion...**down from \$14.7 billion in 2019 - *pg 26*
- **Property taxes were \$208.8 million...**down from \$228 million in 2019 - *pg 26*
- **Sales tax collected \$191.8 million...**down from 530.1 million in 2019 - *pg 26*
- **TDT collections were \$44.6 million...**down from 126.4 million in 2019 - *pg 26*
- **Visitors spent \$2.95 billion...**down from 8.2 billion in 2019 - *pg 26*
- **75,000+ full, part-time and seasonal jobs...**in 2019; 2020 is unavailable due to Covid-19 pandemic - *pg 17*
- **135 properties & 53,938 individual accommodations...**up from 53,015 accommodations in 2019 - *pg 10*
- **1,800 individual businesses...**in 2019; 2020 is unavailable due to Covid-19 pandemic - *pg 17*
- **63.1 million square-feet of commercial space...** down from 69.7 million in 2019 - *pg 7*
- **Home to 26,546 residents housed in 11,730 units...***pg 11*
- **Home to the 2nd largest convention center in the country...***pg 13*
- **Home to UCF Rosen College of Hospitality Management, ranked Top 5 in the world...***pg 12*

# EXECUTIVE SUMMARY INTRODUCTION

International Drive is one of the most visited destinations in the world and an important economic hub for Orange County, the City of Orlando, and the Metro Orlando region. The purpose of this study is to analyze the area's economic impact by delving into its current conditions, assessing the actual number of people visiting the area, and calculating its overall influence on the economy. This document is divided into three main parts: existing conditions, visitation and fiscal analysis profile, and economic impact model simulations.

The existing conditions analysis found that the study area has a diversity of commercial, institutional and residential uses within its boundaries. These include the office headquarters of three national/international companies: Marriott Vacations Worldwide, SeaWorld Parks and Entertainment, and Wyndham Destinations. Long thought as only a job center, International Drive is also home to 26,546 residents housed in 11,730 housing units. Finally, about 20% of the resort area's land is still vacant.

Most of International Drive's economic activity is the result of visitors coming to the area. This study estimates that 7.7 million people visited the study area in 2020 based on regional visitation and hotel occupancy data. Most of these visitors stayed overnight (62%) and the vast majority of them came for leisure purposes.

International Drive visitors spent about \$2.95 billion on transportation, lodging, food, entertainment and shopping in 2020. This visitor spending has an economic ripple effect on both Orange County and Metro Orlando's economy.

This positive economic impact will continue as there are more than 67 new projects scheduled to be completed within the next five years. They represent almost \$1.2 billion in new investment coming to Orange County.

Construction costs were used to determine the economic impact of these projects to the county and regional economies. According to REMI, these new development projects will add more than 2,700 jobs in Orange County. They will also generate about \$328.2 million in sales and \$149 million in personal income.

The high economic impact of this area can be seen not only in the high number of people employed by the hotels and theme parks, but it also results in positions and investment in other sectors of the economy such as retail, construction, transportation, and professional services.

Although the number of visitors in 2020 was significantly lower due to the Covid-19 pandemic, recent and future developments will help to solidify the corridor's competitiveness. Orange County Government in partnership with the private sector has developed a new 2040 Vision Plan for the section of International Drive between Sand Lake Road and the Beachline Expressway. The strategies developed through this plan will help to create a more walkable and cohesive destination. These and other activities have renewed interest in redeveloping old sites into new projects all around the district.

Despite all the investment and careful planning put on the I-Drive area through the years, there has never been any specific efforts to calculate the economic impact that this area has on both Orange County and Metro Orlando. This study is the only attempt to do just that.



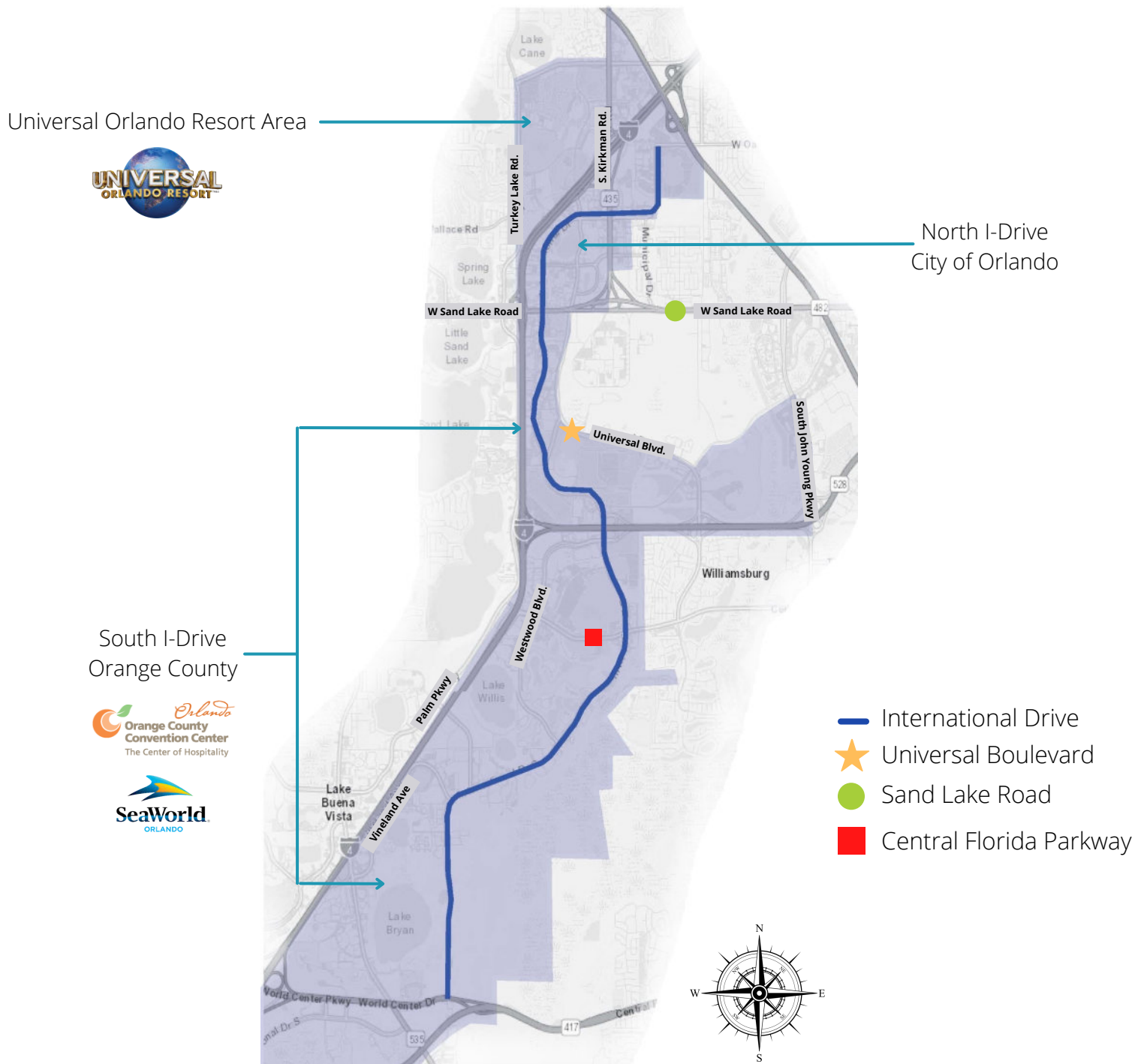
## Brief History of the I-Drive Resort Area

In 1965, Walt Disney announced that it will build a new theme park south of Orlando. Around this time, Orlando attorney and developer Finley Hamilton paid \$90,000 for ten acres of vacant land north of Sand Lake Road and east of I-4 where he built the Hilton Inn South. The actual International Drive was not built until 1972, when Hamilton and RF Raidle's Major realty paved a 1 1/2 mile stretch connecting Kirkman and Sand Lake roads. It was named International Drive because it "sounded important". The 1970s brought other important events to the resort area including the opening of the Sea World and Wet 'n Wild theme parks and the approval from Orange County voters to use a 2% hotel room tax to build the Orange County Convention Center. The convention center was inaugurated in 1983, and its subsequent expansions have spurred the development of multiple hotels and commercial projects along the resort area. One of the most significant investments was the opening of the Universal Studios theme parks in the 1990s. Today the I-Drive Resort area is one of the most visited tourist corridors in the world. More detailed information about the history of International Drive can be found at the I-Drive Improvement District website at: <http://www.idrivedistrict.com/district-info/history.asp>

# STUDY AREA BOUNDARY

The study area boundaries encompass several important tourist hubs. The first one is the Universal Studios Resorts area, which starts south of Vineland Road and follows Kirkman Road south to the Sand Lake Road interchange. The Florida Turnpike and the Turkey Lake road delimit the east and west borders.

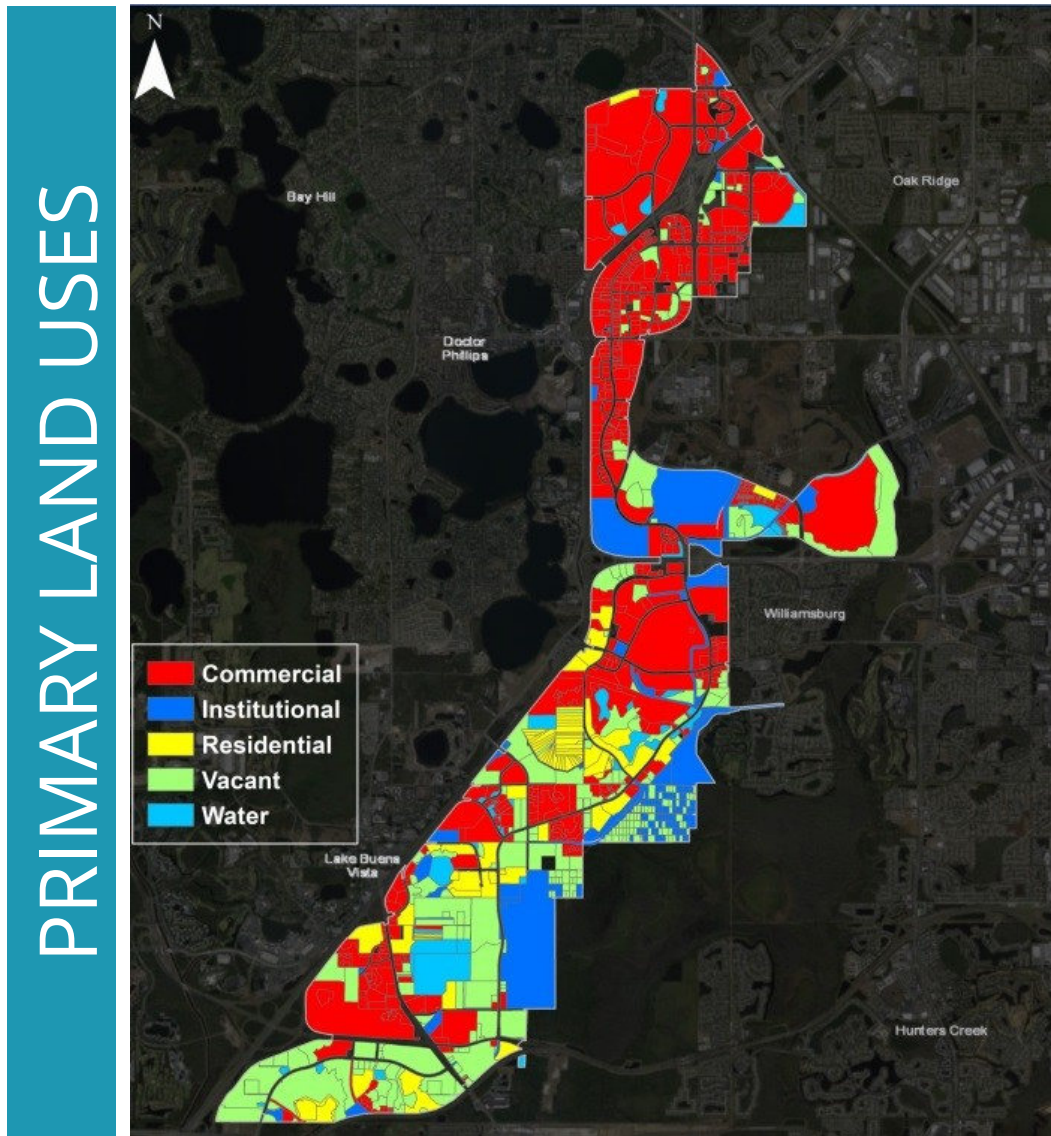
After this the study is framed by International Drive starting from West Oak Ridge Road to the Orange-Osceola County line. To the east, Universal Boulevard also serves as a primary north-south corridor. Sand Lake Road is an important east-west road that divides the study area between the City of Orlando and unincorporated Orange County. The study area continues south of the Beachline Expressway and includes SeaWorld Orlando, Aquatica, Discovery Cove, a number of vacation resorts as well as housing for much of the supporting service industry professionals that work within the corridor.



