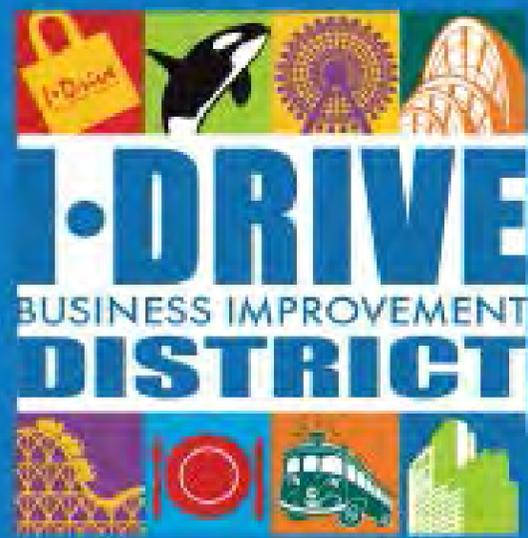


**International Drive**  
**Economic Impact**  
**Analysis**  
**2017**



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# 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. This contributes to the current and future economic development of the International Drive Resort Area!

The BID is a geographically defined area which services, activities and programs are paid for through a special assessment which is charged to all commercial businesses within the district boundaries in order to equitably distribute the benefits received and the costs incurred to provide specialized services over and above what is provided by local governments.

For more information about the District, please visit our website at [www.idrivedistrict.com](http://www.idrivedistrict.com).

## Special Acknowledgements

Mayor Teresa Jacobs  
Orange County Government

Sibille Pritchard, Advisory Board Chairperson  
International Drive Improvement District

Randy Singh, Assistant County Administrator  
Orange County Government

Frank Billingsley, Chief of Staff  
City of Orlando

Daryl Cronk, Senior Director of Market  
Research and Insights  
Visit Orlando

Luann Brooks, Executive Director  
International Drive Improvement District

Luis Nieves-Ruiz, Economic Development Program  
Manager  
East Central Florida Regional Planning Council

Lynn Havanec, Director of Operations  
International Drive Improvement District

Elizabeth Belknap, Projects and Events Manager  
International Drive Improvement District

**75,000+ JOBS**

**1800+  
BUSINESSES**

**121 HOTELS**

**14.3 MILLION  
VISITORS**

**47,900+  
HOTEL ROOMS**

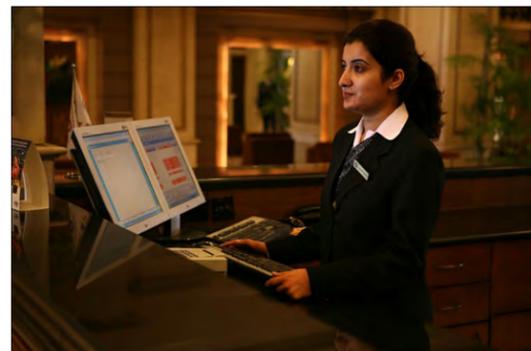
**WORLD CLASS  
DESTINATION**

# HIGHLIGHTS - 2017...

- First of its kind analysis completed for the I-Drive Area
- 14.3 million overnight & day visitors...(up from 14.1 million visitors in 2016)
- Total assessed value \$12.0 billion.....(up from \$10.6 billion in 2016)
- Property taxes were \$195.9 million.....(up from \$177 million in 2016)
- Sales tax collected \$521.7 million.....(up from \$491.2 million in 2016)
- TDT collections were \$112.6 million....(up from \$100.3 million in 2016)
- Visitors spent \$8.1 billion in 2017.....(as compared to \$7.6 billion in 2016)
- 75,000 full, part-time & seasonal jobs
- 121 properties – 47,909 individual accommodations (up from 46,650 accommodations in 2016)
- 1,800 individual businesses
- 61.8 million square-feet of Commercial Space
- Home to 17,384 residents housed in 9,999 units
- Home to the second largest convention center & hospitality management school



Orlando Visitors



Hotel Front Desk Employee



Hilton Orlando



Kirkman Point II Office Building

# EXECUTIVE SUMMARY

The International Drive Resort Area 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 project was 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 resort area has a diversity of commercial, institutional and residential uses within its boundaries. These include over 61 million square feet of commercial space, 121 accommodation properties, the nation's second largest convention center, and a major educational institution. International Drive is also home to 1,800 businesses that employ over 75,000 people. These include the office headquarters of three national/international companies: Marriott Vacations Worldwide, SeaWorld Parks and Entertainment, and Wyndham Vacation Ownership. Long thought as only a job center, International Drive is also home to more than 17,000 residents housed in almost 10,000 housing units. Finally, about 21% of the resort area's land is still vacant.

Most, if not all, of International Drive's economic activity is the result of tourists visiting the area. This study estimates that more than 14.3 million people visited the resort area in 2017 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 (84%). Being home to the Orange County Convention Center and several large convention hotels, the International Drive area also received over 2.4 million business visitors in

2017. This number represents more than 35% of all business visitors coming to Metro Orlando that year. Finally, while the majority of the resort area visitors came from within the United States, it still received almost 1.1 million International visitors in 2017.

International Drive visitors spent about \$8.0 billion on transportation, lodging, food, entertainment and shopping in 2017. This visitor spending has an economic ripple effect on both Orange County and Metro Orlando's economy. According to the REMI<sup>1</sup> model, resort area visitor spending resulted in the creation of more than 126,000 jobs in the Metro Orlando region. It also was responsible for more than \$13 billion in sales and brought about \$5.1 billion in personal income to the region's residents. Most of this economic activity benefited Orange County. Approximately 12% of all jobs within Orange County (115,237) were there as a result of International Drive tourist expenditures. The resort area also generated \$11.8 billion in sales and \$3.4 billion in personal income to county residents. Finally, International Drive added \$7.3 billion to the county and \$8.1 billion to Metro Orlando's gross regional product.

This positive economic impact will continue as there are more than 78 new projects scheduled to be completed within the next five years. They represent close to \$2.2 billion in new investment coming to Orange County. These 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 53,000 jobs in Orange County. They will also generate about \$4.2 billion in sales and \$2.6 billion in personal income. They will also add close to \$2.7 billion to the county's gross regional product. Metro Orlando would add more than 60,000 positions, almost \$5 billion in sales, and close to \$4 billion in personal income. This new construction will also increase Metro Orlando's gross regional product by almost \$3.2 billion.

# INTRODUCTION

Since the opening of Disney World in 1971, tourism has become the most important and largest generator of jobs in the Metro Orlando region. The high economic impact of this industry 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. The growth in the number of visitors, 72 million in 2017, and recent major investments by the public and private sector should help to keep the vibrancy in this industry.

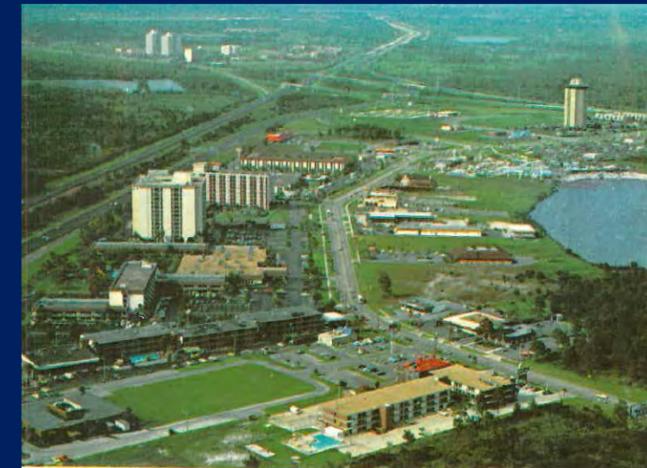
One of the most visited tourist corridors in Metro Orlando is the International Drive Resort area (I-Drive). Home to the nation's second largest convention center and six of the world's most visited theme parks, I-Drive is one of the country's premiere tourist activity centers. Recent developments will help to solidify the corridor's competitiveness. The Orange County Convention Center just completed a new campus master plan that will help to upgrade its facilities. Orange County Government in partnership with the private sector is currently developing a new Strategic 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 attractions all around the district. These new investments bode well for the future of the I-Drive resort area.

Despite all the investment and careful planning put on the I-Drive area through the years, there have 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 first attempt to do just that. The International Drive Resort Area Economic Impact Analysis is divided into three sections. The existing conditions analysis provides an overview of the area's land use, infrastructure, demographic, and economic characteristics. This is followed by a tourism activity and fiscal profile that summarizes business and revenue data collected by government and private organizations. Finally, the East Central Florida Regional Planning Council (ECFRPC) used the REMI Policy Insight model to calculate the economic value of I-Drive to the region and quantify the impact of the proposed future investments.

## 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 an 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.

### International Drive- 1978



Source: International Drive Improvement District

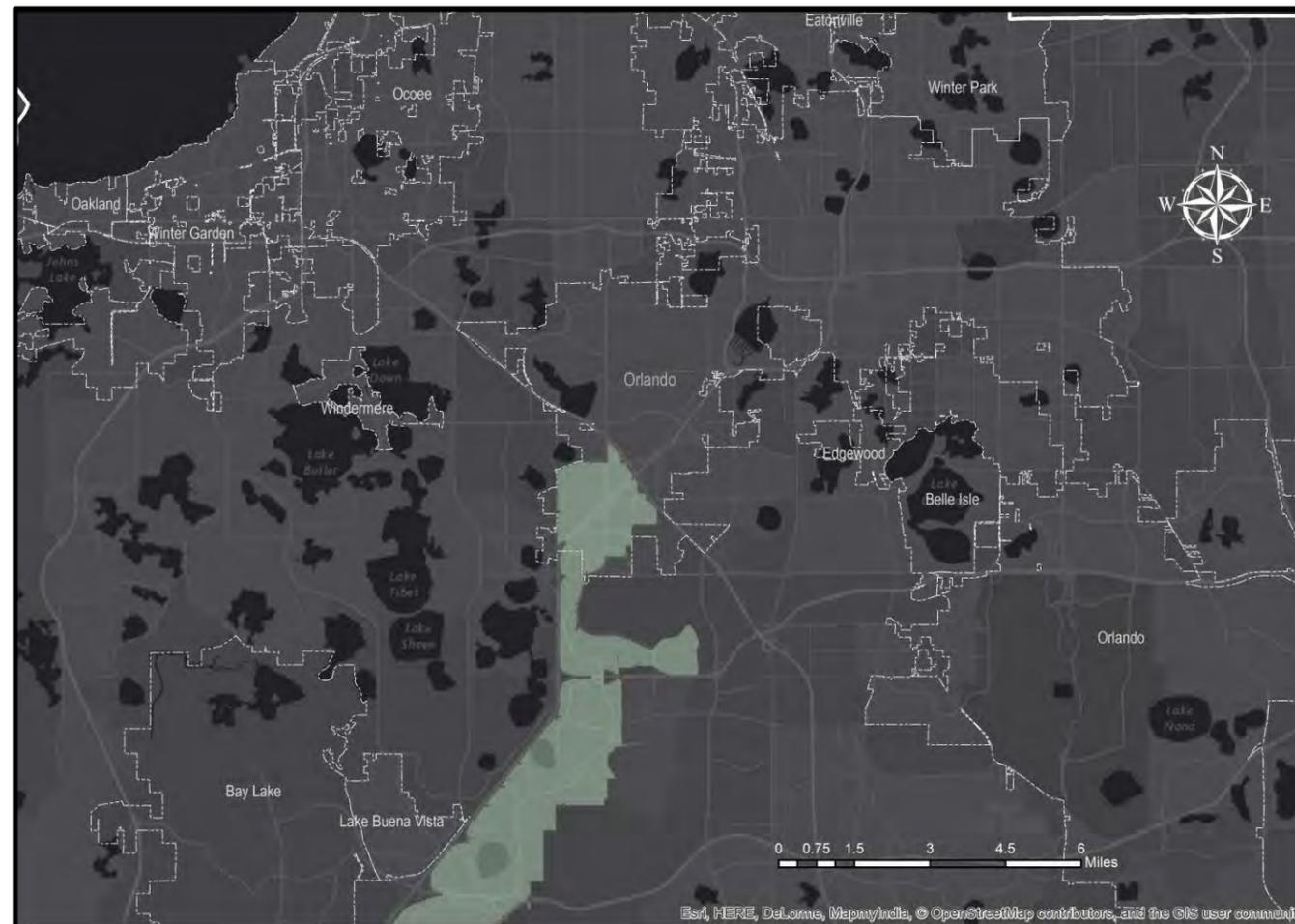
The convention center was inaugurated in 1983, and its subsequent expansions have spurred the development of multiple hotels and commercial projects along the resort area. One of the most significant investments was the opening of the Universal Studios theme parks in the 1990s. Today the I-Drive Resort 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

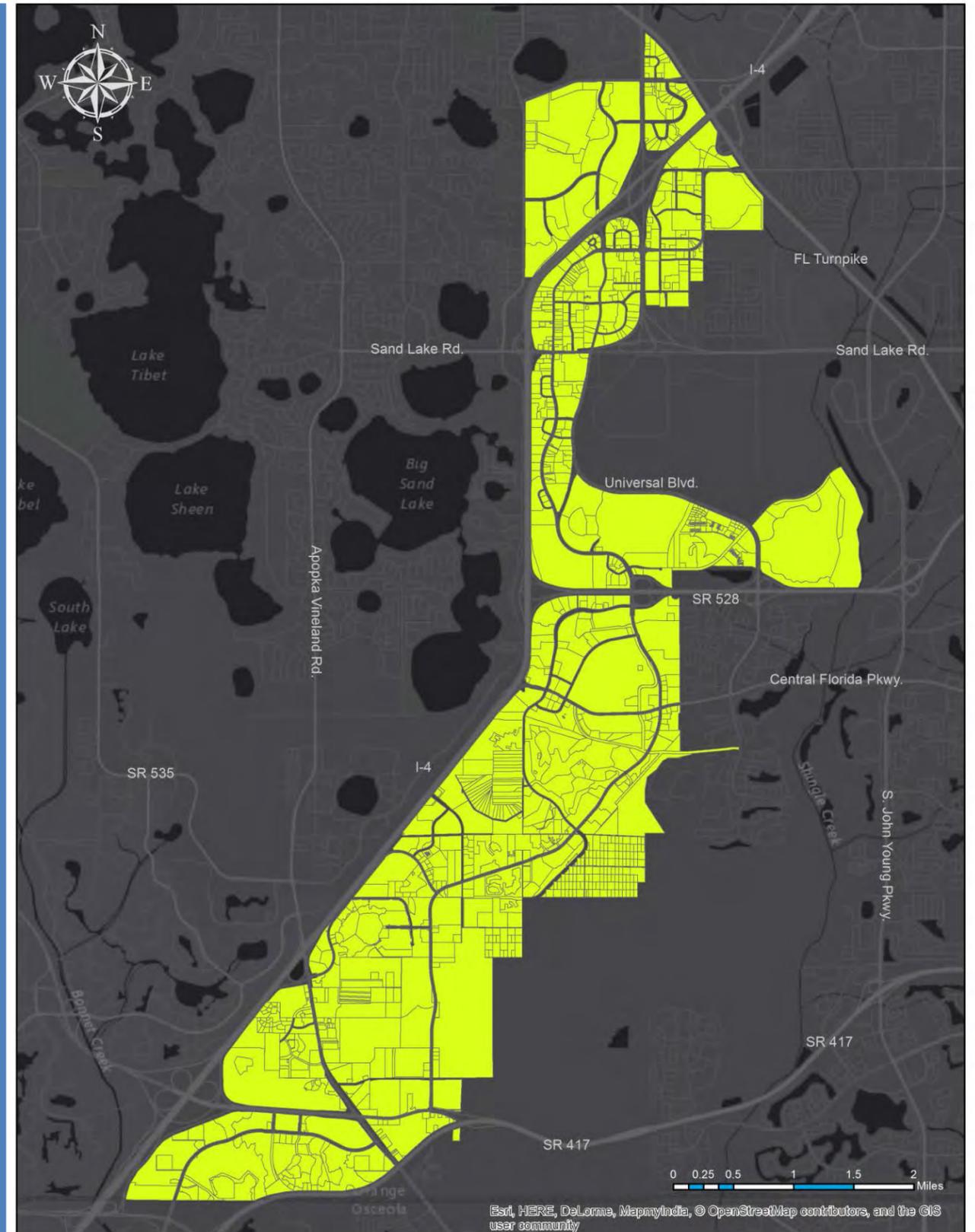
The study area boundaries encompass several important tourist hubs. The first one is the Universal Studios Resorts area, which starts south of Vineland Road and follows Kirkman Road south to the Sand Lake Road interchange. The Florida Turnpike and the Turkey Lake road delimit the east and west borders.

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.

STUDY AREA BOUNDARY



Region Map



Study Area Boundary Map

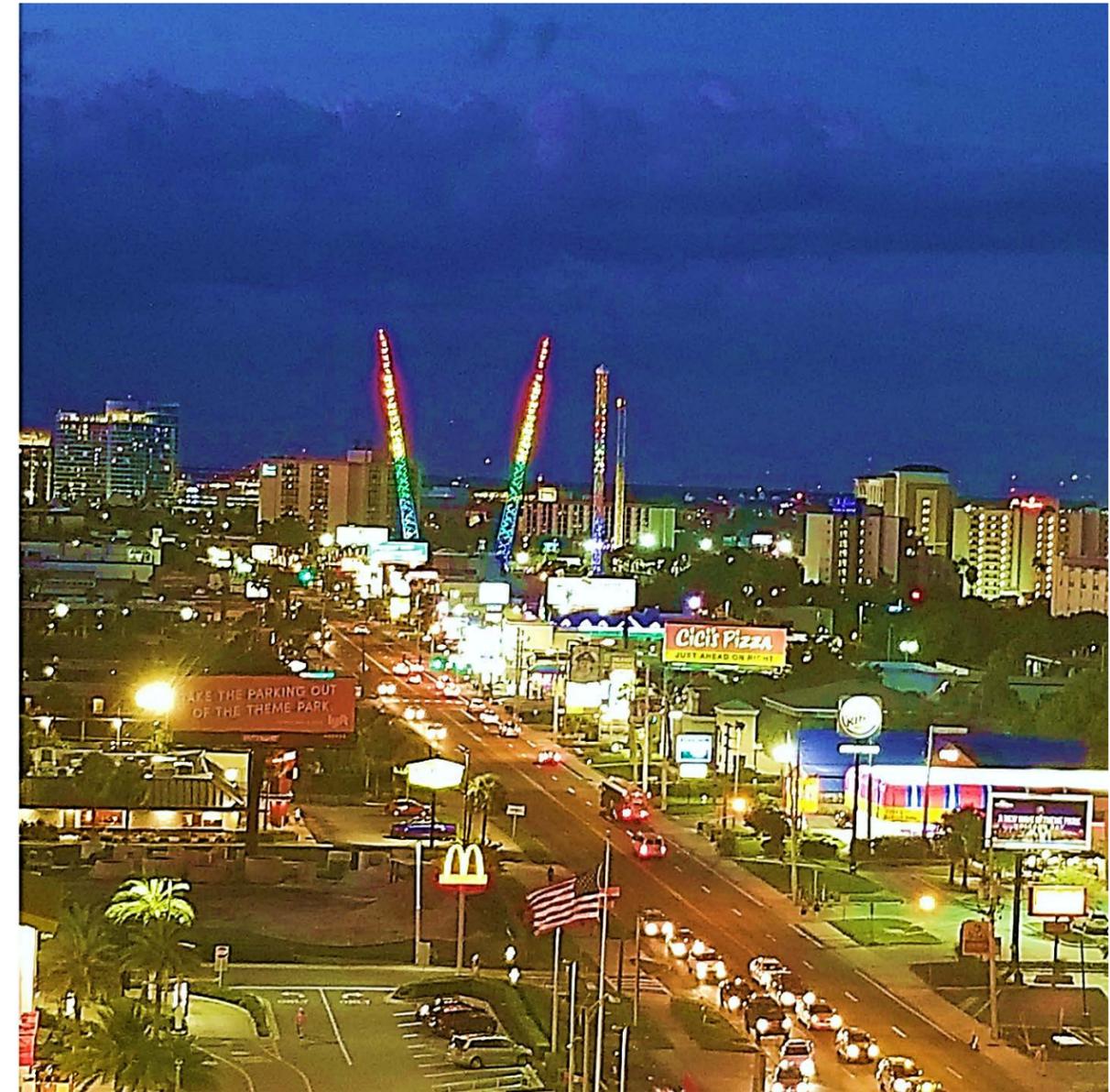
# I-DRIVE EXISTING CONDITIONS ANALYSIS

The purpose of the Existing Conditions Analysis is to provide an overview of the current conditions of the I-Drive Resort Area. This base information will serve as a background for helping the public understand the economic impact of the area. The existing conditions analysis includes a land use analysis and a business and industry profile.

