

updated 3.10.17

Orlando MSA Market Overview

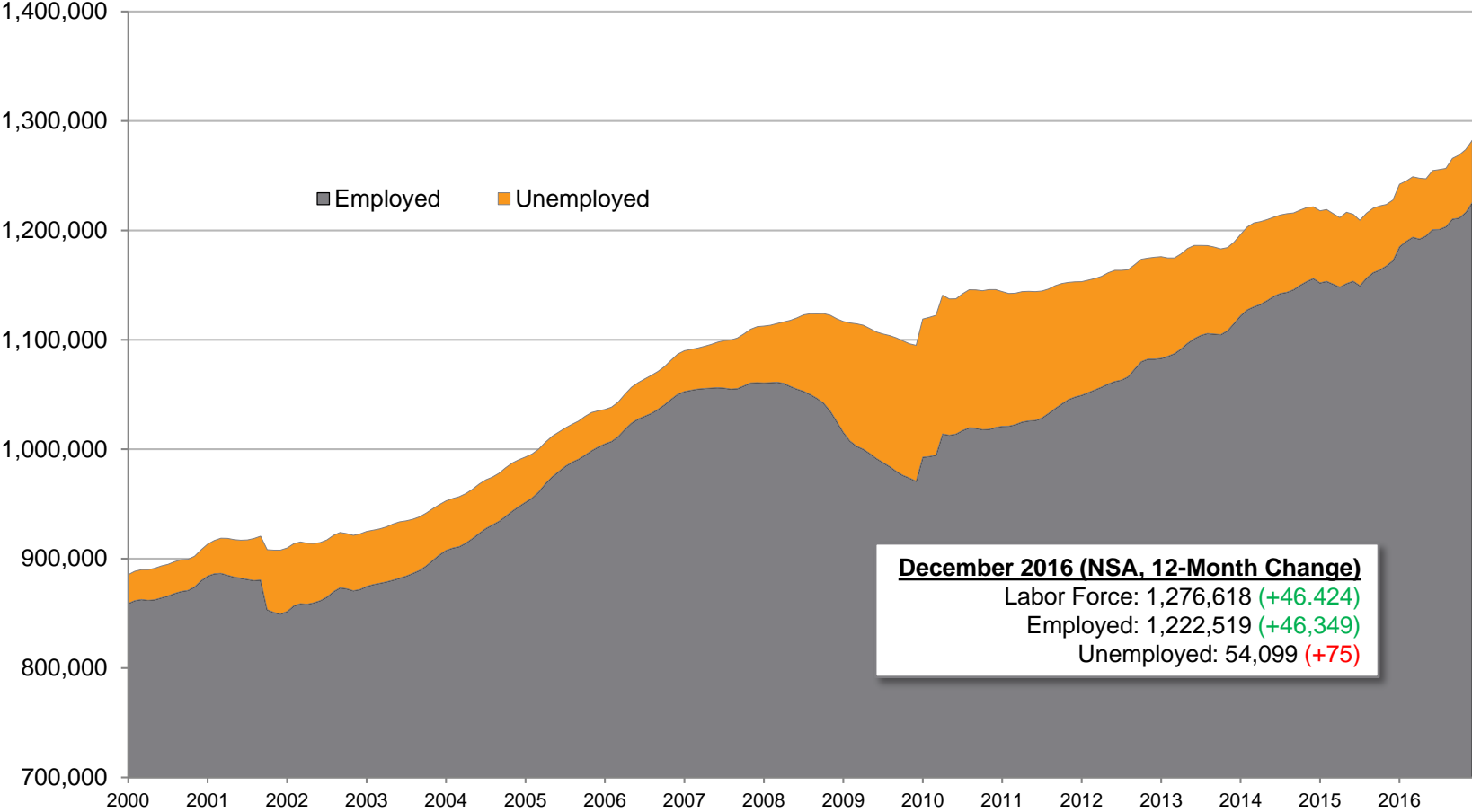
March 2017

Orlando MSA Market Overview

- Labor Market
- Payroll Employment
- Commercial Real Estate
- Residential Real Estate
- Consumer Spending
- Visitor Industry

Labor Market

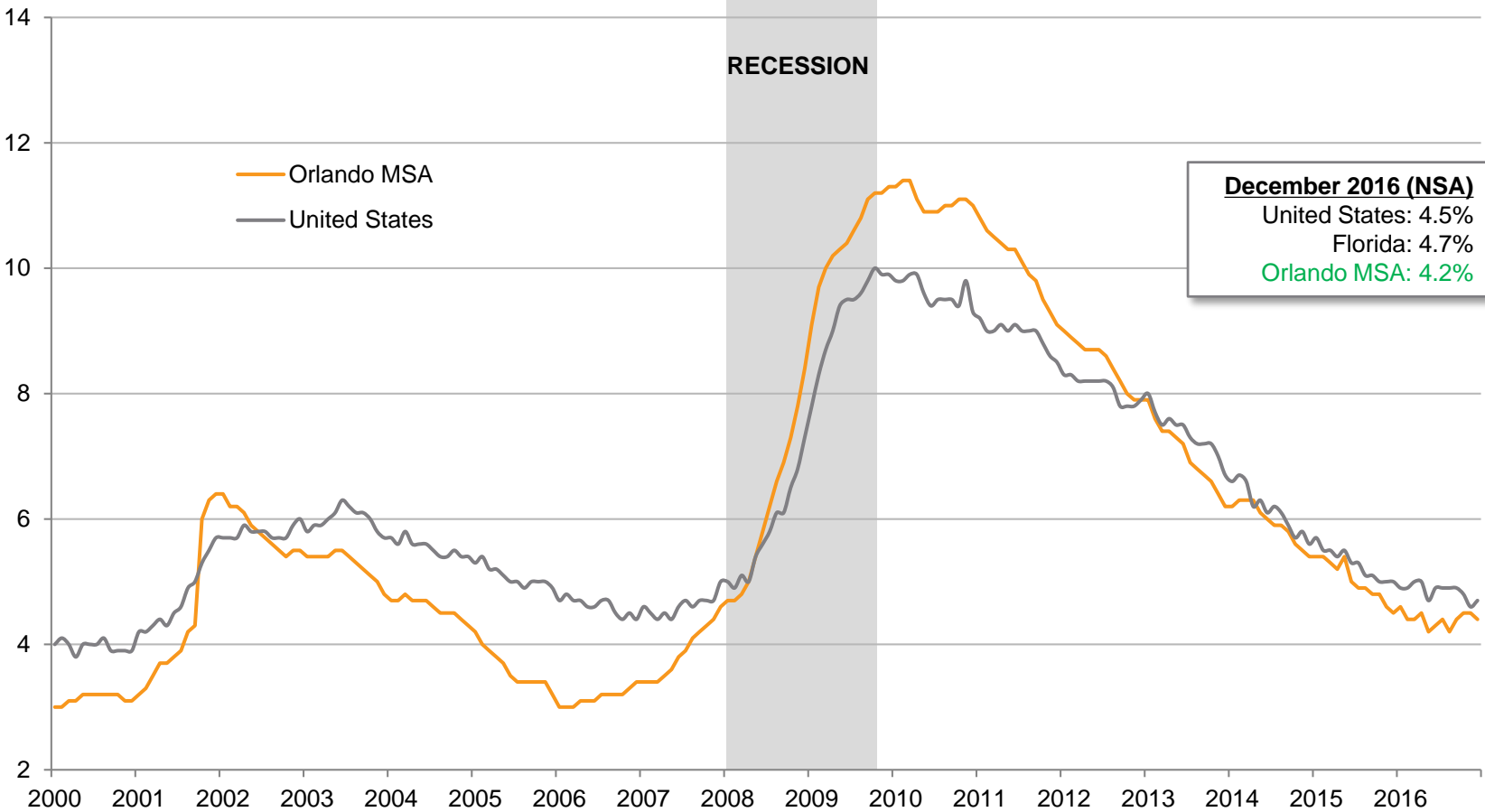
Labor Force, Orlando MSA
Seasonally Adjusted



