

# VISIT FLORIDA WORKS FOR FLORIDA



## TOURISM'S IMPACT

Saving Floridians Nearly

**\$2,000**

Per Household in Federal, State, and Local Tax Burdens

*(Rockport Analytics, 2024)*



**143.0M**

Visitors in 2024

*(VISIT FLORIDA)*



**\$133.6B**

Economic Impact

*(Rockport Analytics, 2024)*



**\$33.6B**

In Taxes

*(Rockport Analytics, 2024)*

## VISIT FLORIDA IS A GOOD INVESTMENT

- ✓ **More Than Tripling Return on Investment**
  - 3.3 ROI *(EDR, 2024)*
- ✓ **Supporting 1 in Every 8 Florida Jobs**
  - 1.8 million Florida jobs *(Rockport Analytics, 2024)*
- ✓ **Beating the Competition**
  - Florida is #1 in domestic market share (15.5% in 2024) *(DK Shifflet)*
  - Florida is #2 in overseas market share (25.2% in 2024) *(National Travel & Tourism Office)*
- ✓ **Promoting and Protecting Florida's Valuable Vacation Brand**
  - Florida brand valued at \$142B *(Brand Finance, 2024)*
- ✓ **Marketing Florida's Public Assets**
- ✓ **Helping Rural Areas and Small Businesses**
- ✓ **Monitoring Statewide Data/Trends**
- ✓ **Assisting Portions of the State After Disaster**
- ✓ **Pushing for Dispersion as a Response to Overcrowding**
- ✓ **Marketing the State to Veterans**



# VISIT FLORIDA WORKS FOR SOUTHEAST FLORIDA



## VISIT FLORIDA'S IMPACT ON SOUTHEAST FLORIDA

**1,335**

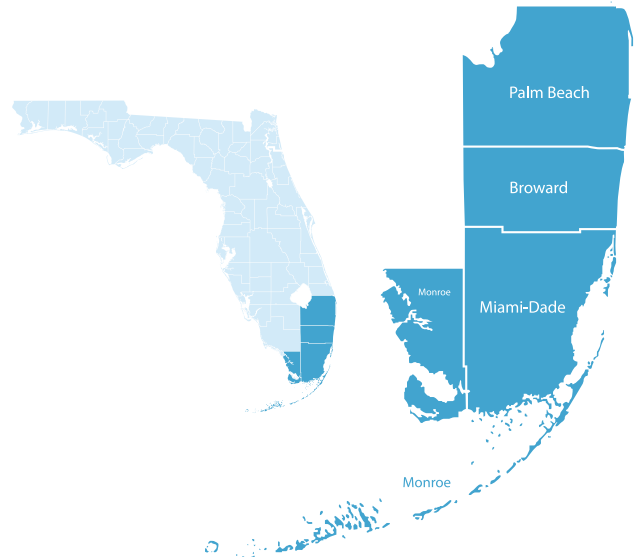
Engaged Businesses  
(YTD)

**\$1,193,743**

Invested in Co-Op Advertising Programs  
(Last 17 Months)

**\$172,915,229**

In Media Value  
(Last 17 Months)



## TOURISM'S IMPACT ON SOUTHEAST FLORIDA

**588,100  
JOBS**

(Rockport Analytics, 2025)

**157 NEW  
HOTELS**

coming soon  
(CoStar, as of Dec. 2025)

**29,385  
NEW ROOMS**

coming soon  
(CoStar, as of Dec. 2025)

**391,702  
SQ. FEET**

of new planned meeting space  
(CoStar, as of Dec. 2025)

## VISIT FLORIDA WORKS FOR MONROE COUNTY: Hurricane Recovery Example

Immediately following the landfalls of hurricanes Helene and Milton, VISIT FLORIDA implemented a campaign response focused on combating negative perceptions and maintaining visitation in open areas. This effort promoted 17 unaffected counties across the state, including Monroe County, to ensure we protected Florida's overall brand perception and visitation to the state.

- **Campaign Flight:** October 4 - December 22, 2024
- **Total Media Investment:** (Digital and Paid Social): \$2.15M
- **Total Impressions:** (Digital and Paid Social): 424M
- **Assets included :** 30 and :15 videos and social carousels
- **Audience:** Broad awareness targeting potential travelers in primary and secondary domestic markets
  - » Atlanta, Baltimore, Birmingham, Boston, Chicago, Cincinnati, Cleveland-Akron, Columbus OH, Dallas-Ft. Worth, Detroit, Grand Rapids, Houston, Indianapolis, Kansas City, Las Vegas, Los Angeles, Louisville KY, Milwaukee, Minneapolis-St. Paul, New York, Philadelphia, Salt Lake City, Seattle-Tacoma, St. Louis, Washington DC

The Sun and Fun STARTS HERE

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