



# Keeping Everyone Safe in the Water

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# Objectives

Learn the

- Who
- What
- When
- Why
- How

of Water Safety



## More Florida Tourists Seek Vacation Rentals In The Summer Of 2023

2023 - 2nd Quarter Industry Report

FAVR Travel Statistics show a significant seasonal growth in Florida's vacation rental lodging sector. More units coming online with almost 500,000 more nights sold in the 2nd quarter of 2023, over and above the first quarter of 2023. Florida's Vacation Rental Industry continues to lead Florida lodging sectors with enormous contributions to hospitality employment and benefits to the local and state economy. Vacation Rentals are the #1 choice for family travel & lodging.

Florida's Vacation Rental Industry continues to lead the US Vacation Rental Market and dominate tourism/travel stays throughout Florida. Just take a look at this Q2 2023 Report.

More and more guests desire the added privacy and safe accommodations that vacation rentals provide.

From 2021 to 2nd Qtr 2023, Florida's inventory of short-term rental homes increased by 70,000 units. This is partly due to the increased demand for vacation homes and the increasing numbers of domestic buyers now purchasing 2nd homes in Florida. Florida now has over 307,000 short term rental homes with an estimated 782,000 beds to accommodate Florida's incoming tourists.

Let's look at the contributions of vacation rental homes to Florida's local and state economy in the 2nd Quarter of 2023 - (April 1 2023 to June 30th 2023).

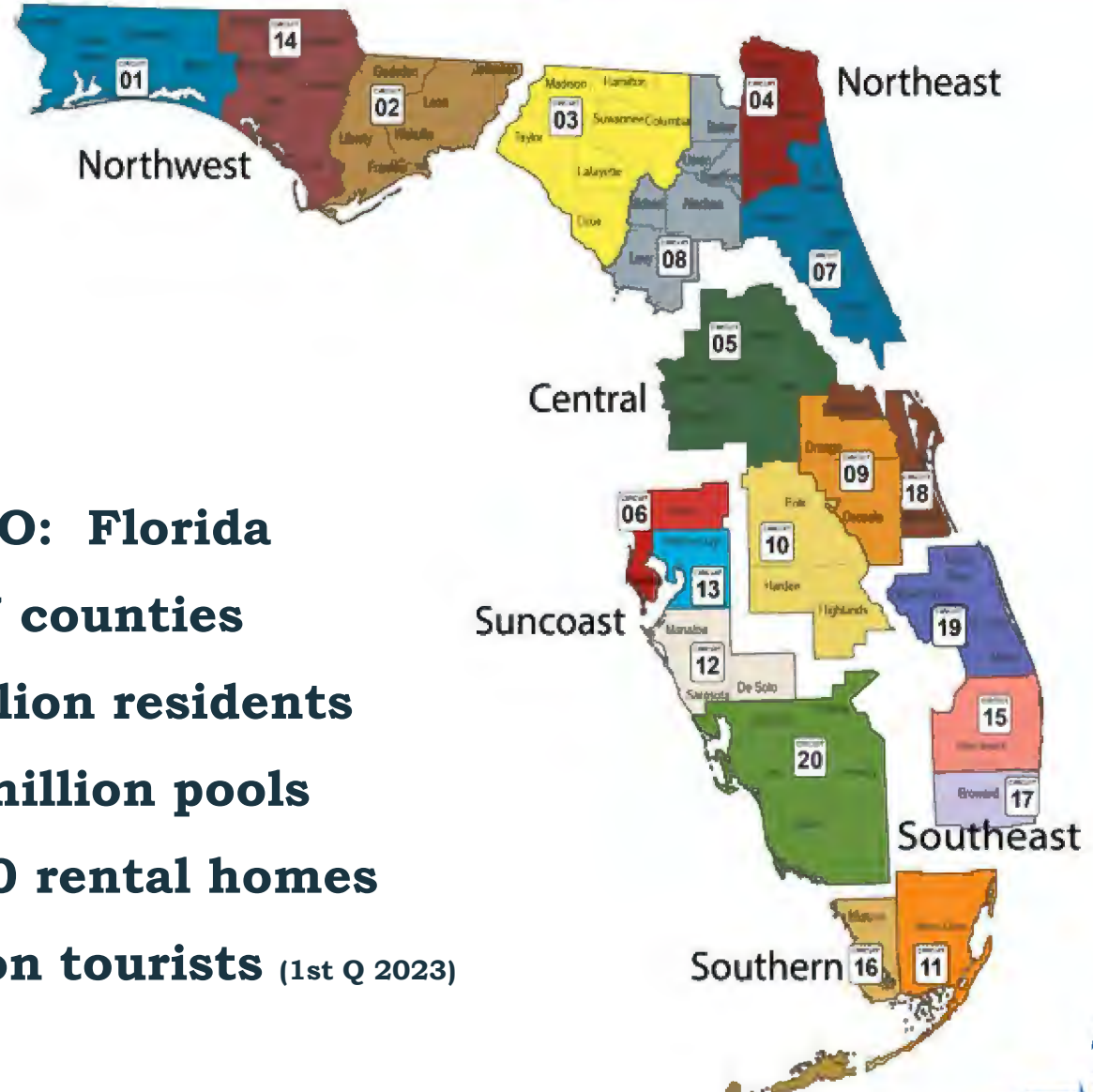
- Vacation rentals were responsible for over 11.1 MILLION nightly stays.
- Bringing in a whopping \$3.1 BILLION dollars in room night revenues.
- Future short term rental home reservations during this period topped 2.29 million.
- During this time frame, from April 1st 2023 to June 30th 2023, over 4.4 million guests stayed in vacation rentals and spent over \$4.1 Billion dollars during their stay. This is direct spending in the Florida economy, NOT rental costs.
- The State of Florida received over \$217 Million dollars in estimated sales tax.
- Florida's local governments received over \$155 million in Tourism Development Taxes over this 2nd quarter of 2023.
- Over 28,000 vacation rental industry jobs were generated over this 3 month period to support Floridians and their families.