Source: U.S. Department of Labor, Bureau of Labor Statistics

Labor Market

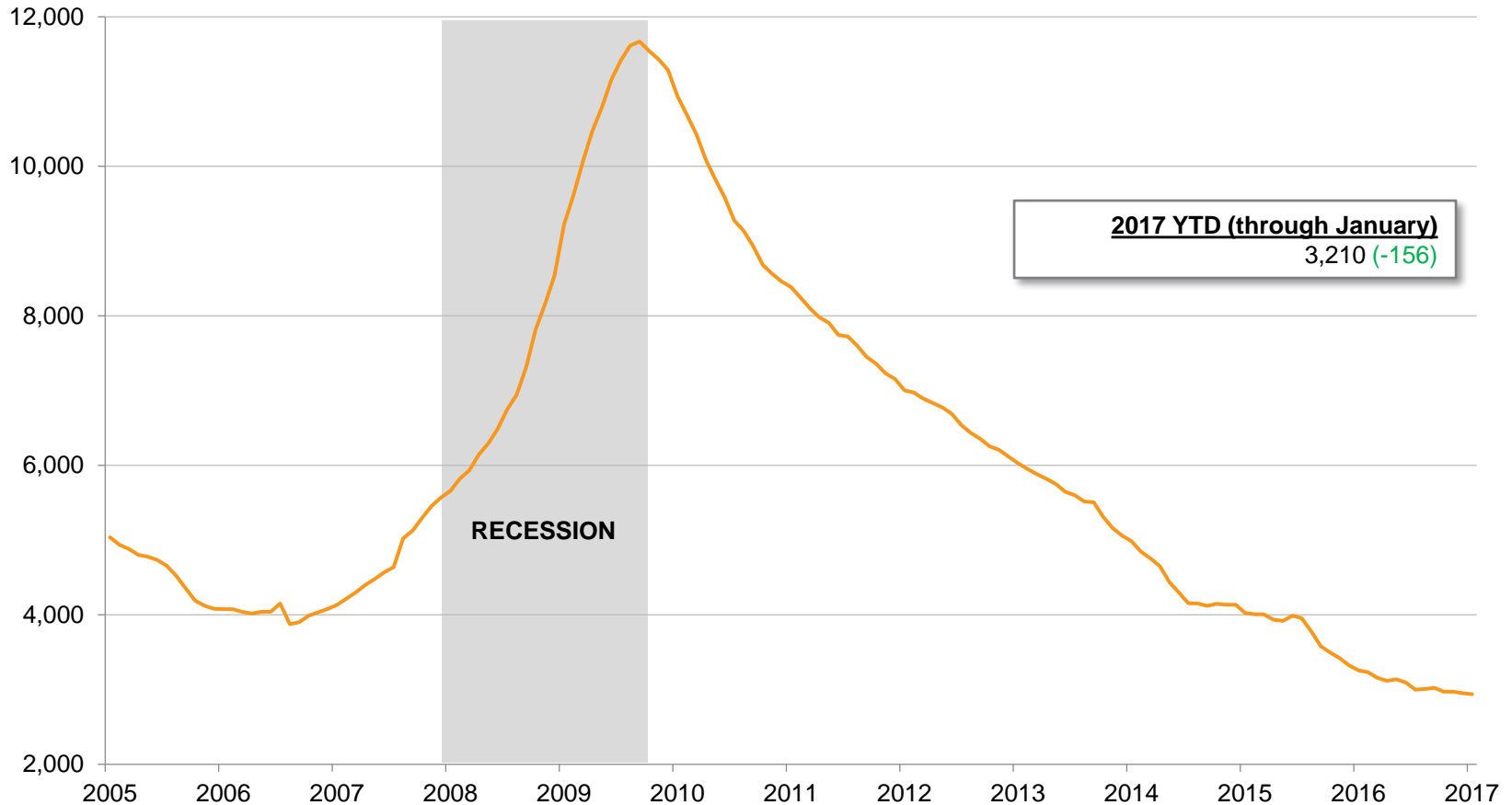
Unemployment Rate, Orlando MSA Seasonally Adjusted



Source: U.S. Department of Labor, Bureau of Labor Statistics

Labor Market

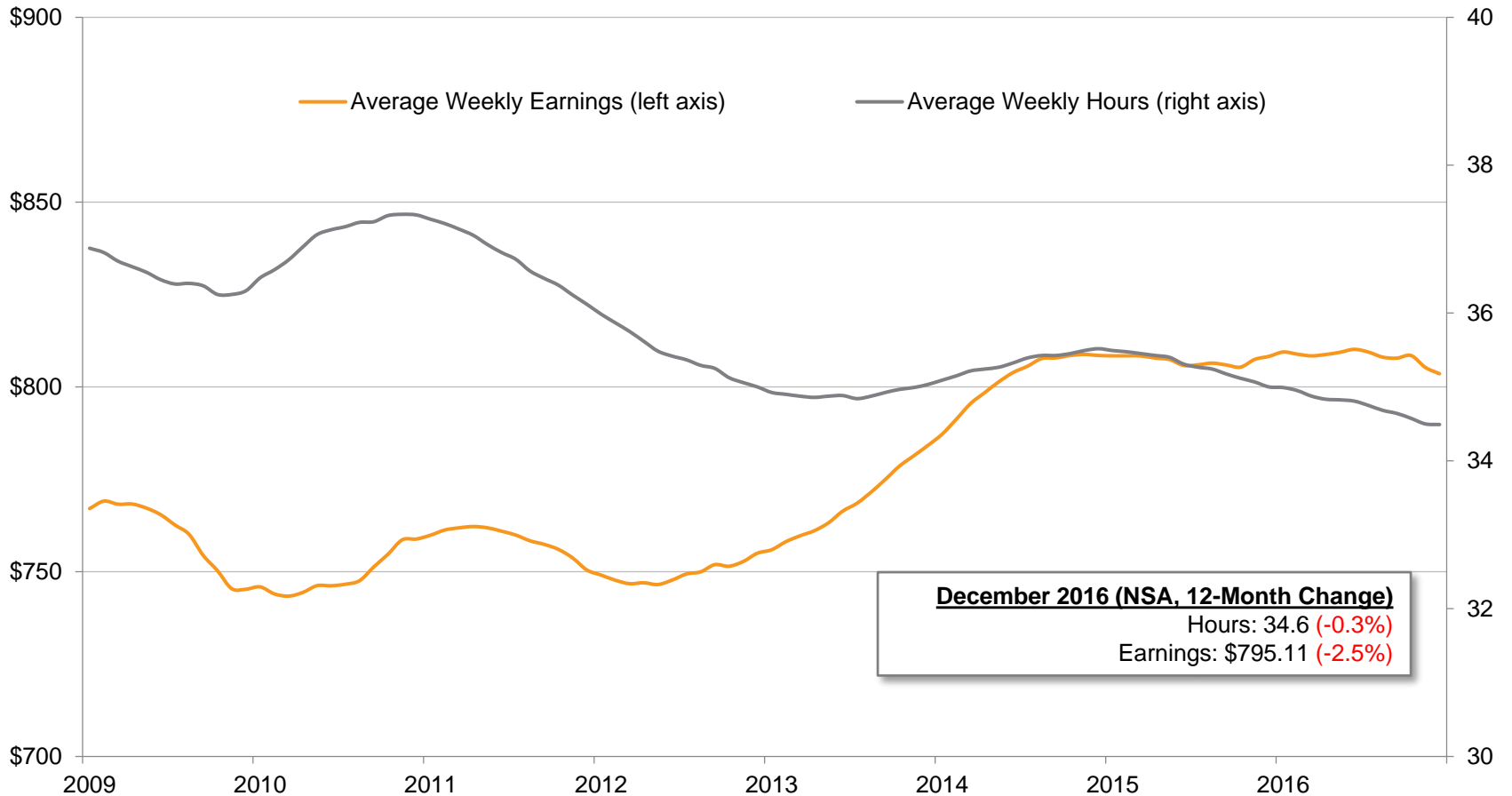
New Claims for Unemployment Insurance, Orlando MSA
12-Month Moving Average



Source: Florida Department of Economic Opportunity, Labor Market Statistics Center