The Land Use Analysis provides an overview of the major current land uses found within the International Drive area. This analysis was completed using Geographic Information Systems (GIS) software based on parcel information from the Orange County Property Appraiser's Office. For this section, the East Central Florida Regional Planning Council (ECFRPC) also used the U.S Census American Community Survey to identify the major demographic characteristics of the people living within International Drive. Finally, the report provides an overview of current and new transportation projects that will benefit the resort area.

The second part is a Business and Industry Profile that analyzes the distribution of economic activity in the I-Drive area using the number and type of establishments and number of employees. For this part of the report, the ECFRPC used the Infogroup database, which includes information on more than 25 million establishments across the United States.

More information about the methodologies and findings of the existing conditions analysis is provided on the following pages.



International Drive

# LAND USE ANALYSIS

The I-Drive Resort 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.

Almost 50% of the properties within the study area can be classified as commercial. This land use category is comprised of several non-residential uses including hotel and time share properties (accommodations), retail, office, industrial developments and commercial amusement attractions. There are more than 5,035 acres of commercial land within I-Drive.

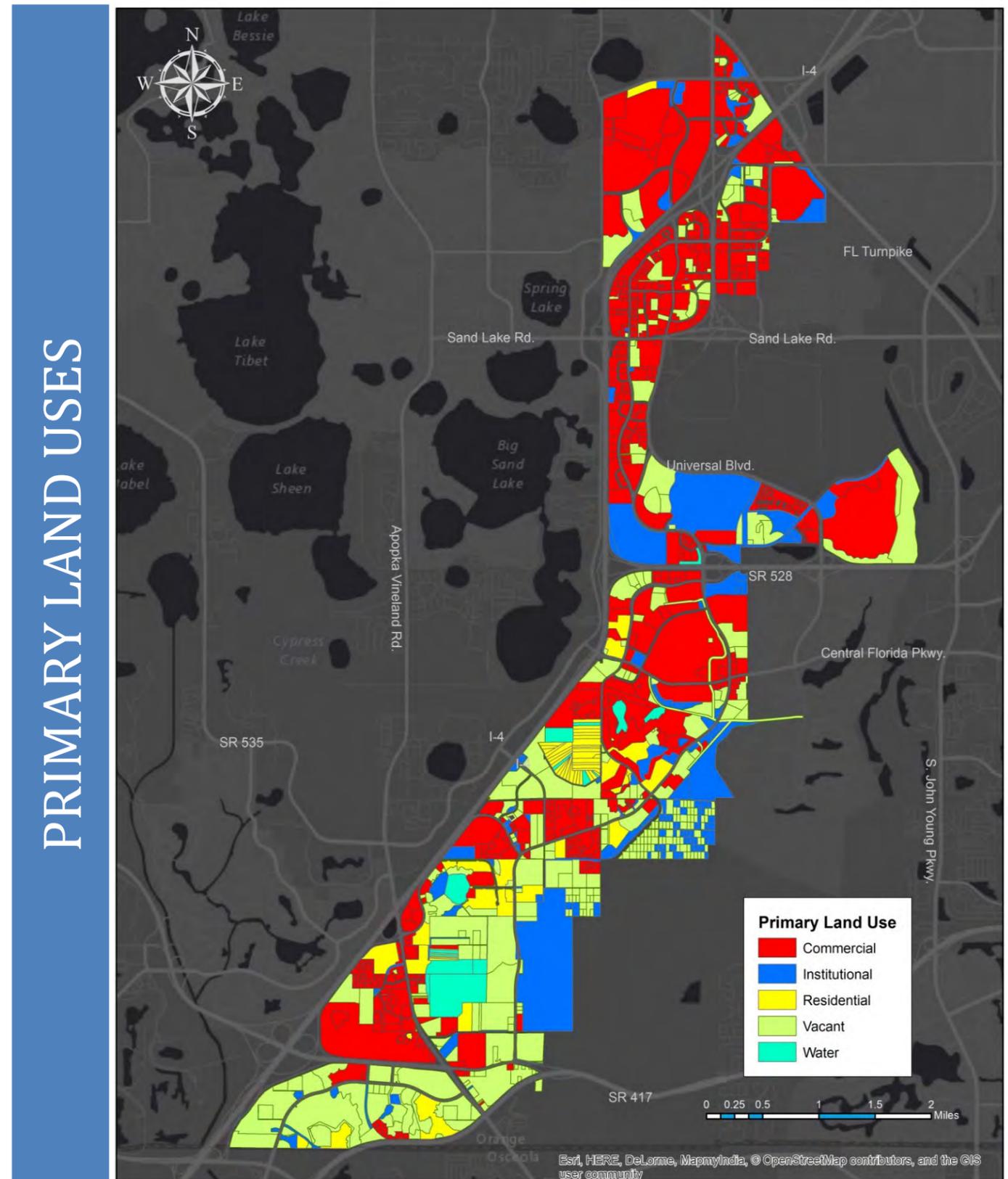
The second largest category is Vacant Land, which includes properties that are currently undeveloped or used for agricultural purposes. Vacant land encompasses about 21% of all land within the study area. In addition to these vacant properties, the I-Drive Resort area contains over 200 acres of land classified as Water.

Institutional uses include all land owned by federal, state and local governments, civic, educational and non-profit organizations. These uses comprise about 18% of the total study area.

Finally, the I-Drive Resort Area is home to several single-family homes and multi-family residential developments. These residential properties account for 10% of all land within the study area.

The next pages of the report discuss these land use categories in more detail.

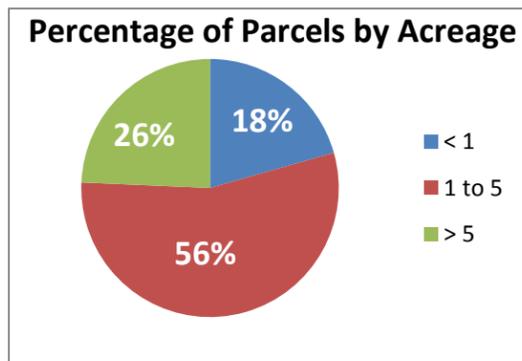
Project Area Summary by Land Use as of 2017		
Land Use Category	Acres	% Study Area
Commercial	5,035	51.24
Vacant	2,084	21.21
Institutional	1,699	17.29
Residential	1,007	10.24
Water	200	0.02
<b>TOTAL</b>	<b>9,825</b>	<b>100</b>



PRIMARY LAND USES

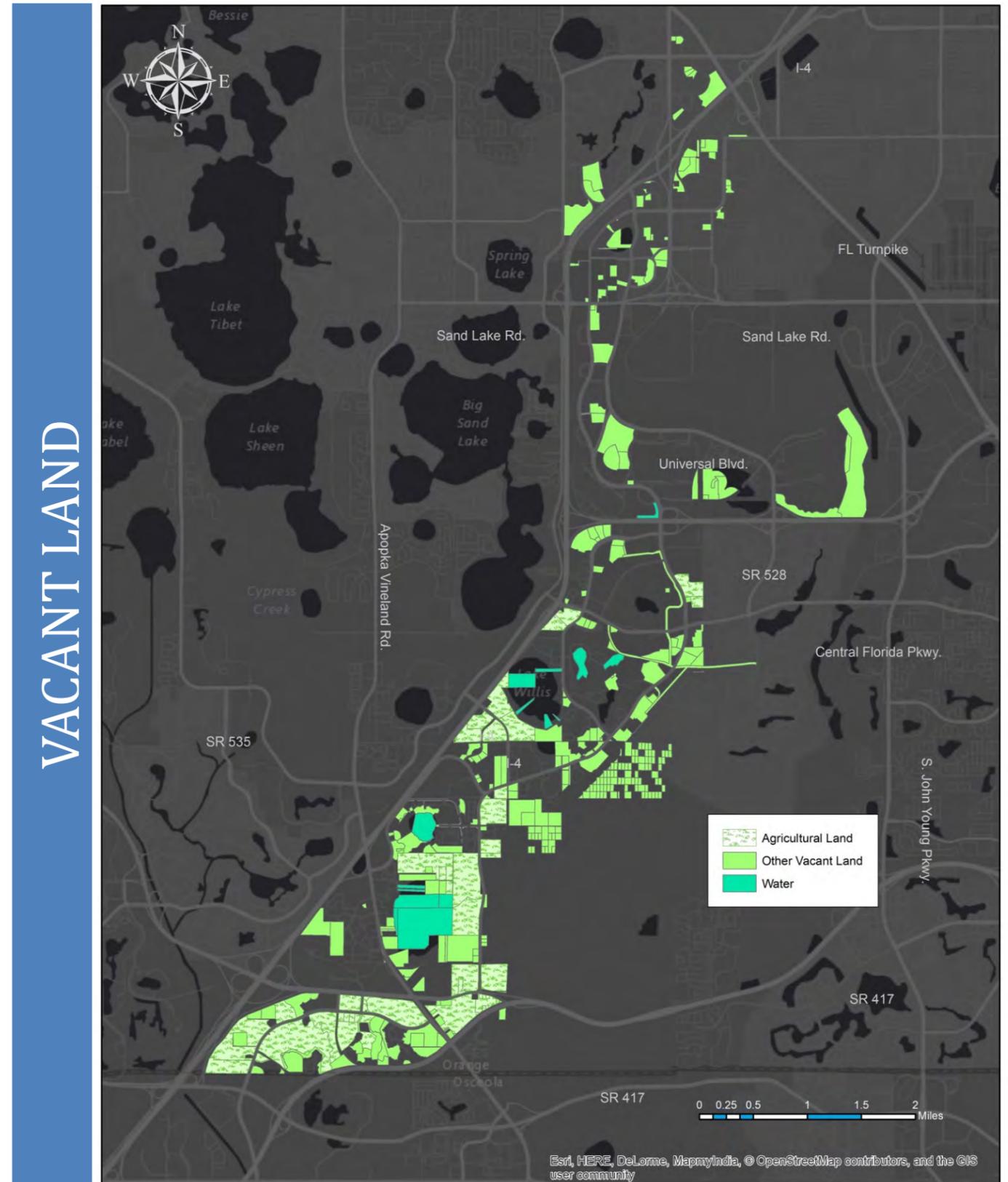
# VACANT LAND

There are about 2,100 acres of vacant land within the I-Drive Resort area. This includes over 850 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 decades. 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 the resort area.



The number of parcels, their size and ownership are important variables when discussing the development potential of vacant land within the District. There are more than 370 vacant parcels within the I-Drive Resort Area. While the average size of these properties is 6.4 acres, more than half of these parcels are less than five acres. The vast majority of these small parcels are owned by single-property owners, which could be a deterrent for future development. Finally, there are more than 225 individuals and corporations that own vacant land within the resort area. Eight of these property owners own more than 50 acres of land each.

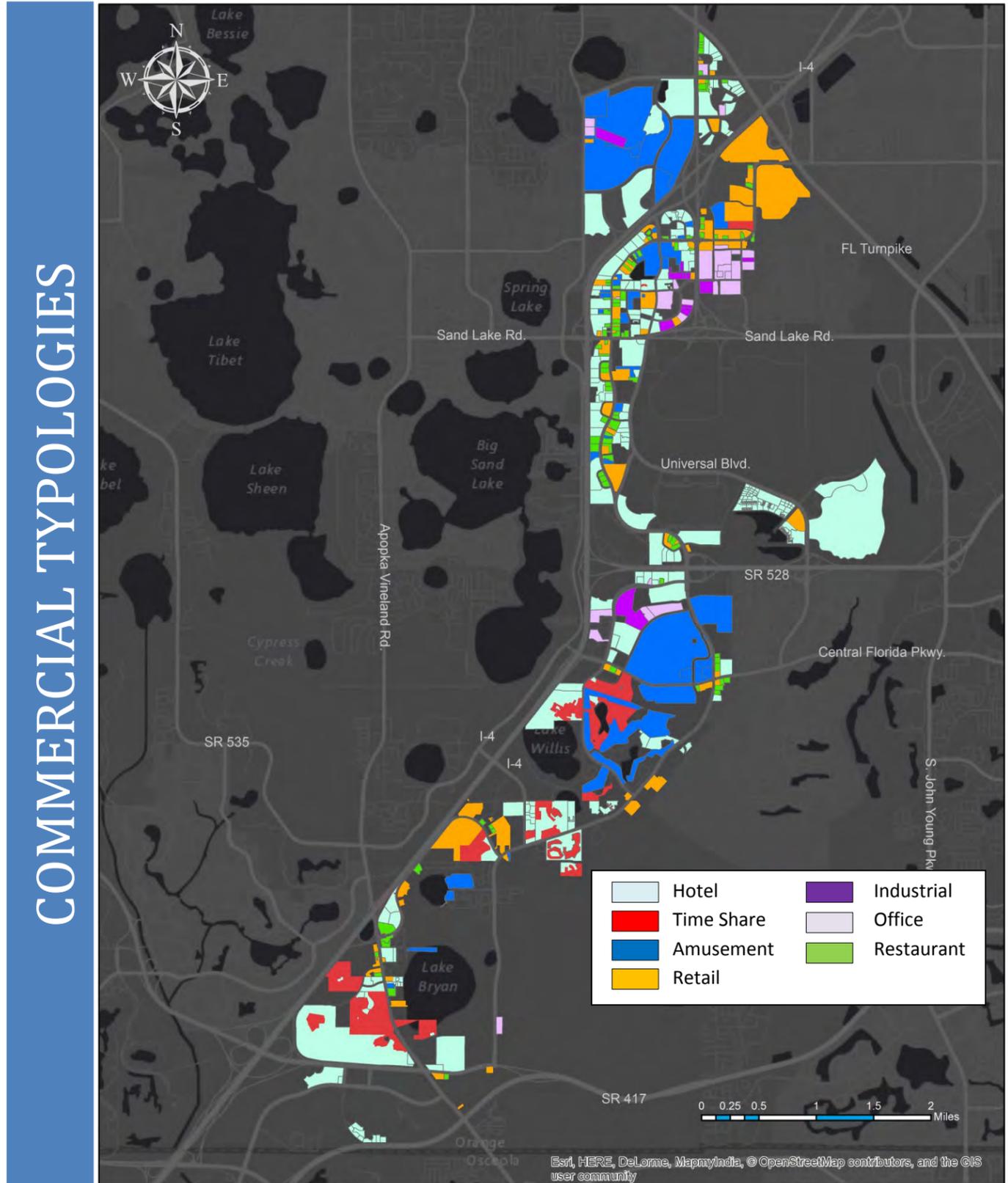
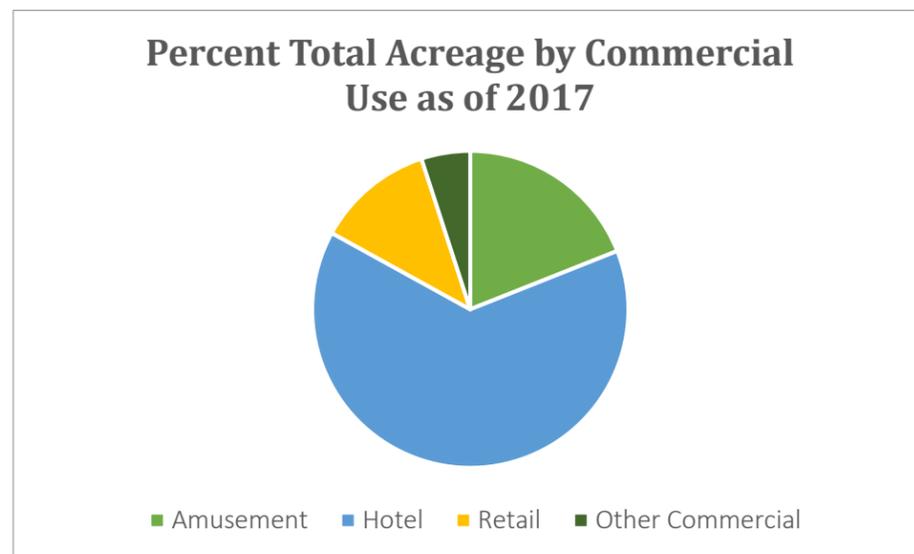
Largest Property Owners by Acreage as of 2017	
Organization	Acres
GCB Associates LLC	458
WGMLL Investments Ltd 1/2	158
Universal City Property Management III LLC	146
Carter-Vineland Pointe LLLP	69
Universal City Development Partners Ltd	65



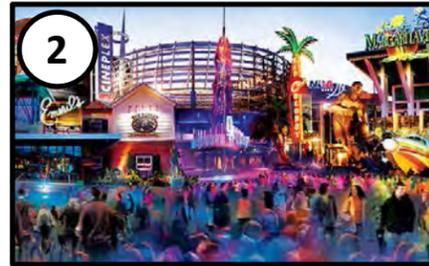
# COMMERCIAL LAND

With close to 61.8 million square feet of commercial space, the I-Drive Resort 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 64% of all commercial square footage within the study area. This category is comprised of hotels and time share properties distributed throughout the district. Commercial Amusements (19%) includes theme parks and other tourist attractions. Retail and Restaurants comprise another 12% of building space. Finally, there is about 2.2 million square feet of office space and about 600,000 square feet of 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.

