



Did You Know?

FLORIDA'S TOURISM INDUSTRY IN 2008

- 84.5 million visitors
- 13.9 million in-state visits
- \$65.2 billion in travel spending
- \$3.9 billion in sales tax collections
- \$513 million in TDC tax collections
- 1,007,000 Floridians employed
- On any given day there are more than 1.5 million visitors in Florida

VISIT FLORIDA

- Established by Florida statute in 1996 to be the official corporation of the Florida
- Commission on Tourism Public/private partnership of more than 3,000 businesses and organizations throughout Florida
- Mission: to promote travel and drive visitation to and within Florida
- Vision: to establish Florida as the No. 1 travel destination in the world

EXPONENTIAL IMPACT

- For every \$1 in state funding the Florida Tourism Industry invests nearly \$2 in VISIT FLORIDA marketing programs
- In 2008, industry partners invested \$17 million in VISIT FLORIDA marketing programs and \$35 million in promotional programs

TOURISM MARKETING—AN INVESTMENT YOU CAN COUNT ON

- For every \$1 in tourism marketing, VISIT FLORIDA generates \$55 in tourism spending and more than \$3 in new sales tax collections.
- 26.7 percent of all Florida visitors were significantly influenced by VISIT FLORIDA marketing efforts.