Labor Market

Average Weekly Hours & Earnings, Orlando MSA
12-Month Moving Average

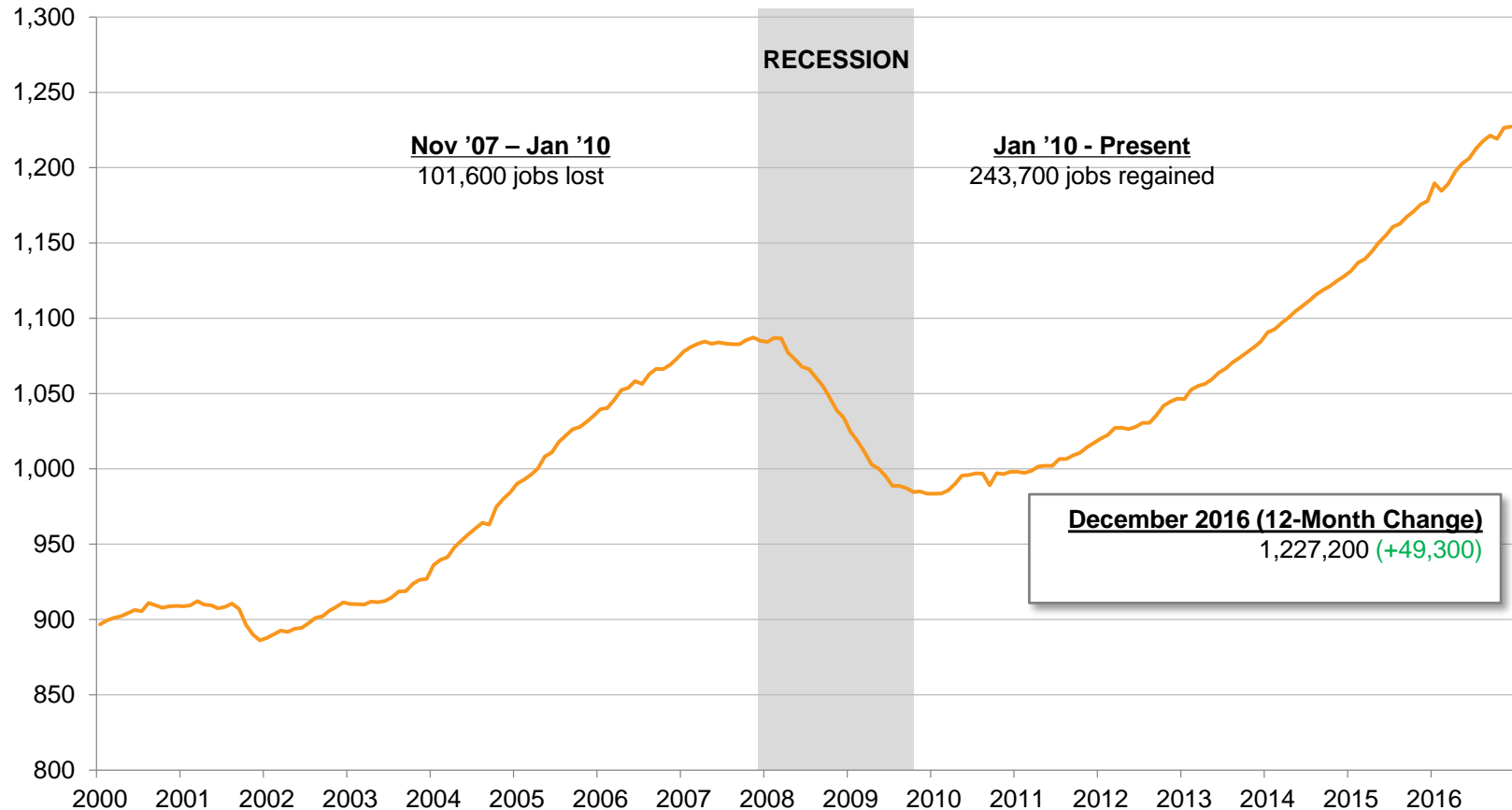


Source: Florida Department of Economic Opportunity, Labor Market Statistics Center

