

# GLOBAL SPOTLIGHT

## Orlando, Florida



**Orlando is the third largest metropolitan area in the state of Florida. Known throughout the world for its theme parks and destination resorts, tourism accounts for \$30 billion in annual spending almost 400,000 direct and indirect jobs in the region.**

- With a population of just over 2 million, Orlando has consistently been one of the top three metropolitan areas in the state for job growth, with an unemployment rate below the state and national averages. Employment growth is strongest in leisure and hospitality, education and health services, and professional and business services.
- Orlando's economy is well diversified beyond the tourism industry. The emerging biotechnology and life sciences sector has sprung from the nationally recognized healthcare system and teaching hospitals in the region. Development of the new Burnham Institute for Medical Research and the University of Central Florida College of Medicine at Lake Nona marks the beginning of a bright future for research, education and healthcare in Central Florida.
- A strong tourism industry and a weak dollar are a boom to the retail sector. Overseas tourists contribute to the success of high-end fashion malls as well as the expanding outlet malls in Orange County. Retail growth is also strong outside of the tourist corridor, led by big box stores expanding near new residential development. New urban town centers are under construction as the centerpiece of downtown redevelopment plans in several suburban communities.
- Orlando's growth as a statewide distribution center has contributed to the demand for institutional grade warehouse properties. Orlando is one of the top markets in the southeast for industrial portfolio sales.
- Office construction and leasing activity remains steady in the north suburban and tourist corridor submarkets. Investor activity is strong in the established suburban submarkets for buildings with high occupancies and national credit tenants.

## Orlando At A Glance

<b>Population</b>	<b>2,633,282 (Metro Area)</b>
<b>Location</b>	<b>Central Florida, USA</b>
<b>Interest</b>	<b>4.13% (US 10yr Treasury Note)</b>
<b>Unemployment</b>	<b>4.2% (Florida)</b>

Property	Rent/SF/Year Low	High	Effective Avg.	Vacancy Rate
Downtown Office Class A	\$24	\$28	\$27.75	13.2%
Suburban Office Class A	\$20	\$24	\$24.15	9.7%
Industrial Bulk Warehouse	\$4	\$7	\$6.20	5.7%
Retail Downtown	\$14	\$35	N/A	4.8%

NAI Realvest provides local market expertise in the Greater Orlando, Florida metropolitan area including counties of Lake, Orange, Osceola, and Volusia.

## About NAI Global:

NAI Global is one of the world's leading providers of commercial real estate services. We bring together people and resources wherever needed to deliver outstanding results for our clients.

### At A Glance

375	Offices
55	Countries
8,000	Professionals
\$45 billion	Annual Transaction Volume
250	MSF of Property Management

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December 2007



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