

TOURISM WORKS FOR FLORIDA

Tourism is Florida's number one industry. It is major source of revenue for the state and for local communities, and is one of the state's largest employers. While tourism keeps Florida's economy vibrant, it also creates so many benefits for residents.

Florida residents **do not pay a state income tax**, thanks, in part, to the revenue generated by visitors making Florida **one of only seven states** without a state income tax.



The revenue generated by tourism **saves every Florida household more than \$1,500** a year on state and local taxes.

The revenue generated by tourism **helps to pay for critical services** residents rely on, such as education, public safety, infrastructure and environmental programs.



Tourism puts more than **one million Floridians to work** in hotels, restaurants, attractions, and other tourism-reliant businesses.

The Value of Local Tourism Promotion

While Visit Florida does an excellent job of promoting the State of Florida as a whole to potential visitors across the world, local tourism promotion is needed in order to attract visitors to the varied parts of the state that have their own unique travel offerings.

Local tourism promotion organizations promote their own special part of Florida and the travel assets located there. They promote their community as an attractive travel destination and package information potential visitors are looking for about a destination – area sites and attractions, hotels, restaurants and shopping – into one place under one brand. And, they know how to best target their promotion efforts by reaching out to the people most likely to visit their community.

In addition to promoting the attributes of their destination, local tourism promotion organizations coordinate with their local community to communicate with one voice and one message. They also offer businesses in the community expertise, connections and resources they might not otherwise be able to access.



Your Local Tourism Promotion Organization

Funding Local Tourism Promotion

Tourist Development Taxes are how communities fund their local tourism promotion efforts. Tourist Development Taxes were established to ensure counties had a dedicated funding source for the tourism promotion efforts necessary to create jobs and generate local revenue. Residents do not pay these taxes. Instead, they are paid by visitors in order to attract more visitors.

Tourist Development Taxes are collected on overnight stays at hotels and vacation rentals. The hotel and lodging industry volunteered to have these taxes levied on themselves. The Florida Legislature passed a state law allowing counties to levy Tourist Development Taxes and local voters approved them through a countywide referendum.

Maintaining the current permissible uses of Tourist Development Taxes – for expenditures related to tourism promotion – ensures that Florida communities can continue to attract visitors and reap the benefits of the local sales tax revenue they generate and the jobs they create.