Source(s): Orange County Property Appraiser, ECFRPC Research

# LAND USE ANALYSIS

The I-Drive study area has a diverse mix of land uses. For the purpose of this discussion, the ECFRPC classified all district properties into four general land use categories: **Commercial, Vacant, Institutional and Residential.**

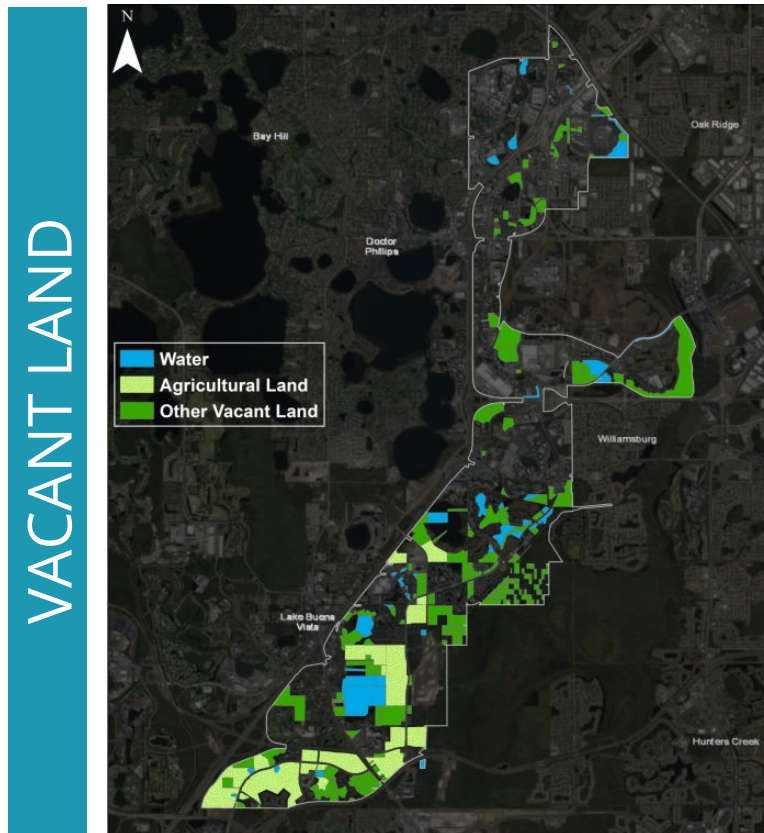


Source(s): Orange County Property Appraiser, ECFRPC Research

## Project Area Summary by Land Use 2020

Land Use Category	Acres	% of Study Area
Commercial	4,016	48.5
Vacant	1,706	20.6
Institutional	1,152	13.9
Residential	828	10
Water	574	6.9
<b>Total</b>	<b>8,591</b>	<b>100</b>

# VACANT LAND



Source(s): Orange County Property Appraiser, ECFRPC Research

There are over **1,700** acres of vacant land within the I-Drive study area. This includes over 600 acres of agricultural land, most of which is located south of the Beachline Expressway (S.R. 528). Because they are situated near a dynamic tourist district, these parcels will probably urbanize within the next decade. In fact, most of the land is currently used for passive agricultural uses such as timberland and pastures rather than active farming. The rest of I-Drive's vacant land is comprised of smaller undeveloped parcels located within the urbanized parts of International Drive.

There are approximately **305** vacant parcels within the I-Drive area. The current effort by the Orange County Planning Division with the 2040 Vision Plan to densify the I-Drive area will help to address this. On the other hand, there are more than 70 large parcels located within the District that could house large developments. **There are five organizations that own 41% of the total vacant land in the study area.**

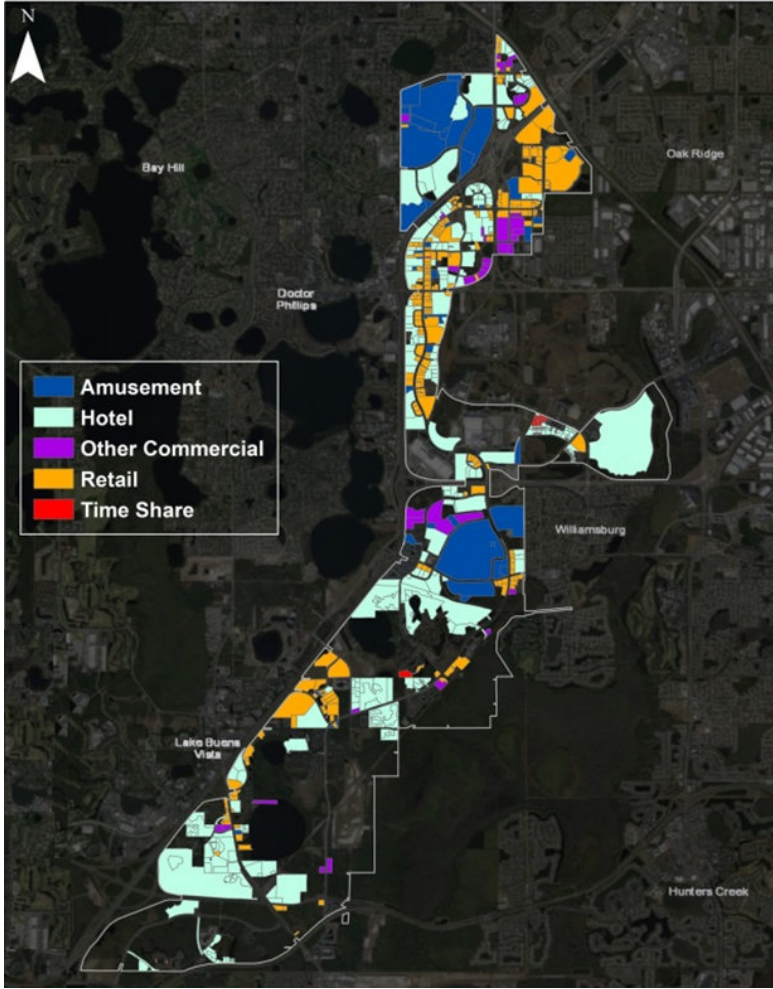
The number of parcels, their size and ownership are important variables when discussing the development potential of vacant land within the District.

## Largest Property Owners by Acreage 2020

Organization	Acres
GCB Associates LLC	382
WGMLL Investments LTD 1/2 Int	133
Little Lake Bryan Property Owners	80
Gissy Holdings I-Drive Property	58
Westwood Lake Property Owners	55

# COMMERCIAL LAND

## COMMERCIAL LAND



Source(s): Orange County Property Appraiser, ECFRPC Research

With close to **6,000** acres and **63.1** million square feet of commercial space, the I-Drive study area is one of the busiest commercial districts in Metro Orlando. The dominant commercial types within this tourist corridor are **Accommodations, Commercial Amusements and Retail.**

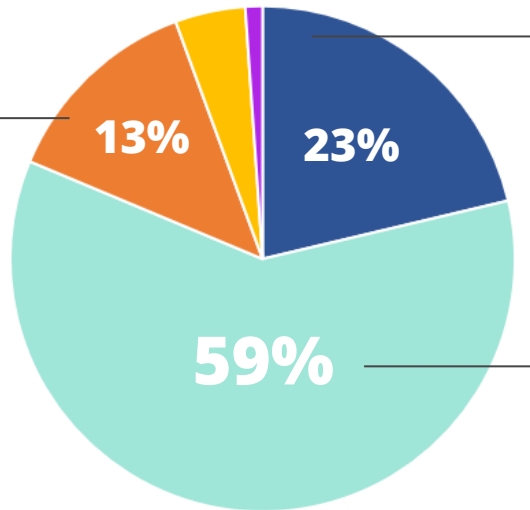
Accommodation uses comprise **59%** of all commercial square footage within the study area. This category is comprised of hotels and timeshare properties distributed throughout the District. Commercial Amusements (**23%**) includes theme parks and other tourist attractions. Retail and Restaurants comprise another **13%** of building space. Finally, there is about 3.3 million square feet of office space and industrial space in the study area. Together, these uses account for about **5%** of all commercial uses.

The following pages provide more information about these commercial uses.