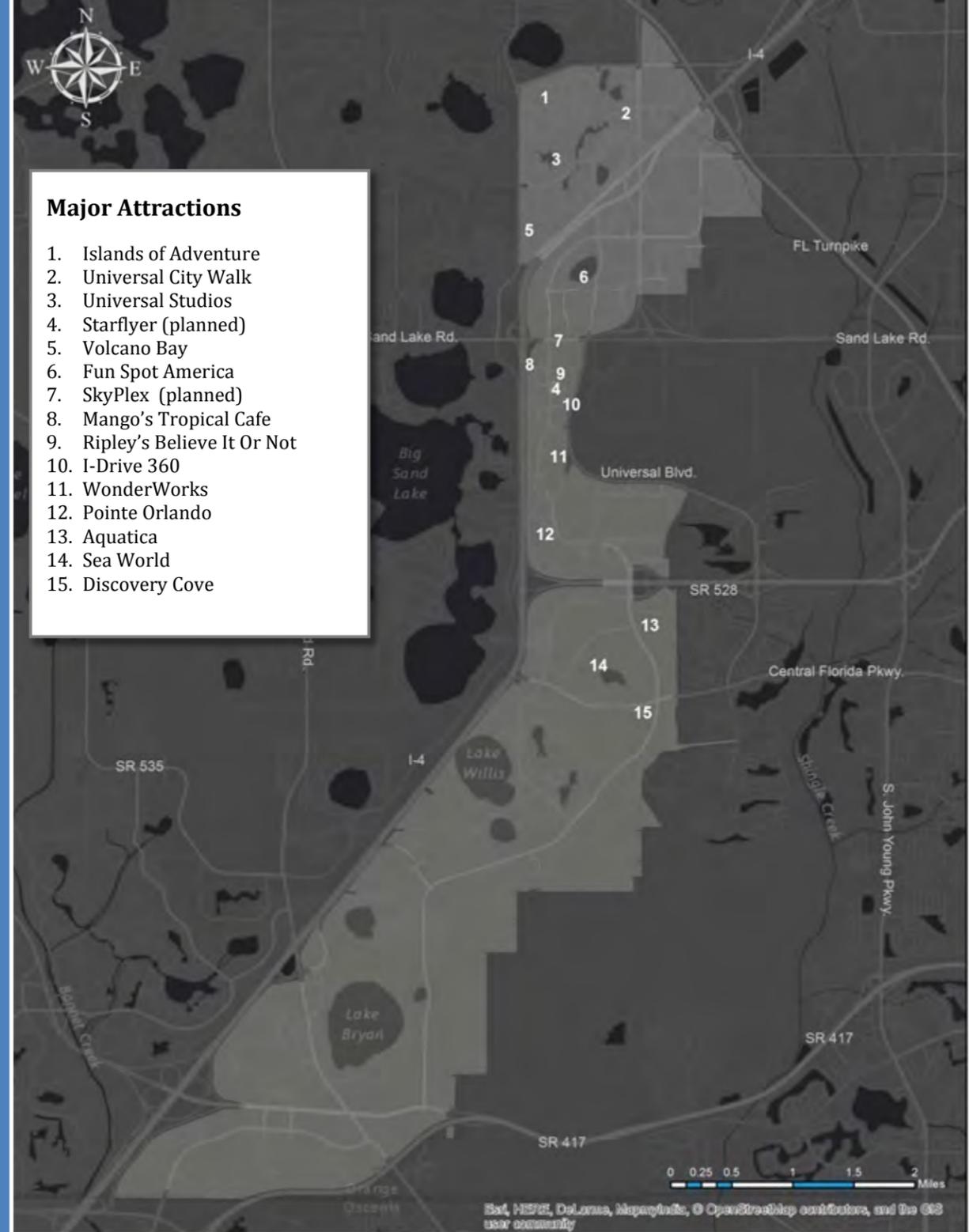


# MAJOR ATTRACTIONS AS OF 2017

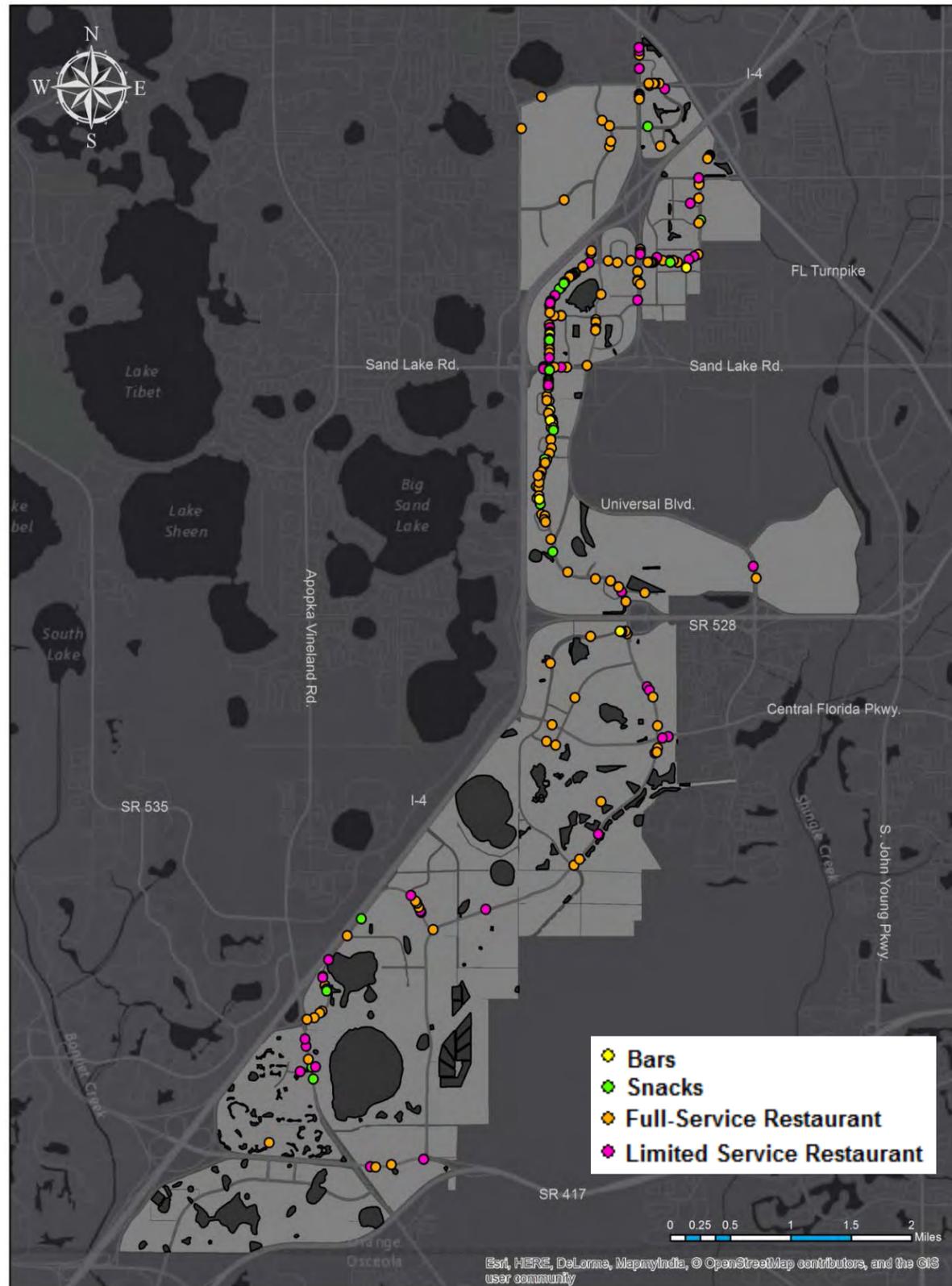


## MAJOR ATTRACTIONS

- Major Attractions**
1. Islands of Adventure
  2. Universal City Walk
  3. Universal Studios
  4. Starflyer (planned)
  5. Volcano Bay
  6. Fun Spot America
  7. SkyPlex (planned)
  8. Mango's Tropical Cafe
  9. Ripley's Believe It Or Not
  10. I-Drive 360
  11. WonderWorks
  12. Pointe Orlando
  13. Aquatica
  14. Sea World
  15. Discovery Cove



# RETAIL & RESTAURANTS



Source(s): Infogroup; ECFRPC Research

## RESTAURANTS AND BARS



I-Drive 360 & Orlando Eye

### Popular Restaurants as of 2017

- |                               |  |  |
|-------------------------------|--|--|
| <i>Adobe Gila's</i>           | <i>Fuddruckers</i>                     | <i>Shake Shack</i>                     |
| <i>Bahama Breeze</i>          | <i>Hard Rock Café</i>                  | <i>Shogun Japanese Steakhouse</i>      |
| <i>BB King's Blues Club</i>   | <i>Hash House A Go Go</i>              | <i>Sugar Factory</i>                   |
| <i>Benihana</i>               | <i>Hooters</i>                         | <i>Sushiology</i>                      |
| <i>BJ's Restaurant</i>        | <i>Itta Bena</i>                       | <i>Sweet Tomatoes</i>                  |
| <i>Black Angus Steakhouse</i> | <i>Jack's Place</i>                    | <i>Tabla Indian Chinese &amp; Thai</i> |
| <i>Bloodhound Brew</i>        | <i>Joe's Crab Shack</i>                | <i>Tapa Toro</i>                       |
| <i>Buffalo Wild Wings</i>     | <i>Johnny Rockets</i>                  | <i>Taverna Opa</i>                     |
| <i>Café Tu Tu Tango</i>       | <i>Kobe Japanese Steakhouse</i>        | <i>Texas de Brazil</i>                 |
| <i>Carrabba's</i>             | <i>Longhorn Steakhouse</i>             | <i>TGI Friday's</i>                    |
| <i>Charley's Steakhouse</i>   | <i>Maggiano's</i>                      | <i>Thai Thani</i>                      |
| <i>Chili's Bar and Grill</i>  | <i>Mango's Tropical Cafe</i>           | <i>The Capital Grille</i>              |
| <i>Chuy's Tex-Mex</i>         | <i>Marlow's Tavern</i>                 | <i>The Oceanaire Seafood Room</i>      |
| <i>Cooper's Hawk</i>          | <i>Mellow Mushroom</i>                 | <i>Tilted Kilt</i>                     |
| <i>Cuba Libre</i>             | <i>Miller's Ale House</i>              | <i>Tin Roof</i>                        |
| <i>Dave &amp; Buster's</i>    | <i>Olive Garden</i>                    | <i>Tokyo Sushi</i>                     |
| <i>Del Frisco's</i>           | <i>Outback Steakhouse</i>              | <i>Tony Roma's</i>                     |
| <i>Everglades Restaurant</i>  | <i>Perkins Restaurant &amp; Bakery</i> | <i>Twin Peaks</i>                      |
| <i>FishBones</i>              | <i>Pio Pio</i>                         | <i>Urban Tide</i>                      |
| <i>Fogo de Chao</i>           | <i>Ponderosa Steakhouse</i>            | <i>Yard House</i>                      |

# ACCOMMODATIONS

The I-Drive Resort area boasts low-price hotels, affordable hotels, luxury resorts, and vacation ownership units. In 2017, the area had 121 properties with a total of 47,909 rooms, placing the corridor among the densest in Central Florida<sup>6</sup>. Hotel sizes and typologies range from small motels with just a few hundred rooms to large resorts exceeding 1,000 rooms<sup>6</sup>.

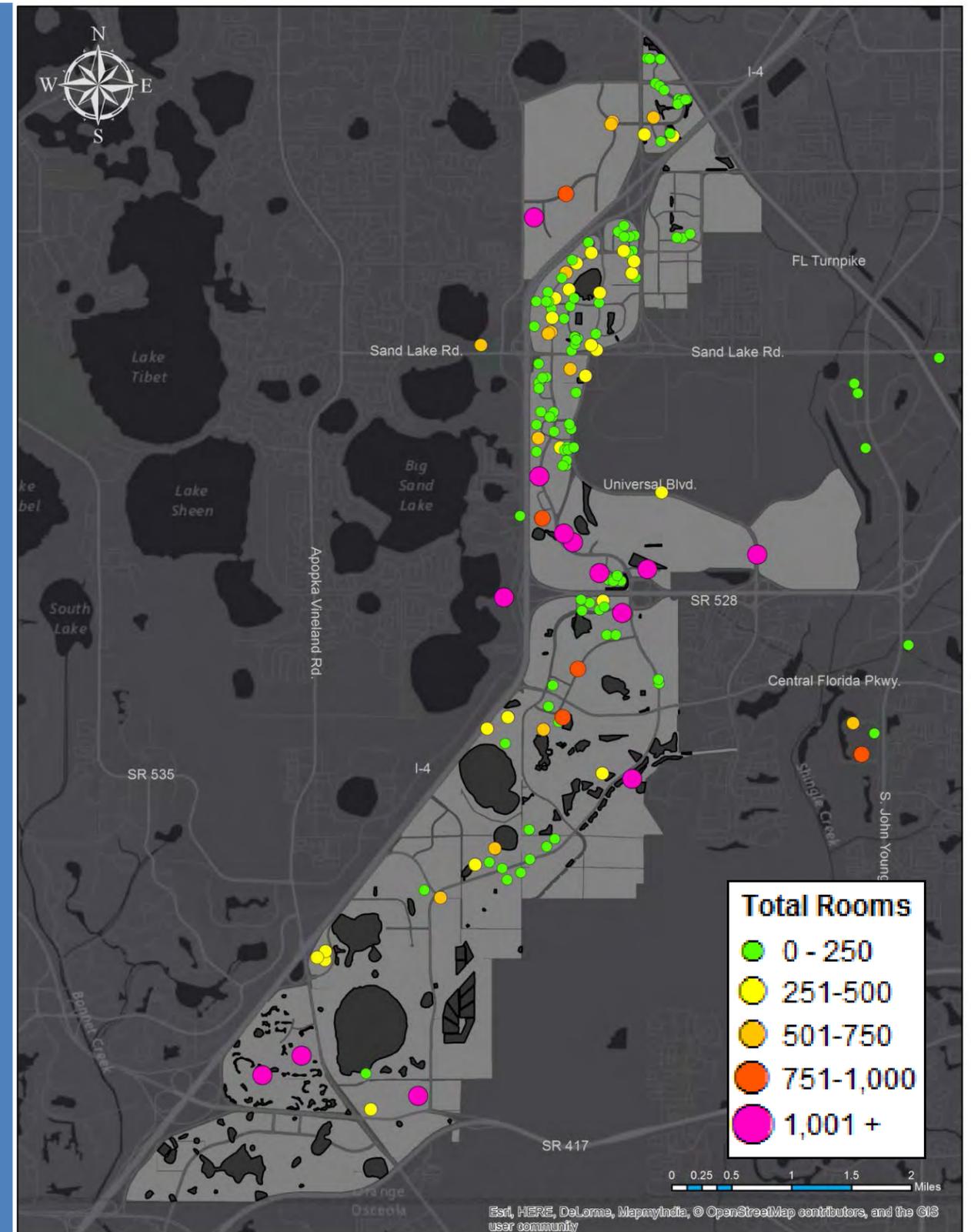
## Largest Accommodations by Number of Rooms as of 2017

Westgate Lakes – 1,995 Rooms	Sheraton Vistana – 1,682 Rooms
Orlando World Center Marriott – 1,883 Rooms	Rosen Inn – 1,020 Rooms
Cabana Bay Beach Club – 2,200 Rooms	Double Tree Resort – 1,004 Rooms
Hyatt Regency Orlando – 1,641 Rooms	Royal Pacific – 1,000 Rooms
Marriott Grande Vista Resort – 1,616 Rooms	Rosen Plaza – 800 Rooms
Rosen Shingle Creek – 1,501 Rooms	Hilton SeaWorld – 787 Rooms
Hilton Orlando – 1,417 Rooms	Renaissance Orlando – 781 Rooms
Caribe Royal – 1,338 Rooms	Portofino Bay Hotel – 750 Rooms
Rosen Centre Hotel – 1,334 Rooms	Doubletree by Hilton Universal – 746 Rooms



Orange County Convention Center

## HOTELS AND NUMBER OF ROOMS



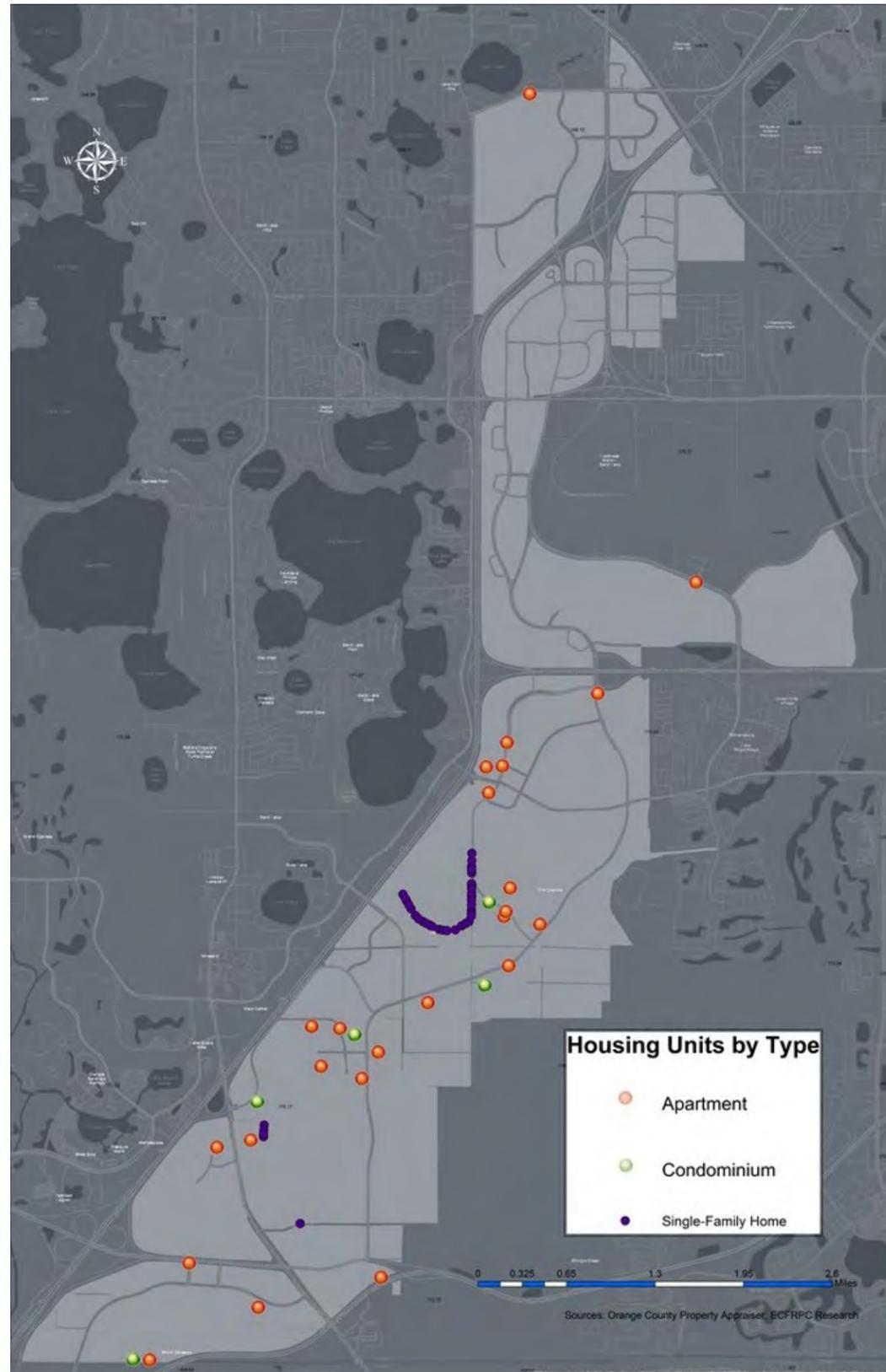
Source(s): Orange County Property Appraiser (2016), FGDL; IDID; ECFRPC Research

# RESIDENTIAL LAND

As of 2017, there were almost 10,000 total residential units within the I-Drive Resort Area. Apartment complexes are the most common housing type followed by Condominiums. There are also 42 single family homes located within the district, most of which are lake front houses.

