

Winning Big by Promoting Small: Results

**John Solomon, Director Franklin County TDC &
Executive Director Apalachicola Bay Chamber of
Commerce**





together



everyone



accomplishes



more



Who is on the Team?

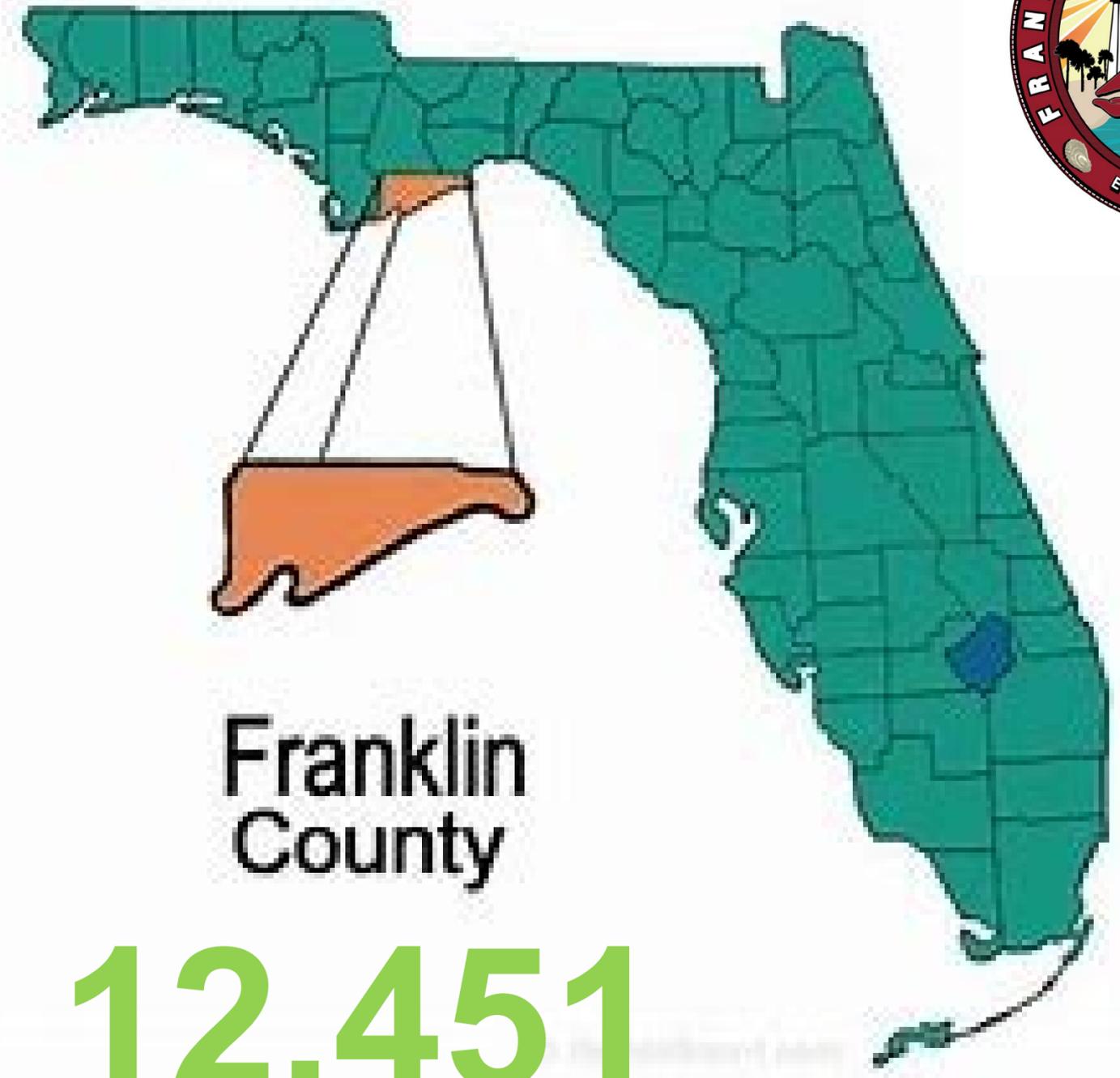
- 1. The County Commission**
- 2. Tourism Development Advisory Committee**
- 3. Administration & Vendors**
- 4. VISIT FLORIDA**
- 5. Positive Public Input**