## Percent Total Acreage by Commercial Use



Orlando Premium Outlets



Aquatica SeaWorld's Water Park



Hilton Orlando

■ Amusement ■ Accommodation ■ Retail/Restaurant ■ Other Commercial ■ Timeshare



# THEME PARKS & MAJOR ATTRACTIONS



## Theme Parks & Attractions

1. Islands of Adventure
2. Universal City Walk
3. Universal Studios
4. Starflyer
5. Volcano Bay
6. Fun Spot America
7. Dezerland
8. Mango's Tropical Cafe
9. Ripley's Believe It Or Not
10. ICON Park
11. WonderWorks
12. Pointe Orlando
13. Aquatica
14. SeaWorld
15. Discovery Cove



# RESTAURANTS & NIGHTLIFE

## Restaurants & Nightlife in 2020

Service Style	Amount
Nightlife & Bars	58
Snacks	34
Limited Service Restaurants	65
Full Service Restaurants	220
<b>Total</b>	<b>377</b>

### Nightlife

- Bloodhound Brew
- Blue Martini Lounge
- Cheers Sports Bar
- Howl at The Moon
- ICEBAR Orlando
- I-Drive Star Bar
- Kings Dining & Entertainment
- Lucky Leprechaun Irish Pub
- Main Event Entertainment
- Mango's Orlando
- Murphy's Pub
- O'Shucks Pub & Karaoke Bar
- Ole Red Orlando
- Orena Sports Bar
- Senior Frogs
- Tin Roof

### Snacks

- Activ-Ate Acai Bowl & Smoothie
- Auntie Anne's Pretzels
- Chocolate Kingdom
- Chocolate Museum and Cafe
- Cold Stone Creamery
- Dairy Queen
- Dunkin' Donuts
- Gostoso Bakery
- iCafe de Paris
- Mr. Cool Ice Cream & Boba Tea
- Pao Gostoso Brazilian Bakery
- Sodie Doces
- Starbucks
- Sweetcakes Cupcakery
- Voodoo Doughnut
- Wawa

### Limited Service Restaurants

- Beth's Burger Bar
- Burger King
- Chick-fil-A
- Chuck-e-Cheese
- CiCi's Pizza
- Del Taco
- Domino's Pizza
- Firehouse Subs
- Five Guys
- Ichiban Buffet
- KFC
- McDonald's
- Mei Asian China Buffet
- The Mexican Camel
- Moe's Southwest Grill
- MOOYAH Burgers
- NYPD Pizza
- Panera Bread
- Pizza Xtreme
- Pizza Hut
- Pollo Tropical
- Popeye's Famous Chicken
- Red Robin
- Shake Shack
- Sonic Drive-In
- Subway
- Taco Bell
- Wendy's

### Full Service Restaurants

- Aashirwad Indian Food
- Amor em Pecados
- Applebee's
- At Siam Thai Cuisine
- Bahama Breeze
- Benihana
- BJ's Restaurant
- Black Angus Steakhouse
- Boi Brazil
- Bonefish Grill Boston Lobster Feast
- Boteco do Manolo
- Boteco Restaurant
- Buffalo Wild Wings
- Cafe 34 Istanbul
- Cafe Minero
- Cafe Tu Tu Tango
- Camila's Restaurant
- The Capital Grille
- Carrabba's Italian Grille
- Charley's Steak House
- Cheddars
- The Cheesecake Factory
- Ciao Italia Ristorante
- Chili's
- Chuy's
- CoCo Thai Cuisine
- Coconuts Poolside Bar & Grill at Hyatt
- Cooper's Hawk Winery & Restaurant
- Cuba Libre Restaurant & Rum Bar
- Curry Mantra
- Dave & Busters
- Del Frisco's Double Eagle Steakhouse
- Delmonico's Italian Steakhouse
- Denny's
- Fiorenzo's Italian Steakhouse
- First Watch
- Flippers Pizzeria
- Fogo de Chao
- Ford's Garage
- Freddy's Frozen Custard & Steakburger
- Giordano's
- Golden Corral
- Hanamizuki Japanese Restaurant
- Harry's Poolside Bar & Grill
- Hash House A Go Go
- Hooters
- Ichiban Buffet
- ICON Park
- IHOP
- Jack's Place at the Rosen Plaza
- Jerusalem Mediterranean Restaurant
- Joe's Crab Shack
- The Juicy Crab
- Kingdom Sushi
- Kobe Ichiban Japanese Steakhouse
- Kosher Grill
- LongHorn Steakhouse
- Maggiano's Little Italy
- Makani Mediterranean Cuisine & Bar
- Marlow's Tavern
- Mellow Mushroom
- Memories of Peru
- Mia's Italian Kitchen
- Miller's Ale House
- Nile Ethiopian Restaurant
- NYPD Pizza
- The Oceanaire Seafood Room
- Oishi Japanese Restaurant
- Olive Garden
- Outback Steakhouse
- Pao Gostoso Brazilian Bakery
- Perkins Restaurant & Bakery
- Pio Pio
- The Pointe Orlando
- The Pub Orlando
- Red Lobster
- Rodizio Grill
- Saltgrass Steak House
- Shogun Japanese Steakhouse
- Spicy Girl
- Sugar Factory Orlando
- Tabla Indian Restaurant
- Taj Mahal Indian Restaurant
- Tapa Toro
- Taverna Opa
- Texas de Brazil
- T.G.I. Friday's
- Thai Silk
- Thai Thani Restaurant
- Tony's Brazilian Grill
- Turquaz Turkish Cuisine
- Twin Peaks
- Uncle Julio's
- UNO Pizzeria & Grill
- Vincenzo Cucina Italiana
- Vinito Ristorante
- Waffle House
- Walk On's
- World Café
- Yard House

\*The following lists represent a sample of the restaurants and nightlife in the International Drive Resort Area

### New Restaurants Opened 2020



### Announced Restaurants

King Cajun Crawfish    The Hampton Social    KAVAS Tacos & Tequila

# ACCOMMODATIONS



The I-Drive study area boasts low-price and affordable hotels, luxury resorts, along with vacation ownership units. In 2020, the area had **135** properties<sup>6</sup> with a total of **53,938**<sup>6</sup> rooms, placing the corridor among the densest in Central Florida. Hotel sizes and typologies range from small motels with just a few hundred rooms to large resorts exceeding 1,000 rooms.



**YTD Average Daily Room Rate in 2020**  
\$115.94

**YTD Average Occupancy Rate in 2020**  
38.2%

## Total Rooms

- 0-250
- 251-500
- 501-750
- 751-1000
- 1000+

Source Citations: 1 - Orange County Property Appraiser; 2 - Infogroup; 3 - Orange County GIS/Government; 4 - Visit Orlando; 5 - U.S. Census Bureau; 6 - I-Drive Improvement District; 7 - OCCC; 8 - FDOT; 9 - Company Websites; 10 - Data Axle

**I-DRIVE DISTRICT | STATE OF I-DRIVE 2020**



# RESIDENTIAL LAND

As of 2020, there were **11,730** total residential units within the I-Drive study area. Apartment complexes are the most common housing type, with **10,548** apartment units on I-Drive, followed by **1,140** condominiums. There are also **42** single family homes located within the study area, most of which are lake front houses.

## Apartments as of 2020 - 10,548 units

- 1 Essex Luxe Apartments - 330
- 2 The Courtney at Universal Boulevard - 355
- 3 The Addison at Universal Boulevard - 344
- 4 The District at Universal Boulevard - 425
- 5 Lake Vue - 196
- 6 Monterey Lake Apartments - 504
- 7 Sea Isle - 356
- 8 Altis Sand Lake - 316
- 9 Integra Cove Apartments - 338
- 10 Axis West Apartments - 268
- 11 Westwood Park Apartment Homes - 178
- 12 The Vinings at Westwood - 400
- 13 Lantower Grande Pines - 282
- 14 Solaya - 322
- 15 The Adelaide Apartments - 408
- 16 Westwood Suites Apartments - 112
- 17 Ancora Apartment Homes - 287
- 18 Citi Lakes Apartments - 346
- 19 Mission Club - 356
- 20 Pavilion at Lake Eve - 264
- 21 Solstice Signature Apartment Homes - 390
- 22 Veere Apartments - 250
- 23 The Commons - 280
- 24 Discovery Palms - 145
- 25 Patterson Court Apartments - 384
- 26 Cumberland Park Apartments - 456
- 27 Chatham Square - 448
- 28 Sabal Palm at Lake Buena Vista - 400
- 29 Linden Crossroads - 314

**Condominiums - 1,140**

**Single Family Homes - 42**

**Total Housing Units: 11,730**

**Total People Living on I-Drive:**

**26,546**



# INSTITUTIONAL LAND

Institutional land includes all properties owned by government agencies (federal, state, and local), infrastructure easements, land use for mitigation purposes, and conservation areas such as wetlands. These uses account for **1,153** acres of land or approximately **13%** of the total study area as of 2020.

## Largest Owners of Institutional Land Within the Study Area

- »» The Orange County Board of County Commissioners
- »» Valencia Water Control District
- »» South Florida Water Management District

## Largest Institutional Land Uses Within the Study Area

The largest institutional uses within the resort area are the Orange County Convention Center (OCCC) and the UCF's Rosen College of Hospitality Management. Owned and operated by Orange County, the OCCC is one of the largest economic engines in the region. The facility includes two buildings (West and North/South) that host a variety of events catering to thousands of visitors each year. The Rosen College of Hospitality Management building opened in early 2004 and is the largest, most advanced facility ever built for hospitality management education in the United States. The school's wide array of academic programs includes Hospitality Management, Event Management, Restaurant & Food Service Management, and Entertainment Management.



## Orange County Convention Center

- »» **2,055,222 SF** Exhibition Space
- »» **2** General Assembly Areas
- »» **2,643 seat** Linda Chapin Theater
- »» **3** Business Centers
- »» **160 seat** Lecture Hall
- »» **70** Meeting Rooms
- »» **226** Breakout Rooms
- »» **3** Full Service Restaurants
- »» **8** Food Courts
- »» **6,371** Parking Spaces



## University of Central Florida Rosen College of Hospitality Management

- »» **159,000 SF** Campus
- »» **18** High-Tech Classrooms
- »» **1** Executive Education Center
- »» **1** Training Dining Room & Bar
- »» **1** Beer and Wine Laboratory
- »» **2** Test Kitchens
- »» **400 seat** Auditorium
- »» **3,000+** Undergraduate Students
- »» **174** Faculty and Staff
- »» **\$225,000** Awarded in Scholarships Annually