Let your elected officials know how your vacation rental industry supports jobs, tourism and investments within communities all over Florida.

The Florida Alliance for Vacation Rentals is a 501-C6 non-profit corporation, dedicated to the support of Florida's short term rental industry and tourism hospitality. We work with government agencies on public policy issues and with our thousands of owners, managers and vendors. FAVR is approaching its 30th year as a lodging industry alliance. Learn more about FAVR at [www.FloridaAVR.org](http://www.FloridaAVR.org)

Data and economic impact numbers were supported by [Key Data Visit Florida](#) and [UCF Rosen](#) analytic formulas specific to the Florida vacation rental market.

**WHO: Florida**  
**67 counties**  
**23 million residents**  
**1.6 million pools**  
**307,000 rental homes**  
**37.9 million tourists (1st Q 2023)**



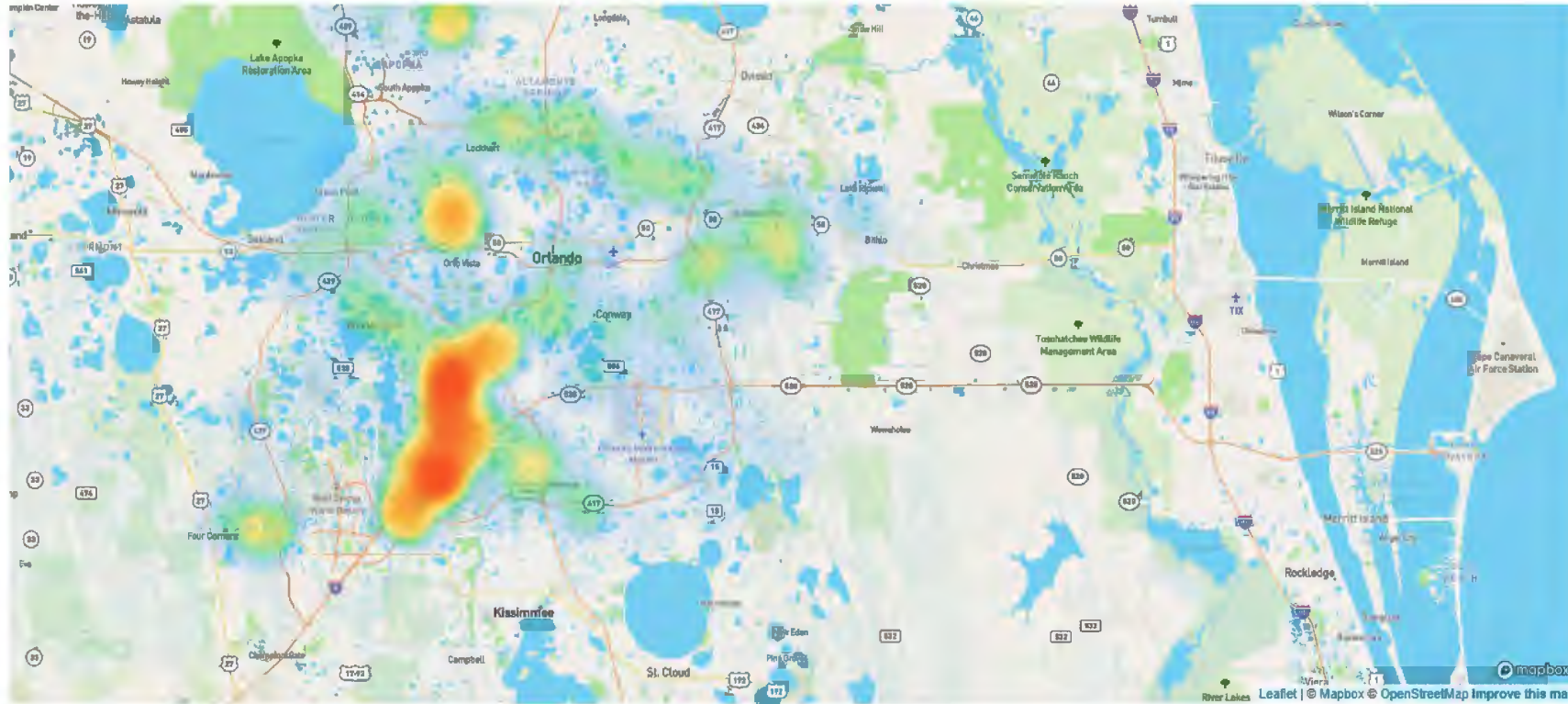
# What: Prevention



- Fatal Drowning
  - Myths



# What: Prevention



- Non-Fatal Drowning
- Information



# When

All year round.

Residential.

Tourists.