I-Drive Resort Area Housing Units by Type	
Residential Type	Housing Units
Apartments	8,382
Condominiums	1,575
Single Family Homes	42
<b>Total Housing Units</b>	<b>9,999</b>

Source(s): Orange County Property Appraiser, FGDL; IDID; ECFRPC



DISTRIBUTION OF RESIDENTIAL PROPERTIES



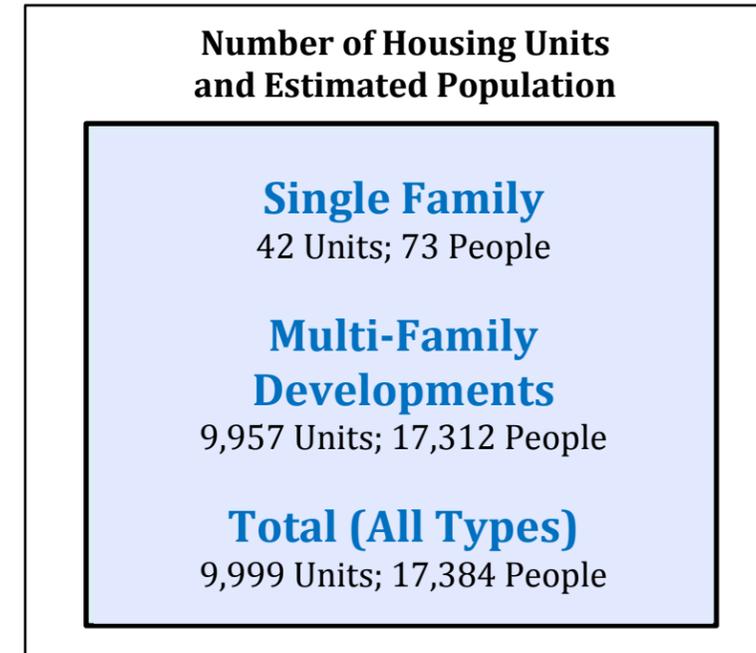
Ancora Apartment Homes

# I-DRIVE DEMOGRAPHICS AS OF 2017

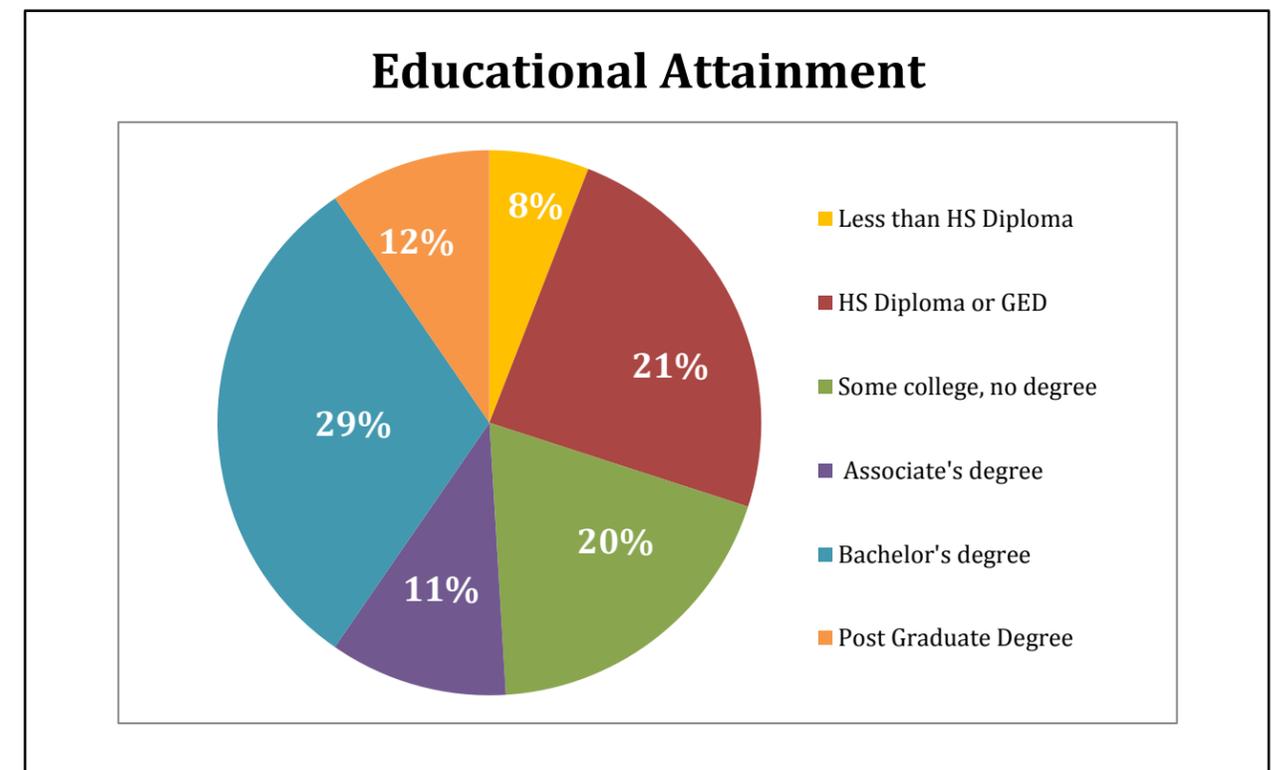
The ECFRPC used information from the U.S Census American Community Survey and the Orange County Property Appraiser to build a population profile for the I-Drive Resort Area. There are ten different Census Block Groups (the smallest geographical unit for which the bureau publishes sample data) within the resort area. However, the boundaries of most of these block groups extend far beyond the study area borders because of the commercial nature of the I-Drive corridor. Therefore, their total population counts include people that live outside the area of interest. To address this situation, the ECFRPC decided to use Orange County Property Appraiser data to get a more realistic population count.

First, the ECFRPC identified the location of residential land within the study area using DOR codes and GIS software. The Orange County Property Appraiser website was then used to identify the number of residential units available on the multi-family developments (condominiums, apartments, and student housing). To calculate the population counts, the ECFRPC multiplied the number of housing units by the average household size for each Census block group. Finally, the ECFRPC applied Orange County's housing vacancy rate (13.5%) to get the final number of people. Based on this methodology, the ECFRPC estimates that there are more than 17,000 people living within the I-Drive resort area. Most of these people are concentrated on the west side of the study area, near the Lake Bryan/Lake Ruby areas. The average household size for the area ranges from 1.77 to 2.48 persons per household, which is smaller than the county average.

The ECFRPC used the American Community Survey to get additional demographic characteristics for the population living within the I-Drive Resort area. Not surprisingly, the majority of the people residing here work for the Leisure and Hospitality Industry (33%). The educational attainment of this population tends to be relatively high, with 51% of people over age 25 having at least an Associate's Degree. About 20% of the population has some college education, but no degree. This might be partly explained by the presence of the University of Central Florida's (UCF) Rosen College of Hospitality Management, which is located within the study area.



Source(s) for all tables on this page: US Census Bureau, ECFRPC, Orange County PAO



# 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 1,340 acres of land or approximately 14% of the total study area as of 2017. The Orange County Board of County Commissioners, the Valencia Water Control District and the South Florida Water Management District are the largest owners of Institutional land within the resort 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. More information about the OCCC is provided on the next page. The Rosen College campus is situated on the east side of the study area. The 159,000-square foot 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 and Restaurants and Food Service Management.

## Orange County Convention Center

**2,053,820** Sq. Ft. Exhibition Space  
**2** General Assembly Areas  
**2,643-Seat** Theater  
**3** Business Centers  
**106-Seat** Lecture Hall  
**74** Meeting Rooms  
**3** Full-Service Restaurants  
**232** Breakout Rooms

## UCF Rosen College

**22** High-Tech Classrooms  
**1** Executive Education Center  
**200-Seat** Training Dining Room/Bar  
**1** Beer and Wine Laboratory  
**2** Test Kitchens  
**400-Seat** Auditorium



Orange County Convention Center



Rosen College of Hospitality

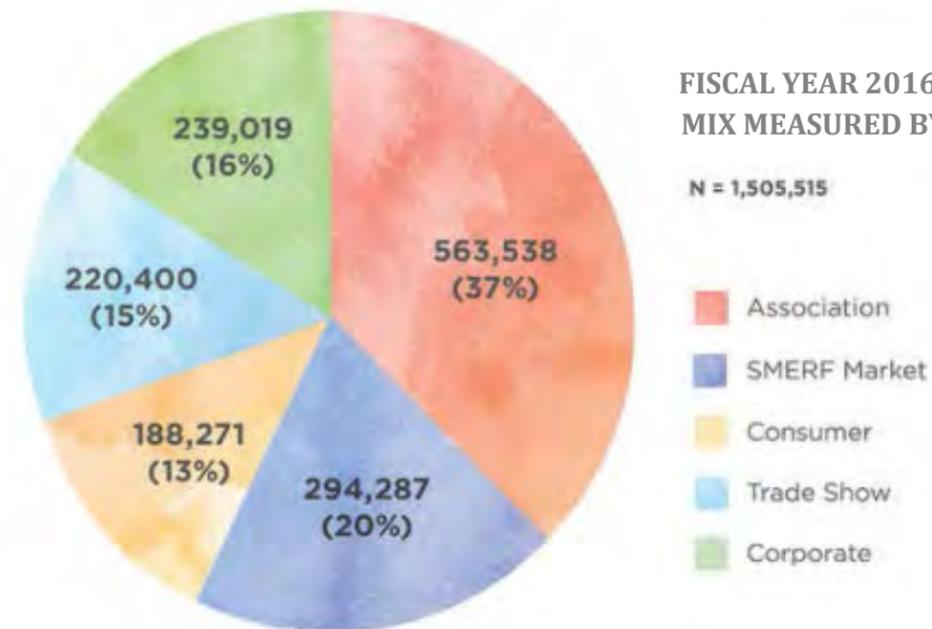
# ORANGE COUNTY CONVENTION CENTER (OCCC)

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 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 32 million people have attended events at the OCCC making it one of the most important anchors of the I-Drive Resort 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 184 events that brought more than 1.5 million people to the I-Drive area in fiscal year 2016-2017<sup>7</sup>. The OCCC is currently in the midst of implementing a new campus master plan to remain as one of the most competitive facilities in the nation. The plan calls for the repurposing of its exhibit space to allow for more flexible uses, creating more gathering and networking spaces for clients, and incorporating an enclosed connection between the North and South concourses.

Sustainability has also become an important part of OCCC operations. The convention center is home to one of the largest rooftop solar photovoltaic systems in the Southeastern United States and a 3,000 square foot Climate Education Center<sup>7</sup>. The center has recently partnered with Organic Matters and Center Plate to convert the food waste generated at the convention center into livestock feed. It recently installed a 2,330 square feet hydroponic garden to grow herbs, edible flowers, and non-root vegetables to be used for all meals prepared at its facilities<sup>7</sup>. The OCCC has received several recognitions through the years including the Prime Site Facilities and Top Destination Award, The Distinctive Achievement Award from the Association Convention and Facilities Magazine and IAEE Art of the Show Award from the International Association of Exhibitions and Events Art of the Show Competition<sup>7</sup>.

FISCAL YEAR 2016-2017 EVENT CATEGORIES – MEASURED BY NUMBER OF EVENTS



SMERF = Social, Military, Educational, Religious and Family

# TRANSPORTATION

I-Drive’s road network is going through several improvements that will ease traffic flow, provide more transportation options to visitors & residents, and create a more pedestrian friendly environment. For example, a traffic flow and pedestrian enhancement project in the northern portion of the study area was recently completed and four others are currently ongoing. These projects include the I-4 Ultimate Interchange-Grand National Drive Overpass, widening International Drive at Westwood Boulevard, improvements to the Sand Lake Road-John Young Parkway interchange and an extension of Destination Parkway. In addition, sidewalk additions to Sea Harbor Drive are in the design phase.

Two pedestrian projects have been planned by the Orange County Planning Division. One project is a conceptual pedestrian bridge at Sand Lake Road at the intersection of International Drive as well as planned transit lanes along Universal Boulevard and I-Drive.

Finally, the I-4 Ultimate Improvement Project will help build the Grand National Drive overpass as well as interchange improvements that will alleviate traffic at the Kirkman Road exit.

Recent and Under Construction Transportation Projects as of 2017		
Project	Type	Status
International Drive Widening (Westwood-Westwood)	Traffic Flow	Ongoing
John Young Parkway/Sand Lake Road Interchange	Traffic Flow	Ongoing
Grand National Drive Flyover	Traffic Flow	Completed
International Drive Transit Lanes	Traffic Flow and Transit	Design Phase
Sea Harbor Drive Sidewalk Project	Pedestrian Features	Design Phase
I-4 Ultimate Project	Highway Makeover	Ongoing
Beachline Widening	Highway Makeover	Ongoing
I-Drive Pedestrian Bridge OCCC	Pedestrian Features	Completed



Grand National Drive Flyover



I-Drive Pedestrian Bridge OCCC

# I-RIDE TROLLEY

The I-Ride Trolley provides transit services to visitors and residents along International Drive and Universal Boulevard. Trolleys travel throughout the International Drive Resort Area serving over 100 convenient stops approximately every 20 minutes. In 2017 the trolley system had 1.4 million trips. The trolley offers single-trip passes for \$2.00 (\$1 for children and \$0.25 for senior citizens) and daily passes for \$5.00. Visitors can also get extended passes lasting 14 days for \$18.00, or day-based passes.

A “park once” philosophy is planned for the future, whereas guests park once and utilize the entire corridor via the transit system. The Orange County Planning Division has unveiled plans for retrofitted street sections along Universal Boulevard and International Drive that would make the trolley system even more impactful for residents and visitors in the future. Dedicated transit lanes and other features have been discussed for the corridor alongside bicycle and pedestrian improvements to create a more urban and traversable corridor.





# I-DRIVE 2040 STRATEGIC VISION PLAN

## (ORANGE COUNTY)

Upcoming into office, Orange County Mayor Teresa Jacobs envisioned a vibrant International Drive corridor that would be a dynamic gathering place for visitors and residents alike.

*“We’re committed to creating a dynamic International Drive entertainment district that will be the envy of the world-not only for visitors, but for our own millennials, families and children, entrepreneurs, artists and more. We’re creating a vision for the future, where tourists from around the world will want to come back – again and again – and where local citizens, families and young people will enjoy a “uniquely local” lifestyle, in walkable, livable districts that are filled with entertainment, dining, the arts and so much more.”* **Orange County Mayor Teresa Jacobs**

Recognizing the importance of creating a shared vision for the International Drive area, Mayor Jacobs appointed a 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 plan was accepted by the BCC on November 3, 2015.

With hundreds of world famous retailers and restaurants, thousands of stunning hotel rooms and contemporary resorts, dozens of family-oriented attractions and numerous entertainment complexes, I-Drive accounts for a significant portion of Orange County’s robust travel, tourism and hospitality sectors. The plan for the Convention Plaza District will create a vibrant, dynamic and safe pedestrian-centered environment with possible 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 which were reviewed and approved by the BCC. The plan includes eight sub-districts to meet the unique needs of each area including the famed Convention Center sub-district, Retail & Restaurant sub-district, the Entertainment sub-district, the SeaWorld sub-district, the Destination Parkway sub-district, the Universal Blvd sub-district, the Rosen & Shingle Creek sub-district and the Universal sub-district.

### HISTORY

The 11-member SRG began meeting on a monthly basis starting in January 2015 with the mission of formulating a shared vision for the district. The Vision Plan encourages street level activity among residents, employees, conventioners and visitors in a mixed-use urban fabric that is anchored by shops, restaurants, hotels and entertainment venues. The goals of the Plan are to be Connected, Complete, Authentic, Prosperous & Sustainable. Parallel initiatives that 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 developments 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 or email at [Planning@ocfl.net](mailto:Planning@ocfl.net)

# BUSINESS PROFILE

To complete the I-Drive Resort Area economic impact study, the ECFRPC is using an industry cluster analysis methodology that identifies geographic concentrations of particular industries as well as explains the connections between these establishments. The I-Drive Resort area is anchored by three large theme parks (Universal Studios, Islands of Adventure and Sea World) and one of the nation’s largest convention centers. These institutions receive millions of visitors each year that generate additional demand for other services including accommodations, dining, retail, transportation among others. This section of the report also provides an in-depth analysis of the economic and employment data for businesses and industries found in the I-Drive Resort area.

To complete this analysis, the ECFRPC used the Infogroup database 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, the ECFRPC used GIS software to depict industry concentration and employment across the study area. Finally, it provides general information about occupations and wages for the tourism industry.



Rosen Centre Hotel



Sources: Infogroup, International Drive Improvement District, ECFRPC research

# INDUSTRY STRUCTURE

According to Infogroup, as of 2017, the resort area is home to more than 1,800 businesses that employ more than 75,000 people<sup>2</sup>. These businesses can be classified into ten groupings called economic super sectors, which are defined below:

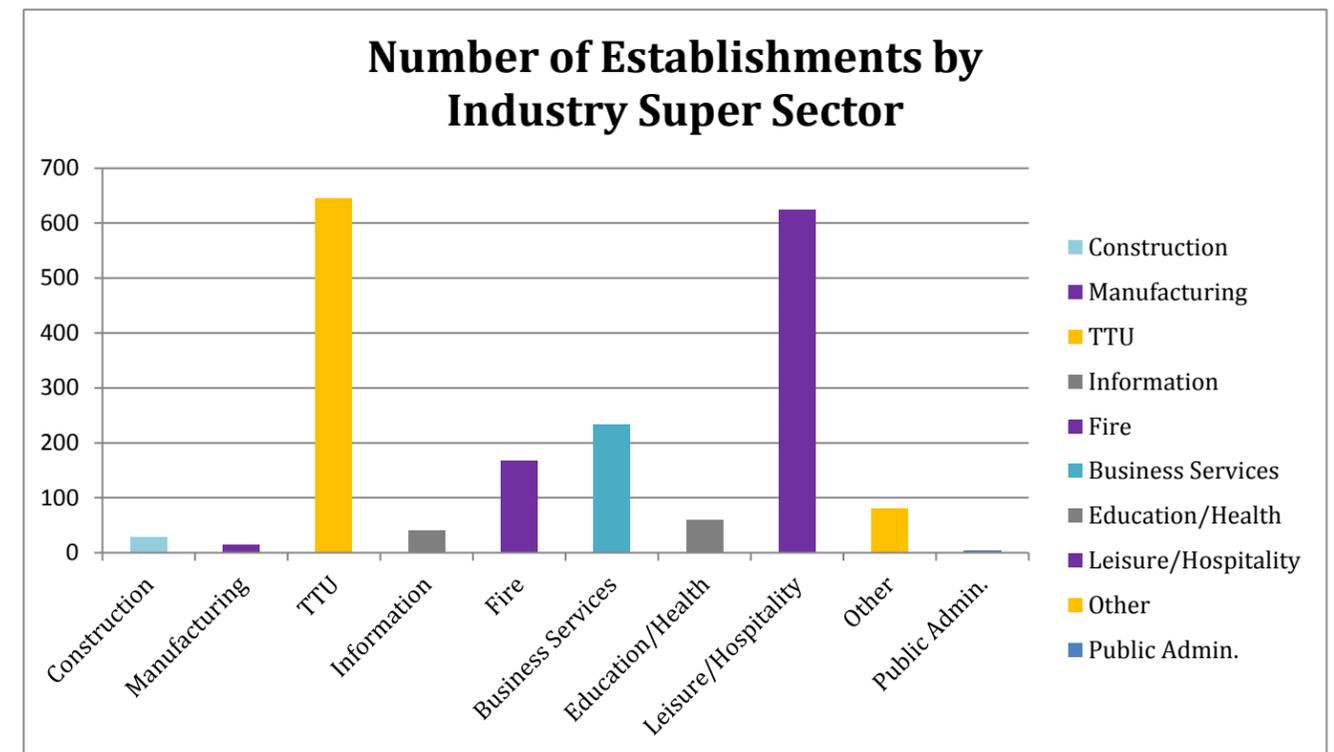
- **Construction:** This sector is comprised of establishments engaged in the construction of buildings and infrastructure projects as well as the subdivision of land.
- **Manufacturing:** Establishments within the manufacturing sector use mechanical, physical, and chemical processes to transform materials and substances into new products.
- **Trade, Transportation, and Utilities (TTU):** This is one of the most comprehensive categories. It includes businesses that sell merchandise at the wholesale level, those that sell directly to the public (retailers), industries that transport people and cargo, store goods, and provide utility services to the public.
- **Information:** This category includes all businesses that create and disseminate informational and cultural products through print, broadcast, online, or other forms of telecommunications.
- **Financial Activities:** Often referred to by the acronym FIRE, this super sector includes all establishments engaged in the facilitation of financial transactions or that are involved in the renting, leasing and management of real estate properties and other equipment.
- **Professional and Business Services:** This category is comprised of businesses that provide highly specialized technical services, strategic management and leadership, and routine support activities for the day-to day operations of other organizations.
- **Education and Health Services:** The establishments within this category provide a variety of services to individuals including instruction and training in a wide variety of subjects, medical care, and social welfare services.
- **Leisure and Hospitality:** This is the largest category in the I-Drive Resort area. It is comprised of businesses that provide cultural, entertainment, and recreational services to the public as well as lodging and prepared meals and beverages.
- **Other Services:** Businesses within this category provide repair and maintenance, personal care, and social advocacy services. This super sector also includes home businesses.
- **Government:** This category includes all federal, state, regional and local government offices and facilities.

