

Wildlife Tourism and the Gulf Coast Economy

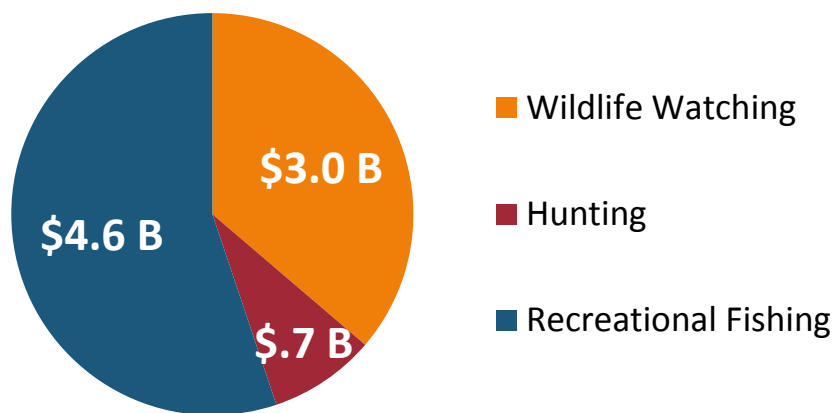
Based on a recent [Economic Study](#) by [Datu Research](#) | 2013



Wildlife tourism is a vital component of the Florida economy

Millions of tourists come to Florida every year to experience the natural wonders of our state. The tourism industry in general—which includes hotels, restaurants, retail and tour guides—provides more than **280,000 jobs** in Florida. *Wildlife* tourism (focused on wildlife watching, hunting and fishing) generates over **\$8 billion** in spending every year.

Wildlife Tourism Spending (\$billions), by Sector



Tourism depends on a healthy environment

Wildlife tourism relies on the natural beauty of Florida, which in turn relies on thriving ecosystems. Repairing the damage to these ecosystems caused by the 2010 Deepwater Horizon oil spill and the channelization of the Mississippi River is critical to maintaining and growing this critical sector of the Florida economy.

Wildlife tourism matters to Florida

- The state's 23 coastal counties host over **16,000 wildlife tourism-related businesses**.
- Florida state and local governments generate over **\$1 billion in tax revenue** from wildlife tourism, a sum that could pay salaries of over 16,000 nurses.
- Over **7.6 million wildlife tourists** visit Florida every year.



Restoring Our Environment Restores Our Economy

The RESTORE Act dedicates fines paid by parties responsible for the oil spill to restoration in Florida and the other Gulf states. This is an unprecedented opportunity to bolster our state's natural resources and the industries that depend on them.