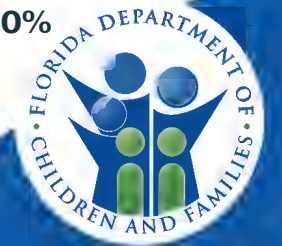
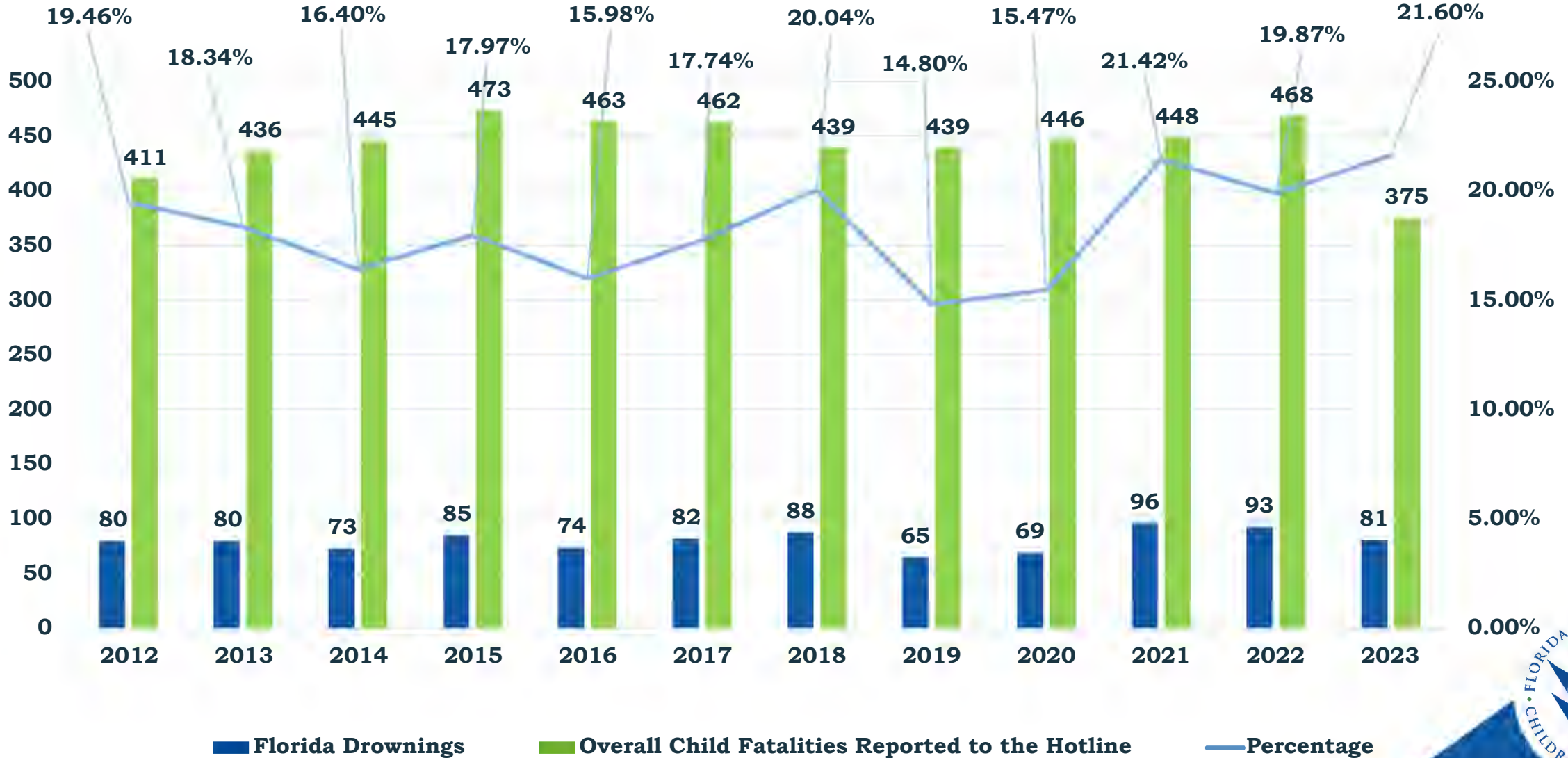


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# **Why: Drowning is the Leading Cause of Preventable Death in Children Ages 0 to 4 Years Old**