Payroll Employment

Total Payroll Employment, Orlando MSA
Seasonally Adjusted

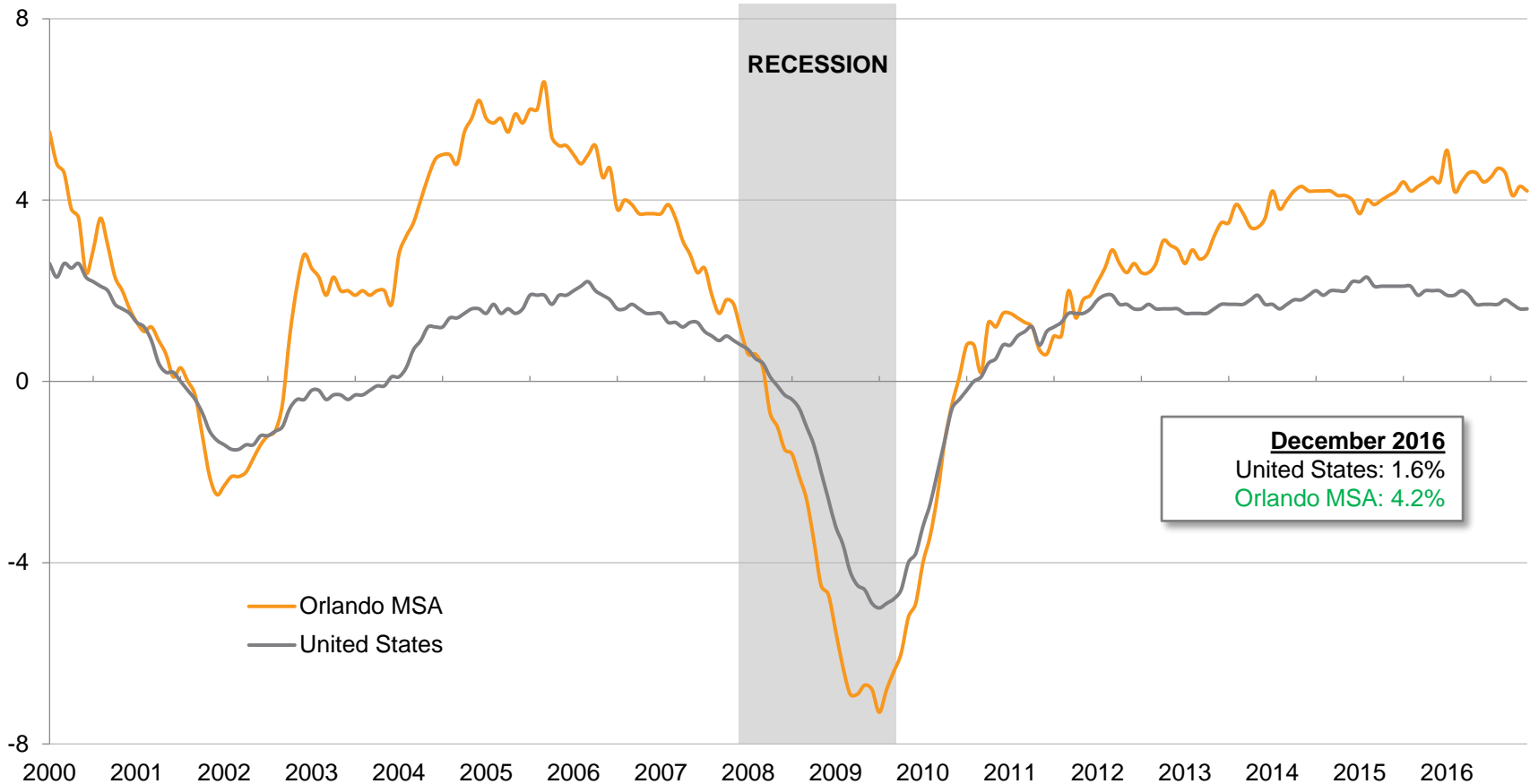
Hundreds



Source: U.S. Department of Labor, Bureau of Labor Statistics

Payroll Employment

Change in Payroll Employment, Orlando MSA
Y/Y % Change, Seasonally Adjusted



Source: U.S. Department of Labor, Bureau of Labor Statistics

Payroll Employment

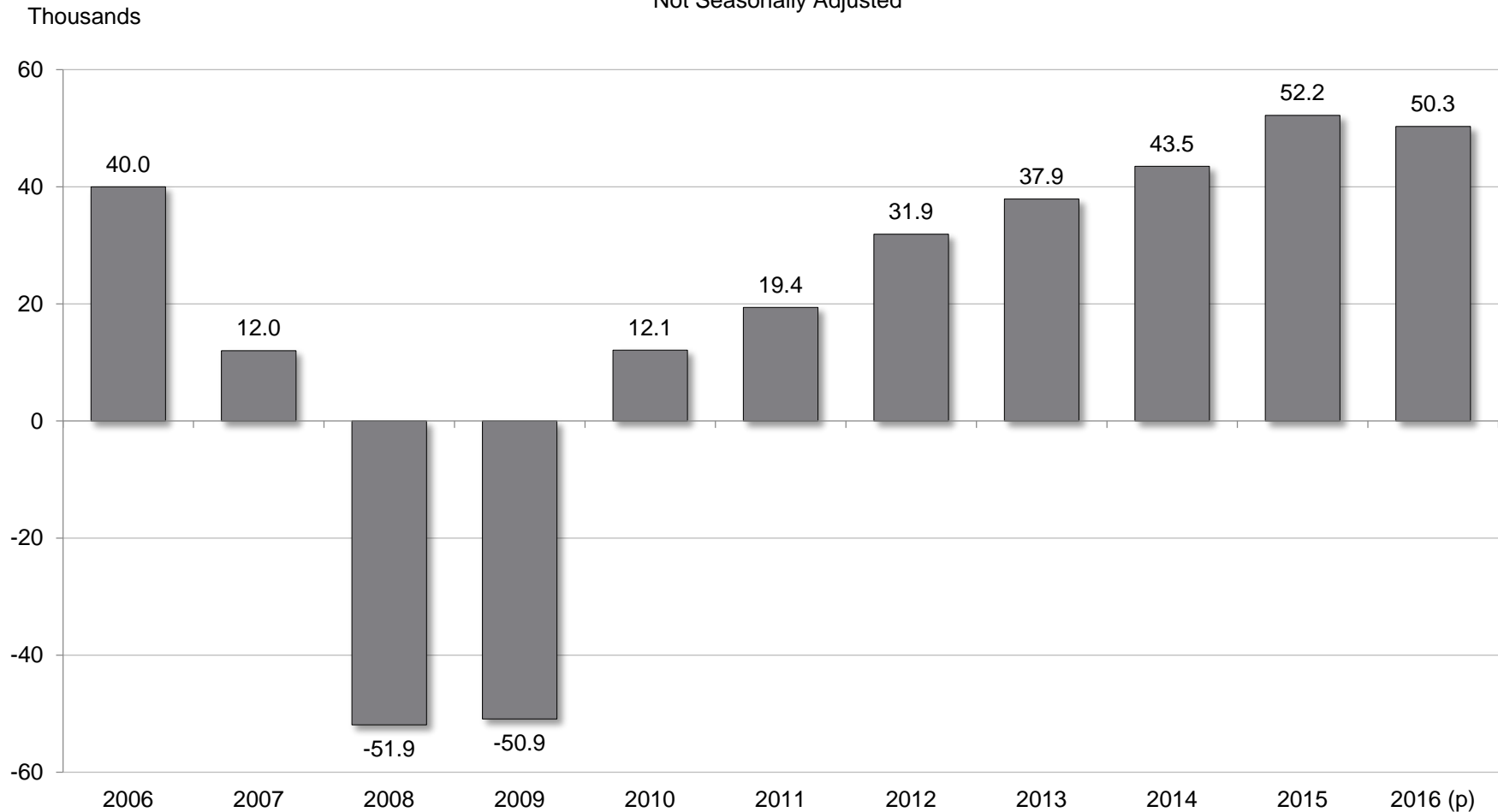
% Change in Payroll Employment, MSAs > 1 Million Jobs December 2015 – December 2016, Not Seasonally Adjusted

Rank	MSA	% Change
1	ORLANDO, FL	4.22%
2	San Jose, CA	3.37%
3	Seattle, WA	3.36%
4	Dallas, TX	3.26%
5	Denver, CO	3.16%
6	Riverside, CA	2.94%
7	Atlanta, GA	2.68%
8	St. Louis, MO	2.47%
9	Miami, FL	2.36%
10	Tampa, FL	2.21%

Source: U.S. Department of Labor, Bureau of Labor Statistics

Payroll Employment

Net Job Gain, Orlando MSA Not Seasonally Adjusted

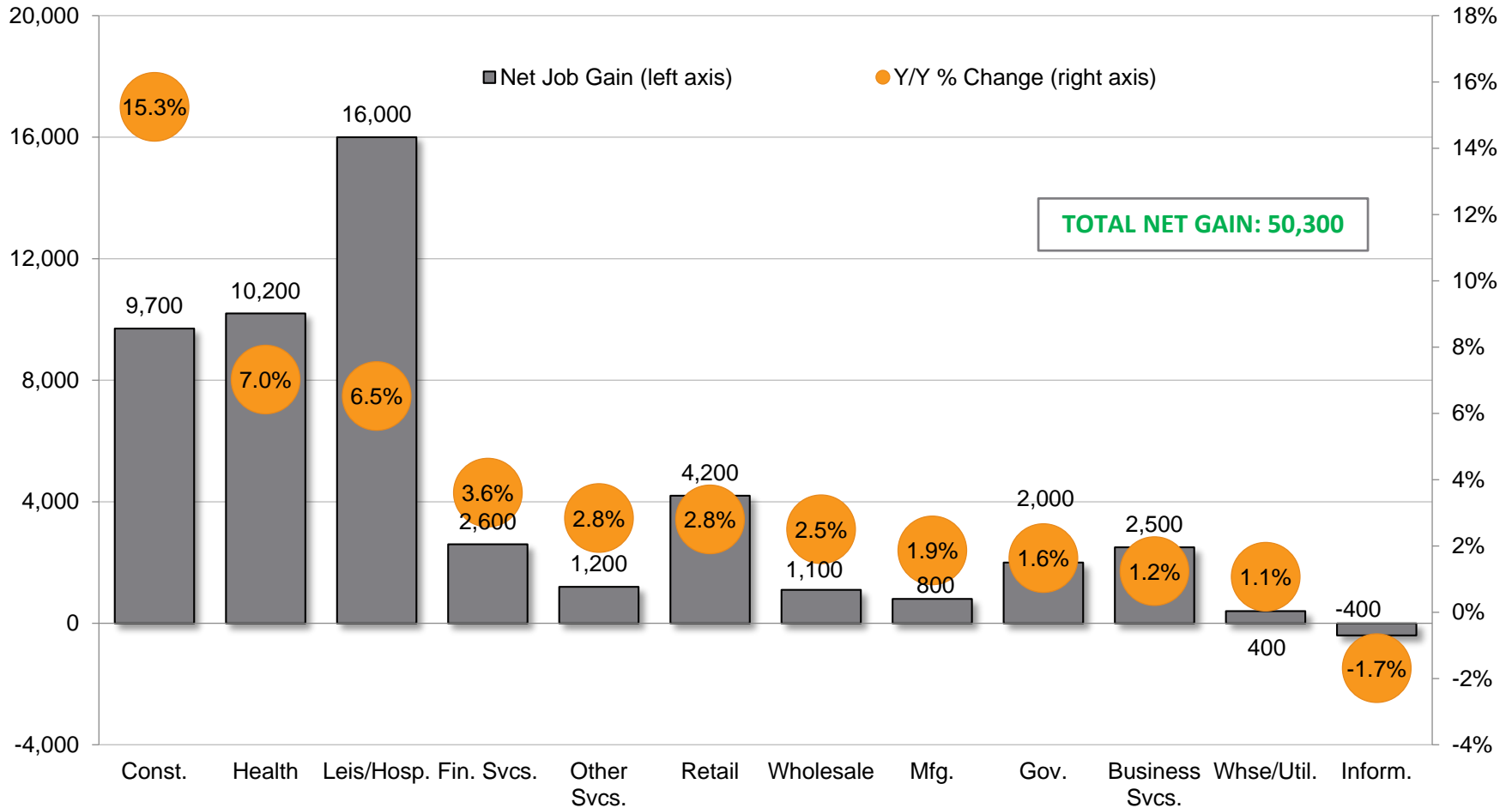


(p) = preliminary

Source: Florida Department of Economic Opportunity, Labor Market Statistics Center

Payroll Employment

Job Gains by Industry, Orlando MSA
December 2015 – December 2016, Not Seasonally Adjusted