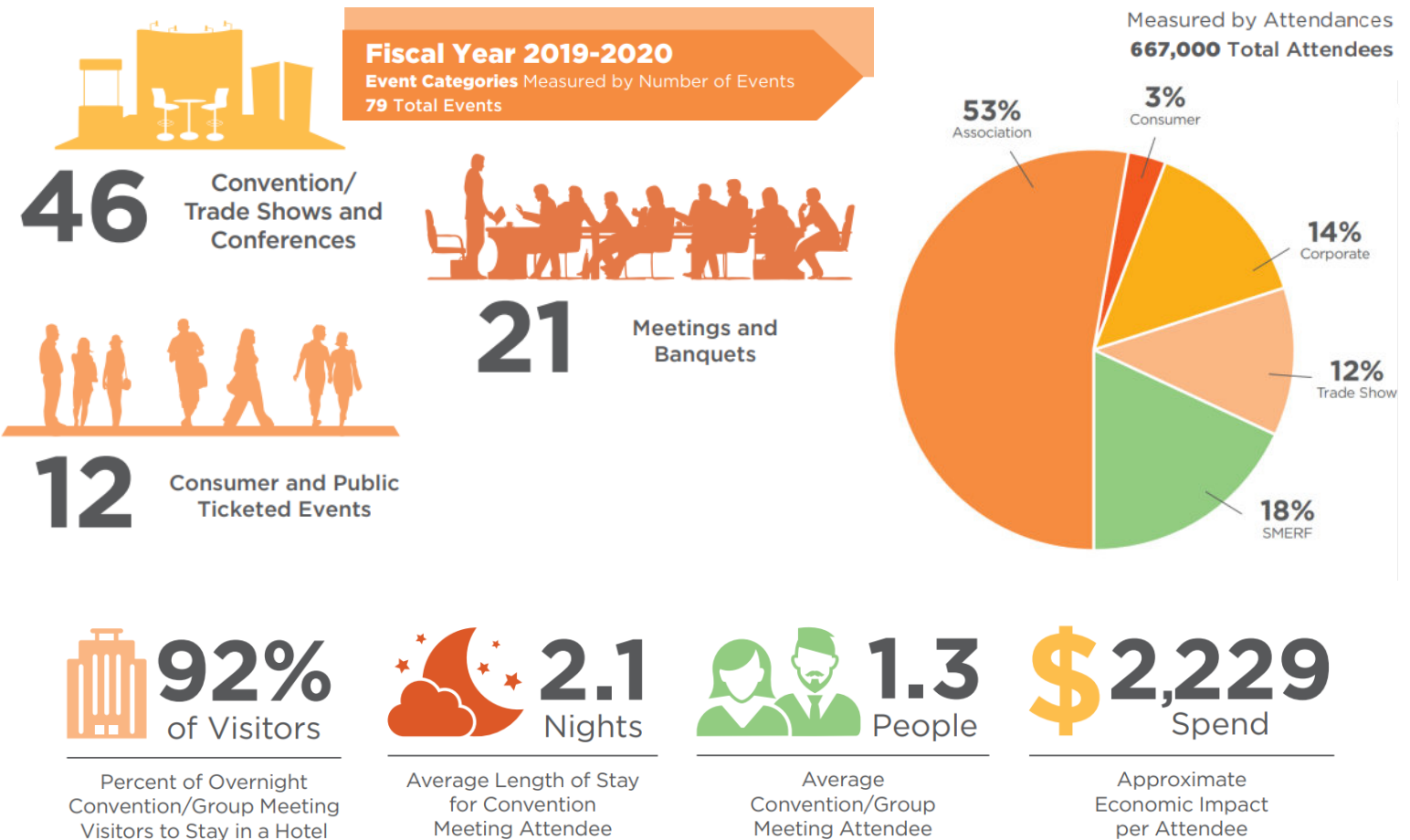
# ORANGE COUNTY CONVENTION CENTER (OCCC)

The Orlando area started marketing itself as a convention destination in 1969. However, the groundwork for the future Convention Center did not start until eight years later when the Florida Legislature allowed local jurisdictions to impose a Tourism Development Tax or hotel room tax. That year the Orange County Board of County Commissioners created the Tourism Development Tax (TDT) Council to help define the proposed uses for this new tax. In 1978, Orange County voters approved the use of this money to build a new Convention and Civic Center.

Since its opening in 1983, more than **46 million** people have attended events at the OCCC making it one of the most important anchors of the I-Drive area.<sup>7</sup> It is the second largest convention center in the United States with over **2 million** square feet of exhibition space.<sup>7</sup> According to the OCCC annual report, the convention center hosted **79** events that brought more than **660,000** people to the I-Drive area in fiscal year 2019-2020.<sup>7</sup>

In 2019 The OCCC was currently in the midst of implementing a \$605 million Capital Improvement Plan to remain as one of the most competitive facilities in the nation. With the decline in Tourist Development Tax (TDT) revenues due to the pandemic and the cancellation of trade shows and conventions, the difficult decision to halt the design and construction of the expansion. The plans called for the construction of two projects that will improve and enhance the North-South Building:

- **Convention Way Grand Concourse** – an enclosed connection between the North and South concourses that includes additional meeting space and an 80,000 square-foot ballroom with a grand entrance to the North-South building along Convention Way.<sup>7</sup>
- **Multipurpose Venue** – a 200,000-square-foot, flexible, divisible, column-free space with a combination of retractable and floor seating to accommodate between 18,000-20,000 guests. This project will also incorporate connectivity between the North and South concourses.<sup>7</sup>



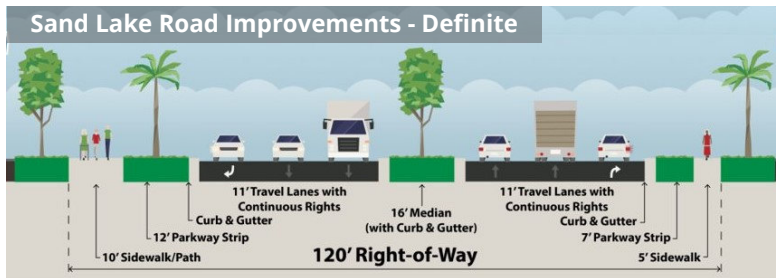
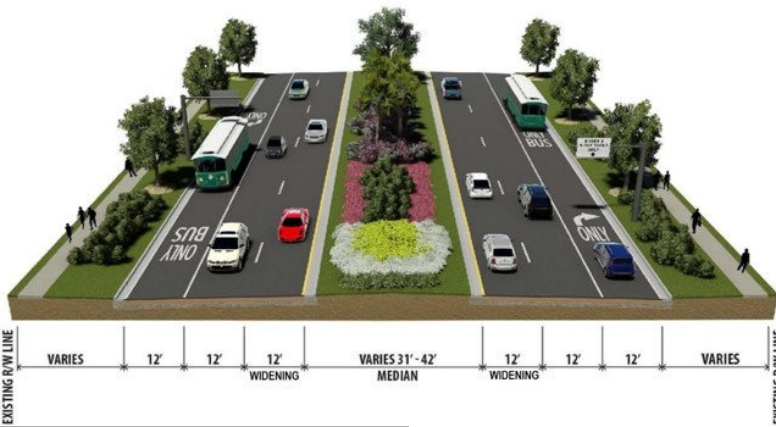
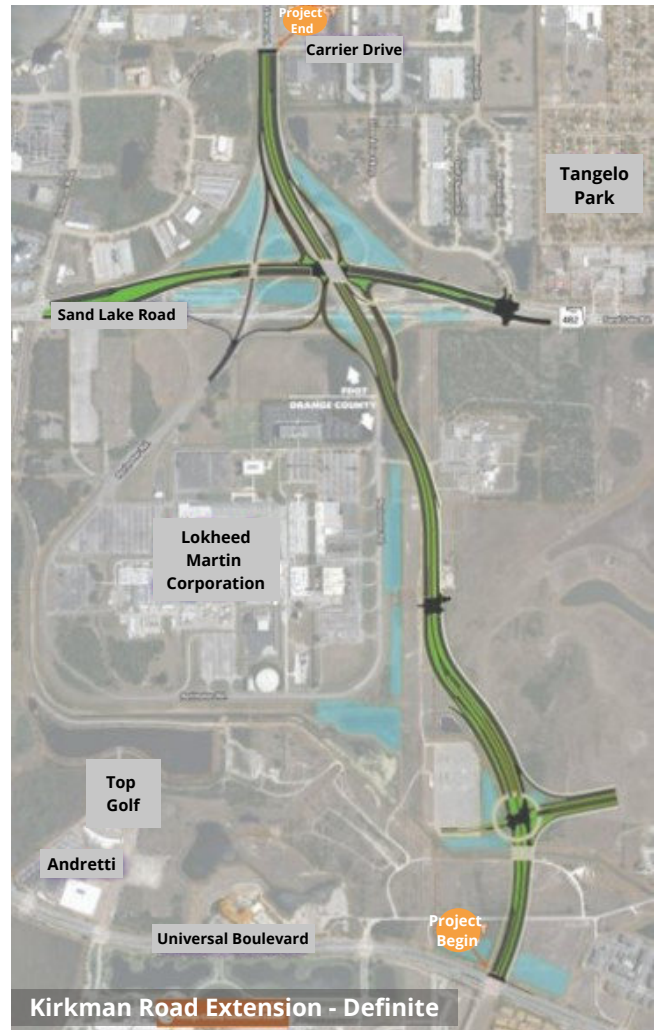
Source Citations: 1 - Orange County Property Appraiser; 2 - Infogroup; 3 - Orange County GIS/Government; 4 - Visit Orlando; 5 - U.S. Census Bureau; 6 - I-Drive Improvement District; 7 - OCCC; Chart data by OCCC

# TRANSPORTATION

International Drive's road network is going through several major improvements that will help ease traffic flow, provide more transportation options for visitors and residents, and help to create a more pedestrian friendly environment.

The list of major projects can be seen below. Orange County is currently working on four projects which will have a positive impact on the International Drive area, including the I-Drive Dedicated Transit Lanes, I-Drive Premium Transit study, Kirkman Road Extension and the Sand Lake Road/I-Drive Pedestrian Bridge.

The Florida Department of Transportation continues to work on the I-4 Ultimate Project. The two projects that will impact the International Drive area the most are the Sand Lake Road Improvement Project and the Sand Lake Road/I-4 New Divergent Interchange.



## Recent and Under Construction Transportation Projects as of 2020

Projects	Status	Projected Completion
Kirkman Road Pedestrian Bridge	Ongoing	2021
Sand Lake Road Improvement Project	Ongoing	2021
Kirkman Road Resurfacing Project	Ongoing	2021
I-Drive Premium Transit Study	Study Phase	2021
I-Drive Transit Lanes	Ongoing	2023
Sand Lake Road / I-Drive Pedestrian Bridge	Feasibility Study	2022
Kirkman Road Extension / Tradeshow Boulevard	Ongoing	2023
Sand Lake Road / I-4 New Divergent Interchange	Ongoing	2025

# I-RIDE TROLLEY

The I-Ride Trolley provides transit services to visitors and residents along International Drive and portions of Universal Boulevard. The I-Ride Trolley's travel throughout the area, and serve over **100** convenient transit stops. The level of service for the International Drive route (**Red Line**) is approximately every 20 minutes. The level of service for the Universal Boulevard route (**Green Line**) is approximately every 30 minutes.

In 2020, ridership was great affected by the COVID 19 pandemic. In 2019 we realized over 1.3 million trips on the I-Ride Service.

However, in 2020 our trip utilization was only **512,000**. The service was suspended for a total of approximately four months during 2020. This includes a complete suspension from mid-March through June 7th, where we resumed service on a reduced daily trolley operating plan of four days per week. Unfortunately travel to our area continued to be affected by the pandemic and we suspended service again in September 2020.