**Our Way of
Thinking**

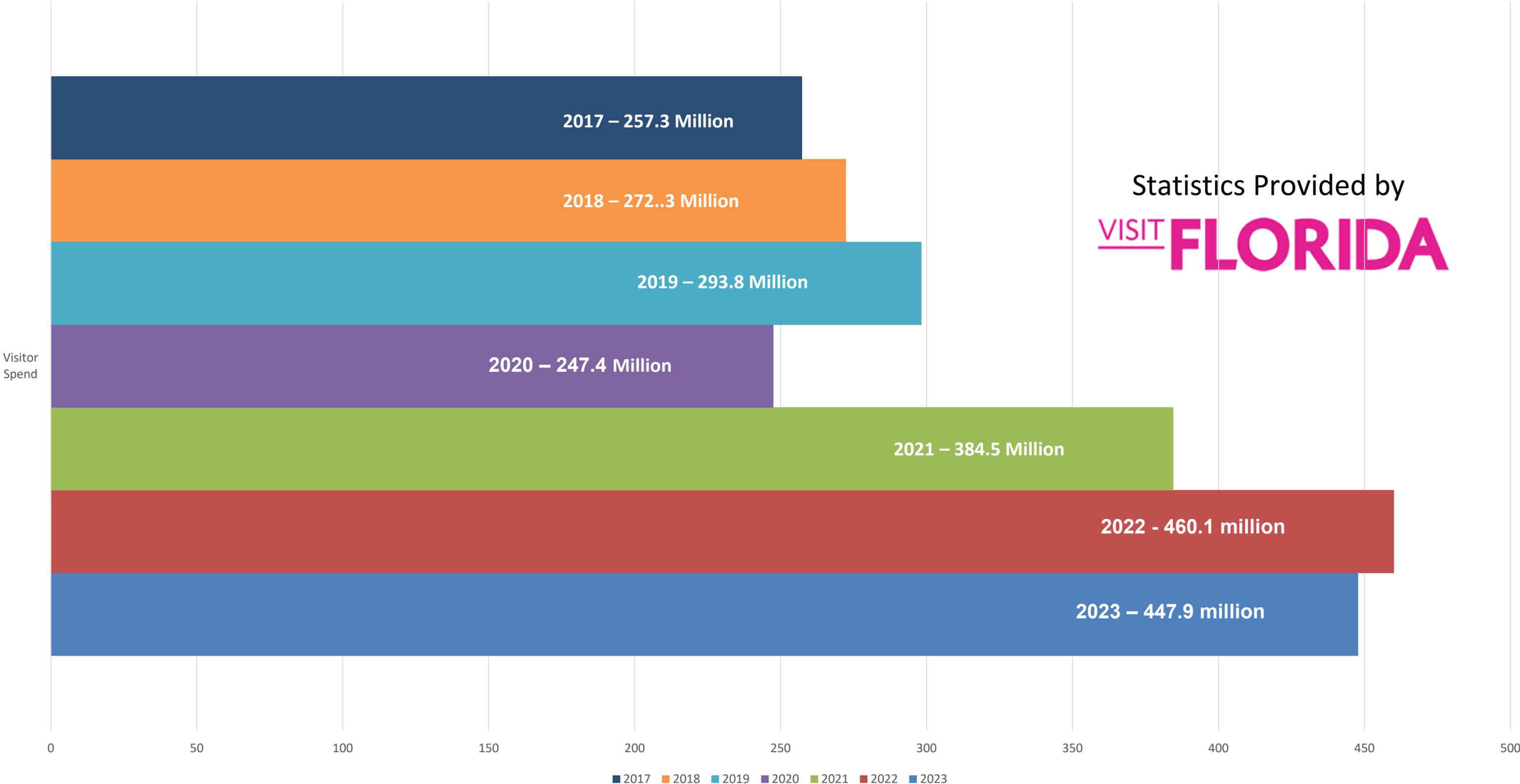
As of 2020,
the Total
Franklin
County
Population



