

VISIT FLORIDA WORKS FOR FLORIDA



TOURISM'S IMPACT



142.9M
Visitors in 2024
(VISIT FLORIDA)



\$127.7B
Economic Impact
(Rockport Analytics, 2023)



\$36.9B
In Taxes
(Rockport Analytics, 2023)

FUNDING VISIT FLORIDA IS SMART

✓ **You more than triple your investment**

- 3.3 ROI *(EDR, 2024)*

✓ **You save Floridians on taxes**

- Save every household \$1,910
(Rockport Analytics, 2023)

✓ **You support 1 in every 7 Florida jobs**

- 2.1 million Florida jobs
(Rockport Analytics, 2023)

✓ **You drive growth and investment**

- 687 new hotels coming soon
- 106,949 new rooms coming soon
- 923,947 sqft new meeting space coming soon
(CoStar, as of Feb. 2025)

✓ **You beat the competition**

- Florida is #1 in domestic market share
(14.8% in 2023)
(DK Shifflet)
- Florida is #2 in overseas market share
(25.2% in 2023)
(National Travel & Tourism Office)

✓ **You promote and protect Florida's valuable vacation brand**

- Florida brand valued at \$142B
(Brand Finance, 2024)



VISIT FLORIDA WORKS FOR NORTH CENTRAL FLORIDA



VISIT FLORIDA'S IMPACT

394

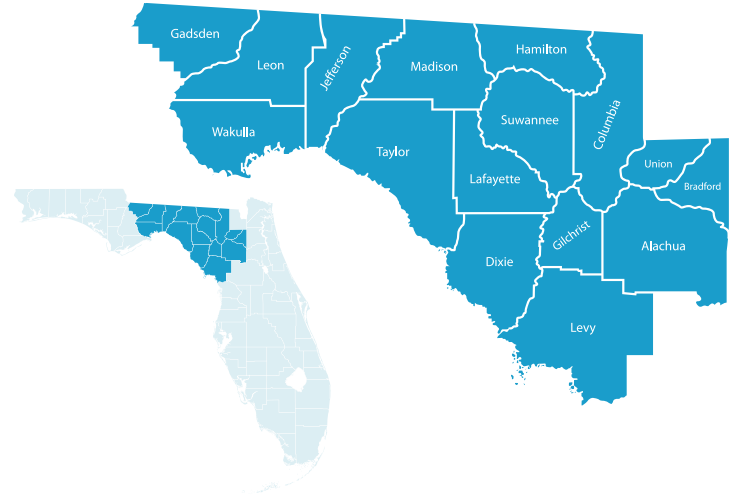
Engaged Businesses
(YTD)

\$1,069,919

Invested in Co-Op Advertising Programs
(Last 18 Months)

\$95,783,364

In Media Value
(Last 18 Months)



TOURISM'S IMPACT

**45,700
JOBS**

(Rockport Analytics, 2023)

**21
NEW HOTELS**

coming soon
(CoStar, as of Feb. 2025)

**2,022
NEW ROOMS**

coming soon
(CoStar, as of Feb. 2025)

VISIT FLORIDA WORKS FOR JEFFERSON COUNTY: RAO Content Assets Example

VISIT FLORIDA invested in all 29 officially designated Rural Areas of Opportunity (RAO) to capture video and photo assets. Utilizing these newly created assets, VISIT FLORIDA produced marketing pieces for the destinations to own and use to promote tourism to their areas. VISIT FLORIDA also distributed these marketing pieces on owned social media channels, driving visitation, interest and engagement for all 29 RAO counties.

- **Campaign:**

July 1, 2023 - June 30, 2024

- **Total Production Investment:**

\$304,500 (\$10,500 per county)

- **Distribution:**

Meta, Instagram, and YouTube