Daily Hours: 8:00 a.m. - 10:30 p.m.  
Customer Service: 407-354-5656  
[www.IRideTrolley.com](http://www.IRideTrolley.com)



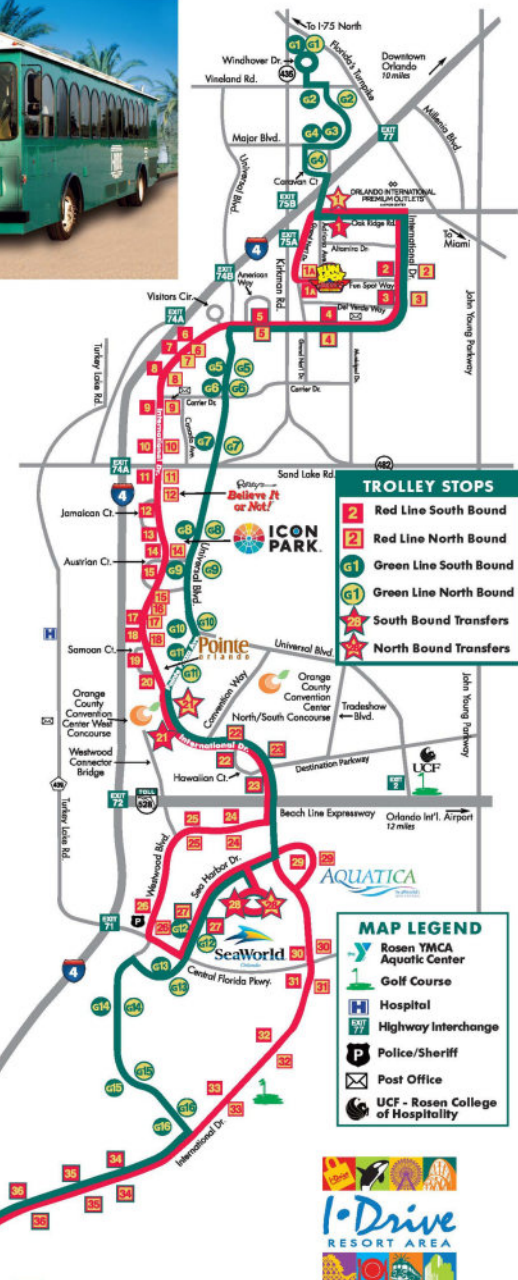
- **I-RIDE Trolleys operate daily, 8:00am to 10:30 pm**
  - **Single Cash Fare \$2.00 per ride**
  - **Kids Cash Fare \$1.00** (ages 3-9 with paying adult)
  - **Senior Cash Fare \$0.25 per ride** (65 and over)
  - **Exact Change is Required.**
  - **All Trolleys are green in color on both Red and Green Lines.**
  - **Red Line Route Trolleys generally arrive at each stop approx. every 15-20 minutes.**
  - **Green Line Route Trolleys arrive approx. every 30 minutes.**
  - **Wait times for Trolleys may vary with traffic and season.**
  - **Transfers are FREE! Transfer between lines at the designated transfer stops, which are represented on the map as stars.**
  - **Unlimited Ride Passes:**
    - One Day Pass: \$ 5.00 per person
    - Three Day Pass: \$ 7.00 per person
    - Five Day Pass: \$ 9.00 per person
    - Seven Day Pass: \$ 12.00 per person
    - Fourteen Day Pass: \$ 18.00 per person
- Passes are not sold on Trolleys.  
Passes are consecutive day use.



Get your predicted trolley arrival times by texting the Trolley Stop code to 41411. Stop Codes are located on the map at each Trolley Stop. Or via [www.IRideTrolley.com](http://www.IRideTrolley.com)



Ask your Trolley driver or your hotel guest service desk for the **International Drive Official Guide**



6-3-2021 I-Ride Trolley Fare, Route and hours subject to change.  
[www.InternationalDriveOrlando.com](http://www.InternationalDriveOrlando.com)



# I-DRIVE 2040 VISION PLAN (ORANGE COUNTY)



## OVERVIEW

Recognizing the importance of creating a shared vision for the International Drive Area, Orange County Government created the Steering Review Group (SRG) composed of I-Drive area stakeholders and landowners who are committed to maintaining I-Drive as the world's premier global destination for tourism and family entertainment.

The SRG was tasked with crafting a comprehensive and cohesive plan for the Study Area along with implementation strategies and tools for consideration by the Board of County Commissioners (BCC). The I-Drive 2040 Vision was accepted by the BCC on November 3, 2015.

## VISION PLAN

With hundreds of world-famous retailers and restaurants, thousands of stunning hotel rooms and contemporary resorts, dozens of family-oriented attractions and entertainment complexes, I-Drive accounts for a significant portion of Orange County's robust travel, tourism, and hospitality sectors. The proposed plan for the Convention Plaza District will create a vibrant, dynamic and safe pedestrian-centered environment with dedicated transit lanes and sidewalk enhancements for local residents, conventioners and visitors alike.

## PROCESS

There are four pillars surrounding the completion of the visioning process including land development, regulatory components, parking and mobility. The 11-member SRG assisted in formulating the District's vision along with implementation alternatives.

The plan includes seven proposed sub-districts to meet the unique needs of each area including the famed Orange County Convention Center, retail and hospitality, entertainment, SeaWorld, Destination Parkway, Universal Boulevard and Rosen Shingle Creek.

## HISTORY

The 11-member SRG began meeting on a monthly basis in January 2015 with the mission of formulating a shared vision for the Convention Plaza District. The SRG was tasked with creating a cohesive plan for the Study Area along with implementation strategies and tools for consideration by the BCC. Parallel initiatives that will support the SRG vision include Comprehensive Plan amendments and updated development standards.

## CODE

The I-Drive District Code – adopted in February of 2017 – provides form-based standards to implement the I-Drive 2040 Strategic Vision. The code includes a Regulating Plan that establishes high density mixed-use development transects, as well as Special Zones for civic buildings and theme parks.

## CONTACT INFORMATION

For more information on the I-Drive Vision Plan please contact the Orange County Planning Division at 407-836-5600, press 5 for the Planning Division or email [Planning@ocfl.net](mailto:Planning@ocfl.net).

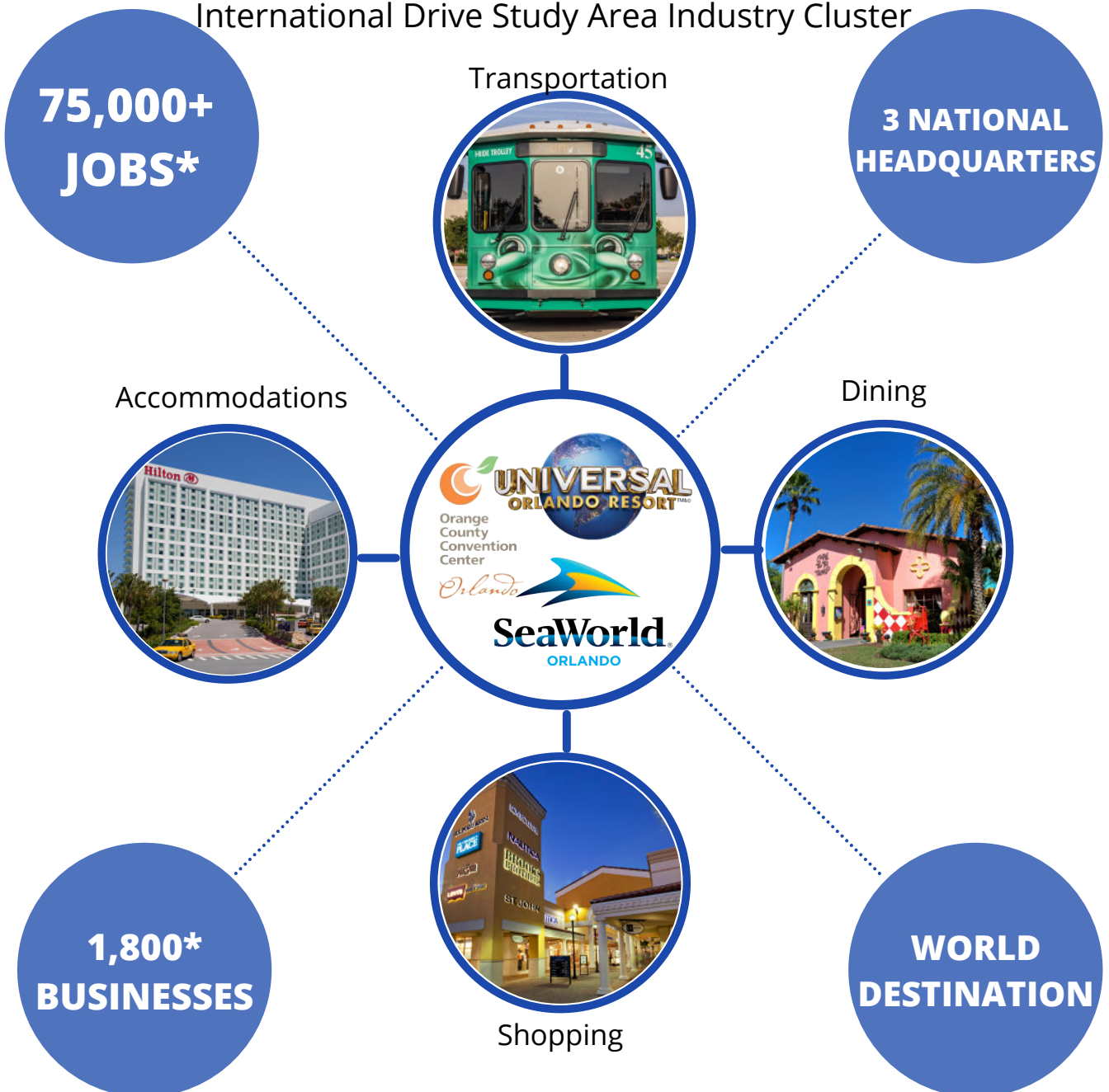
Source(s): Orange County Government Planning Division

# BUSINESS PROFILE

To create a business profile for the I-Drive study area, an industry cluster analysis methodology that identifies geographic concentrations of particular industries as well as explains the connections between these establishments is being used. The I-Drive study area is anchored by three large theme parks, **Universal Studios, Islands of Adventure and Sea World**, and the nation's **second largest convention center**. These institutions receive millions of visitors each year that generate additional demand for other services including accommodations, dining, retail, transportation, among others.

To complete this analysis, Infogroup database was used to determine the number of businesses and employees located within the study boundaries. This information was complemented with other data sources such as the Orange County Property Appraiser's parcel data and internet searches. In additions to these sources, GIS software was used to depict industry concentration and employment across the study area.