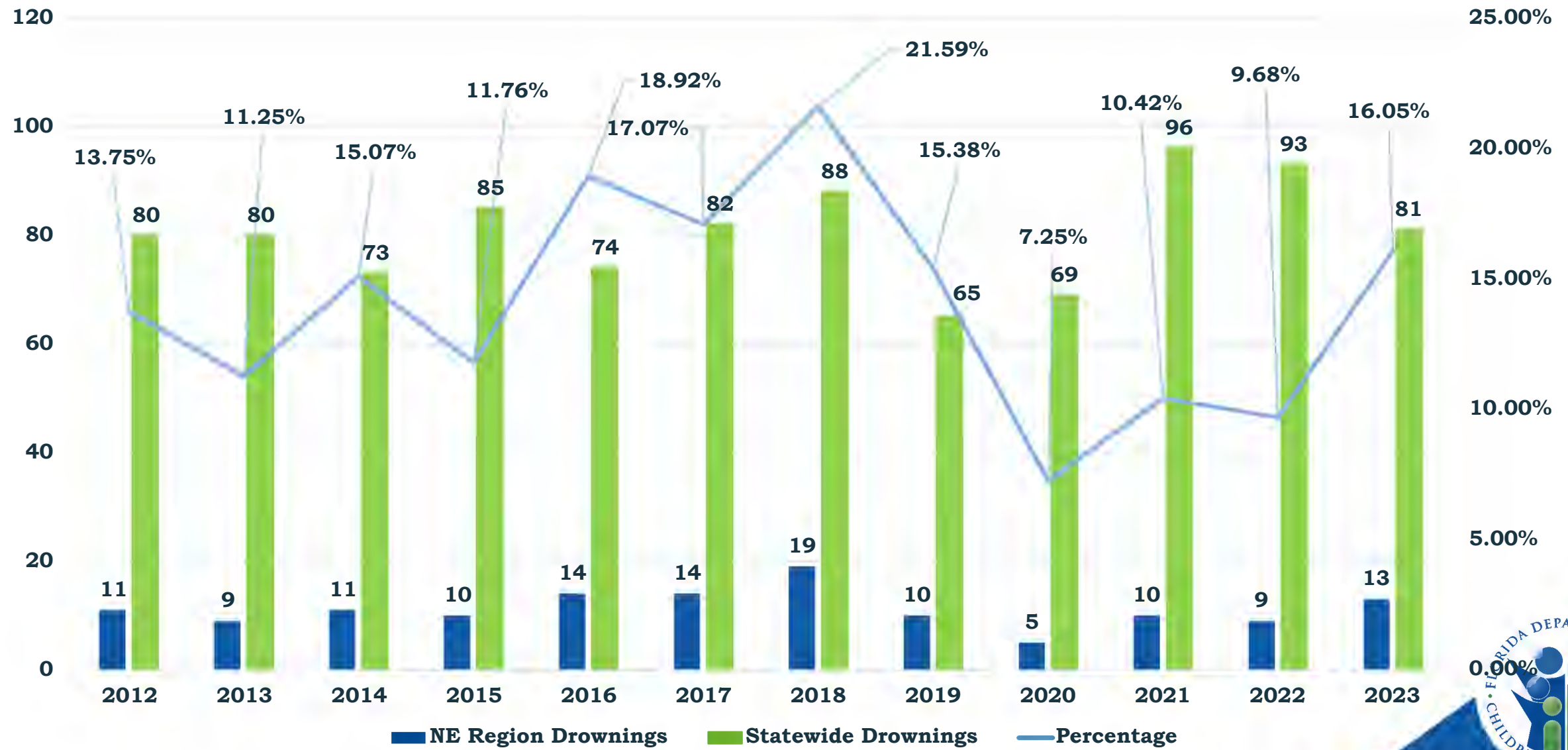


## Fatal Drowning Data for Florida from 2012 to 2023

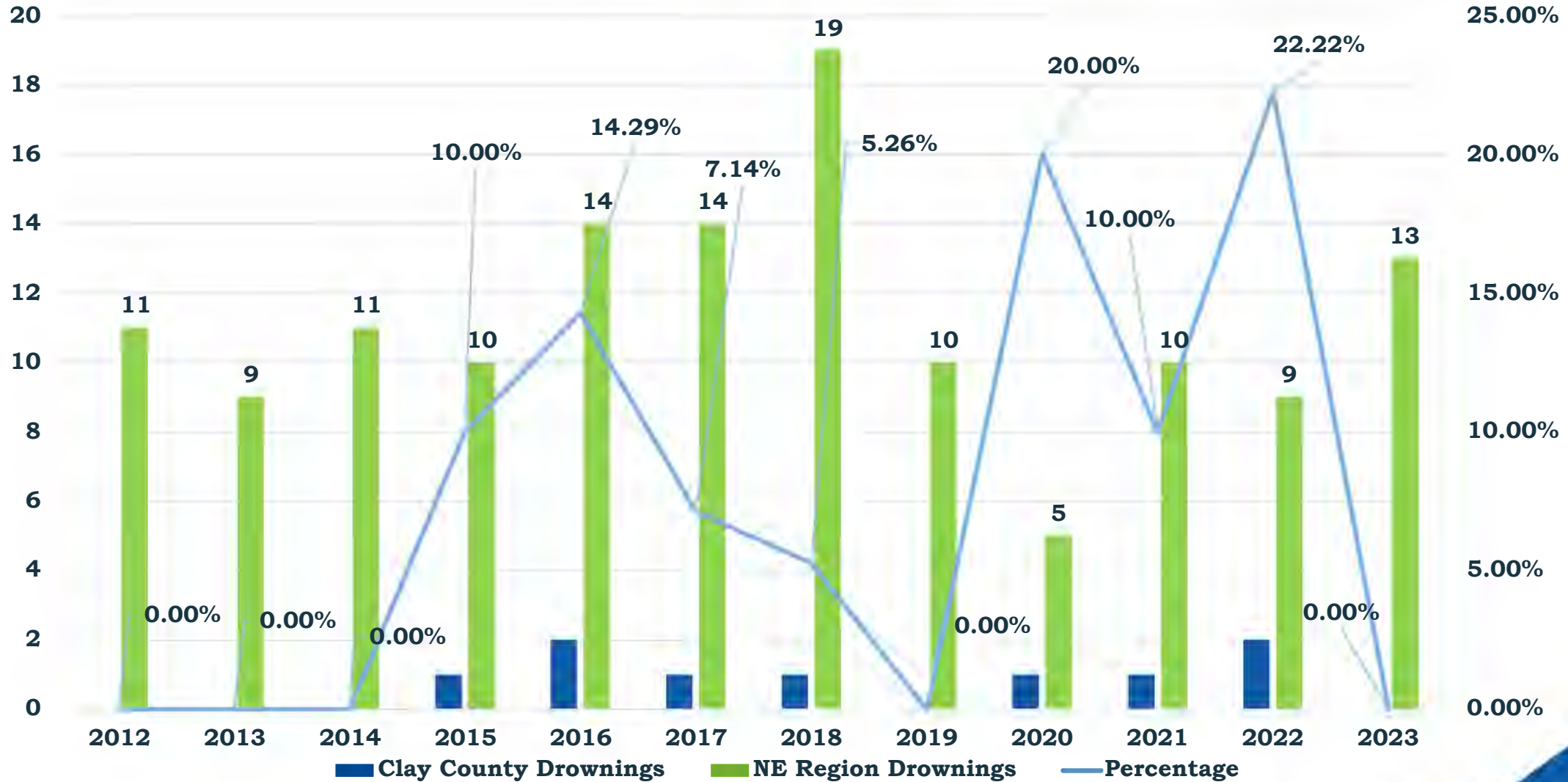




# NE Region / Statewide Fatal Drownings 2012-2023



## Clay County / NE Region Fatal Drowning 2012-2023



# Clay County

**The NE has 180 Fatal Drownings from 2009 to 11/2/23, 128 (71.1%) were 0-3 and 52 (28.8%) were 4-17.**

**Clay has had 10 Fatal Drownings from 2009 to 11/2/23, 8 (80%) were 0-3 and 2 (20%) were 4 -17.**

- **2021**