Franklin
County

12,451

Total Visitor Spending for Franklin County



Statistics Provided by
VISIT FLORIDA

As of 2020,
the Total
Franklin
County
Population

12,451

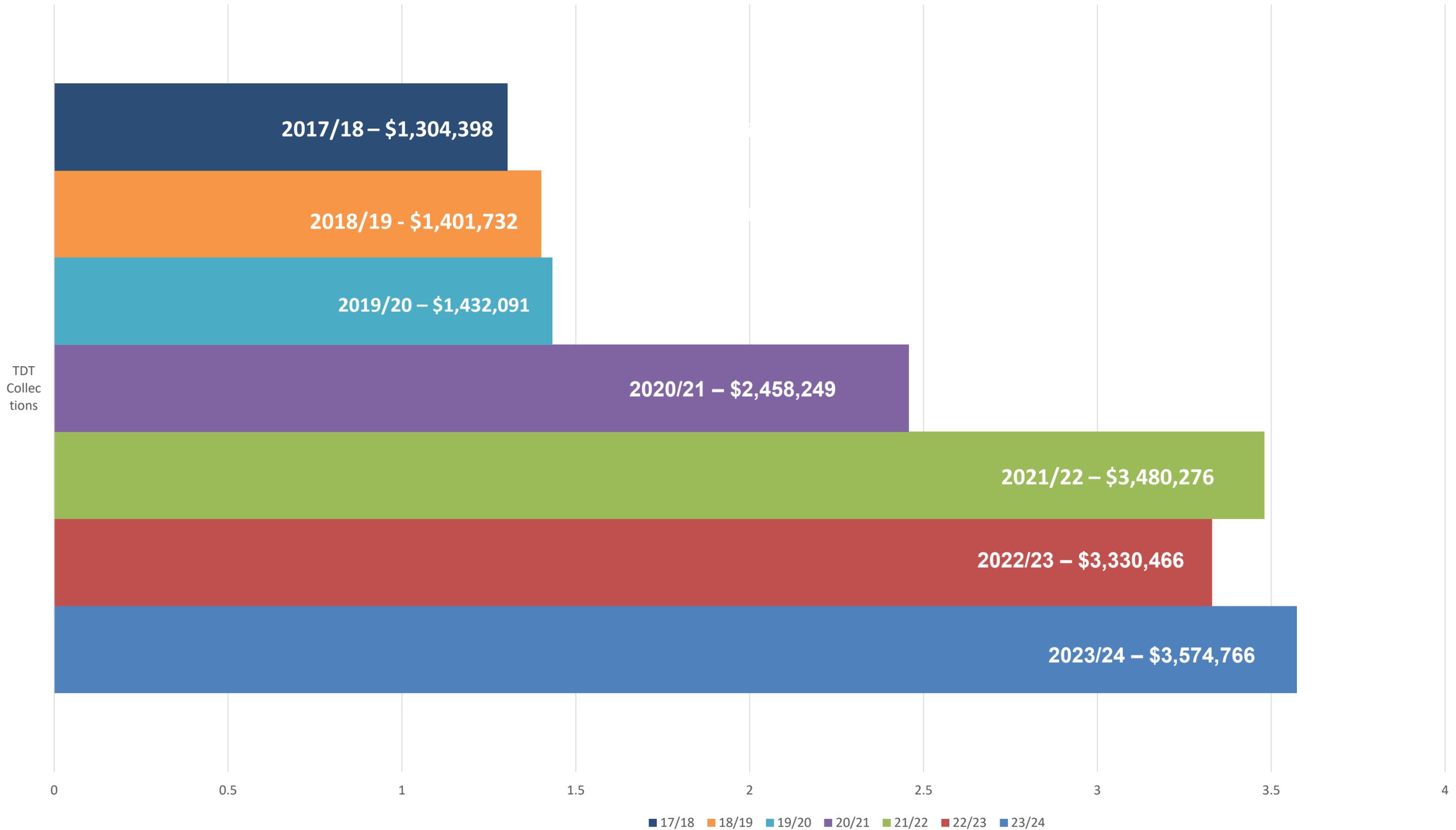