## International Drive Study Area Industry Cluster



\*Numbers as of 2019; 2020 numbers not available due to Covid-19 pandemic

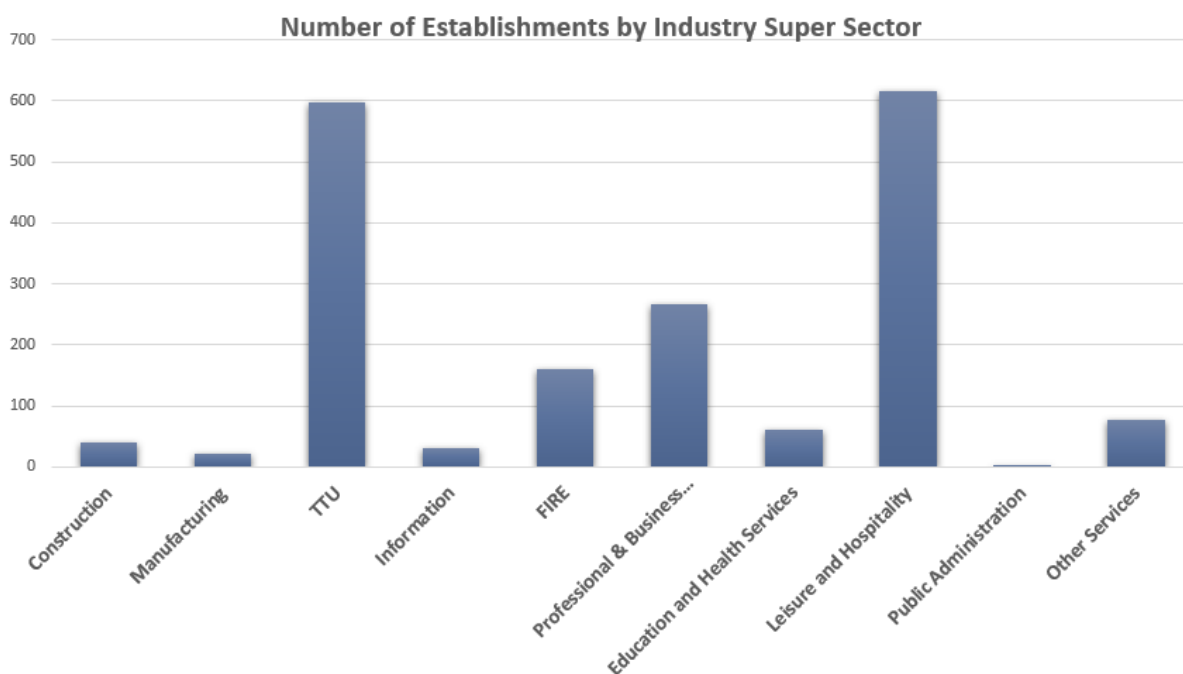
As of January 2019

# INDUSTRY STRUCTURE

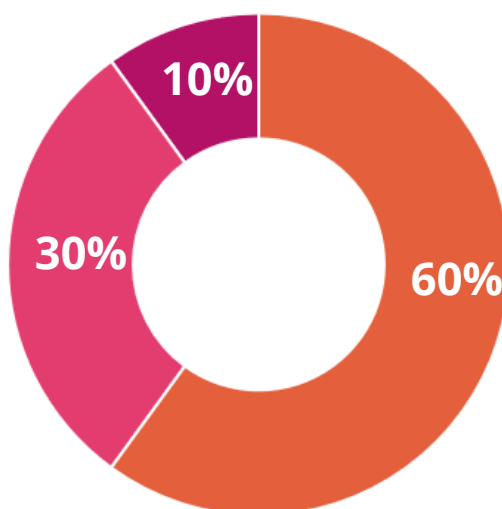
According to Infogroup 2020, the study area is home to more than 1,800 businesses that employ more than 75,000 people as of 2019.<sup>2</sup> Information for 2020 was not available due to the Covid-19 pandemic. These businesses can be classified into ten groupings called economic super sectors, below:

- **Construction**
- **Manufacturing**
- **Trade, Transportation, and Utilities (TTU)**
- **Information**
- **Financial Activities (FIRE)**
- **Professional and Business Services**
- **Education and Health Services**
- **Leisure and Hospitality**
- **Other Services**
- **Government**

Most I-Drive establishments fall within two major supersectors: Leisure and Hospitality and TTU. Together these categories comprise **65%** of all businesses within the International Drive Resort Area.



## Percentage of Businesses in Leisure and Hospitality



- Theme Parks and Commercial Amusements
- Hotels and Other Accommodations
- Restaurants

As of 2020

Source(s): InfoGroup, ECFRPC Research

According to Data Axle information produced at the beginning of 2021, there are more than 120 of these companies within the I-Drive study area.<sup>10</sup> More than 50% of these companies supply services to the Leisure and Hospitality sector.<sup>10</sup>

The most important category is the travel arrangement and reservation services industry, which includes travel agencies, tour operators, convention and visitors' bureaus and similar organizations. It represents 38% of all the businesses within the professional and business services super sector.<sup>10</sup> While there are several engineering, design, and consulting firms that serve the hospitality industry, most of the other types of businesses located within the study area are not tied to the tourism sector.

## National/International Headquarters within the I-Drive Study Area

MARRIOTT  
VACATIONS  
WORLDWIDE  
SM

Marriott Vacations was formerly the timeshare division of Marriott International, but was spun off into its own company in 2011. It runs more than 60 resorts worldwide.<sup>9</sup>

TRAVEL+  
LEISURE

Travel + Leisure Co. is best known for its Wyndham Destinations, a network of more than 240 vacation ownership resorts across the world.<sup>9</sup>

SEAWORLD PARKS  
& ENTERTAINMENT

SeaWorld Entertainment relocated from St. Louis in 2008, when it was still part of Busch Entertainment.<sup>9</sup> From its Orlando office, the company manages 12 theme and water parks across the United States including three in the Central Florida area. It's flagship park in Orlando has seen steady investments in recent years, including the additional of multiple new record-breaking thrill rides.

Finally, there are more than 65 businesses within the Financial Services super sector located in I-Drive. 37% of these firms provide a variety of services to the hospitality industry and visitors including currency exchange, hotel and commercial property management and leasing, and passenger car rental. This last category is the most prevalent in I-Drive as several passenger car rental companies have operations inside the resort area's hotels.

Source Citations: 1 - Orange County Property Appraiser; 2 - Infogroup; 3 - Orange County GIS/Government; 4 - Visit Orlando; 5 - U.S. Census Bureau; 6 - I-Drive Improvement District; 7 - OCCC; 8 - FDOT; 9 - Company Websites; 10 - Data Axle

# ORANGE COUNTY PUBLIC SERVICES

Orange County and the City of Orlando also benefit from the investments made to house I-Drive visitors in the form of public service fees. Based on data provided by the Orange County Development Services Office in 2019,<sup>\*\*</sup> businesses within the I-Drive study area paid \$36.2 million in public service fees. This information was not available for the City of Orlando, which encompasses the northern part of the study area.



The International Drive Business Improvement District operates its own Public Safety Program in cooperation with the Orange County Sheriff's Office and the Orlando Police Department to provide enhanced safety throughout the entire I-Drive District, seven days per week. Through the Sheriff's Office, the District funds the following assets:

- Assigned ten (10) additional deputies known as the Tourist Oriented Policing Squads (TOPS)
- Assigned five (5) District Engagement Officers (DEO's) - *suspended in 2020 due to the Covid-19 pandemic*

The District partners with the Orlando Police Department to hire off duty officers to patrol the City portion of the I-Drive District.

The funding for all aforementioned assets is 100% contributed through the District via a special assessment program.

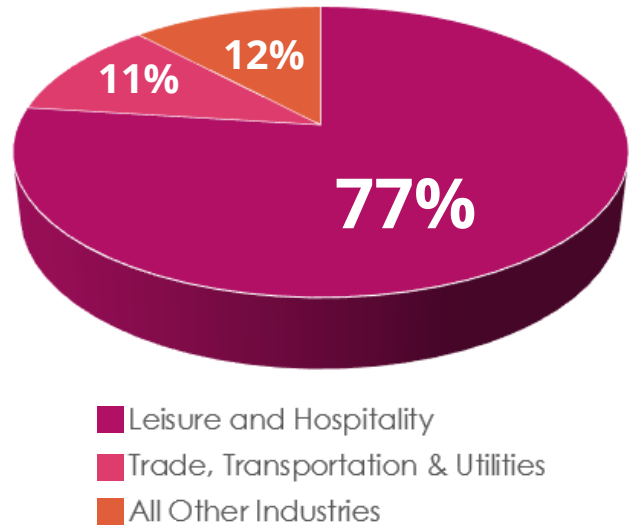


*\*\*2020 data unavailable due to Covid-19 pandemic*

# EMPLOYMENT BY SECTOR

According to Infogroup and ECFRPC research, as of 2019,\*\* more than 75,000 people work within the International Drive study area.<sup>2</sup> The vast majority of these workers are employed by the Leisure and Hospitality Sector, which includes hotels and theme parks. This super sector employs a little more than 61,000 people.<sup>2</sup> The second largest employer is the TTU super sector, which employs close to 8,500 people.<sup>2</sup>


Percentage of Employees by Industry Super Sector



The table below lists the 10 largest employers in the International Drive study area. The largest employer in the I-Drive study area is Universal Studios, which is comprised of two theme parks that employ about 26,000 people.<sup>2</sup> SeaWorld Orlando has three parks in the southern part of the study area that employs approximately 6,032 people.<sup>6</sup>

Remaining firms are hotels located across the study area. Westgate Resorts and Rosen Hotels and Resorts have numerous properties. Wyndham Destinations headquarters employ 3,600 people.<sup>6</sup> Finally, the Orange County Convention Center rounds the top ten largest employers with almost 1,000 employees.<sup>6</sup>

## Ten Largest Employers within the Study Area as of 2019 \*\*

	Company as of 2019	Estimated Number of Employees
	Universal Orlando Resort	26,000
	SeaWorld/Aquatica/Discovery Cove	6,032
	Marriott Vacations	5,350
	Westgate Resorts*	5,151
	Rosen Hotel & Resorts*	4,534
	Wyndham Destinations	3,600
	Lowe's Hotels*	2,756
	Hyatt Regency Orlando	1,300
	Orange County Convention Center	900

