

ALL I WANT FOR

# CHRISTMAS

— holiday season —

## Christmas trees

8/10 Americans plan to put up a Christmas tree

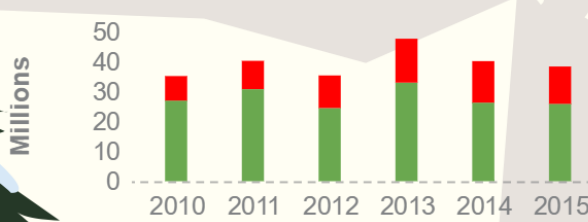
**1.76 Billion**

The number of candy canes made for each U.S. resident to enjoy

## Real Trees vs. Fake

**1.7 Billion Candles**

Many of these are lit during Diwali, Hanukkah and Kwanzaa



## South Florida's Holiday Traditions

DO YOU KNOW?

### Santa's Enchanted Forest

Visit the world's largest holiday theme park!!

**Over 3 Million**

number of Christmas lights throughout the park

2016

## Broward Winterfest

Winterfest Boat Parade has more than 1,000,000 cheering spectators line the 12-mile parade route

The largest, one-day, live audience event in Florida!

*La Parada de Los Reyes Magos- Three Kings Parade*

**Little Havana**  
47th Anniversary

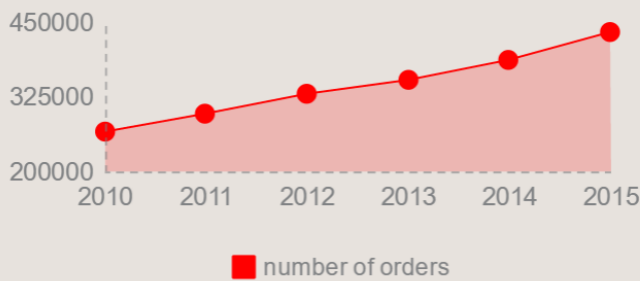
## Gift Giving Christmas spending

Winter Holiday Average Spending Per Person



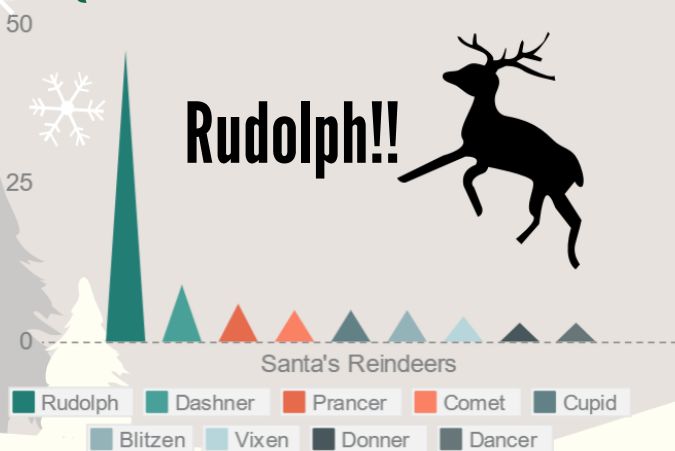
Black Friday 2016: More than 108 million spent online, while only 99.1 million spent in stores.

Electronic Shopping and Mail-order Houses: U.S. Total

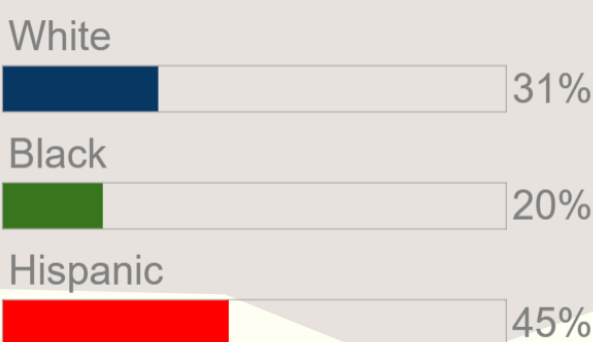


## Christmas fun facts

### Favorite Reindeer of All Time....



### Plan to pretend Santa Claus will visit on Christmas Eve



Sources:  
U.S. Census Bureau, 2015  
National Christmas Association  
Pew Research Center  
National Retail Federation  
USDA Census of Agriculture  
Miami Herald

**FIU** Metropolitan Center  
FLORIDA INTERNATIONAL UNIVERSITY