- **6/7/2021 : 2 year old child was pronounced deceased after he was found unresponsive in the family's swimming pool when he got out of the home undetected.**

- **2020**

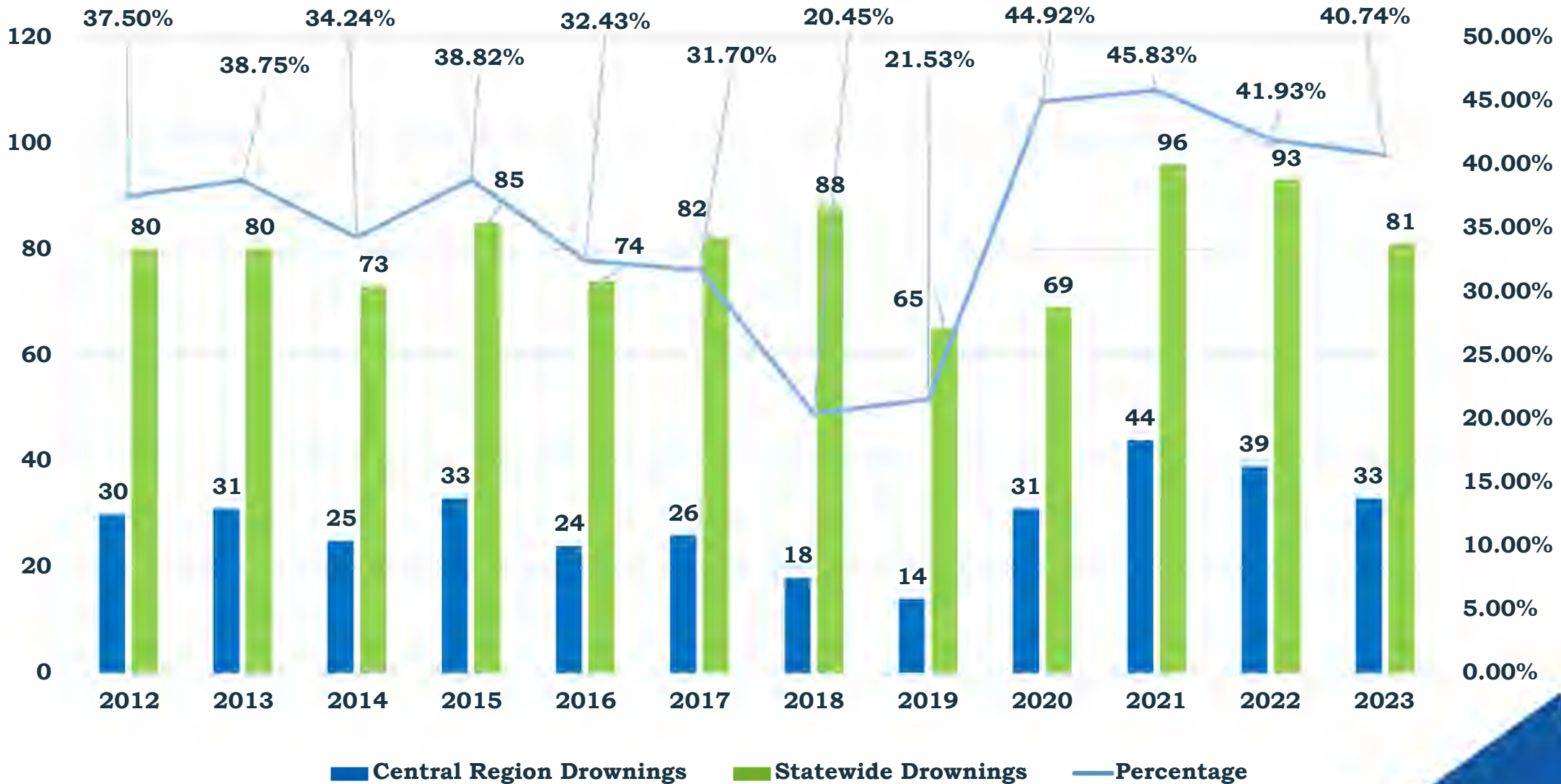
- **7/31/2020 : 3 year old child was pronounced deceased after she was found unresponsive in the family's swimming pool when she got out of the home undetected.**

