



## BIG EVENTS ARE BIG BUSINESS FOR FLORIDA AIRPORTS

Florida's airports receive and host millions of visitors annually for events ranging from the Super Bowl to aviation expositions. These events generate billions of dollars in direct and indirect economic impact for communities all over the state and provide exciting opportunities for visitors from Florida, other states, or countries around the world.

### Aviation Expositions - High Flying Fun

There are several aviation expos hosted at Florida's airports, including the U.S. Sport Aviation Expo and Sun 'n Fun. Sebring's U.S. Sport Aviation Expo, hosted at Sebring Regional Airport, is an annual event that draws national and international visitors to the state. The Expo focuses on sport aviation and affordable aircraft, including conventional aircraft, kit planes, and drones. The Expo typically has over 150 aircraft on display and has many unique aspects, including the Young Aviators Zone. The Expo estimates that it attracts more than 18,000 attendees. Lakeland's annual Sun 'n Fun event, hosted at Lakeland Linder Regional Airport, lasts for six days and is estimated to have a \$64 million direct and indirect economic impact on the I-4 corridor in Central Florida, attracting visitors from more than 80 countries. Event organizers estimate that the event generates 10,000 air traffic movements, including visitors flying in to attend the event, making Lakeland the busiest airport in the world for this one week. In addition to their annual event, the Sun 'n Fun Expo Campus hosts events year-round, as well as making more than \$430,000 of scholarship funds available annually to students in Polk County entering an aerospace industry career.



### Skydiving - Extreme Sport, Extreme Business

Skydive DeLand, located at DeLand Municipal-Sidney H Taylor Field, has been home to numerous world champions and record holders in skydiving. Skydive DeLand is a destination for skydivers all over the country and flies out between 75,000 and 110,000 jumpers each year. Skydive DeLand estimates that skydiving at DeLand Municipal-Sydney H Taylor Field is supported by 24 companies employing more than 600 local people in manufacturing, sales, technical, and academic jobs. Skydive Sebastian, located at Sebastian Municipal Airport, offers scenic coastal dives for both tandem skydivers and experienced skydivers, as well as offering courses for individuals to earn their skydiving licenses. Skydive Sebastian recently hosted the USPA National Parachuting Championships, an event that drew thousands to the Sebastian area.



### Football - A Big Score for Florida

Florida is also home to several large football events which attract thousands of fans to the state, including Super Bowls, regular NFL games, and six college football bowl games, the most of any state. Florida has hosted the Super Bowl on several occasions, most recently Super Bowl XLIV, which was played at Hard Rock Stadium in Miami Gardens. Miami-Opa Locka Executive Airport is the closest airport to Miami Gardens, and hosted a slew of high-profile attendees who increased the average annual income of visitors up to over \$220,000. Super Bowl XLIV generated an estimated \$333 million for South Florida, and an impact study concluded that three out of every four out-of-state visitors left Miami with the desire to return—Super Bowl or no Super Bowl! Also held at the Hard Rock Stadium, the Orange Bowl is a college football playoff game that regularly attracts thousands of fans. The 2017 match up between Wisconsin and Miami attracted 65,326 attendees, with an estimated 50% being from outside of the South Florida area.





## Auto Racing - Fast Times at Florida Airports

Daytona International Speedway hosts four NASCAR cup events, the biggest of which is the Daytona 500. One of the most prestigious races on the NASCAR calendar, the Daytona 500 attracts hundreds of thousands of guests and a 2016 estimate states that the Speedway and its events generate \$1.6 billion for the area each year. Homestead's location in South Florida makes it perfect to host NASCAR's final event of the season, the Ford EcoBoost 400, which is held in November. In 2017, the race attracted an estimated 76,000 fans who spent thousands of dollars in the surrounding area.

The Firestone Grand Prix, located in part on Albert Whitted Airport property, is a Verizon IndyCar Series race that, since 2009, has served as the season opener. The race takes place on a temporary course, utilizing downtown streets and two runways of the Albert Whitted Airport. Crowd estimates for the three-day race have been steadily increasing since 2005, reaching the tens of thousands in 2017. According to a 2015 city study, out-of-town visitors contribute to an estimated economic impact of \$48 million.

Sebring Regional Airport is another Florida airport with an auto racing pedigree. The former Army Air Corps training facility was turned over to the city of Sebring at the end of World War II. Shortly thereafter, the airport began hosting auto races, the most notable of which was the 12 Hours of Sebring. This internationally renowned endurance race continues to be held annually, attracting upwards of 100,000 attendees to the four day event.

### BY THE NUMBERS

#### Daytona Beach International Airport

- Located directly adjacent to Daytona International Speedway, whose events generate \$1.6 billion each year

#### DeLand Municipal-Sydney H Taylor Field

- Skydiving businesses at the airport employ over 600 people

#### Lakeland Linder Regional Airport

- The annual Sun 'n Fun event generates an estimated \$64 million in local economic impact

#### Miami-Opa Locka Executive Airport

- During Super Bowl XLIV, the average annual income of out-of-state visitors to the airport was over \$220,000



### Overview

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