

Florida's Space Coast Brightline Visitor Analysis

May 2024



Scope of Work

Brightline Visitor Study

- » Estimate tourism metrics that a new train station could deliver on an annual basis with further analysis of visitor spending using the most recent Space Coast visitor data and Brightline passenger estimates.
- This report employs an annual ridership projection of 1,624,963 Brightline passengers (from Brightline data). It presents three scenarios outlining the potential proportions of passengers who may disembark at the Space Coast, whether for overnight stays or day visits. The scenarios are as follows with percentages based on Brightline ridership projection:
 1. 5% Overnight Visitors & 5% Day Trippers
 2. 10% Overnight Visitors & 10% Day Trippers
 3. 15% Overnight Visitors & 15% Day Trippers



Methodology

Sources

- » Analysis of the estimated economic impacts to Brevard County resulting from the addition of a Brightline Train stop was completed using the following sources:
 - » Brightline potential passenger data
 - » January 2023 – December 2023 Visitor Tracking & Economic Impact Study
 - » Conducted by Downs & St. Germain Research
 - » IMPLAN economic modeling system
 - » Most recent Smith Travel Research data on hotel accommodations

Assumptions & Caveats

- » Brightline passenger spending who disembark on the Space would be similar to the typical visitor to the Space Coast
- » Passenger data came from Brightline and there was not time to complete primary research for the percentage of overnight night visitors and day tripper who would disembark on the Space Coast
 - » Therefore, the three scenarios mentioned on the previous slide were utilized
- » No inflation estimations were considered in this analysis

