



TOURISM WORKS FOR FLORIDA



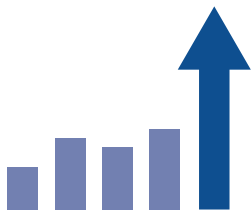
Every **81** visitors = **1** Florida job.

Tourism revenue =
No state income tax in Florida.



Visitors save every Florida household more than
\$1,500/YEAR on state and local taxes.

Every \$1 invested in VISIT FLORIDA yields a
\$3.27 return on investment
to Florida's taxpayers.



In 2019, out-of-state visitors added
\$96.5 BILLION to Florida's economy.
That's more than the entire GDP of 13 states.

Florida's tourism success is a direct result of state and local tourism promotion efforts. To maintain this success, Florida's lawmakers must reauthorize and fully fund VISIT FLORIDA and preserve the current permissible uses of local Tourist Development Taxes.