## Examples of I-Drive Businesses by Super

Examples of Businesses by Super Sector		
Super Sector	Total Establishments	Examples
20 - Construction	29	Building Contractors
30 - Manufacturing	15	Retail Bakeries, Tool and Die
40 - TTU	646	Charter Bus Companies, Clothing Stores
50 - Information	41	Newspapers, TV Stations
55 - FIRE	168	Insurance, Banks, Realtor Offices
60 - Professional/Business Services	233	Accountants, Engineers, Lawyers
65 - Education/Health Services	60	Higher Education, Doctor Offices
70 - Leisure and Hospitality	624	Hotels, Theme Parks, Restaurants
80 - Other Services	81	Auto Mechanics, Beauty Salon, Churches
92 - Public Administration	4	Government Offices

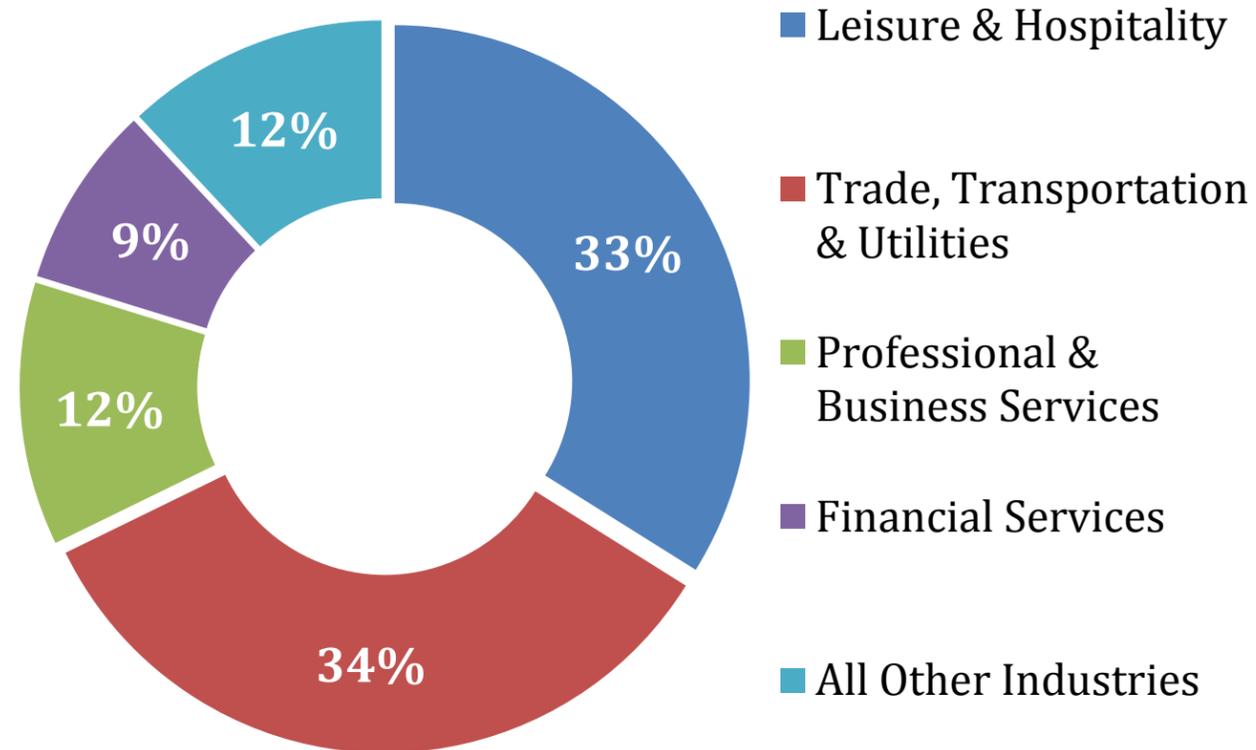
Source: InfoGroup, ECFRPC research

Most I-Drive establishments fall within two major supersectors: Leisure and Hospitality and TTU. Together these categories comprise 67% of all businesses within the International Drive Resort Area. Professional and Business Services and Financial Services comprise another 22% of all establishments within the resort area.



Source(s): InfoGroup; ECFRPC Research

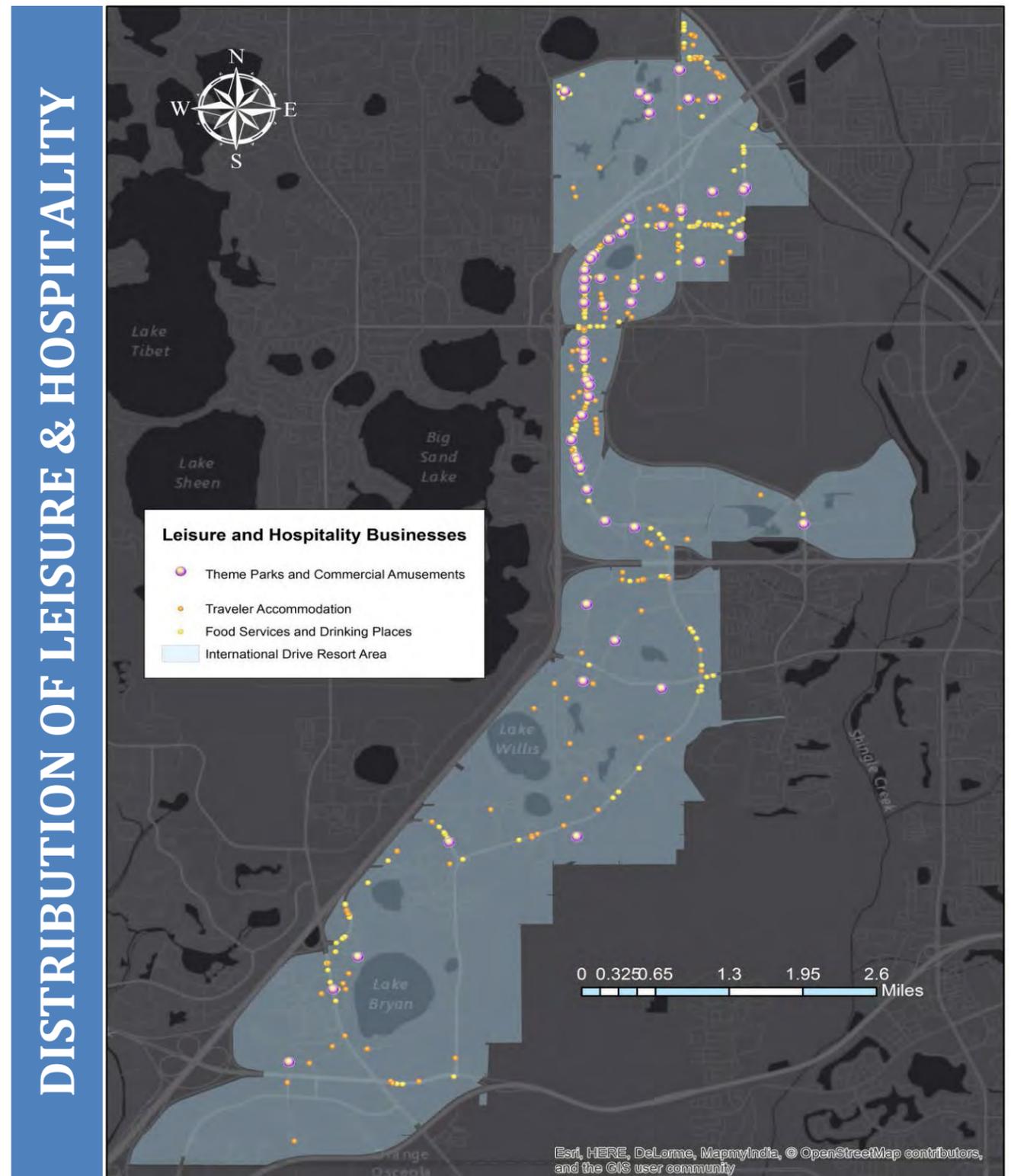
### Percentage of Businesses by Industry Super Sector



Sources: InfoGroup, ECFRPC Research

### Analysis

The high concentration of businesses in the Leisure and Hospitality super sector is not surprising, as this category includes all core tourism businesses: Theme Parks and Commercial Amusements (64), Hotels and Other Accommodation Places (122) and Restaurants (411). The map on the right shows the distribution of these businesses along the I-Drive Resort Area.



Source(s): InfoGroup; ECFRPC Research

# TTU SUPER SECTOR

Most I-Drive firms within the Trade, Transportation and Utilities (TTU) super sector are retail establishments. According to Infogroup and ECFRPC research, as of 2017, there are over 575 stores located within the I-Drive Resort area<sup>2</sup>. 67% of all these establishments are geographically concentrated north of Sand Lake Road as depicted on the next map<sup>2</sup>. Orlando International Premium Outlets and Orlando Crossings have the largest number of stores within the northern part of I-Drive. Orlando Vineland Outlets and Pointe Orlando are some important retail locations in the southern part of the district.

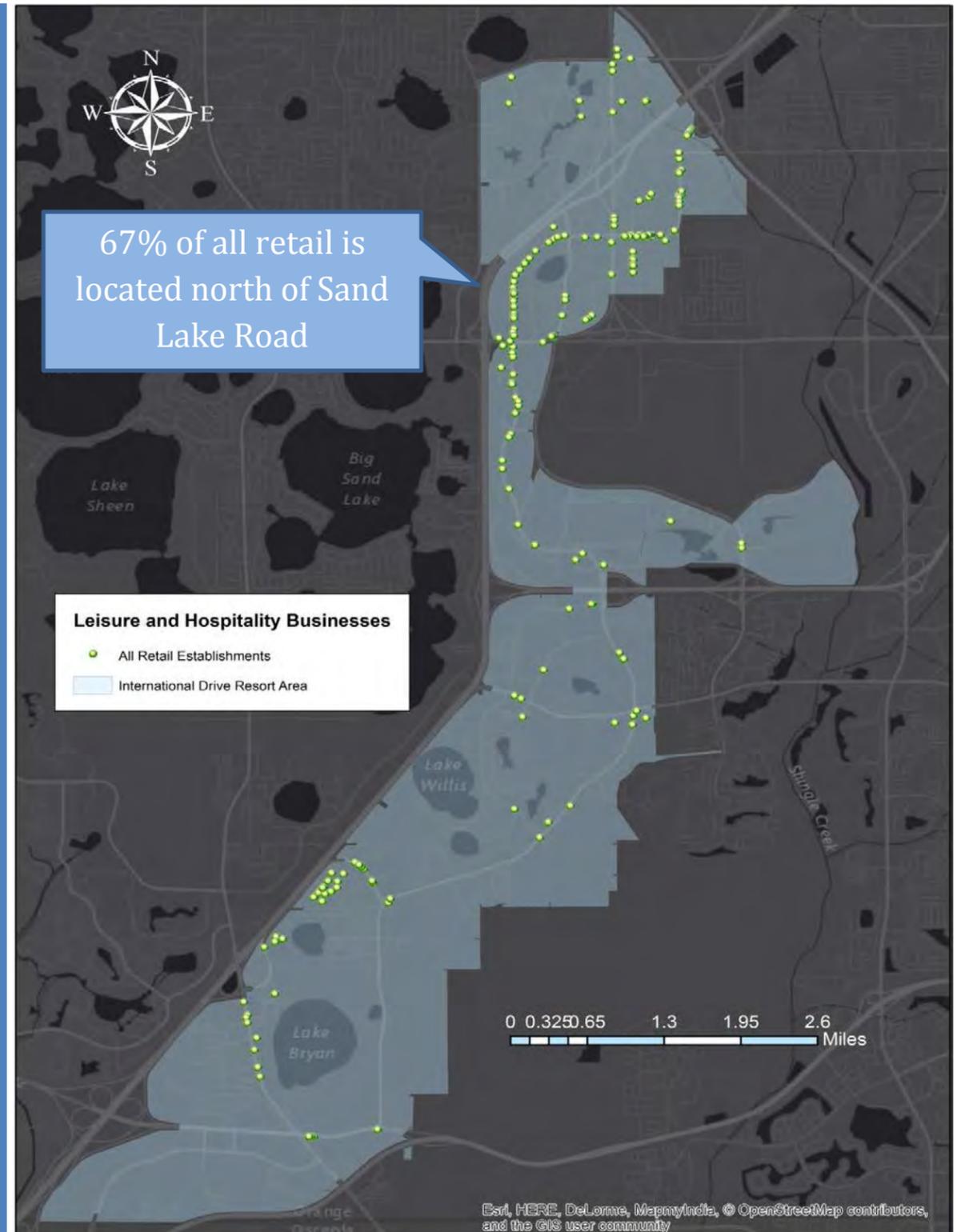
Shopping is a very popular activity for visitors and locals alike. Both of these groups like to shop in I-Drive because of the variety of stores and brands. The table below shows the number of stores by types of good sold for the most popular retail categories. Overall, clothing stores represent 30% of all retail establishments in I-Drive<sup>2</sup>. Several major designer brands have outlet stores located within the International Premium and Vineland Outlets locations, hence the popularity of clothing stores.

Besides retail stores, another important industry within this super sector is transportation. There are 25 private companies offering transportation services within the study area including taxi and limousine services<sup>2</sup>.

Stores by Types of Goods Sold	
Type of Retail Store	Number
Clothing Stores	167
Health and Personal Care Stores	73
Shoe Stores	56
Other Miscellaneous Store Retailers	44
Jewelry, Luggage and Leather Good Stores	42

Source: InfoGroup

## DISTRIBUTION OF RETAIL BUSINESSES



Source(s): InfoGroup; ECFRPC Research

# PROFESSIONAL BUSINESS SERVICES AND FINANCIAL SECTORS

The Professional and Business Services super sector includes professional services offices, other business support services, and management companies.

According to Infogroup, as of 2017, there are more than 250 of these companies within the I-Drive Resort area<sup>2</sup>. Based on ECFRPC research, more than 50% of these companies supply services to the Leisure and Hospitality sector<sup>2</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>2</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 resort area are not tied to the tourism sector.

One of the most important establishment types within this super sector is corporate, subsidiary and regional management offices. These establishments are responsible for administering, overseeing, and managing large companies. There are three of these establishments located within the I-Drive Resort area: Marriott Vacations Worldwide, Wyndham Vacation Ownership, and SeaWorld Parks and Entertainment.

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>. Wyndham Vacation Ownership, part of Wyndham Worldwide, manages more than 190 vacation ownership resorts across the world<sup>9</sup>.

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 10 theme parks across the United States including five in the Central Florida area. These company headquarters are large employers and provide the I-Drive corridor with a large volume of high paying professional services jobs<sup>2</sup>.

Finally, there are more than 160 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.

## National/International Company Headquarters within the I-Drive Resort Area



# EMPLOYMENT BY SECTOR

Another way of analyzing industry structure is by studying the number of jobs by industry also referred to as employment share. According to Infogroup and ECFRPC research, as of 2017, more than 75,000 people work within the International Drive Resort area<sup>2</sup>. Not surprisingly, 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>.

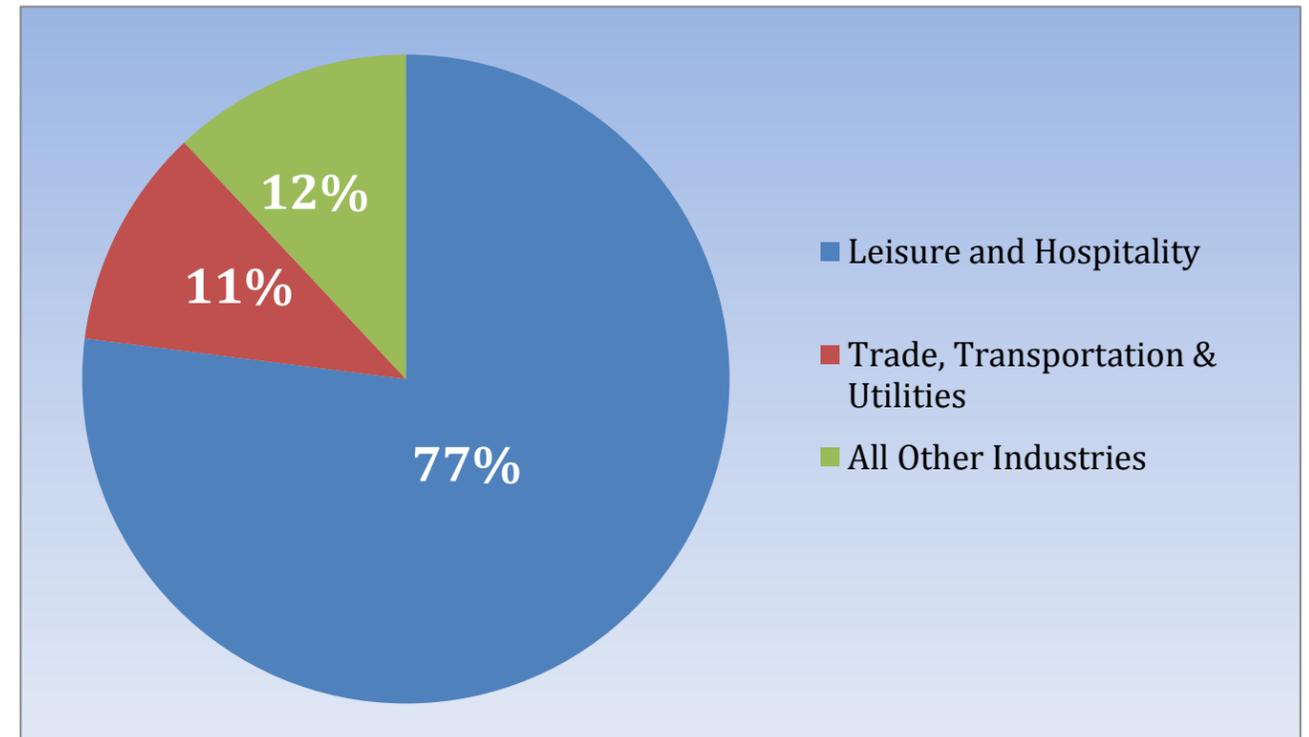
The table lists the 10 largest employers in the International Drive area. The largest employer in the I-Drive Resort area is Universal Studios, which is comprised of two theme parks that employ about 25,000 people<sup>2</sup>. SeaWorld Orlando has three parks in the southern part of the resort area that employs approximately 9,500 people<sup>6</sup>.

Remaining firms are hotels located across the resort area. Westgate Resorts and Rosen Hotels and Resorts have numerous properties across Orlando. Wyndham Vacation Ownership’s headquarters employ 3,200 people<sup>6</sup>. Finally, the OCCC rounds the top ten largest employers with almost 1,000 employees<sup>6</sup>.

Similar to what it did with businesses, the ECFRPC also used a geographic approach to analyze employment concentrations within the I-Drive Resort area. Based on GIS analysis, more than half of all I-Drive employment is concentrated north of Sand Lake Road. This portion of the I-Drive includes the Universal Resorts tourist area. It is also home to most of the establishments.

The next largest concentration of employment is south of the S.R 528. This area has five locations with 1,000 employees or more<sup>2</sup>. Finally, the area between Sand Lake Road and the S.R 528 is home to more than 60,000 employees<sup>2</sup>.