Annual Estimates

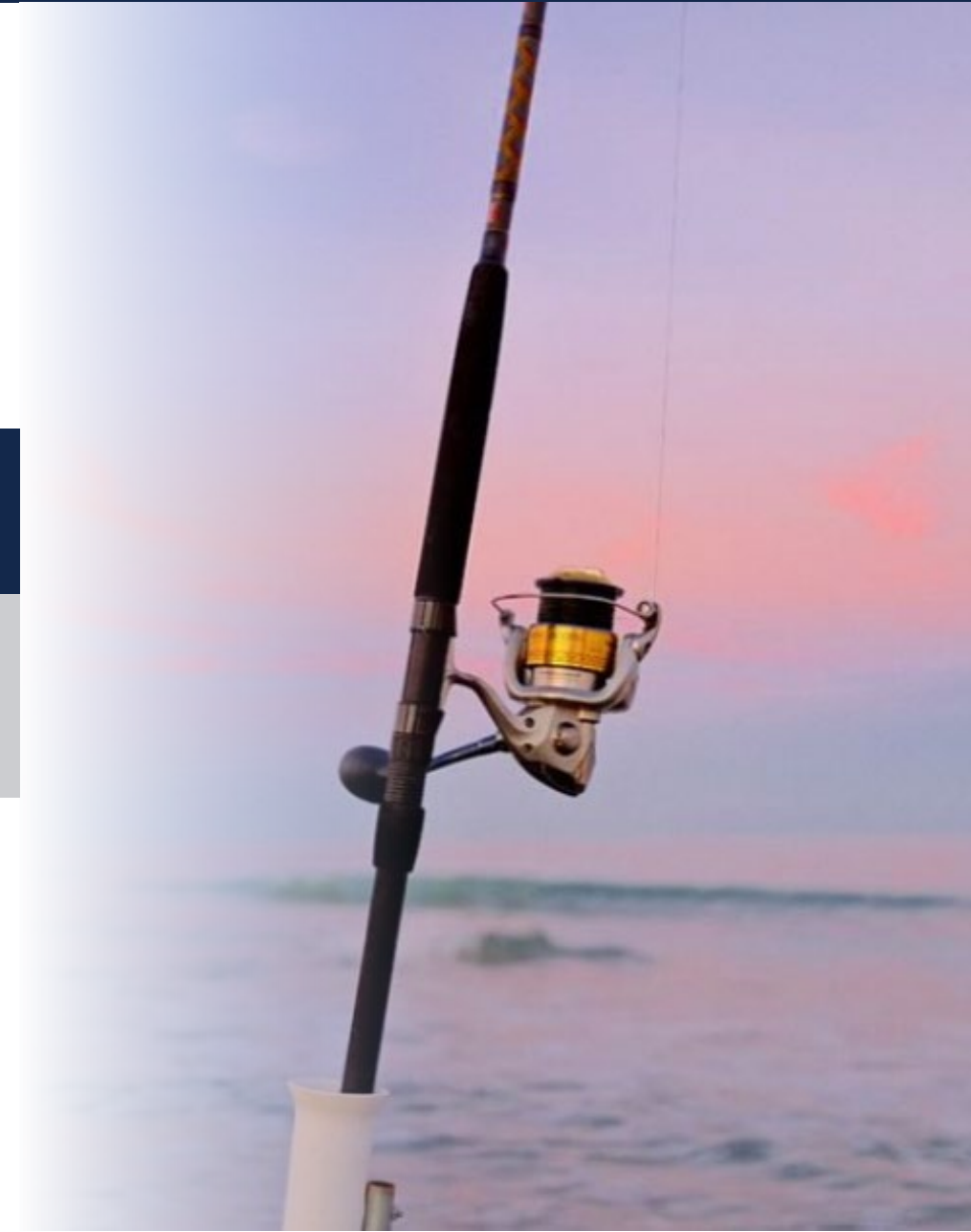


Direct Spending

Travelers journeying to Florida's Space Coast via the Brightline train are projected to spend per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
\$75,727,200	\$151,280,400	\$227,007,600

*This includes spending on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping



Economic Impact

Travelers journeying to Florida's Space Coast via the Brightline train are projected to generate a total per year economic impact of:

**5% Overnight
5% Day Trippers**

\$117,329,400

**10% Overnight
10% Day Trippers**

\$234,387,400

**15% Overnight
15% Day Trippers**

\$351,716,800



Paid Overnight Visitors

The total number of overnight visitors staying in paid accommodations to Florida's Space Coast via the Brightline train per year are projected to be:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
56,900	113,700	170,600



Room Nights

Travelers journeying to Florida's Space Coast via the Brightline train are projected to spend the following numbers of room nights in paid accommodations per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
71,700	143,300	215,000



Tourism Development Tax

Taxes paid on rooms reserved by Brightline travelers to Florida's Space Coast are projected to bring in the following amount of Tourism Development Tax per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
\$588,000	\$1,175,000	\$1,763,000



Jobs & Wages

Tourism in Florida's Space Coast supported the following number of jobs per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
1,170	2,340	3,510

supporting the following wages and salaries per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
\$37,928,500	\$75,769,200	\$113,697,700



State and Local Taxes Supported

Travelers journeying to Florida's Space Coast via the Brightline train are projected to support the following amounts of state and local taxes per year:

5% Overnight 5% Day Trippers	10% Overnight 10% Day Trippers	15% Overnight 15% Day Trippers
\$9,598,100	\$19,174,100	\$28,772,200



1, 5, and 10 Year Estimates



Paid Overnight Visitor Metrics 1, 5, & 10 Years*

	5% Overnight/5% Day Tripper			10% Overnight/10% Day Tripper			15% Overnight/15% Day Tripper		
	1 Year	5 Years	10 Years	1 Year	5 Years	10 Years	1 Year	5 Years	10 Years
Paid Overnight Visitors	56,900	284,500	569,000	113,700	568,500	1,137,000	170,600	853,000	1,706,000
Room Nights	71,700	358,500	717,000	143,300	716,500	1,433,000	215,000	1,075,000	2,150,000
TDT	\$588,000	\$2,940,000	\$5,880,000	\$1,175,000	\$5,875,000	\$11,750,000	\$1,763,000	\$8,815,000	\$17,630,000

*Estimates assume similar annual ridership

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