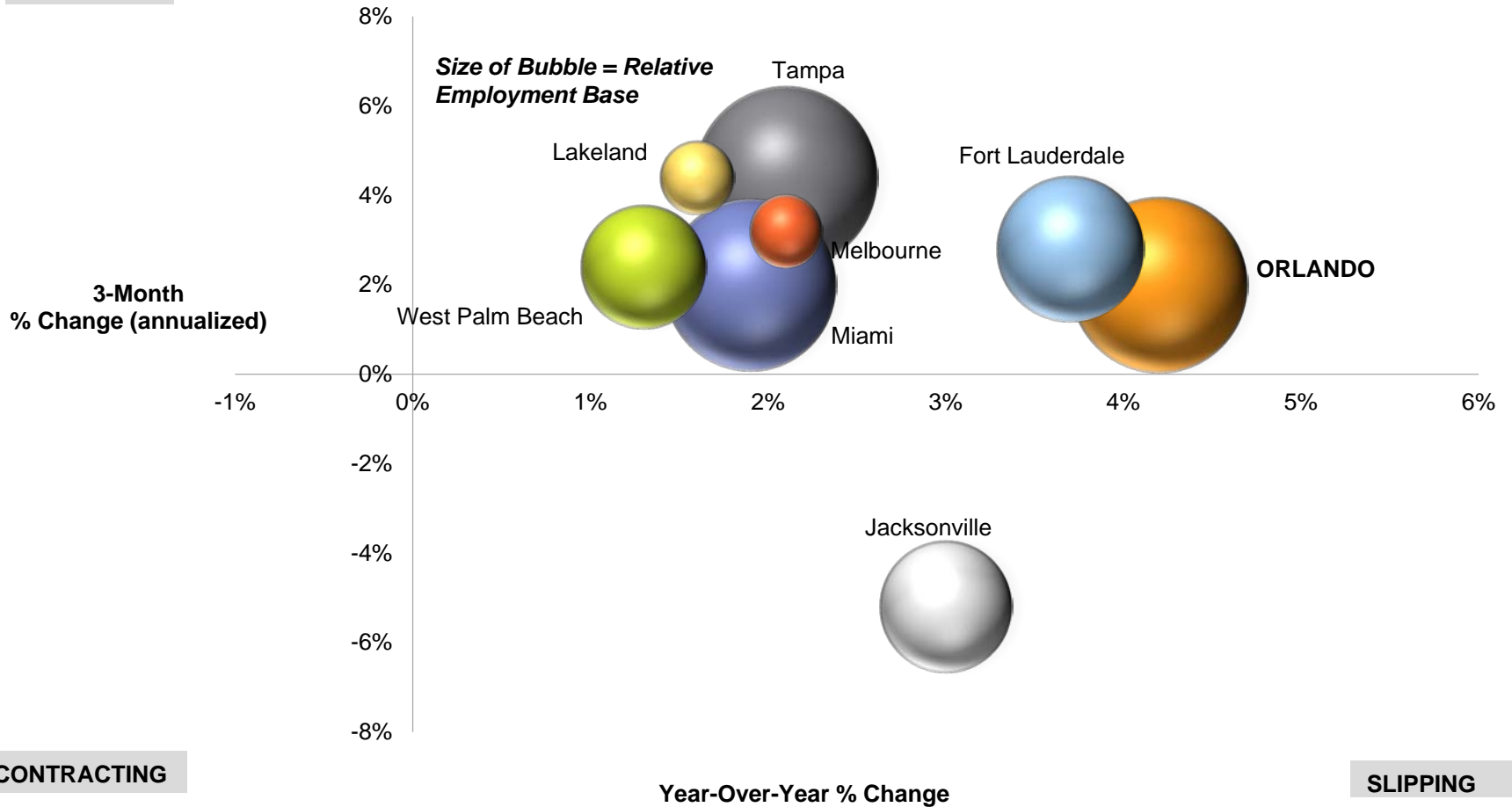
Source: U.S. Department of Labor, Bureau of Labor Statistics

