

Indicator: Tourist Spending

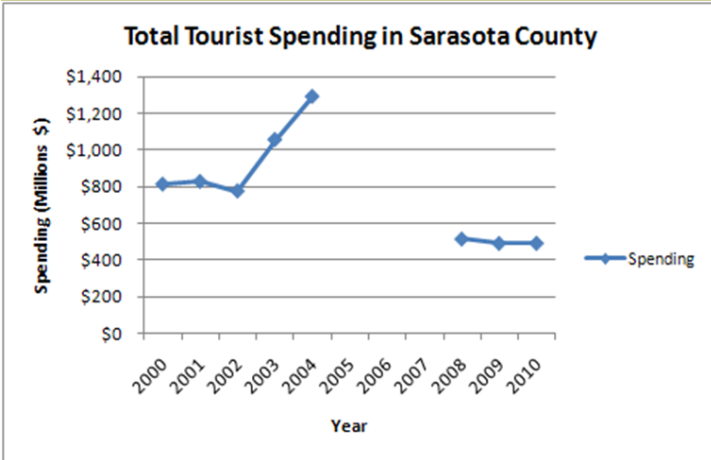
Description: Number of Dollars tourists spend in Sarasota County per year.

Sources: Sarasota Convention & Visitors Bureau

Caveats: The amount tourists spend is calculated by the Sarasota Convention and Visitors Bureau using a formula that approximates how many visitors come to Sarasota and how much they spend. In 2008 Fiscal Year, a new formula was introduced regarding calculating the total amount of dollars spent by tourists. Historic dollar figures are calculated to 2004 price levels to correct for inflation. The figures are corrected for inflation so that changes in the value of the indicator do not simply reflect changes in the overall price levels in the economy. In Fiscal Year 2008, a new formula was introduced to calculate the total number of dollars spent by tourists. The tourist tax rate has increased from 3% to 5%. Data is missing for Fiscal Years 2005, 2006 and 2007.

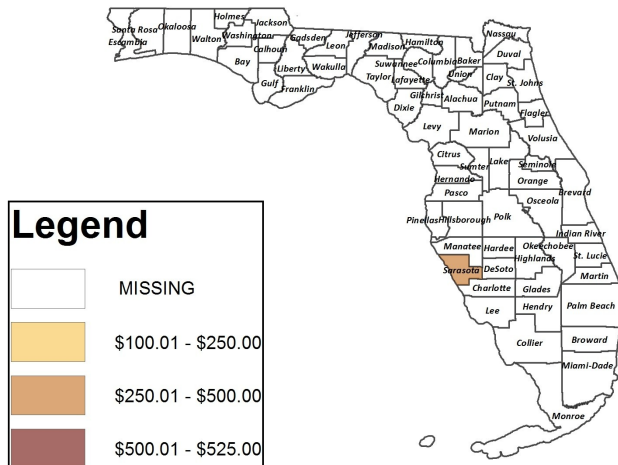
County

Within County



Year	2000	2001	2002	2003	2004	2005
Spending (In (\$Millions))	\$813.54	\$828.17	\$776.68	\$1,055.89	\$1,290.10	*
Year	2006	2007	2008	2009	2010	
Spending (In (\$Millions))	*	*	\$515.27	\$491.41	\$492.09	

Tourist Spending Dollars (Millions \$) 2010



Associated Indicators:

Patterns:



Indicator: Tourist Spending

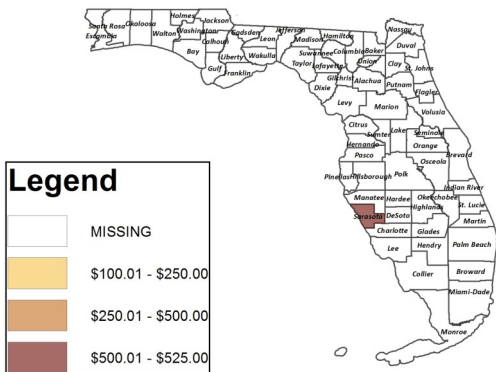
Description: Number of Dollars tourists spend in Sarasota County per year.

Time Series

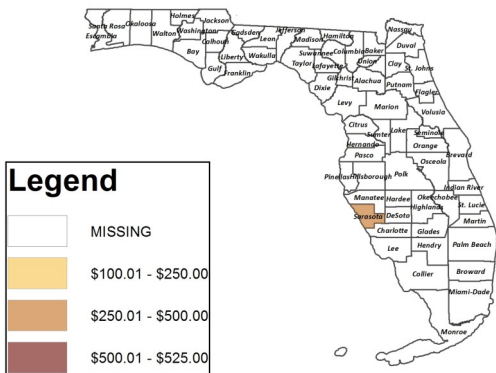
County

Within County

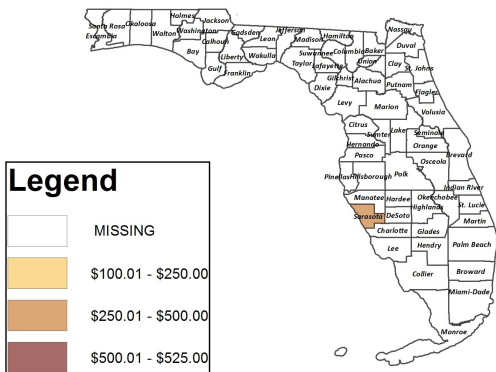
Tourist Spending Dollars (Millions \$) 2008



Tourist Spending Dollars (Millions \$) 2009



Tourist Spending Dollars (Millions \$) 2010



Past

Present