Franklin
County

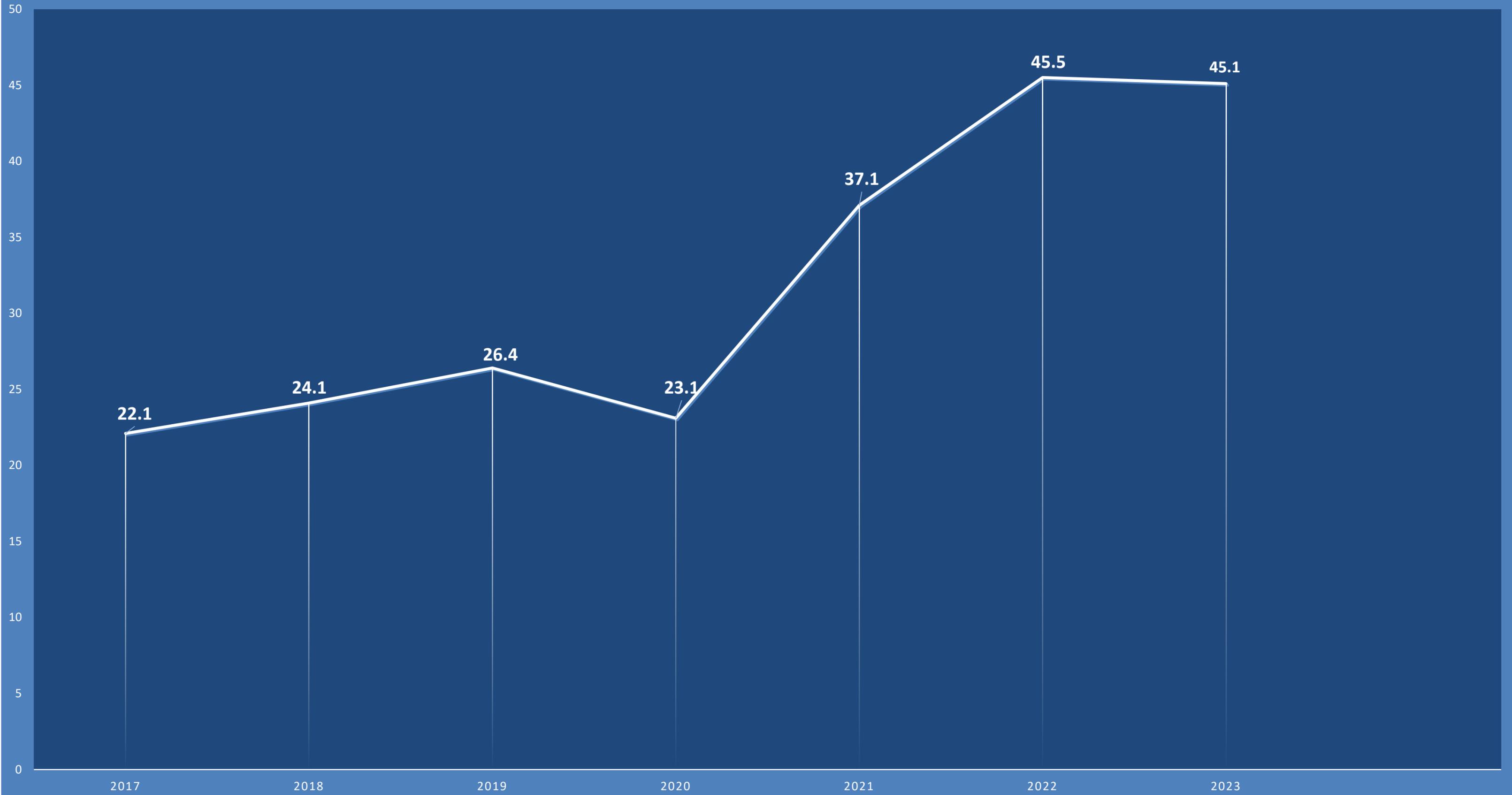
\$35,973
Per Resident

The third-least populous county in
Florida.

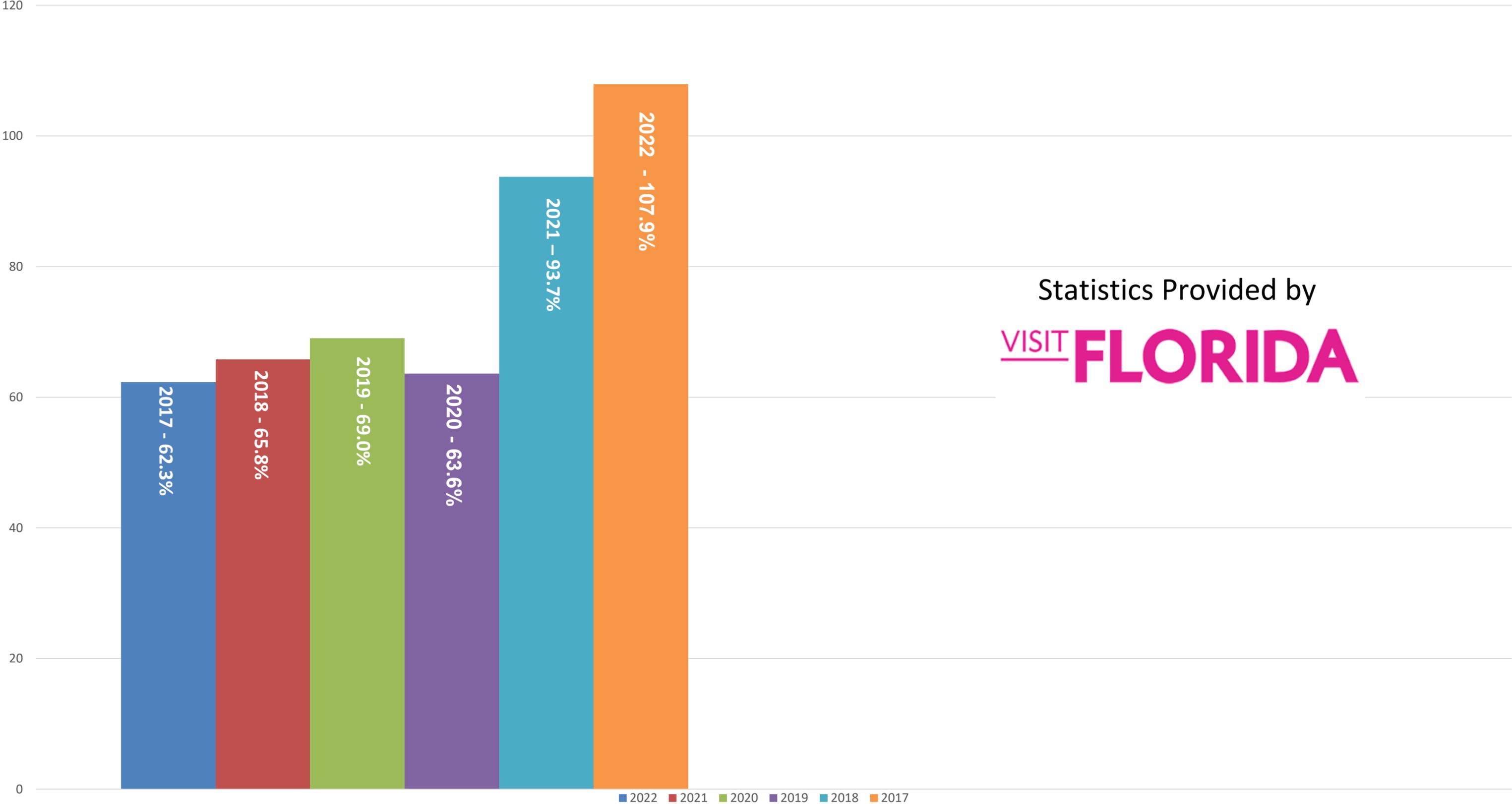
Total TDT Collections for Franklin County



