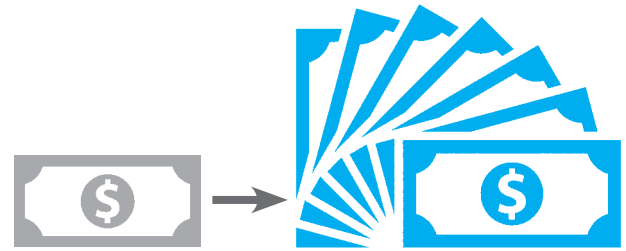
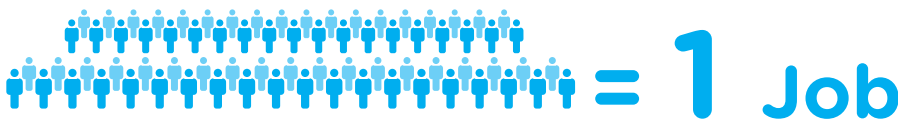


# FUNDING TOURISM MARKETING IS A SMART INVESTMENT

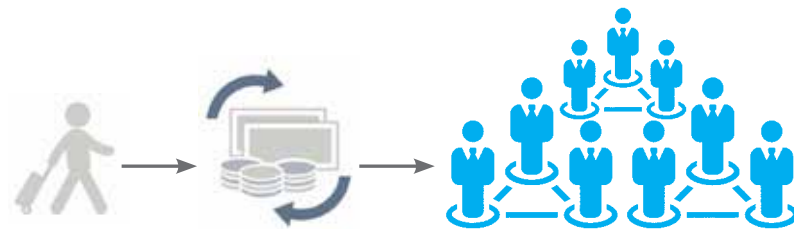


For every **\$1** the state invests in VISIT FLORIDA,  
**\$3.20 in tax revenue** is generated

- State Chief Economist, Amy Baker



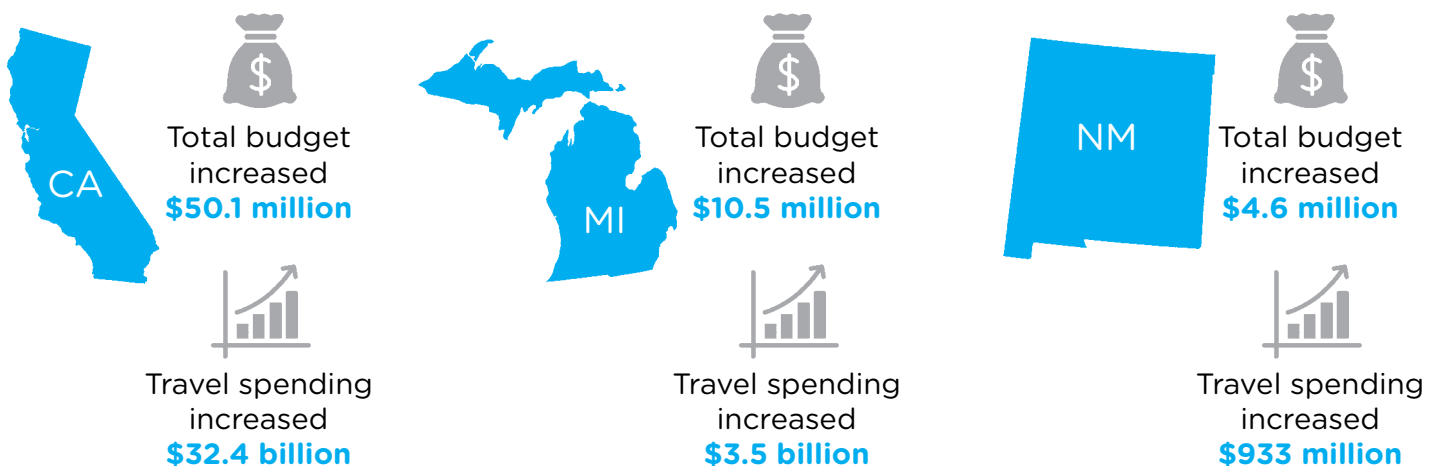
Every **76 visitors** to the state supports  
**one tourism job**



In 2015, visitors to Florida spent **\$108.8 billion**  
Generating **\$11.3 billion** in state and local taxes  
(nearly 30% of total tax receipts) and supporting  
**1.4 million Florida jobs**