## Percentage of Employees by Industry Super Sector



Sources: Infogroup, Orlando Business Journal, International Drive Improvement District research

## Ten Largest Employers within the Study Area (Estimates)

Company as of 2017	Estimated Number of Employees
Universal Orlando Resort	25,000
SeaWorld/Aquatica/Discovery Cove	9,500
Westgate Resorts*	5,000
Rosen Hotel & Resorts*	4,261
Loews Royal Pacific Resort	2,300
Wyndham Vacation Ownership	3,200
Marriott Vacations	2,741
Hyatt Regency Orlando	1,300
Loews Hotel Portofino Bay	1,000
Orange County Convention Center	968

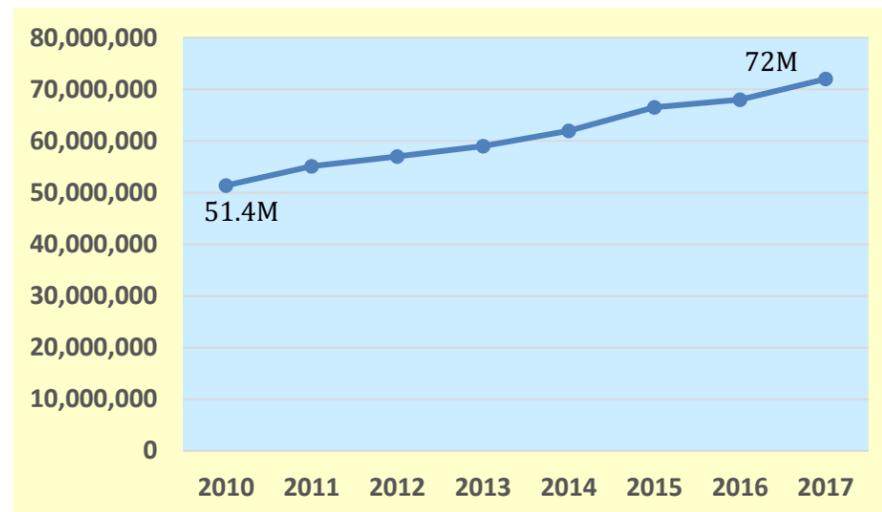
\*All Central Florida Properties

Sources: Infogroup, International Drive Improvement District

# TOURISM ACTIVITY AND 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 Resort Area, the amount that they spend in our region, and how much revenue this spending generates for Orange County. To complete this analysis, the ECFRPC used information from D.K Shifflet & Associates provided through the International Drive Improvement District Office. All visitation estimates are based on figures from 2017, which were the most readily available at the inception of this project.

**Travel to Orlando 2010-2017**



Source: D.K Shifflet & Associates

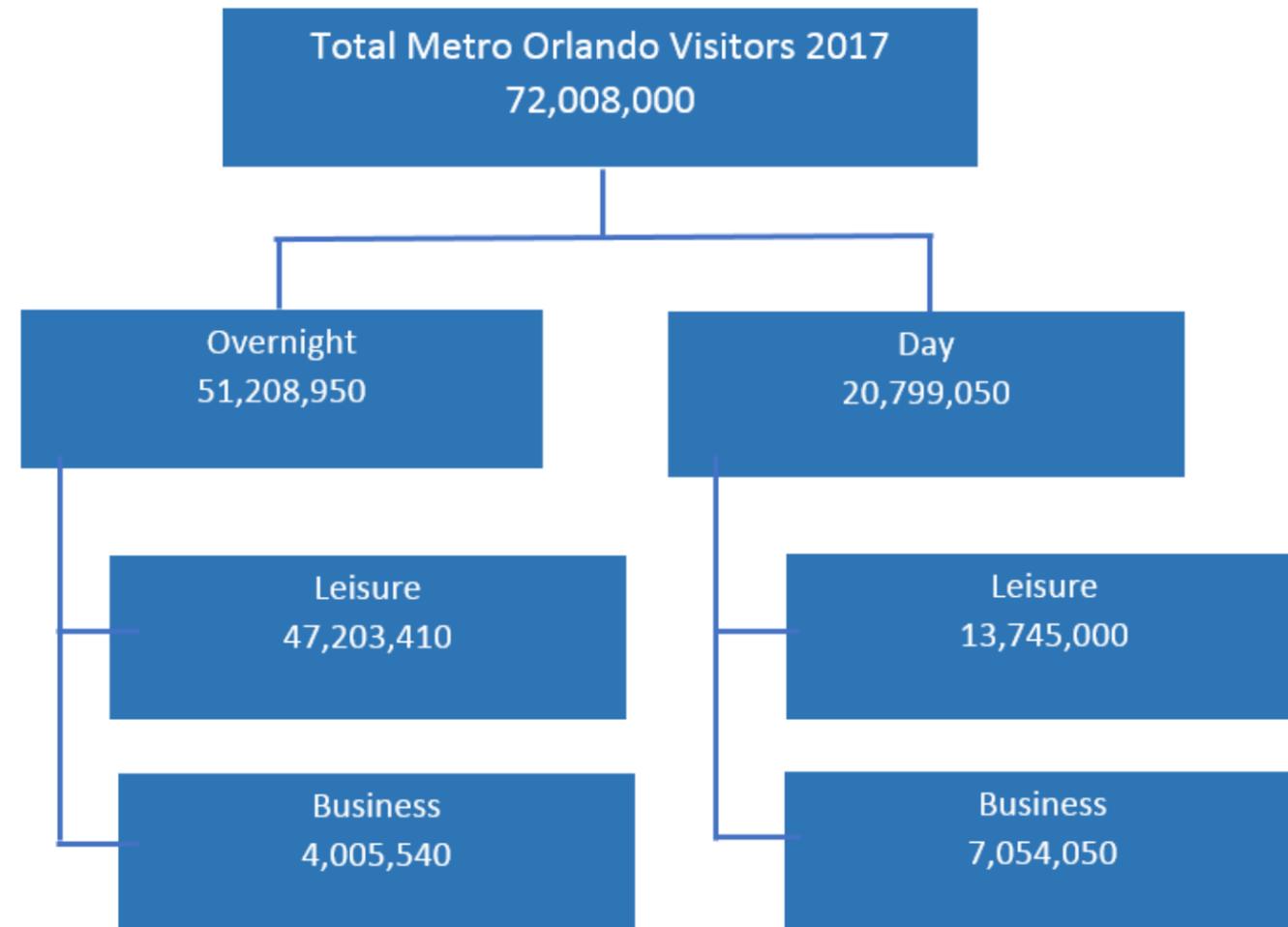
The Tourism activity report provides a general profile of I-Drive visitors. It also discusses visitor numbers according to their length of stay, purpose of the trip and origin market. These visitor characteristics are very important as they help to calculate the amount of money spent by these visitors. The ECFRPC used this information to develop different spending profiles for each of these visitor subgroups.

Finally, the report discusses the fiscal impact that I-Drive visitors have in Orange County. Visitors generate a large amount of tax revenues for local governments without consuming many services. These include estimates of the amount of TDT and sales taxes paid by these visitors. Moreover, the area's high number of visitors also has an indirect impact on the amount of fees collected by local governments such as building permits.

More detailed information about the assumptions and formulas used by the ECFRPC to calculate all these numbers is provided on the Technical Appendix at the end of this report.



# I-DRIVE VISITOR PROFILE 2017



According to D.K Shifflet & Associates, the Metro Orlando Region received just over 72 million visitors in 2017. This represents an increase of about 8% from the previous year. The majority of these visitors (71%) stayed overnight. The overwhelming majority of these visitors came to the area for leisure purposes (85%).

According ECFRPC calculations, the I-Drive Resort Area received 14.3 million visitors in 2017. This number represents 20% of all Orlando area visitors. While the majority of its visitors traveled for vacation purposes (85%), the I-Drive Resort Area received a high share of business visitors. More details about the characteristics of these visitors are provided in the next pages.

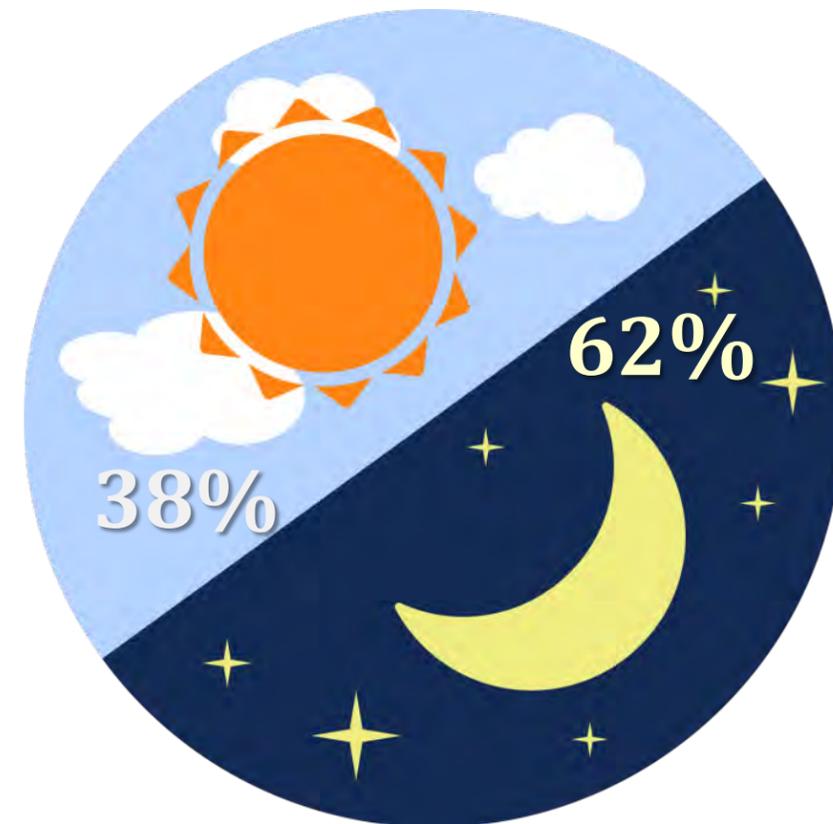
# OVERNIGHT VISITORS

According to ECFRPC calculations, the I-Drive Resort area received more than 8.8 million overnight visitors in 2017. Most of these people come from outside the state of Florida and international destinations. This number includes visitors coming to I-Drive for vacation and business purposes. Overnight visitors represented 62% of all visitors coming to the I-Drive Resort Area. Overnight visitors, which include all people that stayed at least one night, tend to spend more money than Day Visitors. Therefore, they have a higher economic impact. Most visitors arrive by plane or automobile.

The average daily rate for I-Drive Resort accommodations in 2017 was \$132.70. The average occupancy for I-Drive Resort accommodations in 2017 was 80%.

Total Number of I-Drive Resort Area Visitors by Length of Stay		
Visitor Type	Number of Visitors	Percent Total
Overnight	8,875,415	62
Day	5,388,589	38
Total	14,264,004	100

**Percentage of Visitors by Length of Stay**



**Overnight Visitor Highlights as of 2017**

<b>14.1+ Million Hotel Nights</b>	<b>Average Party Size: 2.3 people</b>	<b>Average Number of Nights: 3.7 Nights</b>
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Source: ECFRPC calculations based on numbers provided by the International Drive Improvement District

# DAY VISITORS

The Day visitors count includes all people that come to Orlando for just a day visit. They could come for leisure or business purposes. The Day visitor category represents about 38% of all people coming to the I-Drive Resort area. These visitors may have come to visit one of the Resort Area’s six theme parks, shop at one of the many outlets located within the area or attend a meeting, seminar or training.

According to D.K Shifflet and Associates, over 65% of Orlando Day visitors come for leisure purposes. Most of these Day visitors drove from other parts of Florida such as Daytona - Melbourne, Tampa - St. Petersburg, Miami - Ft. Lauderdale, and West Palm Beach - Ft. Pierce. Other Day visitors come from nearby states like Georgia and Alabama. For the purpose of this analysis, the Day visitors count excludes all people coming to Orlando for transient business purposes.



Orlando Home & Garden Show at Orange County Convention Center

## Day Visitor Highlights as of 2017

**4.5 Million**  
Leisure

**852,739**  
Business

### Top Markets

1. Daytona - Melbourne
2. Tampa - St. Petersburg
3. Miami - Ft. Lauderdale

Source: ECFRPC calculations based on D. K Shifflet and Associates data



Orlando Premium Outlets

# TRIP PURPOSE

There are two main reasons people travel to the Orlando area. The vast majority of visitors come for leisure. Our region is home to many of the most visited attractions in the United States and the world. The Leisure visitor category is comprised of travelers from all markets that come to the Orlando area to have fun and relax. In 2017 the I-Drive Resort Area received almost 10.7 million Leisure Visitors. This number represents close to 19% of all of Orlando’s Leisure Visitors. The overwhelming majority of these visitors are domestic travelers (91%) that come for a day visit or stay overnight.

Another important travel segment for Orlando is Group Meeting visitors. These are people who travel here to attend a convention, tradeshow, seminar or training. Besides being home to the nation’s second largest convention center, the I-Drive Resort area also has over 60 hotels that specifically cater to convention groups. Based on ECFRPC calculations, the I-Drive Resort area received over 2.4 million business visitors in 2017. This number represents about 41% of all Group Meeting visitors that came to Orlando in 2017. This number excludes transient business travelers.



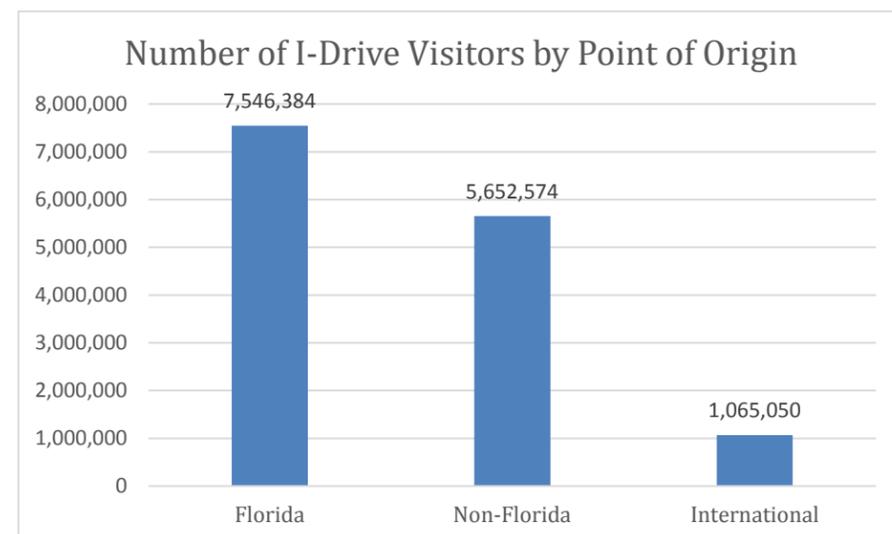
Total Number of Leisure Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Domestic Overnight	6,212,790	53
Domestic Day	4,535,850	33
International	1,033,099	9
<b>Total</b>	<b>11,781,739</b>	<b>100</b>

Total Number of Business Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Domestic Overnight	1,597,577	65
Domestic Day	852,739	34
International	31,951	1
<b>Total</b>	<b>2,482,267</b>	<b>100</b>

Source: ECFRPC Calculations

# ORIGIN MARKET

The vast majority of the people visiting the I-Drive Resort Area in 2017 came from the United States. These domestic visitors are divided into Florida and Non-Florida residents. Florida residents account for 53% of all resort area visitors. Most of these Florida visitors are coming for just one day for leisure purposes. While there are not any specific market origin numbers for International Drive, the majority of Florida visitors to Orlando come from the Daytona, Melbourne, Tampa, Ft Lauderdale and Miami areas. Domestic visitors from outside Florida account for 40% of all visitors in the I-Drive Resort area. Similar to the Florida resident subcategory, most Non-Florida Domestic visitors are coming for leisure purposes. However, two thirds of these travelers stay at least one night. Therefore, their economic impact is much greater. The majority of these Non-Florida Visitors are coming from the following cities: New York, Chicago, Boston, Atlanta, and Philadelphia. Finally, International Visitors represent only 7% of all travelers coming to the I-Drive Resort Area. The vast majority of these visitors come for leisure purposes (97%). Most International visitors coming to Orlando are from Brazil, Canada, and the United Kingdom (in no particular order). International visitors stay longer, per trip, and spend more money overall.



Total Number of Florida Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Leisure Overnight	2,130,100	28
Business Overnight	798,789	11
Leisure Day	3,764,756	50
Business Day	852,739	11
<b>Total</b>	<b>7,546,384</b>	<b>100</b>

Total Number of Non-Florida Domestic Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Leisure Overnight	4,082,691	72
Business Overnight	798,788	14
Leisure Day	771,095	14
<b>Total</b>	<b>5,652,574</b>	<b>100</b>

Total Number of International Visitors in the I-Drive Resort Area		
Visitor Type	Number	Percent Total
Leisure	1,033,099	97
Business	31,951	3
<b>Total</b>	<b>1,065,050</b>	<b>100</b>

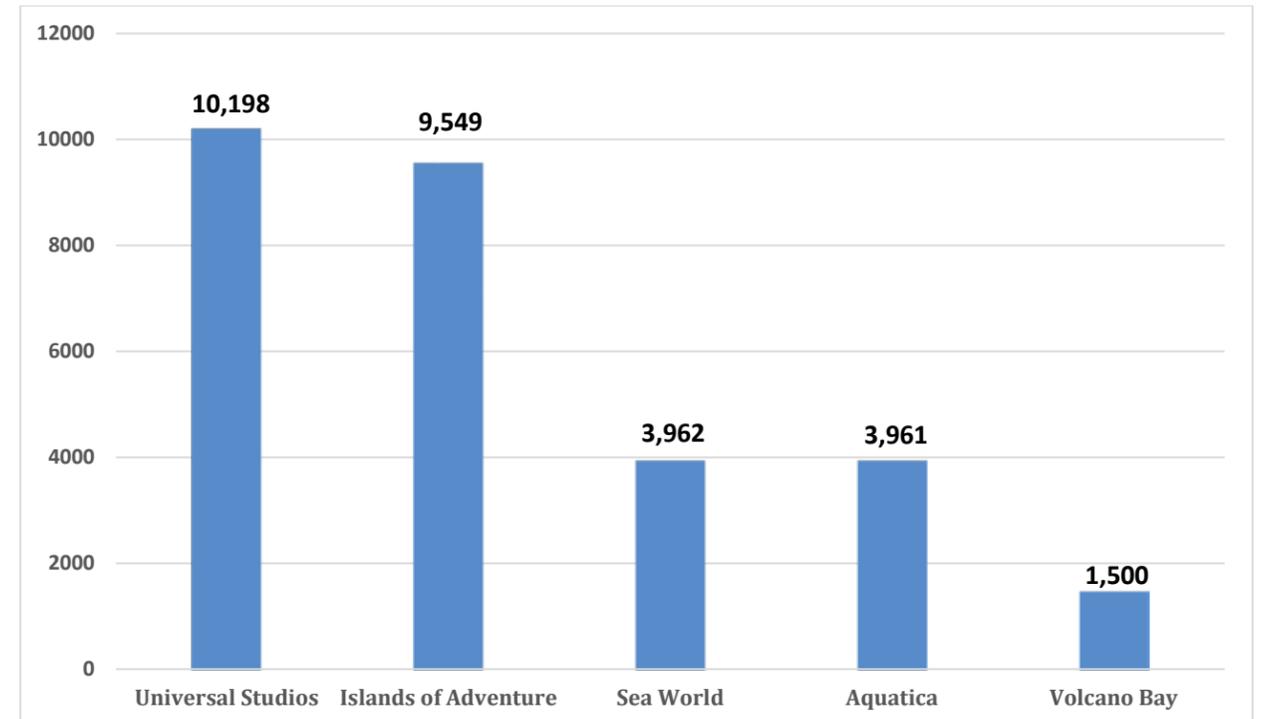
Source: ECFRPC Calculations. All numbers have been rounded

# THEME PARK ATTENDANCE 2017

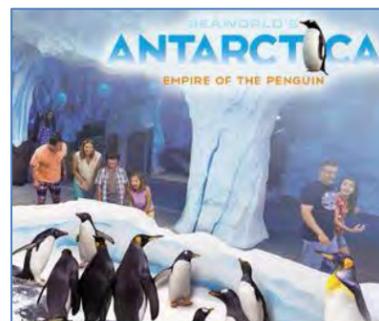
There are six large theme parks located within the I-Drive Resort area: Universal Orlando, Islands of Adventure, Volcano Bay, Sea World, Aquatica and Discovery Cove. While the theme park companies do not release their attendance numbers to the public, there are several businesses that estimate the total number of visitors for the largest parks. According to these reports, the Orlando area theme parks received over 88 million visits in 2017. Based on these numbers, the I-Drive Resort area theme parks represented about 33% of all the theme park visits in the Metro Orlando area.

These theme park attendance figures are 19% higher than the total visitor numbers (72 million). There could be multiple explanations for this discrepancy. While one may not be familiar with the methodology used to calculate these attraction numbers, it can be assumed that they could reflect multiple visits to the theme parks by the same person. Most families that travel to Orlando try to visit as many parks as possible during their stay. The large parks are also selling multi-day passes, which allow visitors to experience several theme parks during their stay. Finally, local visitors (those that live in Orange, Lake, and Seminole counties) could account for a large number of these visits. Florida residents can buy annual passes to the largest theme parks that allow them to visit them multiple times in the year and can get discounts for seasonal events. Local organizations like churches and schools also like to take advantage of our proximity to the theme parks.