STATE & LOCAL TAXES COLLECTED FROM TOURISM

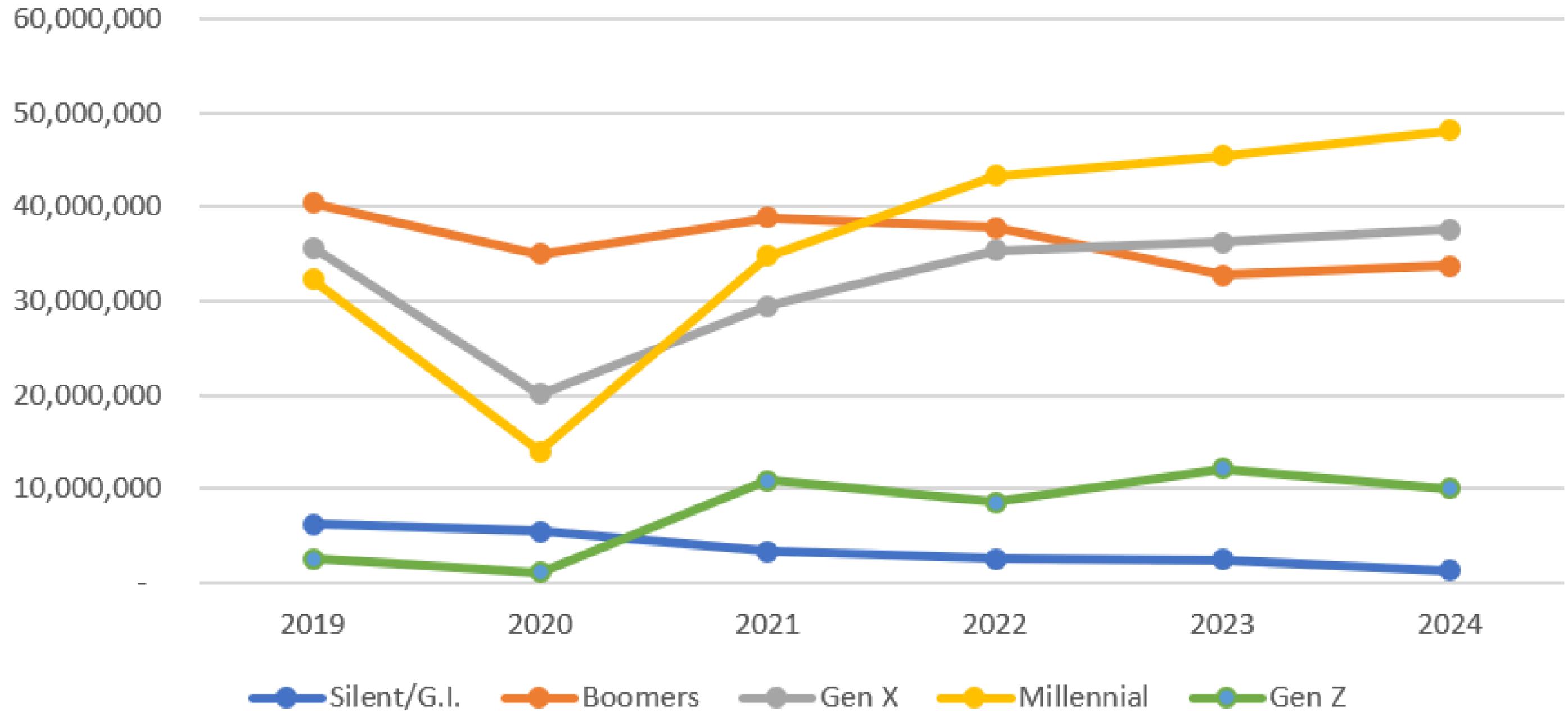


Percentage of Jobs Supported by Tourism



Statistics Provided by
VISIT FLORIDA

Pg. 23 - Domestic Visitor Volume by Generation



Information provided by VISIT FLORIDA

GEN Z – 7.6%

G.I. – 1.0%

Boomer – 25.8%

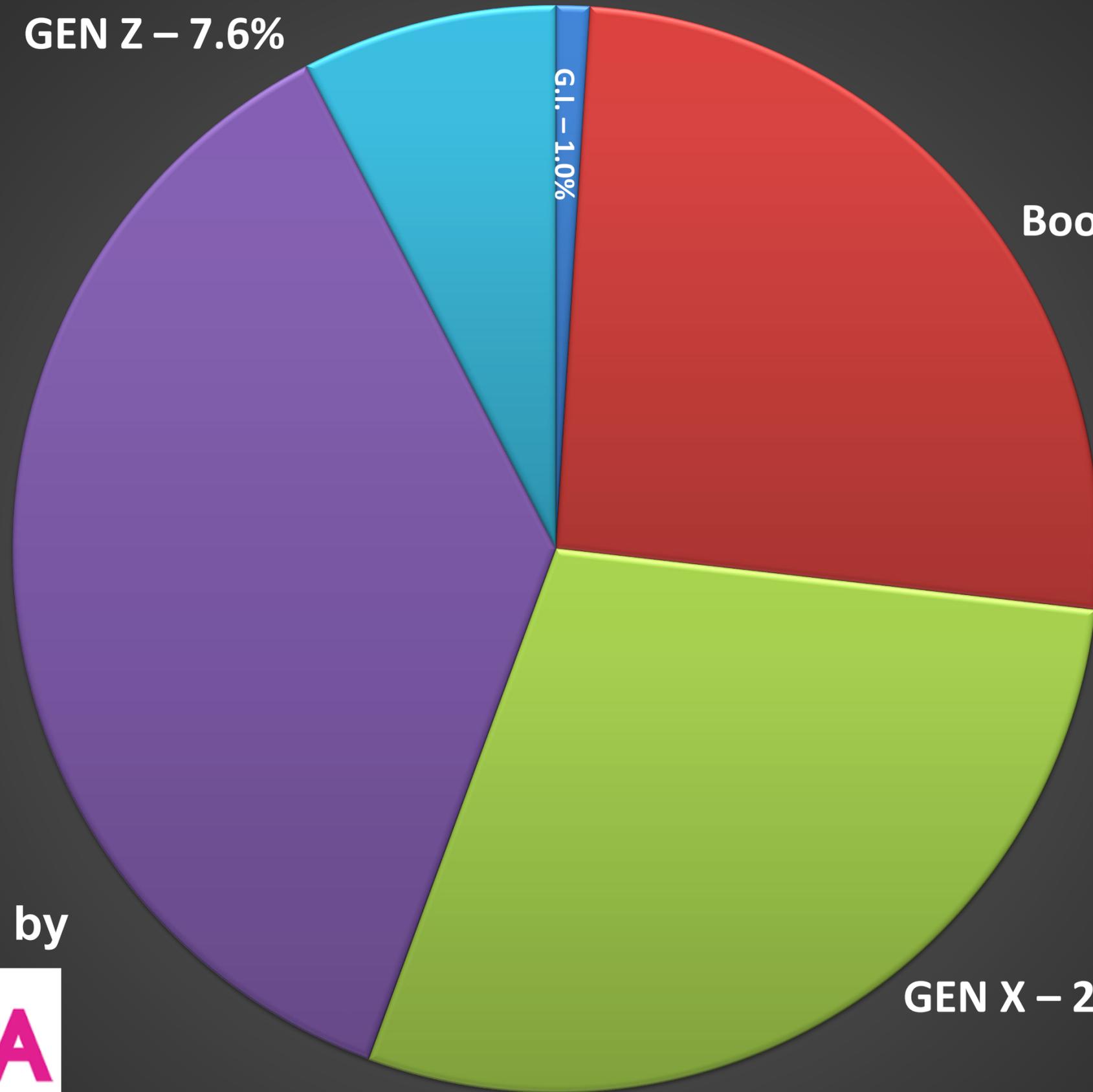
Millennial –
36.8%

GEN X – 28.8%

Statistics Provided by



■ G.I. ■ Boomer ■ Gen X ■ Millennial ■ Gen Z



Top Activities 2024

Activity	2019 Percentage	2024 Percentage