- **2022**

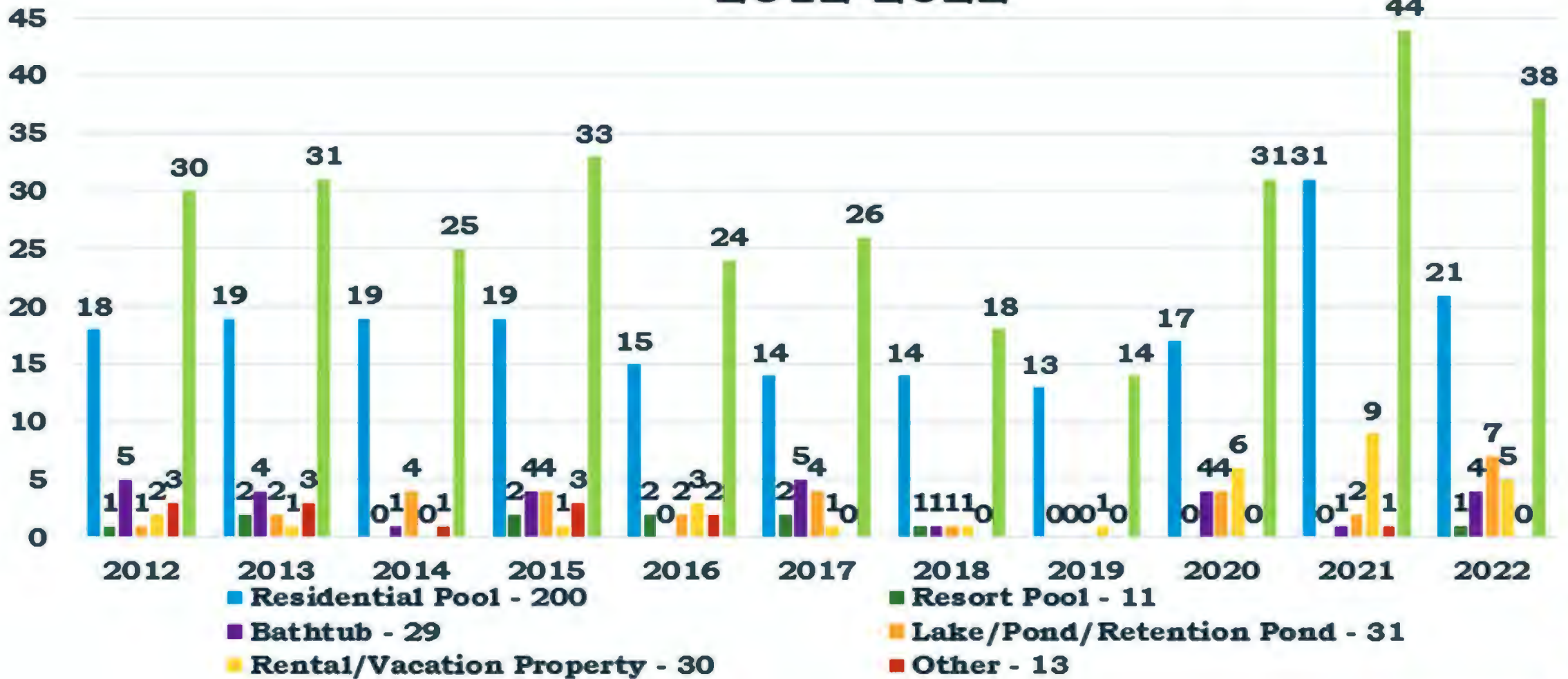
- **2/23/22 : 5 year old child was pronounced deceased after he was found unresponsive when he fell into the swimming pool while playing outside with his sibling.**
- **10/25/22 : 2 year old child was pronounced deceased two days after he was found unresponsive in the family's swimming pool when he got out of the home undetected through the doggy door.**



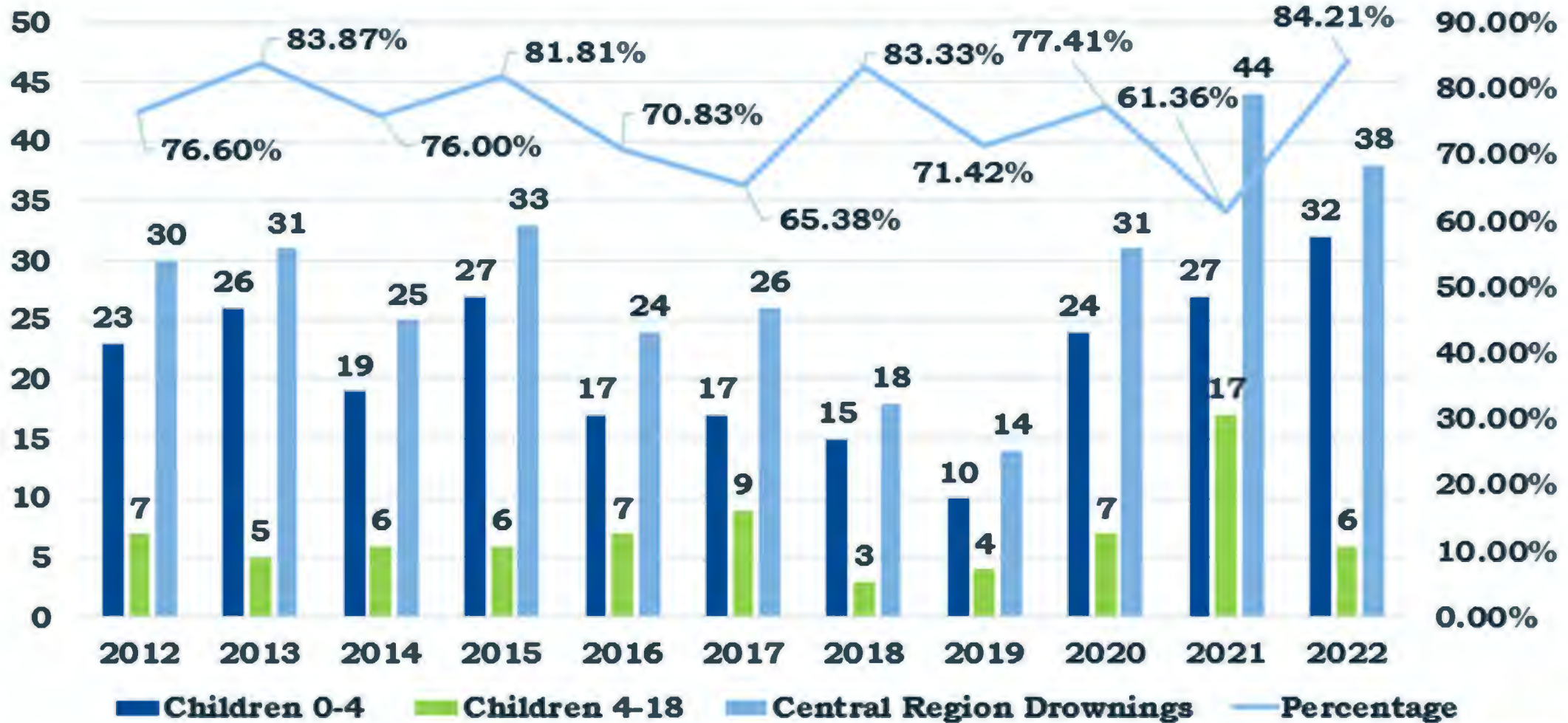
## Central Region / Statewide Fatal Drowning Data 2012 to 2023