**I-Drive Resort Area Theme Park Attendance 2017 (in thousands)**



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



# GROUP MEETINGS 2017

The OCCC is the epicenter of the 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 2016-2017 fiscal year, these events were Design and Construction, the International Builder's Show, the Premiere Beauty Show, InfoComm 2017, the PGA Merchandise Show, and Healthcare Information and Management Systems Society. The 184 events hosted at the OCCC were attended by more than 1.5 million people. These included 109 private convention/tradeshows, 57 meetings and banquets, and 18 consumer and public ticketed events.

Besides the OCCC, there are numerous hotels within the I-Drive Resort area that also cater to the group meeting market. These properties provide the resort area with another 2.5 million square feet of meeting space. Therefore, there is more than 4.5 million square feet of meeting space within the I-Drive Resort Area.

OCCC Top Conventions and Trade Shows FY 2017	
Event	Attendance
Design and Construction/International Builder's Show	164,512
Premiere Beauty Show	57,000
InfoComm 2017	44,000
PGA Merchandise Show	43,000
Healthcare Information and Management Systems Society	42,000

Source: OCCC Annual Report 2016-

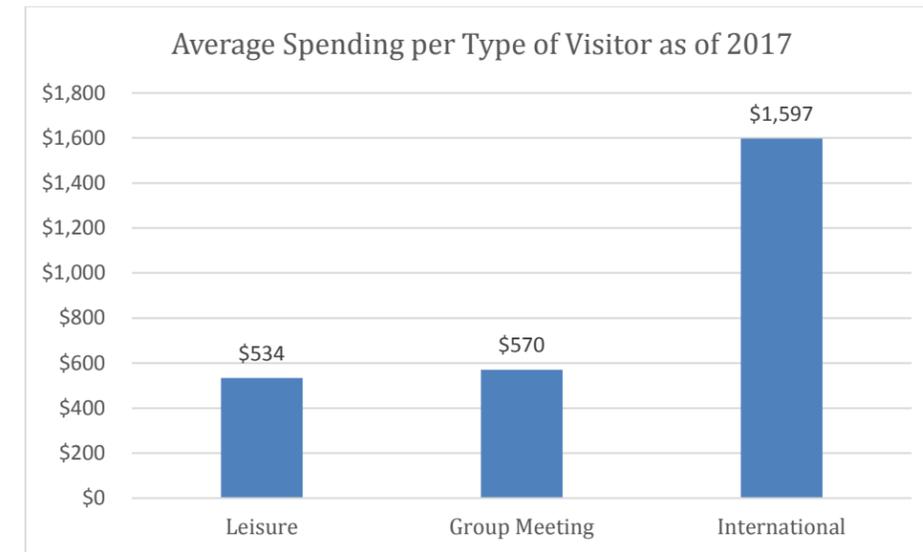
I-Drive Resort Hotels with Most Meeting Space as of 2017	
Hotel	Meeting Space (sq ft)
Rosen Shingle Creek	524,000
Orlando World Center Marriott	338,306
Hyatt Regency Orlando	315,000
Hilton Orlando	236,000
Renaissance at SeaWorld	185,000
Caribe Royale Orlando	150,000
Rosen Centre Hotel	150,000
Loews Royal Pacific Resort	132,000
Double Tree by Hilton Orlando at SeaWorld	100,000
Double Tree by Hilton at the Entrance to Universal Orlando	63,000
Rosen Plaza Hotel	60,000
Wyndham Orlando Resort I-Drive	60,000
Loews Portofino Bay Hotel at Universal	57,040
Avanti Palms Resort & Conference Center	20,200
Westgate Lakes Resort & Spa	18,000
Holiday Inn & Suites at Universal	13,000
CoCo Key Water Resort	7,418
Hard Rock Hotel	7,200
Crowne Plaza Orlando Universal	7,000
Castle Hotel Autograph Marriott	6,843
Four Points by Sheraton Orlando International Drive	6,585
Embassy Suites International Drive I Drive 360	6,559
Las Palmeras by Hilton Grand Vacations	2,935

Source: International Drive Improvement District

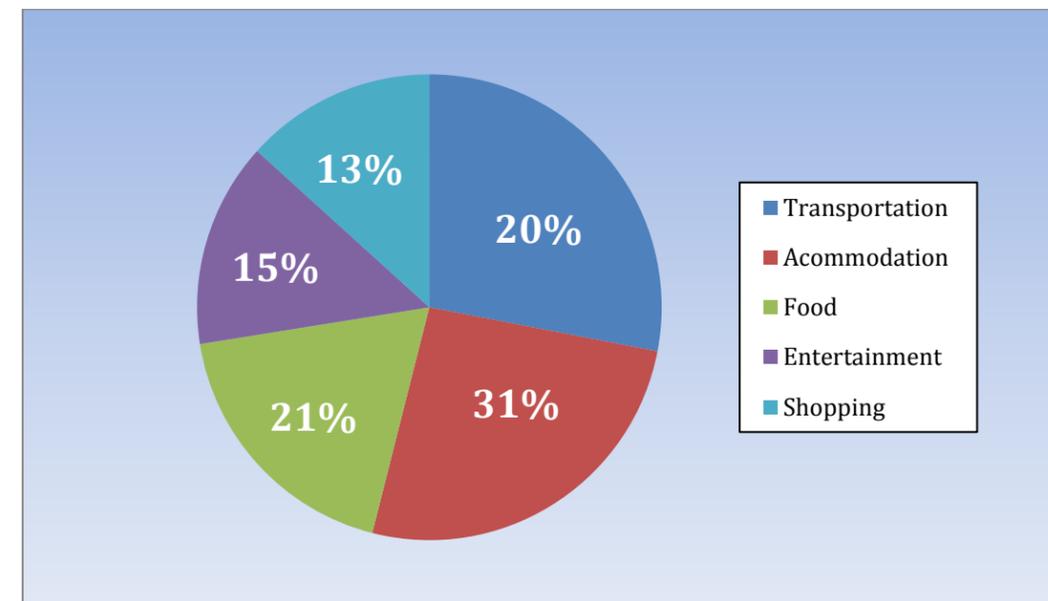
# VISITOR SPENDING 2017

One of the most significant benefits of tourism is the amount of money that visitors spend in the community. This amount is highly dependent on the length of stay, trip purpose, and market origin of these visitors. The ECFRPC estimates that I-Drive visitor spending reached more than \$8.1 billion in 2017. Domestic Leisure visitors are responsible for about 62% of the money spent in I-Drive.

Visitor expenditures can be further divided into the following categories: transportation, lodging, food, entertainment and shopping. The transportation category includes all monies used to pay for airfare, gas, car rental, public transportation, and private excursions. The accommodation category includes all payments to lodging establishments such as hotels and time shares. These two spending categories comprise 51% of all funds spent in I-Drive. Food, Entertainment, and Shopping equal to the other 49%.



## Percentage of Spending by Major Category for all I-Drive Visitors



Source: ECFRPC calculations. Data includes both day and overnight visitors

## \$8.1 Billion Total Visitor Spending



**\$5 Billion  
Domestic  
Leisure**



**\$1.4 Billion  
Convention/Group  
Meeting**



**\$1.7 Billion  
International**

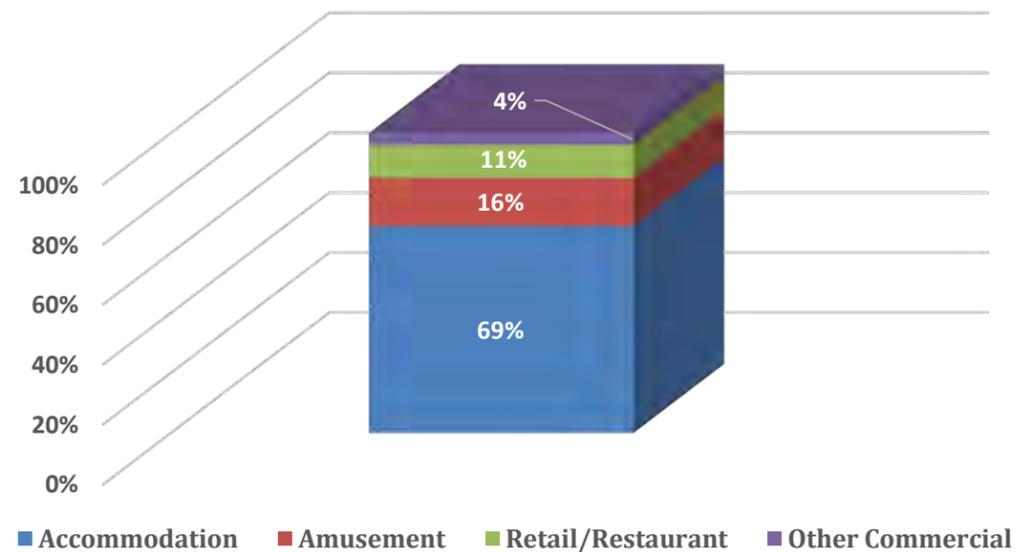
# PROPERTY TAX REVENUE

The I-Drive Resort area had a total assessed value of nearly \$12.0 billion in 2017. 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 \$195.9 million in property taxes in 2017. Commercial properties pay more than 89% all the taxes collected within the I-Drive Resort Area with the accommodation and amusement sectors accounting for most of this money.

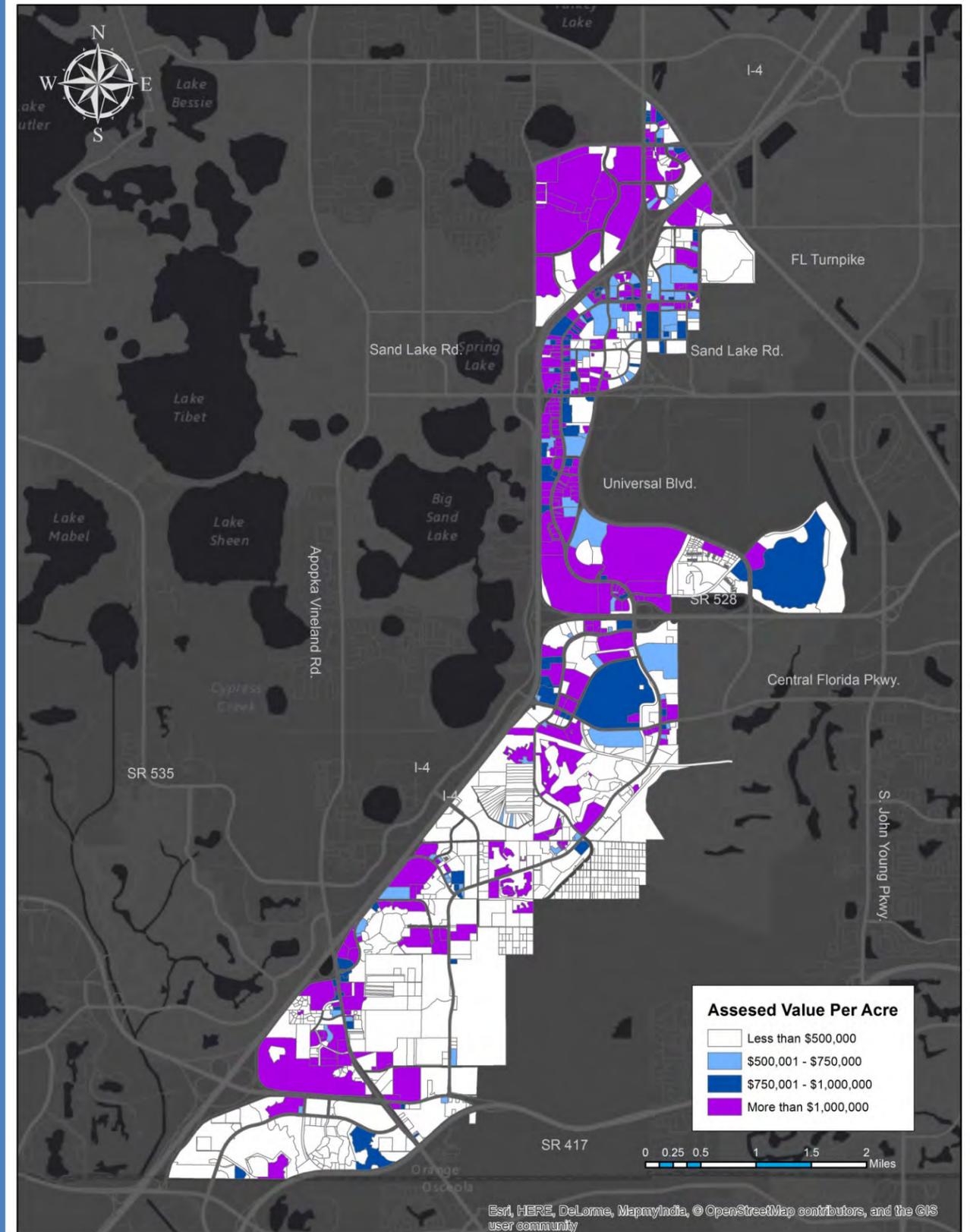
**Total Assessed Value**  
**\$12.0 Billion**

**Total Property Taxes**  
**\$195.9 Million**

Percentage of Commercial Property Taxes Paid by Use Type as of 2017



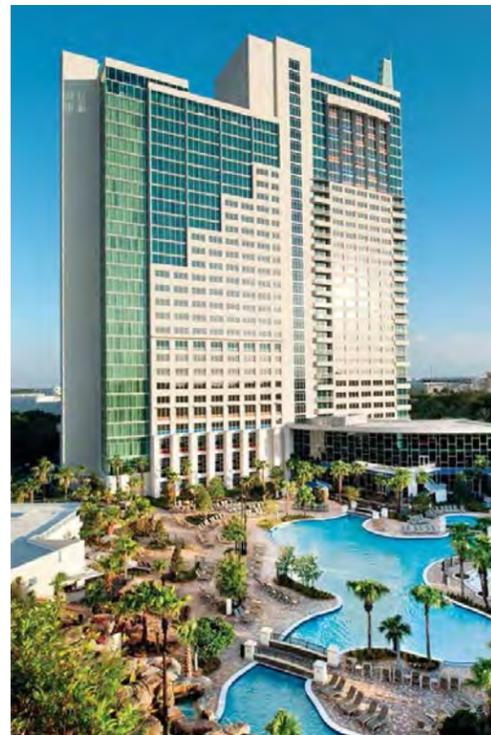
ASSESSED VALUE PER ACRE



# OTHER REVENUES 2017

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 \$8.1 billion in 2017, I-Drive visitors paid approximately \$521.7 million in sales taxes that year.

Visitors staying within the resort 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 (14.1 million) and the average daily rate (\$132.70), the I-Drive Resort area was responsible for a total \$112.6 million in hotel tax collections. In 2017, total TDT collections in Orange County were \$254 million, and I-Drive represents 44% of all TDT collections.

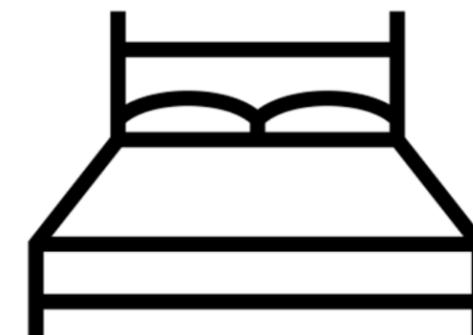


Hyatt Regency Orlando

## Tax Revenues Paid by I-Drive Visitors



**\$521.7 million  
Sales Tax Collections**



**\$112.6 million  
TDT Collections**

# ECONOMIC IMPACT ANALYSES 2017

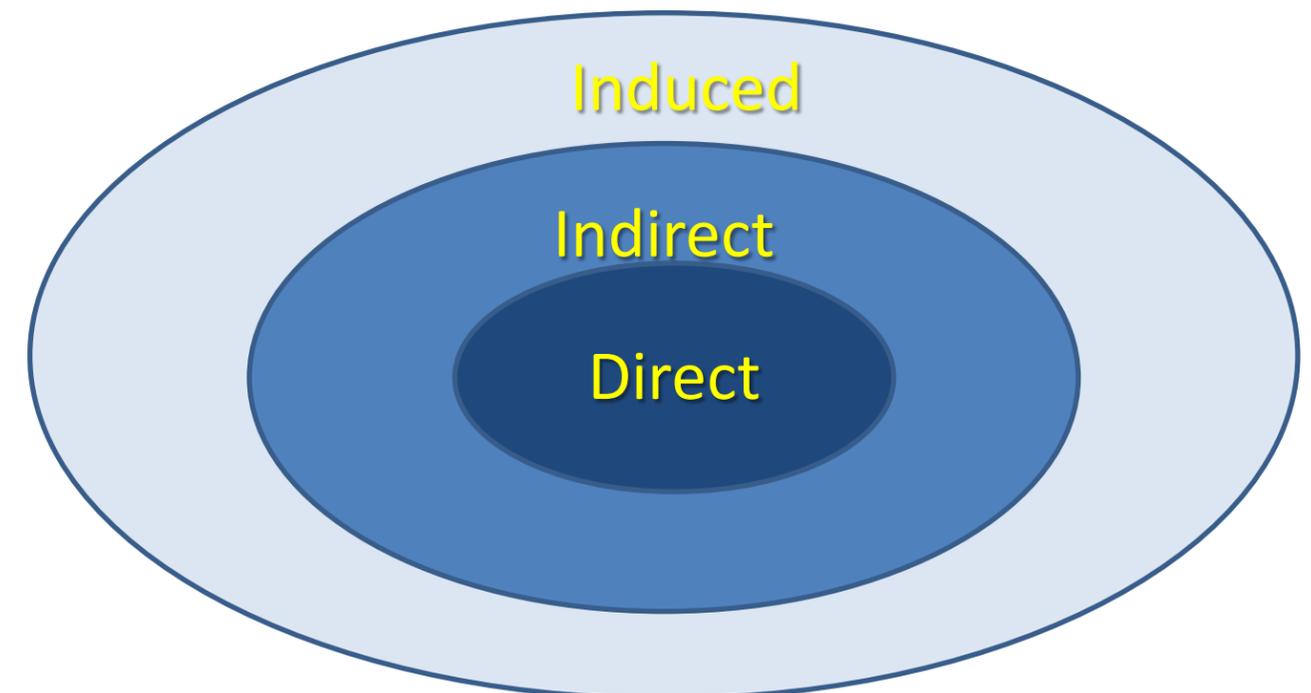
One of the most important goals of this project is to calculate the total economic impact of the I-Drive Resort area to Orange County and the Orlando Metropolitan Statistical Area (Metro Orlando), which also includes Lake, Osceola, and Seminole counties. This total economic impact includes the economic 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 in household needs such as rent, food, and entertainment among others. This is considered the local consumption or induced economic effect. These indirect and induced impacts are often referred to as the economic ripple effect.

For this part of the project, the ECFRPC prepared two different economic impact simulations for the I-Drive Resort area. The first analysis estimates the value that the I-Drive Resort area has for Orange County and the Metro Orlando region based on visitor expenditures. The second simulation estimates the economic impact of 65 new construction projects scheduled to be built between 2017 and 2021. The next 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). Since 1980, the REMI model has been successfully used by decision makers across the nation to calculate the

economic effects of policies and investments. The REMI model builds on the strengths of four major modeling approaches: Input-Output, General Equilibrium, Econometric, and Economic Geography. The ECFRPC has been using the REMI model since 2003. More detailed information about the model can be found at [www.remi.com](http://www.remi.com).