	2019	2024
Beach/Waterfront	43.9%	33.7%
Culinary - Typical Restaurant Dining	N/A -	24.1%
Culinary/Dining Experience	31.7%	22.7%
Shopping	29.1%	22.7%
Visit Friends/Relatives	34.4%	15.8%
Theme/Amusement/Water Park	17.2%	14.9%
Touring/Sightseeing	16.1%	13.9%
Business/Work	4.8%	10.7%
Nightlife	14.4%	10.6%
Culinary - Special Dining Experience	N/A -	8.5%
Birthday	N/A	7.8%
Parks: National/State, etc.	11.8%	6.3%
Live Music	9.1%	6.1%
Movies	6.7%	5.9%
Boating/Sailing	3.8%	5.8%
Biking	2.7%	5.6%
Fishing	3.7%	5.1%
Historic Sites	8.3%	5.1%
Amateur Sports	2.7%	5.0%
Golfing	4.7%	4.5%
Holiday Celebration	5.0%	4.3%
Festival/Fairs	6.1%	4.1%
Museum, Art Exhibits, etc.	6.3%	4.0%

Statistics Provided by



- **Marketing Co-Ops**
- **Social Post Submissions**
- **Visitor Guide Listing**
- **Website Listing**
- **Ordering Guides & Maps**
- **Regional Partnership**

Managers

VISIT FLORIDA

Question:
Do you Rent
a House for
Vacation, or
do you Rent
a Place?





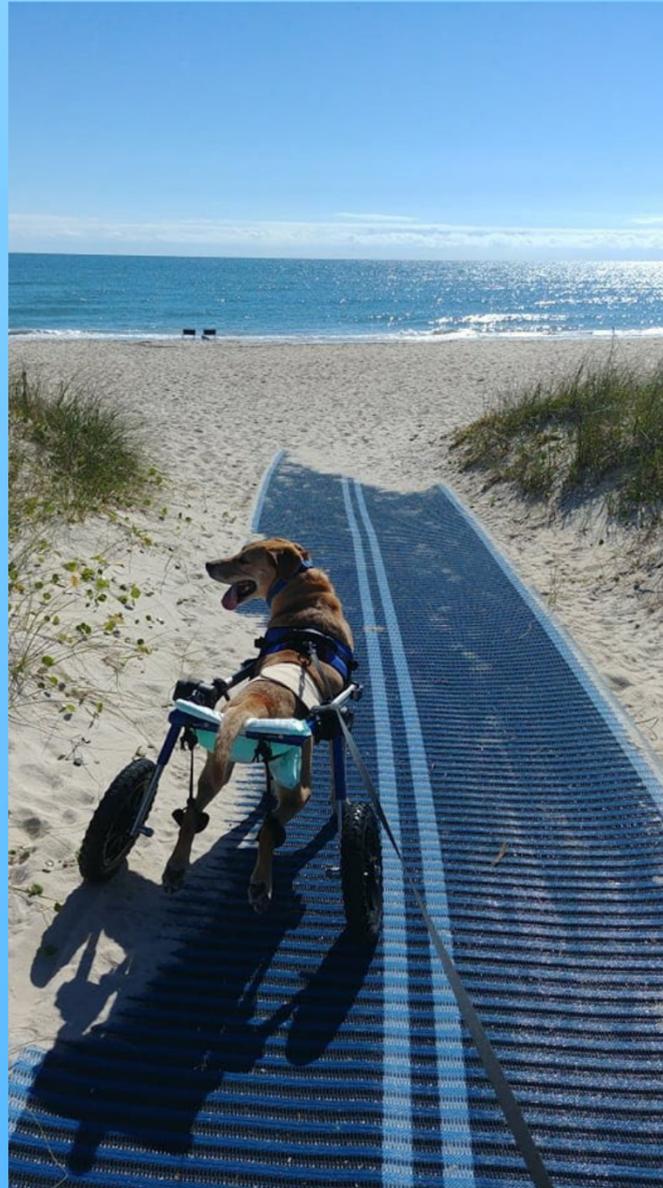
We rent a
Place!!!