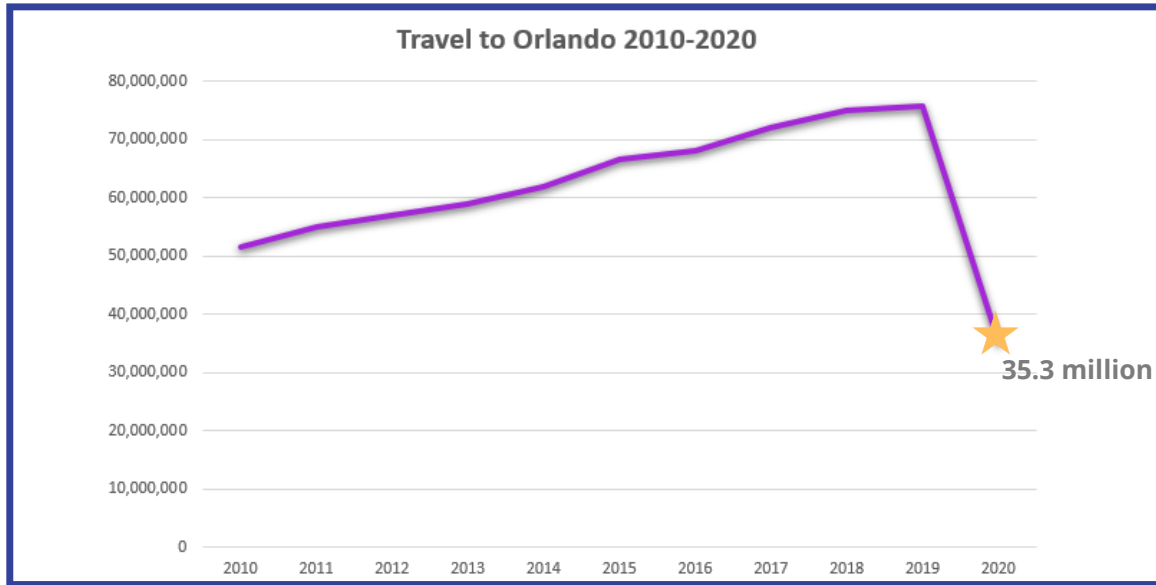
\*All Properties in Hotel Group

\*\*2020 data unavailable due to Covid-19 pandemic

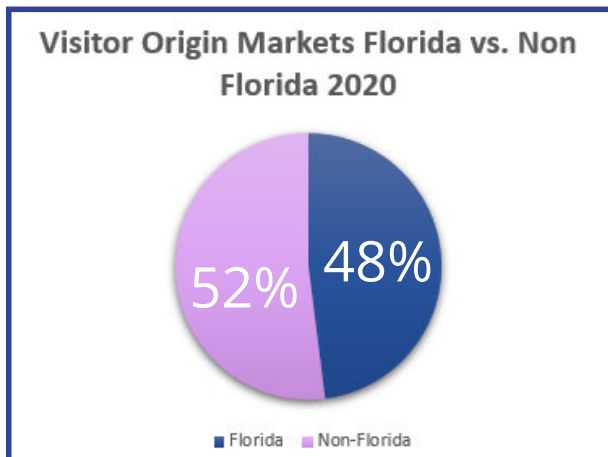
Source(s): Direct Company Contact, Orlando Economic Partnership, Orlando Sentinel, Orlando Business Journal; photo from insideuniversal.net

# TOURISM ACTIVITY & FISCAL IMPACTS

The Tourism Activity and Fiscal Impact section of the report provides estimates of the number and type of visitors coming to the I-Drive study area, the amount that they spend in our region, and how much revenue this spending generates for Orange County. To complete this analysis, information from Visit Orlando and the Orlando International Airport provided through the International Drive Business Improvement District Office was used.



Source: Visit Orlando



Source: OIA /GOAA



Source: OIA /GOAA



# I-DRIVE VISITOR PROFILE

The I-Drive study area received almost 7.7 million visitors in 2020.

## Total I-Drive Resort Area Visitors in 2020

**7,686,869**

Down from 15,287,881 in 2019

**2020 Overnight: 4,752,516**

2019 Overnight: 9,729,256

**2020 Day: 2,934,353**

2019 Day: 5,558,355

YTD Average Daily Rate in 2020

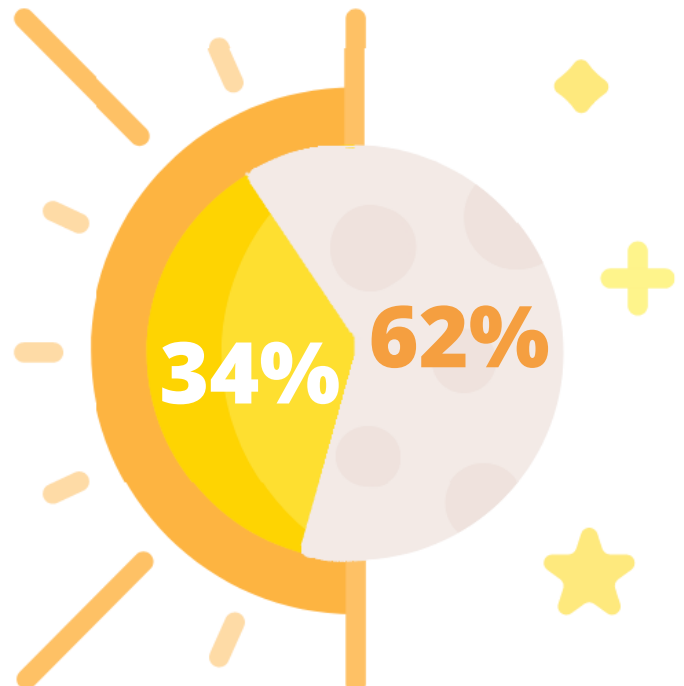
\$115.94

YTD Average Occupancy Rate in 2020

38.2%

\*For accommodations in the I-Drive Study Area

## Percent of Visitors by Length of Stay

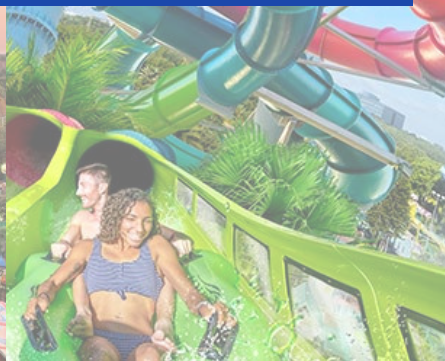


The I-Drive study area received more than 4.7 million overnight visitors in 2020. Overnight visitors represent 62% of all visitors coming to the I-Drive study area. Overnight visitors (4.8 million), which include all people that stayed at least one night, tend to spend more money than Day Visitors (2.9 million). Therefore, they have a higher economic impact.

The average daily rate for I-Drive Resort accommodations in 2020 was \$115.94. In 2019 the rate was \$138.29. The average occupancy for I-Drive Resort accommodations in 2020 was 43.1%. Total visitors to Orlando in 2020 was 35.3 million.

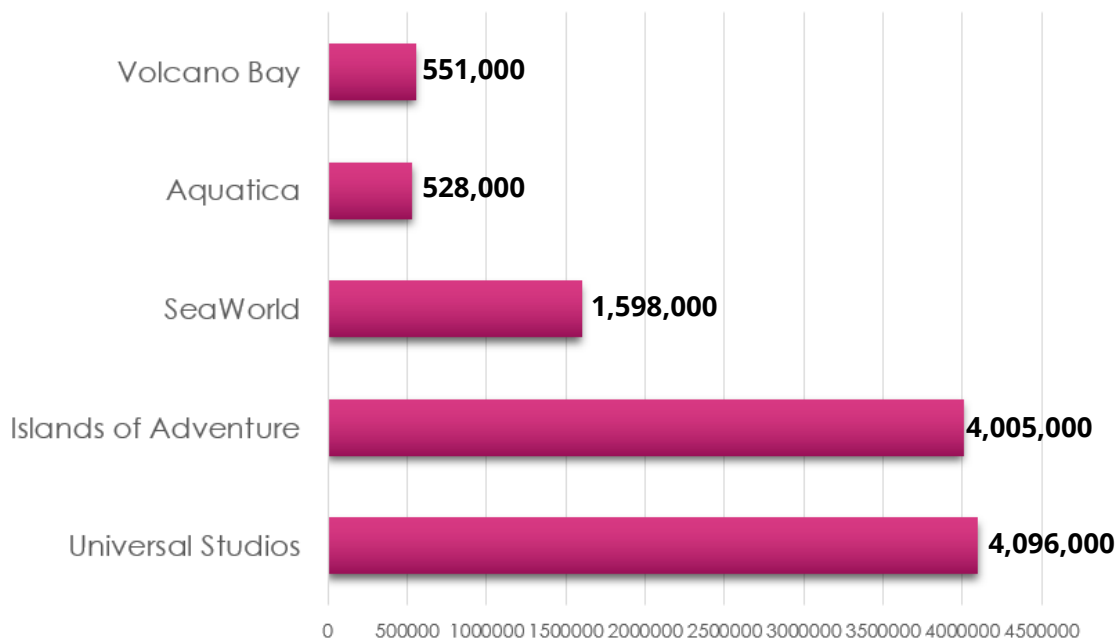


# THEME PARK ATTENDANCE



There are six large theme parks located within the I-Drive study area: **Universal Orlando, Islands of Adventure, Volcano Bay, Sea World, Discovery Cove and Aquatica**. While the theme park companies do not release their attendance numbers to the public, there are several businesses that estimate the total number of visitors for the largest parks. According to these reports, the Orlando area theme parks received almost **29.4 million** visits in 2020. Based on these numbers, the I-Drive study area theme parks represented about **35%** of all the theme park visits in the Metro Orlando area.

**I-Drive Study Area Theme Park Attendance 2020**



**There is no attendance number available for Discovery Cove**  
 Source: Amusement from TEA/AECOM Annual Theme Index, all numbers are for calendar year



# GROUP MEETINGS



The Orange County Convention Center is the epicenter of Orlando's convention/group meeting market, with over 2-million square feet of meeting space. Each year the convention center hosts some of the largest conventions and trade shows in the group meeting industry. In the 2019-2020 fiscal year, events included were the **AHR Expo, IAAPA Expo, American Society of Hematology 2019, PGA 2020 Merchandise Show and Microsoft Corporation Ignite 2019**. The 79 events hosted at the OCCC were attended by 667,000 people. These included 46 private convention/tradeshows, 21 meetings and banquets, and 12 consumer and public ticketed events.

Besides the OCCC, there are numerous hotels within the I-Drive study area that also cater to the group meetings market. These properties provide the resort area with an additional 2.5 million square feet of meeting space.



Source Citations: OCCC Annual Report

## I-Drive Study Area Hotels with Largest Meeting Space as of 2020

Hotel	Meeting Space (SF)
Rosen Shingle Creek	524,000
Orlando World Center Marriott	338,306
Hyatt Regency Orlando	315,000
Hilton Orlando	249,000
Caribe Royale Orlando	220,000
Renaissance at SeaWorld	161,003
Rosen Centre Hotel	150,000
Lowes Royal Pacific Resort	132,000
DoubleTree by Hilton Orlando at SeaWorld	82,659
DoubleTree by Hilton Entrance to Universal Orlando	62,329
Rosen Plaza Hotel	60,000
Wyndham Orlando Resort I-Drive	60,000
Lowes Portofino Bay Hotel at Universal	42,000
Avanti Palms Resort & Conference Center	20,200
Westgate Lakes Resort & Spa	18,000
Holiday Inn & Suites Universal Boulevard	13,000

Source Citations: International Drive Business Improvement District; Photo by Rosen Shingle Creek

# PROPERTY TAX REVENUE & OTHER REVENUE

The I-Drive study area had a total assessed value of nearly \$13.9 billion in 2020. When acreage is taken into account, the parcels with the highest assessed value are located north of S.R. 528. I-Drive property owners paid more than \$208.8 million in property taxes in 2020. Commercial properties pay more than 87% all the taxes collected within the I-Drive study area with the accommodation and amusement sectors accounting for most of this money.