Payroll Employment

IMPROVING

Employment Momentum by Florida MSA/MD
December 2016, Seasonally Adjusted

EXPANDING



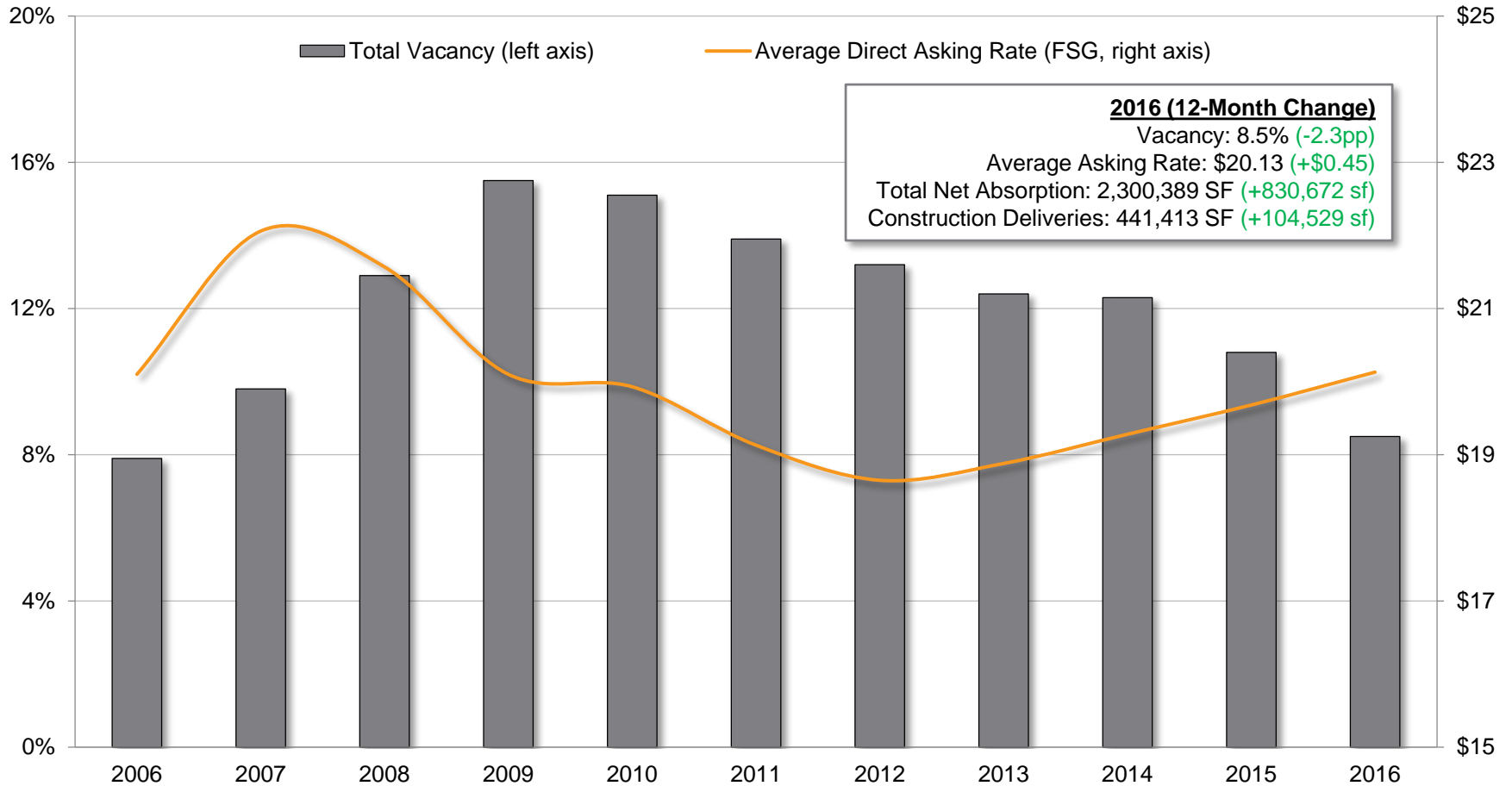
CONTRACTING

SLIPPING

Source: U.S. Department of Labor, Bureau of Labor Statistics

Commercial Real Estate

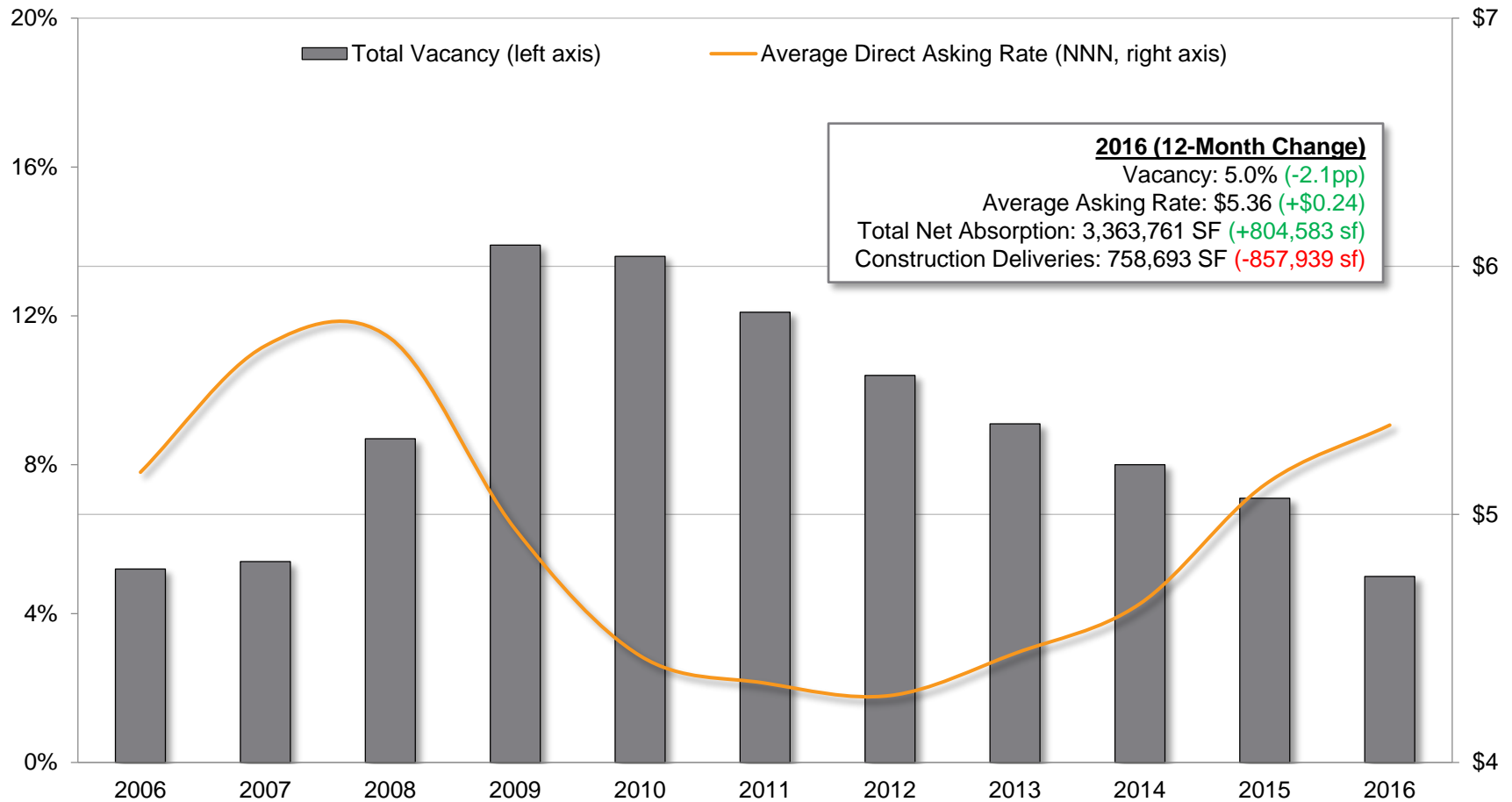
Office Market, Orlando MSA



Source: CoStar; only includes existing office properties larger than 5,000 sq. ft.

Commercial Real Estate

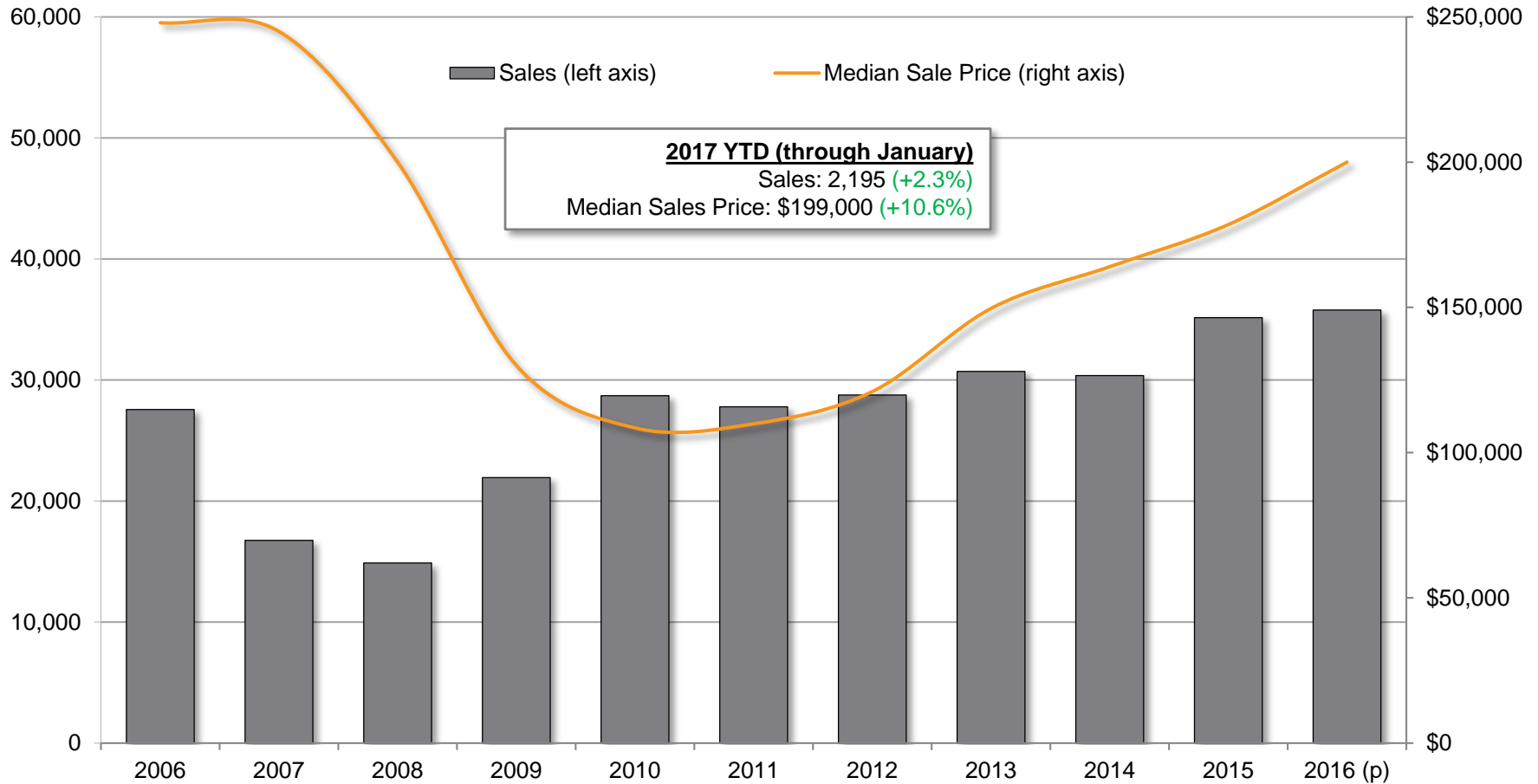
Industrial Market, Orlando MSA



Source: CoStar; only includes existing industrial properties larger than 10,000 sq. ft.