This way of thinking isn't just for Rural areas; we all offer a unique experience.

These travelers find the **PLACE** (experience) they want.

Then find a House or Hotel that meets their family's **Budget** and **Needs**.



Who is Traveling?

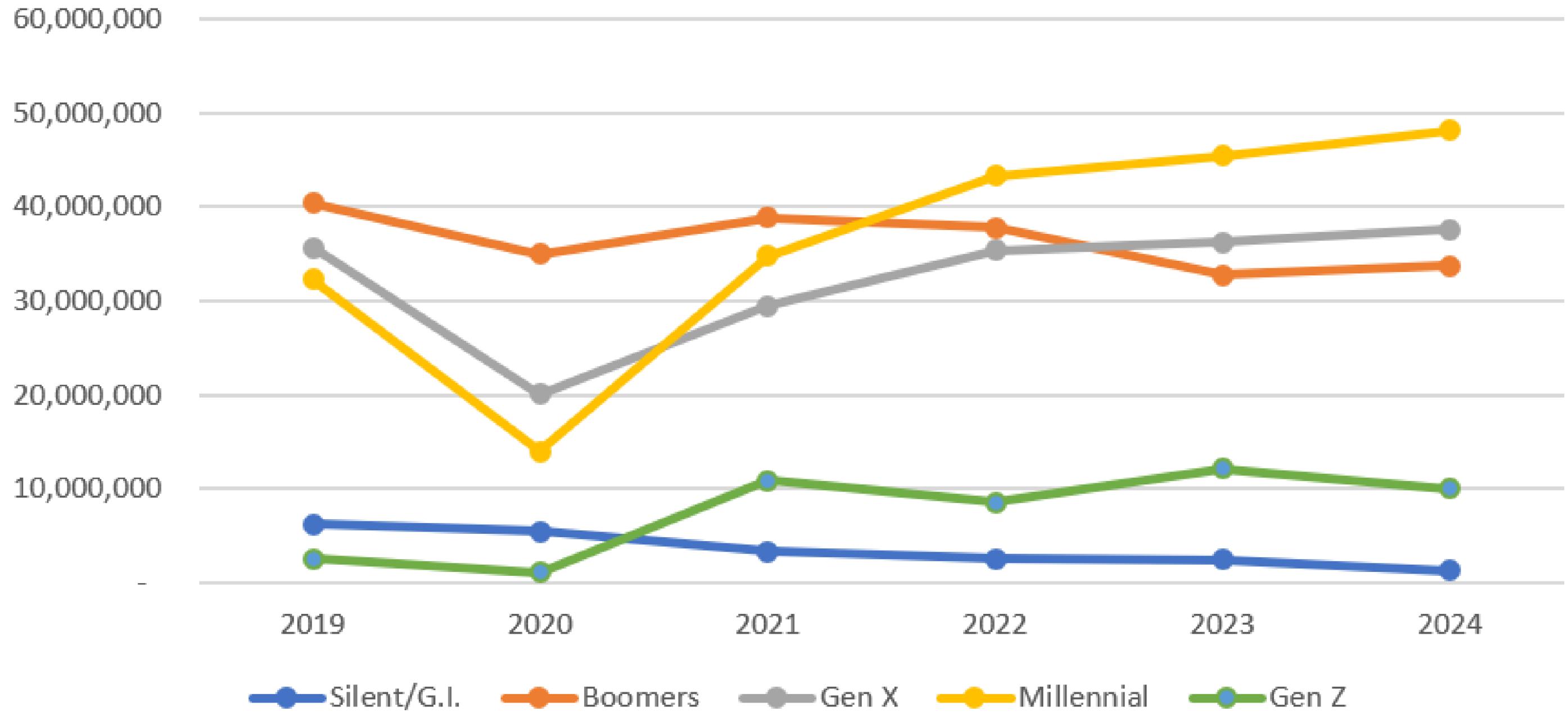
- 36.8% of travelers coming to Florida are Millennials
- 28.8% of travelers coming to Florida are Gen X.
- Family Groups led by Gen X and young Millennial couples with or without Children

Why are they Traveling?

- They are looking for an experience!



Pg. 23 - Domestic Visitor Volume by Generation



Information provided by VISIT FLORIDA



John C. Solomon



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Apalachicola Bay Chamber**

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