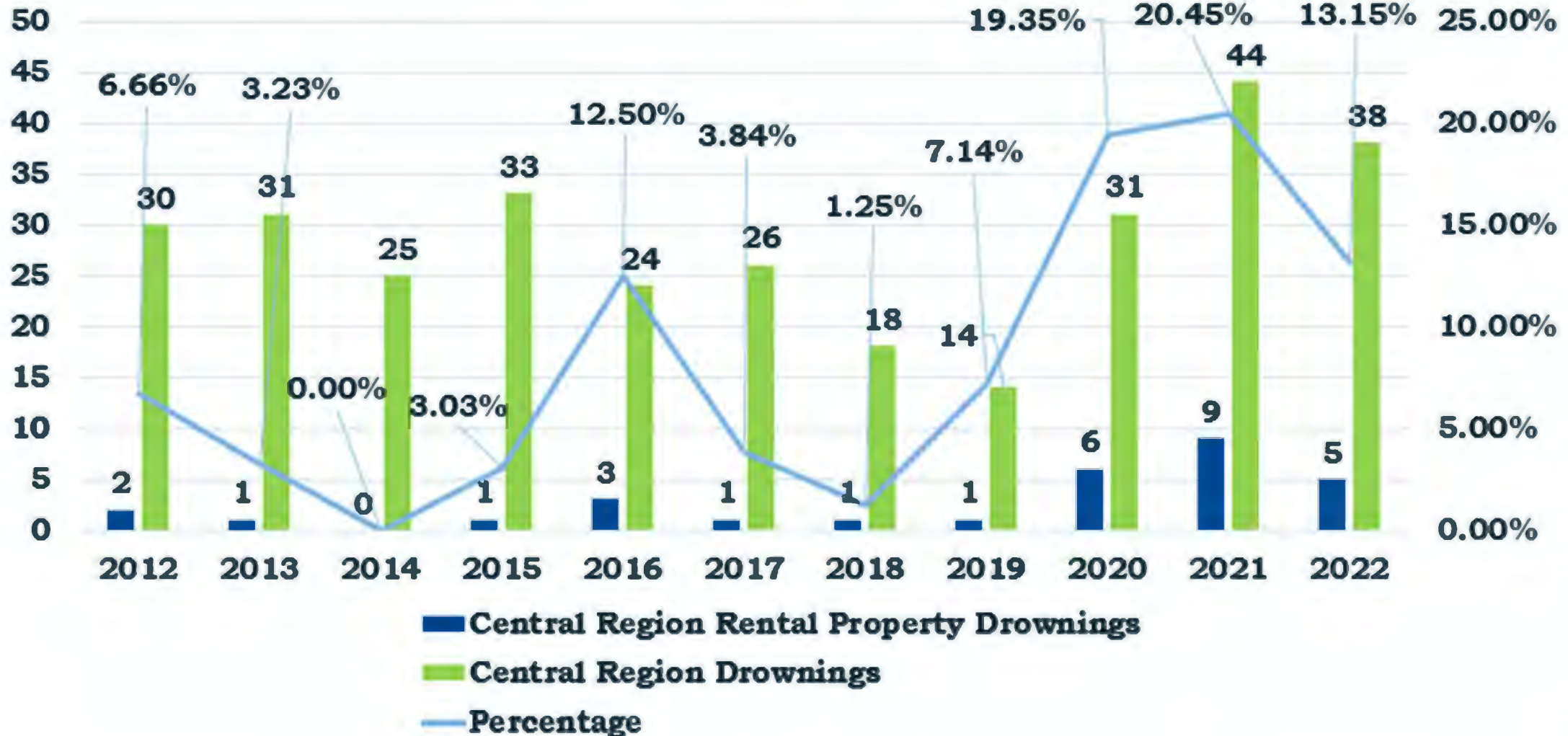
# Fatal Drowning Location for the Central Region from 2012-2022



