



Messaging

VISIT FLORIDA® is the state's official tourism marketing corporation commissioned by the Florida Legislature to market the state as a vacation and business destination and enhance the reach and efforts of individual tourism entities within Florida.

Primary Messages

- Tourism is crucial to our state economy, providing 21 percent of our total state revenue in 2008.
- Tourism marketing is our state's economic solution—a proven investment you can count on. For each \$1 invested in tourism marketing, more than \$3 is returned to the state in tourism-related taxes. In 2008 alone, tourism returned \$3.9 billion to Florida in tax revenue and generated \$65.2 billion in direct economic impact.
- In addition to providing tax revenue on a state level, local businesses around 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.
- All organizations and business must evaluate spending and preserve resources wherever possible. VISIT FLORIDA is a good steward of public funding—matching every \$1 of state funding with nearly \$2 in private sector contributions.
- There are more than 1 million Floridians directly employed by Florida's tourism. 85 visitors equal 1 tourism job right here in Florida.
- It's not just big hotels and attractions who see big gains from tourism—but also bed and breakfasts, small local attractions and historic sites, mom and pop restaurants and even gas stations. Small businesses depend on tourism for their livelihood.
- Visitors just don't show up—lots of people work hard to bring them here. Organizations throughout the state partner with VISIT FLORIDA to maximize their marketing efforts and get 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.
- 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 continued, adequate state funding for VISIT FLORIDA this Session, local companies, communities and our state economy will suffer the consequences.