Total Assessed Value  
**\$13.9 Billion**

Total Property Taxes  
**\$208.8 Billion**

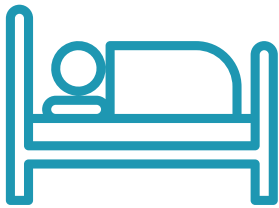
Visitor purchases also have a positive impact on Orange County's coffers. The most evident is the amount of money that these visitors pay for all items they purchase during their visit. The current sales tax rate for Orange County is 6.5%. Based on visitor expenditures of \$2.95 billion in 2020, I-Drive visitors paid approximately \$191.8 million in sales taxes that year.

Visitors staying within the study area's accommodations also pay another 6% room charge per night, which is known as the Tourism Development Tax (TDT). Based on the total occupied hotel nights (6.4 million) and the average daily rate (\$115.94), the I-Drive study area was responsible for a total \$44.6 million in hotel tax collections. In 2020, this represents 27% of all TDT collections.



Sales Tax Collections as of 2019  
**\$530.1 Million**

Sales Tax Collections as of 2020  
**\$191.8 Million**



TDT Collections as of 2019  
**\$126.4 Million**

TDT Collections as of 2020  
**\$44.6 Million**



Visitor Expenditures as of 2019  
**\$8.2 Billion**

Visitor Expenditures as of 2020  
**\$2.95 Billion**



Hyatt Regency Orlando

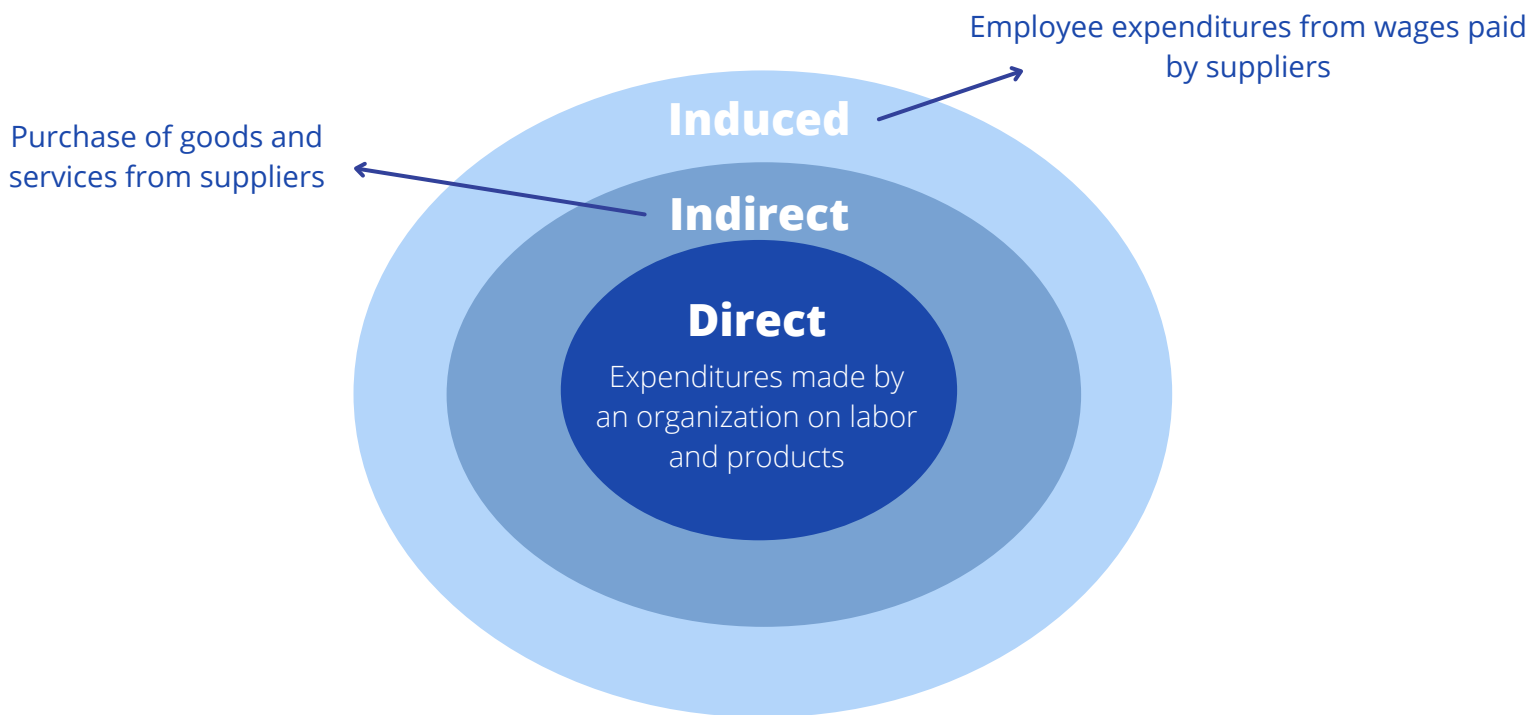
# ECONOMIC IMPACT ANALYSIS

One of the most important goals of this project is to calculate the total economic impact of the I-Drive study area to Orange County and the Orlando Metropolitan Statistical Area (Metro Orlando). This total economic impact includes the economic benefits created by I-Drive businesses, their suppliers and employees. For example, a new business opening in I-Drive has a direct impact on the economy when it hires new employees or invests in the building where they are located. This business will also generate an additional demand for goods and services that are usually met by local suppliers. This is considered an indirect economic impact. Finally, the new employees will spend their salary household needs such as rent, food, and entertainment among others. This is considered the local consumption or induced economic effect. These direct, indirect and induced impacts are often referred to as the economic ripple effect.

For this part of the project, two different economic impact simulations for the I-Drive study area were prepared. The first analysis estimates the value that the I-Drive study area has for Orange County and the Metro Orlando region based on visitor expenditures. The second simulation estimates the economic impact of 21 new construction projects that have an estimated value and are scheduled to be built between 2020 and 2025. The following pages discuss the data methodology, inputs and assumptions used to develop these simulations and their results.

To complete these analyses the ECFRPC used the PI+ model developed by Regional Economic Models, Inc. (REMI).

## The Economic Ripple Effect



# ECONOMIC IMPACT OF FUTURE I-DRIVE PROJECTS

## Methodology, Inputs, and Assumptions

A simulation was conducted to calculate the economic impact **21** construction projects with known values would have on Orange County and Metro Orlando's economies. The study area has seen a lot of construction during the past couple of years. This momentum is expected to continue in the near future with the opening of new hotels, restaurants and attractions. According to Construction Journal.com and other sources, these projects represent approximately **\$1.2 billion** in new construction investment.

The REMI PI+ model's Business Development Scenario was used to calculate the economic impact of construction projects. The investment money was entered into the model according to the year the project was completed or is expected to be built.

## Summary of Economic Simulation Results

**21** of these projects with a known value will have a positive impact on the region's economy. Most of the benefit will be felt by Orange County residents. The County will add more than 2,754 new jobs, more than \$325 million in sales, and bring more than \$149 million in personal income to residents. Moreover, these projects will add close to \$212.6 million to the County's Gross Regional Product and Metro Orlando's GRP.

### I-Drive Projects Construction Investments per Year

Year	Projects with Value	Projects with Unknown Value	Estimated Investments
2020	9	22	\$504,935,000
2021	9	16	\$319,155,000
2022	2	0	\$96,700,000
2023	0	0	\$0
2024	0	0	\$0
2025	1	0	\$250,000,000
TBA	4	3	Unknown
<b>Total Projects 5-Year Period: 67</b>		<b>Total Investments 5-Year Period: \$1,152,030,000</b>	

Economic Indicator	Orange County	Metro Orlando
Total Employment	2,789	3,216
Output	\$333,400,000	\$390,600,000
Personal Income	\$150,800,000	\$224,200,000
Gross Domestic Product	\$212,600,000	\$246,000,000

# TECHNICAL APPENDIX

This technical appendix provides the formulas and assumptions used to develop the visitation numbers for the I-Drive Resort Area and the spending profiles.

## Overnight Visitors

The number of overnight visitors was calculated using the following formula: Total number of occupied hotel/timeshare nights x annual room occupancy x average party size / length of stay.

Overnight visitors were distributed among five different subcategories (Leisure Florida, Leisure Non-Florida, Business Florida, Business Non-Florida and International) to account for different spending patterns. For the purpose of this analysis, all International travelers were considered overnight visitors. The business visitation numbers were adjusted based on the number of convention delegates that visited the Orange County Convention Center in 2020.

## Occupied Hotel/Time Share Nights

According to the I-Drive Improvement District, there are 53,938 hotel rooms located within resort area's boundaries. Because most theme parks were closed for three months during the pandemic, the ECFRPC reduced the number of hotel nights to 275.

## I-Drive Average Party Size

The ECFRPC used a weighted average rather than a regular average to calculate the average party size of I-Drive visitors. The ECFRPC used the average party size for all categories which was 2.3 in 2020.

## I-Drive Average Length of Stay

The ECFRPC used a weighted average rather than a regular average to calculate the average length of stay for I-Drive visitors. In 2020, the average length of stay for Orange County was 3.1.

## Tourist Development Tax Calculations

It is important to note that the TDT numbers provided by the Orange County Comptroller are based on Orange County's fiscal year (Oct-Sept) while the hotel occupancy numbers reflect calendar year (Jan-Dec). For the percentage calculation, the ECFRPC used the Actual Number figure, which was published in the Annual Revenue Monitoring Report published by OCCC on September 30, 2020.

## REMI Model (Regional Economic Models, Inc.)

Visitor spending categories were put into the REMI model as industry sales according to the closest NAICS category. For car transportation, the ECFRPC used the Fuel consumer spending category.

The ECFRPC made small adjustments to the model to prevent over counting. The retail numbers were adjusted down 25% to account for opportunity costs. The ECFRPC also applied a local spending offset for all the spending generated by Florida Visitors. The reasoning behind using this variable is that the money that state residents pay for I-Drive vacations could be used to pay for other recreational expenses at their local communities. For this variable, the ECFRPC used the spreader option in REMI, which distributes the money across the different Florida regions. The ECFRPC decided against making any adjustments to the spreader.

## Infogroup

Analytics and marketing services provider that delivers best in class data-driven customer-centric technology solutions. Their data and software-as-a-service (DaaS & SaaS) offerings help clients of all sizes, from small companies to FORTUNE 100™ enterprises, increase their sales and customer loyalty. Infogroup provides both digital and traditional marketing channel expertise that is enhanced by access to our proprietary data on 245MM individuals and 25MM businesses, which is distributed real-time to their clients.

## Sources Utilized

I-Drive Business Improvement District	Orange County Convention Center
Visit Florida	Orange County Property Appraisers Office
Visit Orlando	Orange County Tax Collector's Office
TEA/AECOMM	REMI (Regional Economic Models Inc.)
The Info Group	Orlando International Airports



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