Residential Real Estate

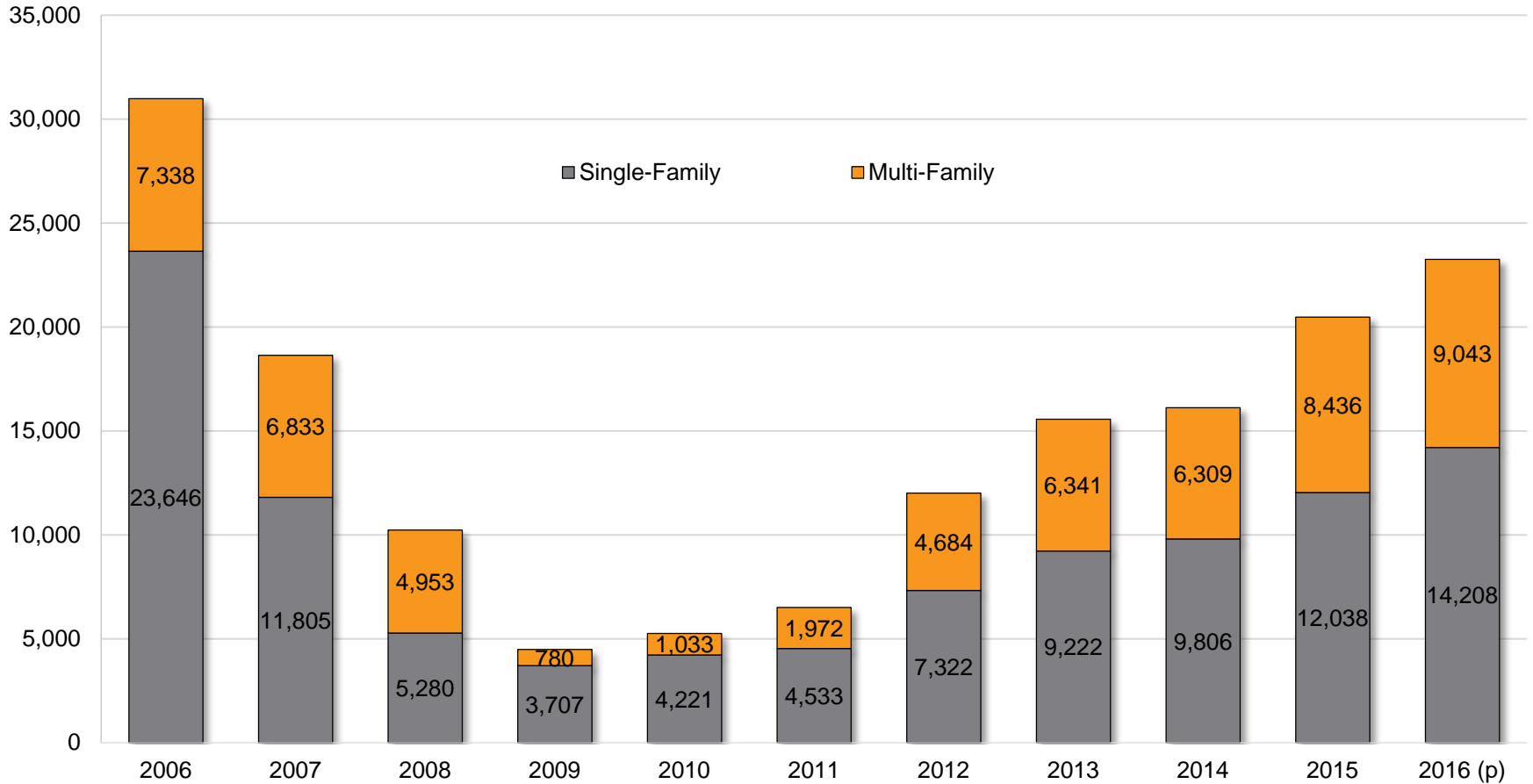
Home Sales vs. Median Sales Price, Orlando MSA



(p) = preliminary
Source: Orlando Regional Realtor Association

Residential Real Estate

Housing Permits, Orlando MSA Units Authorized



(p) = preliminary

Source: U.S. Census Bureau

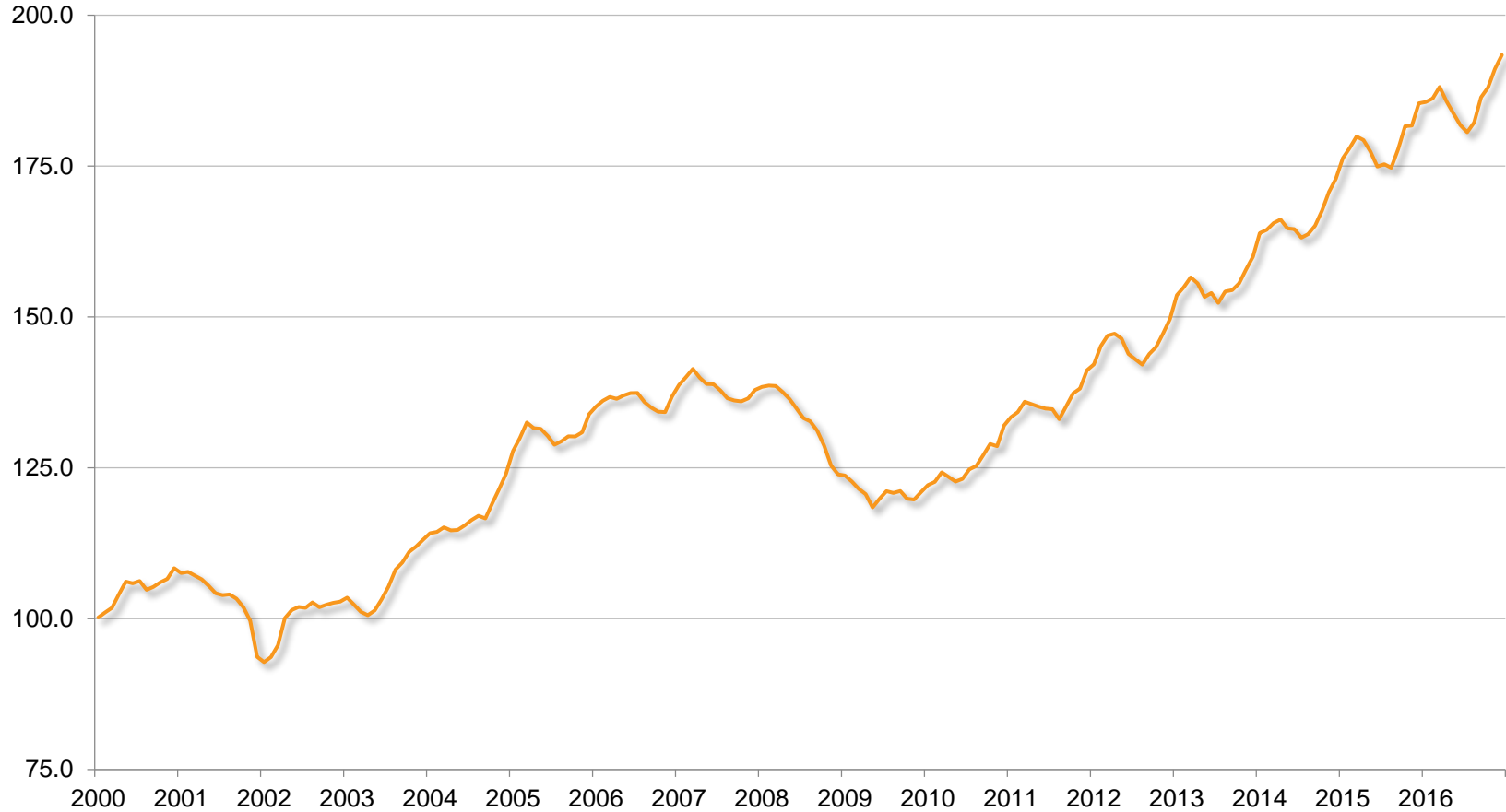
Consumer Spending

Orlando MSA Retail Index

December 2016 (12-Month Change)

193.4 (+4.3%)