## The Economic Ripple Effect



**Direct Effect:** Expenditures made by an organization on labor and products

**Indirect Effect:** Purchase of good and services from suppliers

**Induced Effect:** Employee expenditures from wages paid by suppliers

# THE ECONOMIC VALUE OF I-DRIVE 2017

## Methodology, Inputs, and Assumptions

After discussions with REMI staff, the ECFRPC decided to use visitor expenditures as the base data for the completion of this simulation. The ECFRPC used visitor spending data from D.K. Shifflet and Associates that detail the average expenditure per visitor type and expenditure categories. Based on this information, the ECFRPC created six expenditure profiles. Part of this process included determining how to allocate money among different spending subcategories. For example, a Florida resident will probably spend all transportation money to buy gas for the car. On the other hand, a Non-Florida visitor would instead allocate its transportation money to pay for an airplane ticket, ground transportation or a car rental. Moreover, there was not a spending profile for International Visitors. Because of this, the ECFRPC assumed that their spending patterns would be fairly similar to that of Non-Florida Domestic travelers.

As discussed in the previous section, the ECFRPC calculated the number of I-Drive visitors by length of stay, trip purpose, and market origin. These visitor numbers were multiplied by the money for each spending category to determine the final numbers that were put into the model. The ECRFP also adjusted the total amount of spending in the retail category (25%) and also applied a local spending offset for all Florida visitors to account for the opportunity costs (money that could be spent elsewhere). The money was spread over all Florida counties. More detailed information about these assumptions is provided in the report's technical appendix.

ECFRPC Assumed Expenditures Categories by Type of Visitor						
Expenditure Subcategory	Visitor Categories					
	Leisure			Business		International
	Florida Overnight	Non-Florida Overnight	Day	Overnight	Day	
Accommodation	X	X		X		X
Air Transportation		X		X		X
Amusement and Recreation (Entertainment)	X	X	X	X		X
Ground Transportation		X	X	X		X
Rental and Leasing Services (Car rental)		X		X		X
Restaurant and Drinking Places (Food)	X	X	X	X	X	X
Retail Trade (Shopping and Miscellaneous Expenses)	X	X	X	X	X	X
Scenic and Sightseeing Transportation				X		X
Tour Operators		X				
Transportation (Fuel)	X	X	X	X	X	X

# THE ECONOMIC VALUE OF I-DRIVE 2017

## Summary of Economic Simulation Results

The I-Drive Resort Area is an important economic hub for both Orange County and Metro Orlando. The economic impact of the area is measured using four main variables: employment, output, personal income, and gross regional product.

The ECFRPC found that the I-Drive Resort Area is responsible for the creation of more than **115,000** jobs in Orange County. This means that approximately **12%** of all County jobs are the result of tourism expenditures within the I-Drive area. It also generated **\$11.8 billion** in sales and about **\$3.4 billion** in personal income. Finally, I-Drive contributed **\$7.3 billion** to the County's Gross Regional Product in 2017.

The economic impact of I-Drive is also felt throughout the rest of the Metro Orlando region. I-Drive spending created an additional 11,296 jobs in the region's other counties. 68% of these jobs are located in Seminole County. Lake and Osceola counties benefited from 3,564 additional jobs.

The I-Drive Resort Area also added \$1.3 billion in sales and \$1.7 billion in personal income to the other Metro Orlando Counties. In total, I-Drive was responsible for \$8.1 billion of the region's Gross Regional Product.

The next part of the document explains the meaning of these economic indicators and provides more detailed information about these variables.

Metro Orlando Economic Impact			
126K+	\$13.1B	\$5.1B	\$8.1B
Jobs	Sales	Income	GRP

Summary of I-Drive Resort Area's Economic Impact				
Economic Indicator	Orange County	Percent County Total	Metro Orlando	Percent MSA Total
Total Employment	115,237	12%	126,533	9%
Sales (Output)	\$11.8	9%	\$13.1	7%
Personal Income	\$3.4	7%	\$5.1	6%
Gross Regional Product	\$7.3	9%	\$8.1	7%

Source: REMI PI+ East Central Florida Region v 1.7

Output, Gross Regional Product and Personal Income figures are reported in billions. The numbers have also been rounded.

Orange County Economic Impact			
115K+	\$11.8B	\$3.4B	\$7.3B
Jobs	Sales	Income	GRP

# THE ECONOMIC VALUE OF I-DRIVE 2017

## Employment

The employment estimate is comprised of all full-time and part-time positions (the model gives them equal weight). The I-Drive Resort Area is responsible for the creation of 126,533 jobs within Metro Orlando, 92% of which are private sector positions. This number includes over 74,000 direct jobs, 18,719 indirect jobs, and more than 33,000 induced jobs. The majority of these jobs are located in Orange County, which benefited from more than 115,000 jobs.

Over 80% of all jobs are in industries directly related to I-Drive visitor expenditures. These include Food Services and Drinking Places (25,399), Retail Trade (19,236), Amusement and Recreation (15,928), Accommodation (15,479), Air Transportation (3,571) and Transit and Ground Transportation (1,398).

Other non-leisure industries benefit indirectly from these visitor expenditures. The largest beneficiaries are Administrative and Support Services (5,585) and Professional, Scientific and Technical Services (3,433). Finally, the wages paid by these businesses support thousands of induced jobs in the Construction (5,270), Ambulatory Health Services (1,405) and other industries.

The Government sector, which is counted separately, created more than 2,200 jobs to meet the demand generated by I-Drive spending.



Top Industry Sectors by Employment in Orange County				
Industry Category	Total Employment	Direct	Indirect	Induced
Food Services and Drinking Places	25,399	22,855	1,463	1,081
Retail Trade	19,236	13,157	522	5,557
Amusement and Recreation	15,928	15,608	57	263
Accommodation	15,479	15,029	265	185
Construction	5,638		368	5,270
Administrative and Support Services	5,855	1,908	3,570	377
Professional, Scientific and Technical Services	3,433		2,833	600
Air Transportation	3,571	3,513	28	30
Ambulatory Health Care Services	1,482		77	1,405
Transit and Ground Transportation	1,398	1,183	100	115
All Other Industries	17,818	2,192	8,236	8,573
<b>Total Private Jobs</b>	<b>115,237</b>	<b>74,262</b>	<b>17,519</b>	<b>23,456</b>

Source: REMI PI+ East Central Florida Region v 1.7

# THE ECONOMIC VALUE OF I-DRIVE 2017

## *Sales (Output)*

Often referred to as total sales volume, output measures the gross level of business revenue which includes both the costs of labor and materials (intermediate inputs) and value added (compensation and profits). Since business output is the broadest measure of economic activity, it tends to generate the largest numbers.

I-Drive visitor expenditures added about \$13.1 billion to Metro Orlando's total output in 2017. This includes a direct impact of \$6.6 billion. Most of these sales occurred in Orange County, which increased its output by \$11.8 billion. The intermediate demand was more than \$4 billion for the two study areas. Overall, I-Drive accounts for 6% of Metro Orlando and 8% of Orange County's output.

Four of the largest industries by sales are directly related to the visitor expenditures: Accommodation (\$1.9 billion), Amusement and Recreation (\$1.2 billion), Air Transportation (\$1 billion). While they are not totally dependent on visitor spending, the Retail Trade and Food Services and Drinking Places industries generated more than \$1 billion in sales because of I-Drive visitation.

Other non-tourism private industries also benefited from the I-Drive visitor expenditures including Construction (\$83 million), Real Estate (\$76 million), Professional, Scientific, and Technical Services (\$55 million), and Administrative and Support Services (\$40 million). The Government sector benefited more than all these industries combined with \$273 million in output.

Non-Farm Industry Output Generated by I-Drive Economic Activity			
Industry Category	Orange County	Other Counties	Metro Orlando
Accommodation	\$1.9	0	\$1.90
Retail Trade	\$1.5	\$0.14	\$1.64
Food Services and Drinking Places	\$1.4	\$0.03	\$1.43
Amusement and Recreation	\$1.2	0	\$1.20
Air Transportation	\$1.0	0	\$1.00
Real Estate	\$0.7	\$0.11	\$0.81
Construction	\$0.6	\$0.23	\$0.83
Professional, Scientific and Technical Services	\$0.5	\$0.08	\$0.58
Administrative and Support Services	\$0.4	\$0.04	\$0.44
Wholesale Trade	\$0.3	\$0.06	\$0.40
Rental and Leasing Services	\$0.2	\$0.05	\$0.30
All Other Industries	\$2.2	\$0.3	\$2.50

Source: REMI PI+ East Central Florida Region v 1.7

All Output numbers are reported in billions and may not add up because they have been rounded.

# THE ECONOMIC VALUE OF I-DRIVE 2017

## Personal Income

Personal income is comprised of the income amount received by a person from all sources including employee compensation, supplements to wages and salaries, rental income, government and business transfer payment and other categories. The I-Drive Resort Area also generates billions of dollars of income for both Orange County and Metro Orlando residents. The resort area supported \$5.1 billion of personal income in Metro Orlando, \$4.5 billion of which was disposable income. This amount represents about 6% of the entire region's income in 2017. Most of that income was generated by Orange County residents (\$3.4 billion).

The majority of this income is the result of wages and salaries paid to employees. Most of the industries paying the highest amount of wages are directly tied to the tourism trade. These include Amusement and Recreation (\$632 million), Accommodation (\$525 million) and Air Transportation (\$253 million). While they also rely on tourist spending for their growth, the Retail Trade (\$599 million) and Food Services and Drinking Places (\$598 million) industries wages are mostly dependent on local consumers. The economic ripple effects of I-Drive Spending also contribute a large amount of wages paid to employees in other non-leisure industries including Construction (\$329 million), Professional, Scientific and Technical Services (\$276 million), Administrative and Support Services (\$218 million) among others.

## Gross Regional Product (GRP)

Finally, another important measure of I-Drive's economic impact to the region is its effect on gross regional product (GRP). Sometime referred to as GDP, this figure represents the market value of all goods and services produced by labor and property, regardless of nationality. Based on the results of this simulation, I-Drive added \$8.1 billion to Metro Orlando's GRP in 2017, or 6% of the region's GRP that year. Most of this impact was felt in Orange County. I-Drive added \$7.3 billion to the County's GRP in 2017.

Non-Farm Industry Wages and Salaries Generated by I-Drive Economic Activity (millions)			
Industry Category	Metro Orlando	Orange	Other Counties
Amusement and Recreation	\$632	\$632	0
Retail Trade	\$599	\$544	\$55
Food Services and Drinking Places	\$598	\$584	\$14
Accommodation	\$525	\$523	\$2
Construction	\$329	\$242	\$87
Professional, Scientific, and Technical Services	\$276	\$245	\$31
Air Transportation	\$253	\$253	0
Administrative and Support Services	\$218	\$194	\$24
Wholesale Trade	\$139	\$109	\$30
Ambulatory Health Care Services	\$136	\$105	\$31

Source: REMI PI+ East Central Florida Region v 1.7

Numbers may not add up because they have been rounded.

# ECONOMIC IMPACT OF FUTURE I-DRIVE PROJECTS

## Methodology, Inputs, and Assumptions

For this second simulation, the ECFRPC calculated the economic impact that 65 I-Drive construction projects would have on Orange County and Metro Orlando’s economies. The resort 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 and attractions. According to Construction Journal.com and other sources, these projects represent close to \$1.7 billion in new construction investment for the I-Drive Resort area.

For this model, the ECFRPC used the REMI PI+ model’s Business Development Scenario, which includes all the variables needed 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. However, the ECFRPC aggregated the results for the five-year period to show the total economic impact of these projects.

## Summary of Economic Simulation Results

The ECFRPC found that these 65 projects will have a positive impact on the region’s economy. They will create more than 60,000 jobs, close to \$5 billion in sales, and bring almost \$4 million in personal income to the region’s residents. Most of the benefit will be felt by Orange County residents. The County will add more than 53,000 jobs, about \$4.2 billion in sales, and bring more than \$2.6 billion in personal income to residents. Moreover, these projects will add close to \$2.7 billion to the County’s Gross Regional Product and about \$3.2 billion to Metro Orlando’s GRP.

The next section of the report discusses these economic indicators in more detail.

I-Drive Projects Construction Investments per Year		
Year	Total Projects	Estimated Investments
2017	28	\$436,743,177
2018	35	\$613,560,000
2019	8	\$104,045,595
2020	7	\$1,054,500,000
2021	0	\$0
<b>Total 5-Year Period</b>	<b>78</b>	<b>\$2,208,848,772</b>

Sources: International Drive Improvement District Office estimates based on information from Construction Journal and the Orlando Business Journal

I-Drive Projects Construction Investments per Year		
Economic Indicator	Orange County	Metro Orlando
Total Employment	53,525	60,132
Output	\$4,197,307,445	\$4,987,000,000
Personal Income	\$2,633,466,019	\$3,952,000,000
Gross Regional Product	\$2,650,651,390	\$3,153,000,000

Source: REMI PI+ East Central Florida Region v 1.7

# ECONOMIC IMPACT OF FUTURE I-DRIVE PROJECTS

## Employment

Overall, these construction projects would result in the creation of more than 52,000 jobs within Metro Orlando. This number includes 37,392 direct jobs, 5,133 indirect jobs, and 17,745 induced jobs. All the direct jobs are located in Orange County. The County would also benefit from 87% of the indirect and 66% of the induced jobs.

More than 68% of the jobs created will be in the construction sector. However, the construction of these projects will translate into additional jobs in a variety of industries. According to REMI, the following sectors will each create more than 1,000 jobs in the region: Retail Trade, Health Care and Social Assistance, Professional, Scientific and Technical Services, Government, and Accommodation and Food Services.

## Output

According to REMI, the investment made for these projects would generate about \$5 billion in sales in Metro Orlando and \$4.2 billion in Orange County. 50% of the output gains spurred by these projects will benefit the Construction sector. Other industry sectors that will also see increases in sales include Real Estate, Retail Trade, and Professional, Scientific and Technical Services.

## Personal Income

These I-Drive Projects will generate \$4 billion of personal income to Metro Orlando residents, most of which will stay in Orange County (67%). Most of this income will be the result of wages and salaries paid to employees for a variety of industries. The most benefited industries will be Professional, Scientific, and Technical Services, Retail Trade, and Construction.

## Gross Regional Product

These I-Drive projects would add \$3.2 billion and about \$2.7 million to Metro Orlando and Orange County's Gross Regional Products respectively.

Total Employment by Industry Sector		
Industry Category	Orange County	Metro Orlando
Construction	39,460	40,923
Retail Trade	2,487	3,694
Health Care and Social Assistance	1,783	2,457
Other Services	1,433	2,050
Professional, Scientific and Technical Services	1,425	1,780
Government	1,206	1,625
Accommodations and Food Services	1,040	1,420
Other Industries	4,691	6,183
<b>Total Employment</b>	<b>53,525</b>	<b>60,132</b>

Source: REMI PI+ East Central Florida Region v 1.7

# CONCLUSION

This Economic Impact Analysis Report has confirmed that the I-Drive Resort area is an important economic activity center for Orange County, the City of Orlando, and the Metro Orlando area. The resort area is home to more than 1,800 businesses including six of the world's most visited theme parks and three national/international company headquarters. In 2017, the study area had a total assessed value of more than **\$12.0 billion** and generated more than **\$195 million** in property taxes. This economic activity is the result of the more than **14.3 million** visitors that came to I-Drive to visit one of its many attractions or attend a business convention. These visitors are also responsible for generating approximately **\$521.7 million** in sales tax and **\$112.6 million** in TDT collections.

The economic impact of the resort area extends beyond its boundaries. According to the REMI PI+ model, the I-Drive Resort area is responsible for creating more than 126,000 jobs within the Metro Orlando Region. It also generated \$13.1 billion in sales, \$5.1 billion in personal income and added more than \$8 billion to Metro Orlando's Gross Regional Product. The biggest beneficiary of this economic activity was Orange County. The economic activity in I-Drive generated 12% of the County's jobs. This positive economic impact will continue through the next five years. Private companies are expected to invest about \$2.2 billion to build new hotels, apartment complexes, retail projects and new attractions. The economic impact of these projects will reverberate across Orange County and the Metro Orlando region. These projects are estimated to generate more than new 60,000 additional jobs, \$5 billion in sales, \$4 billion in personal income, and add close to \$3.2 billion to Metro Orlando's gross regional product.

Based on this analysis results, the I-Drive Resort area is an important contributor to the success of the Metro Orlando region. Careful planning and investment will keep the area as one of the nation's most competitive tourism activity centers and help it continue to be an important source of jobs and tax revenue for Orange County and the region, for years to come.

## Upcoming I-Drive Resort Area Development



# ABOUT THE EAST CENTRAL FLORIDA REGIONAL PLANNING COUNCIL (ECFRPC)

The ECFRPC was established in 1962 as an area-wide association of local governments. It is one of Florida's ten regional planning councils and serves governments and organizations located within Brevard, Lake, Orange, Osceola, Seminole, Sumter and Volusia counties. Council staff provides technical assistance in the areas of land use and environmental planning, emergency preparedness, geographic information systems(GIS), health, housing, urban design, transportation and economic and fiscal analysis among others. Because of the ECFRPC, member governments have received more than \$10.6 million in federal grants since 2011. This represents a return on investment of \$2.53 for every dollar paid in assessments.

The ECFRPC is currently designated by the U.S Economic Development Administration as the region's Economic Development District (EDD). The EDD program provides economic technical assistance to public and private organizations within the seven-county region. This includes performing economic impact analyses using the REMI model, developing economic strategic plans, and assisting with grant applications.

For more information about ECFRPC programs, visit the organization's website at [www.ecfrpc.org](http://www.ecfrpc.org).



East Central Florida Regional Planning Council

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# 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/time share 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 2017.

## Occupied Hotel/Time Share Nights

According to the I-Drive Improvement District, there are 47,909 hotel rooms located within resort area's boundaries. The ECFRPC multiplied this number by 365 to get the total number of occupied room nights.

## 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. In 2017, the average party size of Orange County visitors ranged from 1.3 people for Business Travelers to 2.4 people for Domestic Leisure Travelers. The influence of each visitor

category in determining this average is based on the total number of visitors received in 2017.

## 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 2017, the average length of stay for Orange County visitors ranged from 1.2 nights for Leisure Florida Visitors to 8.2 nights for International Visitors. The influence of each visitor category in determining this average is based on the total number of visitors.

## Leisure Day Visitors

The ECFRPC assumed that all day leisure visitors come to visit a theme park because it would be very difficult to calculate leisure visitors coming I-Drive to shop or do any other activities. The ECFRPC used attraction attendance data from TEA/AECOM to calculate this number. Based on ECFRPC calculations, the I-Drive area accounted for 33% of all theme park visits in 2017. This attendance percentage includes visitation to Universal Studios, Islands of Adventure, Sea World, Aquatica, and Volcano Bay (there is no attendance information for Discovery cove). This percentage was applied to the Total Number of Day Visitors for the Metro Orlando area, which was provided by D.K Shifflet & Associates.

## Group Meeting Day Visitors

The ECFRPC applied a 38% market capture to this number get the total of group meeting day visitors.

## Visitor Spending Profiles

The ECFRPC used average spending numbers from D.K Shifflet & Associates to calculate the total amount spent by I-Drive visitors. These numbers were then distributed among several different expenditure categories such as transportation, accommodation and retail. In most cases, the average expenditures per categories did not add up to the average visitor expenditure. The ECFRPC applied category percentages to the average expenditure to create new numbers.

There was no difference between the Florida Overnight and Florida Day Visitors average expenditures. The ECFRPC decided not to use a new number and just allocated the money to different categories instead.

To calculate International Visitors spending, the ECFRPC decided to use the average budget for International visitors that stay in Orlando only. There was also no spending profile for International visitors. The ECFRPC applied the Non-Florida resident percentage rates to the average spending, with some adjustments. The ECFRPC reduced the amount of money allocated for air transportation because some of that money will stay out of the United States. Shopping was also made the third largest expenditure because it is one of the top leisure activities listed for International visitors.

## 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 OCCO on January 17, 2017.

## 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

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## SOURCES UTILIZED:

Visit Florida	Orange County Property Appraisers Office
Visit Orlando	Orange County Tax Collector's Office
D.K. Shifflet & Associates	REMI (Regional Economic Models Inc.)
The Info Group	

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