Visitors spent an average of  
**\$300 million per day** in 2015

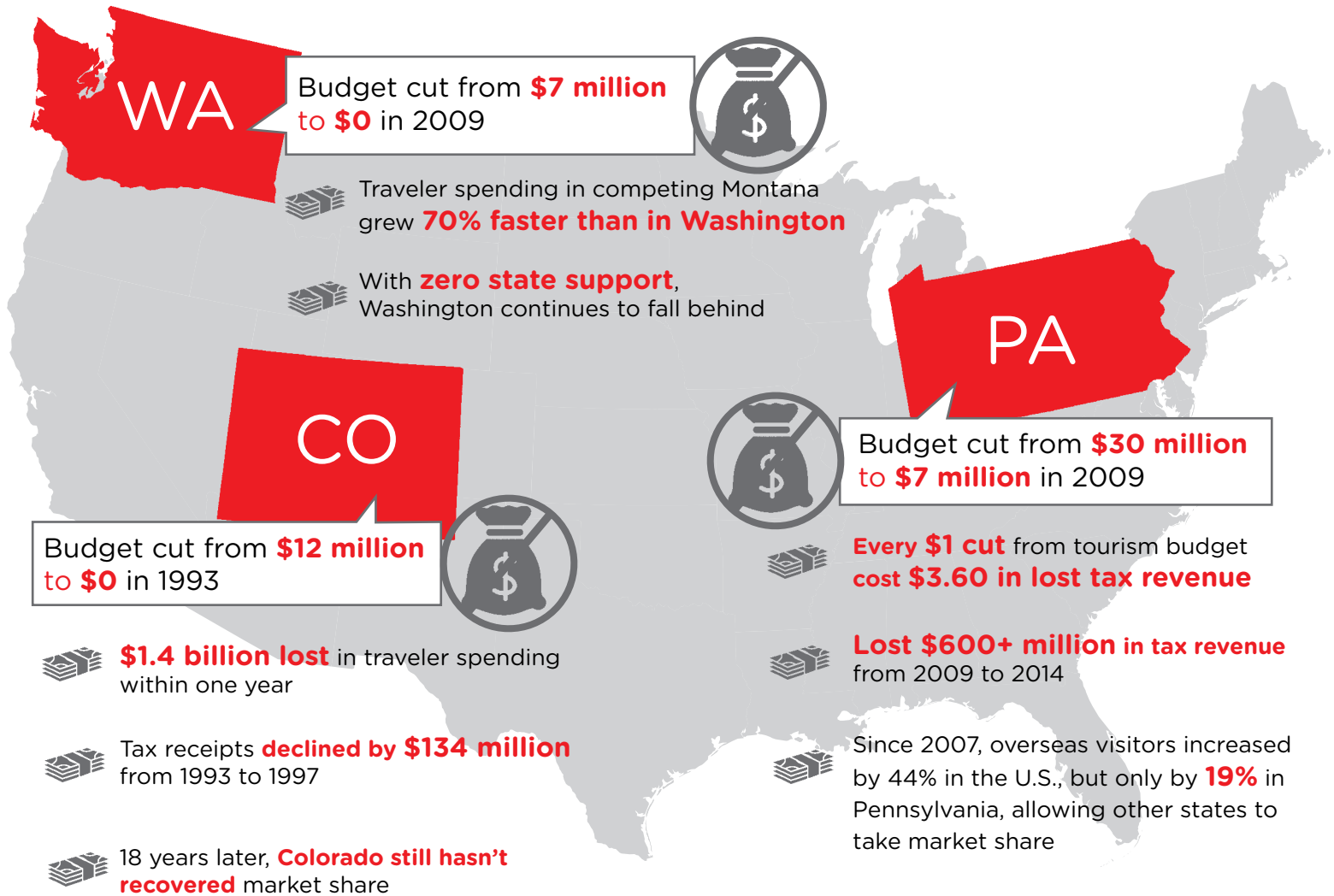
## OUTCOMES FROM OTHER STATES WHO INCREASED PUBLIC FUNDING FOR TOURISM MARKETING



\*per U.S. Travel Association

## CAUTIONARY TALES

# REAL LIFE RESULTS OF CUTTING FUNDING



## WHAT'S AT STAKE FOR FLORIDA

with a **2 percent reduction in travel**, Florida would **LOSE:**

**\$2.2B** in travel spending



**\$225M** in tax revenue



**28,000**  
Florida Jobs



\*per U.S. Travel Association