Fact Sheet

THE IMPACT OF TOURISM ON FLORIDA

- Tourism provided **21 percent of our total state revenue** in 2008.

- In 2008 alone, tourism **returned $3.9 billion to Florida** in tax revenue and generated **$65.2 billion** in direct economic impact.

- In 2008, more than one million Floridians were directly employed by the tourism industry.

- In addition to providing tax revenue on a state level, local businesses in Florida depend on visitors coming to their area. Those visitors support local economies in the form of jobs and taxes that benefit cities and counties.

THE RETURN ON THE STATE'S INVESTMENT IS UNDENIABLE

For each $1 invested in tourism marketing, more than $3 is returned to the state in tourism-related taxes*

THE IMPACT OF VISIT FLORIDA ON THE TOURISM INDUSTRY

- Visitors just don't show up—VISIT FLORIDA is one of the entities working hard to bring them here. More than 3,000 Florida owned businesses recognize that a partnership with **VISIT FLORIDA maximizes their marketing efforts** and gets the most out of their limited budgets. VISIT FLORIDA Co-Op programs allow many the opportunity to market their business when they **could not have afforded to otherwise.**

TOURISM CAN HELP FLORIDA REBOUND FROM A SLOW ECONOMY

Tourism marketing is our state's economic engine—

a proven investment you can count on.

FLORIDA NEEDS TO INVEST IN A STRONG TOURISM INDUSTRY NOW MORE THAN EVER

- To strengthen our economy, we must continue to invest in tourism marketing to bring visitors to our state and generate additional tax revenue. **Tourism is key to reviving Florida's economy.**

- Without adequate, **state funding for VISIT FLORIDA** this Session, local companies, communities and our state economy will suffer the consequences.

*From our 2009 Advertising ROI. VISIT FLORIDA does not use multipliers.