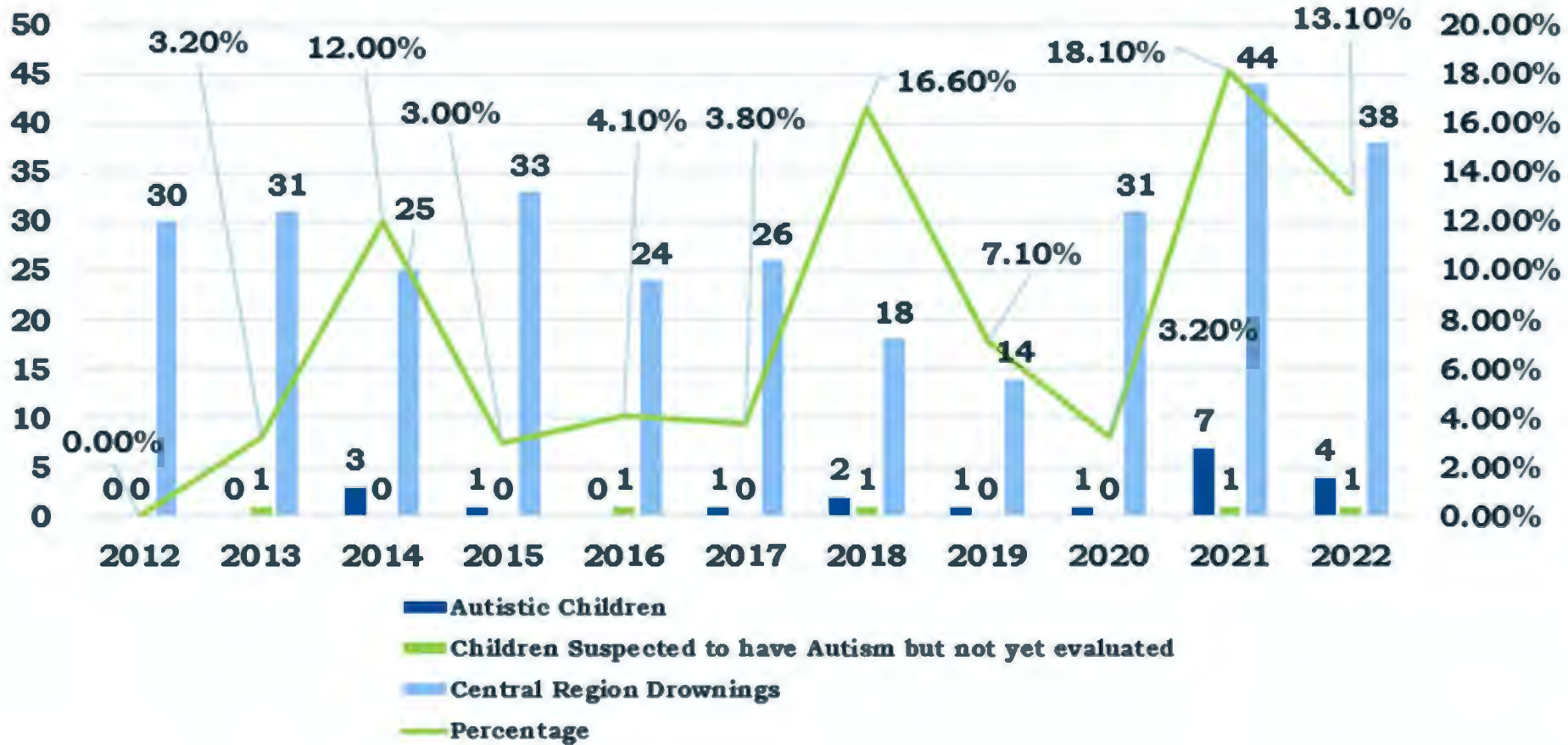
# Fatal Drowning by Age 0-4 / 4-18 for the Central Region from 2012-2022



# Fatal Drowning at Rental Properties for The Central Region From 2012-2022



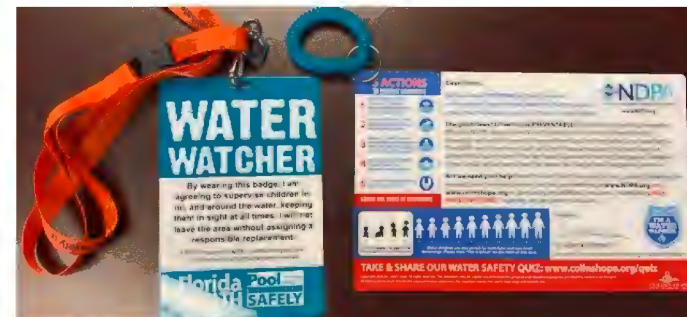
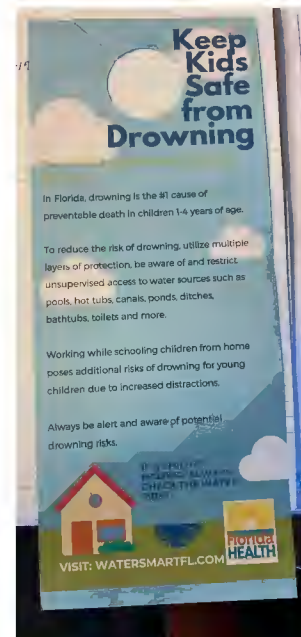
# Fatal Drownings for Children with Autism/Suspected Autism for the Central Region from 2012-2022





# How: What Can You Do

- Individual



- **Vacation Rental Properties**

- Water Safety Season Toolkit - NDPA
- Alarms
- Clings
- Information in “Home” booklet
- Have a Water Watcher lanyard
- Have “Pool Rules”
- Educate homeowners and renters



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Any Questions?