December 1999 = 100



Source: Florida Legislature, Office of Economic & Demographic Research

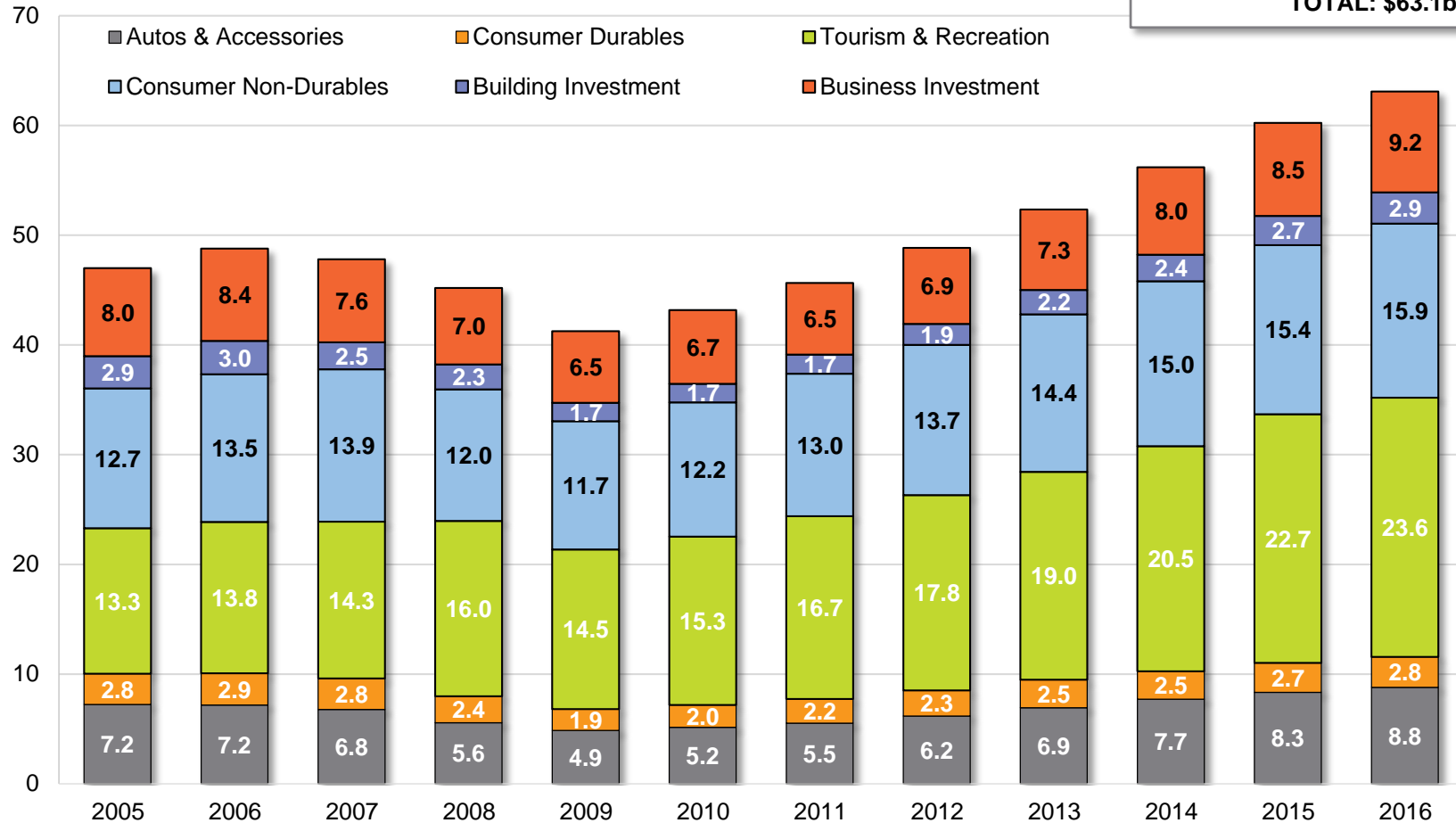
Consumer Spending

2016 YTD (through December)

Autos: \$8.8b (+5.5%)
 Durables: \$2.8b (+3.5%)
 Tourism: \$23.6b (+4.2%)
 Non-Durables: \$15.9b (+3.0%)
 Construction: \$2.9b (+6.8%)
 Business Investment: \$9.2b (+8.4%)
TOTAL: \$63.1b (+4.7%)

\$Billions

Taxable Sales, Orlando MSA



Source: Florida Legislature, Office of Economic & Demographic Research

Visitor Industry

2017 YTD (through January)

Domestic: 3,164,397 (+5.9%)

International: 451,906 (-8.5%)

TOTAL: 3,616,303 (+3.8%)

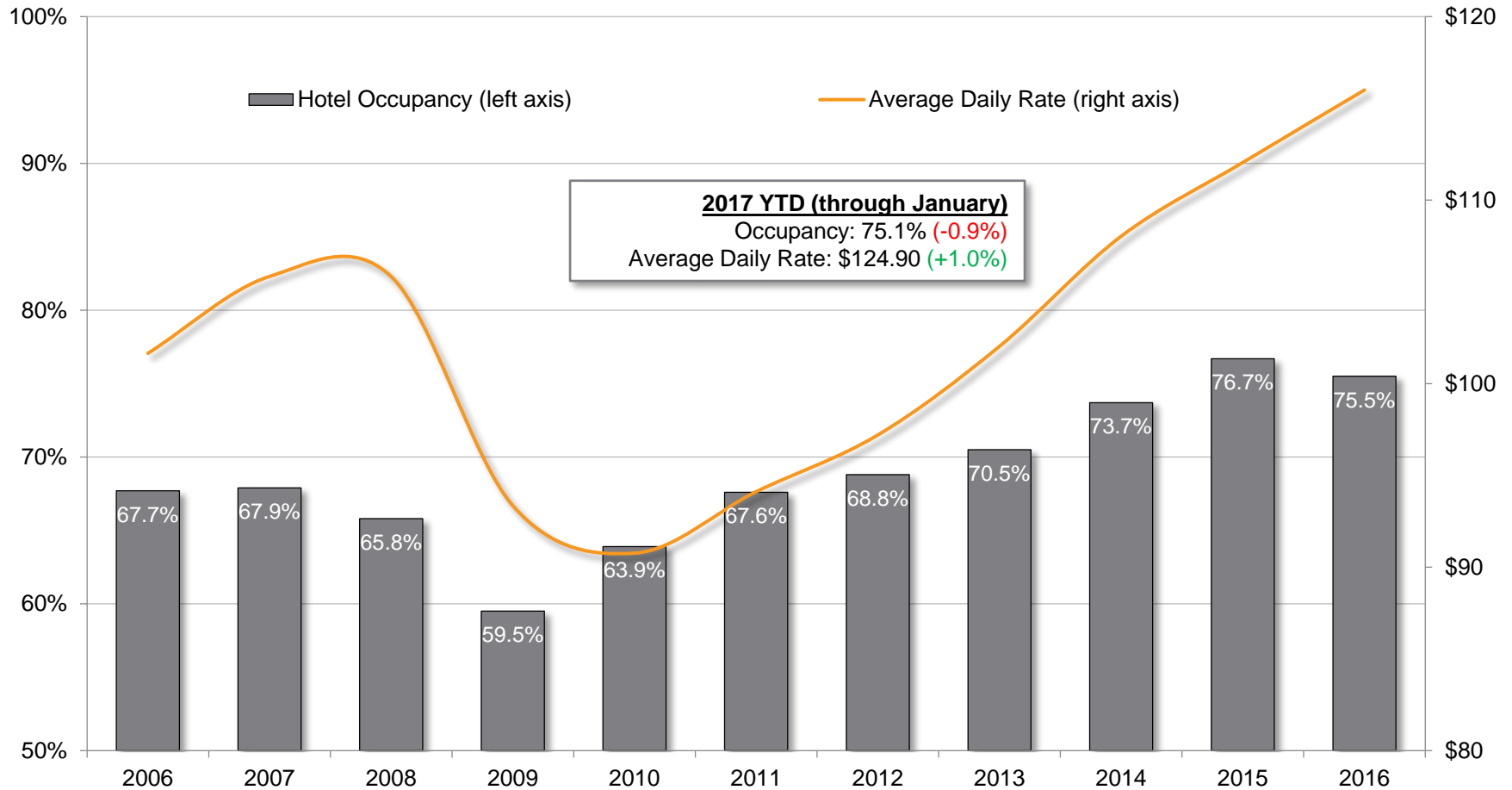
Total Passengers, Orlando International Airport



Source: Greater Orlando Aviation Authority

Visitor Industry

Hotel Occupancy vs. Average Daily Rate, Orlando MSA



Source: Visit Orlando

Business Intelligence

Business.Intelligence@OrlandoEDC.com

ORLANDO

YOU DON'T KNOW
THE HALF OF IT.