



VISIT FLORIDA Background and Funding Information

About VISIT FLORIDA

VISIT FLORIDA is a public-private partnership established by the Florida Legislature in 1996 to promote and market Florida as a destination to travelers.

VISIT FLORIDA's budget comes from publicly allocated tax dollars.

VISIT FLORIDA is required to match the public funds dollar-for-dollar, which is done by actively recruiting the state's tourism industry to invest as partners through cooperative promotion of local Florida destinations and the state.

Through a variety of partnerships with more than 13,000 businesses across the state, VISIT FLORIDA's programs promote Florida destinations small and large, rural and urban in all of the state's 67 counties.

VISIT FLORIDA has been an undeniable success. According to the Office of Economic & Demographic Research, for every public dollar invested in VISIT FLORIDA, \$2.15 is returned to taxpayers.

Because of VISIT FLORIDA's promotion efforts, the Florida tourism industry supports 1.5 million jobs and in 2017, contributed \$85.9 billion to Florida's economy.

VISIT FLORIDA Funding

For the past five years, VISIT FLORIDA was funded at approximately \$76 million, leading to record-breaking visitation numbers and tourism contributions to Florida's economy.

This fiscal year, VISIT FLORIDA was funded at 50 million, a 34.2 percent decrease from the previous year and just 0.055 percent of the state budget.

The current authorization of VISIT FLORIDA only runs through June 30, 2020.

The uncertainty created puts the strong private-public model which has fueled the success of Florida's largest industry at risk.

According to the U.S. Travel Association, with a just a two percent reduction in travel, Florida stands to LOSE \$2 BILLION in travel spending, more than 18,000, and \$139 million in state and local tax revenue.